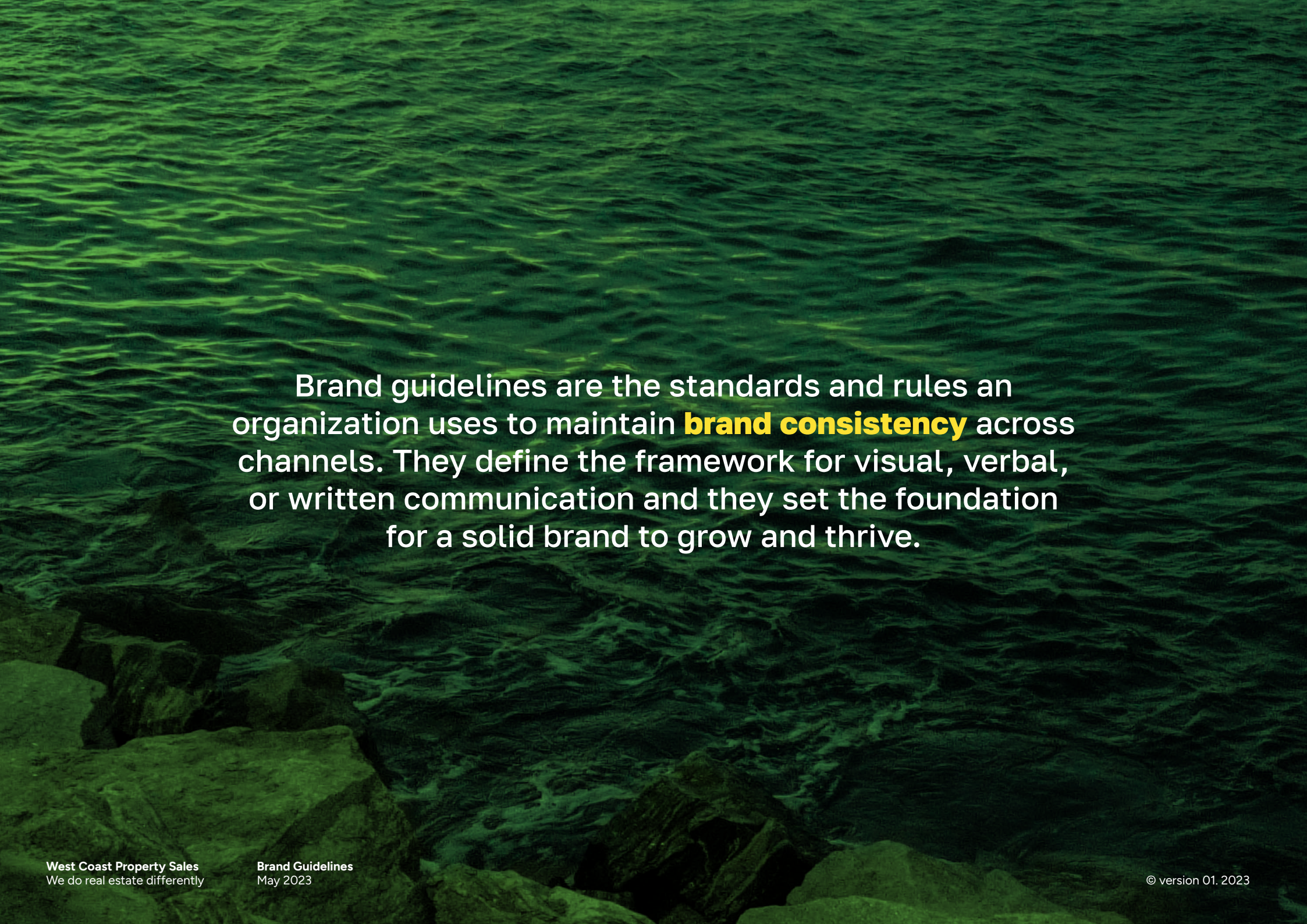


Brand Guidelines

West Coast Property Sales
We do real estate differently

Brand Guidelines
May 2023

WestCoast property sales
WE DO REAL ESTATE DIFFERENTLY



Brand guidelines are the standards and rules an organization uses to maintain **brand consistency** across channels. They define the framework for visual, verbal, or written communication and they set the foundation for a solid brand to grow and thrive.

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Brand logo

Primary logo
Logomark
Logo guidelines

1

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Primary Logo



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Primary Logo

This is the primary logo of West Coast Property Sales. The logo consists of the company name and the tagline.



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Logomark

This is the logomark of West Coast Property Sales. Please use this when the situations where you can't use the full primary logo.



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Logo on Background

This is the correct way of placing our logo on coloured or image backgrounds.



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Minimum Size

This is the minimum size of the primary logo and logomark. Please follow this guideline and never make our logo smaller than this size to ensure legibility.

Primary logo
Width: 3.5 cm



Logomark
Width: 1.4 cm



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Clear space

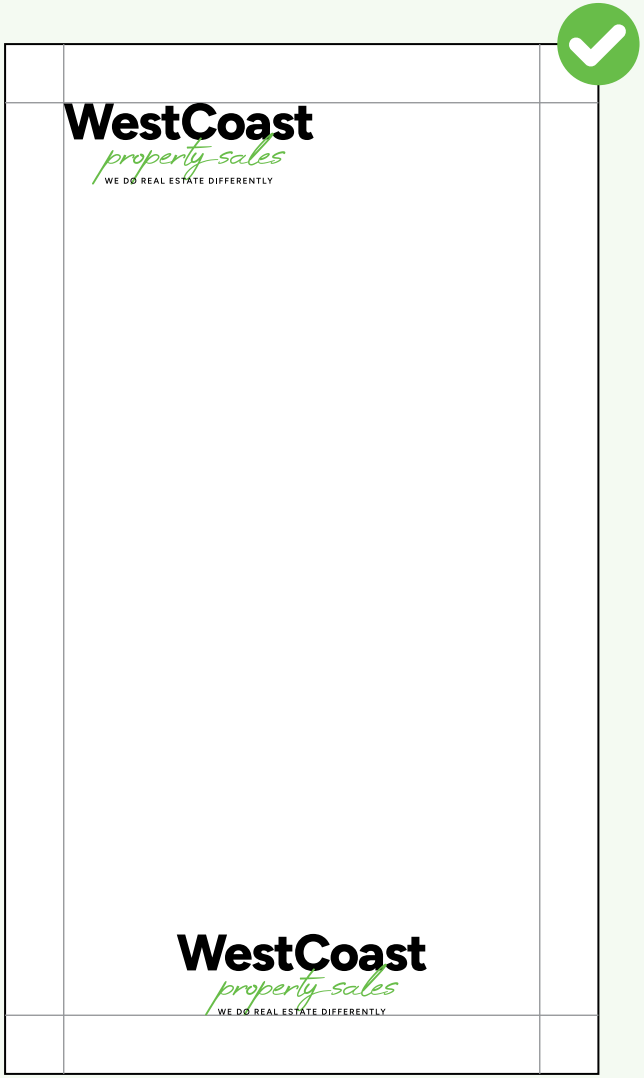
This is the clear space for the logo. Do not place any logos, text, or graphic elements inside the box.

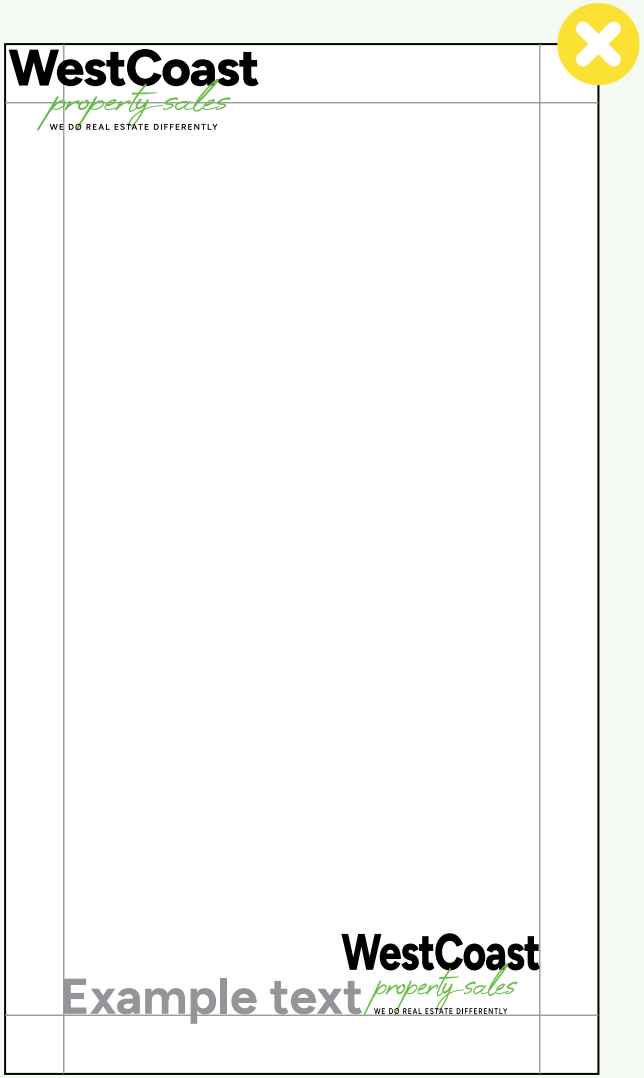


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Logo Placement

This is the correct and incorrect example to place our logo.





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Logo (don’ts)

1 Don’t stretch our logo
2 Don’t add stroke
3 Don’t reduce the opacity
4 Don’t rotate the logo
5 Don’t remove any text
6 Don’t crop our logo
7 Don’t add gradient
8 Don’t add another tagline
9 Don’t drop shadow





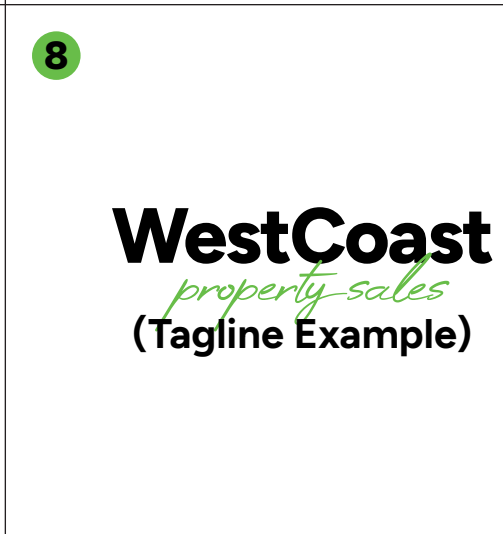














West Coast Property Sales
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Brand colours

Brand colours
Example in use

2

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Brand Colours

These are the brand colours of West Coast Property Sales.

Green, black and white can be used for the main background colour, the others can't be used for background but more for accent colour.

Green

RGB 104 189 73
CMYK 62 0 97 0
HEX 68BD49

Black

RGB 0 0 0
CMYK 75 68 67 90
HEX 000000

White

RGB 255 255 255
CMYK 0 0 0 0
HEX FFFFFF

Yellow

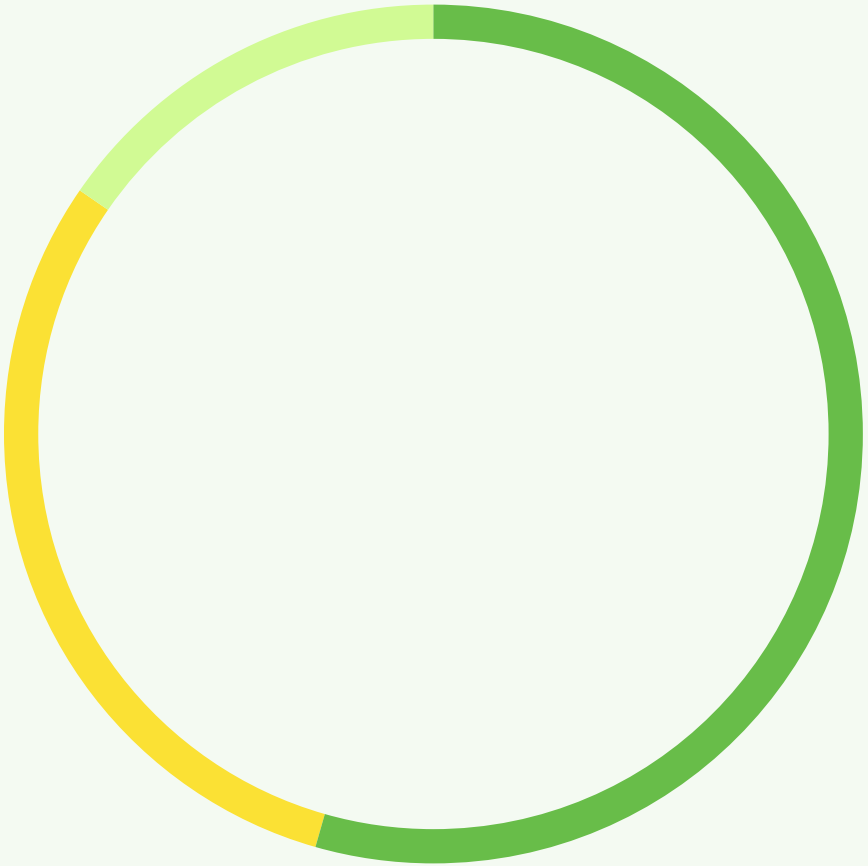
RGB 251 225 52
CMYK 3 6 90 0
HEX FBE134

Soft green

RGB 209 250 148
CMYK 20 0 55 0
HEX D1FA94

Example in Use

This is an example of using our brand colours for data/graph.



Data A

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Data B

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Data C

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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Example in Use

This is an example of using our brand colours for backgrounds and text.

This is Headline

This is sub-headline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. **Highlight text (example).** Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

01 / chapter VI

This is Headline

This is sub-headline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. **Highlight text (example).** Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Typography

Typography
Example in use

3

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Typography

Golos Text is font family that are used for West Coast Property Sales branding. Golos Text has 6 styles that can be used for headlines, sub-headlines, body text, etc.

Font name:
Golos Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , ! ? & # @



Typography

Headline
Golos Text
Style: Bold

Sub-headline
Golos Text
Style: Semibold

Sub-headline 2
Golos Text
Style: Semibold

Body copy
Golos Text
Style: Regular

Small text
Golos Text
Style: Regular

This is Headline

This is sub-headline

This is sub-headline 2

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait

This is caption or small text

Applications

Brand applications
Stationery design

4

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Brand Application

This is the example of brand application for West Coast Property Sales.



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Brand Application

This is the example of brand application for West Coast Property Sales.



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Brand Application

This is the example of brand application for West Coast Property Sales.



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Thank You

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