

CORPORATE - FULL COLOUR

The full colour logo, with 'real estate inc.' tag is the primary logo, and should be used in most cases.



VARIATIONS / ALTERNATIVES

Reverse



One Colour:



Black + Knockout



SECONDARY PATTERNS / TEXTURES



CORPORATE COLOUR PALETTE

The break-downs are using the Pantone Colour Bridge Coated (Plus Series) system for best color matching.



PANTONE 5463 C

RGB 22 | 35 | 56

HEX # 162338

CMYK 91 | 79 | 50 | 57



PANTONE 143 C

RGB 242 | 180 | 71

HEX # f2b447

CMYK 4 | 31 | 83 | 0

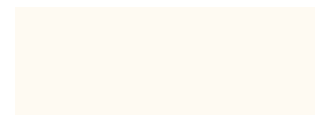


PANTONE 5665 C

RGB 188 | 195 | 180

HEX # bcc3b4

CMYK 27 | 16 | 29 | 0



PANTONE 143 C - 10% tint

RGB 242 | 180 | 71

HEX # f2b447

CMYK 4 | 31 | 83 | 0



PANTONE BLACK 3 C

RGB 23 | 24 | 19

HEX # 171813

CMYK 71 | 64 | 69 | 81



PANTONE BLACK 7 C

RGB 62 | 59 | 57

HEX # 3e3b39

CMYK 66 | 62 | 62 | 52

FONTS

Aa

Isidora

Primary font for headlines only.

Aa

Montserrat

Secondary font, can be used for both headlines and body copy.

INCORRECT USE OF THE LOGO

The consistent application of the Acquire logo is essential to building and maintaining brand identity.

While not an exhaustive list, the examples below illustrate some incorrect uses and deviations to avoid.

The logo should never be altered or redrawn in any way and only approved digital artwork should be used in documents and on the web.



Do not rotate or vertically align



Do not apply a drop shadow



Do not stretch or compress



Do not apply stylistic features such as a bevel or emboss



Do not blur or pixelate



Do not make transparent



Do not outline



Do not use logo over an image unless appropriate colour treatments of the image and logo are used for visibility.



Do not alter the logo's colors



Do not rearrange the logo



Do not reduce contrast



Do not use colour version on non-complimentary coloured backgrounds