



N E A R W A T E R

Brand Guidelines by Monday Media

“ ‘ Nearwater Real Estate

Welcome to Nearwater Real Estate, your premier residential real estate agent in Perth, Western Australia. With a passion for the stunning coastline and picturesque waterways that grace this city, we specialise in helping you find your dream home near the enchanting shores of Perth. Whether you're captivated by the tranquil ocean vistas, the serene river front properties, or the charming canals, our dedicated team of experts is here to guide you every step of the way.



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02 Primary & Inverted Logos (Vertical)



Primary Logo (with tag-line)



Primary Logo (with tag-line)



Primary Logo (with tag-line)



02a Primary & Inverted Logos (Horizontal)



Primary Logo (with tag-line)

#0A1F2C#DCE0E2



Primary Logo (with tag-line)

#DCE0E2#0A1F2C

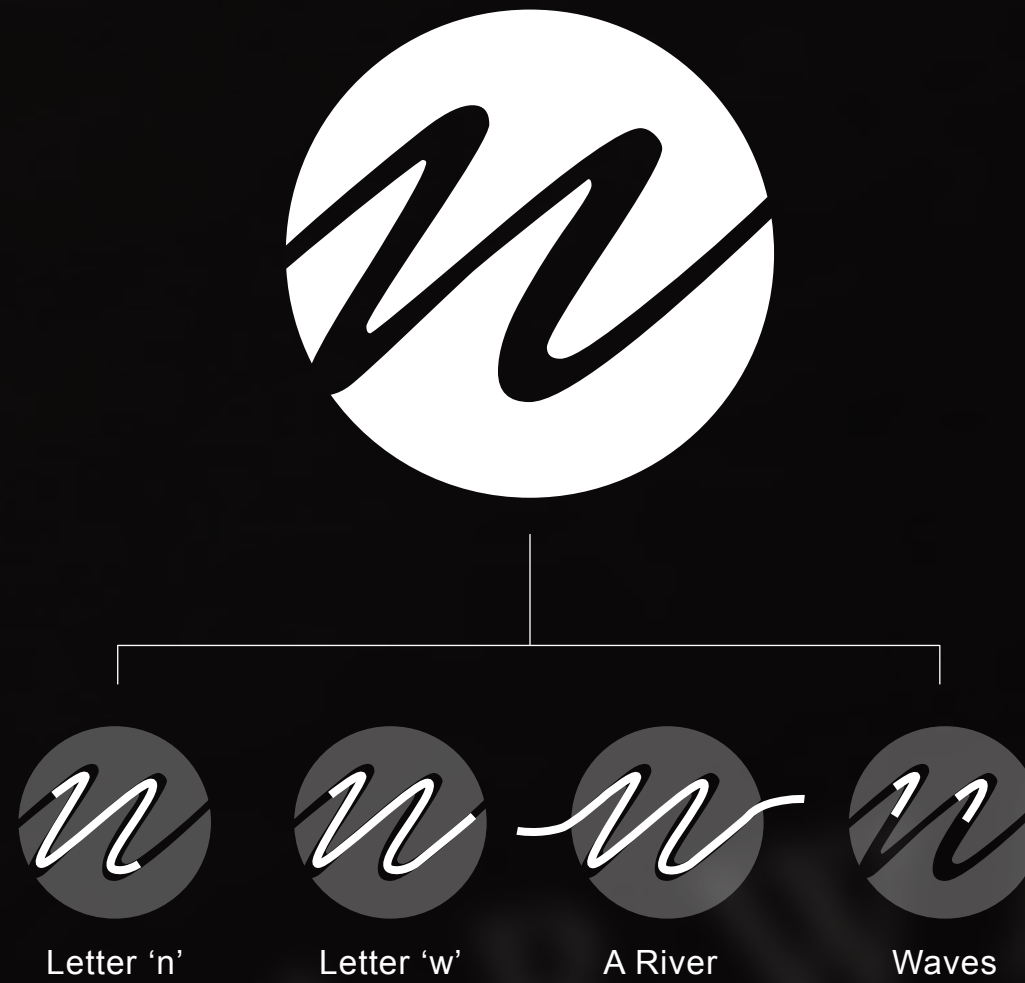


Primary Logo (with tag-line)

#0A1F2C#747C92

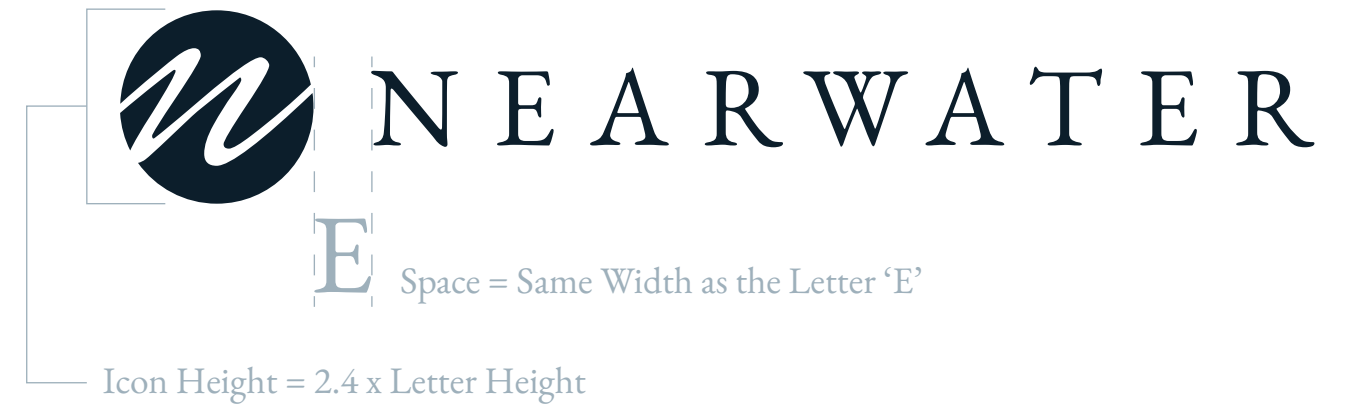
Brand guidelines

03 Logo Meaning



Brand guidelines

04 Logo Rules



Brand guidelines

04a Logo Rules



Always set a **minimum space** around the primary and secondary logos as a 'base' rule.



Always set a **minimum space** around the primary and secondary logos as a 'base' rule.

Brand guidelines

04c Logo Rules



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Never: Use more than one base colour



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Never: Alter the composition



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----- Watermark logo to be used at 20% opacity.



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Never: Use brand Platinum on white



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Never: Use colours outside pallet



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----- Watermark logo (platinum) to be used at 25%

05 Print & Digital Typography

Headline font (H1)

EB Garamond Regular

(Tracking at 0 points)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+=":?><

Originally designed by the famed Parisian type designer Claude Garamond in the 16th Century, Garamond was the first to branch off from the traditional handwritten style to make readable letter forms ready for printing. The original font was called "Grec du Roi" because it was created for the Greek government solely for the purpose of Roman and Latin book printing.

Paragraph font

Manrope Regular

(Tracking at 50 points)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

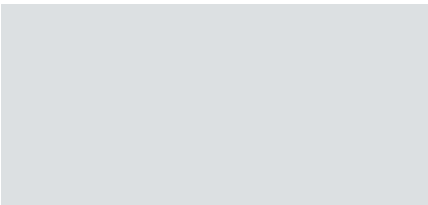
!@#\$%^&*()_+=":?><

Manrope is an open-source sans-serif typeface designed by Mikhail Sharanda. It was initially released in 2018 and later added to Google Fonts in 2020. The family is available in seven weights as well as a variable font version.

Brand guidelines

06 Colour

Primary colours



#DCE0E2C

R 29 G 154 B 85

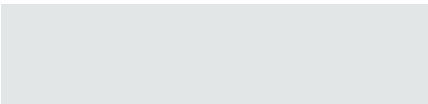
C 49% M 0% Y 27% K 40%



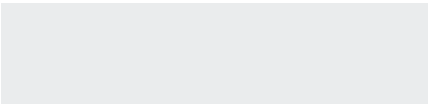
#0A1F2C

R 10 G 31 B 44

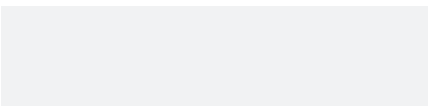
C 13% M 5% Y 0% K 83%



80%

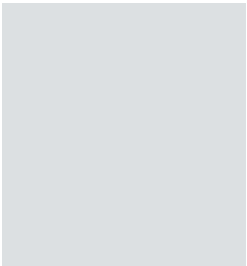


60%

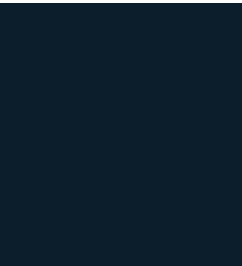


40%

#DCE0E2 Platinum



#0A1F2C Poseidon Storm



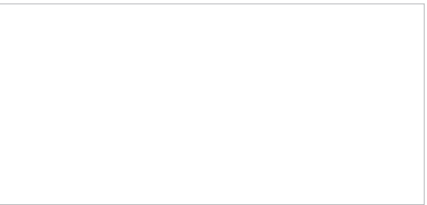
Support Colours



#747C92

R 116 G 124 B 146

C 12% M 9% Y 0% K 43%



#FFFFFF

R 255 G 255 B 255

C 0% M 0% Y 0% K 0%



#1B1B1B

R 27 G 27 B 27

C 0% M 0% Y 0% K 89%



www.mondaymedia.com.au

Monday Media

video / web / marketing

Logo design

Brand Identity

Monday Media specialises in creating bespoke digital media for small and medium sized business in Perth, Western Australia.

We know your business can't focus on one single area of marketing... so nor do we. Whether it's an amazing corporate video, a stand-out website or a total re-brand, we've got you covered.

07a Glossary

RGB

(Red, Green, Blue) colour mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a colour value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) colour mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colours in your image or analyse the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher colour depths, which translates into millions of colours. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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