



ENCOMPASS  
— L I V I N G —

Brand Visual  
Identity  
Guidelines



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# About Us

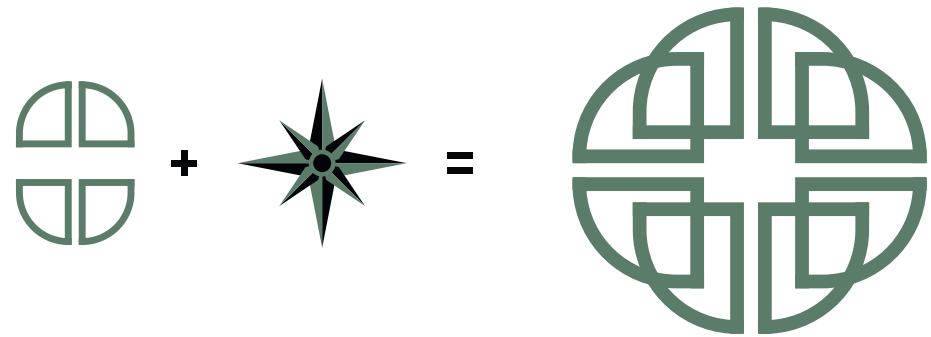


ENCOMPASS  
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Our company has two primary roles. The first is as a high end residential property management company. We manage single family residential homes for customers, primarily 2nd or 3rd homes. We have many different client needs and wants. For most clients we manage all monthly home maintenance (pest control, landscape maintenance, pool maintenance, home cleaning, home supervision and oversight as most homes are only used a handful of times per year). Our employees also perform small handyman items and

ensure work quality of monthly maintenance subcontractors, and walking through house weekly for clients that are part time residents. Additionally, our second role is as a general contractor performing residential remodels. We are a licensed and bonded general contractor. Remodel jobs range from small bathroom remodels to full home demo and remodel. Our clients own luxury properties that are located in very affluent neighborhoods. Our clients expect a high level of service and work performed.

# Brand Logo



This logo is made of 2 oval shapes divided into 4 parts each. Why is it oval shaped? Because your clients are more in luxury housing circles and the oval shape symbolizes luxury housing.

2 ovals which are divided into 4 parts which at the same time form a "compass" pointing to all the cardinal directions, that is to match your brand name "ENCOMPASS", according to your brand which is

everywhere, in all directions of the compass and has become the trust of many different clients as well.

Combining 2 oval shapes divided into 4 logos looks luxurious, elegant, professional and also reliable.

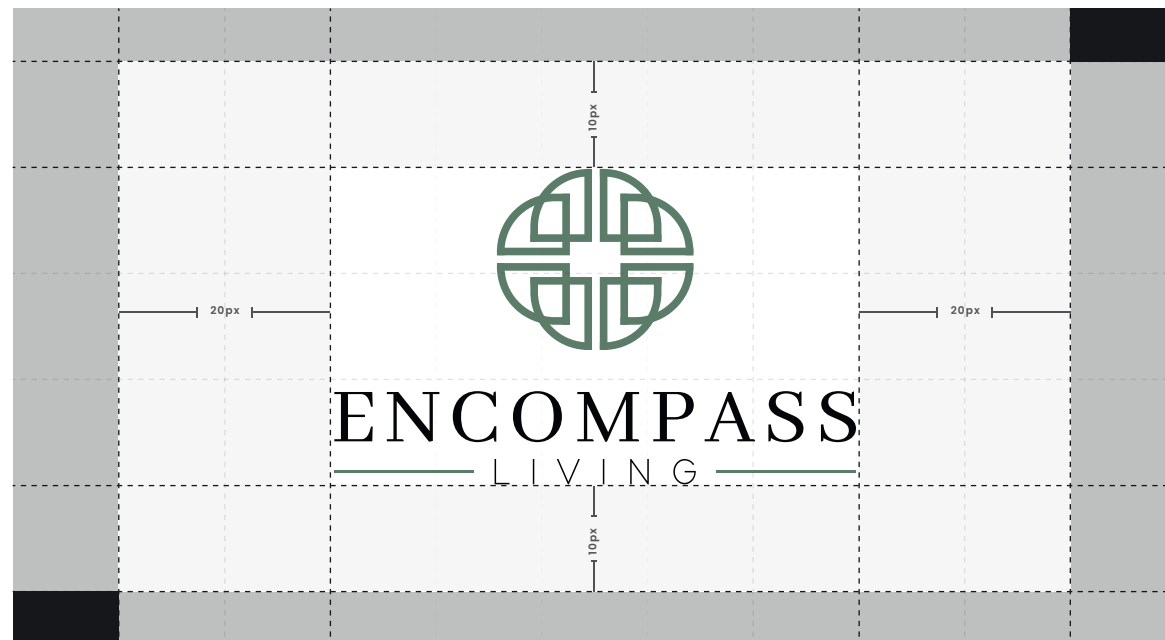


ENCOMPASS  
— LIVING —



ENCOMPASS  
— L I V I N G —

Main Logo

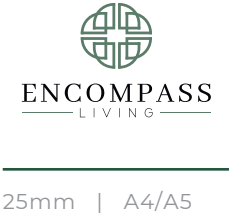


Space Área Grid



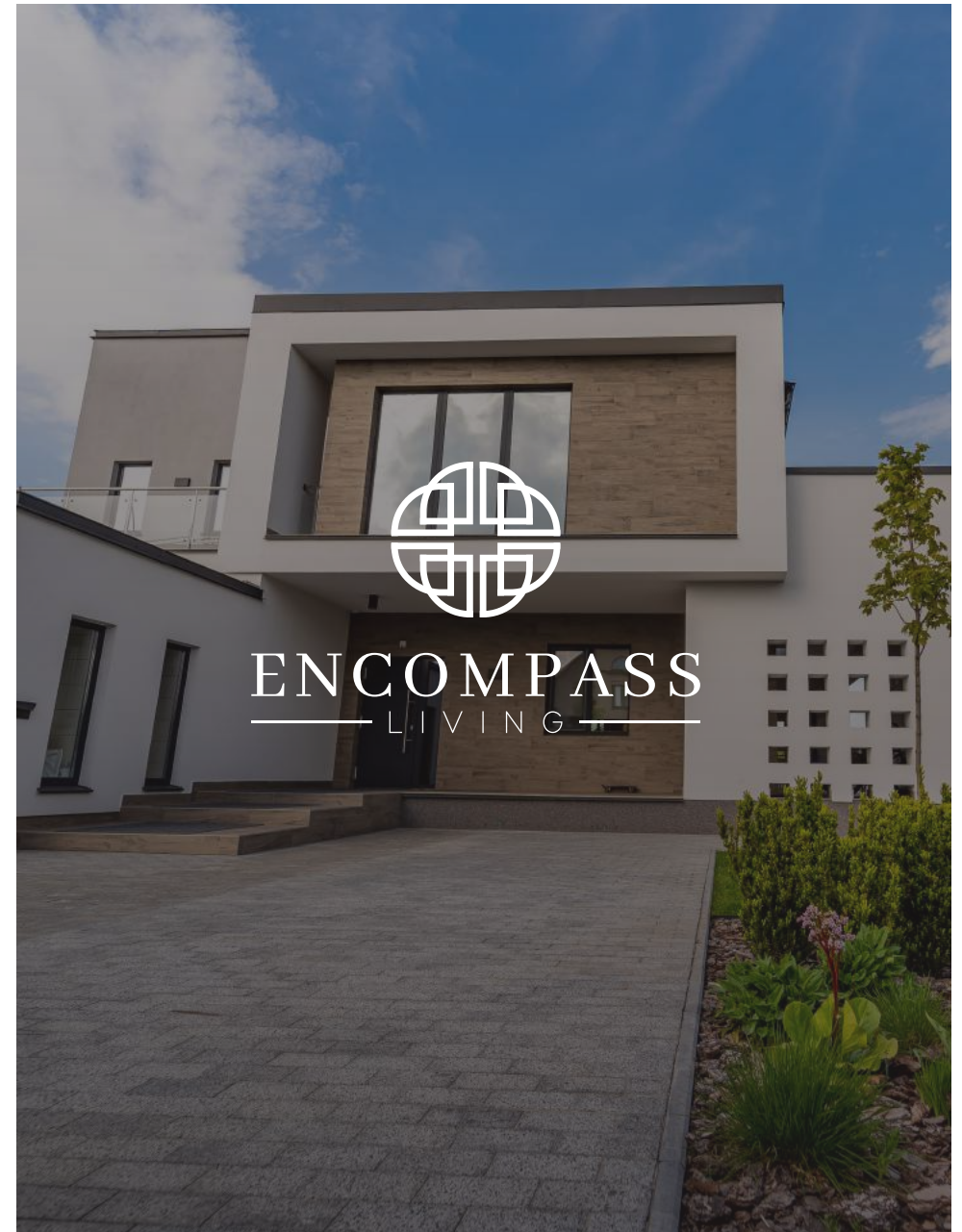


Safe Area





# Logo on Images





## Logo Variations

Aa

AURORA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick br̈own fox jumps over the lazy dog

The quick br̈own fox jumps over the lazy dog

The quick br̈own fox jumps over the lazy dog

Primary Font

Ad

ADAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Secondary Font

### Light

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

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### Medium

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

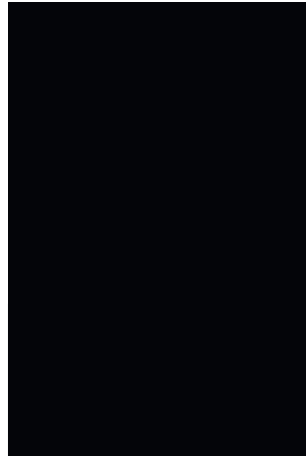
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### Bold

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

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CMYK  
**79, 70, 61, 88**

RGB  
**17, 17, 17**

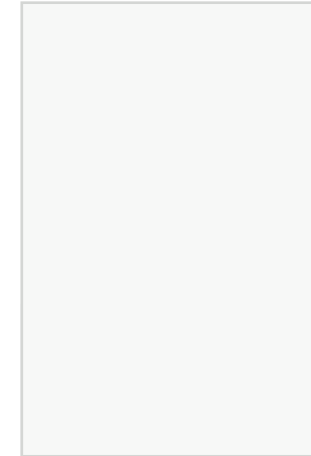
HEX  
**111111**



CMYK  
**0, 68, 60, 0**

RGB  
**243, 117, 97**

HEX  
**F37561**



CMYK  
**2, 2, 2, 0**

RGB  
**250, 250, 250**

HEX  
**FAFAFA**

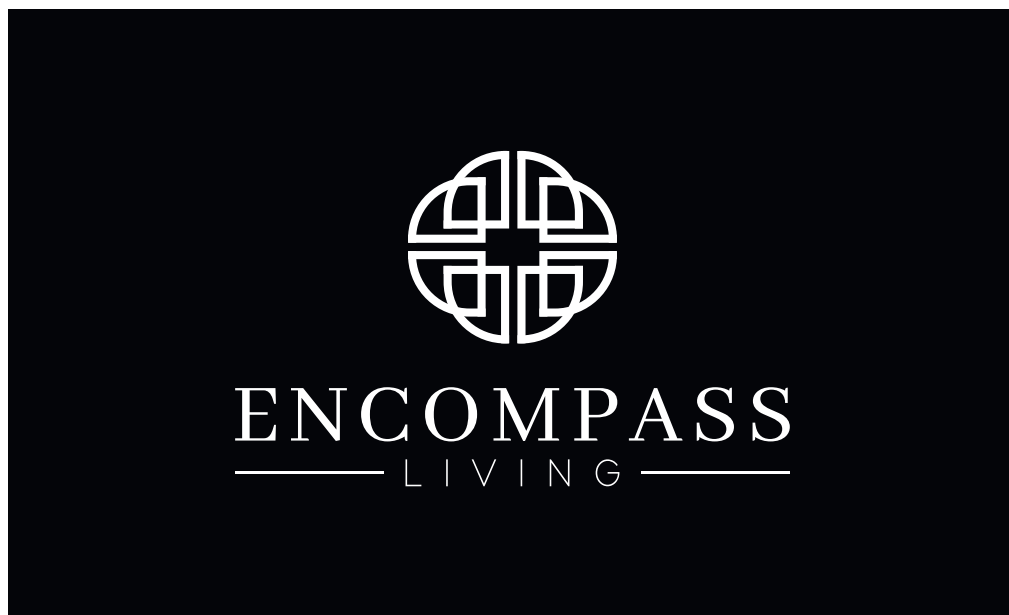
Primary Color



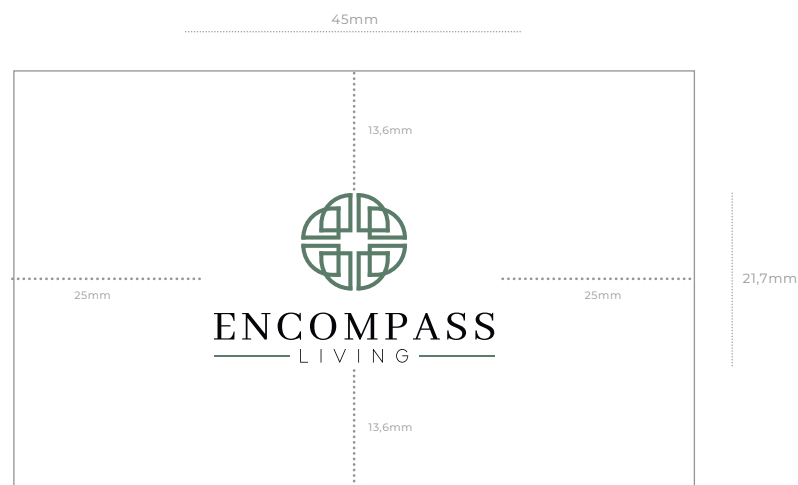


Secondary Colors





Black & White





Bránd Application







Thank you!

# Contacts

**IM NEDS**

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Should you need any further information,  
please do not hesitate to contact us.

**Experience skill set** ●

Logo design, Brand identity, Web/App design, UI/UX,  
Packaging design, Book Cover design

**Portfolio** ●

<https://99designs.com/profiles/5163952>