

STAK



## The STAK Logo

The logo is comprised of 4 equal elements that represent the "Full Stack of Real Estate"  
**Live-Work-Play-Go.**

### PRIMARY LOGO



Horizontal Lockup



Horizontal Lockup / Reverse



Vertical Lockup



Vertical Lockup / Reverse



## The STAK Logo

The logo is comprised of 4 equal elements that represent the "Full Stack of Real Estate"  
**Live-Work-Play-Go.**

### SECONDARY LOGO



3D Horizontal Lockup



3D Horizontal Lockup / Reverse



3D Vertical Lockup







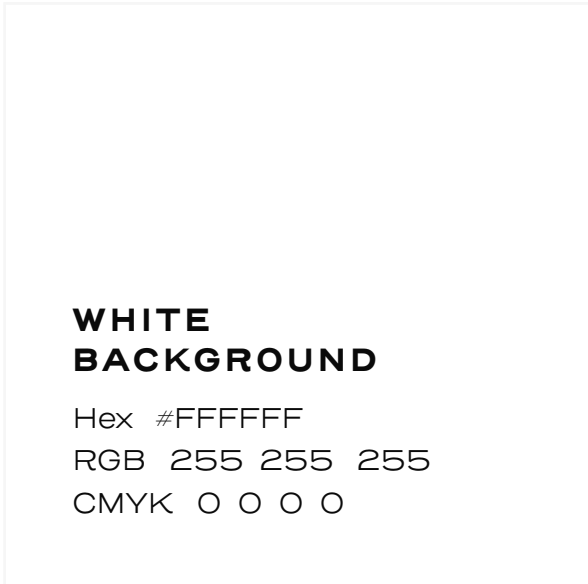
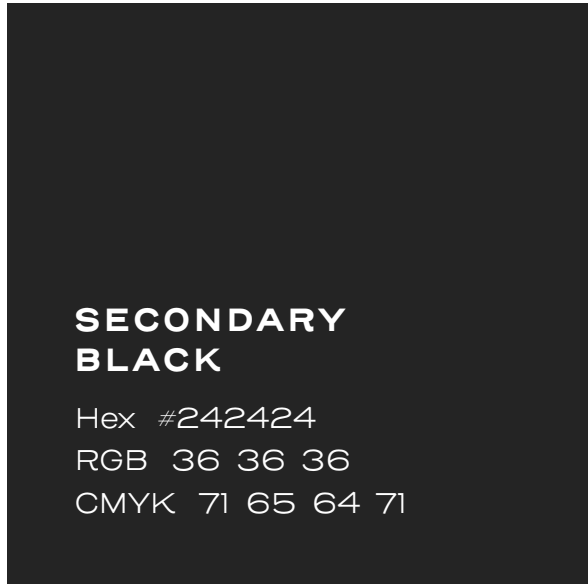
3D Vertical Lockup / Reverse



## Brand Colors

STAK uses a combination of light and dark backgrounds, with metallic bronze accents. The bronze shades are only to be used as a gradient.

### PRIMARY COLORS

 <p><b>METALLIC BRONZE (DARK)</b></p> <p>Hex #944925 RGB 148 73 37 CMYK 29 76 96 24</p>	 <p><b>METALLIC BRONZE (LIGHT)</b></p> <p>Hex #F5B882 RGB 245 184 130 CMYK 2 31 53 0</p>	 <p><b>PRIMARY BLACK</b></p> <p>Hex #0A0A0A RGB 10 10 10 CMYK 74 67 66 86</p>
 <p><b>GREY BACKGROUND</b></p> <p>Hex #OAOAOA RGB 246 246 246 CMYK 2 2 2 0</p>	 <p><b>WHITE BACKGROUND</b></p> <p>Hex #FFFFFF RGB 255 255 255 CMYK 0 0 0 0</p>	 <p><b>SECONDARY BLACK</b></p> <p>Hex #242424 RGB 36 36 36 CMYK 71 65 64 71</p>

### ACCENT COLORS

 <p><b>BLUE TEXT LINK</b></p> <p>Hex #004452 RGB 0 68 82 CMYK 95 61 51 37</p>	 <p><b>DARK GREY BACKGROUND</b></p> <p>Hex #B6B6B6 RGB 182 182 182 CMYK 29 23 24 0</p>	 <p><b>GREY TEXT ACCENT</b></p> <p>Hex #3B3B3B RGB 59 59 59 CMYK 68 62 61 51</p>
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SILVER GRADIENT



GOLD GRADIENT



## Henderson Sans

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STAK uses the Adobe Font Henderson Sans in different weights and styles across all mediums.

### DISPLAY TYPEFACE

# Henderson Sans

#### HENDERSON SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ! & @ # \$ % ' < > ( ) [ ] { } \_ - . , ? ® ©

#### HENDERSON SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ! & @ # \$ % ' < > ( ) [ ] { } \_ - . , ? ® ©

#### HENDERSON SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ! & @ # \$ % ' < > ( ) [ ] { } \_ - . , ? ® ©



## Henderson Sans

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### DISPLAY STYLES

Headlines

HENDERSON SANS LIGHT / -0.7 CHAR SPACING

CAP HEADLINES

HENDERSON SANS LIGHT / -0.7 CHAR SPACING

SemiBold Headlines

HENDERSON SANS SEMIBOLD / -0.7 CHAR SPACING

LABELS

HENDERSON SANS BOLD / 0.8 CHAR SPACING

### TYPOGRAPHY STYLES

Body Text

HENDERSON SANS LIGHT / -0.7 CHAR SPACING

Text Links

HENDERSON SANS SEMIBOLD / -0.7 CHAR SPACING

BUTTON LABEL

HENDERSON SANS BOLD / 1.75 CHAR SPACING