



# BRAND GUIDELINES



## BRAND PURPOSE

A lot of hard work goes into creating a brand's identity. It's important that as huntington & ellis continues to evolve the overall visual design stays consistent and upholds the aesthetic standards established in this guide.

# INSPIRATION

The inspiration for huntington & ellis is tradition meets modern with subtle touches of minimalistic industrial flair.

## tailored

The lettering styles are equal parts clean and traditional

## modern

The serif letter-forms draw inspiration from traditional well established brokerages,

## industrial

The sans serif forms give a clean minimalistic feel.



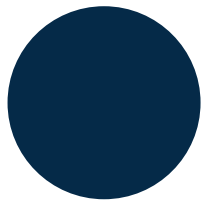
The background of the image consists of several overlapping, semi-transparent papers and a dark laptop. The papers have various shades of gray and white, with some faint, illegible text visible on them. The laptop is dark and positioned in the lower right area. The overall composition is abstract and modern.

We value the rich history of real estate, while embracing fresh modern visuals to appeal to a new generation of clients and Realtors® alike.

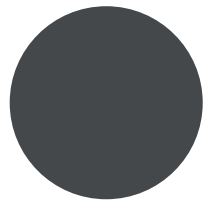
# COLOR PALLETTE

Consistent use of the color palette will ensure easy brand recognition.

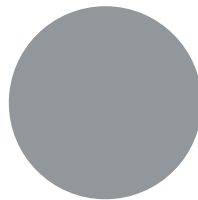
Color psychology suggests that navy is trustworthy and dependable. While silver is sleek, high-tech, and modern.



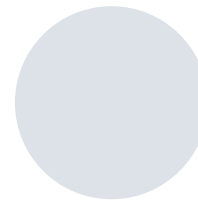
Suit Blue  
RGB: 7 44 73  
CMYK: 100 81 43 44  
HEX: #072c49



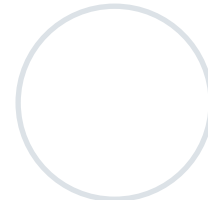
Slate  
RGB: 70 72 75  
CMYK: 69 60 56 93  
HEX: #464846



Silver  
RGB: 145 151 154  
CMYK: 46 35 34 1  
HEX: #91979a



Platinum  
RGB: 221 225 229  
CMYK: 12 7 6 0  
HEX: #dde1e5



White Tie  
RGB: 255 255 255  
CMYK: 0 0 0 0  
HEX: #ffffff

# LOGO

Designed to project a modern take on a traditional industry. This trademark will help audiences easily identify the huntington & ellis brand across multiple platforms including social media, websites, and print. It is important to the brand that the logo is always applied with care and respect.

Below you'll find the acceptable variations of the h&e logo.



Full Logo



Monogram Logo

# CLEAR SPACE

To ensure legibility, always keep minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.



The smallest the logo should

# UNACCEPTABLE USE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way. This includes adding unnecessary and unattractive text decorations like drop shadows and outlines.

Here are a few examples of some ways you should never consider using the logo.

Don't display huntington & ellis without monogram, or "A Real Estate Agency"

huntington & ellis  
A REAL ESTATE AGENCY

Don't stretch, rotate or apply a drop shadow, gradients, or bevels

huntington & ellis  
A REAL ESTATE AGENCY

Don't display monogram inside of alternate shapes or take apart the logo

huntington & ellis  
A REAL ESTATE AGENCY

huntington & ellis

huntington & ellis  
A REAL ESTATE AGENCY



huntington & ellis  
A REAL ESTATE AGENCY



# TYPOGRAPHY

Typography is a powerful brand tool when used correctly. This set of typefaces best represent the modern and minimalistic of the brand and should be used across all print and web platforms.

## medio

Titles

Case: lower case or ALL UPPERCASE

a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9

## Raleway

Subtitles & Copy

Case: Sentence Case

a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9



If ever in doubt please refer to this guide or  
contact us directly at  
[marketing@huntingtonandellis.com](mailto:marketing@huntingtonandellis.com)



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