



MAGNOLIA LANE

PROPERTIES

LOGO STANDARDS

Version 1.0 — February 2022



# LOGO STANDARDS

## 01 PRIMARY LOGO

The Magnolia Lane Properties logo is professional and sophisticated.

“Magnolia Lane” is typeset in a strong but elegant font that is infused with organic shapes and structural lines. The contrast of straight and curved lines combines architecture and nature to communicate the essence of the Magnolia Lane Properties brand.

The primary logo, in full, should be used for nearly all applications. (See Choosing a Logo)

## 02 LOGO MARK

## 03 CHOOSING A LOGO

## 03 COLOR

## 04 LOGO MISUSES



# LOGO STANDARDS

## 01 PRIMARY LOGO

## 02 LOGO MARK

The Magnolia Lane Properties logo mark can be used alone to strengthen the brand. The mark is made of an “M” and “L” interlocking. The mark has a strong, architectural feel, but also maintains the curved edges from the typography in the primary logo. These soft lines call back to the organic shapes found in the Magnolia flower.

The logo mark should be used within close proximity to the primary logo to maintain brand recognition.

## 03 CHOOSING A LOGO

## 03 COLOR

## 04 LOGO MISUSES



# LOGO STANDARDS

## 01 PRIMARY LOGO

## 02 LOGO MARK

## 03 CHOOSING A LOGO

The primary logo should be used in most situations.

If printing is strictly black or of low quality (a fax, for example), a black version should be used to ensure legibility.

A white “knockout” version of the logo should be used on all colored, greyscale, black, and photographic backgrounds.

A “reverse” version of the logo, which is similar to the “knockout” version but retains the gold accents may be used as long as it is legible against the background.

Vector files (EPS, AI, and PDF) are provided and should be used for all print projects.

These files are scalable and never lose their crispness.

Raster files (PNG and JPEG) are provided and should only be used for web use. These files should never be used for print. PNG files have transparent backgrounds and JPEG files have white backgrounds.

## 03 COLOR

## 04 LOGO MISUSES

Primary logo  
on white or light  
background



Black logo  
on white or light  
background



White “knockout” on  
colored background



White “knockout” on  
greyscale background



White “reverse” on  
black background



# LOGO STANDARDS

## 01 PRIMARY LOGO

## 02 LOGO MARK

## 03 CHOOSING A LOGO

### 03 COLOR

The Magnolia Lane Properties color palette is modern and sophisticated. The palette is inspired by the deep jewel tones found in nature.

Generally, the peacock, turquoise, misty blue, and gold should be used as primary colors. Plum, warm grey and dark grey should be used as secondary colors to compliment the brand.

## 04 LOGO MISUSES



PEACOCK

**PANTONE®**  
PMS 3165 U  
PMS 3165 C

**CMYK**  
C96 M62 Y50 K38

**RGB**  
R0 G67 B82

**WEB(HEXIDECIMAL)**  
#004352



TURQUOISE

**PANTONE®**  
PMS 7716 U  
PMS 7716 C

**CMYK**  
C79 M30 Y40 K4

**RGB**  
R49 G138 B145

**WEB(HEXIDECIMAL)**  
#318A91



MISTY BLUE

**PANTONE®**  
PMS 622 U  
PMS 622 C

**CMYK**  
C27 M13 Y24 K0

**RGB**  
R186 G201 B191

**WEB(HEXIDECIMAL)**  
#BAC9BF



GOLD

**PANTONE®**  
PMS 7503 U  
PMS 7503 C

**CMYK**  
C30 M34 Y66 K2

**RGB**  
R181 G157 B107

**WEB(HEXIDECIMAL)**  
#B59D6B



PLUM

**PANTONE®**  
PMS 518 U  
PMS 518 C

**CMYK**  
C68 M86 Y50 K60

**RGB**  
R56 G27 B50

**WEB(HEXIDECIMAL)**  
#381b32



WARM GREY

**PANTONE®**  
PMS 7530 U  
PMS 7530 C

**CMYK**  
C38 M36 Y49 K3

**RGB**  
R161 G149 B130

**WEB(HEXIDECIMAL)**  
#a19582



DARK GREY

**PANTONE®**  
PMS 447 U  
PMS 447 C

**CMYK**  
C69 M62 Y64 K59

**RGB**  
R51 G51 B49

**WEB(HEXIDECIMAL)**  
#333331

# LOGO STANDARDS

## 01 PRIMARY LOGO

## 02 LOGO MARK

## 03 CHOOSING A LOGO

## 03 COLOR

## 04 LOGO MISUSES

Do not alter the logo, typography, colors, or design elements of the Magnolia Lane Properties brand in any way not approved.

Do not stretch, squish, rotate, or skew the logo.



## **I N F O R M A T I O N**

This document serves as a foundational guide to using the Magnolia Lane Properties logo identity system. It will help with maintaining a consistent presence in the public eye. If there is ever doubt, please refer back to this document. Thank you.



**FIG INDUSTRIES**

DESIGNED & DEVELOPED BY FIG INDUSTRIES

Please direct questions about this brand to [studio@figindustries.com](mailto:studio@figindustries.com).