

True Local Realty

BRAND SYSTEM GUIDELINES



LOGO SUITE

PRIMARY LOGO



BRAND LOCKUP



COLOR PALETTE

WHITE

HSB FFFFFFFF
RGB R: 255 G:255 B: 255
CMYK C: 0 M: 0 Y: 0 K: 0

GREY

HSB 838B90
RGB R: 130 G:139 B: 144
CMYK C: 52 M: 39 Y: 37 K: 3

RICH BLACK

HSB 000000
RGB R: 0 G: 0 B: 0
CMYK C: 60 M: 40 Y: 40 K: 100

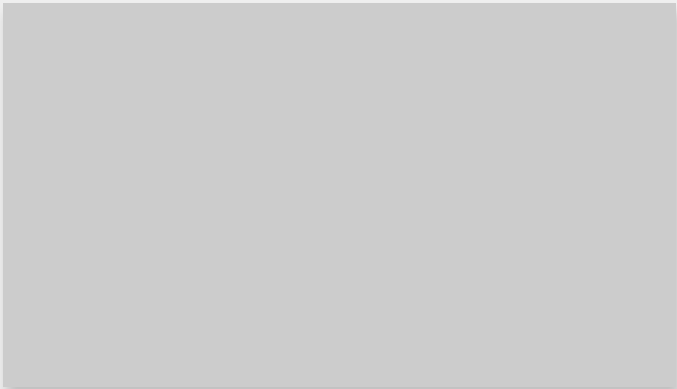
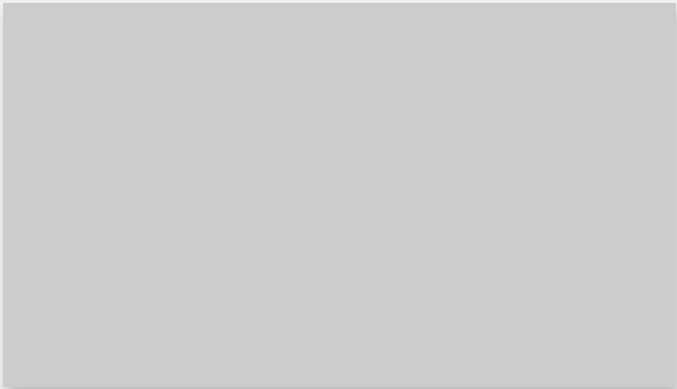
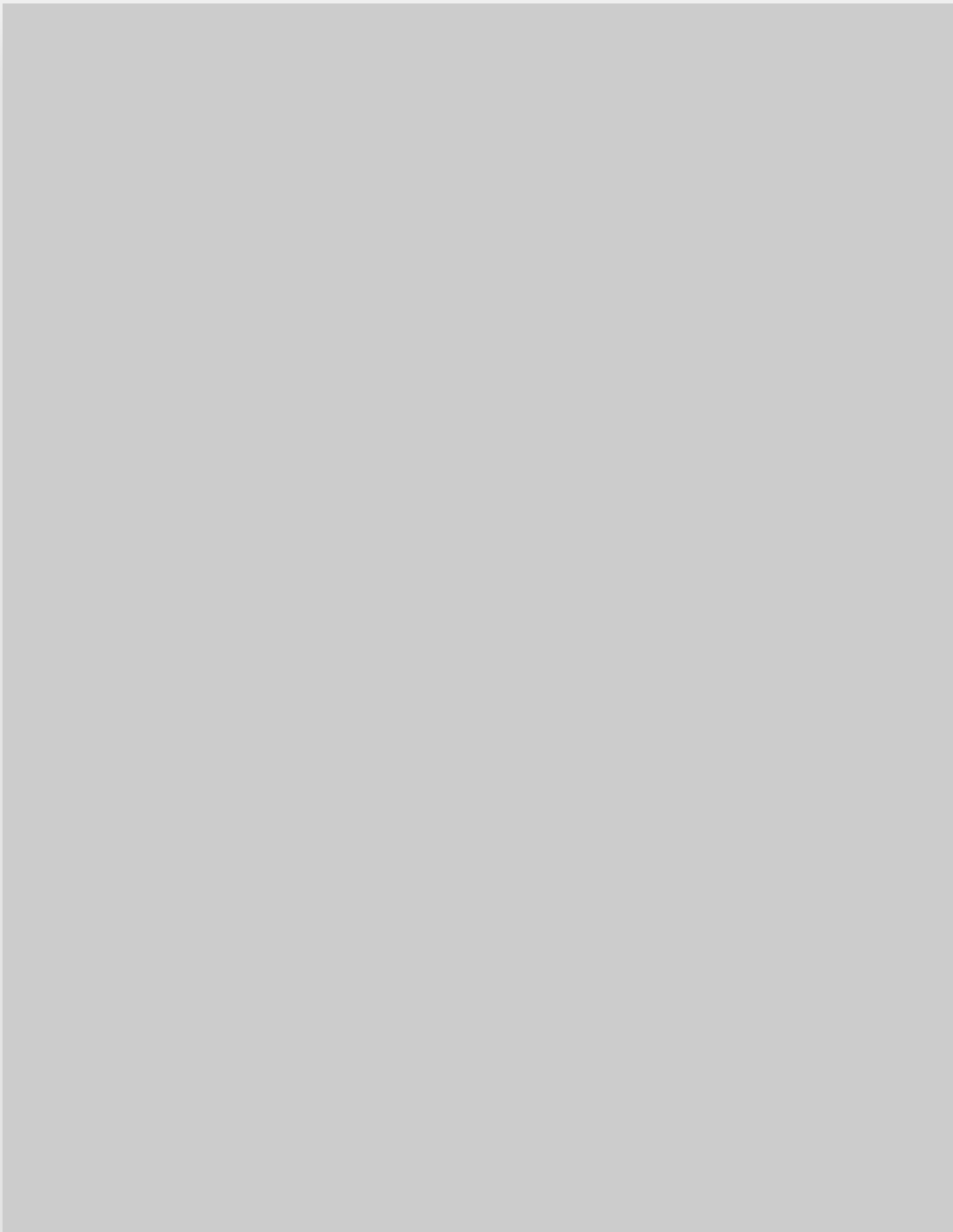
BI-FOLD



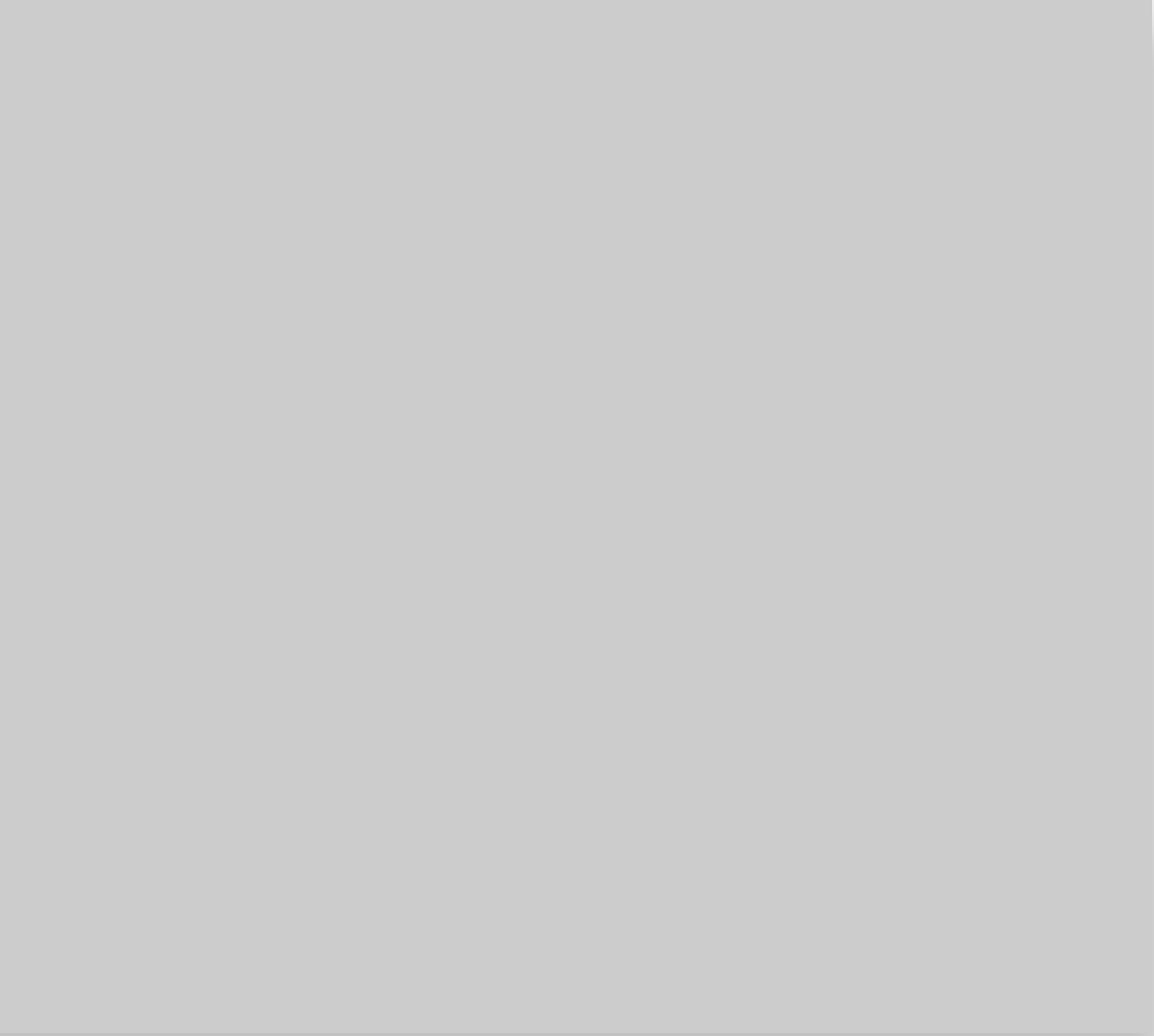
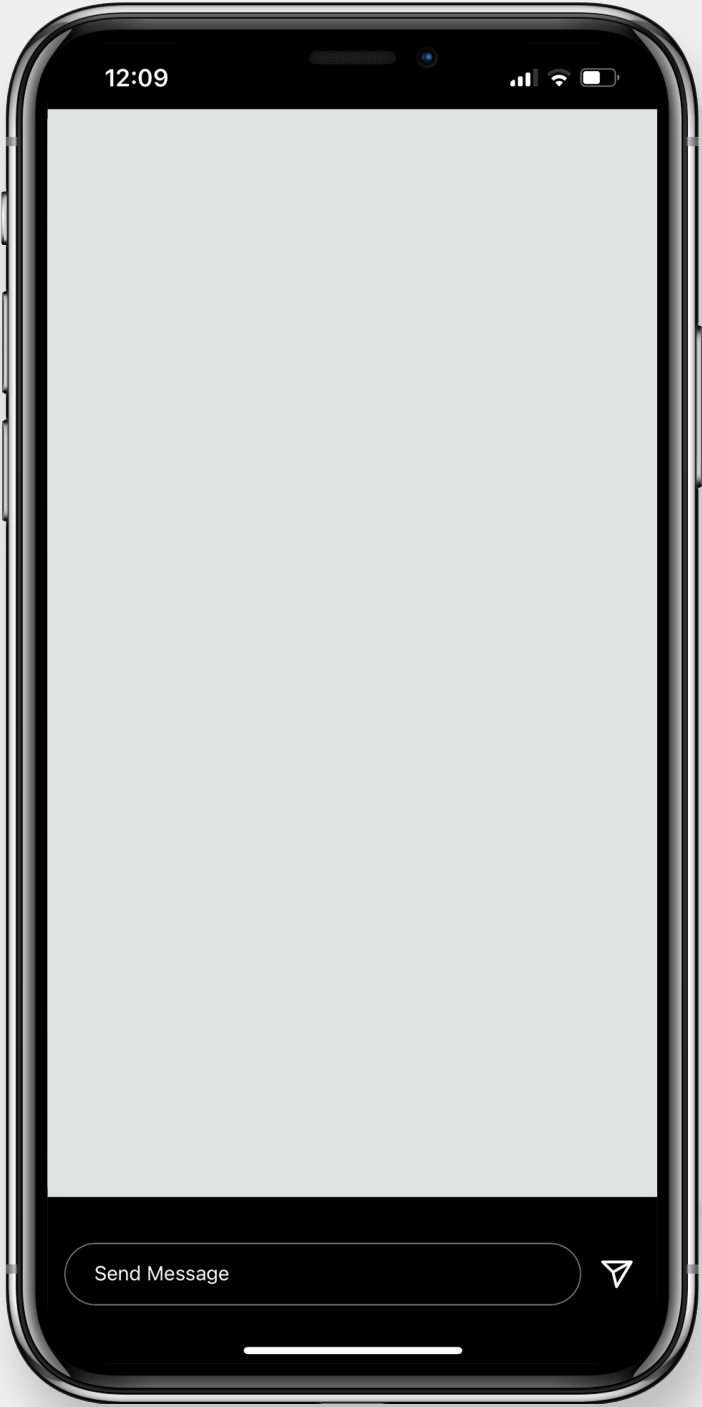
ONE SHEET



STATIONARY



SOCIAL ASSETS



SIGNAGE



Joseph
Arendsen

888.503.3117

TrueLocalRealty.com
DRE 01841681

COMPASS

OPEN HOUSE



Joseph
Arendsen

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DRE 01841681



COMPASS



OPEN HOUSE



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Arendsen

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DRE 01841681

COMPASS

CLIENT GIFTS



TRUE LOCAL WILL GUIDE YOU HOME

Headlines
Compass Sans Bold
All caps
Tracking 50

ENCINITAS, CA

Subheads
Compass Sans Regular
All caps
Tracking 50

3 BD | 3 BA | 2,275 SF

Listing Information
Compass Sans Regular
All caps
Tracking 50

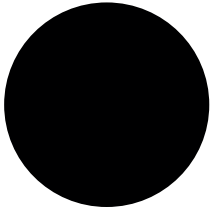
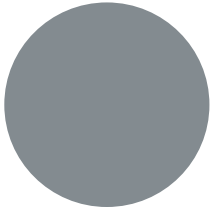
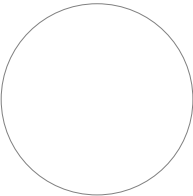
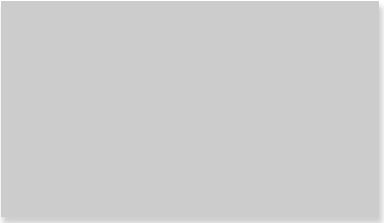
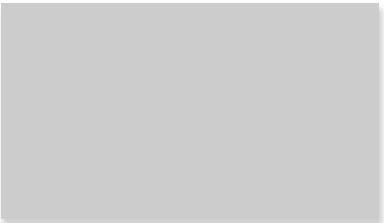
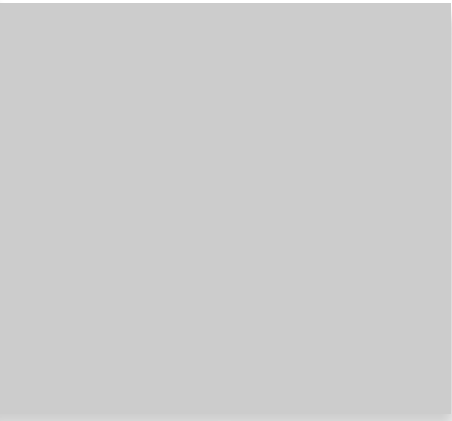
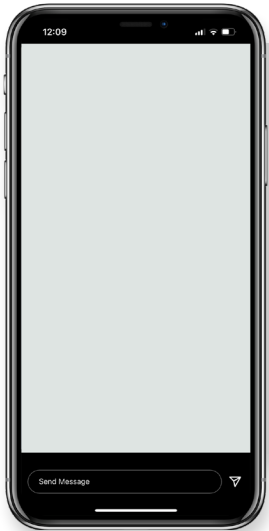
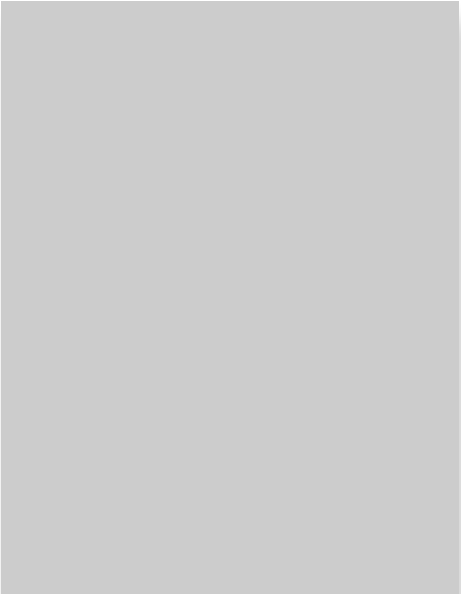
Obis quam, omnimped quat mos ea ius eicimporepta volupta ducia cone
doluptium verit audiam fugiant perchil maxim ari nobis solorerunt. Et ab
in cusam que sunda vid molorent abo. Tem ullandis dis ut aut acidusae
magnam, ventori tincturibus.

Body Copy
Compass Sans Regular
Sentence case
Flush Left or justified
Tracking 0

Tru Local Realty

BRAND SYSTEM SUMMARY

BRAND SYSTEM SUMMARY



True Local Realty

BRAND SYSTEM GUIDELINES