



BEEHIVE
— REALTY GROUP —

BRAND GUIDELINES

Brand Guidelines

ABOUT

Beehive Realty Group provides real estate brokerage services in Utah. Beehive Realty Group incorporates proven, professional state of-the-art techniques specializing in the marketing, listing and selling of homes, residential communities, condominiums, home sites, undeveloped land and commercial and investment opportunities. Beehive Realty Group maintains a full-time staff of well-trained real estate professionals who continually strive to provide top quality service for their individual clients and customers. Beehive Realty Group is a creative, innovative and people-oriented group providing individual opportunity, personal satisfaction and rewarding challenges to all members of the team.

www.beehiverealtygroup.com
Email : kevin@beehiverealtygroup.com
Phone : 801-244-6904



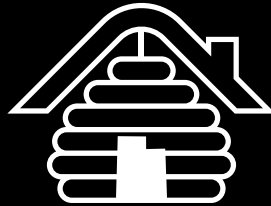
Brand Guidelines

LOGO



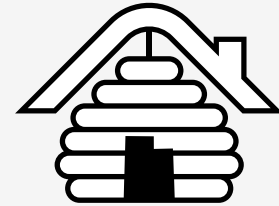
BEEHIVE
— REALTY GROUP —

PRIMARY LOGO



BEEHIVE
— REALTY GROUP —

BLACK AND WHITE LOGO



BEEHIVE
— REALTY GROUP —

BLACK AND WHITE LOGO

Brand Guidelines

LOGO USAGE



Please allow adequate spacing at all times



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BLACK AND WHITE LOGO



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PHOTOGRAPHY EXAMPLE



www.temeculaopc.org
Email : jesse@temeculaopc.org
Phone Number : (951) 551-9177

BUSINESS CARD EXAMPLE



www.temeculaopc.org
Email : jesse@temeculaopc.org
Phone Number : (951) 551-9177

TYPOGRAPHY

1. Sofia Pro Medium

Sofia Pro Medium

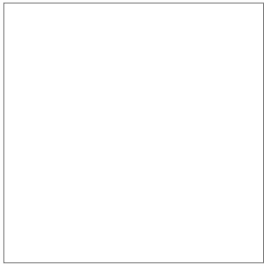
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Brand Guidelines

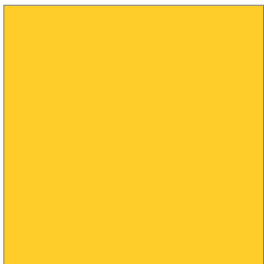
COLOR PALETTE



HEX #FFFFFF
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C0 M0 Y0 K0



HEX #000000
R0 G0 B0
C75 M68 Y65 K90



HEX #FFCC00
R255 G204 B0
C0 M19 Y100 K0

Brand Guidelines

GLOSSARY

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

EPS

EPS is an image format that stands for Encapsulated Post Script. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to from fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.



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