

Typography

Required Font Usage

Typography plays a major role in shaping a brand identity. The main typeface for Pine Acres Realty is Adobe Garamond. Please use this standard typeface to help create a consistent look and feel for all Pine Acres Realty materials, such as letters, faxes, emails and lease paperwork. The font should always appear in its original form and never be distorted. Adobe Garamond comes in a number of different weights and should be used for titles, headings, sub-headings and body copy.

Adobe Garamond
Adobe Garamond Italic

Adobe Garamond Semibold
Adobe Garamond Semibold Italic

Adobe Garamond Bold
Adobe Garamond Bold Italic

Color

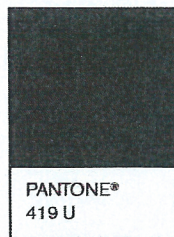
The Pine Acres Realty color palette is an integral component of the corporate identity. The primary colors are PMS 357 and PMS 419. When metallics are available, PMS 877 can be utilized (examples include the Pine Acres Realty sign and postcard shown below). When offset printing, specify or match to the Pantone® colors. For 4-color process printing, use the CMYK values. For PowerPoint presentations, Web-related content or on-screen content, please use the specified RGB/hex color values.



Print (Pantone)
PMS 357

Process (CMYK)
C 80 M 0 Y 100 K 56

Process (RGB)
R 0 G 99 B 37
#006325



Print (Pantone)
PMS 419

Process (CMYK)
C 29 M 0 Y 36 K 100

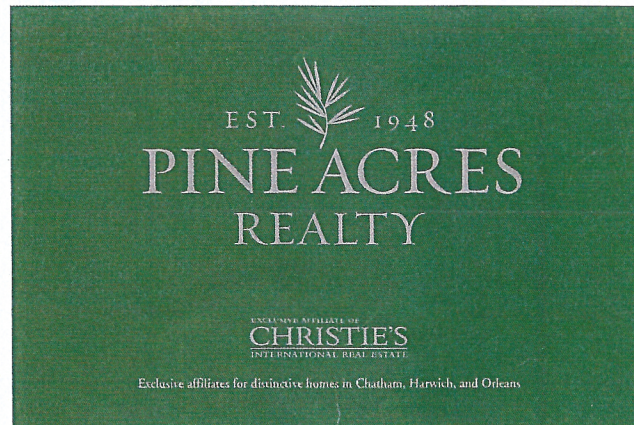
Process (RGB)
R 3 G 24 B 13
#03180D



Print (Pantone)
PMS 877

Process (CMYK)
C 0 M 0 Y 0 K 40

Process (RGB)
R 167 G 169 B 172
#A7A9AC



Pine Acres Realty postcard, using PMS 877