CITY2SHORE

REAL ESTATE

Brand Guidelines

City2Shore Color and Font Specifications

Brand colors have been chosen to support the logo. Tints and shades of these colors may be used for more variety. Limit the use of secondary colors that may clash with the logo.

Primary Colors

PMS 294 C   PMS 2995 C   Black   55% Black   PMS 3005 C

PANTONE OR CYMK ARE USED FOR PRINT

Pantone colors as CMYK process:
PMS 294   100 / 68 / 7 / 28
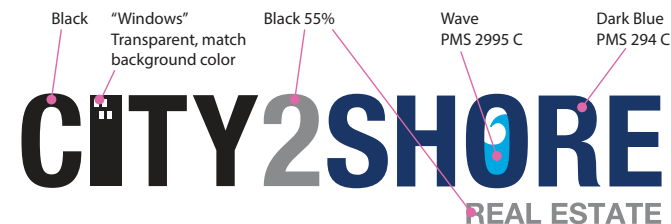PMS 2995   87 / 1 / 0 / 0
PMS 3005   100 / 28 / 0 / 0

RGB IS USED FOR WEB AND DIGITAL

Pantone colors as RGB:
PMS 294   0 /40 / 86
PMS 2995   0 / 168 / 226
PMS 3005   100 / 46 / 2 / 0

Black   "Windows" Transparent, match background color   Black 55%   Wave PMS 2995 C   Dark Blue PMS 294 C

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- "City2Shore" is Helvetica Neue Bold Condensed
- "Real Estate" is Helvetica Neue Medium Condensed

Font Specifications

Helvetica Neue has been chosen as the primary brand typeface. Using the same typeface consistently across mediums helps to keep the brand cohesive and recognizable.

Use this for headlines

Helvetica Neue Light

Use this for subhead

Helvetica Neue Medium Condensed
Helvetica Neue Bold Condensed

Use this for body copy

Helvetica Neue Roman

For PowerPoint and web applications

PT Sans Regular **or PT Sans Bold**

Our logo is a visual expression of our brand and should be treated with care to ensure a consistent look and feel across all mediums. These guidelines were created to assist in that mission.

Full Color
• Preferred logo usage

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1-color
• Use PMS 294 or Black
• White outline inside "o" to separate it from the wave

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Greyscale
• "2" is 55% black, the "wave" is 35% black

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The color of the background should determine which version is used. The full color logo is the first choice, however if the background is too dark for it to be seen easily, the reverse versions should be used.

Full Color on Dark Background

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White Reverse

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Unacceptable Logo Usage
• The logo should never be altered in an way to change the size, shape, color or proportion. The following are examples of unacceptable executions.

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City2Shore Graphics

The wave element may be used as an accent graphic on marketing materials.
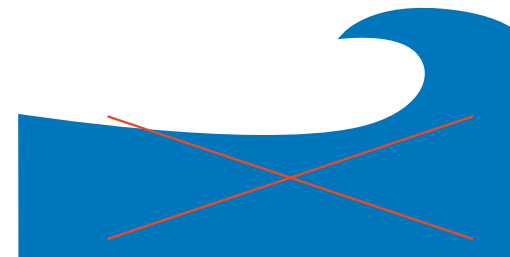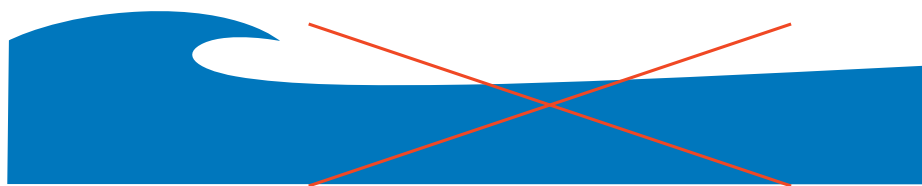It should always be PMS 2995 C or PMS 3005 C.

Horizontal Format

Vertical Format

Unacceptable Graphic Usage

• When scaling the wave element, be careful not to distort the curve of the wave.

Graphic Templates

The design files for the materials on this page are supplied to you for marketing purposes.
You will need Adobe InDesign and/or Adobe Illustrator (Creative Cloud version) to edit these files.
Due to licensing restrictions with fonts, they can not be included on your disk. The Helvetica Neue
family of fonts can be purchased from: myfonts.com
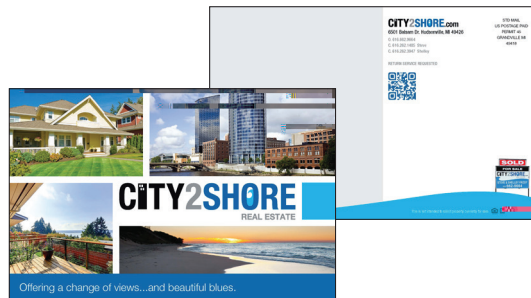

Letterhead/Envelope

Business Card

Yard Sign

Yard Sign with Photo

Postcard

Exterior Building Sign
*NOTE: Check zoning requirements in your city for size restrictions.