



# SANDSTONE

— REAL ESTATE TEAM —

BRAND IDENTITY GUIDELINE



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## BRAND COLOR PALETTE

SANDSTONE  
HEX: #D8C3A5  
RGB: (216, 195, 165)

Warm, elegant  
base inspired by  
desert stone

BRONZE  
HEX: #B08D57  
RGB: (176, 141, 87)

Premium  
metallic accent  
color

OFF-WHITE  
HEX: #F7F6F2  
RGB: (247, 246, 242)

Clean and  
sophisticated  
background tone

CHARCOAL  
HEX: #2E2E2E  
RGB: (46, 46, 46)

Modern neutral  
tone for text and  
accents

DEEP NAVY  
HEX: #1C2A39  
RGB: (28, 42, 57)

Elegant accent  
color symbolizing  
trust and stability

## TYPOGRAPHY

MONTserrat EXTRA LIGHT  
MODERN ARCHITECTURE & DESERT ELEGANCE

MONTserrat BOLD  
**MODERN ARCHITECTURE & DESERT ELEGANCE**

MINERVA MODERN BOLD

**SANDSTONE**

RIGHT USE:



RESTRICTIONS





## SANDSTONE REAL ESTATE GROUP — BRAND BRIEF

Tagline: Luxury. Lifestyle. Legacy.  
Team Leader: Alejandro Gamboa

### 1. Brand Essence

Mission: To redefine real estate in El Paso and the Southwest by combining trust, lifestyle, and innovation through media-driven marketing. Vision: To become the most recognizable and trusted real estate brand in the region — not only selling homes, but inspiring people to dream and invest with confidence.

Core Values:

- Integrity & Transparency
- Lifestyle-Driven Service
- Family & Community
- Innovation Through Creativity • Excellence in Every Detail

### 2. Brand Personality

Trait	Description
Professional	We're experts — confident but never arrogant.
Authentic	We speak like real people, not like corporations.
Warm & Trustworthy	We connect emotionally through storytelling.
Modern	We embrace technology, design, and innovation.
Aspirational	We inspire clients to upgrade their lifestyle.

### 3. Visual Identity

Colors:

- Navy Blue: #253471 (Trust, Stability, Leadership)
- Sand Gold: #b79678 (Luxury, Warmth, Authenticity) • White & Gray accents

Typography:

- Headlines: Montserrat Bold
- Body: Montserrat Regular or Minerva Modern

Design Style:

Clean, cinematic, and warm — always blending luxury with lifestyle. Use real textures (stone, architecture, natural light) over stock imagery.

#### **4. Voice & Tone**

Voice: Confident, insightful, and human.

Tone:

- Podcast / Reels: Conversational, relatable, energetic.
- Listings: Descriptive, aspirational, elegant.
- Social Media Captions: Emotional, engaging, community-driven.
- Press / Emails: Professional, concise, inspiring.

Examples:

- “Don’t miss out on this house!”
- “Step inside your next chapter — a home where every detail feels designed for you.”

#### **5. Brand Hashtags**

#SandstoneRealEstate #LiveElPaso #HomesWithHeart #AlejandroGamboaRealtor  
#SandstoneLifestyle

#### **6. Brand Applications**

Area

Example Deliverables

Video

Podcast clips, cinematic tours, testimonial reels

Design

Flyers, thumbnails, story templates

Copywriting

Captions, blogs, ad copy

Social Media

Weekly posts, stories, highlights

Automation

Email + SMS follow-up branded messages

#### **7. Golden Rule**

“Every photo, every word, and every video must make people feel that Sandstone is not just selling houses — it’s elevating lifestyles.”