



SANDSTONE
— REAL ESTATE TEAM —

BRAND IDENTITY GUIDELINE



SANDSTONE

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BRAND COLOR PALETTE

<p>SANDSTONE HEX: #D8C3A5 RGB: (216, 195, 165)</p> <p>Warm, elegant base inspired by desert stone</p>	<p>BRONZE HEX: #B08D57 RGB: (176, 141, 87)</p> <p>Premium metallic accent color</p>	<p>OFF-WHITE HEX: #F7F6F2 RGB: (247, 246, 242)</p> <p>Clean and sophisticated background tone</p>	<p>CHARCOAL HEX: #2E2E2E RGB: (46, 46, 46)</p> <p>Modern neutral tone for text and accents</p>	<p>DEEP NAVY HEX: #1C2A39 RGB: (28, 42, 57)</p> <p>Elegant accent color symbolizing trust and stability</p>
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TYPOGRAPHY

MONTERRAT EXTRA LIGHT
MODERN ARCHITECTURE & DESERT ELEGANCE

MONTERRAT 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.”