



Brand Guidelines

Last Updated 2025

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Introduction

Acrements is a real estate marketing and sales company dedicated to making property buying and selling easier and more rewarding. Based in Bangalore, we specialize in helping developers, investors, and homebuyers connect through innovative marketing strategies and advanced technology. Our expertise ensures properties get maximum exposure while clients enjoy a seamless, trustworthy experience.



Meaning Behind the Brand Name

"Acrements" combines the word "acre", symbolizing land, opportunity, and growth, with "increments," representing progress and value creation. Together the name reflects our mission to unlock the potential of real estate, helping builders and homebuyers create something extraordinary.

ACRE + INVESTMENT

Meaning of the Logo

Our logo is a thoughtful combination of elements that represent our brand :

Letter A: The foundation of our name and identity

Shed of a House: Represents the comfort and security of a home

Tall Building: Symbolizes growth, ambition, and urban development.

This design embodies our commitment to connecting builder's v isions with buyer dreams.



Ideals

Our Vision

To become the most trusted and innovative partner in real estate, transforming the property landscape by delivering exceptional value and creating enriching experiences for developers, investors, and homebuyers.

Our Mission

To revolutionize the real estate market with smart, transparent, and tech-driven marketing and sales solutions that prioritize client satisfaction, foster trust, and drive sustainable growth for all stakeholders.

Our Purpose

To empower builders to bring their projects to life and help homebuyers realize their dreams of finding the perfect home.

Core Values

Trust

Building lasting relationships through honesty and transparency

Innovation

Continuously improving with cutting-edge technology

Customer Centricity

Putting clients at the heart of every decision

Sustainability

Promoting responsible real estate practices

Excellence

Striving for perfection in every project and interaction

Trust

Innovation

Customer Centricity

Sustainability

Excellence

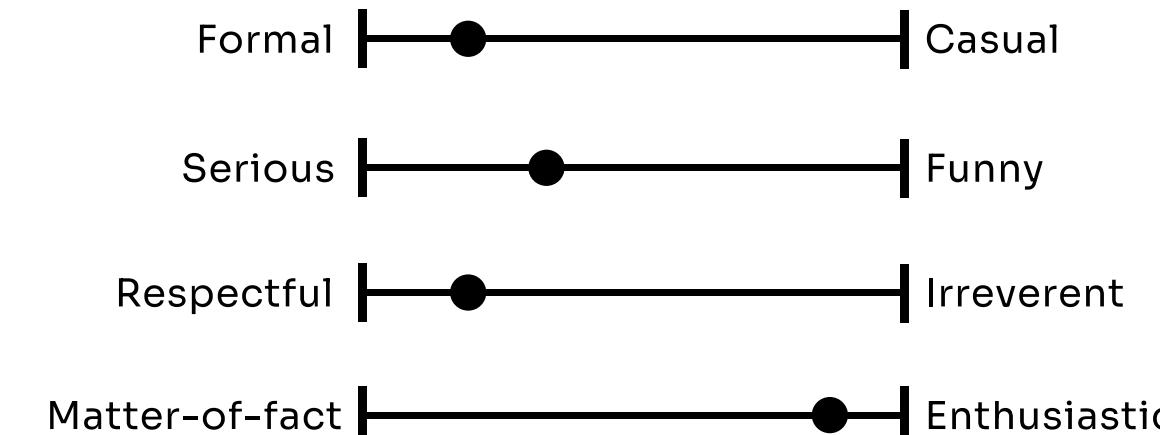
Brand Personality And Voice

Acrements is a Visionary Creator—a brand that inspires transformation, fuels innovation, and delivers solutions with care and expertise. We are creative, trustworthy, and forward-thinking, empowering our audience to achieve their goals with confidence.

Archetype

Acrements embodies The Creator archetype with a personality that reflects vision, innovation, and transformation. As a Visionary Creator, Acrements positions itself as a brand that helps builders and homebuyers craft their dreams into reality, offering innovative solutions and unparalleled creativity to redefine the real estate experience.

Four Dimensions of tone of voice



Creative

Confident

Visionary

Approachable

Example

We don't just sell properties—we turn them into landmarks.

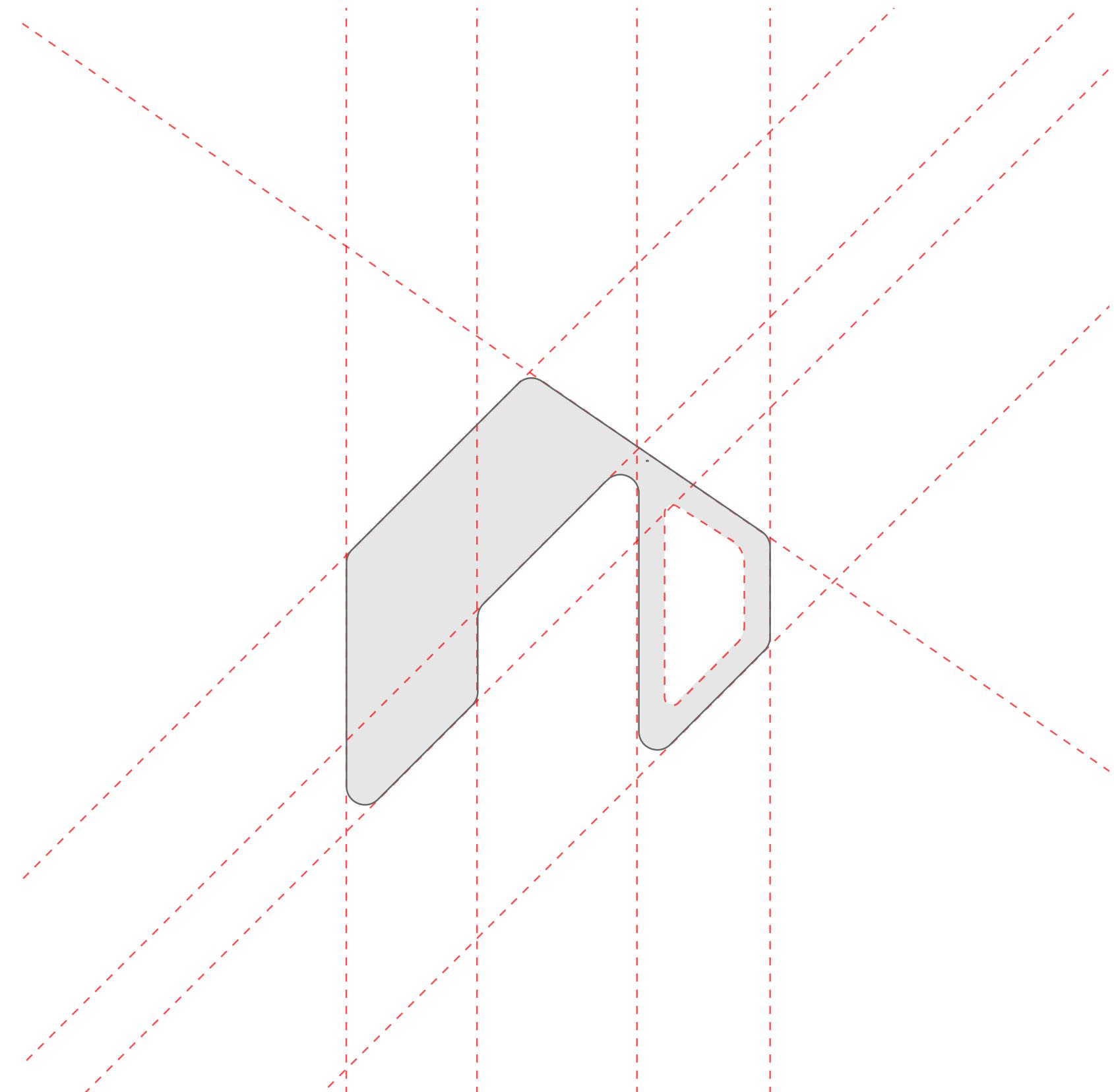
Backed by years of expertise, we deliver real estate solutions that get results.

We don't just market properties—we craft the future of real estate.

Logo

Construction

A harmonious blend of the letter A,
a house, and a tall building.
This showcases Acrements' dual
focus on homebuyers and builders



Logo

Lockups

A logo lockup is a specific arrangement of a logo's core elements such as the icon, wordmark, and tagline—into a fixed composition to ensure consistent and cohesive branding across all touchpoints. It provides structure and clarity, allowing the logo to adapt seamlessly to different formats, placements, and sizes. Always use the appropriate lockup for its intended purpose to maintain visual balance, readability, and brand recognition, whether it's for digital platforms, print materials, or merchandise.



Primary Logo



Brand Mark

Type

Color

Variations

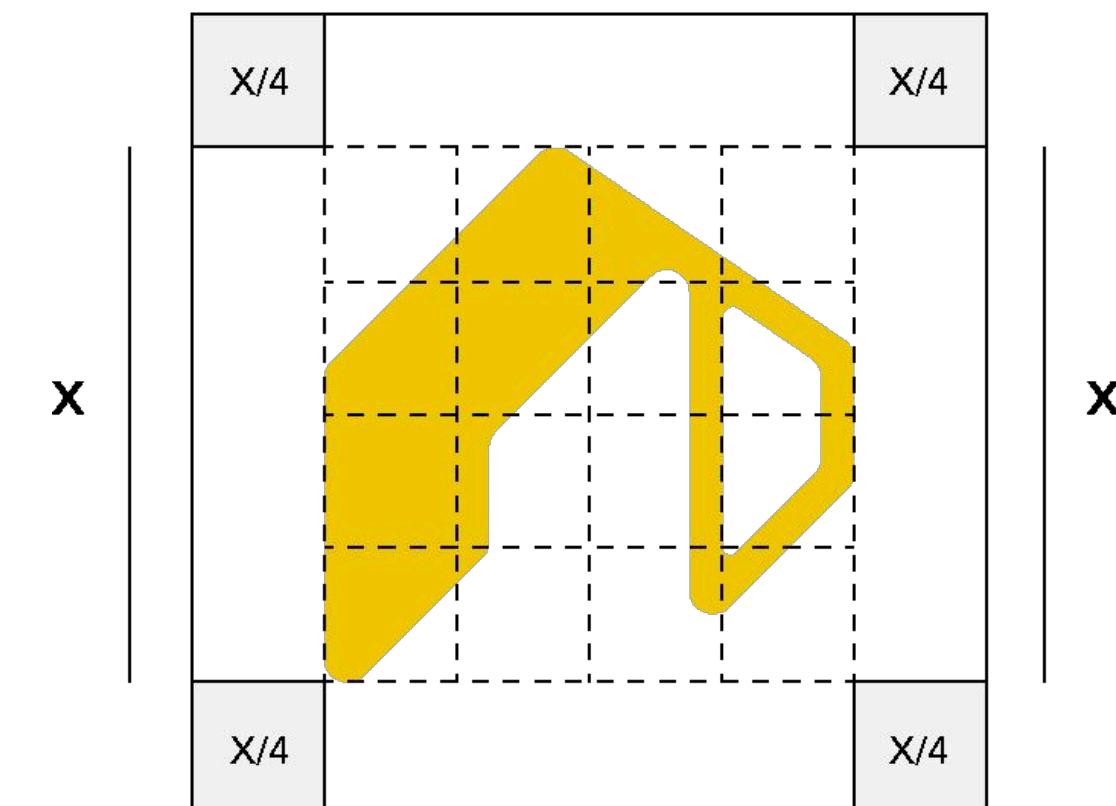
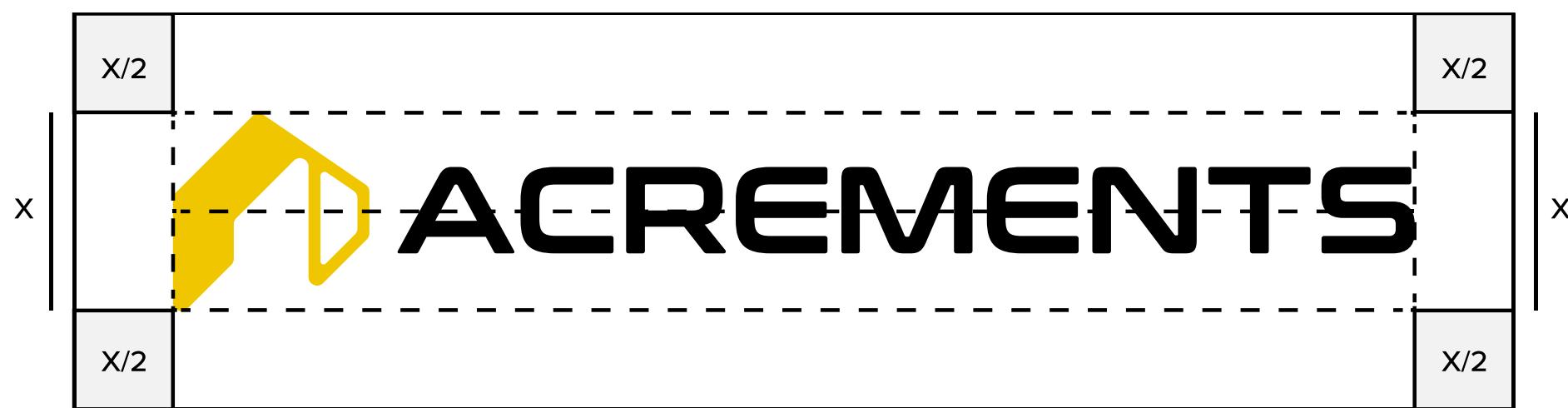
Four logo color variations:

1. Yellow on blue (primary use).
2. Blue on yellow (secondary use).
3. All white (for dark backgrounds).
4. All black (for monochrome use).



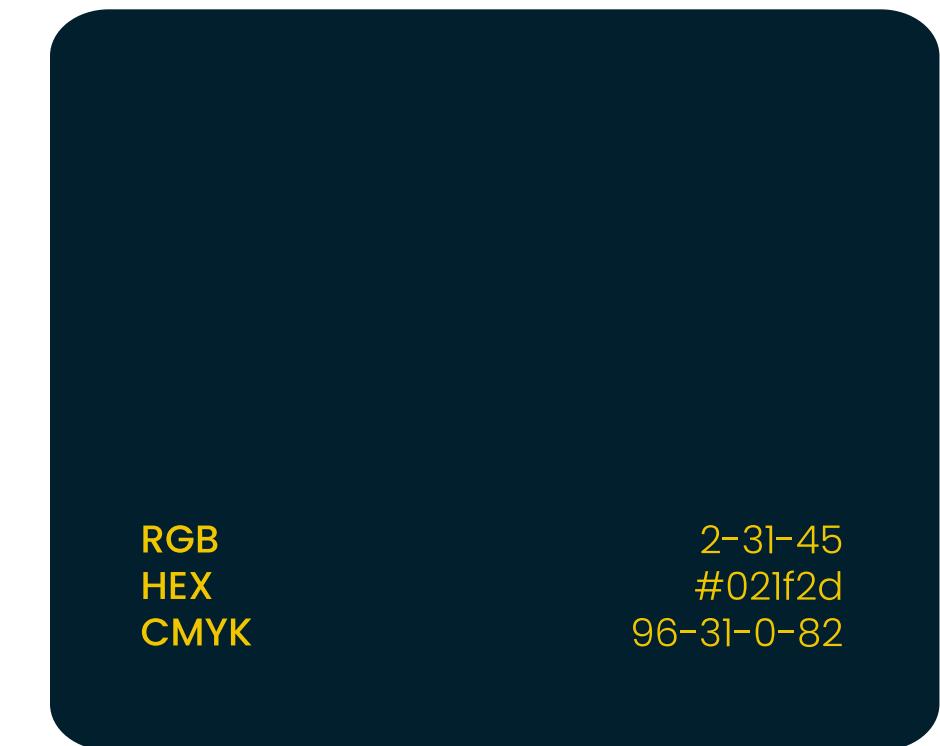
Clear Space

Logo clearance refers to the minimum amount of space that must be maintained around a logo to ensure it remains visually clear, uncluttered, and impactful. This clear space prevents other design elements, text, or imagery from crowding the logo, preserving its integrity and prominence. Always adhere to the specified clearance guidelines for different formats and sizes to maintain consistency, readability, and professionalism across all applications.



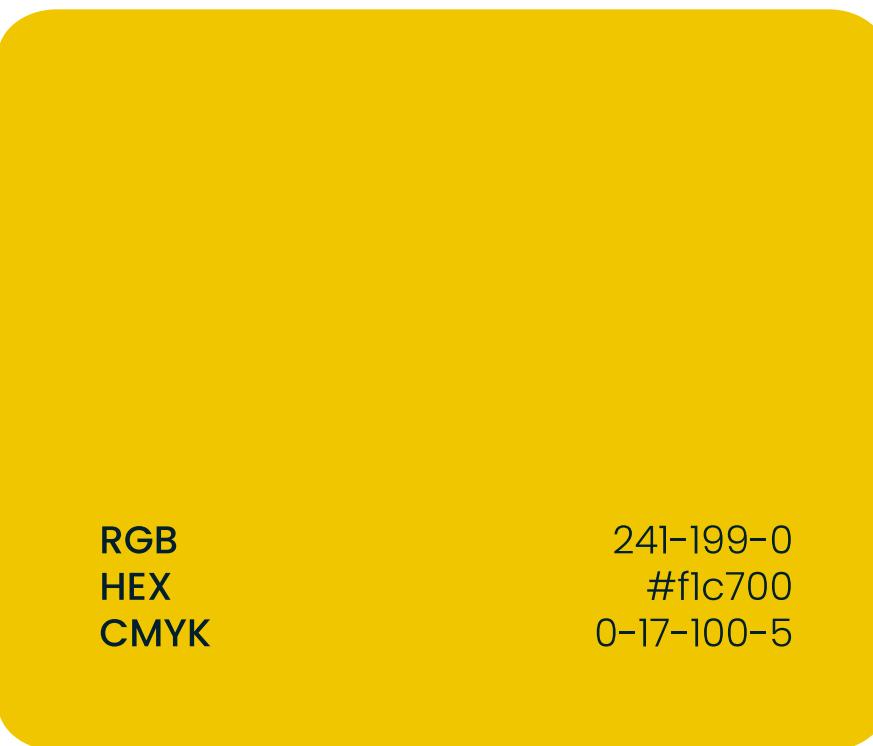
Color Palette

The Acrements color palette is a reflection of our brand's core values, personality, and vision. It has been thoughtfully crafted to embody trust, innovation, creativity, and sophistication, while resonating with both builders and homebuyers. Each color tells a story and plays a vital role in how our audience experiences the brand.



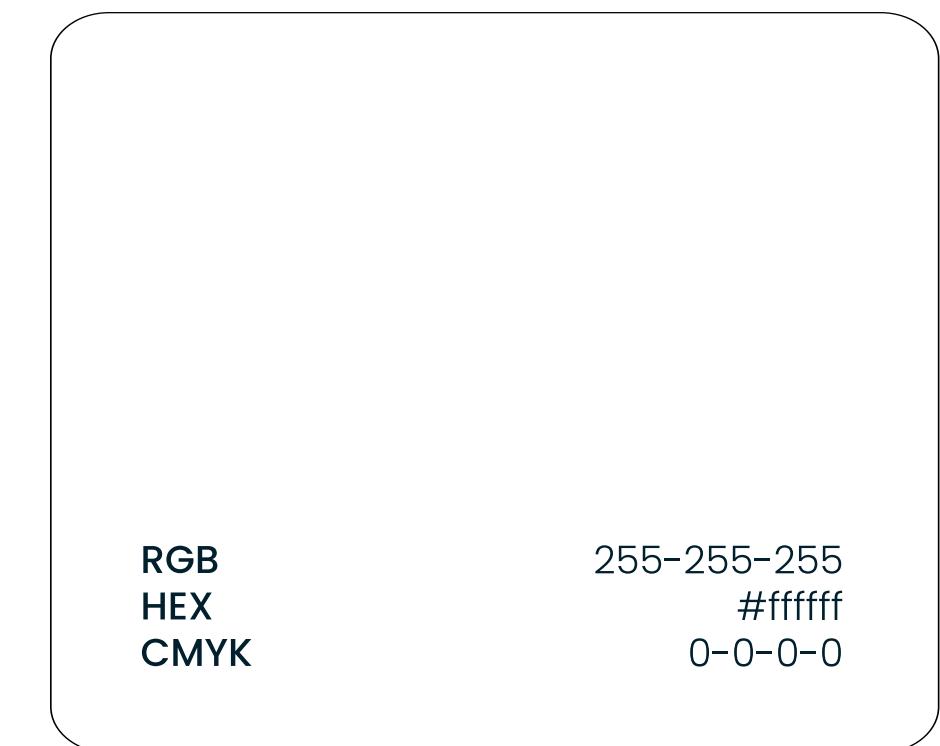
RGB
HEX
CMYK

2-31-45
#021f2d
96-31-0-82



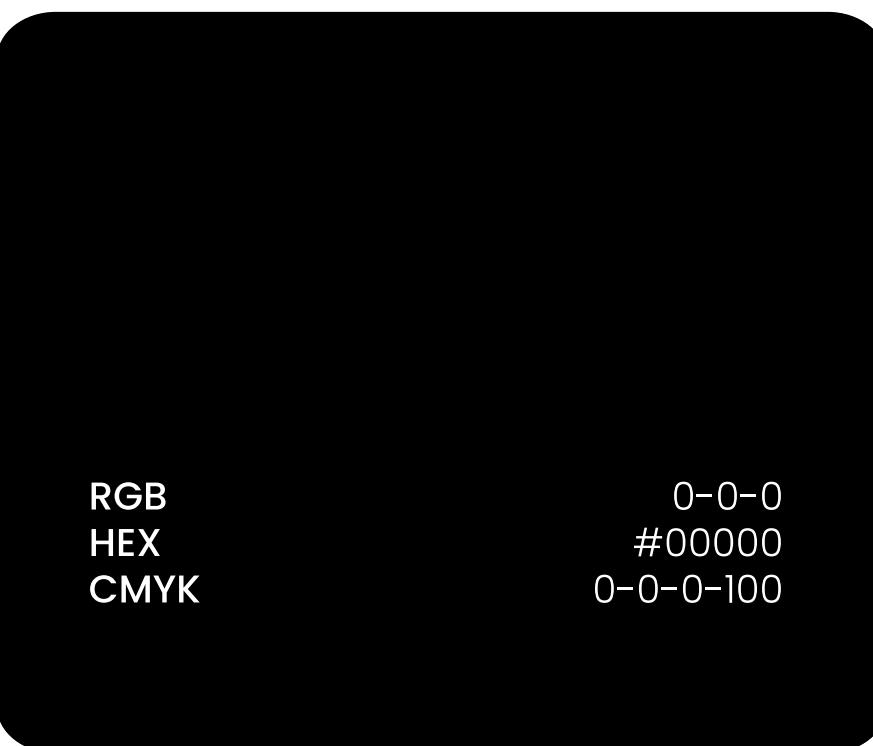
RGB
HEX
CMYK

241-199-0
#f1c700
0-17-100-5



RGB
HEX
CMYK

255-255-255
#ffffff
0-0-0-0



RGB
HEX
CMYK

0-0-0
#000000
0-0-0-100

Typography

Our typography choices are equally intentional, designed to reflect our dual commitment to creativity and professionalism. Each typeface supports our tone of voice, ensuring that our message is delivered clearly and effectively.

Primary Typeface

Poppins

AaBbCcDdEeFfGgHh

JjKkLlMmNnOoPpQq

RrSsTtUuVvXxYyZz

1234567890

Typography Examples

Typography plays a critical role in communicating the identity and tone of Acrements. The selected typefaces are clean, modern, and professional, reflecting the brand's vision of trust, creativity, and innovation. Proper usage of typography, including leading, spacing, and proportions, ensures consistency, readability, and elegance across all brand materials.

Primary Typeface | Poppins

H1 - 4x - Poppins Extra Bold

H2 - 2x - Poppins Bold

Subhead - 1.5x - Poppins Medium

Body - 1x - Poppins Regular

Do's and Don'ts

Do not use color combinations that make the logomark illegible.

Do not use different colors for the logotype and the symbol.

Do not disproportionately stretch or warp the logo.

Do not stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect.

Do not scale, reposition or modify the logo in any way.

Do not place the logo over images which make the logomark illegible or use in any color other than white or black when being placed on top of an image

