

Urbanest Infra - Brand Identity Document

Purpose

Urbanest Infra is a channel partner firm aimed at simplifying property sales for clients. By managing marketing, sales, and operations with professionalism and excellence, the brand positions itself as a premium and reliable solution in the real estate market.

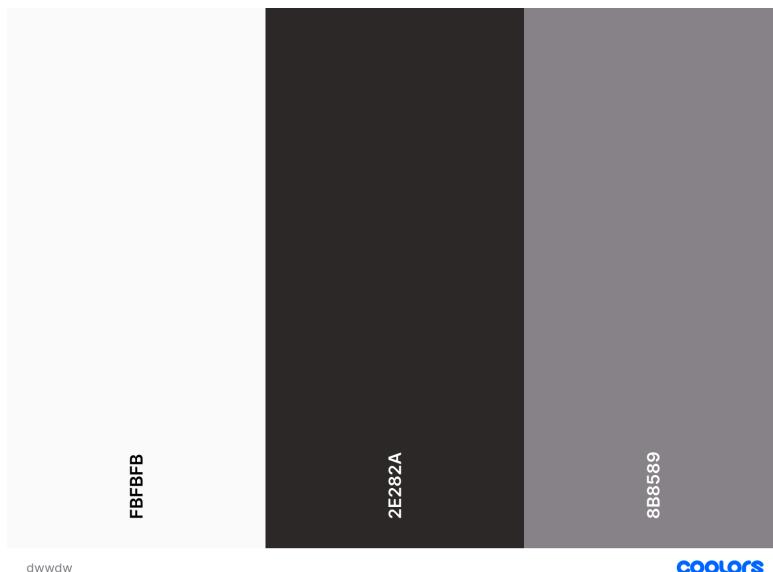
Key Goals:

1. Establish a premium and high-standard brand identity.
 2. Convey trust, professionalism, and luxury through design and communication.
 3. Ensure clean, modern, and readable formats in all brand materials.
-

Brand Color Palettes

Our Minimal Option

- **Raisin Black:** #2E282A
 - **White:** #FBFBFB
 - **Taupe Gray:** #8B8589
-



Tailwind CSS Color Generator

Press spacebar, enter a hexcode or change the HSL values to create a custom color scale

#8b8589 HEX ↻

+ Add secondary color

Suva Gray

Contrast grid Export Edit Save

50 F8F7FB 100 F2F1F2 200 E6E4E5 300 D0CFD2 400 B2B1A4 500 9C9998 600 8A8689 700 7C7880 800 5C5B5B 900 4F4D4E 950 202A2C

Examples

Customers

1,553 ↗

New customers in past 30 days

Revenue

\$12,543



Today

Design system meeting ...
9 - 10 AM



Lunch ...
1 - 2 PM

Design review ...
3 - 4 PM



Create
color scales
in seconds.

Create
color scales
in seconds.

Create
color scales
in seconds.

Buttons - Flat

Default

Hover

Active

Disabled

Buttons - Outline

Default

Hover

Active

Disabled

Buttons - Bezel

Default

Hover

Active

Disabled



Got feedback?

We'd love to know what you think about UI Colors.

Share Feedback

Typography

Primary Fonts (Headings)

1. **Montserrat**
 - Usage: H1 (Main headings, bold)
 - Size: 36-48px
2. **Poppins**
 - Usage: H2 (Subheadings)
 - Size: 28-32px
3. **Raleway**
 - Usage: H3 (Smaller headings)
 - Size: 22-26px

Secondary Fonts (Paragraphs)

1. **Open Sans**
 - Usage: Body text
 - Size: 16-18px
2. **Source Sans Pro**
 - Usage: Alternative body text
 - Size: 16-18px

Font Style Guide

- **H1:** Bold, uppercase (if required), standout font.
- **H2:** Semi-bold, clear and professional.
- **H3:** Medium weight, clean and elegant.
- **Paragraphs:** Regular weight, highly readable.

LOGO Identity



URBANEST INFRA

Monogram Design:

The logo incorporates a monogram style, cleverly using negative space to form the letters "U" and "I", representing Urbanest Infra.

Geometric Structure:

The design mimics the shape of a building or architectural framework, directly tying to the real estate industry.

Minimalism:

A clean and minimalist approach ensures the logo is versatile, timeless, and adaptable across different mediums.

Premium Aesthetic:

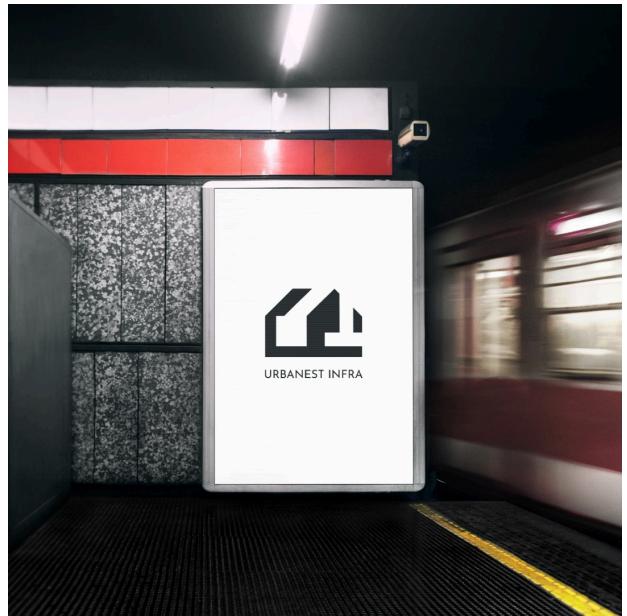
The sleek design and dark tones convey sophistication, trust, and a high standard of professionalism.

Brand Values:

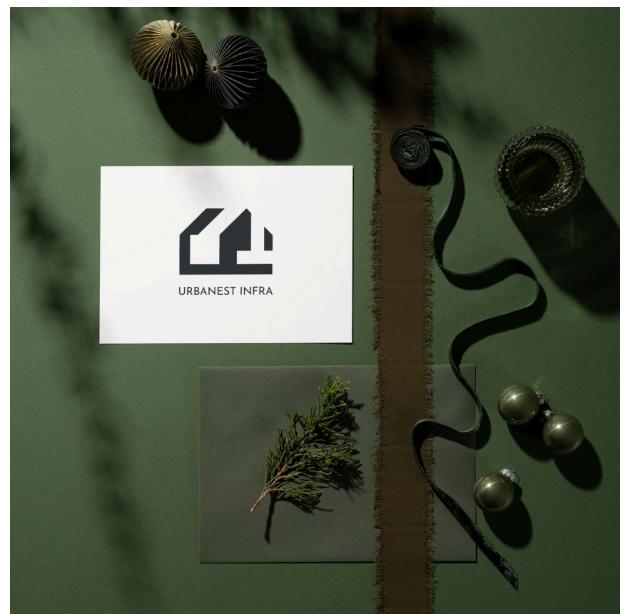
The logo reflects Urbanest Infra's core values of innovation, reliability, and excellence, aligning perfectly with the firm's premium identity in the real estate market.

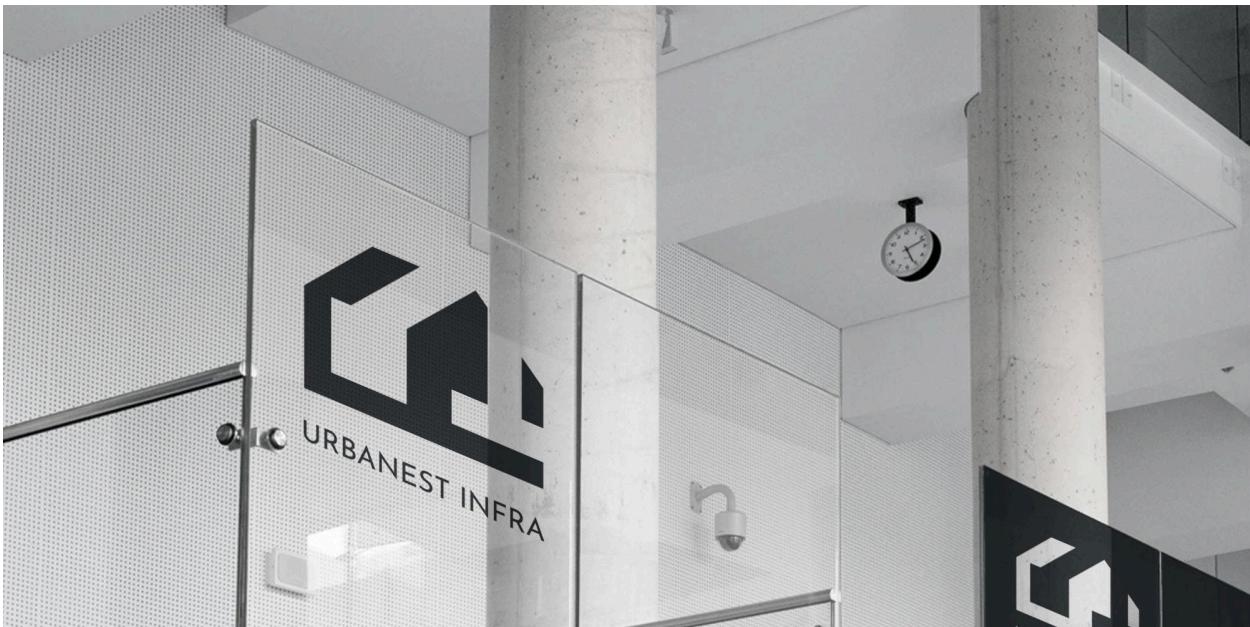
Brand Visualisation





URBANEST INFRA





Urbanest Infra is a channel partner firm aimed at simplifying property sales for clients.

By managing marketing, sales, and operations with professionalism and excellence, the brand positions itself as a premium and reliable solution in the real estate market.

