

A photograph of a person in a suit holding a pen over a wooden house model on a table, symbolizing real estate or home building.

# BRAND GUIDELINES

# THE BRAND BOOK

This document contains the guidelines for a visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Redzak materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

# DESIGN AND BRAND GUIDELINES

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# 01

## BRAND INTRODUCTION

## MISSION

Our mission is to build the most trustworthy and transparent online real estate platform that delivers real-time information and a superior customer experience

## VISION

Our vision is to be the most trusted, consumer friendly real estate platform for all real estate needs and the preferred platform for real estate profession

## CORE OF VALUES

- Communication with the aim of transparency
- Optimism that seeks progressive solutions
- Intelligence to anticipate the needs of our audience
- Integrity that will change public perception of the real estate business

## VALUE PREPOSITION

All your real estate needs in one consumer friendly platform.

## TAGLINE

Because it's possible / Connecting you to reliable real estate professionals



# 02

## BRAND LOGO DESIGN

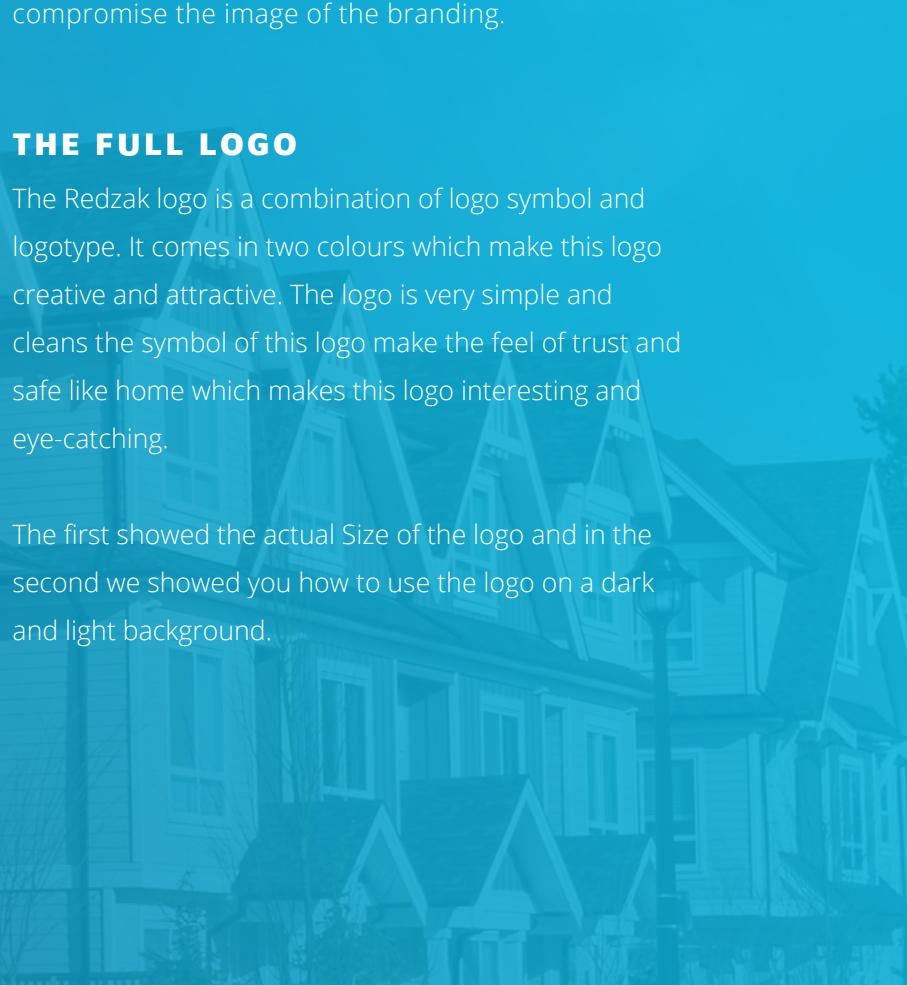
## OUR LOGO DESIGN

The company logo is an important graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

### THE FULL LOGO

The Redzak logo is a combination of logo symbol and logotype. It comes in two colours which make this logo creative and attractive. The logo is very simple and cleans the symbol of this logo make the feel of trust and safe like home which makes this logo interesting and eye-catching.

The first showed the actual Size of the logo and in the second we showed you how to use the logo on a dark and light background.



For Dark Background



For Light Background



## CLEARSPACE

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

50% CLEAR SPACE



Logo without  
Slogan



Logo with slogan



MINIMUM SIZE



## BACKGROUND APPLICATION

PRIMARY LOGO LIGHT BACKGROUND



PRIMARY LOGO DARK BACKGROUND



## LOGO DO'S AND DON'TS



Do not apply effect on the logo

X



Do not change color of logo

X



Do not use same background

X



Do not change any aspect of logo

X



Do not rotate the logo design

X

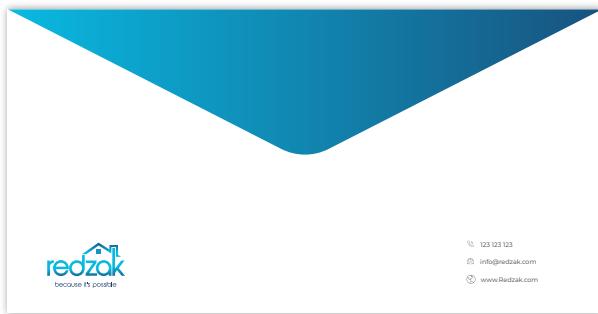


Do not distort or skew logo

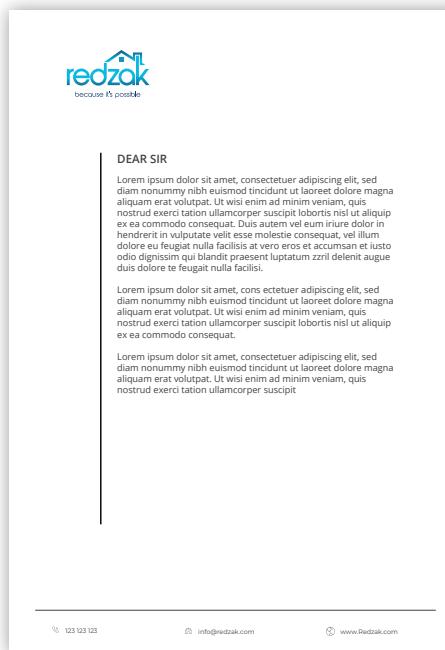
X

## LOGO USAGE

The logo must be used in its approved form. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are some examples what to do with the logo.



Envelope



Letterhead



Business card



# 03

## BRAND TYPOGRAPHY

## BRAND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications. We have selected the entire Redzak communications, as the Primary Typeface.

PRIMARY TYPEFACE

# MAVEN PRO

# ABCD

**BLACK**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

**Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

**Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## BRAND TYPOGRAPHY

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Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications. We have selected the entire Redzak communications, as the Secondary Typeface.

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### SECONDARY TYPEFACE

## OPEN SANS

This will be the best for body copy/paragraph. To increase the readability and it will good contrast with the primary typeface. It comes with too many styles as you can see on the right.

# A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## BRAND TYPOGRAPHY

### FONT LEADING SET

To achieve proper readability and appropriate spacing. Line heights have been determined based on each style's individual size and weight. Line wrapping only applies to Body, Subheading, Headline and the smaller display styles. All other styles should exist as single lines.

SIZE 45 LEADING 48

# REDZAK

48 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE

SIZE 34 LEADING 40

# REDZAK

40 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE

SIZE 22 LEADING 32

# REDZAK

32 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE

SIZE 16 LEADING 24

# REDZAK

24 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE

SIZE 10 LEADING 16

# REDZAK

16 pt Leading

TYPOGRAPHY PLAYS AN IMPORTANT ROLE



04

## BRAND COLOR SYSTEM

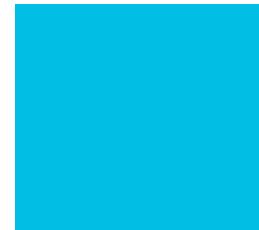
# COLOUR SYSTEM

Color plays an important role in the Redzak brand identity. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the color scheme.

## PRIMARY COLOURS

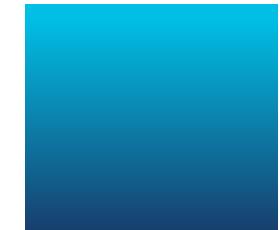


Hex : #183C6B  
Rgb : 24,60,107  
Cmyk : 100,83,32,19



Hex : #00BEE4  
Rgb : 0,190,228  
Cmyk : 69,1,6,0

## GRADIENT



## SECONDARY COLOURS



Hex : #009ABB  
Rgb : 0,154,187  
Cmyk : 100,18,0,27



Hex : #F2C063  
Rgb : 242,192,99  
Cmyk : 0,21,59,5



Hex : #CB429F  
Rgb : 242,105,56  
Cmyk : 0,57,77,5



Hex : #0C0A3E  
Rgb : 12,10,62  
Cmyk : 81,84,0,76



# 05

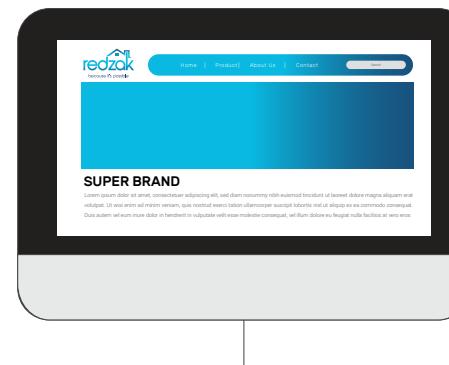
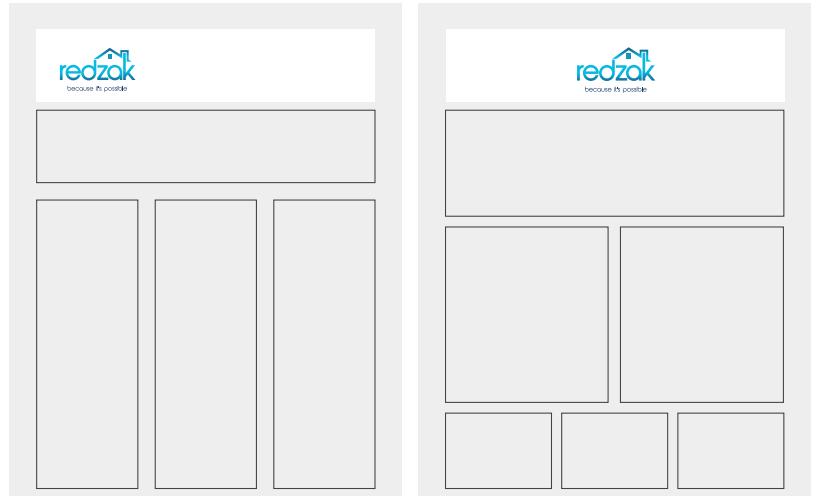
## BRAND CONTENT LAYOUT

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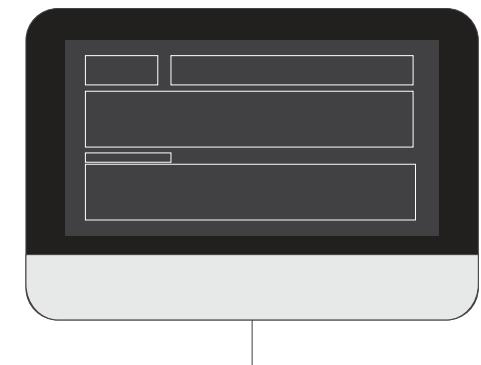
In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guidelines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphics elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphics element or shape.

### SCREEN HORIZONTAL

This shows an approved layout with a typography grid for a 16:9 Screen of Redzak. This will be used for Company presentations in PowerPoint or Keynote. It can also be used for a website layout.



LAYOUT WITH TYPOGRAPHY 16:9 SCREEN



GRID EXAMPLE 16:9 AT MONITOR



# 06

## BRAND IMAGERY

## BRAND IMAGERY

In the Redzak imagery it is very important that all images and graphics make the target market feel confident, powerful and capable. A good use of color and contrast should be displayed. So fair use of people and property should be used across all campaigns.





because it's possible