



INTERNATIONAL BRAND GUIDELINES

ABOUT

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LOGO

||| V^{THE}IBE |||
R E A L T Y

LOGO COLOUR



LOGO BW



BW LOGO ON BLACK



BW LOGO ON WHITE

PHOTOGRAPHIC BACKGROUND

LIGHT BACKGROUND



AVERAGE BACKGROUND



DARK BACKGROUND



BRAND COLORS

Colour representation is one of the critical and most challenging parts when it comes to reproducing the same on different media with uniformity. The different media as print, web and non-print applications can be broadly classified by the three colour codes mentioned hereby and needs to be followed exactly with the given codes. In case of certain applications where you think specific swatches are required, please contact us for the specific inputs.

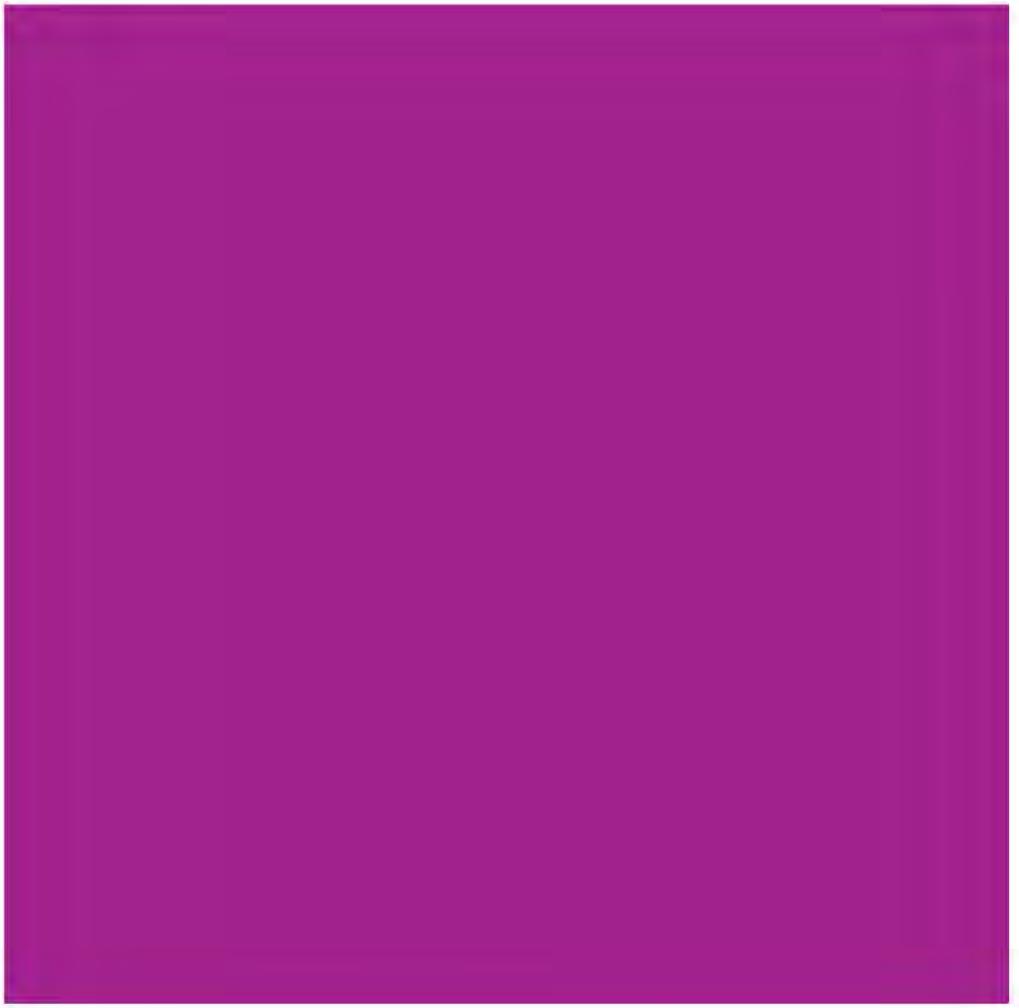
PRIMARY COLOURS



Offset Color CMYK
40-90-60-45

Digital Color RGB
103-34-53
#672235

PANTONE Process Coated
PANTONE 7421 C



Offset Color CMYK
40-100-00-00

Digital Color RGB
163-35-142
#A3238E

PANTONE Process Coated
PANTONE 254 C



Offset Color CMYK
00-55-100-00

Digital Color RGB
246-139-31
#F68B1F

PANTONE Process Coated
PANTONE 715 C

COLOR PHYLOSOPHY

MAROON

Maroon is a warm colour that soothes with relaxation yet evokes with creativity, emanating deep passion.



PURPLE PINK

The colour purple pink symbolises an intense emotional influence that strengthens the spirit of vibrant energy.



YELLOW ORANGE

The luminous yellow denotes the joy of enlightenment and the power of communication. This sunshine colour optimizes activity and broadens /widens interaction.



SECONDARY SHADES

C40 M90 Y60 K45

R103 G34 B53 #672235

PANTONE 7421 C

C30 M60 Y40 K30

R137 G90 B92 #895A5C

PANTONE 7615 C

C15 M30 Y30 K15

R187 G157 B146 #BB9D92

PANTONE 4735 C

WHITE

C40 M100 Y00 K00

R163 G35 B142 #A3238E

PANTONE 254 C

C25 M80 Y00 K00

R189 G86 B160 #BD56A0

PANTONE 674 C

C15 M45 Y00 K00

R210 G154 B197 #D29AC5

PANTONE 686 C

WHITE

C00 M55 Y100 K00

R246 G139 B31 #F68B1F

PANTONE 715 C

C00 M40 Y70 K00

R250 G168 B95 #FAA85F

PANTONE 714 C

C00 M20 Y40 K00

R254 G208 B158 #FED09E

PANTONE 7507 C

WHITE

TYPO GRAPHY

ENGLISH LANGUAGE

There are two fonts used in communications - one that belongs to the logotype family (to be used as headlines, descriptors and headers) and the other to be used for body text and neprint.

PRIMARY TYPEFACE

We use HV Simplicite font for headlines, standard sized text and introductory copy. It should appear as uppercase for headlines and sentence case in the majority of situations.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

SECONDARY TYPEFACE

We use Helvetica font for tag lines and basic information. This can be used with a tracking of 10 - 200pt. When the font is used for tag lines or subheadings, it can be used as all caps.

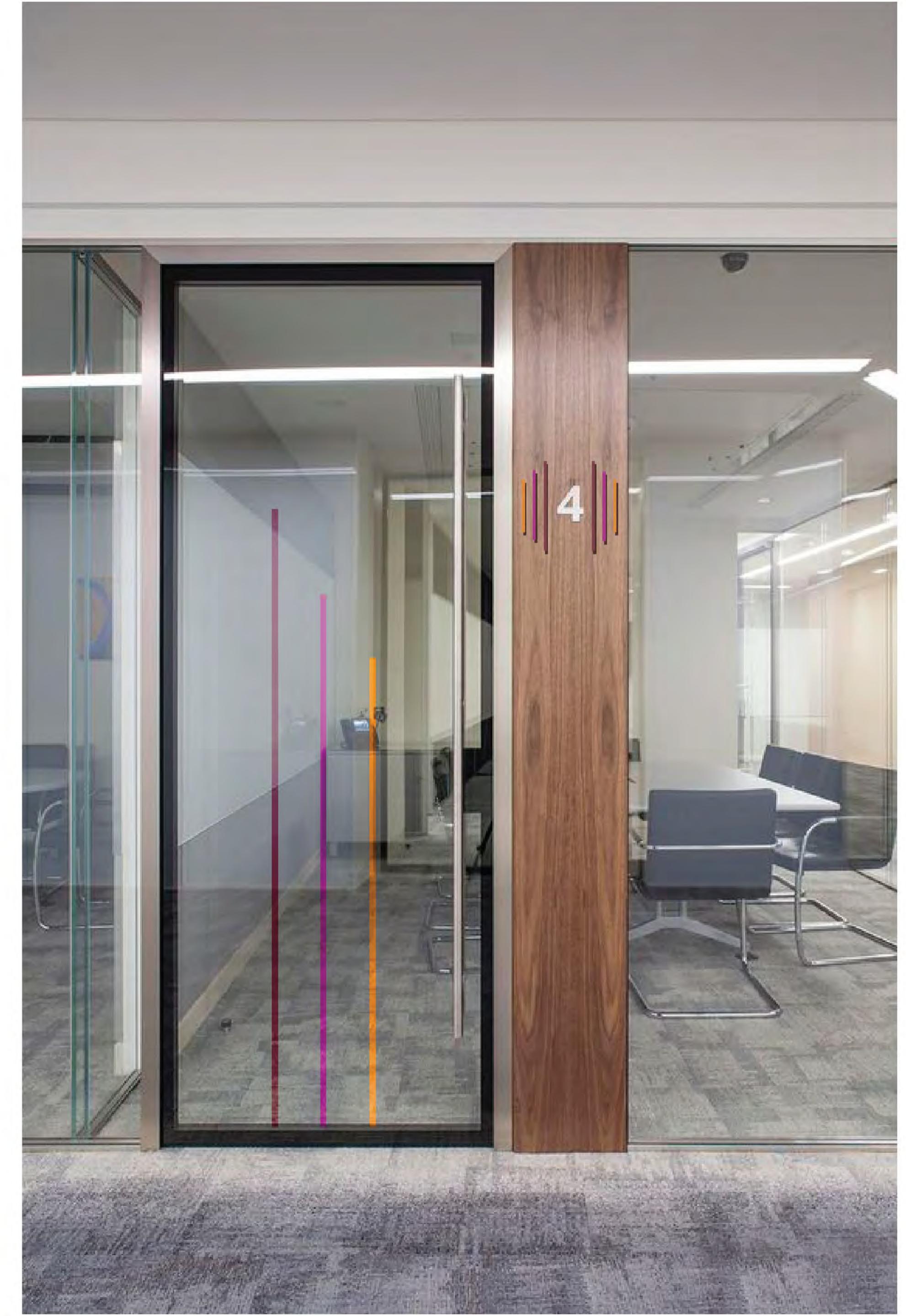
Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

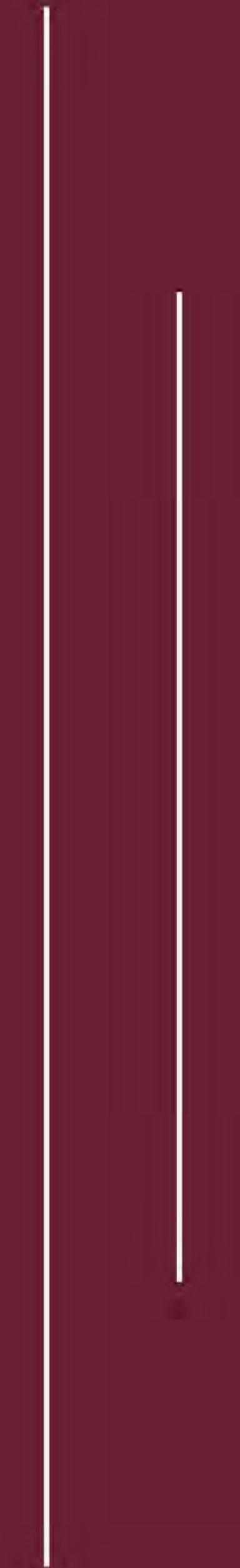
BRAND APPLICATIONS







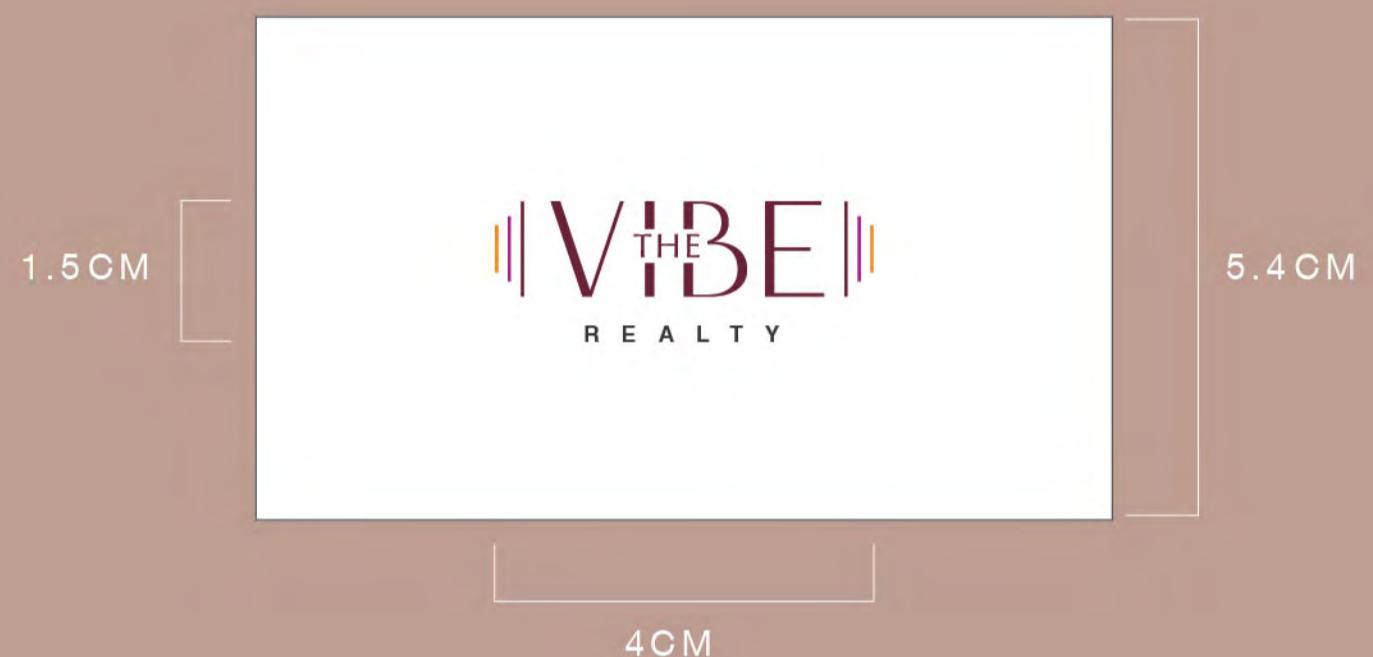
CORPORATE IDENTITY



STATIONARY MOCKUP ONLY FOR REPRESENTATION PURPOSE



FRONT



BACK





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www.theviberealty.com



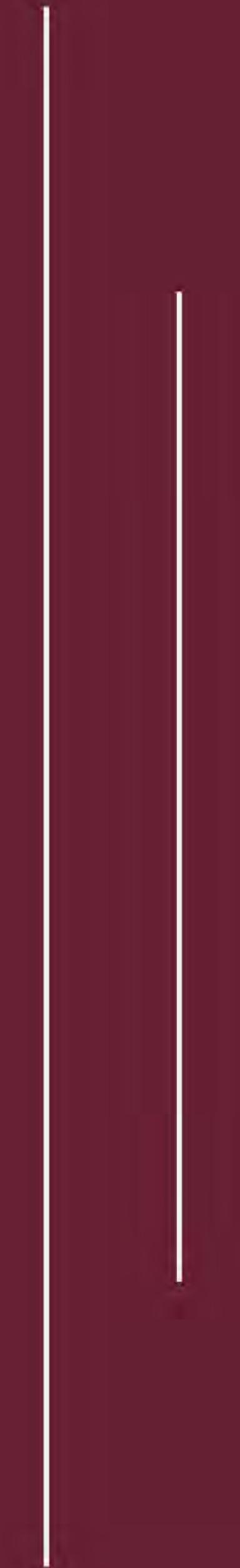
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10.16CM



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CORPORATE TEMPLATES



PRES EN TATION TEMPLATE

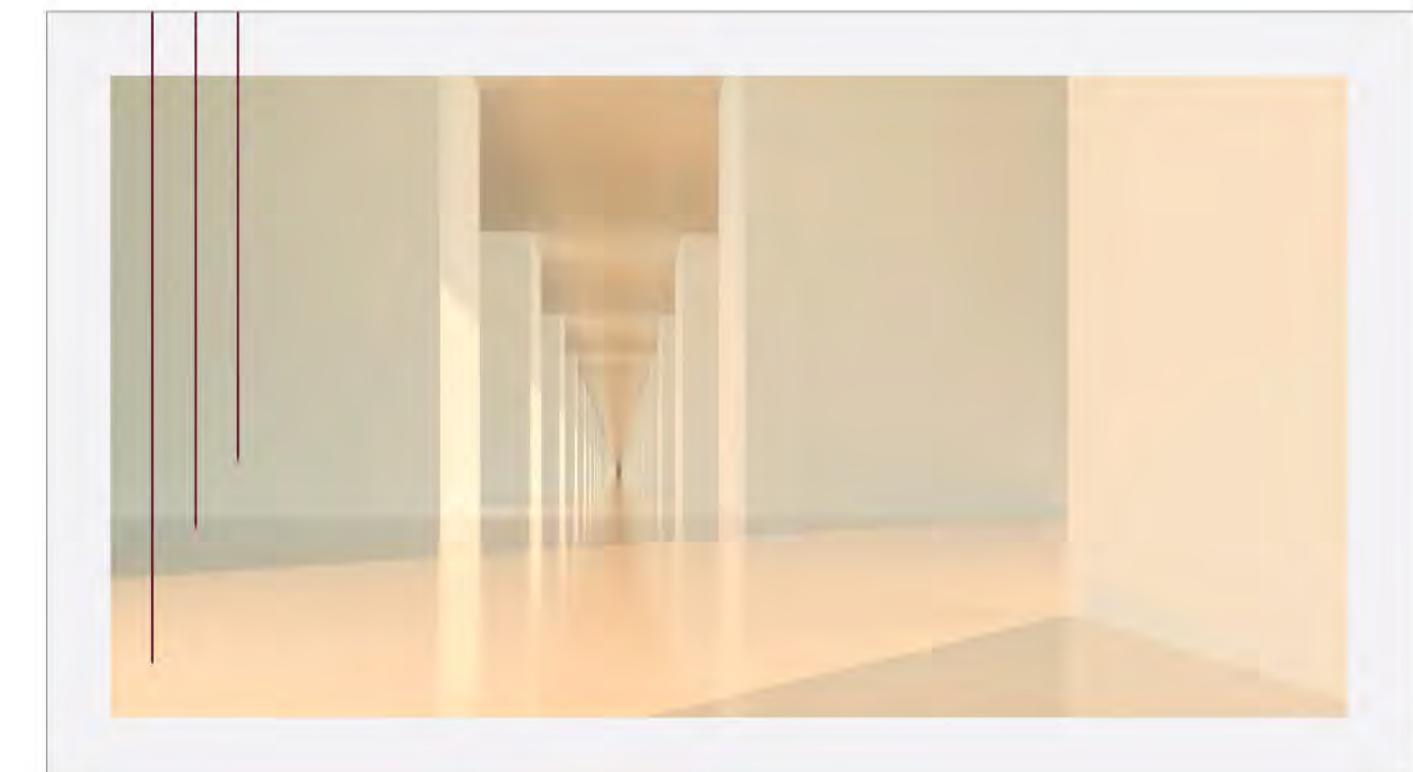


An abstract slide with a background of vertical yellow and orange bars. On the left, there is a white rectangular area containing the text "LOREM IPSUM" and "QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA". On the right, there is a small circular icon and some dense text.

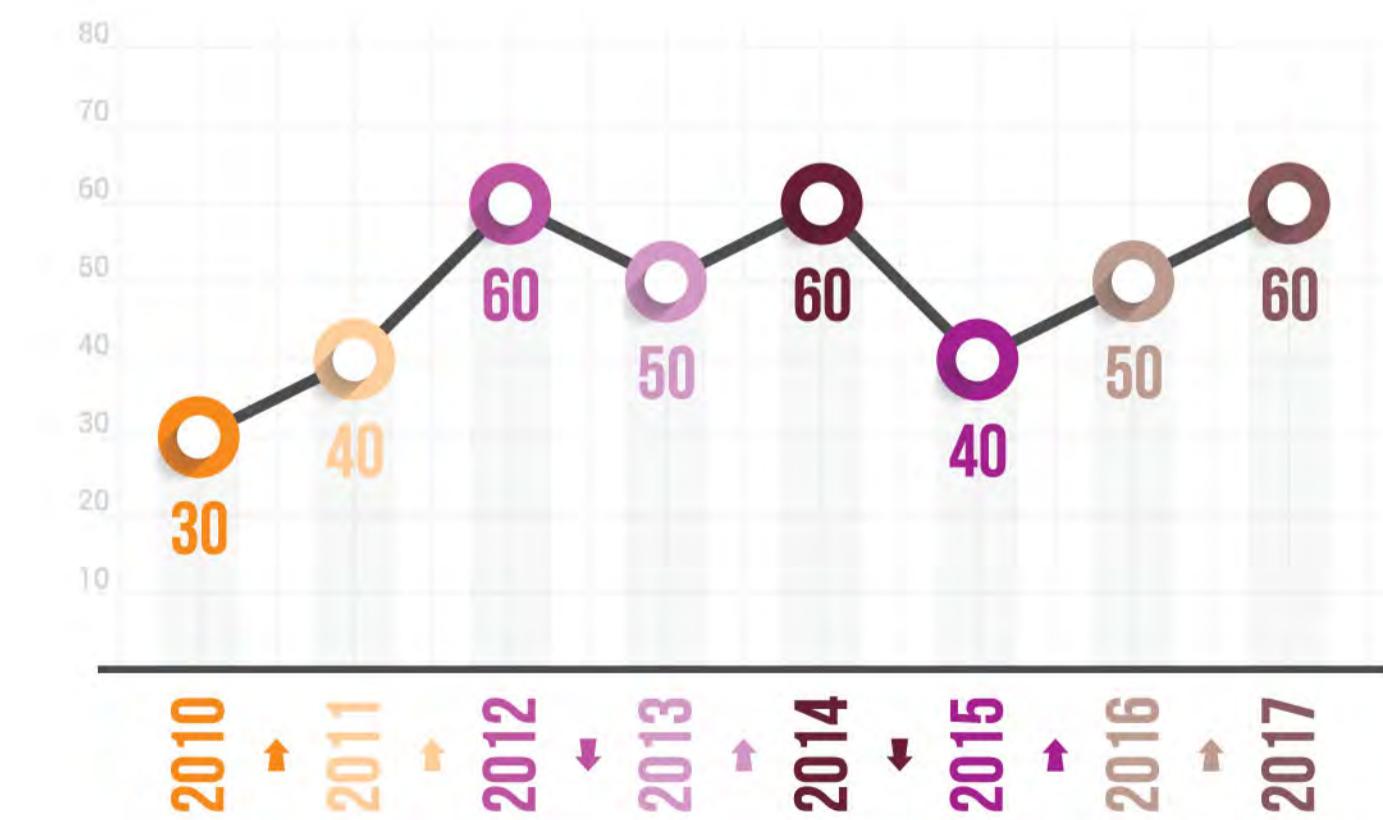
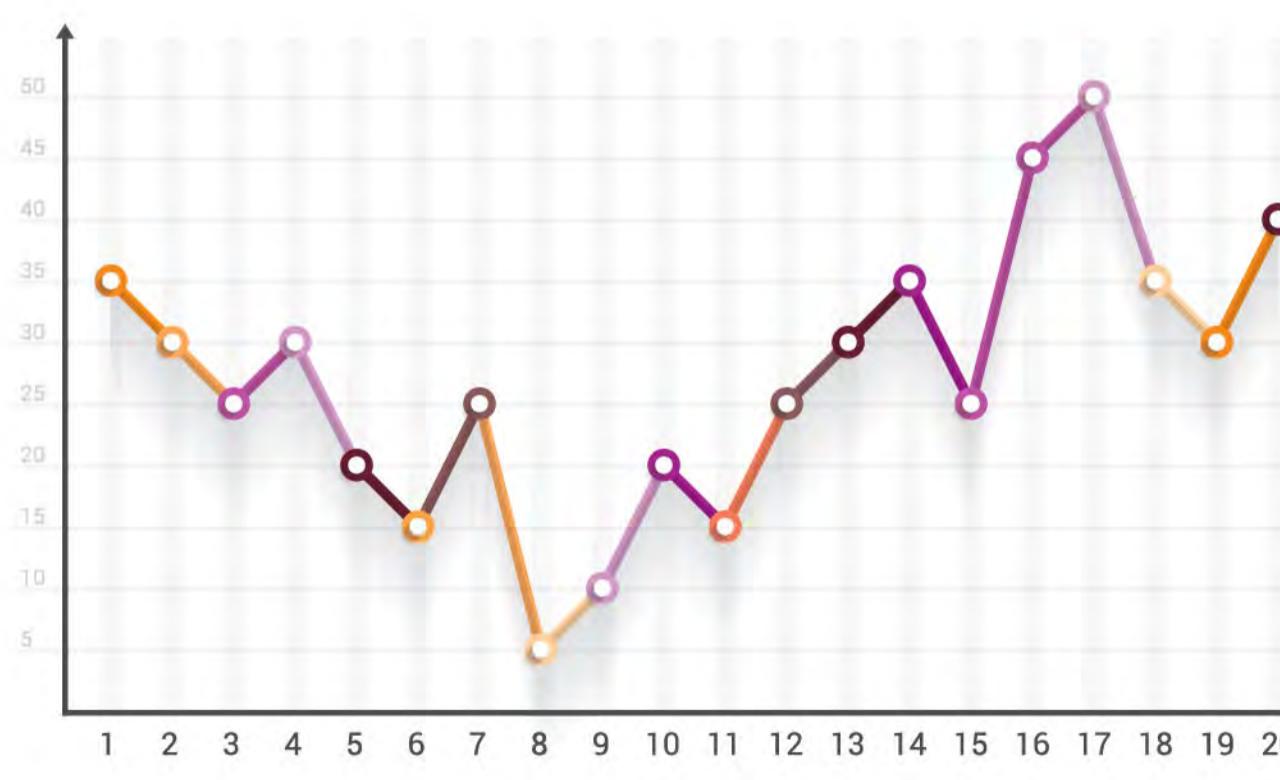
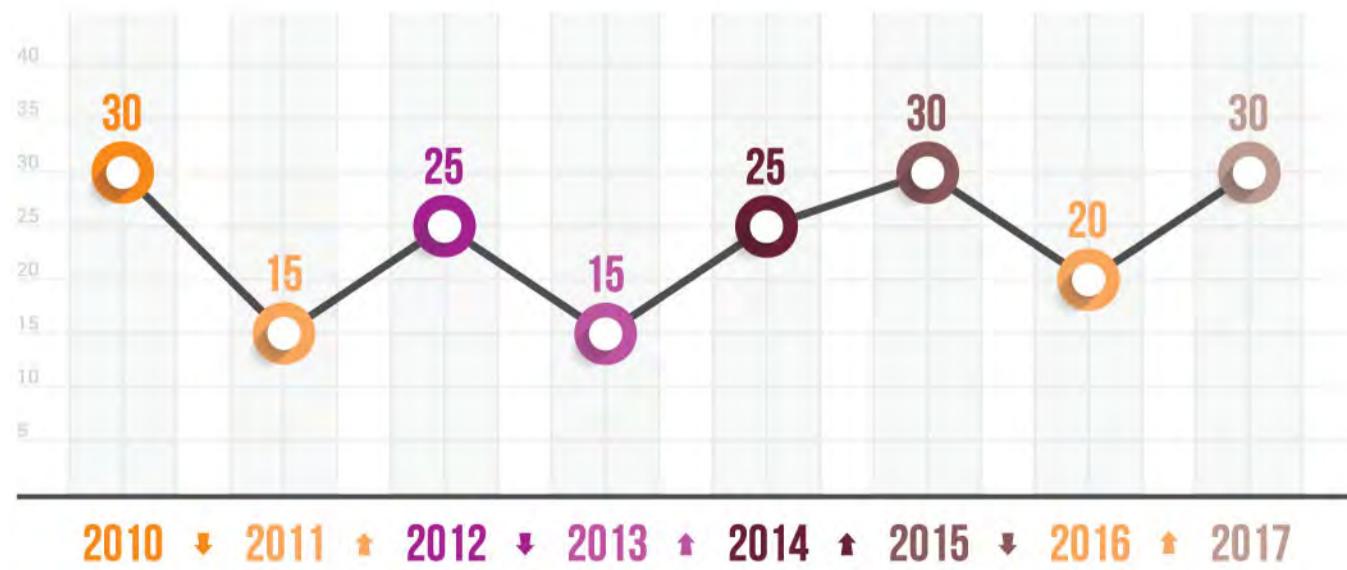
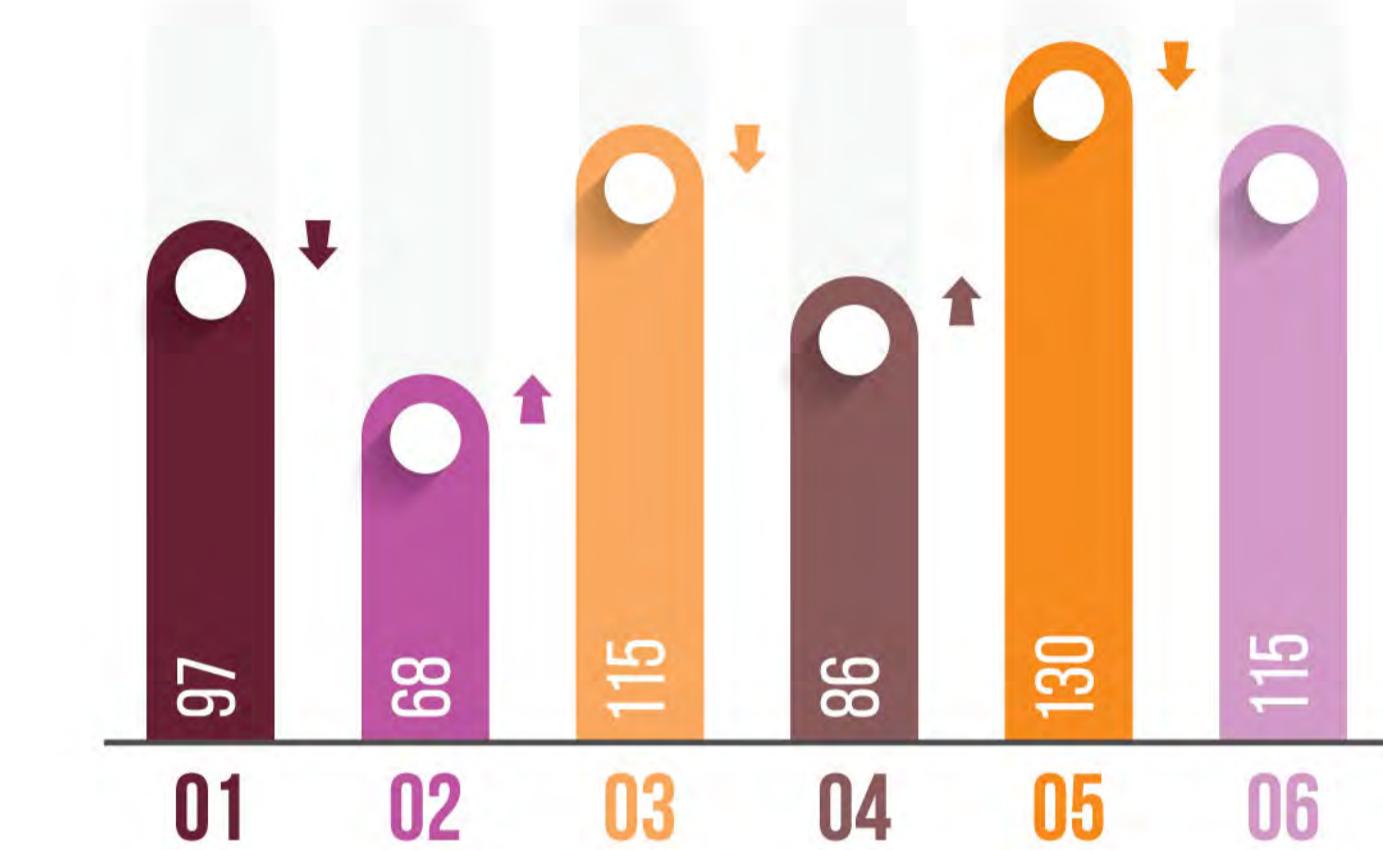
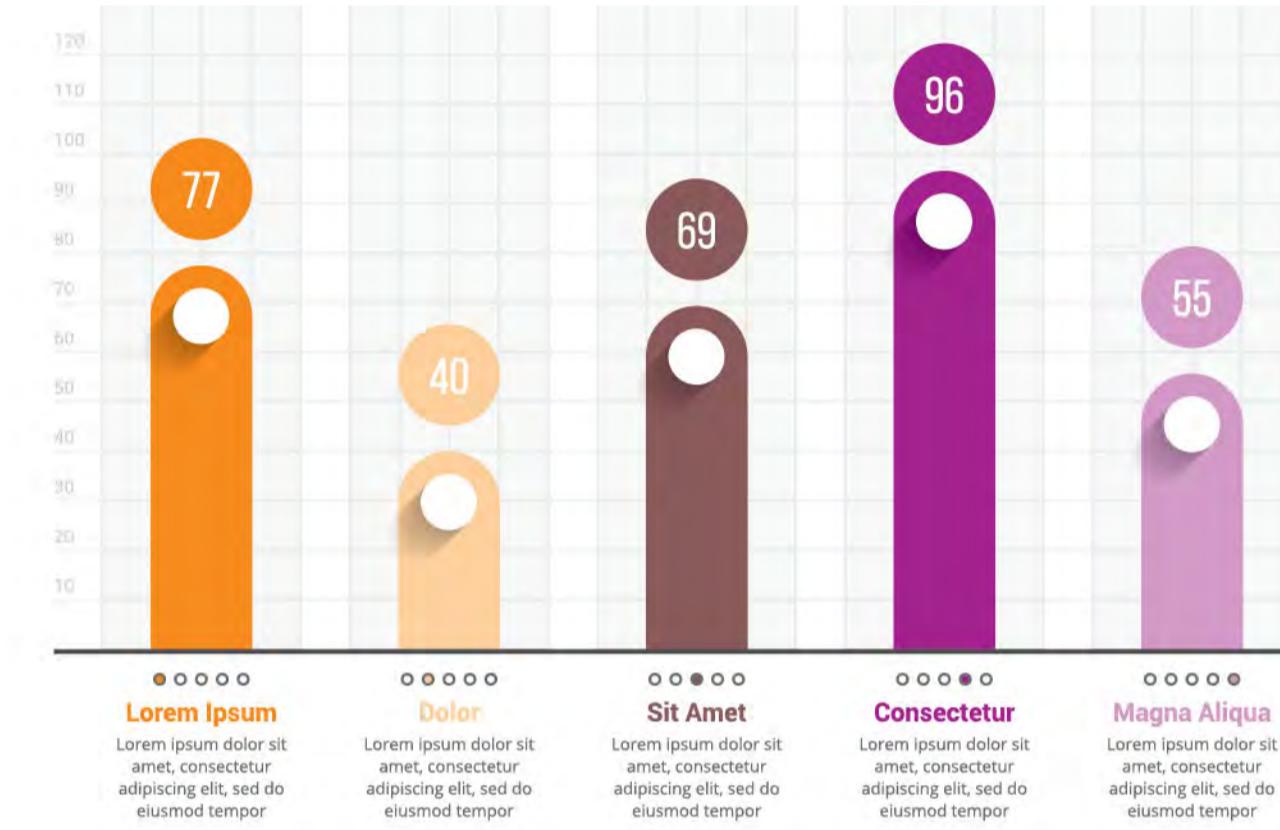
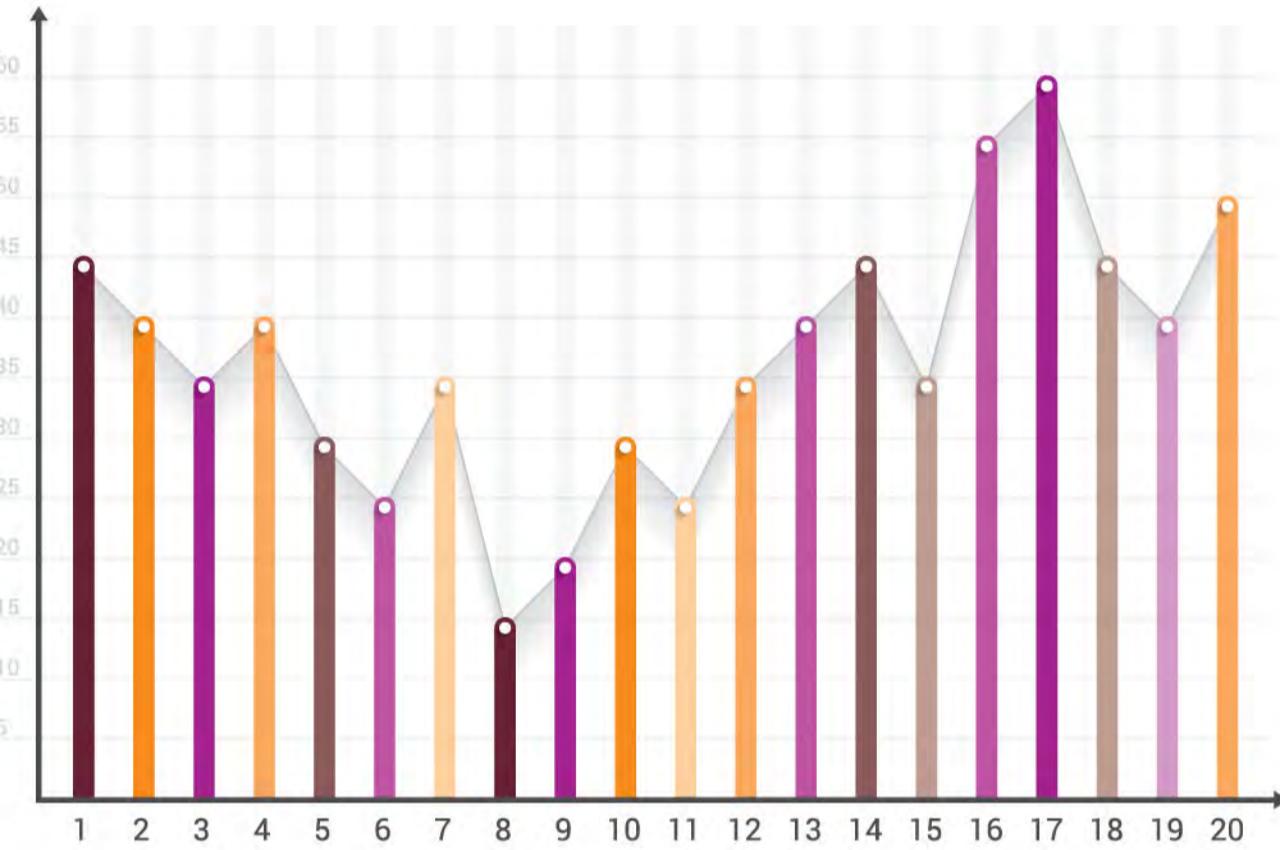
An abstract slide with a background of vertical yellow and orange bars. On the left, the word "LOREM" is in large red capital letters, followed by "QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA". On the right, there is more text and a small image.

An abstract slide with a background of vertical yellow and orange bars. On the left, there is a white rectangular area containing the text "LOREM IPSUM" and "QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT". On the right, there is dense text.

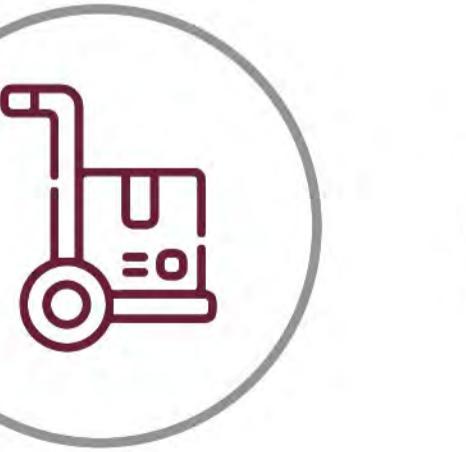
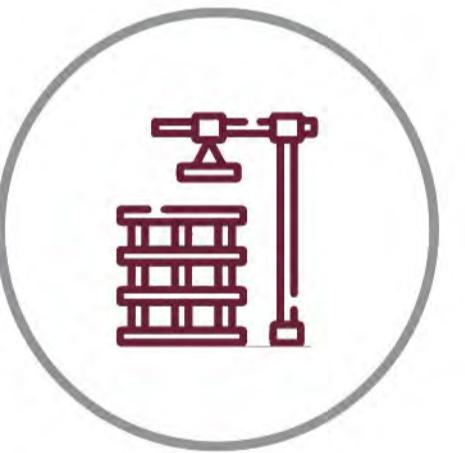
An abstract slide with a background of vertical yellow and orange bars. On the left, there is a white rectangular area containing the text "LOREM IPSUM" and "QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT". On the right, there is dense text.



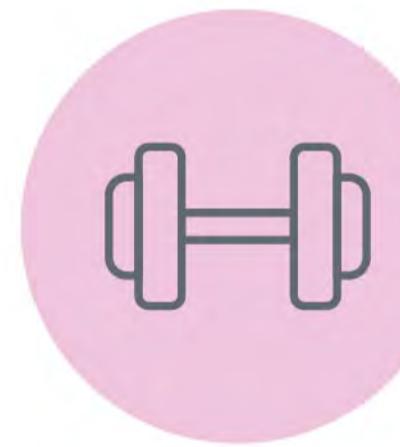
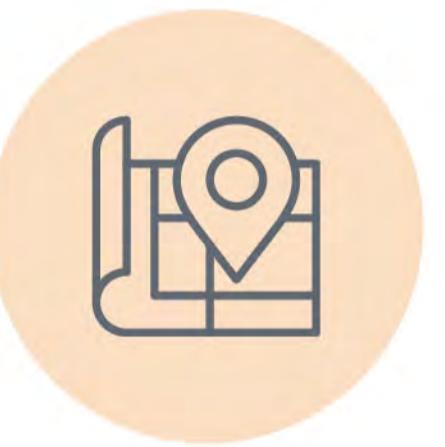
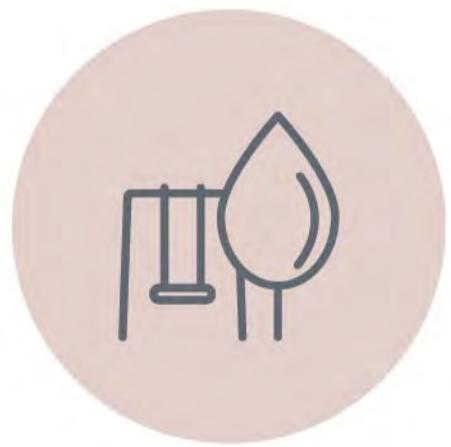
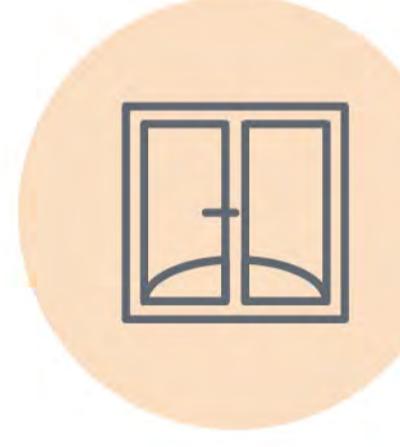
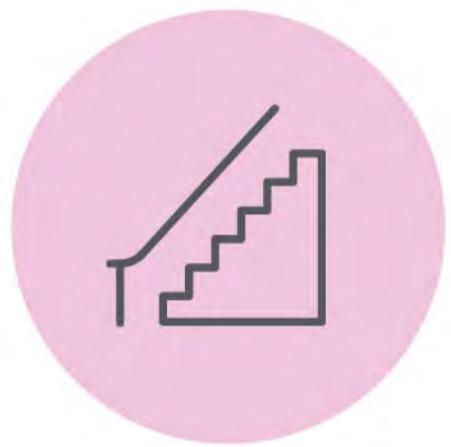
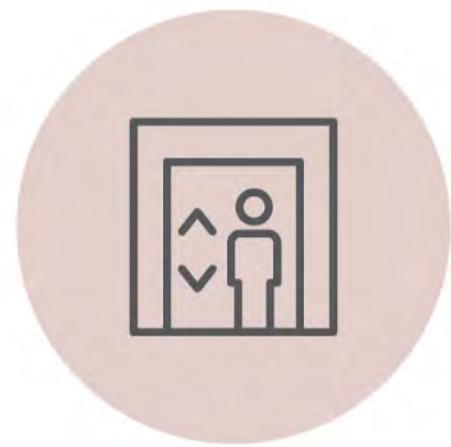
COLUMN & CHARTS



ICONOGRAPHY



COMMON REAL ESTATE ICONS - COLOR BACKGROUND

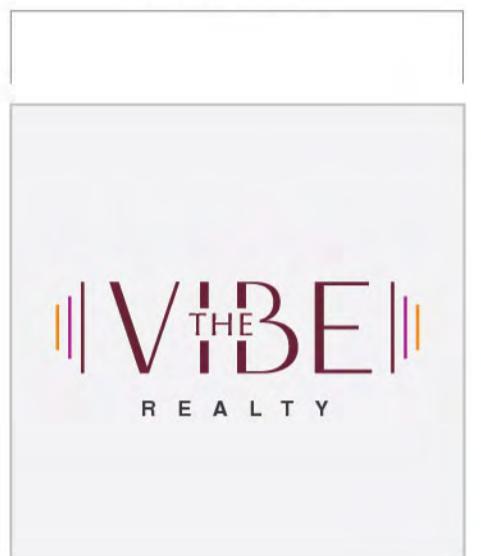


SOCIAL SITES & DIGITAL

FACEBOOK

820X312PX

170X170 PX



Home

About

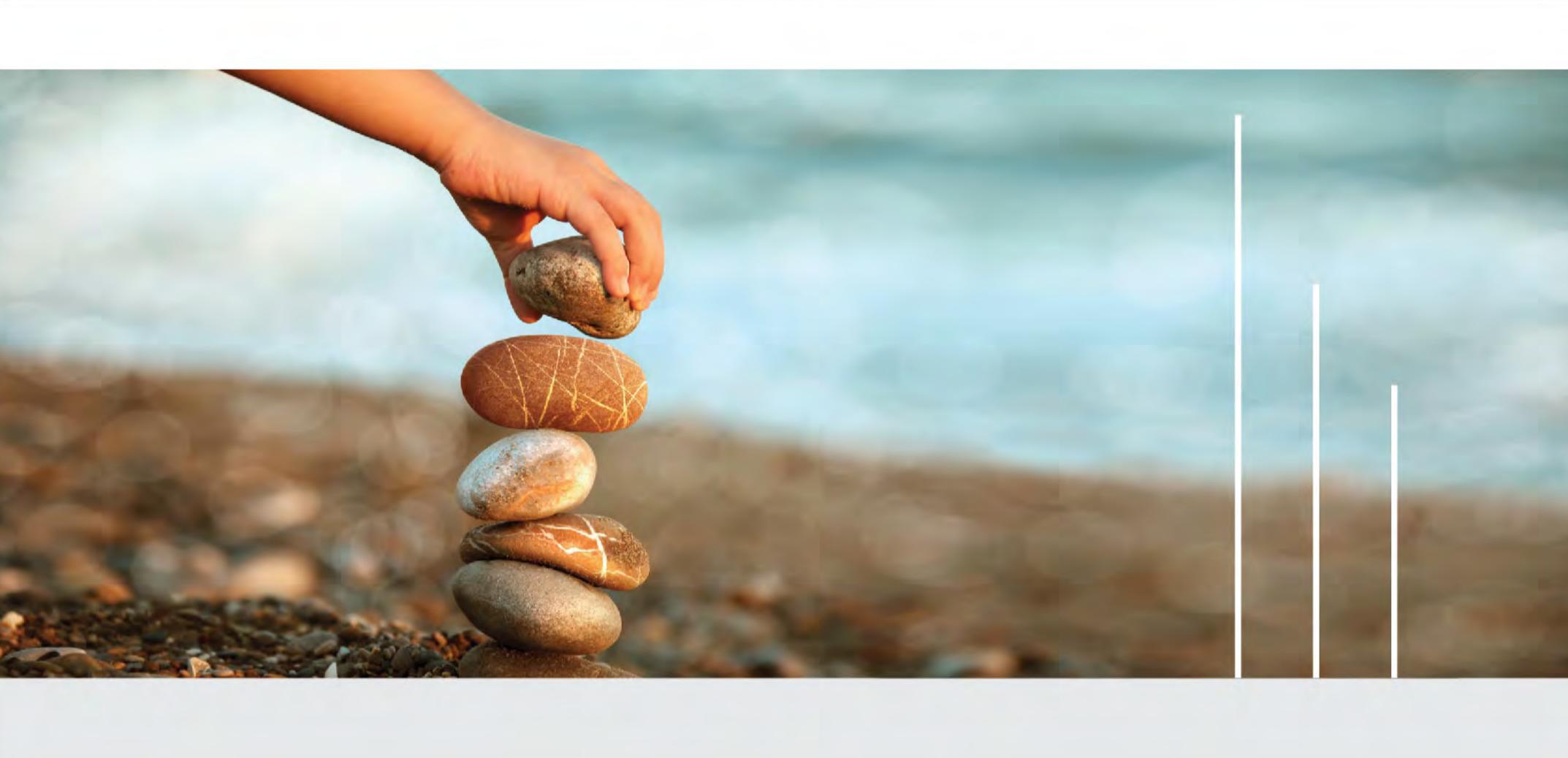
Reviews

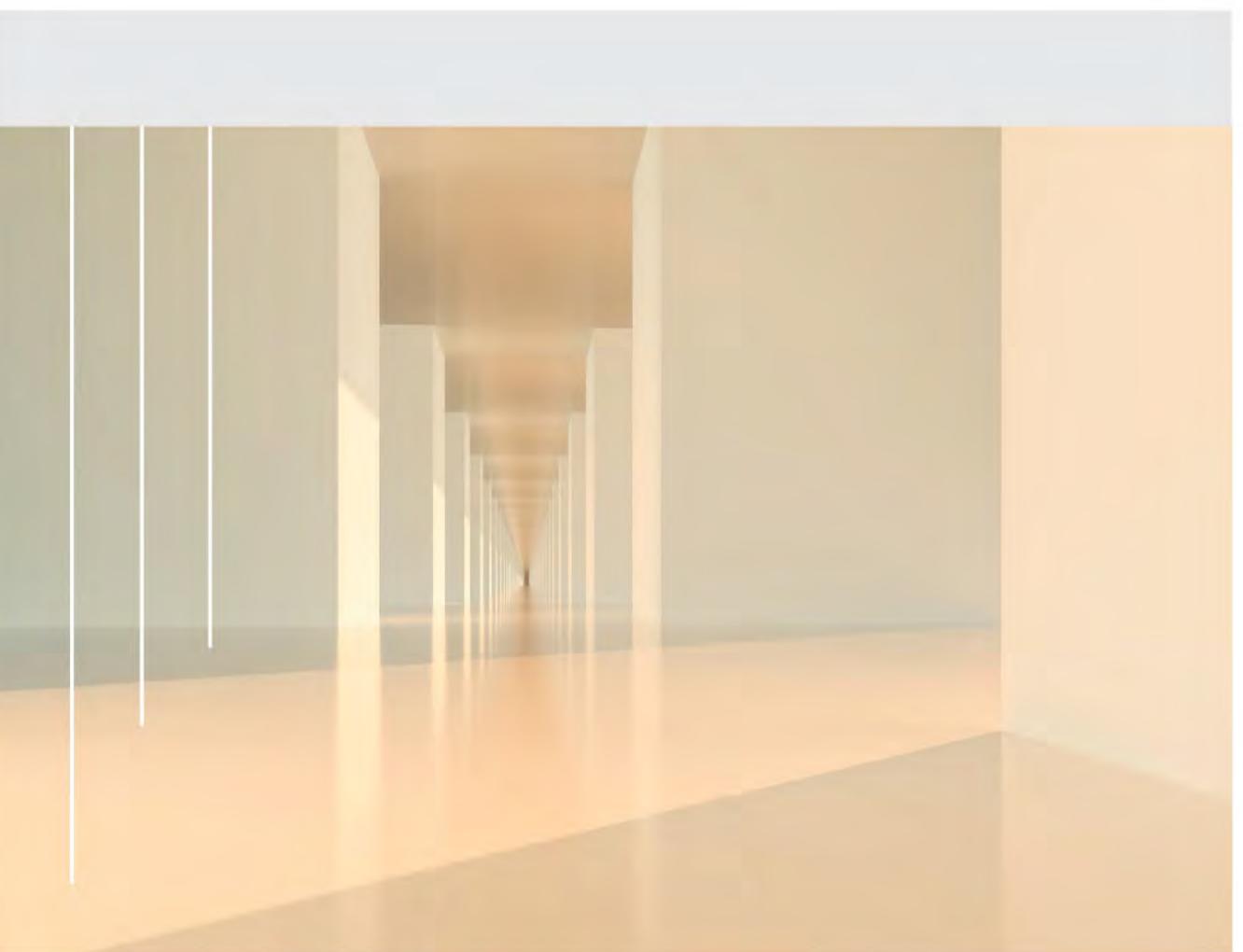
Photos

Likes

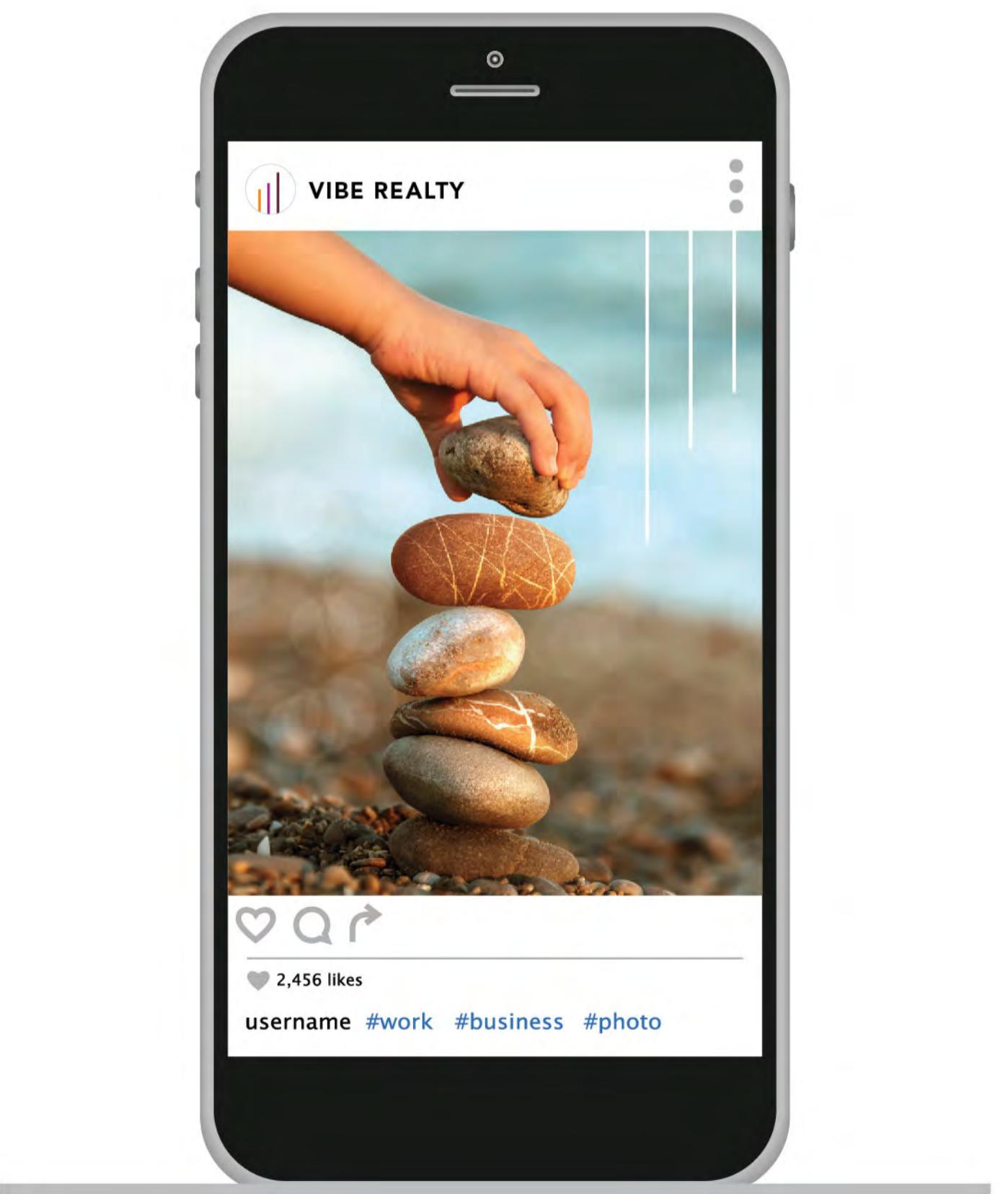
Posts

[Create a Page](#)





FB MOBILE APP



VIBE REALTY

2,456 likes

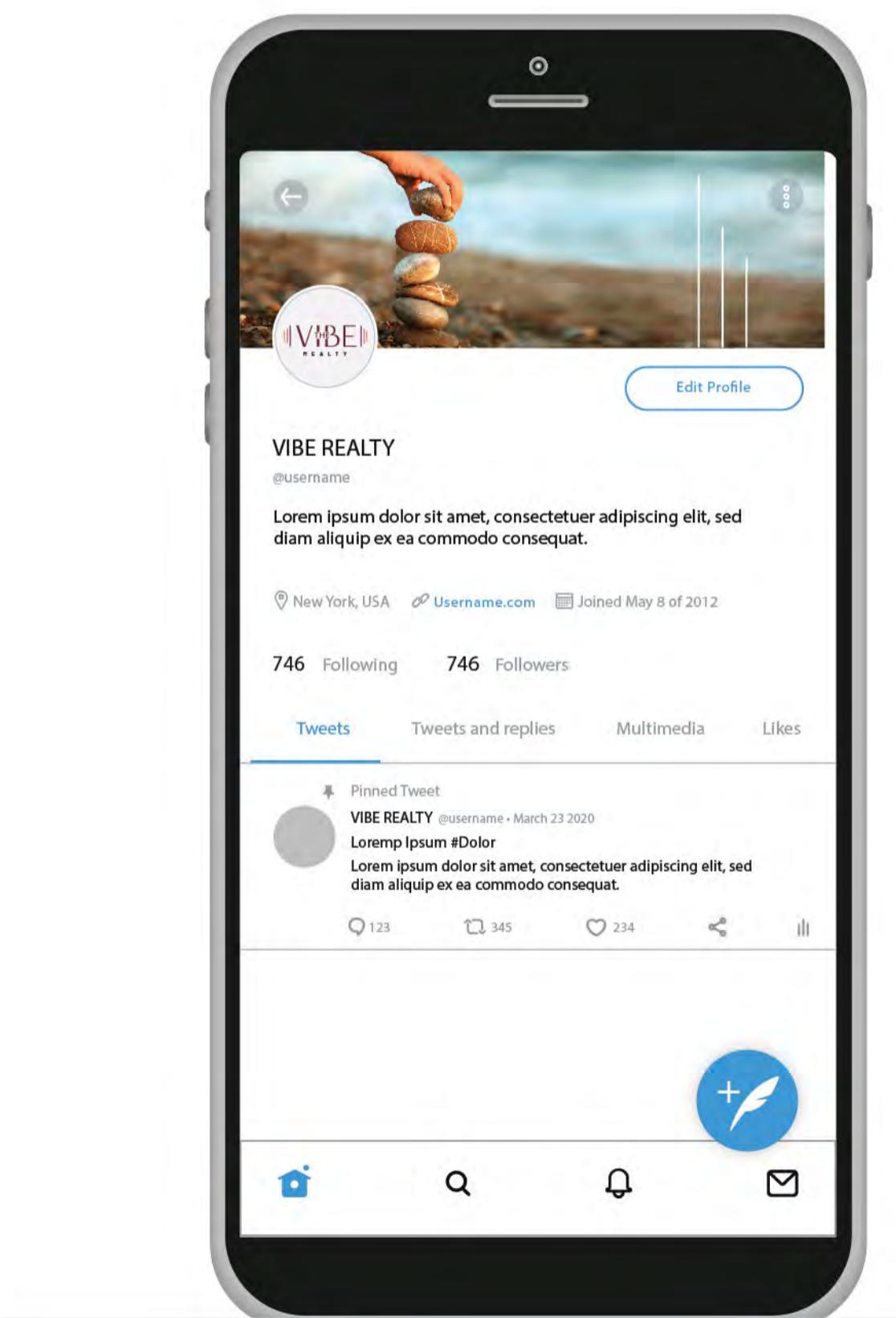
username #work #business #photo

TWITTER

The image shows the Twitter desktop interface. On the left is a sidebar with icons for Home, Explore, Notifications, Messages, Saves, Lists, Profile, and More options. A large blue button labeled "Tweet" is at the bottom. The main area displays the profile of a user named "VIBE REALTY" with 12,445 tweets. The profile picture is a hand stacking rocks on a beach. Below it is a placeholder for a bio or header image. The user's bio reads: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam aliquip ex ea commodo consequat." Their location is listed as New York, USA, and they joined on May 8 of 2012. They have 746 following and 746 followers. Below this, there are tabs for Tweets, Tweets and replies, Multimedia, and Likes. A pinned tweet by "VIBE REALTY" from March 23, 2020, is shown, containing the text "Lorem Ipsum #Dolor" and a long paragraph of placeholder text. At the bottom are standard Twitter navigation links: Q 123, 📄 345, ❤️ 234, and an upload icon.

The image shows the Twitter mobile interface. It features a search bar at the top with the placeholder "Find in Twitter". Below it is a grid of placeholder cards. The main content area shows the "VIBE REALTY" profile again. To the right of the profile are sections titled "Maybe you like this" and "News", each with three placeholder cards. At the bottom are "Show more" buttons.

TWITTER MOBILE APP



DIGITAL BANNERS

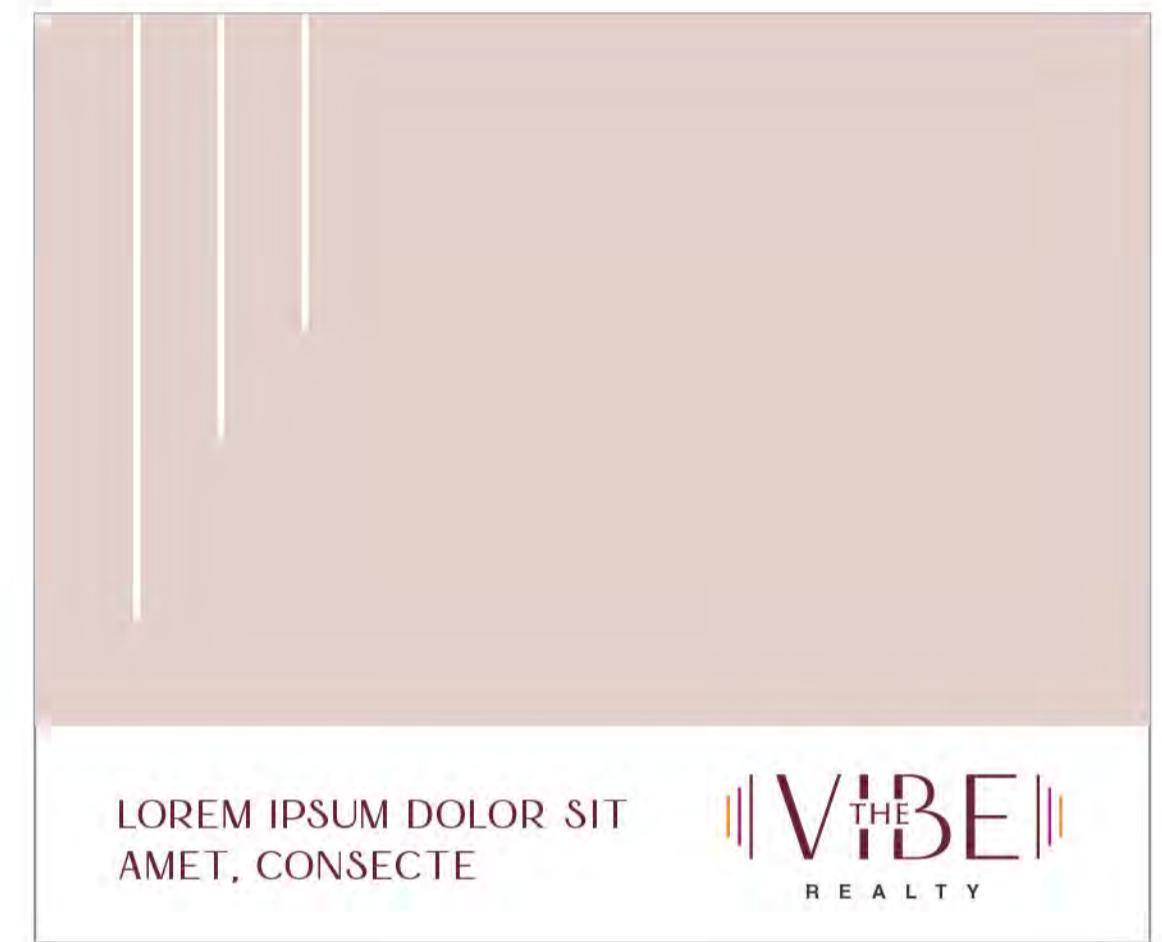
468X60



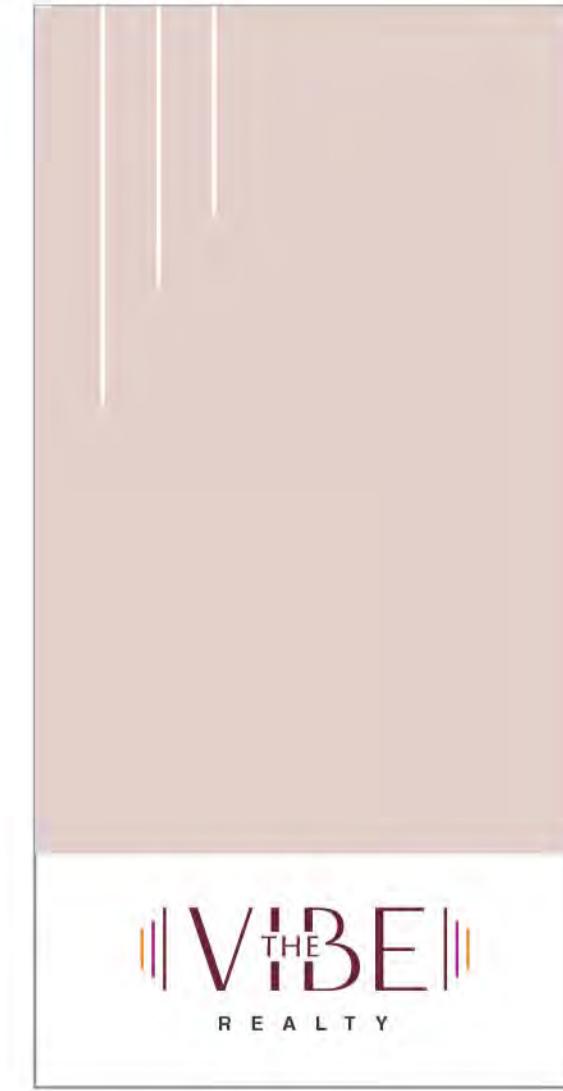
729X300



300X250



120X240



EMAIL SIGNATURE



LOREM IPSUM

Managing Director

090000 00000

lorem ipsum@viberealty.com



LOREM IPSUM

Managing Director

090000 00000

lorem ipsum@viberealty.com

PRINT MEDIA

PRINT ADS

32.9 CM

www.theviberealty.com

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT



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THE VIBE REALTY

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www.theviberealty.com

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THE VIBE REALTY

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OUTDOOR

1 X 1



LOREM IPSUM DOLOR SIT AMET



022 6874 XXX9 LOREM IPSUM DOLOR SIT AMET

2 X 1

A photograph of a person's hand placing a dark brown, textured stone onto a stack of several other stones on a pebbled beach. The stones are stacked in a pyramid-like shape. The background shows a blurred ocean and sky at sunset. Three vertical white bars are positioned on the left side of the image. The top right corner features the "THE VIBE REALTY" logo. Below the logo is a horizontal orange line. At the bottom right, there is contact information and a placeholder text.

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LOREM IPSUM DOLOR SIT AMET

IMAGES

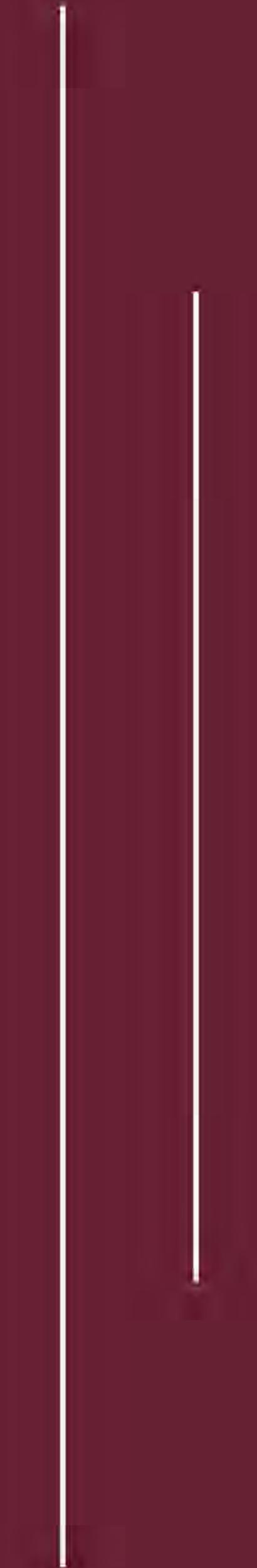
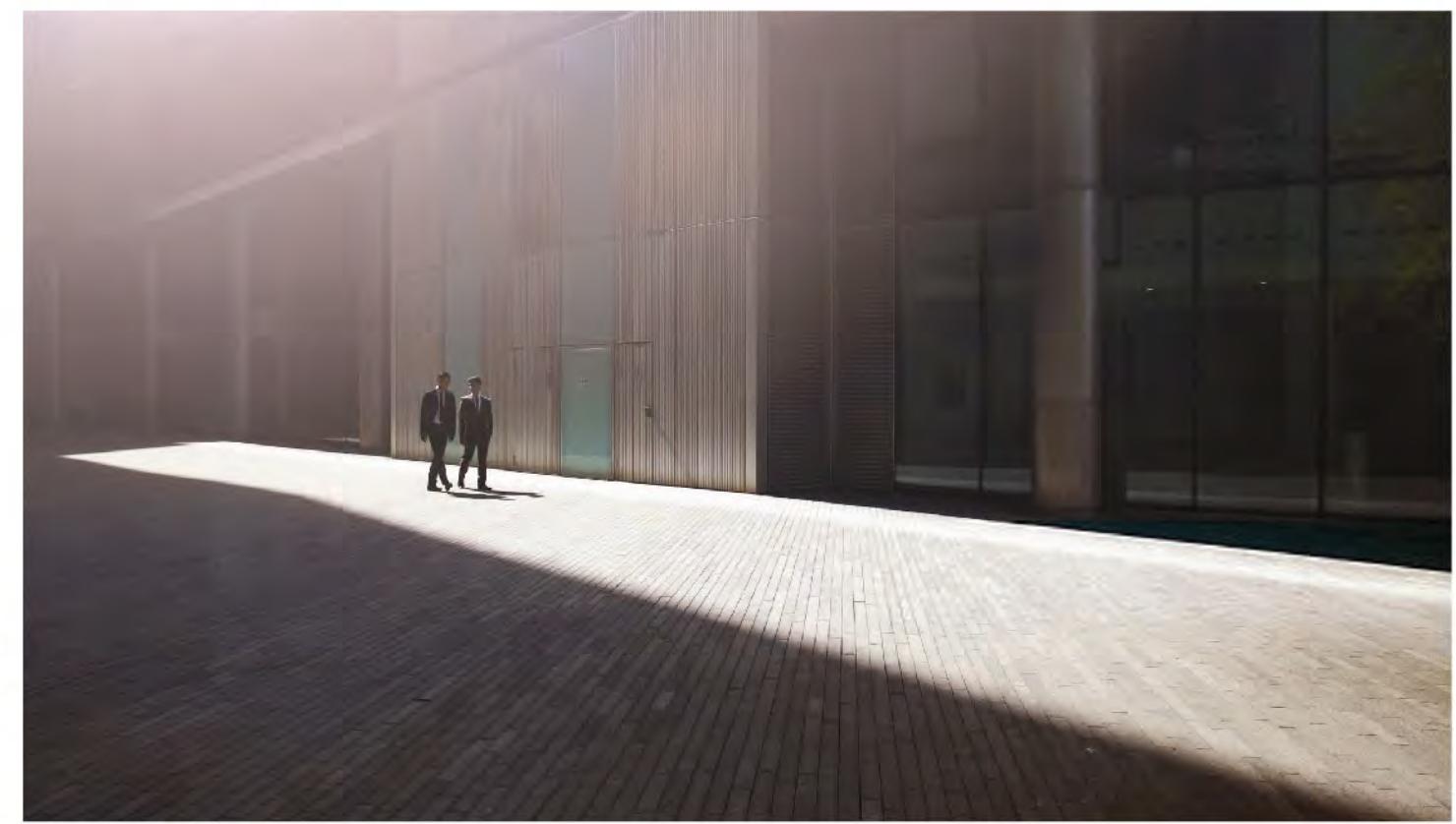
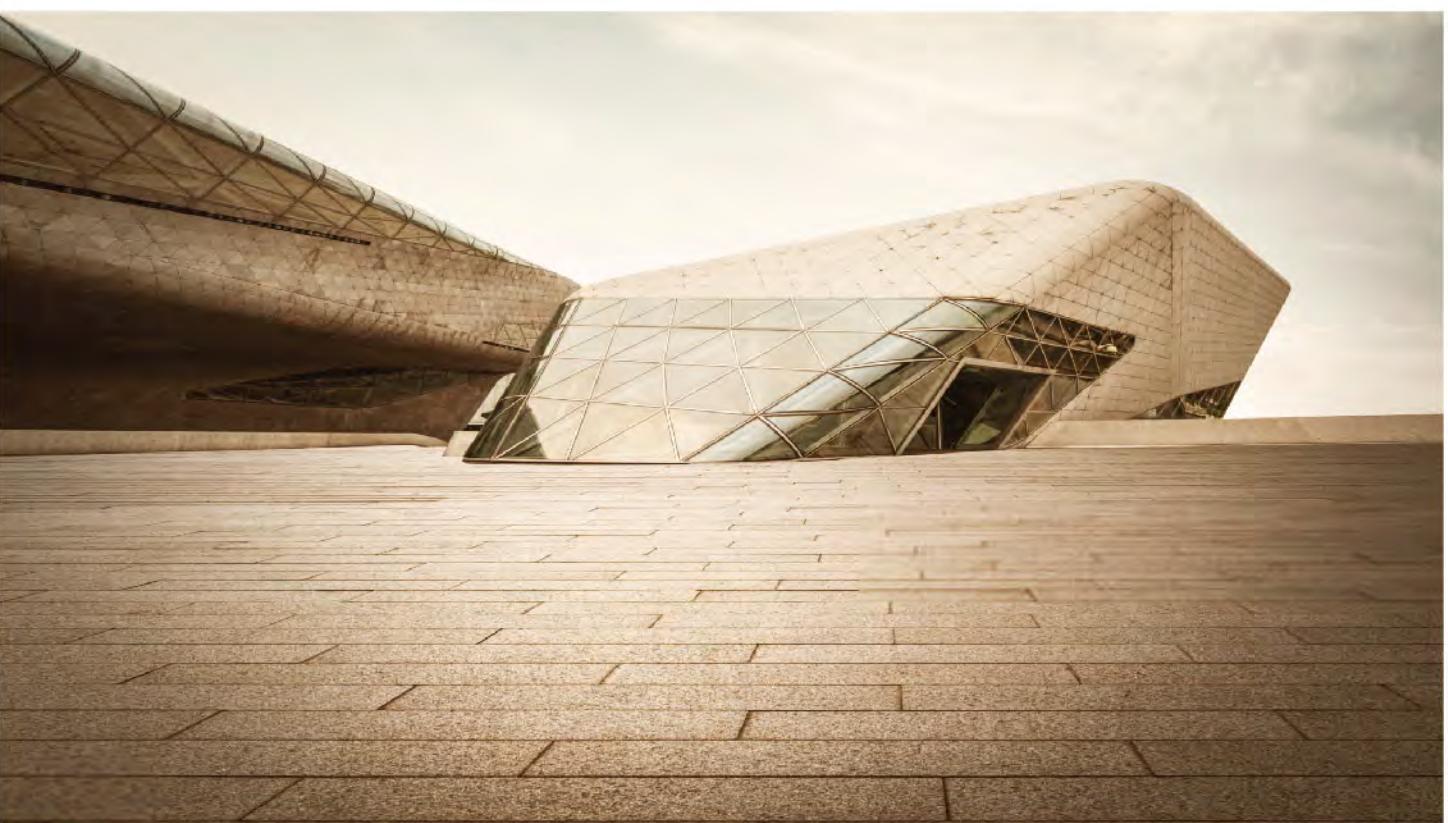


IMAGE EXAMPLES

Try to use images with warm colors touch. but it will not be compulsory, as night & evening shots.



PEOPLE & EXPRESSIONS

Try to avoid camera facing people images.



