



SITE ADDRESS: Cybercity Villa Verde, Survey Nos. 1011/1P, 1011/2P AND
1011/12P, IDL Access Rd, Kukatpally, Hyderabad, Telangana 500072

BRAND GUIDELINES
2025



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WHY DO WE NEED GUIDELINES?

These guidelines have been developed to help us build the strongest possible Villa Verde brand.

They provide the practical rules and principles we need to follow to ensure that our brand is always represented in the right way.

They explain the idea that sits behind our brand identity, and how it reinforces the approach and spirit that makes us unique.

They illustrate the brand in action, showcasing key examples of our brand identity that set the benchmark for the standard of brand implementation we must deliver.

If you have any questions regarding these guidelines or how the Villa Verde brand should be applied, please contact a member of the marketing team.



OUR BRAND IDEA

Our role is helping people navigate the world of real estate. We strive to make things simple. Our identity reflects this.

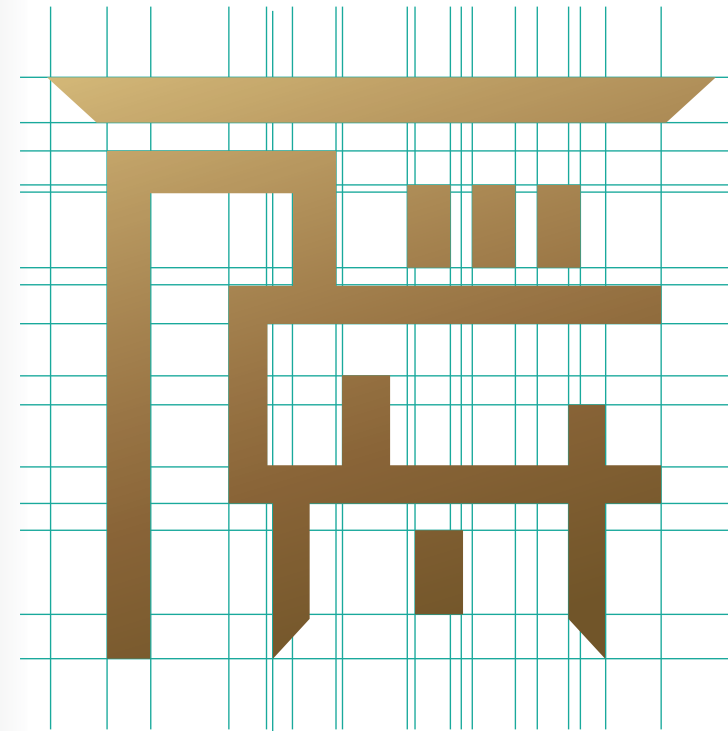
At Villa Verde every relevant listing is easy to find. We work hard to make every subject easier to understand. We succeed when we make the process of buying and selling simpler and more rewarding.

We deliver everything regarding real estate, all in one digital environment – Villa Verde is the shortest path to the perfect property.



THE SYMBOL

This is the core symbol. Please do not adjust the symbol in any way. The symbol is only ever used in conjunction with the brand name Villa Verde



THE LOGO

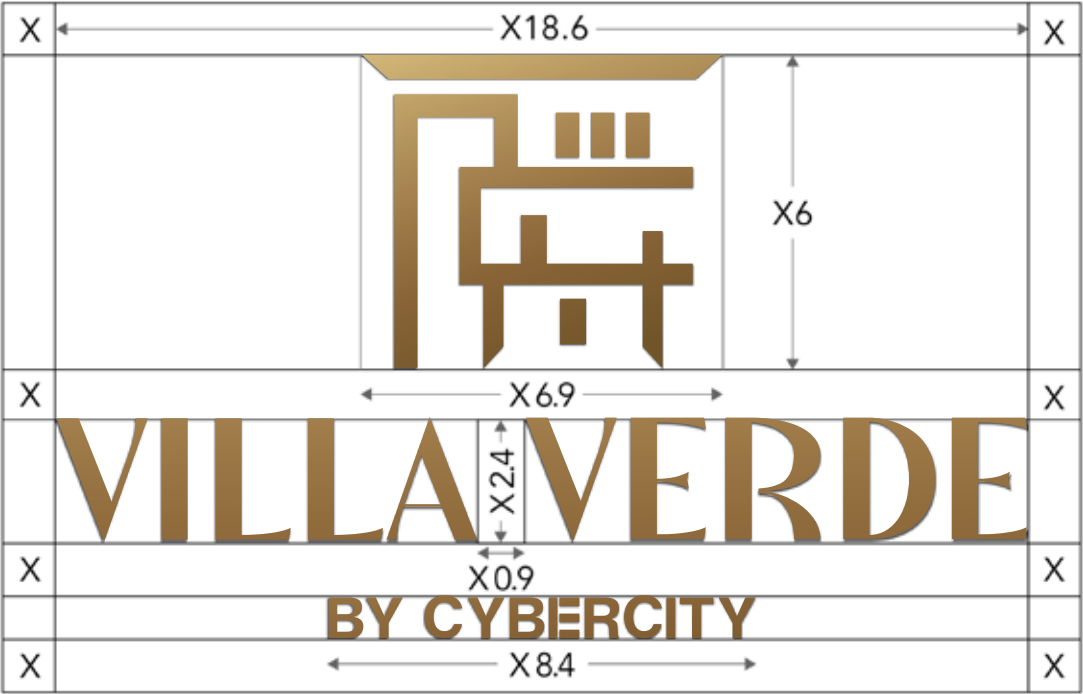
Our Villa Verde logos have been carefully crafted. Please do not substitute with a different typeface or alter the ratios. The vertical logo suits applications with square layouts. Reversed versions of the logo have also been created but should only be used on applications that expressly require the dark background.

VERTICAL LOGO



THE LOGO RATIO

VERTICAL LOGO



THE LOGO REVERSED

VERTICAL LOGO



VERTICAL LOGO



COLOURS

The brand color palette plays a vital role in establishing a distinct identity. These carefully selected hues represent the essence of our brand, creating a cohesive and recognizable visual language across all touchpoints.

The CMYK, RGB, and HTML values provided serve as guidelines for accurate reproduction across print and digital mediums. Always refer to these specifications to maintain brand integrity.

Colour 1

CMYK: C80/M52/Y80/K68
RGB: R20/G47/B30
HTML: 142F1E

Colour 2, Gradient

HTML: #C9AC6E
HTML: #7D5C30

Colour 3

CMYK: C77/M10/Y46/K0
RGB: R26/G169/B156
HTML: #00A79D



A FRIENDLY TYPEFACE

Typeface - Audrey, TrajanPro & Avenir Family

Fonts is a fundamental element of our brand identity, ensuring clarity, consistency, and a distinctive visual appeal.

The selected typefaces—Audrey, TrajanPro, and the Avenir family—strike a balance between elegance, modernity, and readability. Each font has been carefully chosen to serve a specific purpose:

Primary fonts establish a strong and sophisticated brand presence in headings and key messaging.
Optional fonts provide flexibility while maintaining brand cohesion.
Secondary fonts ensure readability and consistency in subheadings and body copy across print and digital platforms.

PRIMARY FONT FAMILY FOR HEADING	OPTIONAL FONT FAMILY FOR HEADING	SECONDARY FONT FAMILY FOR SUBHEAD & BODY COPY
TRAJANPRO	AUDREY	Avenir Light
TRAJANPRO REGULER	AUDREY MEDIUM	Avenir Book
TRAJANPRO BOLD	AUDREY BOLD	Avenir Roman
TRAJANPRO 3		Avenir LT Std 65 Medium
		Avenir Roman
		Avenir Black



OUR TYPOGRAPHY

For headlines, we use Audrey in its medium weight. In upper case. And always left or Center -aligned. These headlines look best set with -40 kerning. When working with images, the text can overlap the image frame for a more dynamic visual approach.

DO YOUR RESEARCH.
FIND THE BEST
WAY TO SEARCH.

Heading

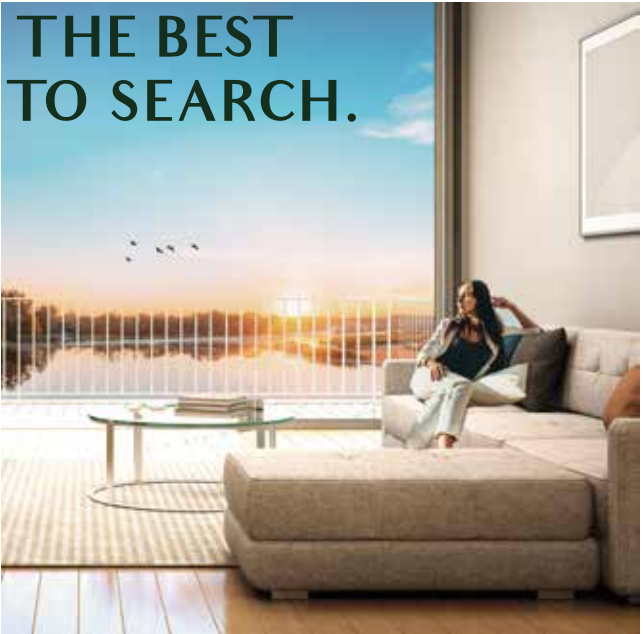
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh

Sub-Head

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euis-
mod tincidunt ut laoreet dolore magna aliquam
erat volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper suscipit

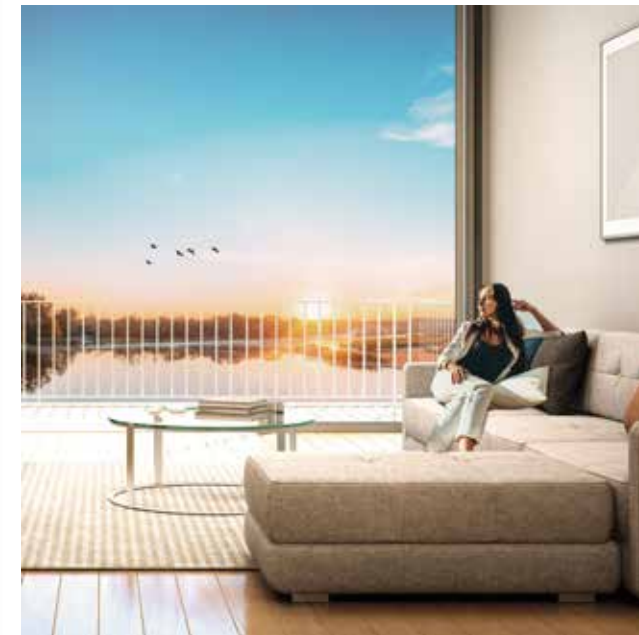
Body Copy

DO YOUR RESEARCH.
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WAY TO SEARCH.















THE IMAGERY

These soothing Imagery of Villa Verde users capture a feeling of excitement and character. The imagery is about capturing the brand feeling rather than a literal demonstration of the brand in action. Personality is paramount.



LOGO CORRECT & INCORRECT USE

The Villa Verde logo has been designed to ensure optimal results when reproducing it at a variety of sizes across different types of media. Use the logo according to the specifications in these guidelines. Improper use of the Villa Verde logo diminishes the impact of the brand identity and compromises our ability to protect it legally.

<div>X</div> 	<div>X</div> 	<div>X</div> 	<div>X</div> 
<div>X</div> 	<div>X</div> 	<div>X</div> 	<div>X</div> 
<div>✓</div> 	<div>✓</div> 	<div>✓</div> 	<div>✓</div> 



LOGO USAGE FOR VARIOUS BACKGROUNDS

Our logo has been designed to adapt seamlessly across various backgrounds while maintaining its premium and sophisticated appeal. Below are approved variations of the logo to be used in different contexts



Metallic gold logo on green texture



Gold logo on wooden background



Engraving on wood



Silver 3D logo on grey background





Need help?
Contact us at
www.villaverde.in

