BRAND PRESENTATION

SUN SQUARE

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INTRODUCTION

Introducing Sun Square, a symbol of innovation in real estate. Our new logo captures the spirit of modern luxury and exceptional craftsmanship. Experience the future of refined living with Sun Square. Discover unparalleled elegance and comfort in every detail.

FIRST CONCEPT

The first concept logo for Sun Square integrates a square and home icon to represent our real estate focus, with sunrise beams symbolizing continuous growth and represents brand name sun. The white and gunmetal color scheme reflects elegance and modernity.

SUN
SQUARE

SUN
SQUARE

LOGO CONCEPT

SQUARE SHAPE

HOUSE

SUN RISE BEAM

TYPOGRAPHY

CODE

Aa

CODE BOLD
ABCDEFGHIJKLMNOPQRS
TUVWXYZ

Aa

CODE LIGHT
ABCDEFGHIJKLMNOPQRS
TUVWXYZ

COLOR PALETTE

HEX : 072E36
RGB : 7, 46, 54
CMYK : 87, 15, 0, 79
NAME : GUNMETAL

HEX : FFFFFF
RGB : 255, 255, 255
CMYK : 0, 0, 0, 0
NAME : WHITE

COLOR PSYCHOLOGY

Professionalism and Sophistication , Authority and Strength , Modernity

Space and Openness , Minimalism and Elegance , Modernity and Innovation

SUN
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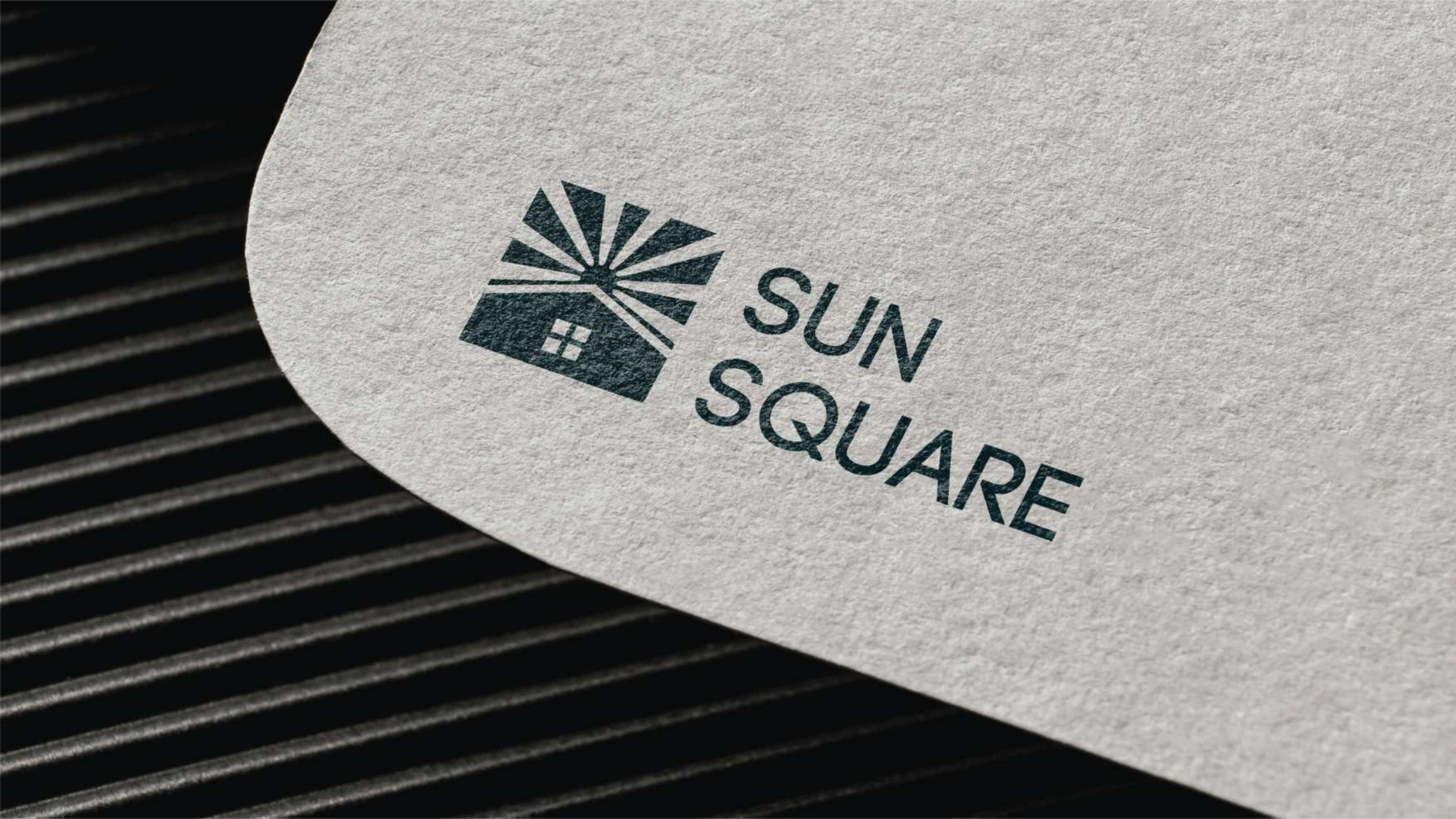
SQUARE

SUN
SQUARE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SAFETY
VEST

SUN
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SECOND CONCEPT

The second concept logo for Sun Square features a circle within a building, symbolizing luxury and modern architecture. The use of bone and dark green colors reflects our connection to nature, wealth, and luxury.

SUN SQUARE

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LOGO CONCEPT

TYPOGRAPHY

OLIVERA

Aa

ABCDEFGHIJKLMNOPQRS
TUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

0123456789

COLOR PALETTE

HEX : 2E3C29
RGB : 46, 60, 41
CMYK : 23, 0, 32, 76
NAME : DARK GREEN

HEX : EDE4D4
RGB : 237, 228, 212
CMYK : 0, 4, 11, 7
NAME : BONE

COLOR PSYCHOLOGY

Wealth and Luxury, Nature and Sustainability , Renewal and Freshness

Warmth and Comfort , Professionalism and Trustworthiness

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Graphic Designer

COMPARISON

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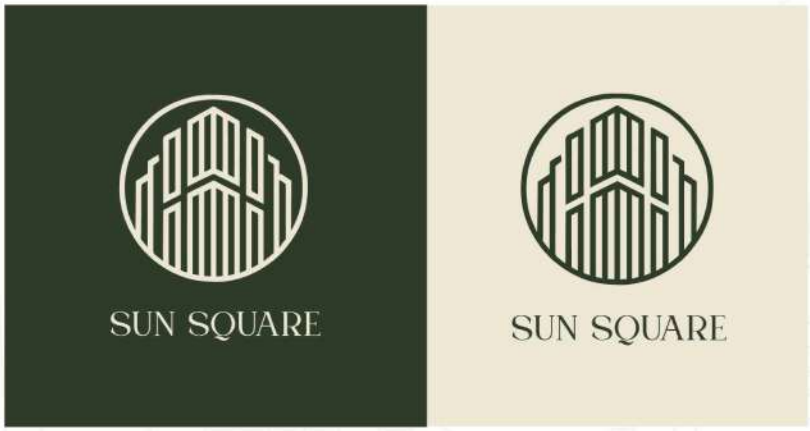
SUN
SQUARE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THANK YOU