



Brand Guidelines

Property 10 – Brand Guidelines ©2025



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Brand Identity



BRAND IDENTITY

VISION

To share with the world the lifestyle one would live if they resided in Florida.

MISSION STATEMENT

To be the only online real estate lifestyle platform that offers buyers around the world the finest residential investment opportunities, along with curating every architectural condominium development being constructed in the State of Florida.



Logotype



02

BRAND LOGO

The logo is designed in a modern minimalist style using concise urban architecture graphics. At the core of the composition are stylized building outlines, within which the number 10 is subtly integrated as a key visual element. This design approach emphasizes professionalism, expertise, and a focus on growth in the real estate sector.



Brand Logo

BRAND LOGO

Logo Usage: Always place the logo prominently on primary materials such as websites, business cards, letterheads, and marketing materials. Use the logo on contrasting backgrounds and avoid altering its colors, stretching, distorting, adding effects, rotating, or placing it on busy backgrounds.



Brand Logo

BRAND LOGO

Icon Usage: Use the icon as a supplementary graphic element in app icons, social media profiles, favicons, buttons, and badges. Place the icon on backgrounds that ensure visibility, and avoid changing its colors, distorting, rotating, or combining it with other elements in an unrecognizable way. Consistent use of these elements ensures a professional and cohesive brand image.



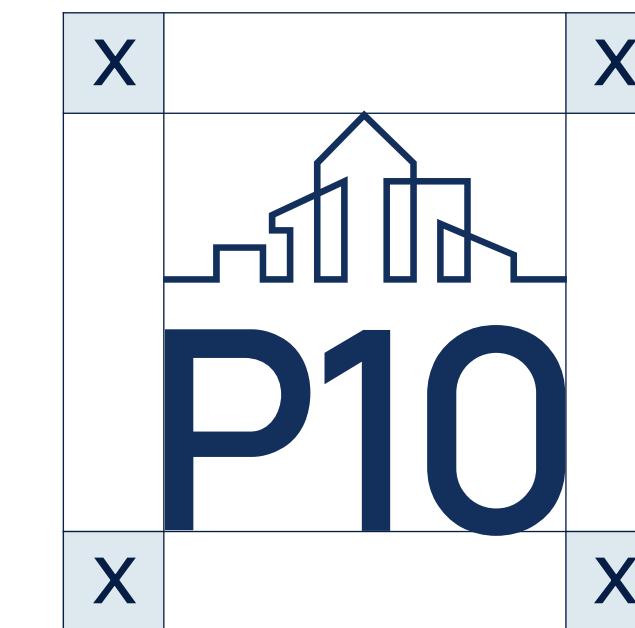
Brand Logo

CLEAR SPACE

To ensure maximum recognizability and preserve the integrity of the Property 10 logo, there must always be a free space around it - the minimum protection zone marked with the letter "X".

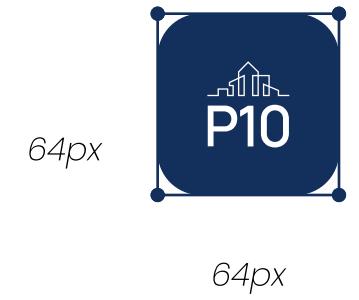
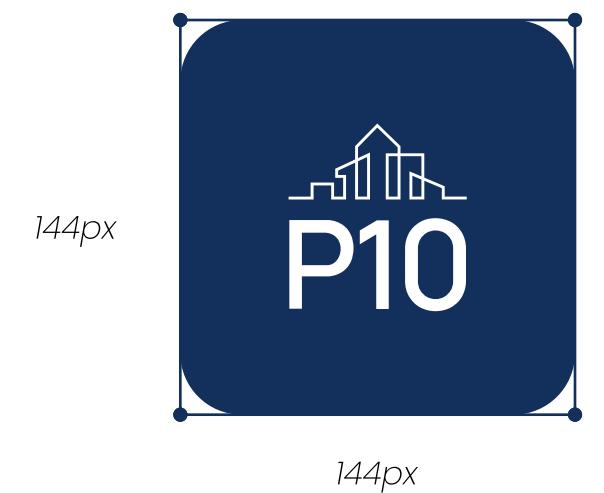
X is equal to the height of the letter P. This space must remain free of any external elements, including text, images, illustrations or other logos.

For the individual use of the logo icon, the protection zone is half the height of the letter P from the logo inscription.



MINIMAL SIZE FAVICON

Favicon is the only eligible way to use the symbol separately from the text.



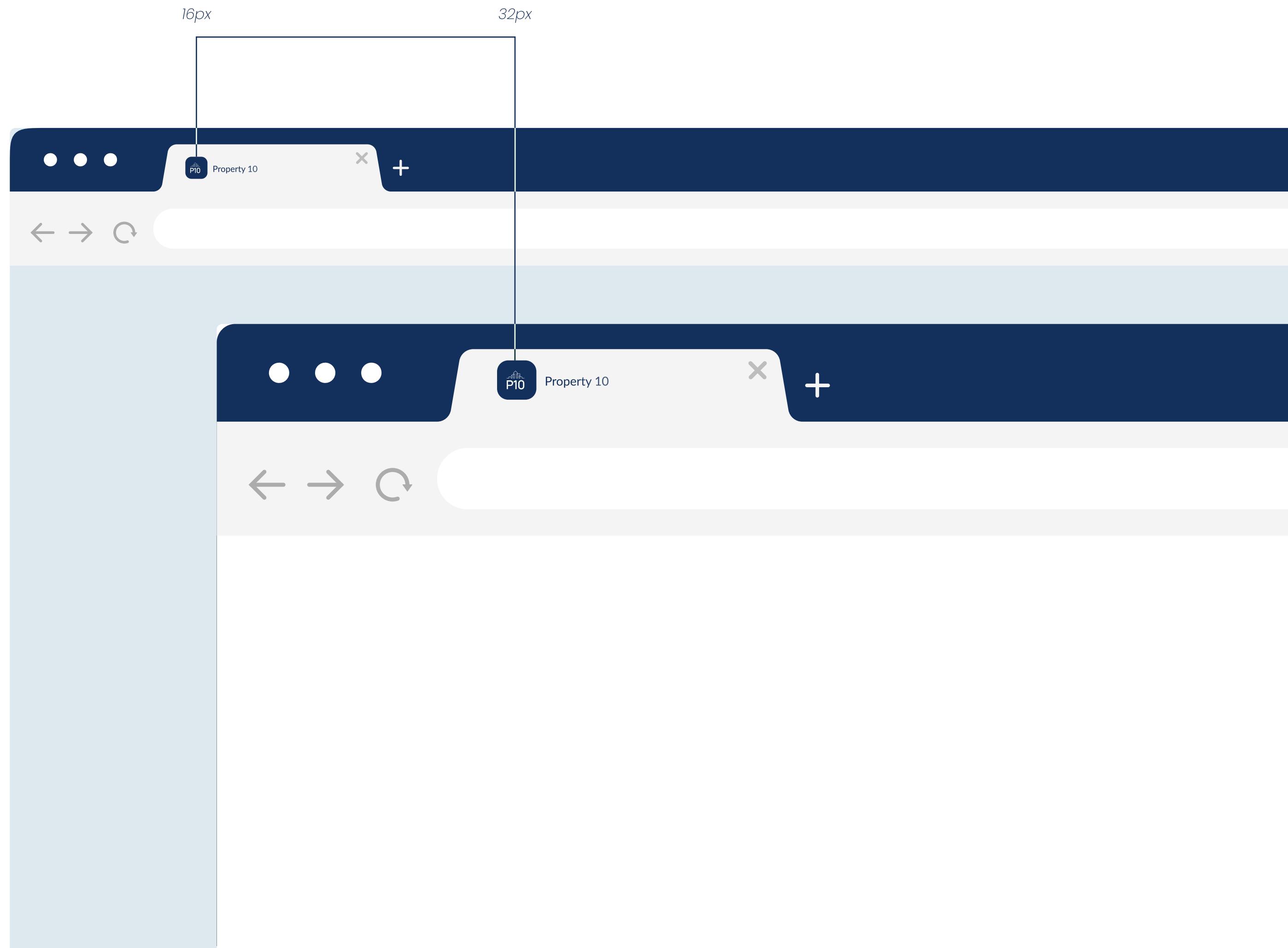
Print

This is smallest possible dimensions at which the logo can be reproduced in print and its finer details still be legible and visually recognizable. Please, scale the text part according to the stated proportions.



Web

This is smallest possible dimensions at which the logo can be reproduced on web and its finer details still be legible and visually recognizable. Please, scale the text part according to the stated proportions.



Minimal Size Favicon

ICON USAGE

A logo icon is a simplified graphic element that is designed to be easily recognizable and memorable.

Recommend using icon if its size is at least 150px.



Brand Mark



Round social media icon



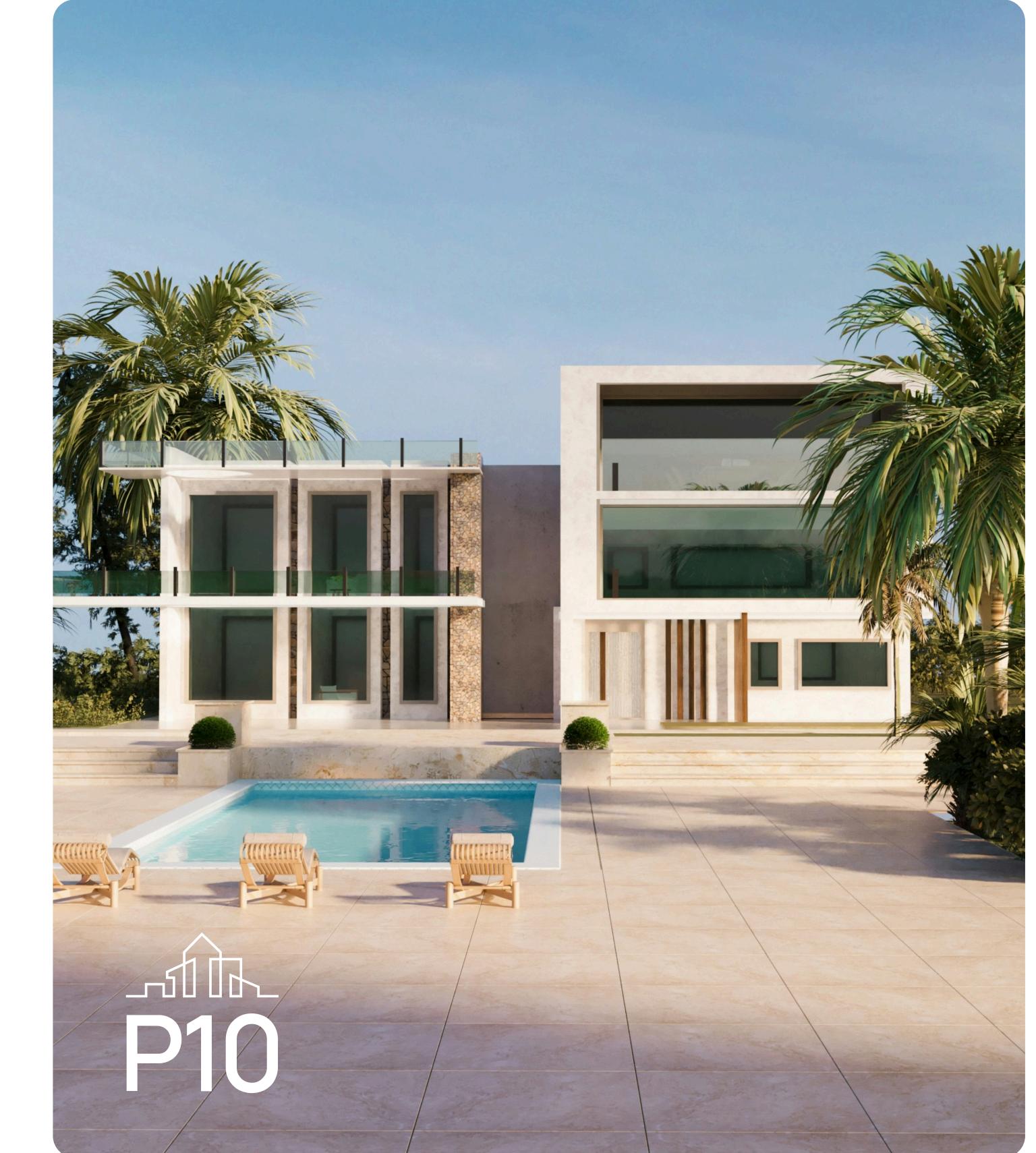
App Icon



Icon Usage

LOGO ON BACKGROUND

The main objective is to use the option of a logo that properly contrasts the chosen background and maintains readability.
WARNING: Images here are to represent the intended style of photography, they are used solely for mock-up purposes.



IMPROPER LOGO USAGE

Please follow these guidelines to maintain the integrity of your logo and visual identity. The logo is the face of the brand.



Proportion Change



Logo Tilted



Colour Change



Logo Stretching



Outlining



Shadow or other effects



Brand Colors

03

COLOR PALETTE

Please follow these guidelines to maintain the integrity of your logo and visual identity. The logo is the face of the brand.

Main Colors

Delft Blue

RGB: 20, 47, 91
CMYK: 78, 48, 0, 64
HEX: #142F5B

Main Colors

White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF

Secondary Colors

Maya Blue

RGB: 118, 200, 254
CMYK: 54, 21, 0, 0
HEX: #76C8FE

Secondary Colors

Alice Blue

RGB: 222, 233, 240
CMYK: DEE9F0
HEX: #DEE9F0

Secondary Colors

Night

RGB: 13, 13, 13
CMYK: 0, 0, 0, 95
HEX: #0D0D0D

Accent Colors

Blue Munsell

RGB: 0, 135, 159
CMYK: 100, 15, 0, 38
HEX: #00879F



LOGO IN COLOR



logo In Color

Typography

0

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BRAND TYPOGRAPHY

Poppins

Aa123

Digital Transformation - Human centered design, future-forward leadership.

Headings, Sub-Headings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Work Sans

Aa123

Digital Transformation - Human centered design, future-forward leadership.

Body Text, Captions

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



TYPE SYSTEM

Use “Poppins Bold” for all headlines and larger text.
“Poppins SemiBold” for subheadings. For main text/
captions use “Work Sans Regular”.

Bold

Poppins

SemiBold

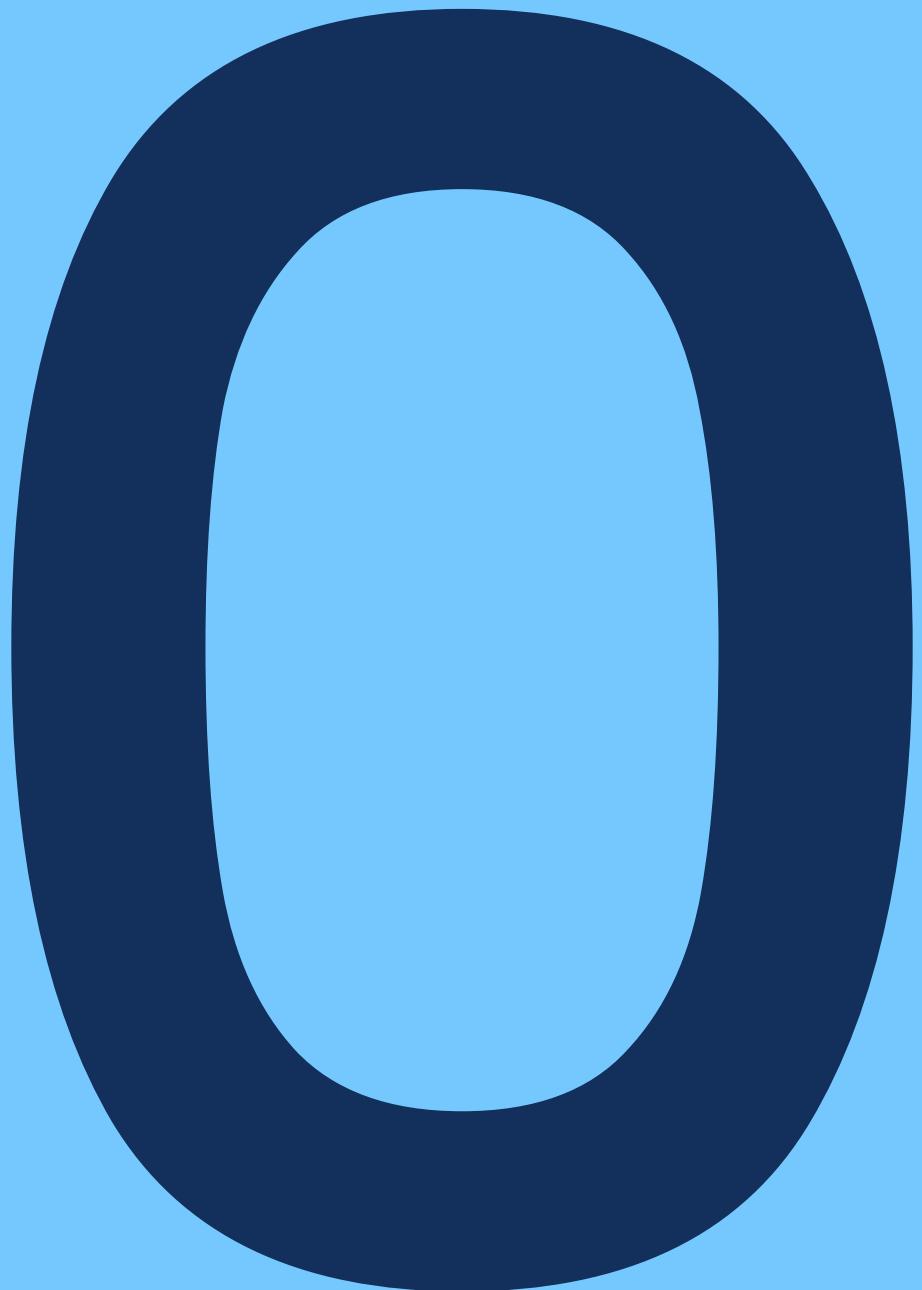
Poppins

Regular

Work Sans

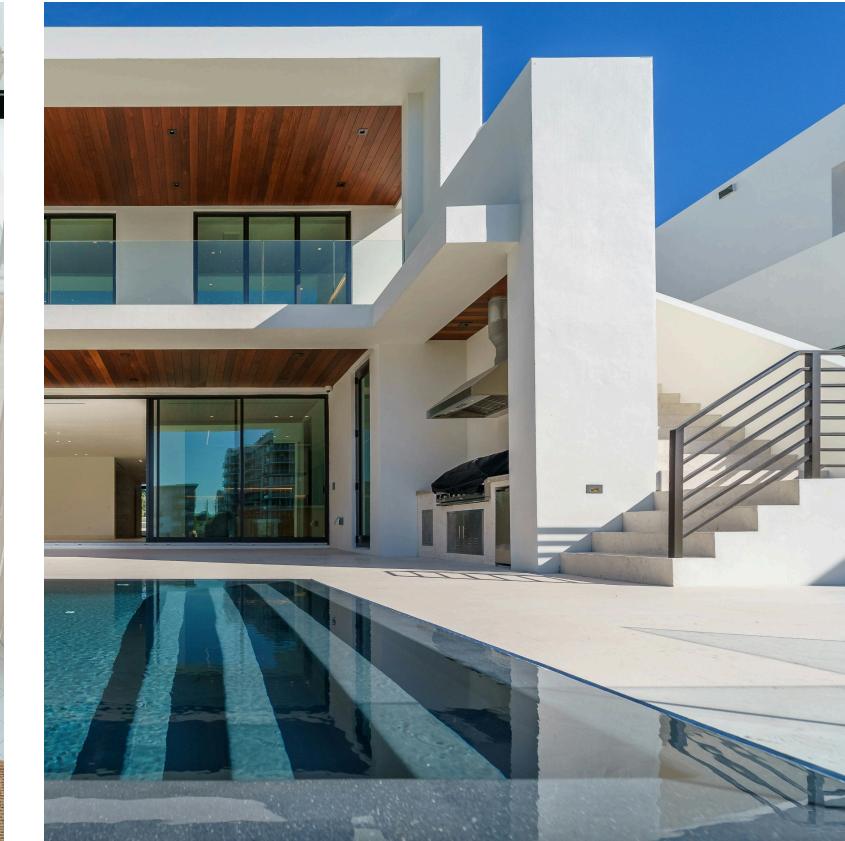
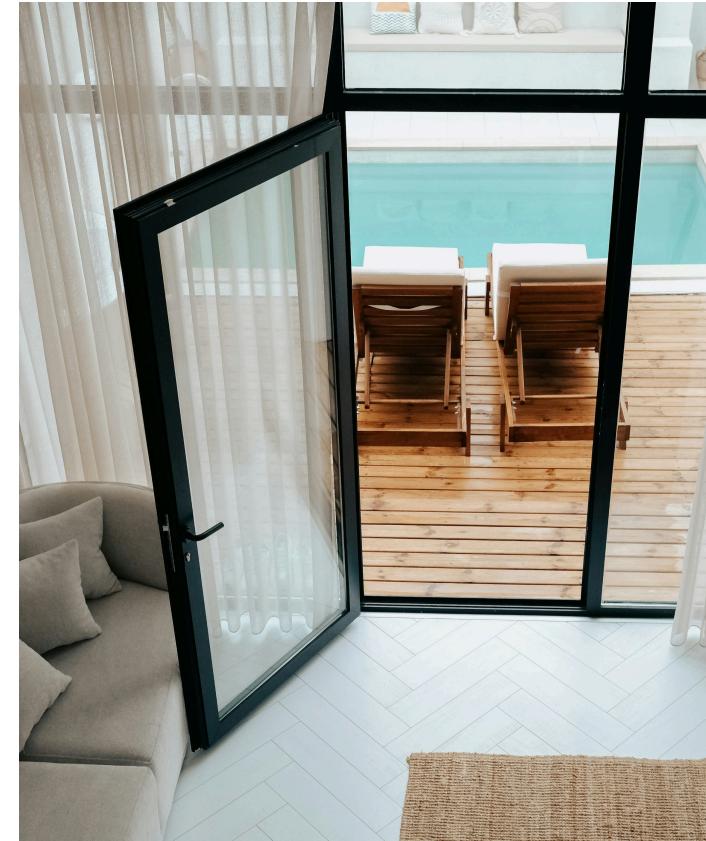
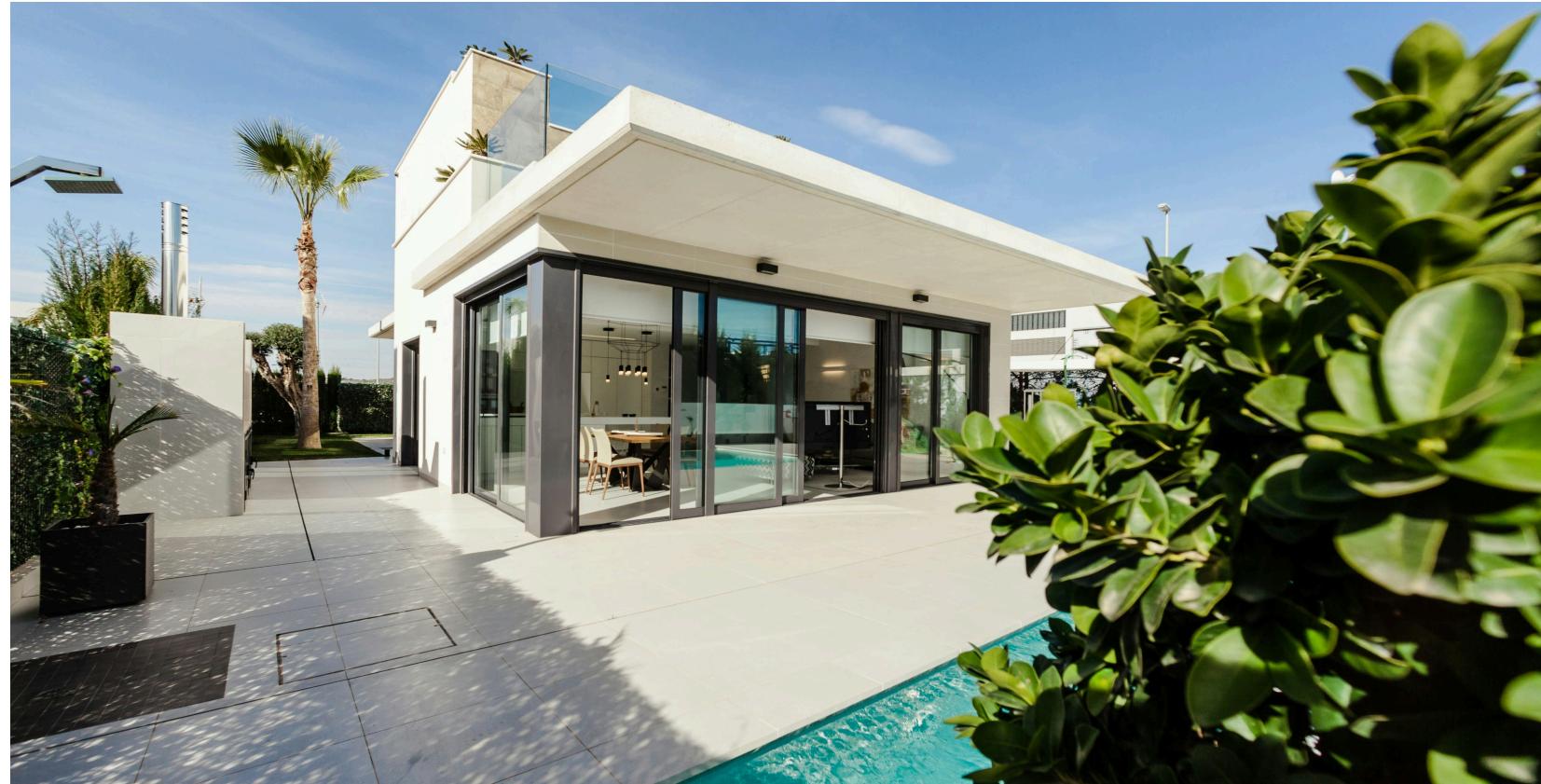
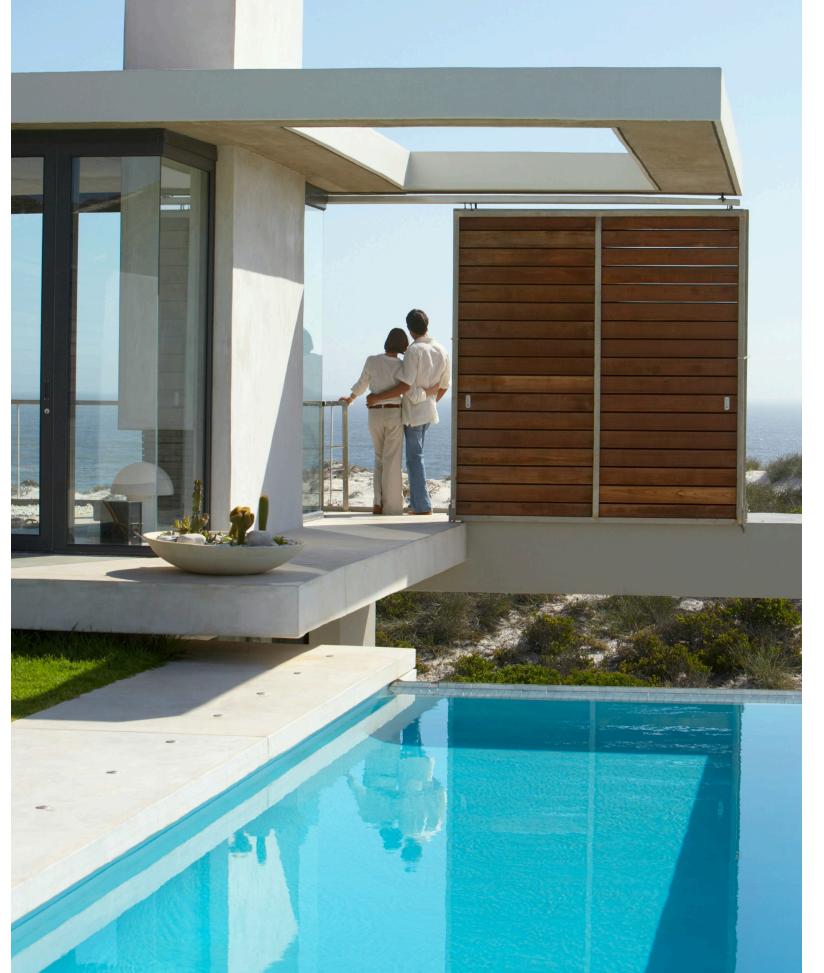


Brand Assets



BRAND IMAGERY

This visual style embodies a modern, premium aesthetic with a focus on light, space, and minimalism. The imagery is clean and refined, evoking a sense of luxury, calm, and trust. It strikes a balance between architectural precision and human warmth — from showcasing high-end properties to capturing moments of client interaction.



EMAIL SIGNATURE



Email Signature



BUSINESS CARDS



THOMAS NETZEL
Real Estate Broker



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+1 (987) 654-3210

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PROPERTY 10
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LETTERHEAD





Dear Name

Date: 17.60.2025

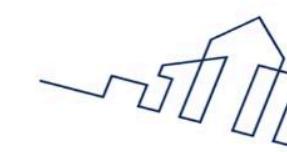
varius elit vel dui euismod sodales. Donec aliquet dolor ac nulla sollicitudin eleifend. Integer sollicitudin, enim eget convallis ullamcorper, felis lectus mattis arcu, aliquet interdum orci ex quis justo. Mauris cursus bibendum felis, vehicula mattis arcu faucibus a. Integer malesuada pharetra sapien, at blandit felis rutrum a. Morbi suscipit ultricies felis, sit amet tincidunt elit fermentum eget. Curabitur lectus nunc, condimentum at felis et, lobortis tincidunt felis, sit amet tincidunt elit fermentum eget. Curabitur lectus nunc, condimentum at inceptos himenaeos. Fusce egestas aliquam magna, eget consectetur mauris pulvinar a. Praesent ac elit varius, semper elit id, ullamcorper massa. Aenean tristique, urna sed consectetur viverra, metus felis tincidunt sapien, a interdum tellus tortor eget sem. Nulla tempor blandit felis nec ullamcorper. Nulla tempor interdum odio, sit amet pharetra arcu convallis nec. Maecenas facilisis ante posuere odio rutrum, et sodales massa condimentum. Nullam id orci nisi.

Best Regards

Donec scelerisque dolor massa, eu tristique eros varius et. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum a ipsum eu justo fringilla porta eu eget neque. Aliquam ullamcorper, ipsum id vehicula viverra, purus magna facilisis nisi, eu pellentesque quam ligula non arcu. Donec vel purus ullamcorper, sodales purus id, rutrum elit. Etiam eleifend nisi ut neque fringilla tempus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Signature

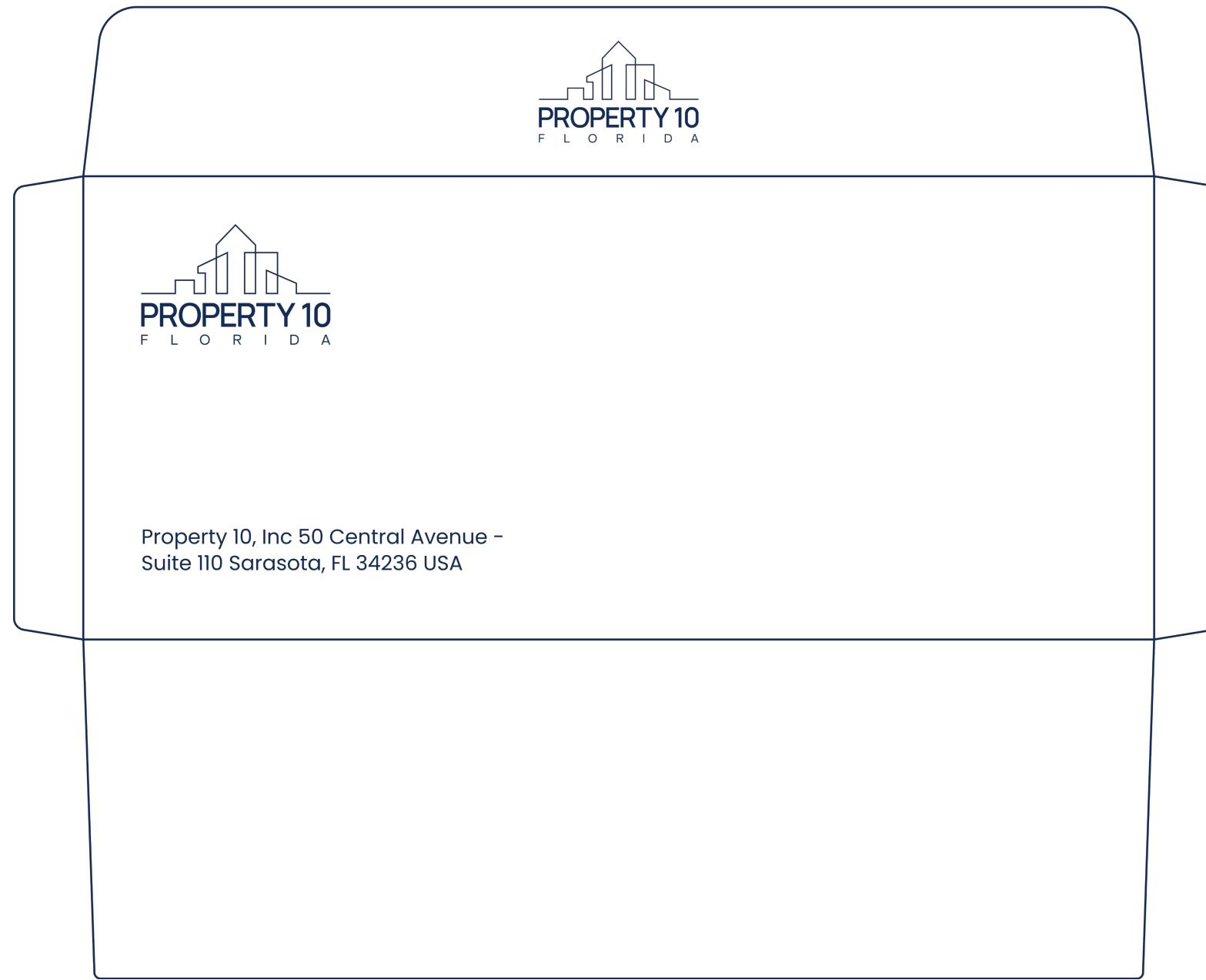
Signature



000 000-0000
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property10@gmail.com
www.property10.com

ENVELOPES





Visual

0

6



ABOUT

HOME

WORK

CONTACTS

CONSULTATION

FLORIDA'S FINEST
RESIDENTIAL
INVESTMENTS.



FLORIDA'S
FINEST RESIDENTIAL
INVESTMENTS.

www.property10.com



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