



BRAND

Conceptualization and Design

SALESVILLE
— properties —

...unlocking your real estate dream.

Welcome

The brand identity is designed to ensure a consistent look maintain congruency in all its communications.

The **Salesville Properties** brand communicates excellence serves as the first impression to our audience.

Each elements employed has a specific role to play, but the magic happens when they're all used together. The following pages will help you understand our brand, what it stands for and how to express in the best possible way.



A blurred background image of a city street with buildings and trees.

...unlocking your real estate dream.



The idea for the logo stems from combining two letters (S) of salesville and (P) Properties, with constructional structure of key. The logo represents transcend obstacles to finding satisfying and elegant properties as well as the creation of a secure sustainable functional environment for all. Building pleasure and making the earth a better place to live in.







Logo Proposition

The stroke width, the letter spacing, and the size relationship of the various components of the logo have been carefully developed and should never be altered or created.

This is a carefully crafted and engineered guide to the logo's proportion. We strongly advised against recreating the logo, but this provides a guide for spacing in rare instances.



Clear Space

The grey area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations, and borders.

This is to ensure that the logo retains a strong presence wherever it appears. The x measurements in this diagram are used to indicate equal spaces, the height/width of the logo.



Full Colour Logo

For Salesville Properties, The use of colour is a very important aspect. The full-colour logo should be used wherever possible.

The consistent use of these colours will brand **Salesville Properties** communications for immediate recognition. It is important to reproduce the colour as consistently as possible.



#3695EF

#Fe0002

Logo on Background



To ensure that the Salesville Properties logo can be used on most backgrounds, we have developed three colour options. While the colour versions are preferred and should be used whenever possible. When the logo's legibility is impaired, the reversed and the white versions are acceptable to use instead. The most important thing to remember is to choose the most appropriate option for its intended use.

A. Colour Logo

Colour logos work best on simple or light backgrounds. However, all colour logos with white filled enclosures can be placed on any background.

B. Reversed (White)

The reversed logo works best on dark backgrounds and photographs, but it also works well on amid-toned backgrounds. However, unlike the color logos, all reversed logo variations with enclosures do not have opaque fill.

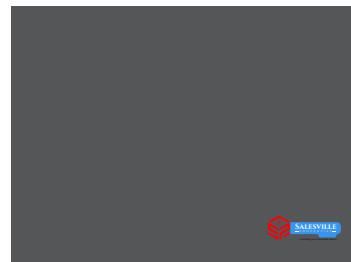
C. Black

The logo works best on light backgrounds and photographs, but it also works well on a mid-toned background.

Logo on Photographs

Always place the full logo directly on photographs and colour backgrounds when possible. Choose photographs and colour backgrounds that have sufficient contrast to the logo colours to preserve the logo's integrity.

When it is not possible to place the logo directly on a photograph or colour background, a colour band in a very light or dark colour is acceptable to place the logo on as shown in the following examples.



Unacceptable Logo Use

1. Do not flip lookup
2. Do not distort horizontally
3. Do not add a drop shadow
4. Do not change the relationship of the elements
5. Do not outline
6. Do not distort vertically
7. Do not box section
8. Do not change typeface

1



2



3



4



5



6



7

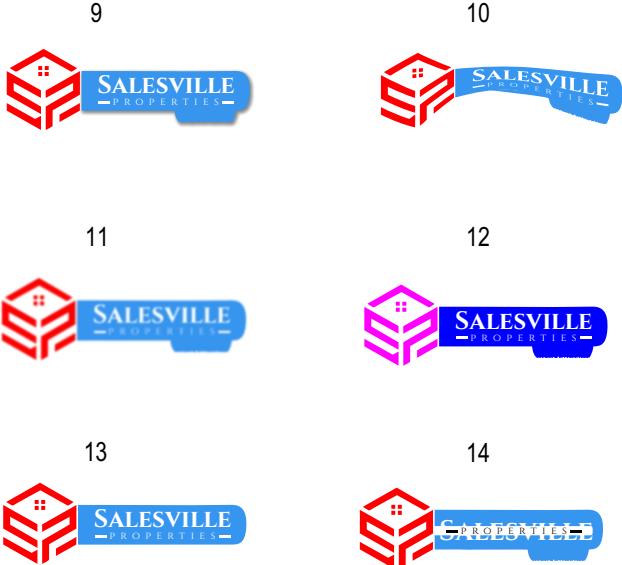


8



Unacceptable Logo Use

9. Do not make imperfect 3D
10. Do not warp
11. Do not blur
12. Do not change the colours even if they look similar
13. Do not remove the key teeth
14. Do not place word above wordmark



Brand Color



Brand Colour

Colours are as important to our brand as the logo themselves. Colour helps set the tone for our visual perception and style.

PRIMARY COLOUR

Hex **#Fe0002**

SECONDARY COLOUR

Hex **#3695EF**

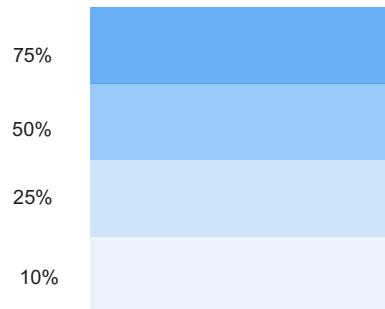
Hex **FFFFFF**
CMYK 0



#3695EF



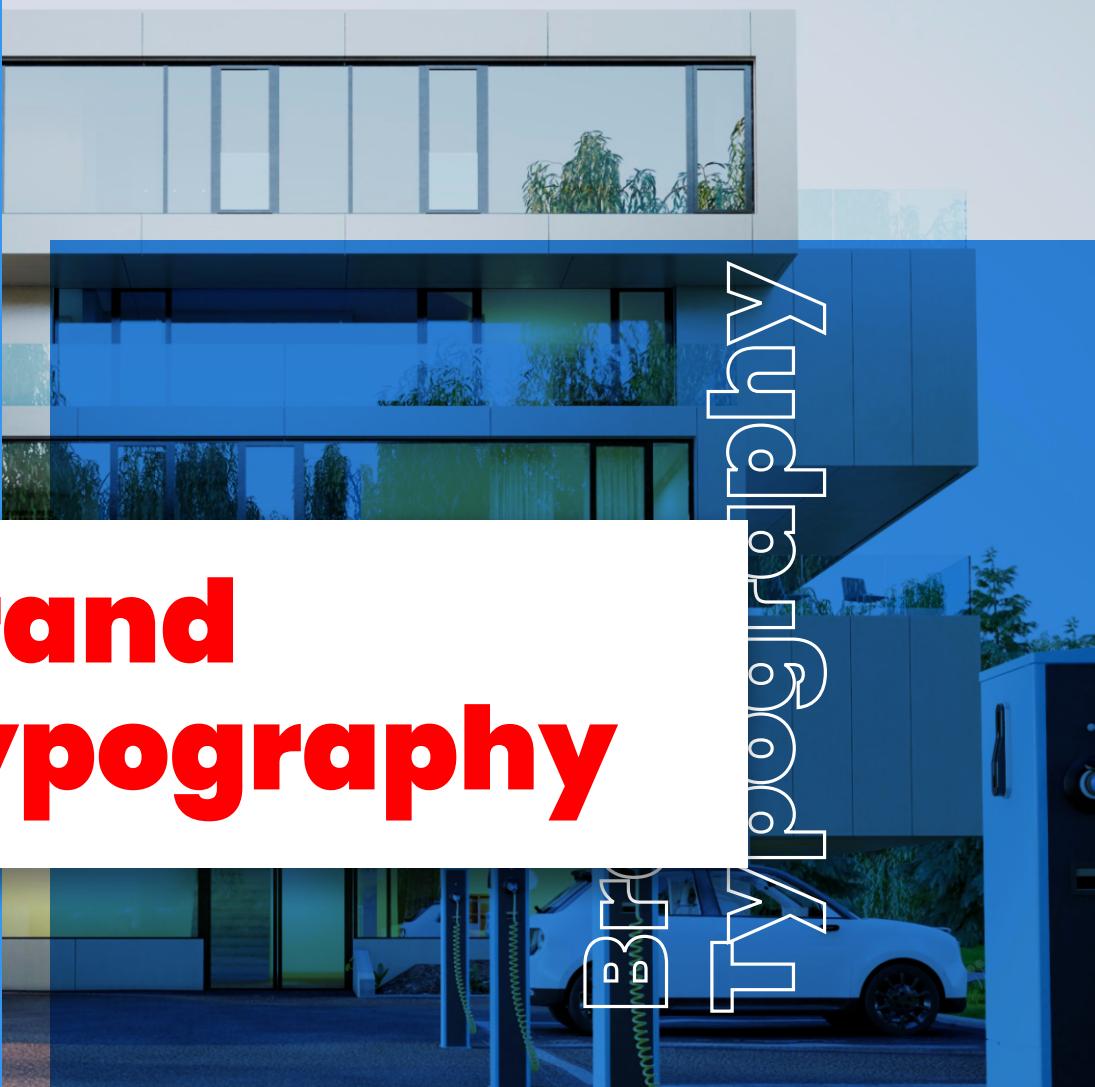
#Fe0002



Brand Typography

Kučerová

B&T



introduction

Primary Design Typeface

This typeface we use helps us to convey the personality of our brand. Consistent use of typography will help build an immediately recognizable identity for Salesville Properties over time.

Cinzel and its family is our corporate typeface and should be used in all instances where typography is required. Applying the correct weight and sizes will help give a unified look across all applications.

Cinzel is a contemporary serif typeface family which comes in a wide variety of weights from light to black and it's available on an open-source license.

It combines simplicity and elegance which conveys accessibility and inclusion value ; Values integral to **Salesville Properties**

AA BB CC DDEE
FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS
TT UU VV Ww XX YY ZZ

1 2 3 4 5 6 7 8 9 0

Brand Stationeries

B **S** **C** **O** **N** **E** **R** **I** **E** **S**







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This is to certify that the person
whose Name and Photograph appear
on this card is a staff of



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If found, please return it to the address
above or to the nearest police station.

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Brand Assets









SalesVille Properties Brand Design

SalesVille Properties Brand Design

Clear Space

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SalesVille Properties Brand Design

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The image shows an open booklet titled 'SalesVille Properties Brand Design'. The left page contains text and diagrams illustrating 'Clear Space' requirements for the logo. The right page features the 'SALESVILLE PROPERTIES' logo, its tagline '...unlocking your real estate dream.', and two large color swatches with their corresponding hex codes: #3695EF and #Fe0002. The booklet is set against a blue background.



unlocking your real estate dream.



SALESVILLE
— PROPERTIES —

...unlocking your real estate dream.



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SALESVILLE
PROPERTIES

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LIVE IN THE DREAM CITY



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1A Oakland Drive Oakland Estate,
Sangotedo, Lekki, Lagos.





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+2348012365803
+2348015312848

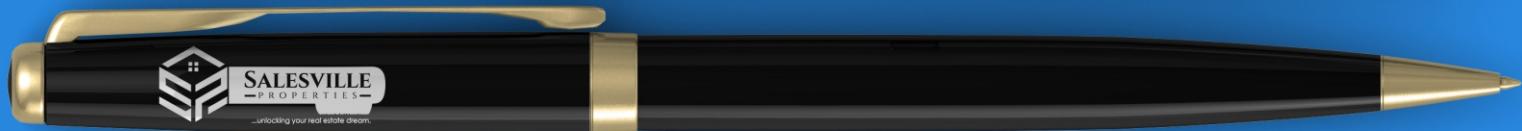
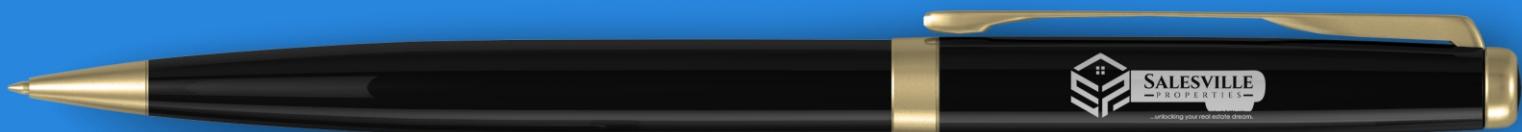


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