

# VORNIQO SOLUTIONS

## ***BRAND IDENTITY GUIDELINES***



Technology-Driven Real Estate Solutions

# Logo

The Vorniqo Solutions logo features a modern 'V' with connected nodes, symbolizing innovation, connectivity, and technological sophistication in real estate.

## *Primary Logo*



## *Logo Variations*

- Primary: White on dark backgrounds
- Secondary: Dark on light backgrounds
- Monochrome: Single color for special applications

## *Minimum Size*

Minimum width: 1.25 inches for print, 120px for digital

# Color Palette

The Vorniqo color palette combines technology-inspired tones with natural earth elements, reflecting innovation grounded in real estate expertise.

PRIMARY COLORS		
Deep Forest Green	#1A4D2E	
Tech Turquoise	#00CED1	
Pure White	#FFFFFF	
SECONDARY COLORS		
Slate Gray	#3D5A4F	
Light Mint	#E8F5E9	
Accent Teal	#008B8B	

## Color Usage

- Deep Forest Green (#1A4D2E): Primary brand color, stability, trust
- Tech Turquoise (#00CED1): Innovation, technology, digital focus
- Pure White (#FFFFFF): Clean backgrounds, clarity
- Slate Gray (#3D5A4F): Supporting elements, professional tone

# Typography

Clean, modern typefaces reflect technological innovation and professional credibility.

## *Primary Typeface: Montserrat*

Usage: Logo, headlines, brand messaging

Characteristics: Modern, geometric, tech-forward, strong

## *Secondary Typeface: Open Sans*

Usage: Body copy, technical content, data presentations

Characteristics: Highly readable, neutral, professional

## *Type Hierarchy*

Element	Font	Size	Weight
Headlines	Montserrat	36-56pt	Bold
Subheadings	Montserrat	24-32pt	SemiBold
Body Text	Open Sans	14-16pt	Regular
Technical Data	Open Sans	12-14pt	Light

# Logo Usage Guidelines

## ***DO:***

- ✓ Maintain clear space (minimum 0.2 inches all sides)
- ✓ Use on high-contrast backgrounds
- ✓ Preserve proportions when scaling
- ✓ Use provided file formats
- ✓ Ensure legibility at all sizes

## ***DON'T:***

- ✗ Alter logo proportions
- ✗ Change colors outside brand palette
- ✗ Add effects or decorations
- ✗ Use on busy backgrounds
- ✗ Separate logo elements
- ✗ Use outdated logo versions

# Brand Voice

Vorniqo Solutions speaks with authority, innovation, and clarity.

## ***Tone Attributes:***

- **Innovative:** Forward-thinking, technology-driven solutions
- **Professional:** Credible, trustworthy, expert
- **Clear:** Direct communication, no jargon
- **Confident:** Industry leadership, proven results

## ***Messaging Pillars***

1. **Technology-First:** Leveraging innovation for real estate excellence
2. **Client Success:** Driving measurable results for partners
3. **Multi-Brand Expertise:** Strategic management across portfolios
4. **Data-Driven:** Analytics-powered decision making

## ***Applications***

Brand identity extends across:

- Corporate communications
- Social media platforms
- Portfolio brand materials
- Presentations and proposals
- Digital platforms and tools
- Marketing collateral