





L O G O



P A T T E R N



COMPLEMENTARY  
CARDS



Limafor Homes





**Limafor**  
H o m e s



**Limafor**  
Homes

01

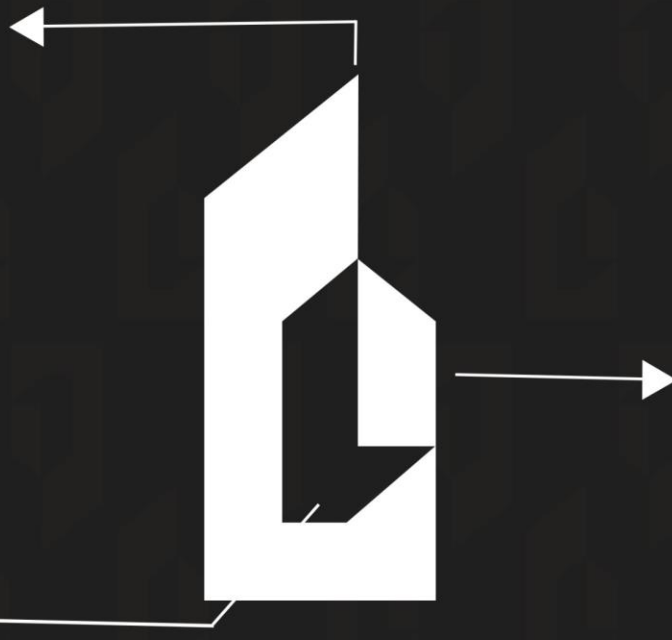
## Logo Rationale



Upward Arrow  
(Direction-End Point of  
Consultancy)

Alphabet L  
(Limafor)

House (Real  
Estate, Property  
Valuation)





02

## Logo Rationale

### Symbolism

**Name initials "L":** Creates a personal touch, making the logo instantly recognizable with the initials of the brand owner.



**Upward Arrow:** Represents the consultancy aspect, guiding clients towards their real estate goals with direction and clarity.

**House:** Represents the core focus on real estate.







DO YOU NEED  
**REAL ESTATE**  
REALTOR?

**CONTACT:**

**MICHAEL UCHELIMAFOR**

**CALL: +1 (613) 857 8672**



01

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## Color Rationale



**Orange**

#eb5e1d

**Yellow**

#ffcc66

**Black**

#000000

**White**

#f8f8f8



# Why These *Colors*?

The chosen colors for Michael Uchelimafor Real Estate create a balanced and impactful brand identity that reflects professionalism, trust and growth.

## **Together:**

The combination of these colors creates a visually appealing and memorable brand identity.

Orange and black establish a strong foundation of trust and professionalism, while yellow injects warmth and optimism.

White balances the overall palette and allows each color to stand out.

02

Color  
Rationale





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**Typeface**

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**Aa**

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**Primeform Pro**

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Limafor  
Homes



#### Lorem ipsum dolor sit amet

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