



# Brand guidelines

2021

relocatte

# this is our logo, agent harry, fondly called as hari by our Indian counterparts

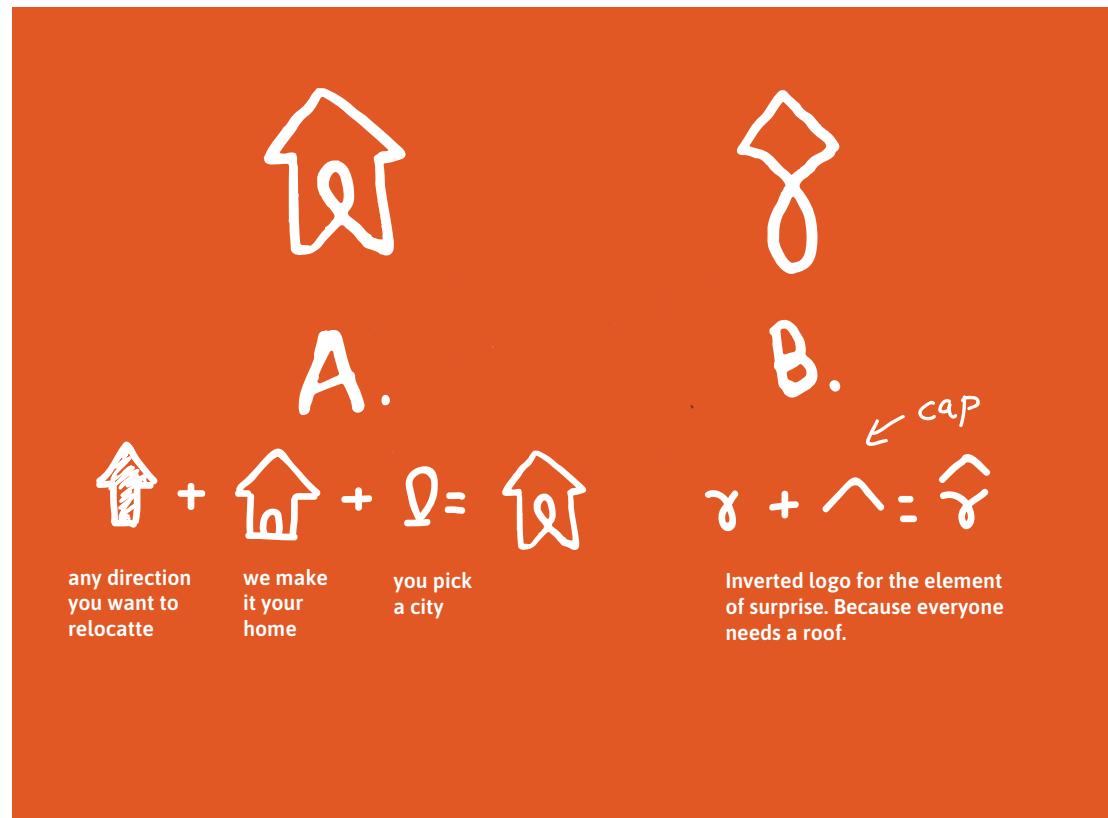
He just relocatted to Gurugram for business. He loves travelling and making new friends. He is also your relocation assistant. You can chat with agent Harry/Hari on our website.



# why agent Harry has a Midas touch?

## Meaning and Magic

Our visual identity reflects our passion to make rental spaces in any location of your choice, your home and create magical living experiences



## Brand Voice

### Happy

Customer's happiness is our primary need. We stage the house like no one else with elegance and style

### Reliable

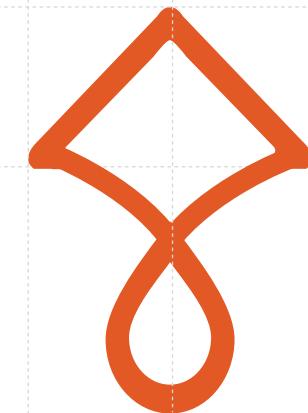
We are trustworthy, casual approachable and you can depend on us for all your housing related needs

### Creative

We create magical housing spaces and experiences with a touch of nostalgia. We also, love a good sense of humour

# agent Harry loves magic tricks!

We often keep switching our logo, to add a touch of magic to your special occasions.



**relocatte**

**agent Harry is very old school.  
he doesn't mind going b/w**

## logo usage

1) This is the one we go with always.  
This also our app icon.



2) You can also go our standalone  
brandmark



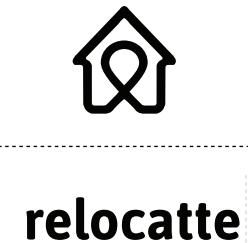
3) Or, just our wordmark

**relocatte**

4) If you have darker background.



4) Retro-Style!



# Headline

Body copy

  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat



A photograph of a modern interior. On the left, a light blue sofa with several pillows is partially visible. In front of it, a white wireframe chair sits on a light-colored carpet. To the right, a small round white table holds a large vase of pink flowers and a smaller dark vase with red branches. A stack of books sits on the table. The background is a plain, textured blue wall.

**65%**  
**visual**

**35%**  
**visual**

For photographic backgrounds

# Asap is our primary typeface

Asap ("as soon as possible") is a contemporary sans-serif family with subtle rounded corners. This is used in our ads and reflects our casual and friendly approach

Asap is a Google Font, based on Ancha (Pablo Cosgaya, Hector Gatti). It is designed by Pablo Cosgaya and Omnibus-Type Team, with the collaboration of Andrés Torresi. To contribute, see [github.com/Omnibus-Type/Asap](https://github.com/Omnibus-Type/Asap).

## Asap Regular

ABCDEFGHIJKLM N OPQRSTUVWXYZ  
abcdefghijklm n opqrstuvwxyz  
0123456789

## Asap Bold

ABCDEFGHIJKLM N OPQRSTUVWXYZ  
abcdefghijklm n opqrstuvwxyz  
0123456789



A a

A a B b



# Aa

# Bb

## Laca is our secondary typeface

Laca is a semi-sans serif font we used with our decor, home interiors photographs. It reflects our sense of style and house staging abilities.

Laca is an adobe font, semi-sans inspired by retro Portuguese packaging of soaps. It is a lively typeface that brings texture and personality to the text. Perfect for branding. It has OpenType features that bring alternatives to the designer.

### Laca Regular

ABCDEFGHIJKLM N OPQRSTUVWXYZ  
abcdefghijklm n opqrstuvwxyz  
0123456789

### Laca Bold

ABCDEFGHIJKLM N OPQRSTUVWXYZ  
abcdefghijklm n opqrstuvwxyz  
0123456789

# brand colours

**primary colour**

#e15726  
C7% M81% Y100% K0%

**accent colour**

#fdeee6  
C0% M7% Y7% K0%

secondary palette

#2d2e2d  
C70% M64% Y63% K63%

#6c6b6c  
C58% M50% Y49% K17%

#f4f5f3  
C3% M2% Y3% K0%

**For more details,  
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