

Brand Guidelines





Paradise
LIGHT HOMES

Section 1

Branding & Logo Design

Logo

Logo Construction

The icon is structured using geometric shapes to symbolize stability and growth.

The sun represents a new dawn, growth, and energy, while the fields illustrate the connection to nature.

The spacing around the logo ensures clarity and visibility.



Logo

Logo Overview

The main logo is the recommended format version and should be used whenever possible. The logo must be used correctly and consistently in all forms of communication.



MAIN LOGO



RESPONSIVE

Section 2

Color Palette

Logo

Color Overview

Our brand colors reflect nature, warmth, and sustainability.

Primary Colors:

🌱 Green Shades (Symbolizing growth and agriculture)

☀️ Golden/Orange (Representing warmth, energy, and a fresh start)

PRIMARY COLORS



SECONDARY SHADES



Section 3

Typography

Brand Typography

Objective

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Paradise
LIGHT HOMES



Paradise
LIGHT HOMES

A visionary residential estate designed to harmonize modern living with nature. Beginning with a dedicated farm hub, it offers residents a sustainable environment where agriculture and community thrive together.