

LOFT

hey,
~~nice~~ beautiful
place

At LOFT, we find upscale clients their next home. By creating a tailored list of premium properties and providing modern lodging in the meantime, we make moving a luxury, not a chore.

color

The following swatches make up our brand's current color palette. They are ordered by how commonly they are used in our marketing and materials.



Midnight Ocean; #131d38



Pristine White; #ffffff



Muted Gold; #fff6d6



Forest Emerald; #50C878

type

We currently use Adrianna (thin, italic), a font that communicates affluence and grace. However, we are open to transitioning to another lightweight font face.