

BRAND MANUAL



OPULENT
PROPERTIES

CREATED FOR:
DOUGLAS M. SMALDINO

CREATED WITH ❤️ BY:
SOLD  **PIXEL**



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Doug - your primary objective for the new "Opulent Properties" logo is to have a simple, classy, and inviting visual identity that will appeal to high-end markets.

With your valuable input, we have created a design that conveys luxury and simplicity. The logomark is an elegant line silhouette of a roof - which is perfect for describing what your business can provide your clients: opulent properties.

Since you also like something subtle and inviting, it is designed as minimally as possible. It has multiple lockups and color variations, allowing a more versatile brand image. This approach maintains a consistent essence across all fronts.

It's been a blast working on your brand logo, and we're excited to see it reflect positively within your business!

LOGO VARIATIONS

04



LOGO FONT / JOST SEMI BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

HEADER FONT / INTERSTATE BLACK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

BODY FONT / JOST REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Interstate



Heading

Black / 50px

Ready To Sell?

Jost



Paragraph Text

Regular / 16px

Want to know what your home is worth? Let our experts prepare a free home analysis for your home! Just fill out our form!



PRIMARY COLORS

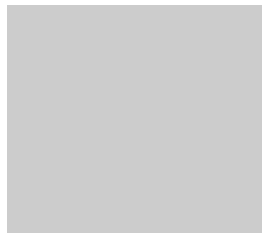


HEX : #1C2E4A
RGB : R28 G46 B74
CMYK : C97 M79 Y42 K43



HEX : #F7931E
RGB : R247 G147 B30
CMYK : C0 M50 Y91 K0

SECONDARY COLOR

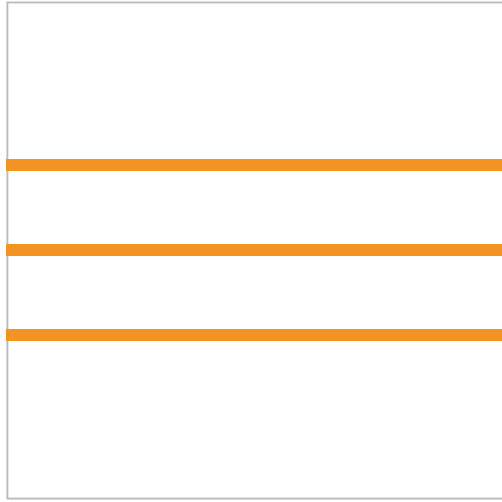


HEX : #CCCCCC
RGB : R204 G204 B204
CMYK : C23 M17 Y18 K1





FADED RECTANGLES

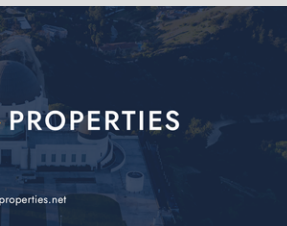
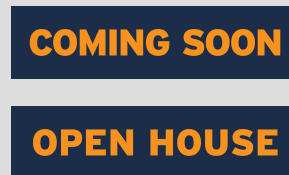
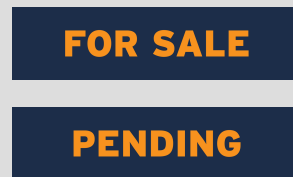
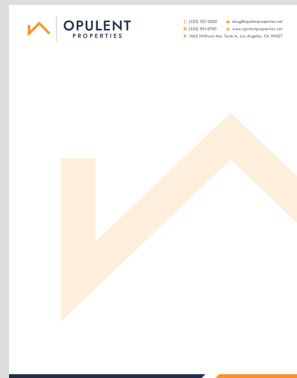


STRAIGHT LINES



PAPER TEXTURE





SOCIAL MEDIA

10

FACEBOOK



INSTAGRAM



EMAIL SIGNATURE



COMING SOON

FOR SALE

PENDING

OPEN HOUSE

SOLD



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www.opulentproperties.net



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DOUGLAS M. SMALDINO

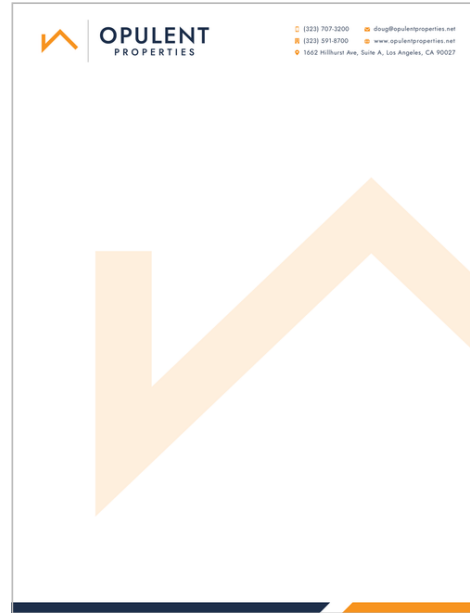
BROKER

www.opulentproperties.net

PRINT BRANDING

12

STATIONERY



BUSINESS CARD



MERCHANDISE

13





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