



REALTY ACES

Local . Realty . Aces

VISUAL BRAND GUIDE

A complete guideline for working with the Realty Aces brand

CREATED BY

nine10 Incorporated





CONTENTS

ABOUT THIS GUIDE	3
OUR VISUAL BRAND	
MAIN LOGO	5
SECONDARY LOGO	6
SUBMARK	7
ISOLATED HORIZONTAL WORDMARK	8
ISOLATED VERTICAL WORDMARK	9
FITTING, SIZING, SPACING	10
PROPER LOGO USAGE	11
LOGO FILE FORMATS	12
COLOURS	14
TYPOGRAPHY	16
BACKGROUND	19
PATTERNS	23
DECORATIVE ELEMENTS	27
PHOTOGRAPHY RULES	34
PHOTOGRAPHY EXAMPLES	35
BRAND TEMPLATES	
STATIONERIES	37
SOCIAL MEDIA POST	42





ABOUT THIS GUIDE

WHAT IS THIS GUIDE?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

WHAT IS A BRAND?

A brand, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

THE IMPORTANCE OF CONSISTENCY

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

HOW TO USE THIS GUIDE

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in. In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

GETTING HELP

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

DEVIATING FROM THIS GUIDE

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.





OUR VISUAL BRAND LOGO



MAIN LOGO

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

	
FULL COLOUR A	
	
DYNAMIC BLACK	FULL COLOUR B
	
DRY SEA GRASS	WHITE





SECONDARY LOGO

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

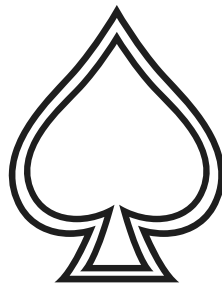
Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



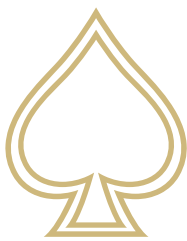
SUBMARK

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

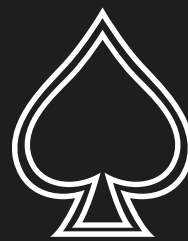
Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



DYNAMIC BLACK



DRY SEA GRASS



WHITE





ISOLATED HORIZONTAL WORDMARK

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

REALTY ACES

Local . Realty . Aces

FULL COLOUR A

REALTY ACES

Local . Realty . Aces

REALTY ACES

Local . Realty . Aces

DYNAMIC BLACK

FULL COLOUR B

REALTY ACES

Local . Realty . Aces

REALTY ACES

Local . Realty . Aces

DRY SEA GRASS

WHITE





ISOLATED VERTICAL WORDMARK

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

<h1>REALTY ACES</h1> <p>Local . Realty . Aces</p>	
FULL COLOUR A	
<h2>REALTY ACES</h2> <p>Local . Realty . Aces</p>	<h2>REALTY ACES</h2> <p>Local . Realty . Aces</p>
DYNAMIC BLACK	
<h2>REALTY ACES</h2> <p>Local . Realty . Aces</p>	<h2>REALTY ACES</h2> <p>Local . Realty . Aces</p>
DRY SEA GRASS	
WHITE	





FITTING, SIZING, SPACING

FITTING & SPACING

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be 1/4 the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo).



SIZING

The logo should never be displayed smaller than 0.5" high in print, and no smaller than 150 x 45 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.





PROPER LOGO USAGE

HOW TO USE OUR LOGO

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

A NOTE ABOUT BACKGROUNDS

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

CORRECT USAGE	DO NOT STRETCH	DO NOT SQUISH
DO NOT ROTATE	DO NOT RECOLOUR	DO NOT ADD GRADIENTS
DO NOT CHANGE FONT	DO NOT MODIFY	DO NOT ADD SHADOW





LOGO FILE FORMATS

FILE FORMAT CHART

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	●				
Professional Printing & Signage	●	●	●			
Working with Professional Designer	●	●	●			
Print Advertising	●	●				
Merchandise		●				
Social Media				●	●	
Microsoft Word				●	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			●	
Working with Professional Website Designer	●	●			●	
DIY Website Design				●	●	
Web Animation & Multimedia		●			●	●
Video Production		●			●	
3D Modelling & Drafting	●	●			●	

● Ideal Format

● Alternative / Sometimes Required





OUR VISUAL BRAND COLOURS





COLOURS

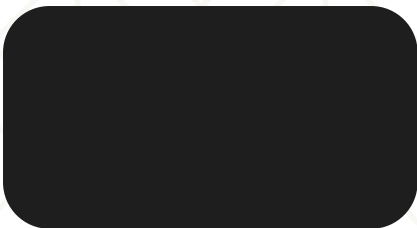
USING OUR COLOURS

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here.

Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relevant media. Consistency is vital to effective brand recognition.

Do not use any other/unauthorized colours.

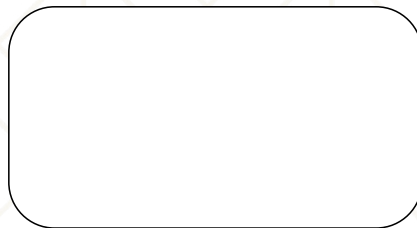


DYNAMIC BLACK

CMYK: 0-0-0-88

RGB: 30-30-30

Hex: #1E1E1E



WHITE

CMYK: 0-0-0-0

RGB: 255-255-255

Hex: #FFFFFF



DRY SEA GRASS

CMYK: 0-11-40-19

RGB: 206-184-124

Hex: #CEB87C





OUR VISUAL BRAND
TYPOGRAPHY





TYPOGRAPHY

USING OUR FONTS

When developing communication pieces for our company, please only use the fonts listed on this page. The design of this guide serves as an example of how to correctly use fonts in our publications.

HEADING FONT

Aa

Melinda Evania

Our brand uses a specific font for headings in print and online. **Melinda Evania** is used for headings. It's usually displayed in a larger font size than the subheadings and significantly larger font size than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09
!@#\$%^&*00

BODY FONT

Aa

Poppins

Our brand uses a specific font for paragraphs in print and online. **Poppins** is used for paragraphs. It's usually displayed in a larger font size than the subheadings and significantly larger font size than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09
!@#\$%^&*()[]





TYPOGRAPHY

ALTERNATE FONTS

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended.

HEADING FONT

Aa

Cormorant Garamond

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09
!@#\$%^&*()[]

BODY FONT

Aa

DM Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09
!@#\$%^&*()[]





OUR VISUAL BRAND BACKGROUNDS





BACKGROUNDS

TEXTURES

When utilizing our background options, choose between the sophisticated marble textures or the refined black wood texture. Each backdrop has been selected to elevate our brand aesthetics. Ensure their application complements the content, enhancing without distracting from the primary message.





BACKGROUND APPLICATIONS

CONCRETE TEXTURE

When utilizing our background options, choose between the sophisticated marble textures or the refined black wood texture. Each backdrop has been selected to elevate our brand aesthetics. Ensure their application complements the content, enhancing without distracting from the primary message.

SAMPLE USE-CASE

Concrete background can be used as a background for an ad banner. Best used when elements are in dark colors for contrast.



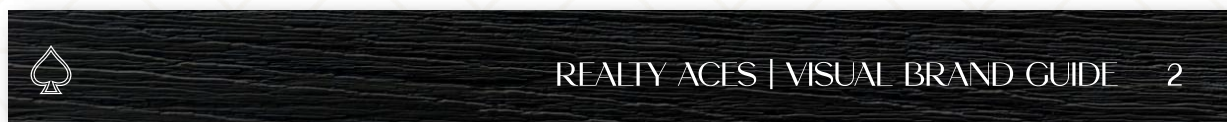
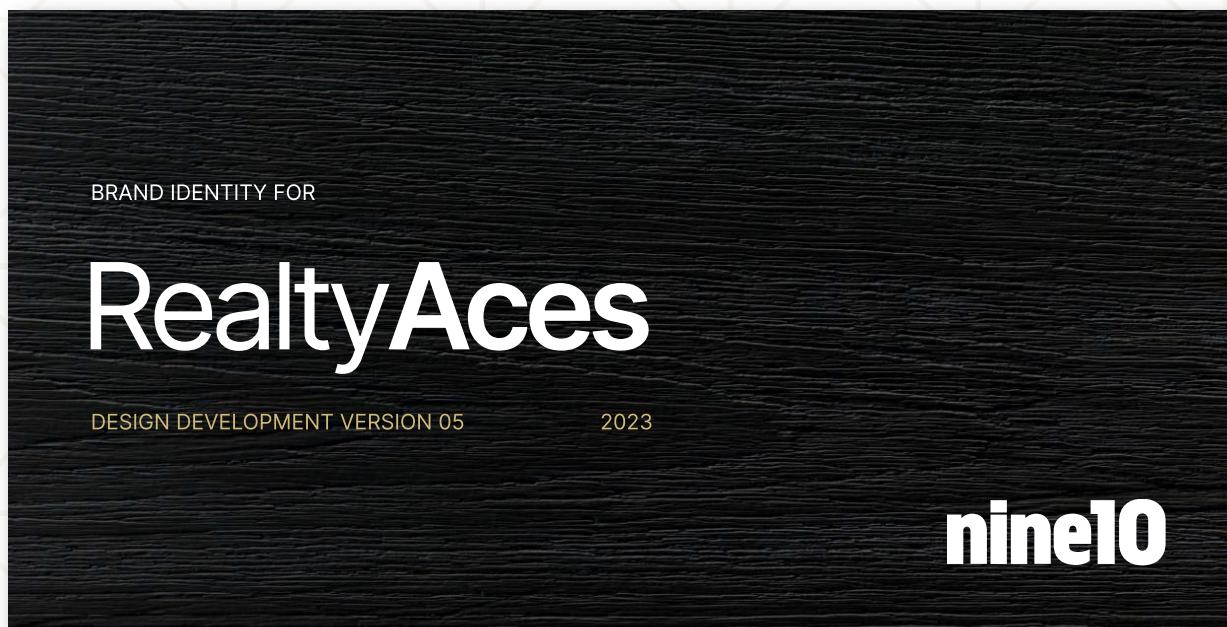


BACKGROUND APPLICATIONS

DARK WOOD TEXTURE

When utilizing our background options, choose between the sophisticated marble textures or the refined black wood texture. Each backdrop has been selected to elevate our brand aesthetics. Ensure their application complements the content, enhancing without distracting from the primary message.

SAMPLE USE-CASE



Dark wood texture background can be used as a footer design or a thumbnail design for a slide deck. It is recommended to use light color elements for readability and contrast.





BACKGROUND APPLICATIONS

WHITE MARBLE TEXTURE

When utilizing our background options, choose between the sophisticated marble textures or the refined black wood texture. Each backdrop has been selected to elevate our brand aesthetics. Ensure their application complements the content, enhancing without distracting from the primary message.

SAMPLE USE-CASE

White marble texture can be used as a background for ad sponsor IG posts. It is recommended to use a dark color elements to emphasize readability and for contrast.

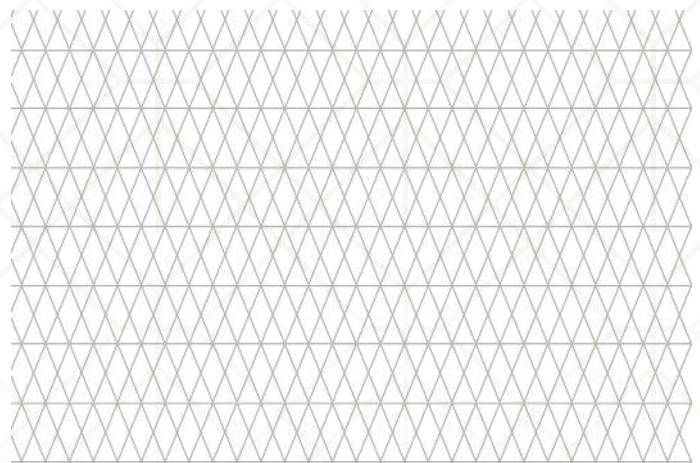
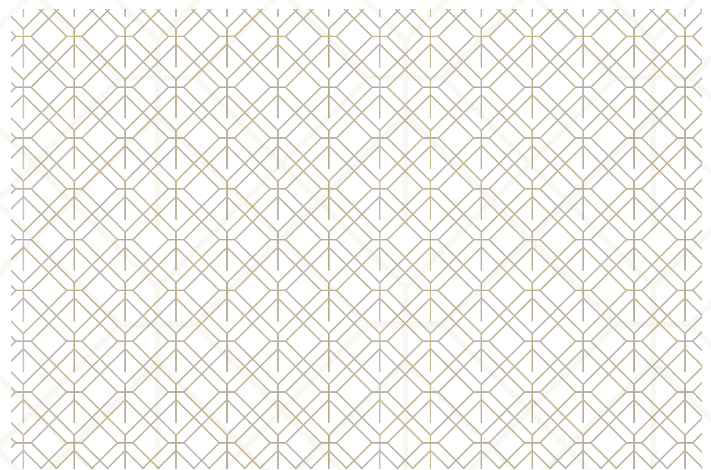




BACKGROUNDS

PATTERNS

For any patterns used within our materials, they should be consistent with our brand's aesthetic and tone. These patterns, whether subtle or pronounced, must echo our brand's ethos and seamlessly blend with other design components.



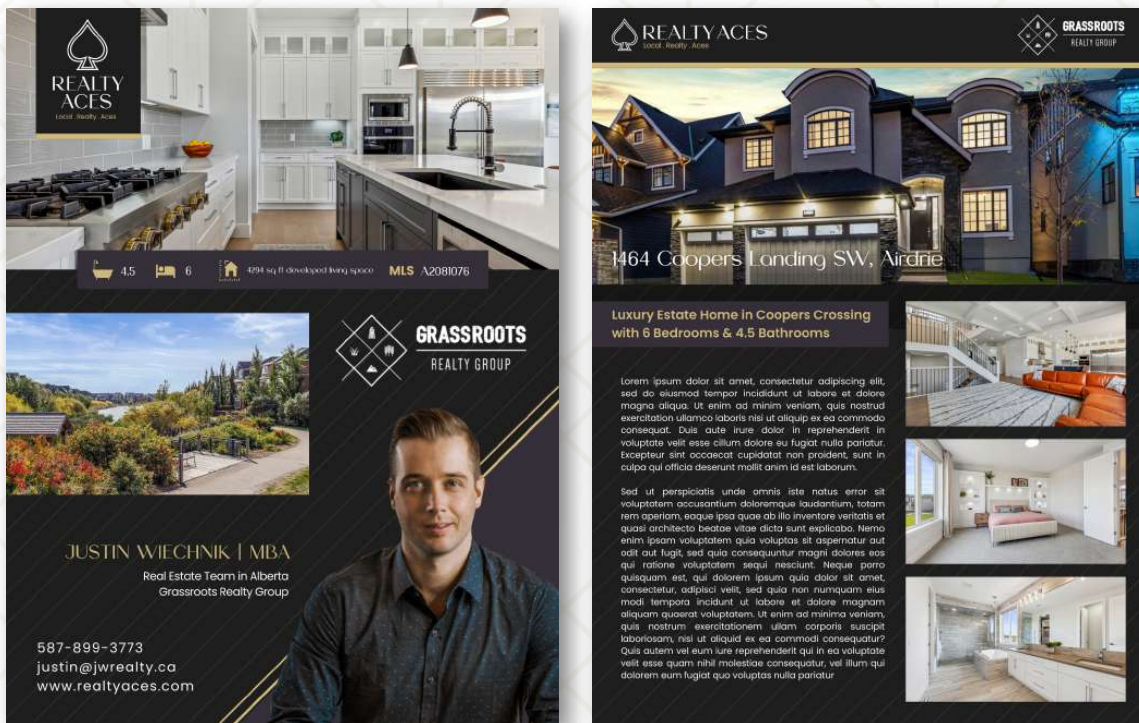


BACKGROUND APPLICATIONS

REPEATING DIAGONAL LINES

When utilizing our background options, choose between the sophisticated marble textures or the refined black wood texture. Each backdrop has been selected to elevate our brand aesthetics. Ensure their application complements the content, enhancing without distracting from the primary message.

SAMPLE USE-CASE



Repeating diagonal lines can be used as a decorative background for any digital asset for better recognition of the brand. Best to use it as an overlay, and is recommended to apply 60% opacity as a background for readability purposes.





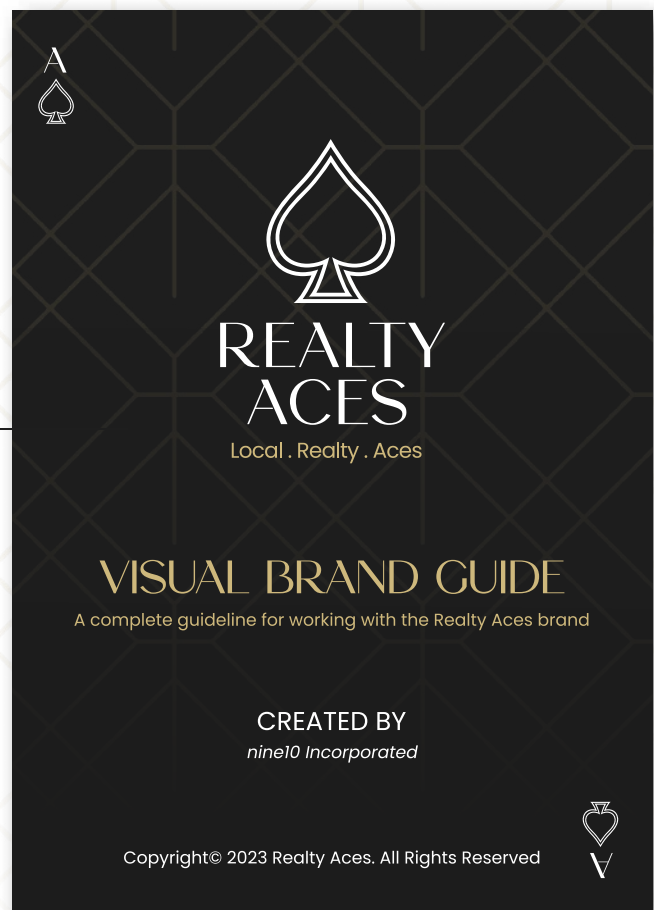
BACKGROUND APPLICATIONS

SOPHISTICATED ACES LINES

When utilizing our background options, choose between the sophisticated marble textures or the refined black wood texture. Each backdrop has been selected to elevate our brand aesthetics. Ensure their application complements the content, enhancing without distracting from the primary message.

SAMPLE USE-CASE

Sophisticated aces lines can be used as an overlay background for a cover page of a document. This can also be used as additional decoration for different assets (social media posts). Always consider reducing opacity for readability purposes.





BACKGROUND APPLICATIONS

INTERSECTING LINES

When utilizing our background options, choose between the sophisticated marble textures or the refined black wood texture. Each backdrop has been selected to elevate our brand aesthetics. Ensure their application complements the content, enhancing without distracting from the primary message.

SAMPLE USE-CASE



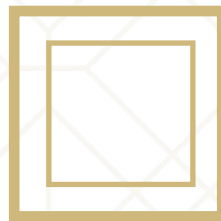
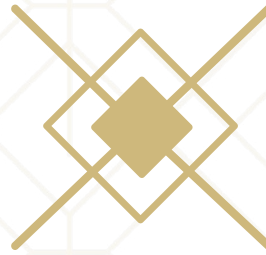
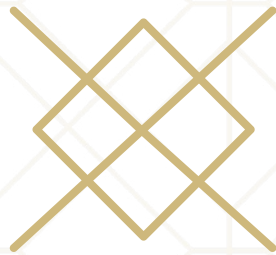
Intersecting lines can be used as an alternative for sophisticated aces lines as a background. This decorative element shares the same function as the sophisticated aces lines. Just choose whichever is best when working an asset.



DECORATIVE ELEMENTS

SOPHISTICATED GEOMETRIC ELEMENTS

When incorporating decorative elements into any branded material, ensure they resonate with our established design motifs and color palettes. These elements, while aesthetic in nature, play a vital role in reinforcing our brand's unique personality and should be used with intention and consistency.





DECORATIVE ELEMENTS APPLICATIONS

DIAMOND-DIAGONAL COMBO

When incorporating decorative elements into any branded material, ensure they resonate with our established design motifs and color palettes. These elements, while aesthetic in nature, play a vital role in reinforcing our brand's unique personality and should be used with intention and consistency.

SAMPLE USE-CASE



Diamond-Diagonal Combo elements can be used to emphasize the element to display what the asset is all about. Both of these elements can be used interchangeably (whether it has solid color in the center or hollow).





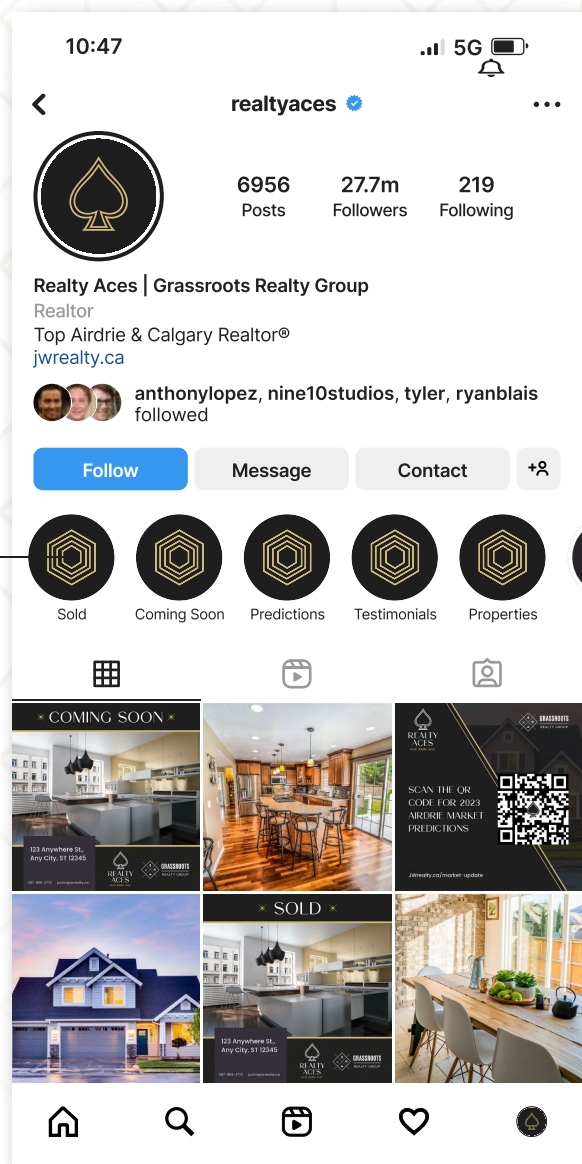
DECORATIVE ELEMENTS APPLICATIONS

HEXAGONCEPTION

When incorporating decorative elements into any branded material, ensure they resonate with our established design motifs and color palettes. These elements, while aesthetic in nature, play a vital role in reinforcing our brand's unique personality and should be used with intention and consistency.

SAMPLE USE-CASE

Hexagonception is best used as a Instagram highlights cover to keep the brand assets more recognizable and iconic for IG visitors.





DECORATIVE ELEMENTS APPLICATIONS

ACES BOX

When utilizing our background options, choose between the sophisticated marble textures or the refined black wood texture. Each backdrop has been selected to elevate our brand aesthetics. Ensure their application complements the content, enhancing without distracting from the primary message.

SAMPLE USE-CASE



Aces box can be used as a decorative in edges for an asset. Apply it in corners for better aesthetic value.





DECORATIVE ELEMENTS APPLICATIONS

DOUBLE-DIAGONAL COMBO

When incorporating decorative elements into any branded material, ensure they resonate with our established design motifs and color palettes. These elements, while aesthetic in nature, play a vital role in reinforcing our brand's unique personality and should be used with intention and consistency.

SAMPLE USE-CASE



Double-Diagonal lines are used as a decorative element to separate a background element from a foreground element. Please be noted that line weights vary depending on the dimensions of the assets you will be working on.





DECORATIVE ELEMENTS

GEOMETRIC ELEMENTS FOR ADS

For our advertising and sponsorship ventures, employ the designated patterns to consistently represent our brand's identity. These patterns have been crafted to stand out and capture attention, while still aligning with our brand ethos. Ensure their application is prominent, yet harmonious, in all promotional materials.



FOR LIGHT IMAGE



FOR DARK IMAGE





OUR VISUAL BRAND
PHOTOGRAPHY





PHOTOGRAPHY RULES

CUSTOM PHOTOGRAPHY

Whenever possible invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in marketing materials.

Do not use stock images to represent a “real” part of our business. Pictures of our staff, our studio, and our products are things that people can easily recognize. Use real pictures to represent the real parts of our business.

IMAGE QUALITY

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

TECHNICAL QUALITY

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

STOCK PHOTOGRAPHY

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

Guideline #1 - Look for images that accurately showcases houses and interiors in high resolution, with attention to detail and authenticity.

Guideline #2 - Select high-quality images that are well-lit and in focus are essential in creating a professional and credible brand image.

Guideline #3 - Choose images that are consistent in style and tone to maintain a cohesive brand image across different marketing channels.

Guideline #4 - Consider editing the images or combining them with custom graphics or text to create a more unique visual representation of your brand.





PHOTOGRAPHY EXAMPLES

PHOTO EXAMPLES

When sourcing stock photos for our real estate and interior design projects, prioritize images that showcase houses and interiors in high resolution, with attention to detail and authenticity. The chosen photos should resonate with our brand's commitment to excellence, reflecting the caliber of properties and designs we represent. It is recommended to use such stock photos in the Canva Pro.





BRAND TEMPLATES





BUSINESS CARDS

REPRODUCING STATIONERY

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

All cards should be printed on quality stock. Raised Spot UV/Spot UV can be applied to either the logo or the text on the front for added visual interest.



FRONT A



BACK A



FRONT B



BACK B



REPRODUCING STATIONERY

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

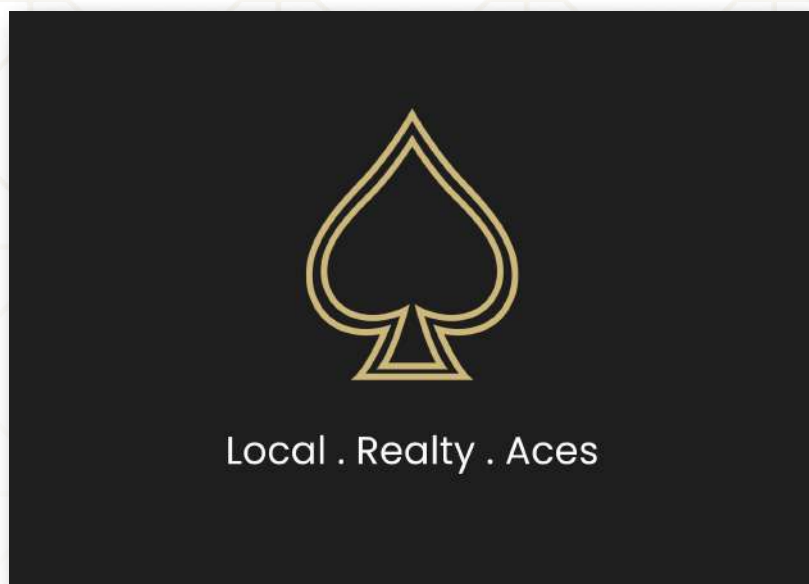
Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be use, refer to the alternative fonts on pg 13.



POSTCARD

REPRODUCING STATIONERY

When using our branded postcards, ensure both the imagery and text adhere to our core design principles. These postcards should not only relay our intended message but also consistently represent the visual aesthetic and ethos of our brand.





DOUBLE-SIDED BROCHURE

ON PRINTING THE BROCHURE

When creating or distributing our real estate brochures, ensure the property details, imagery, and layout align with our brand's design standards. These brochures are a primary touchpoint for potential clients, and every element should consistently reflect our brand's commitment to excellence and professionalism in the real estate market.



RINK BOARD

ESSENCE OF RINK BOARD

Our rink boards should be a reflection of our brand's identity during events. When setting up or commissioning designs, prioritize clarity, logo placement, and color fidelity to ensure that our brand is portrayed accurately and prominently.

A



B



C



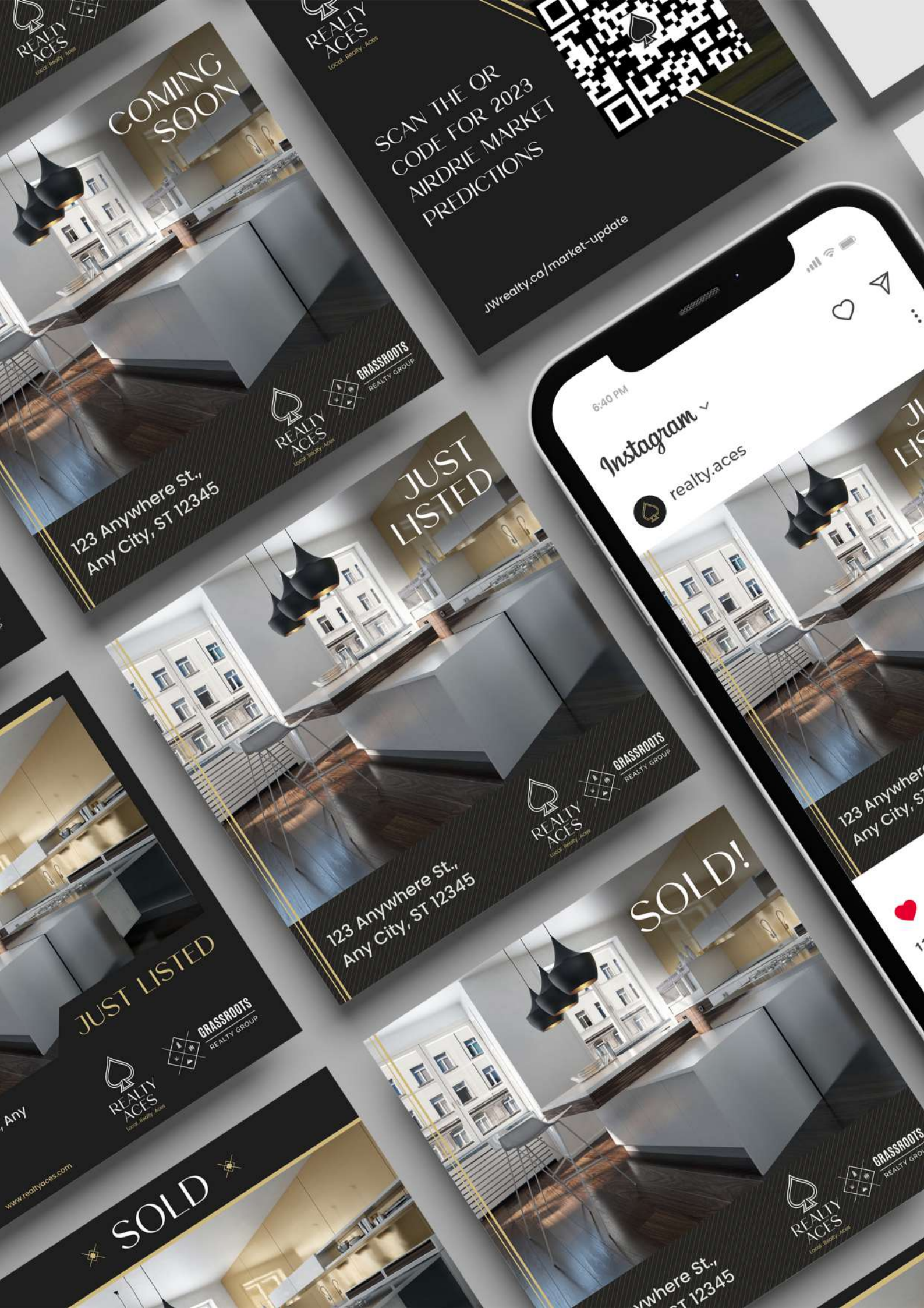


SOCIAL MEDIA TEMPLATES

CANVA TEMPLATES

Utilize the provided Canva templates for all our social media content. These designs have been created to streamline our online presence, ensuring that regardless of the platform or post type, our brand's look and feel remains uniform and on-point.





COMING SOON

REALTY ACES
Local. Realty. Aces.

SCAN THE QR
CODE FOR 2023
AIRDRIE MARKET
PREDICTIONS

JWrealty.ca/market-update



123 Anywhere St.,
Any City, ST 12345

REALTY ACES
Local. Realty. Aces.

GRASSROOTS
REALTY GROUP

JUST LISTED

123 Anywhere St.,
Any City, ST 12345

REALTY ACES
Local. Realty. Aces.

GRASSROOTS
REALTY GROUP

SOLD!

JUST LISTED

REALTY ACES
Local. Realty. Aces.

GRASSROOTS
REALTY GROUP

SOLD

REALTY ACES
Local. Realty. Aces.

GRASSROOTS
REALTY GROUP

where St.,
ST 12345

6:40 PM

Instagram

realty.aces



11

, Any

www.realtyaces.com



FOR SUPPORT RELATED TO THE GUIDE OR
ACCOMPANYING TEMPLATES, CONTACT:

nine10

NINE10 INCORPORATED

We encourage you to contact us if you have any questions about our
guide or need further help with a brand project.

