

BRANDING STYLE GUIDE

T R A C E Y R E Y N O L D S



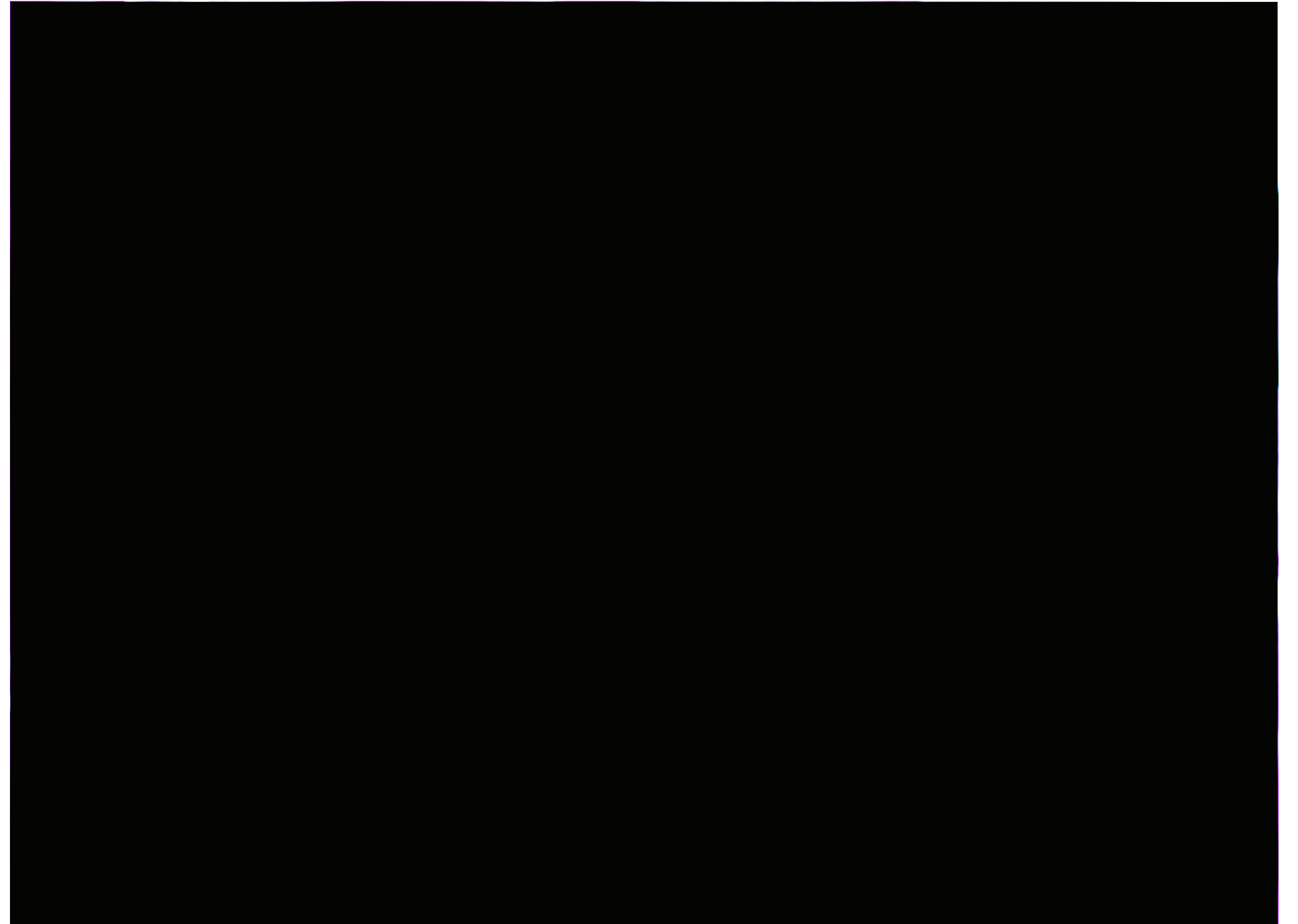
TRACEY REYNOLDS

- MODERN
- PREMIUM
- LUXURY

Revamp of the current branding to match the renovations of the office and to continue to ensure the development of the firm as a modern, specialized, high end, real estate service firm.

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DESIGN INSPIRATION



DESIGN INSPIRATION

INSPIRATION

The inspiration for these logos came from the consultation with Tracey regarding her vision for the expansion of the firm and the experience of the firms clients. The logo should reflect the clients experience of a modern firm that embraces the advantages of technology, without sacrificing a luxurious, elevated brand experience.



PRIMARY LOGO



TRACEY REYNOLDS
REAL ESTATE LAW GROUP

 **TRACEY REYNOLDS**
REAL ESTATE LAW GROUP



PRIMARY LOGO

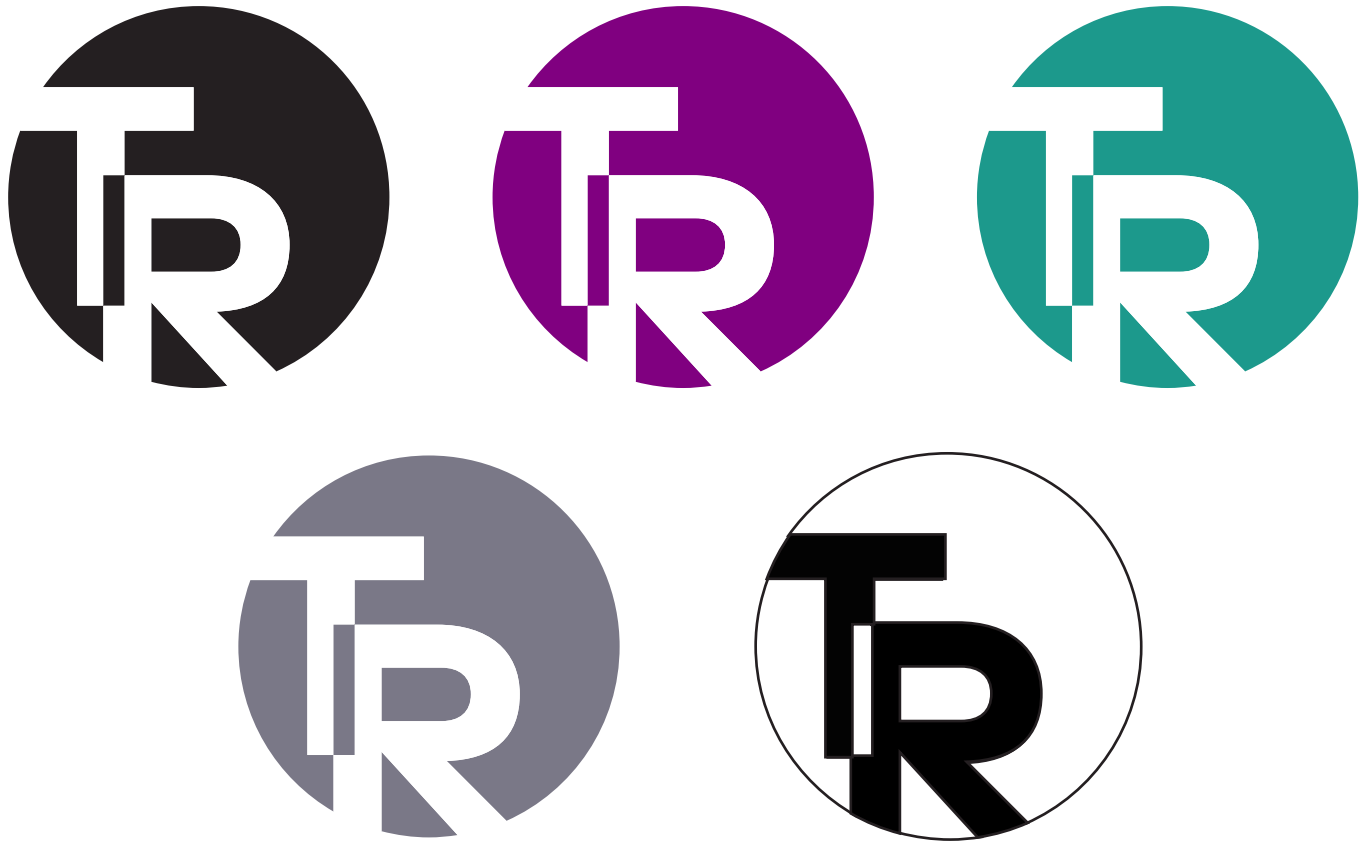
Inspired by a hyper-modern and clean aesthetic, we have bold, highly recognizable icons with modern type. This logo and its variations are to be used for all business communication and business assets unless specifically specified.

SECONDARY LOGO



TRACEY REYNOLDS
REAL ESTATE LAW GROUP

 **TRACEY REYNOLDS**
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SECONDARY LOGO

Typography in this secondary logo is the same as the primary, with the difference being the icon. This is an alternative logo to be used in very specific instances as decided for the brand, but **only** for those instances. By using the secondary logo in very specific instances ensures the integrity of the brand and brand recognition.

TYPOGRAPHY



TYPOGRAPHY

GRAVESEND SANS

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

FINE
LIGHT
MEDIUM
INLINE
CAMEO

OPEN SANS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Light
Light Italic
Regular
SemiBold
SemiBold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

USAGE:

Graveyard Sans should be used for headings, titles, and similar items in nature. To remain on brand, these items should be used in the **BOLD** weight. This typeface should be the prominent or “Display” font, and should be thought of as the “attention grabber”, but not used in large bodies of text.

Open Sans should be used for large bodies of text, because of its ease of readability. The large range of weights allow you to still formate a hierarchy within the type family. Most copy should be set in the REGULAR weight.

BRAND COLORS



BRAND COLORS

PRIMARY COLORS:



#000000



#FFFFFF



#7A7978

PRIMARY NEUTRAL

ACCENT COLORS:



#800080

PRIMARY ACCENT COLOR



#1B998B

SECONDARY ACCENT COLOR

USAGE:

Primary color usage should feature black and white with silver/grey as the neutral. For accents color or to create contrast and hierarchy within brand items, the use the primary accent color of #800080. For additional hierarchy needs, use the secondary accent color #1B998B.