



HOME SQUAD

Brand Guidelines

SERHANT.



**Our Logo & Grid
Gives Our Brand
Structure and Helps
Things Make **Sense.****

Logo & Grid

Make sure you always use the latest design file. Never copy & paste it from other sources. Ever.

BRAND GUIDELINES - LOGO

The logo consists of the word "HOME" in a bold, blue, sans-serif font, followed by a stylized orange "S" icon, and then the word "SQUAD" in a bold, orange, sans-serif font.

LOGO TYPE

The alternate logo consists of the word "HOME" in a bold, blue, sans-serif font, followed by a stylized orange "S" icon, and then the word "SQUAD" in a bold, orange, sans-serif font, arranged in two lines.

ALTERNATE LOGO

Brand Mark

Our brand mark can be used both outline and filled.

BRAND GUIDELINES - BRAND MARK



Brand Mark

Our brand mark can be used both outline and filled. It can be rendered in blue or White.

BRAND GUIDELINES - BRAND MARK



Filled brand mark in orange



Filled brand mark in blue



Outline brand mark in orange



Outline brand mark in white



Unleash Your
Full Potential.

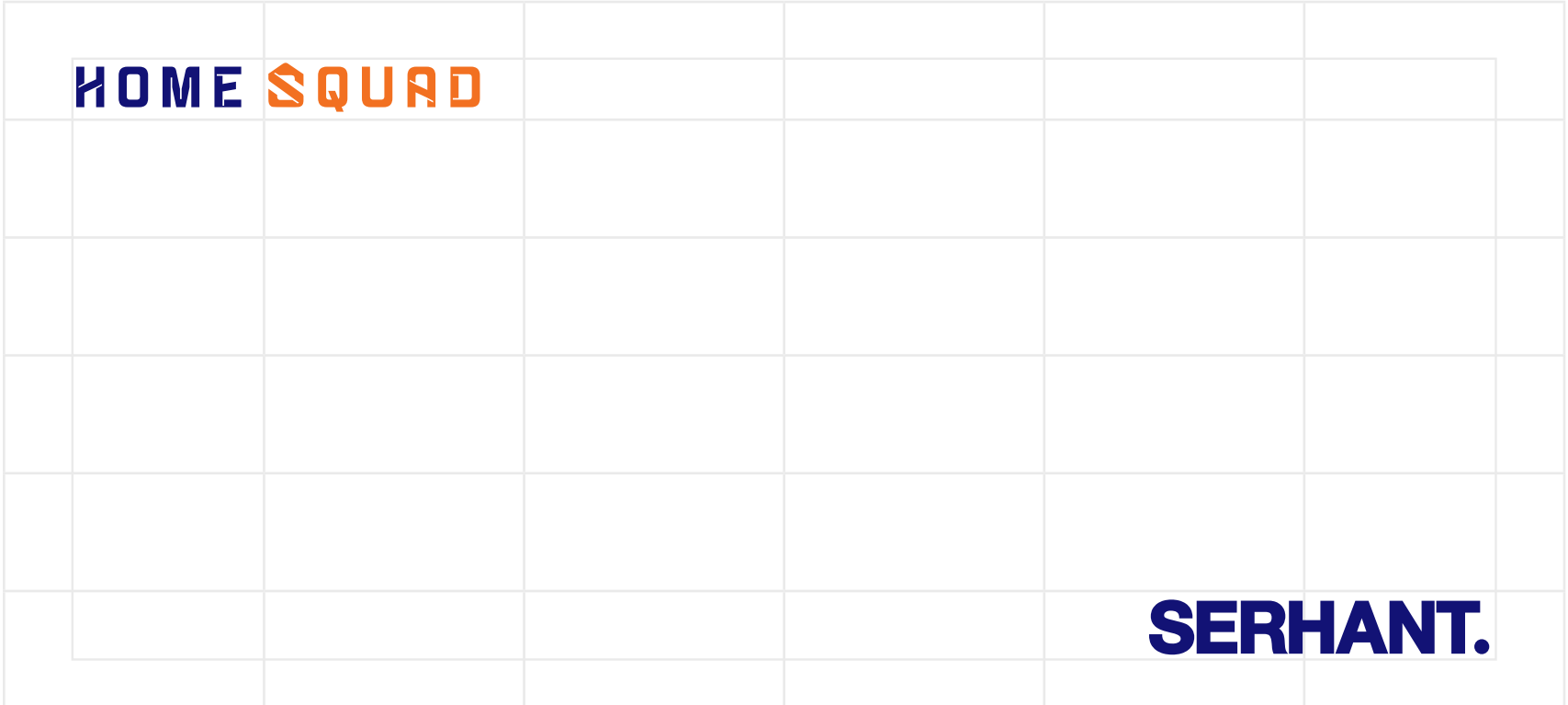
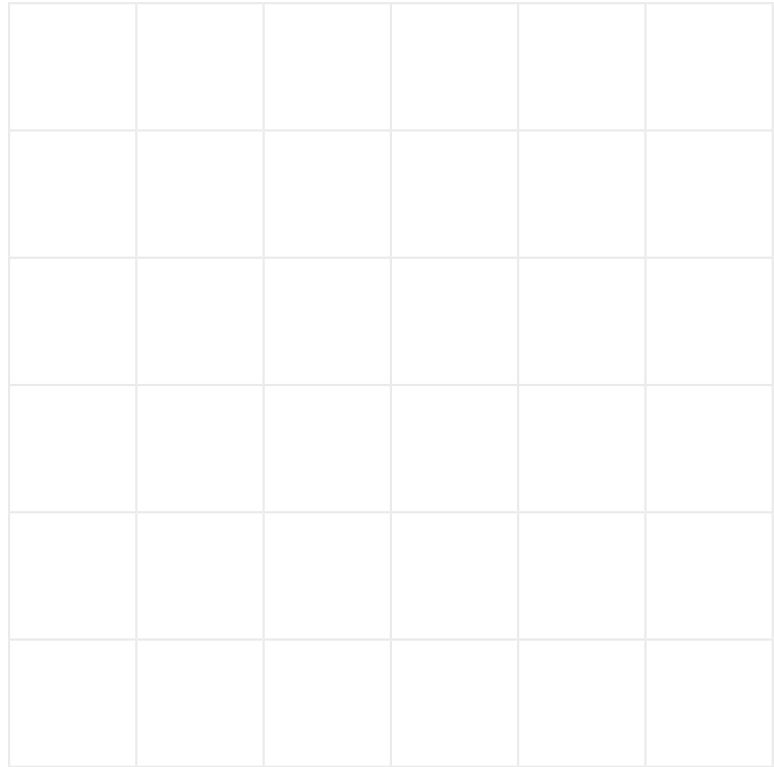
**Join The
Movement.**

Composition

Keep in mind that the arrangement of content significantly influences the overall appearance of our design. When we consistently organize our individual elements, we simplify navigation and maximize the overall impact.

BRAND GUIDELINES - COMPOSITION

Grid: 6x6

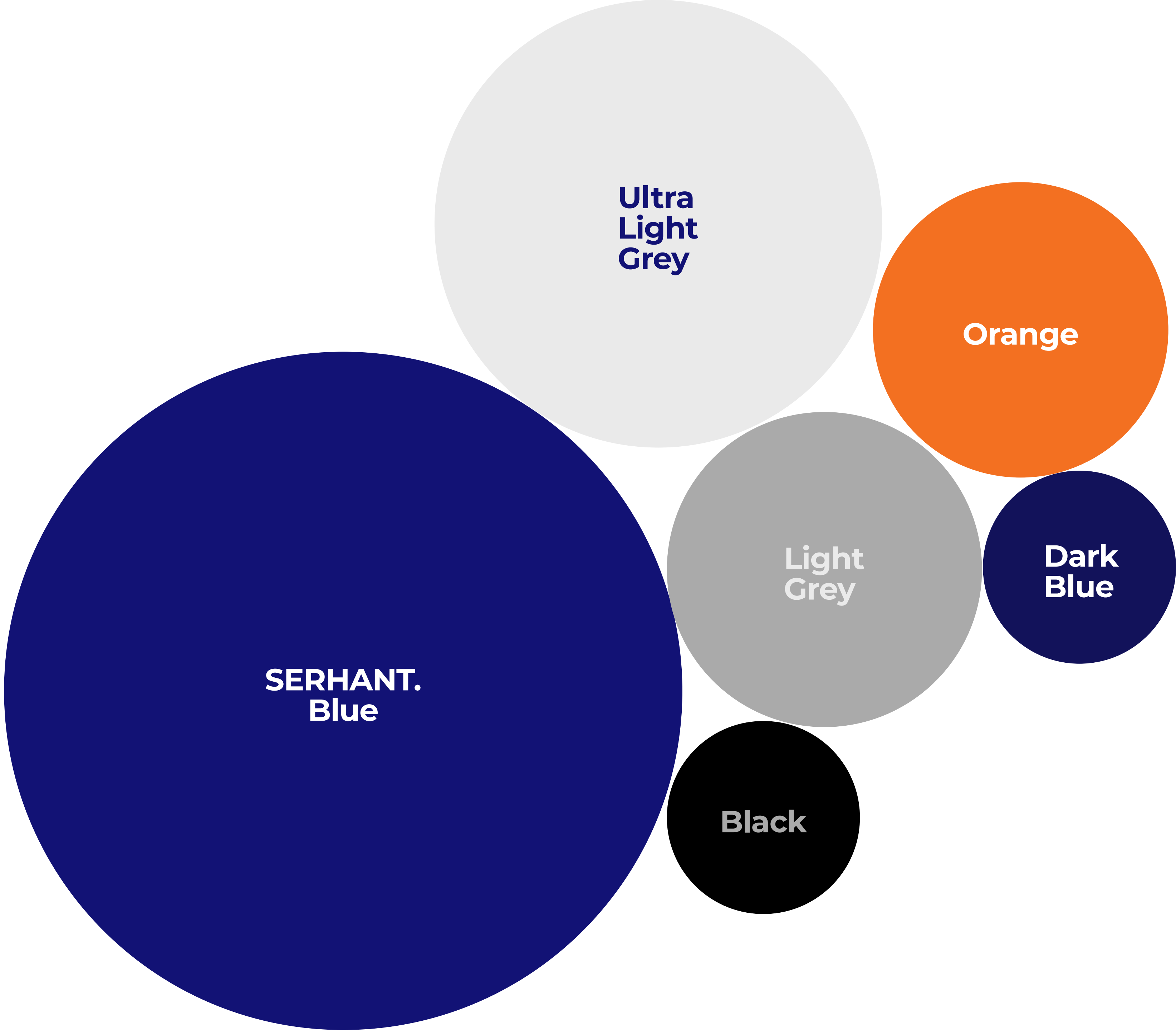




**Our Colour Palette
Shows the World We Are
a Bright & Bold Brand,
Here to Stand **Out.****

Color Palette

Our brand is expressed through the alternating combination of 4 colors.



SERHANT. Blue

PMS 2747
CMYK 100,99,19,17
RGB 18,18,117
#121275

Dark Blue

PMS 274C
CMYK 80,80,0,65
RGB 34,29,87
#12125a

Ultra Light Grey

PMS COOL GREY 2
CMYK 0,0,0,10
RGB 234,234,234
#eaeaea

Orange

PMS 158C
CMYK 0,54,86,5
RGB 243,112,33
#F37021

Light Grey

PMS COOL GREY 5
CMYK 0,0,0,33
RGB 170,170,170
#aaaaaa

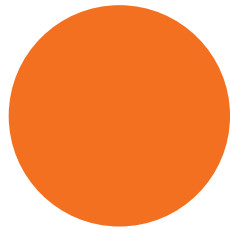
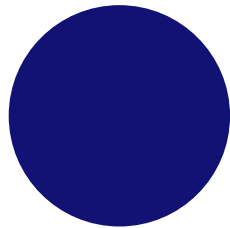
Uncoated Black

PMS BLACK C
CMYK 0,0,0,100
RGB 0,0,0
#000000

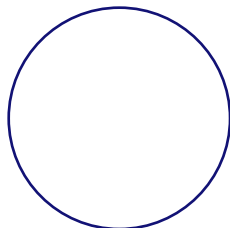
System

By default, we employ either our blue or white as a background.

Foreground



Background

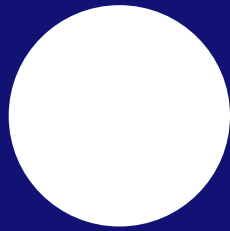


HOME SQUAD | **SERHANT.**

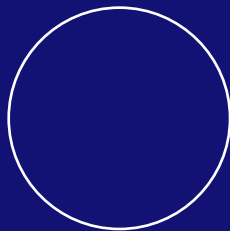
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By default, we employ either our blue or white as a background.

Foreground



Background

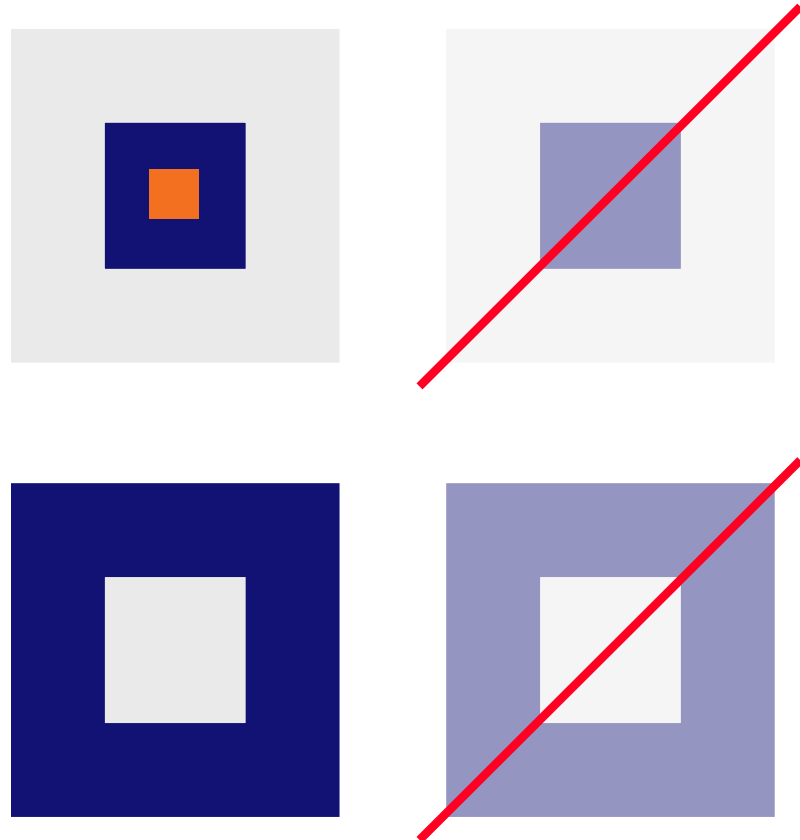


HOME **SQUAD** | SERHANT.

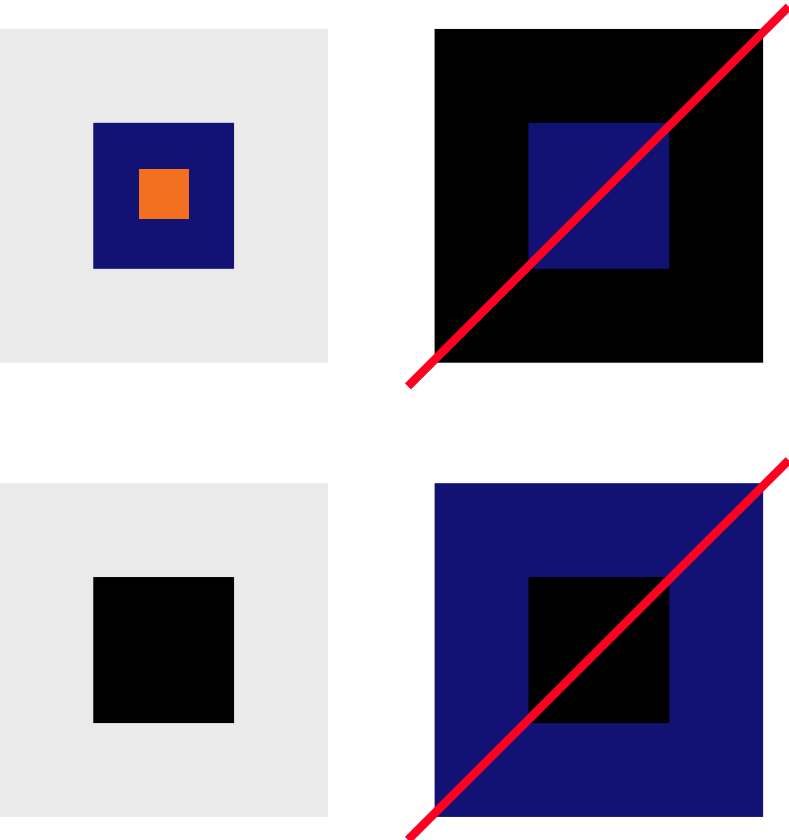
Color Combinations

Some colors combos work better than others. Aim for high contrast

BRAND GUIDELINES - COLOR



Never use a percentage of the brand blue color as it will look purple.



Never use the deep blue color on a background

The Luxury Real Estate Market.

New York City

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ac malesuada neque, congue tempor nibh. Vestibulum viverra nulla dictum justo mattis posuere. Vivamus ut accumsan erat. Mauris iaculis felis aliquet, tempus dui ac, convallis risus. Maecenas ultricies, urna vitae tempus gravida, nunc urna tempor leo, feugiat finibus elit urna placerat eros. Integer elementum id augue a tristique.

Headline

Montserrat Bold and Extra Bold
Tracking -20
Leading 1:1 pts.
Color: Blue or White

Subheading

Montserrat Bold
Tracking -20
Color: Grey or White

Body Copy

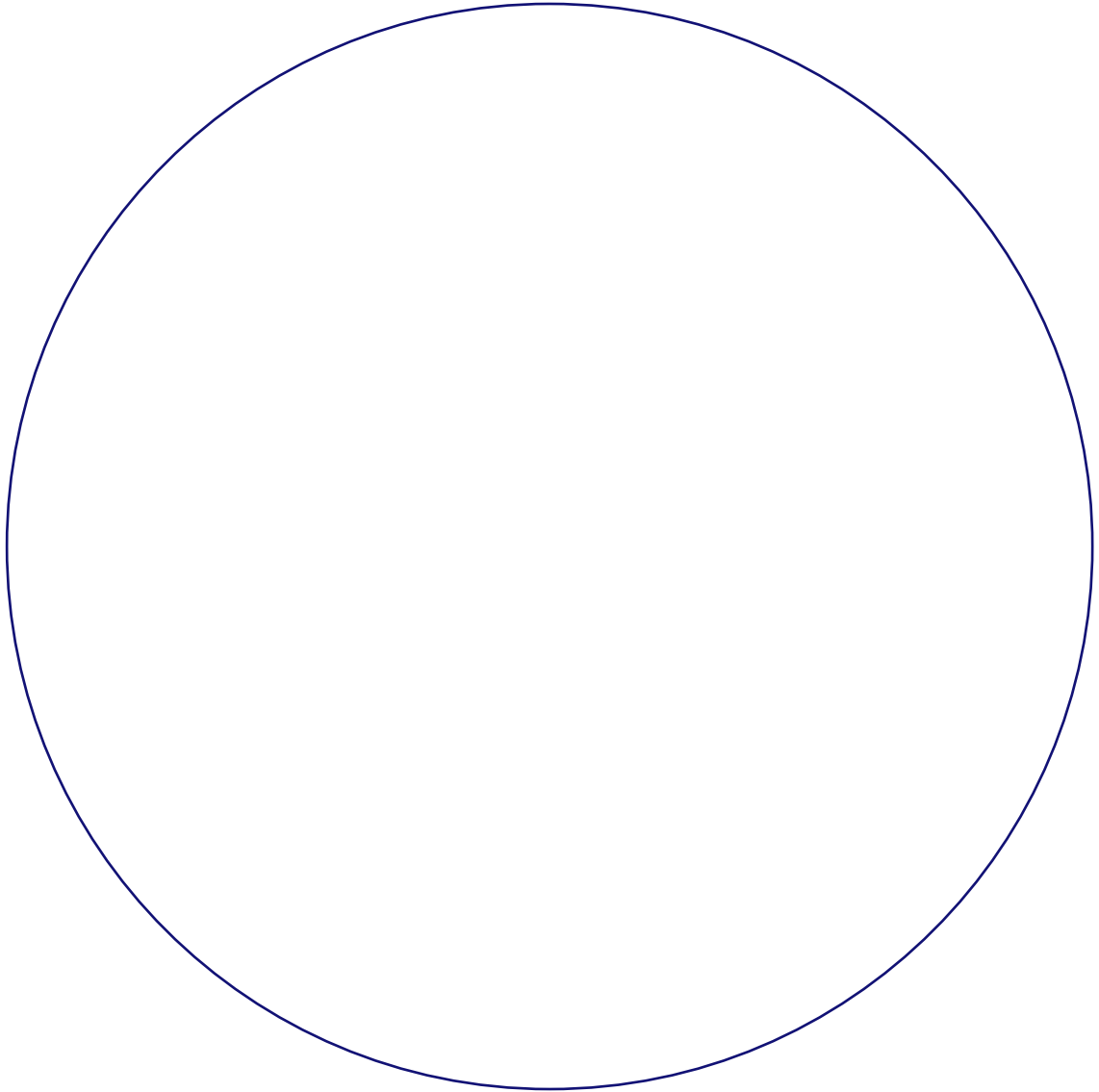
Montserrat Regular
Tracking 0
Color: Black or White

Our visual assets
consist of circular
elements that
contribute to conveying
our **brand narrative.**

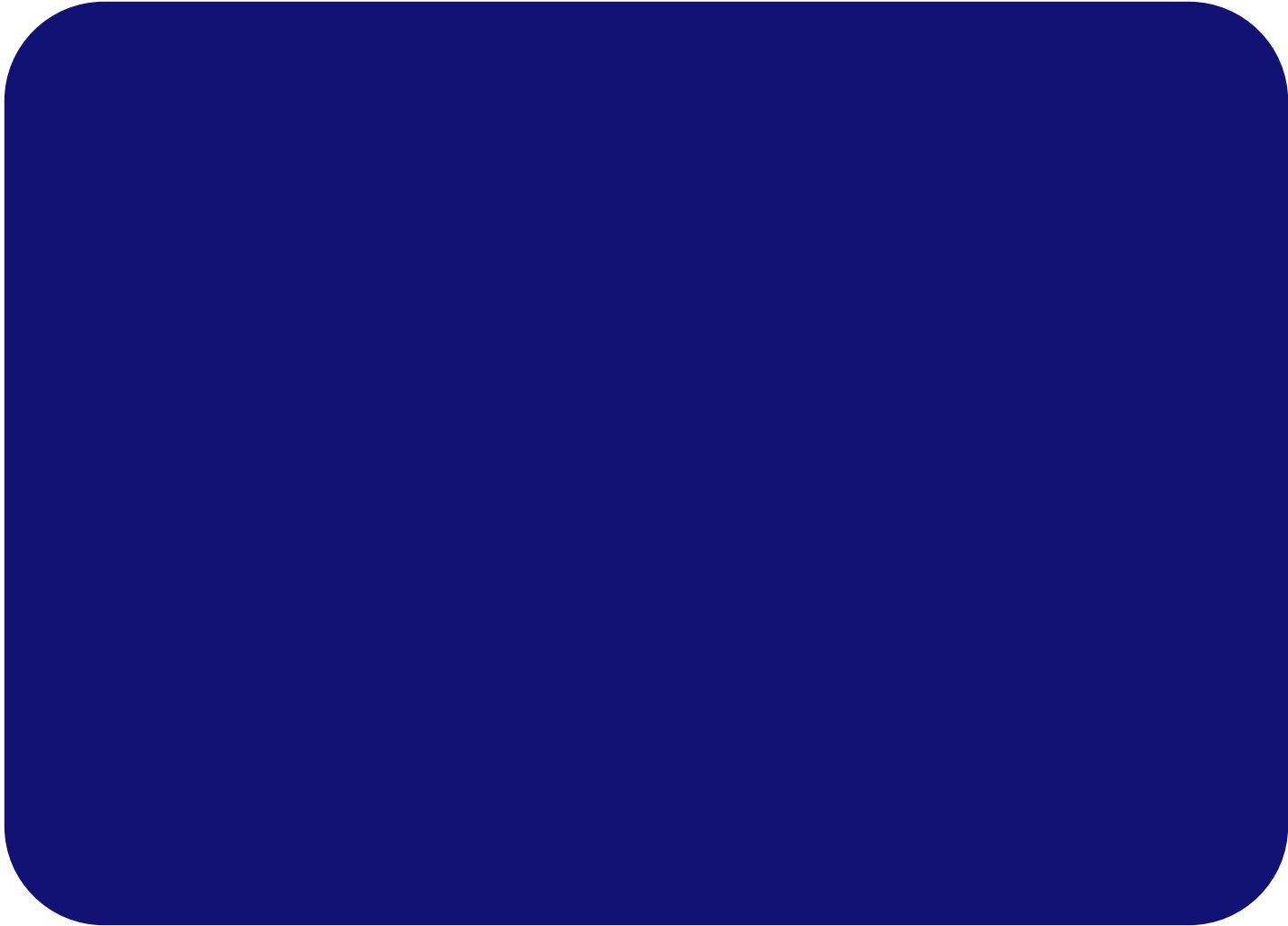
Visual Assets

You have the option to incorporate either a single circle or multiple interconnected or individual circles in your design.

BRAND GUIDELINES - VISUAL



Circle



Round corners (50 px)

Visual Assets

The circle pattern, with its inherent symmetry and continuity, adds a harmonious touch to design. Embracing circles can create a sense of balance and unity in compositions, guiding the viewer's eye seamlessly.



System

By default, we employ either our blue or white as a background.

BRAND GUIDELINES - SYSTEM

HOME SQUAD | **SERHANT.**

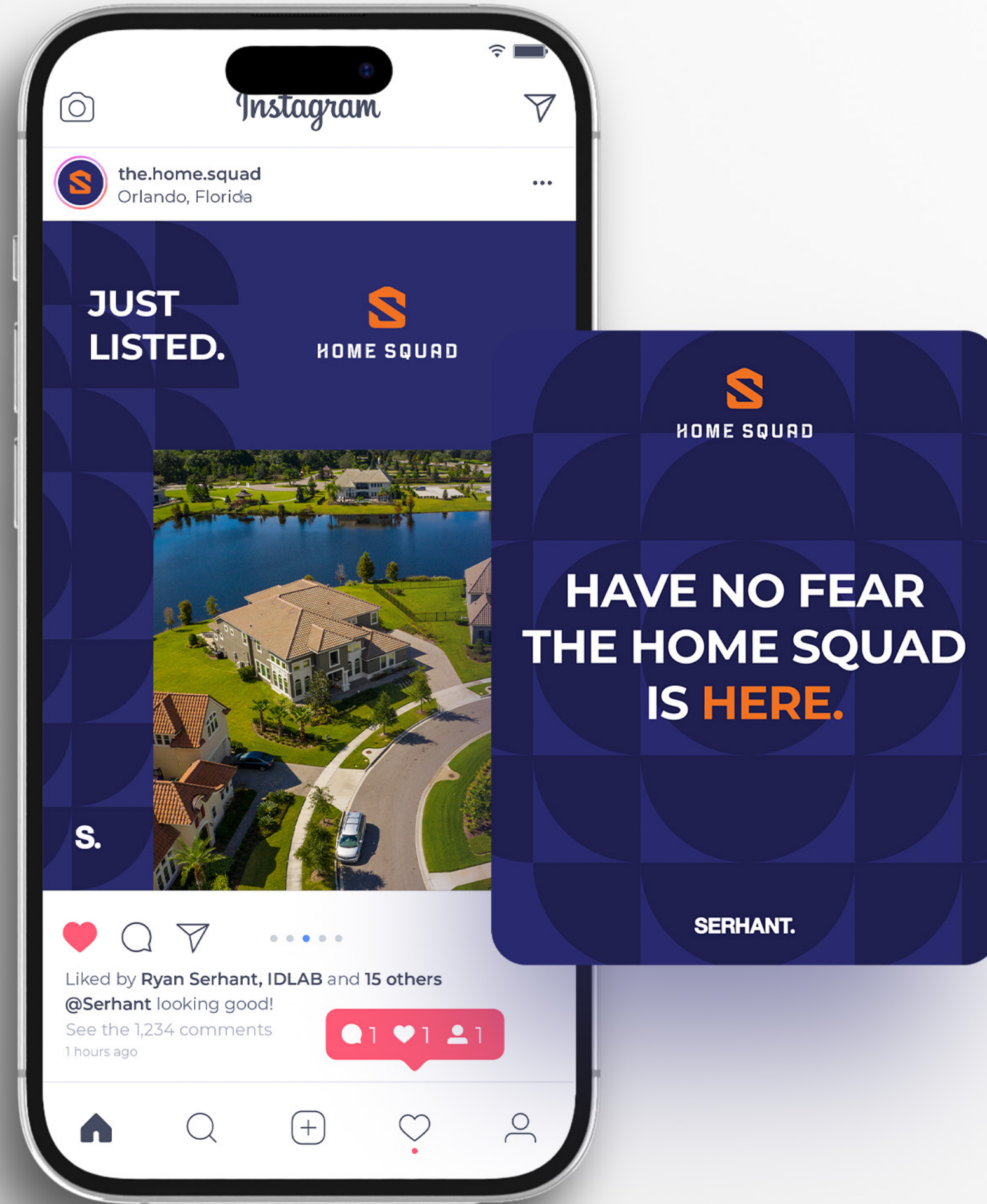
serhant.com

Brand in Use

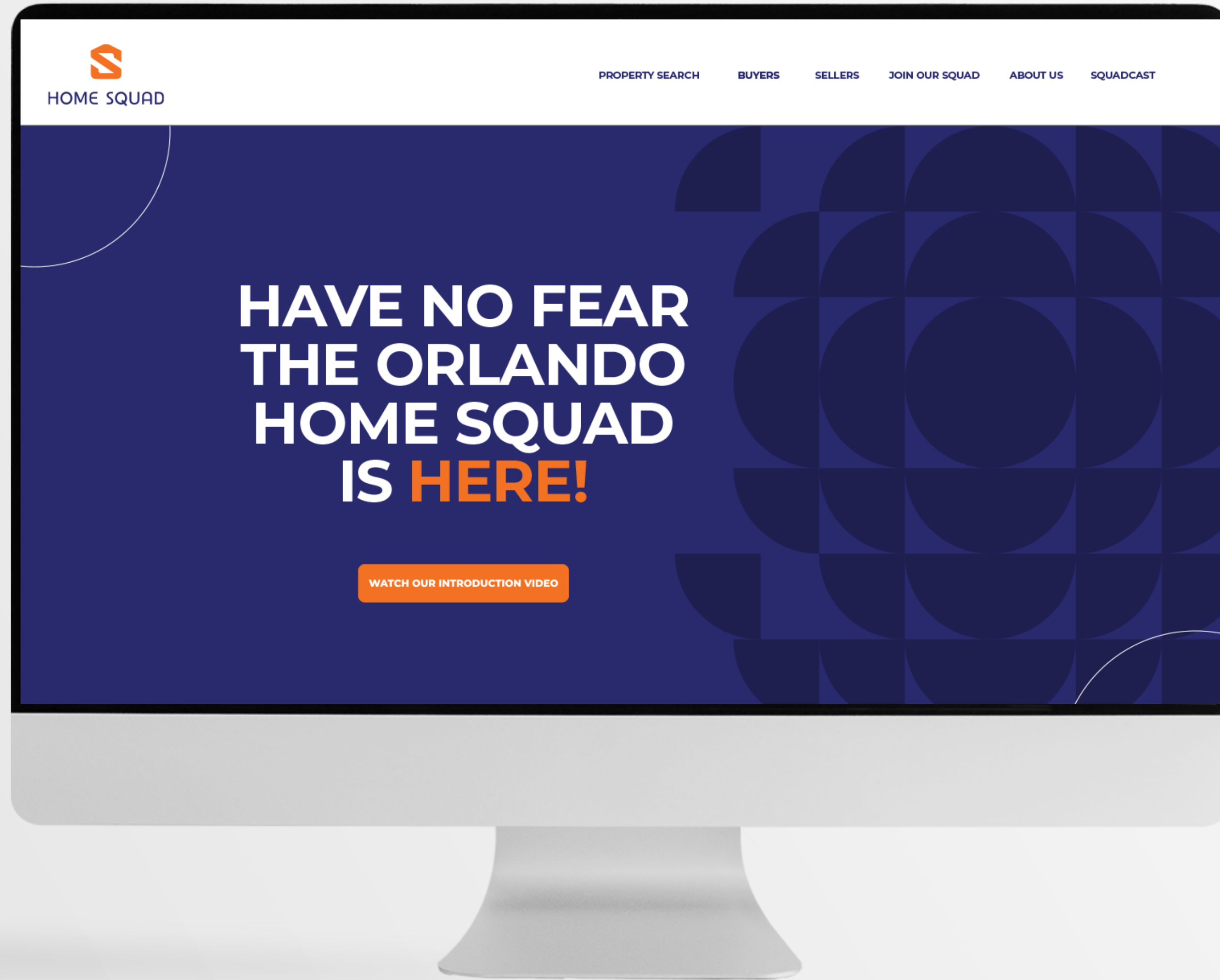
BRAND GUIDELINES - BUSINESS CARDS



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Brand in Use

BRAND GUIDELINES - BUSINESS CARDS

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Brand in Use

BRAND GUIDELINES - BUSINESS CARDS

serhant.com



Team Logo

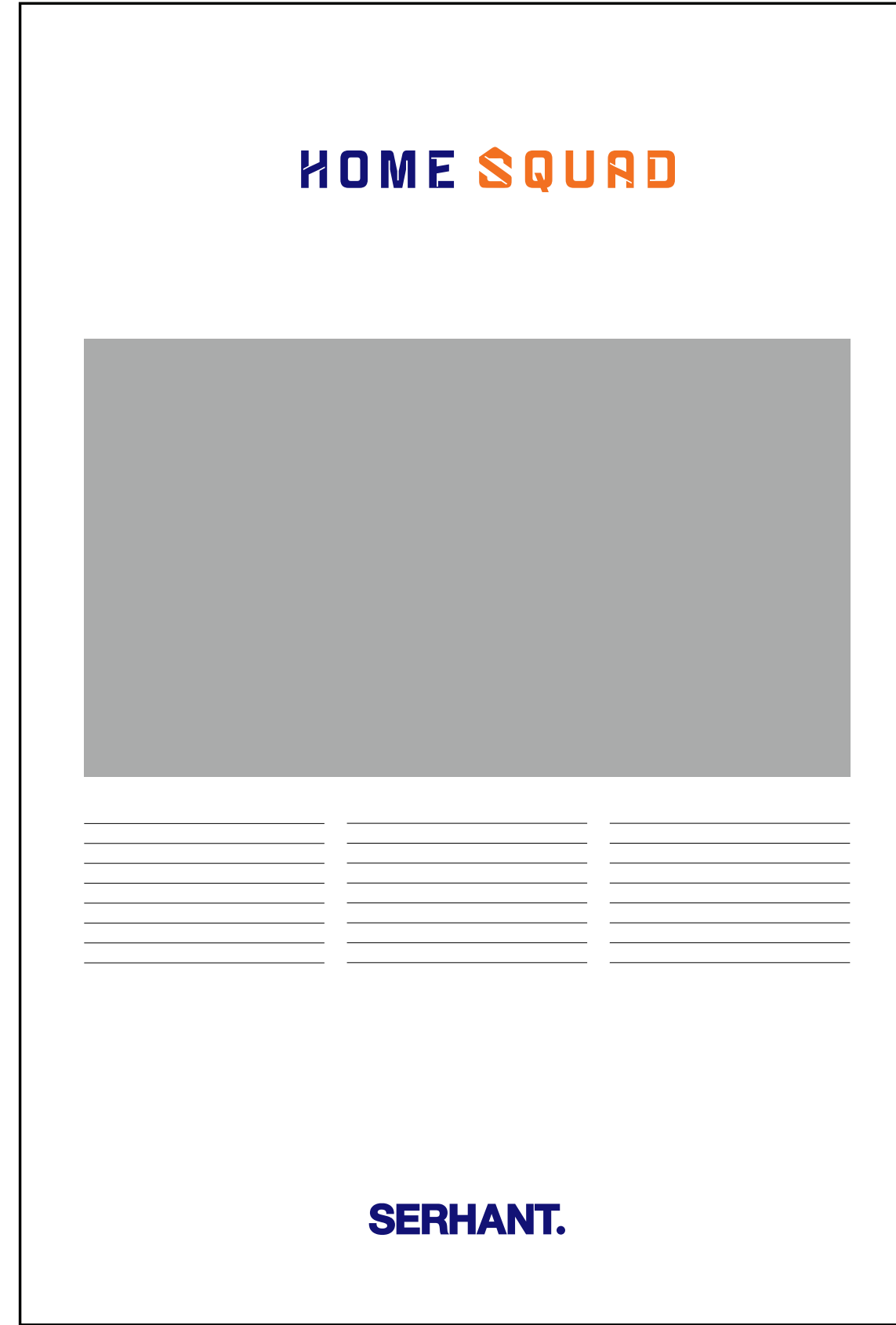
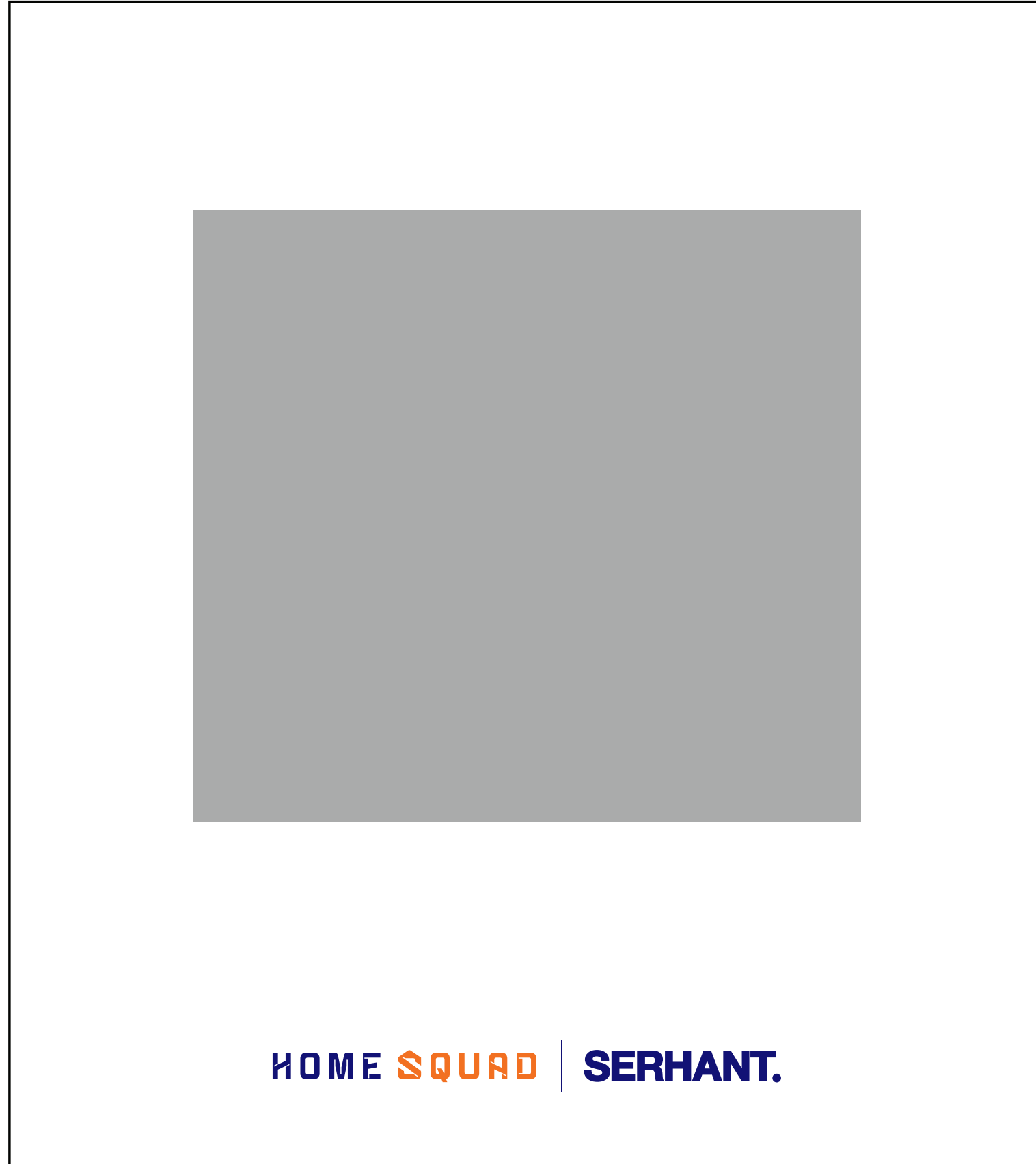
The logo sizes should be balanced.
Always position the team at the left
or the top so it's read first.

BRAND GUIDELINES - TEAM LOGO

HOME SQUAD | **SERHANT.**

HOME
SQUAD

SERHANT.



DO

The below examples are approved.
Opt for white logo on dark images
Opt for blue logo on light images



DO NOT

The below examples are not approved.
Do not use the blue logo on dark images.





Thank you.