bespoke

real estate team

Style Guide

2019

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Introduction

The Bespoke Real Estate Team takes pride in providing our clients with an experience that is above and beyond. We tailor our services to suit our client's various needs. The Bespoke Experience is different. We focus on guiding our clients, letting them know important information and helping them make informed decisions. Our brand is new, open and polished.

Descriptive Words

Approachable
Clean
Friendly
Professional
Practical

TAGLINE

A Customized Approach To Real Estate

The Logo

The full logo is used in official documents. The wordmark and the image is required, however, the circle is not and should only be used when the wordmark is positioned against a complex background. The colored variant is preferrable when the backgorund is white whereas the white version is preferred when the background is dark or colored.

Primary

Secondary All Black

Primary with Fill

Secondary All White

The Wordmark

Mainly utilized in designs with limited spacing, especially on social media. While the logo is the official moniker, the wordmark is more flexible for use.

Prrimary with Fill

Secondary All White

Spacing & Size

The minimum space required around the logo is equivalent to the o in bespoke. The spacing height of the official logo is the height of the b. The exception to this rule is when the wordmark is meant to be flush with a side of the design.

The minimum width for the wordmark with spacing is 0.75 inch (the width of the wordmark is 0.6 inch).

Incorrect Usage

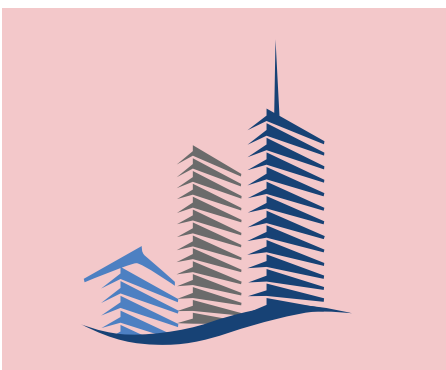**Do not change any colours**

Never stretch or distort

Do not rotate the logo

Do not adjust opacity unless as a watermark

The Buildings should never be standalone unless as a background

The words 'real estate team' and the line should not be covered or missing

RE/MAX Logo

As a branch of REMAX, it is required that a RE/MAX logo is visible on all marketing materials. No other RE/MAX logo should be used except for the RE/MAX Royal Properties logo, either in it's brand colours or all white. For further information regarding the branding guidelines for RE/MAX, consult the RE/MAX Trademark and GraphicStandards 17th-Edition.

The height or width of the RE/MAX logo should be equivalent to or less than the Bespoke logo. When displayed directly side-by-side, use only the wordmark. Exceptions to this are on forms that have limited space and require the official logo.

Colours

PRIMARY

RGB	76 127 193	24 66 117	108 108 108
CMYK	73 45 0 0	100 81 27 13	58 49 49 17
HEX	4c7fc1	184275	6C6C6C
USAGE	BACKGROUNDS	ACCENTS	TEXT
	SALE	LEASE	

SECONDARY *(WEB ONLY)*

RGB	255 135 51	255 51 51	51 177 102	127 80 161
HEX	FF8733	FF3333	33B166	7F50A1
USAGE	COMING SOON	SOLD/BOUGHT	TESTIMONIALS	OPEN HOUSE

Typography

PRIMARY
Avenir LT

Avenir is the primary font. Main forms used are **Black**, **Medium** and Light. It is used for body text (generally with +25 tracking), and for agent information. Typography for agent name and phone number should be as follows:

DESIGNATION
Avenir LT Std 35 Light + 50 tracking

FIRSTNAME LASTNAME
Avenir Pro Bold Condensed + 42 tracking

416.888.8888
Avenir Pro Bold Condensed + 25 tracking

SECONDARY
Caviar Dreams

The secondary font, Caviar dreams, is used as an accent font and within the Bespoke logo. It may be used as a heading. Whenever the term Bespoke is used (such as Bespoke Journey or Bespoke Experience), it must be in the secondary font and ideally, in all lowercase.

Language

The Bespoke Real Estate Team prioritizes engagement first and foremost. We want to communicate to our clients that we understand their concerns and are able to answer any questions; we speak their language. Thus, avoid difficult phrasing and terminology. However, we must also show that we are professionals. Exceptions to this language is in our social media platforms in which the use of emojis and an informal tone is encouraged. Also, use positive and welcoming language,that embody our approachable ideals. Above all, be accurate!

CORRECT

1. Hi there!

2. Let's Connect

3. This property has features that will meet your needs.

4. Want to know more?

INCORRECT

1. Wassup!

2. Hit us up

3. This piece of equity contains features that shall correspond with what you necessitate.

4. Would you like to know more?

Icons

Iconography should remain consistently flat across the brand. It shall be in either Bespoke Blue or Grey. Exceptions to this are social media post icons in which a different coloured circle is required. A white circle is preferred for complex backrgounds.

Motifs

The Bespoke brand uses several motifs to tie the identity together. First is the blue background that reflects our willingness to communicate. The background will be bordered by a thin white line or a thicker one that reaches the edge.

In conjunction, the brand often uses an "interrupted" line to frame text or the logo. On white backgrounds, this line is in the Bespoke blue.

The second motif comes from the buildings in the logo that can be used as imagery or deconstructed into decorative elements.

THE
HEADING

THE
HEADING