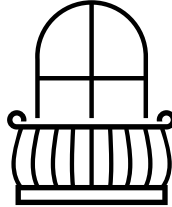


Your Branding



Custom Illustrated

A custom hand drawn illustrated logo to represent your brand.



An elegant and simple text based typemark to accompany it.



CAPULET PROPERTIES

LUXURY SALES & TAILORED CONCIERGE

Custom colour palette for printing and digital media.



A selection of typefaces to accompany your brand across all print and digital media.

DIDOT REGULAR

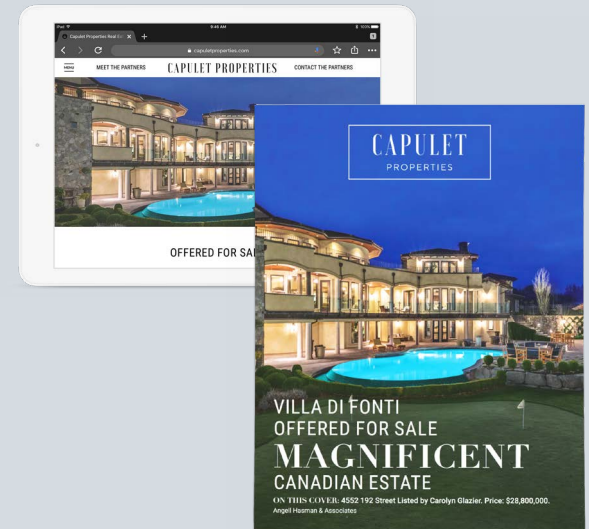
ROBOTO CONDENSED REGULAR

Roboto Light. Sed ex es ipsae simposa ius repudis mosa simpeligent asperci andamenis asitios ulpa que erit minvele ndandel ibustib usaerec taspis aut omnimil eatectes eiusam quatium explitatus qui.

Branding is more than just a logo.

In addition to the logo design, your branding package includes everything necessary to present your brand consistently across all media.

- ✓ CMYK and RGB files for use in print, web and other digital media such as videos, social media, and web advertisements
- ✓ A full brand guideline to ensure your brand is



[VIEW OUR PORTFOLIO](#)

SQUARE LAYOUT, DARK BACKGROUND



SECONDARY TYPEMARK



HORIZONTAL LAYOUT

CAPULET PROPERTIES

LUXURY SALES & TAILORED CONCIERGE

TYPEMARK, DARK BACKGROUND



Why Choose Agency Grade Branding?

WE CONSIDER FINAL APPLICATIONS:

- Digital (Websites, Web ads, Videos, etc.)
- Print (Brochures, Business Cards, Signs, Folders, etc.)
- Social Media (Instagram, Facebook, etc.)
- Branded gifts (Water bottles, Keychains, Hats, Pens, etc.)

WE PREPARE FOR ALL LAYOUT SCENARIOS:

- Horizontal
- Vertical
- Square
- Black & White
- Light & Dark Backgrounds

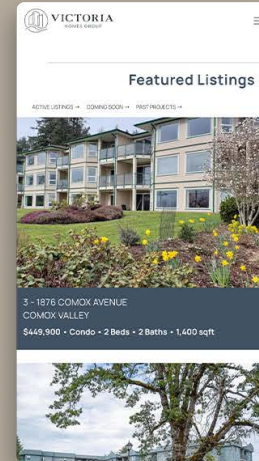
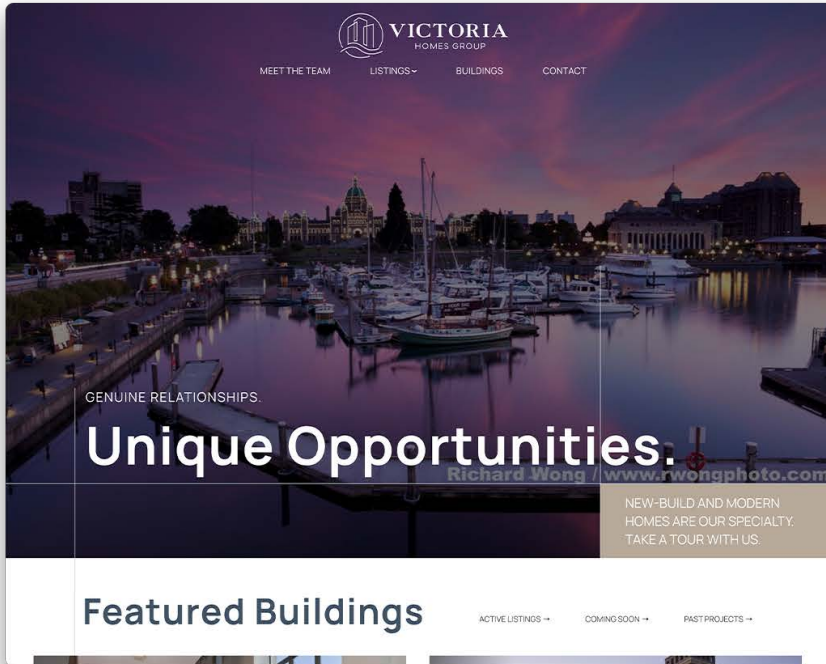


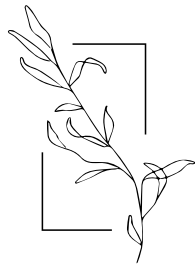
[VIEW OUR PORTFOLIO](#)



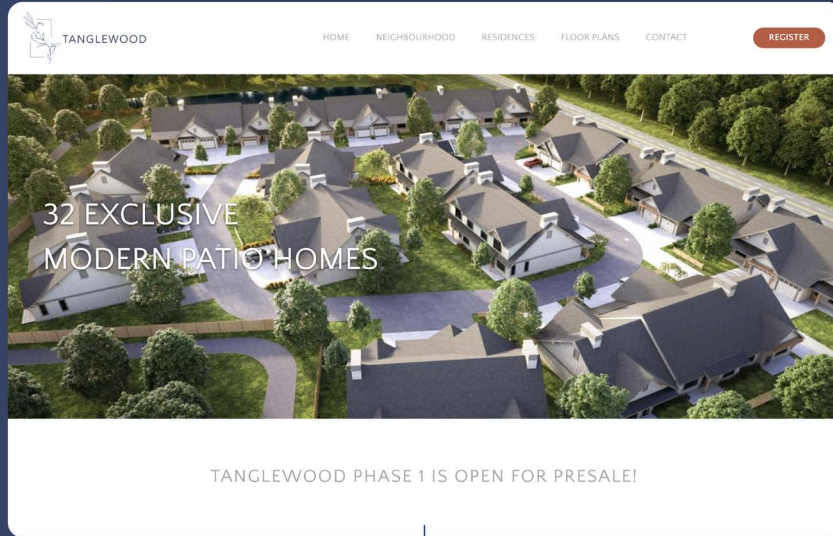
VICTORIA

HOMES GROUP





TANGLEWOOD





STEFAN GERBER

PERSONAL REAL ESTATE CORPORATION



Case Study:

Capulet Properties

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

Ideas & Concept

The first stage of illustrated branding is the initial sketches. Layouts for the logo are sketched out on paper before they are made digital and presented to the client as potential logos.



STEP 1

STEP 2

STEP 3

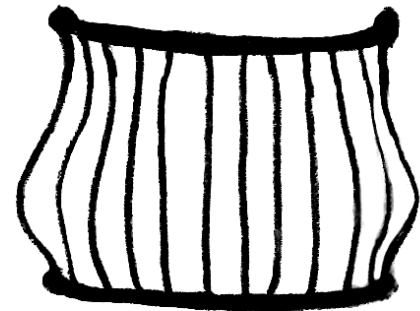
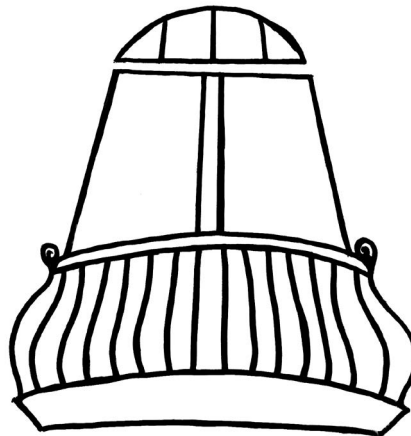
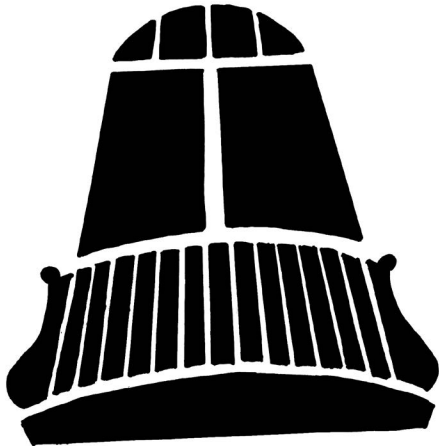
STEP 4

STEP 5

STEP 6

Choose a Direction

Three different styles are chosen from the initial sketches and sent to the client to illustrate potential directions they can go in with their branding. Once a direction is chosen, we begin to refine the design.



STEP 1

STEP 2

STEP 3

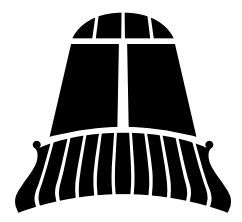
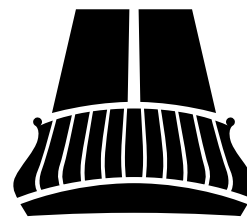
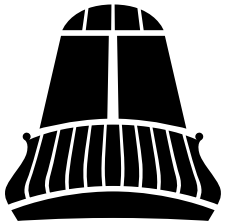
STEP 4

STEP 5

STEP 6

Focus & Refine

Based on the design direction chosen by the client, another selection of logos with more subtle differences will be presented to help narrow down their decision.



STEP 1

STEP 2

STEP 3

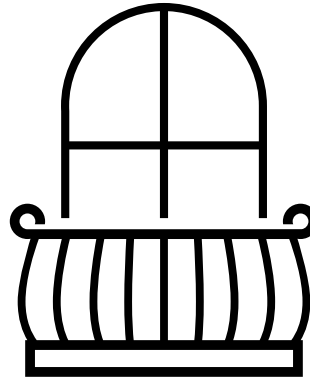
STEP 4

STEP 5

STEP 6

Typemark Design

At this stage the final logo has been selected, perfected on the computer, and the client is presented with a variety of options for typefaces to accompany their new logo.



CAPULET
PROPERTIES

CAPULET
PROPERTIES

CAPULET
PROPERTIES

STEP 1

STEP 2

STEP 3

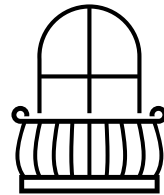
STEP 4

STEP 5

STEP 6

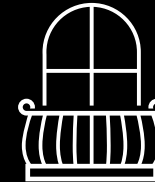
Complete Design

Once a final logo is chosen, colours are applied, and the logo is finished, including all the logo signatures (layout variations) for different final applications.



CAPULET PROPERTIES

LUXURY SALES & TAILORED CONCIERGE



CAPULET PROPERTIES

LUXURY SALES & TAILORED CONCIERGE

CAPULET
PROPERTIES



CAPULET PROPERTIES

LUXURY SALES & TAILORED CONCIERGE

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

Final Assembly

The next step in the branding process is to create a font scheme and colour palette to accompany the brand on all print and digital media.

SPECIAL TITLES & CALL-OUTS
Didot - Regular - All Caps - 30-50 pt Tracking

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADERS
Roboto Condensed - Regular - All Caps - 10 pt Tracking

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEADERS
Roboto Condensed - Regular (All Caps, 10 pt tracking)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY
Roboto - Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



BLACK

C 0
M 0
Y 0
K 100
R 0
G 0
B 0
#000000
*Inkyscale is also permitted.



GOLD

Pantone 7562 C
Pantone 7562 U
C 26
M 37
Y 72
K 2
R 190
G 155
B 96
#BEE860

Your brand is ready to go everywhere.

- ✓ WEB
- ✓ PRINT
- ✓ SOCIAL MEDIA
- ✓ HORIZONTAL
- ✓ VERTICAL
- ✓ SQUARE

