

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon
- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website



Brand Guidelines

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon

- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

01.

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

b. Logo Usage

- c. Graphic Icon
- d. Clear Space

e. Logo Size

- f. Black and White

g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

1A

Welcome to Magnate Assets brand guidelines.

Our visual identity has been thoughtfully designed to express our brand’s character and energy.

The overall objective with our brand identity is to deliver a clear, coherent and inspiring system to express the brand at its best. At the heart of this is our brand mark.

This guideline has been prepared to help you with creative work where you need to apply our brand mark.

Hello!



1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon
- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

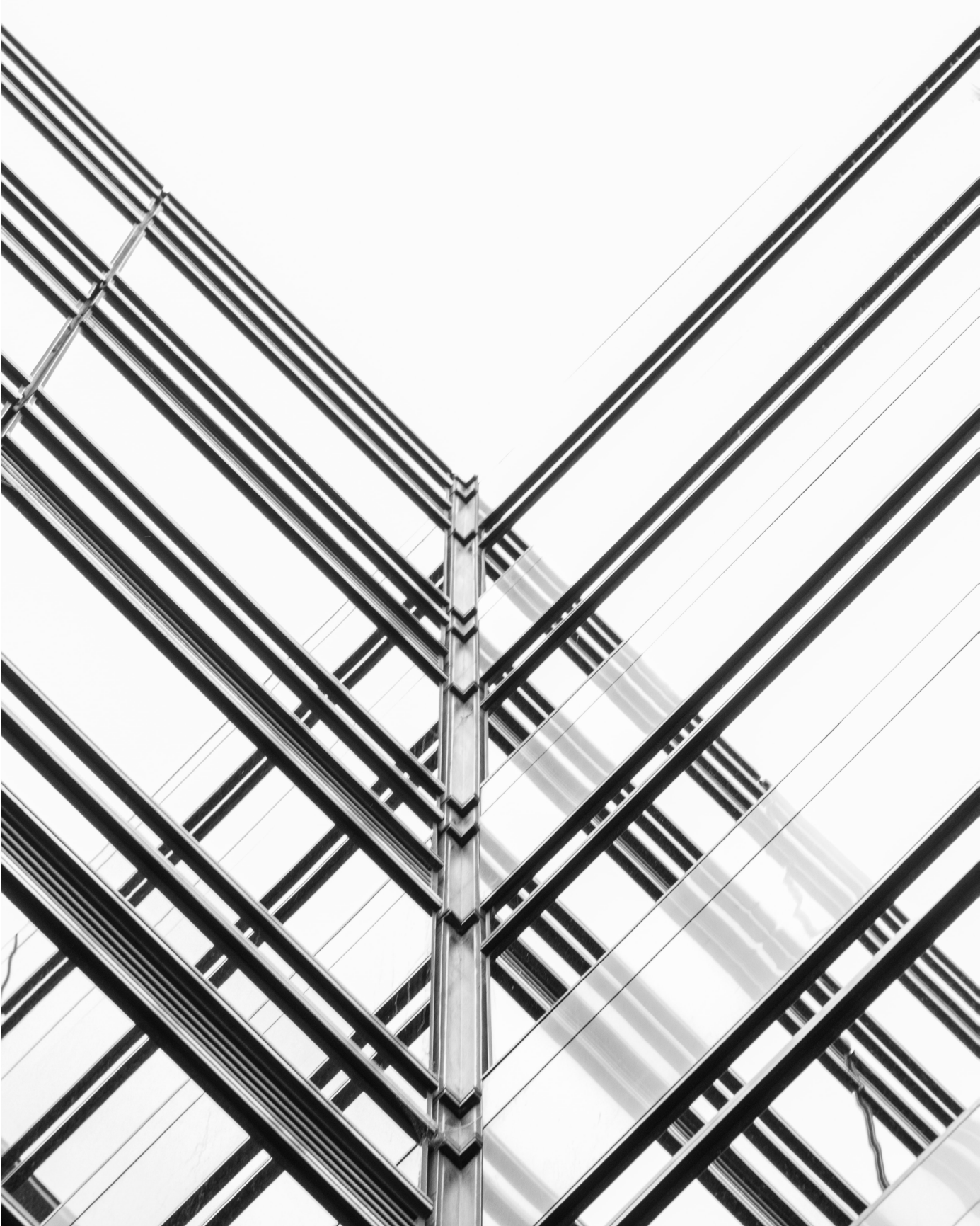
- a. Website

1B

This is Magnate Assets.

An independent, off-plan real estate portal that provides buyers with complete information relating to available off-plan investments, while allowing real estate developers to reach investors and gain insights in terms of their developments that can ultimately help them to sell more properties

About Us



1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon

- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

02.

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

b. Logo Usage

- c. Graphic Icon
- d. Clear Space
- e. Logo Size
- f. Black and White

g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

2

The Magnate Assets logo has two variations: Horizontal & Vertical logo for easy application.



Logo

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

b. Logo Usage

- c. Graphic Icon
- d. Clear Space

e. Logo Size

- f. Black and White

g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

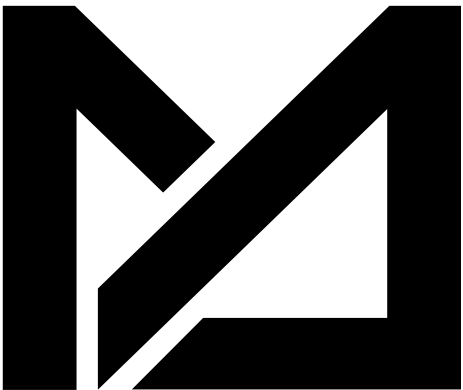
- a. Website

2 A

The Magnate Assets logotype comprises of two main elements:

the logotype & the graphic icon.

GRAPHIC ICON



MAGNATE
A S S E T S

LOGOTYPE



GRAPHIC ICON

MAGNATE
A S S E T S

LOGOTYPE

Logo Elements

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

b. Logo Usage

- c. Graphic Icon
- d. Clear Space
- e. Logo Size
- f. Black and White

g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

2 B

The Magnate Assets logo and its proportions must never be altered or modified in any way and must use the complete elements including the logotype and the graphic icon. The logo must not deviate from the original – it must not be cropped, rotated, or typographed in any other way than illustrated here and must appear only in the approved brand colours (see colour palette p 15).

It must not be stylized in any other way than illustrated, or in any other orientation when paired or not paired with the logotype.



Logo Usage

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon
- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

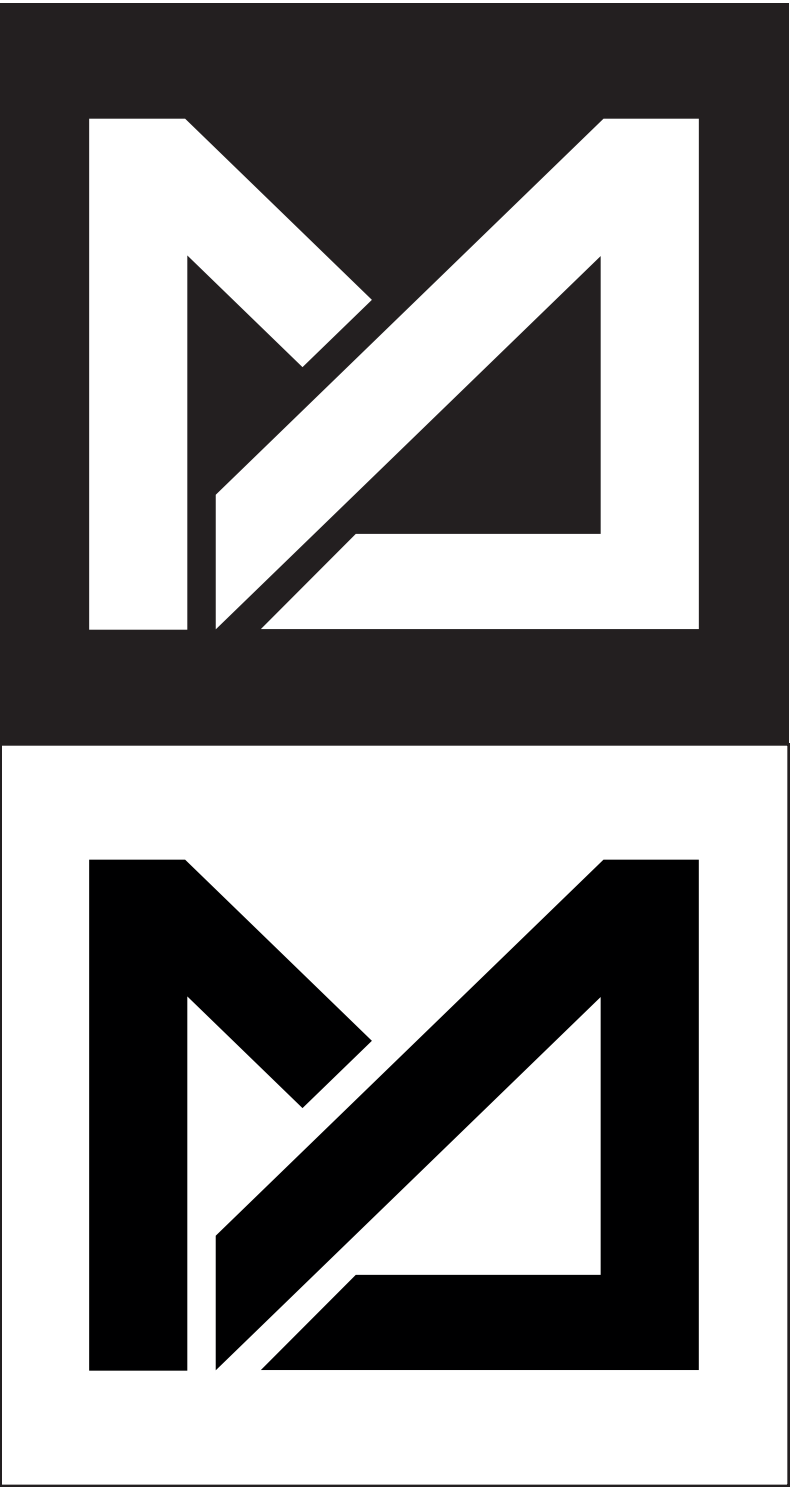
- a. Website

2 C

The Magnate Assets graphic icon is a very important branding element and represents our brand in its most simple, recognisable form. The icons should be used as a secondary graphic element to the primary logo where strong visual impact is required e.g. favicons, business cards, packaging, or adverts. They can appear with text and imagery or stand alone, and can be used to create mnemonics to depict different aspects of the brand.

The proportions must never be altered or modified in any way. The icon cannot be rotated nor cropped and they must appear in the approved brand colours.

Graphic Icon



1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

b. Logo Usage

- c. Graphic Icon
- d. Clear Space

e. Logo Size

- f. Black and White

g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

2 D

Clear space has been established around the Magnate Asset logo to protect its integrity, ensuring that it is never visually dominated by other elements. The space that has been defined (using the letter 'M' from the logotype), should be kept clear of all type, graphic elements, lines and illustrations.



Clear Space

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

b. Logo Usage

- c. Graphic Icon
- d. Clear Space

e. Logo Size

- f. Black and White

g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

2 E

The preferred size for application of the logo in most print applications areas are shown here. Their purpose is to create a visual standard, minimise variation and co-ordinate printed material. When reproducing the logo at any size it must be clearly seen and legible. Under no circumstance should the logo be reproduced smaller than 30mm wide. There is no maximum size for the logo.



Logo Size

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

b. Logo Usage

- c. Graphic Icon
- d. Clear Space

e. Logo Size

- f. Black and White

g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

2 F

The use of each colour depends on what background colour the logo will be seen on. The logo can only be used in two ways as positive (black on white) or negative (white on black).



Black and White

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

b. Logo Usage

- c. Graphic Icon
- d. Clear Space
- e. Logo Size
- f. Black and White

g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

2 G

Incorrect Logo Usage

Misuse of the Magnate Assets logo with incorrect techniques results in unsuccessful brand communication. Do not in any way modify the logo.

The Logo:

- Should never be printed in a non-approved colour
- Must never be recreated using an incorrect font
- Should never be positioned too closely to another logo
- Should never be positioned or rotated at an angle
- Must never be distorted



Incorrect Logo Usage

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon

- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website



1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon
- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

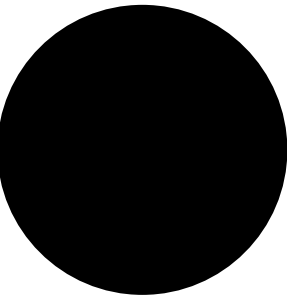
- a. Website

3 A

Our Colour Palette is designed to establish a strong and recognisable identity which gives consistency to all Magnate Assets material. You must only reproduce the Magnate Assets logo and branding using the primary colours. If necessary all colours can be used as tints for graphic information or in small quantities. Do not overuse tints in large areas.

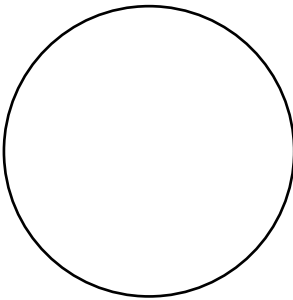
The primary colours are Black and White.

PRIMARY COLOURS



BLACK


CMYK 75 68 67 90
RGB 0 0 0
000000



WHITE


CMYK 0 0 0 0
RGB 255 255 255
FFFFFFFF

SECONDARY COLOURS



ORANGE

CMYK 13 76 99 2
RGB 210 94 41
#D25E29



BLUE

CMYK 94 78 40 32
RGB 32 57 89
203959

Colour Palette

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon

- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon

- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

4 A

Typography is a very important aspect of the brand, which is why two typefaces have been selected. The primary typeface is a modern font representing trust. The secondary typeface is a clean sans serif that works well in both small and large applications.

PRIMARY

Lexend Deca

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

SECONDARY

Raleway

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Print

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon

- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

4. Typography

- a. Print

5. Application

- a. Website

1.Introduction

- a. Hello
- b. About Us

2. Logo

- a. Logo Elements

- b. Logo Usage

- c. Graphic Icon
- d. Clear Space

- e. Logo Size

- f. Black and White

- g. Incorrect Logo Usage

3. Colours

- a. Colour Palette

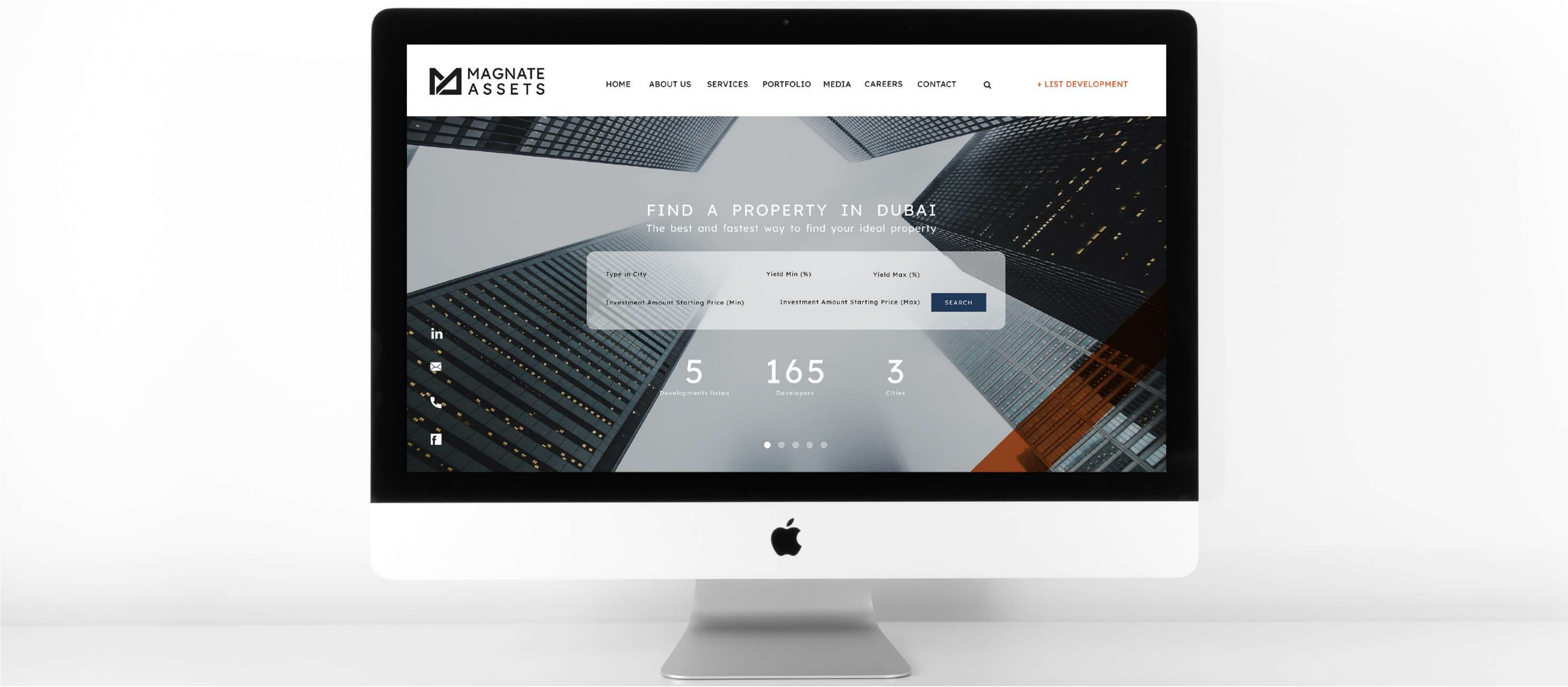
4. Typography

- a. Print

5. Application

- a. Website

5 A



Website



Thank You!