



Brand Guidelines

Brand Guidelines

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The Brand

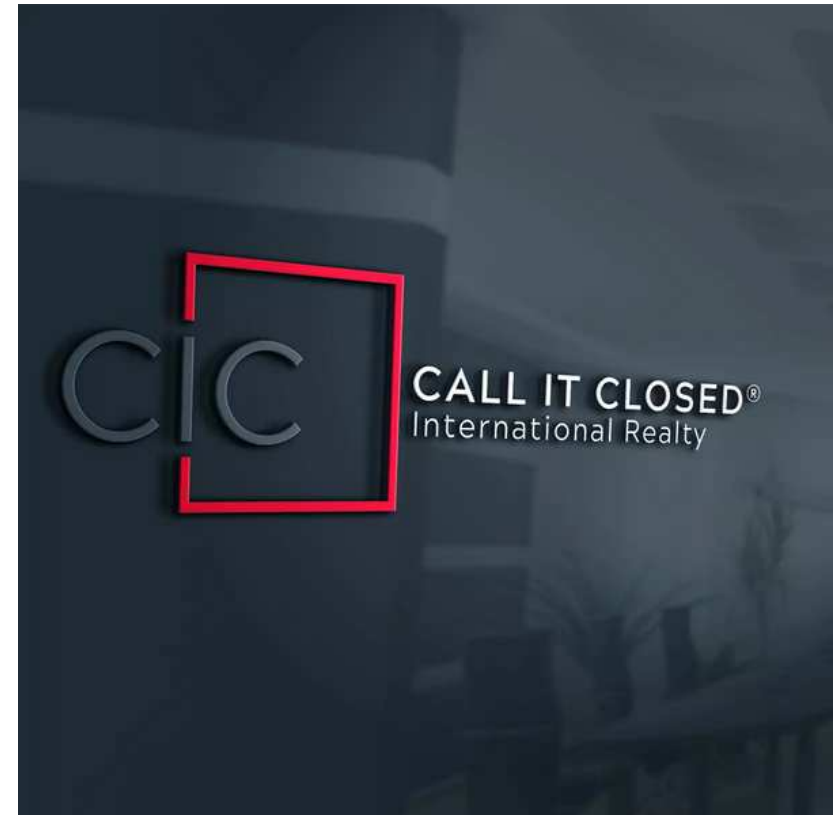
About CIC

Our mission is to offer integral real estate solutions to companies, investors, and developers, building long-term relationships, and respecting our values to adapt our services to each client's demands and the dynamism of the market to offer the best results.

Our visions are to develop ourselves with professionalism, efficiency, commitment, ethics, and transparency. We foster teamwork and strive for excellence to ensure quality service.

We maintain leadership positions in Real Estate and Property Listing. Discover the value of working with an agent and a firm committed to helping you live the full life you deserve.

Our strength as a company comes from the strength of our leadership—an experienced and long-tenured team. With our advice & services, we help clients fulfill their real estate needs!



The Brand

Master Logo



The Brand

Logo Variations



The Brand

Typography

Acherus Grotesque

Paragraph Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=:?><

Download

www.fontspring.com/fonts/horizon-type/acherus-grotesque

Regular

Call It Closed International Realty is the nation's
fastest growing 100% commission virtual brokerage.

Italic

*Call It Closed International Realty is the nation's
fastest growing 100% commission virtual brokerage.*

Bold

Call It Closed International Realty is the nation's
fastest growing 100% commission virtual brokerage.

Bold Italic

***Call It Closed International Realty is the nation's
fastest growing 100% commission virtual brokerage.***

The Brand

Typography: Copy

Acherus Grotesque

Acherus Grotesque font is the recommended design font for print materials or other professionally designed materials.

Acherus Grotesque font bold is appropriate for section titles and Acherus Grotesque font regular is appropriate for subsection titles. A basic font like Calibri is acceptable for primary (body) text.

The family of Calibri fonts (Light/Regular/Bold), Arial, or Avenir Next are suitable replacements if you are creating documents in-house, such as with Word or PowerPoint, and do not have the Acherus Grotesque fonts preloaded.

The Brand **Color Palette**

Primary

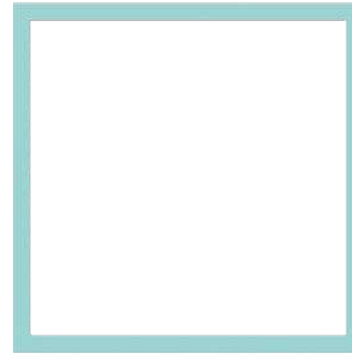


HEX: c8102e
R200 G16 B46
C15 M100 Y91 K5



SOLID BLACK
HEX: 000000
R0 G0 B0
C30 M30 Y30 K100

Secondary



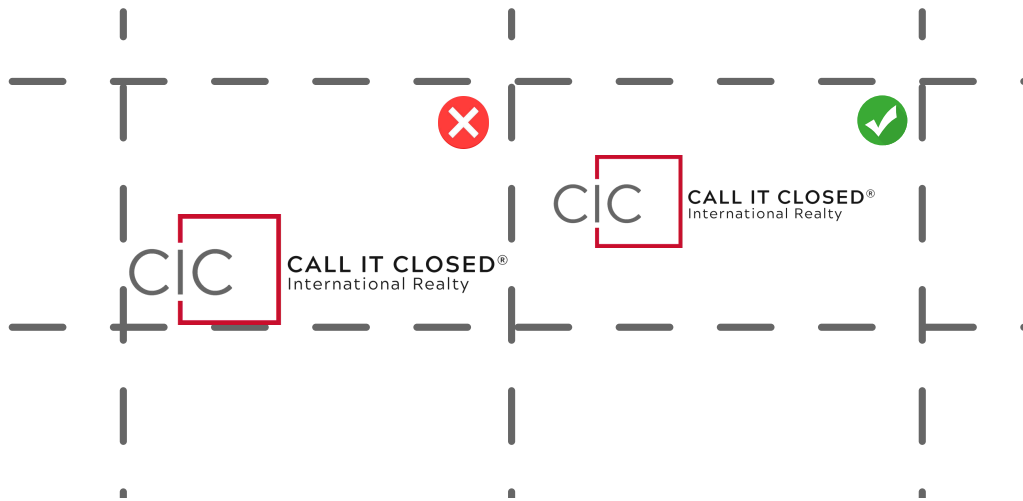
PURE WHITE
HEX: FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0



HEX: 666666
R102 G102 B102
C60 M51 Y51 K20

Brand Usage

Logo Integrity



Aspect Ratio & Exclusion Zones

The aspect ratio of the red box around the letters CIC should not be altered in any way. The brand name and subheadings should always appear to the right and should not be altered in any way.

A minimum and equal space around the logo should always be allowed. A minimum space of .25" is recommended.



Minimum Design Width

The recommended minimum width for readability is 200px or 3" on a standard 8.5"x11" letter sized paper.



Maximum Design Width

There is no maximum size defined for this logo, however, aspect ratios, and exclusion zones must always be considered and should be scaled in proportion to the logo.

Brand Usage

Design Principles



The logo can be applied directly to white or similar light tones on images, excluding other colors and shades that are exact or similar to the brand's primary & secondary color palette.

The recommended minimum opacity on white or light spaces should not exceed 70%.

The logo should never be applied directly to image colors other than white or similar light tones with a minimum opacity of 70%.

The logo should always be easily identifiable and legible.

Brand Usage **Overlays**



Add a white overlay with a minimum opacity of 70% and maximum opacity of 85% to make the logo visible on stock and original images.

Brand Usage

Borders



When applying borders to a design, only utilize the primary and secondary brand colors.

Brand Usage

Using Icons

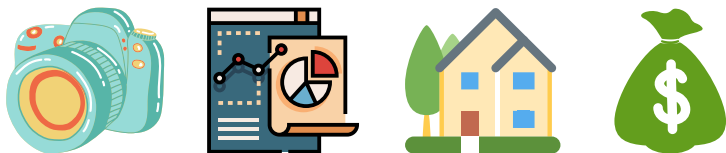
Icons are small, non-complex images traditionally used to illustrate content, display trends or variations, and identify shortcuts. They can be displayed as a dataset like on an infographic or separately. Icons can be found inside and outside the copy area, such as bullet points or menu items.

When deployed correctly, icons will enhance the user's experience. When utilized incorrectly, icons can cause confusion and disrupt the user's navigation.

Icons should not compete visually with the logo.

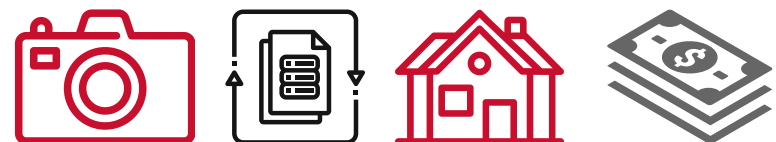
DO NOT USE

Do not use polychromatic (multicolored) icons. This includes flat, long shadow, and skeuomorphic.



ICONS TO USE

To enhance user experience and maintain brand consistency with modern, luxury design, line icons in any of the brand's colors should be used.



Brand Guidelines

Glossary

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. This is typically the original artwork file needed to make changes to the primary design. AI files can be used to create other file types including PDF, PNG, JPEG, TIFF, GIF, and PSD.

CMYK

Cyan, Magenta, Yellow, Key color mode is used for print design. Examples include business cards, stationery, envelopes, and other packaging.

EPS

EPS is an image format. The letters EPS stand for Encapsulated PostScript and is primarily used for vector files. EPS files are typically used in larger designs like billboards and banners.

JPEG | JPG

JPEG stands for Joint Photographic Experts Group, the technical team that developed this file type. This is one of the most widely used formats online, typically for photos, email graphics, and large web images like banner ads.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system, or web browser.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. PNGs can maintain higher color depths while also hosting your design on a transparent background.

Brand Guidelines

Glossary

RGB

The Red, Green, Blue color mode. This mode is used for all computer-based design. This includes websites, apps, banner ads, and other designs created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution-dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, resulting in a significant loss of clarity and producing very blurry images.

TIFF | TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You have likely encountered TIFF files when taking photos with a professional digital camera.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.