



S H A W N
G E R A L D

R E A L E S T A T E

BRANDING GUIDELINES



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G E R A L D

R E A L E S T A T E



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MAIN LOGO

The main logo for Shawn Gerald is bold and instantly-recognizable but carries an elegant presence. The 'S' and 'G' glyphs form an infinity symbol, representing the possibilities for clients and partners.



S H A W N
G E R A L D



SECONDARY LOGO

The secondary Shawn Gerald logo maintains the 'S' and 'G' letterforms and recognizability in a versatile, compact package.





NEWYORK

MAIN FONT

NewYork is an elegant, high-fashion headline font that maintains high legibility with a luxury, avant-garde vibe for headlines and titles.

Aa

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

SECONDARY FONT

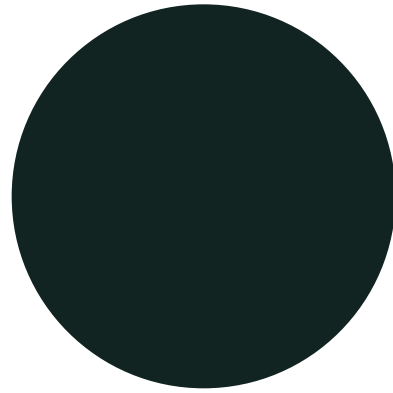
Gotham Book is a highly-legible, mid-century sans font that omits the more rounded glyphs of common body fonts like Open Sans. The result is an easy-to-read body font that maintains the elegant air of the rest of the brand.



GOTHAM BOOK

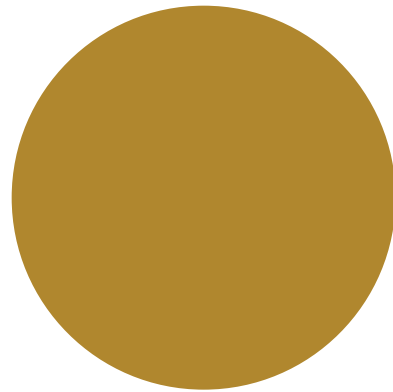
Aa

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz



Oxford Green

#071C3E



Aurum

#B0872E

COLOR PALETTE

Oxford Green is a classic, trustworthy navy that functions as the primary brand color.

Aurum is an elegant gold that plays well in both digital and traditional applications.

In addition to these primary colors, Shawn Gerald Real Estate uses White (#FFFFFF) and Black (#000000) as brand standard colors.

MESSAGING

The core of the Shawn Gerald brand is...Shawn Gerald! So being yourself in communication is paramount.

Keys to success:

Maintaining a friendly, client-first, conversational tone.

Employees refer to the company using first-person pronouns in written communication. (For example: “We’d love to help you with that” instead of “Shawn Gerald Real Estate is here to help”).

Make every client feel special, whether they are trying to buy a \$200k house in a tough market or selling a multi-million dollar mansion. This is a massive differentiator at scale. You are a trusted advisor in one of the most important decisions of your clients’ lives.

COLOR GUIDE

See below for acceptable combinations of logo/text and background colors.