



ASSET LIVING | 2025

Brand Guidelines



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MISSION

Leading with unrivaled passion, we're on a mission to foster community and drive positive impact that reflects our belief that *everyone deserves a place to call home.*

VISION

Continuing to serve our industry,
communities, and partners as *the most
trusted partner in real estate.*

Logos

CLEAR SPACE

The Asset logo requires a safe area of approximately one full-letter height around all text edges, on all four sides. This safe area protects the logo from clutter, impingement and brand confusion when used in conjunction with other graphic elements.

THINGS TO REMEMBER:

- Always use the primary logo unless the medium the logo is being placed on calls for a smaller
 - Ex: Placing the logo on swag items such as a hat, mug, etc.
- Use the white logo options when placing the logo on a dark colored background

THINGS TO AVOID:

- Placing the dark blue logo on a dark colored background
- Always give at least one square icon-worth of space around all sides
- Avoid distorting or stretching the logo
- Don't make the logo less than 100px in width

PRIMARY LOGO



SECONDARY LOGO



Color Palette

Use the primary color palette for most materials. Asset Blue should be the most used color. Following after that is Medium Blue, Asset Green, Asset Orange and Light Blue. The secondary color palette can be used for smaller elements when it is appropriate.

PRIMARY COLOR PALETTE

Asset Blue
#003C71

Medium Blue
#00A1E4

Light Blue
#90D7F2

Asset Green
#A6CE39

Asset Orange
#F2A900

SECONDARY COLOR PALETTE

Dark Blue
#0F2C50

Gray Blue
#2E577D

Medium Gray
#A5BAC9

Light Gray
#D8DEE1

Offwhite
#F8F6F3

Typography

Typography is key in maintaining the essence of the Asset brand. Gilroy is our primary font. The primary header font is Freight Big Pro.

The standard sizes to use for each typeface are as follows:

Primary Header	Freight Big Pro Medium or Freight Big Pro Light (Also italicized)	36pt
Secondary Header	Gilroy Bold or Gilroy Medium	24pt
Body Copy	Gilroy Regular	12pt
Captions	<i>Gustav Regular</i>	35pt

PRIMARY HEADERS - L1

Freight Big Pro Medium
Freight Big Pro Light
Freight Big Pro Medium Italics
Freight Big Pro Light Italics

EXAMPLE OF PRIMARY HEADER

Header *Example*
Header *Example*

SECONDARY HEADERS - L2

Gilroy Bold
Gilroy Medium

EXAMPLE OF PRIMARY HEADER

Header *Example*
Secondary Header Example
Secondary Header Example

BODY COPY

Gilroy Regular

EXAMPLE OF PRIMARY HEADER

Body Text Example. Body Text Example. Body Text Example. Body Text Example. Body Text Example. Body Text Example. Body Text Example. Body Text Example.

CAPTIONS

Gustav Regular

CAPTION EXAMPLE



Photography & Imagery

There are two different photography styles to be used: Duotone and Culture/Property Highlights. Here is how and when to use them:

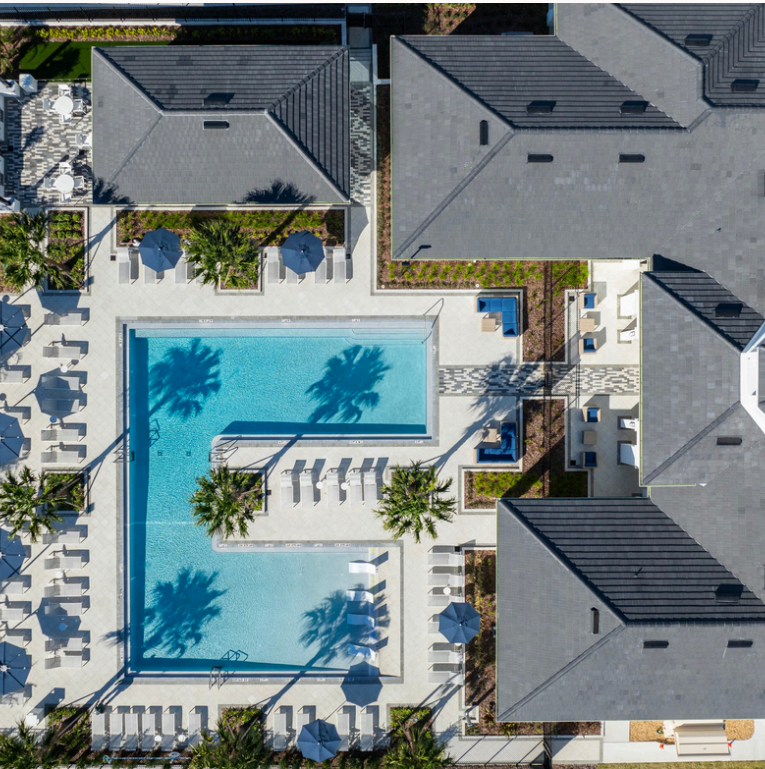
CULTURE & PROPERTY HIGHLIGHTS

Shots of properties in fun and bright, saturated colors to match the vibrancy of Asset’s people-first Culture. This type is used the most to highlight employees, teams, and properties.

DUOTONE PHOTOGRAPHY

Shots of exterior and interior properties in single-colored, neutral tones to express the sophistication and elegance of the properties. Used as background imagery for marketing materials.

CULTURE & PROPERTY HIGHLIGHTS



DUOTONE PHOTOGRAPHY

