

ASSET LIVING | 2027

Brand Guidelines





ASSET

ASSETLIVING.COM

Contents

Brand Mission & Vision 3
Logos 5
Color Palette & Typography 6 – 7
Iconography 8
Visual Elements & Composition Style 9
Photography/Imagery 10
Brand Resources 12

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. The lighter color options, Sky Blue, Light Green and Light Orange are used to add subtle pops of color behind other elements.

PRIMARY COLOR PALETTE

Asset Blue
HEX: #003C71
PMS: 541 C

Medium Blue
HEX: #00A1E4
PMS: 299 C

Light Blue
HEX: #90D7F2
PMS: 0821 C

Sky Blue
HEX: #E3F5FC
PMS: 290 C

Asset Green
HEX: #A6CE39
PMS: 375 C

Light Green
HEX: #D6E8AA
PMS: 372 C

Asset Orange
HEX: #F2A900
PMS: 130 C

Light Orange
HEX: #FDE6B2
PMS: 1345 C

SECONDARY COLOR PALETTE

Dark Blue
HEX: #0F2C50
PMS: 282 C

Gray Blue
HEX: #2E577D
PMS: 7693 C

Medium Gray
HEX: #A5BAC9
PMS: 5435 C

Light Gray
HEX: #D8DEE1
PMS: 7541 C

Offwhite
HEX: #F8F6F3
PMS: P 1-1 U

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	*Gustav Regular*	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.

CAPTIONS

Gustav Regular

CAPTION EXAMPLE



#TeamAsset!