

Brand Visual
Identity Guidelines
V.01



iSEK

PROPERTIES

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Intent of this Guide

The **iSeek Properties** visual identity guidelines has been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the iSeek Properties brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values. What we strive for is a coordinated, consistent, and effective brand presence in everything we create.

If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized - like business cards, letterhead, and envelopes - these are not intended as the focus of this guide. Instead, it is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the iSeek Properties brand, every time.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out our Design Team at **Mediaholic.ae**

Using our brand materials

When it comes to our brand, our reputation, we maintain strict control over it.

We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way. The approval process for materials and implementations of our brand will vary.

Please contact an authorized **Medaholic** representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

“We are based in Dubai, however our long life dream is to expand worldwide and give every family and friend a home they can settle in, no matter where on the map.

We see a world where people can no longer complain about the location that they are in, whether it's too crowded or the water supply isn't working, or noisy neighbors. Which is why we do our best to seek the best location and provide it to you.

About Us



Are those my clocks I hear?
Let's get him. Oh, if Paul calls
me tell him I'm working at the
boutique late tonight. You're
George McFly. See, there's
Biff out there waxing it right
now. Now, Biff, I wanna make
sure that we get two coats of
wax this time, not just one.
Whoa, whoa, kid, kid, stop,

stop, stop, stop. Yeah, but
you're uh, you're so, you're so
thin. Precisely. He's alright.
1955? You're my ma- you're
my ma. Thanks. Yes, yes, I'm
George, George McFly, and I'm
your density. I mean, I'm your
destiny. What's the meaning of
this. George, buddy. remember
that girl I introduced you to.



Mission



We believe that everyone deserves a place they can call home, a house that is comfortable & suitable to our clients needs while still giving them the wow factor.

IF YOU WANT
SIMPLICITY WE GOT IT,

if you want a home close to nature we got your back, you want us to give you the most high end luxury property we got it all. You seek, we provide.

Core Values

Understanding

When we sit down with our clients the first and most important task is understanding what they are looking for. Which would help us narrow the search of what kind of property they want.

Teamwork

The best thing about having a team is that the process ends up being quicker and far less stressful. Our team also known as iSeekers, are as eager & ambitious to find the perfect property as our clients.

Communication

When going back and forth whether it is with our clients or our team communication is a key element in the process. Conversations resolve to being hassle free and as smooth as possible.

Resource

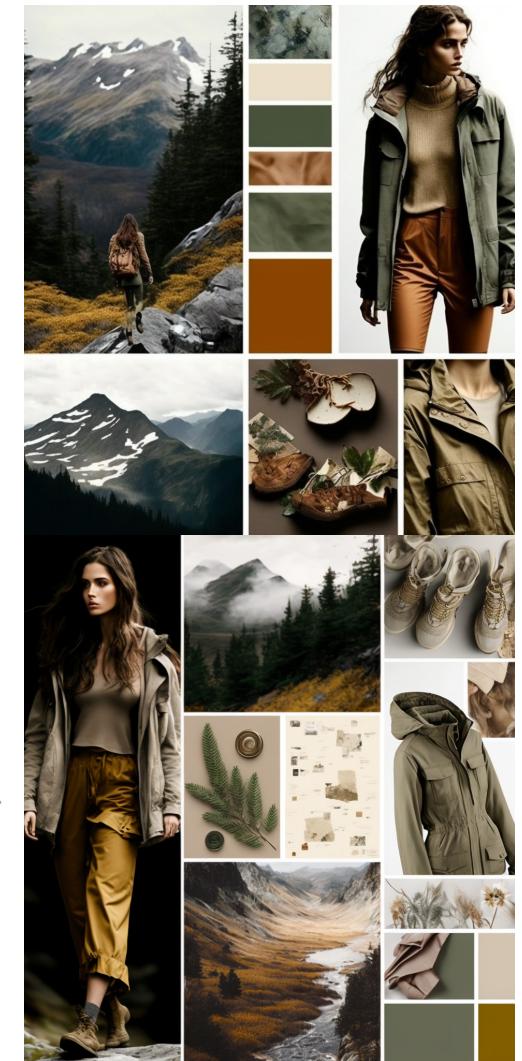
The day we get back with the list of houses to our clients we want to give them as many options and resources as possible that is within their requirements. Ex. price range, destination, style etc.

Passion

Most important drive that keeps us hardworking and ambitious to find you the perfect home is Passion. Without it, it's like a home without its furniture or welcome mat.

Personality

Very warm nurturing woman who craves nothing more than to be in a safe spaces with her friends and family. Very calm yet adventurous, simple yet elegant, strong yet bold. Sophistication and kindness exudes from her. And above all loves to be in tuned nature and elegance combined (Minimalistic chic) (modern meets nature)



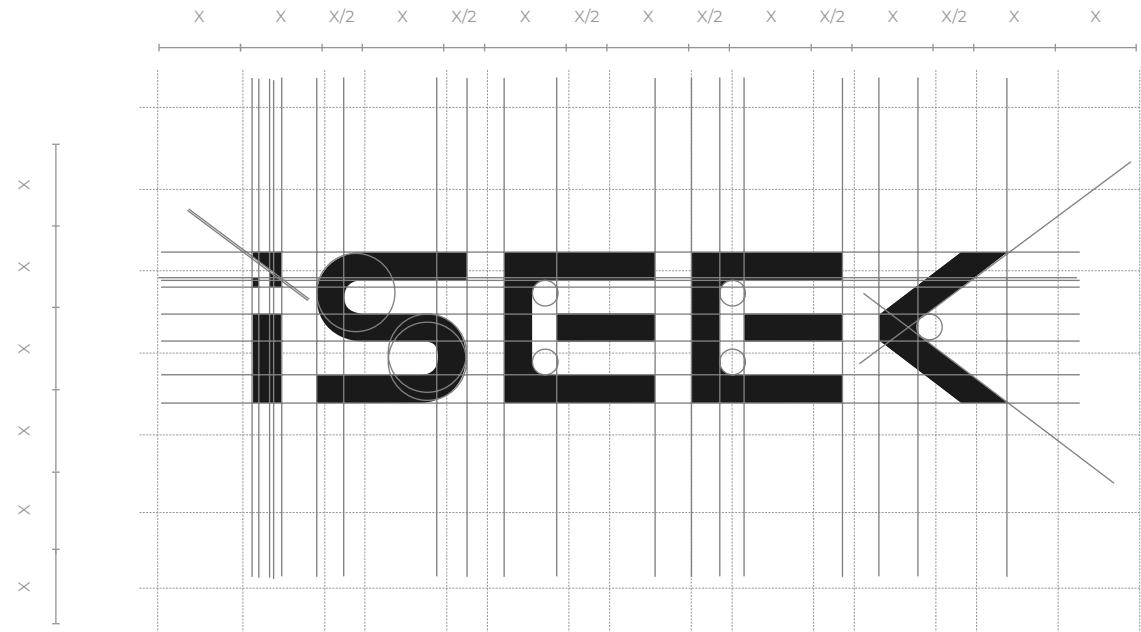
BRAND LOGO

Brand Logo



Primary Logo

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Construction
Grid



Safe Area

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70mm | A2



45mm | A3



30mm | A4/A5



20mm | 60px



App Icon / Favicon



32 x 32px

Legibility



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT change the logo's colors



DO NOT display the logo in a different configuration



DO NOT attempt to recreate the logo



DO NOT add special effects to the logo



DO NOT display the logo as an outline



DO NOT display the logo with limited legibility

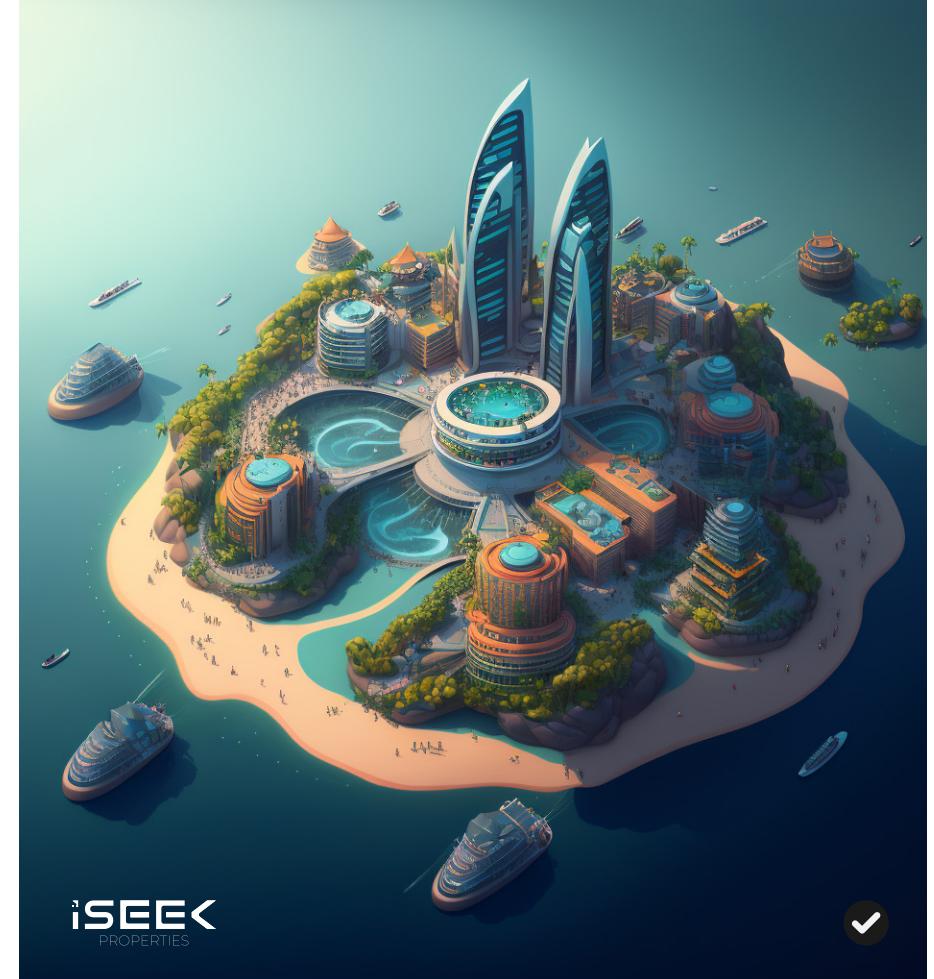
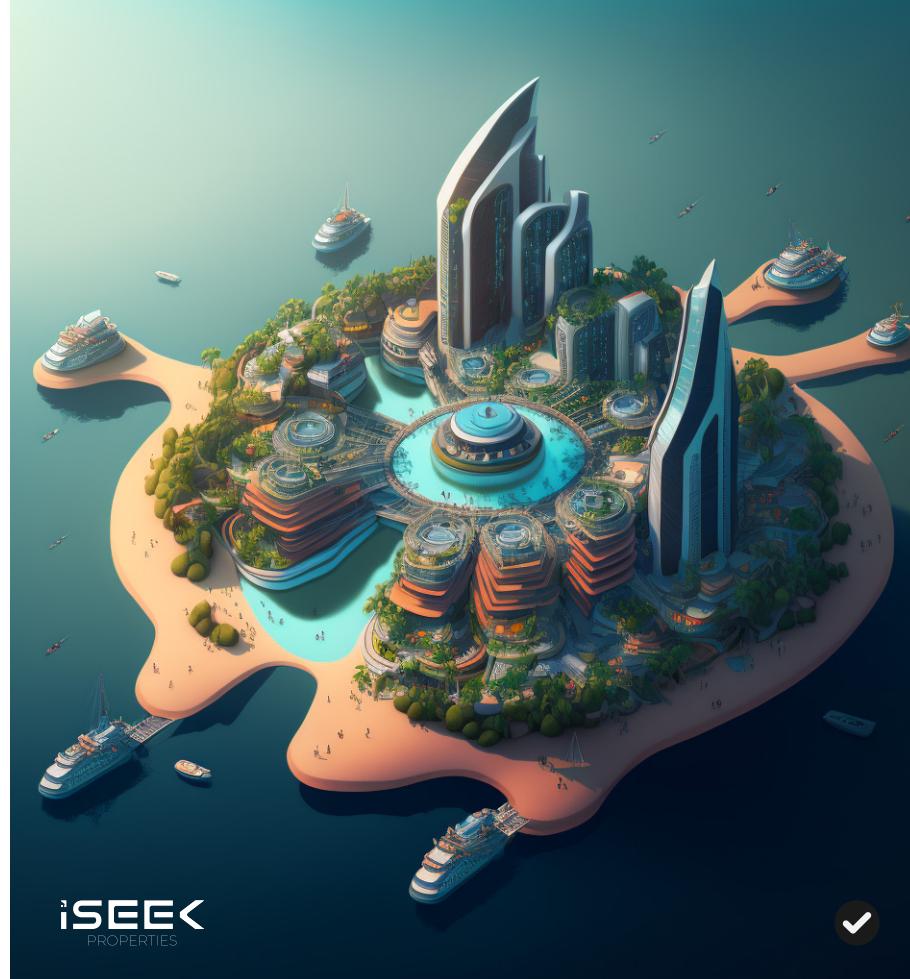
Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

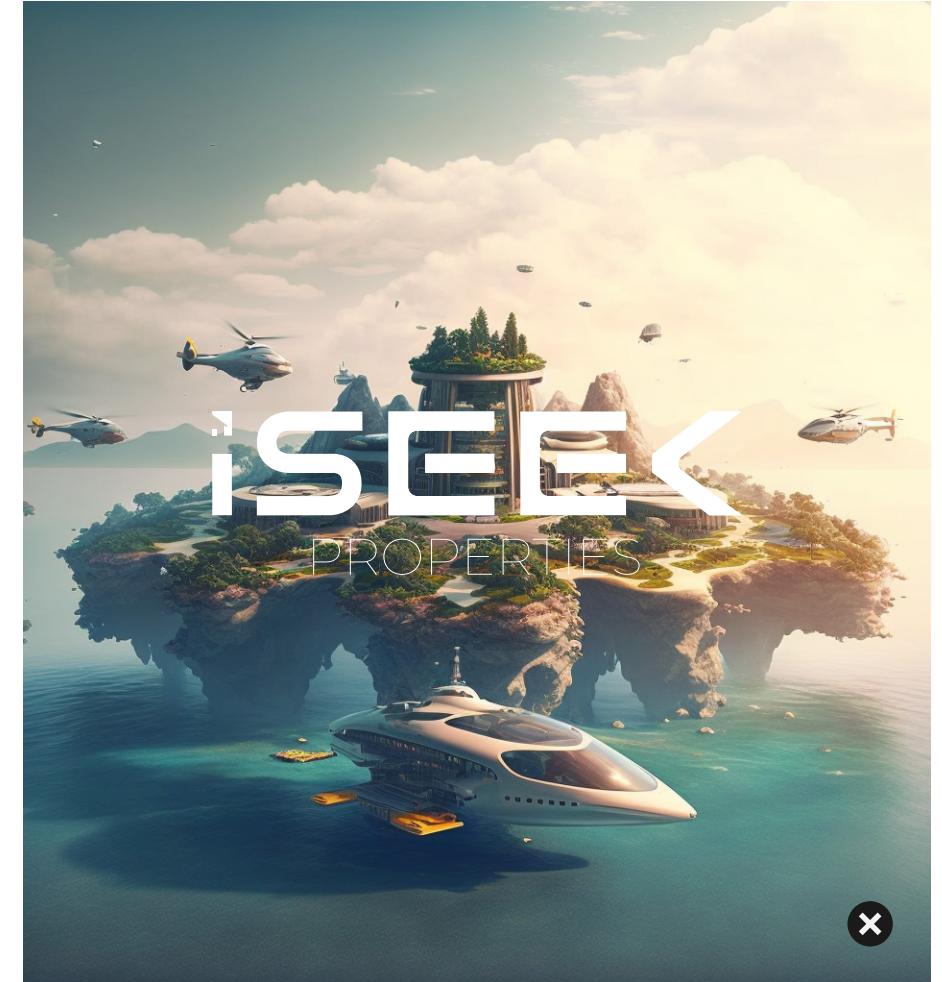
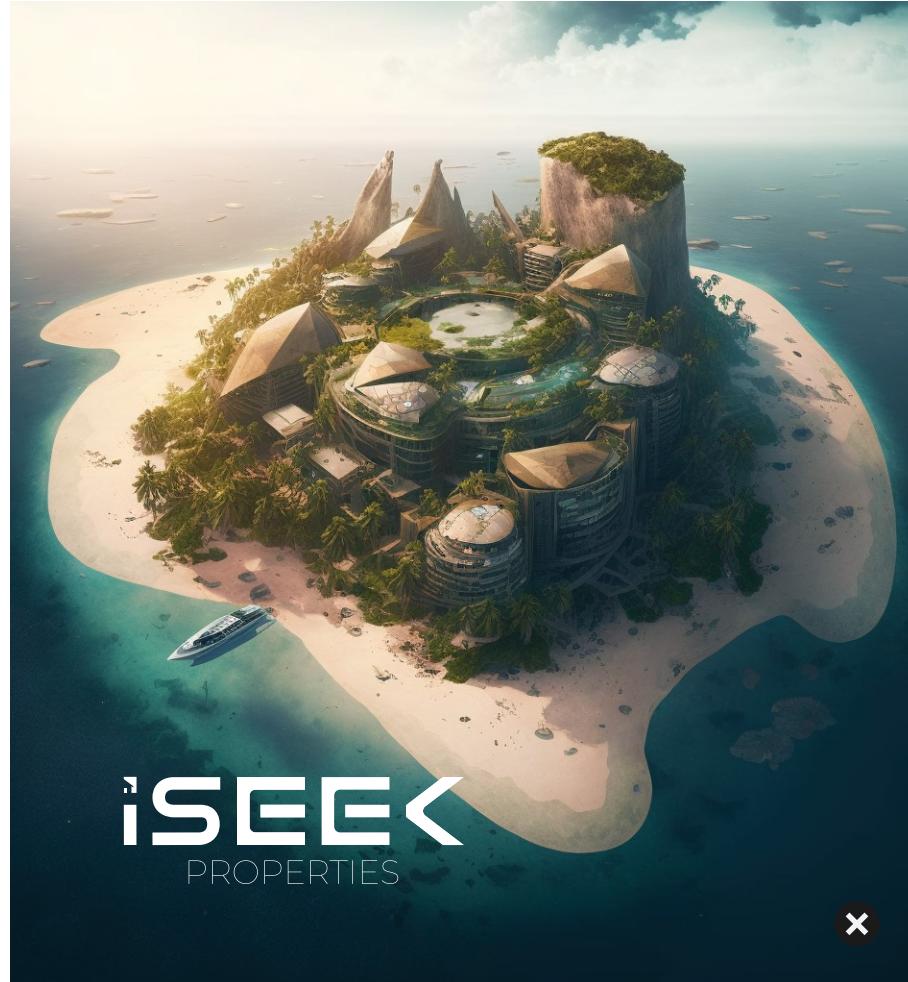
Logo on Images



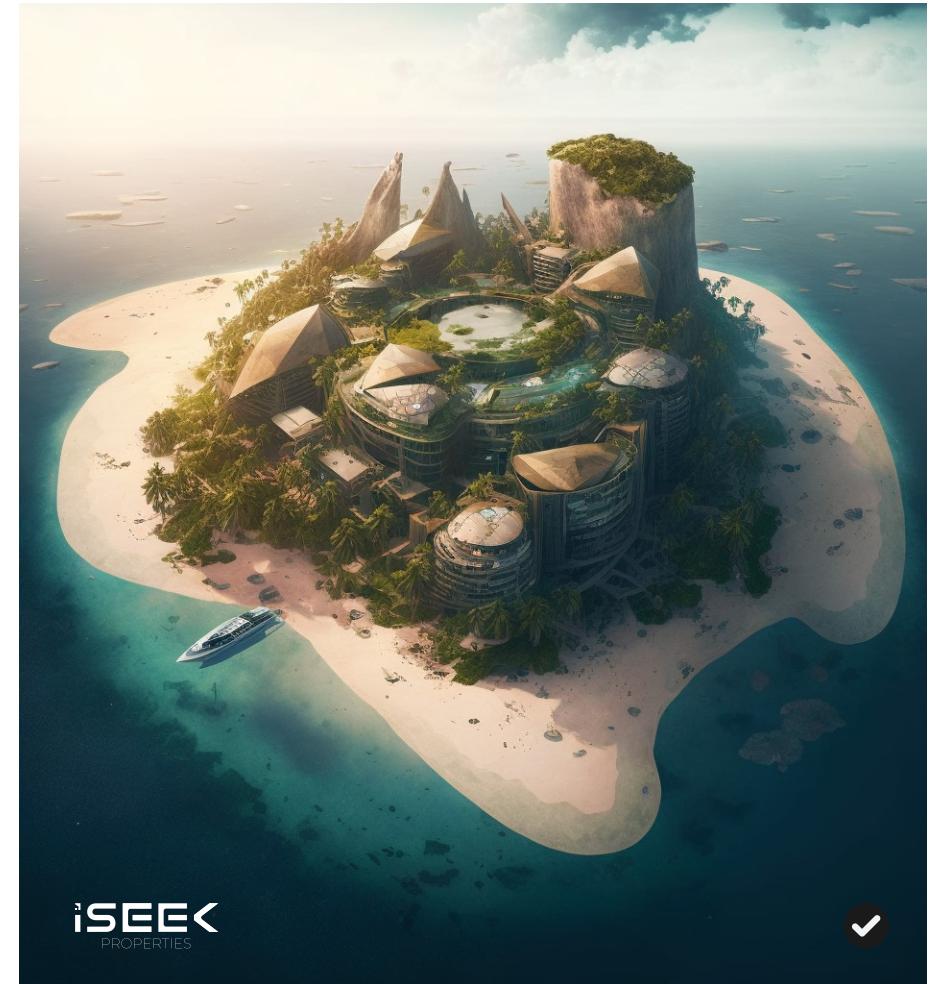
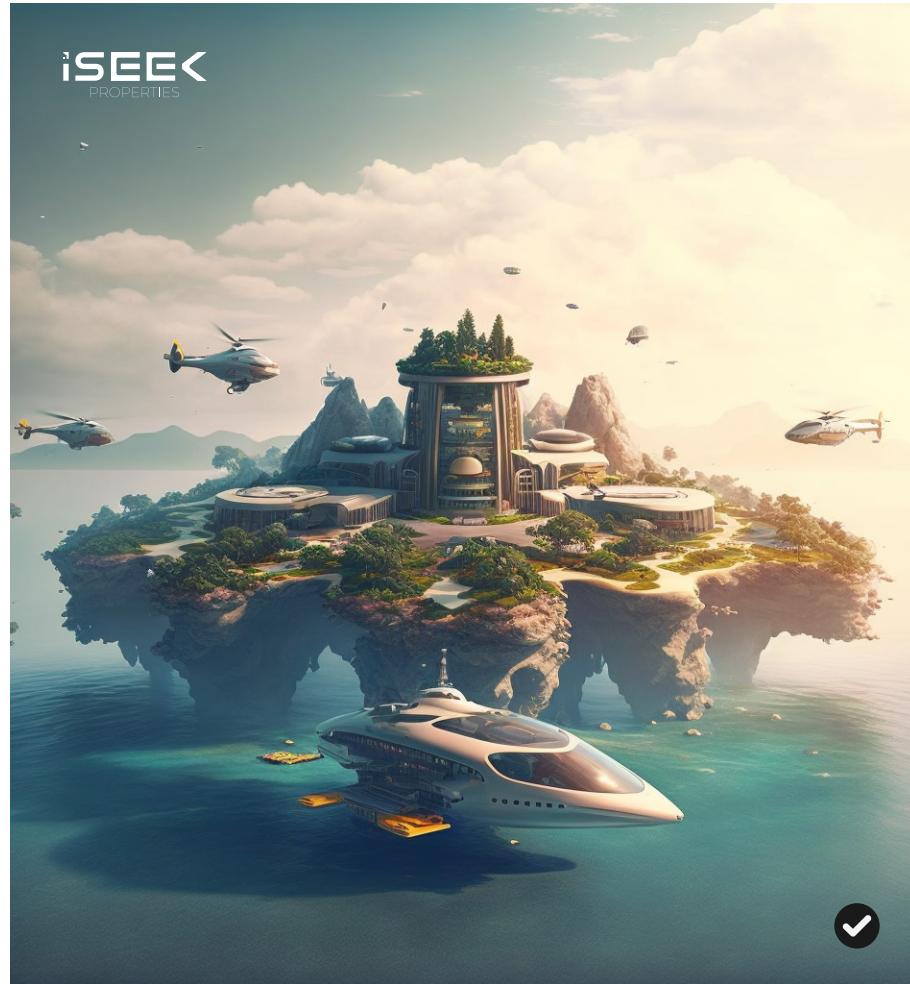
Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out. In the following pages are shown some examples & common mistakes.



Logo on
Images

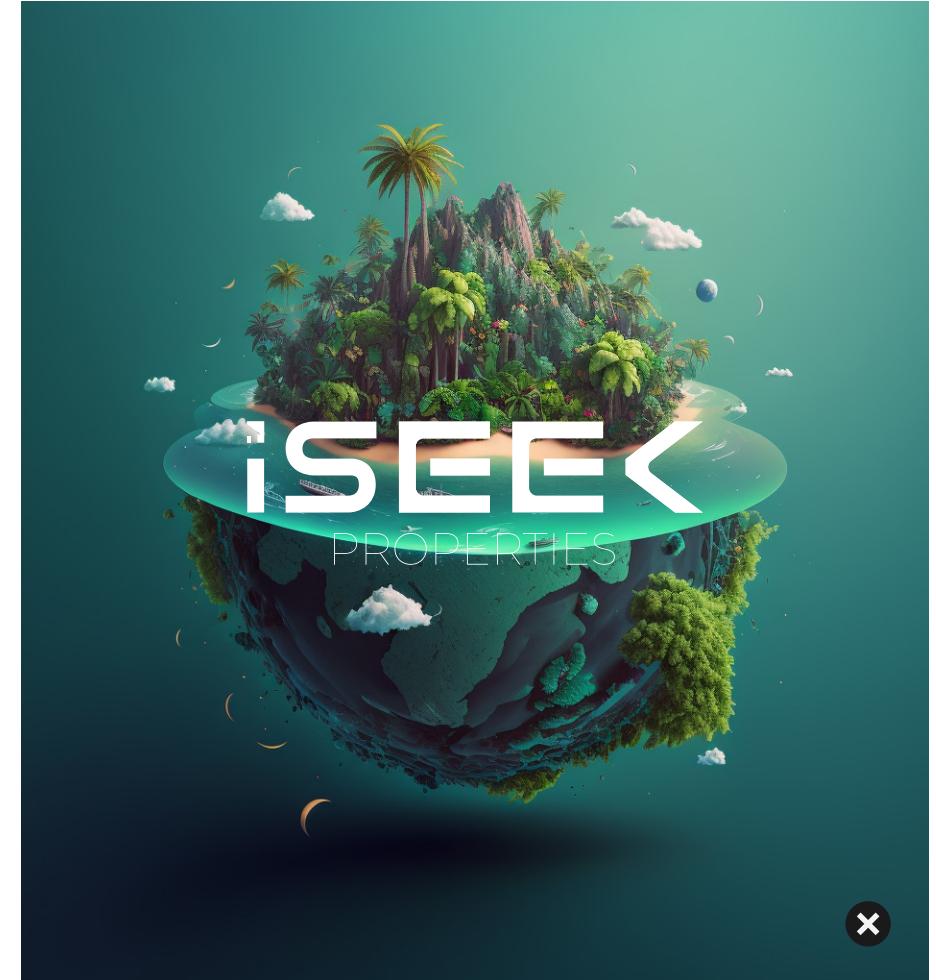


Wrong
Applications



Inverted Logo

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Wrong Applications

Brand Colors

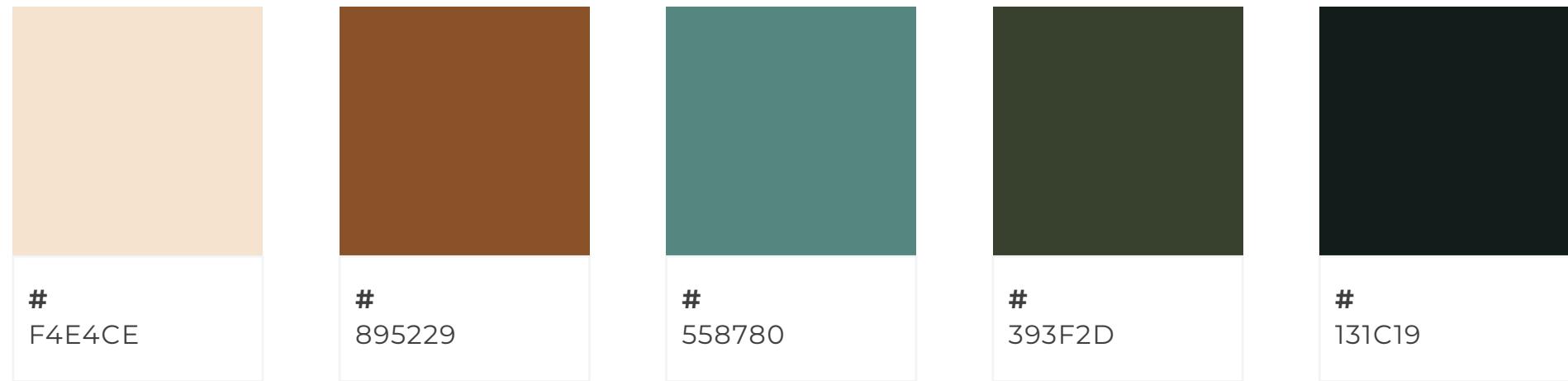
Our company colors are professional and modern, expressing who we are. Pantone 554C is the main color of the iSeek Properties identity so it has the strongest presence on our brand.

Pantone 2337C complements the dark green color, creating balance and making the palette more distinctive and sophisticated. Pantone 2344C, 2181C, and 2225C balance the other colors and gives space to the elements.

Alternative colors should not be introduced into the system, or they would reduce the impact of our color palette. The iSeek Properties logotype can be produced only from these colors.

Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color.

You should always try to use the positive (main) version of the logo. However, when the background is the same color as an element of the logo you can use the negative version.



CMYK
04, 09, 18, 0

RGB
244, 228, 206

CMYK
34, 67, 94, 27

RGB
137, 82, 41

CMYK
70, 32, 49, 7

RGB
85, 135, 128

CMYK
67, 53, 76, 54

RGB
57, 63, 45

CMYK
77, 63, 68, 78

RGB
19, 28, 25

Color Palette

Typography



Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between serif and Modern Serif: **Banery** and **Montserrat**.

A

Montserrat

ABCDEFGHIJKLMNPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

INTRODUCTION

I sent him into the
future.

- Quote Author

One minute into the future to be
exact.

Why is she gonna get angry with you? I think we need a rematch. The appropriate question is, weren't the hell are they. Einstein has just become the world's first time traveler. I sent him into the future. One minute into the future to be exact. And at exactly 1:21 a.m. we should catch up with him and the time machine. Okay, alright, I'll prove it to you. Look at my driver's license, expires 1987. Look at my birthday, for crying out load I haven't even been born yet. And, look at this picture, my brother, my sister, and me. Look at the sweatshirt, Doc, class of 1984. I have to tell you about the future.

Last Update: **04/2023**
Originally Published: **04/2023**
Created by: **mediaholic Team**
Questions: **info@mediaholic.ae**

Complementary Fonts

SECTION

Font: Montserrat
Weight: Bold
Size: 10pt

Color: Green
Tracking: 100
Case: All Caps

QUOTE

Font: Banery
Weight: Regular
Size: 32pt / 21pt

Color: Green / Pink
Tracking: 0
Case: Quote

HEADLINE

Font: Banery
Weight: Regular
Size: 21pt

Color: Green
Tracking: 0
Case: Title

BODY COPY

Font: Montserrat
Weight: Light
Size: 10pt | Leading: 16pt

Color: 50% Grey
Tracking: 50
Case: Sentence

NOTES

Font: Montserrat
Weight: Light / Bold
Size: 8pt | Leading: Auto

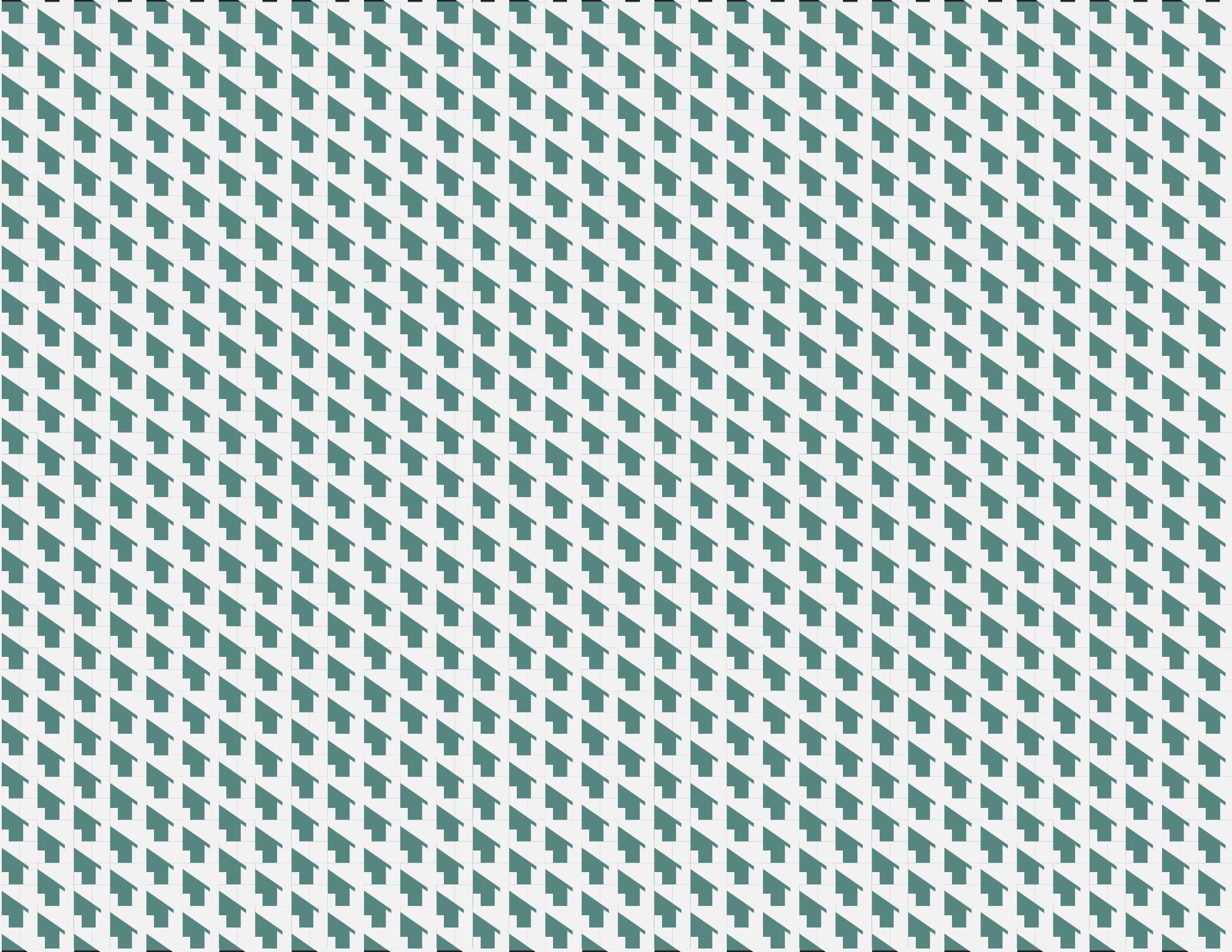
Color: Green
Tracking: 50
Case: Sentence

Visual Style



Every brand needs a visual style guide.

A brand's visual style is a set of design principles and rules that work to create consistent visual messaging. It applies to everything the brand distributes, from the website design to print collateral to advertising and even social media. A visual style guide sets the visual tone of a brand, so that anyone with access to it can jump in and design something that matches what customers and fans are accustomed to.



Application Examples

Note: This is not a comprehensive list of all Brand Identity deliverables.

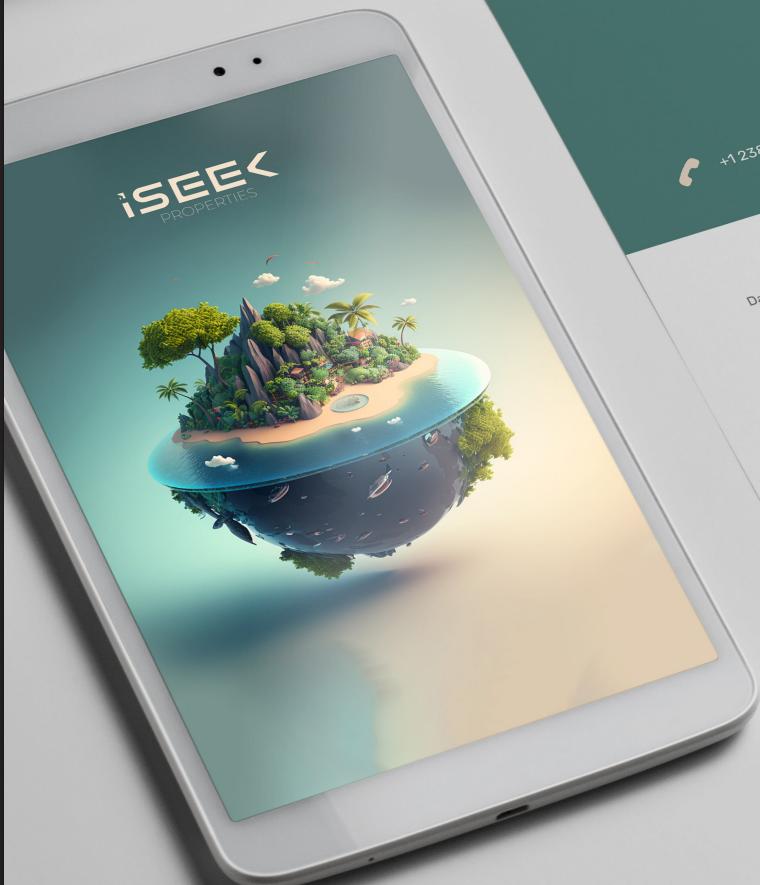
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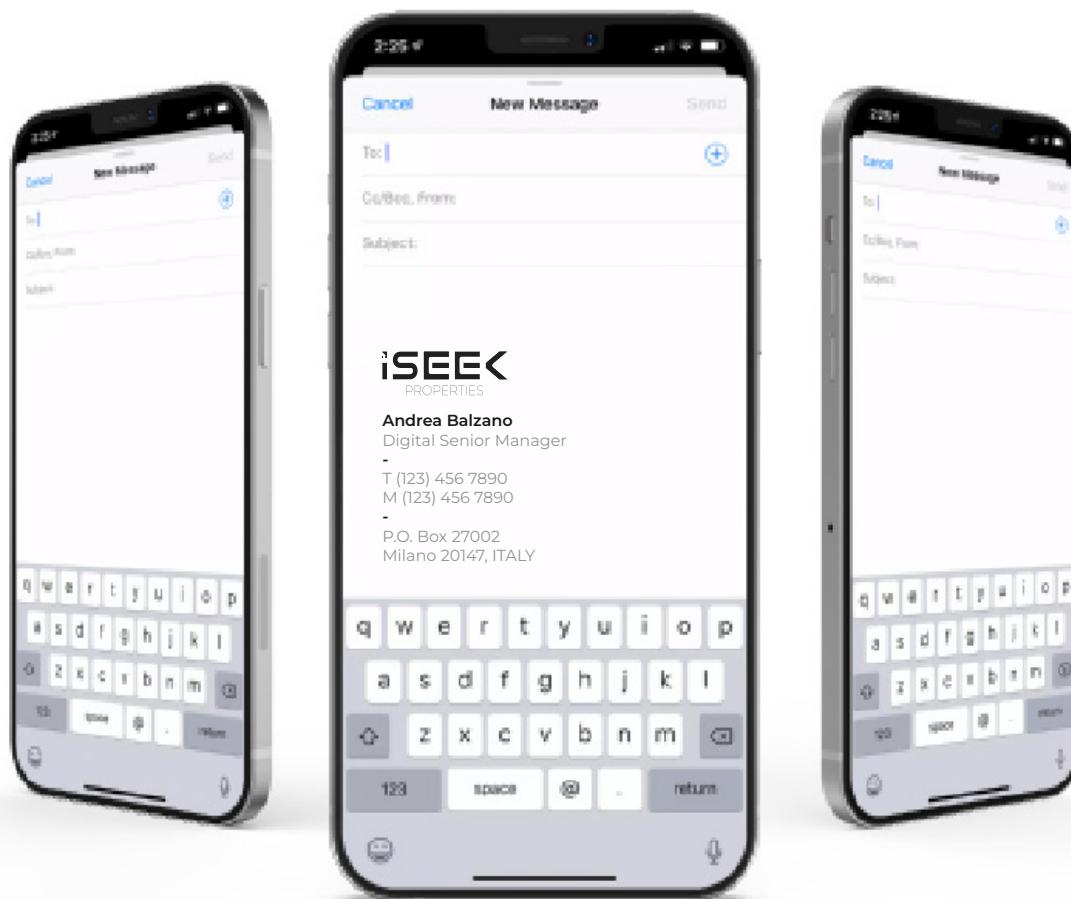


BRAND VISUAL IDENTITY
GUIDELINES V.01



BRAND VISUAL IDENTITY
GUIDELINES V.01





Email Signature

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Glossary

CORPORATE IDENTITY

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

IDENTITY MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for

reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.

Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

TYPEFACE/FONT FAMILY

In typography, a typeface

(also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

STATIONERY

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

BRAND

Brand is the “name, term, design, symbol, or any other feature that identifies one seller’s product distinct from those of other sellers.” Initially, branding was adopted to differentiate one person’s cattle from another’s by means of a distinctive symbol burned into the animal’s skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB color model is an additive color model in which red, green, and blue light are

added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

PRIMARY COLORS

The core selection of identifying colors that are used in a logo.

PALETTE

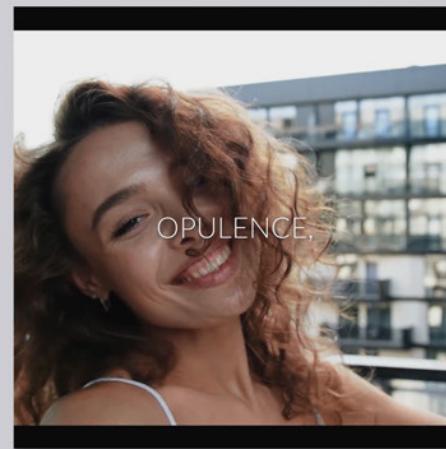
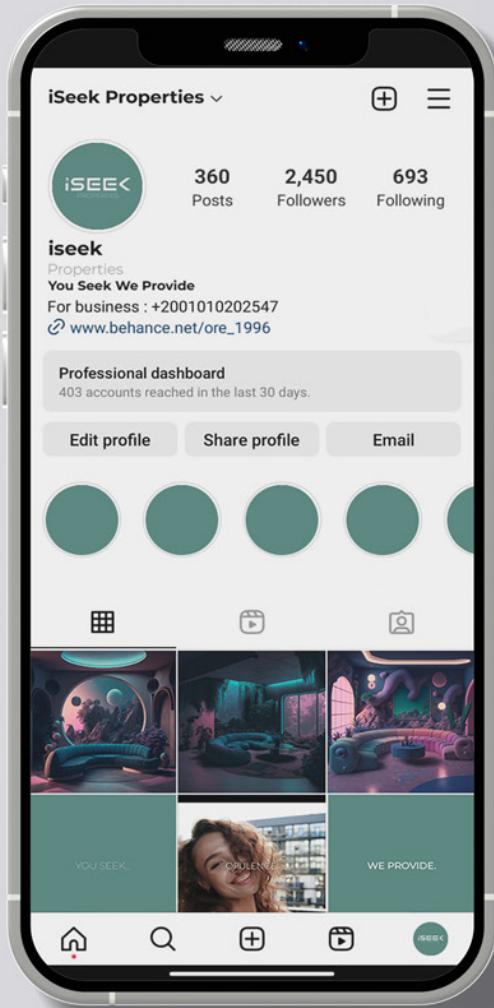
A given, finite set of colors for the management of digital images.

ART DIRECTION

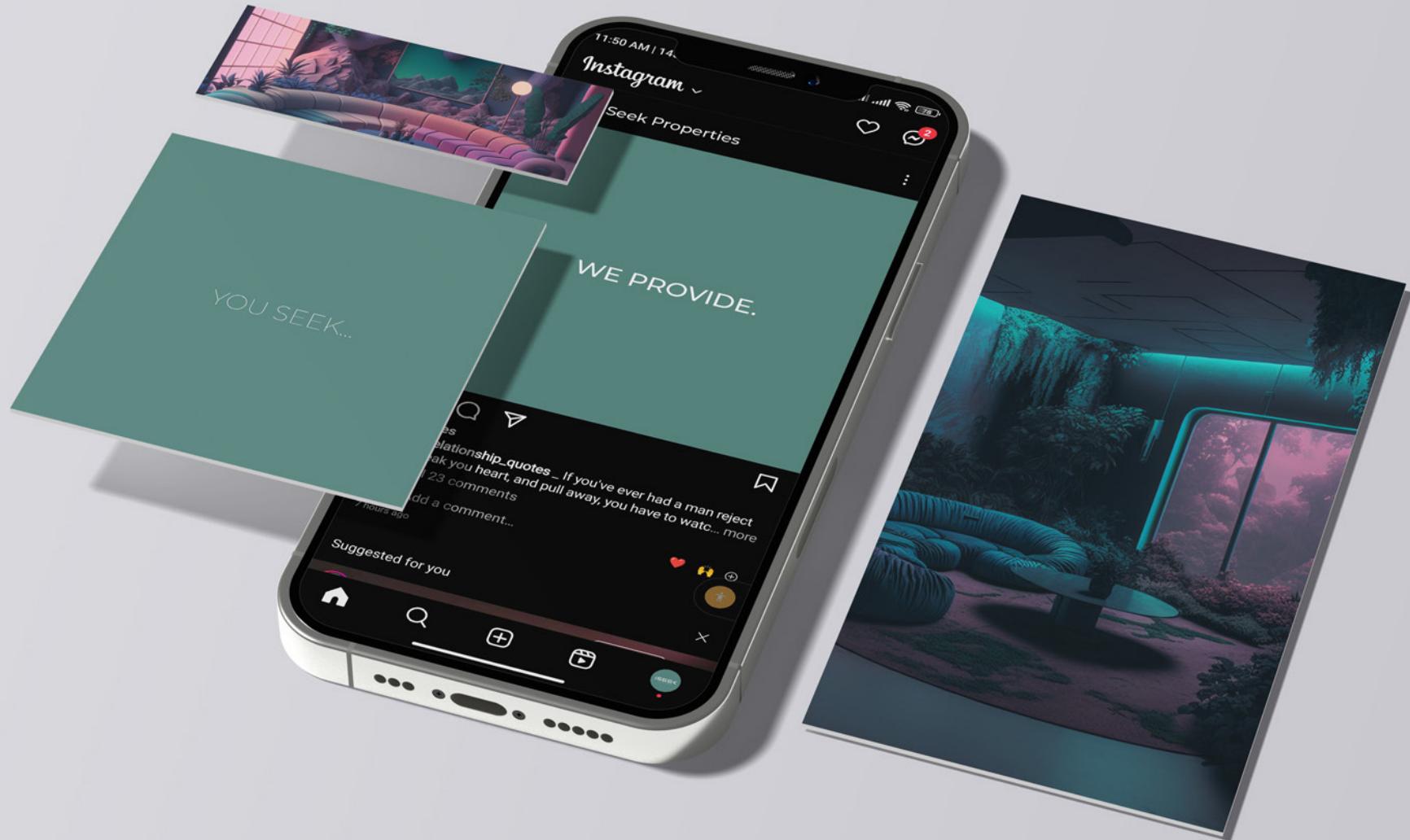
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You Seek...We Provide.

