LANGREALTY

BRAND STYLE GUIDE

This document is a guide to the brand communication style for Lang Realty. It explains what our brand stands for, how it is expressed, and how visual elements fit together in all our communications.

BRAND POSITIONING

Lang Realty has created a legacy of excellence anchored in **local knowledge**, **trusted service** and **proven results**. Our commitment to honesty, integrity and quality has established Lang as the South Florida real estate experts for over 25 years. We have redefined the role of solutions provider and set a new expectation for exceptional service within the industry.

Local

Trusted

Proven

THE BRAND MARK

The Lang Realty logo consists of the following elements:

1. **Graphic device** - representing Lang's three pillars of excellence: local knowledge, trusted service, proven results

2. **Wordmark** - Lang Realty in two weights of a slightly modified Gotham font (Gotham Medium, Gotham Light), all caps

The wordmark should never be altered nor stand alone as an image without the pillars graphic device. To protect the integrity of the Lang Realty brand it is important to display the logo only in the forms specified in this style guide.

LOGO SUITE - FULL COLOR

HERO LOGO

BANNER LOGO

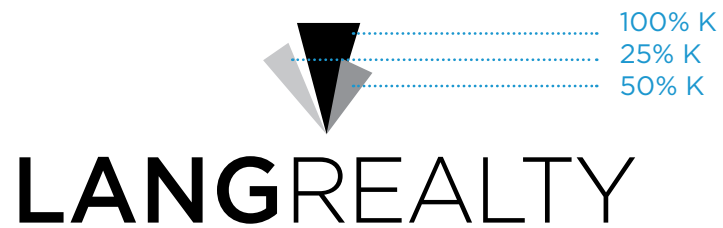### STACKED LOGO

SQUARE LOGO

LOGO COLOR VARIATIONS

GRAY SCALE

100% K
25% K
50% K

LANGREALTY

REVERSE ON NAVY

LANGREALTY

SINGLE COLOR

LANGREALTY

NAVY ON BRIGHT BLUE

LANGREALTY

LOGO LOCK-UP

LANGREALTY
LOCAL · TRUSTED · PROVEN

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LOCAL · TRUSTED · PROVEN

LANGREALTY
4400 N. FEDERAL HIGHWAY, STE. 100
BOCA RATON, FLORIDA 33431

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COLOR PALETTE

NAVY
PMS 654
CMYK 100|67|0|38
RGB 22|42|76
HEX #162A4C

NAVY/NEWSPRINT
CMYK 100|69|0|54

BRIGHT BLUE
PMS 801
CMYK – 100|0|20|0
RGB –0|170|205
HEX – #00AACD

GOLD
PMS 465
CMYK - 23|39|100|2
RGB - 170|136|50
HEX #AA8832

NOTE:
Gold should be reserved for accents only.
If a metallic gold is needed PMS 871 can be used.

USE WITH BACKGROUNDS

REVERSE
ON NAVY

NAVY ON
BRIGHT BLUE

NAVY ON
WHITE

TYPOGRAPHY

Typography is a powerful tool in the establishment of a brand identity. Gotham is the only font used in the Lang logo and should be the primary font in any marketing material.

Layouts should be clean and simple. To achieve this you should avoid combining too many sizes of text. Instead use the many different font weights in the Gotham family for visual interest and emphasis.

The Gotham type font family can be purchased directly from the type foundrey, Hoefler & Frere-Jones, at typography.com.

If you do not have Gotham typeface on your computer the alternative is Arial for letters and materials produced in-house.

GOTHAM LIGHT
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

GOTHAM BOOK
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

GOTHAM BOOK ITALIC
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

GOTHAM BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

ARIAL
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

ARIAL BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

USAGE GUIDELINES

Clear Space

The logo must sit on any letterhead, website page, publication or other format with at least one Gotham Medium uppercase "L" width between it and the edge of the shape or page.

Minimum Size

To ensure legibility, do not reproduce the logo smaller than 1" wide and ideally 150 pixels (or 2") for on line presentations.

Common Mistakes

The elements of the logo should not be adjusted in their proportion to each other. Common mistakes to avoid: incorrect font face, incorrect font color, non-standard orientation and sizing of logo and text, incorrect logo/text size ratio and position.

1 inch scale

PHOTOGRAPHY GUIDELINES

The Lang Realty Logo should never be used over a background or photograph unless the brand is clearly visible with no conflicting elements obscuring the logo.