



VENTURE REI

Brand Guide

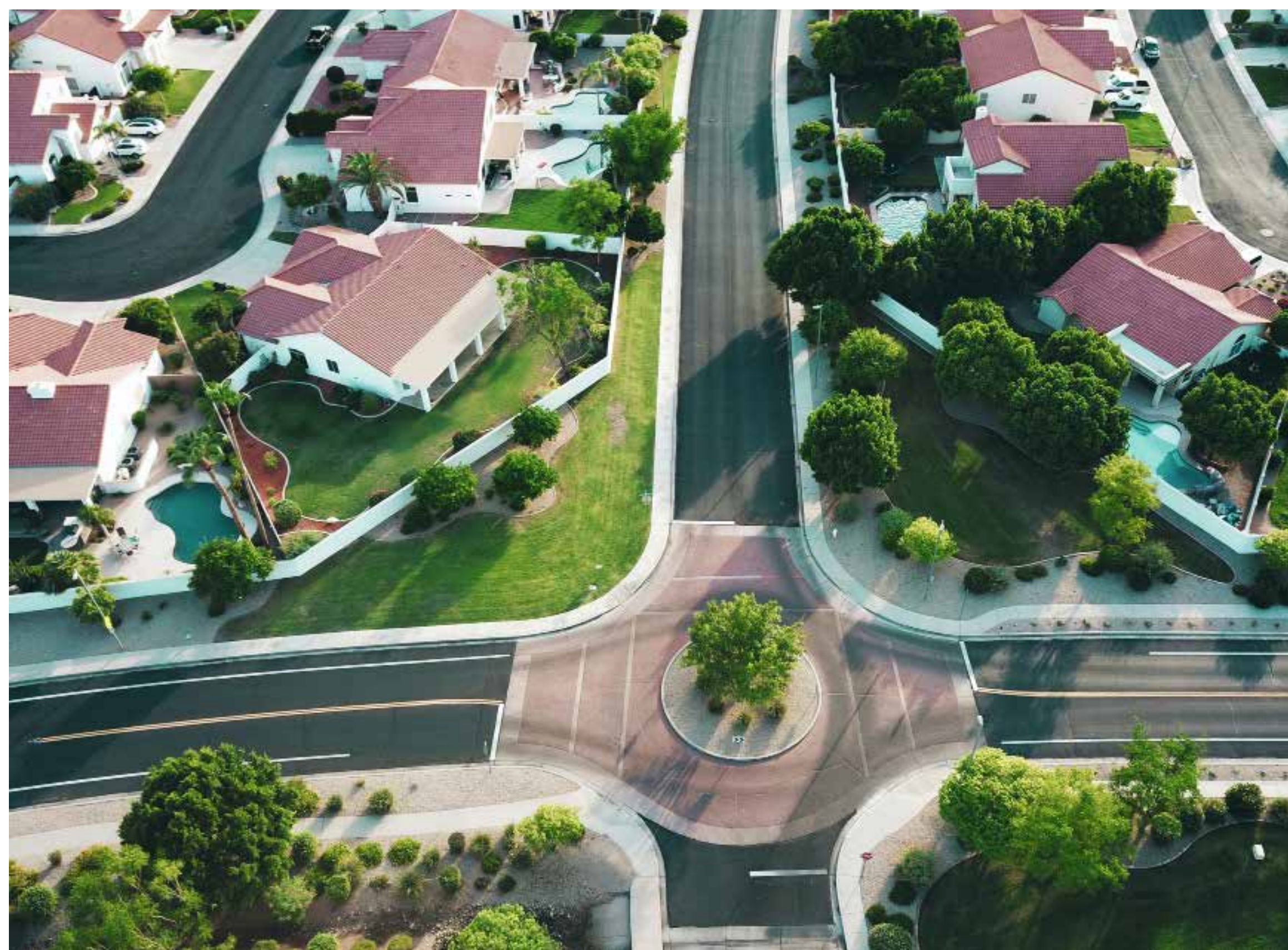
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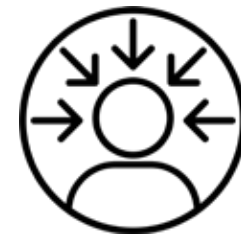


VISION



**WHERE WEALTH IN
REAL STATE GROWS**

CORE VALUES



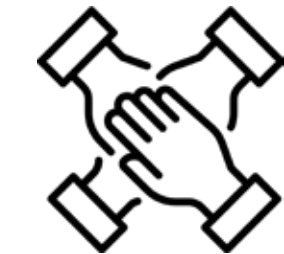
CLIENT FIRST

Everything we do is in service of our clients. Our purpose is to help them navigate life's most important transaction and to improve their quality of life.



INTEGRITY

We do right by our customers, our teammates, and ourselves in everything we do.



TEAMWORK

We are a team that works together to achieve success across all brands. We help those around us, even if it's not our responsibility.



ACCOUNTABILITY

We hold ourselves and each other accountable to high-standards of work. We show up each day ready to give our all and make our contributions matter. When we make mistakes, we own them.



GROWTH MINDSET

We are energized by constantly improving ourselves and our profitability. Each day we seek to make ourselves better practitioners, our processes more streamlined, and our clients' experiences more delightful.



LOGOS



LOGOTYPE

MAIN



COLOR VARIATIONS

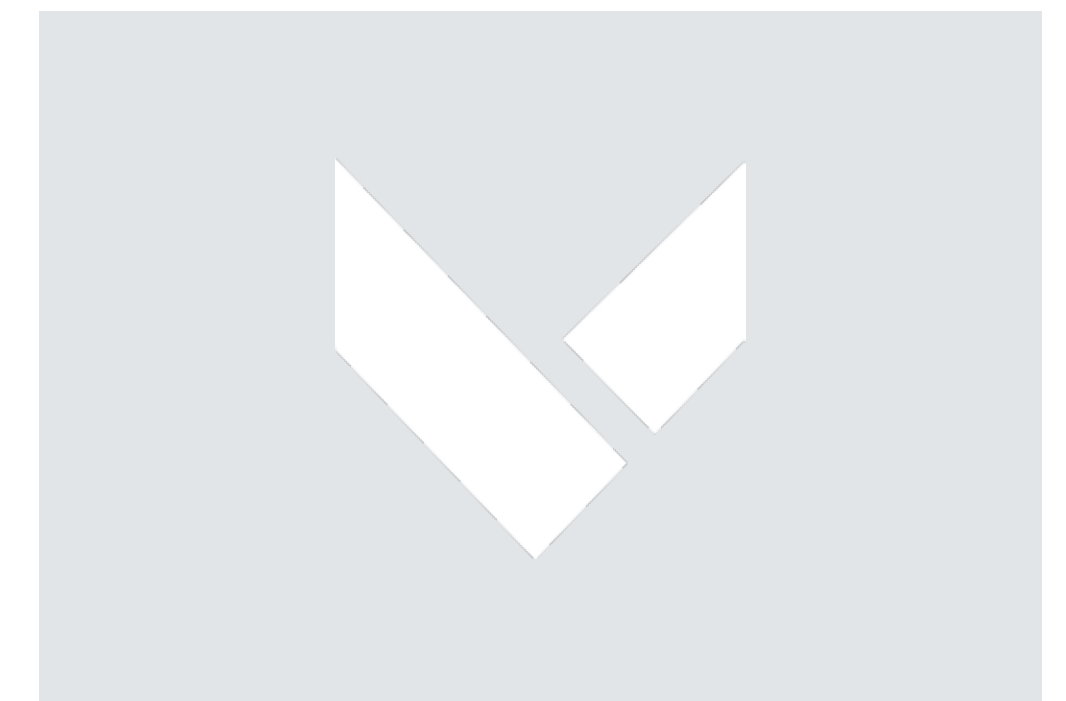


LOGOMARK

MAIN



COLOR VARIATIONS



LOGOTYPE DON'TS



Don't distort logo.



Don't make outline.



Don't add gradients.



Don't add a drop shadow.



Don't change letter spacing.



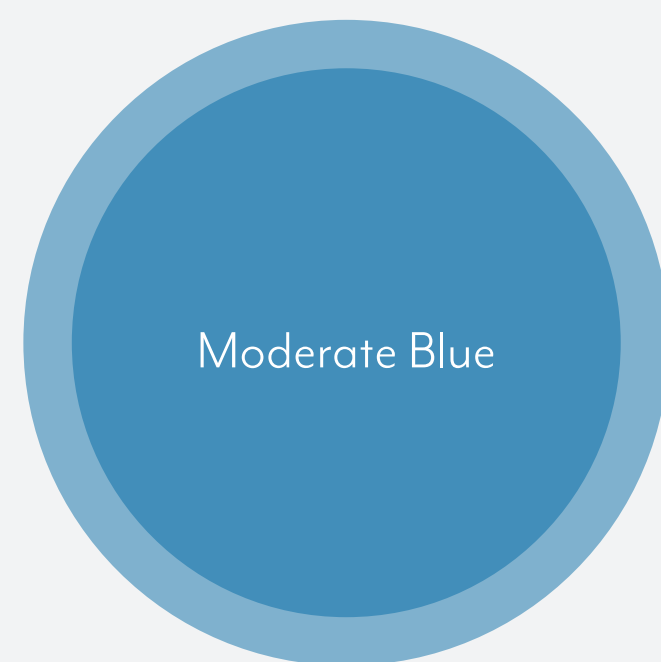
Don't use colors outside of the color palette.

COLOR



BRAND COLORS

MAIN

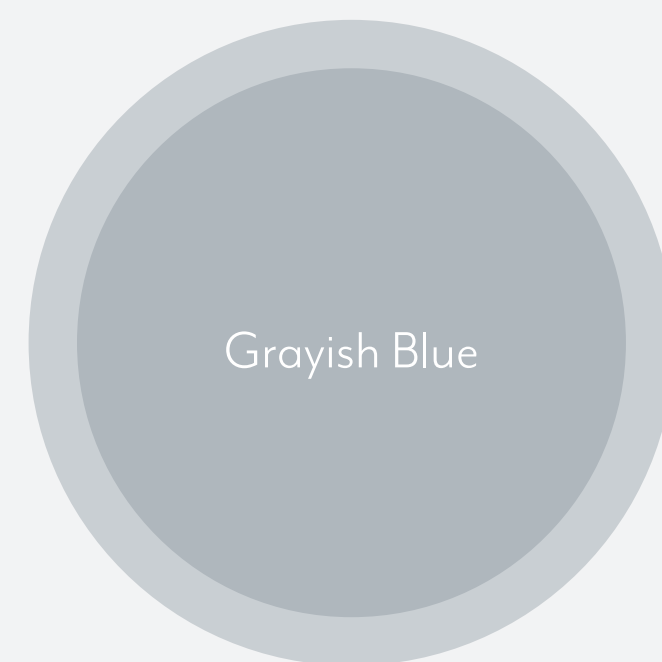


Moderate Blue

HEX CODE
#2E85B7

CMYK
75, 27, 0, 28

RBG
46, 133, 183



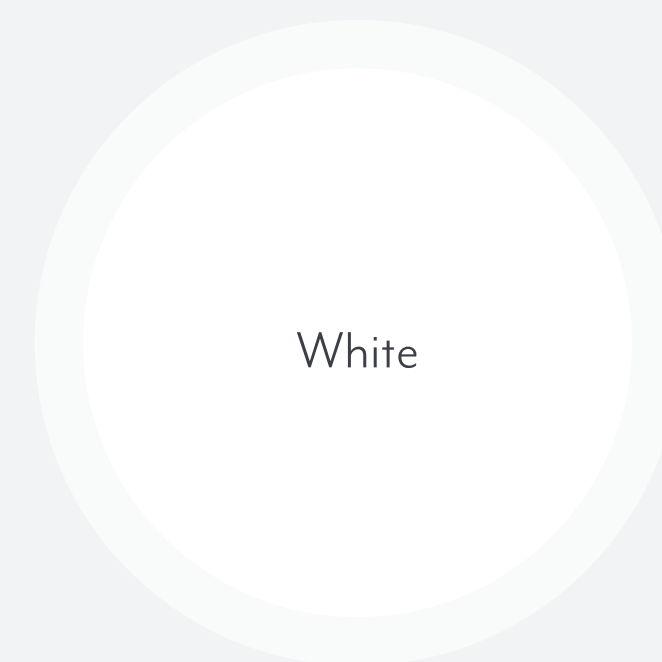
Grayish Blue

HEX CODE
#AEB6BD

CMYK
8, 4, 0, 26

RBG
174, 182, 189

SECONDARY



White

HEX CODE
#FFFFFF

CMYK
0, 0, 0, 0

RBG
255, 255, 255



Dark Gray Blue

HEX CODE
#3c4046

CMYK
14, 9, 0, 73

RBG
60, 64, 70

TYPOGRAPHY



Primary typeface

UTILE DISPLAY BLACK

**AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTtU
uVvWwXxYyZz**

Secondary typeface

MR EAVES MOD OT BOLD

**AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTtU
uVvWwXxYyZz**

MR EAVES MOD OT BOOK

**AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTtU
uVvWwXxYyZz**

Aa

Bb

Cc

STATIONARY



BUISNESS CARDS



John Doe | Position

5745 N. Scottsdale Rd. #B101
Scottsdale, AZ 85250

john@venturerei.com
(602) 858 VREI



EMAIL SIGNATURE



To: Jane Doe

Subject: Venture REI Brand Guide

Dear Jane Doe,

Dus, quatem fugia nihil magnimporio test, officitation comnimpos adit ullabo. Nequo temporum a sinto quiaae quo eatem audae voloritae consecatur aspelen estiam, vellabo. Nequis audiamusam eicillit, consequi.

Omni utatque vid ex ex et eturectem et repellorum id quia nit rehende sero doluptas eos dis conem et, odis non et aut quam ipis aut estis dolent estrum quatum doloriamus es magnimpe elibusda quo tem de ne nullit, quaturepe eum fuga. Et molum laccum aborent.

Best Regards,

John Doe

VENTURE REI
REAL ESTATE INVESTMENT

JOHN DOE
Venture Property Management

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