



Brand Guidelines

homesteadatlanta.com

PRIMARY LOGO

This primary blue logo is the preferred presentation of any of the Homestead Realtors logos.



When necessary, below are two additional options. One being black and the other white/reverse.



INMAN PARK LOGO

This logo should be used only for Inman Park advertisements, promotions, and events.



When necessary, below are two additional options. One being black and the other white/reverse.



SECONDARY LOGO

Our secondary logo should be used when the primary logo won't fit or function well in smaller spaces. It provides versatility for digital and print applications with space constraints, ensuring consistent branding across all touchpoints.

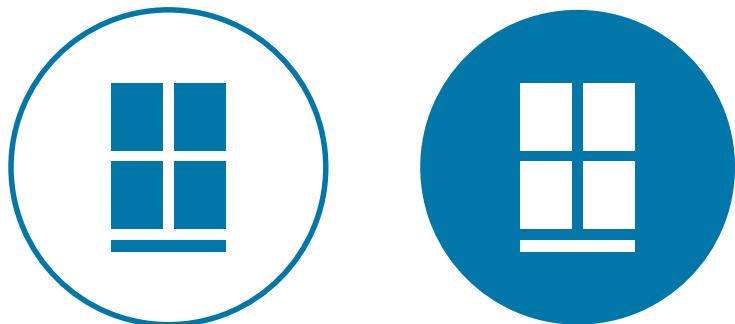


When necessary, below are two additional options. One being black and the other white/reverse.

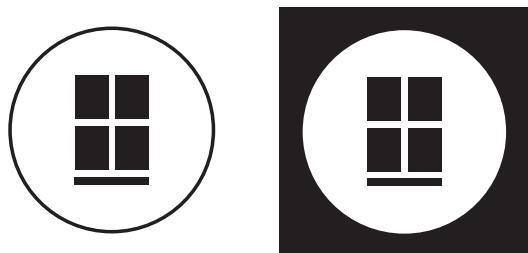


LOGO MARK

Homestead Realty's logo mark is a standalone graphic symbol that enhances our brand. Choose to use the logo mark instead of the full logo when space is limited or for quick recognition, like on social media profiles (avatars), favicons, app icons, product branding, small merchandise (pens, hats), or watermarks, allowing the icon to stand alone and build brand recognition without the text.



When necessary, below are two additional options. One being black and the other white/reverse.



FONTS

Careful use of typography reinforces personality and ensures clarity and harmony in all Homestead Realty's communications.

PRIMARY FONT

Montserrat is our main brand typeface.

Montserrat

<https://fonts.google.com/specimen/Montserrat>

<https://fonts.adobe.com/fonts/montserrat>

SECONDARY FONTS

Libre Franklin works well when space is limited, as it is more condensed than Montserrat.

Libre Franklin

<https://fonts.google.com/specimen/Libre+Franklin>

<https://fonts.adobe.com/fonts/libre-franklin>

Gelasio is a serif font that conveys professionalism and enhanced readability for long passages of text.

Gelasio

<https://fonts.google.com/specimen/Gelasio>

<https://fonts.adobe.com/fonts/georgia>

Adobe does not offer the Gelasio font. The font Georgia is a suitable replacement.

COLOR

Our primary palette was selected to help the brand feel vibrant and friendly. We lead with ocean blue and slate gray, while coral, baby blue and light gray are used as accent colors.

Ocean Blue	Slate Gray	
Pantone® 7690 C CMYK: 88, 48, 14, 1 RGB: 0, 117, 169 HEX: 0075a9	Pantone® Cool Gray 10 CMYK: 60, 55, 50, 20 RGB: 103, 98, 102 HEX: 676266	
Coral	Baby Blue	Light Gray
Pantone® 16-1539 TCX C CMYK: 4, 70, 43, 0 RGB: 232, 112, 117 HEX: e87076	Pantone 290 C CMYK: 15, 0, 0, 0 RGB: 212, 239, 252 HEX: d4effc	Pantone 7690 C CMYK: 0, 0, 0, 8 RGB: 235, 235, 236 HEX: ebebec



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