

99REALTY BRAND GUIDELINES

LOGO & BRAND CHARECTERISTICS

Our Logo is the reflection of our purpose, innovation, passion, and values. The color shaded of Blue and Orange represents the brands characteristics as trustworthy, friendly, and progressive. The term “99Realty” justifies our purpose of being a real estate consulting agency and the tag line reads as “Creative Value Beyond Real Estate”.

We request our employees, clients, partners, and all other stakeholders to adhere to this brand guideline while showing our logo with our due consent before using the same in any way.



1. Logo without Tag Line

To be used with White/Light Colour Background
Aspect Ratio: 1:4.05 (HxL)



2. Logo without Tag Line

To be used with Dark Colour Background
Aspect Ratio: 1:4.05 (HxL)



3. Logo with Tag Line

To be used with White/Light Colour Background
Aspect Ratio: 1:2.95 (HxL)



4. Logo with Tag Line

To be used with Dark Colour Background
Aspect Ratio: 1:2.95 (HxL)



5. 99Realty Icon

To be used as Browser Icon, Bullet Points Icon, etc. as and when necessary
Aspect Ratio: 1:1.41 (HxL)

BACKGROUND

Only the logo patch without the background should be used. There are two types of logos of 99Realty, one is without tag line, and another is with tag line as shown above. Appropriate logos should be chosen according to the background.

As a guideline we recommend using the logo with a white background to represent its true sense. (Logo no 1 and 3)

DO'S AND DON'TS WITH THE LOGO

- ✓ The length & breadth of the logo without tagline should always be kept in **1:4.05 Ratio**.
- ✓ The length & breadth of the logo with tagline should always be kept in **1:2.95 Ratio**.
- ✓ The length & breadth of the icon logo should always be kept in **1:1.41 Ratio**.
- ✓ Always try to have a margin of at least 20px around all sides of the logo.
- ✓ The logo background should be always set to transparent or white.

- ✗ Do not alter the color and typography of the logo.
- ✗ Do not alter configurations or distort and add shadows to logo components.
- ✗ Do not rotate, animate or fill the counter spaces in the letters of the logo.

TEXT FORMAT

The way we write the word "**99Realty**" helps to add consistency to our brand. That's why the brand name "**99Realty**" should always be written with an upper case "**R**", even when it is used in the middle of a sentence.

COLORS



Primary Colour

Conversions

| CODE | VALUE | HTML/CSS |
|------|---------------|-------------------|
| Hex | F58320 | #F58320 |
| RGB | 245, 131, 32 | rgb(245, 131, 32) |
| HSL | 28°, 91%, 54% | hsl(28, 91%, 54%) |
| HSV | 28°, 87%, 96% | |
| CMYK | 0, 47, 87, 4 | |



Primary Colour

Conversions

| CODE | VALUE | HTML/CSS |
|------|----------------|--------------------|
| Hex | 173660 | #173660 |
| RGB | 23, 54, 96 | rgb(23, 54, 96) |
| HSL | 215°, 61%, 23% | hsl(215, 61%, 23%) |
| HSV | 215°, 76%, 38% | |
| CMYK | 76, 44, 0, 62 | |



Secondary Colour

Conversions

| CODE | VALUE | HTML/CSS |
|------|---------------|-------------------|
| Hex | FDAB08 | #FDAB08 |
| RGB | 253, 171, 8 | rgb(253, 171, 8) |
| HSL | 40°, 98%, 51% | hsl(40, 98%, 51%) |
| HSV | 40°, 97%, 99% | |
| CMYK | 0, 32, 97, 1 | |

FONTS

Logo Font: **ROBOTECH GP**

Content Font: **ROBOTO**

NO ALTERATIONS ARE ALLOWED IN THE COLOR OR LOGO FORMAT

- ✓ Do not use colors other than approved ones.
- ✓ Do not outline the logo.
- ✓ Do not modify or recreate the provided artwork.
- ✓ Do not use the logo as part of a sentence.
- ✓ Do not layer other content on top or below.
- ✓ Do not place the logo on a patterned background.

WHERE TO USE

- ✓ Can be used in company related documents and marketing materials
- ✓ Can be used for co-branded campaigns
- ✓ Can be used in company demos or presentations
- ✓ Can be used on event signage
- ✓ Can be used as social media DP
- ✓ Can be used for advertising purposes (only for campaign partners)

WHERE NOT TO USE

- ✗ Should not be used on personal business cards
- ✗ Should not be used on resumes
- ✗ Should not be used on personal website/online store