

BRAND STYLE GUIDE



BRAND COLOR PALETTE



PALMETTO

HEX # 024490

(RGB) R2, G85, B144

(CMYK) C98, M72, Y17, K3



OCEAN

HEX # 017AA4

(RGB) R1, G122, B164

(CMYK) C87, M43, Y20, K1



COAST

HEX # 0096A9

(RGB) R0, G150, B169

(CMYK) C81, M24, Y30, K1



GRASS

HEX # 669865

(RGB) R102, G152, B101

(CMYK) C64, M22, Y74, K4



NIGHT

HEX # 252425

(RGB) R37, G36, B37

(CMYK) C71, M66, Y63, K70



BREEZE

HEX # A3DCCB

(RGB) R163, G220, B203

(CMYK) C35, M0, Y24, K0



CRYSTAL

HEX # 99DEEA

(RGB) R153, G222, B234

(CMYK) C36, M0, Y8, K0



FERN

HEX # D2DB4C

(RGB) R210, G219, B76

(CMYK) C21, M2, Y865, K0



EGRET

HEX # E4E4DE

(RGB) R241, G241, B238

(CMYK) C4, M3, Y4, K0



PEBBLE

HEX # 595C5D

(RGB) R89, G92, B93

(CMYK) C64, M54, Y53, K26



SAND

HEX # DACFAA

(RGB) R218, G207, B170

(CMYK) C15, M14, Y36, K0

HEADLINE FONT

Montauk Regular (Primary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()_+::;<>?/#%&*

Montauk Bold (Secondary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()-+::;<>?/#%&*

Montauk Light (Secondary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()-+::;<>?/#%&*

SUBHEAD & BODY COPY FONT

Poppins Regular (*Body Copy*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890() - + : ; < > ? / # % & *

Poppins Bold (*Subheads*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890() - + : ; < > ? / # % & *

PoppinsExtra Bold (*Highlighted Text & Testimonial Quotes*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890() - + : ; < > ? / # % & *

LARGE NUMERALS FONT

(IE: Market Stats & Event Calendar Dates)

Antonio Bold

1234567890\$KM+ % *

ACCENT FONT

(Used sparingly as accent flair in social posts)

SignPainter / HouseScript

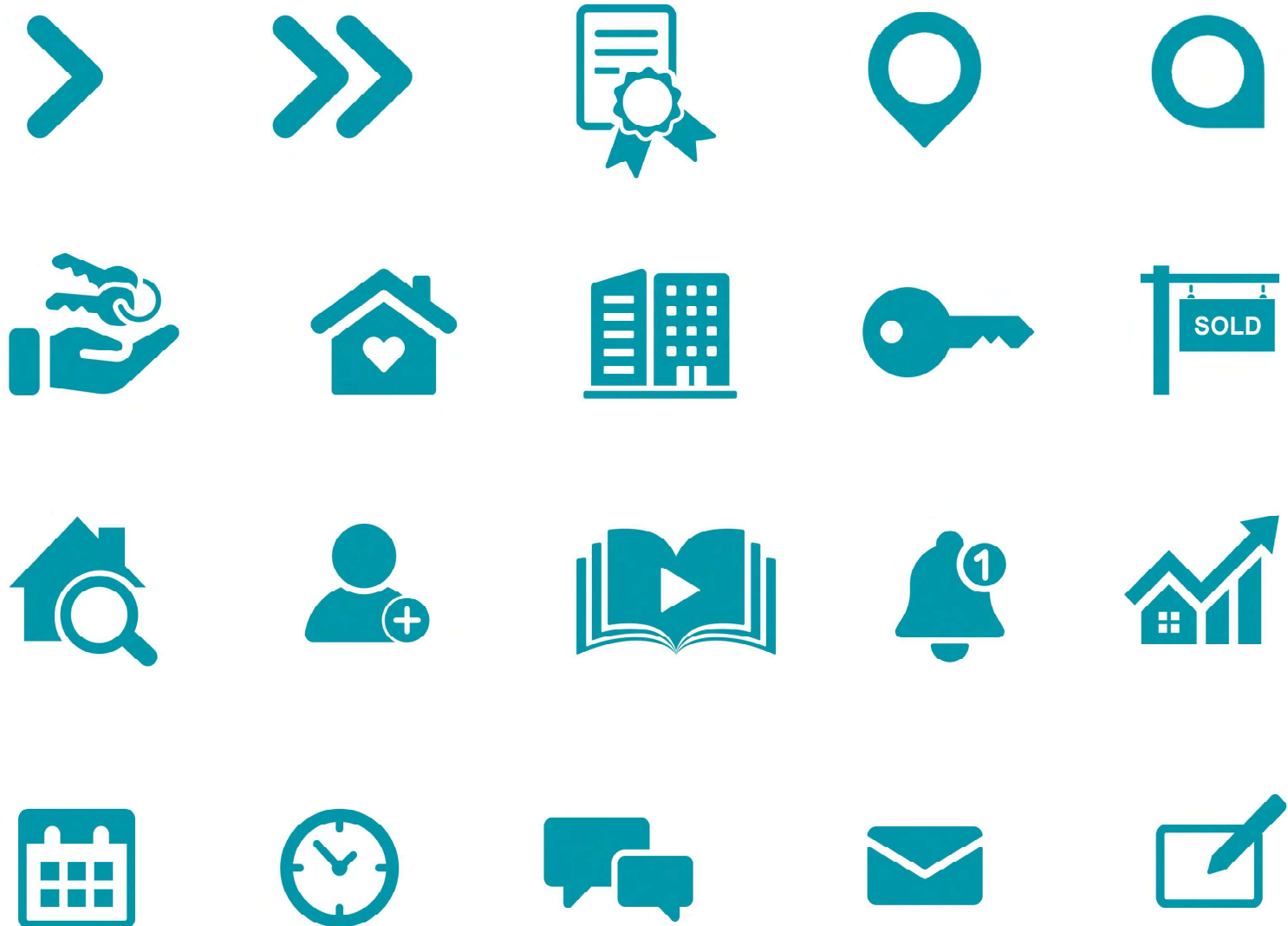
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()-+.:;<>?/#%&*

ICONS

Icons used for the brand should feel contemporary and bold to match the samples below.



SHAPES

Our brand shapes are indicative of our office architecture and furniture.

