

H O M E T R A C K
REAL ESTATE MARKETING

B R A N D + I N D E N T I T Y

HOMETRACK | OVERVIEW



HOMETRACK DESIGN

Thank you for choosing Hometrack for your branding and design! We ask to meet with every new client so that our designers can create a unique and personally branded set of visual guidelines to fit you and your business. This may be an extension of your existing brand or the start of a completely new identity. This guide will help us to maintain visual cohesion between everything that we create for you. As your business grows we will continue to develop your visual identity along with it.

PRIMARY TYPEFACE

Futura Family

Aa **Aa** *Aa*
123 **123** *123*
Futura Light Futura Bold Light Oblique

REVERSE PREVIEW

Aa **Aa**
123 **123**
Futura Light Futura Bold

SECONDARY TYPEFACE

Adobe Garamond

Aa **Aa** *Aa*
123 **123** *123*
Adobe Garamond Regular Adobe Garamond Bold Adobe Garamond SemiBold

REVERSE PREVIEW

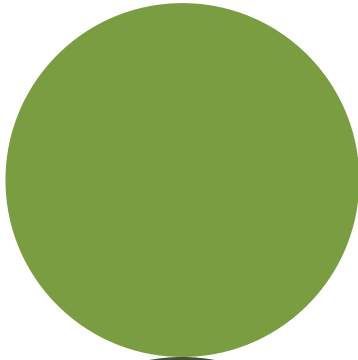
Aa **Aa**
123 **123**
Adobe Garamond Regular Adobe Garamond Bold

HEADER TEXT

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at blandit tellus. Pellentesque sit amet nunc quis ante eleifend tincidunt non molestie ante. Nunc laoreet tristique lacinia. Duis lacus nibh, gravida sit amet vulputate in, eleifend in orci. Ut auctor in velit id mollis. Aenean congue tempus gravida. Vestibulum vel lobortis quam. Mauris eget eros accumsan ipsum lacinia pellentesque sit amet quis ipsum.

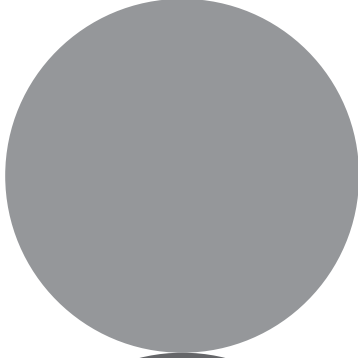
PRIMARY COLOR BUILDS



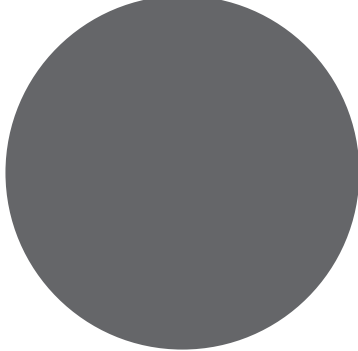
CMYK	60 25 100 0
Pantone	PMS 7490
RGB	108 149 60
HEX	6c953c



CMYK	70 50 75 40
Pantone	PMS 5743
RGB	65 73 41
HEX	414929



CMYK	44 35 34 1
Pantone	PMS Cool Gray 7
RGB	154 155 157
HEX	9a9b9d



CMYK	61 51 49 20
Pantone	PMS Cool Gray 10
RGB	97 98 101
HEX	616265