QuikSell
properties

Brand
GUIDELINES

INTRODUCTION

Welcome

Brand Purpose

Brand Tone

Welcome message

Welcome to the brand guidelines of QuikSell Properties. Brand guidelines are the set of rules that define the overall look and feel of your brand. They help you build a brand identity that your audience can recognize across all platforms. A comprehensive brand style guide outlines everything from your typography and color palette to your tone of voice and mission statement. In this file, you can have a look at all of these details.

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Brand
Purpose

QuikSell Properties aims to bring the best of real estate to customers in a convenient and prompt manner. Our goal is to make real estate investments seamless, and less time-consuming. Our agents are specialised in serving customers with only the best property options to provide them with a real estate experience that is truly unrivalled.

Brand
Tone

The established brand tone for all marketing materials created by QuikSell Properties is sophisticated and modern. The colours and fonts utilised, reflect the contemporary nature and the overall vision of our company. The vision behind QuikSell is to bring you real estate in real-time, and therefore our branding reflects this modern approach to real estate with fresh, bright colours and innovative designs.

01 / Your brand tone reflects your brand's personality.

02 / A good brand tone makes communicating with consumers more authentic.

03 / Creates consistency and helps you stand out

Define what your brand stands for its core values and tone of voice, and then communicate consistently in those terms.

— Simon Mainwaring

LOGO

Our Logo
Logomark
Spacing

The logo for QuikSell is a clever amalgamation of the initials of the company name. This logo is creatively designed to be both memorable and elegant, yet simple. The logo is incredibly versatile and therefore, can be utilised across a wide variety of marketing purposes.

Our Logo

Complete Logo

QuikSell
properties

The LogoType

QuikSell
properties

Font Name

Poppins   Semi Bold and Regular

01 Poppins is one of the Geometric sans serif typefaces have been a popular design tool for building websites. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

Font Name

Myriad Pro   Regular

01 Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly for Adobe Systems. Myriad was intended as a neutral, general-purpose typeface that could fulfill a range of uses and have a form easily expandable by computer-aided design to a large range of weights and

140 pt

LOGOMARK

The LogoMark

300 x 250 pixels

A logomark is used to enhance brand identity and is an image or symbol used to represent a company. Logomarks do not usually have the company name attached and can give designers the opportunity to create a strong branding identity.

Using a logomark can project a strong visual appearance for your company and can have a large impact on brand identity.

Logomarks tend to be more 'abstract' sits as a symbol without being attached to a brand name.

Well-recognized and established leaders in a particular market use logomark.

CLEAR SPACE

1   2   3   4

40 Px

2

40 Px

3   4   5   6

A   B   C   D

Example graph of spacing splition

Space for a 125 (w) logo

40 Pixels   EVERY SIDE

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used.

The reason for clear space is to ensure that a logo maximizes visibility and impact.

When applying our logo, it is paramount that it is given enough space from the margins and other elements on the page.

Space can be reduce based on design type.

TYPO GRAPHY

Colors

Tints

Type

Incorrect used

Backgrounds

Our selected typeface is bold and impactful, yet sophisticated. This selection is both visually aesthetic and easy to read as well. It's clear, memorable, and impactful.
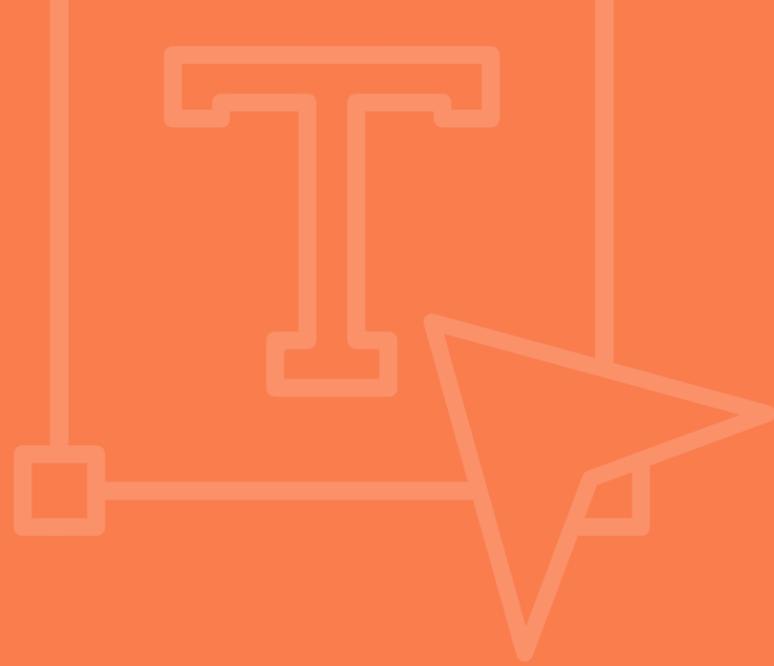
COLORS

We want to cultivate strong emotional and phycological connections with our customers and this can't be done with just a logo; colors are needed to cultivate these emotions. This is why we have strategically selected the below brand colors.

Coral
Coral is a pink-orange color that gets its name from marine invertebrates decorating the bottom of the sea. A dynamic and vibrant color, coral is particularly stunning when combined with warm colors such as Red Wrath.

Red Wrath
Red Wrath belongs to the family of red color and signifies a staple hue used throughout history, clothing to signal status, wealth and influential nature.

Lead
This deep bluish-gray color acts as a compliment to the main brand colors and is equally important in cultivating the brand's emotions.

Color palette

01.
Coral

Cmyk. 000 \ 064 \ 074 \ 000
Rgb. 250 \ 175 \ 78
Hex. #fa7d4e

02.
Red Wrath

Cmyk. 000 \ 099 \ 051 \ 000
Rgb. 242 \ 16 \ 89
Hex. #f21059

Cmyk. 72 \ 66 \ 65 \ 74
Rgb. 32 \ 32 \ 32
Hex. #202020
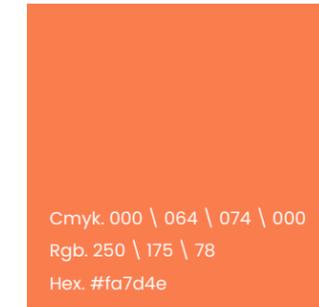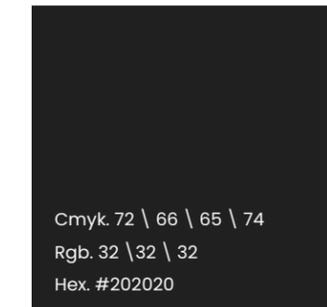
04
Lead

COLOR-TINTS

01
Logo Color

Coral
RGB Code
#fa7d4e

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

01

02
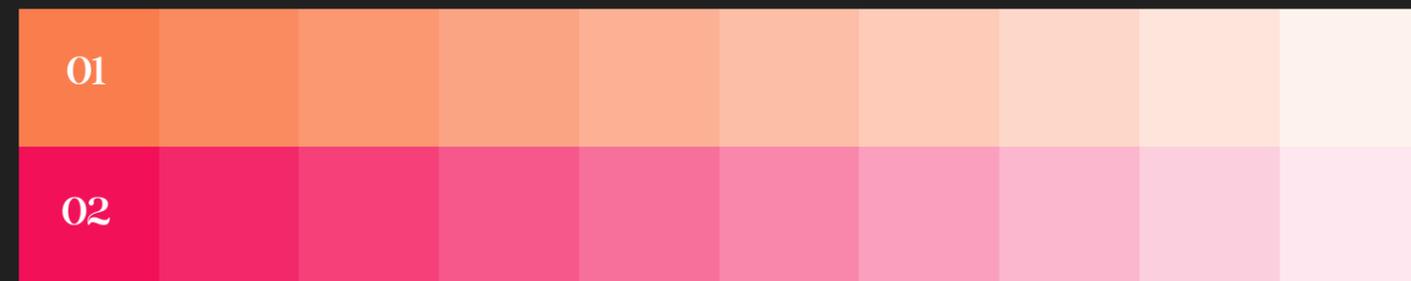
02
Supporting Color

RED WRATH
RGB Code
#f21059

TYPEFACE

Poppins

ABCDE

172pt

AaBbCcD
dEeFfGg

70pt

Poppins
Regular

INCORRECT USE

01
Dont's

Recommendations

✕ Don't Rotate.
✕ Don't Distort proportions.
✕ Don't Change the Color
✕ Don't Flip the Logo
✕ Don't Crop the Logo from any side
✕ Don't Add a drop shadow or other
   special effects.
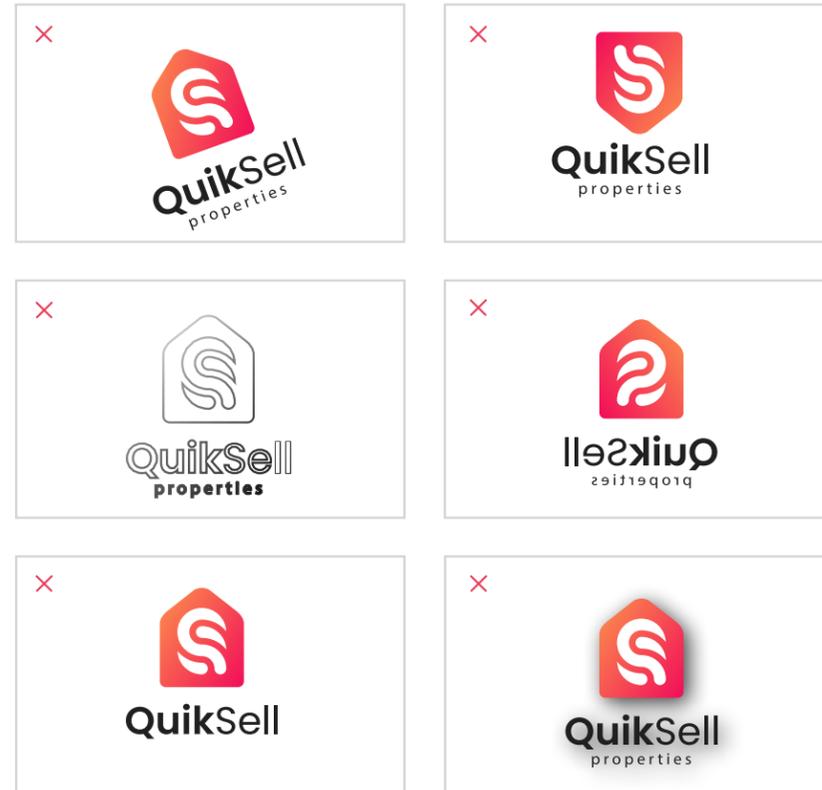
BACKGROUNDS

Our creative logo can be used across a wide variety of purposes including but not limited to banners, social media content, videos, flyers, brochures, branding merchandise, and much more.

IMAGERY
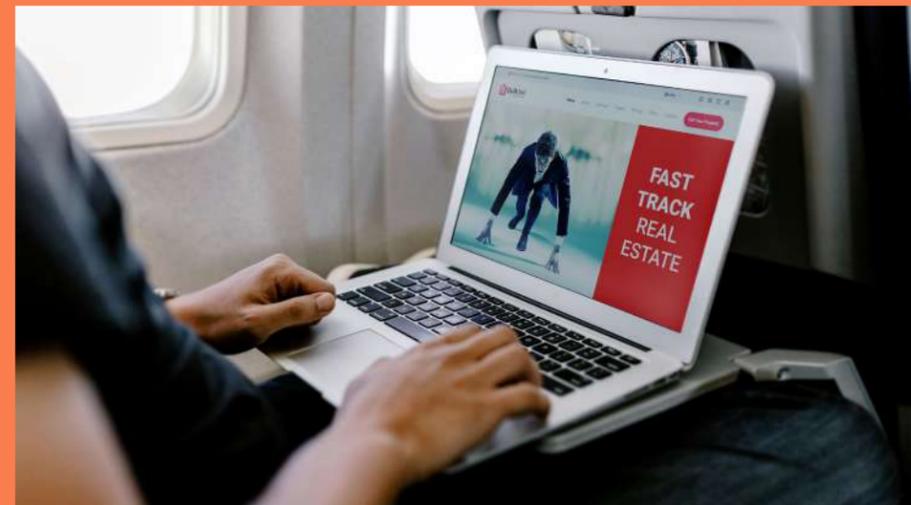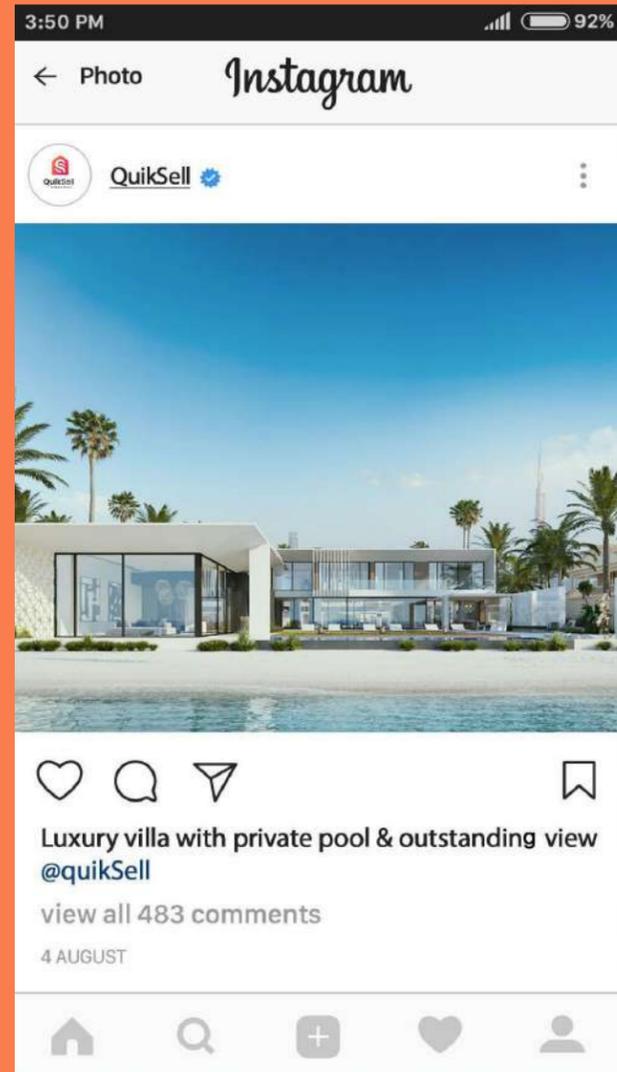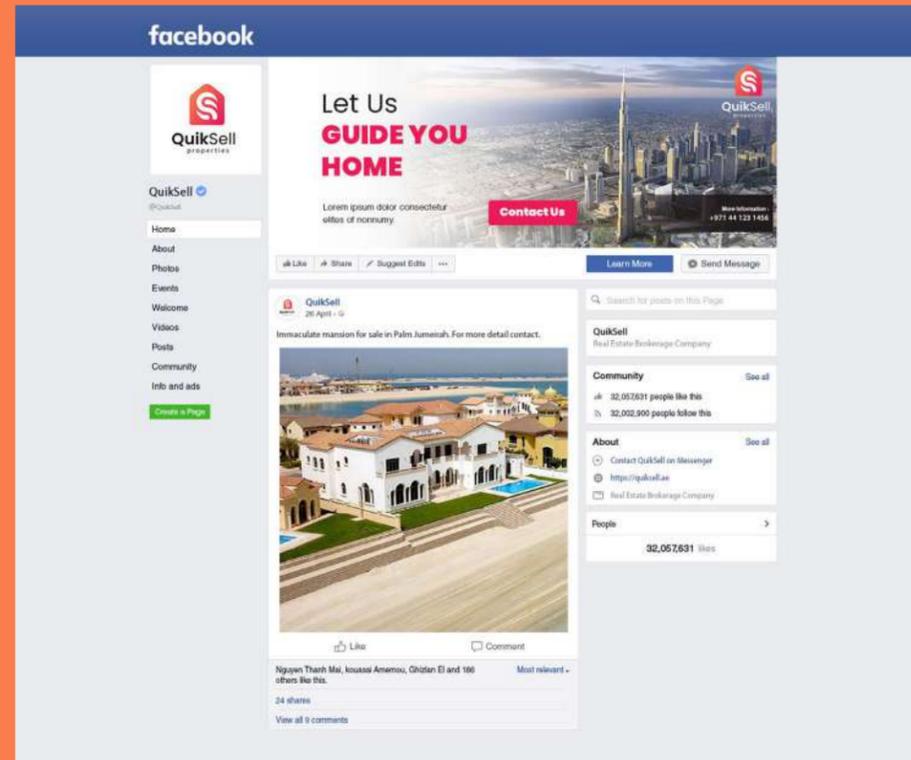
Real Estate in **Real Time**

QuikSell

properties

RERA # 54446
ORN # 29381

M: +971 50 2429 809
T: +971 4 5850 388
E: saddiq@quiksell.de
Office # 3808, Churchill Tower,
Business Bay , Dubai