

BRAND GUIDELINES
2024

BLUEDGE PROFESSIONAL REAL ESTATE
BLUEDGE RESIDENTIAL REAL ESTATE
& BLUEDGE COMMERCIAL REAL ESTATE

DESIGN BY



CREATIVE EXPRESSION



—

PREPARED BY : JENNIFER M. TEWKSBURY

LOGOS



Primary Logo
Secondary Logo
Submark
Clear Space

PRIMARY LOGO

The primary logo is the main visual representation of your brand and is used in most brand applications, such as websites, business cards, letterheads, and other official communications.

Use your primary logo in high-visibility contexts where your brand needs to be instantly recognized, such as the header of your website, storefront signage, or major marketing materials. When you need a polished and professional representation of your brand, the primary logo is the go-to option. Consistency is key to brand recognition. The primary logo should be the default choice to ensure uniformity across various platforms and touchpoints.



BLUEDGE
PROFESSIONAL REAL ESTATE



SECONDARY LOGO

Your secondary logo is an alternative version of the primary that is designed to provide flexibility and adaptability in various contexts. It retains key elements from the primary but is displayed in a linear layout.

Secondary logos are utilized in situations where the primary logo may be too complex or impractical to use, such as on small merchandise, social media avatars, or as a watermark on images. It can also serve specific purposes, such as representing different product lines or sub-brands within a larger brand portfolio. When using your secondary logo, it's essential to maintain consistency with the primary logo's overall style and brand identity while adhering to any guidelines regarding spacing, sizing, and color usage. This ensures that the secondary logo effectively reinforces brand recognition and maintains a cohesive visual presence across all touchpoints.



SUBMARK

Your submark is a simplified version of your logo and is used in situations where the full primary logo may be too complex or where a smaller, more compact representation is desired.

Submarks are ideal for small-scale applications, such as social media profile pictures, favicon icons, or embroidered on merchandise. When you want to protect your visual assets, a submark can also be used as a watermark on images or videos. Submarks can bring a more casual or playful vibe to your brand, making it suitable for informal social media posts or creative projects. Submarks work well as emblems on products, packaging, and promotional items, adding a touch of branding without overwhelming the design.

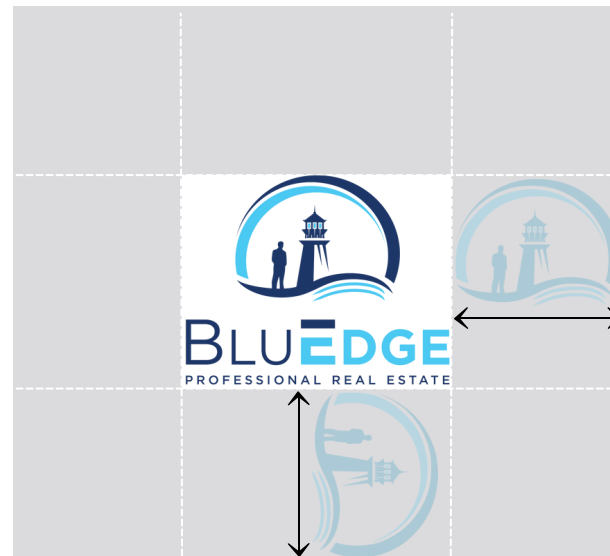




CLEAR SPACE

Clear space around a logo serves as a protective buffer, ensuring its visibility and legibility in diverse settings. By maintaining this space, brands uphold their visual identity's integrity and reinforce recognition. Additionally, clear space guidelines empower brands to exert control over their image, safeguarding brand equity and fostering consumer trust in an increasingly competitive market landscape.

Avoid placing other graphic elements, text, or imagery too close to the logo, as this can diminish its visibility and impact. Consider how the logo will appear across various sizes and formats, ensuring that the clear space remains adequate for maintaining legibility and recognition. While it may be tempting to reduce clear space for design purposes, prioritize the logo's visibility and legibility to maintain brand consistency and recognition.



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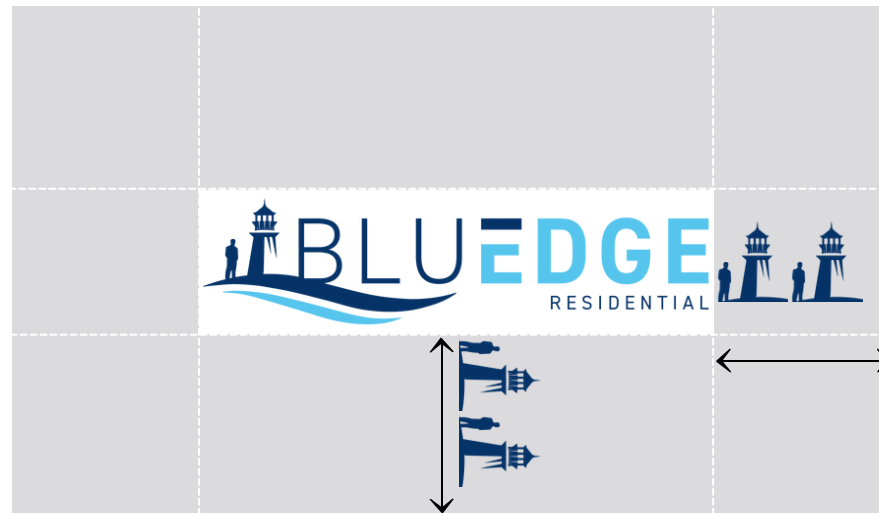
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COLORS



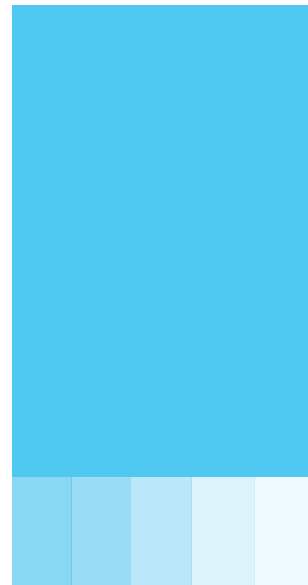
Primary & Secondary Colors
Color Hierarchy

PRIMARY &
SECONDARY COLORS

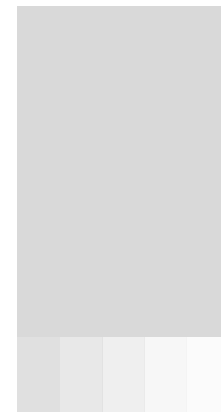
NAVY BLUE



LIGHT BLUE



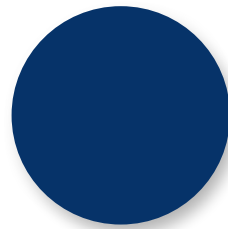
LIGHT GREY



GREY



PRIMARY &
SECONDARY COLORS



CMYK

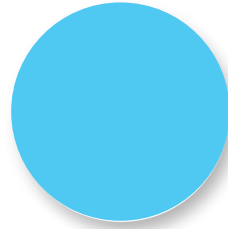
100 / 80 / 14 / 35

RGB

6 / 51 / 105

HEX

#063369



CMYK

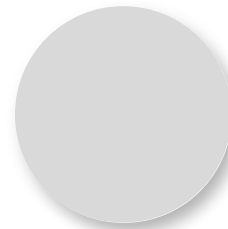
57 / 1 / 1 / 0

RGB

85 / 198 / 239

HEX

#55C6EF



CMYK

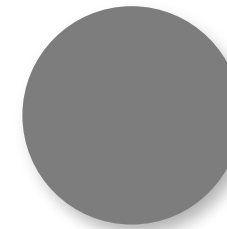
14 / 10 / 11 / 0

RGB

217 / 217 / 217

HEX

#D9D9D9



CMYK

53 / 44 / 44 / 9

RGB

125 / 125 / 125

HEX

#7D7D7D



COLOR HIERARCHY

NAVY BLUE

CMYK 100 / 80 / 14 / 35
RGB 6 / 51 / 105

LIGHT BLUE

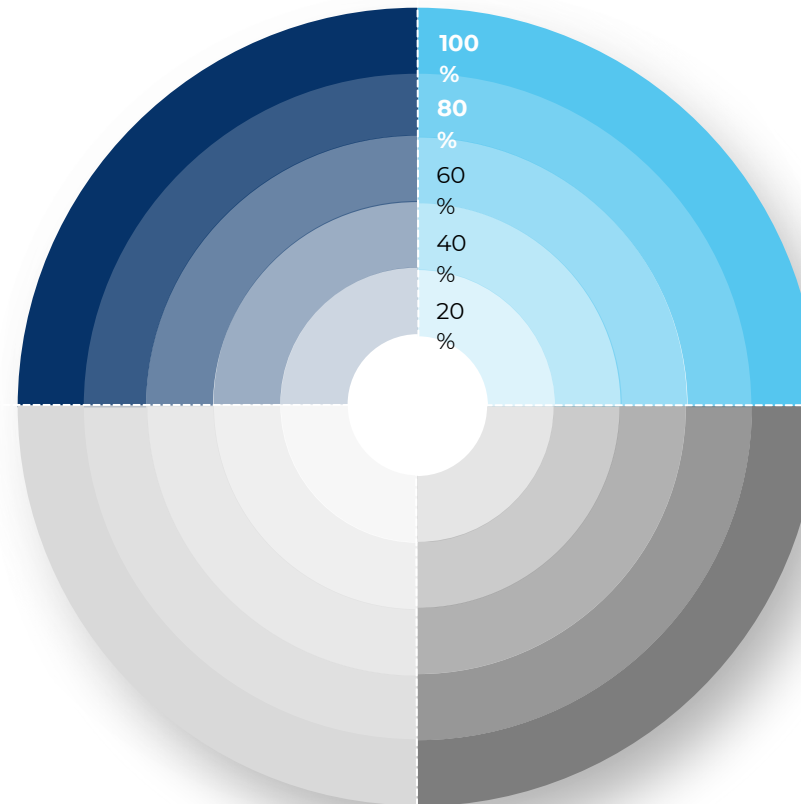
CMYK 57 / 1 / 1 / 0
RGB 85 / 198 / 239

LIGHT GREY

CMYK 14 / 10 / 11 / 0
RGB 217 / 217 / 217

GREY

CMYK 53 / 44 / 44 / 9
RGB 125 / 125 / 125



TYPOGRAPHY



Titles
Subtitles
Headings
Body Paragraphs
Typography Sample

TITLES

LOREM IPSUM DOL.

Font: Avenir Next

Letter case: Capitalized

Typographical emphasis: BOLD

Line spacing: 1.4

Character spacing: 0



SUBTITLES

DUIS AUTE IRURE DOLOR IN REP

Font: Montserrat

Letter case: Capitalized

Typographical emphasis: None

Line Spacing: 1.4

Character Spacing: 200



HEADINGS

Duis ante irure dolor in reprehenderit in

Font: Starlit Drive

Letter case: Normal

Typographical emphasis: None

Line Spacing: 1.4

Character Spacing: 0



BODY PARAGRAPHS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint

Font: Montserrat

Letter case: Normal

Typographical emphasis: None

Line Spacing: 1.4

Character Spacing: 0



TYPOGRAPHY SAMPLE

LOREM IPSUM DOL.

DUIS AUTE IRURE DOLOR IN REP

Duis aute irure dolor in reprehenderit in

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint



BRAND VOICE



BRAND VOICE

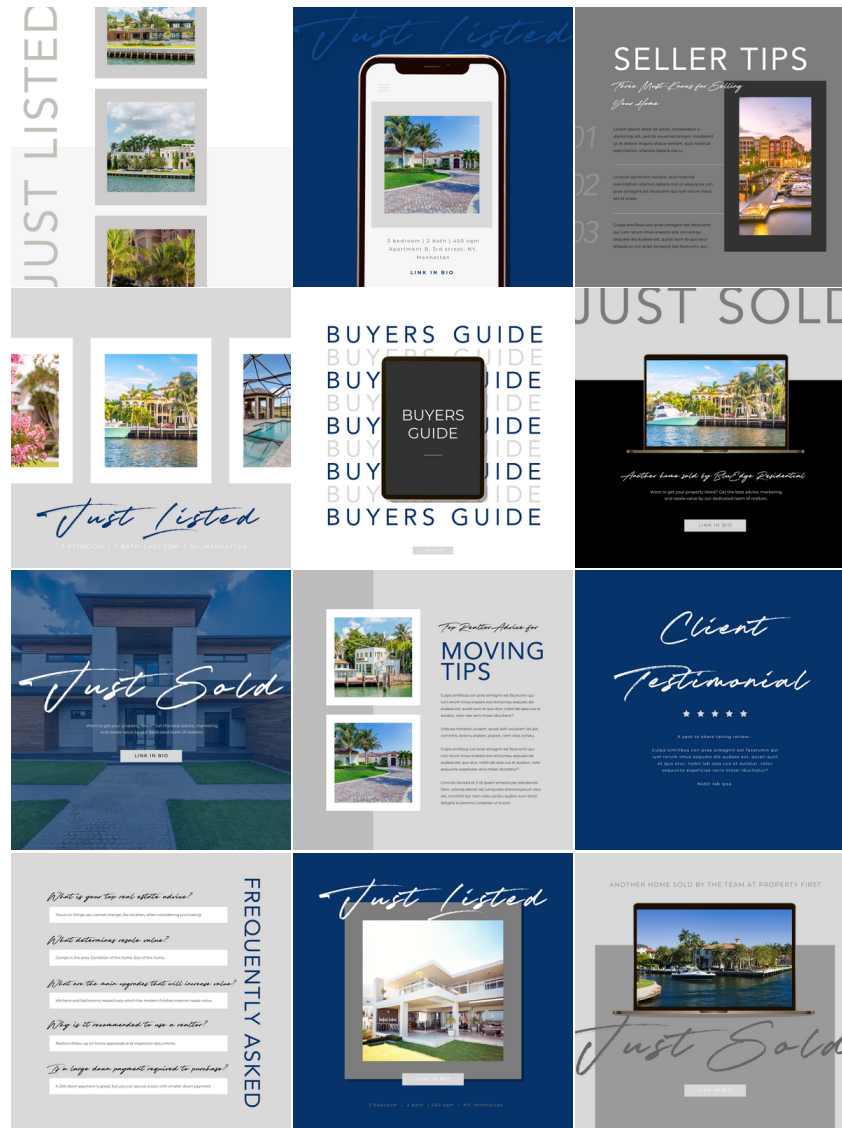
The brand voice for all BluEdge professional brands embodies authenticity, empathy, and a steadfast dedication to excellence. This voice should resonate consistently across all communication channels, striking a balance between being approachable and maintaining professionalism. Whether it's through website content, social media posts, email newsletters, or marketing materials, the messaging must reflect the company's core principles and beliefs. Integrity, transparency, and a commitment to continuous improvement should shine through in every word, forging connections with clients and stakeholders based on trust, mutual respect and industry expertise.



SOCIAL



CONTENT GRID





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