
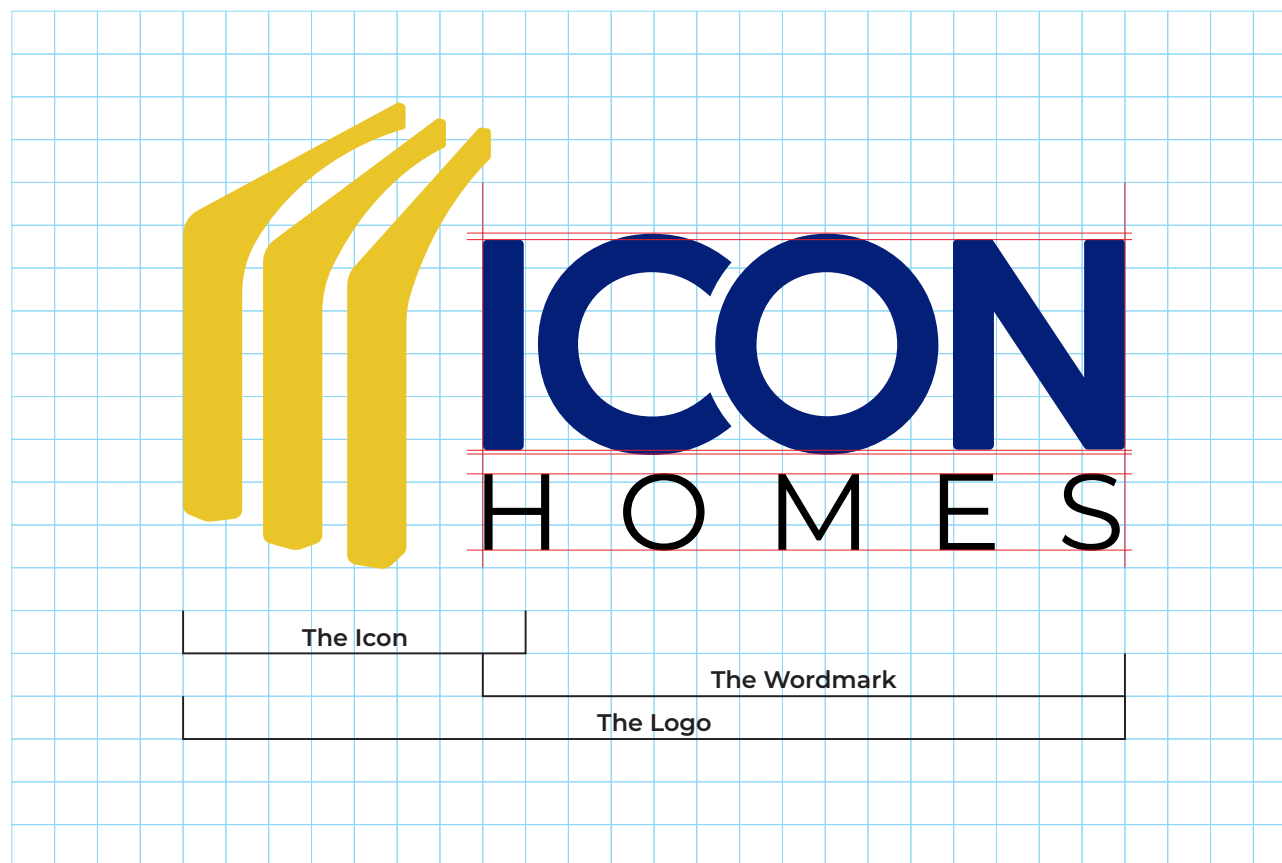




**Brand Identity Manual**  
Brand & Design Guidelines

Edition 2025

The icon element (  ) can be used by itself as an identifier for the brand. The wordmark, however, is recommended to be used in conjunction with the icon.





# Logo Variations

Brand Identity Manual

## Horizontal



## Vertical



## Black and White Logo Variations



## Black and White Color Alternatives

**Black**

HEX: #000000  
RGB: R:0 G:0 B:0

**Medium Gray**

HEX: #4D4D4D  
RGB: R:77 G:77 B:77

**Light Gray**

HEX: #999999  
RGB: R:0 G:0 B:40



## Correct



✔ Use the logo horizontally following the master art guidelines.



✔ Use the logo vertically following the master art guidelines.

## Incorrect



✘ DO NOT rotate the logo.



✘ DO NOT stretch or compress the logo.



✘ DO NOT alter the colors of the logo.



✘ DO NOT detach wordmark from the icon. However, the icon may be used alone without the wordmark.



The new slogan “Make Your New Home an ICON.” is part of the identity of the company.

The shape of the slogan represents modernism, friendship and trustworthiness the client will experience with ICON.

#### Fonts Used:

Poppins Light

***Poppins SemiBold Italic***

#### Colors Used:

**Blue**

HEX: #041F77  
RGB: R:4 G:31 B:119

**Yellow**

HEX: #EAC52A  
RGB: R:234 G:197 B:42

Make Your  
***New Home***  
an ***ICON.***



# Exclusion Zone

## Logo

The exclusion zone ensures the logo remains clear and legible by maintaining a designated clear space around it. This area, defined as "N" and based on the height of the letter N in the wordmark "ICON", must remain free of any text, images, or other design elements. This rule preserves the logo's visibility and reinforces brand consistency across all applications.



# Exclusion Zone

## Slogan

To make the slogan clear and avoid distractions with other graphic elements, the M from "Make" will be used to measure its clear perimeter.



### Vertical Version

Parameters of the use of the slogan along with the logo is established as follows:

The letter "M" from "Homes" in the main logo will be used to separate the logo from the slogan in the vertical format.

The letter "N" in "ICON" from the main logo is used positioned lying sideways to determine the size of the slogan as shown in the illustration.



## Horizontal Version

The letter “M” from “Homes” in the main logo will be used to separate the logo from the slogan in the horizontal format.

To determine the size of the slogan, the slogan will start from the height of the “ICON” logotype and will stretch down to the Cross Bar of the “H” and “E” of “Homes”.



# Logos

## Additional Logos

### Model Home Logo



### 360 Degree Logo



ALTO



L A G O S

LUNA

MASON

P O I S E



**TEMPO**



VICTORY



# Basic Brand Colors

## Main Colors

### Primary Colors

**Black**

HEX: #000000  
RGB: R:0 G:0 B:0

**Gray**

HEX: #E6E7E8  
RGB: R:230 G:231 B:232

**White**

HEX: #FFFFFF  
RGB: R:255 G:255 B:255

**Blue**

HEX: #041F77  
RGB: R:4 G:31 B:119

**Light Blue**

HEX: #093EB0  
RGB: R:9 G:62 B:176

**Yellow**

HEX: #EAC52A  
RGB: R:234 G:197 B:42

**Dark Gold**

HEX: #996515  
RGB: R:153 G:101 B:21



# Basic Brand Colors

## Gradients

**Yellow**

HEX: #EAC52A  
RGB: R:234 G:197 B:42

**Dark Gold**

HEX: #996515  
RGB: R:153 G:101 B:21

Yellow and Dark Gold will be used together for gradients, mostly for ICON's "Golden Ribbon."



**Blue**

HEX: #041F77  
RGB: R:4 G:31 B:119

**Light Blue**

HEX: #093EB0  
RGB: R:9 G:62 B:176

Blue and Light Blue will be used together for gradients used in backgrounds or text boxes.



# Poppins Family

## Poppins SemiBold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890  
!@#%&\*()?/\_-.,":;

## Poppins Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890  
!@#%&\*()?/\_-.,":;

## Poppins Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890  
!@#%&\*()?/\_-.,":;



# Brand Personality

## Illustrated Icons

Brand Identity Manual

These icons are used in plat maps and in Google Maps.



Property under contract



Property on hold



Model home



Available property



Spec home



Property location



Property location with YouTube link



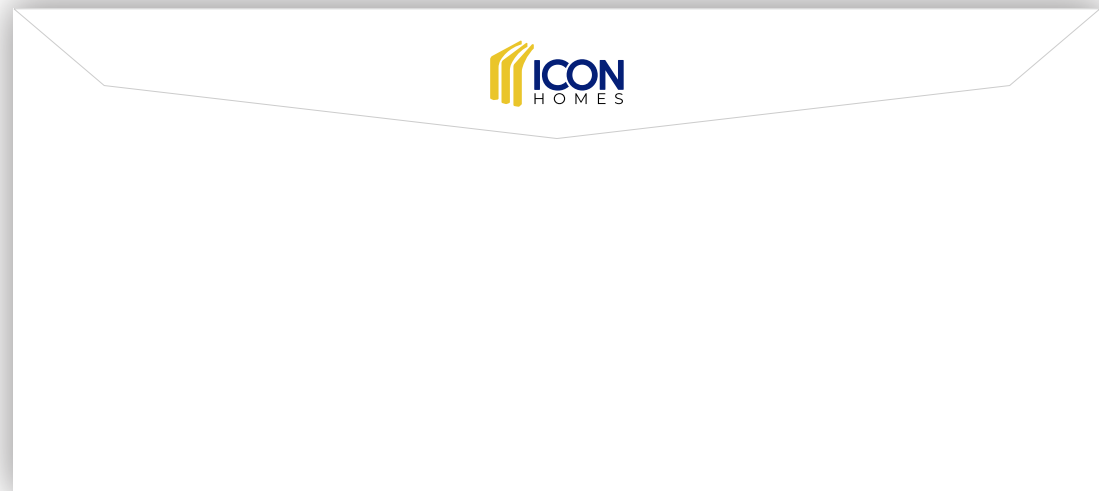
### Letterhead



### Business Cards



## Envelope





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