



We Are Home

Brand Guidelines

May 20, 2022

Truevana Trademark Terms

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Concierge Real Estate Model

02

Concierge Real Estate Firm

03

Managing Concierge

04

Real Estate Concierge

04
Logo

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Voice

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Color

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Typeface

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Layout

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Imagery

Primary Logo

The Truevana logo should always be placed on a contrasting background, avoiding any busyness or color vibration. Type additional text here about using the logo correctly and what looks best. This is the approximate amount of text needed.



Secondary Logo

The Truevana logo should always be placed on a contrasting background, avoiding any busyness or color vibration. Type additional text here about using the logo correctly and what looks best. This is the approximate amount of text needed.



We Are Home



Slogan

Truevana's slogan is: We Are Home. Variations include:

1- We Are Home

2- We are home

3- We're Home

4- We're home

Brand Voice

Our goal is to be consistent, confident, and clear. Say more with less. We use common, simple words. Avoid Slang. Incorporate active voice.

Delight Simplify *Buy*

Warm **Homeownership**

Family Ease *Disrupt*

Community Inclusive

Passionate Hassel Free

Leader **Home** *Loyal*

Personal Concierge

Active Friendly *Own*

Confident On-Demand

Primary Color Palette



Truevana
Green

Hex Code
#2E493A

CMYK:
37, 0, 21,
71

RGB:
46, 73, 58



Sky
Blue

Hex Code
#1074EE

CMYK:
93, 51, 0, 7

RGB:
16, 116,
238

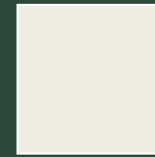


Calm
Grey

Hex Code
#607F9D

CMYK:
39, 19, 0, 38

RGB:
96, 127, 157



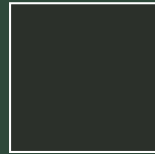
Warm
Ivory

Hex Code
#EFEDE1

CMYK:
0, 1, 6, 6

RGB:
239, 237, 225

Secondary Color Palette



Pine
Green

Hex Code
#2B302A

CMYK:
10, 0, 13,
81

RGB:
43, 48, 42



Grassy
Green

Hex Code
#335441

CMYK
39, 0, 23, 67

RGB
51, 84, 65



Pearl
Grey

Hex Code
#6C798C

CMYK
23, 14, 0, 45

RGB
108, 121, 140

Metallic Color Palette



Color
Name

Pantone
0000



Color
Name

Pantone
0000

Libre Bodoni

Libre Bodoni is an open-source font available for download from Google Fonts. This font is primarily used for “Truevana” in the logo and main headings or titles.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Regular Italics

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0*

Regular Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

Poppins

Poppins is an open-source font available for download from Google Fonts. Poppins is the primary font; Libre Bodoni should be used sparingly.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Regular Italics

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0*

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Semi Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

Libre Bodoni

Libre Bodoni text explanation here

Aa

Libre Bodoni Medium

This is a Headline Example

Poppins

Poppins text explanation here

Aa

Poppins Medium

This is a Headline Example

Aa

Poppins Regular

This is a body copy example.

*Find Delight in
Buying a Home*



Icons

The main goals of using icons is to help customers effectively absorb information, enrich text content, and create brand recognition. Icons should highlight the content on a page, not overshadow or replace it. Use icons to distinguish actions.

Example



Step 7. Sign Power of Attorney

Do

- Use the Primary Color Palette.
(Truevana Green, Sky Blue, Calm Grey, and Warm Ivory)
- Place on contrasting background.
- Always supported by copy/text next to the icon.

Do Not

- Change the opacity.
- Layer icons.
- Make icons either too big (larger than the header font size) or too small (smaller than the body copy text).

Photography

Reminiscent of home. Photography should be inviting, beautiful, and simple. Photos should not have dark or unnecessary backgrounds and avoid overlaying multiple images. Through photography, we add context and depth to our messages. Every photo, no matter its type, serves the same purpose: to tell a true, coherent, and compelling story.



- ✓ Colors are true to brand.
- ✓ Simple.
- ✓ Contrasts background.



- ✓ 1 focal point.
- ✓ Subject is not posed.
- ✓ Action shot.



- ✓ Well lit, details are visible.
- ✓ Sky is bright and blue.
- ✓ Reminiscent of home.

truevana.com



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Services



Make A Plan

Everything starts with understanding your options based on your goals.



Placement

We will find you a place to stay, that meets your needs, while you search for your home.



Find A Home

From showings to closing, A concierge will be the only person you need.



Follow Up

We will monitor your investment and let you know your options any time you want!

[LEARN MORE](#)

About Me

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free



We Are Home