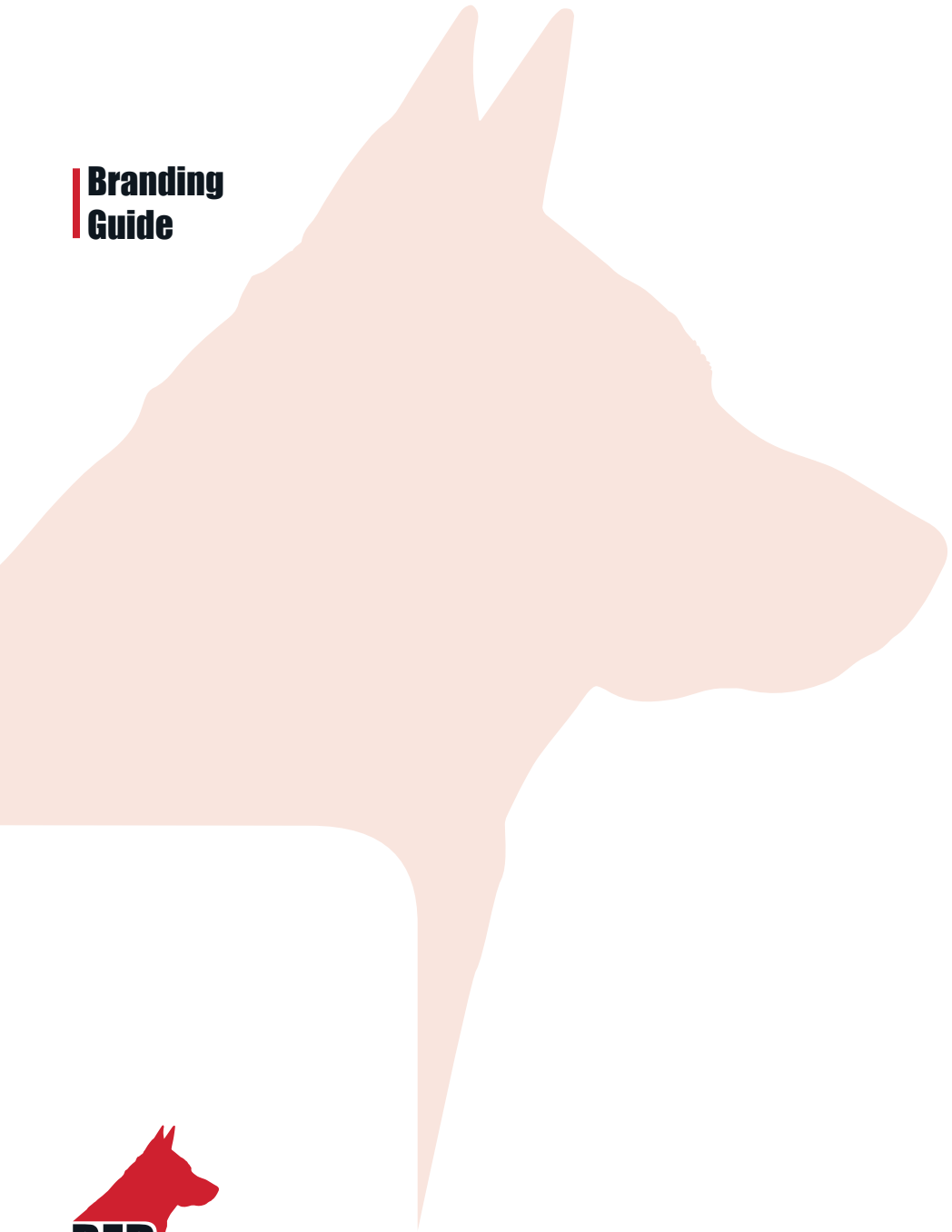


**Branding
Guide**



Logo

The Red Shepherd Properties logo represents strength, loyalty, stability, and commitment. It signifies a bond of trust cultivated with our customers, vendors, and associates.

The logo should never be applied at less than 1/2 inch in width to maintain brand clarity.



It is essential to maintain proper spacing around the logo. This space protects the visual integrity of the brand. The gray boundary signifies this "safety area." To find the safety area, measure the shepherd head symbol from the tip of its ears to the base of the neck.



Logo Colors and Symbol

The primary colors for the Red Shepherd Properties logo are:



PANTONE (spot color) : 186 C
CMYK (4 color process): 0/100/80/5
RGB (digital): 200/16/46
HEX (web): #C8102E



PANTONE: Black 6 C
CMYK: 100/61/32/96
RGB: 16/24/32
HEX: #101820

Other logo formats are permissible for situations where accurate color reproduction isn't possible, or the desired background makes the standard colors challenging to read.



Red and White

Only for use on a black background, but when color is desired

Black and Gray

When no appropriate color option is available, but the two-tone look of the standard logo is desired. The gray is 55% of black

Solid Black

When neither the appropriate color option nor gray is available

Solid White

When the background is too dark for either of the previous options to be clearly visible

The shepherd "head" symbol is a strong graphic image and may be applied alone in 2 ways:



Icon - When used as an icon, the same spacing rules apply to the logo (see opposite page). Only use the prescribed logo colors (see above), and do not deviate from appropriate use of the Red Shepherd Properties logo.

Watermark - When used in this fashion (see front cover), the "head" symbol may employ any of the prescribed color options, at a minimum value of 10% of each.

Color palette

These colors reflect the persona of the brand and the personality and environment in which the brand exists.

Colors are listed according to primacy.

Primary

- logo colors
- type
- primary design elements



PANTONE (spot color) : 186 C
CMYK (4 color process): 0/100/80/5
RGB (digital): 200/16/46
HEX (web): #C8102E



PANTONE: Black 6 C
CMYK: 100/61/32/96
RGB: 16/24/32
HEX: #101820

Secondary

- secondary design elements



PANTONE: 3035 C
CMYK: 100/19/10/72
RGB: 0/62/81
HEX: #003E51



PANTONE: 216 C
CMYK: 12/98/17/46
RGB: 125/34/72
HEX: #7D2248



PANTONE: 473 C
CMYK: 0/24/33/0
RGB: 240/191/155
HEX: #F0BF9B



PANTONE: 2458 C
CMYK: 58/15/47/11
RGB: 104/152/129
HEX: #689881



Gray (55% of black)
CMYK: 0/0/0/55
RGB: 138/140/142
HEX: #8a8c8e

Fonts for Red Shepherd Properties project an attitude of strength and confidence, yet are approachable and friendly in any medium.

For print headlines only:

Impact

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 10

For web headlines only:

Anton

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 10

For web and print subheads, emphasis, and body copy:

Roboto

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 10

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 10

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 10

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 10

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 10

Improper use

This guide establishes fundamental rules for the application of the Red Shepherd Properties logo and protection of branding integrity. As such, there are improper applications of the logo to be avoided.

While these examples aren't exhaustive, they represent the majority of issues to avoid when applying any of the logos.



DON'T stretch or skew the logo.



DON'T apply non-brand colors to the logo.



DON'T alter the size or position of the logo elements.



DON'T change the opacity of the logo.



DON'T place the logo inside a shape or box.



DON'T apply drop shadows, effects, or patterns to the logo.



This document offers guidelines for applying the Red Shepherd Properties logo, brand colors, and fonts.

If you have any questions about the proper application and use of these brand elements, please contact Red Shepherd Properties at cj.fritsch@redshepherdproperties.com or our agency NerdBrand at hello@nerdbrandagency.com.

