
LINDA CRAFT
— TEAM —
REALTORS

Branding Guide

Logo Guidelines

There are 6 appropriate ways to display the logo. The black or white logos should be used wherever possible, as the others are reserved for special use. Nothing in the logo is to be removed or replaced. The set colors provided below are the only allowed versions and no other colors may be used. The logo should be used no smaller than one inch wide. Proportions are to be left intact to ensure consistency across all use of the logo.

Standard - White - Black



Standard 2 - Black - White



White - Gray



White - Dark Gray



White - Red



White - Red & Black



Color Guide

Logo Colors:



RGB: 18/102/153
CMYK: 58/49/46/15
Hexadecimal: #6D6E71



RGB: 28/28/28
CMYK: 72/66/65/77
Hexadecimal: #1C1C1C



RGB: 109/110/113
CMYK: 0/0/0/70
Hexadecimal: #000000



RGB: 0/0/0
CMYK: 0/0/0/0
Hexadecimal: #ffffff

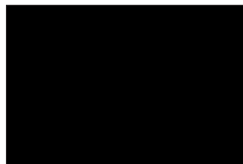


RGB: 158/11/15
CMYK: 27/100/100/22
Hexadecimal: #9E0B0F

Website Colors:



RGB: 28/28/28
CMYK: 72/66/65/77
Hexadecimal: #1C1C1C



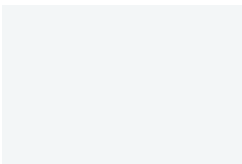
RGB: 109/110/113
CMYK: 0/0/0/70
Hexadecimal: #000000



RGB: 0/0/0
CMYK: 0/0/0/0
Hexadecimal: #ffffff



RGB: 158/11/15
CMYK: 27/100/100/22
Hexadecimal: #9E0B0F



RGB: 241/243/244
CMYK: 4/2/2/0
Hexadecimal: #F2F2F2

Print Colors:



RGB: 109/110/113
CMYK: 0/0/0/70
Hexadecimal: #000000



RGB: 0/0/0
CMYK: 0/0/0/0
Hexadecimal: #ffffff



RGB: 229/51/56
CMYK: 4/95/84/0
Hexadecimal: #e53238

Typography Guide

Primary Headline Font:

Belleza- AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Primary Body Copy Fonts:

Fira Sans Light - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Fira Sans Regular- AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Fira Sans Italic - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Fira Sans Medium- AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Fira Sans Semi Bold - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Fira sans Bold - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Linda Craft Team uses Belleza & Fira Sans which are free to download from Google Fonts:

Photography Guide

Linda Craft embraces light and bright imagery, utilizing white space and tasteful simplicity. She uses both interior and exterior images of homes, as well as images containing people and images of the local area. When possible, exterior images should contain foliage and greenery. Interior shots should include sunlight and light colors, with accent colors used sparingly. Photos containing people should show variety and diversity.

Exterior



Interior



LINDA CRAFT
— TEAM —
REALTORS

Linda Craft Team Realtors
7300 Six Forks Rd, Raleigh, NC 27615
PH: (919) 235.0007 EMAIL: service@lindacraft.com

REALTOR® Equal Housing Opportunity

