



BRAND GUIDELINES

PREPARED BY C&I AN IDEA AGENCY

FREEBIRD | Brand Guidelines



TABLE OF CONTENTS

1.0	Logo Specifications
2.0	Typefaces Details
3.0	Color Specifications
4.0	Logo Styles
5.0	Logo Best Practices
6.0	Application

1.0 LOGO SPECIFICATIONS



PRIMARY LOGO APPLICATION

This is the standard logo type to be used on all print and digital platforms.



FREEBIRD



LOGO HORIZONTAL APPLICATION

This logo type is to be used in web and mobile applications where the spacing requires a longer format.



LOGO CLEAR SPACE

The logo clear space is used to determine how much space around the logo should be clear of any and all elements when being used on print and digital platforms.

In this logo the amount of the clear space is equivalent to the height of the pencil tip.

With $\text{FREEBIRD} = (\text{height of text under the logo mark})$ whatever size the logo is scaled, we use this logic to determine the clear space around the logo.



2.0 TYPEFACE DETAILS



THE TYPEFACE FAMILIES

Only two font styles are used in the branding for FREEBIRD, from two different families: Bebas Neue and Gotham.

PRIMARY TYPEFACE

Bebas Neue serves as the typeface for primary headlines for online and printed materials.

SECONDARY TYPEFACE

Gotham Bold serves as a supporting typeface for subheadlines and body copy in online and printed materials. The huge variety of weight and style of this font will allow for flexibility for future growth of FREEBIRD's brand identity.

BODY COPY TYPEFACE

Gotham Book Regular serves as the body copy typeface throughout marketing and editorial materials.

BEBAS NEUE BOLD

WHEN TO USE

The font family features 8 different weights plus italicized versions. This variety will allow for adequate options for primary headlines on printed and online pieces.

HEADLINE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

GOTHAM BOLD REGULAR

WHEN TO USE

Montserrat is the sole typeface in the tagline. Its style allows for bold application, and it can also be used as an option for secondary headlines on printed and online pieces.

SUBHEADLINE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

GOTHAM BOOK REGULAR

WHEN TO USE

Gotham is a versatile font that can be used for all forms of standard body text, ranging from stationery, website design, brochures, and all forms of general correspondence.

BODY COPY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz



3.0 COLOR SPECIFICATIONS



FREEBIRD

GIVE YOUR LIFESTYLE A HOME

HEX 009CDB



HEX 87878A



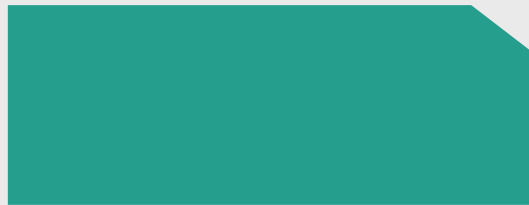
HEX 1A9C8C



PROCESS C76 M24 Y43 K38

SCREEN R0 G156 B220

WEB HEX 009CDB



PROCESS C80 M17 Y52 K0

SCREEN R25 G155 B139

WEB HEX 1A9C8C



PROCESS C49 M41 Y39 K4

SCREEN R199 G33 B43

WEB HEX 87878A



4.0 LOGO STYLES

PRIMARY LOGO

This version of the logo is appropriate for most applications in print and digital media. The logo can be applied vertically or horizontally.

The log can alternatively be displayed as black, white or 50% gray when applicable.



LOGO WITH TAGLINE

If desired, this logo can be displayed with the tagline, “GIVE YOUR LIFESTYLE A HOME” The tagline is displayed in Gotham Bold.



FREEBIRD

GIVE YOUR LIFESTYLE A HOME

5.0 LOGO BEST PRACTICES



LOGO

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, or modify any part of the logo. Some examples of logo misuse are shown below.

DO NOT: LOGOMARK

Do not resize or change position of any elements of the logomark.



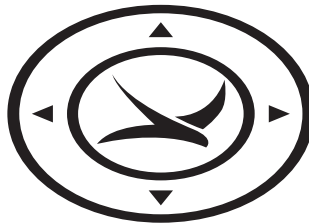
DO NOT: FONTS

Do not use any other font, no matter how close it might look to the original logo.



DO NOT: SIZING

Do not squish or stretch the logo. In most programs, holding down the SHIFT key allows for proportional resizing.





HOME

WHAT WE DO

AREAS EAST

LIVING LAUDY

ABOUT

RESOURCES

FREEBIRD REPRESENTS HOME BUYERS AND SELLERS IN THE EXCITING EAST FORT LAUDERDALE MARKETS THROUGH OUR LIFESTYLE FIRST, SOCIAL-CENTRIC PROGRAM



LET'S BUY
I'M READY

THE FREEBIRD
DIFFERENCE

SHOW ME
FORT LAUDERDALE



6.0 LOGO APPLICATION



Freebird

Home

Reviews

Photos

Posts

Events

About

Community

Create a Page



Like Follow Share ...

Send Message

Create Post



Write a post...

Photo/Video

Tag Friends

Check in



Recommendations and Reviews

Recommended by 1 person



Don and his team at Live Freebird understand that real estate decisions are only a small part of the... See More

November 27, 2019

Do you recommend Freebird?

Yes

No

See All

Photos



Real Estate Company in Fort Lauderdale, Florida

Always Open

Community

See All

105 people like this

106 people follow this

About

See All

(954) 745-9505

Send Message

www.livingfreebird.com

Real Estate Company

Hours Always Open

Suggest Edits

Page Transparency

See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - October 1, 2019

Related Pages



Everyday Matters Local Business

Like



CBDSmartDecision Health & Wellness Website

Like



Daniel Gendler, NMLS ... Financial Service

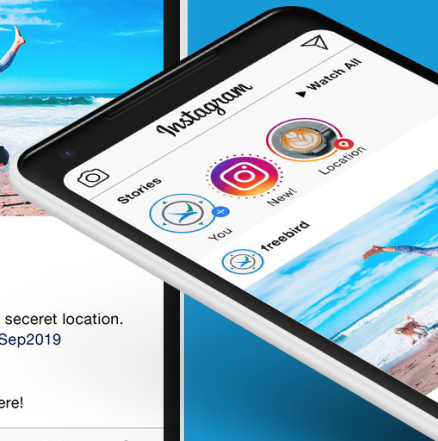
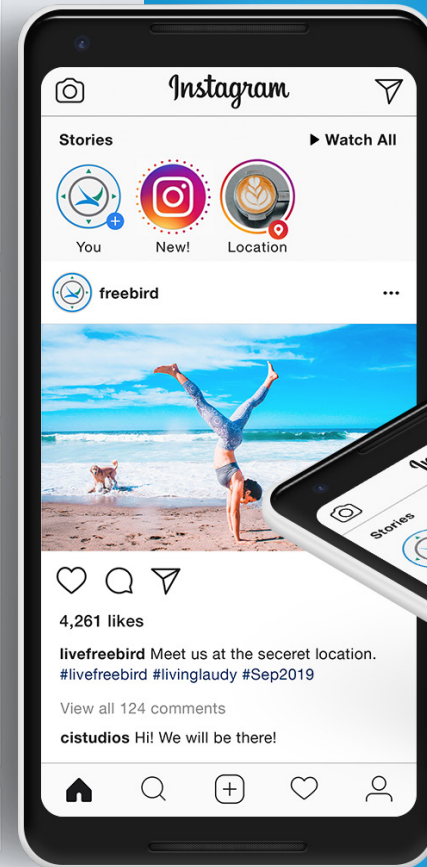
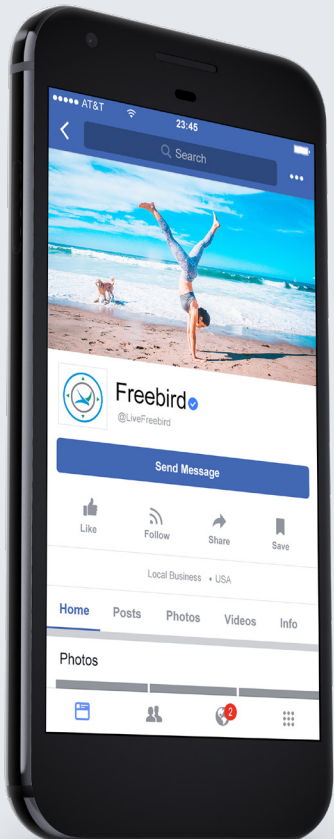
Like

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

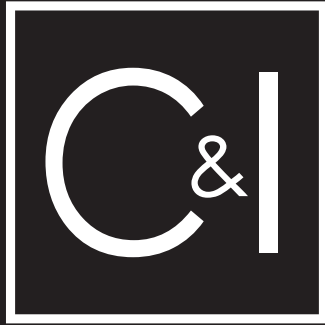
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