



**CLASSIC**<sup>TM</sup>  
*Cape Real Estate*

# **Classic Cape Real Estate**

## *Brand Guidelines*

August 2024



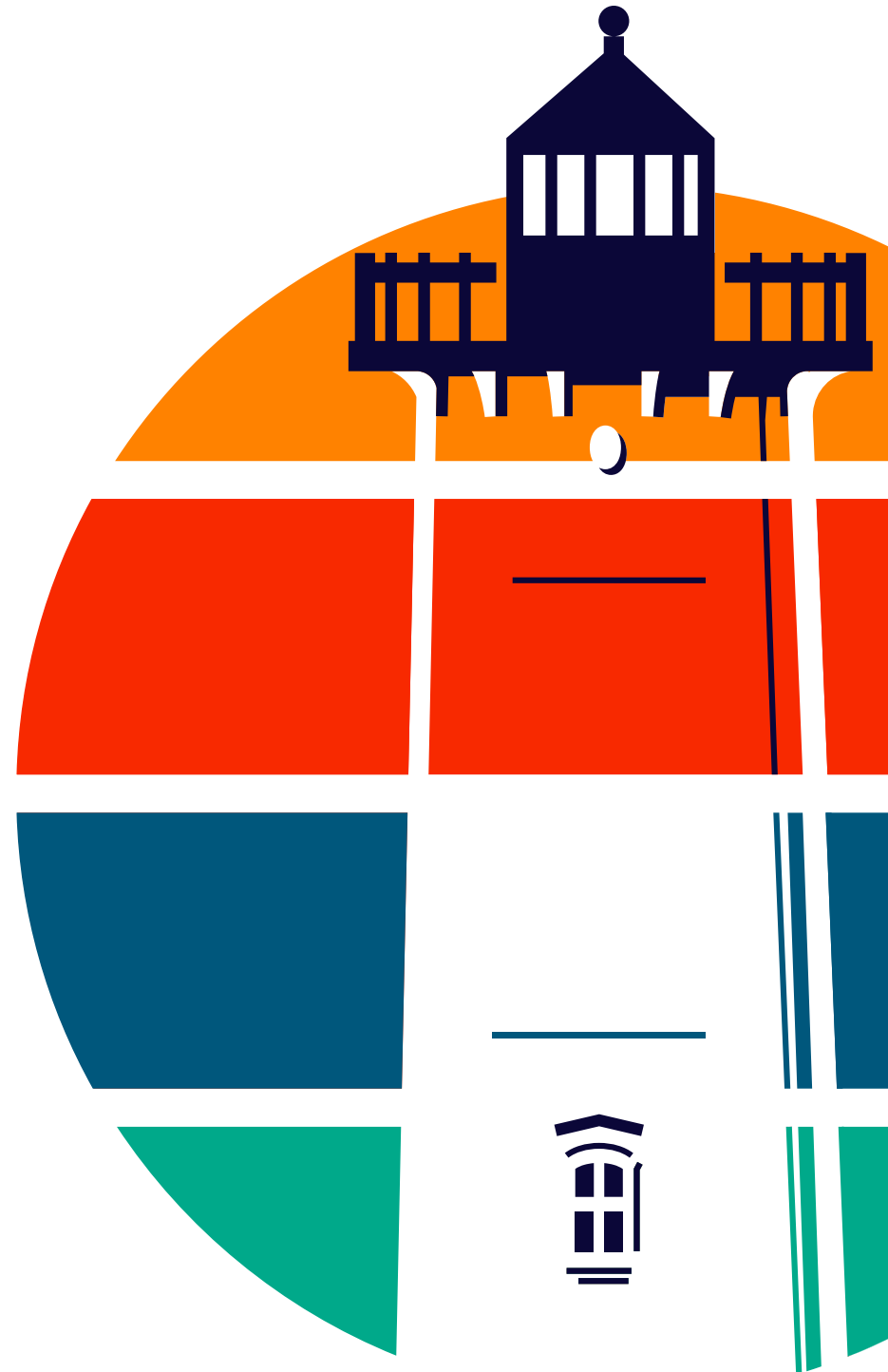


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# Contents

5	<b>Introduction</b>
6	<b>Logo</b>
8	<b>Typography</b>
10	<b>Color</b>
11	<b>Graphic Devices &amp; Assets</b>
12	<b>Photography</b>
13	<b>Activations</b>
15	<b>Social Media</b>



# Introduction

**The following document is a the first edition brand guidelines developed to assist in guiding the vision of Ken Hager, owner and founder of Classic Cape Real Estate (CCRE).**

The goal of this document is to provide a framework and guide for Designers developing communications for the Branding of CCRE. This document is not a rule book, but rather a recommendation of how to achieve the visual identity represented throughout the guidelines.

**We hope you enjoy reading it half as much as we did putting it together.**



# Logo Design

*Logomark:*

## **The Classic Light**

Sitting at the heart of the CCRE visual identity is the Classic Lighthouse. Inspired by the iconic Nauset Light, this symbol of Cape Cod evokes a nostalgic feeling of the setting sun over sea water, while nodding to the rich history of the Cape.



*Wordmark:*

Set in a customized Aglet Sans, the wordmark aims to be playful, with loose, expressive forms, while still maintaining a professional aesthetic.

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# Logo Variations

CCRE Emblem

Black



Sand



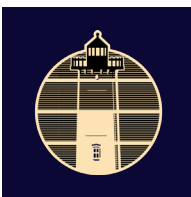
Black



White



Classic Light Emblem



Primary Logo Mark (Horizontal)



Primary Logo Mark (Vertical)



Stem Frame Versions



Word Mark Versions



Circular Lockup



# Typography

The Visual Identity of CCRE hinges its typography on two fonts, LTC Globe Gothic Bold, and Aglet Sans. While Aglet Sans is free to be used across weights, LTC is only to be used as a bold typeface.

## LTC Globe Gothic Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

## Aglet Sans

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**



# Typography

# This is a Headline

---

Headline 1 | LTC Globe Gothic Bold, 42pt

## THIS IS A SUB-HEADER

---

Sub-header | Aglet Sans Bold, 32pt  
(All Caps)

This is a body paragraph. The typographic choice is aimed to be both playful and professional, with an emphasis on expressiveness and readability. The remainder of this text is only to fill the space to show what this typeface looks like is multi-sentence paragraphs.

---

Body-Paragraph | Aglet Sans Regular, 32pt

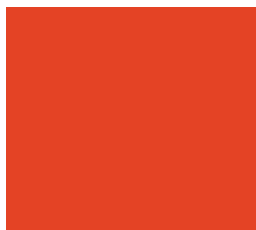
# Colors

The color palette was selected from retro inspired colors the aligned with a late 70s feeling of nostalgia.

*Color Progression:*



## Primary Colors

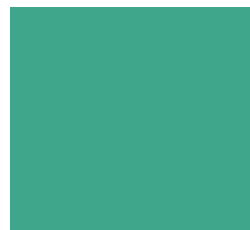


### Rusty Orange

#e44325

RGB: R: 228, G: 67, B: 37

CMYK: C: 5%, M: 89%, Y: 100%, K: 0%



### Sea Green

#3FA68C

RGB: R: 63, G: 166, B: 140

CMYK: C: 73%, M: 13%, Y: 55%, K: 0%

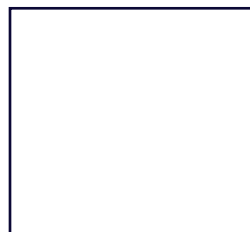


### Deep Violet

#0B0835

RGB: R: 11, G: 8, B: 53

CMYK: C: 96%, M: 92%, Y: 44%, K: 60%



### White

#ffffff

RGB: R: 255, G: 255, B: 255

CMYK: C: 0%, M: 0%, Y: 0%, K: 0%

## Secondary Colors



### Faded Orange

#f18a21

RGB: R: 241, G: 138, B: 33

CMYK: C: 2%, M: 55%, Y: 100%, K: 0%



### Turquoise

#3F8A8C

RGB: R: 63, G: 138, B: 140

CMYK: C: 76%, M: 30%, Y: 43%, K: 4%



### Reef Blue

#0C5679

RGB: R: 12, G: 86, B: 121

CMYK: C: 95%, M: 64%, Y: 33%, K: 14%



### Sand

#ffe7bd

RGB: R: 255, G: 231, B: 189

CMYK: C: 0%, M: 9%, Y: 28%, K: 0%

# Graphic Devices

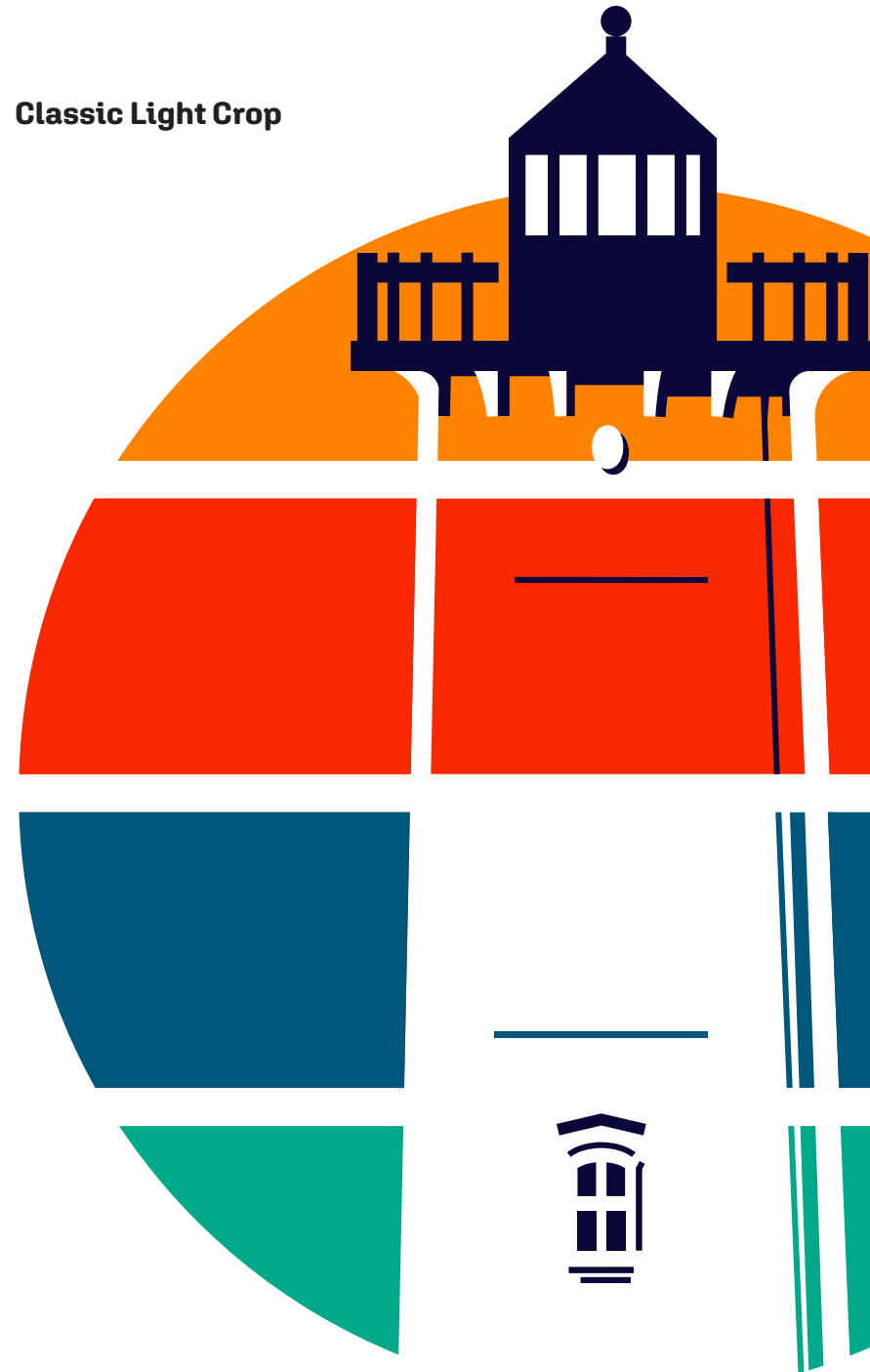


Color Wave



Textured Illustrations

Classic Light Crop



# Photography

Photography should aim to be:

## Elevated, Warm, Inviting

**Notes:** Avoid muting colors too much, increase contrast, and saturation as needed.

When Photography is present on website, mailers and other touchpoints these edits should be made. In social media and posts made from listing photos, filters should be minimal if used at all.

No Filter Applied



Warm Filter Applied



# Activations

Koozie



'Classic' Shades



Sticker



Long-Sleeve



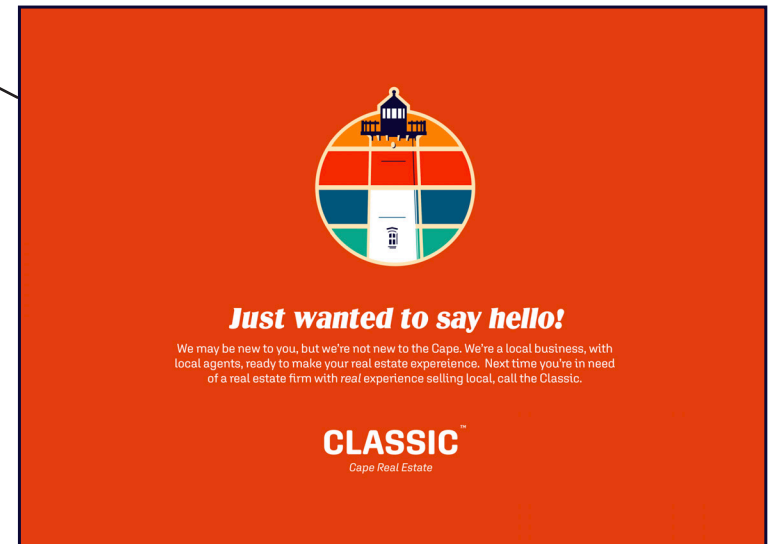


# Activations

## Trucker Hat

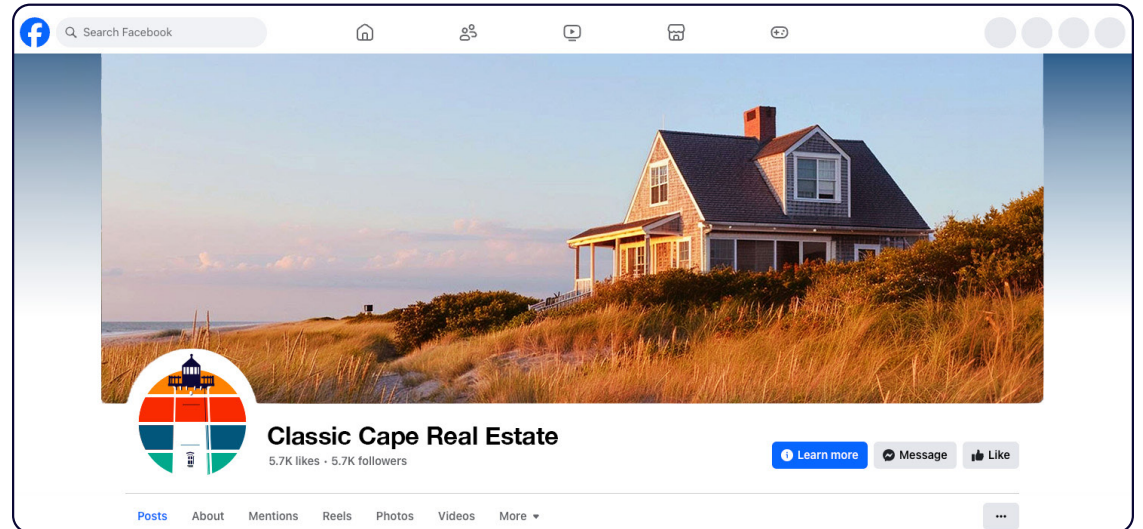


## Swag Box

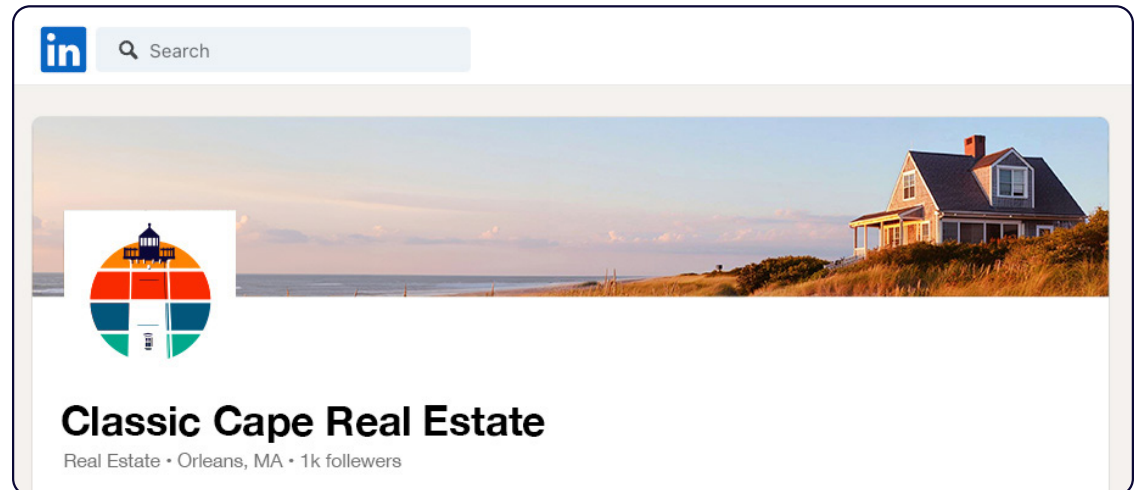


# Social Media

Facebook Page

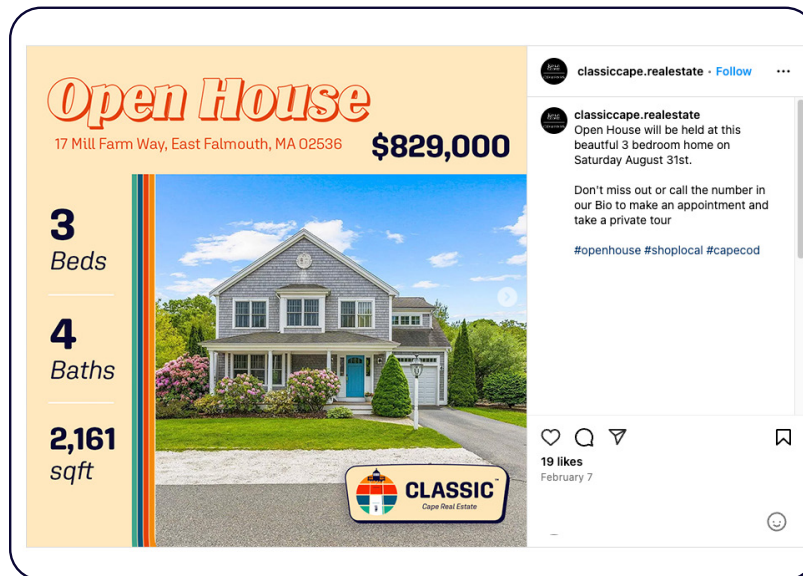


LinkedIn Page



# Sample Post

1080x1080 Post



1080x1920 Story

