

BRAND BOOK

OUR VISUAL IDENTITY

DEAL REAL ESTATE SERVICES

OUR LOGO STORY

This design presents a bold, modern wordmark with a triangular “A,” evoking strength, stability, and momentum. The extended stroke connecting the “E” and “A” adds a sense of continuity and precision, symbolizing DEAL’s ability to guide clients seamlessly through each step of a transaction. Clean sans serif lines reinforce clarity, innovation, and confidence.

LOGO TYPEFACE
CUSTOM

PRIMARY LOGO

DEAL
real estate services

HORIZONTAL LOGO

DEAL real estate services

LOGO USAGE



Do not squish or stretch the logo



Do not move elements



Do not resize elements

DEAL
real estate services

DEAL
real estate services

DEAL
real estate services

BRAND COLORS

Colors play a crucial role in defining a brand's identity and have the potential to shape how its audience reacts and responds. Because of this, it's important to maintain color consistency across all platforms and mediums to establish brand recognition and foster trust among existing and potential clients.

PRIMARY

HEX #000810

CMYK 40, 20, 20, 100

RGB 0, 8, 16

PLATINUM

COLOR STOP 1

HEX #9A9A9A

CMYK 42, 34, 35, 1

RGB 154, 154, 154

COLOR STOP 2

HEX #BBBCBB

CMYK 27, 21, 22, 0

RGB 187, 188, 187

COLOR STOP 3

HEX #E2E3E2

CMYK 10, 7, 8, 0

RGB 226, 227, 226

TERTIARY

HEX CODE #FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

TYPOGRAPHY

Similar to color, typography holds great power in conveying the values and tone of your brand. Each font style has distinct associations and meanings, resulting in a unique representation of your brand identity. It's important to have consistent typography across all platforms and mediums to establish brand recognition and build trust with both current and potential clients.

BRAND TYPEFACE

CABIN

BUSINESS CARDS



LOGO MIN. SIZE .5"H



18 PT CABIN SEMIBOLD | 240 PT TRACKING

10 PT CABIN ITALIC | 0 PT TRACKING

16 PT CABIN REGULAR | 75 PT TRACKING

10 PT CABIN REGULAR | 0 PT TRACKING

24X24 YARD SIGNS



408.688.4928
DEALRES.COM  

140 PT CABIN MEDIUM | 200 PT TRACKING

80 PT CABIN BOLD | 200 PT TRACKING



AWNE ELRABADI
AWNE@DEALRES.COM

408.688.4928 | DRE# 01480736

120 PT CABIN BOLD | 240 PT TRACKING

90 PT CABIN REGULAR | 200 PT TRACKING

40 PT CABIN REGULAR | 75 PT TRACKING

24X24 A-FRAME SIGNS



OPEN HOUSE

120 PT CABIN BOLD | 240 PT TRACKING

DEAL

real estate services



408.688.4928
DEALRES.COM  

130 PT CABIN MEDIUM | 200 PT TRACKING

80 PT CABIN BOLD | 200 PT TRACKING

36X36 COMMERCIAL SIGN



208 PT CABIN MEDIUM | 200 PT TRACKING

118 PT CABIN BOLD | 200 PT TRACKING