

# STYLE GUIDE

RED PEPPER REAL ESTATE

*November, 2017*

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# LOGO IDENTITY

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## MAIN LOGO:



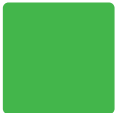

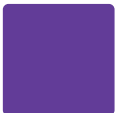




## ALTERNATE LOGO:



# BRAND COLORS

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		CMYK	RGB	HEX
PRIMARY BRAND COLOR		0 / 92 / 100 / 28	183 / 32 / 37	#B72025
SECONDARY BRAND COLOR		0 / 32 / 90 / 2	250 / 169 / 26	#231F20
THIRD BRAND COLOR		75 / 24 / 0 / 24	70 / 182 / 74	#46B64A
ALTERNATIVE COLOR		75 / 11 / 0 / 8	80 / 199 / 225	#50C7E1
ALTERNATIVE COLOR		32 / 0 / 47 / 17	98 / 61 / 152	#623D98
TEXT COLOR		0 / 0 / 0 / 100	100 / 100 / 100	#999999
BASE COLOR		0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF

# LOGO COLOR VARIATIONS

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## DARK BACKGROUND:



## BLACK AND WHITE:



## Stolzl (Regular)

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

<https://www.myfonts.com/fonts/northernblock/stolzl/>

## Stolzl (Bold)

**ABCDEF**

**abcd1234**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()**

<https://www.myfonts.com/fonts/northernblock/stolzl/>

## Stolzl (Light)

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

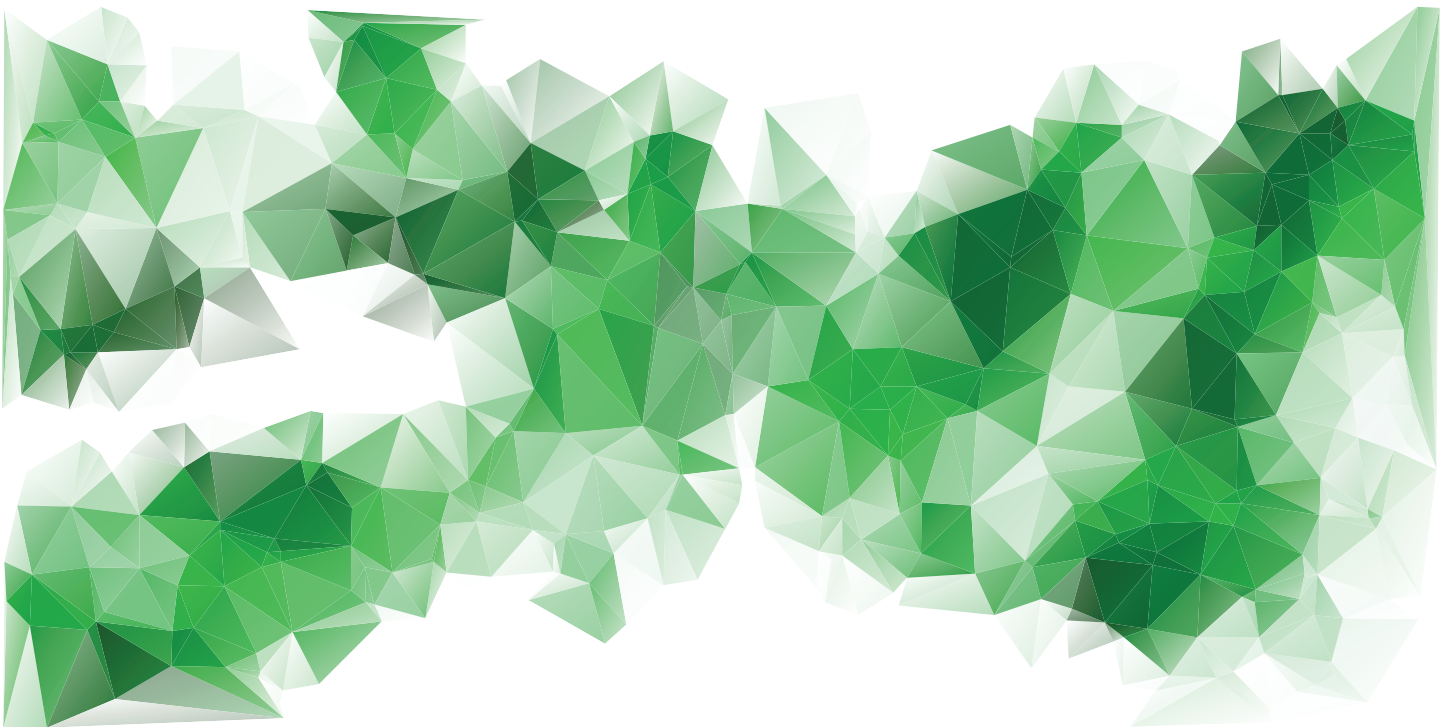
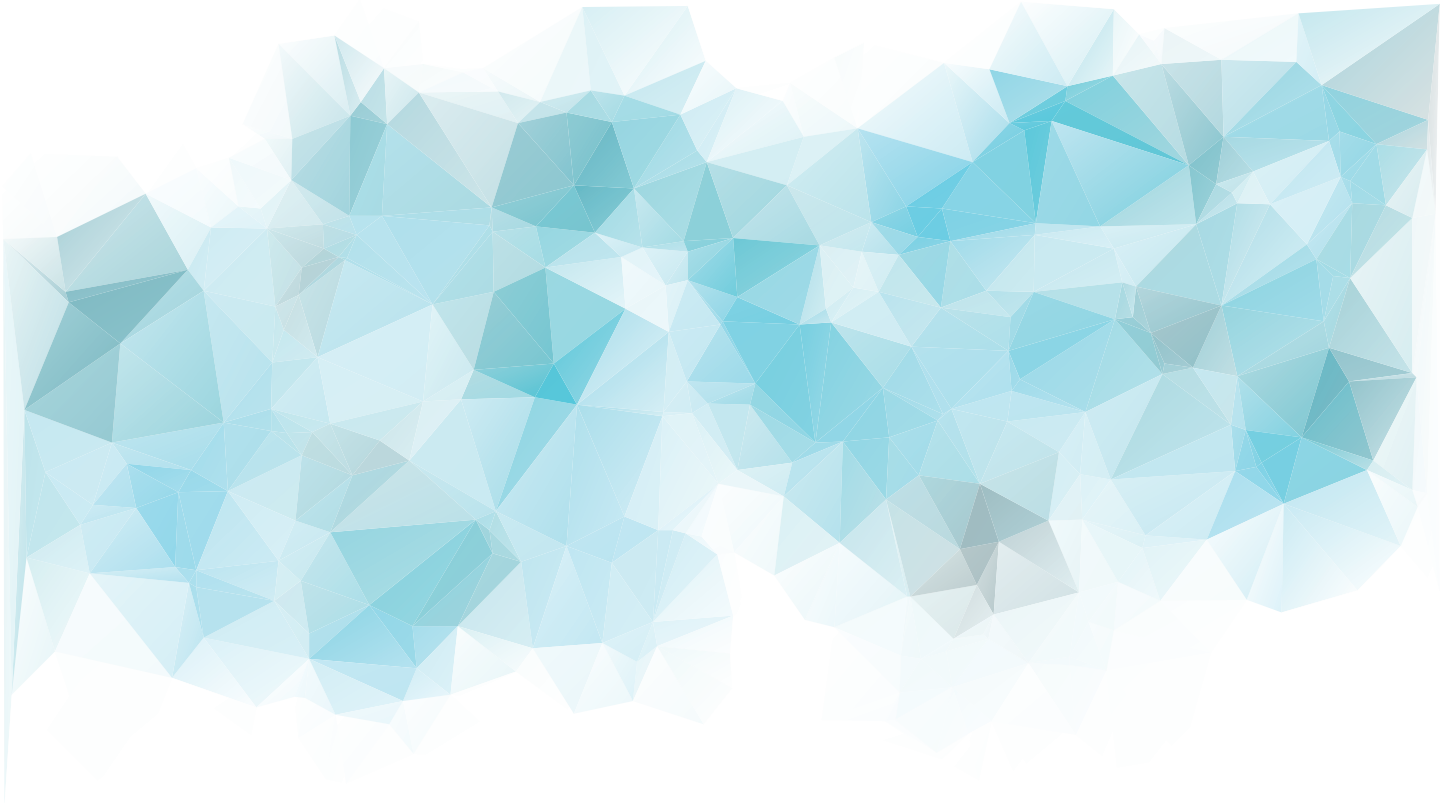
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

<https://www.myfonts.com/fonts/northernblock/stolzl/>

# BACKGROUNDS

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# BACKGROUNDS

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