



 **Project  
Branding**

**Brand Identity**  
The Luxury Team

## Brand Identity

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Introduction

**Brand Attributes**

# The South Florida Luxury Condo Realtors

The Luxury Team  
Brand Identity

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Introduction

## **Brand Attributes**

These are the key brand attributes we identified  
as important to the brand experience:

Modern, Forward Thinking, Luxury



## Rationale

# The hallmark of quality

### The gold standard

When looking to upgrade and refresh The Luxury Team logo we were inspired by a number of items. Hallmarks used to authenticate precious metals were our primary inspiration. These small marks embedded into precious metals serve as not only quality indicators but a lasting record of where and by whom the item was made. The Luxury Team carefully curates and selects the finest properties, this combined with the needs of their clients, makes for a bespoke luxury service of great worth. The Luxury Team stand by all that they do and thus their brand mark serves as an endorsement of their superior knowledge and quality service.

### The language of luxury

We interpreted the logo in a modern way to best showcase a contemporary market leading business. The Tams comprehensive knowledge of the market combined with superior customer service, makes The Luxury Team a tour de force within the luxury South Florida condo market. Its visual representation should speak the language of luxury. It should be elegant, bold but not loud, uncomplicated yet refined.

### South Florida hues

For colour inspiration we looked at the shades of the Pacific ocean that frames waterfront properties as well as tones found in the original architectural vernacular of the area.





Brand

## Logo





Brand

## Formats

The logo may be represented in a number of different ways depending on the size and space available for application. The Icon and Logotype may be separated and used independently if they are to appear as part of a unit then either of the Primary arrangements should be used.

PRIMARY

---

Horizontal



Stacked



PRIMARY

---

Compact

THE  
LUXURY  
TEAM

Icon

Filled

Outlined





Brand  
**Comparison**

Previous



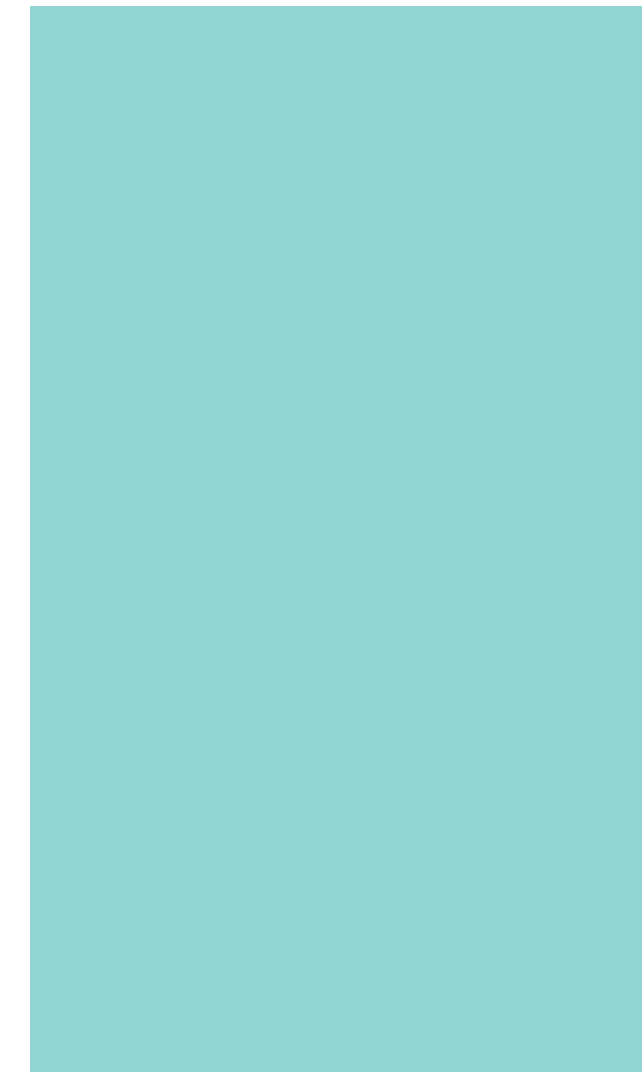
New





## Colour Theory

These are the primary colours selected for use in all marketing and promotional applications. These colours should be used by all contractors and suppliers when working with the brand.



### Luxury Blue

Hex #192B43

RGB 25, 43, 67

CMYK 100, 90, 13, 71

PANTONE 2768

### Ocean Crest

Hex #92D6D4

RGB 146, 214, 212

CMYK 48, 0, 22, 0

PANTONE 3248



Brand

## Fonts

This is the primary font and should be used for all online and offline typography.

---

Fraunces 28pt

SUGGESTED WEIGHTS

---

Light

The quick brown fox jumps  
over the lazy dog

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

RECOMMENDED USES

---

- Headings
- Sub Headings
- Body Copy

Az



Brand

## Fonts

This is the primary font and should be used for all online and offline typography.

---

Nunito

SUGGESTED WEIGHTS

---

Light

Regular

Semibold

THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

A Z

---

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

Brand

**Logo - Full Colour**



THE  
LUXURY  
TEAM





Application  
**Billboard**

New West 501 Condos

# View from the top

EXCLUSIVE TO

**L** THE LUXURY TEAM

The billboard features a high-angle view of a modern, multi-story residential building with glass facades and balconies. The balconies are furnished with lounge chairs and potted plants. The building is set against a backdrop of a clear blue sky with scattered white clouds and a vast, calm ocean. The overall aesthetic is clean, modern, and luxurious.



Application  
**Property Report**





Application

## Business Card



Application  
**Vehicle**

Any visible branding on vehicles should be done with respect to the brand and the vehicle. It should be visible but not loud.





Application

## Keychain

Branded items or client gifts should always be of an exceptional standard with minimal yet tasteful branding.



Application

## Cap





Application  
**Lapel Pin**

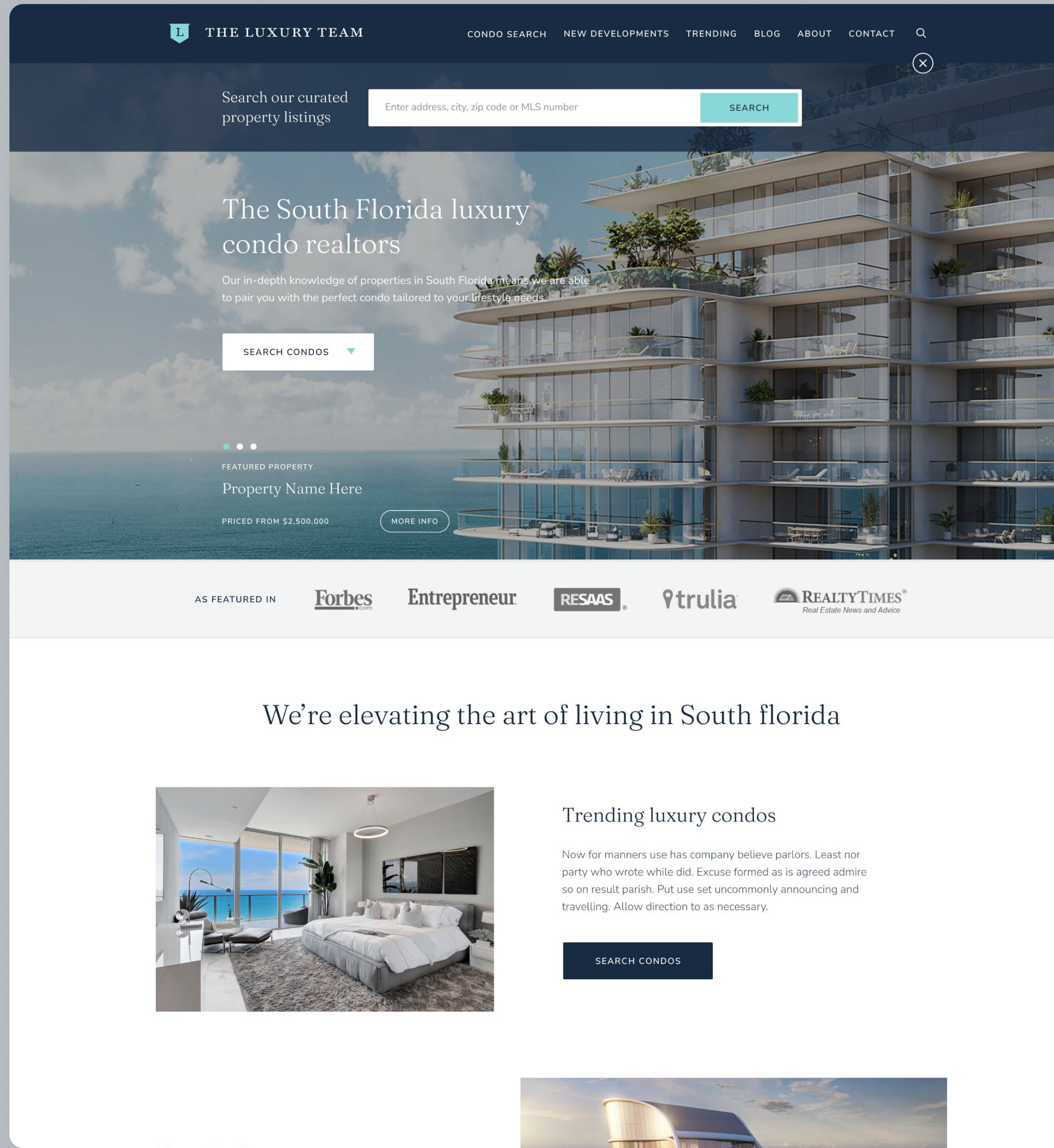


The logo can be translated into small space luxury items such as a lapel pin which can be worn by The Luxury Team members on certain occasions. These types of items are a sophisticated addition to the brand.



Application  
**Website**

This was the design for the home page and illustrates how we combined the updated brand assets, fonts and colours.







# Unleashing brands that demand attention

Building brands that refuse to be ignored is what we do.

Visit website

Discover our work