

BRAND GUIDELINES OF



THE MEANING WITHIN OUR MARK

Our logo is not just a mark—it's the voice of our identity. Every detail, from its form to its tone of color, conveys who we are and what we stand for. It represents our journey, inspires trust, and builds an enduring connection with our audience.



The logo is a creative fusion of the letter R and a building silhouette, forming a modern and abstract identity. The bold capital R symbolizes reliability, resilience, and recognition, while the building structure reflects growth, stability, and strength in the real estate and construction domain. This dual representation makes the logo both professional and iconic, capturing the brand's vision of building lasting value with a strong foundation.

LEGIBILITY SPACE

X =



To ensure clarity and strong visibility, a protective clear space must always surround the logo. This space is determined by the height of the letter "R" in the logo. A margin of $2x$ (where x equals the "R" height) should be maintained on all sides, keeping the area free from text, images, or other design elements.



VARIOUS OF LOGO ARRANGEMENT

Our logo comes in two arrangements for versatile use. The vertical layout is primary, applied across social media, print, and digital platforms. The horizontal layout is secondary, used for outdoor media and wide-format designs. Both follow the same clear space, color, and sizing rules to ensure consistency.



The primary logo and the default choice for most applications.

To be used across social media, print collaterals (flyers, brochures, stationery), and digital platforms.

Ensures strong brand presence and consistency in standard formats.

Vertical Layout
(Primary Logo)



A supporting logo version created for landscape-oriented formats.

Best suited for outdoor media, hoardings, banners, website headers, and wide-format designs.

Provides adaptability while preserving brand clarity in horizontal spaces.

Horizontal Layout
(Secondary Logo)

Both versions follow the same color palette, clear space, and minimum size rules to maintain uniformity across applications.

OUR COLOR SYSTEM

Our brand identity is built on a structured color system. The primary palette defines our core personality and is used most prominently across all communications. The secondary palette supports and complements the primary colors, adding versatility and depth. The tertiary palette provides accents and highlights, bringing flexibility for creative expression while maintaining consistency in our visual identity.

COBALT BLUE

symbolizes trust, stability, and depth. It blends the calmness of blue with a bold, modern energy, making it a color of confidence, wisdom, and creativity. Often linked to prestige and reliability, it conveys both professionalism and approachability.

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

TUSCAN GOLD

Evokes the warmth, richness, and timeless beauty of the Tuscan landscape. Inspired by sunlit fields, golden sunsets, and earthy tones of classic Italian villas, it symbolizes heritage, prosperity, and elegance. In real estate, Tuscan Gold represents luxury rooted in tradition, creating a sense of warmth, trust, and lasting value.

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

ONYX BLACK

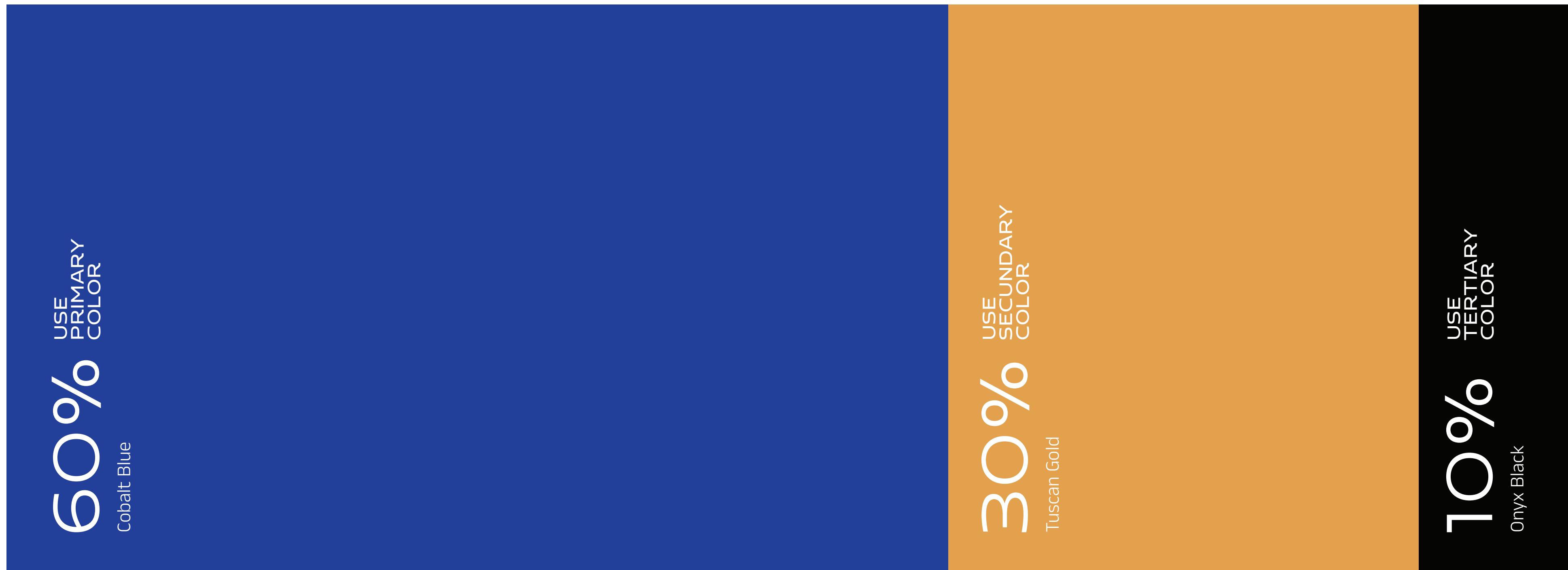
Represents luxury, power, and prestige. Inspired by the precious gemstone, it conveys exclusivity and elegance, making it ideal for brands that want to feel bold and premium.

HEX: #231f20
RGB: (35, 31, 32)
CMYK: (0, 0, 0, 100)

GUIDELINE

These tones form the official brand palette. No unapproved colors may be introduced in communication, design, or production.

USAGE OF COLOR PERCENTAGE



TYPOGRAPHY (PRIMARY FONT) THAT DEFINES OUR VOICE

Our brand uses [Primary Font Family] as the main typeface. It is primarily applied in headlines, subheadings, and key highlights to establish a strong and distinctive presence. Its clean and modern style reflects clarity, professionalism, and approachability. Consistent use of this font ensures a unified brand identity and reinforces recognition across all brand communications.

ADERO BOLD

ADERO REGULAR

ADERO LIGHT

aderobold

aderoregular

aderolight

TYPOGRAPHY (SECUNDARY FONT) THAT COMPLEMENTS OUR VOICE

Our brand uses [Secondary Font Family] as the supporting typeface. Primarily applied in body copy, it ensures legibility and readability across all mediums. Its balanced, neutral style complements the primary typeface, maintaining consistency while providing flexibility in extended communication.

ANEK TELUGU - ETRA BOLD

ANEK TELUGU - BOLD

ANEK TELUGU - SEMI BOLD

ANEK TELUGU - MEDIUM

ANEK TELUGU - REGULAR

ANEK TELUGU - LIGHT

anek telugu - etra bold

anek telugu - bold

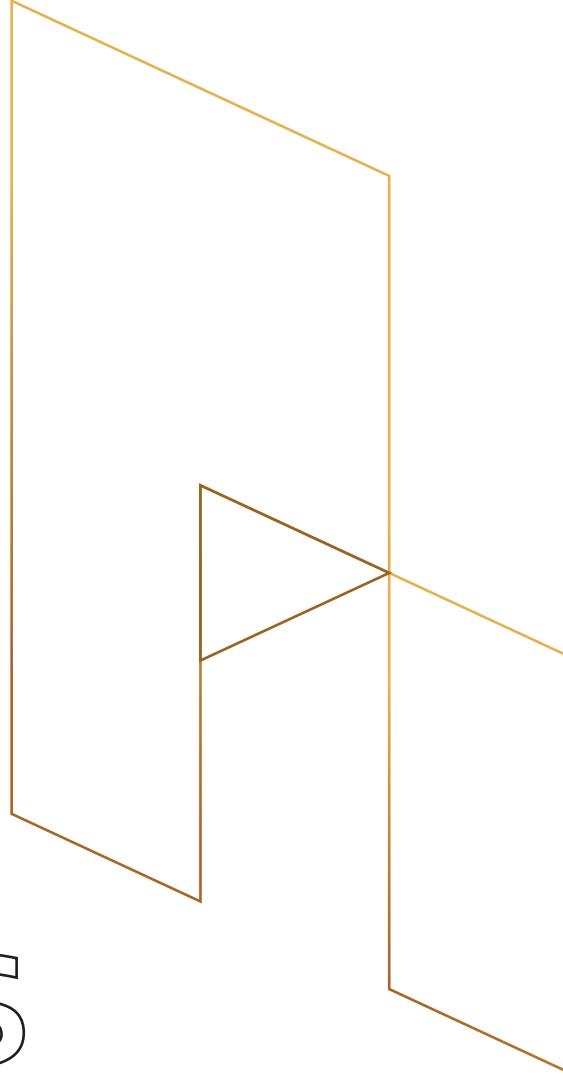
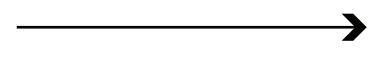
anek telugu - semi bold

anek telugu - medium

anek telugu - regular

anek telugu - light

PLACEMENT OF THE LOGO



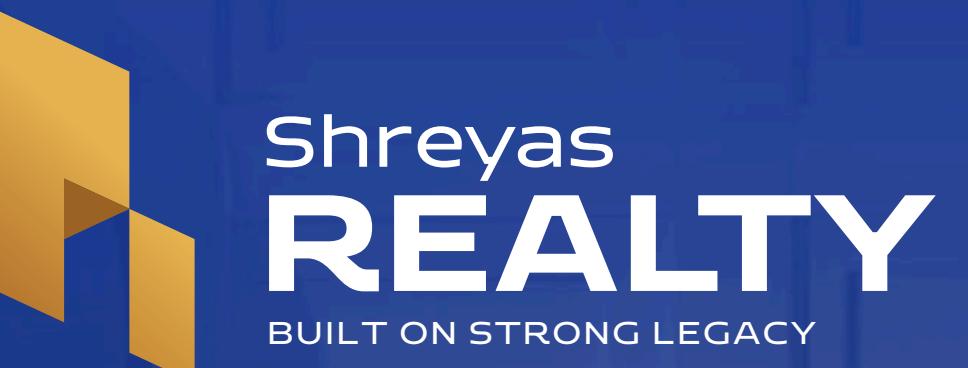
Shreyas
REALTY
BUILT ON STRONG LEGACY

FOR REALTY
BRANDING →

TOP RIGHT
ALIGNMENT



TOP RIGHT
ALIGNMENT →



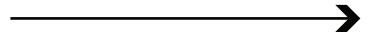


BOTTOM RIGHT
ALIGNMENT →



BOTTOM RIGHT
ALIGNMENT →

FOR REALTY
PROJECT BRANDING





TOP LEFT
ALIGNMENT





TOP LEFT
ALIGNMENT



MOCKUPS →











Shreyas
REALTY
BUILT ON STRONG LEGACY





Shreyas
REALTY
BUILT ON STRONG LEGACY

mockups-design.com







**"CONSISTENCY IN DESIGN
CREATES CLARITY IN IDENTITY."**

