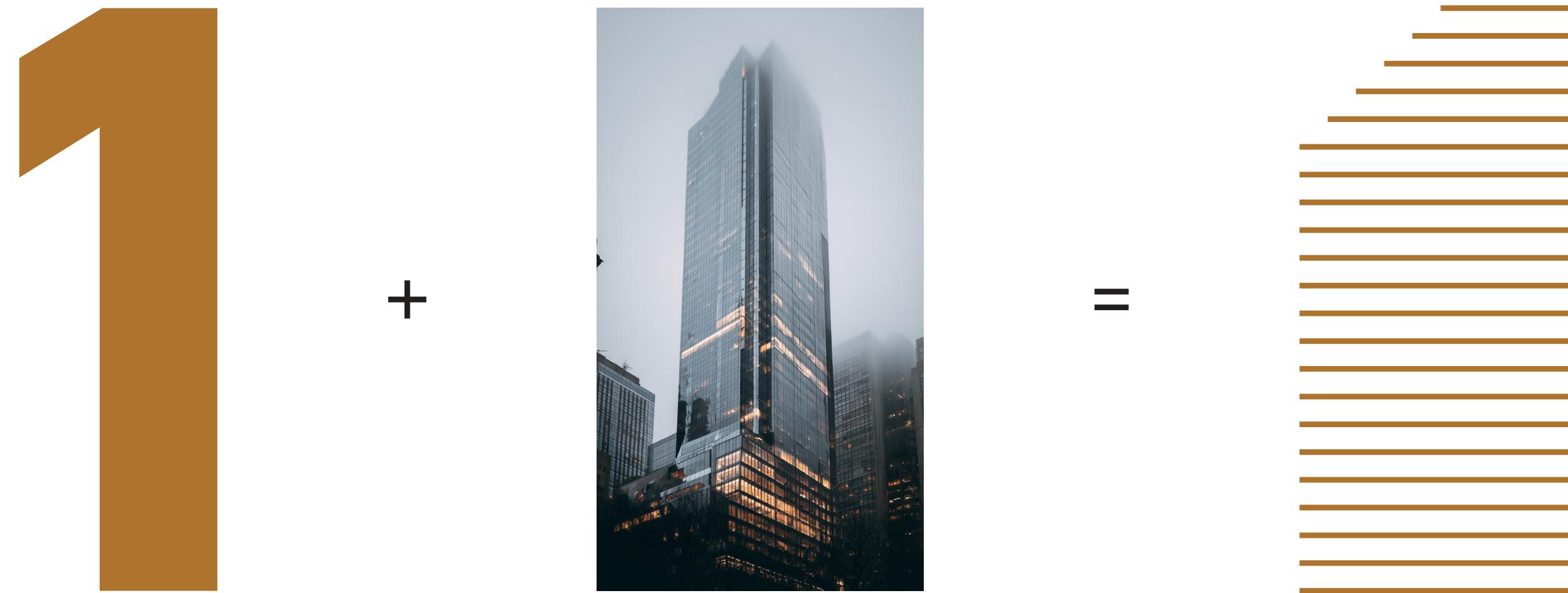


BRAND GUIDELINES OF



THE STORY BEHIND OUR SYMBOL

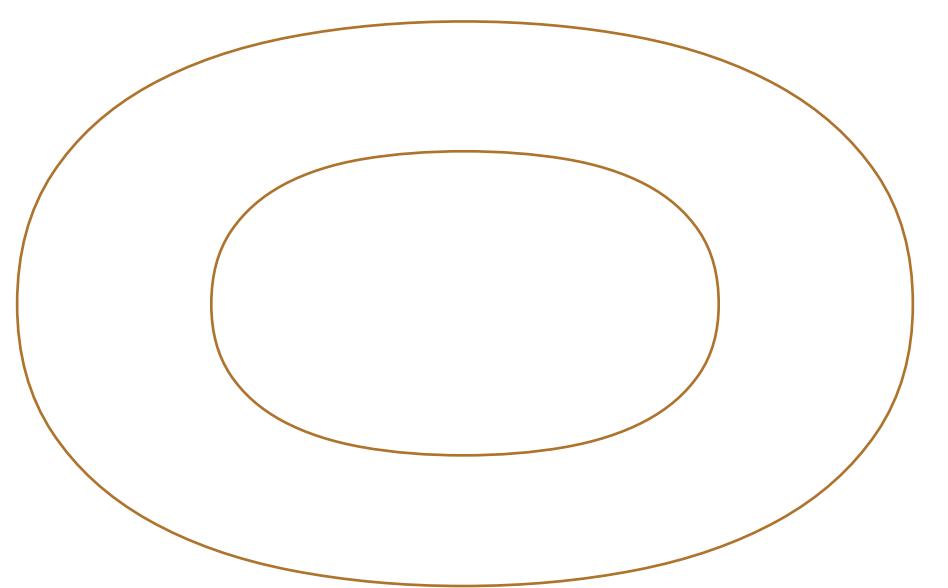
Our logo is more than a design—it carries the essence of our brand. Every element, from its shape to its color, represents our values and vision. It symbolizes, creating a lasting impression while reflecting the brand's promise to its audience.



The logo forms the number 1 with horizontal lines, giving it the look of a tower/building—symbolizing being first, strong, and rising above. It blends the idea of victory (No.1) with real estate growth (tower structure), representing leadership and success in the industry.

LEGIBILITY SPACE

X =



To maintain legibility and visual impact, a clear space must be preserved around the logo. The minimum clear space is defined by the height of the letter "O" in the logo. A distance of $2x$ (where x equals the height of "O") should be maintained on all sides of the logo, free from text, graphics, or other visual elements.



COLOR PALETTE

The brand identity is built on a refined golden spectrum, balancing richness, warmth, and clarity. These five approved tones ensure consistency across all brand applications, from digital to print.

DEEP GOLDEN BROWN

HEX: #b37629
RGB: (179, 118, 41)
CMYK: (25, 55, 100, 10)

GOLDEN EARTH

HEX: #c49455
RGB: (196, 148, 85)
CMYK: (20, 40, 75, 5)

WARM SAND GOLD

HEX: #d8b483
RGB: (216, 180, 131)
CMYK: (10, 25, 50, 5)

SOFT GOLDEN BEIGE

HEX: #ffe5c2
RGB: (255, 229, 194)
CMYK: (0, 10, 25, 0)

PURE WHITE

HEX: #ffffff
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)

GUIDELINE

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

THE BRAND FOUNDATION

To ensure maximum flexibility and maintain visual harmony, the logo is adaptable across five approved golden gradient tones. These tones transition smoothly from dark to light, allowing the logo to be used in diverse applications while retaining consistency.



GUIDELINE

Only these five tones are approved for use as logo backgrounds.
Unapproved colors, patterns, or textures must not be used.

COLOR PALETTE MONOCHROME

The brand identity is built on a refined monochrome spectrum, balancing depth, contrast, and clarity. These five approved tones ensure consistency across all brand applications, from digital to print.

OBSIDIAN BLACK

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

GRAPHITE GRAY

HEX: #636466
RGB: (99, 100, 102)
CMYK: (0, 0, 0, 75)

ASH GRAY

HEX: #939598
RGB: (147, 149, 152)
CMYK: (0, 0, 0, 50)

SILVER MIST

HEX: #c7c8ca
RGB: (199, 200, 202)
CMYK: (0, 0, 0, 25)

PURE WHITE

HEX: #ffffff
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)

GUIDELINE

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

MONOCHROME IDENTITY

To ensure maximum flexibility and maintain visual harmony, the logo is adaptable across five approved monochrome gradient tones. These tones transition smoothly from deep black to pure white, allowing the logo to be used in diverse applications while retaining consistency.

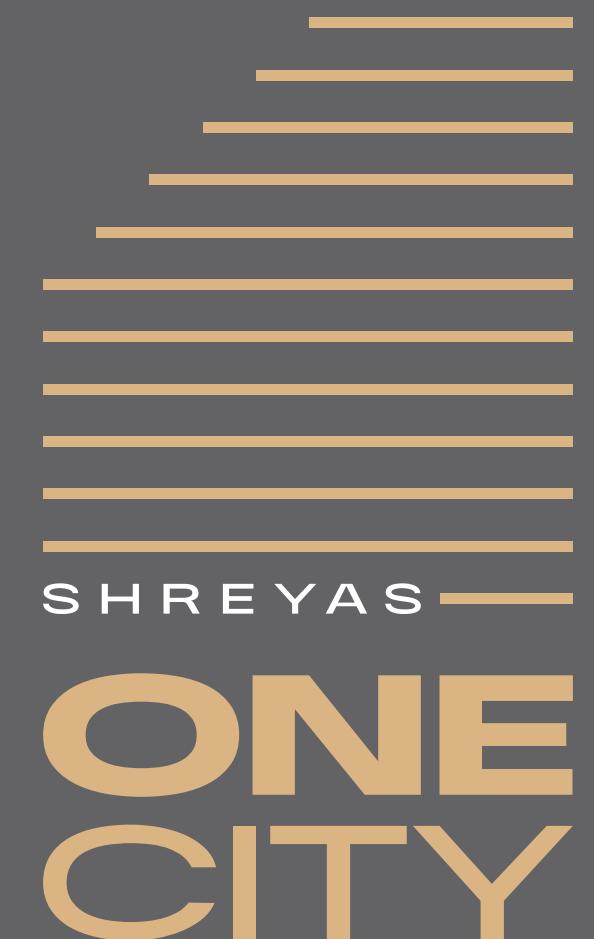


GUIDELINE

Only these five tones are approved for use as logo backgrounds.
Unapproved colors, patterns, or textures must not be used.

MONOCHROME & GOLDEN TONES

To ensure maximum adaptability, the logo is available in both monochrome (black & white) and golden gradient applications. The monochrome version is ideal for minimal, high-contrast settings, while the golden spectrum highlights luxury and prestige. Correct placement and consistent use of these variations maintain brand integrity across all platforms and mediums.



GUIDELINE

Only these five tones are approved for use as logo backgrounds.
Unapproved colors, patterns, or textures must not be used.

TYPOGRAPHY (PRIMARY FONT) THAT DEFINES OUR VOICE

Our brand uses [Primary Font Family Name] 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.

MENSEAL BLACK

MENSEAL EXTRA BOLD

MENSEAL BOLD

MENSEAL SEMI BOLD

MENSEAL MEDIUM

MENSEAL REGULAR

menseal black

menseal extra bold

menseal bold

menseal semi bold

menseal medium

menseal regular

TYPOGRAPHY (SECUNDARY FONT) THAT COMPLEMENTS OUR VOICE

Our brand uses [Secondary Font Family Name] 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.

ACUMIN VARIABLE CONCEPT - BOLD

ACUMIN VARIABLE CONCEPT - SEMI BOLD

ACUMIN VARIABLE CONCEPT - MEDIUM

ACUMIN VARIABLE CONCEPT - REGULAR

ACUMIN VARIABLE CONCEPT - LIGHT

acumin variable concept - bold

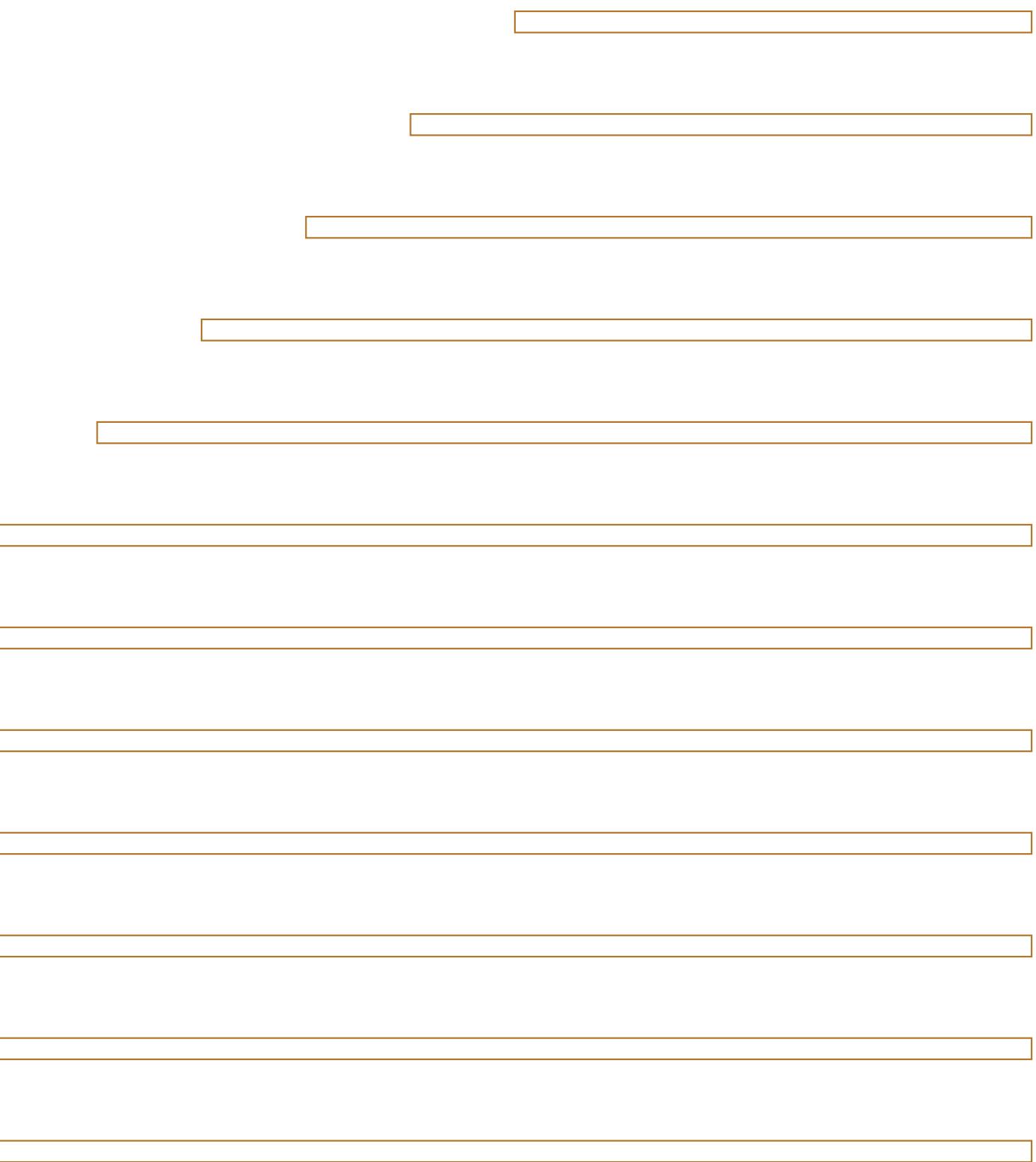
acumin variable concept - semi bold

acumin variable concept - medium

acumin variable concept - regular

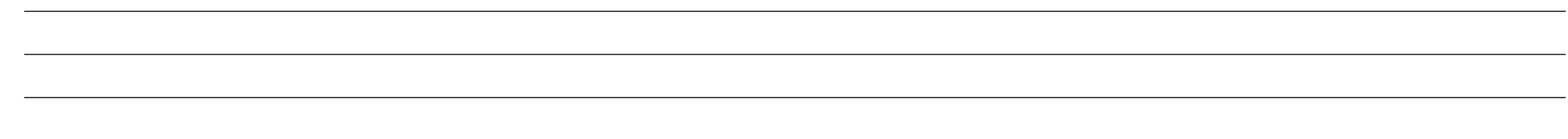
acumin variable concept - light

PLACEMENT OF THE LOGO →



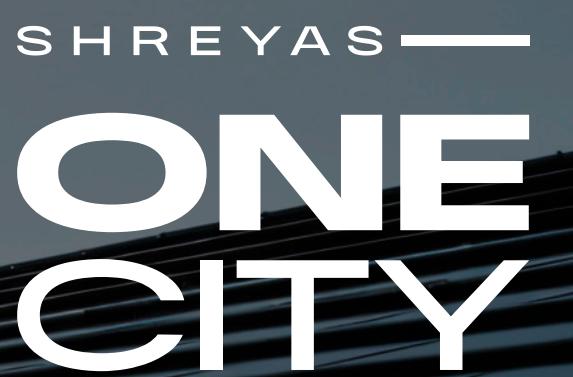


TOP RIGHT
ALIGNMENT



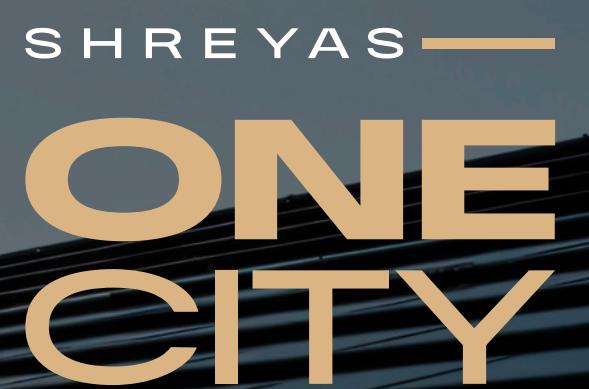


TOP RIGHT
ALIGNMENT

A thin white arrow points from the text 'TOP RIGHT ALIGNMENT' towards the top right corner of the slide.The logo for Shreyas One City consists of a series of horizontal white lines of varying lengths on the right side of the slide. To the left of these lines, the word 'SHREYAS' is written in a small, white, sans-serif font. To the right, the words 'ONE CITY' are written in a large, bold, white, sans-serif font.

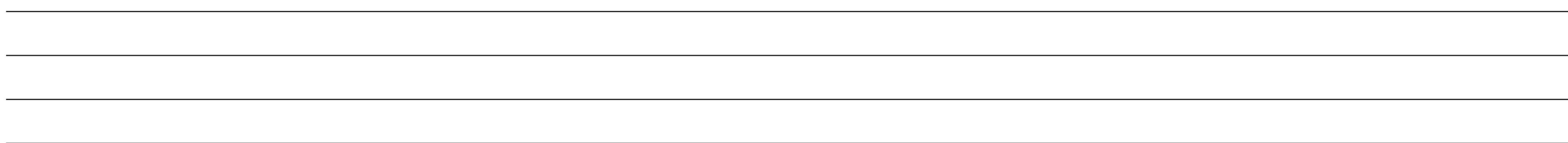


TOP RIGHT
ALIGNMENT

A thin white arrow pointing to the right, positioned below the text 'TOP RIGHT ALIGNMENT'.The logo for Shreyas One City. It features the word 'SHREYAS' in a small, bold, sans-serif font above the words 'ONE CITY' in a large, bold, sans-serif font. To the left of 'SHREYAS', there is a vertical arrangement of seven thin horizontal lines of increasing length from top to bottom. To the right of 'ONE CITY', there is a vertical arrangement of seven thin horizontal lines of decreasing length from top to bottom.



BOTTOM RIGHT
ALIGNMENT →





BOTTOM RIGHT
ALIGNMENT →

SHREYAS
**ONE
CITY**



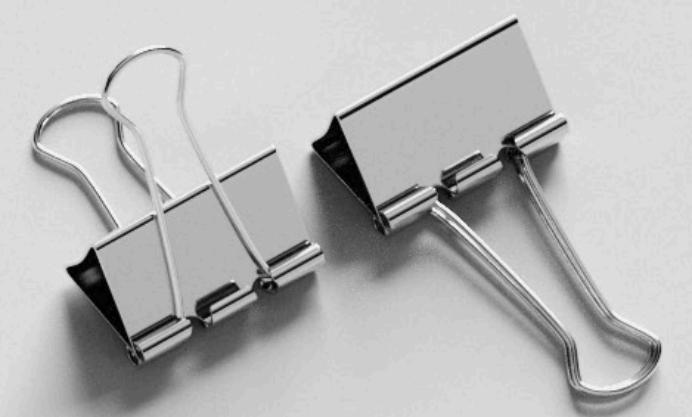
BOTTOM RIGHT
ALIGNMENT →

SHREYAS
**ONE
CITY**



Your Name
Designation

+91 90000 00000
email@yourcompany.com
www.yourcompany.com





SHREYAS
**ONE
CITY**

Home
is the nicest
word there
is.

Shreyas
REALTY
BUILT ON STRONG LEGACY

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**ONE
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SHREYAS
**ONE
CITY**



Our identity is more than design,
It's the voice of our brand.

