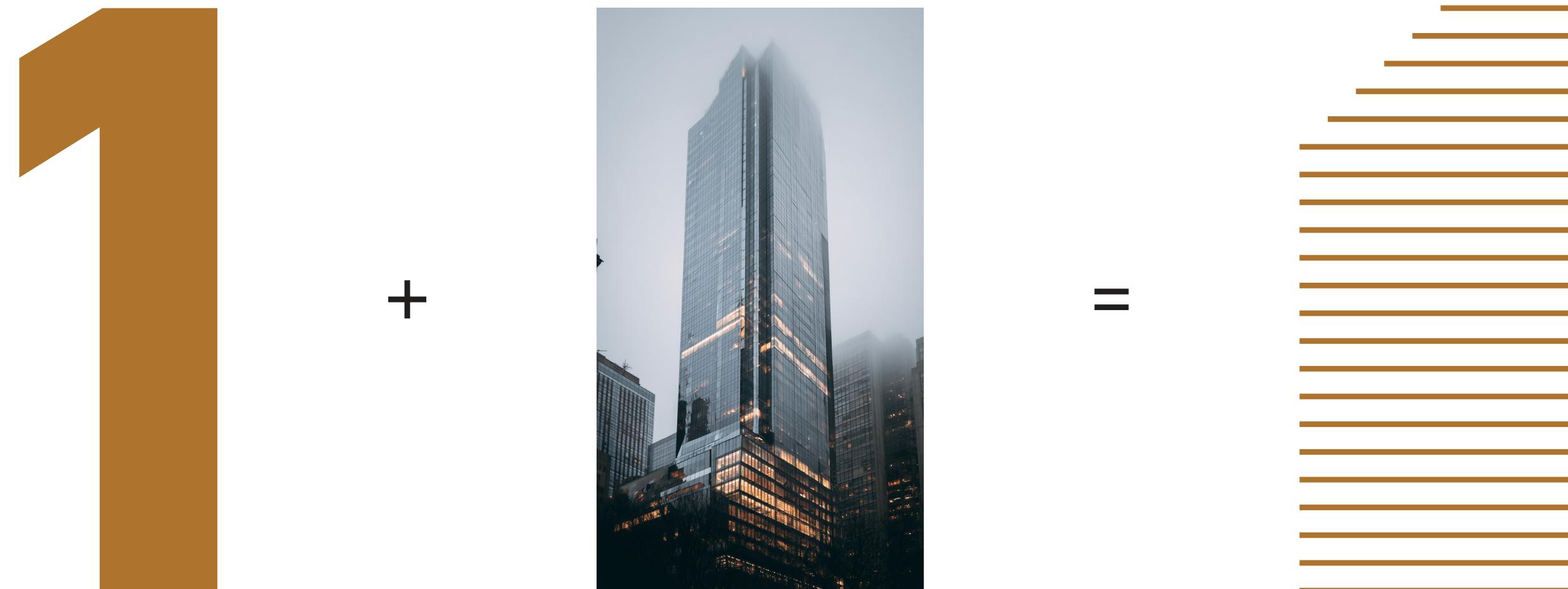


BRAND GUIDELINES OF



## THE STORY BEHIND OUR SYMBOL

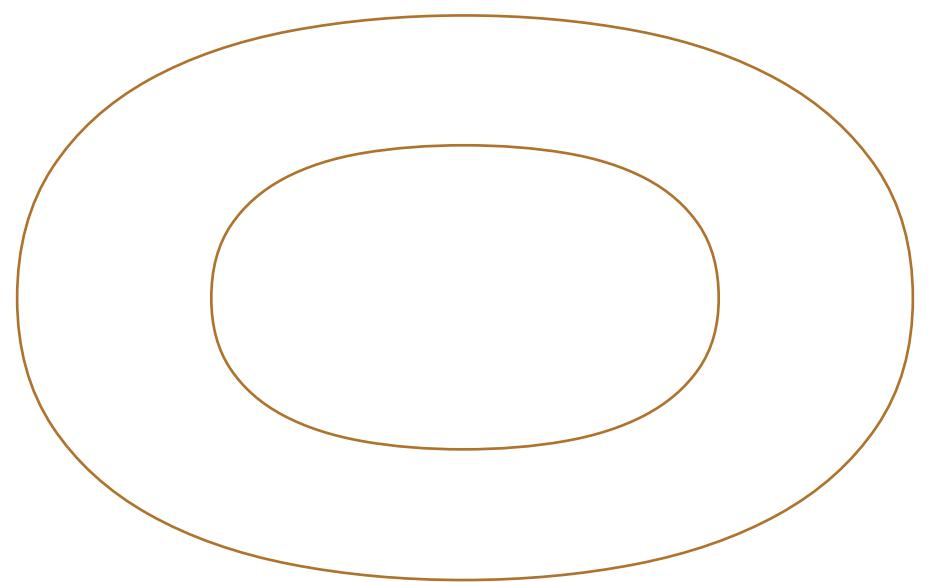
Our logo is more than a design—it carries the essence of our brand. Every element, from its shape to its color, represents our values and vision. It symbolizes, creating a lasting impression while reflecting the brand's promise to its audience.



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**

---

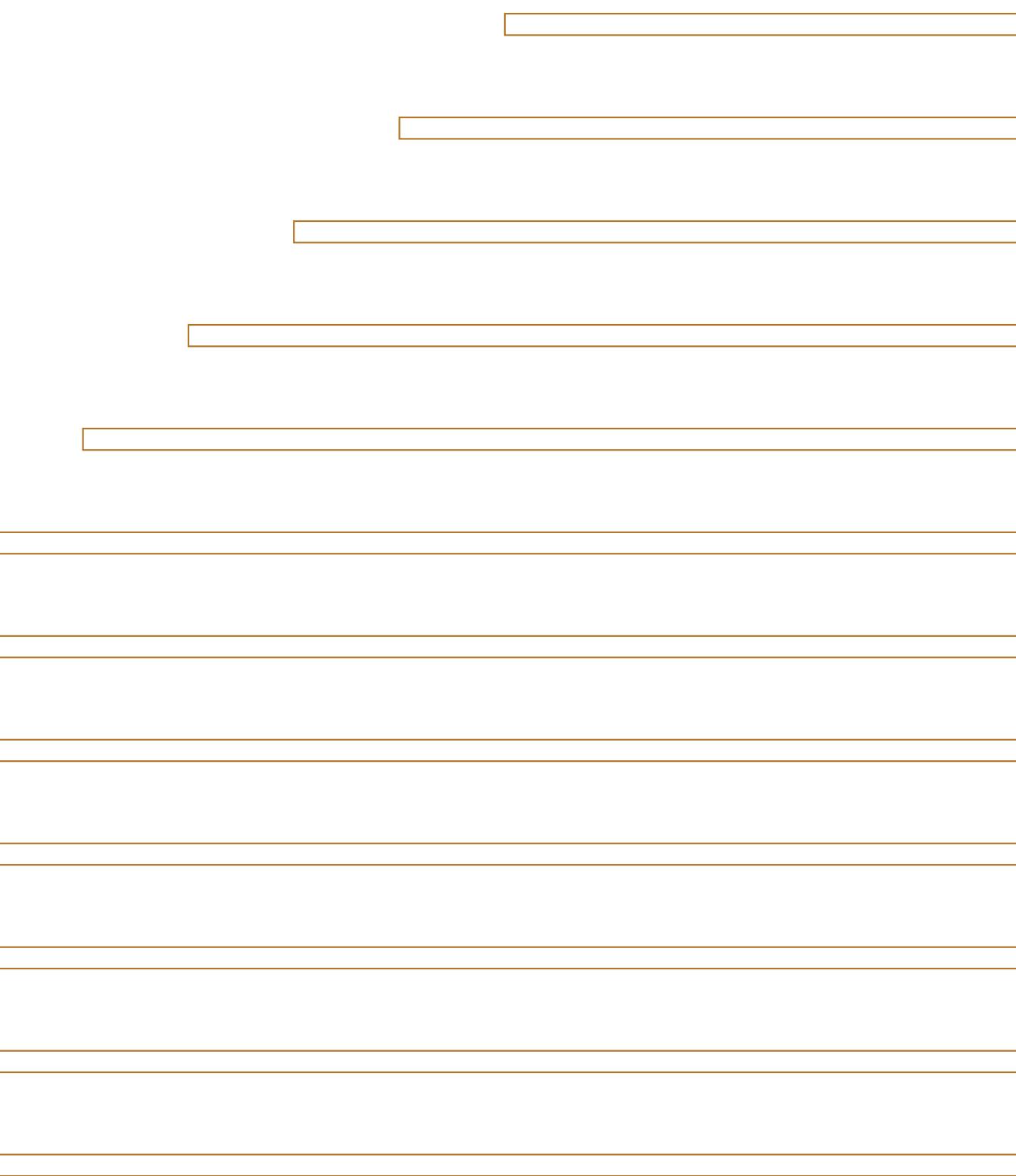
**acumin variable concept - regular**

---

**acumin variable concept - light**

---

**PLACEMENT OF THE LOGO** →





TOP RIGHT  
ALIGNMENT →



TOP RIGHT  
ALIGNMENT

SHREYAS  
**ONE  
CITY**



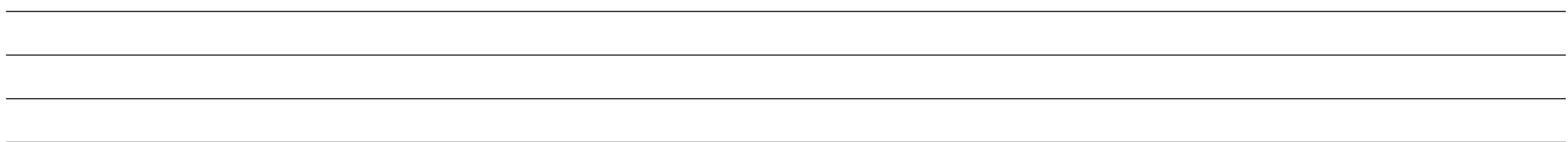
TOP RIGHT  
ALIGNMENT



SHREYAS  
**ONE  
CITY**



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**

SHREYAS  
**ONE  
CITY**

**Home**  
is the nicest  
word there  
is.



SHREYAS  
**ONE  
CITY**

**Home**  
is the nicest  
word there  
is.

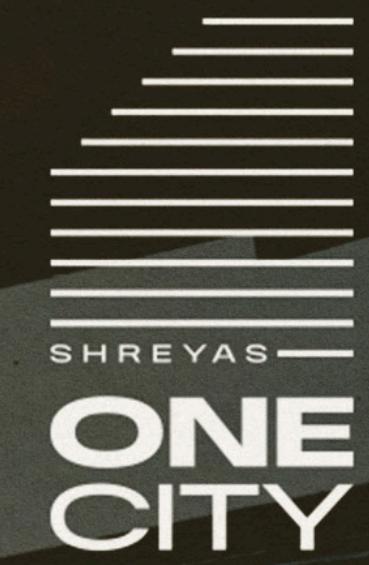
SHREYAS  
**ONE  
CITY**

**Home**  
is the nicest  
word there  
is.





**Home**  
is the nicest  
word there  
is.





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

