

CLOUD REAL ESTATE GROUP

BRAND GUIDELINE

VOLUME 1 | 2025



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1.0 BRAND OVERVIEW

A brand overview is a comprehensive summary or snapshot of a brand, designed to communicate its identity, values, mission, and how it is perceived in the market.

PERSONALITY

- Authentic & Proud
- Local Expertise
- Warm & Welcoming
- Dependable & Trustworthy

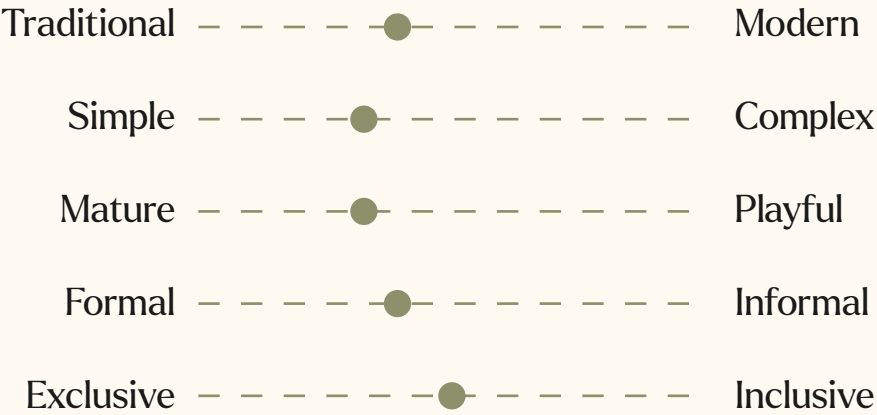
VOICE & TONE

- Warm and Friendly
- Trustworthy and Knowledgeable
- Optimistic and Encouraging

CONCEPTS

"Bringing People Home, Rooted in the Heart of Southwest Missouri."





2.0 LOGO

The logo is the central visual identity for the brand.

It consists of the brand name paired with a distinct graphic element or symbol that represents the core values and mission of the company. The logo should always be used in its original form, maintaining the correct proportions and color scheme, ensuring consistency and recognizability across all platforms and materials.

Primary Logo



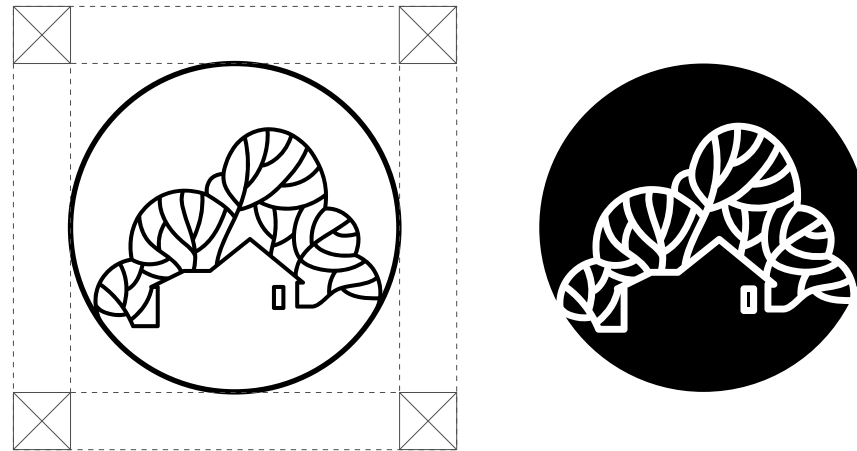
Size and Spacing



To preserve the integrity of the Cloud Real Estate Group brand, ensure there is clear space around the logo, free from any obstructing elements. This maintains the logo's visibility and readability.

The illustration above shows the minimum required clear space.
Please follow these guidelines carefully to protect the brand's visual identity.

Brand Mark



To maintain the legibility of the Cloud Real Estate Group brand mark, even in smaller applications, it's crucial to keep clear space around it. This preserves its visual integrity and prevents it from being overshadowed by other elements.

Logo Usage - Incorrect Uses

To uphold brand integrity, the Cloud Real Estate Group logo must be used consistently and accurately across all platforms. While this list highlights common mistakes, it is not exhaustive. Always refer to the approved artwork for proper reproduction.



Do not stretch or distort the logo in any way.



Do not use the logo on an angle.



Do not rearrange the logo in any way, except for the horizontal orientation shown on the previous page.



Do not add any effects, such as shadows or gradients, to the logo.



Do not add an outline to the logo.



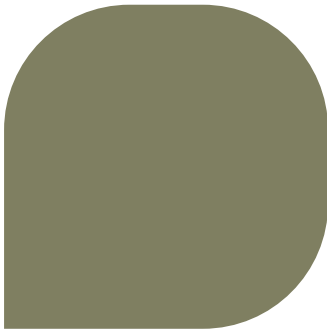
Never place the logo on a background that compromises its visibility or legibility.

3.0 COLOR PALETTE

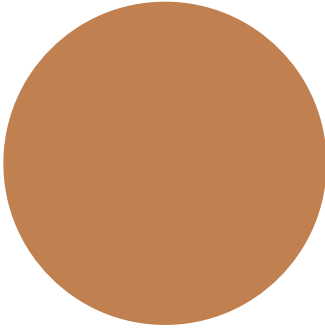
A color palette provides an explanation of the colors used in a brand's visual identity, how they are selected, and their significance in conveying the brand's personality and values.



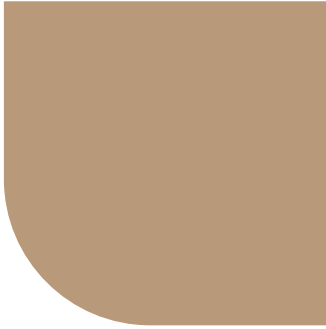
SAGE
#ABB087
RGB: 171 176 135
CMYK: 35 22 53 0



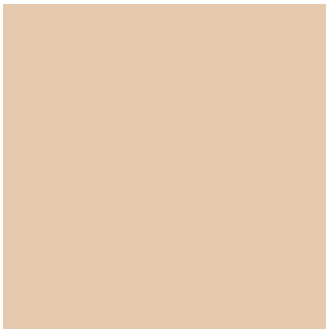
MOSS GREEN
#7F7F61
RGB: 127 127 97
CMYK: 50 39 65 13



CARAMEL
#C08050
RGB: 192 128 80
CMYK: 22 53 76 4



LION
#B8997A
RGB: 184 153 122
CMYK: 28 38 55 2



SAND
#E4C9AE
RGB: 228 201 174
CMYK: 10 20 31 0

Earthy Tones: Rich, earthy hues like deep greens, warm browns, and creamy shades can reflect the Midwest’s natural beauty and grounded essence.



To maintain consistency and uphold the Cloud Real Estate Group brand identity, it is essential to use the logo colors correctly across all applications. The primary logo color should always be used in its original form unless specified otherwise for certain design contexts. Ensure the colors are consistent across digital and print materials to retain brand recognition and clarity.

4.0

TYPOGRAPHY

A typography provides an explanation of the fonts and typefaces used in a brand's visual identity. Typography plays a crucial role in conveying the brand's personality, tone, and professionalism.

Typography

Font Name:

Larken

AaBbCc

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^&*()_+

Semi-serif typefaces are a great middle ground between Serif and Sans Serif fonts. They offer the structure and elegance of serifs, but with a more subtle, modern feel.

Typography (Alternative)

Font Name:

Libre Baskerville

AaBbCc

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^&*()_+

An alternative font provides options for fonts that can be used in place of the primary brand font, often for specific use cases, different media, or to adapt to various platforms while maintaining the brand's overall identity.

5.0

USAGE EXAMPLES

A usage example explains how various elements of a brand's identity (such as logos, colors, typography, or graphic elements) are applied in different contexts, ensuring consistency across platforms.



New Message

Recipients

Subject

Good moning [Client Name],

Are you ready to find your dream home? We've got exciting news! Check out our latest listing at [Property Address]. This charming home features [insert key details, like number of bedrooms, bathrooms, spacious backyard, etc.] and is located in the heart of [Neighborhood Name].

Best regards,
Shane Cloud

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SHANE CLOUD
REATOR®

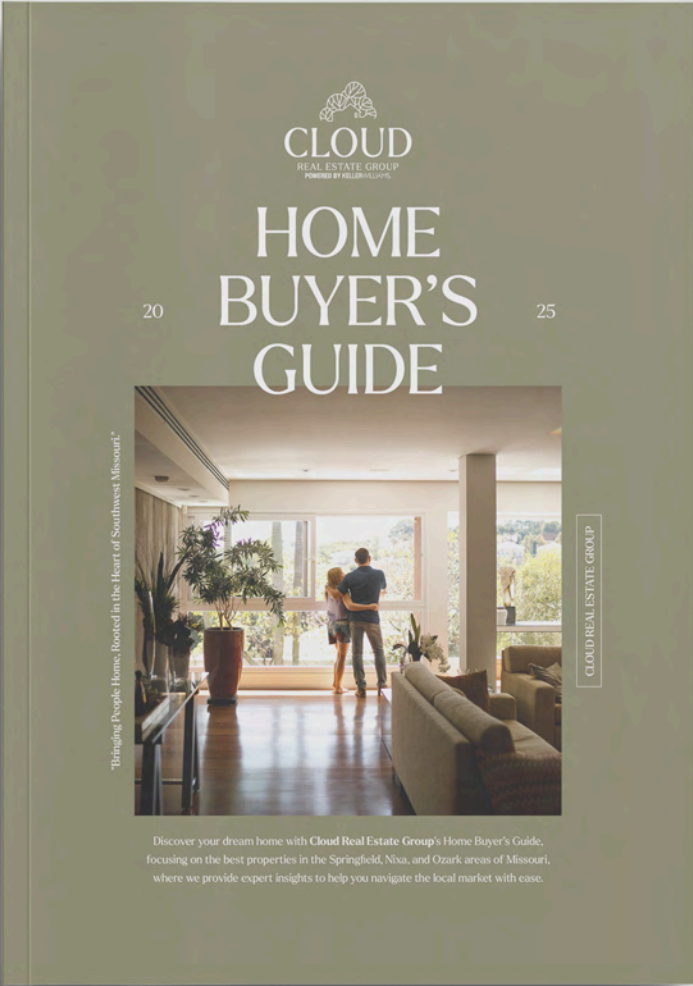
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THANK YOU