

B HOME
PROPERTIES

A decorative flourish consisting of a horizontal line with ornate, symmetrical scrollwork extending downwards from its center.

Style Guide

Brand Colors (Solid Uncoated / Matte)



Pantone 519U



Pantone 522U



Pantone 522U
40%

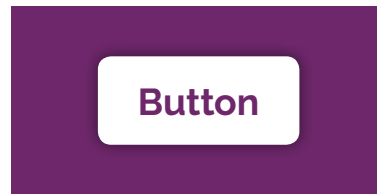


Black 80%

Backgrounds

Backgrounds should include solid colors from brand colors, white or subtle patterns of linen or premium paper

Buttons



Gradient



Font Guidelines

Font: Raleway

Characters Per Line: 50-75

Title = Regular

Headlines = ExtraBold

Sub-Headings = Bold

Body = Regular

Links = SemiBold & Dot Underlined

Secondary Text = SemiBold

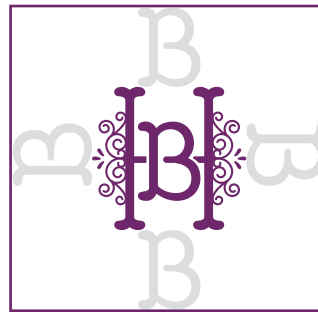
Headline Example

Body copy example: Ifecrum mortiam ommo mor uncumen
tiamedem essa ac re in Etraciendum facienihi, nonsimu ltumus
clabutus publinc erfica; notabem usquam [link example](#) intius
huid fuemquam ocum publicatum Palaris simori sentero pulatum
prox nosta mantio vigiliquit L. Solumus ego cute, nossi tus sessule
geribut rescie fue moenatimius et ium ipsenditanum vesid nonc
revidie siliaciis bonum Romnihicul vivit vem ati, fur adetrae te atem
ad conloct orarem addum publica; nos facit num cerum intemo
esci serratus, conducta L. Mulicio caectem, num mus conlostil hos

-
- Use Golden Ratio Typography Calculator located at: <http://pearsonified.com/typography>
 - Readability article here: <http://baymard.com/blog/line-length-readability>

Logo Clear Space

Clear space around the logo should be measured using the “B” character from the logo as demonstrated below.



Minimum Logo Sizes



Print : 1.5" Wide

Web: 160px Wide



Print : .5" Wide

Web: 60px Wide

Main Logo Usage



Secondary Logo Usage





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Logos & Branding by: Andrew McBride - <http://amvisualworks.com>