Palma Commercial Brand Portal

Guidelines for: Color | Logo | Type

Read Me:
If Type Face does not show up initially or you are prompted that you maty need to substitute fonts.:
1. Font files are attached
2. Install Font files onto Local Work Space
3. Files should read automatically.

Palma Commercial LOGO

Green:
Hex- 1B560A
R.27 G.86 B.10
P.7201m

Grey:
Hex- 545454
R.84 G.84 B.84

Note: Small, Medium, and Large are scaled to 80% of the prior size

414px

241px

Palma
Commercial
Investment Real Estate Services

Palma
Investment Real Estate Services

10 px space between logo & services at all times

Large 21px
Medium 16.8 px
Small 13.44px

331 px

195 px

Palma
Commercial
Investment Real Estate Services

Palma
Investment Real Estate Services

265 px

157 px

Palma
Commercial
Investment Real Estate Services

Palma
Investment Real Estate Services

Palma
Commercial

Logo Reversed:

Logo should appear as follows when placed on dark surfaces.

Palma

Logo Proportionality:

Logo should maintain proportionality at all times and never be stretched or warped.

abcdefgh
ijklmnopq
rstuvwxyz

Logo Type:
Nioubes Light

This Type face was used a base and then modified to create the palma logo.

abcdefgh
ijklmnopq
rstuvwxyz

Logo Type:
Proxima Nova Light

This Type face was used for the "commercial" in the logo ad placed in accordance with the principals liking.

abcdefgh
ijklmnopq
rstuvwxyz

Website Type:
TT Anvers Regular

This Type face was used for the Body Text of the Palma Commercial Website