Prime Perspectives

Brand Guidelines

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Overview

01

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Overview

Brand Vision

Prime Perspectives is committed to revolutionizing property marketing by delivering sophisticated, high-end visual experiences that captivate, engage, and convert. Our objective is to blend bold elegance with professional integrity, ensuring each property we represent stands out in a competitive market. Rooted in innovation and simplicity, we prioritize client convenience with cutting-edge technology, such as our seamless online scheduling system, and guarantee rapid delivery of stunning visuals.

Our values are built on trust, professionalism, and innovation, as we strive to empower estate agents, developers, and homeowners with premium marketing solutions that drive success. We are determined to be a globally recognized leader in the industry, expanding through franchising into major cities worldwide, while maintaining originality and timeless quality that distinguish us from the conventional.

By building an illustrious presence across professional and social platforms, we'll connect and grow with a diverse audience, setting new standards in property marketing. Our approach is both visionary and practical, offering flexible, custom service packages that provide unrivaled value, ensuring every client experience with Prime Perspectives redefines excellence in real estate marketing.

Brand Voice

Our voice embodies a sophisticated balance of confidence and approachability, championing innovation with a personal touch. We communicate with clarity and elegance, using straightforward language that's both insightful and engaging. Our tone is polished and professional, yet modern and dynamic—reflective of our position as industry leaders driving change. Through every interaction, we aim to convey a sense of trust and reliability, underpinned by our commitment to excellence and a forward-thinking perspective that makes every property shine. Let's redefine perceptions together with every conversation, making the complex seem effortlessly simple, much like our tailored solutions.

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Logo

02

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Logo



Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

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Logo



Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

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Logo

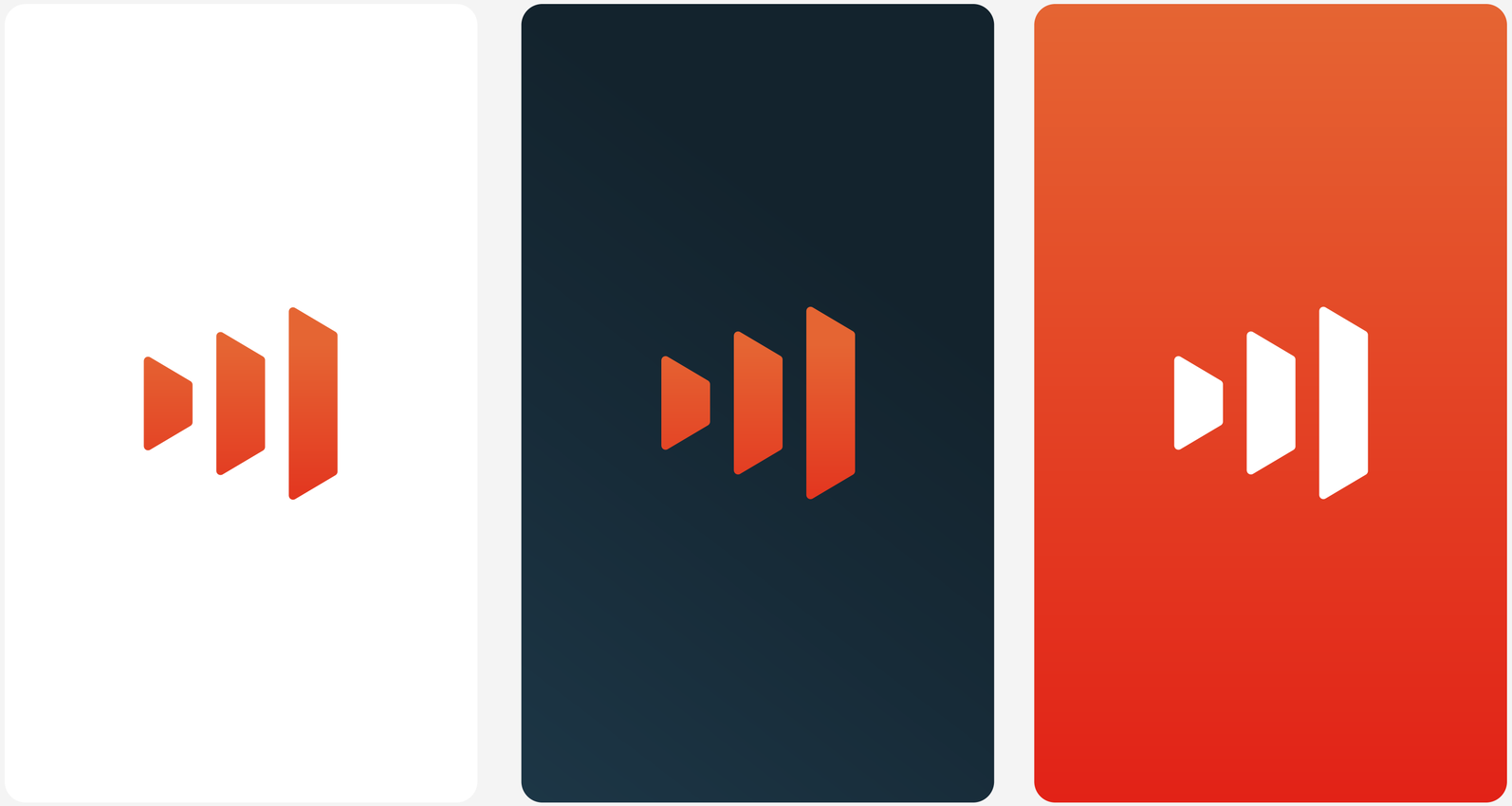


Tertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

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Logo Mark



Primary

Secondary

Tertiary

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.

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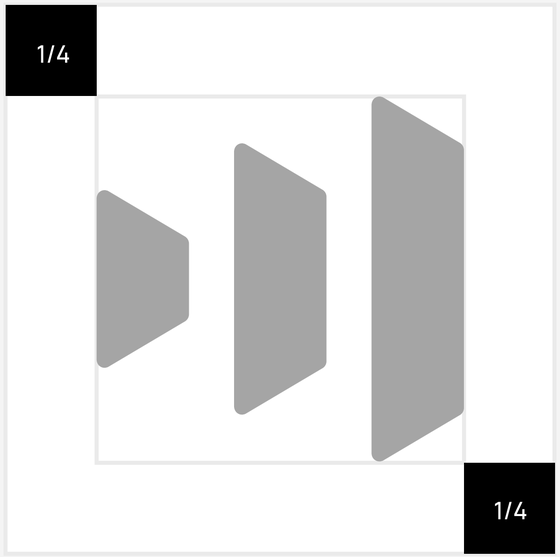
Logo Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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Logo Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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Colors

03

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Colors

HEX
#FFFFFF

HEX
#13232D ... #1F3B4C

HEX
#E22217 - #E56533

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

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Colors

Grayscale Color - 01
Cloud
HEX
#EDEFF7

Grayscale Color - 02
Smoke
HEX
#D3D6E0

Grayscale Color - 03
Steel
HEX
#BCBFCC

Grayscale Color - 04
Space
HEX
#9DA2B3

Grayscale Color - 05
Graphite
HEX
#6E7180

Grayscale Color - 06
Arsenic
HEX
#40424D

Grayscale Color - 07
Phantom
HEX
#1E1E24

Grayscale Color - 08
Black
HEX
#000000

Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

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Typography

04

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Typography

Manrope

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#$%&?@)
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#$%&?@)
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)**
ExtraBold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)**

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

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Typography

Type Scaling

64 Px	**Heading 1**
48 Px	**Heading 2**
32 Px	Subheader 1
24 Px	Subheader 2
18 Px	Paragraph 1
16 Px	Paragraph 2

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

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Applications

05

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Applications









This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

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Thank You

