



Brand Guidelines



MADE FOR YOU

This abbreviated style guide was created to provide general direction for agents regarding our basic brand elements including logo, color and font usage. All materials that are not created by the PorchLight marketing team should follow these overall standards.

Please reach out to help@porchlightgroup.com with questions or if you need further direction.



Logo Usage

Our logo is the most important expression of the PorchLight Real Estate Group brand. It is the core of our visual identity, directly representing our brand, and should be treated with the greatest care. The PorchLight Real Estate Group logo is a proprietary artwork, and original files should always be used.

Click the download button to access the logos. Please reach out to help@porchlightgroup.com if you need other logo variations than what is available.

PRIMARY LOGO

This mark should be the first choice when space is available.



HORIZONTAL LOGO

This logo should be used when vertical space is limited.



STACKED LOGO

This logo should be used for areas that are too small for either the primary or horizontal logo.



[CLICK HERE TO DOWNLOAD THE LOGOS](#)



Logo Colors

The PorchLight logos may be used in the primary, secondary, and neutral colors of the palette (see palette on page 8). For optimal legibility use Persimmon, Sage, Dove, Charcoal or Black on light backgrounds; use Birch or White on dark backgrounds.

LOGO COLORS (on light backgrounds)



LOGO COLORS (on dark backgrounds)



[CLICK HERE TO DOWNLOAD THE LOGOS](#)



Logo Minimum Size & Clear Space

Minimum size refers to the smallest size at which the PorchLight logo may be reproduced to ensure its legibility. Clear space refers to a distance of X as a unit of measurement surrounding each side of the PorchLight logo. X equals the height of the icon as indicated below.

MINIMUM SIZE

PRIMARY



1.5" WIDE

HORIZONTAL



1.75" WIDE

STACKED



.625" WIDE

STACKED TAB



.875" WIDE

CLEAR SPACE



QUESTIONS? help@porchlightgroup.com



Logo Misuse

The PorchLight logos should never be altered or modified in any way, other than as specified within this document. Shown below are some examples of how the PorchLight logos should not be used.



Do not apply effects to the logo.



Do not break the clear space rules.



Do not distort the logo.



Do not alter the logo or recreate it in any way.



Do not use more than one color on logo.



Do not put the logo on top of a busy background.

QUESTIONS? help@porchlightgroup.com



The PorchLight Icon: Rotation & Misuse

Our PorchLight icon was developed as a meaningful touch point to our brand; representing the duality of work life, home life, and finding balance in both worlds.

PRIMARY LOGO ROTATIONS

When our icon lives within a layout it can be placed in three primary rotations; each with their own rules for alignment.



0° Rotation (original)

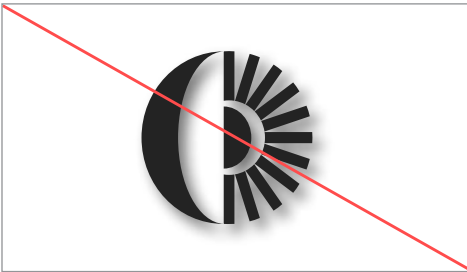


45° Rotation

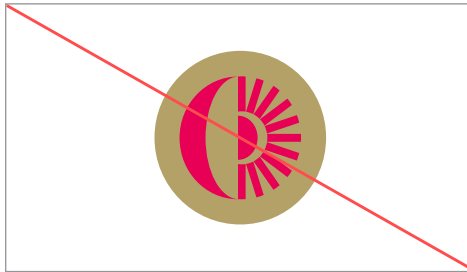


135° Rotation

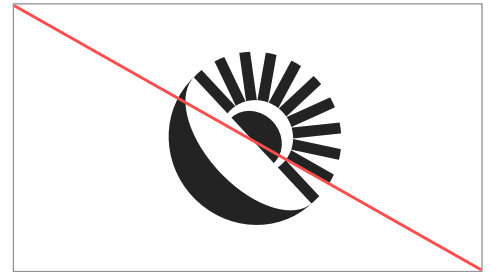
ICON MISUSE



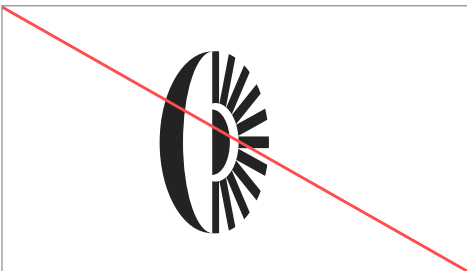
Do not add effects to the icon.



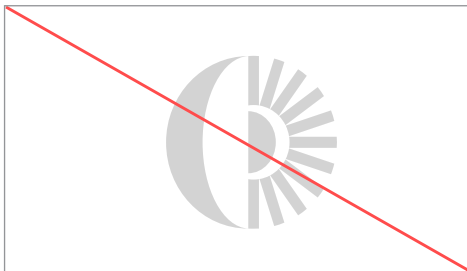
Do not use new colorways.



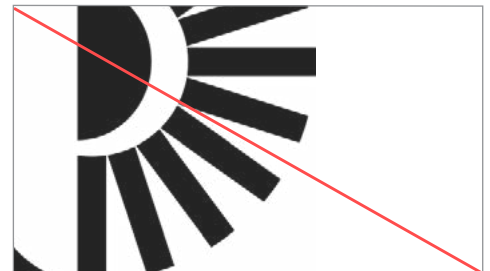
Do not rotate outside of 0°, 45° or 135°.



Do not distort the icon.



Always use at 100% opacity—no watermark.



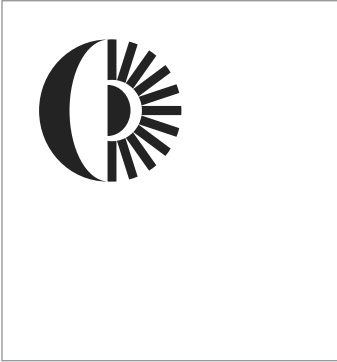
Do not crop.

QUESTIONS? help@porchlightgroup.com

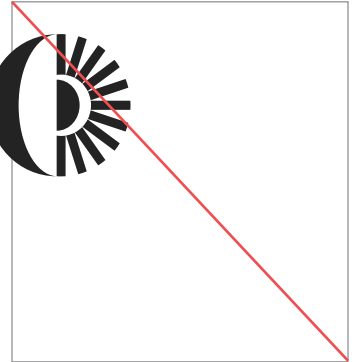
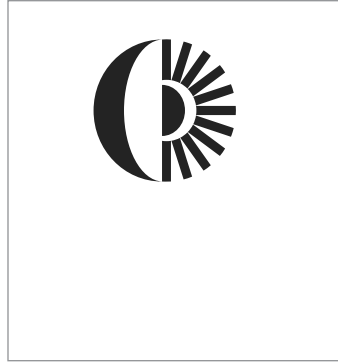
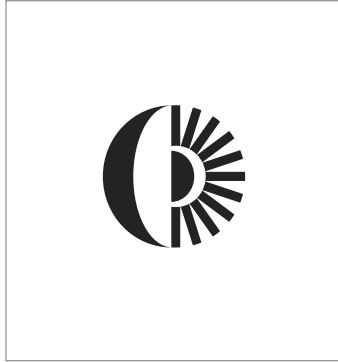


The PorchLight Icon: Placement & Alignment

Original Icon (0° Rotation)

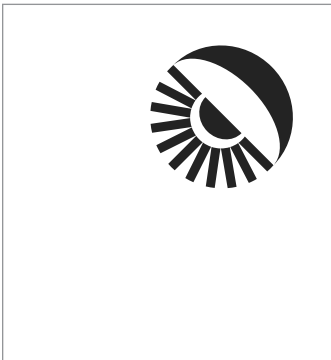


Always perfectly align the icon in the center or corner of a layout.

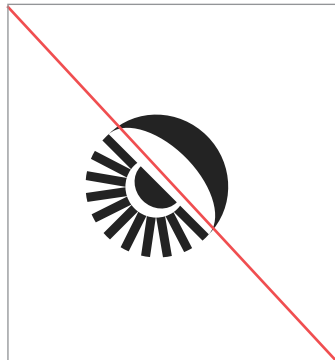


Avoid placing our icon off the grid.

45° Rotation

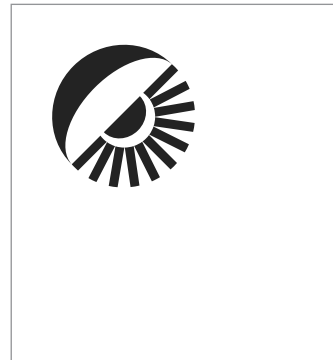


It's best practice to place the 45° rotation icon in the corner of a layout.

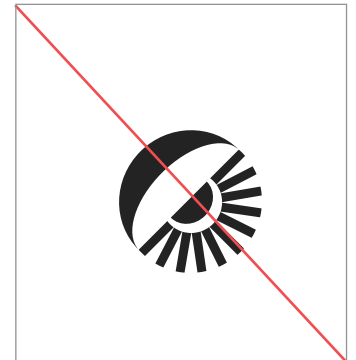


Avoid placing the 45° rotation icon in the center of a layout or off the grid.

135° Rotation



It's best practice to place the 135° rotation icon in the corner of a layout.



Avoid placing the 135° rotation icon in the center of a layout or off the grid.

QUESTIONS? help@porchlightgroup.com



Color Palette

Our color palette features a range of rich colors that feel sophisticated and dynamic.

PRIMARY COLOR

Persimmon is our primary brand color and should be considered the go-to choice for representing the brand.

PERSIMMON
R 222
G 77
B 56
#DE4D38
C 7
M 85
Y 85
K 1
PMS 2028U / 2027C

SECONDARY COLORS

Sage and Dove make up our secondary colors. These supporting cool tones add dimension and depth to the visual identity.

SAGE
R 94
G 117
B 97
#5E7561
C 64
M 39
Y 63
K 18
PMS 5615U/C

DOVE
R 128
G 151
B 146
#809792
C 53
M 31
Y 41
K 2
PMS 443U/C

NEUTRAL COLORS

Our neutral colors, Birch and Charcoal, are useful in grounding our more expressive color palette

CHARCOAL
R 35
G 35
B 35
#232323
C 71
M 65
Y 64
K 72

BIRCH
R 239
G 227
B 217
#EFE3D9
C 5
M 9
Y 12
K 0

QUESTIONS? help@porchlightgroup.com



Color Combinations

BEST PRACTICES

1. Generally use color pairs that are high-contrast to preserve legibility.
2. Lower contrast pairings can be acceptable for tertiary messaging (except in most digital materials).
3. When considering type color, do not use more than two different colors for type hierarchy to keep the design from feeling messy or overly complicated.

<p>Birch White Charcoal Persim. [tint]</p>	<p>Birch White Charcoal Sage [tint]</p>	<p>Birch White Charcoal Dove [tint]</p>	<p>Birch White Persim. [tint] Sage [tint] Dove [tint]</p>
<p>Persimmon Charcoal Charcoal [tint]</p>	<p>Sage Charcoal Charcoal [tint]</p>	<p>Dove Charcoal Charcoal [tint]</p>	<p>Persimmon Sage Dove Charcoal Charcoal [tint]</p>

QUESTIONS? help@porchlightgroup.com



BRAND TYPEFACE: HEADLINES

Flecha L Regular
Flecha L Medium

UTILITY TYPEFACE: HEADLINES, SUBHEADS, BODY COPY & CAPTIONS

HEADS & SUBHEADS

Proxima Nova Medium
Proxima Nova Semibold
Proxima Nova Bold

SUBHEADS + BODY

Proxima Nova Regular
Proxima Nova Medium
Proxima Nova Semibold
Proxima Nova Bold

SUBHEADS + BODY (when space is limited)

Proxima Nova Condensed Regular
Proxima Nova Condensed Medium
Proxima Nova Condensed Semibold
Proxima Nova Condensed Bold

QUESTIONS? help@porchlightgroup.com



Contact

MARKETING

help@porchlightgroup.com

WEBSITE

porchlightgroup.com

SOCIAL

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