

STYLE GUIDE

PREPARED 1/30 BY KP

for the Paula Martin Team



PAULA MARTIN TEAM

TRADITION, EXPERTISE & A PERSONAL TOUCH IN REAL ESTATE



PAULA
MARTIN
TEAM



RGB 234 237 241

RGB 131 156 170

RGB 72 100 82

RGB 141 72 59

**RGB 209
191 172**

For the color palette we wanted to communicate your three descriptor words, tradition, expertise, and personal touch.

A warm historic blue immediately calls tradition to mind, letting others know your brand not only has stood the test of time, but values the lessons learned in the past.

The deep green does double duty as it communicates not only a focus on the outdoors but provides a calming environment that reminds others of your success.

The warm red provides some excitement and glow in your palette, and gives a human and tactile feel to your palette.

The taupe and light sage are a great neutral colors for this palette, with enough brown to ground them and enough gray to give it modern appeal.

TRADITION

EXPERTISE

PERSONAL TOUCH

WHO WE ARE

The Paula Martin Team is a results driven real estate agency, specializing in Rockbridge County and surrounding areas.

LOGO FONT: REFORMA 1918 GRIS

BODY FONT: gotham

ACCENT FONT: *White Oleander*



OUR VOICE

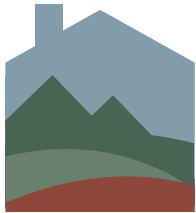
Our voice is upbeat, warm, people focused, and driven by story.

OUR STYLE

Traditional, professional, warm, and welcoming. We use natural light, local landscape, and community to shape and frame our view.



LOGO EXAMPLES



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