MAYA DEL SOL

PROPERTY GROUP

# Hi There.

## We're Maya Del Sol

These guidelines are designed to help maintain consistency across the Maya Del Sol Brand. These should be shared and used by all stakeholders, including anyone who will be creating any sort of collateral for the brand.

There should be a strong focus around the use of the logo, colour and font. These are the 3 key parts which currently form the brand from a digital perspective.

Failure to adhere to the brand guidelines leads to inconsistencies and can create bad brand habits over time if not corrected.

**Brand Identity**

# Brand Identity

# Brand Identity

Although it's preferential for the tan gold and white coloured logo to be used, occassionally the black and white versions will need to be. This is very often down to print restrictions or a third party's requirements when supplying the logo to them.
In this scenario, the logo, logotype or symbol must be used following the convention of using a light colour type on a dark background or in a dark colour type on a light background.

The full Maya Del Sol logotype and/or symbol colour must be clearly distinguishable from the background colour. The Maya Del Sol palette must be honoured whenever possible, using black or white if necessary.

To ensure a high resolution logo, we advise supplying a vector file format such as an EPS or AI when sending to a third party.

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# Identity Structure

The Maya Del Sol brand logo consists of the overarching company name, 'Maya Del Sol' as well as the descripter 'Property Group'. It's important to maintain the balance and structure of the logo as illustrated here.



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# Brand Usage

The Maya Del Sol brand identity has been designed using flattering and complimentary colour combinations to provide brand flexibility. Here are the three different colour ways that can be used for the logo, when it's in colour. This is essential for brand consistency.

### White background

### Charcoal Blue background

### Rose Melon background

# Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve the quality of the logo - failure to adhere to this may may impact the visibility of the logo.

**Min Width: 160 PX**

**Min Height: 150 PX**



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· P R O P E R T Y   G R O U P ·

**Minimum Size**



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# Safe Zones

It's important to maintain proper spacing around the logo to avoid overcrowding. The use of whitespace keeps the brand feeling clean. We recommend a margin equal to the depth of both lines of type (marked X). Failure to adhere to this may make the logo look over crowded and busy.

X

X

X

X

X

X

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# Brand Identity

The Maya Del Sol logo is available in three formats, as shown below. The primary logo is to be used wherever possible to effectively represent the brand and create consistancy.



Primary



Secondary



Tertiary

# Logo Rules

Below, we've outlined the dos and don'ts when it comes to showcasing the logo. These rules are important for ensuring the logo always looks professional, legible and consistent.



Primary use



Primary use



Avoid rotating



Avoid stretching



Be mindful of backgrounds



Avoid adding strokes



Avoid using off-brand colours



Avoid boxing in



Do not use incorrect lockups



Do not alter the logo

Colour Palette

# Colour Palette

The Maya Del Sol colour palette is colourful and positive with a touch of the bohemian in order to maintain the brand's approachable, yet professional and aspirational aesthetic.

When possible, marketing materials should be kept light, with type and design elements contrasted in one of the darker or warmer tones available. When using two of the brand colours together, be conscious of the contrast in order to maintian legibility.

The lighter shades shown are more important when used digitally than in print, as we want all marketing materials to meet high accessibility standards.

## Tan Gold

HEX #CBB292
RGB R203 G178 B146

## Charcoal Blue

HEX #3B5068
RGB R59 G80 B104

## Rose Melon

HEX #E0B1A0
RGB R224 G177 B160

## Champagne Pink
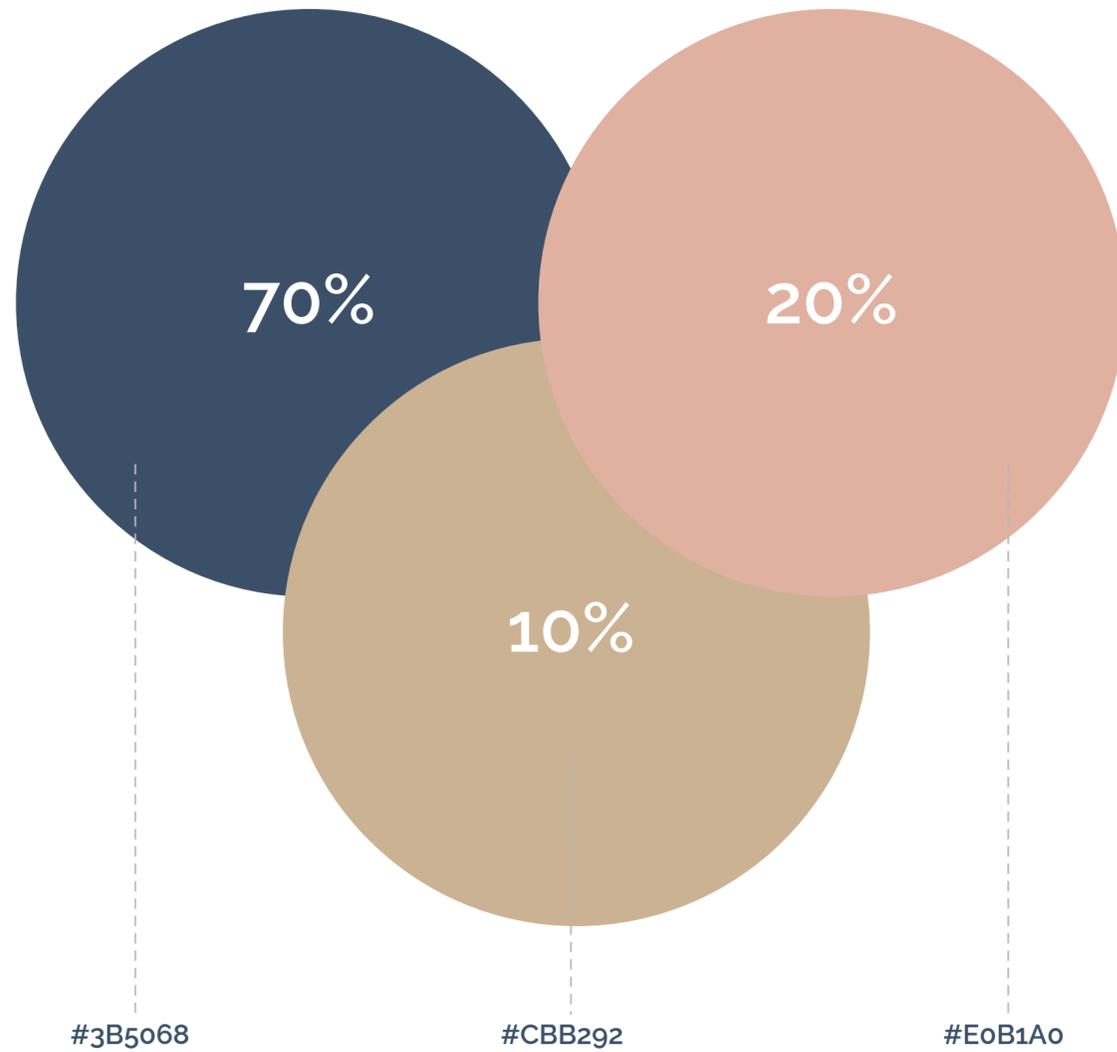
HEX #F7E2D5
RGB R247 G226 B213

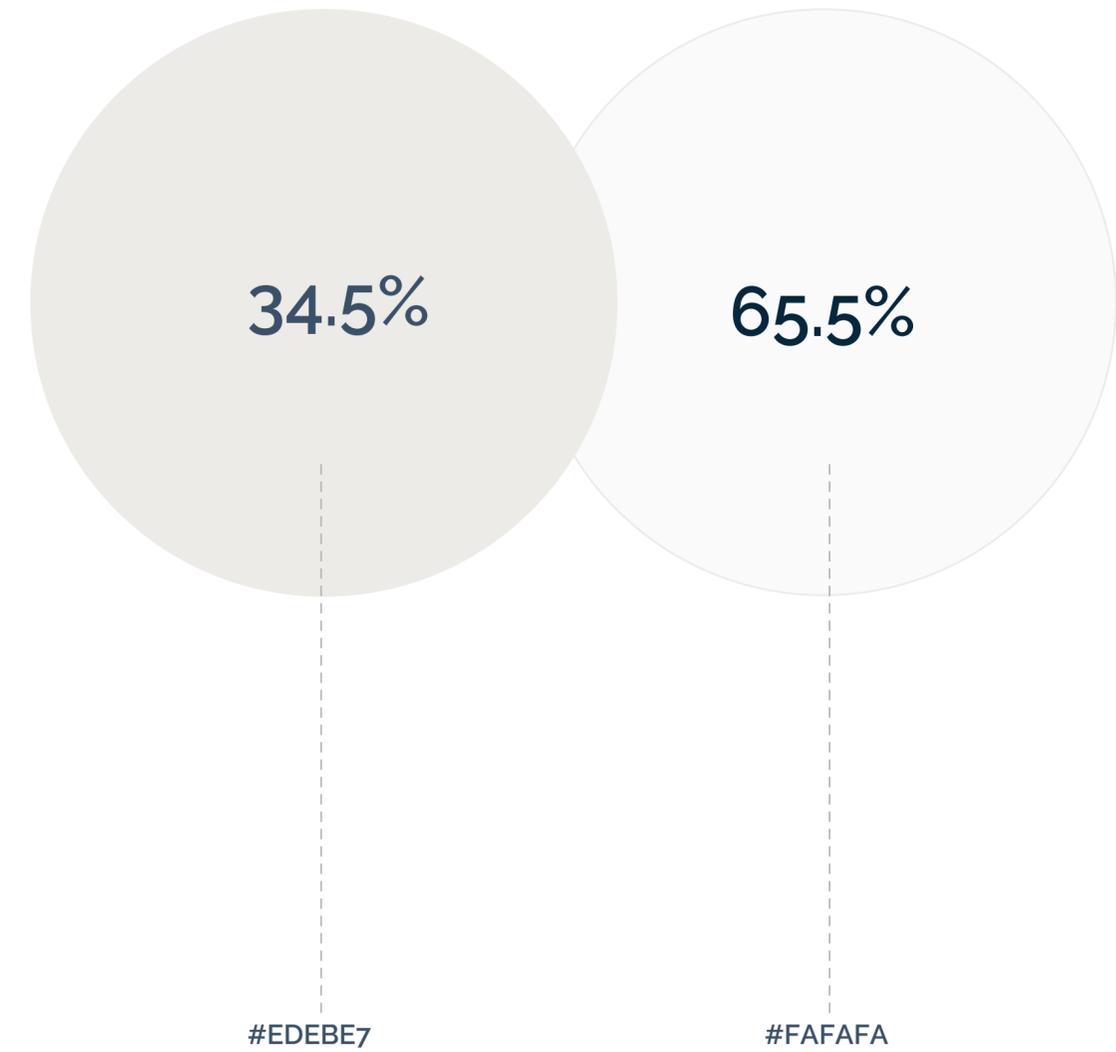## Isabelline Grey

HEX #EDEBE7
RGB R237 G235 B231

## Seasalt

HEX #FAFAFA
RGB R250 G250 B250

# Colour Application

Primary colours

70%

20%

10%

#3B5068

#CBB292

#E0B1A0

Secondary colours

34.5%

65.5%

#EDEBE7

#FAFAFA

Typefaces

# Typefaces

## Noto Serif Display

Noto is a global font collection for writing in all modern and ancient languages. Noto Serif Display is a modulated ("serif") design for texts in larger font sizes in the European Latin script and in Cyrillic, Greek. Noto fonts are intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses.

## Raleway

Raleway is an elegant sans-serif typeface, designed in a single thin weight. It is a display face that features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than it's neo-grotesque inspired default character set.

# Noto Serif Display — Headings

# Altform Regular — Sub-Headings

# Raleway Regular — Body Copy

# Raleway Medium — Fine Print

# Typefaces

## Aa

### Noto Serif Display
Thin, Ultralight, Light, Regular
Medium, **Semi-Bold**, **Bold**, **Heavy**

## Aa

### Raleway
Thin, Ultralight, Light, Regular
Medium, **Semi-Bold**, **Bold**, **Heavy**

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ENGLISH ALPHABET

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

NUMBERS & SPECIAL CHARACTERS

0123456789!@#£$%^&*/)

ENGLISH ALPHABET

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

NUMBERS & SPECIAL CHARACTERS

0123456789!@#£$%^&*/)

# Typeface Usage

When structuring your content, keep in mind the order that you'd like your audience to read the information. Below is a good example of succesful hierachy, however you can mix this up a little bit and still be user friendly. For example, leaving negative space around a line of type or a higher contrasting colour will draw your reader's eye. A word of caution, please remember that if all of the type is shouting (ie. large and bold) then none is, as it will all blend together visually. It's important to vary the size and weight of your text.

3 →  TITLE

1 →  ## Heading text

2 →  ## Sub heading text

4 →  Body Copy Nulla vitae elit libero, a pharetra augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia bibendum nulla sed consectetur. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

PRIORTY 1  | # Heading text

PRIORTY 2  | ## Sub heading text

PRIORTY 3  | TITLE

PRIORTY 4  | Body Copy Nulla vitae elit libero, a pharetra augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia bibendum nulla sed consectetur. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

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Thank You