

CROWN PROPERTIES COLLECTION

BRAND GUIDELINES

AS OF OCTOBER 2023

LOGOS

Primary Logo: Horizontal



Primary Logo: Stacked



LOGO COLOR VARIATIONS

Logo Color Variations



LOGO INTEGRITY

Do's & Don'ts



COLOR PALLETTE

Primary Colors



CROWN PROPERTIES COLLECTION
OAK VIEW GROUP



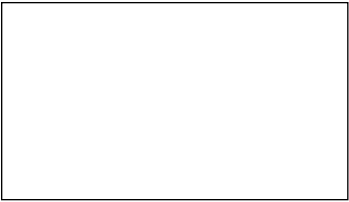
HEX: #1C365F
RGB: 28, 54, 95
CMYK: 98, 84, 36, 27



Location: 0%
HEX: #F5ECAB
RGB: 245, 236, 171
CMYK: 5, 3, 40, 0



Location: 100%
HEX: #C0AB50
RGB: 192, 171, 80
CMYK: 27, 27, 83, 1



HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Crown Gradient



Left Angle: -120°
Right Angle: 60°

Secondary Colors



HEX: #656565
RGB: 62, 62, 62
CMYK: 60, 52, 51, 21



HEX: #656565
RGB: 101, 101, 101
CMYK: 60, 52, 51, 21

BRAND TYPEFACES

Typeface

CINZEL

USES:

- Logo
- Headers / Titles
- Important taglines

Variations

REGULAR

ITALIC

BOLD

BOLD ITALIC

BLACK

BLACK ITALIC

Headers / Titles

CINZEL BOLD



Important Taglines

CINZEL BOLD



CINZEL BOLD



Typeface

Proxima Nova

USES:

- Subheaders
- Captions
- Body Text / Copy
- Important supporting taglines

Variations

Light

Light Italic

Regular

Regular Italic

Semibold

Semibold

Bold

Bold Italic

Extrabold

Extrabold Italic

Subheaders

PROXIMA NOVA SEMIBOLD



Captions

PROXIMA NOVA BOLD



Body Text / Copy

Proxima Nova Light



Supporting Taglines

PROXIMA NOVA LIGHT



EMAIL SIGNATURE

FONT: ARIAL

Main Email Signature Example - Animated gif

Jay Voelker | President
Crown Properties Collection | Oak View Group

Address:
Email:
Phone:

[Download Signature gif: here](#)



Preview frames of the signature gif



Email Signature Alternative - Static jpg

Jay Voelker | President
Crown Properties Collection | Oak View Group

Address:
Email:
Phone:

[Download Signature jpg: here](#)




Abbreviated Email Signature Example (for replies and mobile use)

JAY VOELKER | Crown Properties Collection | cell phone#

LEGAL LETTERHEAD

Legal Letterhead Example



CROWN PROPERTIES COLLECTION
OAK VIEW GROUP

August 29, 2019

Full Name of Targeted Individual
Complete Title
Entire Name of Firm or Organization
Address

Dear Mr. / Mrs. / Ms. / Judge:

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

SUBTITLE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

- Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.
- **Richard McClintock** – a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from “de Finibus Bonorum et Malorum” by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

SUBTITLE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Sincerely,

Full Name
Title, Crown Properties Collection

CROWN PROPERTIES COLLECTION



CROWN PROPERTIES COLLECTION

OAK VIEW GROUP