



BRENT GOVE

— REAL ESTATE —

BRAND GUIDELINES

PRIMARY LOGO

SUBHEAD

The Brent Gove logo is the face of our brand and the key element of our brand identity. Consistent use of the logo is essential to maintaining our identity, brand integrity and gaining instant recognition across all marketing channels and media.

USAGE

Light Background: full color logo or black and white versions are to be used.

Dark Background: Reversed logo is to be used on all dark backgrounds.



COLORS

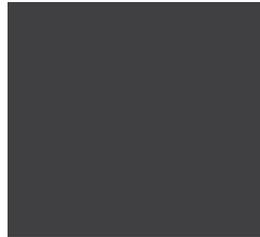
PRIMARY COLORS



PMS: 298 C
CMYK: 67 / 2 / 0 / 0
RGB: 65 / 182 / 230
HEX: 41B6E6



PMS: 640 C
CMYK: 100 / 10 / 3 / 16
RGB: 0 / 130 / 186
HEX: 0082BA



PMS: 446 C
CMYK: 54 / 27 / 36 / 82
RGB: 63 / 68 / 68
HEX: 3F4444

CLEAR SPACE & SIZING

CLEAR SPACE

Always allow a clear space of 1 half (0.5) 'X' between the logo and other elements in order to maximize clarity. No graphic elements should invade this zone. 'X' is defined by the height of the logo. These rules apply to all the Vance Wealth Logos.



MINIMUM SIZE

It is recommended that the Vance Wealth logos never be reproduced smaller than the indicated minimum sizes of 108 px or 1.5 in.



LOGO PACKAGE KEY

In your extensive logo package, there might be some file formats that you aren't familiar with. Below is a helpful guide to explain a little about those formats, why they exist and the situation that each is needed.



EPS / .eps / Encapsulated PostScript / Use=Print

EPS is a vector format designed for printing to PostScript printers and imagesetters. Vector graphics are a scalable, resolution-independent format composed of individual objects or shapes. Vector images can be resized easily without loss of quality making them an ideal format for initial logo designs and illustrations to be used in multiple sizes.

**Files located in: LogoPack/Print/eps folder*



JPG / .jpg or .jpeg / Joint Photographic Experts Group / Use=Print or Web

JPG is a file format best used for photo images which must be very small files, for example, for web sites or for email. JPG uses lossy compression (lossy meaning "with losses to quality"). Lossy means that some image quality is lost when the JPG data is compressed and saved, and this quality can never be recovered.

**Files located in: LogoPack/Digital/jpg folder*



AI / .ai / Adobe Illustrator Artwork / Use=Print

A proprietary file format developed by Adobe Systems for representing single-page vector-based drawings in either the EPS or PDF formats. The .ai filename extension is used by Adobe Illustrator. Same as an EPS but can only be edited in Adobe Illustrator.

**Files located in: LogoPack/Print/ai folder*



PNG / .png / Portable Network Graphics / Use=Web

GIF (short for Graphics Interchange Format) is a file format for storing graphical images up to 256 colors. It uses a lossless compression method which makes for higher quality output. PNG (short for Portable Network Graphics) was created as a more powerful alternative to the GIF file format. PNGs are not restricted to the 256 color limitation of GIF files and have better compression. A PNG file can be saved with a transparent background which allows you to place your image on top of another image without an outlining white box.

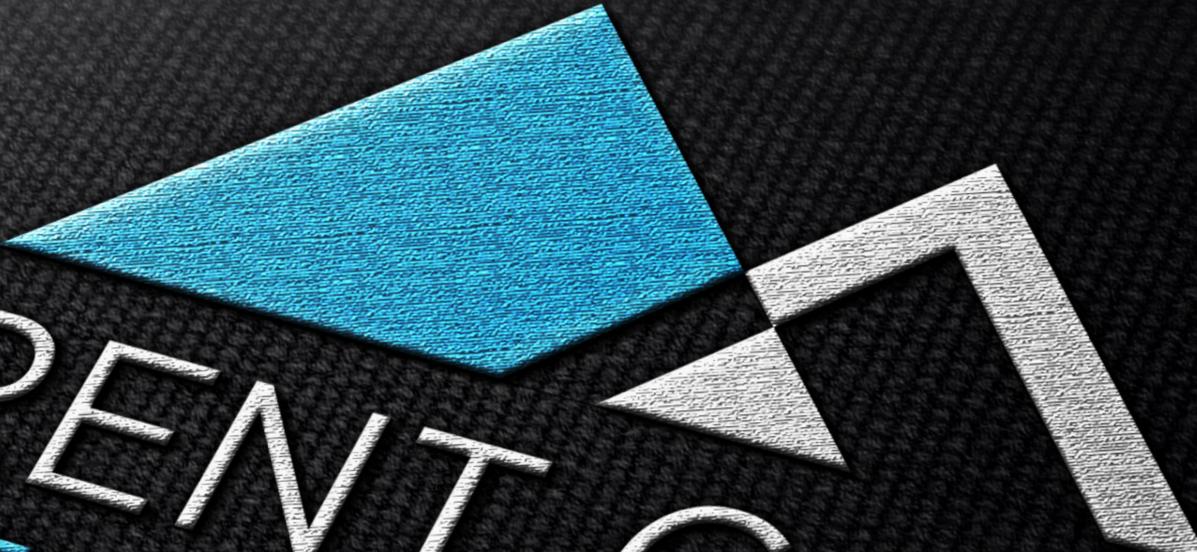
**Files located in: LogoPack/Digital/png folder*



TIFF / .tiff / Tagged Image File Format / Use=Print

TIFF is an industry standard designed for handling raster or bitmapped images. TIFF files can be saved in a variety of color formats and in various forms of compression. TIFFs use lossless compression to maintain image integrity and clarity and are often used for professional photography.

**Files located in: LogoPack/Print/tiff folder*



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REAL ESTATE

Crafted by



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