

# BRAND IDENTITY

## BUSINESS NAME

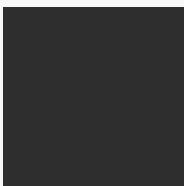
SILVERCREEK® REALTY GROUP

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## LOGO / SYMBOL



## COLORS



#2F2E2E



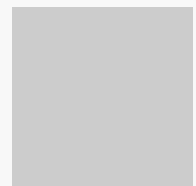
#27303D



#3F4E64



#576C8A



#CCCCCC

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## TAGLINE

INTEGRITY. EXPERIENCE. COMMITMENT.

# TYPEFACE

## LATO BOLD

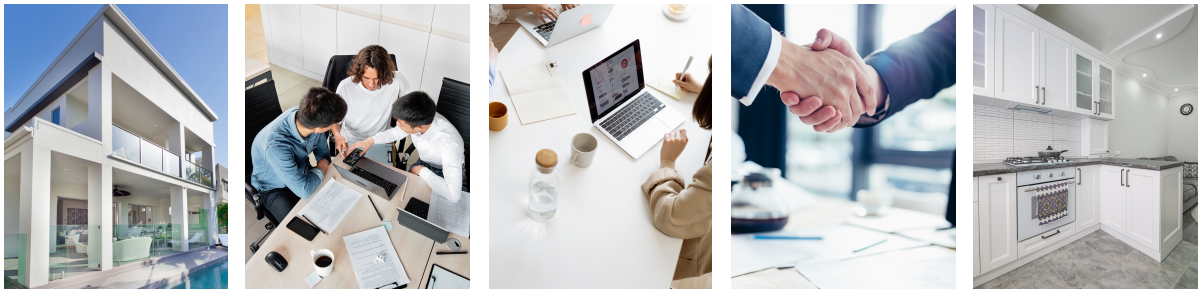
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Moontime*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

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## VISUAL STYLE (MOOD BOARD)



## VOICE / TONE

PROFESSIONAL  
RELIABLE  
KNOWLEDGEABLE  
APPROACHABLE