



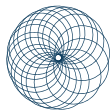
# LOGO SPECIFICATIONS

## Design + Format Recommendations

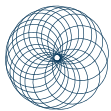
Congratulations on this big step! Branding yourself will help to build your business and increase recognizability. Please make these requests to your designer so that at the end, you have everything you need to create branded print materials, riders, digital graphics for Facebook, email, and more.

### LAYOUT:

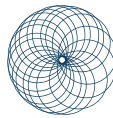
Please have your logos adaptable to vertical and horizontal orientations, and as well with the emblem on its own for riders. Examples:



[emblem by itself]



emblem on top  
text on bottom



emblem + text  
side by side



REAL ESTATE  
COMPANIES  
OF THE WORLD®



### COLOR:

You may use any colors you want! As well, have a set of logos in white to be used for watermarks and used against dark backgrounds. If you want a set in Lamacchia Blue, the color is Pantone 302C, CMYK 100/78/39/30.



DARLENE UMINA GROUP  
— REAL ESTATE —  
*love where you live*



DARLENE UMINA GROUP  
— REAL ESTATE —  
*love where you live*

### FORMAT:

In the end, make sure you receive these file types so that you have what you need!

- ◇ Vectorized PDF
- ◇ Transparent PNG
- ◇ Transparent EPS
- ◇ JPEG

### TIPS:

- Remember to stick to colors and design elements that you know you like so you won't get sick of it.
- Make sure the design elements and text will be readable in large and small formats, as well as close up (on screen or printed) and from a distance (on a rider).
- Really tightly scripted fonts can be pretty but hard to read in small format.
- Email [marketing@lamacchiarealty.com](mailto:marketing@lamacchiarealty.com) with any questions.