



ARISTO HOMES REALTY



Brand
Guidelines



Brand Guidelines



ARISTO
HOMES REALTY

“Our brand is not just what we build
today, but the trust we grow tomorrow.
Let’s keep shaping it—together.”



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Content

Brand Philosophy

Primary Logo

Brand Color Palette

Typography

Brand Visual Identity



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Brand Philosophy

“

Aristo Homes Realty isn't just a name—it's a commitment to a standard. A promise of poise, discretion, and an uncompromising pursuit of excellence.

”



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Brand Philosophy

At Aristo Homes Realty, we believe luxury is not defined solely by price, but by purpose, precision, and presence. Every home we represent is more than a property—it is a statement of identity, a legacy in architecture, and a reflection of refined living.

Our philosophy is built on three enduring pillars:

1. Elevated Living

We curate experiences that go beyond the transactional. Our clients don't just buy homes—they invest in lifestyle, heritage, and exclusivity. Every detail, from the architecture to the ambiance, is a reflection of elevated taste.

2. Integrity in Every Detail

Luxury demands clarity and trust. We commit to transparent dealings, expert consultation, and ethical practices that ensure confidence in every decision. Excellence begins with integrity—and that's our foundation.

3. Timeless Value

We seek beauty that transcends trends and investments that hold enduring worth. By focusing on prime locations, exceptional design, and future-forward thinking, we deliver properties that appreciate in value and meaning.

Brand Values

Aristo Homes Realty isn't just a name—it's a commitment to a standard. A promise of poise, discretion, and an uncompromising pursuit of excellence.

Mission Statement

To elevate lifestyles by offering premium, elegant, and secure real estate solutions that embody sophistication and timeless value.

Vision Statement

To become the most trusted and luxurious real estate brand, redefining the standard of upscale living across the globe.

- | | |
|------------------------|---|
| Exclusivity: | Catering to discerning clients seeking elite experiences. |
| Integrity: | Trust is at the core of every transaction. |
| Elegance: | From design to service, elegance is our signature. |
| Innovation: | Adapting modern solutions with a classic touch. |
| Client-Centric: | Every client is a partner in success. |



Logo Concept

Design: The logo features a stylized gold “AH” monogram, symbolizing luxury and prestige. The overlapping “A” and “H” create a strong, elegant foundation, reflecting the stability and sophistication of the real estate brand.



ARISTO HOMES REALTY

Aesthetic + Future-Driven Vision = Endlessly Growing



Logo Clearspace

The logo safe area, also known as the clear space, is the minimum amount of space that should be maintained around the logo to ensure its visibility and impact. This area is free from any text, graphics, or other design elements that could clutter or compromise the logo's appearance.





Logo Variations

Minimal Aesthetic, Future-Driven Vision,
Endlessly Growing

Primary Option

The main logo must be used on a white or very light background to maintain clarity



Secondary Option

The main logo must be used on a white or very dark background to maintain clarity



Tertiary Option

The main logo must be used on a white or Charcoal Black or contrast background to maintain clarity





Logo Concept

Design: The logo features a stylized gold “AH” monogram, symbolizing luxury and prestige. The overlapping “A” and “H” create a strong, elegant foundation, reflecting the stability and sophistication of the real estate brand.



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5PX



5PX





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Brand Taglines

At Aristo Homes Realty, our taglines are more than just phrases—they are the essence of our brand promise and the lifestyle we represent.

“Where Luxury Finds Home.”

This tagline reflects Aristo Homes’ core promise—to provide not just properties, but luxurious sanctuaries tailored to sophisticated tastes. It suggests exclusivity, comfort, and elegance in every offering.

“Crafting Prestige in Every Property.”

This emphasizes the brand’s meticulous approach to quality and prestige. It speaks to the craftsmanship, design, and premium value Aristo Homes builds into every space.

“Live Elevated. Live Aristo.”

A lifestyle-forward message that promotes aspiration and elevation. It connects the brand with high living standards and an elite experience that goes beyond real estate—into a refined way of life.

Brand Color Palette

Aristo Homes Realty's color palette reflects timeless elegance, trust, and a refined lifestyle. Each color is chosen to align with the brand's values of prestige, sophistication, and clarity.

Primary Colors

These are your core brand colors used in the logo, main visuals, website, signage, and most recognizable brand assets.

Gold Gradient (#B8891A → #F8E58D)

Represents luxury, success, and premium positioning. Used in the logo and key brand highlights.

Charcoal Black (#1E1E1E)

Used for typography, strong contrast, and sophistication. Establishes brand authority and visual clarity.

Gold Gradient
(#B8891A → #F8E58D)



Charcoal Black
(#1E1E1E)



HEX #1E1E1E
C 72 - M 66 - Y 65 - K 75
R 30 - G 30 - B 30



HEX #B6892D
C 27 - M 44 - Y 100 - K 6
R 182 - G 137 - B 45



HEX #DAB958
C 16 - M 24 - Y 78 - K 0
R 218 - G 185 - B 88



HEX #F8E58D
C 4 - M 6 - Y 55 - K 0
R 247 - G 228 - B 140



Brand Color Palette

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Secondary Colors

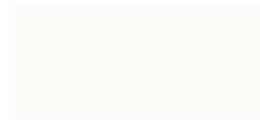
These colors support the primary palette, used for text, backgrounds, highlights, and digital UI. They maintain balance and harmony.

Ivory White (#FAFAF5)

Clean, minimal, and modern. Used as the main background color in print and digital layouts.

Royal Gray (#8A8A8A)

Adds balance and neutrality. Ideal for secondary text, dividers, and interface elements.



HEX #FAFAF5
C 1 - M 0 - Y 3 - K 0
R 251 - G 253 - B 246



HEX #8A8A8A
C 48 - M 40 - Y 40 - K 4
R 138 - G 138 - B 138

Brand Color Palette

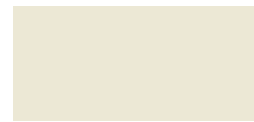
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Tertiary Colors

These are accent or optional tones, used in less frequent contexts—such as decorative backgrounds, UI hovers, infographics, and stationery.

Soft Beige (#EDE7D6)

Warm and subtle, often used in background fills or to soften design sections without overpowering the brand's core visuals.



HEX #EDE7D6
C 7 - M 6 - Y 16 - K 0
R 237 - G 231 - B 214

Tip for Use in Design:

- Keep Primary Colors dominant in logo and top-level branding.
- Use Secondary Colors to build layouts and maintain legibility.
- Apply Tertiary Colors sparingly for warmth, hierarchy, or to highlight design zones.

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HEX #B6892D
C 27 - M 44 - Y 100 - K 6
R 182 - G 137 - B 45



HEX #1E1E1E
C 72 - M 66 - Y 65 - K 75
R 30 - G 30 - B 30



HEX #DAB958
C 16 - M 24 - Y 78 - K 0
R 218 - G 185 - B 88



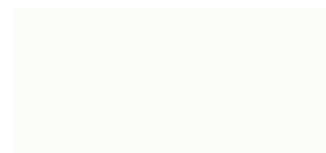
HEX #8A8A8A
C 48 - M 40 - Y 40 - K 4
R 138 - G 138 - B 138



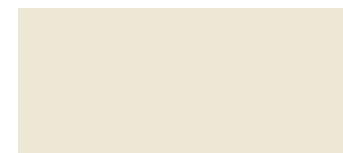
HEX #F8E58D
C 4 - M 6 - Y 55 - K 0
R 247 - G 228 - B 140



HEX #C0BFBF
C 25 - M 20 - Y 20 - K 0
R 192 - G 191 - B 191



HEX #FAFAF5
C 1 - M 0 - Y 3 - K 0
R 250 - G 250 - B 245



HEX #EDE7D6
C 7 - M 6 - Y 16 - K 0
R 237 - G 231 - B 214

Typography

Font usage

Aristo Homes Realty uses Bodoni Moda as its primary font to convey elegance and timeless luxury, perfect for headlines and brand statements. Source Sans Variable complements it with modern clarity, making it ideal for subheadings and running content. Together, they create a refined, balanced typographic system across all brand touchpoints.

Primary Font – Bodoni Moda

Bodoni Moda is an elegant modern serif typeface known for its high contrast, fine hairlines, and timeless style. It conveys luxury and sophistication, making it ideal for headlines, titles, and high-impact brand statements. Its classic forms align perfectly with Aristo's upscale, heritage-driven aesthetic.

Secondary Font – Source Sans Variable

Source Sans Variable is a clean, highly legible sans-serif typeface designed for digital clarity and print efficiency. It offers versatility across subheadings and body text, ensuring smooth readability while maintaining a refined, professional tone. Its minimalist structure balances the ornate nature of Bodoni Moda, creating a harmonious typographic system.

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Primary Font – Bodoni Moda

Style: Elegant serif with classic contrasts

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

Primary Font – Bodoni Moda (For Headlines & Titles)

Style	Print (pt)	Digital (px)	Usage
H1 (Main)	48 pt	36 px	Cover titles, hero sections
H2	36 pt	28 px	Section headers
H3	24 pt	20 px	Sub-section headers

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Secondary Font – Source Sans Variable

Style: Clean, modern sans-serif for readability

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

Secondary Font – Source Sans Variable (For Subheadings & Body Text)

Style	Print (pt)	Digital (px)	Usage
Subheading	18 pt	16–18 px	Small titles, UI headers
Body Text	12 pt	14–16 px	Paragraphs, descriptions
Caption / Notes	10 pt	12 px	Footnotes, captions, legal



Brand Visual Identity

Aristo Homes Realty's visual identity is reflected through refined business cards, letterheads, mugs, and bags. Each item is designed to embody the brand's luxury, consistency, and attention to detail—strengthening recognition across every client touchpoint.



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Thank You!

We craft prestige

At Aristo Homes Realty, we don't just build properties—we craft prestige. This brand guide is more than design direction; it's a reflection of our promise to deliver timeless luxury, unified vision, and unmatched elegance in every detail. Let it inspire consistency, creativity, and pride in every brand experience we create.



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