

RESIDENCIA

LIVE THE DREAM.
WE MANAGE THE REALITY



WE MANAGE

THE PLUMBING
THE REPAIRING
THE PAINTING
THE REALITY
THE CLEANING
THE HOUSEKEEPING
THE LAUNDRY



BRAND BOOK

MARCH 2024

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THE BRAND

RESIDENCIA

LIVE THE DREAM. WE MANAGE THE REALITY

PRESENTATION

Residencia is the trusted partner for luxury property management in San Francisco and beyond. We understand that your time is valuable, and we are dedicated to providing you with the highest level of service and convenience. Our team of experienced professionals will take care of everything from maintenance and repairs to cleaning and laundry, so you can focus on the things that matter most to you.

MISSION

To empower busy professionals by seamlessly managing their properties, allowing them to live life to the fullest with complete peace of mind.

VISION

To become the invisible force behind every vibrant San Francisco home, anticipating needs and exceeding expectations for a thriving community of successful individuals.

BRAND VOICE

We are committed to providing our clients with a seamless and stress-free experience. We use the latest technology to keep you informed of the status of your property, and we are always available to answer your questions. We believe that communication is key, and we will always keep you in the loop.

We are also committed to providing our clients with the highest quality of service. We use only the best materials and workmanship, and we stand behind our work with a satisfaction guarantee. We know that your property is an important investment, and we will treat it with the care and respect it deserves.

Residencia is more than just a property management company. We are a team of dedicated professionals who are passionate about providing our clients with the best possible experience. We are committed to excellence, and we will always go the extra mile to ensure that you are satisfied with our services.

BRAND VALUES

COMMUNICATION

We believe that communication is key, and we will always keep you in the loop.

LUXURY STANDARDS

Delivering services that reflect the sophistication of our clientele.

RESPECT

We treat our clients and their property with the care and respect they deserve.

TRUST

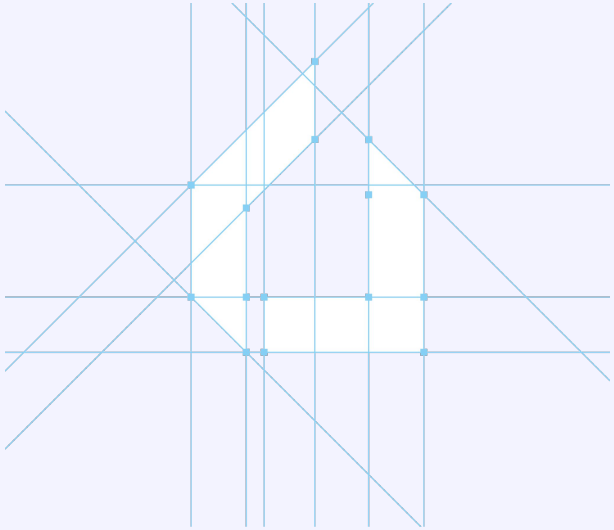
We are committed to building trust with our clients, and we will always act in their best interests.

VISUAL IDENTITY

LOGO

MAIN LOGO

We believe in taking care of most things, so you can take of what matters most to you. That's why RESIDENCIA's logo is the subtle abstract form of a single-family dwelling, drawn with bold, thick strokes, so as to refer to the brand's commitment to modern ideas and luxury standards. Likewise, its wordmark is written out in a serif, monospaced font, that allows for easy reading, and makes for an eye-catching combination.



DRAWING GRID

RESIDENCIA

MAIN LOGO

HORIZONTAL LOGO

This logo variation will be used when the given space is not enough for the main logo to be used, or when it makes more sense, graphically, for the logo to be read in a horizontal way.



SECONDARY LOGO

The secondary logo is meant to be used when the space given is not enough for either the main logo or the horizontal variation. It has the same formality and meaning as the main one.



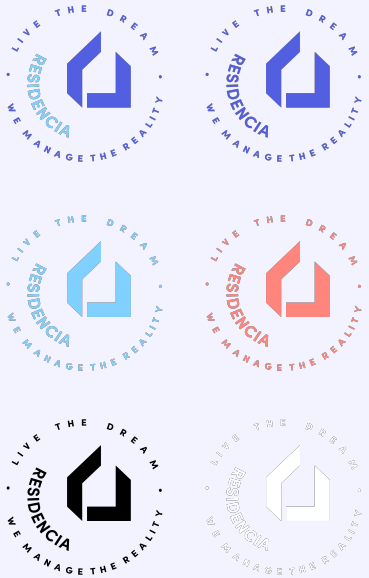
LOGO VARIATIONS

These are the color combinations and use of the logo that will be allowed for either digital or print materials. No other colour combination or graphic combination of elements will be allowed under the brand use.









FONTS

Open Sans

MAIN FONT

Open Sans is humanist sans serif typeface designed by Steve Matteson. Its open forms and neutral appearance make it **friendly, and modern**. This font will be the **main font used for long texts, and subtitles, in both print and digital formats.**

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BEBAS NEUE

SECONDARY FONT

Bebas Neue is display family font designed by Ryoichi Tsunekawa. Its bold strokes and vertical characters make it **eye-catching**, while still maintaining a **modern, open look to it. This font will be used for titles, text that needs to be highlighted, and font uses that do not include large texts.**

Regular

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Italic

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Bold

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Josefin Sans

COMPLEMENTARY FONT

Josefin Sans is a geometric, sans serif font, which mid-weight lines and slanted gestures make for a **modern and elegant look**, with a slight **vintage feeling.** This font will be used for very large groups of texts, or elements that need to be highlighted, such as subtitles or quotes.

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLOR

COLOR PALETTE

CLEAN BLUE
#80D2FF
R:128 G:210 B:255
C:49 M:1 Y:0 K:0
PANTONE 2905 C

ROYAL PURPLE
#525FE2
R:82 G:95 B:226
C:81 M:68 Y:0 K:0
PANTONE 2726 C

VIBRANT PEACH
#FF867D
R:255 G:134 B:125
C:0 M:61 Y:44 K:0
PANTONE 170 C

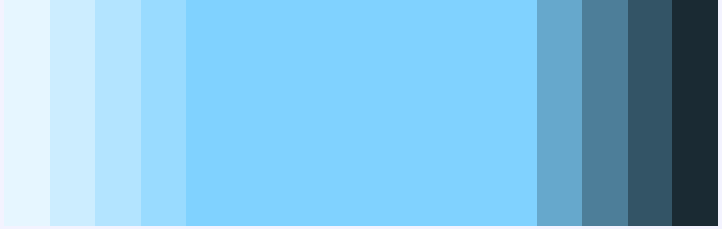
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#000000
R:0 G:0 B:0
C:91 M:79 Y:62 K:97

METALLIC WHITE
#F3F3FF
R:243 G:243 B:255
C:5 M:5 Y:0 K:0
PANTONE 656 C

BRIGHT GOLDEN
#DEAE54
R:222 G:174 B:84
C:13 M:32 Y:78 K:2
PANTONE 7563

COLOR PALETTE SHADES

CLEAN BLUE
#80D2FF
R:128 G:210 B:255
C:49 M:1 Y:0 K:0
PANTONE 2905 C



ROYAL PURPLE
#525FE2
R:82 G:95 B:226
C:81 M:68 Y:0 K:0
PANTONE 2726 C



VIBRANT PEACH
#FF867D
R:255 G:134 B:125
C:0 M:61 Y:44 K:0
PANTONE 170 C



BRIGHT GOLDEN
#DEAE54
R:222 G:174 B:84
C:13 M:32 Y:78 K:2
PANTONE 7563



GRAPHIC ELEMENTS

PATTERN

STATIONARY

CARDS

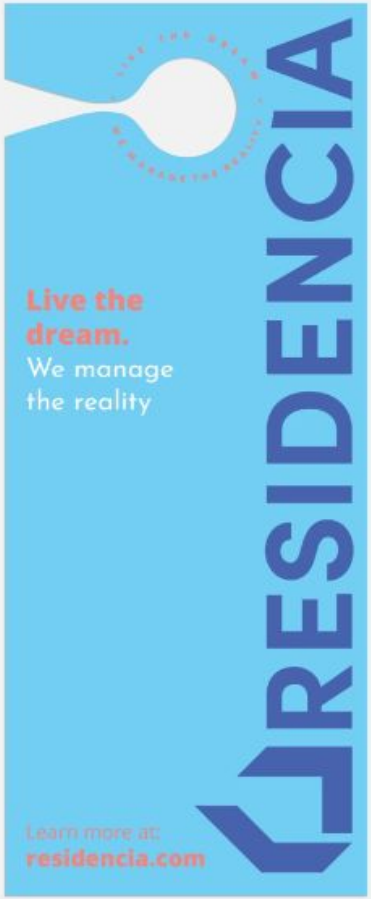

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LETTERHEAD A4



DOOR HANGER


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LINKS

https://www.canva.com/design/DAGBMsGLghM/qiCu25lobQ1UytkDfWBnLA/edit

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https://www.canva.com/design/DAF6ZamMiP0/L6xEax65t-ZJCtmE4jXlZA/edit