
VISUAL IDENTITY

IDENTITY SYSTEM

Our visual identity includes the Luxury Estates International logo and core elements, such as the color palette, typography, photography, and imagery associated with the brand. Consistent usage of this identity strengthens and establishes our brand presence.

LOGO GUIDE

The official Luxury Estates International logo and its variants are to be used exactly as they appear. At no time should the logo be altered. To protect the logo from visual obstruction, a minimum area of space must be maintained around it. The minimum area of space is determined by the height of the logo. This area must be clear on all sides of the logo.

LUXURY ESTATES
I n t e r n a t i o n a l



LOGO GUIDE

PRIMARY LOGO

The primary logo is the preferred usage for all print or web materials and displays best on a white background. This logo may be used with or without the accompanying slogan below it, **Global Exposure | Local Presence**, or with the affiliate version, **Exclusive Affiliate**. When using these variants, never replace or rewrite it in any way and be sure to maintain the logo height in spacing.

COLOR SCHEME



GRAY

PANTONE© 430

C52 M43 Y41 K6

R129 G130 B133

HEX #818285

BLACK

PANTONE© Black 6

C81 M71 Y59 K76

R17 G24 B32

HEX #111820

LUXURY ESTATES
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LUXURY ESTATES
I n t e r n a t i o n a l

EXCLUSIVE AFFILIATE

LUXURY ESTATES
I n t e r n a t i o n a l

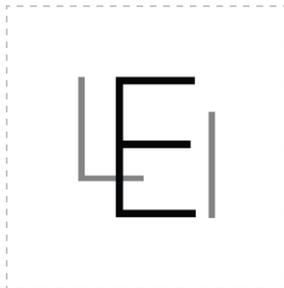
GLOBAL EXPOSURE | LOCAL PRESENCE

SECONDARY LOGOS



REVERSED

The reversed logo variants gray-and-white and all-white may be used when the visual elements of the primary logo are lighter than the background. These usages are only appropriate to gray and/or white on dark backgrounds.



ACRONYM

The acronym logo variant LEI may be used when necessary to enhance comprehension. Maintain half the logo's height in spacing around it.

LOGO USAGE

DO'S AND DON'TS

Below are guidelines for the correct use of logos.

DO NOT stretch the logo.

DO maintain the original logo proportions.



DO NOT add or change elements to the logo.

DO NOT change the logo color.



DO NOT box in the logo.

DO NOT overlap elements with the logo.

