



BRAND STYLE GUIDELINES

The following brand style guideline for Tenant Sharks was created to help you present the brand in a consistent, recognizable, and proprietary way.

Prepared By:



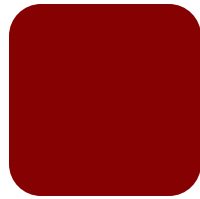


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OVERVIEW



OVERVIEW

Developing a consistent emblem and slogan will help strengthen and unify marketing efforts, give greater visibility and market recognition to communication efforts, provide an image for marketing materials, and anchor printed, collateral, and electronic media in a unified fashion.

For logo files and any questions, please contact Advanté-BCS by emailing us at: **team@advantebcs.com**

LOGO



LOGO VARIATIONS



PRIMARY | Full-Color Logo



SECONDARY | Full-Color Logo with Slogan



Black One-Color Logo



White One-Color Logo

EMBLEM



Full-Color Emblem



Black One-Color Emblem



White One-Color Emblem

WORDMARK

TENANT SHARKS

PRIMARY | Wordmark Logo

TENANT SHARKS
WE HUNT SO YOU DON'T HAVE TO

SECONDARY | Wordmark Logo with Slogan

TENANT SHARKS

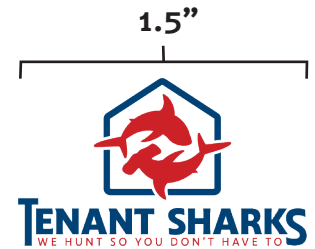
Black One-Color Wordmark Logo

TENANT SHARKS

White One-Color Wordmark Logo

LOGO GUIDELINES

Do not use logo with the slogan any smaller than one and a half inches wide for print and 144 pixels wide at 72 pixels per inch for digital. If a smaller version is required, use the primary logo with no slogan.



Do not introduce outside colors, elements, or fonts to the logo.



Do not rearrange or change the size relationship of the logo elements.



Do not stretch the logo disproportionately.



Do not use a pixelated logo.

Always provide a space clear of other text surrounding the Tenant Sharks logo that is at least the size of the height of the small “T” in Tenant Sharks.



TYPOGRAPHY

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FONT FAMILIES

Typography is an excellent way to represent our brand without using colors or images. Highgate XBold is a strong font that is easy to read, yet sets itself apart from other san-serif fonts with a subtle sharpness to its edges. To balance the seriousness of Highgate, Ernestine Pro is a slab font that is slightly more playful, yet still gives a professional feel using serifs.

**Highgate
XBold**

**Ernestine Pro
Bold**

Ernestine Pro
Regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

**abcdefghijklm
nopqrstuvwxyz**

**abcdefghijklm
nopqrstuvwxyz**

abcdefghijklm
nopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

HIGHGATE XBOLD HEADLINES

ERNESTINE PRO BOLD SUBHEADERS

Ernestine Pro Regular Body Copy

USE IN TEXT

While used in text, “Tenant Sharks” is required to always be spelled as laid out in this guideline.

Ernestine Pro is to be used for all Tenant Sharks communications. For longer passages of text, always use Ernestine Pro Regular. Limit all text compositions to three font sizes or fewer so that all communications are easy to read. The kerning (space between the letters) and leading (space between lines) of all text should not be adjusted to be too tight.

FONT SIZE EXAMPLES

HEADLINER SIZE
SUBHEADER SIZE

Body paragraph size

KERNING & LEADING EXAMPLES

Incorrect Example

~~This text has kerning and leading that is too tight.~~

Correct Example

This text has correct kerning and leading.

SLOGAN

The slogan may be written in a single color using one of the brand's primary or secondary colors. The font must be Highgate Medium using all upper case. If presented on it's own, it may be shown with a kerning of 0 points or 250 points.

KERNING: 0 POINTS

WE HUNT SO YOU DON'T HAVE TO.

KERNING: 250 POINTS

WE HUNT SO YOU DON'T HAVE TO.

If using in the secondary logo variation with the slogan, it must have a kerning set at 250 points.

WORDMARK EXAMPLE

TENANT SHARKS
WE HUNT SO YOU DON'T HAVE TO

LOGO EXAMPLE



BRAND COLORS



BRAND COLORS

Our brand colors represent our aggressive shark-like attitude with a fun twist while still conveying a professional presence. This tells our customers that we mean business, but we will be a great, dedicated partner to work with.

Colors can shift across screens and printers. Therefore, each color is listed with different values depending on the method of display.

PRINT

CMYK: These will be the colors most often used for printing including four color process printing, inkjet printing, and laser printing. These values vary in appearance depending on the printer and paper but will give you a close approximation of the Pantone color.

PMS: These Pantone codes will be used for spot color printing. Spot color printing allows for the greatest color accuracy. The ink is mixed to match the PMS number and should be accurate no matter the printer. The PMS color ending in C is for coated paper and the PMS color ending in U is for uncoated paper. C is the default as U is not as commonly used.

DIGITAL

For digital applications use the **RGB** or **HEX** values. RGB is a more common use but the HEX values are useful to a web developer or graphic designer.



PRIMARY | Brand Colors

Dark Blue

C: 100 **R:** 0
M: 55 **G:** 65
Y: 0 **B:** 118
K: 45

PMS: 7694 C | 541 U **HEX:** #004176

Bright Red

C: 14 **R:** 203
M: 100 **G:** 33
Y: 100 **B:** 39
K: 4

PMS: 1805 C | 3517 U **HEX:** #cb2127

Dark Red

C: 0 **R:** 134
M: 100 **G:** 1
Y: 100 **B:** 1
K: 53

PMS: 1815 C | 3523 U **HEX:** #860101



SECONDARY | Brand Colors

Orange

C: 0 **R:** 241
M: 78 **G:** 96
Y: 87 **B:** 54
K: 0

PMS: 7597 C | 1665 U **HEX:** #f16036

Sand

C: 0 **R:** 252
M: 5 **G:** 236
Y: 16 **B:** 212
K: 1

PMS: 482 C | 4685 U **HEX:** #fceed4

Teal

C: 80 **R:** 28
M: 18 **G:** 153
Y: 52 **B:** 139
K: 2

PMS: 2244 C | 328 U **HEX:** #1c998b

Light Blue

C: 82 **R:** 10
M: 38 **G:** 133
Y: 0 **B:** 200
K: 0

PMS: 2143 C | 2144 U **HEX:** #0285ca



FOREGROUND & BACKGROUND COMBINATIONS

The below color combinations are acceptable to use and are in compliance with WCAG.



These color combinations are based on the Web Content Accessibility Guidelines (WCAG) AA level. When using the logo or type on colored backgrounds make sure there is enough contrast between the **foreground** and **background** so that everything is clearly legible. Some color combinations are acceptable for small and large text, some are only acceptable if the text is large.

*Only allowed as large text, defined as 14 point and bold or larger.

BRAND STYLE



TONE OF VOICE

Developing a consistent emblem and slogan will help strengthen and unify marketing efforts, give greater visibility and market recognition to communication efforts, provide an image for marketing materials, and anchor printed, collateral, and electronic media in a unified fashion.

Our mission is to find the best tenants for our clients so they can focus on their business. We are focused on maintaining long-term relationships with the clients we serve, so it is important to be engaging and friendly yet professional in all communication. Write as if you are speaking to a client who you know well, in a friendly and comfortable manner. Don't be afraid to have fun—you want people to enjoy interacting with the brand.

IMAGES & PHOTOGRAPHY

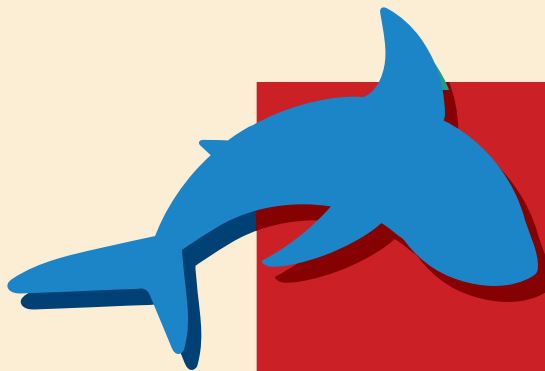
The images we use display a mood that is upbeat and energetic. Photography must convey people who are getting the job done and feeling their success, whether it be a business person, a DIY landlord, or a tenant. Don't be afraid to get colorful, use movement, and stand out.

This will impart a visual message of our goal, we find tenants for our clients so they can focus on their business. We are the partner they're looking for: easy to work with, motivated, and getting the job done!



GRAPHICS

Graphics should be playful and exciting. Use fun shapes and our bold brand colors to convey a message that we're not afraid to be loud and aggressive. Make sure to keep a simple layout that portrays a professional feel and doesn't get busy. Icons are a great tool, but make sure to accompany them with explanatory copy. We want our message to stand out and be easy to understand.



GO FROM A minnow

TO A **SHARK**

SWAG & PRINTED PRODUCTS

Promotional goods and branded materials should mainly use bright red as the predominant color with accents of white and dark blue. If more options are needed, you may move on to the secondary brand colors.

SWAG MOCKUP EXAMPLES



SIGNAGE & BILLBOARDS

Signage materials, including billboards, should mainly use bright red as the predominant color with accents of white and dark blue. Accent colors can be incorporated as needed. If the signage will be viewable at a close distance, make sure to always use the secondary logo with the slogan. For far-away signage, unless the logo is at full scale, use the primary logo without the slogan.

SIGNAGE MOCKUP EXAMPLES



If you have any questions about these guidelines, please contact us at:
team@advantebcs.com



TENANT SHARKS
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