



KENSINGTON

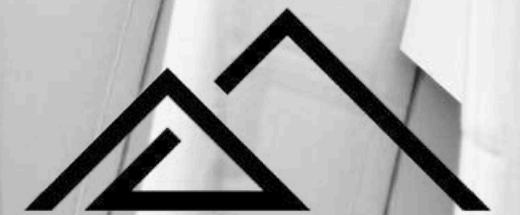
2022

Kensington Luxe Realty

Brand Style Guide

01

Created by **Aida Ghani**



Crestmark Studio
— Transcend the Ordinary —

Outline

What We'll Be Covering

01. **Introduction**
02. **Brand Logo**
03. **Proper Use**
04. **New Color Palette**
05. **Facts and Figures**
06. **Design Team**
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Introduction

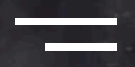
A legacy of timeless elegance

Kensington Luxe Realty is more than a real estate firm—it's a symbol of prestige, sophistication, and excellence. Catering to discerning buyers and sellers, the brand embodies refined taste, exclusivity, and architectural brilliance. Every interaction reflects an elite experience designed for those seeking more than a home—they seek a legacy.

At its core is Kairos, the emblem of perfect timing and opportunity. Inspired by the Greek concept of seizing the right moment, its structured lines and golden hues symbolize precision, ambition, and lasting value. Kensington Luxe Realty doesn't just navigate luxury real estate—it defines it.



Owning a Kensington
Luxe home isn't about
where you live—it's
about where you truly
belong.



Brand Logo

The Kairos

At the heart of Kensington Luxe Realty's brand identity lies "The Kairos", a name that signifies the perfect moment for action, an opportune time to **seize something extraordinary**. In luxury real estate, timing is everything—finding the right property, making the right investment, and stepping into a future of elevated living.

The carefully structured "K" in the logo reflects this philosophy, **embodying precision, balance, and architectural excellence**. The harmonious interplay of diagonal and vertical lines mirrors the dynamic intersection of opportunity and strategy, symbolizing how Kensington Luxe Realty positions itself at the forefront of exclusive, high-value real estate deals.





The Kairos — What it All Means



THE "K" MONOGRAM: PRECISION & PRESTIGE

Crafted with sleek diagonal and vertical lines, the logo reflects structure, modernity, and the meticulous precision expected in luxury real estate.



FINE-LINE DETAILING: A SYMBOL OF REFINEMENT

The intricate detailing embodies exclusivity and sophistication, appealing to high-net-worth clients who value elegance in every detail.



ARCHITECTURAL INFLUENCE: EXCELLENCE IN DESIGN

The geometric segmentation of the "K" draws inspiration from architectural brilliance, aligning with the high-end properties Kensington Luxe Realty represents.



The Creation of Kairos

Lifecycle of a logo



DEFINING THE BRAND ESSENCE

We analyzed Kensington Luxe Realty's values—exclusivity, sophistication, and legacy—to ensure the logo embodied its luxury positioning.

CONCEPT DEVELOPMENT

Inspired by "Kairos," the perfect moment, we explored symbols reflecting timeless value, architectural refinement, and rare opportunities.

DESIGNING THE MARK

The geometric "K" icon was crafted with structured lines, symbolizing balance, prestige, and interwoven paths of opportunity.

CURATING THE COLOR PALETTE & TYPOGRAPHY

A deep black and gold palette signifies wealth and elegance, while a refined serif typeface reinforces authority and sophistication.

FINAL REFINEMENTS & BRAND INTEGRATION

The final design was fine-tuned for impact and versatility, ensuring seamless integration across digital, print, and luxury brand materials.

Color Palette

The Hex Codes



<p>HEX CODE #000000</p> <p>CMYK: 0 0 0 100</p> <p>BLACK</p>	<p>HEX CODE #C89132</p> <p>CMYK: 0 28 75 22</p> <p>RICH GOLD HUE</p>	<p>HEX CODE #000000</p> <p>CMYK: 0 0 0 0</p> <p>PURE WHITE</p>

Typography

Basic Principles

ALTA



ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BROWN FOX

JUMPS OVER

THE LAZY DOG

Creating a Brand Voice

How we speak to customers



OUR BRAND

Kensington Luxe Realty embodies sophistication, exclusivity, and trust. Our tone reflects the world of high-end real estate—refined yet approachable, confident yet personal.



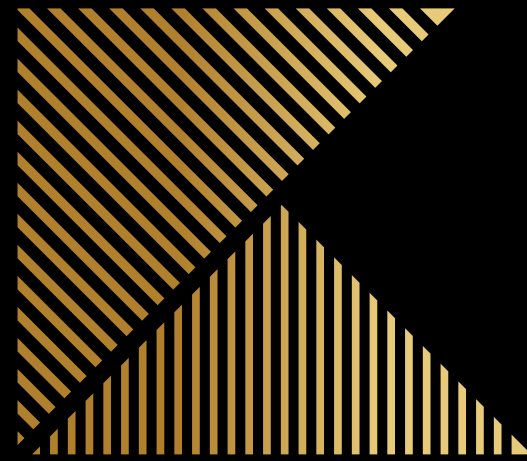
OUR COMMUNICATION

Every message we craft is intentional, resonating with discerning clients who expect clarity, elegance, and expertise. Whether through digital, print, or in-person interactions, we maintain a voice that is poised and persuasive.



OUR WRITING STYLE

Our language is precise, evocative, and aspirational, creating a sense of prestige while remaining accessible. We emphasize luxury, lifestyle, and legacy, ensuring every word aligns with the high standards of our clientele.



Download the Resources

www.crestmarkstudio.com