Corporate identity



All-in-one property management & automation.

Brand book / October 2026

An identity for property technology



London startup energy. Architectural restraint.

Property management. With room to think.

estatereal helps landlords and portfolio managers bring everyday property work into one place.

Confident type

Precise layouts

Electric blue

The primary company logo



Blue emblem. Navy wordmark. Original proportions.

The dark-background version



The lower emblem and wordmark reverse to white. Blue stays blue.

The slogan lockup



All-in-one property management & automation.

All-in-one property management & automation. Keep the wording and punctuation exact.

Monochrome and black & white



100% black on white



White on near-black



Single-colour navy



White on brand blue

A responsive logo family



Primary horizontal mark



Emblem

Avatars, favicons and app tiles



Wordmark for familiar contexts

Clear space and minimum sizes



X = ¼ of emblem height

Horizontal: 160 px / 40 mm
Emblem: 24 px / 6 mm
Slogan lockup: 480 px / 100 mm

Background selection



Full colour on light



Blue + white on dark



White for single-colour production



White on blue

Logo integrity



Original outlines

Keep the original spacing, shape and proportions.

Flat colour

Keep shadows, glow and textures in the surrounding composition.

Never stretch, redraw, rearrange or crop the primary mark. Cropped emblem motifs belong to the pattern system.

Core colour palette



Electric blue

#1B6EF2

RGB 27 / 110 / 242

Proposed PMS 2727 C



Original navy

#1C2C42

RGB 28 / 44 / 66

Proposed PMS 7546 C



Near-black

#080C12

RGB 8 / 12 / 18

Proposed PMS Black 6 C

Paper

#F4F5F3

RGB 244 / 245 / 243

No spot ink

Pantone references are proposed print matches. Physical proofs govern the finished colour.

A controlled accent system

Blue leads.
Neutrals give it space.



Signal lime #D8FE62

Optional digital accent for a small marker or campaign detail. Keep it out of the company logo.

Typography

Rubik

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
0123456789 & / +

Regular

Bold

Open-font family
Install before editing

The logo lettering stays outlined. Noto Sans is the proposed fallback for Greek and other required scripts.

The graphic language



Signal planes



Architectural grids

Use an 8 px digital spacing rhythm. Scale motifs freely around an intact foreground logo.

The voice

Useful words.
Clear intent.

Rental admin. Sorted.

Name the task. Explain the outcome. Use plain language and specific examples.

Business cards



Light front



Dark front

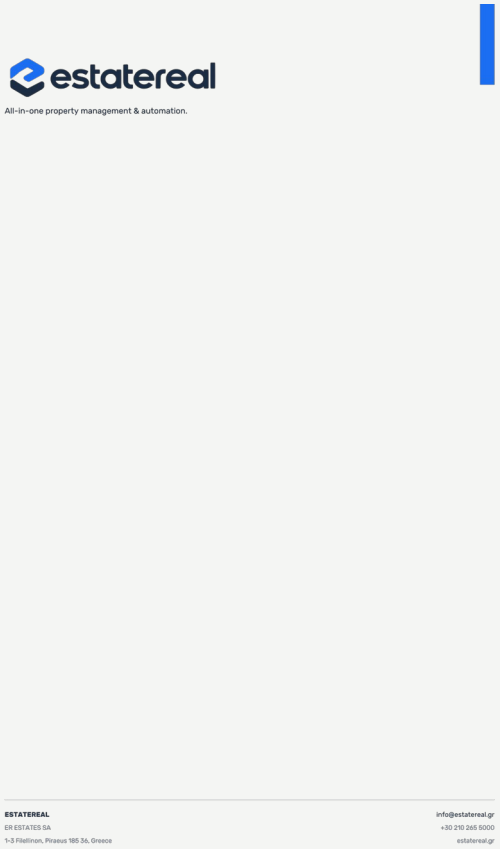


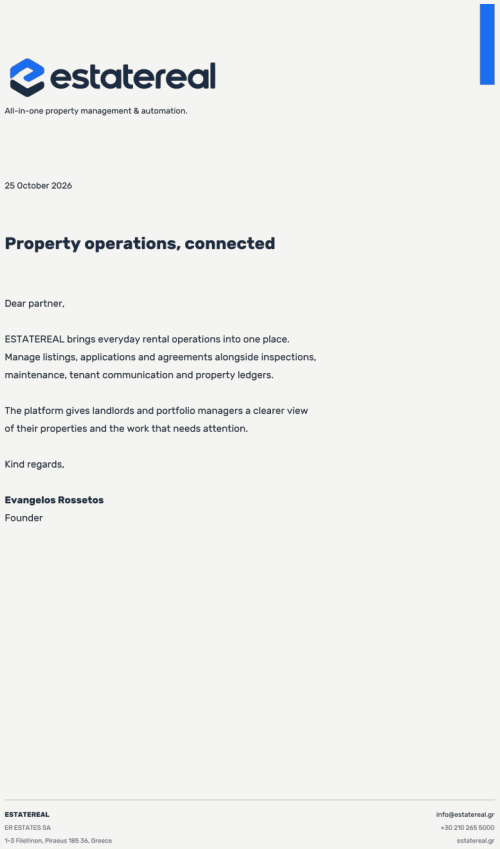
Blue reverse

85 × 55 mm / 3 mm bleed / 350–450 gsm uncoated stock

Editable text fronts and outlined print files included. Name, title and contact details require a final print proof.

Letterhead



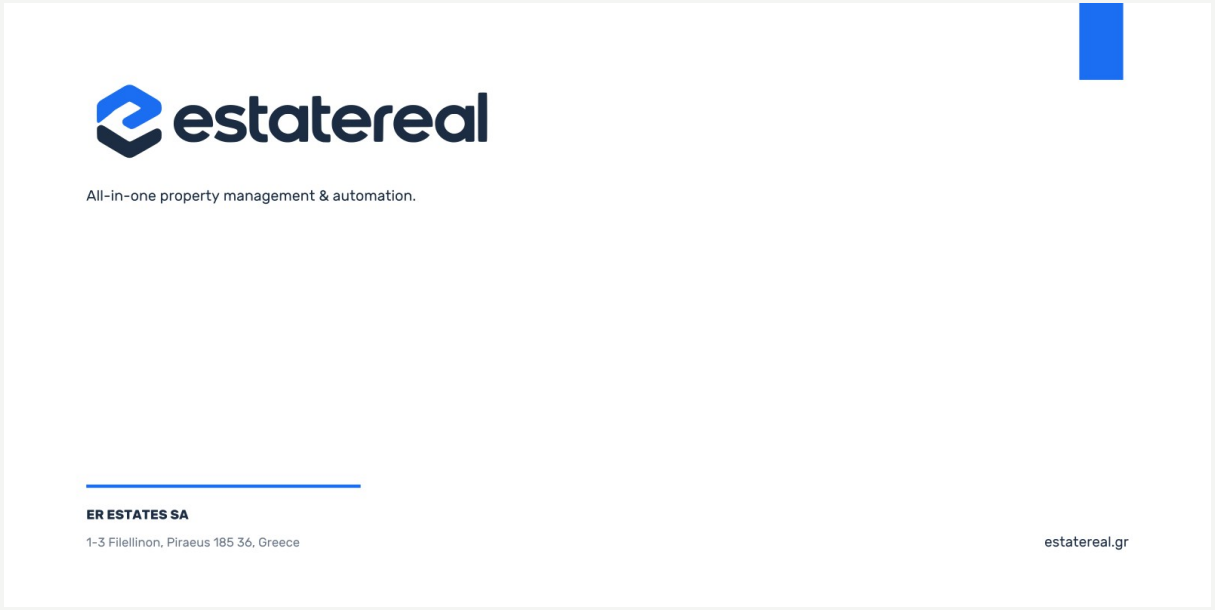


A4

210 × 297 mm
20 mm side margins
Quiet footer
Generous writing area

Word template + DOTX
SVG + PDF

Envelopes



DL 220 × 110 mm



C5 229 × 162 mm

Front and reverse designs, plus bleed-and-crop files. The blue flap is a finishing concept.

Digital essentials

A recognisable mark at the smallest scale



SVG and multi-size ICO
Apple touch icon, 180 px
Web app icons, 192 and 512 px
Pinned-tab silhouette
HTML email signature and brand tokens

The fixed dark favicon ground gives the blue and white emblem a stable browser appearance.

One social identity, five channels



YouTube



Instagram



Facebook



LinkedIn



TikTok

The emblem stays clear in a circular crop. Covers and posts carry the company name and exact slogan.

YouTube



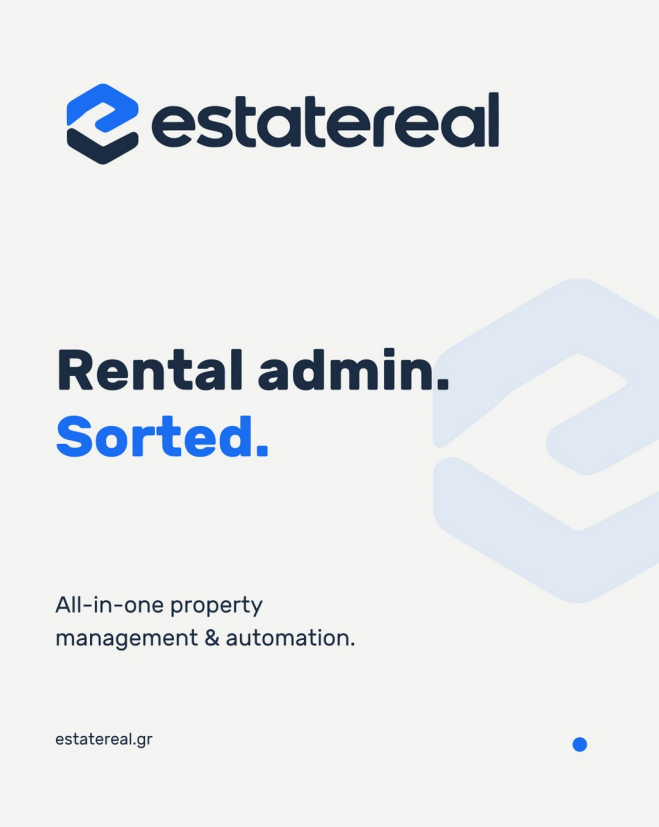
2560 × 1440 banner



Avatar, thumbnail and watermark

Centre-safe guides are separate from the upload files. Light and dark versions are supplied.

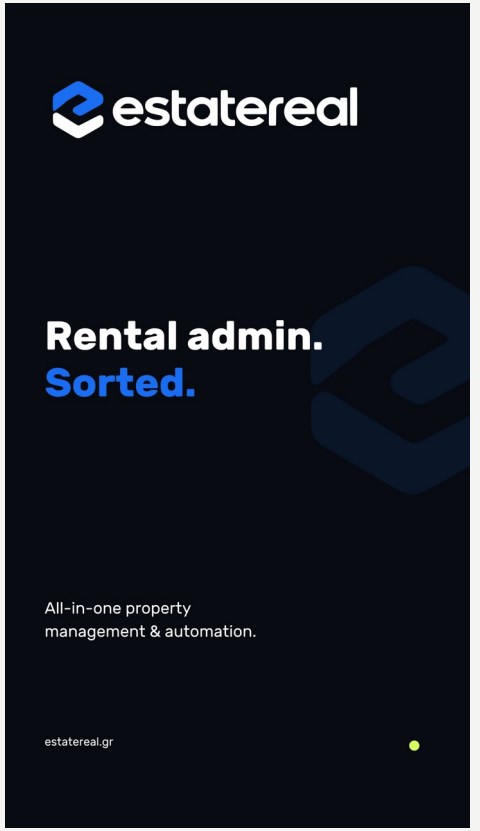
Instagram and TikTok



Portrait post

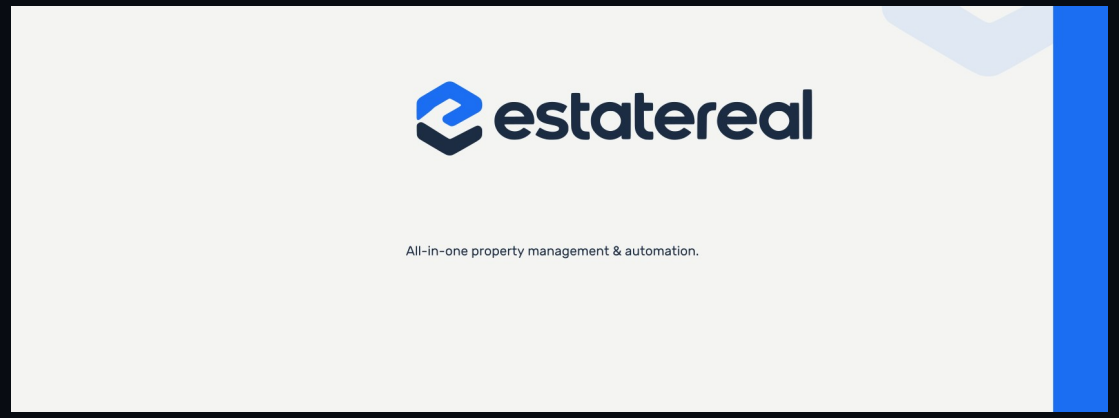


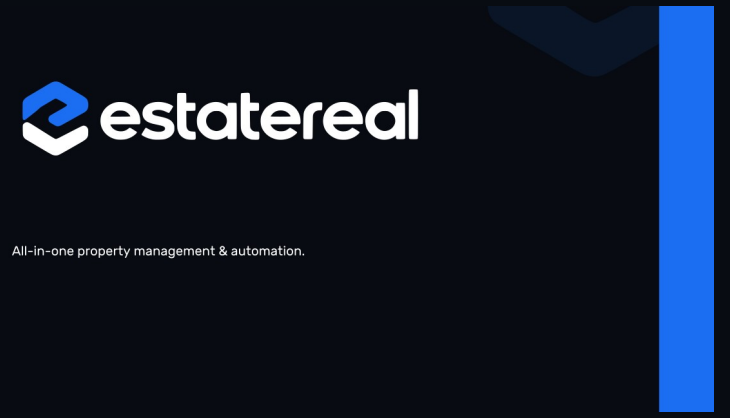
Square post



Story / video cover

Facebook and LinkedIn





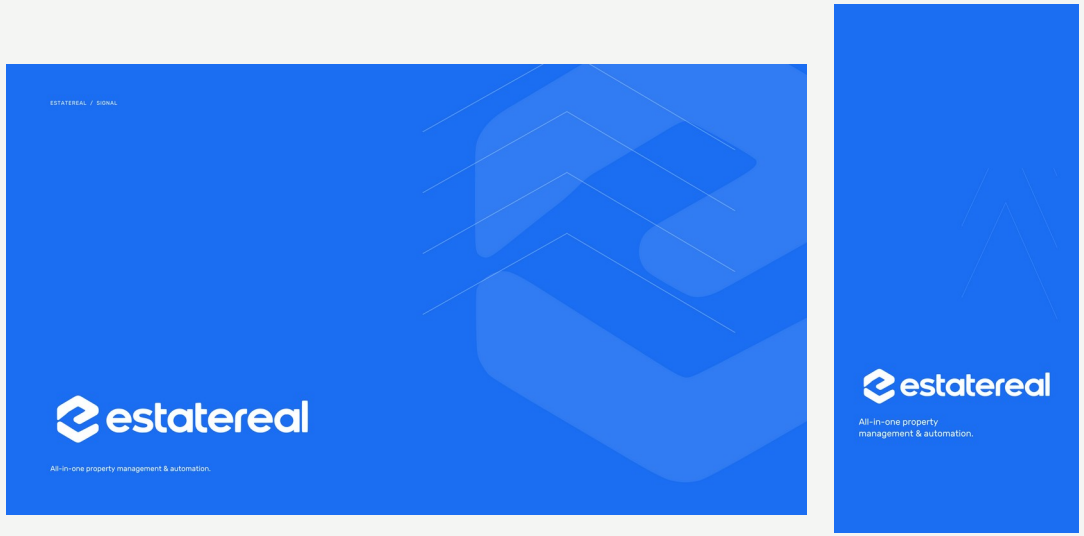


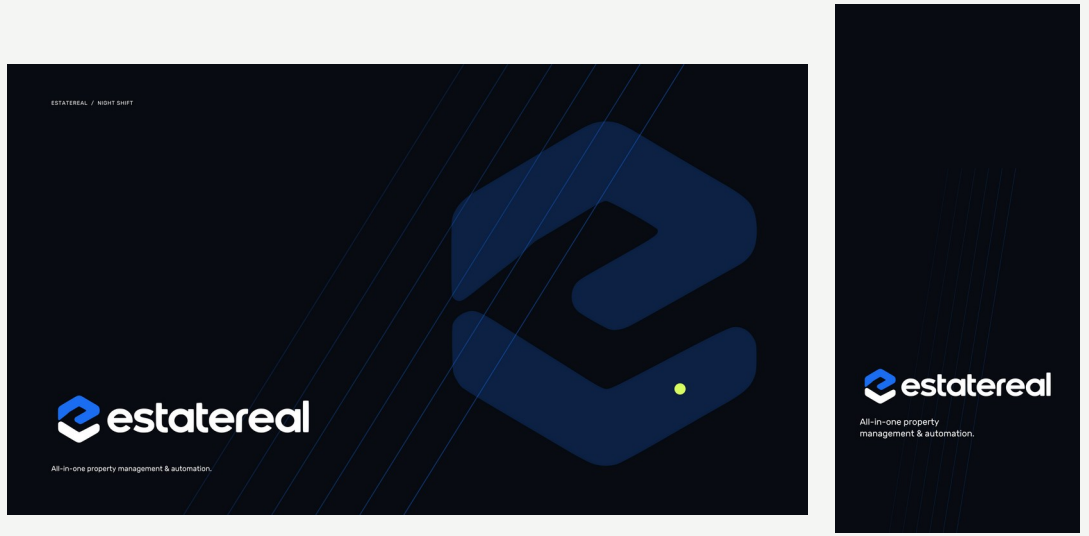


Facebook 1702 × 630 / LinkedIn Page 1512 × 256

Additional personal LinkedIn cover and square feed assets are labelled separately.

Wallpapers / Signal and Night Shift





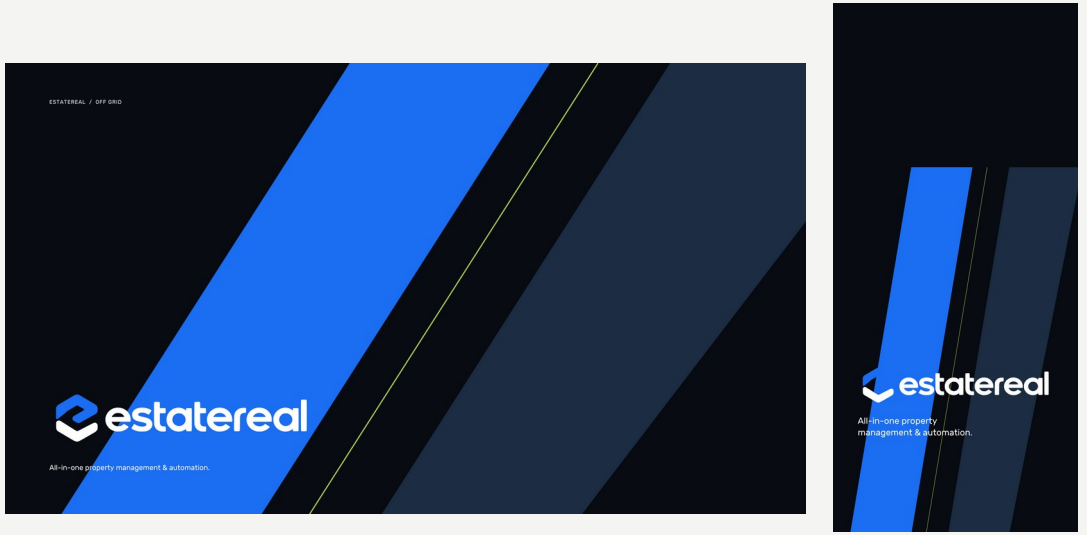
Signal

Night Shift

4K desktop 3840 × 2160. Mobile 1440 × 3120. Matching outlined SVG masters included.

Wallpapers / Blueprint and Off Grid





Blueprint

Off Grid

4K desktop 3840 × 2160. Mobile 1440 × 3120. Matching outlined SVG masters included.



Office entrance concept

Entrance signage



1600 × 500 mm panel

1200 mm stand-off logo

Proposed aluminium or acrylic faces. Fabricator to confirm fixing, illumination and finished physical colour.

Production reference

Application	Design size	Supplied output
Business card	85 × 55 mm	3 mm bleed, crop marks, CMYK PDF
Letterhead	A4 210 × 297 mm	PDF, outlined SVG, Word and DOTX
DL / C5 envelopes	220 × 110 / 229 × 162 mm	Front, back, bleed-and-crop files
Entrance panel	1600 × 500 mm	SVG, PDF, 1200 mm logo artwork
Web / social	Platform-labelled pixel canvases	PNG exports, SVG sources and crop guides

CMYK files use a generic process profile. Confirm paper, ink and printer-specific output before the production run.

The identity kit

00 **Brand book**

PowerPoint and PDF

01 **Logos**

SVG, legacy AI, EPS, PDF, PNG

02 **Stationery**

Business card, letterhead, envelopes

03 **Digital**

Favicons, email signature, tokens

04 **Social**

Five channels, light and dark

05 **Wallpapers**

Four concepts, desktop and mobile

06 **Signage**

Artwork, concept and fabrication notes

07 **Fonts**

Rubik Regular, Bold and licence

Handoff notes

Source hierarchy	SVG is the canonical vector master. Logo lettering is outlined.
Illustrator files	Legacy Illustrator-compatible, EPS-based .ai paths are included. Save a current native .ai in Illustrator if needed.
Colour approval	Pantone references are proposed matches. Approve physical swatches on the selected stock.
Contact proof	Card uses Evangelos Rossetos / Founder and existing corporate details. Verify particulars before printing.



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estatereal.gr