

**GOLDENKEY
NETWORK, INC**

Brand book & Style Guide

2018



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0.1

PREFACE

Annotation Zone

If you need any additional information, helpful blurbs, or just want to go easter egg hunting, here's where you should look. Plenty of room over here for your own marginalia as well.

Just wanted to share a few quick thoughts about corporate branding and identity before you dive into the dense stuff.

If you're here consulting the style guide, then first and foremost – I appreciate it. There are instructions in here that I'd love for you to follow as rigidly and strictly as possible. But you and I know that designing throws you all sorts of unforeseen circumstances and will require you to break and remake rules as you go.

And that's okay.

We at GoldenKey rely upon your creativity. We trust your instincts. You wouldn't be here if you weren't super talented. You already have a strong sense for how a brand works. Absorb as much as you can, and follow these guidelines as best as you can but don't ever be afraid to bring something new to the table or take the opportunity to do something a better way.

0.2 WHAT DOES THE AMERICAN DREAM MEAN TO YOU?

At its core is building a better life for you and your family. Home ownership is a key to the American Dream. One eighth of Homeowners are underwater. A third of Americans choose to rent – a 50 year high. For more Americans than ever, the dream is out of reach. Even though technology has made it easier to buy and sell almost everything it hasn't made a dent in real estate. We are still left with the same choice as our parents: Hire a traditional real estate agent? The fees they charge destroy over 50% of your home's equity. Go it alone without a professional by your side? You're all the more likely to overpay, underbid, miss an important detail and destroy your equity. In most cases you'll sell for 25% less than if you had an agent. But what if a tech solution enabled you to keep the agent, but lose the fee?

Sound magical? It is.

Technology at the center of the process. On-demand Agents by your side when you need them. Simple, clear, low fees. No Commission. From the first day of owning your next home you've already built wealth with GoldenKey.

0.1.2

TRACKING

Italic types were invented in the Middle Ages by printmakers who wanted to mimic handwriting and produce more compact publications that were theoretically easier to read. They briefly applauded themselves for this achievement before dying of the various diseases or rampant warfare inherent in the feudal system.

We should learn a lesson from them and not mix our waste and drinking water, and also do our best to make something legible and space-conscious. And the mobile revolution has re-introduced us to the need to manage our screen real estate once again. To that end, all Tofino-based font, especially that of the logo as demonstrated below, should be set with a tracking of about -3° to make words and paragraphs more condensed when possible.

G O L D E R

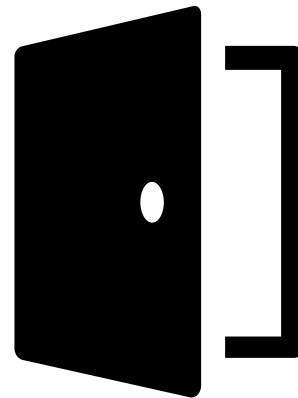
A photograph of a curved glass balcony or walkway. The balcony is made of large glass panels supported by a dark metal frame. The view through the glass shows a cityscape at sunset, with a warm orange and yellow glow on the horizon. The sky is a mix of purple, pink, and blue. The balcony floor is a light-colored, smooth surface. The text 'ENKEY' is overlaid in large, bold, black letters across the middle of the image.

ENKEY

0.2.1

BRANDMARK

The GoldenKey brandmark is intended to evoke the open door. It's not about the key but what that key can do for you.



YES

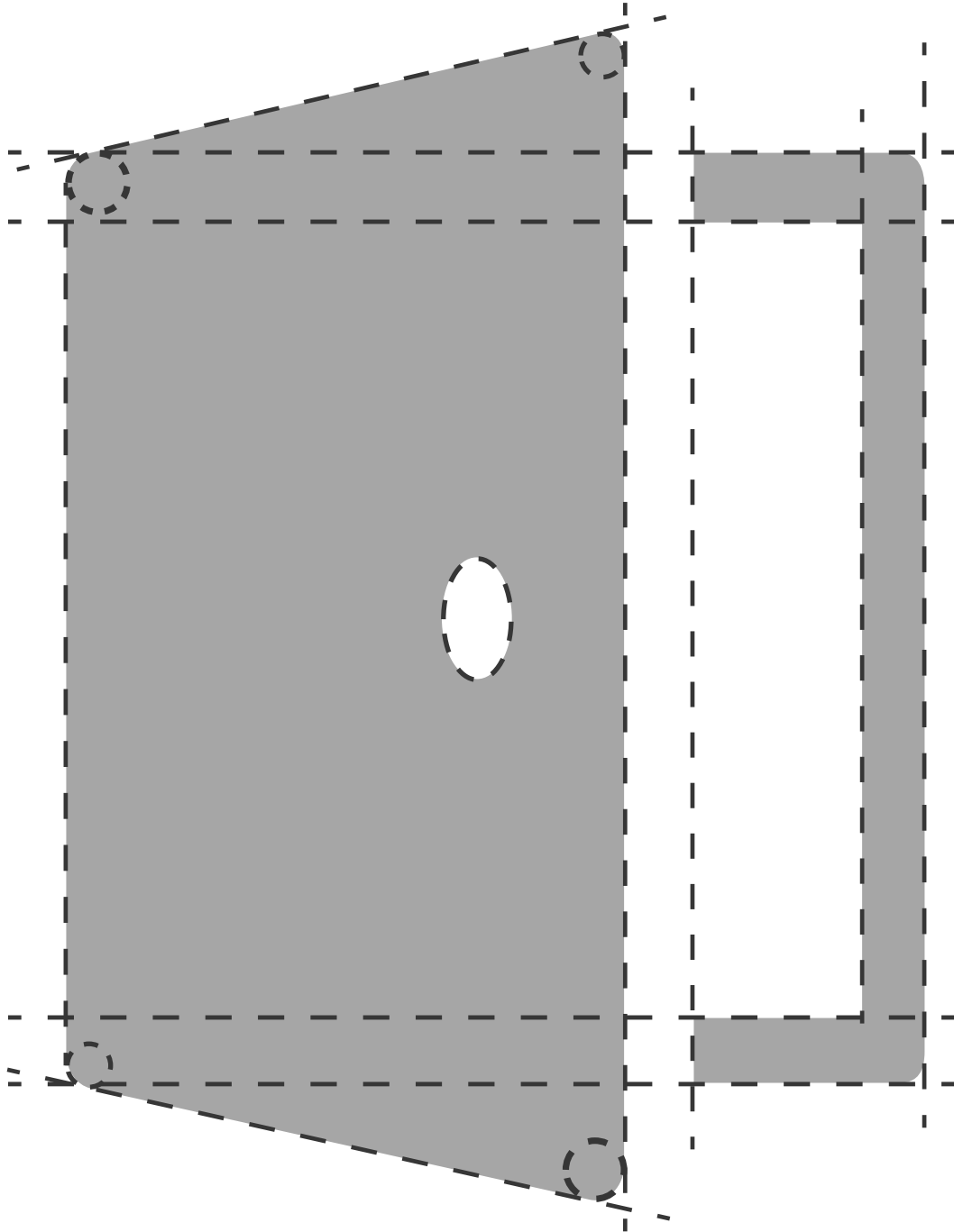


NO



0.2.2

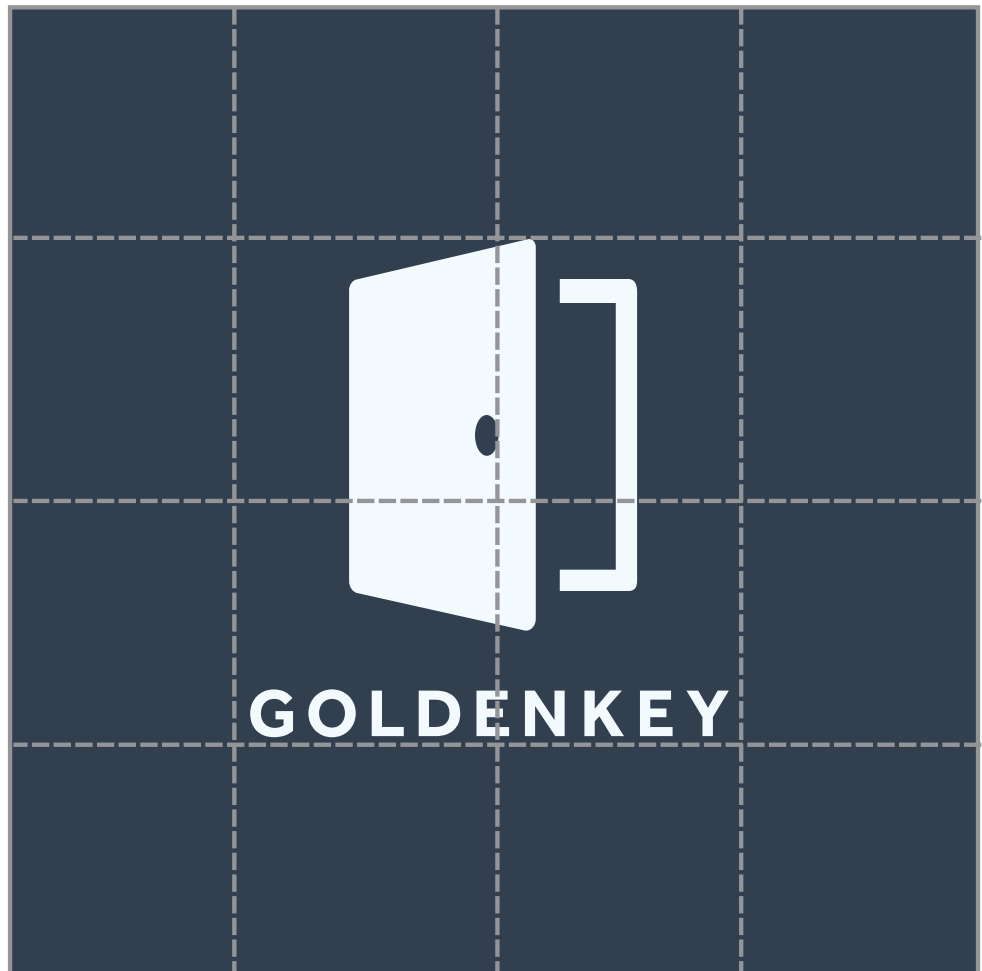
BRANDMARK DESIGN



0.2

CLEARSPACE AND MINIMUM SIZE REQUIREMENTS

Giving the logo an appropriate amount of cushion is crucial to maintaining its integrity. Crowding it around other logos or graphical elements can negatively impact the implied and negative space through the closure effect.



0.4

Properly nouns.

GoldenKey is a company and a proper noun. When writing about ourselves we should strive to make sure the 'G' and 'K' are always capitalized.

However context is key.

Our logo when stylized will always be capitalized. It is one word and not two. The difference between 'GoldenKey' and 'Golden Key' can be the difference between a revolutionary real estate marketplace and a Romanian wool cleaning factory.

GOLDENKEY ACQUIRES GOOD

Tempor ut eiusmod, in tri-tip nisi prosciutto
fugiat ball GoldenKey drumstick qui deum
biltong excepteur consequat non old bay
GoldenKey chuck deserunt prosciutto
andouille, ribeye doner quis ham hock
ribs nostrud. Cupidatat kielbasa swine, a
salami esse doner. Qualis meatball kielbasa
lorem ribeye beef ribs picanha boudin sin
officia.

GoldenKey pork belly chicken doner fla
drumstick adipisicing. Pariatur GoldenKey
anim picanha prosciutto culpa. Leberkas
capicola spare ribs, exercitation quis ut
occaecat pork belly andouille in. Dolor es

0.5

TYPOGRAPHY

Our corporate typeface is Alanna Munro's 2016 typeface Tofino, with preference for the Book and Medium Regular variants. In instances where it is appropriate, italicized versions of both could be applied.

Headers and eye-grabbing titles can also be supplied in Novecento Wide Bold.

Tofino Light Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(!@#^*)

Tofino Book Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(!@#^*)

Tofino Medium Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(!@#^*)

Tofino Bold Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(!@#^*)

NOVECENTO WIDE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(!@#^*)

01 Light

02 Book

03 Medium

04 Bold

COLOR PALATE

Color is an integral part of our brand identity.

The “Sandy” colorway and its supporting cast are a bold statement about who we are and should be treated as such.

SANDY GOLD		
#FEBF10		
CMYK 0 / 27 / 100 / 1		
RGB 255 / 191 / 0		

TEAL GREEN		
#40A499		
CMYK 61 / 0 / 7 / 36		
RGB 64 / 164 / 153		

TEAL BLUE		
#469DAC		
CMYK 59 / 9 / 0 / 33		
RGB 70 / 157 / 172		

SKY BLUE		
#9FC8DB		
CMYK 37 / 10 / 9 / 0		
RGB 158 / 200 / 219		

DEEP PACIFIC		
#323F4E		
CMYK 81 / 67 / 49 / 38.5		
RGB 50 / 63 / 78		

NEUTRAL PALATE

These guys are just as important as the high-impact colors.

Do not overlook their potential to be interchanged as well.

Clean, simple, elegant. Above all else, keep it minimal.

WHITE

#FFFFFF

CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

ULTRALIGHT GREY

#EEEEEE

CMYK 5 / 4 / 4 / 0

RGB 238 / 238 / 238

COOL GREY

#B6B7B9

CMYK 30 / 23 / 22 / 0

RGB 182 / 183 / 185

GREY SEAFOAM

#323F4E

CMYK 67 / 51 / 47 / 18

RGB 90 / 103 / 109

COLD BREW

#191919

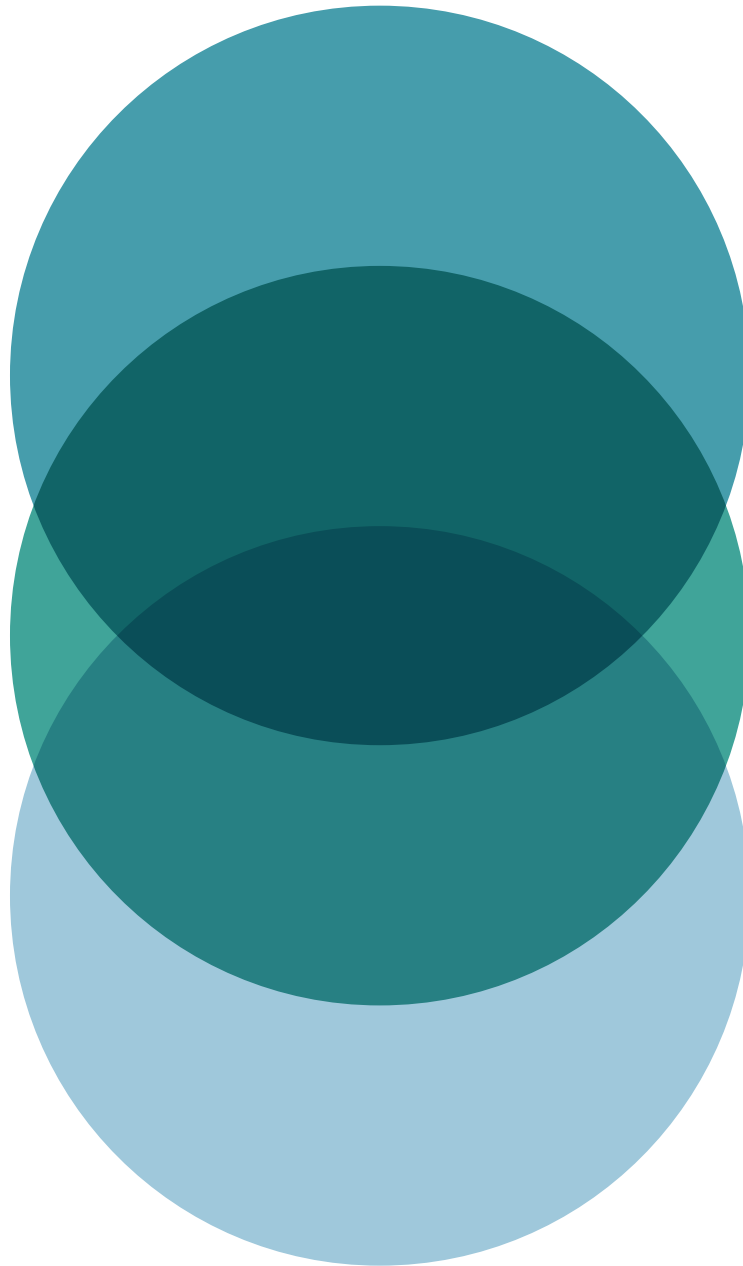
CMYK 1 / 95 / 30 / 95

RGB 49 / 0 / 0

0.6.2

COLOR INTENSITY

When choosing color variations, do not exceed a hue that is brighter than the lightest, or deeper than the darkest combinations of colors. Keep in mind that values display more crisply on the web, and tend to be more subdued in print.



THIS
PAGE
INTEN
LEFT
BLAN

Don't take yourself so seriously.

0.6.4

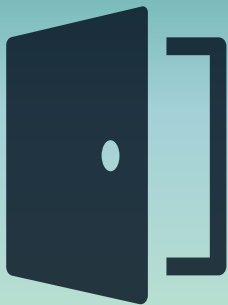
TEXTURE & PHOTOGRAPHY







GOLDENKEY



**GOLDEN
KEY**



0.6.3

COLOR VARIATIONS

The flat canary color is the preferred color version to a black on white composition.

Negative Space.
In instances where the logo will be displayed against a colored background, white is preferred to black in order to maximize contrast. In instances of ambiguous contrast where neither black nor white is superior, suck it up and figure it out.

The monotone nature of the logo makes for a brand identity highly tolerant of color variations. Stick to the principal brand colors as closely as possible for maximum effect, but mix and match it! This is a highly scalable brand.



0.5.1

NOVECENTO

IDEAL FOR
MAKING
HEADERS AND
**BOLD AS HELL
STATEMENTS**



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When pairing colors with textures or photos, we like crisp edges and strong text that maintains an air of 'oh that's definitely not shitty stock photography' and instead has the kind of feel as if it came from the propagandistic core of a massive content-creating beaurocracy.

Knockout text is the way graphic design conventions tend to be leaning right now. Motion is a real critical component. So if you can make it move, that's preferred.

