



EDGE
Real Estate Investing

Brand Identity
Guidelines`

**MORE THAN
INVESTING**

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Logo Mark

The logo is the face of Edge - the primary visual expression that is used to identify the company and brand. As such there needs to be great care in how to use it correctly and consistently



Primary Logo Marks

For flexibility and wider range of effective application, included is a vertical and horizontal mark arrangement



Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the Edge logo.

No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.

Measure the clear space for the primary logomark by the height of the letter E



Logo Variation

Edge logo use on an application will often depend on the background and production method. When using the logo on a white background you can use the full color version or Grey logo.

On a dark colored or black background the most effective logo will be the white knockout



Full color



One color



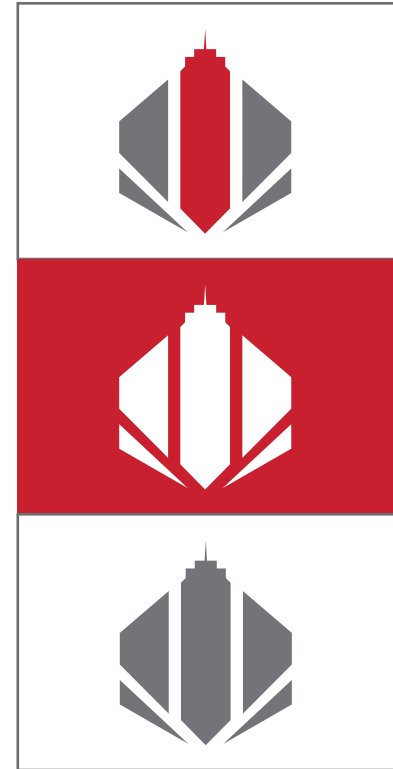
White Knock Out

Mark Use

When using only the mark there are several variations available for flexible application.

Dark color backgrounds are best coupled with the white knockout.

Carefully consider the color and tint of the background as pairing the wrong mark with a less than ideal background will limit legibility and brand recognition



Primary Colors

The colors presented here are the primary brand colors for Edge.

Selected as an homage to the original brand colors while pushing the brand and it's identity forward.

The Pink color acts as an accent to the more prominent Red and Charcoal colors



CMYK

14 100 91 5

HEX

#C8102E

PMS

P 186C



0 80 56 0

#FF585D

P 175 C



CMYK

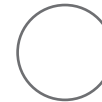
0 0 0 67

HEX

#505759

PMS

P 445 C



0 0 0 0

#FFFFFF

BLANC

The Typefaces

When to Use:

Gotham Medium is the primary font used for titles and headings

Gotham (medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When to Use:

Gotham Light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures etc.

Gotham (light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Do Not: **Logomark**

Do not resize or change the position of the logomark.



Do Not: **Fonts**

Do not use any other font, no matter how close it might look to Gotham



Do Not: **Sizing**

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: **Colour**

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



Business Cards

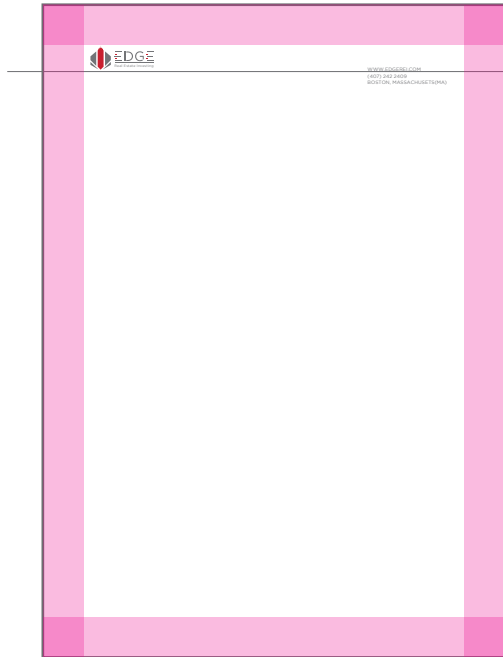
A clean simple design relying on the bright injection of color provided by the red to instill the card with a bold energy.

The information provided reads; Name, Title, Phone, Email and website. As well as the tagline “INVEST | DEVELOP | GROW”

The back of the card is the colored rendition of the logo with a graphite texture applied for flare



Letter Head



Business Card Application



Convex Embroidery Application



Building Siding Application



Chelsea Balagot



Background / Demographics

- IT developer/professional
- STEM and Fintech Field
- Single Close With Parents
- Values Travel and Freedom
- 28 years old
- \$100,000



Young Tech Professional Buyer Persona

Quotes

- "I want to see more of the world"
- "I never have enough time"
- "I dont really enjoy what i do"
- "I want to learn Japanese"
- "i'm not exactly optimistic about the future"

Identifiers

- Instagram
- Encrypted IM Like"Telegram"
- Twitter
- Reddit
- YouTube
- **Interests**
Interior Design, Fashion, Psychology, Spirituality, travel, foreign cultures, architecture, art.

Marketing Message

- Edge Real Estate provides an opportunity to buy back your time and freedom in order to explore your passions and grow wholistically.
- Edge Real Estate offers information on how to get the most out of the system and be exploited less.
- Edge Real Estate offers responsible financial planning transactionally.

Goals / Challenges

- Work remotely to have more freedom to experience more.
- Secure financial stability/pessimistic of economy
- Help support family back home
- Want to explore themselves and find something they are passionate about

What can we do?

- Provide Alt Streams of Revenue to reduce dependancy on traditional 9-5.
- Educate on the flexibility and opportunity Real estate provides
- Provide a testing ground to grow more confident in real estate's profitability and opportunity

Joseph Ibrahim



Background / Demographics

- General Practice Dr
- Wife and one child
- 41 years old
- Values Security, Social Status
Creating Generational Impact
- Small government financial policy
- Modest luxury, focus on comfort
- \$400,000/ year



Experienced Doctor Persona

Quotes

- "I want to improve my community"
- "I want to secure my family's future"
- "... to teach my children responsibility"
- "I want to reduce my tax obligation"
- "I want to perpetuate my lifestyle into retirement"

Goals / Challenges

- Heavy time demand from Job
- Frustration with Bureaucracy
- Establishing prestige and reputation among peers
- Finding ways of augmenting and automating earning potential.

Identifiers

- Facebook
- LinkedIn
- YouTube
- WhatsApp
- Interests
Economic Trends and policy, Technology, Soccer, Golf, Cars, Philanthropy/Helping others, Prestige

What can we do?

- Provide streamlined bureaucracy free method of growing financial portfolio/assets
- Impact and beautify the community sustainably on their behalf
- Leverage Edge's tangible results and products into an opportunity to easily buy social prestige from community and peers

*Provide a tier where their name is associated with the building

Marketing Message

- Edge Real Estate takes charge of the herculean administrative work load so Ibrahim can reap the benefits of investing without dealing with city ordinance nightmare
- Edge Real Estate gives Ibrahim the opportunity to beautify the city and positively impact the community.
- Through Edge Real Estate's dedication tier Ibrahim can leave his mark on Boston and create a tangible, long lasting legacy for himself and his family name.