



Your Choice

REALT SERVICII IMOBILIARE INTEGRATE
Manual de identitate **2019**

CUPRINS

LOGO | Geometrie

SLOGAN | Primar | Secundar

FONTURI | Aplicatii print | Medii digitale

REGULI | Gama cromatica | Reguli utilizare logo

IMPRIMATE | Carti vizita | Mape | Brosuri | Flyere

SIGNALISTICA | Indicator intrare

PROMOTIONALE | Obiecte personalizate

APLICATII PRINT | Afise | Bannere outdoor

APLICATII DIGITAL | Website | Social Media

LOGO

Logo primar: pe fond alb/deschis la culoare, neinsotit de slogan

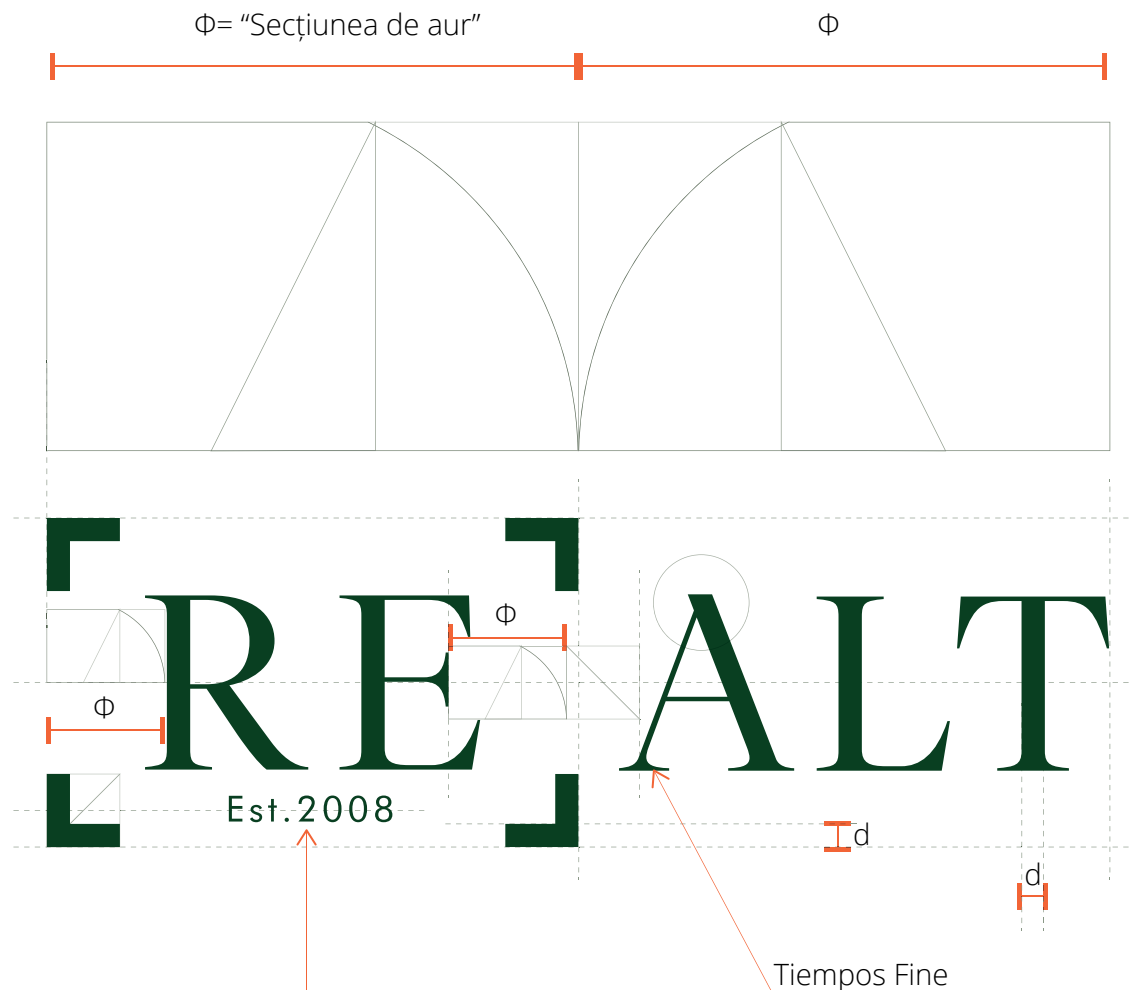
「RE」ALT
Est.2008

「RE」ALT
Est.2008

Logo alternativ: ptr. constrangeri de spatiu, neinsotit de slogan

「RE」
Est.2008
ALT

「RE」
Est.2008
ALT



Anul de infiintare a brandului este incorporat in logo. Este derivat din fontul Futura.

Concept

Numele brandului se refera la domeniul de activitate (realty), cu accent pe particula RE care face aluzie la:

- re-inventarea companiei
- re-revolutionarea serviciilor oferite
- un alt fel de a face
- promisiunea de a oferi "o alta realitate" clientului

Realizare

Logo-ul este compus din numele brandului scris cu CAPS in fontul Tiempos Fine, un font bazat pe iconicul Plantin (1913) si o "rama" care incadreaza particula RE. Rama este un dreptunghi de aur, ale cărui proporții sunt bazate pe secțiunea de aur ("Fi"), primul numar irational definit in istorie si utilizat in opere fundamentale din matematica si arta. Fi face aluzie la misiunea brandului de a livra frumos, echilibru, armonie, rationalitate si plus-valoare. Este utilizat pentru a deriva geometria logo-ului.

SLOGAN | Primar

Your Choice

Font: Playfair Display Regular + Italic, spacing 50

Your Choice

Font: Playfair Display Regular + Italic, spacing -25

Explicatie brand

INTEGRATED REAL ESTATE SERVICES

Font: Opens Sans Regular UPPERCASE, spacing 100

Alegerea ta

Alegerea ta

SERVICII IMOBILIARE INTEGRATE

PREMIUM & LUXURY PROPERTIES

Seek the Exceptional
in real estate service

Rediscover
real estate experience

Your Very Best
of Bucharest™

Achieve Your Ambitions

BEAUTIFUL MOVES

PROPRIETATI PREMIUM & DE LUX

Alege Exceptionalul in
serviciile imobiliare

Redescopera
experienta imobiliara

Cele mai frumoase proprietati
din Bucuresti™

Atinge-ti obiectivele

TRAIESTE FRUMOS

Aa

Open Sans

Print: paragraf, corp de text, subtitluri
Web: headings, butoane

ABCČĆDĎEFGHIJKLMNOPQRSŠTU-
VWXYZŽabcčćdďefghijklmnopqrsštu-
vwxyzž
АБВГГґДґЕЕЁЖЗСИІЙЈКЛЉМНЊОПР
СТҢУЎФХЦЧЏШЩЪЫЬЭЮЯабвггґдґе
ёжзсииійјкљмњопрстҥуўфхцчџш
щъыьэюя
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγ
δεζηθικλμνξοπρστυφχψωά'Αέ'Εέ'Ηί'Ί'Ιό
'Ού'Ϛ'ϙ'Ϙ'Ω
ĂÂÊÔŮǻăêôŮ1234567890'?"'!"(%)[#
{@}/&\<-+÷×=>®©\$€£¥¢;,:,*

Stiluri

Regular

Regular Italic

Bold

Bold Italic

Aa

Playfair Display

Print: titluri, subtitluri
Web: headings, call to action

ABCČĆDĎEFGHIJKLMNOPQRSŠTU-
VWXYZŽabcčćdďefghijklmnopqrsštu-
vwxyzž
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧ
ШЩЪЫЬЭЮЯабвгдеёжзийклмнопрс
туфхцчшщъыьэюя
ĂÂÊÔŮǻăêôŮ1234567890'?"'!"(%)[#
{@}/&\<-+÷×=>®©\$€£¥¢;,:,*

Stiluri

Regular

Regular Italic

Bold

Bold Italic

Aa

Open Sans

Print: alte subtitluri
Web: headings

ABCČĆDĎEFGHIJKLMNOPQRSŠTU-
VWXYZŽabcčćdďefghijklmnopqrsštu-
vwxyzž
АБВГГґДґЕЕЁЖЗСИІЙЈКЛЉМНЊОП
РСТҢУЎФХЦЧЏШЩЪЫЬЭЮЯабвггґдґе
ёжзсииійјкљмњопрстҥуўфхцчџш
щъыьэюя
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγ
δεζηθικλμνξοπρστυφχψωά'Αέ'Εέ'Ηί'Ί'Ιό
'Ού'Ϛ'ϙ'Ϙ'Ω
ĂÂÊÔŮǻăêôŮ1234567890'?"'!"(%)[#
{@}/&\<-+÷×=>®©\$€£¥¢;,:,*

Stiluri

Light

H1

H2

H3

H4

Paragraph

Font	Playfair Display	Playfair Display	Open Sans	Open Sans	Open Sans
Dimensiune	60	38	32	26	15
Stil	Regular, Italic, Bold	Regular, Italic, Bold	Light	Regular, Italic, Bold	Regular, Italic, Bold
Culoare HEX	353535	353535	353535	353535	353535

EXEMPLU DE TITLU ← H1

Exemplu *De Subtitlu* ← H2

Exemplu de subtitlu ← H3

Exemplu de subtitlu ← H4

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ← Paragraph
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum.

REGULI | Gama cromatica

Logo se va reda predominant in culoarea de baza negru pe fond alb, sau REALT Green pe fond alb sau pe fond REALT Taupe.
Textele se vor redacta in culoarea de baza negru.

True Black

CMYK 100, 100, 100, 100
sRGB 0, 0, 0
HEX/HTML 000

True White

CMYK 0, 0, 0, 0
sRGB 255, 255, 255
HEX/HTML FFF

REALT Green PANTONE 2411 C

CMYK 86, 46, 92, 56
sRGB 16, 61, 9
HEX/HTML 103D09

REALT Grey PANTONE 2380 C

CMYK 7, 5, 0, 69
sRGB 62, 68, 80
HEX/HTML 3E4450

REALT Taupe PANTONE 5807 C

CMYK 0, 4, 12, 13
sRGB 221, 210, 191
HEX/HTML DDD2BF

REALT Powder Pink PANTONE 732 C

CMYK 0, 23, 26, 13
sRGB 221, 163, 154
HEX/HTML DDA39A

REGULI | Reguli utilizare logo



Spatiere

Pentru a mentine integritatea Logo-ului se impune un spatiu gol de minim 1/2 din inaltimea siglei intre aceasta si orice element grafic sau text.

Exceptie: cand logo este insotit de slogan distanta minima dintre logo si slogan va fi D/2.



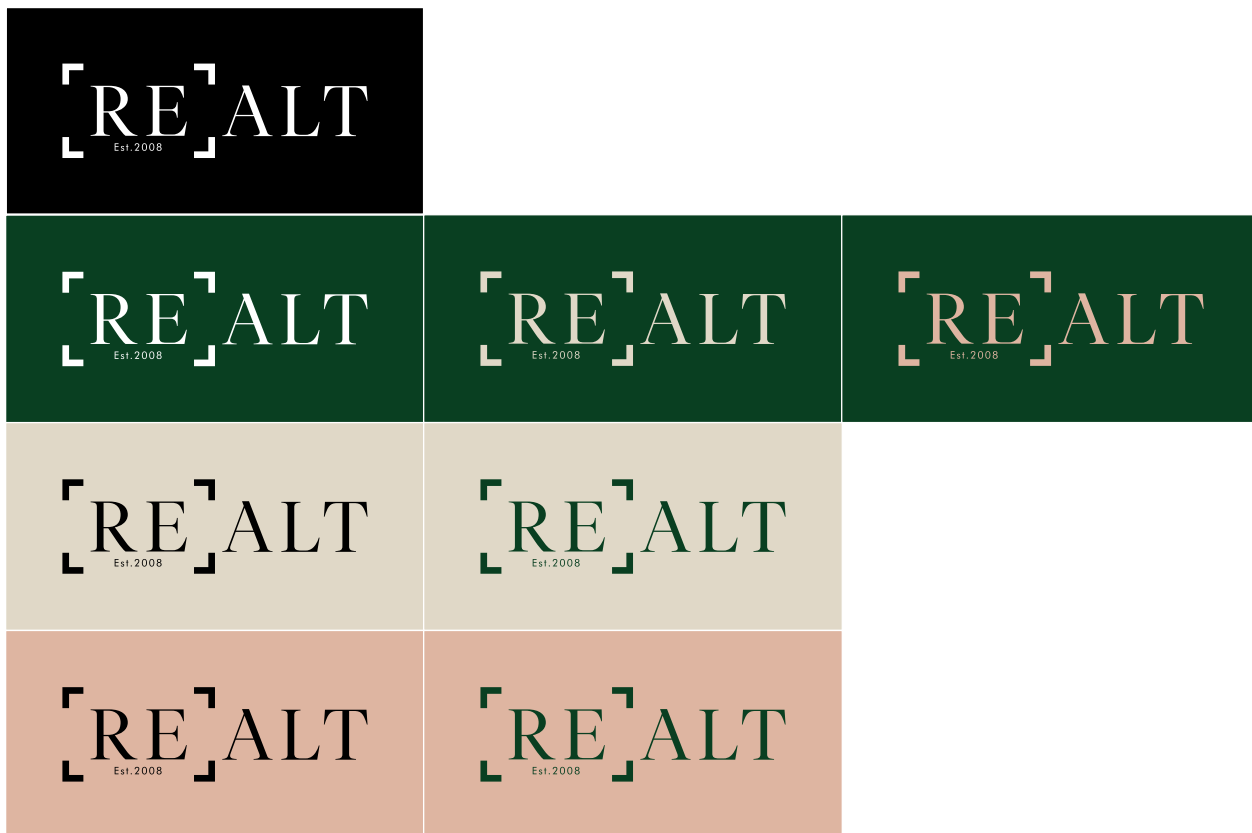
Dimensiuni minime

Pentru aplicatii in print, logo va avea inaltimea minima de 1,5 cm. Pentru aplicatii in medii digitale, logo va avea inaltimea minima de 35 pixeli.

REGULI | Reguli utilizare logo

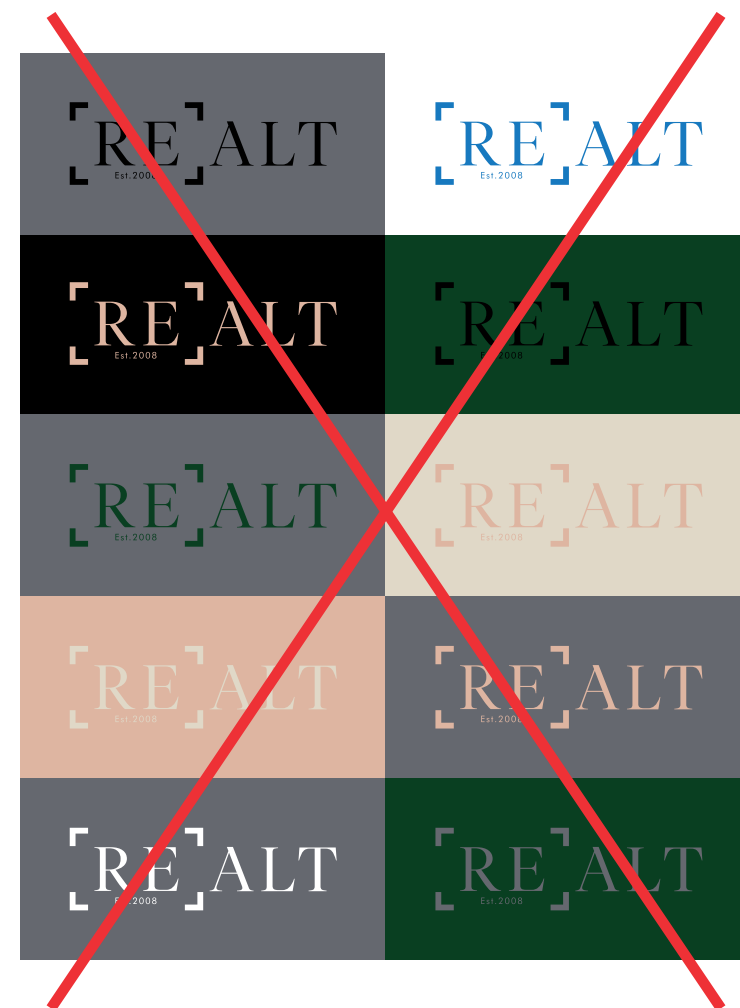
Asocieri si modificari acceptate

Logo poate fi folosit color numai in cromatica din manual sau alb negru.



Asocieri si modificari interzise

Nu se admite utilizarea logo-ului in alte formule decat cele din manual, daca se reduce lizibilitatea.



REGULI | Reguli utilizare logo impreuna cu slogan

Asocieri si modificari acceptate Logo poate fi combinat cu un slogan doar ca in manual.



Your Choice



Alegerea ta



Asocieri si modificari interzise **Nu se admite** utilizarea logo-ului in alte formule decat cele din manual, daca se reduce lizibilitatea.



IMPRIMATE | Carti vizita

Dimensiune standard: 9x5 cm.

Se vor folosi urmatoarele seturi de carti de vizita:

Limba engleza

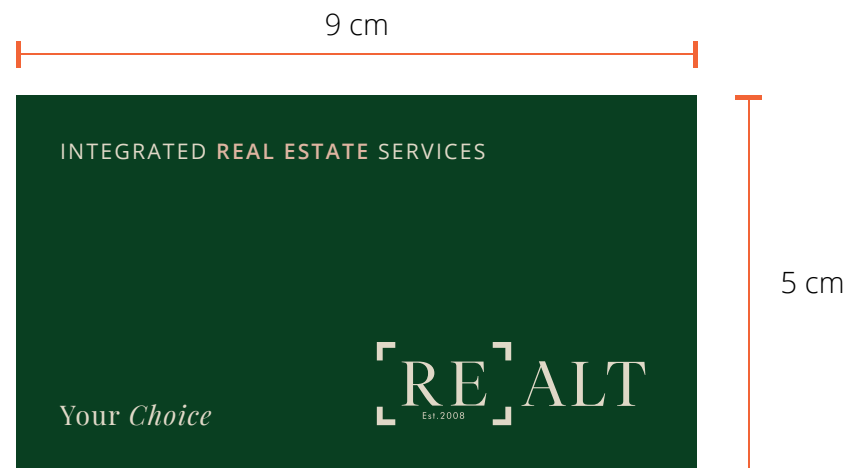
Fata: REALT Taupe \ Verso: REALT Green

Limba romana

Fata: Alb \ Verso: REALT Green



↑
fata



↑
verso

IMPRIMATE

| Carti vizita



IMPRIMATE | Carti vizita limba engleza

CRISTINA STOIANOVICI

Managing Partner / REALTOR®
0724.263.220 | CRISTINA@REALT.RO
77 POPA SAVU ST., SECT. 1, BUCHAREST

REALT.RO



ANCA BOGHIU

Managing Partner / REALTOR®
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77 POPA SAVU ST., SECT. 1, BUCHAREST

REALT.RO



MIHAELA SANDU

Broker Imobiliar / REALTOR®
0766.744.491 | MIHAELA@REALT.RO
77 POPA SAVU ST., SECT. 1, BUCHAREST

REALT.RO



INTEGRATED REAL ESTATE SERVICES

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IMPRIMATE | Carti vizita limba romana

CRISTINA STOIANOVICI

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REALT.RO

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REALT.RO

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77 POPA SAVU ST., SECT. 1, BUCHAREST

REALT.RO



SERVICII IMOBILIARE INTEGRATE

Alegerea ta



IMPRIMATE | Flyer A4

Dimensiune standard: A4 (21x29,7 cm).



**Bucharest's
one-stop-shop
real estate
agency.**

REALT | Real Estate Agency
Powerful search tool
Critical factor prioritisation.

REALT | Property Management
Comprehensive management
For better tenants, increased yield, & lowered operational costs.

REALT | Advisory™
Legal advice & representation
Informed decisions, better contracts.

REALT | Esquire™
Transformations with design
To help sell properties faster, higher.

INTEGRATED REAL ESTATE SERVICES

**Premium
and luxury
properties.
Your Very Best
of Bucharest™**

**Property surveys
delivery & takeover**
Be sure that your property
and its services are
compliant to code.

**Maintenance &
prevention**
Keep your tenants happy and
your property in
impeccable shape.

**Tenant
screening**
Secure vetted Romanian
or expatriate tenants
for long-term lease.

**Bill collection
& tracking**
Have trusted experts
collect & track rent or
utility bills.



LET'S TALK:
0724.263.220



CONTACT@REALT.RO | WWW.REALT.RO
77 POPA SAVU ST., SECT. 1, BUCHAREST

INTEGRATED REAL ESTATE SERVICES

*Real Estate Agency
Property Management
Advisory™
Esquire™
Investments*

REALT.RO



Your Choice

[RE]ALT
EST. 2014

IMPRIMATE | Brosura 23,3x17,5 cm









45 cm

[RE]ALT
Est. 2008

SERVICII IMOBILIARE **INTEGRATE**
INTEGRATED REAL ESTATE SERVICES

0724.263.220 | CONTACT@REALT.RO | WWW.REALT.RO

30 cm

PROMOTIONALE

Obiecte personalizate

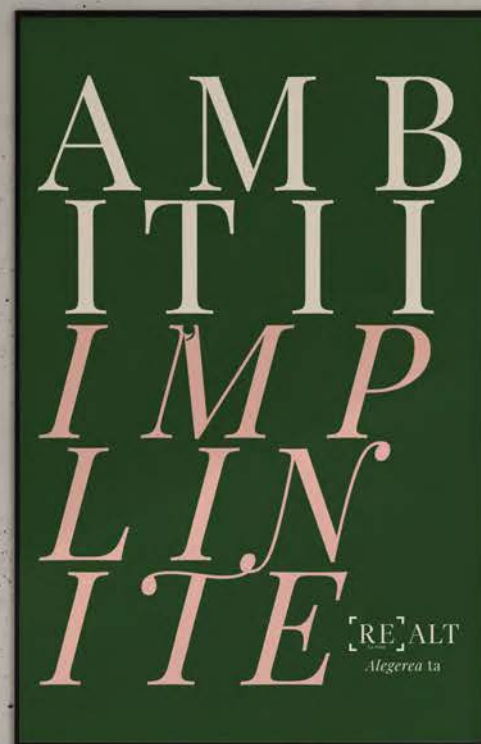


PROMOTIONALE | Obiecte personalizate

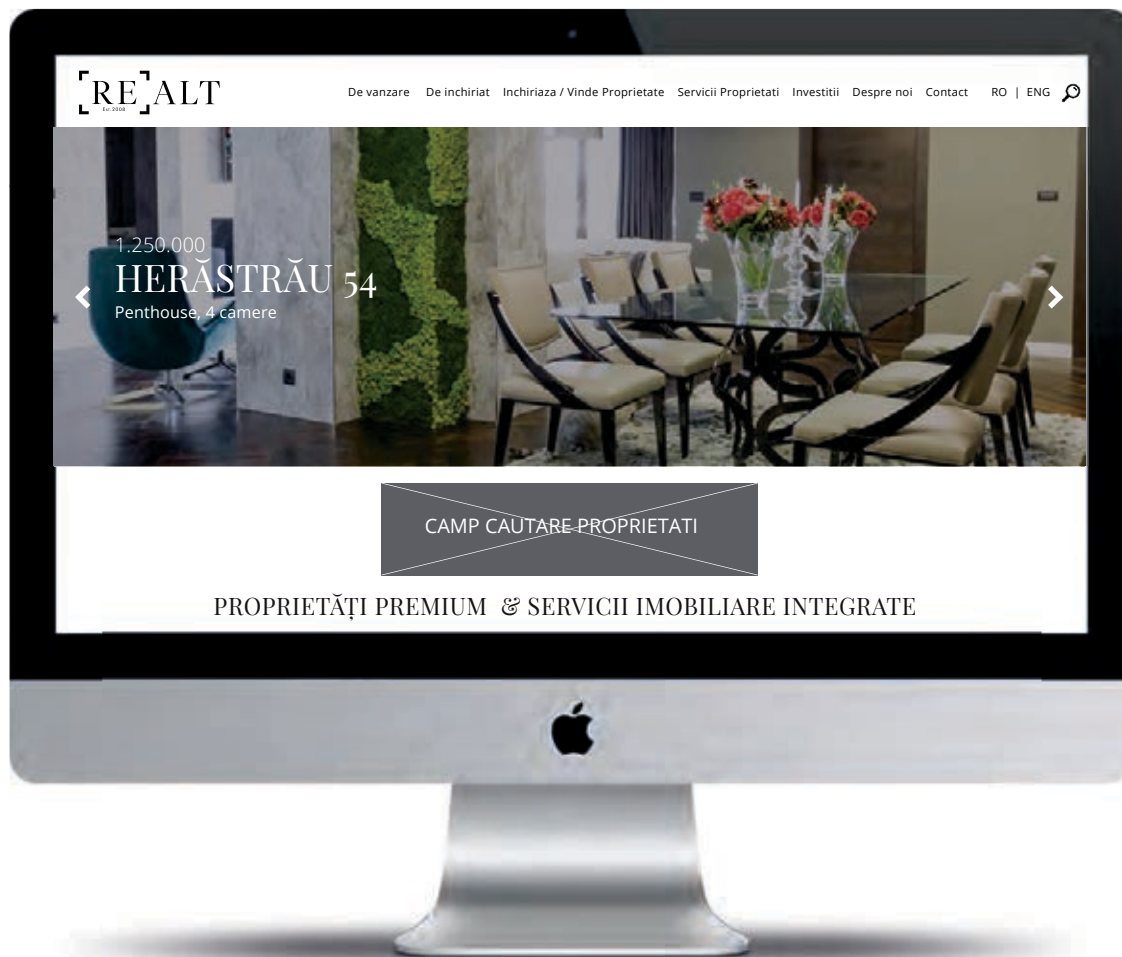


APLICATII PRINT | Bannere outdoor

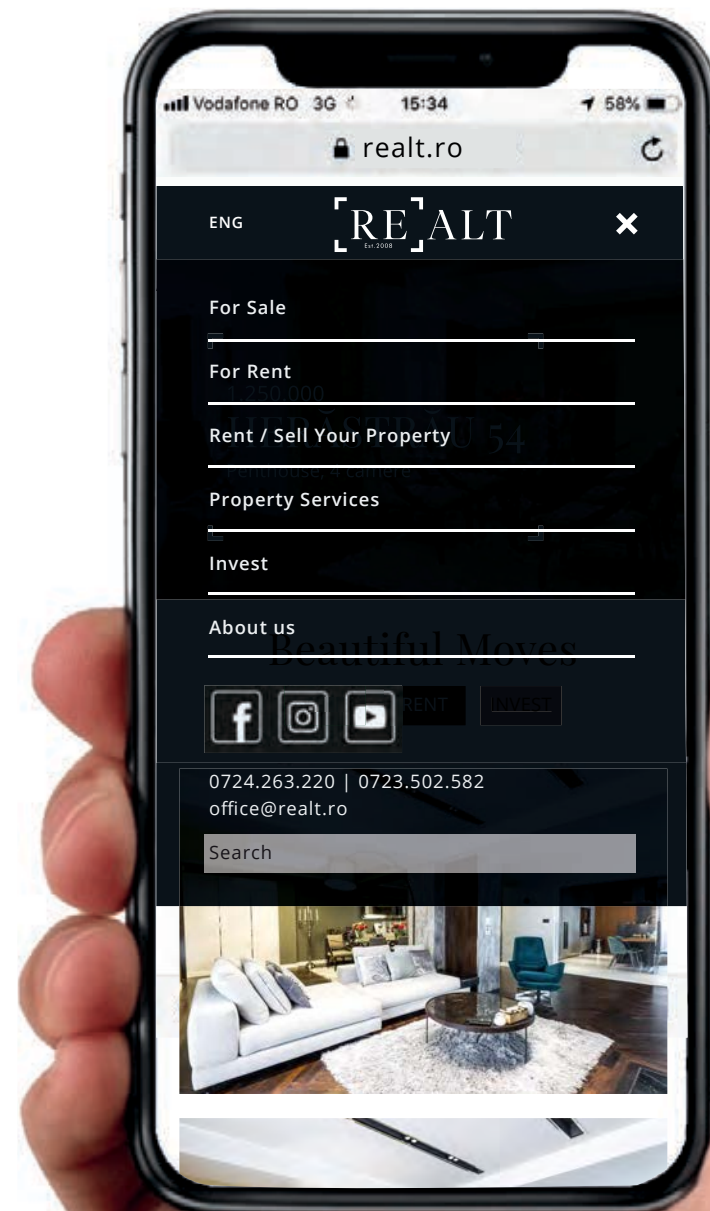




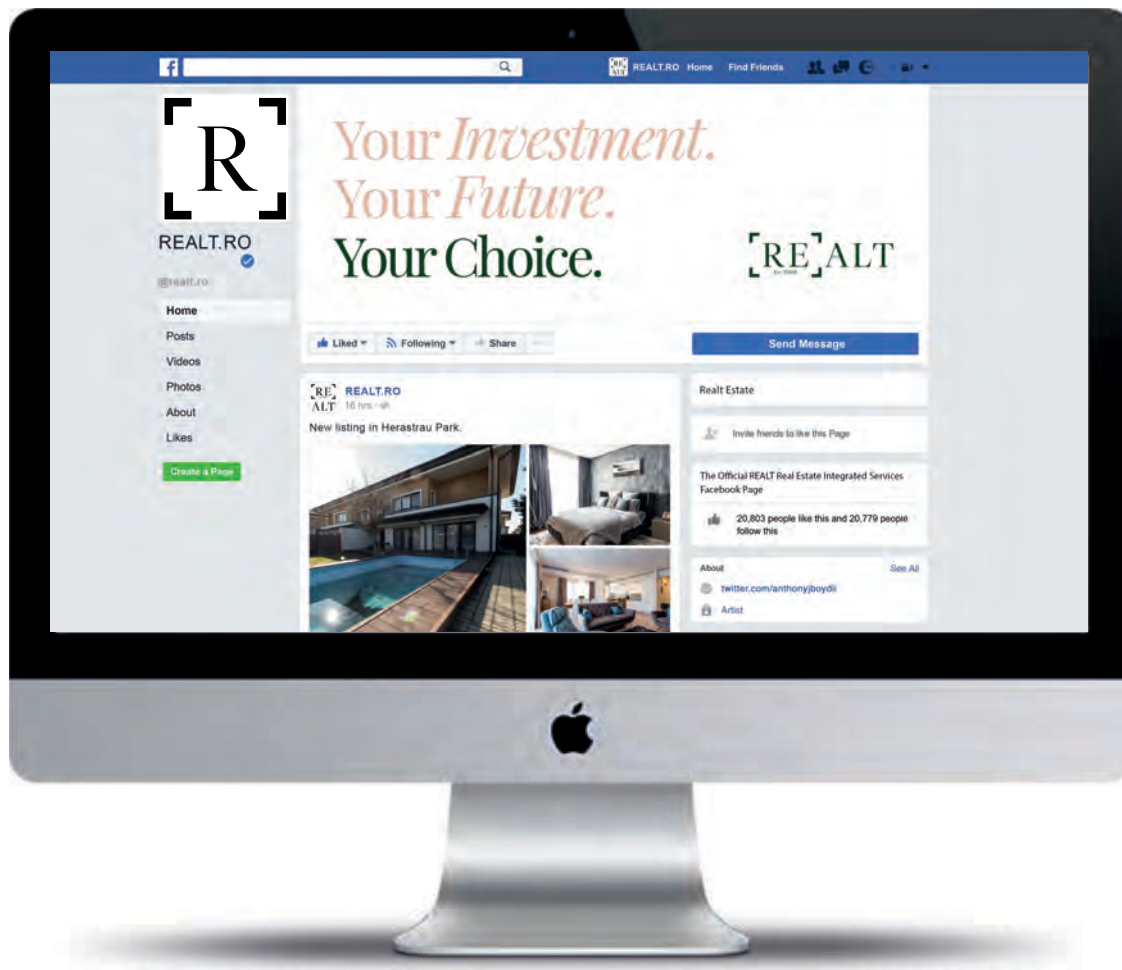
APLICATII DIGITAL | Website



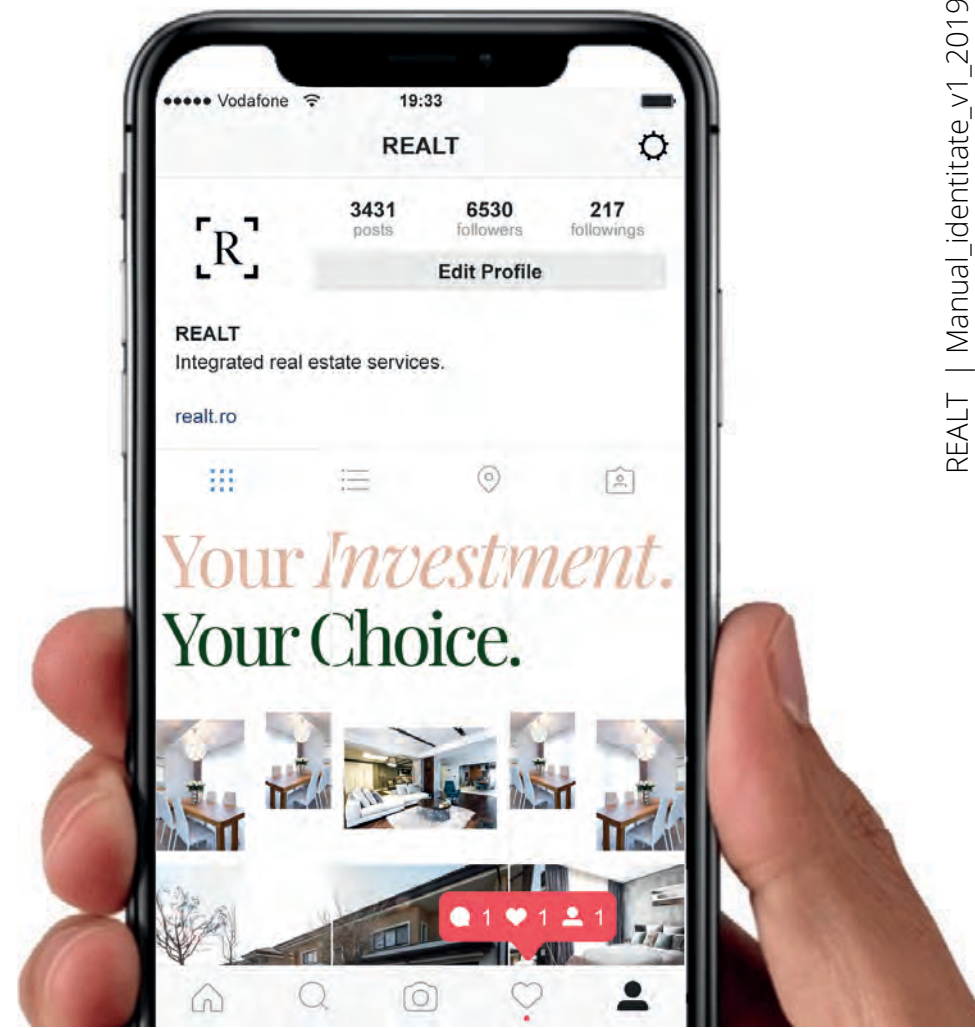
<https://realt.ro>



APLICATII DIGITAL | Social Media



Facebook & Instagram



APLICATII DIGITAL | Social Media

[R] REALT.RO
16 hrs · 🌐

Te felicitam pentru alegere! Pentru oferte de casa noua si idei pentru amenajarea noii voastre locuinte, viziteaza www.realt.ro. De acum si pana la 31 Ian. 2020, REALT - Servicii Imobiliare Integrate (ex Gavrilu Imobiliare) iti face cadou de nunta o reducere de 15% din comision!



Casă de piatră!

Casa ta. Fericirea ta. *Alegerea ta.*

0724.263.220 | WWW.REALT.RO | CONTACT@REALT.RO

[RE]ALT
Est. 2008

Like Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

[R] REALT.RO
16 hrs · 🌐

Din februarie 2020, Gavrilu Imobiliare devine REALT - Servicii Imobiliare Integrate. Incheie de acum si pana la 31 Ianuarie 2020 un contract de promovare sau administrare a proprietatii tale cu REALT si beneficiaza de 15% reducere din comisionul de reprezentare!



*Proprietatea ta.
Profitul tau.
Alegerea ta.*

0724.263.220
WWW.REALT.RO
CONTACT@REALT.RO

[RE]ALT
Est. 2008

Like Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

Facebook posts

Pentru informatii: we@intotheworld.eu
Manual de identitate **2019**