

# VISUAL IDENTITY

GOTTA HAAVE HOMES X GLO MEIDA

# CONCEPT

This design approach highlights the Miami way of life, embracing the coastal allure of the city. It's an ideal choice for attracting clients seeking the serene pleasures of waterfront panoramas and sandy shores. Employing sophisticated and distinctive fonts that encapsulate the ocean's spirit, this font style exudes a profound sense of sophistication and refinement.

# PRIMARY LOGO



2 A's in "HAAVE" overlap to symbolize the roof peaks of a home. The 2 A's overlap to also create what resembles the letter "M " for Miami.

Waves represent motion and innovation. The 3 waves directly correlate to Stephanie Haave's unique values of patience, trustworthiness, and honesty.

## SECONDARY LOGO

"HAAVE" takes center stage, becoming the focal point that elegantly showcases the last name and business name, serving as the heart and soul of the logo.

GOTTA **HAAVE** HOMES

By Stephanie Haave

The timeless allure of the sans serif font aligns with sentiments of trust, sophistication, elegance.

## LOGO MARK



The logomark seamlessly blends the elegance of ocean waves with the initial 'H' for Haave, artfully cementing Stephanie's cherished core values within each wave.



# TYPOGRAPHY - PRIMARY

## Glitten Regular *headlines*

This is the font used on the primary logo and logo mark. Glitten is ligature font where glyphs combines the shapes of certain sequences of characters into a new form that makes for a more harmonious reading experience.

When using Glitten to create headings on digital or printed collateral, set kerning (the spacing between letters or characters) to +25 to remove the ligature effect.

Regular  
**GOTTA HAAVE HOMES**

Regular (+25 Kerning)  
**GOTTA HAAVE HOMES**

**Aa**

## TYPOGRAPHY - SECONDARY

### Jost Font Family *sub headers, body copy*

Jost, a modern font family characterized by its crisp angles and slender proportions. With its versatile range of 7 different widths, Jost is perfectly suited for a wide spectrum of applications, excelling in both headings and body text.

Regular **Stephanie Haave**

*Regular Italic* **Stephanie Haave**

Medium **Stephanie Haave**

*Medium Italic* **Stephanie Haave**

Semi-Bold **Stephanie Haave**

*Semi-Bold Italic* **Stephanie Haave**

**Aa**

# TYPOGRAPHY

Headlines  
**Glitten**



**Lorem ipsum dolor**

*Lorem ipsum dolor sit amet*

Sub Headings  
***Jost Medium Italic***



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Body  
**Jost Regular**



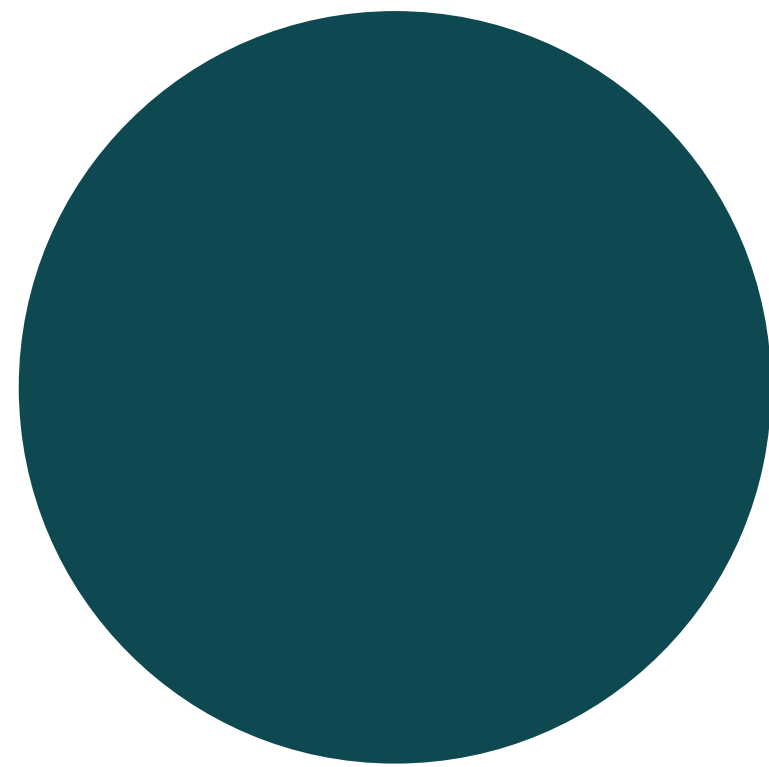
Buttons, Call to Actions  
**Jost Semi-Bold**



**CLICK HERE**



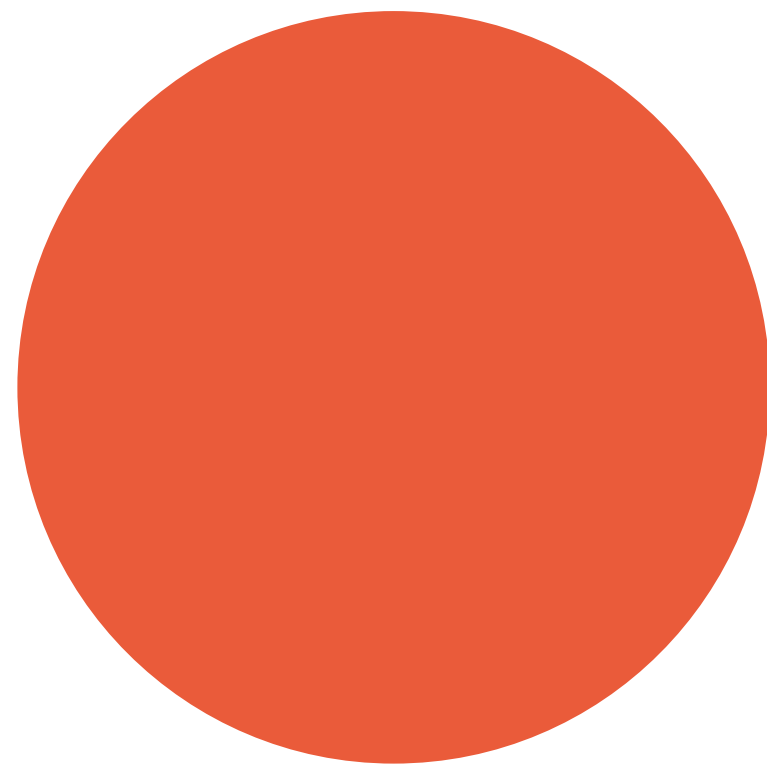
# COLOR PALETTE



HEX: #104951

RGB: 16, 73, 81

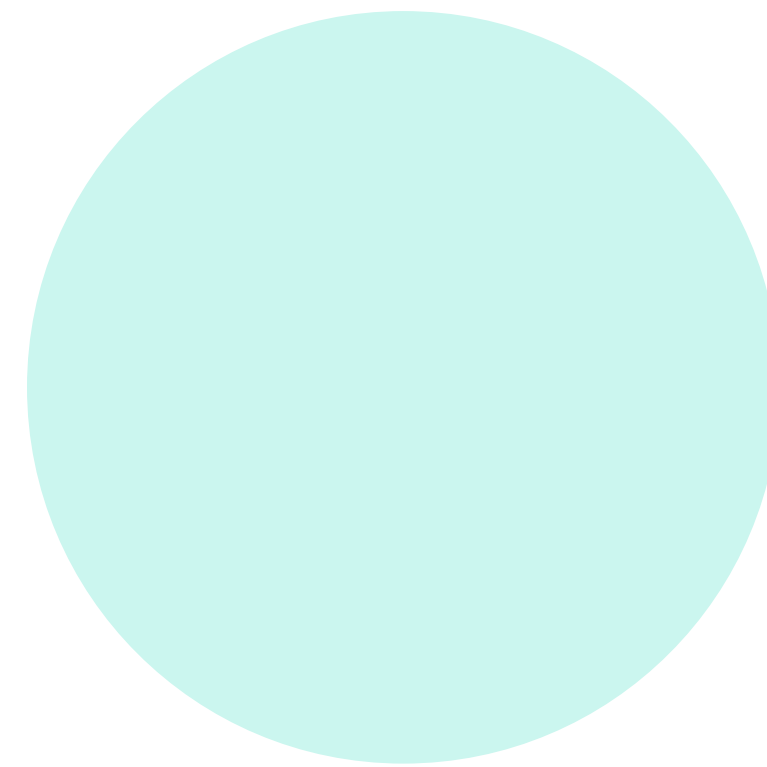
CMYK: 91, 57, 54, 37



HEX: #ea5b3a

RGB: 234, 91, 58

CMYK: 3, 79, 84, 0



HEX: #ceeae8

RGB: 206, 234, 232

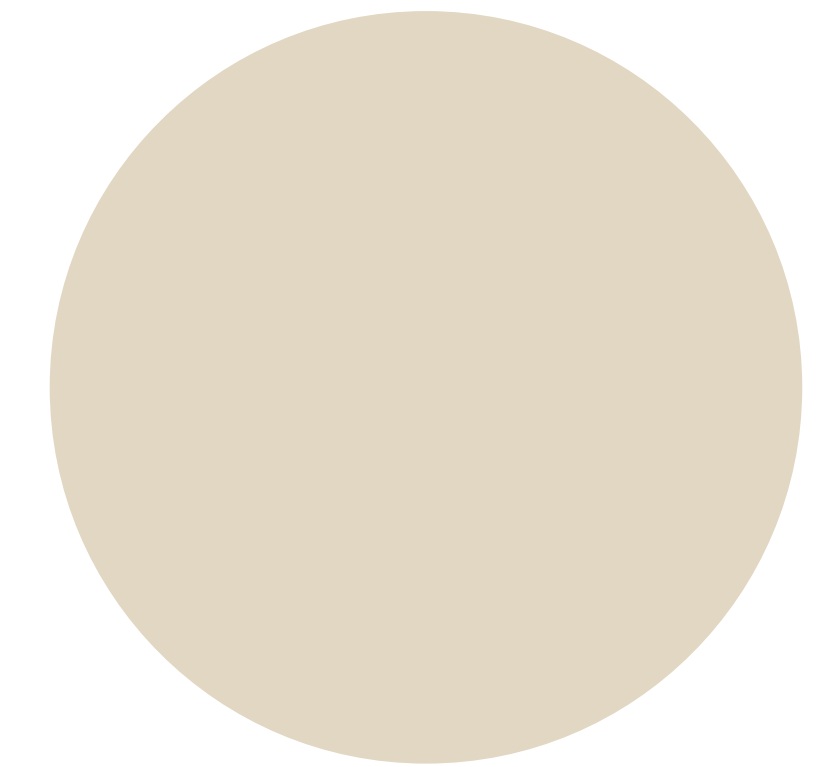
CMYK: 91, 57, 54, 37



HEX: #fafdfc

RGB: 250, 253, 252

CMYK: 1, 0, 1, 0



HEX: #e1d7c2

RGB: 225, 215, 194

CMYK: 11, 12, 23, 0

# BUSINESS CARD

Front



Back



**STEPHANIE HAAVE**  
REAL ESTATE PROFESSIONAL

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