

TM "EstateGuru"

Logo Guidelines

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Intro

“EstateGuru” is a leading Nordic online peer-to-peer lending platform established by property and FinTech professionals facilitating short- and mid-term property loans. The Logotype, as basic part of visual communication, reflects the core values of the brand, namely: reliability, confidence and scale.

These recommendations include the rules and instructions for using the “EstateGuru” Logotype. In order to ensure the integrity of the brand, any processes associated with the use of the Logotype must comply with these recommendations.



ESTATEGURU

BRIDGING
THE GAPS IN PROPERTY
FINANCE

———— Sign

———— Name

———— Slogan

1.1 How logotype look like

The "EstateGuru" Logotype (hereinafter referred to as the "Logo") is one of the key elements of the brand's identification. The Logo includes: Name, Sign and Slogan. The Logo is composite in a certain order and proportions.

The use of the Logo is possible only if the correct electronic version is available.



Basic Option #1



Basic Option #2



Basic Option #3
Do not use in small size to keep the slogan readable



Basic Option #4
Inverse option of the logo. For placing on a dark background.

1.2 Logotype configurations

There are few configurations of the Logo. The correct configuration must be used in a certain situation. For example, one should not use configuration #2 in case of using it in a small size in means to make the Slogan readable.

One can also use Slogan as a separate brand element in communication means.



Secondary Option #1



Secondary Option #2



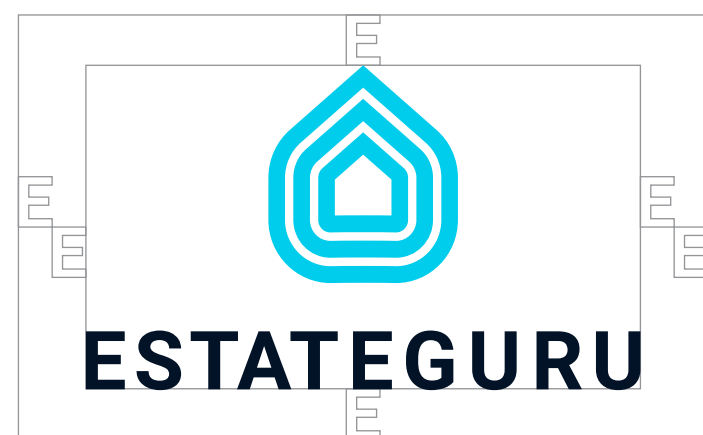
Secondary Option #3
Do not use in small size to keep the slogan readable

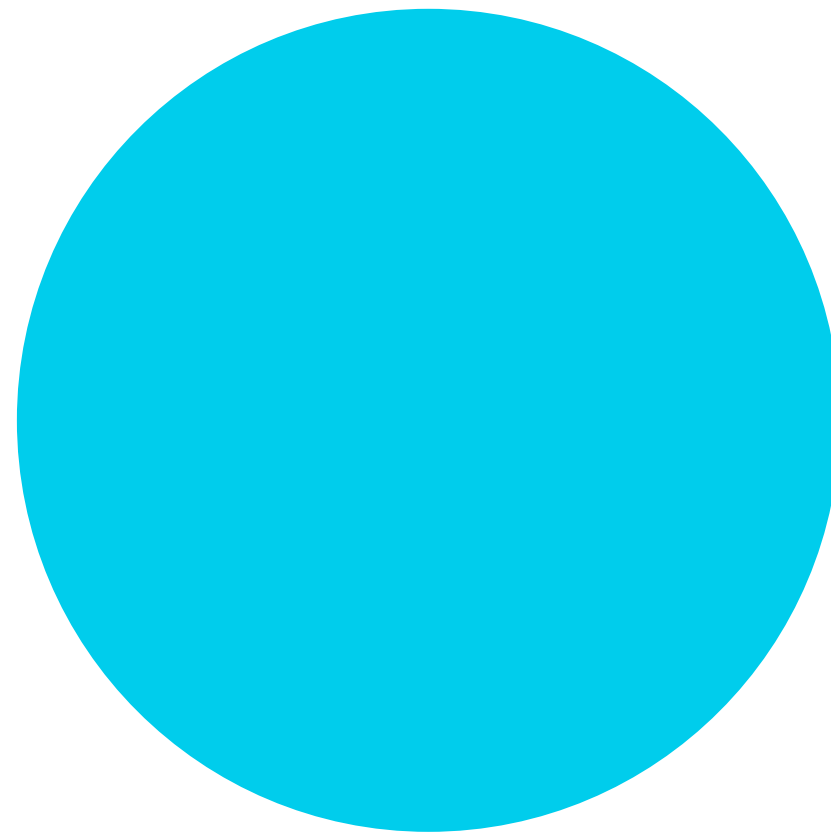


1.3 Clear Space

When using the Logo, a field that is free of text, characters, and any images should be used around it.

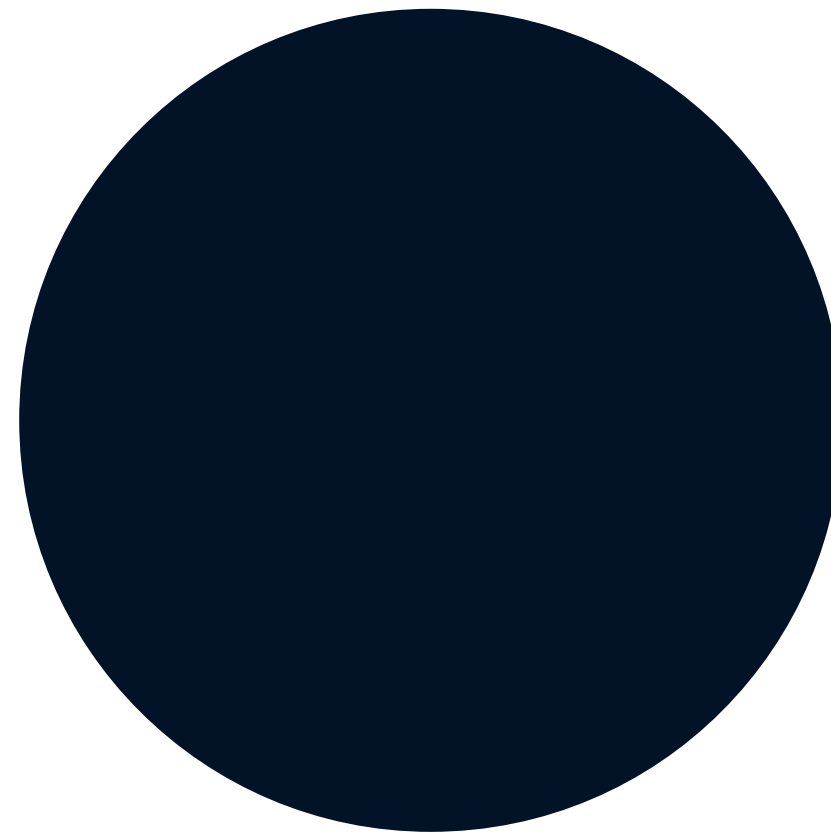
The size of the "clear space" is calculated according to the proportions displayed schematically on this page.





EstateGuru Blue

PANTONE 311 C
CMYK 66.0.11.0
RGB 0.205.236
HEX #00CDEC

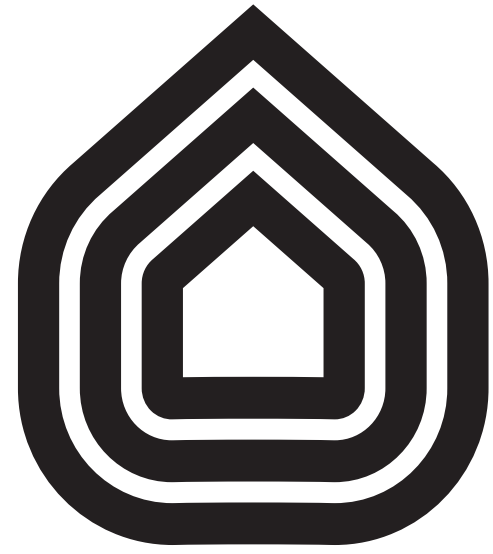


EstateGuru Black

PANTONE 296 C
CMYK 70.58.42.70
RGB 3.19.39
HEX #031327

1.4 Colors

The brand palette of the "EstateGuru" Logo includes two colors. This page shows colors in Pantone and CMYK for printing, and RGB and HEX for Web and digital communications.



ESTATEGURU



ESTATEGURU

————— Sign: 60% Black



ESTATEGURU



ESTATEGURU

————— Sign: 20% Black

1.5 B&W

In means to correct displaying the Logo in grayscale (newspaper print, laser printer, etc.), follow the rules specified on this page.



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1.6 Location on the background

This page shows the options for placing the Logo on the background.

EstateGuru is the leading cross-border marketplace for short-term property backed loans in Europe.

ROBOTO BLACK

EstateGuru is the leading cross-border marketplace for short-term property backed loans in Europe.

ROBOTO BOLD

EstateGuru is the leading cross-border marketplace for short-term property backed loans in Europe.

ROBOTO MEDIUM

EstateGuru is the leading cross-border marketplace for short-term property backed loans in Europe.

ROBOTO REGULAR

EstateGuru is the leading cross-border marketplace for short-term property backed loans in Europe.

ROBOTO LIGHT

1.7 Fonts

Fonts, just like the Logo itself, is one of the main elements of brand identification. The corporate Font is mandatory for use, when it is necessary to prepare layouts for business cards, forms, envelopes, and other printed materials. Corporate Font must be installed on all computers that are used for the corporate processes of the "EstateGuru" brand.

"EstateGuru" corporate Font is Roboto. Roboto Regular and Roboto Light must be used for the main text. Roboto Medium, Roboto Bold and Roboto Black are for headings and subheadings.



ESTATEGURU

20x24 MM



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36x54.7 MM



ESTATEGURU

33x19 MM



ESTATEGURU

35.7x12 MM



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64.4x24 MM

1.8 Scaling

This page shows the minimum dimensions for the Logo. The maximum size is not limited.



ESTATEGURU

One can not change the Logo colors



ESTATEGURU

Do not deform the Logo



ESTATEGURU

One can not change the Logo font



ESTATEGURU

Do not tilt the Logo



ESTATEGURU

One must not change the proportion between the elements of the Logo



ESTATEGURU

One can not use effects that complicate the reading of the Logo



ESTATEGURU

One can not break the "clear field"



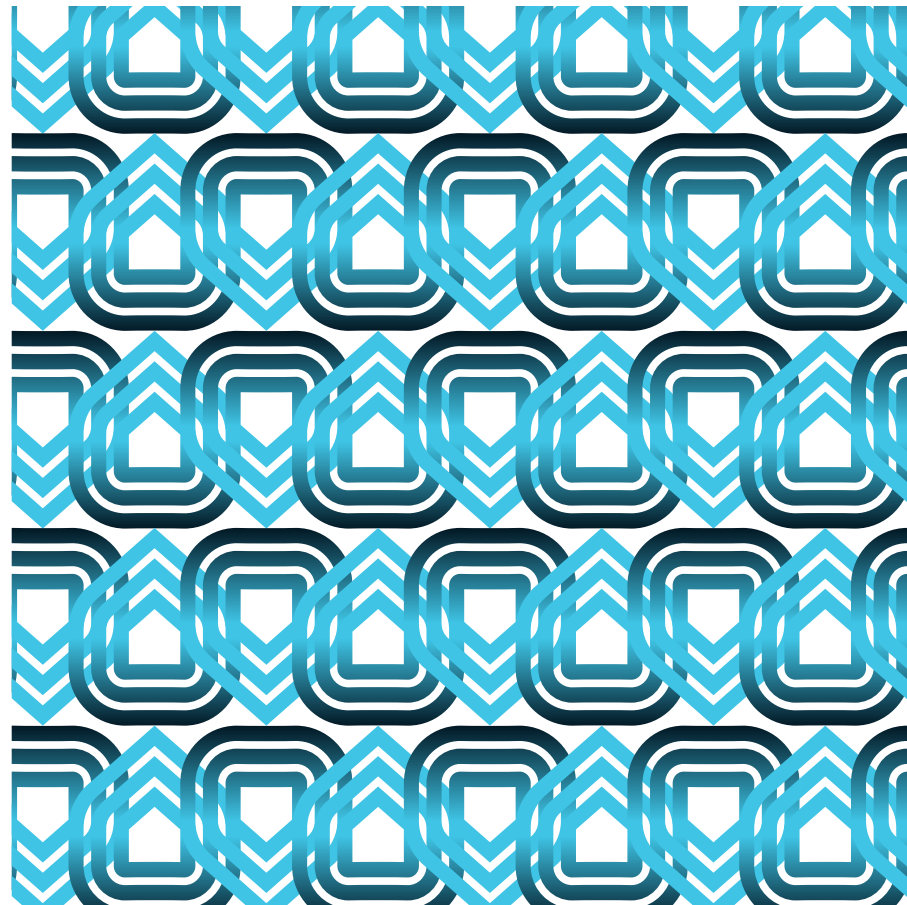
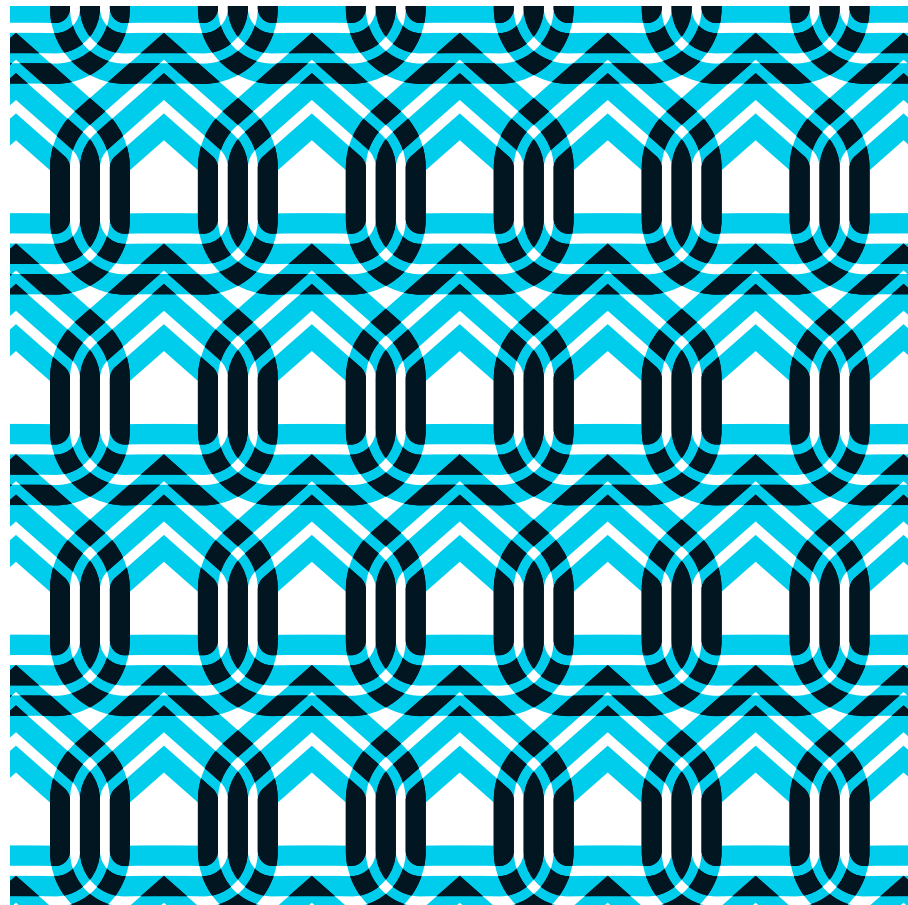
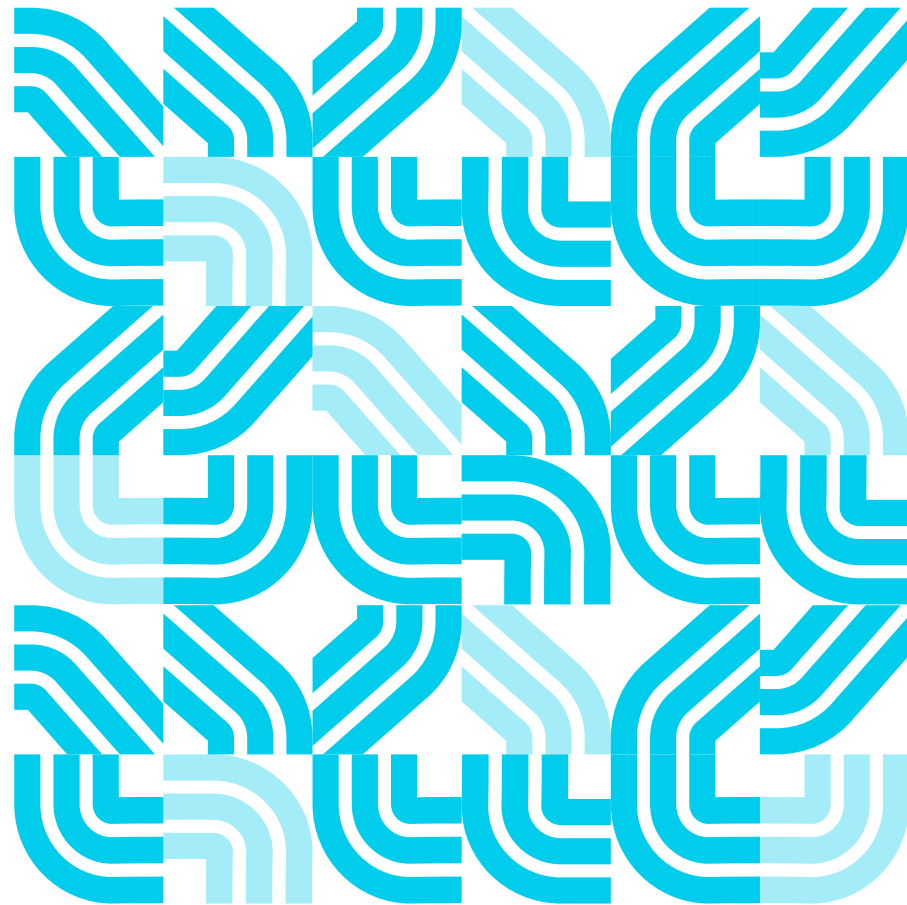
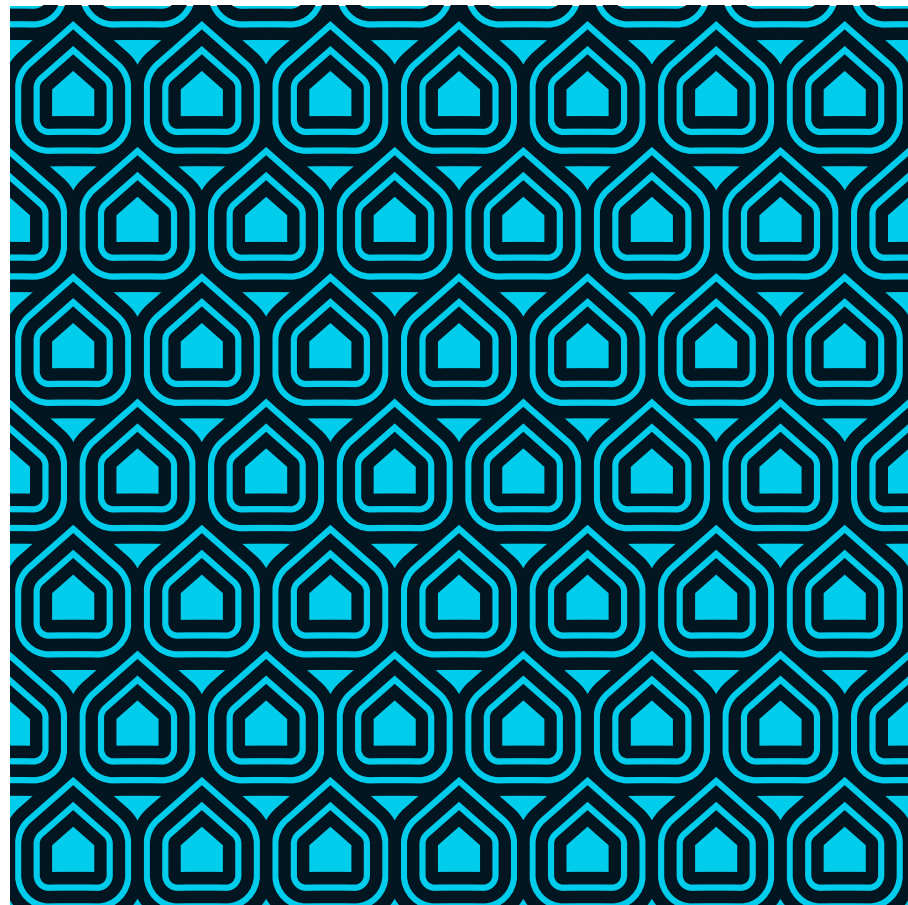
ESTATEGURU

One can not use the Logo on a complex, contrasting field

1.9 Incorrect Usage

When using the logo, use only the original computer version in curves. One should not use the Logo in formats with a significant loss of quality, such as jpeg.

Except for the animation, any deformation of the Logo is prohibited.



1.10 Patterns

There are a couple of patterns that can be used as an additional graphical element in design. Use the pattern elements conservatively.

Thank you for attention!