BRAND
GUIDELINES
CASA HEARTH SANTA FE

BUSINESS
OVERVIEW

Casa Hearth is a vacation rental property located in the beautiful Sunlit Hills area of Santa Fe, New Mexico on 6 pristine acres. With 5 bedrooms, stunning views of the Sangre de Cristo Mountains, breathtaking sunsets, and designer finishes, this home is ideal for gathering with friends and family. Located only 15 mins away from the historic Santa Fe Plaza, Casa Hearth gives you easy access to the restaurants, museums, and culture Santa Fe is known for, while still providing the secluded refuge and sanctuary you and your family need to truly unwind.

Future Goals

Grow Casa Hearth into a top revenue producing short-term rental property in the Santa Fe area by optimizing the space with the amenities that Customers want and generating demand.

Vision

Leverage Casa Hearth to purchase at least 4 more properties to grow our portfolio and our business.

Mission Statement

Build a sustainable real estate business that will enable our family to thrive for future generations to come.

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MAIN LOGO

The Casa Hearth logo features a minimalist design with a mountain range and a fireplace, symbolizing the brand's connection to nature and its focus on providing a warm and inviting retreat. The logo's clean lines convey a sense of sophistication and tranquility.
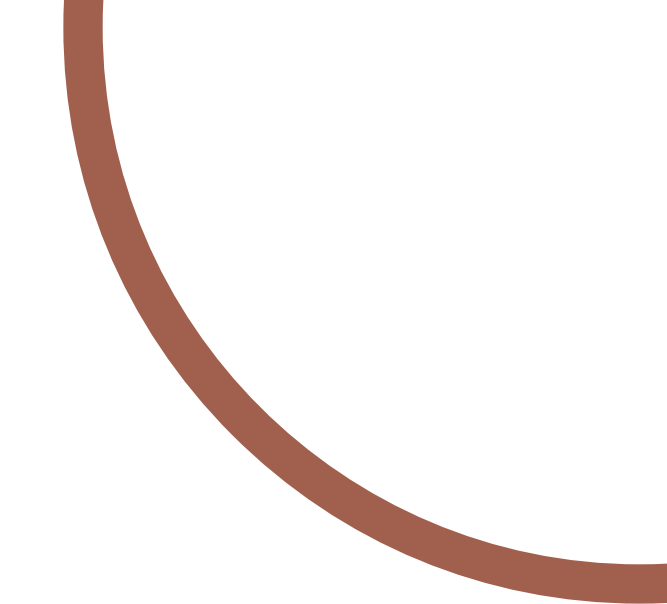
Casa Hearth
SANTA FE

LOGOMARK

The logomark features a minimalist icon of a mountain range and a fireplace. This visual element captures the essence of the brand, symbolizing its connection to nature and its commitment to providing a warm and inviting retreat.

EXCLUSION ZONE

The exclusion zone means 4x places around this logo. Using any graphics within 4x is prohibited. Using anything inside these 4x will break the band guidelines.

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04

FAVICON

The Casa Hearth favicon is a simplified version of the brand's logomark, featuring a minimalist icon of a mountain range and a fireplace. This small, yet recognizable symbol is displayed in the browser tab, reinforcing brand identity and providing a consistent visual experience across all digital platforms.

APP ICON

The Casa Hearth app icon is a simplified version of the brand's logomark, featuring a minimalist icon of a mountain range and a fireplace. This visually appealing icon is designed to stand out on mobile device screens and easily represent the brand in app stores.

LOGO SIZE

For the logo to be reproduced as clearly as possible do not use the logo in less than 20 mm for printed media and 60 px for digital interfaces.

Casa Hearth
SANTA FE

70mm | A2

Casa Hearth
SANTA FE

45mm | A3

Casa Hearth
SANTA FE

30mm | A4/A5

Minimum Size

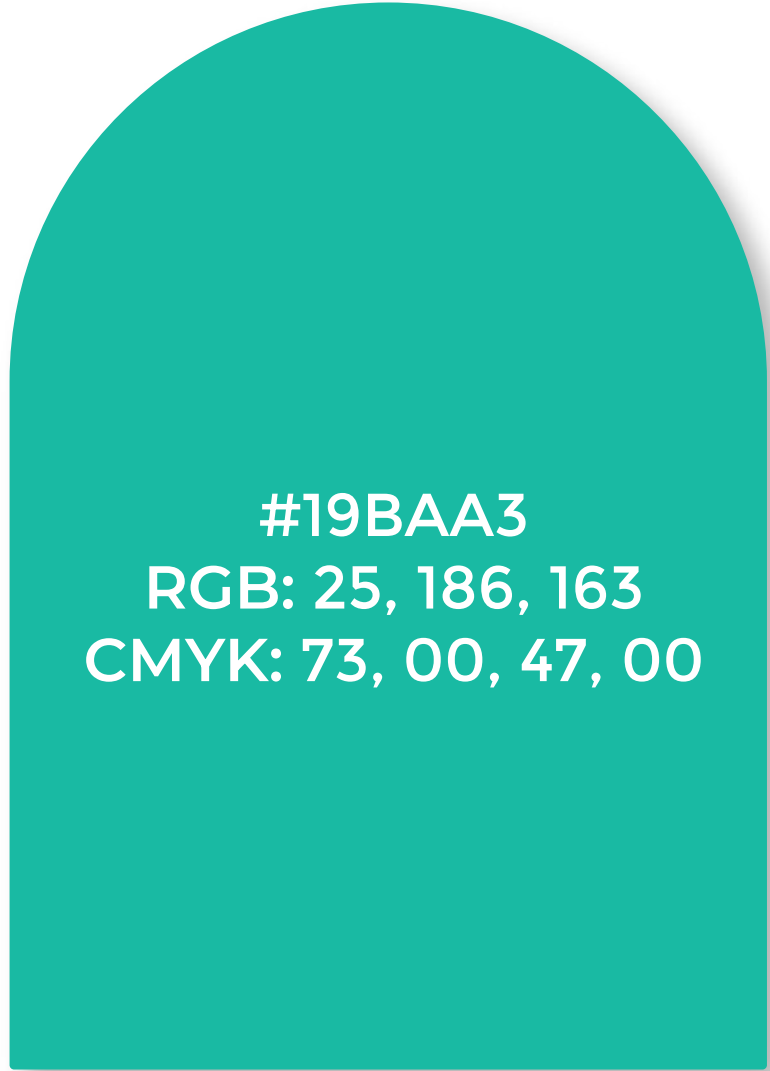Casa Hearth
SANTA FE

20mm | 60px

COLOR PALETTE

The Casa Hearth color palette is inspired by the natural beauty of the Santa Fe landscape. It primarily consists of earthy tones like browns and Light Sea Green, complemented by pops of turquoise, which evoke a sense of tranquility and connection to nature.

#DDDCCE
RGB: 221, 220, 206
CMYK: 13, 09, 18, 00

#19BAA3
RGB: 25, 186, 163
CMYK: 73, 00, 47, 00

#A1604D
RGB: 161, 96, 77
CMYK: 30, 66, 70, 15

TYPOGRAPHY

Our main font is Titania this strong and versatile font perfectly reflects the style of our brand. The fonts which have been used for heading are Titania, General text is Montserrat.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 */!@#$%^&*()_+}{|":

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 */!@#$%^&*()_+}{|":

LOGO DON'T

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document.
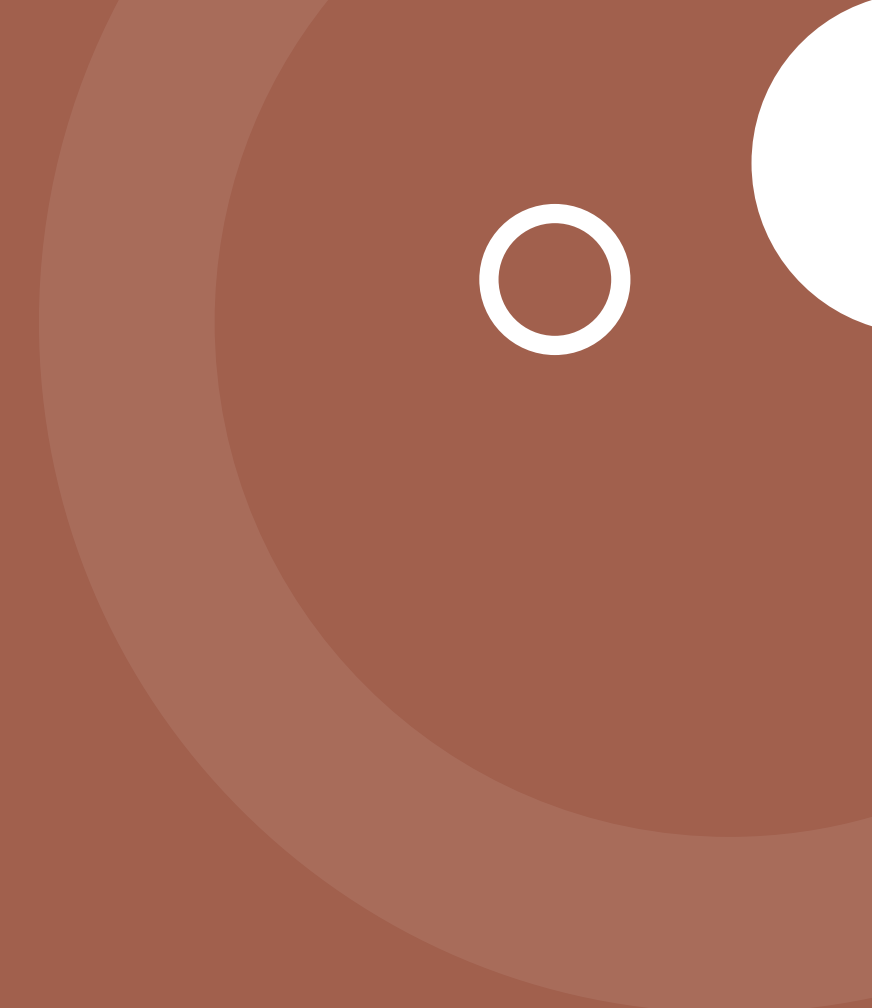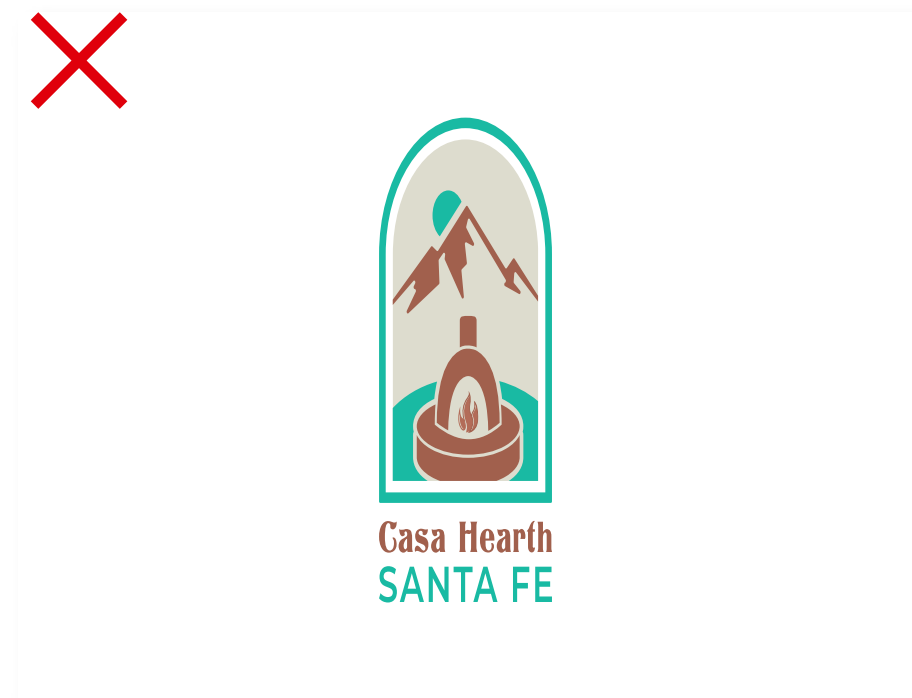
Don't Flip The Icon

Don't Change Width

Don't Wrap

Don't Use Blurry Logos

Don't Change Height

Don't Use Gradients In The Logo

MOCKUPS

Mockups are for the better representation of the logos used for demonstration, education or promotion

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