

BRAND GUIDELINES



O R I D E D I

PROPERTY GROUP

Oridedi Property Group

Brand Pack

A refined visual identity system aligned with the Oridedi Property Group website experience.

REAL ESTATE, RENTAL, AND INVESTOR
PROPERTY GUIDANCE FOR
HOUSTON AND BALTIMORE.

CLARITY. GUIDANCE. ELEVATED PROPERTY DECISIONS.

Brand Foundations

Oridedi Property Group brings together elevated presentation and practical real estate guidance for buyers, sellers, renters, and investors.



BRAND ESSENCE

Clear direction for real estate decisions.



AUDIENCE

Houston buyers, sellers, relocation clients, renters, and investors, with Baltimore investor and seller support where it fits.

BRAND PILLARS



CLARITY

simplify complex decisions



GUIDANCE

next-step advice with confidence



LOCAL INSIGHT

market-aware support in Houston and Baltimore



OPPORTUNITY

residential, rental, and investment pathways.



VOICE

Clear, measured, professional, reassuring, direct.



KEY MESSAGE

Buy. Sell. Rent. Invest.

Real estate, rental, and investor property guidance for Houston and Baltimore.

Logo System

A balanced monogram and wordmark system built for digital clarity and refined print application.

1. PRIMARY LOGO



2. MONOGRAM



3. HORIZONTAL LOCKUP



4. REVERSED LOGO



5. CLEAR SPACE



The clear space around the logo is equal to the width of the letter O.

6. MINIMUM SIZE



Typography & Color Palette

01 TYPOGRAPHY

H1 / DISPLAY →

Oridedi Property Group

H2 / SECTION HEADING →

Buy, Sell, Rent, Invest

BODY COPY →

Local guidance before the big decision.

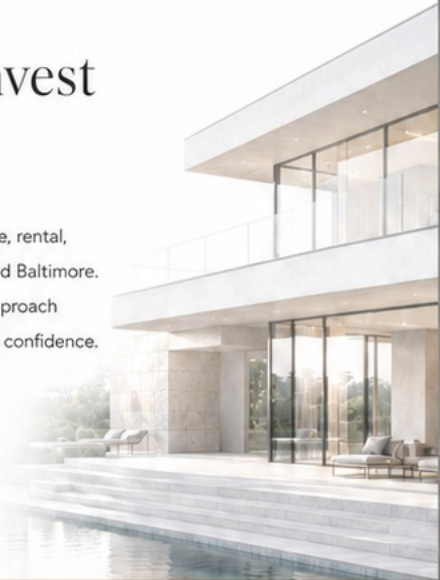
Oridedi Property Group provides refined real estate, rental, and investment guidance for clients in Houston and Baltimore. We combine market insight with a personalized approach to help you buy, sell, rent, or invest with clarity and confidence.

EYEBROW / UI LABEL →

FEATURED PROPERTIES

BUTTON / CTA →

SCHEDULE A CONSULTATION



02 COLOR PALETTE

Our palette is refined, timeless, and elevated.

Crisp white is the primary background.

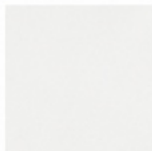
Charcoal is the primary text color.

Brushed gold is the key accent.



CRISP WHITE

Primary Background
#FFFFFF



CLOUD GRAY

Subtle Background
#F3F3F1



CHARCOAL

Primary Text
#23252A



SLATE GRAY

Secondary Text
#6B7078



BRUSHED GOLD

Accent / Highlights
#B9954D



SOFT SAND

Warm Neutral
#D9D3C7

01 MONOGRAM ELEMENTS



O CURVE



P STEM



P BOWL



FRAMING DEVICE



GRAPHIC ACCENT

02 DIVIDER SYSTEM



PRIMARY LINE



SHORT RULE



CENTERED SEPARATOR



ELEGANT SEPARATOR

03 SERVICE PATH CARDS



BUY

Find the right property with expert guidance and local insight.



SELL

Strategic marketing and positioning to achieve exceptional results.



RENT

Curated rental options and a seamless leasing experience.

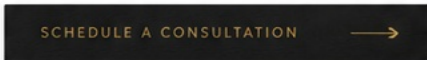


INVEST

Data-driven advice for building long-term wealth through real estate.



04 BUTTONS & CALLS TO ACTION



05 IMAGERY DIRECTION



ARCHITECTURE-LED



CALM NATURAL LIGHT



REFINED EVERYDAY LUXURY

06 LAYOUT PRINCIPLES



GENEROUS WHITE SPACE



STRONG HEADING HIERARCHY



CLEAR CONVERSION PATHS



MINIMAL, CONFIDENT NAVIGATION

Applications

A cohesive brand experience across every touchpoint. These applications reflect the Oriededi Property Group identity in action.



01. BUSINESS CARD



02. LETTERHEAD



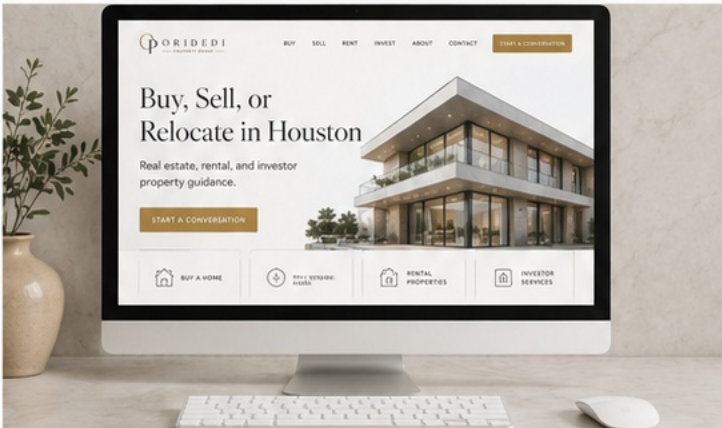
03. PROPERTY BROCHURE



04. YARD SIGN



05. WEBSITE HOMEPAGE



06. MOBILE SERVICE PAGE

