

Luxe Real Estate

Brand Guidelines

Logo & Brand Overview

Sophisticated | Trustworthy | Modern | Luxurious

LUXE Real Estate embodies Dubai's spirit of elegance and opportunity. Specializing in premium and investment-grade properties, LUXE caters to a discerning clientele seeking exceptional quality and long-term value. Every brand touchpoint reflects exclusivity, integrity, and modern luxury.

The main logo consists of the golden Arabian oryx head enclosed in an elegant circular pattern, accompanied by the "LUXE Real Estate" wordmark.



LUXE

Real Estate

Logo Usage

Primary Logo

The main logo consists of the golden Arabian oryx head enclosed in an elegant circular pattern, accompanied by the “LUXE Real Estate” wordmark.

Use this version on all official brand communications.

Maintain clear space around the logo equivalent to the height from “circle to L” in LUXE.



Logo Variations



Primary (Gold on Dark Green)
Standard version for premium brand use



White and Green
Internal docs, small-scale items



Secondary (Dark Green on Gold)
For luxury print applications

Gold on Black
For simplified print or Digital applications.

Logo Don'ts



Don't stretch, condense or change the dimensions of the logo.



Don't remove elements from the logo.



Don't rotate the logo.



Don't use colours other than those specified in this document.



Don't add effects (shadow, gradient, outline).



Don't alter or replace the typefaces of the logo.



Don't place the logo on a shape other than permitted.



Don't place the logo directly on the busy background.

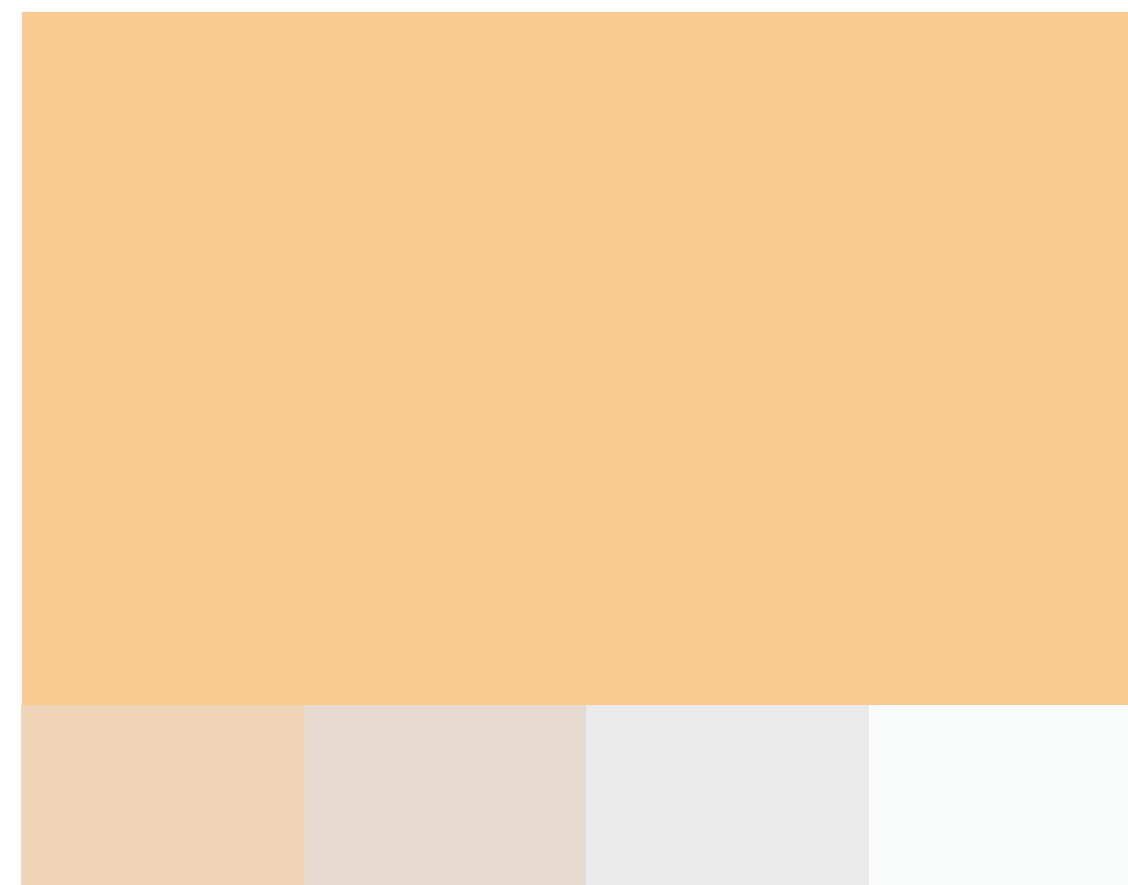
Colour Palette

The main logo consists of the golden Arabian oryx head enclosed in an elegant circular pattern, accompanied by the "LUXE Real Estate" wordmark.



Deep Green

R: 38 G: 59 B: 44
C: 77 M: 52 Y: 76 K: 58
HEX: #263b2c



Luxe Gold

R: 250 G: 202 B: 145
C: 1 M: 22 Y: 47 K: 0
HEX: #faca91



Black

R: 0 G: 0 B: 0
C: 0 M: 0 Y: 0 K: 100
HEX: #000000

Typography

Typography expresses the brand's elegance and precision.

Primary Font - Futura

- For headings, titles, and statements.
- Clean, geometric, and modern.
- Use Futura Bold for maximum impact.

Secondary Font - Poppins

- For body text, captions, and digital media.
- Modern and legible with softer edges.

Futura

Futura 45 Light

Futura 46 Light Italic

Futura 46 Light Italic

Futura 56 Italic

Futura 65 Medium

Futura 66 Medium Italic

Futura 75 Bold

Futura 76 Bold Italic

Poppins

Futura Light

Futura Thin Italic

Futura ExtraLight

Futura Light

Futura Light Italic

Futura Regular

Futura Italic

Futura Medium

Futura Medium Italic

Futura SemiBold

Futura SemiBold Italic

Futura Bold

Futura Bold Italic

Futura ExtraBold

Futura ExtraBold Italic

Futura Black

Futura Black Italic

Heading Text **75 Bold & 55 Regular**

Paragraph text Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading Text **75 Bold & 55 Regular**

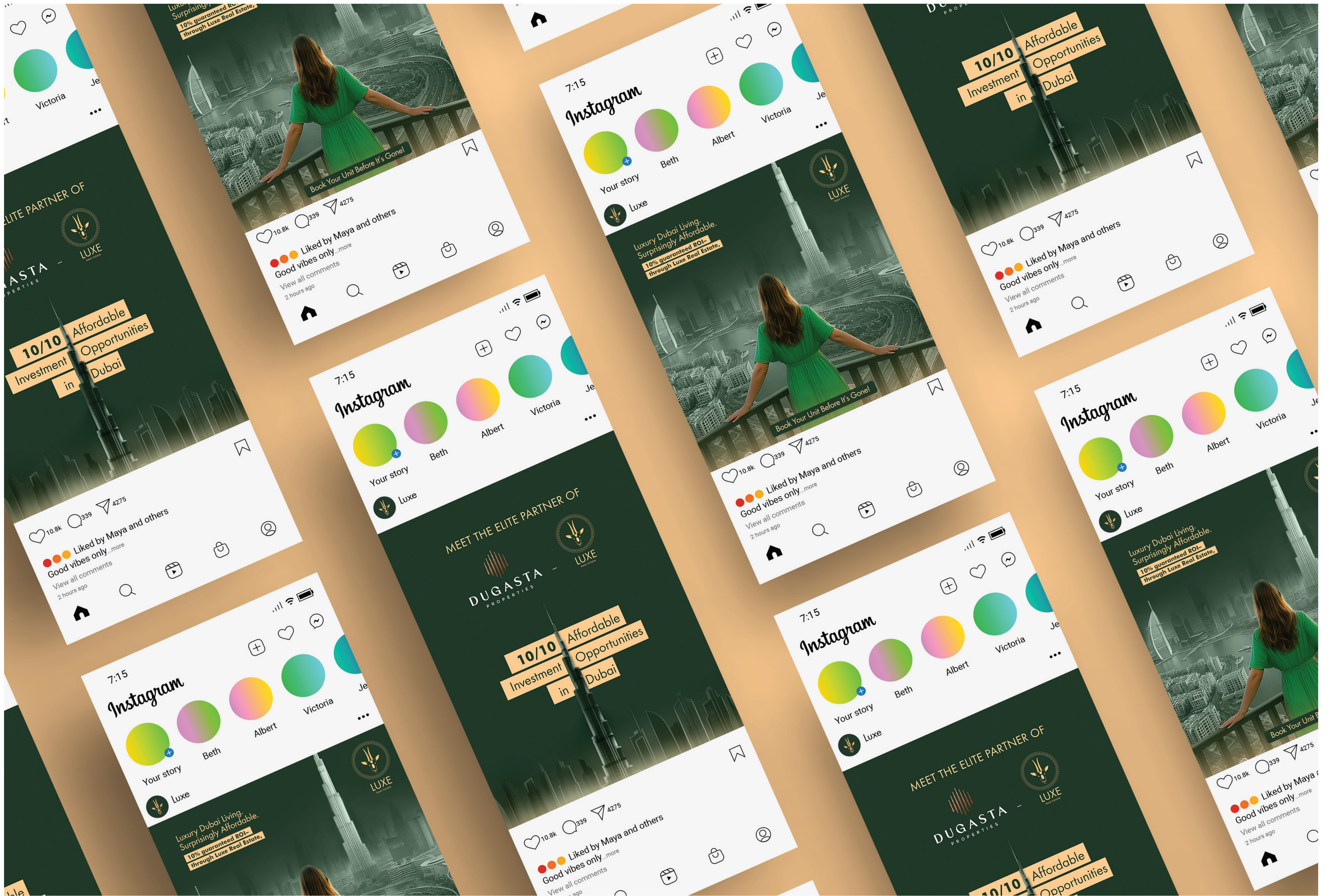
Paragraph text Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Brand Consistency Tips

Consistency builds recognition. Always follow the defined color palette, typography system, and logo usage guidelines. Ensure every touchpoint—digital or physical—embodies the values of luxury, trust, and elegance.







LUXE
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Thank you!