

FrameMind

DealOS

REAL ESTATE

Brand Identity Kit

Real estate · Logo · Icon · Variations · Guidelines

Powered by FrameMind AI Studio · v1.0 · November 2026

Logo variations



Primary lockup — with descriptor. Use on hero areas, covers, signage.



Primary reversed — on Primary navy only.



Horizontal (no descriptor)



Stacked



Icon only



Monogram (D tile)

Icons & app icons



Navy — default store icon



Accent deep green



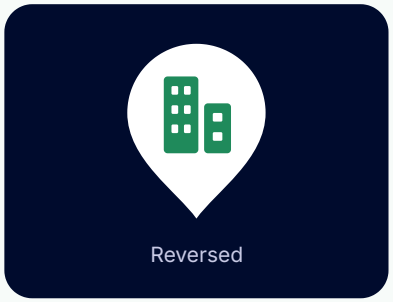
Surface tint



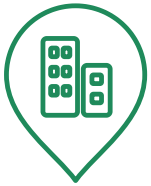
Colour



One-colour navy



Reversed



Outline (emboss / line art)



Favicon · 16–64 px

Building blocks inside a map pin: every property has a place, every lead a site visit. Keep the buildings inside the pin's head.

Clear space & minimum size



Clear space = x, one quarter of the icon's height, on every side. Nothing — text, edges, other logos — enters this zone.



120 px / 30 mm
horizontal



80 px / 20 mm
stacked



16 px
icon / favicon

Below these sizes switch to the icon only. Descriptor lockups need at least 200 px / 50 mm width.

Don’t



Stretch or squash



Recolour outside the palette



Rotate



Place on low-contrast colour

Colour & typography

Primary
#000B2D
RGB 0 11 45
Headlines, wordmark, dark surfaces
vs white 19.3:1 · vs navy 1.0:1

Accent
#1F8A5B
RGB 31 138 91
“OS”, icon, buttons, highlights
vs white 4.3:1 · vs navy 4.5:1

Secondary
#9ACAB5
RGB 154 202 181
Illustration, charts, patterns
vs white 1.8:1 · vs navy 10.6:1

Surface
#E2F0EA
RGB 226 240 234
Cards, chips, app-icon tile
vs white 1.2:1 · vs navy 16.5:1

Background
#F7FBF9
RGB 247 251 249
Page background
vs white 1.0:1 · vs navy 18.5:1

Contrast ratios are calculated (WCAG 2.1). Body text: Primary on Background/Surface/white. Accent (4.3:1 on white) passes AA for large text (18 px bold / 24 px) and for icons, but not for small text: keep small links and labels in Primary. On Accent buttons use Primary navy text (4.5:1). Secondary and Surface are decorative only — never for text. Primary navy is shared by every FrameMind OS app. Print values (CMYK / Pantone) to be matched and proofed with your printer.

Aa

Inter (alternate: Manrope)

Extra Bold 800 — Headlines
Bold 700 — Subheadings
Medium 500 — Body & labels
Regular 400 — Paragraphs

Inter is free (SIL OFL) and also available in Adobe Fonts. Headlines: tracking −2%. Descriptor caps: tracking +40%. “OS” is always set in Accent (white on dark).

Taglines, patterns & usage

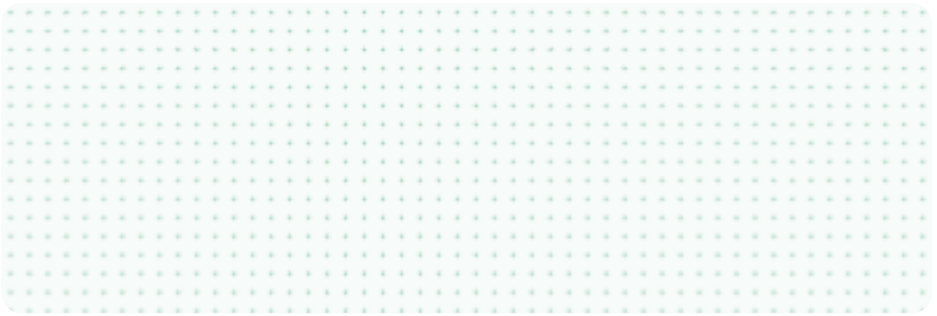
From enquiry to keys.

The **real estate** operating system for listings, leads & site visits.

List.
Match.
Visit.
Close.



Wave gradient — hero and cover backgrounds



Dot grid — section and slide backgrounds

DealOS Home Listings Leads Visits

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