

# BRAND

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# GUIDE



# Welcome

At Rent Master Real Estate, we believe that finding the perfect home or investment property should be an effortless and rewarding experience. Our brand stands for trust, professionalism, and innovation in the real estate industry. Whether you're a renter, homeowner, or investor, we are committed to delivering excellence through expert knowledge, customer-first service, and cutting-edge market strategies.







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# INTRODUCTION



# About Rent Masters

## The Company

Rent Master is a leading force in the industrial real estate sector, specializing in the development, revitalization, acquisition, and strategic management of properties to optimize business operations and supply chain efficiency. As a premier national developer, Rent Master focuses its investments on key coastal and inland port logistics hubs.

## The Mission

Rent Master's mission is to support our customer community by fostering opportunities, creating sustainable employment, and delivering innovative solutions for logistics, real estate, and infrastructure needs.

## The Vision

As a leading industrial real estate firm, we leverage our expertise to enhance the operational efficiency of businesses that benefit from strategically located, transportation-optimized properties. By strengthening supply chains, Rent Master Properties plays a crucial role in driving economic growth at local, state, national, and global levels.





# Our Brand at a Glance







LOGO

# Logo

Logos must remain unaltered and unchanged. The proportions, alignment, and spacing of all elements have been meticulously designed and should never be modified in any way.

## Logotype

The Rent Master logotype features a custom-designed font and should not be modified or replicated for any other purpose. It must always be displayed alongside the shield and should never appear separately.

## Logo Color

The Rent Master logo is designed to be used in a single standard color: Orange.

- + Spot Color: PMS 715 C
- + Four Color Process: CMYK: 0 51 99 0.



FULL LOGO



LOGO COMONENTS



# Logo Sizing & Spacing

## Logo Spacing

To maintain visual clarity, the logo must be surrounded by adequate clear space. At a minimum, this spacing should be 0.125 inches or 12 pixels.

## Logo Sizing

The Rent Master logo must be at least 1.5 x 0.195 inches or 108 x 14 pixels in size. Always scale it proportionally to maintain its original shape and avoid distortion. When resizing, hold the Shift key and drag from a corner to ensure accurate scaling.



1.5 in (108 px)



0.195 in  
(14 px)

# Alternate Logos

Whenever possible, the logo should be reproduced using the Orange Pantone spot color. However, different applications may require alternative color profiles. For dark backgrounds or black-and-white usage, please refer to the approved variations provided.

## Reverse

When placing the Rent Master logo on a colored or black background, it is recommended to use the reversed (white) version for optimal visibility.

## Black

For two-color applications, the black version of the Rent Master logo should be used.

## Grayscale

In certain cases, the Rent Master logo may need to be presented in grayscale. If the reverse or black versions are not suitable, use the grayscale option.

### REVERSE



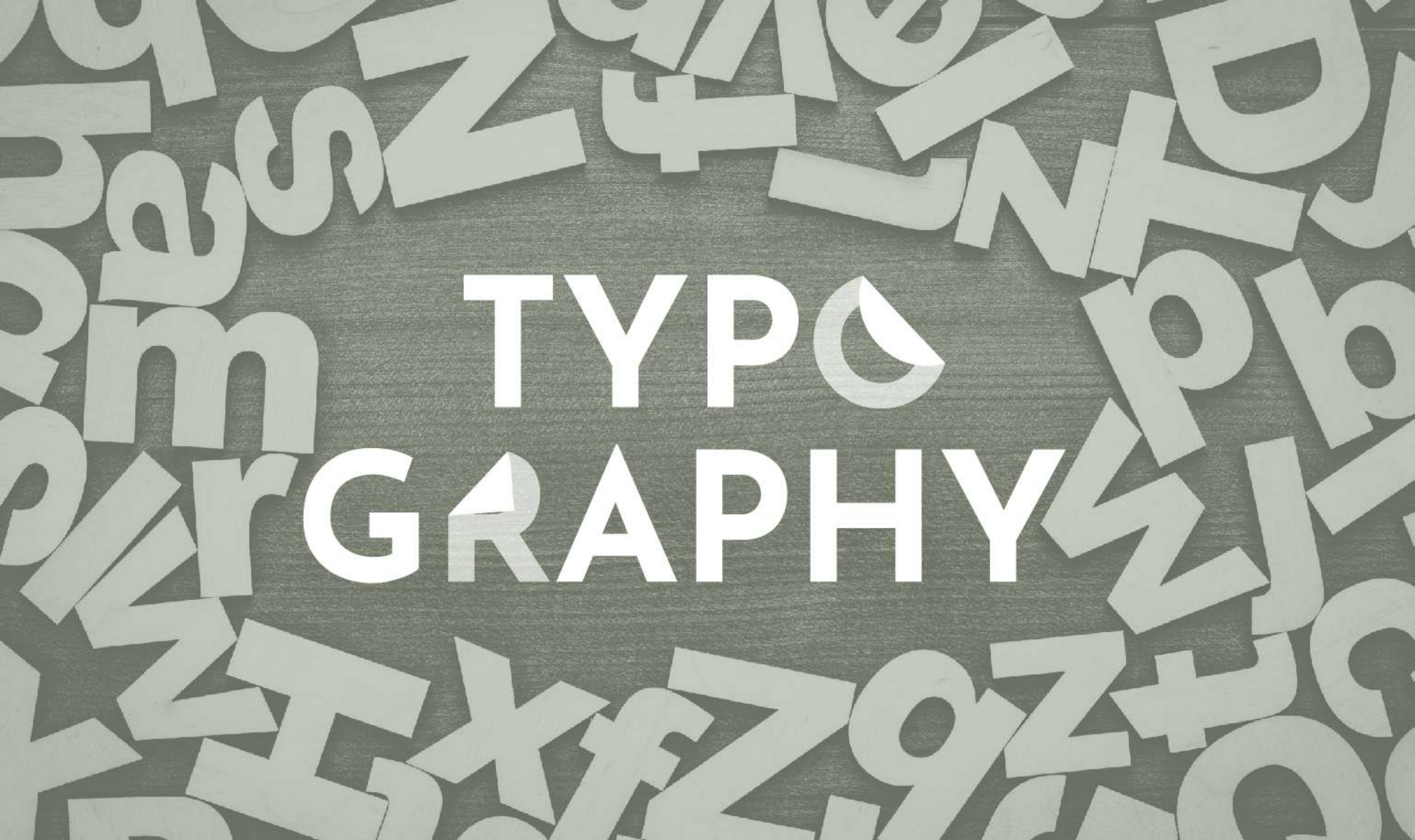
### BLACK



### GRAYSCALE







# TYP GRAPHY



# Print Typography

Utilizing Josefin Sans across all branded materials ensures consistency in messaging. The typeface offers three distinct weights, allowing for variety while maintaining a clear content hierarchy throughout different pages.

## 45 Light

The Light weight is primarily used, especially for body text, page titles, and bulleted lists.

## 55 Roman

Applied on covers to differentiate headers from body text.

## 65 Bold

Bold type, with its strong visual impact, is used to emphasize key elements such as headings, pull quotes, and page numbers.

### 45 Light

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### 55 Roman

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### 65 Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



# Web Typography

To ensure compatibility across all digital platforms, we use Poppins, a web-safe font that offers excellent readability. Establishing a clear content hierarchy is essential for web writing, guiding users' attention and enhancing navigation for effective communication.

## Regular

Designated for the primary body text across all web pages and digital platforms.

## Bold

Bold type is used for headlines, buttons, and callouts to highlight key information and emphasize its importance.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**Aa**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Ww Xx Yy Zz**  
**1 2 3 4 5 6 7 8 9 0**

# Alternate Typography

Baloo Tamma 2 will be the designated font for all internal company materials, especially within Microsoft programs like Word and PowerPoint. As a default font in most applications, it ensures accessibility and consistency for all team members.

## Regular

Designated for the primary body text across all platforms.

## Bold

Bold type is used for headlines, buttons, and callouts to emphasize key information and highlight its importance.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



# Paragraph Styles

## Cover

The cover font style is reserved for the cover page of a document, typically positioned in the bottom left corner of an image overlaid with an orange filter.

## Page Title

The page title serves as the primary header, introducing the content of a page. As the largest font style, it provides an overview of the page or a specific section.

## Page Header

The page header functions as a secondary heading when the cover or page title is already present. It is often paired with a horizontal rule and can also be used as a pull quote.

Cover :

Josefin Sans  
(55 Roman)

Size : 36pt

Leading : 40pt

Color : White

Page Title :

Josefin Sans  
(45 Light)

Size : 21pt

Leading : 24pt

Color : Black

Page Header :

Josefin Sans  
(45 Light)

Size : 16pt

Leading : 20pt

Color : Black

# Paragraph Styles

## Paragraph Heading

This style serves as a subheading within body text to organize content by topic. It can also be paired with icons or used on folder covers to indicate property size. Additionally, it adds emphasis to contact names when styling is needed.

## Body Copy

Body copy is used for primary paragraph text and any content that does not require emphasis. It is also utilized for contact information. When placed on a white background, an orange version of the font is used for visibility.

## Bulleted Lists

A bulleted list style is used to break up content for improved readability and visual appeal. It is always paired with either the body copy or paragraph heading style.

## Paragraph Heading :

Josefin Sans \_\_\_\_\_ Size : 9pt  
(65 Bold) \_\_\_\_\_ Leading : 12pt  
\_\_\_\_\_ Color : White

## Body Copy :

Josefin Sans \_\_\_\_\_ Size : 8pt  
(45 Light) \_\_\_\_\_ Leading : 12pt  
\_\_\_\_\_ Color : Black

## Bulleted Lists :

Josefin Sans \_\_\_\_\_ Size : 8pt  
(45 Light) \_\_\_\_\_ Leading : 12pt  
\_\_\_\_\_ Color : Black



# Alternate Styles

## Large Format

For larger print materials, such as property folders a slightly enlarged version of the standard paragraph styles is used. In these cases, the traditional body copy size is adapted as 'Body Copy Small' for contact information.

## PARAGRAPH HEADING (LARGE) :

Josefin Sans \_\_\_\_\_ Size : 10.5pt  
(65 Bold) \_\_\_\_\_ Leading : 14pt  
Color : Black

## BODY COPY(LARGE) :

Josefin Sans \_\_\_\_\_ Size : 9.5pt  
(65 Bold) \_\_\_\_\_ Leading : 14pt  
Color : Black

## BULLETED LIST (LARGE) :

Josefin Sans \_\_\_\_\_ Size : 8pt  
(65 Bold) \_\_\_\_\_ Leading : 12pt  
Color : Black



# Suggested Pairings

Page Title  
Show in White



Paragraph  
Heading

## Commercial Property

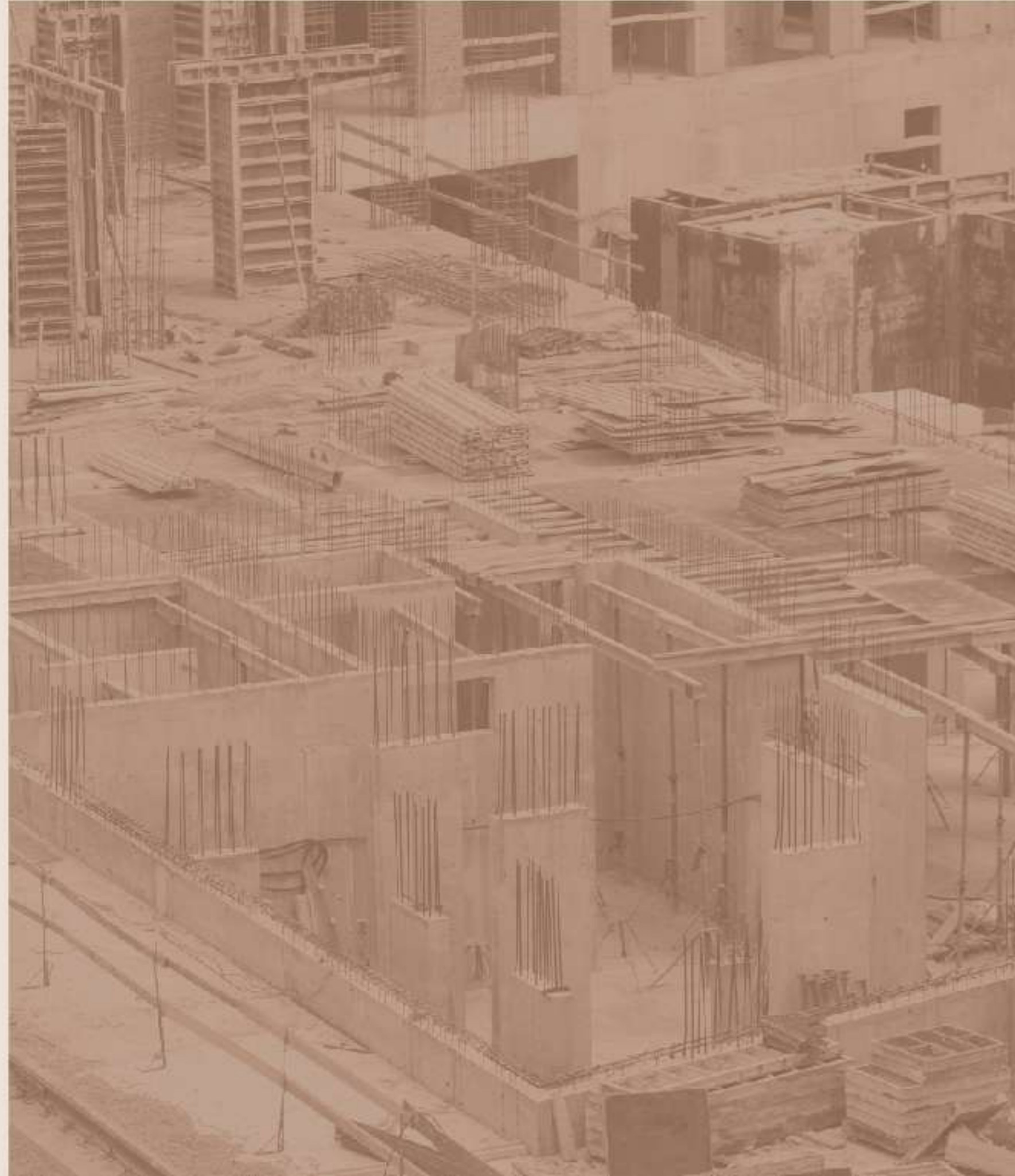
Rent Masters is a leading force in the design, revitalization, procurement, and oversight of industrial properties and logistics infrastructure, optimizing business operations and supply chain performance.

## Smart Industrial Infrastructure

Rent Masters continuously strives to re-define possibilities, delivering innovative solutions that give our clients a competitive advantage and drive their success —no matter the challenge.

Body Copy









COLOR



# Primary Colors

## Orange

Rent Masters’ primary color (PMS 271) should always serve as the anchor color in all marketing materials. It represents the identity of Rent Masters, commonly used in corporate communications and when conveying the company’s mission and vision.

## Black

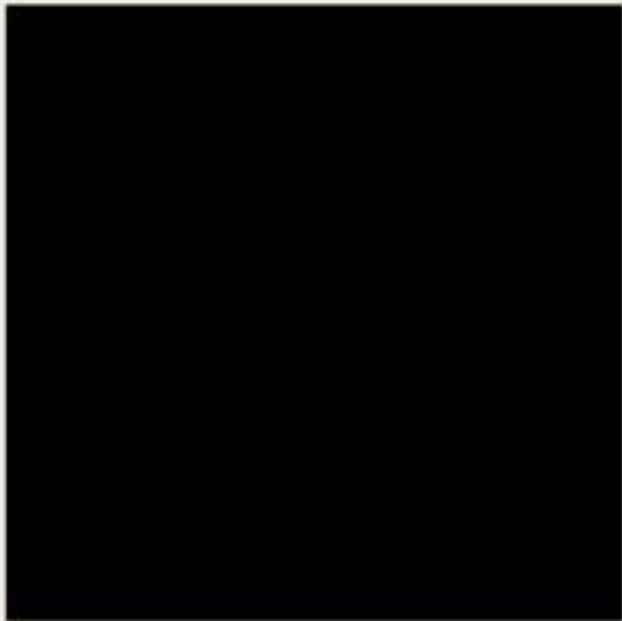
Commonly applied across all assets, this color represents specific parks or properties rather than the entire company. It is also used as a complementary accent to the primary orange.

## White

Rent Masters’ primary white color is featured on nearly all assets, primarily serving as the main body text color.



01 Orange			
R	246	C	0
G	146	M	51
B	30	Y	99
		K	0
#F6921E			



01 Black			
R	0	C	75
G	0	M	68
B	0	Y	67
		K	90
#000000			



01 White			
R	255	C	0
G	255	M	0
B	255	Y	0
		K	0
#FFFFFF			

# Supporting Colors

## Dark Brown

Designed for the website, including hover effects and dropdown menus.

## Cream

Applied in graphics for placeholder images, color overlays, and infographics.

## Light Grey

Featured in flyer sidebars, mirroring the website overlay; also utilized in infographics and color overlay applications.



### 01 Dark Brown

R 166	C 34
G 132	M 46
B 111	Y 56
	K 6

#A6846F



### 01 Black

R 244	C 3
G 239	M 4
B 228	Y 9
	K 0

#F4EFE4



### 01 Light Grey

R 230	C 8
G 230	M 6
B 230	Y 7
	K 0

#E6E6E6



# Supporting Tints

## Muted Sage Green

Comprehensive site layouts, regional maps,  
property blueprints.

## Beige Mist

Base color for regional maps and site plans,  
also utilized for color blocks on the website.

## Real Estate

### 01 Muted Sage Green

R 189    C 27  
G 193    M 18  
B 182    Y 27  
K 0

#BDC1B6



19

### 01 Beige Mist

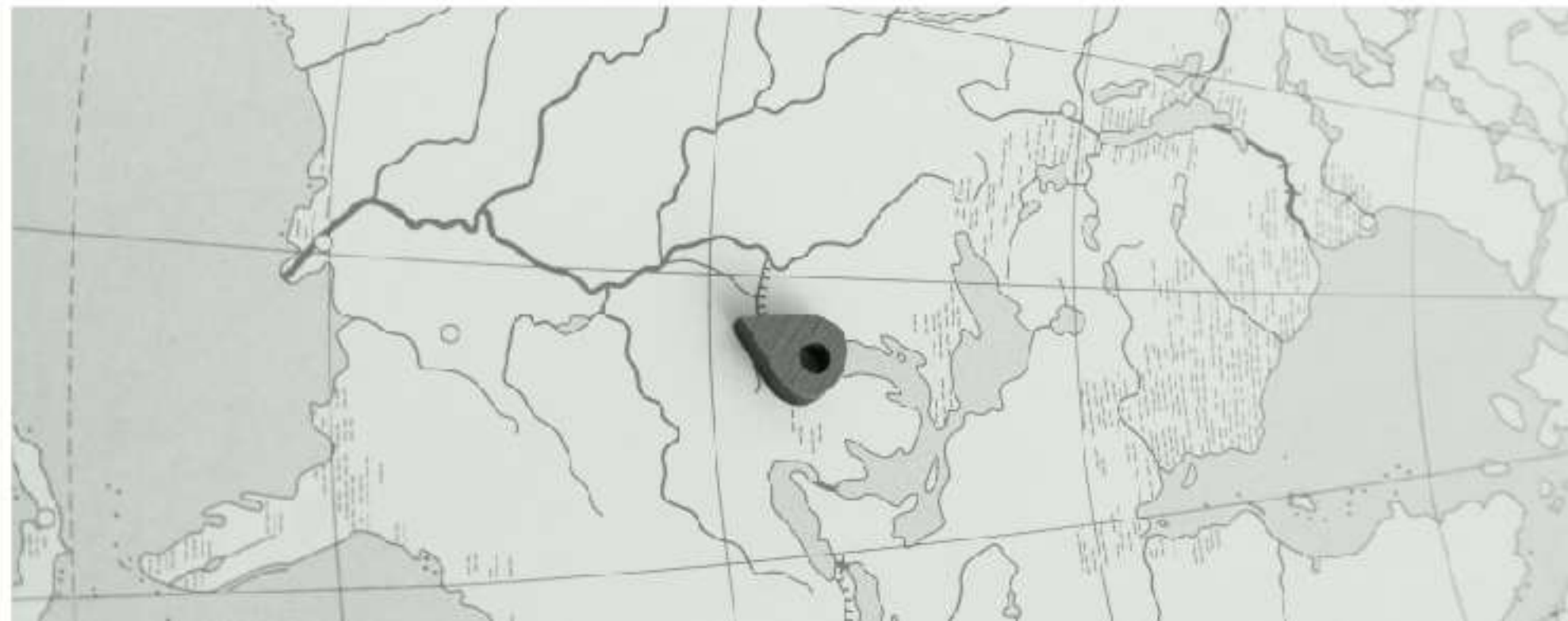
R 215    C 15  
G 213    M 12  
B 201    Y 19  
K 0

#D7D5C9



# Suggested Paring

Orange Used  
Logomark





# Suggested Paring

Being Mist used as the largest color

Black used for the Body Copy



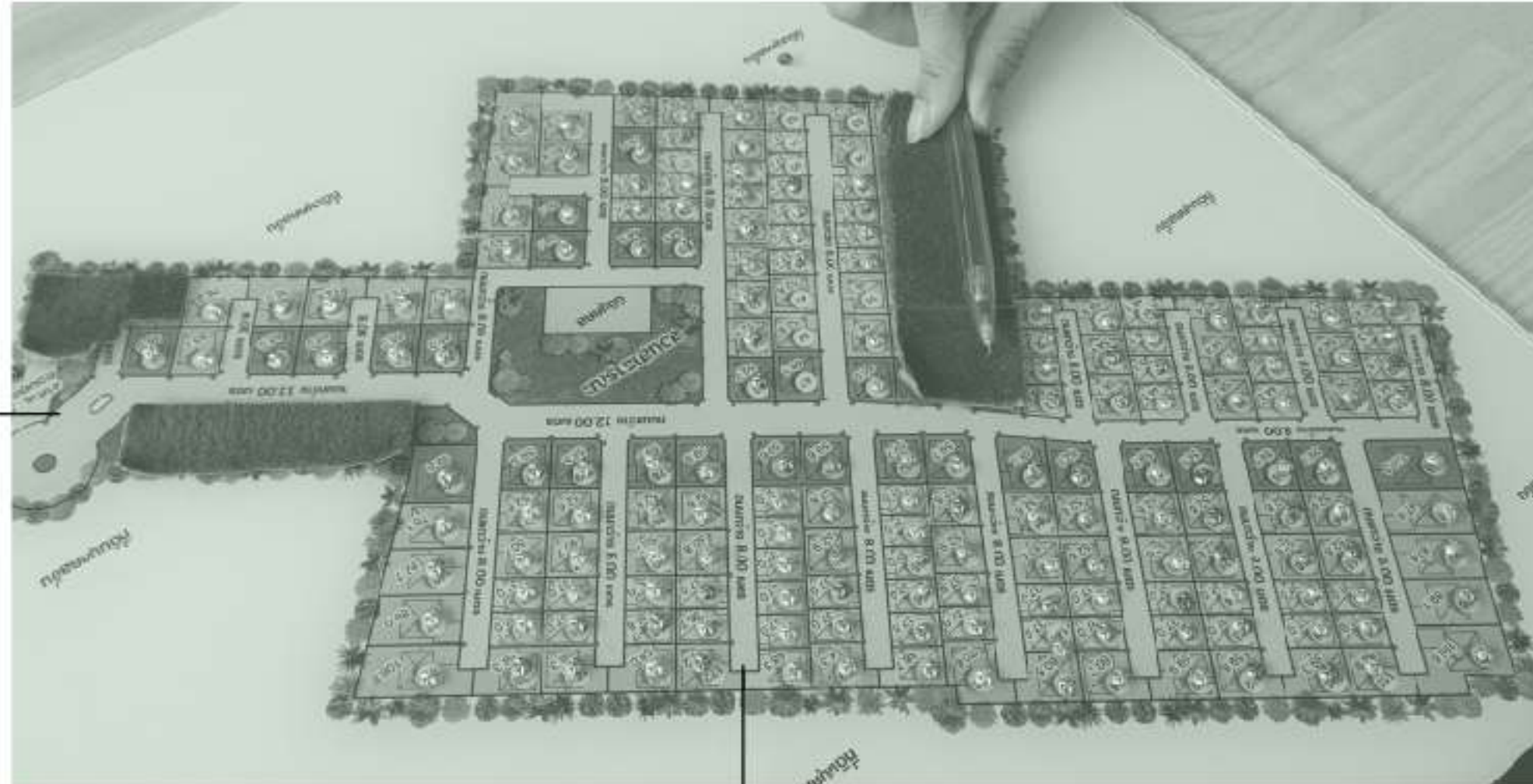
Light Grey used as an accent color to Highlight

## About Rent Masters

Rent Masters is a premier real estate company specializing in the development, acquisition, and management of industrial properties and logistics infrastructure. We provide businesses with strategically located facilities designed to enhance supply chain efficiency, operational performance, and long-term growth.

# Suggested Pairings

Supporting tints used  
as background



Supporting tints used  
as background



A grayscale architectural rendering of a modern two-story house. The house features a large, open-plan living area on the ground floor with a stone fireplace, a dining area with a table and chairs, and a kitchen area. The second floor has a balcony with a glass railing and a large window. The house is surrounded by a lush garden with trees and shrubs. In the foreground, there is a swimming pool. The background shows a suburban neighborhood with other houses and trees under a cloudy sky.

# IMAGERY



# Photography

The visual style established for Rent Masters photography embraces a more abstract approach, allowing it to seamlessly integrate as a background element across various assets. The imagery focuses on key industry themes such as logistics, terminals, rail networks, storage containers, and infrastructure development—reflecting the core sectors that Rent Masters is built upon. Building photography is presented either in full color or as stylized, accent images using a signature blue duotone aesthetic.

## For Print

300 dpi, CMYK

## For Web

72 dpi, CMYK





# Photo Overlays

## Applying the Overlay

To load the action into Photoshop, open the Actions panel and click the menu icon (hamburger menu). Select 'Load Actions' from the dropdown, locate the .atn file on your computer, and upload it. Once imported, the action will appear in the Actions panel under the folder 'CNT Image Overlays.' With the actions now available, open any photo in Photoshop, convert it to CMYK, resize if needed, and choose either the 'Light Orange' or 'Dark Orange' action. Click the play button to apply the effect.

## Overlay Uses

AVOID USING BOTH OVERLAYS TOGETHER.

Use the Dark Orange overlay for elements representing Rent Masters' core brand, such as the back of the SoCal brochure featuring the company's mission statement or the front of corporate folders. The Light Orange overlay is best suited for individual properties, including property folders and SoCal's collateral.





# Protrasits

For a uniform and consistent presentation of Rent Masters' employees, consider the following elements when capturing headshots.

## Background

It should be balanced, professional, and aesthetically pleasing.

## Angle

Photos should be captured at a subtle angle, with slight variation across different portraits.

## Foreground/Background/Aperture

The photographer should ensure the aperture is set correctly to keep the subject in sharp focus while creating a softly blurred background.





ICON







# Icon

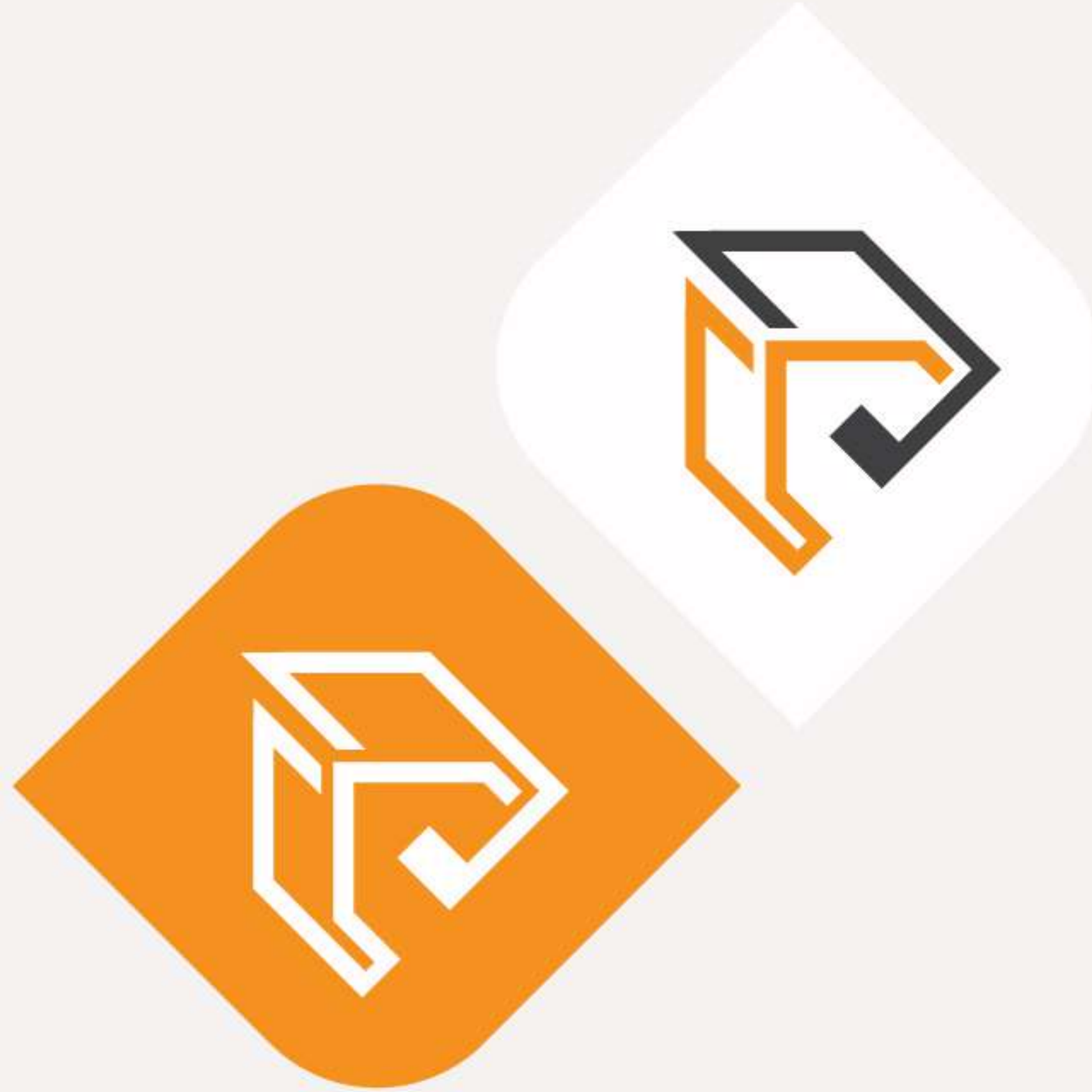
Rent Masters' icons are utilized across various assets to visually enhance detailed information through graphic representation. A comprehensive icon set has been designed for both digital and print applications.





# Logomark

The Rent Masters logomark features a sleek, minimalist design centered around a stylized home shape. Rendered in bold orange and black, the logo conveys a sense of reliability, stability, and modern professionalism. The creative yet simple design ensures versatility across digital and print media, reinforcing the brand's strong identity in the real estate and property management industry.







# Favicon

The Rent Masters favicon is a simplified version of the logomark, designed for clarity and visibility at small sizes. Featuring the stylized home shape in the brand's signature orange and black color scheme, it maintains a minimalist and modern aesthetic. This compact design ensures strong brand recognition across web browsers, tabs, and mobile devices while preserving the essence of the full logo.



128 \* 128 px



64 \* 64 px



32 \* 32 px

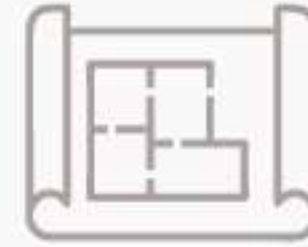


16 \* 16 px



# Icon Library

The Rent Masters icon library is a cohesive collection of minimalist, visually intuitive icons designed for both digital and print use. Featuring a clean and modern aesthetic, these icons help break up complex information with simple graphic representations. The set includes industry-relevant symbols, such as real estate, logistics, storage, and property management elements, ensuring clear communication across various brand assets. Designed in the brand's signature orange and black color scheme, the icons maintain consistency and enhance readability across marketing materials, presentations, and online platforms.





# BRAND EXAMPLES

A modern interior scene with a wicker sofa, potted plants, and large white text 'BRAND EXAMPLES' overlaid. The background features a warm, terracotta-colored wall and a light-colored floor. A wicker sofa with light-colored cushions is positioned in the center. To the left of the sofa is a small potted plant in a light-colored pot. To the right of the sofa is a larger potted plant in a light-colored pot. The text 'BRAND' is on the top line and 'EXAMPLES' is on the bottom line, both in a bold, sans-serif font.



# Property Folders

## Notable Brand Elements

Photo Overlay

Regional Map

Local Park

Icon





# Property Flyers

## Notable Brand Elements

Photography

Arial

Park plan





# Corporate Folder

## Notable Brand Elements

Photography

Photo Overlays





# Brouchures

## Notable Brand Elements

Photography

Photo Overlays

Infographics



# Investment







# TIMELESS STAPLE



# Business Card



The Rent Masters business card features a sleek, professional design that reflects the brand's modern and minimalist aesthetic. It incorporates the signature orange and black color scheme, ensuring strong visual impact and brand recognition. The front showcases the Rent Masters logomark, while the back includes essential contact details such as the individual's name, title, phone number, email, and website. A clean layout with sharp typography enhances readability, and high-quality materials provide a premium feel. The design maintains consistency with Rent Masters' branding, reinforcing trust and professionalism in every interaction.





# Invoice

The Rent Masters invoice is designed for clarity, professionalism and brand consistency. Featuring the signature orange and black color scheme, it maintains a clean, structured layout for easy readability. The header prominently displays the Rent Masters logomark alongside essential business details, such as company name, address, and contact information.



INVOICE #001  
DATE: FEB 12, 2025

## Invoice

PRODUCT	RENT	MONTH	TOTAL
3bhk Luxury Flat	\$1000.00	4	\$4000.00

Payment Info:  
Account Number:  
A / C Name: Lorem Ipsum  
Bank Details: Lorem Ipsum

SUBTOTAL \$4000.00  
TAX \$00.00  
TOTAL PRICE \$4000.00



# Thank You Card

The Rent Masters thank you card is designed to express appreciation with a touch of professionalism and brand consistency. Featuring the signature orange and black color scheme, the card maintains a minimalist yet elegant aesthetic. The front showcases the Rent Masters logomark with a simple yet warm message of gratitude. Inside, a personalized note space allows for custom messages, reinforcing a personal connection with clients, partners, or customers. Printed on high-quality cardstock, the thank you card serves as a refined and memorable gesture, strengthening relationships and leaving a lasting impression.





# Envelope

The Rent Masters envelope features a sleek and professional design that aligns with the brand's modern identity. Incorporating the signature orange and black color scheme, it ensures strong brand recognition. The front displays the Rent Masters logomark and return address in a clean, minimalist layout, while the back may include a subtle design element or tagline for added branding. Available in standard and custom sizes, the envelope is crafted from high-quality materials, ensuring durability and a premium feel. Ideal for invoices, business correspondence, and marketing materials, it reinforces professionalism and attention to detail in every communication.





# Email Signature

The Rent Masters email signature is a clean, professional, and branded sign-off that enhances credibility and consistency in digital communication. It features the employee's name, title, phone number, email, and company website, all formatted in a modern, easy-to-read layout. The signature incorporates the Rent Masters logomark and uses the signature orange and black color scheme for a polished, branded look. Optional elements include social media icons, a call-to-action, or a disclaimer for legal purposes. Designed for seamless integration across email platforms, the signature reinforces brand identity while maintaining a professional and visually appealing presentation.





# REAL ESTATE STORIES





# Engaging social media story ideas

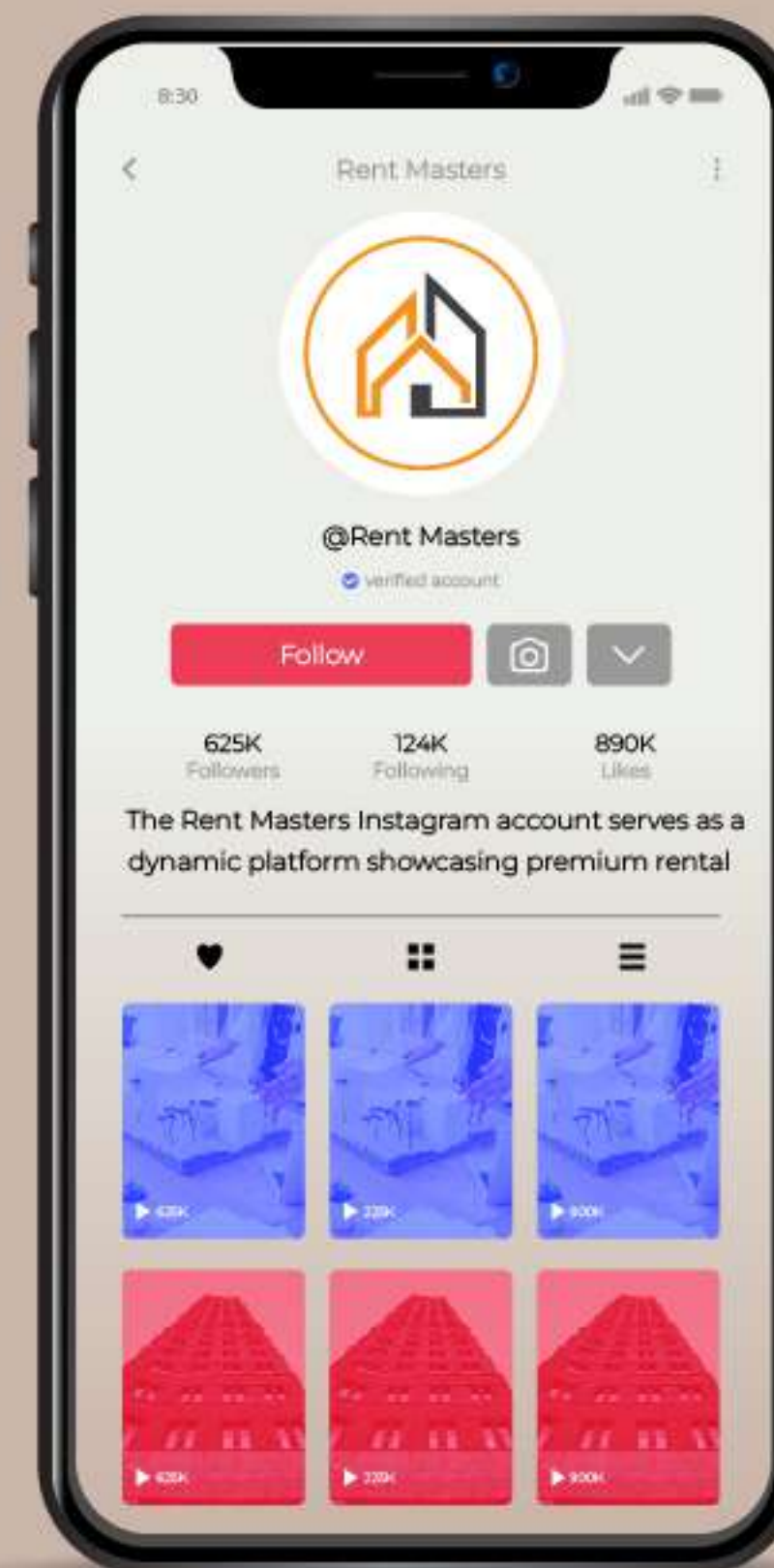
Rent Maser's social media stories should be visually engaging, informative, and interactive to capture audience attention. Here are some creative story ideas:

## Behind the Scenes

Show the process of staging a home, preparing for an open house, or a day in the life of a real estate agent.

## Success Stories

Feature happy homeowners with their new keys or a short video of their experience.







RENT  
MASTERS



RENT  
MASTERS



# Site Office

The Rent Masters Site Office serves as a professional and welcoming hub for clients, tenants, and property owners.





# PAINTING

A sepia-toned photograph of a two-story house with a swimming pool and patio furniture, serving as a background for the word 'PAINTING'. The house has horizontal siding and several windows, some with white frames. A satellite dish is mounted on the side of the house. In the foreground, there is a swimming pool with a concrete deck and a metal ladder. To the right of the pool, there is a patio area with a table and chairs, and a large, leafy plant. The sky is cloudy.



# Building Paint Guide

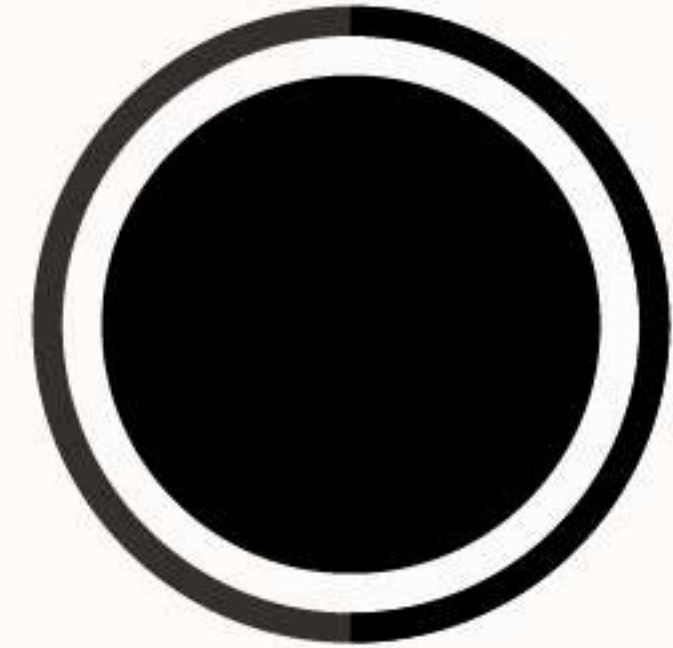
## Primary Color

For "Rent Master," here are some strong primary color options, depending on the brand identity you want to convey:



### Orange

R 244	C 1
G 144	M 51
B 30	Y 100
	K 0

**#F4901E**

### Black

R 0	C 75
G 0	M 68
B 0	Y 67
	K 90

**#000000**



