

STYLE GUIDE



GRAVITY

A P A R T M E N T S

Horizontal

Vertical

GRAVITY
APARTMENTS



**G
R
A
V
I
T
Y**
APTS



LOGO

Icon



PRIMARY

Lemon/Milk Bold | Google Substitute: Josefin

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 00
01 02 03 04 05 06 07 08 09

Secondary

Source Sans Pro

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 00
01 02 03 04 05 06 07 08 09

FONTS

COLORS



BURNT SIENNA
#F06852



SHADOW GREEN
#93C0BB



ASTRAL
#37748D



TURBO
#F7D117



SHUTTLE GREY
#63656B



WHITE
#FFFFFF



ECLECTIC

FRESH



**BUZZ
WORDS**



PLAYFUL

ELEVATED



RELAXED



IMAGERY



IMAGERY

The logo for Gravity Apartments is located in the bottom-left corner. It features the word "GRAVITY" in a large, bold, white, sans-serif font. Below it, the word "APARTMENTS" is written in a smaller, all-caps, white, sans-serif font. The background of the entire image is composed of four geometric shapes meeting at a single point in the top-right corner: a red triangle, a dark grey triangle, a light teal triangle, and a dark teal triangle.

GRAVITY
APARTMENTS