

BRAND GUIDELINE



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BRAND STRATEGY

The Xten Real Estate brand strategy defines who we are, what we stand for, and how we communicate our value in a competitive market. It serves as the foundation for every design, message, and decision made across the company.

Our strategy outlines our mission, vision, values, audience, and market position ensuring that every brand expression reflects our long-term goals and reinforces our commitment to excellence.

It ensures we speak with one voice, remain aligned with our purpose, and consistently present Xten Real Estate as a trusted leader in innovative, high-performance real estate solutions.



LOGO

The Xten Real Estate logo is the foundation of our visual identity. This section defines the proper usage, spacing, placement, and approved variations to ensure consistent and professional application across all brand materials.



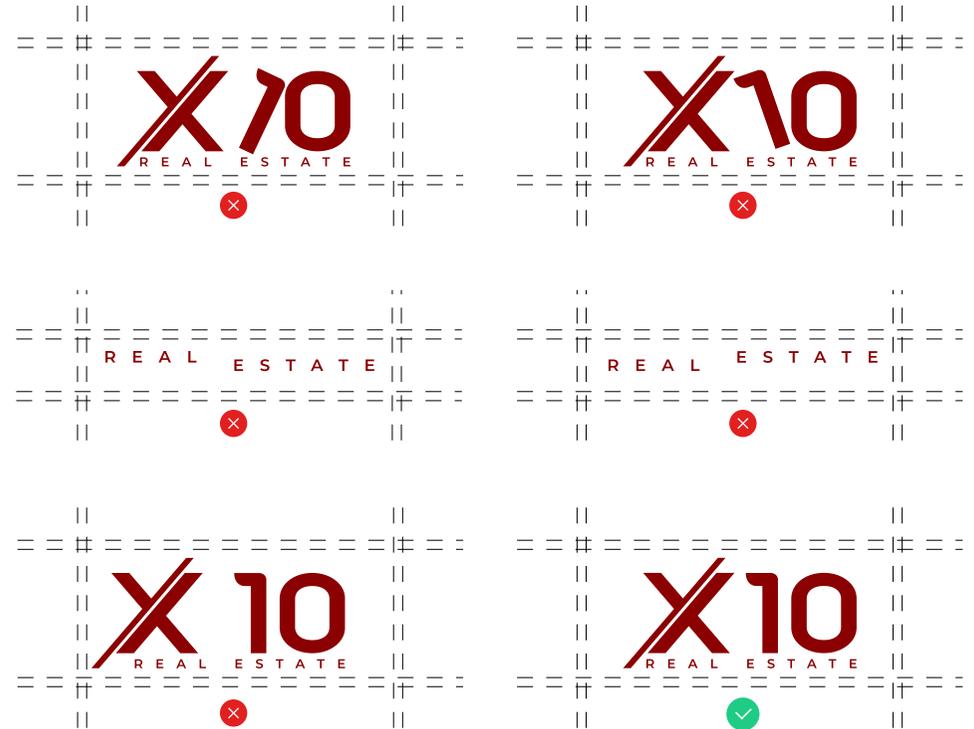


www.xtenrealestate.com | info@xtenrealestate.com



Logo Placement

Proper logo placement ensures visibility, clarity, and brand consistency across all materials. This section provides guidelines on positioning the Xten Real Estate logo within layouts, including recommended alignment, margins, and clear space.



SAFE SPACE

Maintain a clear space around the Xten Real Estate logo equal to the height of the “X”.

No text, icons, or imagery should encroach on this area—ensuring the logo remains visible and prominent across both digital and print applications.

TIP:

Use the full Xten Real Estate logo along with its spacing guides to ensure consistent application across all materials.



Mission

Our mission is to create lasting value by developing and investing in opportunities that embody growth, stability, and sustainability. Guided by the highest standards of integrity, governance, and innovation, Xten Real Estate builds with purpose—deploying resources with precision and forming partnerships that deliver strong performance and long-term impact.



Vision

To stand as a premier global real estate brand recognized for disciplined development, innovative strategies, and an unwavering commitment to long-term value creation. Xten Real Estate aspires to be a trusted partner across generations, shaping sustainable growth and resilient communities in every market we serve.



TYPO GRAPHY

Typography defines how we use type to communicate the Xten Real Estate brand. This section outlines our primary typefaces, hierarchy, and styling to ensure clarity, consistency, and a refined professional tone across all materials.

Consistent typography strengthens brand recognition and ensures that every message from digital content to printed collateral reflects the precision, sophistication, and modern identity of Xten Real Estate.

A B C D

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lorem ipsum dolor sit amet,
consectetur

24pt

Lorem ipsum dolor
sit amet, consec-
tetuer

36pt

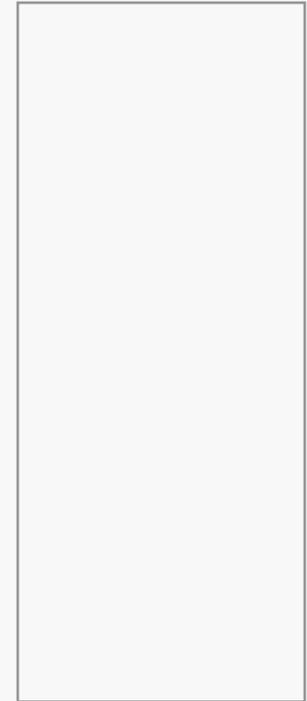
A B C D

COLOR

Color is a core element of the Xten Real Estate identity. This section defines our primary and secondary color palettes, along with usage guidelines to ensure consistency, visibility, and strong brand recognition across all platforms.

Color shades

Color shades provide flexibility within the Xten Real Estate brand palette while maintaining a cohesive and polished look. This section outlines approved tints and tones of our primary and secondary colors for use in backgrounds, accents, and establishing visual hierarchy.

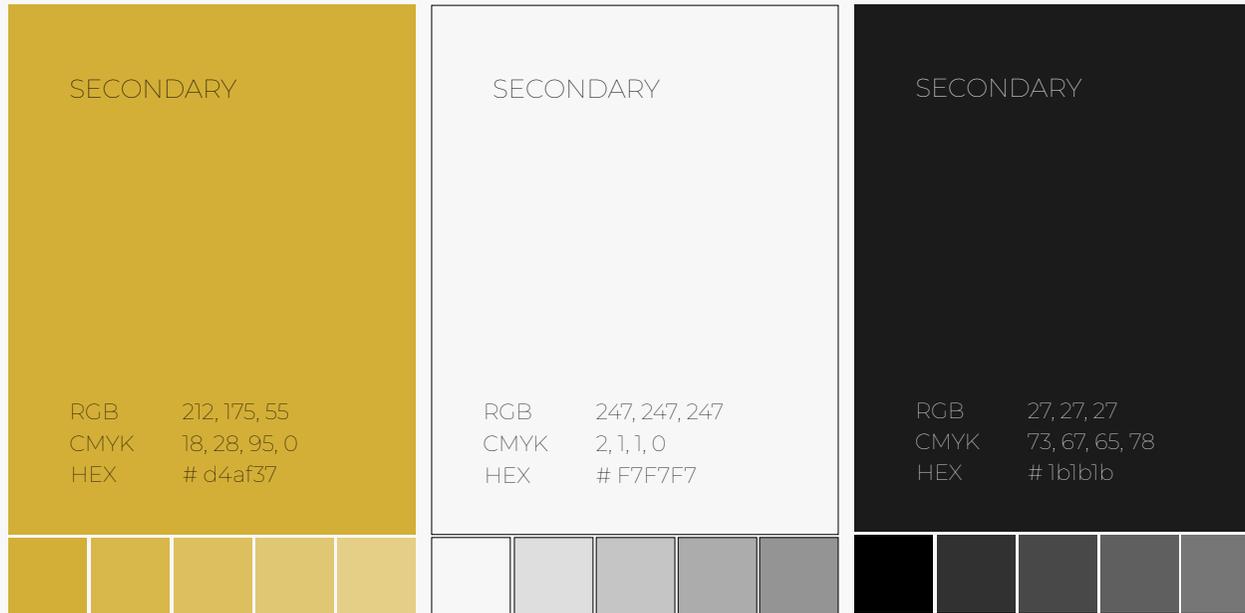


Master Brand

The color palette is organized into four main columns, each representing a different color family. Each column features a large central square and a row of five smaller squares below it, showing various shades or tints of that color.

Color Type	Color Name	RGB	CMYK	HEX
Primary	Primary	139, 0, 0	27, 100, 100, 32	# 8b0000
	Secondary 1	255, 255, 255	0, 0, 0, 0	# ffffff
	Secondary 2	192, 192, 192	25, 20, 20, 0	# c0c0c0
	Secondary 3	0, 0, 0	75, 68, 67, 90	# 000000
	Secondary 4	0, 0, 0	75, 68, 67, 90	# 000000

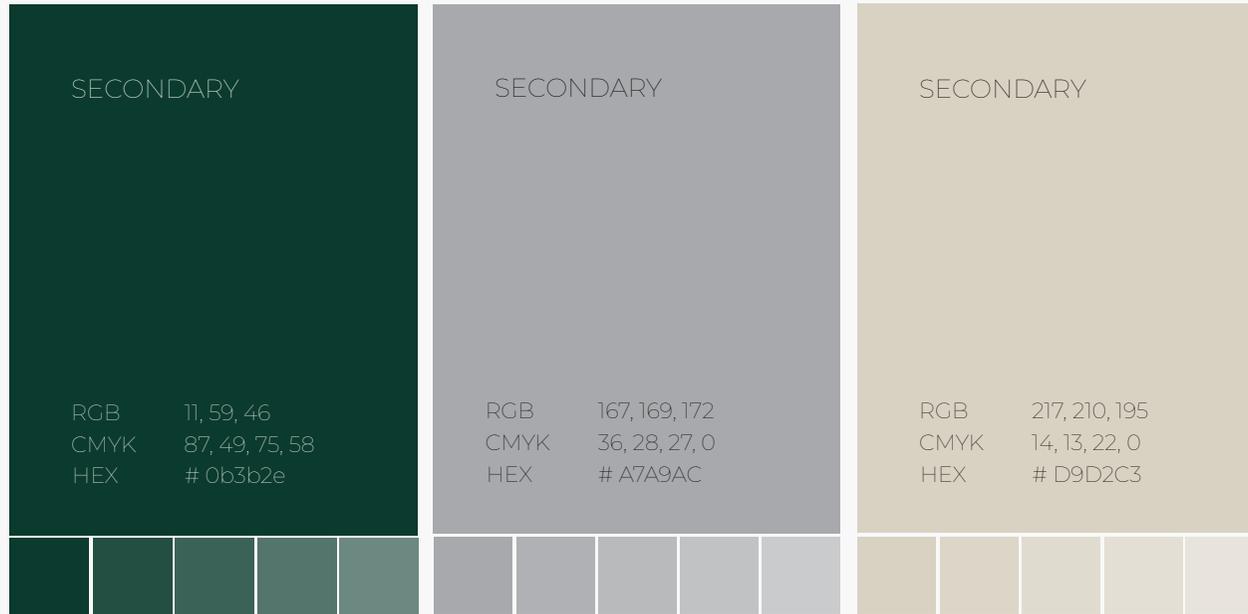
Wealth



The image displays a color palette for the 'Wealth' brand. It features three main color swatches: a gold secondary color, a white secondary color, and a black secondary color. Each swatch is accompanied by its RGB, CMYK, and HEX values. Below each main swatch is a row of five smaller swatches showing different shades or tints of that color.

Color	RGB	CMYK	HEX
Secondary Gold	212, 175, 55	18, 28, 95, 0	#d4af37
Secondary White	247, 247, 247	2, 1, 1, 0	#F7F7F7
Secondary Black	27, 27, 27	73, 67, 65, 78	#1b1b1b

Commercial



Thank You

