



## 1. LOGO

In the prepared logo design, the company's name, "HC91 Real Estate," is combined with both stylized letters and symbols representing the real estate sector.

The H letter is transformed into the shape of a roof, symbolizing both reliability and the focal point of the real estate sector, which is homes. This design reflects the warmth and trustworthiness of homes in a minimal and memorable way.

The C letter, using a mirroring technique, creates a symmetrical balance, allowing it to harmonize with the second letter in the company's name without drawing excessive attention. The logo, with its harmonious combination of emerald green and cream, conveys a sense of luxury.

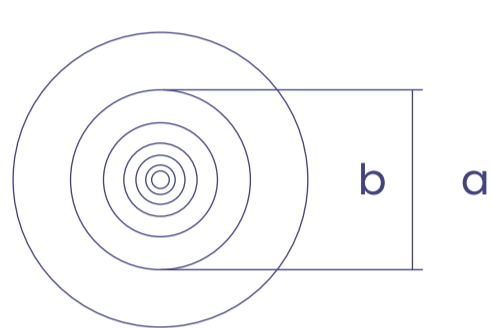
In conclusion, this logo design effectively combines the company's name and the real estate sector. Its minimal and stylish structure emphasizes the company's reliability and luxury, effectively conveying the company's identity.



## LOGO SIGN CONSTRUCTION

Use this logo composition when you to draw viewers' attention to the logo sign. In this case, the logo sign works as a standalone visual element.

Golden ratio:  $\frac{a+b}{a} = \frac{a}{b} = 1,6$



Make sure all elements are properly spaced and aligned horizontally



## BRAND FONT FAMILY

# Aa

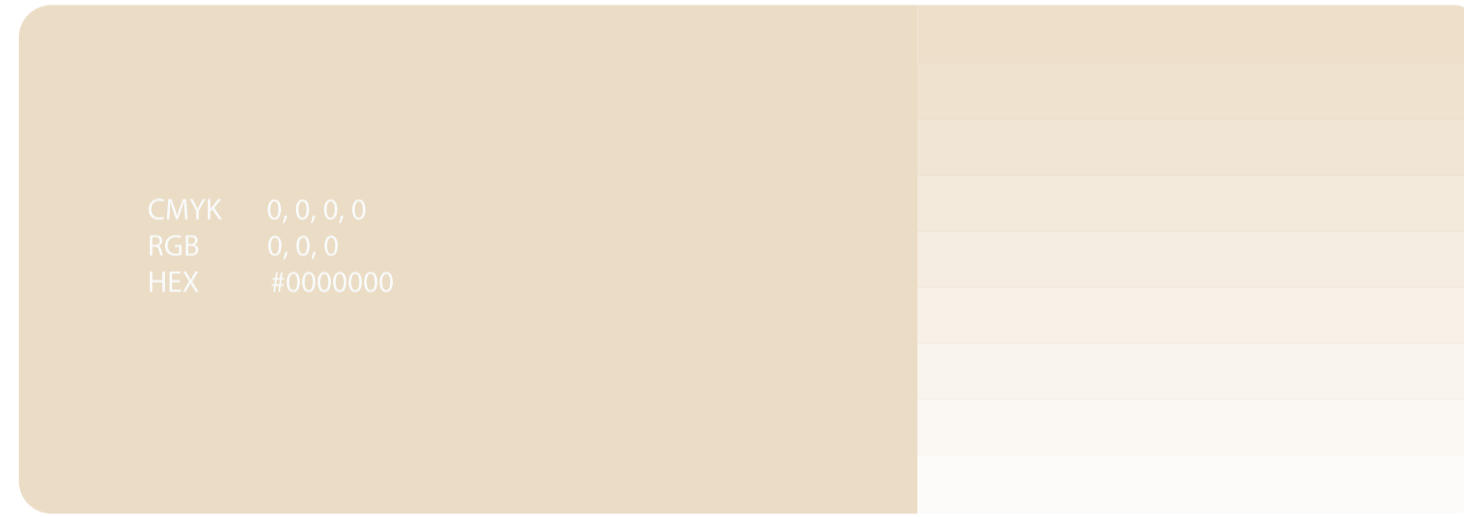
Aeonik Regular  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Aa

Aeonik Medium  
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

Aeonik Bold  
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



H + C + □





## 2. LOGO

The logo of HC91 Real Estate firm presents a highly impressive and symbolic design. The logo combines the company's name, "HC91 Real Estate," with both a stylized letter and lions, which symbolize strength and trust. The key symbol, in addition to representing real estate, also symbolizes power and trust for the company. The lions placed on either side emphasize the company's strength and robustness. The logo clearly demonstrates how the key symbol establishes a strong connection between the brand identity and the real estate sector.

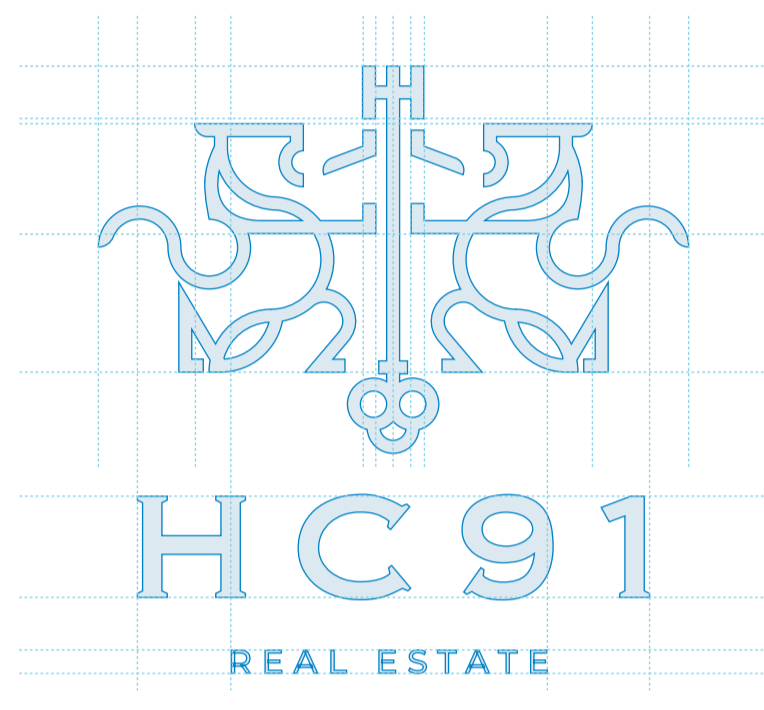
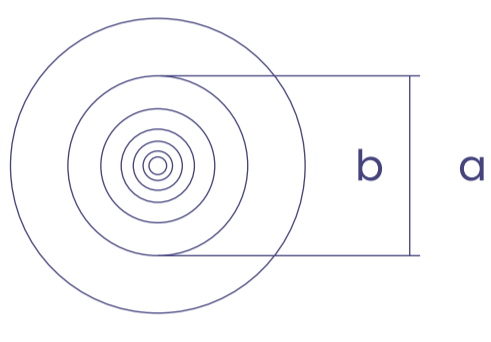
The brand name, styled in serif font, has been made compatible with the logo, ensuring design consistency. The combination of purple and gold tones reflects a sense of luxury, highlighting the company's prestige. In conclusion, this logo design establishes a strong brand identity and a robust connection with the real estate sector. The symbols, style, and colors together emphasize the company's reliability, strength, and luxury.



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Make sure all elements are properly spaced and aligned horizontally



## BRAND FONT FAMILY

# Aa

Aeonik Regular  
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

Aeonik Medium  
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

Aeonik Bold  
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



H + Key + Lions





### 3. LOGO

The third logo prepared is quite attention-grabbing and aligns well with the brand identity. The logo combines the company's name, "HC91 Real Estate," with a stylized H and a combination of buildings representing the real estate sector. The transformation of the H into the shape of buildings not only communicates the company's primary focus but also establishes a strong and trustworthy brand identity. The brand name has been elegantly chosen in a longer form and aligned to the side of the design for perfect harmony. The combination of burgundy and gold tones reflects a sense of luxury and prestige, emphasizing the company's high-quality services. This color combination instills trust and a sense of superior quality in clients. In conclusion, this logo design is both stylish and meaningful. It effectively represents both the company's name and the real estate sector. The logo not only creates a strong identity for the company but also emphasizes sophistication and a sense of luxury.

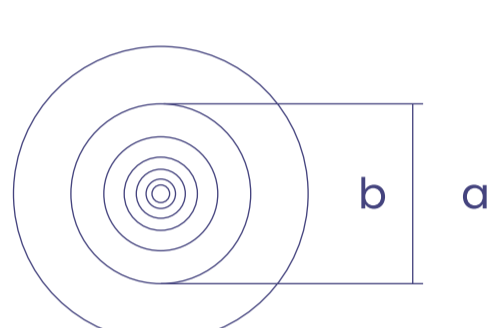


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### BRAND FONT FAMILY

# Aa

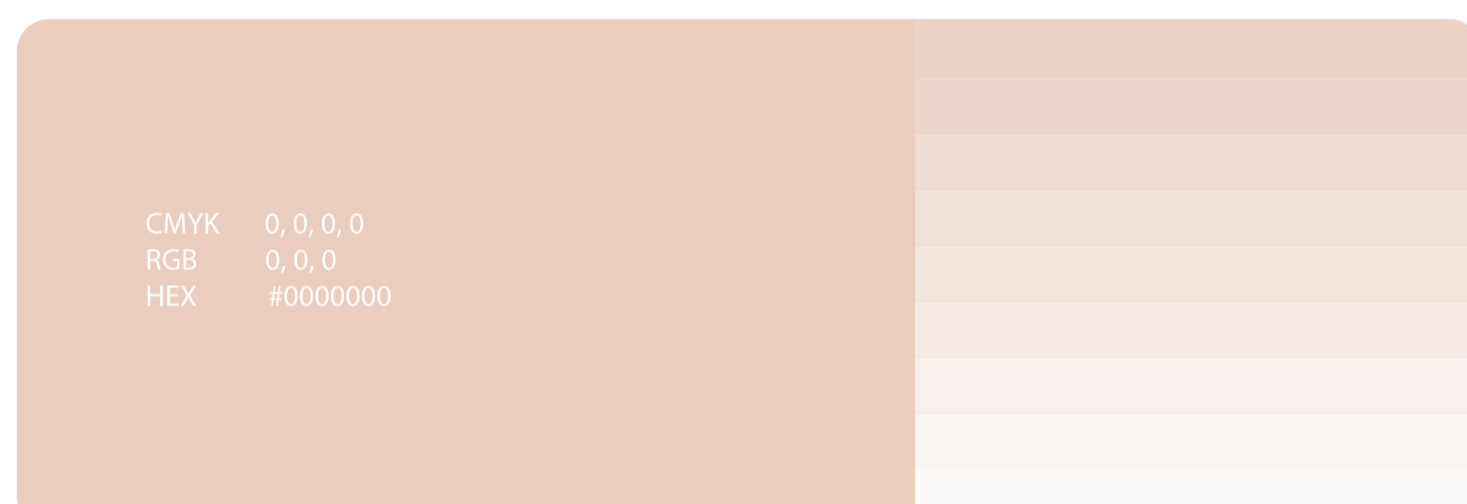
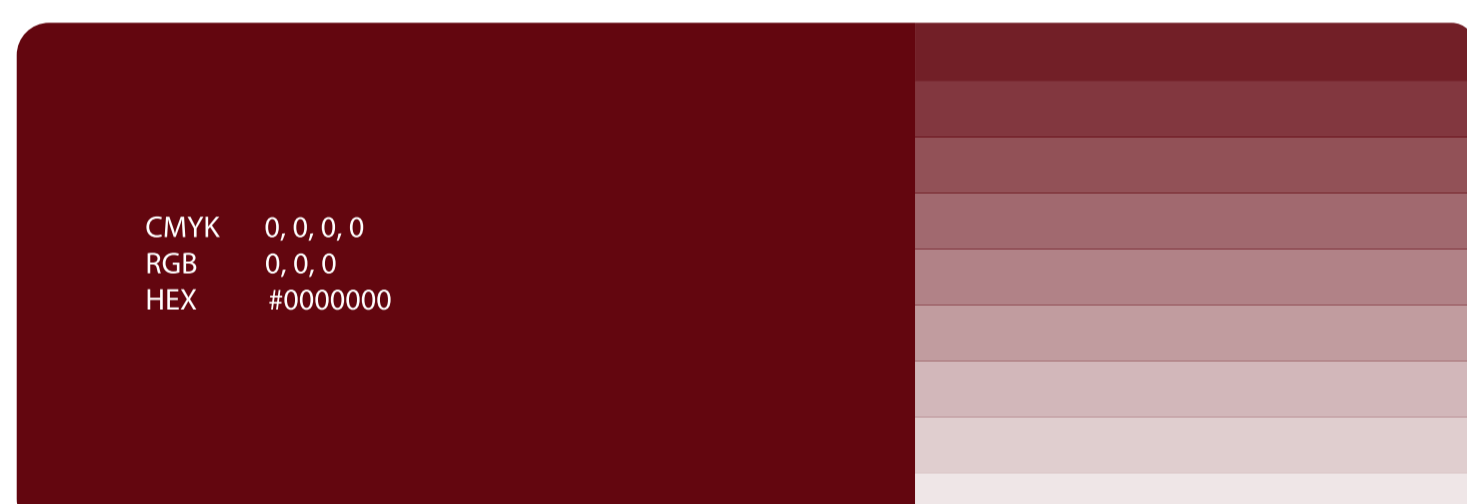
**Aeonik Regular**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Aa

**Aeonik Medium**  
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

**Aeonik Bold**  
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



H + Buildings

