



FAVLEASE

BRAND IDENTITY 2022

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VERBAL IDENTITY

Mission & Vision

Favlease is dedicated to providing the best property management services in town. We provide outstanding service to all short-term and long-term guests, and take pride in our ability to make every guest feel welcome and comfortable during their stay. Moreover, we offer a constant flow of new opportunities and attractive returns on investment for leasing companies or real estate investors.

Favlease strives to be the most trusted and successful provider of short-term rental services and property management solutions in Missouri and beyond. We offer quality services, innovative solutions, and unmatched customer support to provide our customers and partners with the highest level of satisfaction. We will continue to grow and succeed in the market through our hard work, passion, and dedication to understanding the needs of our clients.

LOGO

Our Logo

Our Logo consists of wordmark.
Our logo is minimal and sharp. It stands
for beauty and nature.



FAVLEASE

Exclusive Zone

To ensure legibility, keep a minimum clear space around the logo. This space isolates the logo from any competing graphic elements that might conflict with.

We’re using the ‘F’ 1/2 height to keep the same space above, underneath, as well as on the sides.



Minimum Size

Our Logo consists of wordmark.
Our logo is minimal and sharp. It stands
for beauty and nature.



200 px minimum width.

Logo Variation



Brand
Misuse



Don't change the colors



Don't rotate the logo



Don't use other gradient



Don't crope

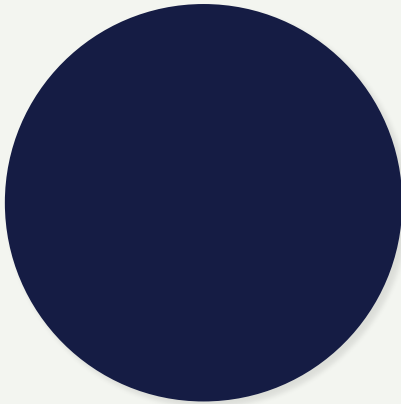


Don't compress



Don't stretch

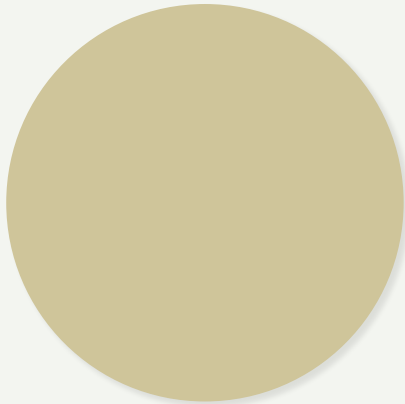
COLORS



Hex
0F1946

RGB
15,25,70

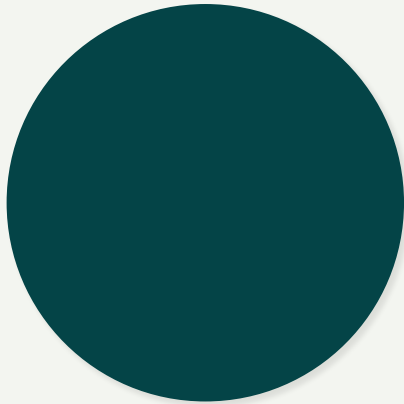
CMYK
100,94,43,43



Hex
D9CDA1

RGB
217,205,161

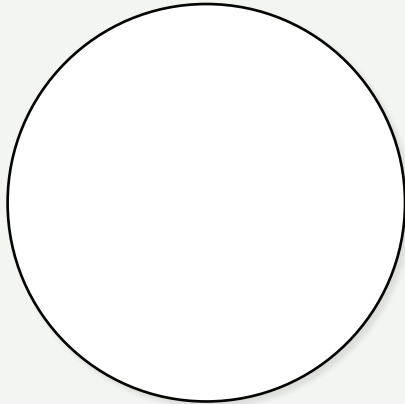
CMYK
16,14,42,4



Hex
004649

RGB
0,70,73

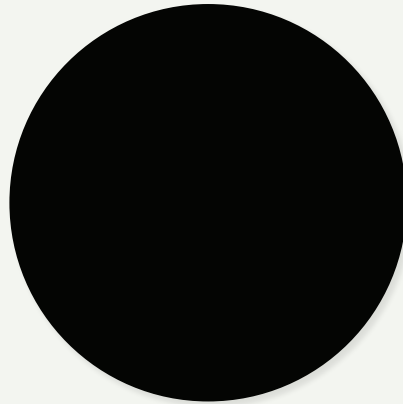
CMYK
91,46,54,50



Hex
FFFFFF

RGB
255,255,255

CMYK
0,0,0,0



Hex
000000

RGB
0,0,0

CMYK
0,0,0,100

TYPOGRAPHY

Brand Typography

Our typefaces are Gobold, Montserrat and Josefin Sans.

Additionally, we use various weights of Montserrat to achieve hierarchy in our typography.

GOBOLD

AA

Montserrat

Aa

Josefin Sans

Aa

REGULAR

AABBCCDDEEFFGGHH
IIJJKKLLMMNNOOPPQQ
RRSSTTUUVVWWXXYYZZ
0123456789

Regular

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

Regular

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

Bold

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

Bold

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

Typography Hierarchy

HEADLINE STYLE 1

Gobold Regular
Size 36
Titlecase + All Caps
Tracking: Optical, 0
Leading: ~20% of height of the total headline

HEADLINE STYLE 2

Montserrat Semi-Bold
Size 24
Sentence Case
Tracking: Optical, 0
Leading: 110% of point size

BODY COPY

Montserrat/Josefin Sans Regular
Size 12
Sentence case
Tracking: Optical, 0
Leading: 120% of point size

CTA

Gobold Regular
All caps
Tracking: Optical, 0

HEADLINE STYLE 3

Montserrat Medium
Size 18
Sentence Case
Tracking: Optical, 0
Leading: 120% of point size

H1 Header 1 text size 36

H2 Header 2 text size 24

H3 Header 3 text size 18

Body text size 12