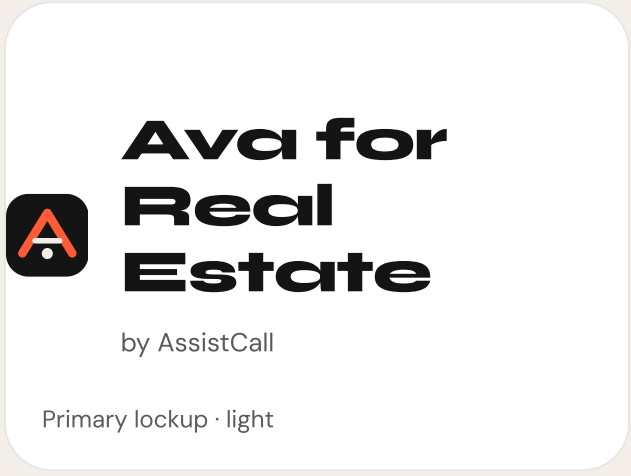
BRAND KIT

Ava for Real Estate brand kit

The marks, colors and type used across avaforrealestate.com. For partners, press and our own team: please use the files as supplied and keep clear space around the mark.

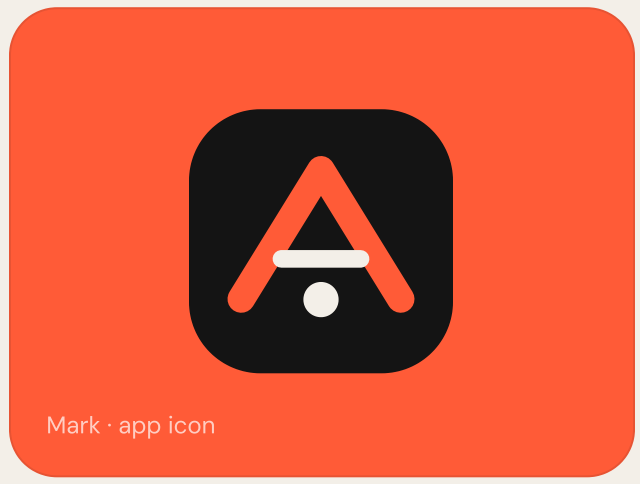




Primary lockup · light



Primary lockup · dark



Mark · app icon

COLOR

Bone, ink and a coral front door.

Warm, architectural and confident. Coral is the front door — the mark, one action and the key highlight. Butter, sky and mint color bento tiles.

Ink
#141414
Text, dark tiles

Bone
#F3EFE8
Page background

Coral
#FF5B37
Mark, primary action

Butter
#FFD66B
Highlights, tiles

Sky
#BFDDFF
Tiles, maps

Mint
#C9EBD9
Tiles, success

TYPOGRAPHY

Wide headlines with architectural presence.

Syne at 700–800 for headlines and figures. DM Sans for interface, listings and articles.

Aa

Syne · 700 / 800
Display · headlines, prices, numbers

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 $ % ↗

DM Sans · 400 / 600
Text · interface, articles, forms

USAGE

Three rules that keep it recognizable.

Coral is the door

One coral element per view leads the eye: the mark, the primary button or a single highlight.

Bento, not boxes

Group content in rounded tiles of different sizes and tints. Keep 16–24 px between tiles.

Requests, not promises

Show showing requests as awaiting agent confirmation. Never depict confirmed access, pricing advice or a closed sale.

DOWNLOADS

Brand package.

Vector marks, lockups, social card and tokens. Fonts are open-source (SIL Open Font License).

Complete brand package
ZIP · all files below + guide

Brand guide
PDF

Mark
SVG

Lockup · light backgrounds
SVG

Lockup · dark backgrounds
SVG

App icon
PNG · 1024 px

Social card
PNG · 1200 × 630

Design tokens
JSON