



EQUINOX

DELIVERING ASPIRATIONS

BRAND IDENTITY MANUAL
Edition January 2026

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Logo Rationale

The EQUINOX Logo

The Mnemonic

In advertising, a mnemonic is a short, catchy auditory or visual cue designed to create an association with a brand, making it easier for consumers to remember and recall the brand, its products, or its message. Here it is a graphical impression of a building depicted in just 3 line forms.

The Logo composition

The logo has THREE basic units, the Mnemonic, The Name illustrated in a racy modern font and the tagline. The Name font is in racy italics denoting speed of execution. It also depicts an element of power and MOTION. The baseline / tagline “DELIVERING ASPIRATIONS” conveys a very powerful mission statement and denotes what the company stands for.

Abstract Minimalism

Minimalism has played a key part in the logos of almost every big company. And it can work very well when combined with a good tagline. The Equinox logo evokes elegance through minimalism and balance.

IN A NUTSHELL . . .

The Logo conveys elegance & simplicity. It has a delicate balance of smooth lines and sharp angles. It also embodies a fusion of modernity and new age, thus perfectly representing the functional qualities.

A good real estate logo is simple, memorable, and versatile, featuring a relevant icon (like a building sketch or roofline), high-quality typography with a professional color palette that evokes trust, and reflects the brand's professional identity to build recognition and communicate core values to potential clients.

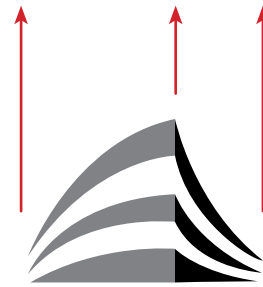
The logo conveys a modern and sleek aesthetic look, aligning well with themes of professionalism and ambition.

Inspiration & Explanation

The Graphic explanation

INSPIRATIONS

- The letter E →
- Similarity with a Building →
- Connecting E to Real Estate
- Selection of Corporate Colours →
- The ultramodern Fonts →
- The tagline →
- The overall unison



EQUINOX
DELIVERING ASPIRATIONS



The Positioning Statement

DELIVERING ASPIRATIONS

A strong brand identity means everything for companies. It assists in driving engagement, generating conversions, conquering new territories, and finding approaches to improve the company's services, and overall presence. However, creating one was the true challenge.

What is Brand Positioning?

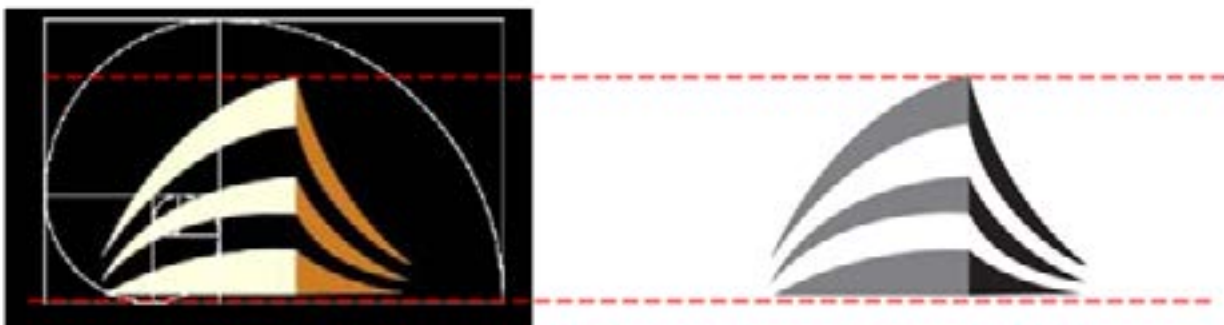
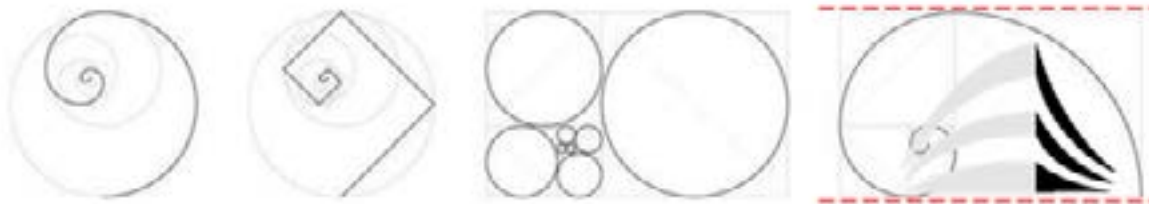
Brand position is an intricate and a bit abstract term. Some see it as the place company wants to occupy in the target audience's mind, while others consider it as a process that allows establishing a company as something worth thinking about in general.

What is a Brand Positioning Statement?

The positioning statement is a phrase that has a deep meaning and carries out a vital function - it intends to create a unique niche for our brand in the minds of consumers / patrons within a category. It recognizes the company's core differentiating benefit and clearly describes what the company does and for whom. It underlies all marketing efforts and guides the company during the decision-making process. Hence we found DELIVERING ASPIRATIONS very pertinent and suitable. This tagline positions the Brand and generates a great Brand pull. It also captures the intrinsic values of the Company.



Golden Ratio



WHY DO WE NEED THE GOLDEN RATIO ?

By using golden ratio and golden proportions in logo design process it helps to create a harmonious logo that draws viewers attention and due to the **visual balance and aesthetically pleasing design composition** makes it easier for the viewer to memorize it and feel a connection with the logo design. The design pneumatic perfectly fits into the GOLDEN RATIO GRAPH.

Typeface & Additional Typeface

Recline Light Demo

- 1. The quick brown fox jumps over the lazy dog. 1234567890
- 2. The quick brown fox jumps over the lazy dog. 1234567890
- 3. The quick brown fox jumps over the lazy dog. 1234567890
- 4. The quick brown fox jumps over the lazy dog. 1234567890
- 5. The quick brown fox jumps over the lazy dog. 1234567890
- 6. The quick brown fox jumps over the lazy dog. 1234567890
- 7. The quick brown fox jumps over the lazy dog. 1234567890
- 8. The quick brown fox jumps over the lazy dog. 1234567890

Normal

EQUINOX

(As used in the final Logo)

Avaganti

- 1. The quick brown fox jumps over the lazy dog. 1234567890
- 2. The quick brown fox jumps over the lazy dog. 1234567890
- 3. The quick brown fox jumps over the lazy dog. 1234567890
- 4. The quick brown fox jumps over the lazy dog. 1234567890
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- 7. The quick brown fox jumps over the lazy dog. 1234567890
- 8. The quick brown fox jumps over the lazy dog. 1234567890

Regular

DELIVERING ASPIRATIONS







Logo Standard

COLOR PALETTE




Our color palette is based on a core set of colors. Additional colors are available based upon particular requirement.

If your communication is brand related, follow the guidelines and relative colors found in the brand guidelines.



	C	M	Y	K	R	G	B
	0	0	0	60	128	130	133
	0	0	0	100	0	0	0
	0	0	0	80	88	89	91
	27	75	100	20	158	79	36



	C	M	Y	K	R	G	B
	1	9	28	0	252	229	189
	26	62	100	12	173	105	40
	0	0	0	0	255	255	255



Colour Variations of Logo



Clear Space

Recommended X



Incorrect Use

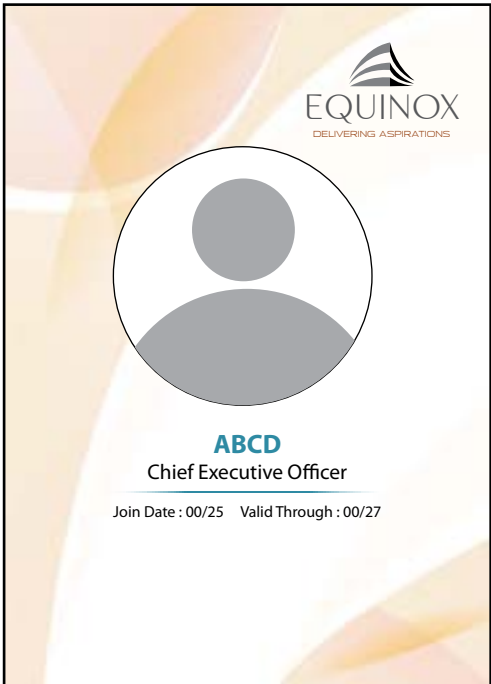


Corporate Identity

Business Card



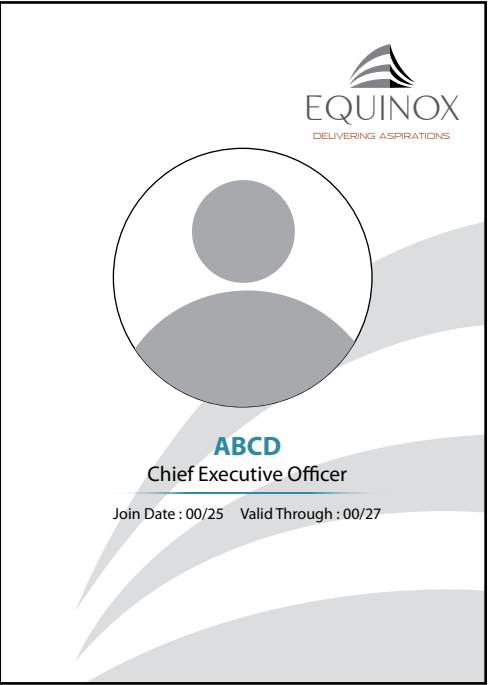
Employee Identity Card - Front



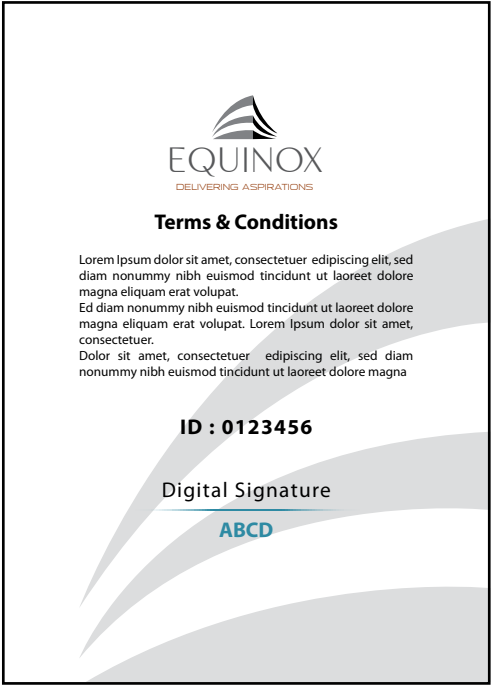
Employee Identity Card - Back



Employee Identity Card - Front

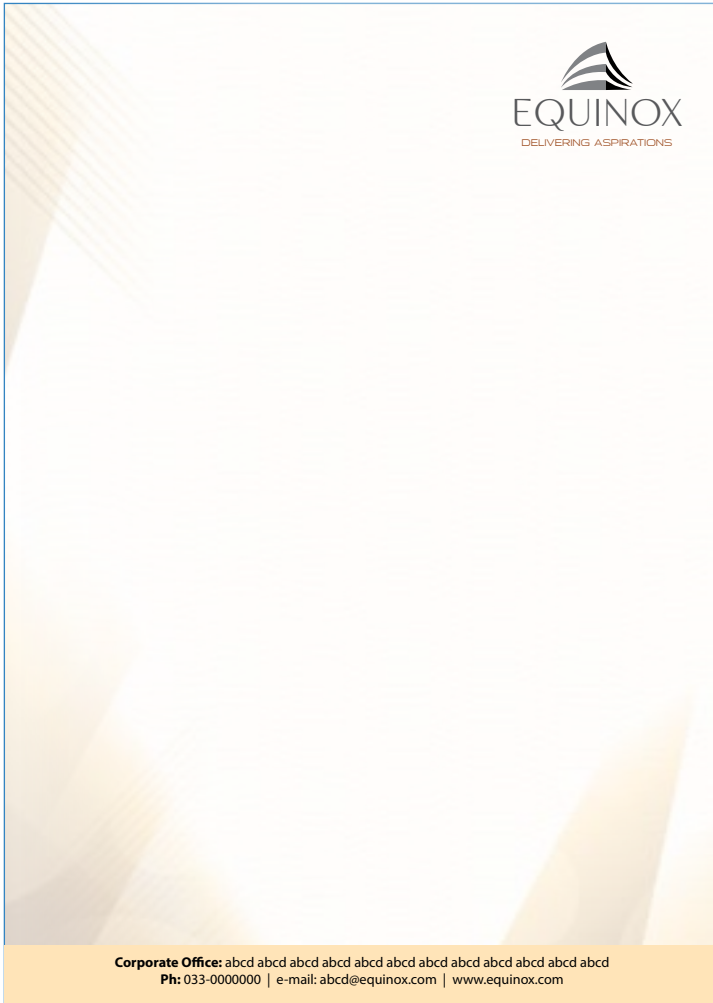


Employee Identity Card - Back



Corporate Identity

Letterhead



Logo

designed and conceptualized by

folio

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