



POM BRAND GUIDELINES

- | | | | |
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O1

Logo

DARK BACKGROUND

Vertical Version



P R E M I E R

Horizontal Version



P R E M I E R



O1

Logo

LIGHT BACKGROUND

Vertical Version



P R E M I E R

Horizontal Version



P R E M I E R

02

Fonts

EXPERIENCE THE
PREMIER DIFFERENCE

Apartment Rentals in
United States (country)

12.3%

We have one goal in mind; to improve your websites'
visibility increases credibility with **search engines**
and will direct more traffic to your website.

Headlines / Highlights

Krona One *Regular*
(capital letters)

Introduction

DM Sans
Regular / Medium

Numbers

Krona One *Regular*

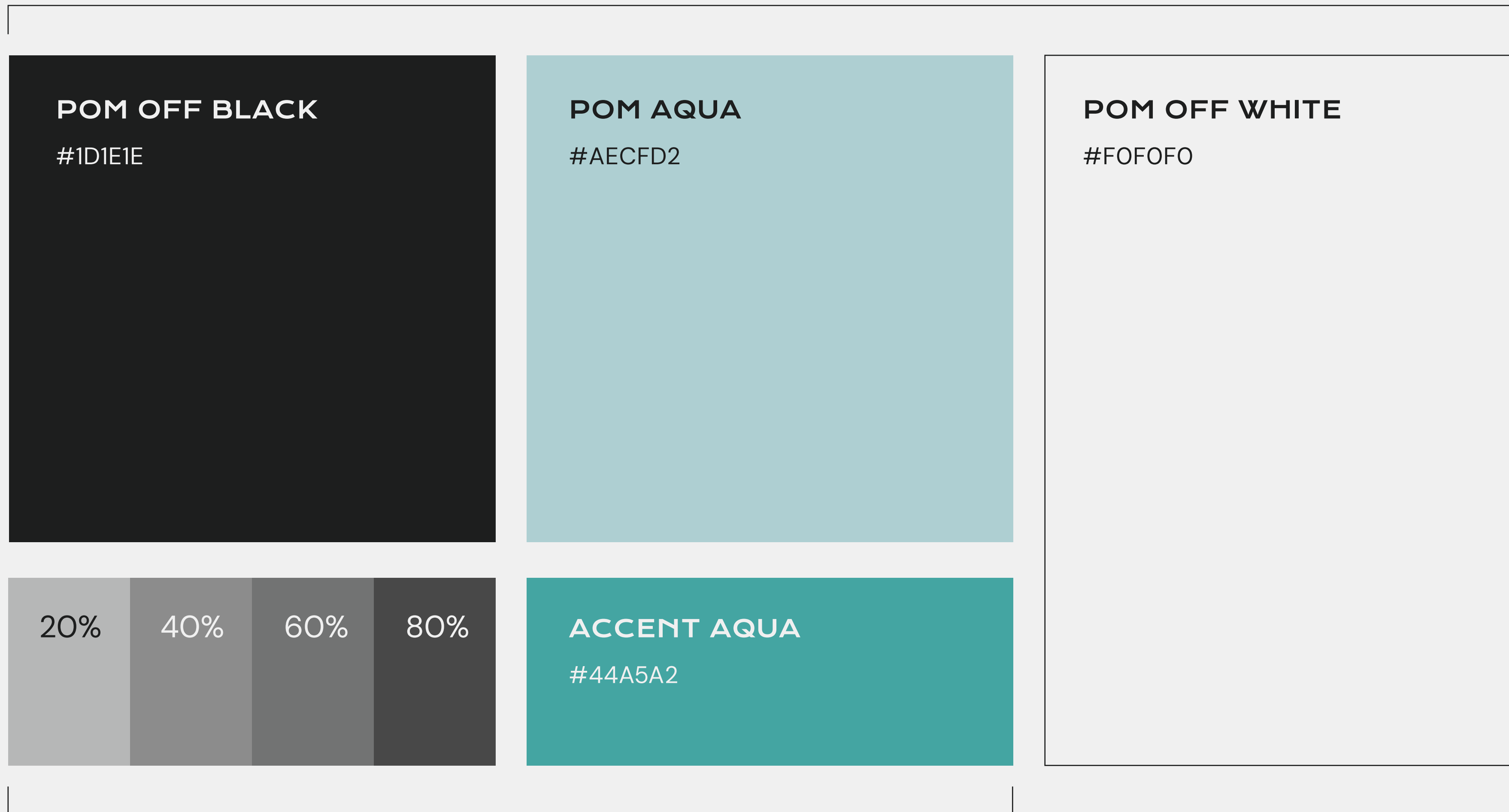
Body Copy

Barlow *Light /*
Regular / Semibold

03

Color Palette (MAIN PALETTE)

Primary Colors



Accent Colors



O3

Color Palette for
SOCIAL MEDIA



Primary Colors

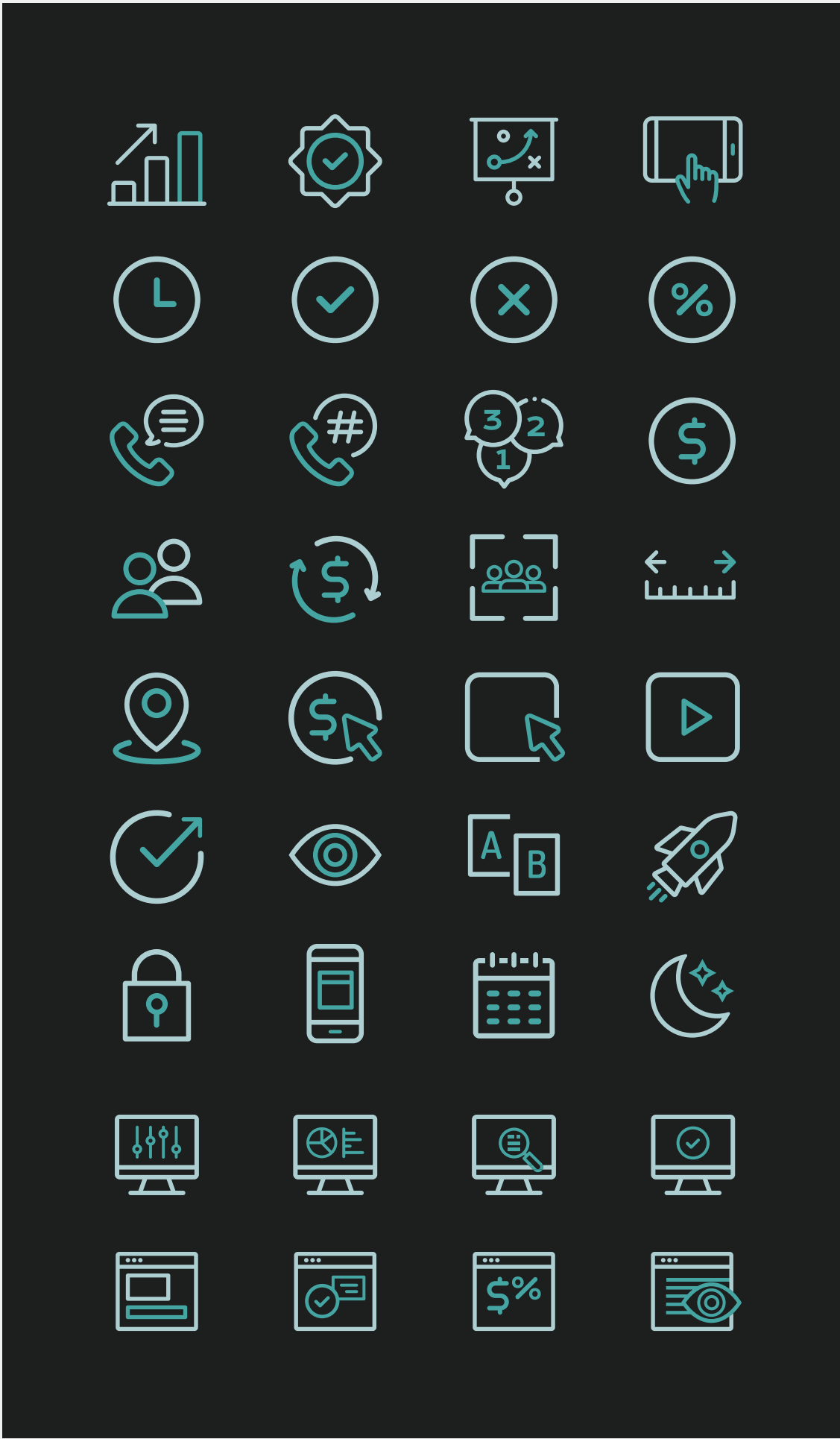
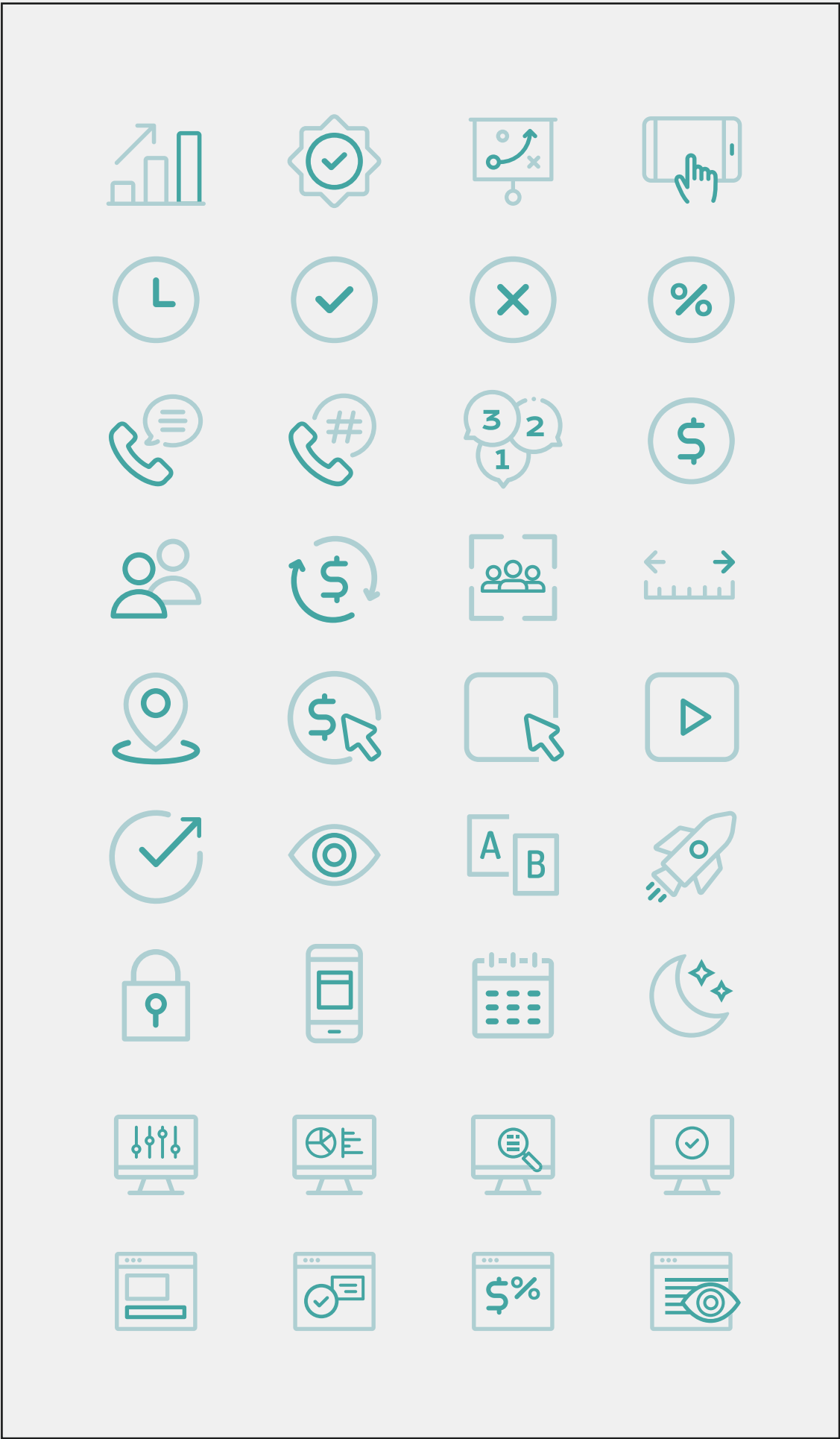
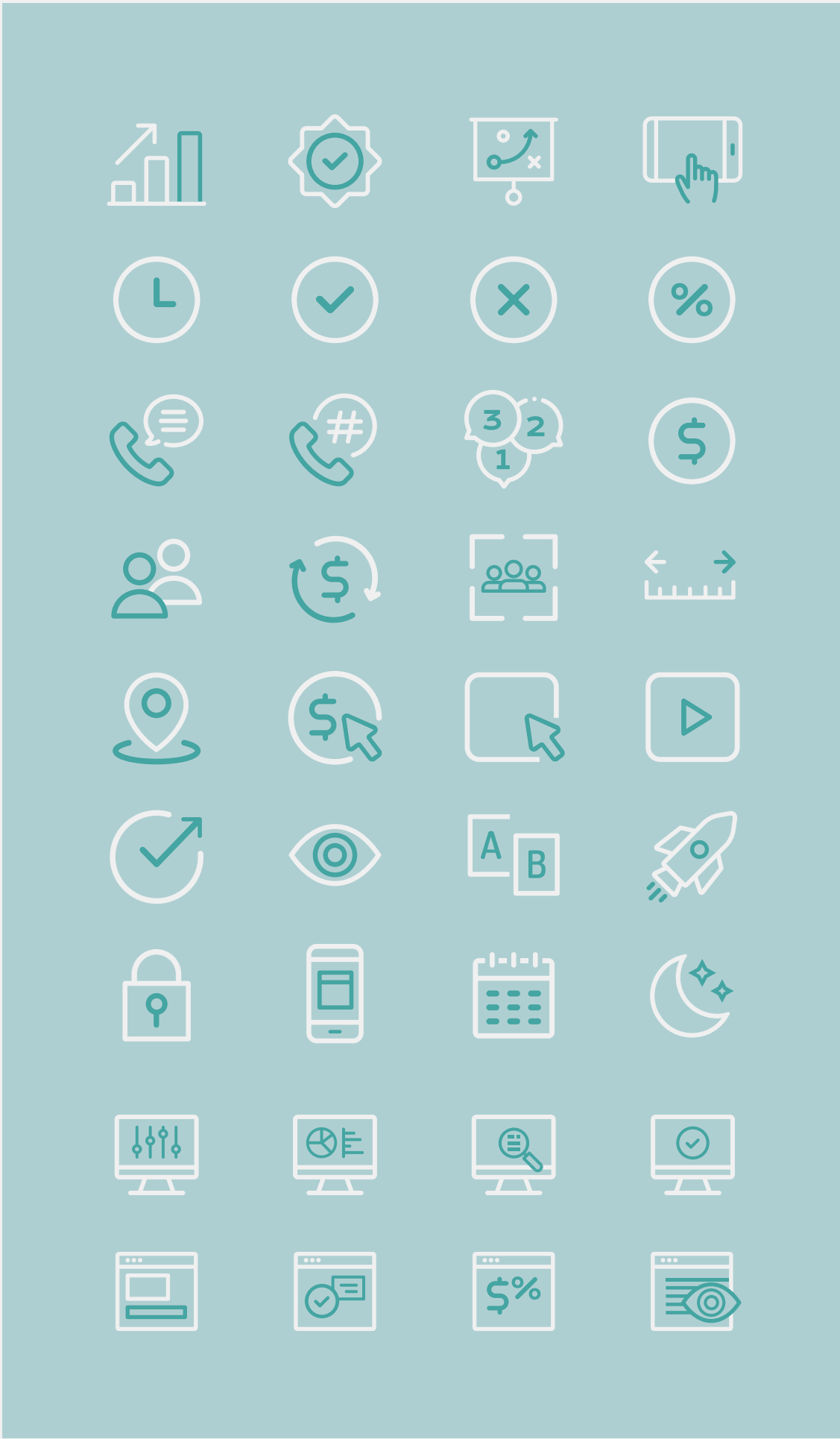
DARK BACKGROUND #383F43	BACKGROUND AQUA #D4E8E7	OFF WHITE #FOFOFO
PURE WHITE #FFFFFF	ACCENT AQUA #44A5A2	#FFFFFF (Pure white) ↓ #D4E8E7 (Background aqua) #FFFFFF (0% Opacity) ↓ #44A5A2 (Background aqua)

Accent Colors

Gradients

O4

Iconography

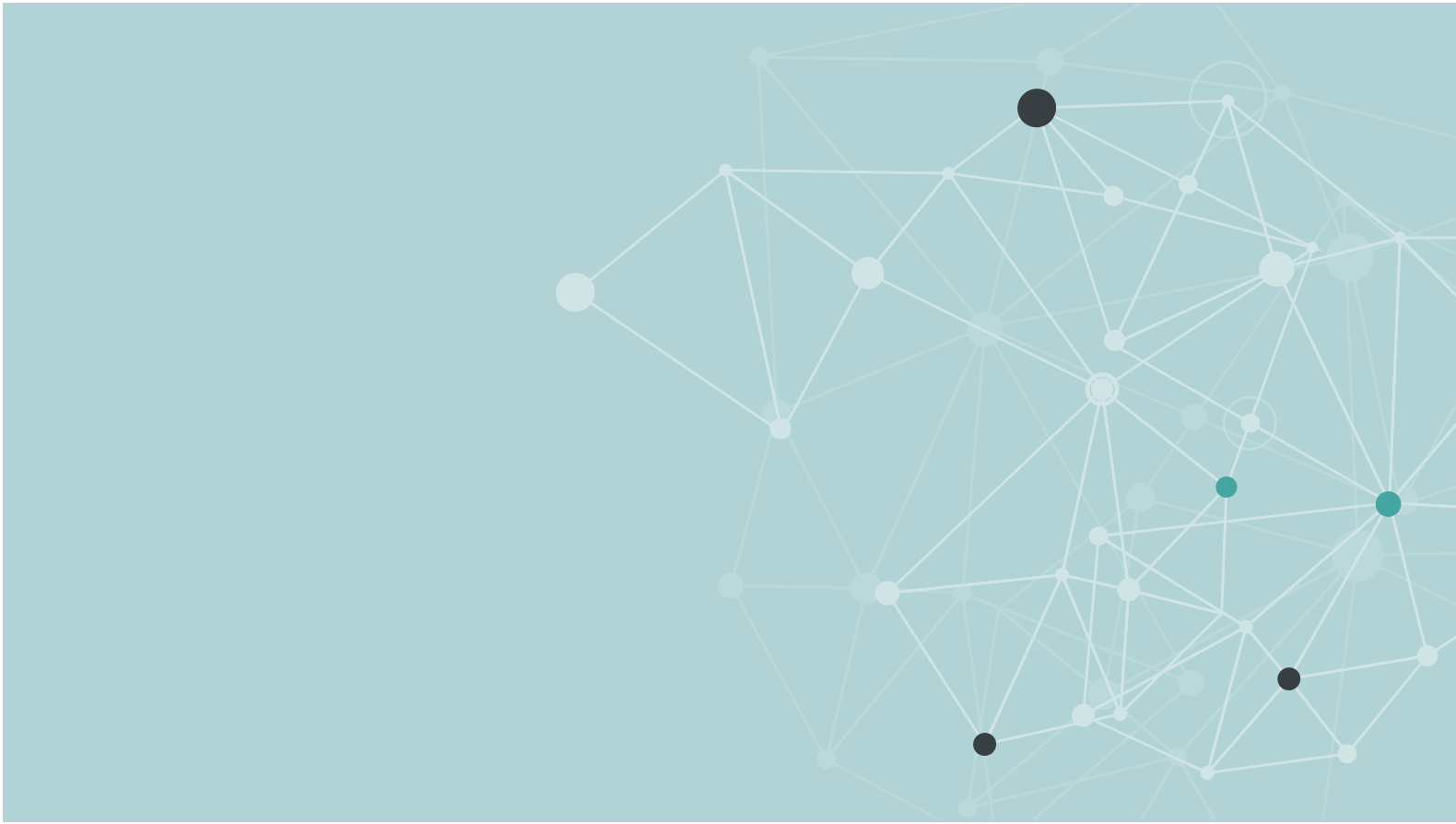


05

Patterns



Dotted
Pattern
(Presentations)

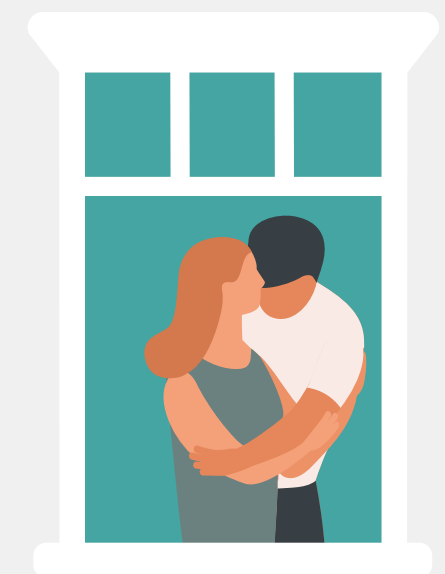
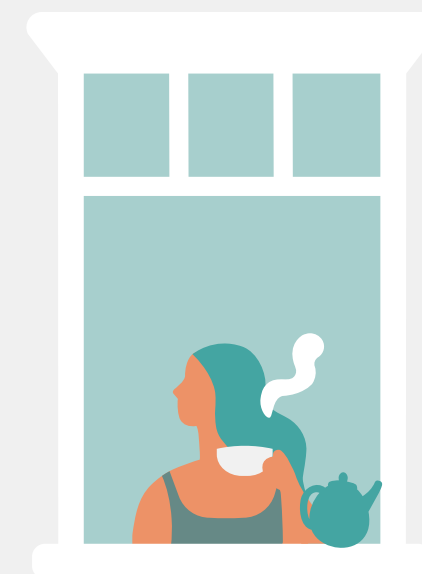
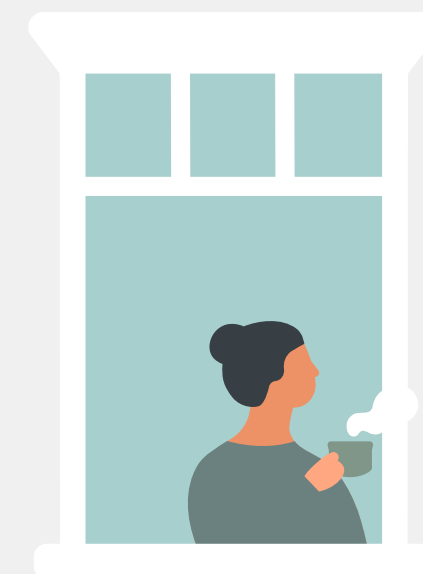
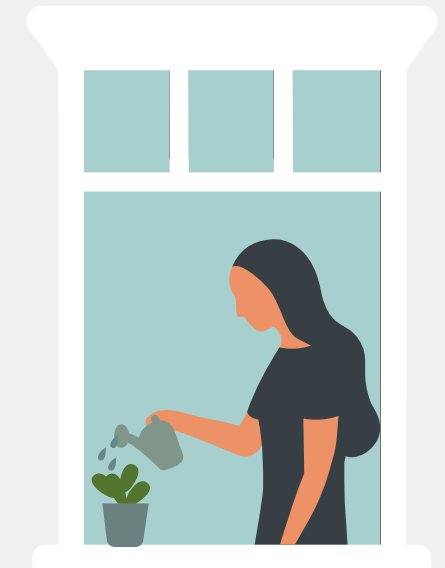
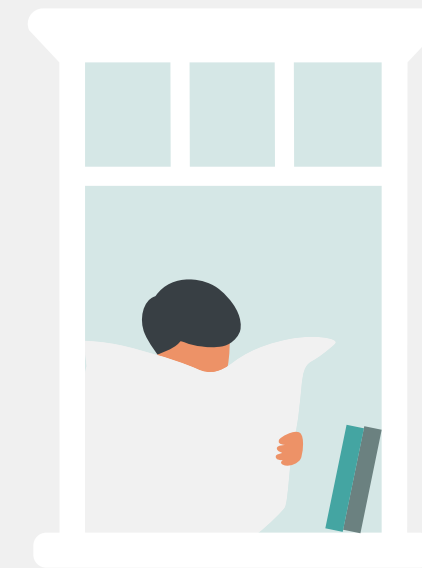
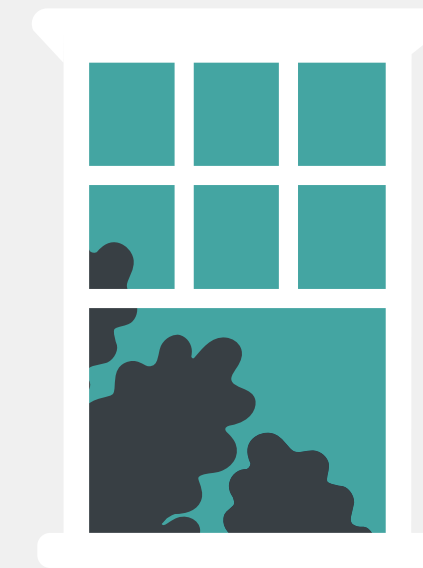
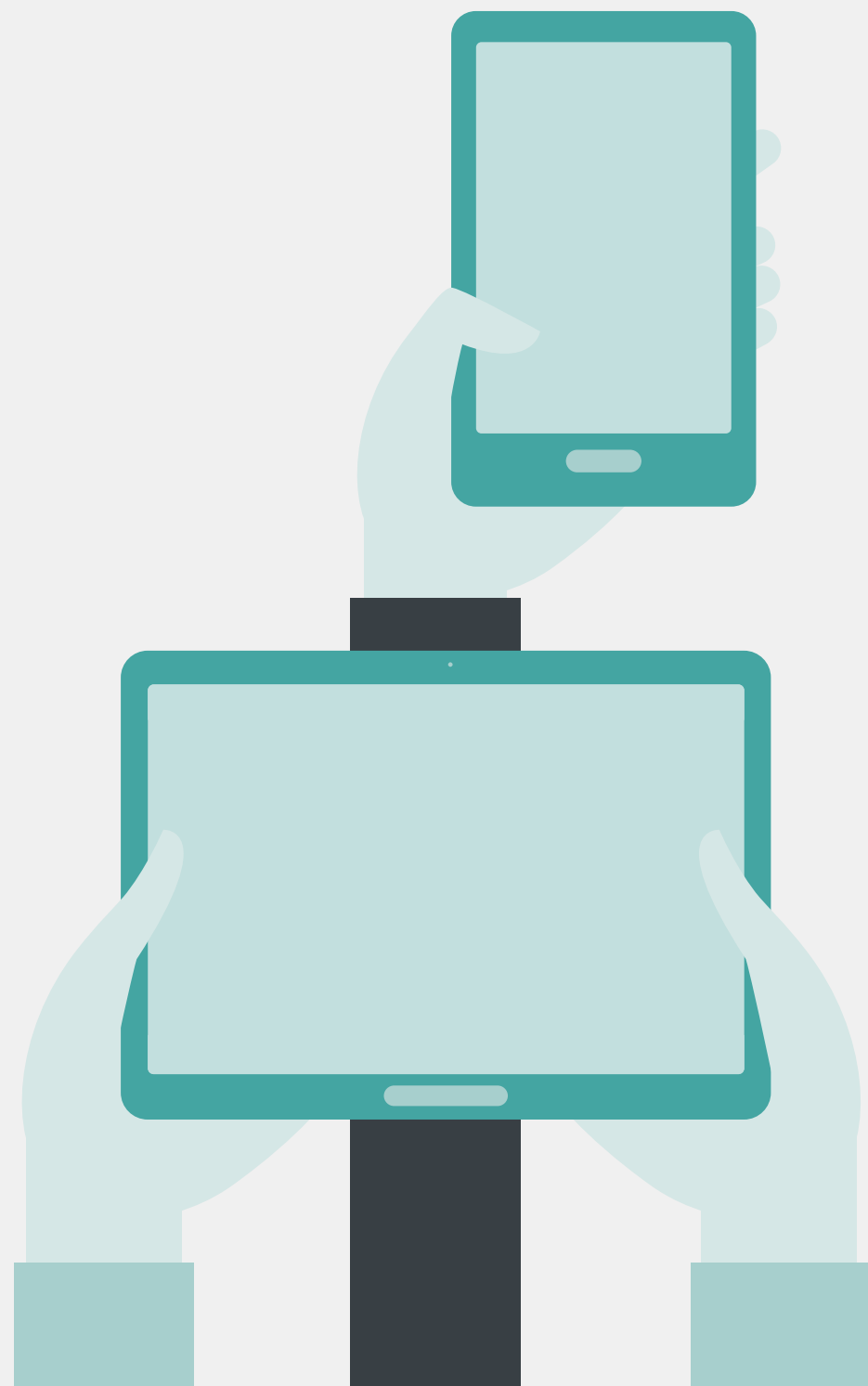


Graph
Pattern
(Social Media,
& Blog Covers)



06

Graphic Style



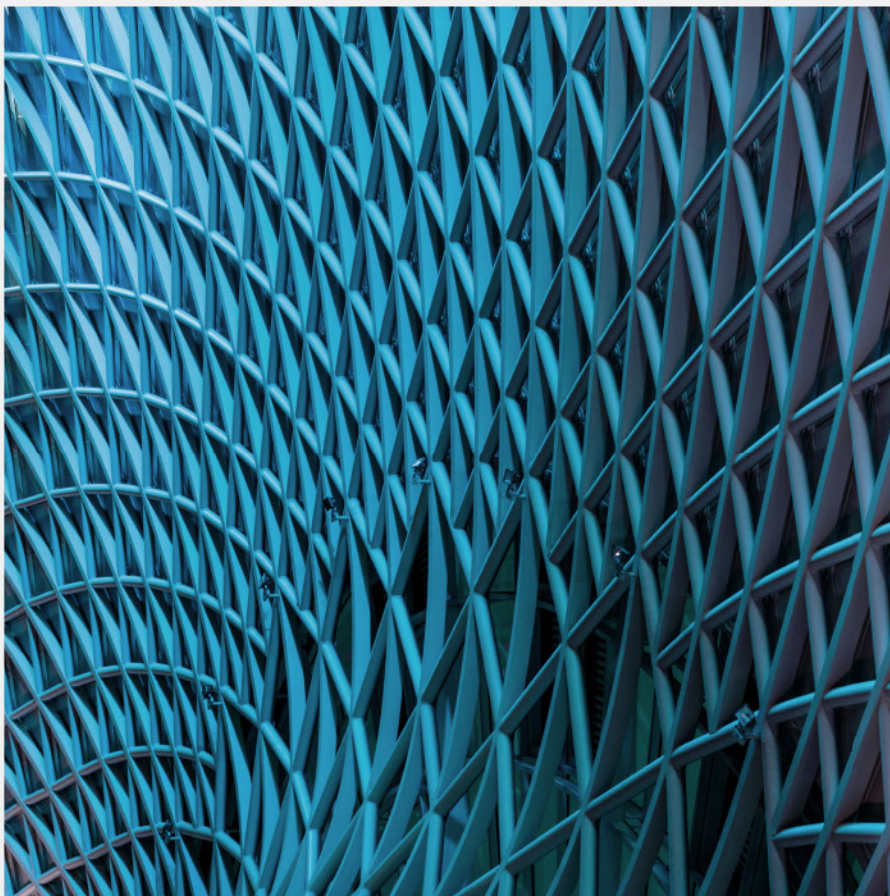
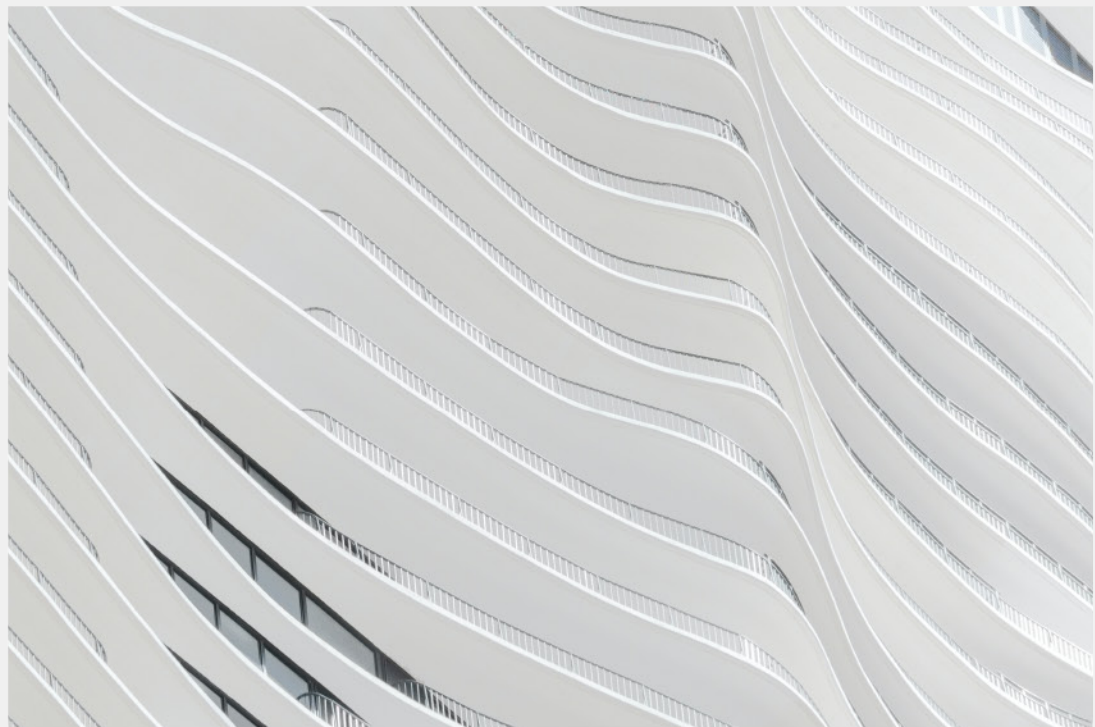
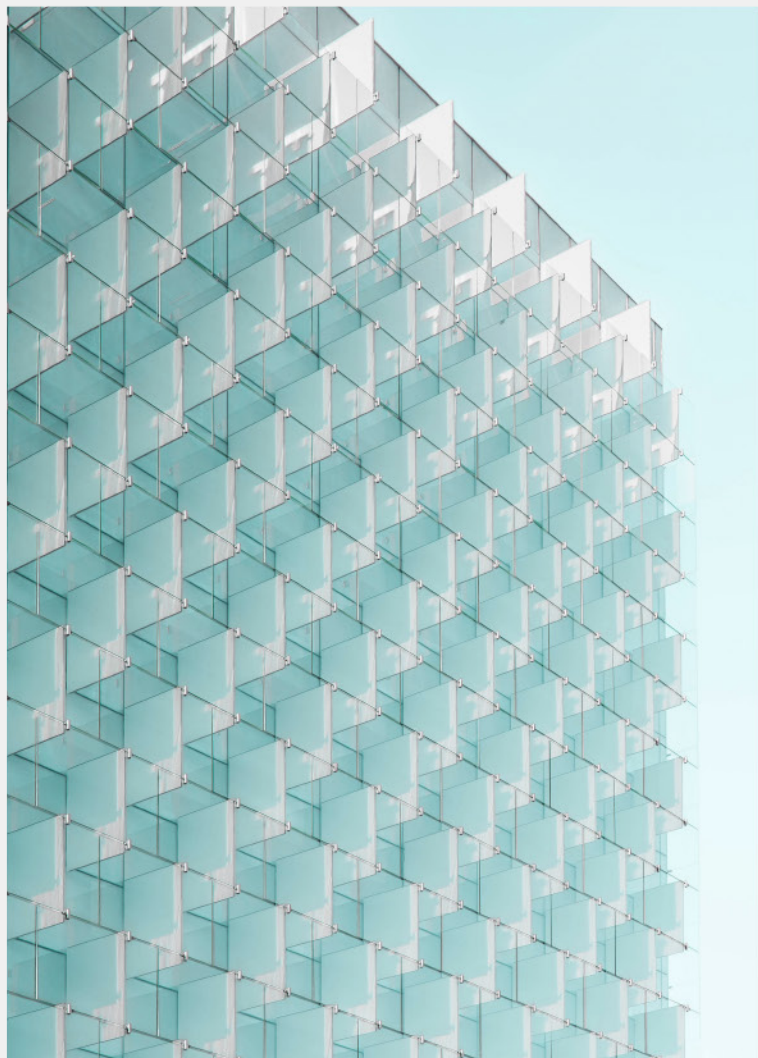
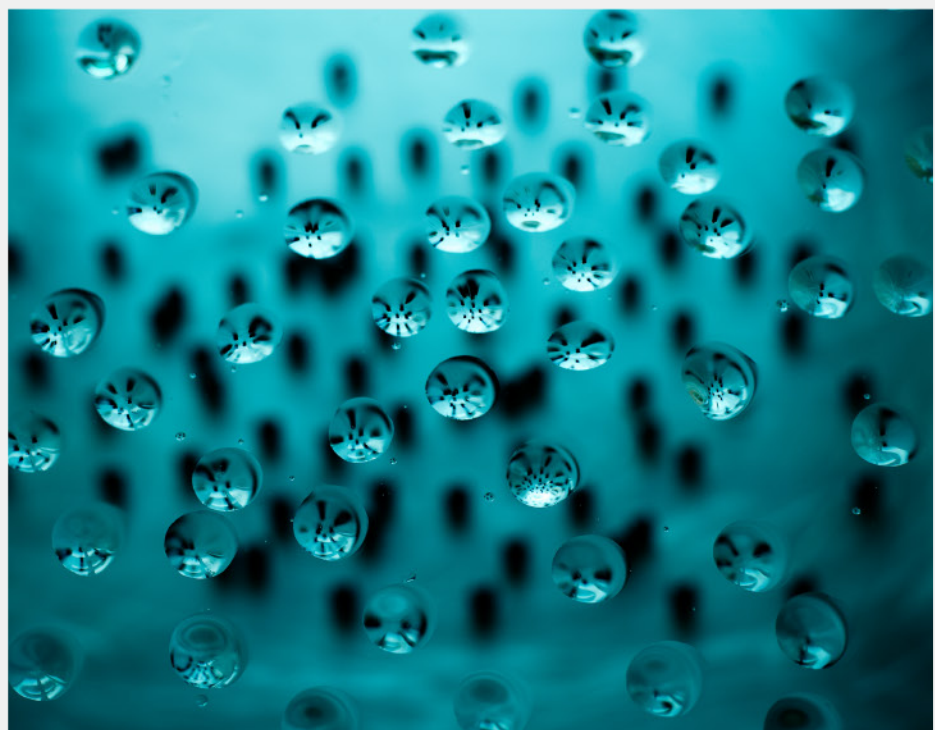
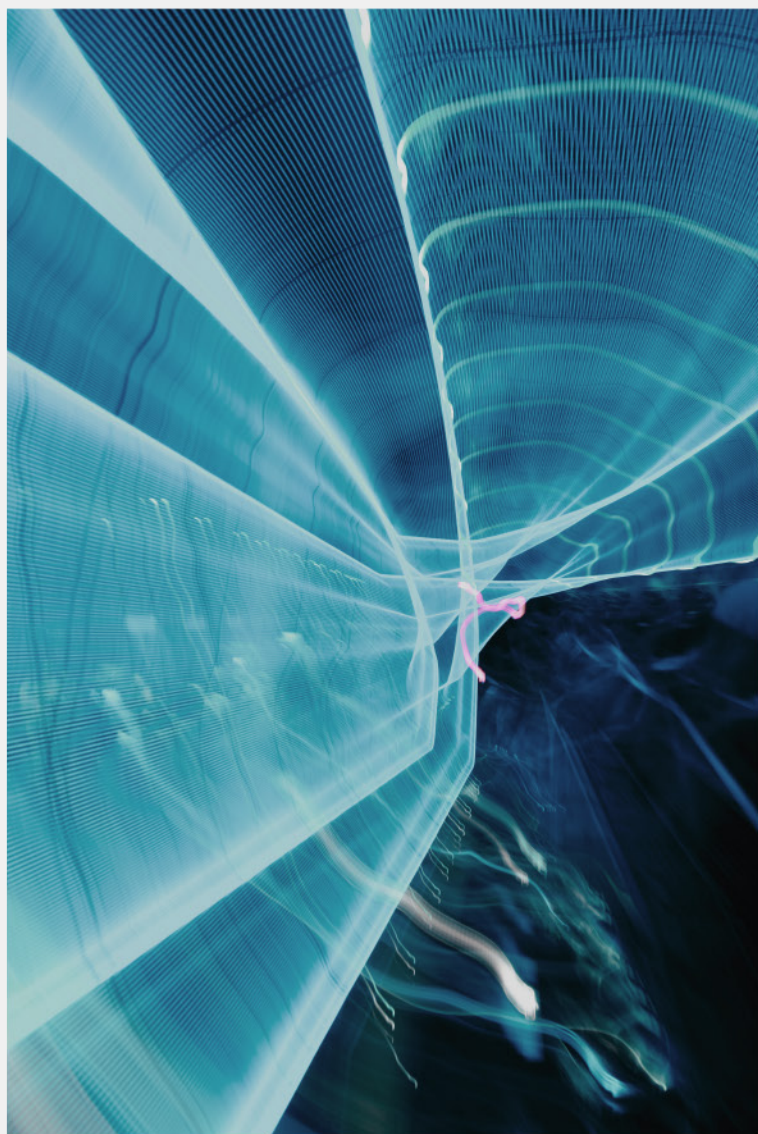


07

Photography Style
CONCEPTUAL

KEYWORDS:

- Traffic
- Boost
- Competitive
- Digital
- Analytics
- Funnel
- Optimize
- Statistics
- Mapping
- Connection



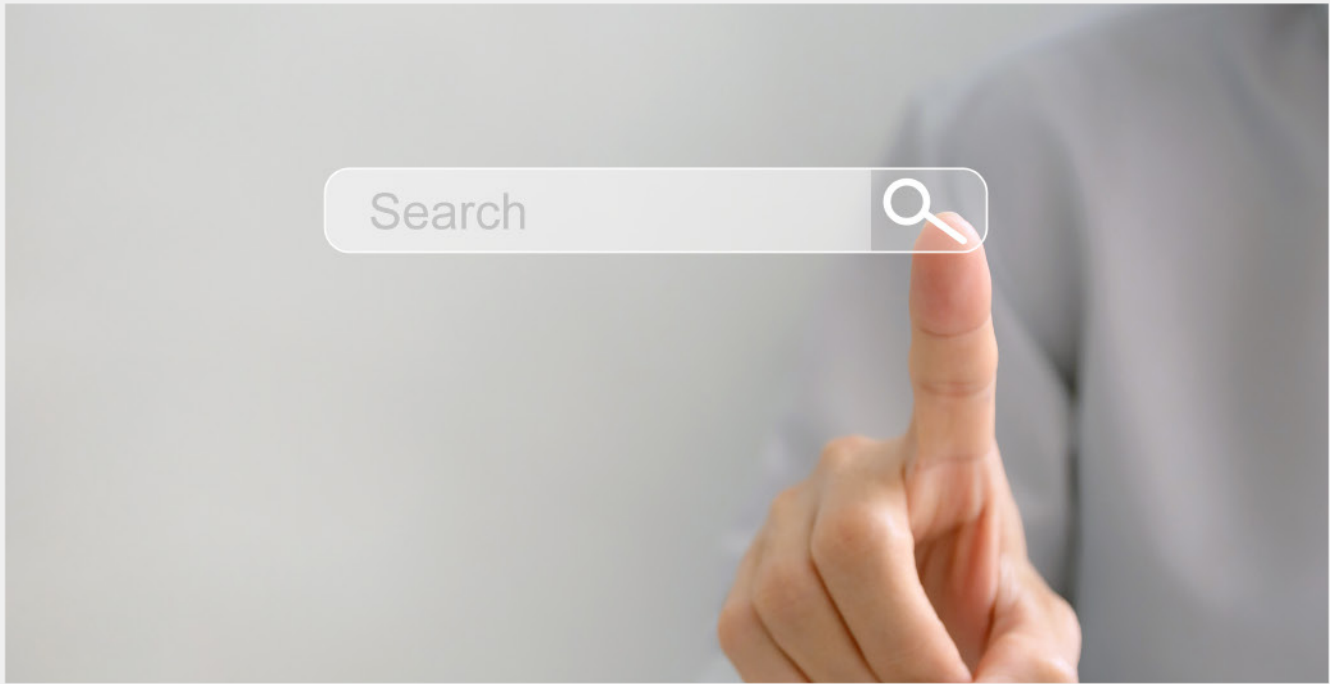


07

Photography Style
REAL LIFE

KEYWORDS:

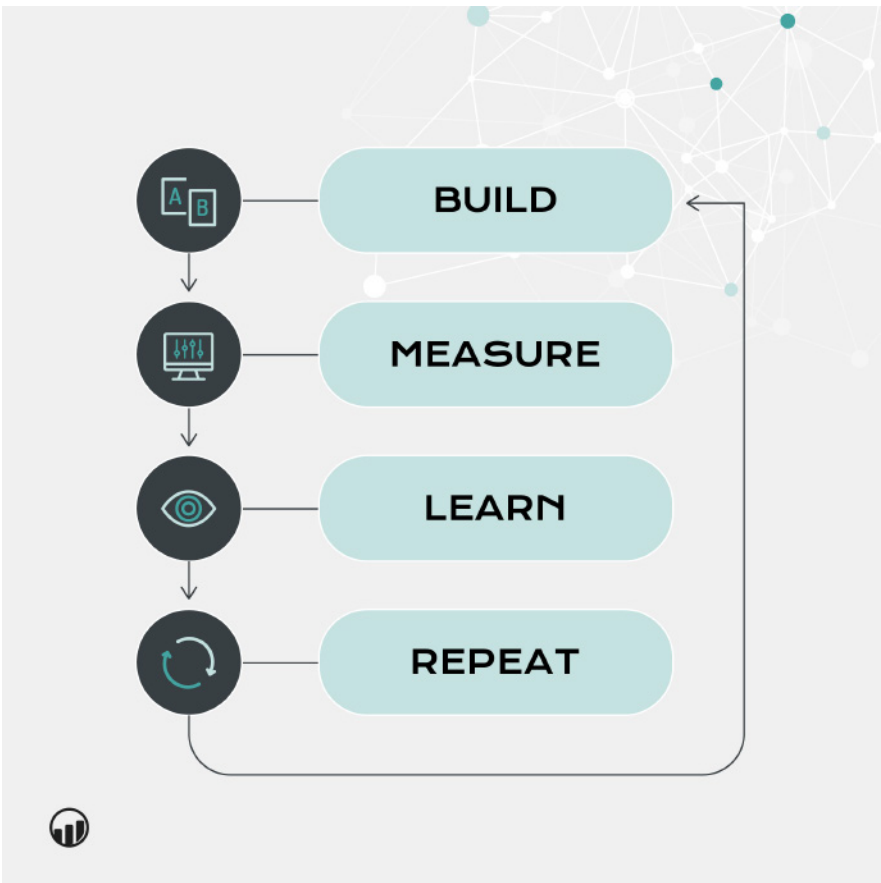
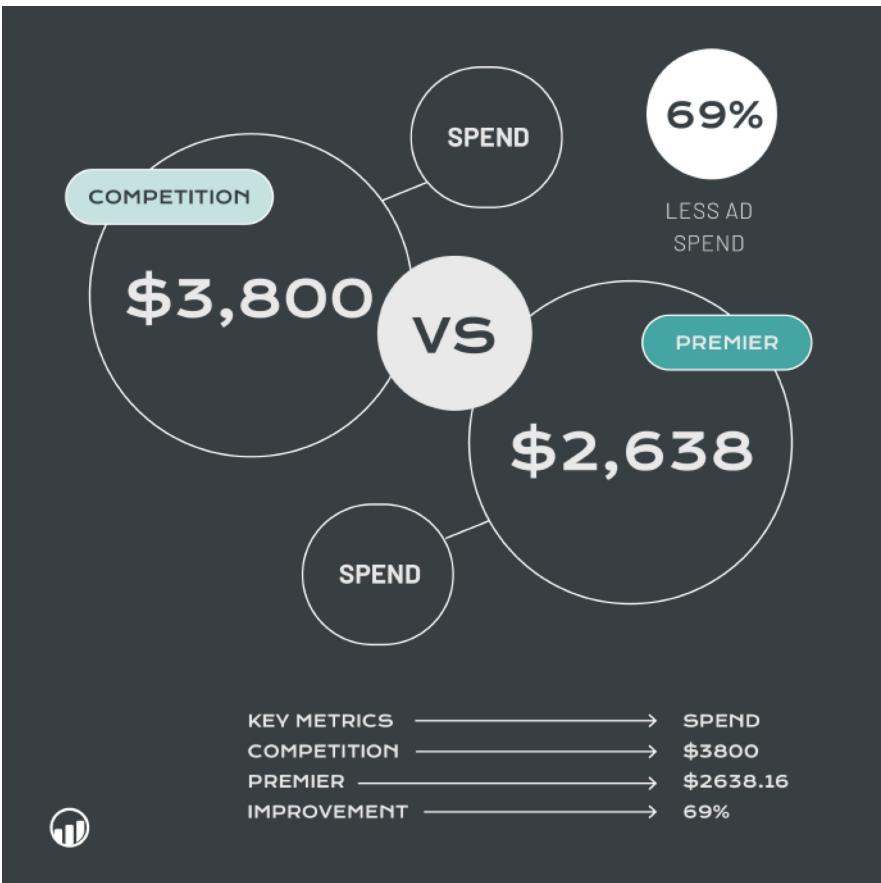
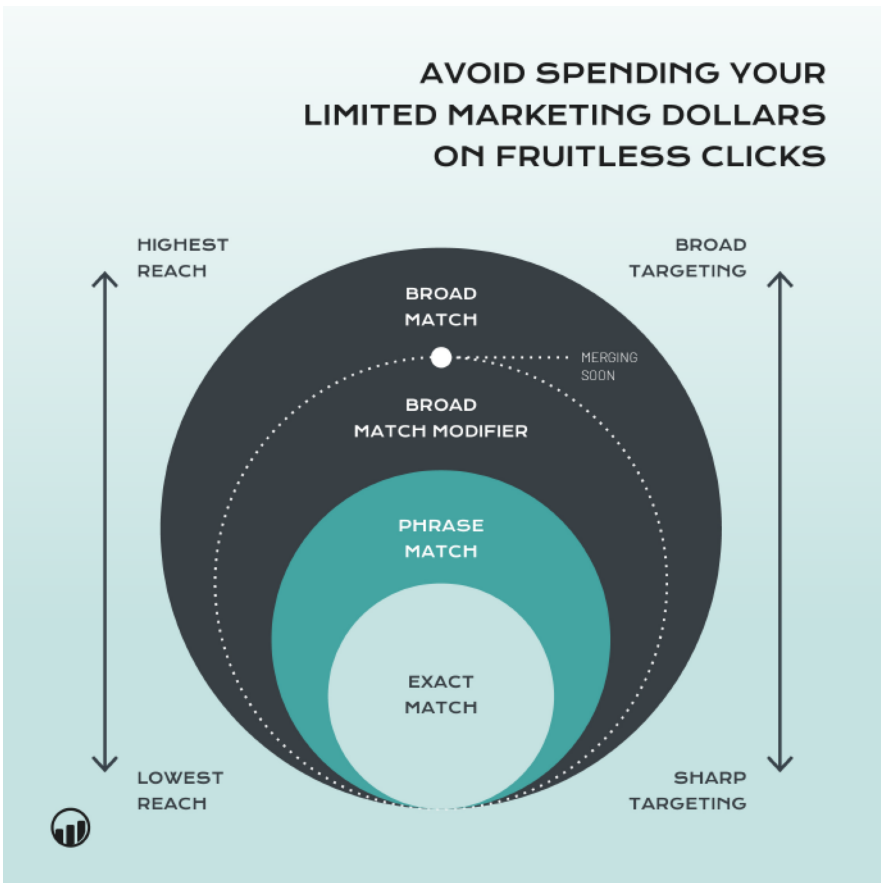
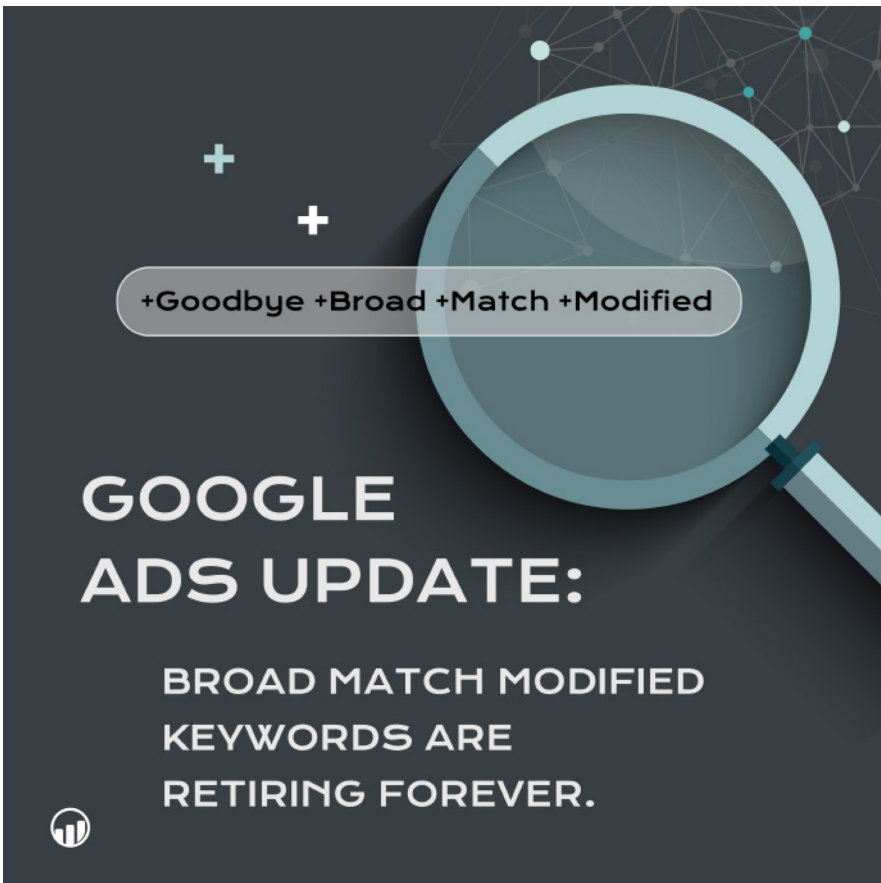
- Digital Marketing
- Growth
- Traffic
- Skyline
- Digital growth
- Digital Customers
- Industry Specialized



08

Social Media:
GRAPHICS

CONTENT:
30% Entertainment
30% Plug for POM
(how we are, what we do)
40% Information

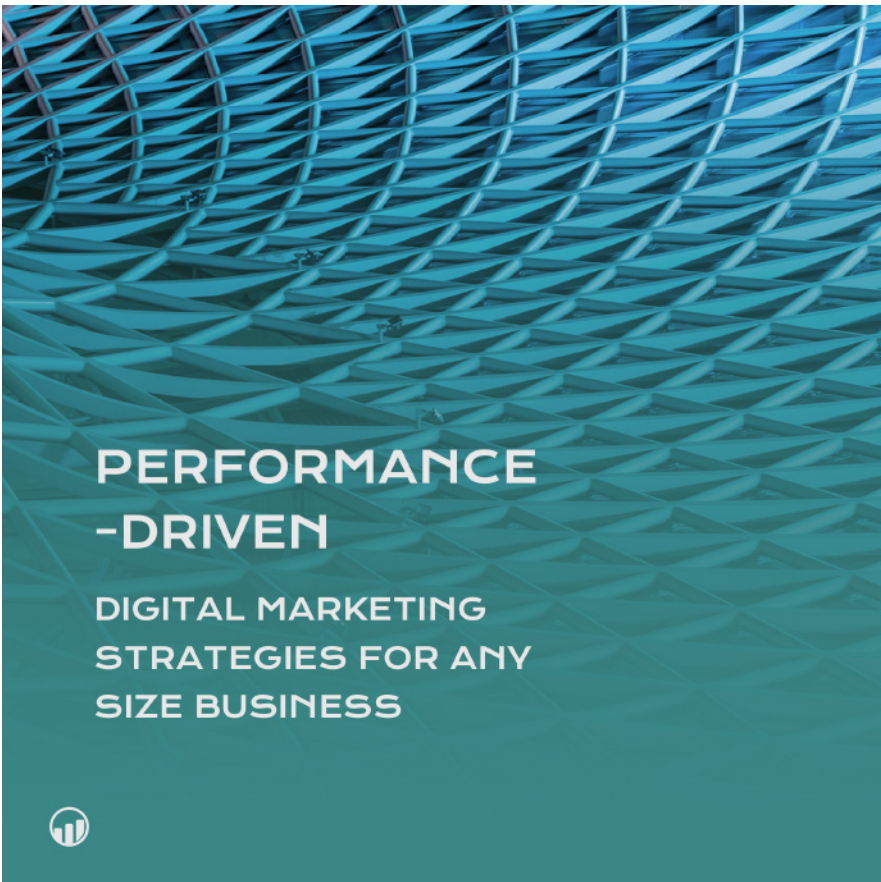


08

Social Media:
PHOTO

CONTENT:
30% Entertainment
30% Plug for POM
(how we are, what we do)
40% Information

Full photo + text



Events

Blog

Quote



09

BANNER & PROFILE PICTURE for Social Media



10

Presentations

COVERS & SUBCOVERS

DOTTED

PATTERN

BACKGROUND

COLORS:

#1D1E1E

#C2DFDE

MAIN COVER

Title

Krona Oneo

Descriptiveo

DM Sans Regular

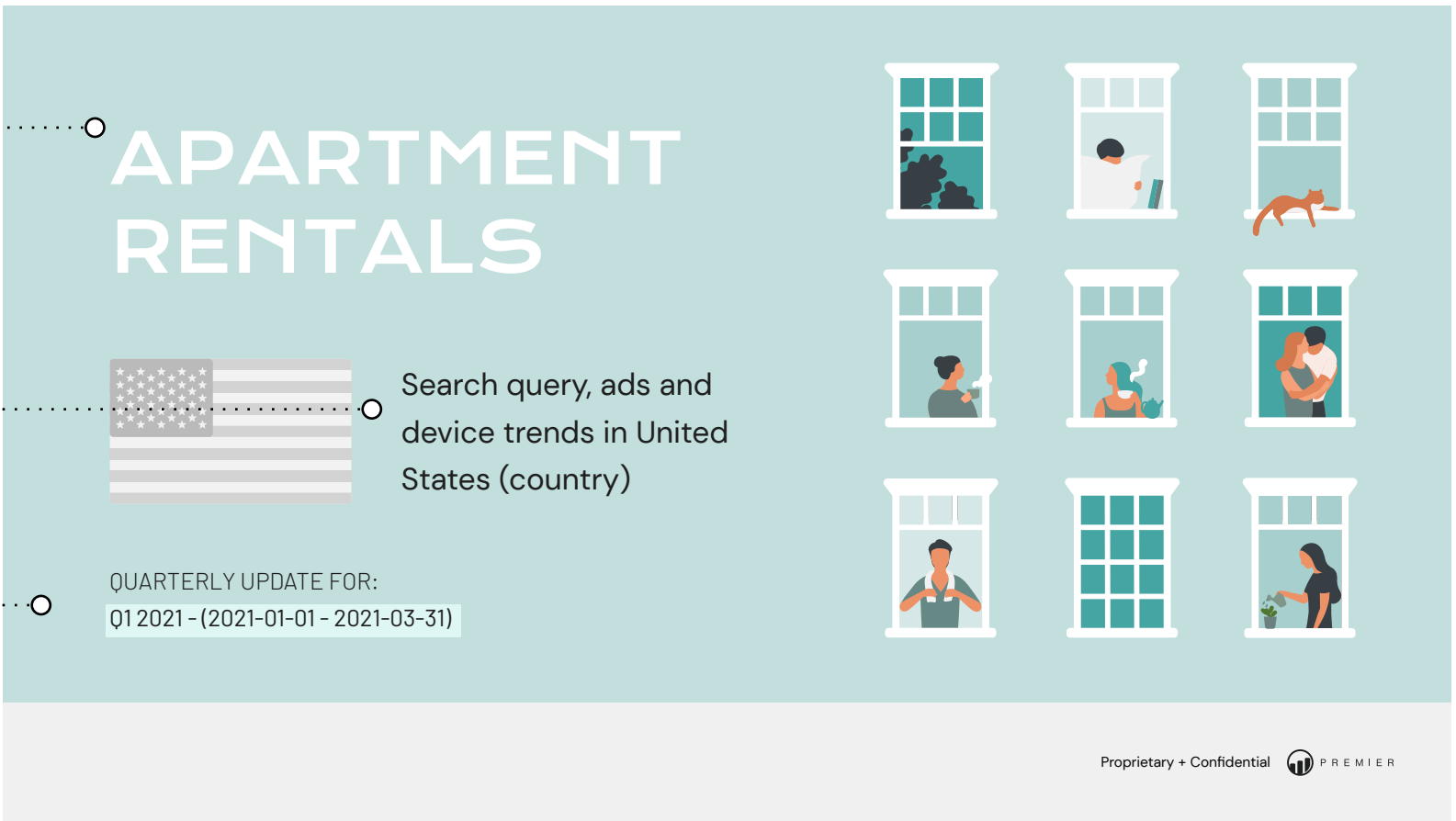
Title

Krona Oneo

DM Sans
Regularo

Barlowo

Light/Regular



SUBCOVERS



10

Presentations

**INFORMATIVE
SLIDES**

DOTTED
PATTERN

BACKGROUND
COLORS:

- #FOFOFO
- #C2DFDE

Title

Krona One
(capital letters)

Body Text

Barlow Light

Intro text

DM Sans Regular / Bold

Title

Krona One
(capital letters)

Numbers

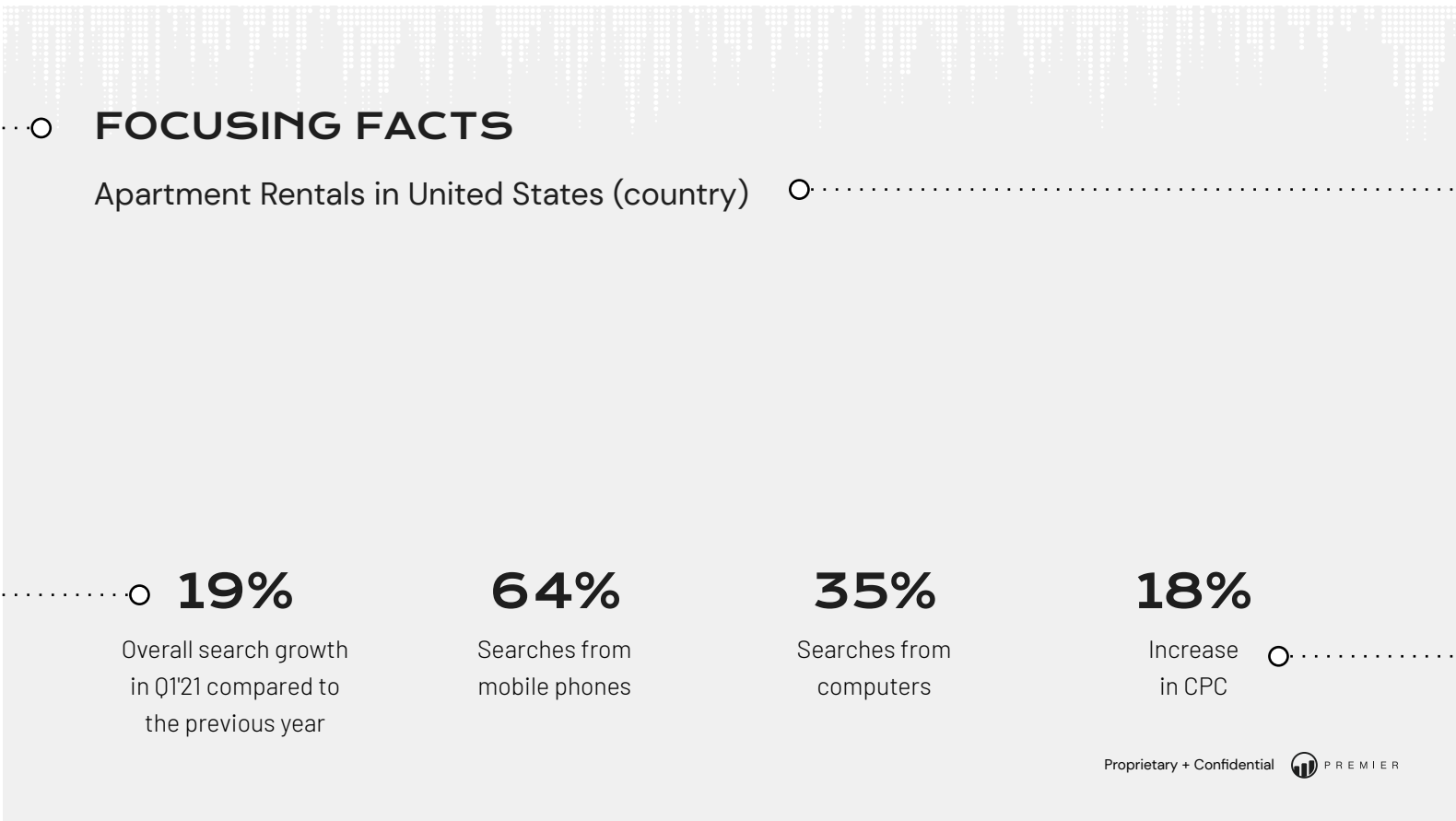
Krona One

Intro text

DM Sans Regular

Body Text

Barlow Light



11

BLOG

Covers

GRAPH PATTERN

BACKGROUND COLORS:

 #AECFD2

 #FOFOFO

 #383F43



12

VIDEO

Covers

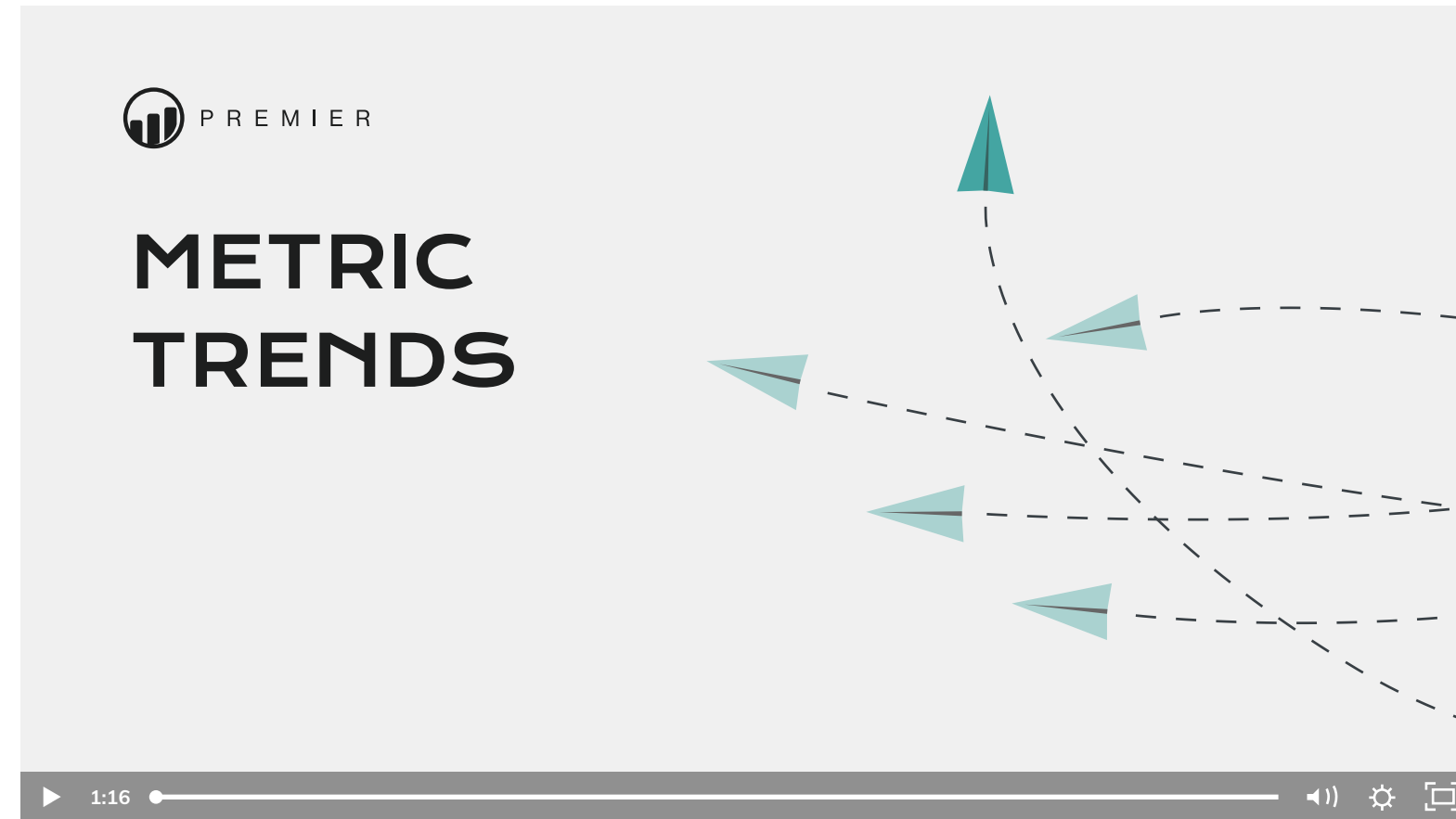
BACKGROUND

COLORS:

 #AECFD2

 #FOFOFO

 #383F43



EXPLAINER
VIDEOS



THE MORE
YOU KNOW



POM BRAND GUIDELINES