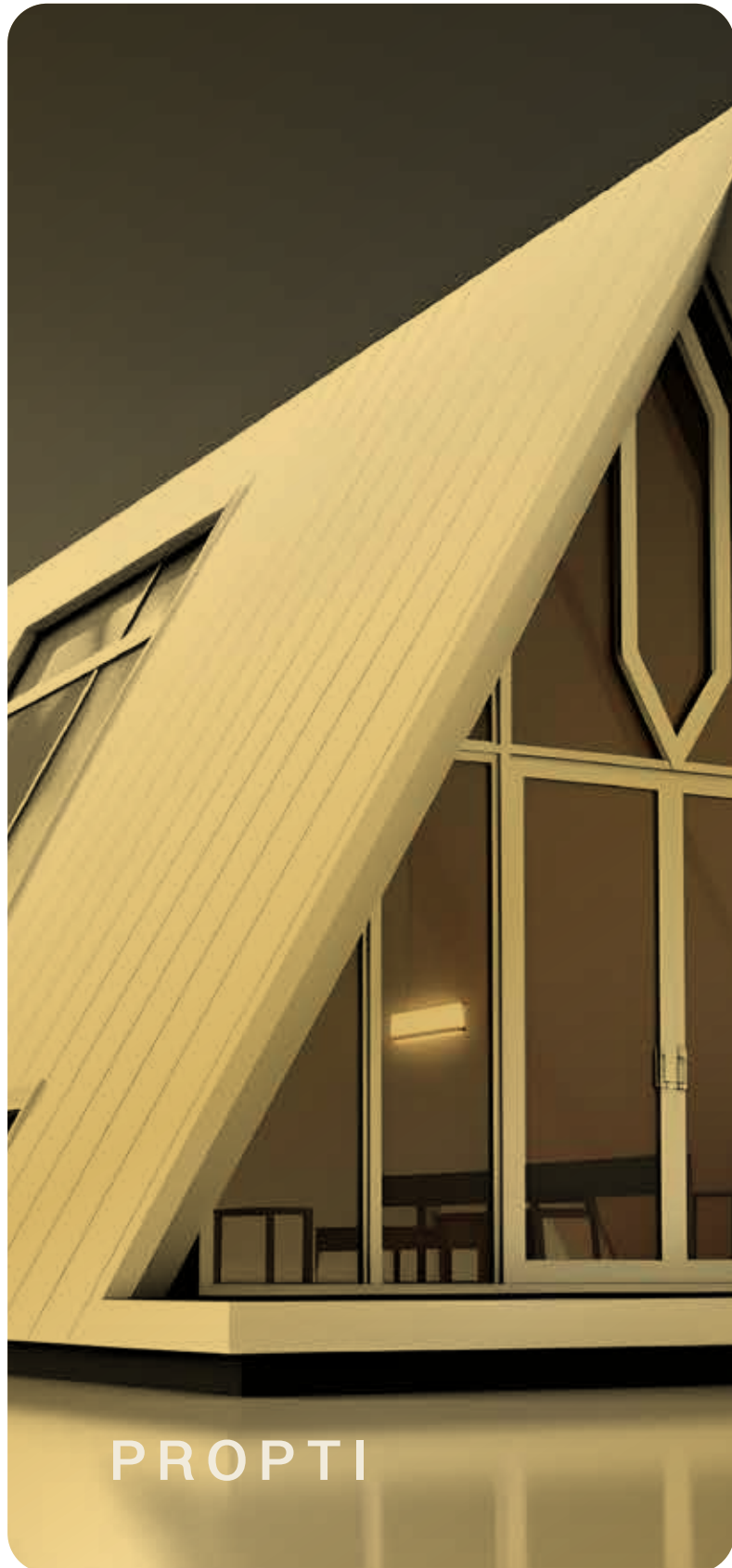


PROPTI

# Brand Guideline





# About the brand

Propti began as the dream of two visionary women determined to shatter the barriers and boundaries that have long hindered immigrants and underrepresented communities in the property investment market. Fueled by their own experiences and unwavering resolve, they set out on a mission to create not just a company, but a thriving community of empowered, well-informed investors.

At Propti, we believe that everyone deserves more than just the daily grind of a 9-to-5 job. Our mission is to help immigrants break free from this cycle, enabling them to not just survive, but truly prosper in the UK. By providing the knowledge, tools, and support needed to navigate the property investment landscape, we empower individuals to build a secure and prosperous future.



# Brand Values



## Reliability



## Unique Value Proposition

To empower immigrants and marginalised communities to achieve financial freedom through strategic property investments and trading, fostering inclusive prosperity and sustainable growth.

### What we do:

- Co-funding
- Deal Sourcing
- BTL (HMO, SA, R2R)
- Housing Flip
- BRRRR
- Trading
- Training and Coaching

## Opportunity

Our commitment lies in streamlining the property investment journey for entry-level buyers and seasoned investors to cultivate sustainable, long-term wealth

## Professionalism

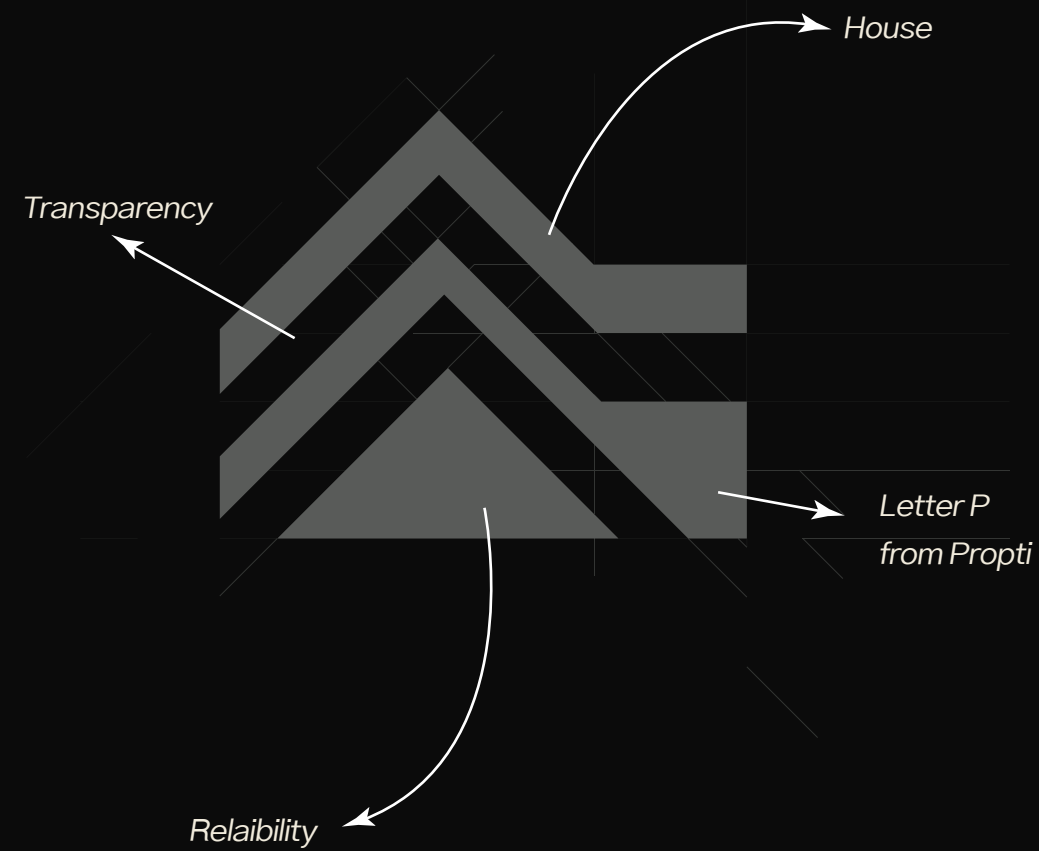
Propti is a leading property investment firm specializing in optimizing investor returns through strategic initiatives such as house flipping and the Buy, RefurbishRent, Refinance, Repeat (BRRRR) strategy.

## Inclusivity



# Logo Construction

## Logo Rationale



**Primary Logo** Propti Limited logo was carefully crafted from the brand values and the the first letter from the brand name. The crafted logo was incorporated into the brand name making it a wordmark, the letter O was chosen as well to represent the inclusivity of the brand.



## Secondary Logo





# Logo in use



# Color Palette



CMYK: 74, 67, 66, 85  
RGB: 11, 11, 11

**0B0B0B**  
Night

CMYK: 70, 62, 64, 58  
RGB: 51, 53, 51

**333533**  
Jet

CMYK: 5, 5, 13, 0  
RGB: 241, 235, 220

**F2ECDD**  
Eggshell

CMYK: 4, 19, 75, 0  
RGB: 244, 202, 92

**F5CB5C**  
Saffron

CMYK: 21, 38, 100, 1  
RGB: 204, 155, 32

**CD9C20**  
Satin Sheen Gold

# Gradient Color

**F5CB5C**  
Saffron

**CD9C20**  
Satin Sheen Gold

**0B0B0B**  
Night

**333533**  
Jet

**F2ECDD**  
Eggshell

**F5CB5C**  
Saffron

Color on Logo

PROPTI

PROPTI

PROPTI

PROPTI

PROPTI

PROPTI





TYPEFACE

# Linear Grotesk

Aa

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

0123456789 < > ( ) = / ? ; ”

## Font weight

The typeface has three weights which have different letter spacing based on the font weights, size and use. The letter spacing should increase as the font size decreases

**Propti**

BOLD  
LS: 0

**Propti**

SEMIBOLD  
LS: 10

**Propti**

MEDIUM  
LS: 25

# Typo in use

## Heading

Bold

## Body Copy

Medium

## Caption

SemiBold

## Heading

Bold

## Body Copy

Medium

# Propti Limited

Propti is a leading property investment firm specializing in optimizing investor returns through strategic initiatives such as house flipping and the Buy, RefurbishRent, Refinance, Repeat (BRRRR) strategy.

## BRAND VALUES

# Opportunity

Our commitment lies in streamlining the property investment journey for entry-level buyers and seasoned investors to cultivate sustainable, long-term wealth





## Brand Pattern

The brand pattern was gotten from the logo mark and this is to help the brand gain more visual and stand unique from every other brands. This is used for brand assets like merchs, souviners etc.

## Brand Element

The brand element is using the logo mark itself to make a visual representation and this use will be demonstrated below, It is applied in various form and mostly used in corporate identities



# Paths in use













PROPTI

# BRAND GUIDELINE

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