

FBD MEDIA LLC



BRAND GUIDELINES
SUMMER 2025

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MISSION STATEMENT

OUR MISSION IS TO...

develop and provide safe, clean, properties throughout the Midwest and Southeastern United States. We're committed to going the extra mile for our tenants—during construction, leasing, and ongoing maintenance—to ensure quality experiences in every community we serve. We take pride in being hands-on recognizing that thoughtful management and personal attention make all the difference.

By prioritizing long-term value, responsiveness, and respect, we strive to build not just properties, but strong relationships & lasting communities.

DESIGN TENENTS

THESE PRINCIPLES NOT ONLY REFLECT OUR APPROACH TO BRANDING, BUT ALSO REFLECT THE WAY WE DO BUSINESS

CLARITY OVER AESTHETIC

We prioritize function and understanding before visual flair— great design starts with clear intent.

TRANSPARENT COMMUNICATION

Open, honest, and ongoing dialogue helps align teams, clients, and users throughout the process.

CONSISTENCY BUILDS TRUST

A unified visual and tonal presentation strengthens brand identity & user confidence.

PRECISION IN THE DETAILS

Thoughtful attention to small elements adds up to a stronger, more refined overall experience.

LOGOMARKS



The Bric B is encompassed by a house, signaling to our audience that we are a real estate company.

The Bric Logomark should never stand alone. It should be paired with Real Estate to further enforce the purpose of the business.



We designed logos to accompany the growth of the brand as Bric continues to evolve. Soon Bric will offer apartment rentals along with commercial real estate. These logomark variations utilize imagery to signify both of these offerings.

The new logomarks will be dynamic, rooted in the same shapes as the original but, reflective of the new areas of real estate the company will focus on.

COLOR SCHEME

BRIC RED

A deep, assertive red that anchors the identity with energy and purpose. This color evokes a sense of determination and structure—an homage to brick as both a material and metaphor. It's used for calls to action, headers, and key brand moments where boldness is required.

BRIC WHITE

Clean, crisp, and timeless. BRIC White serves as a neutral foundation, allowing other brand elements to breathe. It supports clarity in layout and provides contrast to highlight typography and photography.

BRIC BLACK

A rich black tone that adds weight and sophistication. It brings balance to the high-impact red and ensures legibility and contrast in body text and background fields. Ideal for typography, outlines, and grounding design elements.

BRIC RED
911A1D

BRIC WHITE
FFFFFF

BRIC GRAY

A light, architectural gray that softens the palette without dulling it. It introduces subtlety and modernity to layouts, especially in backgrounds, dividers, or hover states. It also reflects the minimal, clean sensibility of the BRIC brand.

BRIC GRAY
E9EDED

BRIC BLACK
231F20

4

TYPOGRAPHY

FONT PAIRING RATIONALE

Why did we choose these fonts?

The combination of Erbaum Bold and Work Sans strikes a thoughtful balance between structure and readability.

Erbaum Bold serves as a strong, geometric title font—its wide stance and angular letterforms communicate confidence and stability making it ideal for headlines, branding, and any place where the identity needs to make an immediate impression.

Work Sans, used in both Semibold and medium weights, complements Erbaum with its modern and versatile sans-serif design. It's highly legible at smaller sizes and brings a softer, more neutral tone that supports body text and subheaders without overpowering them. Its open curves and contemporary proportions allow it to maintain clarity even when scaled down.

Title

ERBAUM BOLD 30pt

Header

Work Sans Semibold

Body 16pt

Work Sans Medium
12pt

Aa

Erbaum Bold

Aa

Work Sans Semibold

Aa

Work Sans Medium

STATIONARY



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Dear Mr. Doe,

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Best Regards,

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President & Founder



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