



QH GROUP LLC

Branding Style Guide



Brand Overview

Who We Are:

QH Group LLC is a real estate development company specializing in residential subdivisions and commercial projects. Our focus is on creating high-quality, well-designed properties that enhance communities and drive economic growth.

Mission:

To develop sustainable, innovative, and profitable real estate projects that provide long-term value to communities and stakeholders.

Vision:

To be a leading force in the real estate industry, known for our commitment to excellence and integrity.

Core Values:

Innovation:

We create modern and efficient real estate solutions.

Integrity:

We operate with honesty and transparency.

Sustainability:

We focus on eco-friendly and durable development.

Excellence:

We strive for the highest quality in all our projects.



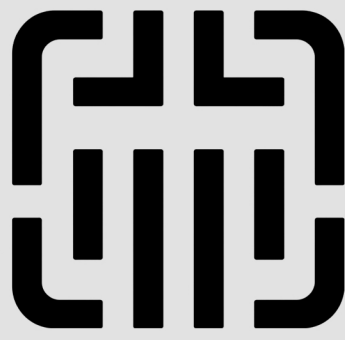
Logo

This QH Group logo is a **minimalist, modern, and geometric design** that effectively communicates the brand identity of a real estate development company. Here's how you can explain it to your clients:

Abstract Representation of "QH"

The logo is designed using a grid-based geometric structure, where the letters "Q" and "H" are subtly integrated into the negative space. This creates a bold, recognizable mark that remains professional and visually appealing. Structural & Architectural Influence

The interconnected lines and shapes reflect building structures, blueprints, and development plans, reinforcing the company's connection to real estate and construction. The symmetry and balance in the logo symbolize stability, trust, and longevity, essential qualities in real estate development. Minimalist and Timeless Design



Final Thought

This logo is more than just a symbol; it is a strategic branding asset that embodies professionalism, innovation, and trust—the core values of QH Group. It conveys a strong identity in the competitive real estate market while maintaining elegance and simplicity.

The clean, monochromatic black-and-white color scheme ensures the logo remains versatile and scalable, working well on business cards, signage, websites, and branding materials.

The minimalist approach aligns with modern luxury real estate branding, appealing to high-end clients and investors. Symbolism of Connectivity and Growth.

The enclosed structure represents collaboration, security, and strategic growth, showcasing QH Group's commitment to urban development and innovative real estate solutions. The interwoven elements suggest strong foundations, teamwork, and visionary architecture, making it an ideal representation of a real estate development firm.



Logo Usage

Primary Logo: (Display primary logo in color) Use this version in most applications, ensuring sufficient space around it.

Secondary Logo: (Display monochrome or simplified version) Use for monochrome printing, small applications, or subtle branding.

Clear Space & Minimum Size: Ensure at least (X amount) of space around the logo to maintain visual integrity. Minimum size: (Specify smallest legible dimensions).

Incorrect Usage:

Do not distort, stretch, or rotate the logo.

Do not change colors or add effects.

Do not place on conflicting backgrounds.



Color Palette

Primary Colors:

Orange (#FAA243, RGB: 250, 162, 67) – Represents warmth, energy, and innovation.

Deep Blue (#092968, RGB: 9, 41, 104) – Reflects professionalism and trust.

Black (#000000, RGB: 0, 0, 0) – Stands for strength and authority.

Accent Colors:

Dark Blue (#092968, RGB: 9, 41, 104) – Enhances brand depth and consistency.

Gold (#FAA243, RGB: 250, 162, 67) – Symbolizes success and growth.

(Color swatches included for reference)



Typography

Primary Typeface:

ACIER BAT – Used for strong brand elements and accents.

Montserrat Bold – Used for headings and brand statements.

Secondary Typeface:

Montserrat Regular – Used for body text and general communication.

Usage Guidelines:

Headlines should use **Montserrat Bold** (ALL CAPS for emphasis).

ACIER BAT should be used selectively for branding impact, not for body text.

Body text should use Lato Regular for readability.

Avoid decorative or script fonts in official materials.

ACIER BAT



QH GROUP LLC

Montserrat



Social Media

Social Media Branding:

Although QH Group LLC does not currently have social media, branding consistency is crucial for future use. Below are two example Instagram posts that align with the brand's visual identity and messaging.

Instagram Post Example 1:

Image: High-resolution aerial view of a residential subdivision under development.

Text: "Transforming landscapes, building communities. QH Group LLC is shaping the future of real estate development. #RealEstate #Development #QHGroup"

Design: Uses brand colors, typography, and subtle overlays for a sleek professional look.



Instagram Post Example 2:

Image: A commercial project in progress with architectural blueprints in the background.

Text: "From concept to reality. We bring commercial projects to life with precision and innovation. #CommercialRealEstate #Innovation #QHGroup"

Design: Bold typography using Acier BAT for emphasis, brand color highlights, and a clean layout.



Examples

