fieldmark

Good homes. Clear decisions.

HOMES & PLACES

Brand identity & guidelines
An original real estate concept by Silk Studio.



A brand with a way through.

The reference moves from understanding a business to choosing a visual direction and putting it to work. This guide follows that sequence for a fictional, design-led residential real estate company.

01 / 03-05

Discover

Define the offer, audience and the decisions people need help making.

02 / 06-13

Explore

Compare three visual territories and three logo directions.

03 / 14-23

Define

Set the logo, colour, type, layout and image rules.

04 / 24-30

Apply

Show the identity on useful real estate touchpoints.

Working assumptions are identified throughout. No client interviews or market validation are claimed.

Start with the decision, then the design.

01

What does the company do?

Curates residential homes, supports viewings and helps buyers and sellers move through a clear property journey.

02

Who is it for?

People moving into their next home, returning buyers and owners who value considered spaces and straightforward communication.

03

Why should they care?

A home is an everyday place and a major decision. People need useful details, an honest sense of the space and a clear next step.

04

What should the brand signal?

Care in selection. Clarity in communication. Confidence without showmanship.

A considered place.
A clearer next step.

Fieldmark brings thoughtfully selected homes and clear property information into one calm, human experience.

The audience

People choosing how and where their next chapter will happen.

The offer

Considered residential homes, viewings and practical guidance.

The expression

An architectural system with the warmth of a lived-in place.

POSITIONING HYPOTHESIS / TO VALIDATE WITH A REAL CLIENT

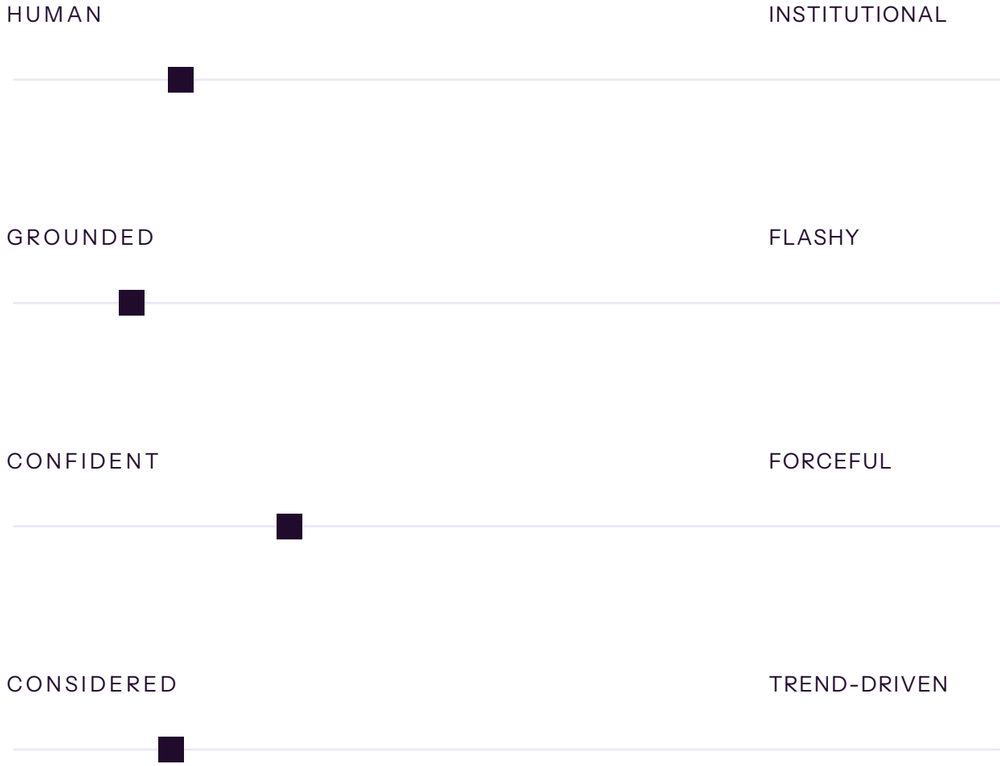
A mark of place.

Field suggests land, possibility and a place to begin.
Mark suggests recognition, intention and a clear point of view.

Together: a company that helps people recognise a place they can make their own.

BRAND IDEA

Good homes. Clear decisions.



Personality choices guide language, imagery and pace.

01 / URBAN PRECISION

Structured. Direct. Contemporary.





FIELD
MARK

A CLEARER WAY HOME

01

02

03

04

Bold sans typography, plan-like grids and a crisp accent. A credible route for a systems-led property business.

02 / OPEN POSSIBILITIES

Architectural. Tactile. Human.





A place
to begin.

01

02

03

04

Dark purple confidence, wisteria warmth and sunglow optimism. A fitting route for homes chosen around everyday life.

SELECTED TERRITORY

03 / QUIET ESTATE

Editorial. Composed. Established.



The next chapter
starts with a place.

01

02

03

04

Elegant serif typography, darker tones and restrained framing. A more formal route for an established property collection.

The name should hold a point of view.

01	Fieldmark	Grounded and architectural. Connects a place with a clear, recognisable point of view.
02	Common Ground	Warm and community-minded. Emphasises shared values and belonging.
03	Morrow & Land	Optimistic and forward-looking. Suggests the next chapter of a life.

FIELDMARK / SELECTED CONCEPT NAME

THE SURVEYOR

A precise, editorial signature.



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HOMES & PLACES

A survey-point emblem paired with a confident serif. Strong on reports and editorial property material; more formal than the intended warm, everyday experience.

THE OPEN PLOT / SELECTED

A place with a way in.



An F and an open boundary form one compact footprint. The openings create a route into the mark, connecting the first letter with the idea of a place you can enter.

THE THRESHOLD

Quiet confidence.



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RESIDENTIAL COLLECTION

An abstract threshold and a formal editorial wordmark. A calm alternative for a more heritage-led business, with less emphasis on the contemporary plot system.

Choose the idea that can become a system.

01

Recognisable

The F is legible as an initial, while the open boundary makes it more than a typeset letter.

02

Architectural

The mark can become a crop, a frame, a pattern and a useful structure for property layouts.

03

Approachable

Warm colour, tactile imagery and a lowercase wordmark keep the system human.

SELECTED: OPEN POSSIBILITIES + OPEN PLOT

This is a design recommendation for the concept brief, rather than a client-approved decision.

The signature.





Dark purple / White

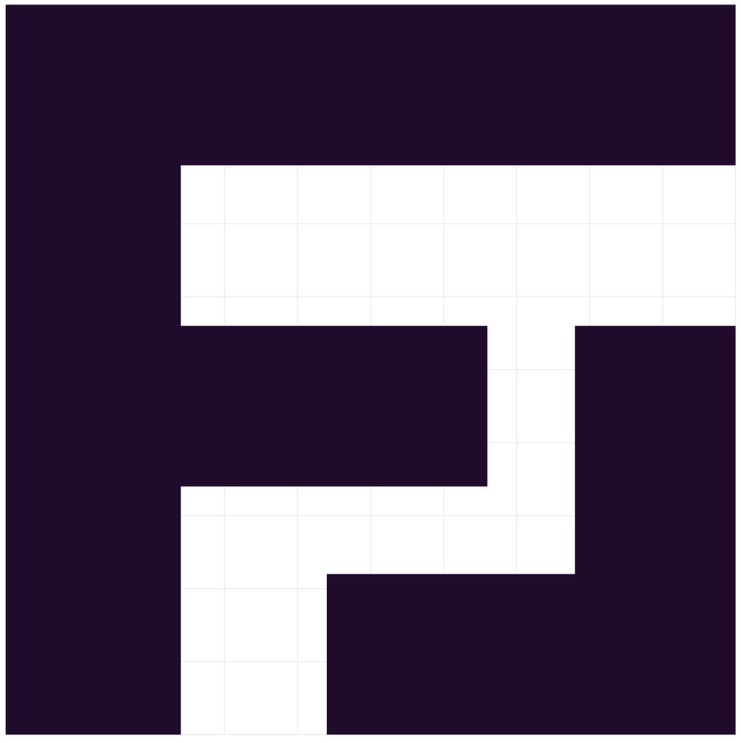


Wisteria / Dark purple



White / Dark purple

A compact footprint.



100-unit artboard

One initial. Two openings.

The broad F carries recognition. The lower corner completes an open plot boundary. The spaces between them form the entry points.

Use the supplied artwork.

The mark is drawn on a 100-unit artboard. Its widths and openings are optical decisions; avoid rebuilding it with a font character or a generic square.

Core vertical: 24 units / Main horizontal: 22 units

Lower corner: 22 units / Artboard proportion: 1:1

Give it room.



X = 1/4

of symbol height.

Keep at least X clear on every side of the full signature.

Digital

Symbol: 24 px minimum.
Horizontal signature: 144 px minimum.

Print

Symbol: 8 mm minimum.
Horizontal signature: 38 mm minimum.

Use the symbol alone when the wordmark would become too small to read.

Keep the master artwork intact: no stretching, rotation, shadows, outlines or unapproved logo colours.

Confident. Open. Optimistic.

Dark purple

#210B2C

RGB 33 / 11 / 44

CMYK 25 / 75 / 0 / 83

Dominant / brand and type

Wisteria

#BC96E6

RGB 188 / 150 / 230

CMYK 18 / 35 / 0 / 10

Secondary / expressive fields

Sunglow

#FFD166

RGB 255 / 209 / 102

CMYK 0 / 18 / 60 / 0

Accent / calls to action

White

#FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

Space / reading surfaces

Clarity is part of the identity.

Good homes.
Clear decisions.

Primary reverse combination

A place to
make your own.

Primary positive combination

Primary body copy

Dark purple on White: 18.3:1 contrast. Use this pair for property details, navigation and long-form reading.

Accent colour

Use Wisteria for secondary fields and Sunglow for highlights. Keep small informational text in the Dark purple / White pairing.

EDITORIAL VOICE

Instrument Serif

A home with a *little more life.*

INFORMATION & INTERFACE

Instrument Sans

Clear details. Useful guidance. A clear way to arrange the next viewing.

Campaign heading

Serif Regular / 52–86 pt
Leading 0.98–1.08x / short statements

Section heading

Sans Semibold / 28–36 pt
Leading 1.15x / clear hierarchy

Body & details

Sans Regular / 16–20 pt
Leading 1.4–1.5x / generous contrast

The wordmark is fixed artwork. Do not replace it with live text. Both font families are supplied under the SIL Open Font License.

A framework that leaves space.

A place
to begin.



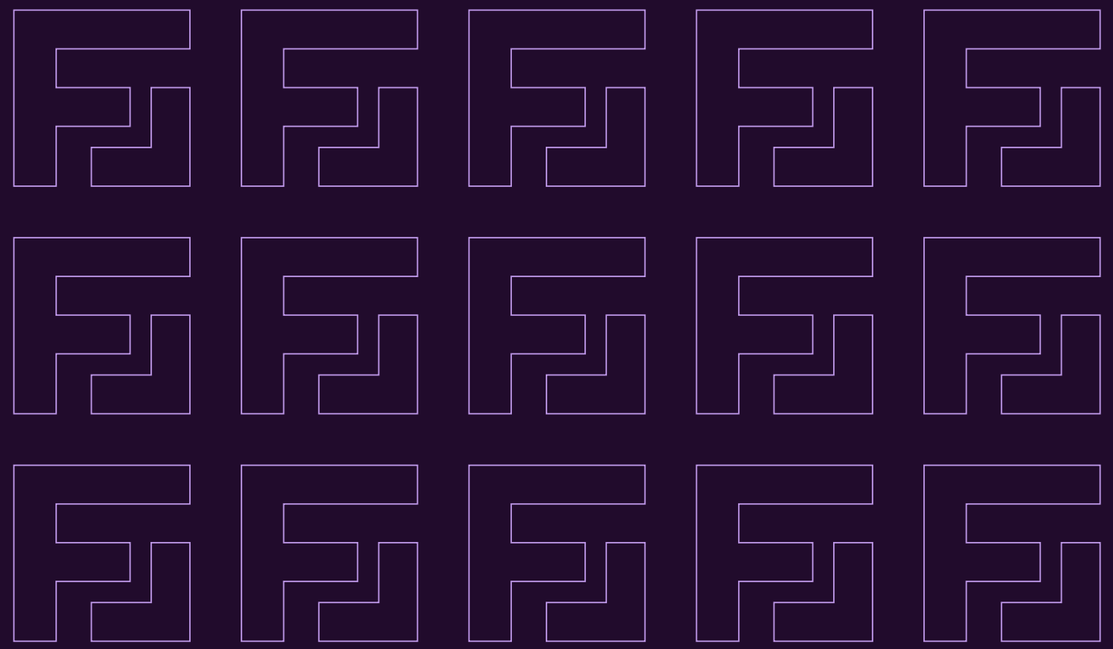
6 COLUMNS

48 PT OUTER MARGINS

24 PT GUTTERS

Use a 6-column foundation for landscape layouts. Keep headings short, align details to a consistent edge and use spacing in 8-point increments.

Let the mark become the frame.





Use the symbol as a crop or a quiet repeated pattern. Preserve its geometry, keep contrast low behind copy and leave the primary logo visually independent.

Show a life, through a place.





Light & materials

Natural light, tactile finishes and plausible architectural detail.

The human scale

Entrances, seating and everyday corners that suggest how a home feels.

Clear representation

Keep room proportions and property details honest in real listing photography.

Warm enough to welcome. Clear enough to help.

BRAND LINE	Good homes. Clear decisions.	A concise promise about selection and communication.
CAMPAIGN	A quieter way home.	Emotional, but connected to a recognisable way of living.
PROPERTY DETAIL	Three bedrooms. A shaded courtyard. Space to slow down.	Specific details make the feeling easier to understand.

VOICE: DIRECT / CONSIDERED / HUMAN CTA EXAMPLES: Explore homes / Arrange a viewing / Ask a question


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Every detail belongs.

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A CONSIDERED WAY HOME

Hello,

The next chapter begins with a place that fits. Fieldmark brings considered homes and clear property information into one calm, human experience.

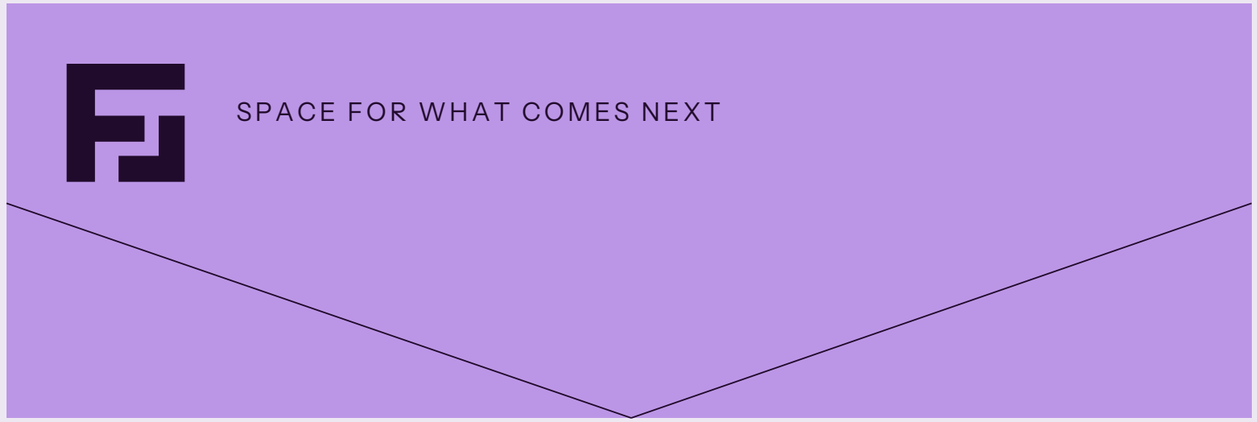
fieldmark.example

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Alex Morgan

Property advisor

hello@fieldmark.example



Illustrative contact details / layout concepts

A quieter way home.

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Open the door to a little more life.

Discover the Courtyard Collection

FIELDMARK.EXAMPLE



Campaign layout concept. Architecture shown is AI-generated concept imagery, rather than an available property.

The feeling, and the facts.



ILLUSTRATIVE LISTING / 004

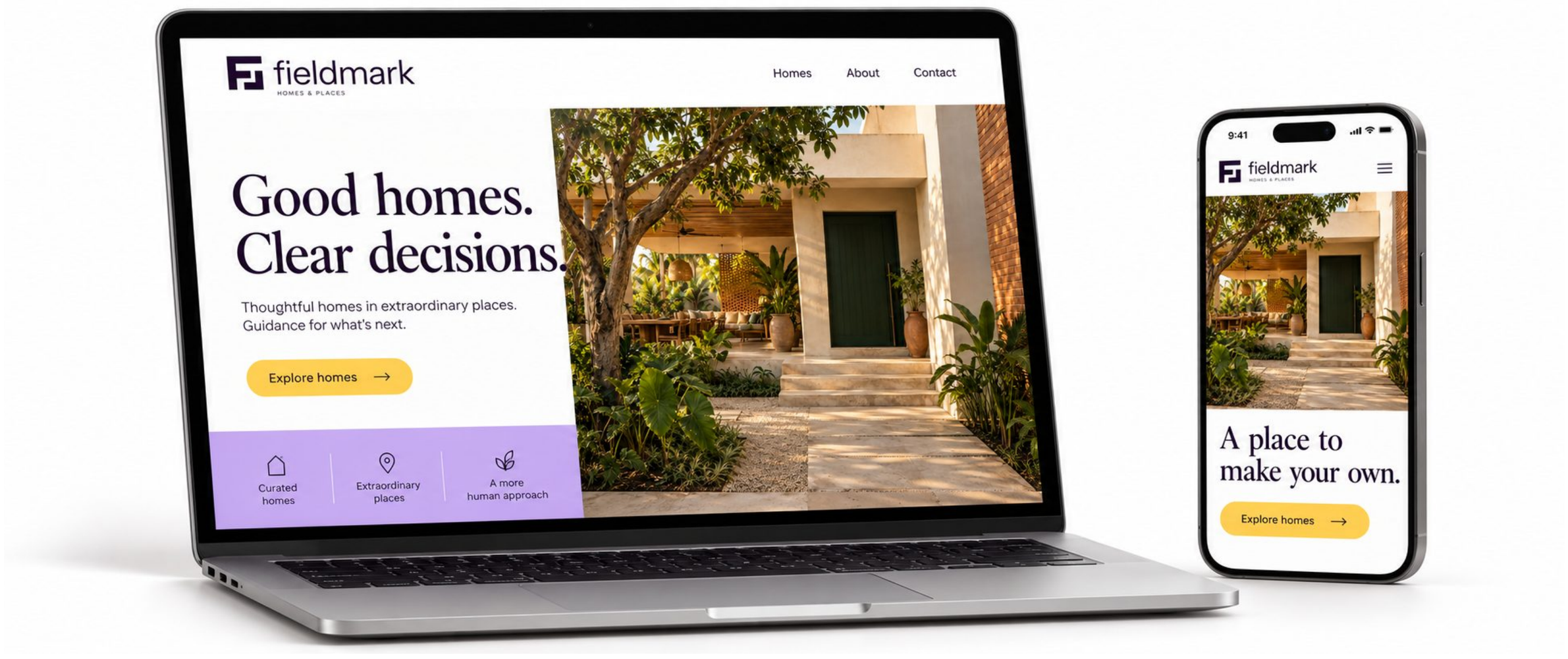
The Courtyard Residence

A shaded entrance, generous living spaces and a courtyard made for slower mornings.

03	210	01
Bedrooms	Sq m / sample	Courtyard

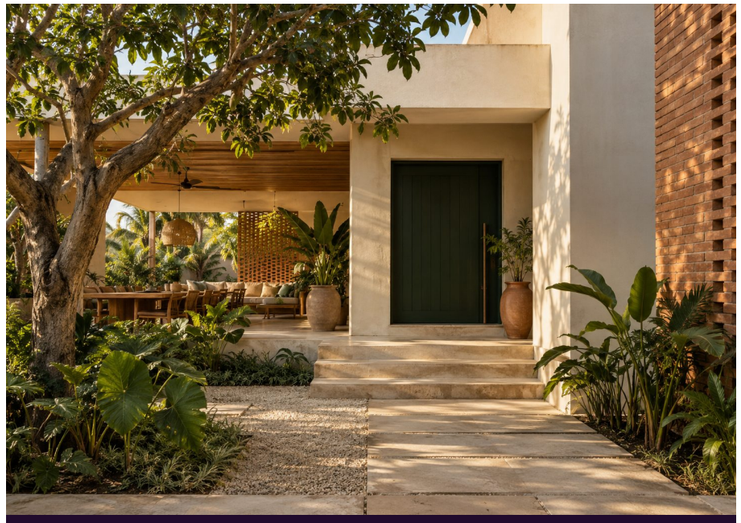
Use the same order for listing information: property name, concise description, key facts and next action. Add verified price, location and availability to real listings.

A real presence. On every screen.



Laptop and phone mockups / Fieldmark digital experience concept.

Same brand. Different moments.



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Room for
slow
mornings.

THE COURTYARD COLLECTION

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A place to begin.

Use one dominant message per asset. Keep the logo, palette, typography and photographic warmth consistent.

Ready to build from.

Identity assets

Horizontal signature / SVG, PDF and PNG

Standalone symbol / SVG, PDF and PNG

Purple, Wisteria, Sunglow, Black and White

Outlined SVG wordmarks / no font dependency

Working materials

Colour values / JSON and swatch reference

Instrument Sans and Instrument Serif fonts

Original architecture and stationery imagery

Editable guide source / native vector geometry

Use this system

Start with Dark purple and White

Keep the logo clear and proportionate

Use real, verified facts for actual listings

Use the visual system to support a clear next step

A self-initiated real estate concept by Silk Studio, created in response to the supplied branding-process reference. Fieldmark is a proposed concept identity; no real business, client commission or available property is represented.

Imagery: AI-generated for this concept. Fonts: Google Fonts / SIL OFL. Process reference: supplied Architecture Branding video / Denny Kurien (@denny.kurien). Concept edition 02 / October 2026.