LUXURY
PRESENCE

Luxury Presence Brand Book

November 2026

Luxury Presence Brand Book

The standards for how Luxury Presence looks. Start with the logo, then color and typography.

Logo

Primary and secondary logos, symbol, wordmark, clear space and partner pairing.

Color

Primary palette, Karat and White gold, secondary colors and grayscale.

Typography

Suisse Int'l styles for headlines, body, quotes, eyebrows, pills and buttons.

Motion

How we move: principles, easing curves, timing, type reveals and the logo outro.

Downloads

Logo files in black and white, plus design tokens for code.

Logo

One of our most recognizable elements, and a tangible way to express the essence of the brand.

Logo

The logo is one of our most recognizable elements. The logo is a tangible way to express some of the essence and characteristics of our brand (however, it will never convey or illustrate everything about us).

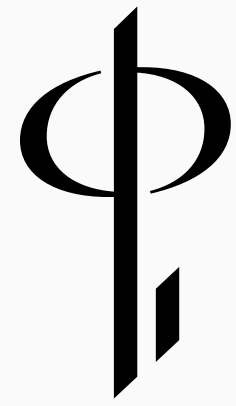


Logo meaning

Our symbol is unique and dynamic. Its elements refer to essence of our brand; the key symbolizes a way to unlocking agent's potential.

Three readings

A letter P. A unified platform. A key.



Usecases

Primary logo

Our primary logo is the main identifier of our brand. We use it most often in both of our digital and real world communication.

Secondary logo

We use the secondary logo in cases when the primary logo can't be used correctly due to layout constraints.

Symbol

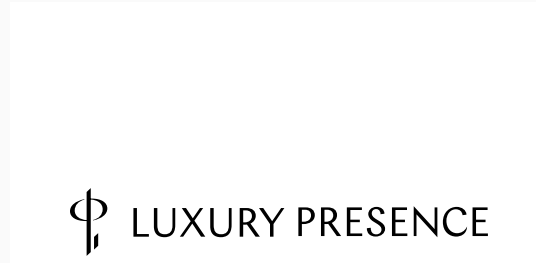
The symbol can be used interchangeably with the main logomark or for creative purposes within our communication.

Wordmark

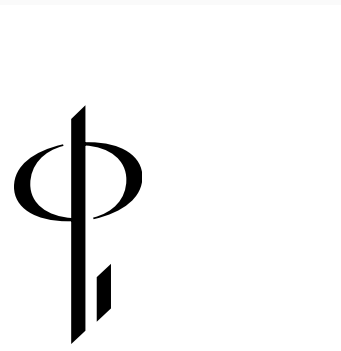
This mark can stand alone, as long as the symbol is also somewhere else in the finished piece.



01 PRIMARY LOGO



02 SECONDARY LOGO



03 SYMBOL



04 WORDMARK

Clear space

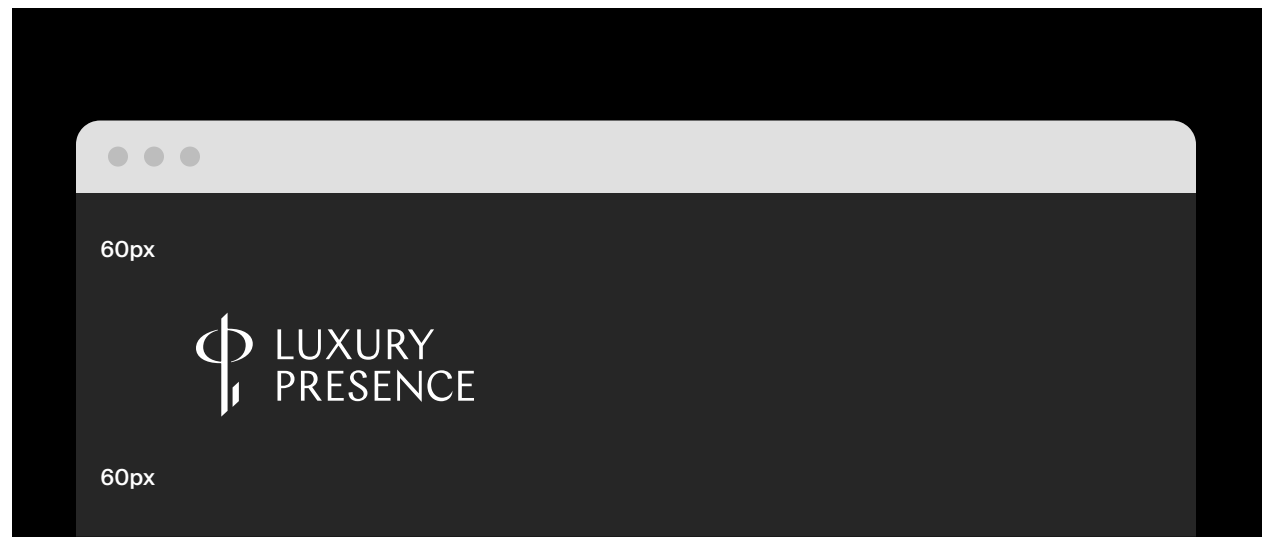
The minimum clear space is that a logo must have on all sizes, no matter it is used. In practical usage, maintain these distances between the logo and other graphic elements, between the logo and the edge of the frame, and between the logo and the headline. No graphic elements, text or images are allowed in this space. The clear space of our logo is derived from 1/4 of logo's height.



Clear space Web & tablet

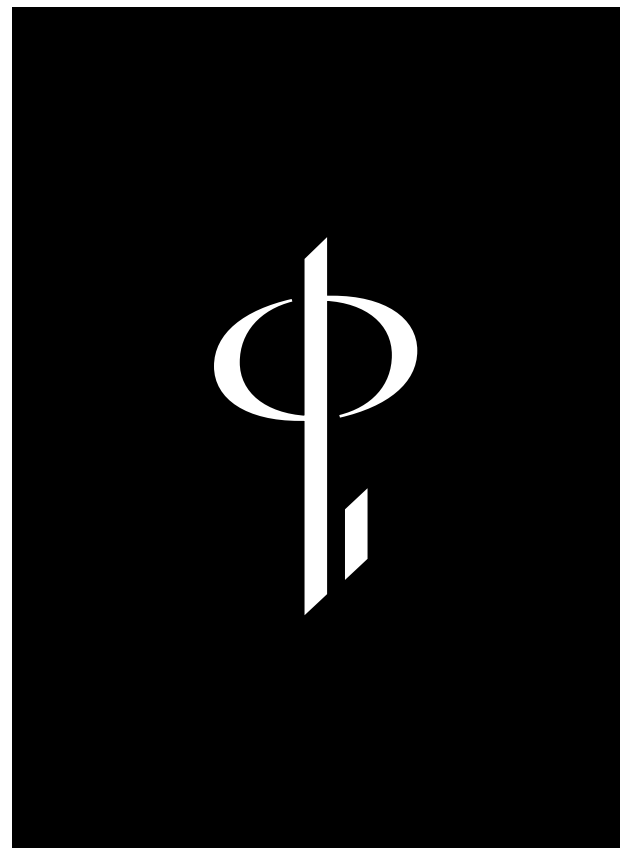
The minimum clear space is that a logo must have on all sizes, no matter it is used. This clear space ensures that a logo maximizes visibility and space. No graphic elements, text or images are allowed in this space. The clear space of our logo is derived from 1/4 of logo's height.

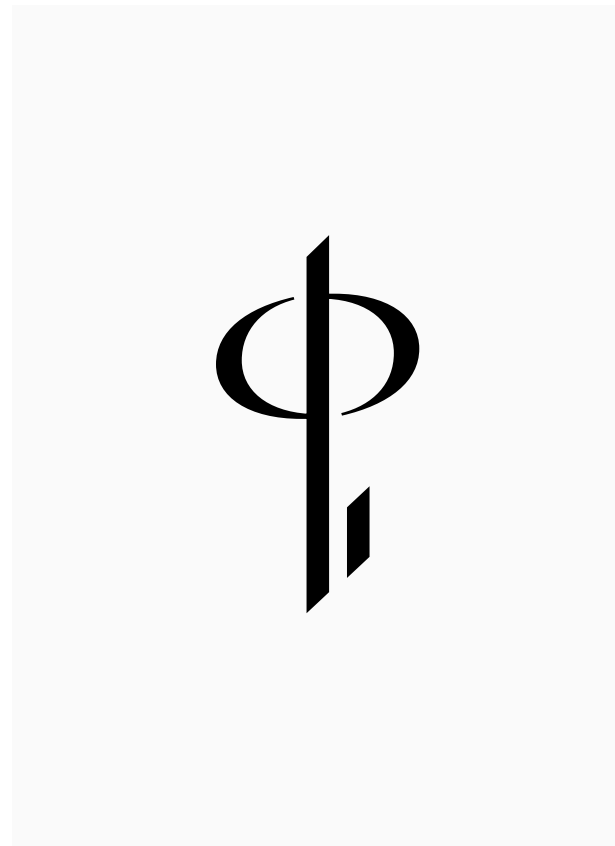
On web and tablet headers, keep 60px above and below the logo.



Symbol

Our symbol can be used interchangeably with the main logomark or for creative purposes within our communication.





Partner logo pairing

The Luxury Presence logo always appears on the left when it coexists with a partner logo.

Paired logos may require scaling to achieve a harmonious optical balance between both logos.

The space between each logo and the divider (X) should always be equal to the letter U. The divider's stroke weight equals the width of the letter "i" divided by 10.

Shown with a placeholder where the partner logo goes.



Color

Black, white and one gold, used with restraint. Use the Copy hex button on any swatch.

Main color palette

Our primary colors are our primary identifiers. We use them most often in our day-to-day communications, assets and across all mediums.

For the gold accent color we are using the K gold in the marketing assets. The W gold, which is the abbreviation of the carat gold hue, is mostly used within the product instances to soften the gold hue across the platform product designs.

Tech White

CMYK	C0 M0 Y0 K0
RGB	R255 G255 B255
HEX	#FFFFFF

Deep Black

CMYK	C0 M0 Y0 K100
RGB	R0 G0 B0
HEX	#000000

W Gold

Name	White Gold
CMYK	C0 M13 Y36 K0
RGB	R255 G221 B163
HEX	#FFDDA3

K Gold

Name	Karat Gold
CMYK	C0 M22 Y58 K0
RGB	R255 G200 B108
HEX	#FFC86C

Off-White

CMYK	C0 M1 Y3 K4
RGB	R246 G243 B239
HEX	#F6F3EF

Gray Slate

CMYK	C0 M0 Y0 K20
RGB	R204 G204 B204
HEX	#CCCCCC

Graphite

CMYK	C0 M0 Y0 K68
RGB	R82 G82 B82
HEX	#525252

Midnight Black

CMYK	C0 M0 Y0 K85
RGB	R38 G38 B38
HEX	#262626

Secondary color

The secondary colors are complementary to our official colors. Secondary colors should be used sparingly.

Appropriate usage is, e.g., illustrations, occasionally social media posts, icons, brand patterns, or other details of our website.

Names are proposed. The brand book does not name these five yet.

Stone

CMYK C0 M5 Y18 K45
RGB R140 G133 B115
HEX #8C8573

Bone

CMYK C0 M1 Y2 K5
RGB R241 G239 B235
HEX #F1EFEB

Rosewood

CMYK C0 M33 Y33 K51
RGB R126 G85 B85
HEX #7E5555

Dusty Rose

CMYK C0 M16 Y17 K33
RGB R170 G143 B141
HEX #AA8F8D

Violet

CMYK C19 M33 Y0 K33
RGB R140 G115 B172
HEX #8C73AC

Grayscale

A neutral ramp from Presence Offwhite to Deep Black for borders, dividers, secondary text and surfaces.

Presence Offwhite	HEX #F3F3F3	RGB R243 G243 B243
K10	HEX #DEDEDE	RGB R222 G222 B222
K20	HEX #CCCCCC	RGB R204 G204 B204
K30	HEX #BBBBBB	RGB R187 G187 B187
K60	HEX #525252	RGB R82 G82 B82
Midnight	HEX #262626	RGB R38 G38 B38
Charcoal	HEX #171717	RGB R23 G23 B23
Deep Black	HEX #000000	RGB R0 G0 B0

Typography

One typeface, Suisse Int'l, in four weights. Size and tracking do the work.

Typography base

Label

SEMIBOLD 32

LUXURY PRESENCE

Headline

MEDIUM 120

The growth platform for real estate's top performers

Subheadline

MEDIUM 32

Grow your visibility, your pipeline, and your client relationships on the AI platform top producers trust to power their brand.

Body text

LIGHT 28

Your website should look like the business you've built. Our design team collaborates with you on strategy, manages every detail, and delivers a site that earns trust before the first meeting. Your site is optimized for SEO and AI visibility so the right people find you first.

Headline and subheadline scale down fluidly on small screens. The sizes above are the maximums.

Typography spec (corpsite and product)

Eyebrow

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Medium 12 px 2px tracking 140% leading #8F8F8F .lp-type-eyebrow

Pills

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Medium 10 px 2px tracking 130% leading #262626 .lp-pill--white

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Medium 10 px 2px tracking 130% leading #262626 .lp-pill--beige

Hero subtext

The quick brown fox jumps over the lazy dog

Regular (Book) 14 px 0px tracking 160% leading #262626 .lp-type-hero-subtext-sm

The quick brown fox jumps over the lazy dog

Regular (Book) 16 px 0px tracking 160% leading #262626 .lp-type-hero-subtext-md

The quick brown fox jumps over the lazy dog

Regular (Book) 18 px 0px tracking 160% leading #262626 .lp-type-hero-subtext-lg

The quick brown fox jumps over the lazy dog

Regular (Book) 20 px 0px tracking 160% leading #262626 .lp-type-hero-subtext-xl

Quote

The quick brown fox
jumps over the lazy dog

Medium 24 px 0px tracking 120% leading #141516 .lp-type-quote-sm

The quick brown fox
jumps over the lazy dog

Medium 32 px 0px tracking 120% leading #141516 .lp-type-quote-md

The quick brown fox
jumps over the lazy dog

Medium 40 px 0px tracking 120% leading #141516 .lp-type-quote-lg

Heading styles

The quick brown fox
jumps over the lazy dog

Medium 20 px 0px tracking 120% leading #141516 .lp-type-heading-xs

The quick brown fox
jumps over the lazy dog

Medium 24 px 0px tracking 120% leading #141516 .lp-type-heading-sm

The quick brown fox
jumps over the lazy dog

Medium 32 px 0px tracking 120% leading #141516 .lp-type-heading-md

The quick brown fox
jumps over the lazy dog

Medium 40 px -1px tracking 120% leading #141516 .lp-type-heading-lg

The quick brown fox
jumps over the lazy dog

Medium 48 px -1px tracking 120% leading #141516 .lp-type-heading-xl

The quick brown fox
jumps over the lazy dog

Medium 56 px -2px tracking 120% leading #141516 .lp-type-heading-2xl

The quick brown fox
jumps over the lazy dog

Medium 64 px -2px tracking 120% leading #141516 .lp-type-heading-3xl

Button styles

MEDIUM 14 · 2PX TRACKING · UPPERCASE

GOLD

GOLD ↗

GOLD OUTLINE

GOLD OUTLINE ↗

GOLD SMALL

GOLD SMALL ↗

GOLD SMALL OUTLINE

GOLD SMALL OUTLINE ↗

GOLD SOFT

GOLD SOFT ↗

GHOST SOFT

GHOST SOFT ↗

Plain text

Plain text ↗

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- Do not download, copy, extract or redistribute the font files from this site, in any format.
- Do not modify, convert or embed the font in other products, apps or documents without approval.
- Need the font for your work? Reach out to pjurik@luxurypresence.com and we will get you set up.

Using it in code

Every style above is a class and a set of CSS variables from `tokens.css`, for example `.lp-type-heading-lg` or `var(--lp-type-heading-lg-size)`.

Suisse Int'l is a licensed font. The site falls back to Helvetica Neue or Arial until the licensed files are added.

GET THE TOKENS

How we move

Motion helps people see what changed. It is quick, exact and never decorative.

Principles

Three words describe how Luxury Presence moves. Every animation should be able to say which one it serves.

01

Precise

Everything moves for a reason and lands exactly where it should. Smooth, quick and serious. Nothing wobbles and nothing makes people wait.

02

Anticipated

Movement is set up before it happens. If something travels left to right, the next scene arrives left to right, so a cut feels like one continuous move.

03

Spirited

A small, rare pop that says "look here". Overshoot is for buttons, icons and small symbols that appear on screen. It is never the default.

Two ways we move

The principles stay the same. How loud they are depends on where the motion lives.

Product launches

Serious and smooth. Glass backgrounds, clean screen-to-screen transitions, no surprises.

EASING

Quint In-Out as the default. Quint In to leave a screen, Quint Out to arrive.

PACE

Short and steady. Screen transitions take about 700 ms.

OVERSHOOT

Only for small UI signals such as a button or icon appearing.

Ads and social media

The same language, a more relaxed version of product launches. Looser and more rhythmic, with room to play.

EASING

Quint Out for arrivals and Expo In-Out when a move needs more drama.

PACE

Longer holds and faster middles. Big moves take about 1.1 s.

CONTINUITY

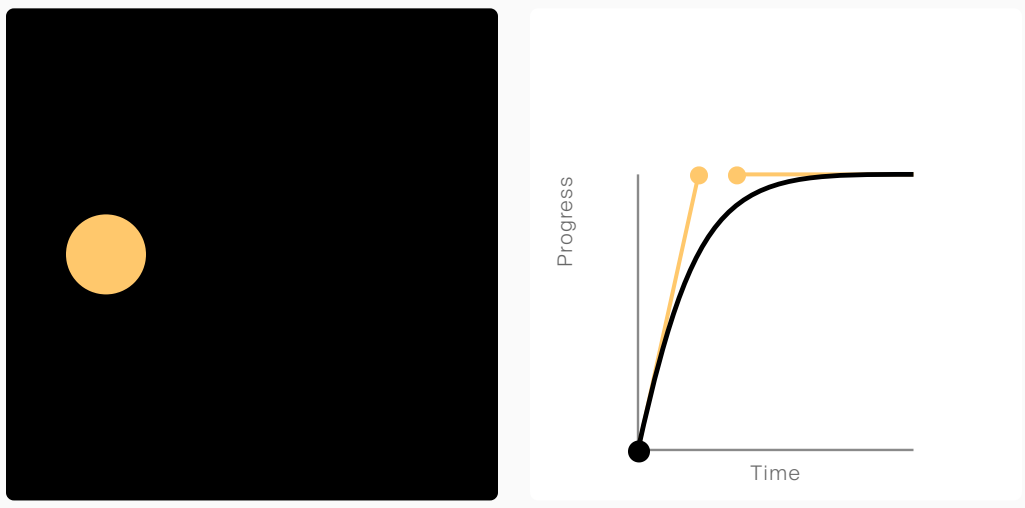
Anticipate each move and keep direction across cuts, so scenes match. Type and the logo have their own reveals.

Easing & timing

Four curves and four speeds cover almost everything. Press replay to feel each one.

Easing curves

Never linear. Things speed up quickly and slow down softly. The graph shows progress over time, and the dot on it is the same one moving in the box.

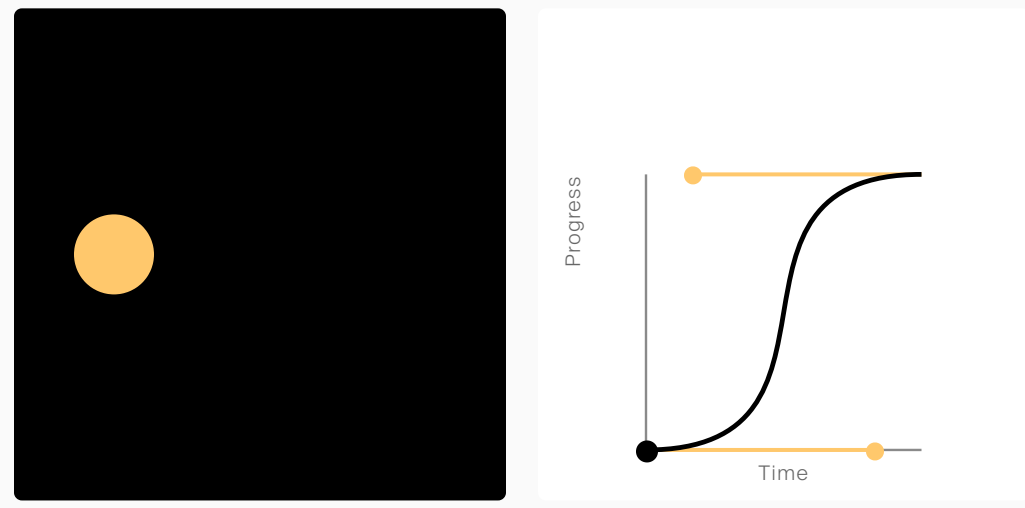


Quint Out

The default for anything arriving. Very fast start with a long, soft landing. Use it for the new screen in a transition and for type reveals.

CUBIC-BEZIER 0.22, 1, 0.36, 1

DURATION 700 ms

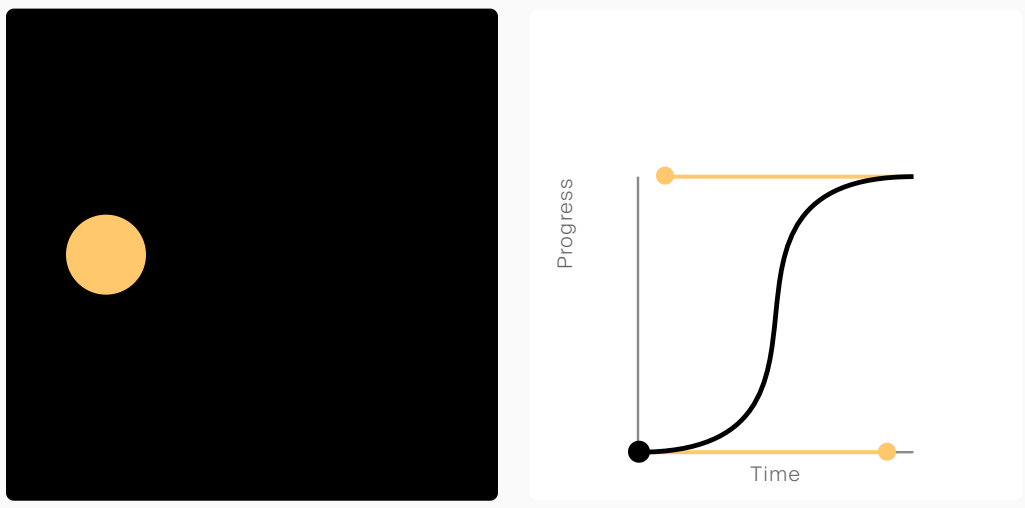


Quint In-Out

The product default for moving or resizing something that stays on screen. Smooth and serious, with a calm start and finish.

CUBIC-BEZIER 0.83, 0, 0.17, 1

DURATION 700 ms

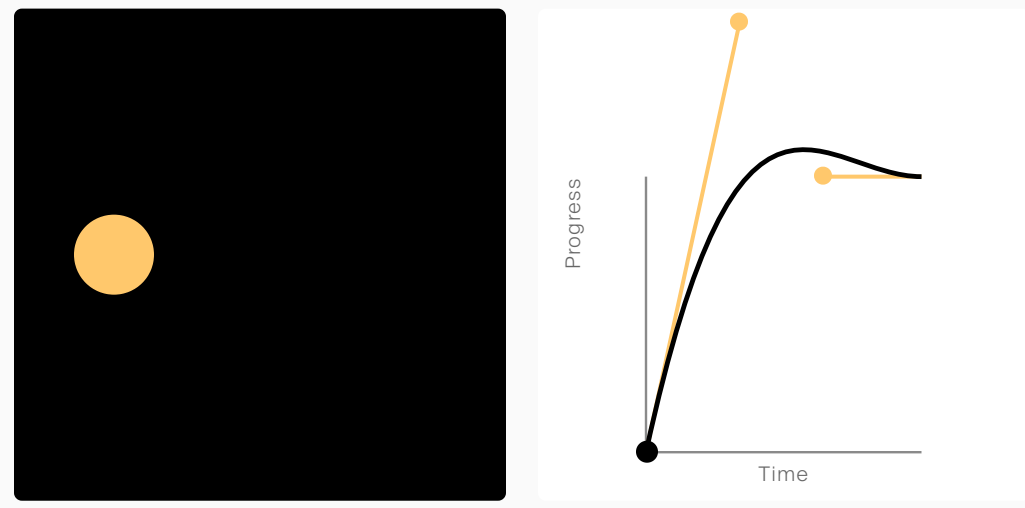


Expo In-Out

The dynamic option for ad and social moves. A long hold at both ends and a very fast middle. Use it where a move should feel dramatic.

CUBIC-BEZIER 0.9, 0, 0.1, 1

DURATION 1100 ms



Overshoot

Passes its target by about 10% and settles back. Sparingly, for buttons, icons and small symbols that pop in. Never on type or full screens.

CUBIC-BEZIER 0.34, 1.56, 0.64, 1

DURATION 400 ms

Duration

Bigger changes take longer. Small, frequent things stay fast so the interface never feels slow. These are starting values to confirm with the brand director.

Fast 200 ms		Hover and small state feedback
Base 400 ms		Pops, small entrances and exits
Slow 700 ms		Screen transitions and larger moves
Slower 1100 ms		Expo moves in ads and social, and type reveals

Leaving is quicker than arriving: take 100 to 200 ms off an exit.

Use in code

Every curve and speed is a token in `tokens.css` and `tokens.json`.

```
.card {
  transition:
    transform var(--lp-duration-slow) var(--lp-ease-quint-out),
    opacity   var(--lp-duration-fast) linear;
}
.badge--pop {
  animation: pop var(--lp-duration-base) var(--lp-ease-overshoot);
}
```

Motion in use

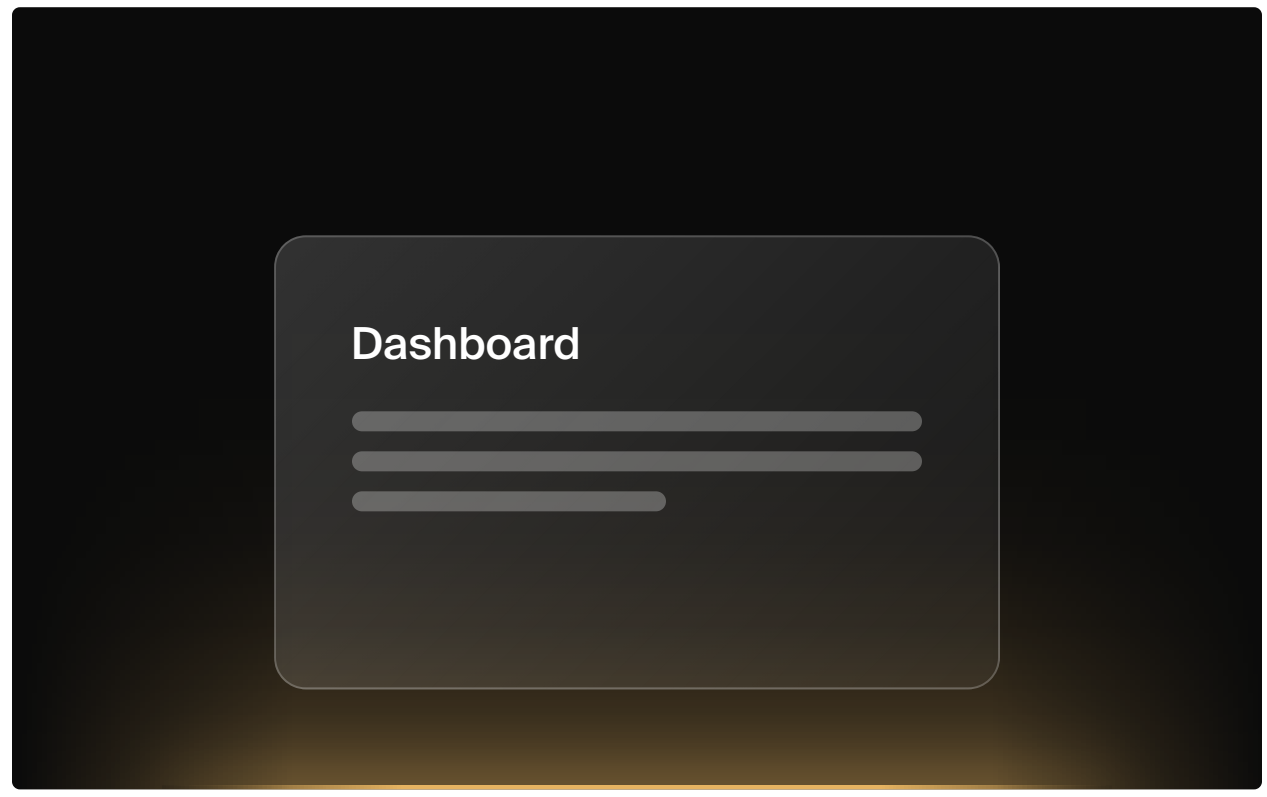
How the curves are used in screens, small UI signals, type and the logo.

Screen transitions

The old screen leaves with **Quint In** and the new screen arrives with **Quint Out**. Direction carries across: if the first screen exits to the right, the next one enters from the left and keeps moving right, so the cut reads as one move.

Exit 500 ms · Quint In

Enter 700 ms · Quint Out

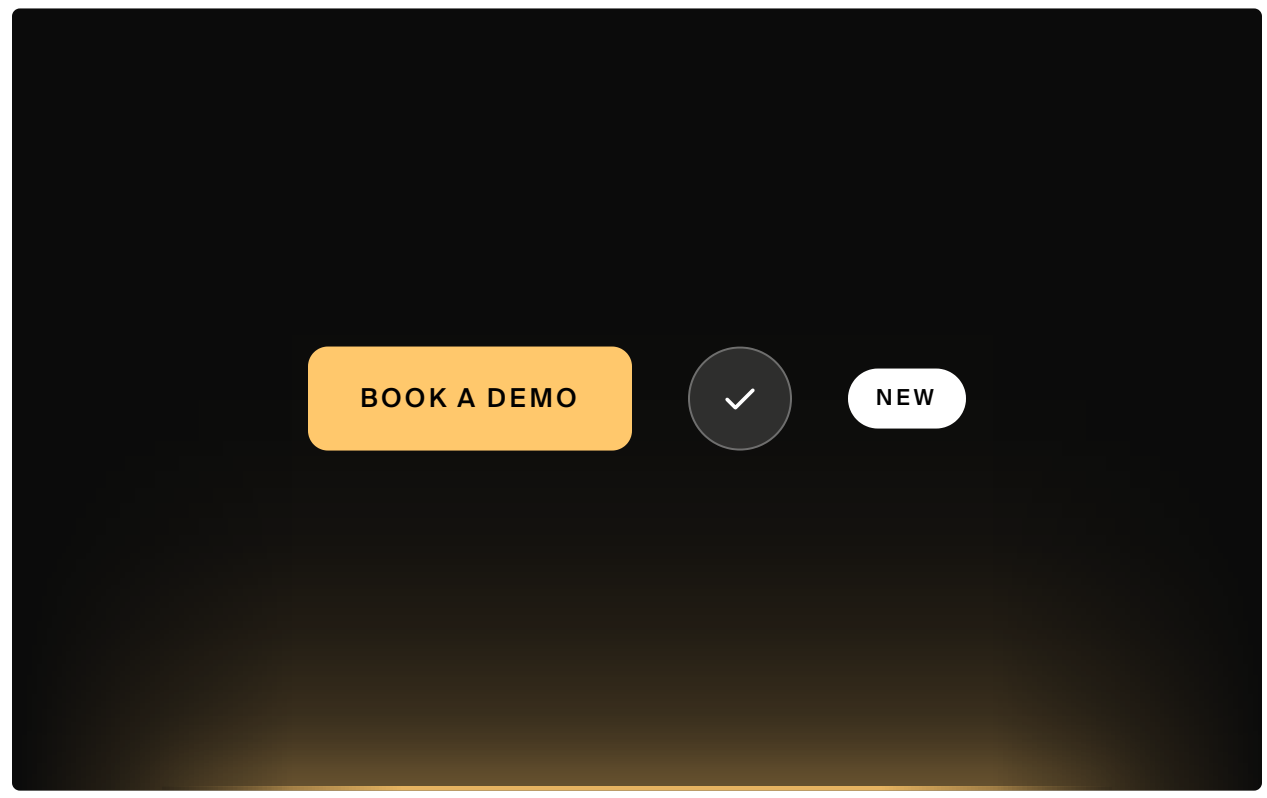


Pop

Overshoot is for small things that need attention: a button appearing, an icon confirming, a badge arriving. Use it once per screen. It signals that something just happened.

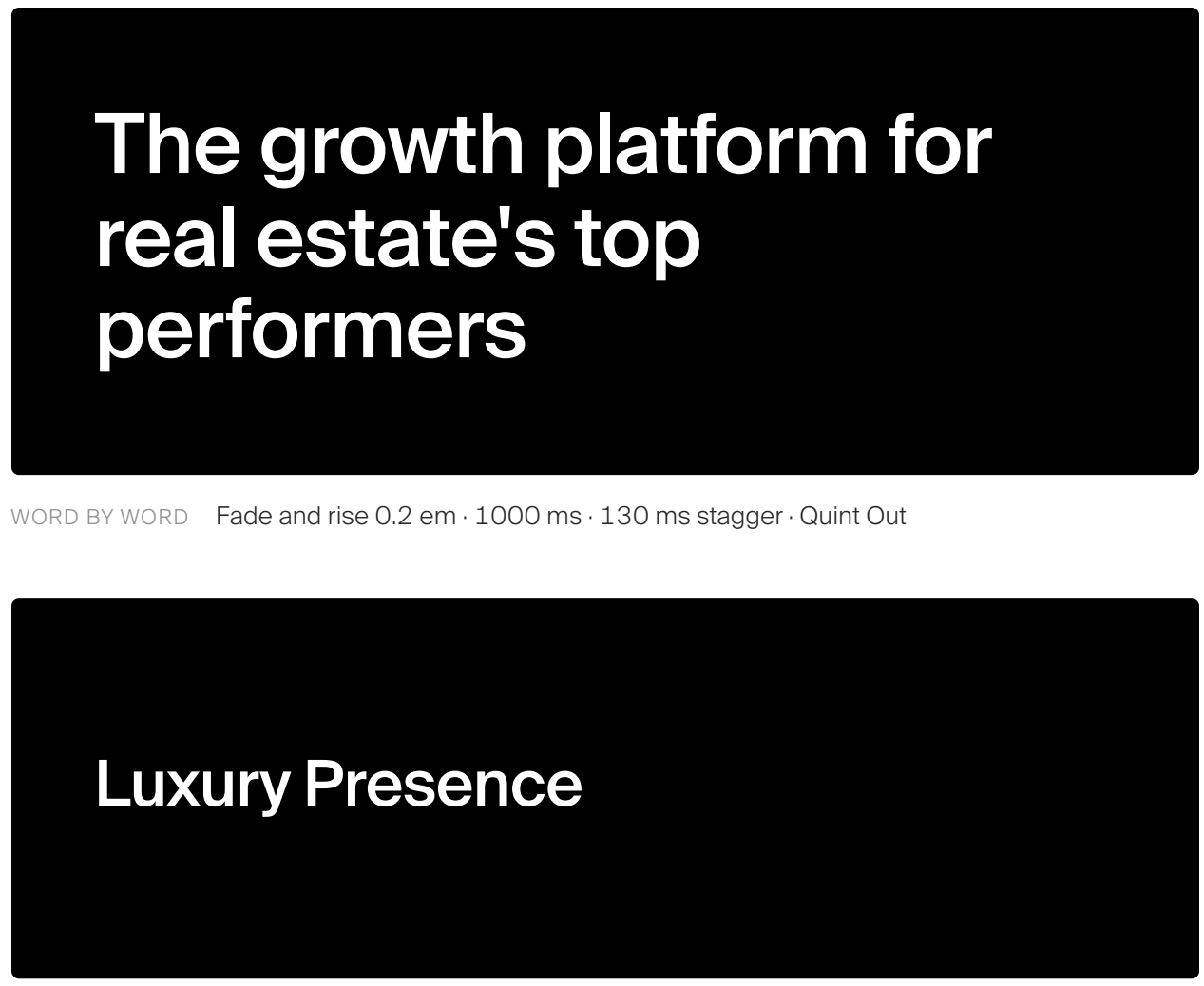
400 ms · Overshoot

80 ms between items



Type reveals

Text builds in one unit at a time, rising a fifth of its height as it fades in. Use the word reveal for headlines and body copy. Use the character reveal for short labels and names. No bouncing or overshoot on type.



WORD BY WORD — Fade and rise 0.2 em · 1000 ms · 130 ms stagger · Quint Out

CHARACTER BY CHARACTER — Fade, rise 0.2 em and scale up from 70% · 700 ms · 40 ms stagger · soft ease-out (approximate)

Logo outro

The logo is visible from the first frame and rises about a third of its own height into place. The symbol and LUXURY travel together. PRESENCE starts a little lower and lands slightly later, so it glides in at the end. Nothing fades, scales or bounces.

Symbol and LUXURY · 1.0 s

PRESENCE · starts 0.05× lower, lands about 0.1 s later

Soft ease-out · hold to about 2.2 s



Do and don't

Do

- Move to explain what changed or where to look.
- Keep direction across scenes and match the cut.
- Leave quicker than you arrive.
- Use overshoot once, on something small.

Don't

- Use linear easing.
- Bounce, roll or overshoot type, screens or glass panels.
- Make people wait for an animation before they can act.
- Animate frequent actions longer than 200 ms.

Reduced motion

When someone has asked their device for less motion, replace movement with a quick fade of about 200 ms and keep the same information on screen. Motion should never be the only way to understand something.