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Brand Guidelines

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Welcome

The following pages are a great way to understand the Plunk brand. Reference these pages when working on integration or looking for Plunk brand assets.

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Who we are

Plunk is an advanced analytics company fundamentally changing and improving the way we value and invest in the housing market.

Mission

To bring next generation data analytics to the residential real estate ecosystem and unlock new revenue opportunities for the world's largest asset class.

Vision

To become the ground source of truth by making a dynamic network of housing data easily accessible and delivering financial information, market insights, and news in real time.

The Plunk logo

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The Plunk logo

Vertical Plunk logo with spacing

Horizontal Plunk logo with spacing

The grey box represents the minimum padding that should be left clear around the logo. No other text or graphical elements should encroach within that padding, or overlap the logo.

Logo alternatives
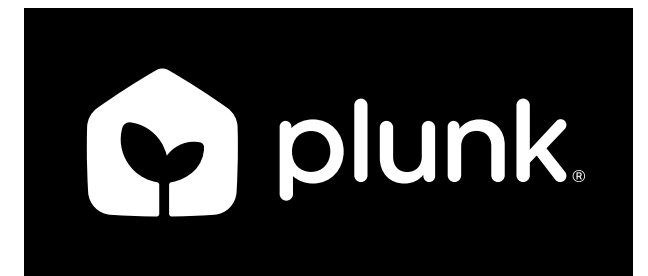
Vertical 'Bank Blue' version on white BG

Vertical white version on dark BG

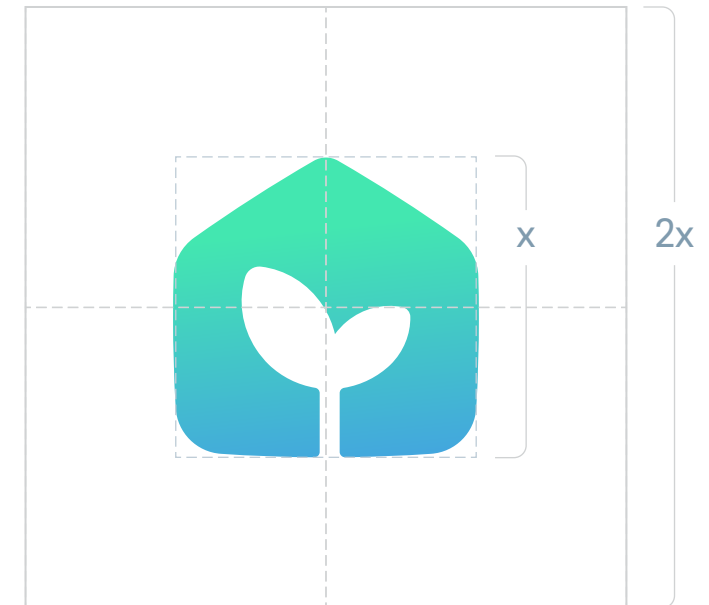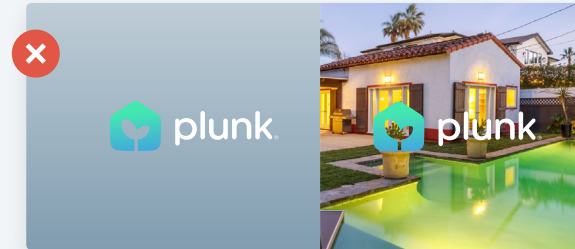Horizontal 'Bank Blue' version on white BG

Horizontal white version on dark BG

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The Plunk mark

Variations

Spacing
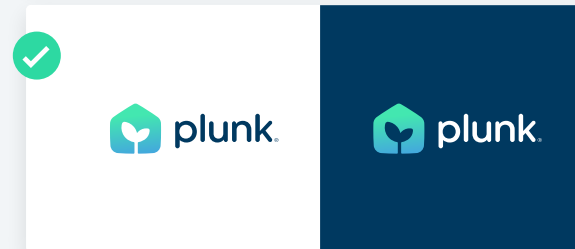
x

2x

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Logo usage

Don't

use the full-color logo in low-contrast or busy backgrounds

Do
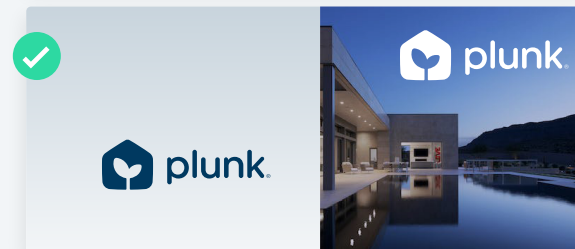
use the full-color logo on white or very dark backgrounds

Don't

place logo alternatives in low-contrast situations

Do

find the best contrast for the conditions

Don't

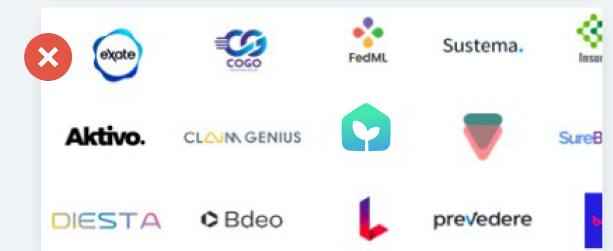let any text or graphics encroach within the padding or overlap any part of the logo
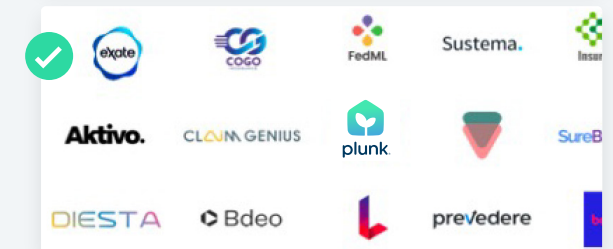
Do

give the logo enough space to stand by itself

Don't

submit the logo mark by itself for an application where it will stand on its own, without context
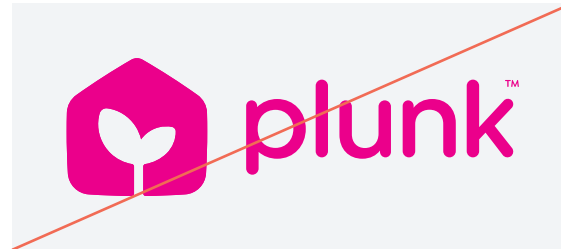
Do

submit the full Plunk logo so that users unfamiliar with our brand can see who we are
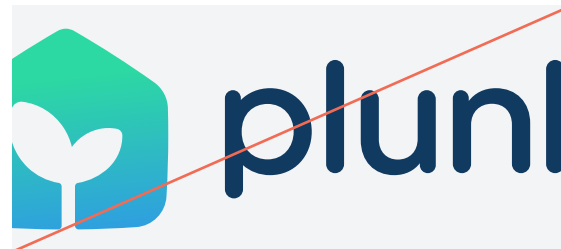
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Logo misuse

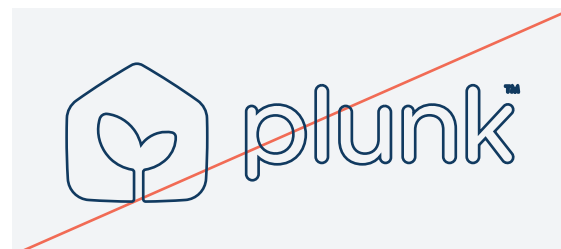Don't change any colors in the logo mark, or logotype

Don't crop the logo

Don't rotate the logo

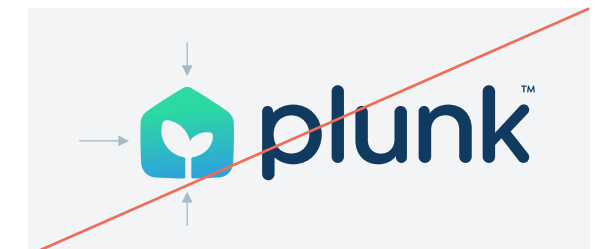Don't convert the logo to outlines

Don't compress or extend the logo

Don't add drop-shadows

Don't change the logo font, or use the logo mark on the end of any other text or font

Don't change the mark size relative to the logotype

Plunk attribution

Powered by Plunk® attribution with spacing

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Plunk attribution variations

Standard Powered by Plunk® attribution on white background

powered by 🌱 plunk.

Bank Blue Powered by Plunk® attribution on lighter mid-tone background

powered by 🏠 plunk.

White Powered by Plunk® attribution on medium to darker mid-tone background

powered by 🏠 plunk.

White-text Powered by Plunk® attribution on very dark background

powered by 🌱 plunk.

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Plunk attribution usage

The green-to-blue gradation of the Plunk logo mark does not show up well on mid-tones. They should not be used except on very dark, or white backgrounds.

Plunk attribution usage

Plunk attribution for a single component
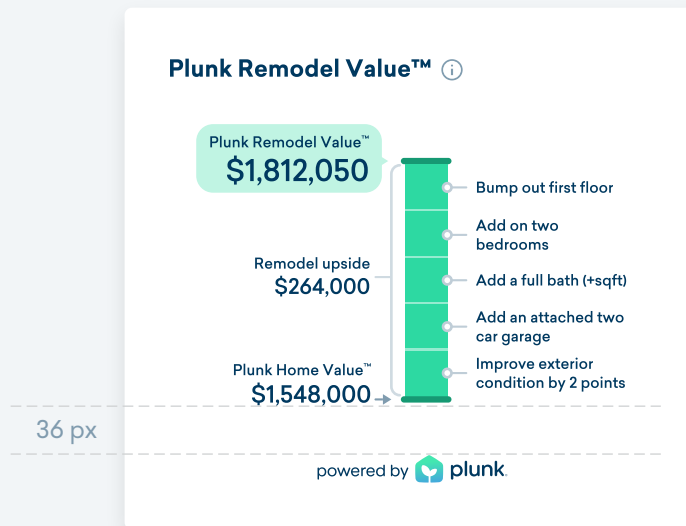
Plunk attribution for two components lined up side by side

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Plunk colors

Primary colors

Bank blue

003960

R: 0 G: 57 B: 96

C: 100 M: 80 Y: 37 K: 27

Positive green

2DD9A2

R: 45 G: 217 B: 162

C: 63 M: 0 Y: 52 K: 0

Logo blue

2F82FF

R: 47 G: 130 B: 255

C: 74 M: 50 Y: 0 K: 0

Secondary colors

Negative orange

f56a58

R: 245 G: 106 B: 88

C: 0 M: 73 Y: 65 K: 0

Sky blue

00c8fa

R: 0 G: 200 B: 250

C: 64 M: 0 Y: 0 K: 0

Alert gold

ffc232

R: 255 G: 194 B: 50

C: 0 M: 25 Y: 90 K: 0

80s lip gloss

df3e96

R: 223 G: 62 B: 150

C: 7 M: 89 Y: 0 K: 0

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Color shades

Bank blue	Positive green	Logo blue	Negative orange	Sky blue	Alert gold	80s lip gloss
	# 008762	# 163b6e	# b92e1c	# 006297	# a56800	# 7b144d
# 001428	# 059a72	# 1e4c9b	# cd4230	# 0085be	# c38600	# 9e1a62
# 002644	# 0dbf8d	# 2864ce	# e15644	# 00a9e2	# e1a414	# c11f78
Bank blue # 003960	**Positive green** # 2DD9A2	**Logo blue** # 2F82FF	**Negative orange** # f56a58	**Sky blue** # 00c8fa	**Alert gold** # ffc232	**80s lip gloss** # df3e96
# 406a88	# 5ce3b8	# 4191ff	# f89080	# 3bd5fc	# ffd26a	# e561aa
# 809caf	# 94eccf	# 97beff	# fbb4aa	# 7ee2fd	# ffe09c	# ee96c6
# bfcdd7	# c9f5e8	# cbdfff	# fcdad5	# bef0ff	# fff0ce	# f6cae3
# e6ebef						

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Typography for marketing & print:
Sailec

Sailec Black
Real estate in real time

Sailec Black Italic
Real estate in real time

Sailec Bold
Real estate in real time

Sailec Bold Italic
Real estate in real time

Sailec Medium
Real estate in real time

Sailec Medium Italic
Real estate in real time

Sailec Regular
Real estate in real time

Sailec Regular Italic
Real estate in real time

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Typography for digital products:
Inter

Inter Black

Real estate in real time

Inter Bold

Real estate in real time

Inter SemiBold

Real estate in real time

Inter Medium

Real estate in real time

Inter Regular

Real estate in real time