KENWOOD & BAY

REAL ESTATE · NORTH ST. PETERSBURG

IDENTITY SYSTEM / V 1.0

FROM THE PORCH TO THE BAY.

KENWOOD & BAY BRAND GUIDELINES / NORTH ST. PETERSBURG, FLORIDA



CALM, SPECIFIC, OF THIS PLACE.

Kenwood & Bay is a two-agent team that sells the older houses of St. Petersburg's north side, from the bungalow porches of Historic Kenwood to the seawalls of Snell Isle. It sells a house on its details, shown calmly and early.



01

UNHURRIED

Luxury is pace, not gloss. Room around every photograph, short sentences, one action per screen.

02

THE DETAIL IS THE PITCH

Rafter tails, heart pine, brick pavers, the age of a seawall. Name specific things.

03

OF THIS PLACE

If a line could run for a team in another city, rewrite it.

ONE SIGNATURE.



Use the horizontal signature whenever Kenwood & Bay is introduced. A plain house in a ring says what we do at a glance; thin condensed capitals carry the name, and the italic ampersand is the one curve, the touch of hand that makes it ours.

A PLAIN HOUSE, *a well-set name.*



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THE SYMBOL

Phosphor Icons "house-line", Regular weight (MIT), used as published inside a ring. Not redrawn.

THE WORDMARK

Barlow Condensed Regular, tracked +150. The ampersand is Cormorant Garamond Medium Italic at 104 percent.

CONSTRUCTION

Ring height equals the wordmark block, caps to secondary line. Gap between them: a quarter of the ring.

THE RIGHT SIGNATURE *for the space.*



HORIZONTAL / TIDEWATER



HORIZONTAL / REVERSED



STACKED



COMPACT / NAVIGATION



MARK / APP ICON / FAVICON

GIVE IT THE PORCH.



X = HALF THE HEIGHT OF THE RING

CLEAR SPACE

Keep X clear on every side. Measure from the visible artwork, never the file edge.

SCREEN MINIMUMS

Horizontal: 200 px wide (use Compact below that). Mark alone: 24 px. Under 24 px use the favicon: the Bold house on a Tidewater tile.



PRINT MINIMUMS

Horizontal: 50 mm wide. Mark: 9 mm. Embroidery, foil and deboss: mark at 20 mm or larger.

BAY WATER. *One bougainvillea.*

TIDEWATER
#13262C RGB 19 / 38 / 44

SHELL
#F5F2EC RGB 245 / 242 / 236

STUCCO
#E8DFD0 RGB 232 / 223 / 208

BOUGAINVILLEA
#B5305F RGB 181 / 48 / 95

HERON
#8FA6AB RGB 143 / 166 / 171

SABAL
#5C6B57 RGB 92 / 107 / 87

SLATE
#4E5F63 RGB 78 / 95 / 99

Shell and Tidewater lead. Stucco warms a section. Heron and Sabal are quiet support. Bougainvillea is used only for the enquire action.

ONE BRIGHT NOTE *on a white wall.*

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THINKING OF SELLING?

Tell us the street and the year it was built.

Book a walk-through →



WORKING BALANCE

Roughly 70 Shell, 20 Tidewater, 8 Stucco and Heron, 2 Bougainvillea. The flower already lives on the streets; the brand borrows it, once.

ACCESSIBLE PAIRS

Tidewater on Shell 14.0:1. Slate on Shell 6.0:1. Shell on Bougainvillea 5.3:1. Heron on Tidewater 6.1:1 for labels only.

THREE VOICES, *one page.*

BARLOW CONDENSED

AA BB CC DD EE FF GG 0123456789

Places and headings, in capitals. 200 for giant display over photographs, 300 for headings, 400 to 500 for small labels.

Cormorant Italic

Aa Bb Cc Dd Ee & 1925

The describing voice: captions, ledes, the light on a street. Never for instructions or buttons.

Hanken Grotesk

We order the four-point and wind mitigation reports before we list.

[27°47' N 82°38' W]

Reading text, buttons, labels and coordinates. Regular and Medium only.

CUSTOM WORDMARK

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Use the artwork. Never retype the name, respace it or swap the ampersand.

SCALE SETS THE PACE.

DISPLAY / 120 TO 400, BARLOW 200

NORTH SIDE

HEADING / 48 TO 104, BARLOW 300

FOUR NEIGHBORHOODS

LEDE / 24 TO 66, CORMORANT ITALIC

Brick streets that end at the water.

BODY / 16 TO 18, HANKEN 400

We walk the house with you room by room and pull the sales on your street.

DETAIL / 11 TO 14, HANKEN 500

[27°46' N 82°40' W] LOOK FOR / HEART PINE FLOORS

SPECIFIC. LOCAL. *Unhurried.*

Tell us the street and the year it was built.

The core invitation. Ask for what we actually need to start, in words a neighbor would use.

DESCRIBE

Porches deep enough to live on.

Captions in the serif voice name light, streets and materials.

EXPLAIN

We order the reports before we list.

Say what we do and when. Verbs, not adjectives.

NEVER

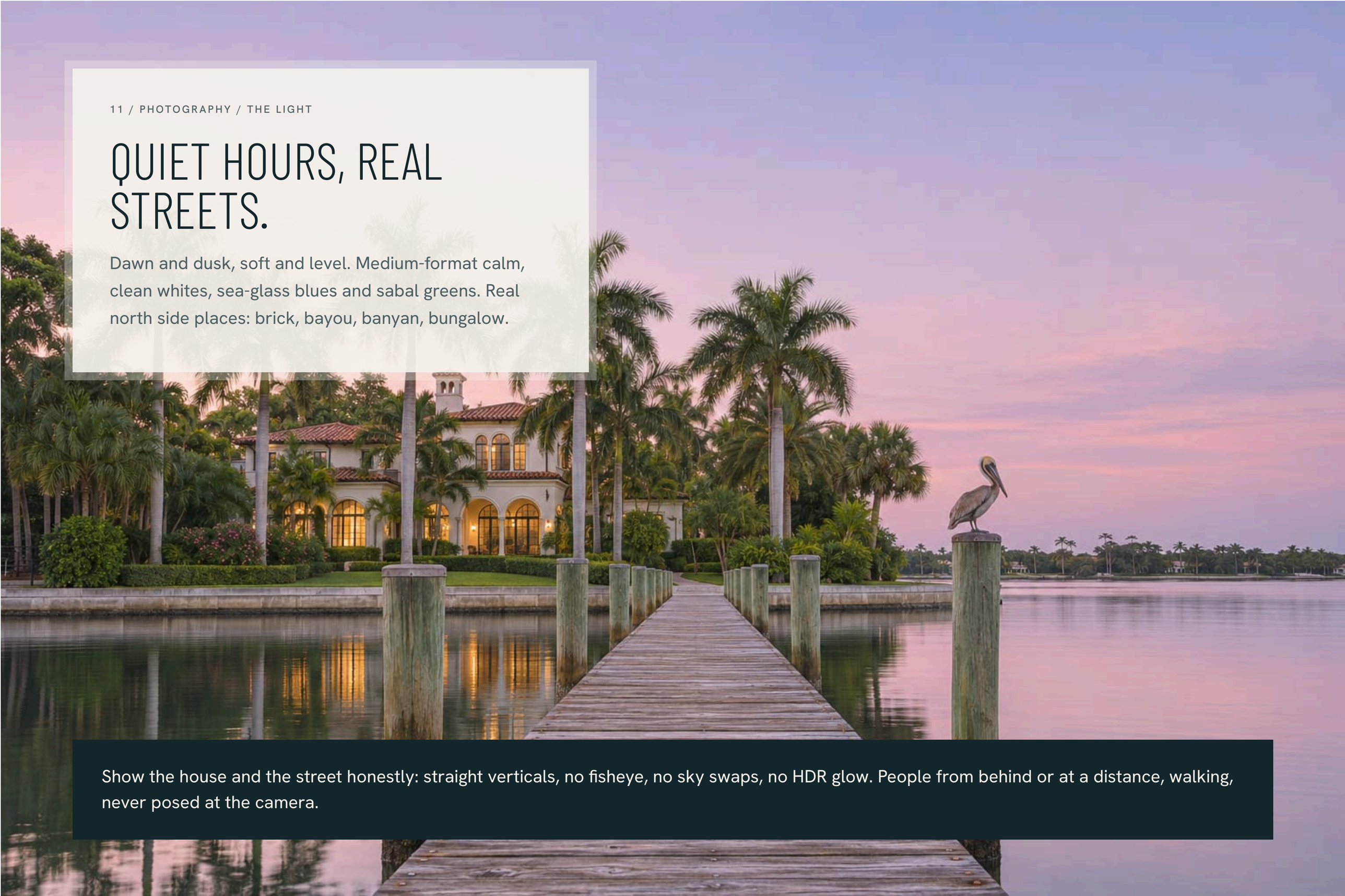
~~Charming must-see gem!~~

No hype, no invented results, rankings or reviews, no dashes in copy.

11 / PHOTOGRAPHY / THE LIGHT

QUIET HOURS, REAL STREETS.

Dawn and dusk, soft and level. Medium-format calm, clean whites, sea-glass blues and sabal greens. Real north side places: brick, bayou, banyan, bungalow.



Show the house and the street honestly: straight verticals, no fisheye, no sky swaps, no HDR glow. People from behind or at a distance, walking, never posed at the camera.

PLACE, HOUSE, *detail, people.*











SETTLE, *don't perform.*



ENTRANCE

Lines rise 14 px out of a soft blur over 0.9 s, staggered 110 ms. Content arrives once and then stays still.

PHOTOGRAPHS

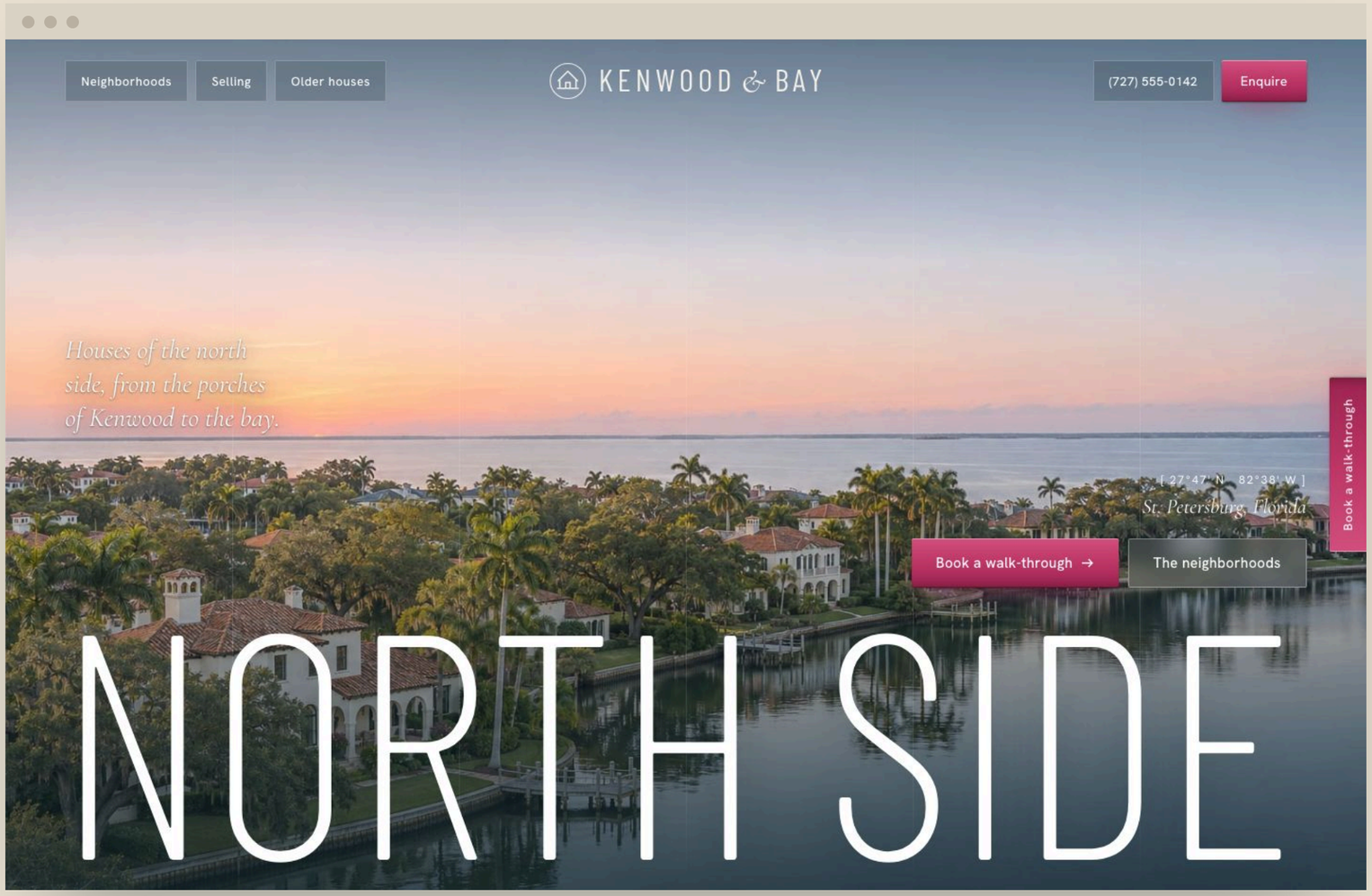
Large photos drift 2 percent with the scroll, like water under a dock. Nothing loops.

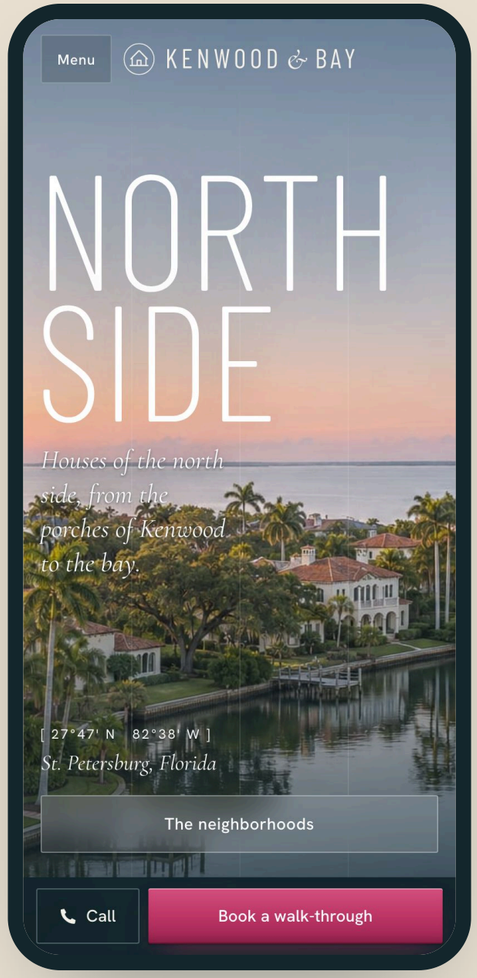
THE ENQUIRE BUTTON

A lit Bougainvillea plate with bevel highlights; a single sheen crosses it on hover.

Every motion runs only under prefers-reduced-motion: no-preference. Without it the page is complete and still. On phones a fixed bar keeps Call and Book a walk-through within reach.

THE BRAND, *on the screen.*





Giant thin capitals sit over full-bleed photography; neighborhoods arrive as airy cards with coordinates. Phone: the title stacks, and Call and Book a walk-through stay fixed at the thumb.



A SIGN THAT SUITS THE STREET.

Painted Tidewater panel, Shell artwork, a white post and arm. Stacked lockup, one phone line, nothing else.

PRODUCTION STARTING POINT

18 x 24 in aluminum composite, two-sided, satin enamel. Stacked lockup 11 in wide.

GENERATED PHOTOGRAPHY / DIRECTION



MADE TO BE KEPT.

Uncoated Shell cover, one full-bleed photograph, the signature small at the head. Inside: rooms, the measured plan, the history.

PRODUCTION STARTING POINT

250 x 250 mm, 24 pages, 300 gsm uncoated cover, lay-flat binding.

GENERATED PHOTOGRAPHY / DIRECTION



KEYS, HANDED OVER PROPERLY.

The ringed house alone, gold foil on Tidewater leather. The last thing a seller gives, the first thing a buyer keeps.

PRODUCTION STARTING POINT

Vegetable-tanned leather, mark at 28 mm, warm gold foil over deboss.

GENERATED PHOTOGRAPHY / DIRECTION



PRESSED, NOT PRINTED.

Two faces: the ringed house in Shell on Tidewater, the stacked lockup in Tidewater on Shell. Letterpress bite gives the paper a porch-rail feel.

PRODUCTION STARTING POINT

89 x 51 mm, 600 gsm cotton, one color per side. Proof the secondary line at 6 pt.

GENERATED PHOTOGRAPHY / DIRECTION



SEEN FROM THE CORNER.

A tall Tidewater banner at the curb with the ringed house alone. On open-house days it marks the street without shouting.

PRODUCTION STARTING POINT

600 x 1800 mm knitted polyester, dye sublimation, mark 380 mm wide.

GENERATED PHOTOGRAPHY / DIRECTION



FOR THE WALK HOME.

Natural canvas carrying the listing book and the keys on closing day. Stacked lockup, one ink.

PRODUCTION STARTING POINT

12 oz natural cotton canvas, single-color screen print, lockup 200 mm wide.

GENERATED PHOTOGRAPHY / DIRECTION

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READY FOR THE STREET.

A plain house and a well-set name, carried from a yard sign to a key tag to a phone screen.

LOGOS

Mark, wordmark, horizontal, compact, stacked

Tidewater and Shell versions

Favicon and app icon, SVG and PNG

TYPE AND COLOR

Barlow Condensed, Cormorant Garamond,

Hanken Grotesk, SIL OFL included

Seven named colors, checked pairs

IMAGERY

Eleven site photographs

Six brand applications

Prompts recorded in CREDITS.md