

vitamin



KLNB IDENTITY R2

The logo consists of the lowercase letters 'klnb' in a dark grey, sans-serif typeface. A light grey diagonal mark is positioned to the left of the 'k', partially overlapping its upper stem.

Option 1

A design combination of options 2 and 6 from the initial presentation. This combines the diagonal mark of the k with a lowercase sans serif typeface. The font weight has also been changed from Bold to Medium.

klnb

Option 2

An additional exploration of a lowercase treatment with a mark fused with the k. The typeface is a modified FedraSans Normal. Unique and subtle curves in this typeface bring forth a sleek and contemporary feel.

K L N B

Option 3

A sharp and modern look with narrow lines and angles. Careful spacing between the capital letters lendsto its legibility. The typeface is Rift Soft Regular was hand-picked for its tall and assertive features.

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Option 4

The clean and contemporary Swift Light typeface was selected for the cut angles of its serifs.
This blend of classic serif type and modern angles is a reference to years of experience
combined with a fresh approach to the real estate landscape.

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Option 5

A lowercase Avenir Book typeface paired with a modern pin mark for a high-touch appearance. The placement of the pin refers the ability to find exceptional property locations.

KLNB

Option 6

A contemporary serif typeface, LeMonde, slightly spaced for legibility. The attributes of this typeface are assertive without being a heavy weight.



Option 7

A structural square mark combined with a clean lowercase sans serif typeface known as Gibson Regular. The square mark represents the overhead view of property plans.



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Option 8

Lowercase Avenir Black combined with a pin-like mark in the letter K. The intersecting elements of the K also represent collaboration between realtor and client.

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