

vitamin



KLNB IDENTITY

► Creative Brief

KLNB is going through a transition in leadership and starting a new chapter. This new chapter will be commemorated through an evolution of the KLNB brand. What you are about to see are first-pass brand concepts. These first-pass concepts reinforce KLNB's dominant position in the marketplace while repositioning the brand as agile, fresh and forward-thinking.

The image shows the KLNB logo in a bold, red, sans-serif font. The letters are thick and closely spaced, with a modern, clean design. The 'K' and 'L' are particularly prominent due to their size and the way they connect to the other letters.

► Attributes

powerful

experienced

dominant

bold

collaborative

modern

loyal

full-service

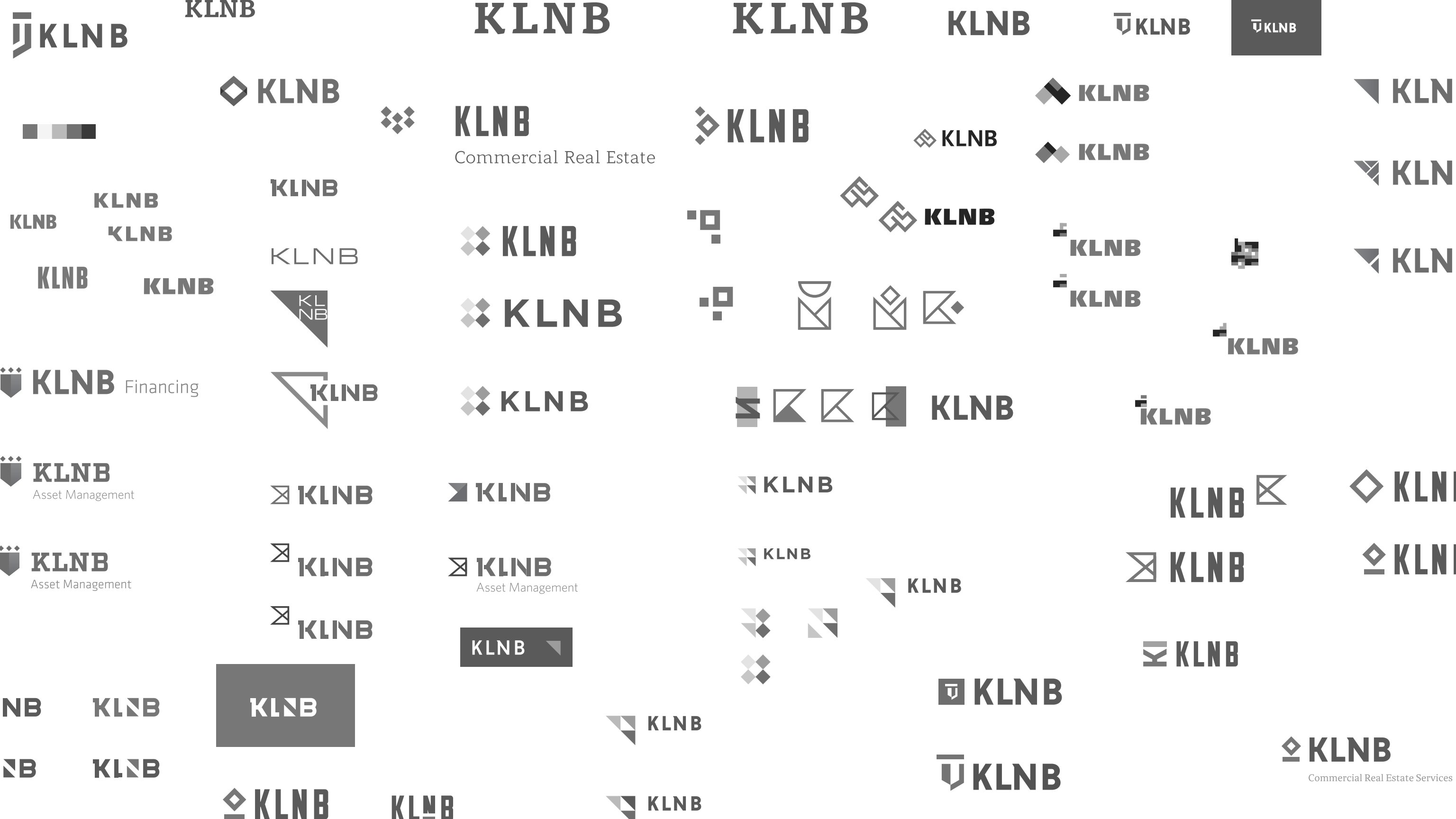
highly professional

versatile

high-touch

strong

agile



KLNB

Typeface Custom

Genesis Refresh the brand, maintain the utmost brand equity.

Meaning An individualized typeface underscores consultation and boutique while the use of heavy-weight type works to portray market dominance.

KLNB

KLNB

The logo consists of the letters 'KLNB' in a bold, dark blue, sans-serif typeface. A small red square is positioned to the left of the letter 'K', partially overlapping its top-left corner.

Typeface Custom

Genesis Clean, modern and personalized with a mark that sets off the brand.

Meaning The mark in the letter "K" signifies high-touch, professional capabilities and the precision of finding the absolute best property.

The logo 'KLNB' is displayed in white, bold, sans-serif capital letters. A small red square is positioned to the left of the letter 'K', partially overlapping its top-left corner. The background is a solid dark blue.The logo 'KLNB' is displayed in white, bold, sans-serif capital letters. A small red square is positioned to the left of the letter 'K', partially overlapping its top-left corner. The background is a solid red.



Property pin as a
brand element



Typeface Tarzana Wide

Genesis A bold typeface with distinguishing features and unconventional mark placement.

Meaning The diamond mark emphasizes the bold and high-touch approach. The mark's placement over the K signifies market dominance.





- Typeface** Custom
- Genesis** The merging of the logo and mark as a single element.
- Meaning** Clean, modern, forward-thinking and dominating. The containing shape references aerial plans.



KLNB.

- Typeface** Vitesse Sans Bold
- Genesis** Bold, recognizable with a distinguishing detail.
- Meaning** A heavy and impactful weight portraying the company as the dominant player.

KLNB.

KLNB.



Typeface ITC Avant Garde Gothic Bold

Genesis A mark with lowercase typeface that is precise and modern.

Meaning The geometric and angular aspects of the mark represent collaboration (two forms coming together) while the lowercase type is clean, modern, social friendly and very “boutique.”







Typeface The Mix Bold

Genesis An abstract visual conveying boutique collaboration.

Meaning These shapes represent buildings, space and property plans. The interlocking aspect references relationships and collaboration.





► **Thank You**

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 **klnb**

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Typeface Seravek Bold

Genesis An abstract visual referencing core company values.

Meaning The arrow represents forward-thinking and the blocks allude to property plans.

