Brand Guide

VERSION 3.4 · TEAM AND AI-TOOL REFERENCE

This is the short version of our brand system. Use it before building a post, deck, flyer, client document, or any AI-assisted design for Balibound Realty.

The Name

The brand is **one word: Balibound**. Full name **Balibound Realty** (capital B, capital R, no space). Never split it into “Bali Bound.” Short form: “Balibound.” Acronym: **BBR**. Domain: baliboundrealty.com.

Colors

Four core colours: **Navy #0F5190** is the anchor for headings, structure and primary actions. **Steel Blue #6A96B0** supports tags, links and large decorative text. **Gold #F4C77A** is the one warm highlight for contact buttons and featured moments. **Pale Gray #EDEFF0** is for soft fills, backgrounds and stat tiles.

Gold is a highlight, not a general background colour. Never use gold text on white or large gold panels. Primary text is #222222, never pure black. Pale Gray replaces retired Beige #F4EFE5.

Typography

Dream Avenue: only “balibound” in a text-rendered wordmark. **Black Mango:** H1 and H2 headings and large document figures. **Open Sauce One:** H3-H6, “REALTY”, labels and buttons. It is not Open Sans. **Inter:** body copy, forms and all other UI text.

The Logo

Always use the actual logo image. Never redraw it or recreate it in a font. Use the dark logo on light, white or gold backgrounds, and the light logo on navy or dark backgrounds.

Buttons and CTAs

Solid Gold with Navy text: every WhatsApp, contact and Free Consultation action. **Navy outline:** secondary or navigational actions, never in place of a contact CTA. WhatsApp green is retired from buttons. It is only permitted inside the official WhatsApp logo mark. Unread dots use Gold.

Icons and Logos

Use the mark-only icon where there is no room for the full name, such as a profile image, favicon or app tile. Use the full logo panel for banners, cover images, signatures and deck title slides. Both sets contain all 36 foreground and background combinations, ordered by background colour. Same-colour options are tone-on-tone. Low-contrast pairs are included for completeness, not everyday use.

Locked Platform Assignments

Where	Asset	Combination
Google Business Profile	Icon	Gold on Navy
Business WhatsApp	Logo	Navy on White
Baxter WhatsApp	Logo	Black on White
Balibound Realty Community	Logo	Gold on Navy
Balibound Telegram	Icon	Navy on White
Baxter Telegram	Icon	Black on White
Balibound Realty Super Group	Icon	Navy on Gold

Quick Do's and Don'ts

✓ **DO** Use the real logo image. Use Pale Gray for calm backgrounds. Use Gold as a contact button or a single featured moment. Keep body copy #222222. ✗ **DON'T** Write "Bali Bound." Use pure black, old Beige, Open Sans, or unapproved colours. Use Steel Blue for small body text. Use Gold for body text or as a large decorative field.

Voice and Tone

We sound like a professional realtor with style and charisma: relaxed and direct, never cheesy or chirpy. Think of a sharp friend who happens to be a Bali property expert. We are warm and professional, personal rather than corporate, confident but never pushy, and selective by discipline. We look at hundreds of projects and recommend a fraction. Say it plainly, not as a humble brag.

Style rules: Short sentences. Always plural: “we”, “us” and “our”. Open with “Hey [first name]”, never “Hi” or “Hello”. Start with one warm line, then the substance. Close with a light direct CTA and sign standalone notes “Cheers, Balibound”. No exclamation-heavy cheerleading. No em dashes.

Words we never use: unlock, revolutionize, game-changer, dive into, landscape as a metaphor, leverage as a verb, delve, moreover, furthermore, in conclusion, pivotal, at the end of the day, stunning, breathtaking, nestled, boasts, seamless, curated, bespoke unless genuinely warranted.

Client Document Standard

Every client document uses the same component for the same job. **Key figure:** Navy fill, white label, large Gold Black Mango figure, one per view. All Black Mango document figures are 24px. **Stat tile:** Pale Gray fill, Navy figure, muted label, no border, 10px radius. **Table:** Navy header, white caps labels, Steel highlighted row and Pale Gray total. **Callout:** Pale Gray panel, Navy left bar and Navy bold lead-in. **CTA band:** Navy band with one solid Gold WhatsApp button, white secondary contacts and QR on white.

Client Document Standard

Page frame and structure:
1. Hero: distinct property photo, Navy veil or band, document kicker, logo, title, subtitle and key figure.
2. Sections: Steel eyebrow, Black Mango H2, short Steel rule, then stat tiles, Navy-header table or Pale Gray callout.
3. Figures: one shared 24px Black Mango figure size. Emphasis comes from colour, not a larger number.
4. Contact band: always last before the disclaimer. Owner documents say “Let’s talk it through together”; buyer documents say “Arrange a viewing”.
5. Footer: disclaimer, then Navy footer with light logo, document name, reference, date, confidentiality where relevant, and page number.

Gold is only for a key figure inside a Navy block, or the solid fill of a contact button. Never Gold text on white. Never Gold panels. Steel Blue is for fills, rules and benchmark bars, not small text on white. Use a different photo in every document slot. Present prices IDR first, then USD in brackets. Present market data as Balibound market intelligence.

PDF Property Sheets

Use the logo image, never a text-rendered wordmark. Three approved layouts: **Showcase** for WhatsApp and social sharing, **Signature** for premium attachments, and **Investment Brief** for serious buyers and agents. Page backgrounds are White or Pale Gray. Headers and footers are Navy. Feature pills and highlight boxes use the light Steel tint. Body text is #222222 and dividers are #E0E3EA.

Version

Brand Guide v3.4 · 11 October 2026

v3.3 added the Client Document Standard. v3.4 makes Voice and Tone self-contained so this guide works on its own in the team media kit and when uploaded to an AI tool.