



Platinum Properties International Style Sheet

Company Logo
U.S. trademark
registration
pending

Platinum Properties Logo Specifications

Programs Used:	Photoshop 6.5
Platform:	PC
File Type:	PSD
Filters Used:	Eye Candy 4000 (Chrome Filter) Lens Flare
Layer Effects Used:	Bevel Emboss, Stroke, Drop Shadow, Inner Shadow
Fonts:	Helvetica
Image Size:	3.4 x 4.7 @ 300 dpi
Colors Used:	Dark Blue (C 100, M 91, Y 37 K 43) Silver (C 32, M 28, Y 23, K 0)

PPI Style Sheet Basics:

- Primary font "Trebuchet MS"
- Logo in upper left
- Navy blue (PMS 281) triangle (upper left to lower right)
- Text in triangle in reverse white
- Slogan:
Sophistication, Service and Style™
- Classy upscale design

Basically this is one huge Photoshop file, all the elements are created on separate layers. To get the chromed look I used the Eye Candy 4000 Chrome filter, and then added a shadow through the layer effects panel. For the text I used Helvetica font and the dark blue color stated above. The frame around the logo has a bevel and so does the lettering on the top and bottom.

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Theme

Diagonal is filled with navy blue
PMS 281 (other colors may be
used with same shapes)
Font is Trebuchet MS
May be used with
or without logo



Sample Highlight for listed home

Sample newspaper
ad showing theme



Sample logos for
related divisions



Platinum Properties International

Now It Can Be Yours!

21 Andiamo, Newport Coast

Charming 3 bedroom and loft in desirable "Campobello", with an extra large corner lot. Bright and spacious kitchen with maple cabinets and center island connected to a sunny Family Room with built-in entertainment center. Large loft could easily be converted into a bedroom.

- 3 Bedrooms & Loft
- 2.5 Bathrooms
- Living Room
- Formal Dining
- Family room w/ Fireplace
- Large back yard
- Assoc. Pool/Spa
- Gated Community

Offered At: \$969,000

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www.PlatinumSells.com
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