



A standard
of quiet
excellence.

THE VISUAL & VERBAL
IDENTITY SYSTEM — EDITION
01

A WORD BEFORE YOU BEGIN

A residence is a quiet kind of architecture.

DOCUMENT

Brand Guidelines

EDITION

01 — 2026

AUDIENCE

Internal teams, designers,
partners and external
collaborators producing
communications on behalf of
Kellner Immobilien.

STATUS

Confidential

This manual is the considered record of how Kellner Immobilien looks, sounds and behaves. It is not a rulebook so much as a measure — a way to keep our work calm, deliberate and recognisable across every surface it appears upon.

Inside, you will find the building blocks of our identity: the logo and the rules that protect it, our colour palette, the typography that gives our writing weight and rhythm, and the tone we use when we speak. Each element is shaped by the same idea — that property is, at its best, a long-form act of trust.

Please treat this document with the same care you would apply to any well-made object: read it slowly, return to it often, and let it guide the small decisions that, taken together, define the brand.

— THE BRAND OFFICE

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01

PART ONE — FOUNDATION

The Brand

01.1 — BRAND STORY

Property, told with composure.

Kellner Immobilien represents a different posture in property — one of restraint, accuracy and considered counsel. We were built around the belief that a fine home, much like a fine building, asks for an equally measured conversation.

Our clients come to us at moments of significant decision — buying, selling, holding, returning. They are met not with theatre, but with discretion: a small team of advisors who understand that paperwork can be elegant, that timelines can be honest, and that the right introduction is often more valuable than the loudest listing.

The work itself is unhurried. We study neighbourhoods, structures and people in equal measure, because the right pairing of address and owner is never an accident. It is, instead, the outcome of patient observation.

What we offer is a service shaped like architecture — solid in its foundations, light in its presentation, and built to last well beyond the season in which it began.

FOUNDED ON

Restraint

PRACTISED WITH

Precision

MEASURED IN

Decades

01.2 — BRAND PILLARS

Four ideas that hold the practice together.

PILLAR 01

Elegance, not ornament.

We design every interaction the way an architect designs a façade — with proportion, restraint and a respect for negative space. Nothing is decorative, and nothing is loud. What remains is what is necessary, and what is necessary is beautiful.

PILLAR 02

Trust, earned in detail.

Confidence is built in margins — in correct numbers, in unhurried answers, in calls returned on time. We do not promise; we prepare. Each transaction is treated as a long relationship that happens to begin with a contract.

PILLAR 03

Precision over performance.

We prefer accuracy to enthusiasm. Our valuations are grounded, our timelines are realistic and our materials are exact. When we speak, we speak only when we have something specific to say.

PILLAR 04

Timeless by intention.

We work in years and addresses, not in seasons and trends. The properties we represent are intended to remain valuable for decades, and our brand is designed in the same spirit — to age slowly, and to age well.

02

PART TWO — IDENTITY

The Logo

02.1 — PRIMARY LOGO

A mark drawn in two acts.



THE SYMBOL

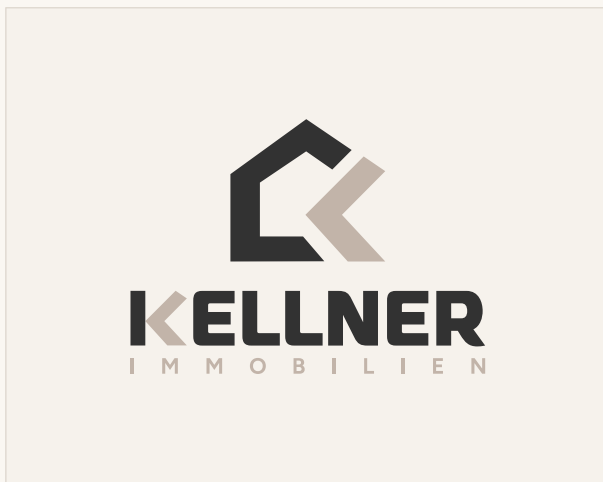
The mark pairs two architectural counterforms — a square frame in charcoal and a corner in stone — set beside the wordmark. Together they suggest a threshold: structure, opening, and quiet entrance.

THE WORDMARK

"Kellner" is set in Varien, our display face, with "Immobilien" tracked beneath in Figtree. The two voices — one resolute, one measured — define the brand's signature cadence.

02.2 — LOCKUPS

Horizontal, vertical, and the mark alone.



VERTICAL LOCKUP



STANDALONE SYMBOL

WHEN TO USE WHICH

The **horizontal lockup** is the default and should be used wherever space allows — letterheads, signatures, signage and digital headers. The **vertical lockup** is reserved for narrow or square applications such as social profiles, badges and stamps. The **symbol** stands alone only where the brand is already established, as in favicons, app icons or as a small repeating mark.

02.3 — CONSTRUCTION

Room to breathe.

Clear space is the silence around the mark — never to be crossed by other elements, edges or imagery. Use the height of the symbol ("X") as the unit of measure on all four sides.



MINIMUM SIZES



02.4 — COLOUR VERSIONS

One mark, several voices.

The logo is supplied in four official colour versions. The full two-tone mark is always preferred. Single-tone versions exist for backgrounds and reproductions that would compromise the original.



TWO-TONE — DEFAULT



TWO-TONE — ON CHARCOAL



SOLID CHARCOAL — SINGLE INK

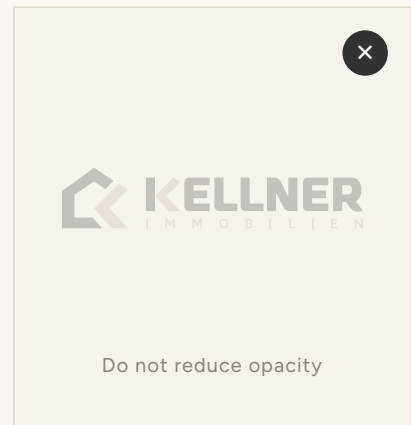
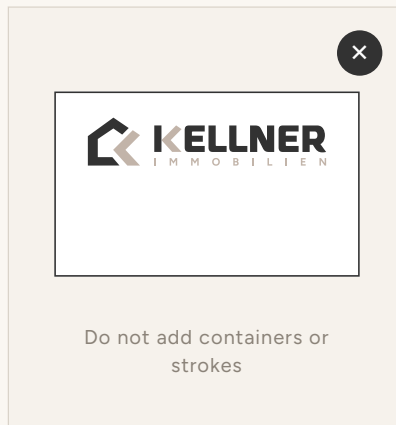
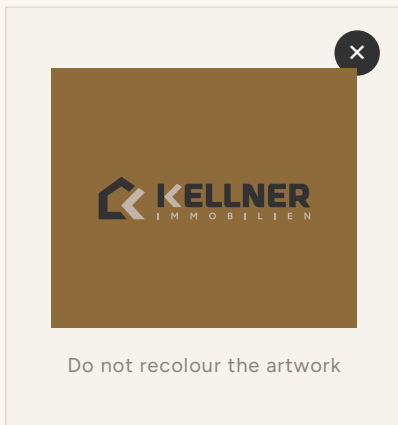
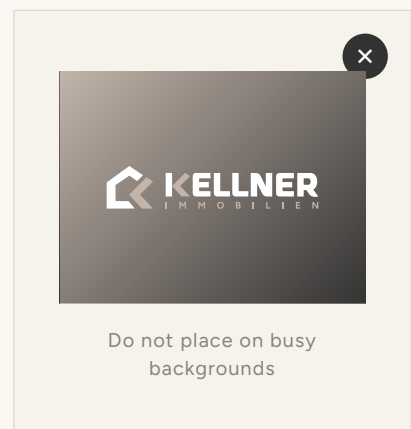
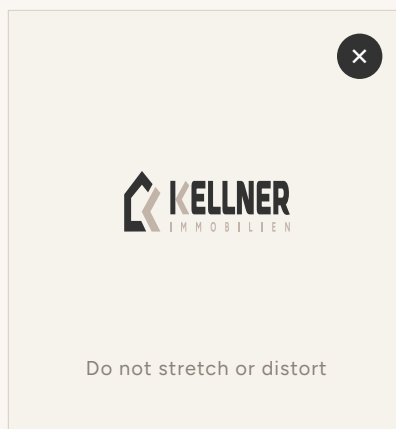
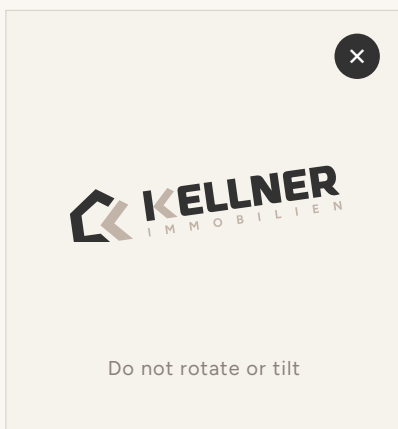


SOLID WHITE — ON BRAND STONE

02.5 — WHAT TO AVOID

The mark, uncompromised.

The logo is a fixed asset. Do not redraw, recolour or reportion it. The examples below are not exhaustive — the principle is to leave the artwork as supplied.



03

PART THREE — SURFACE

Colour

03.1 — PRIMARY PALETTE

Two tones, quietly held.

PRIMARY

Kellner Charcoal

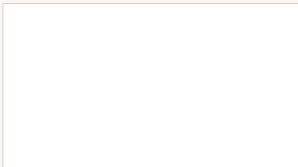
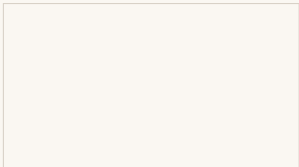
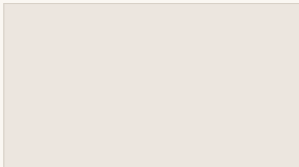
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PANTONE	Black 7 C

ACCENT

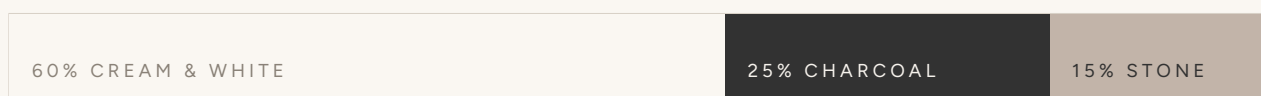
Kellner Stone

HEX	#C2B4A9
RGB	194 / 180 / 169
CMYK	5 / 11 / 19 / 17
PANTONE	Warm Grey 3 C

SUPPORTING NEUTRALS

			
PAPER WHITE	SOFT CREAM	STONE PALE	MUTED TAUPE
#FFFFFF	#FAF7F2	#ECE6DF	#8A8278

PROPORTION OF USE



The palette is intentionally restrained. Charcoal carries the weight of communication, Stone provides warmth and accent, and the cream surfaces hold them quietly in balance.

04

PART FOUR — VOICE IN PRINT

Typography

04.1 — DISPLAY TYPEFACE

Varien.

Used for the wordmark and for occasional display moments — section openers, statements, key figures. Set sparingly and at scale.

AA BB CC

Varien —
Display

RESERVED FOR HEADLINES & THE WORDMARK
SET IN UPPER-CASE WHERE POSSIBLE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Notes. Varien is precise, calm and architectural — qualities that align directly with the brand. Avoid setting it as body copy or in small sizes; its temperament reveals itself only at scale and in isolation.

04.2 — BODY TYPEFACE

Figtree.

The workhorse of the system. Figtree carries body copy, captions and supporting marks. Its quiet humanist warmth complements Varien's precision.

Aa Bb Cc

Figtree — Sans-
serif

BODY, CAPTIONS & UI
AVAILABLE VIA GOOGLE FONTS

LIGHT · 300

A measured kind of practice.

REGULAR · 400

A measured kind of practice.

MEDIUM · 500

A measured kind of practice.

SEMIBOLD · 600

A measured kind of practice.

BOLD · 700

A measured kind of practice.

04.3 — HIERARCHY

A scale, not a shout.

The brand's hierarchy is established through generous contrast in size and weight — never through colour or emphasis. The scale below covers the majority of editorial and corporate documents.

DISPLAY
FIGTREE LIGHT ·
28PT

A house of quiet excellence.

HEADING
FIGTREE REGULAR ·
18PT

An advisory practice.

SUBHEADING
FIGTREE MEDIUM ·
12PT · TRACKED

SECTION TITLE

BODY
FIGTREE LIGHT ·
10PT

We work in years and addresses, not in seasons and trends. The properties we represent are intended to remain valuable for decades, and our brand is designed in the same spirit — to age slowly, and to age well.

CAPTION
FIGTREE MEDIUM ·
7PT · TRACKED

LISTING REFERENCE · KI / 2026 / 003

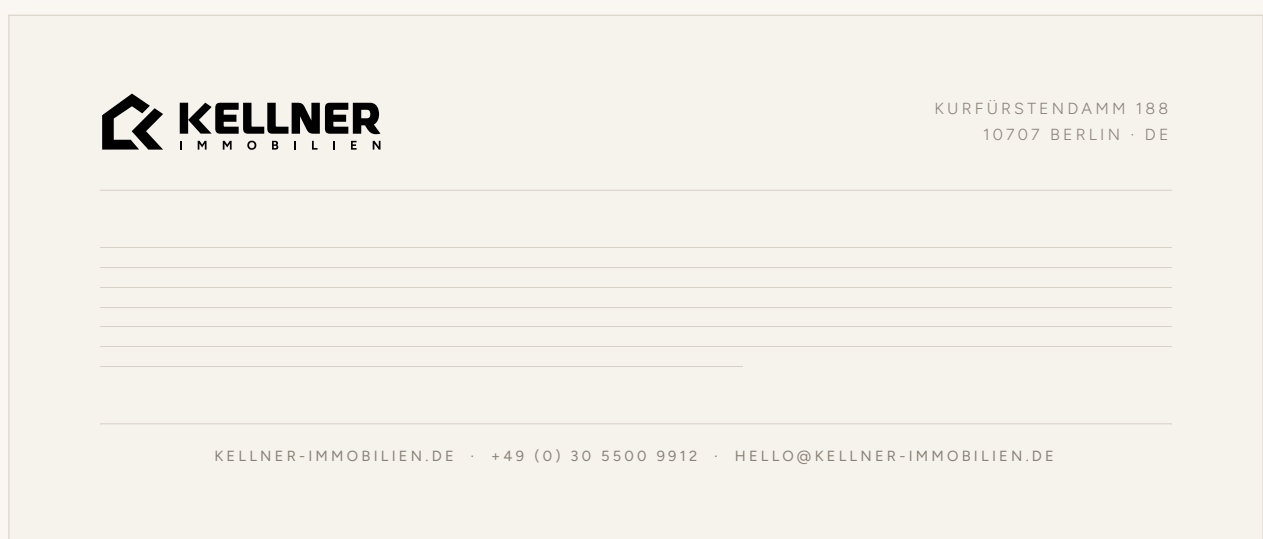
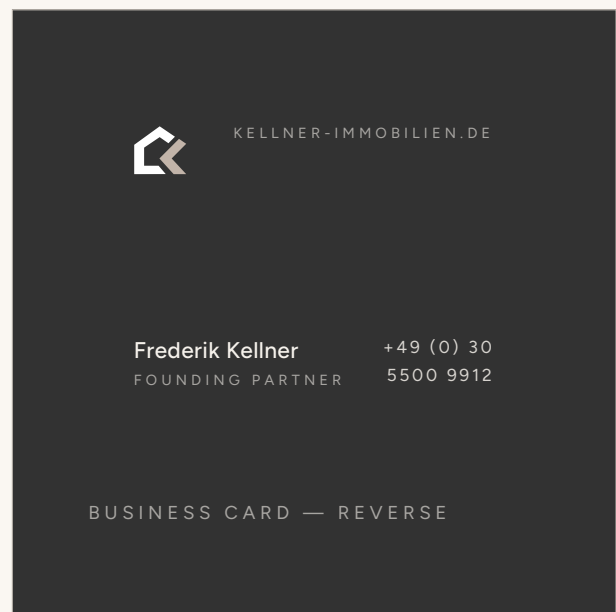
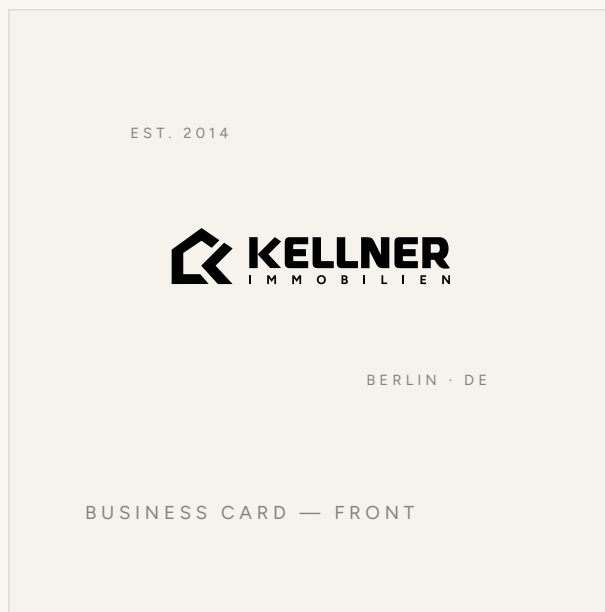
05

PART FIVE — IN PRACTICE

Applications

05.1 — STATIONERY

A small family of surfaces.



06.1 — TONE OF VOICE

Composed. Specific. Unhurried.

The Kellner voice is closer to that of a private bank than a sales office. We are direct without being abrupt, warm without being familiar, and confident without overstating. Below: the lines we keep, and the lines we never cross.

— WE ARE

Measured, accurate and quietly assured. We use specific nouns and clean sentences. We name addresses, not "opportunities". We describe properties the way an architect would describe a building — by what it is.

— WE ARE NOT

Enthusiastic, urgent or aspirational. We do not write in superlatives, exclamation marks or sales language. "Stunning", "luxurious" and "must-see" do not appear in our copy.

— WE WRITE

In short paragraphs, with one idea per sentence. We use the present tense where possible. We let numbers speak for themselves. We close with a precise next step, never a call-to-action.

— WE DO NOT WRITE

Marketing copy, listicles, growth language, emoji, or anything that reads like it was written to be optimised. We avoid jargon — both from real estate and from finance — wherever a plain word will do.

— EXAMPLE — AS US

"A four-room apartment on the third floor of a 1908 building, restored in 2019. Available for private viewing from 14 March."

— EXAMPLE — NOT US

"Don't miss this absolutely stunning luxury apartment in the heart of Berlin! Schedule your viewing today — it won't last long!"

STEWARDSHIP

Thank you for the care.

This document is a living standard. As the brand grows, so will the manual — additions and refinements will be issued with each revision. Please direct any questions, approvals or requests for assets to the Brand Office.