

# Design & Brand Guidelines

J PEPPER FRAZIER COMPANY

- 1** Cover
- 2** Logo
- 3** Typography
- 4** Advertising



### CLEARSPACE



### DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### COMPUTATION

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

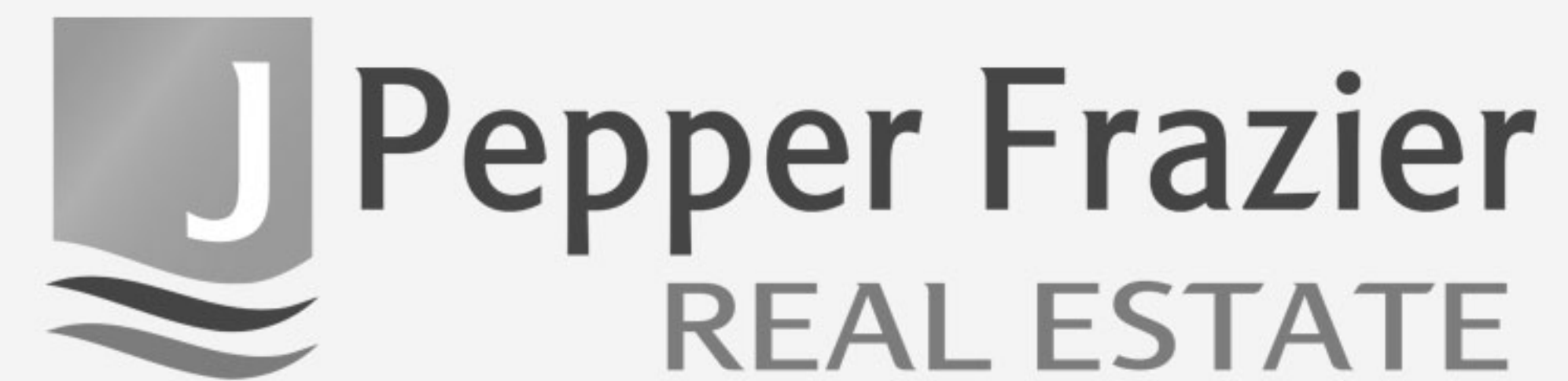
### VERTICAL ALIGNMENT



### LOGO ICON



### GRAYSCALE LOGO



DAFFY YELLOW



SEAFOAM GREEN



PURPLE HAZE



NECTAR



OCEAN BLUE



CAMO PRINT



DAFFY YELLOW



SEAFOAM GREEN



PURPLE HAZE



NECTAR



OCEAN BLUE



CAMO PRINT



## HEADLINE FONT

# SWISS 721 CN BT

Swiss 721 is a multi-purpose, narrow and sturdy sans serif.

## 4 STYLES

1. SWISS 721 Cn BT Roman
2. *SWISS 721 Cn BT Italic*
3. **SWISS 721 Cn BT Bold**
4. ***SWISS 721 Cn BT Bold Italic***

## CONTENT FONT

# Proxima Nova

## 5 STYLES

1. Proxima Nova Thin
2. Proxima Nova Regular
3. **Proxima Nova Bold**
4. **Proxima Nova Extrabold**
5. **Proxima Nova Black**

## TAGLINE FONT

*Creating the life*

Stay Rad Regular

# J Pepper Frazier Company

A LOCAL FAMILY REAL ESTATE COMPANY SINCE 1969

Nantucket Island is one of the premier vacation destinations in the world. With that reputation comes a sophisticated real estate market. As a firm, we collectively have over 100 years of experience brokering deals for the residential and the commercial markets. We provide professional, prompt, and attentive service. We work as a coordinated team focused on your goals, needs, and timetable.

The "Rock" is our home. This is where we work, play, rest and live because we love it. We are active locals in the community. We know the ins-and-outs of the island from the ideal time to shop for groceries, to where to fish, and where to eat.

J Pepper Frazier Company has been serving the Island of Nantucket since 1979. We have knowledgeable team of professionals who can provide analysis and advice. We have weekly meeting to discuss the market and to share as much information as possible about local opportunities and specific needs.

If you are listing, buying or renting real estate on Nantucket we can guide you through the process with market knowledge and expertise. Contact one of our Nantucket real estate professionals now to get started.

*Dalton T. Frazier*

Stay Rad Regular

*Creating the life*



508.228.3202 • [JPFCO.com](http://JPFCO.com)  
19 Centre St., Nantucket, MA

**J** Pepper Frazier  
REAL ESTATE

Sagrantino

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REAL ESTATE

Bagnard

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**J** Pepper Frazier  
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Blenda Script

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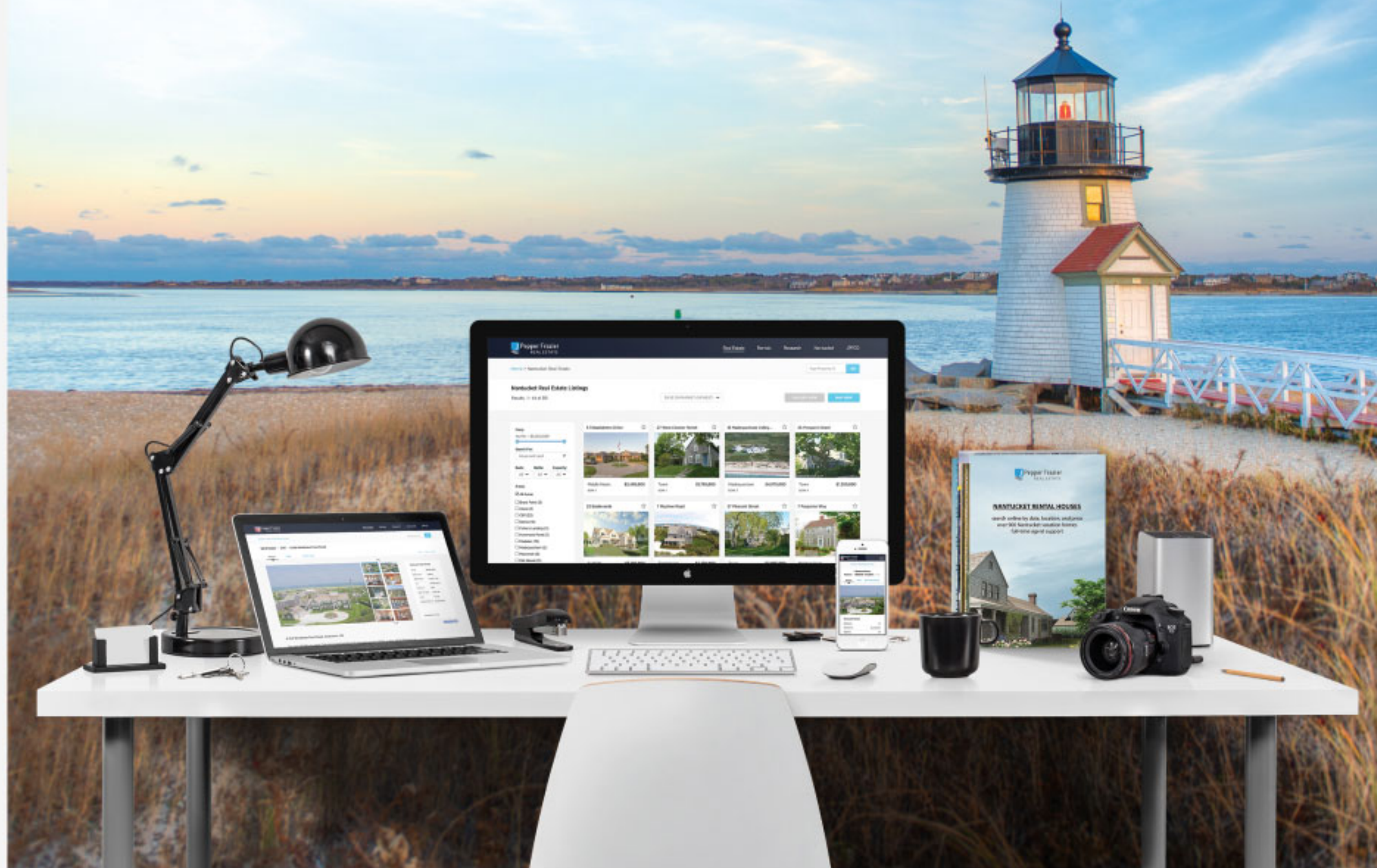


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**J** Pepper Frazier  
REAL ESTATE

# JPFCO.COM

The Best Website for Real Estate  
& Vacation Rentals on Nantucket



### Real Estate

Even our competition uses our website to search real estate. Simple navigation with filters for all categories.

### Market Research

Explore every sold property on Nantucket. Segment to your areas and generate reports.

### Rentals

Search by your vacation dates! Add filters to match your ideal locations, bedroom count and price point.

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**MONOMOY**  
56 Monomoy Road **\$20,000,000**



**BRANT POINT**  
34 Walsh Street **\$4,995,000**



**SURFSIDE**  
1 Waterview Drive **\$3,995,000**



**MONOMOY**  
26 Pine Street **\$3,495,000**



**CLIFF**  
7 Pilgrim Road **\$2,995,000**



**SCONSET**  
28 Morey Lane **\$2,875,000**



**TOWN**  
28 North Water Street **\$2,845,000**



**MADAKET**  
8 M Street **\$2,499,000**



**SOUTH OF TOWN**  
9 Finback Lane **\$2,195,000**



**TOWN**  
15 Vestal Street #1 **\$1,895,000**



**SURFSIDE**  
111 Surfside Road **\$1,495,000**



**CISCO**  
111 Hummock Pond Road **\$1,424,000**

[www.JPFCO.com](http://www.JPFCO.com)  
[@nantuckethouses](https://twitter.com/nantuckethouses)

 **Pepper Frazier**  
REAL ESTATE

The Best Website for Real Estate and Vacation Rentals on Nantucket

 [WWW.JPFCO.COM](http://WWW.JPFCO.COM) 

## REAL ESTATE

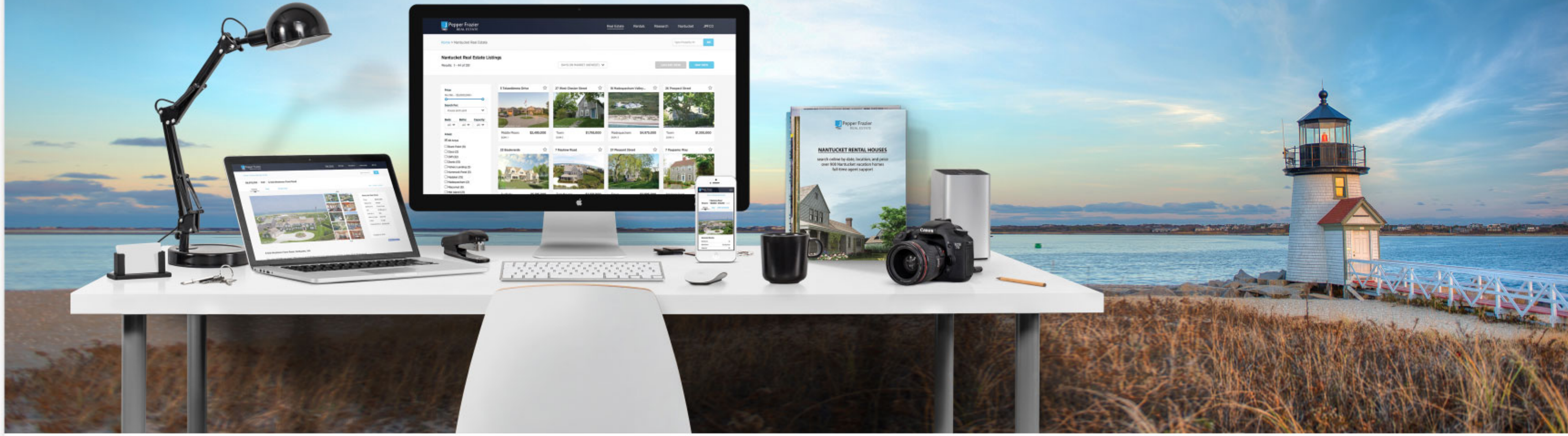
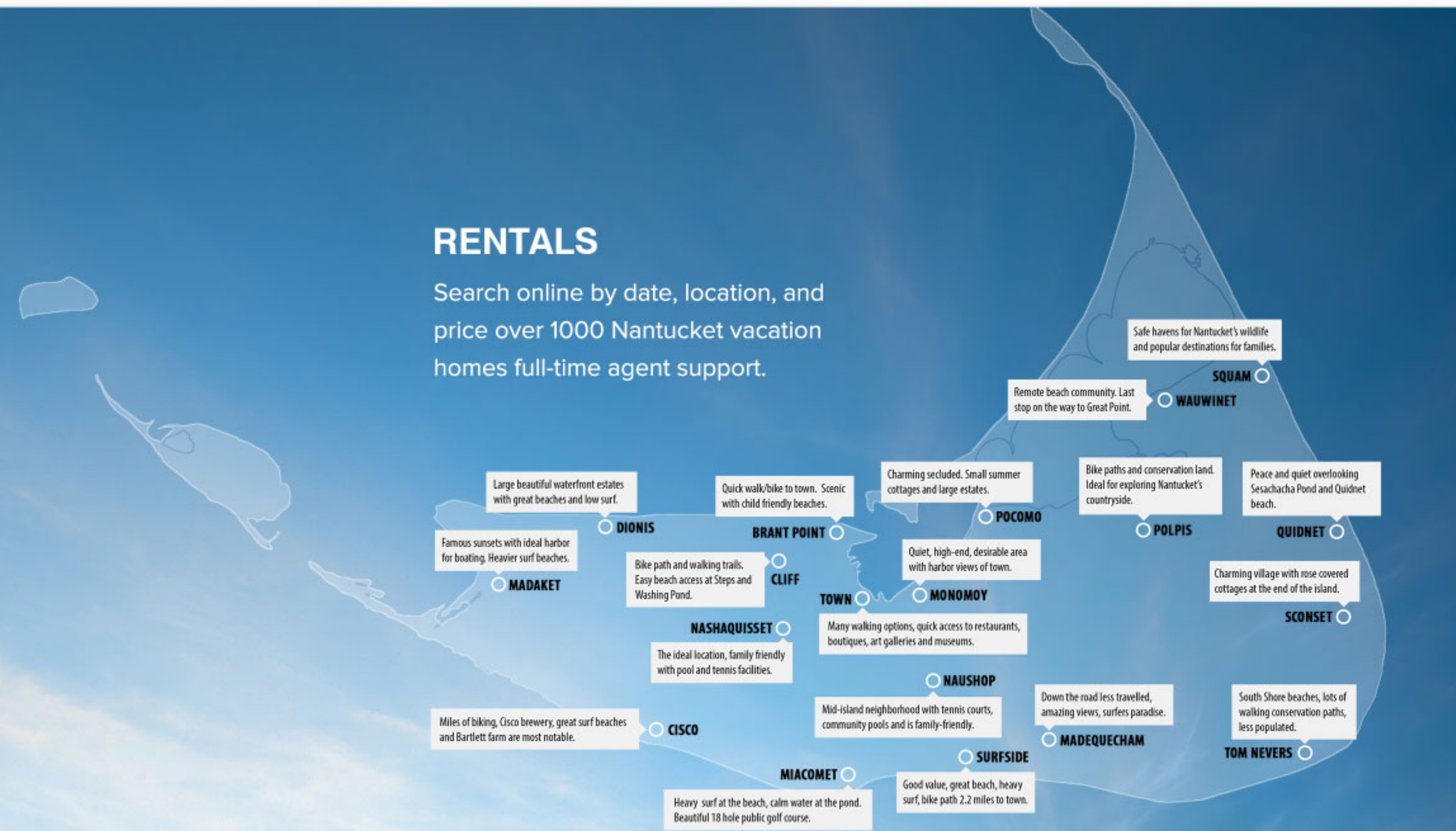
Even our competition uses our website to search real estate. Simple navigation with filters for all categories.

## MARKET RESEARCH

Explore every sold property on Nantucket. Segment to your areas and generate reports.

## RENTALS

Search online by date, location, and price over 1000 Nantucket vacation homes full-time agent support.



*Creating the life*

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@nantuckethouses

 **Pepper Frazier**  
REAL ESTATE