

# Client

McGuire Real Estate, San Francisco

# Project

Identity Design and Tag Line Development

Peter Rodgers, creative director, designer and editor/writer  
 Montara Creative, branding/design firm  
 mcreative.com

1: LOGO / TAG LINE

2: LOGO ART SUITE / GUIDELINES

3: GRAPHIC STANDARDS / TYPE / COLORS / MESSAGES

1



Home for your life.<sup>SM</sup>

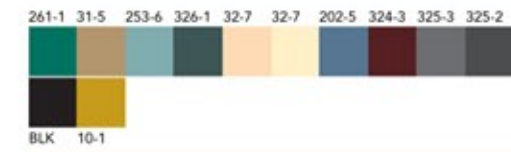
2



3

## McGuire ID v2

04.11.08 • McGuire Real Estate



**Goudy Old Style**  
 CAPS: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 Lower Case: abcdefghijklmnopqrstuvwxyz  
 Italic: *abcdefghijklmnopqrstuvwxyz*

**CAPS: ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**Lower Case: abcdefghijklmnopqrstuvwxyz**

**Avenir**  
 CAPS: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 Lower Case: abcdefghijklmnopqrstuvwxyz  
 Oblique: *abcdefghijklmnopqrstuvwxyz*

**CAPS: ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**Lower Case: abcdefghijklmnopqrstuvwxyz**  
**Oblique: abcdefghijklmnopqrstuvwxyz**

*Savoye LET*  
 CAPS: *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
 Lower Case: *abcdefghijklmnopqrstuvwxyz*

The final logo candidate, typography and color treatment is presented. In addition, one of the ad copy blocks and office location "footer" content has been included to demonstrate usage. A typical copyright and affiliate logos/description is also shown.

The final logo has been confirmed. A complete suite of logo art has been created. Additional McGuire Identity Standards control documents will be completed to guide creation of all new brand materials going forward.

We've been a part of San Francisco Bay Area life for three generations, proudly independent and privately owned by only one family. The concierge service McGuire and its agents are known for is legendary. It all started with Walter E. McGuire in 1919, then grew with the leadership of his daughter Florian McGuire Moore and her son Charles Moore, to become the premiere real estate firm in SF.

Next year we turn 90. We've seen real estate evolve dramatically over the years. A luxury home in 1979 that sold for \$1.7 million, was sold last year for over \$17 million! Some things stay the same. "Florian always thought of her clients as friends, and their houses as homes," Charles reflects. "It's that spirit of genuine, authentic care that inspires us to this day."

Experience excellence at its best. Discover more about our history and spirit. Go to [mcguire.com/history](http://mcguire.com/history).



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