

Lorum ipsum is primed to be the jewel of East Austin - laid back and smart. Ellie May is a place where inside and outside can come together and everyone can get down to earth. Things look different here, because there's a lot of ways to be smart. Style/Vibe - Fun and polished with some rustic touches. Always a place that feels welcoming - and a place that welcomes the unexpected.

LOGOTYPE



A



B



C



D



E



A: simple B: inverted C: address D: geo E: Stamp

TYPOGRAPHY

PRIMARY
CUSTOM

OZZIE

SECONDARY
Montserrat - Medium/ Extra Bold

AaBbCcDd
012345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR

DUTCH WHITE

RGB x
HEX x
CMYK x
PMS x

MORNING BLUE

RGB x
HEX x
CMYK x
PMS x

JET

RGB x
HEX x
CMYK x
PMS x

PHOTOGRAPHY

Image selection is responsible for projecting the values of Frank, Storybuilt to our home owners, investors and just as importantly, internally to our Storybuilt team.. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.

