EB PORTFOLIO VI / ASSIGNMENT 1

DREAMLAND
PROPERTIES LLC

BRAND DESIGN GUIDELINES

Dreamland Properties LLC

Grounded in land.
Clear with people.





LAND / KNOWLEDGE / POSSIBILITY

Jesse Cockrell

October 2026

A CLEARER PATH FORWARD

PURPOSE

Make rural-land decisions feel clear, manageable and worth pursuing.

Mission

Help landowners explore a simpler sale and help buyers evaluate land through transparent communication, relevant property information and practical guidance.

Vision

Become a trusted name for straightforward land transactions and informed rural ownership, where people understand their options before they decide.

VALUES

01

Integrity

Say what is known, identify what still needs verification and avoid promises the property cannot support.

Design cue: honest photographs.

02

Clarity

Explain terms and next steps in plain language so buyers and sellers can make informed choices.

Design cue: a clear type hierarchy.

03

Respect

Respect each person and property. Give guidance without pressure or exaggerated urgency.

Design cue: calm, open layouts.

RECOGNIZABLY DREAMLAND

Primary logo



Wordmark



Secondary course treatment, extracted from the existing lettering. The full emblem remains the primary mark.

Rural land. Clear next steps.

Dreamland Properties LLC is a rural-land investment brand focused on connecting landowners with a straightforward sale option and buyers with acreage that fits their plans. Educational content supports informed decisions about ownership, access, property conditions and next steps.

Positive keywords	Negative keywords
Trustworthy	Pushy
Knowledgeable	Misleading
Approachable	Overcomplicated
Build these associations.	Avoid these associations.

GIVE THE BRAND ROOM

Preserve the original artwork.



Clear space

Keep a quiet area equal to one quarter of the emblem’s height around the logo. Keep type, borders and photographs outside this area.

Minimum size

Use the complete emblem at least 2.25 inches wide in print or 320 pixels wide in a digital asset. Enlarge it whenever the small lettering becomes difficult to read.

Avoid

Do not stretch, rotate, add shadows or rebuild the lettering with a substitute font. Keep the original silver artwork on a dark, quiet field.

Layout standard

Use 0.65-inch page margins, consistent alignment and one dominant message per composition. Give text room to breathe.

COLORS ROOTED IN THE LAND

Dark theme

Clear words. Confident choices.

BACKGROUND #021D16 | RGB 2, 29, 22

FOREGROUND #F2ECDB | RGB 242, 236, 219

Light theme

Clear words. Confident choices.

BACKGROUND #F2ECDB | RGB 242, 236, 219

FOREGROUND #021D16 | RGB 2, 29, 22

Four accent colors



1 Forest Green

#043025

RGB 4, 48, 37

Main brand color



2 Warm Gold

#DDAE3B

RGB 221, 174, 59

Emphasis and rules



3 Sage

#9FAE94

RGB 159, 174, 148

Supporting panels



4 Silver

#A4A6A8

RGB 164, 166, 168

Logo reference tone

Use Cream on Ink or Forest for reading. Use Gold for emphasis on dark fields, not for small text on Cream. Preserve the logo's supplied silver texture.

A VOICE YOU CAN READ

H1 / Main heading

Roboto Condensed · 32 pt · Bold

Use for page titles and the primary message.

Know your land.

H2 / Subheading

Roboto Condensed · 20 pt · Bold

Use for major sections beneath the headline.

A simpler path forward.

H3 / Section label

Carlito · 14 pt · Bold

Use for labels, short topics and calls to action.

Clear information. Practical next steps.

Body / Reading text

Carlito · 12 pt · Regular

Use 1.25 line spacing and left-aligned paragraphs.

Every property has a different story. Help people understand the details, compare their options and choose their next step with confidence.

Supporting rules

Use short, left-aligned blocks. Reserve capitals for short headlines and labels. Captions and folios use Carlito Regular at 9 pt. Do not stretch type.

WORKING LAND. REAL POSSIBILITY.

Grounded, not glamorous.

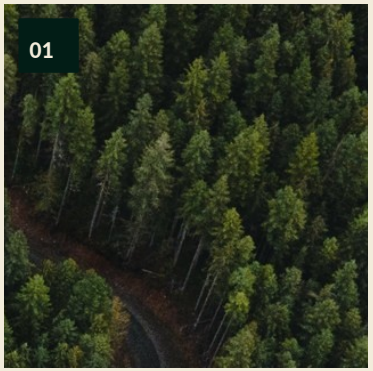
Six photographic references and three color fields connect the brand to working land, landowner care, access and everyday property conditions.

Photographic direction

Natural greens, warm earth and honest textures. Choose images that explain a subject, not scenery that overpromises.

Selection standard

Use real or licensed stock photographs. Avoid AI imagery, excessive filters and pictures presented as a property they do not show.



02

Warm Gold

#DDAE3B

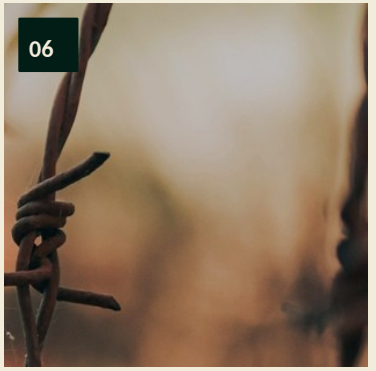




05

Cream

#F2ECDB





08

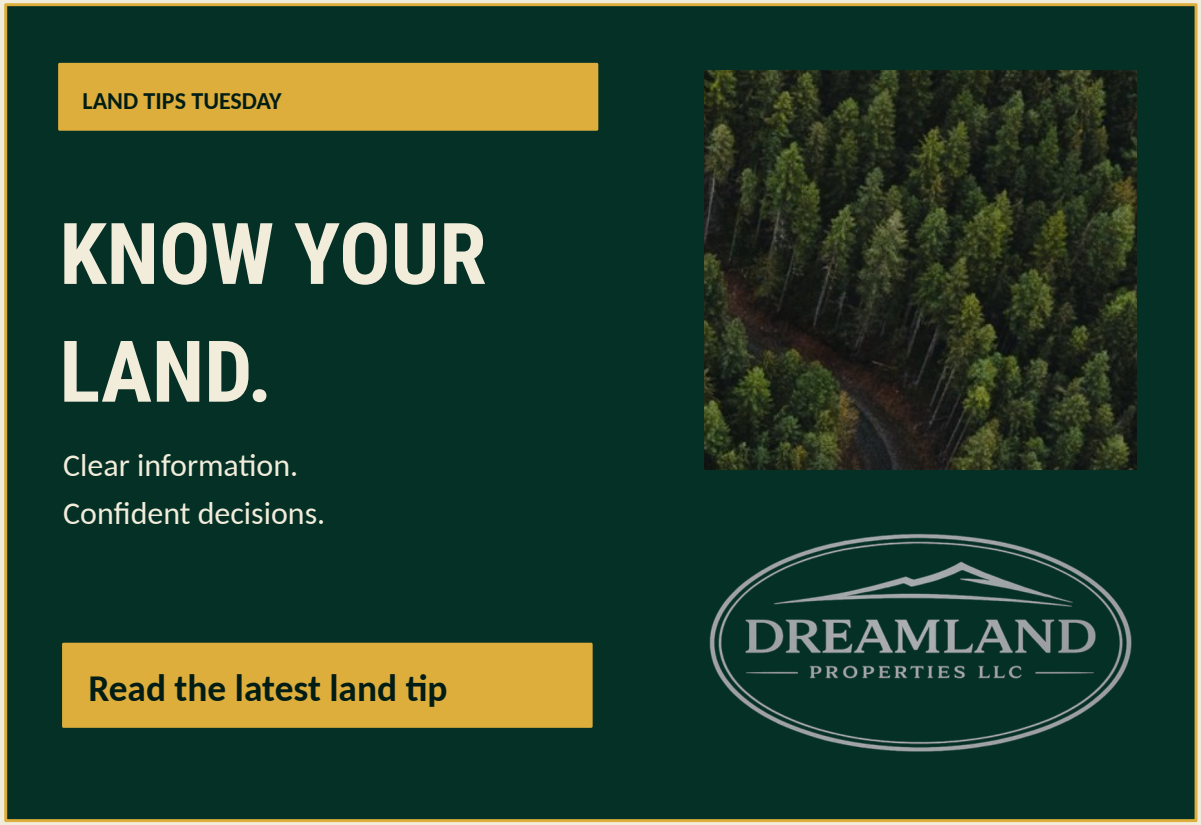
Forest Green

#043025



Visual references only; not current property listings. Source key on page 9.

CONSISTENT, NOT REPETITIVE



Illustrative educational layout; not a live property advertisement.

One clear message

Lead with one useful idea. Keep details in the caption or on the website.

A familiar signature

Use the same logo, palette and type hierarchy. Adapt the crop and layout without stretching the design.

An honest next step

Give a specific call to action. Use actual parcel photos for listings; keep stock imagery in educational content.

Facebook

Reassuring explanations and practical next steps.

Instagram

One clear idea, strong imagery and a shorter caption.

LinkedIn

Property insights with a professional, informative tone.

SOURCES & PRODUCTION NOTES

Scope of this guide

Prepared by Jesse Cockrell for EB Portfolio VI, October 2026. This academic guide builds on existing Dreamland materials; it is not an official company-issued brand manual.

The purpose, mission, vision, values, secondary wordmark, font specifications, Sage accent and usage rules are proposed for this coursework. Forest Green, Gold, Cream and Ink standardize hues sampled from the existing social graphics.

Design references

Full Sail University: EB6 Assignment 1 template (202311), class example (202305), and the supplied “What Makes Good Design?” transcript.

Typeface families used: Roboto Condensed and Carlito. The PDF is the submission file; the PowerPoint is an editable working copy.

Brand and image sources

Identity and planning

Original “Dreamland Properties logo design.png” and “Jesse Cockrell — Dreamland Content Strategy Canvas,” from the student’s existing brand collection.

Mood-board source key

01	Property Rights — LinkedIn graphic: forest.
03	Property Rights — Facebook graphic: countryside.
04	Fence Supply — Facebook graphic: fence maintenance.
06	Fence Supply — LinkedIn graphic: barbed wire.
07 / 09	After Rain — Instagram graphic: water and soil.
02 / 05 / 08	Color fields from this guide’s palette.

The cover and sample layout reuse the forest and countryside panels. Photographic panels are reproduced from existing composite graphics; raw stock files and photographer credits were not supplied with those assets. Confirm original photo rights before external reuse.