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QMS

R E A L E S T A T E

BRAND GUIDELINES

by Nuno Elias

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YOUR SUCESS.

OUR MISSION.

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TABLE OF CONTENTS

- 01 Introduction
- 02 Color palette
- 03 Typography
- 04 Brand Logo
- 05 Brand Implementation
- 06 Photography

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INTRODUCTION

MORE THAN A REAL ESTATE

QMS was born from decades of experience in business creation, growth, and market disruption in Portugal and abroad. The founders, veterans of the Portuguese real estate sector, witnessed first-hand the challenges of outdated, restrictive models and identified a gap for an agent-first, technology-enabled platform—one that delivers premium client service while giving agents the freedom and rewards they deserve.

This vision is backed by a strong entrepreneurial track record, including:

- Quality Marketing Services Ltd – A successful UK exhibition and conference organiser.
- Networks Direct plc – An innovative UK telecom carrier.
- IND Ltd – A consumer debt purchasing business.
- Moonstone Rentals Ltd – A UK consumer products retailer.
- Moonstone Properties – Owners and managers of a UK property portfolio.

QMS is the next chapter: combining real estate expertise with global business acumen to create a platform that empowers agents, delights clients, and redefines property transactions in Portugal.

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MISSION

Empowering experienced real estate agents across Portugal with the tools, support, and freedom to grow their business, while delivering transparent, premium service to property clients.

VISION

To be Portugal's most trusted, agent-first real estate platform – where top professionals thrive, clients enjoy exceptional value, and national reach meets local expertise.

CORE VALUES

- **Agent first**
We succeed when our agents succeed.
- **Transparency**
Clear, fair, and honest in all dealings.
- **Excellence**
Professional service, premium marketing, and market-leading tools.
- **Collaboration**
A national network built on mutual success.
- **Innovation**
Modern systems that make real estate smarter and faster.



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COLOR PALETTE

Burgundy

#791616

MAIN COLORS

The pairing of **burgundy** and black creates a visual language that is both bold and refined. Black, known for its neutrality and timelessness, grounds the composition and introduces a sense of formality and stability. Burgundy, with its deep red undertones, brings warmth, depth, and a subtle richness that adds personality without overwhelming the design.

Together, these colors form a sophisticated contrast that communicates elegance, confidence, and maturity. This combination is ideal for a brand that seeks to balance authority with emotional depth, standing out in a memorable yet understated way.

Black

#000000

SECONDARY COLOURS

Our secondary palette features Oxford Blue and White, combining warmth, vibrancy, and clarity. Amber brings energy and distinction, while White offers balance and a clean, open feel.

Used together, these colours help highlight key elements, create visual contrast, and maintain a versatile yet cohesive brand presence across all applications.

White

#ffffff

Oxford Blue

#020057

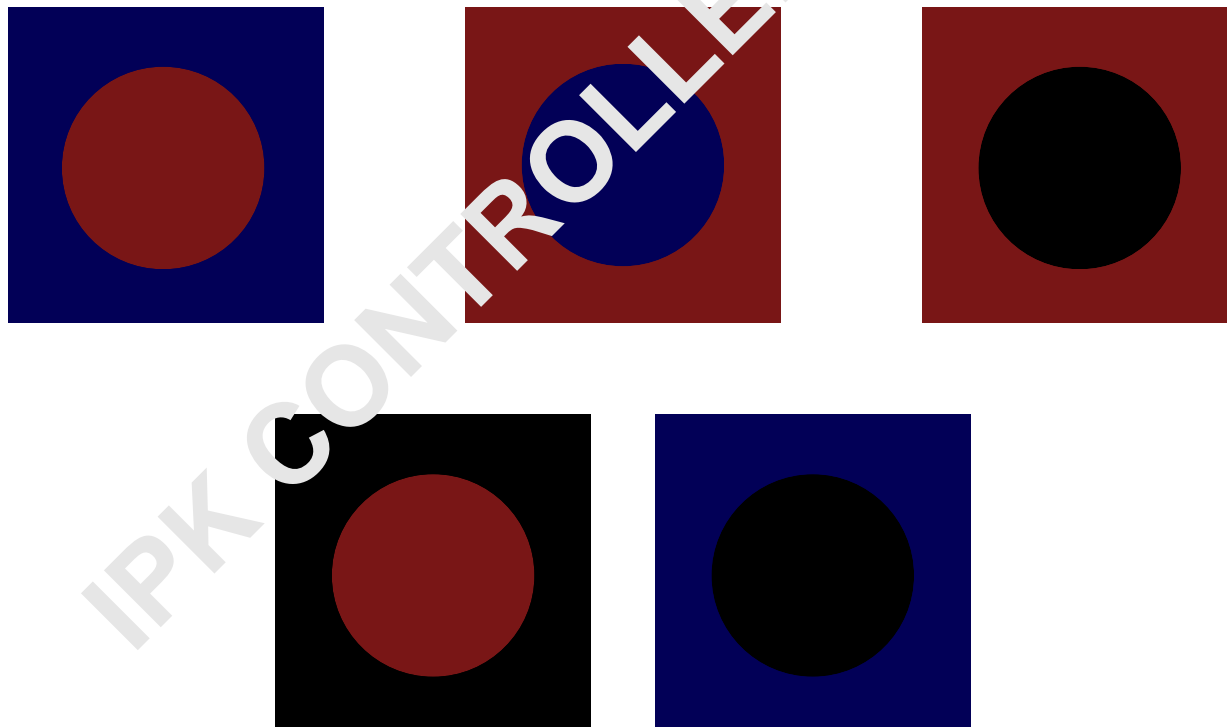
FOUR COLORS



ONE VISION

PROHIBITED COLOR COMBINATIONS

The following color combinations are strictly prohibited due to insufficient contrast and lack of visual distinction. These combinations may compromise readability, accessibility, and overall design clarity, and therefore must not be used under any circumstances.



APPROVED COLOR COMBINATIONS

The following color combinations are approved for use as they provide sufficient contrast, ensure clear visibility, and maintain overall design consistency. These combinations support readability, accessibility, and effective visual communication.



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TYPOGRAPHY

PRIMARY TYPOGRAPHY - TITLES

OSWALD

A B C D E F G H I J K L M N O P Q R S T U V Y X W Z

a b c d e f g h i j k l m n o p q r s t u v y x w z

1 2 3 4 5 6 7 8 9 0

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SECONDARY TYPOGRAPHY

ANTIC DIDONE

A B C D E F G H I J K L M N O P Q R S T U V Y X W Z

a b c d e f g h i j k l m n o p q r s t u v y x w z

1 2 3 4 5 6 7 8 9 0

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MAIN VARIANT

QMS
REAL ESTATE

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ALTERNATIVE VARIANT

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ALTERNATIVE VARIANT

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QMS

R E A L E S T A T E

ALTERNATIVE VARIANT

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ALLOWED LOGOS



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BRAND APPLICATIONS

ALLOWED LOGOS

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