



CASTELLAN

REAL ESTATE PARTNERS

NIFTIT Creative have been collaborating with Castellan Real Estate Partners across a number of projects, with the aim of establishing, strengthening and unifying their branding presence across internal and external-facing materials including brochures, reports, and online environments.

01 Typography & Color

NIFTIT Creative specialize in the subtle art of typography. Considered selection, pairing and application of fonts can serve as the foundation of brand values. Castellan Real Estate should be delivering their company communications with a confident sense of style and elegance that compliments their portfolio and clientele.

We propose a full guideline for proper and consistent application of typography across print and digital communication assets.

Fonts in use

FreightText Pro

Freight is an extremely versatile superfamily with many different versions available, making it suitable for a wide range of typographic purposes.

Proxima Nova

To provide a contrast look next to serif typeface, a sans serif one is a common combination. Proxima Nova is a sans serif typeface with a semi-geometric appearance.

Color Scheme



02 Business Stationery

Proper application of branding and typography principals across a number of business stationery assets affords a level of consistency that can only impress existing and future clients. Such attention to detail shows care and consideration for the business messaging being delivered.

NIFTIT Creative are experienced in preparing assets and print production quality supervising. The products for the brand include: business cards, letterhead designs, single page fliers, envelope designs, company stamps, promotional stationery and more.



03 Documents & Reports Design

Information and marketing materials distributed to existing and potential clients should impress with superior design. Care and consistency for the layout design help to qualify the content with an authority and confidence that should impress readers.

NIFTIT Creative has been successfully collaborating with Castellan across a number of such company releases, including Firm Letter, NYC Partners Letter, and monthly reports.



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