



BRAND IDENTITY · 2026

Plotvera

A key to every door you manage.
Identity for rental property software.

Designed end to end by **Nino**



00 – AT A GLANCE

A brand built around one simple promise: access, organized.

PROJECT	Plotvera – rental property management software for independent landlords and management companies.
ROLE	Strategy, identity, art direction and motion – designed end to end by Nino.
TOOLS	Figma, Adobe Illustrator, Canva
SCOPE	Logo system, color, typography, pattern, icons, voice, product UI and touchpoints.

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01 – THE CHALLENGE

Property software looks the same. Rooftops, houses, buildings.

Landlords juggle tenants, rent, leases, repairs and keys across scattered tools. Every competitor speaks to that with the same rooftop icon – instantly forgettable.

The brief: connect the brand to rental property **without** the familiar building cliché, and feel calm, organized and trustworthy to people handling homes and money.

- Individual landlords
- Management companies
- No rooftops
- Trust first

02 — THE IDEA

One key. Three rooms.

The symbol is a key seen from above. Inside its head sits a floor plan — one tall room and two stacked rooms — so it reads as access and as property at the same time.

Key silhouette — access, control, handing over a home.

Three interior spaces — rooms in a floor plan, the units you manage.

Soft corners, solid walls — approachable, but built to last.



03 – CONSTRUCTION

Drawn on a grid. Measured to the wall.

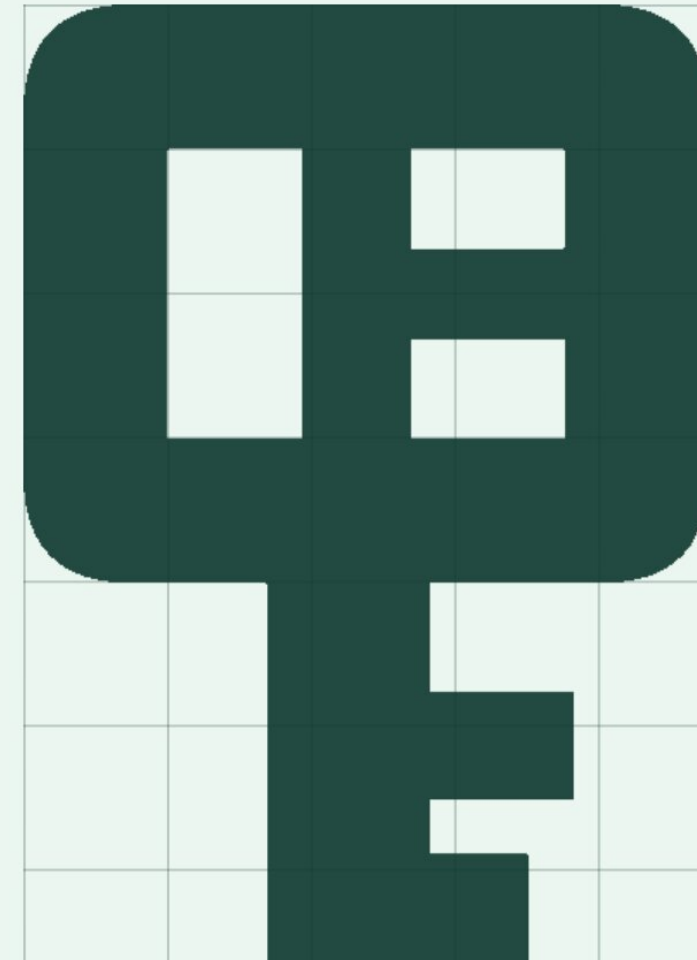
Wall thickness sets the module. Rooms, corners and the shaft all snap to it, so the mark stays precise at any size.

1x module — every wall, room width and tooth.

Rooms 2 : 1 : 1 — one tall space, two stacked.

Soft outside, square inside — friendly, yet exact.

1x = wall thickness





Three lockups. One family.



Horizontal – primary



Horizontal – reversed



Stacked



Symbol – app icons, avatars



Room to breathe. Rules to keep it sharp.



Clear space — keep x (symbol width) free on every side.



Lockup · 96px min



Symbol · 16px min



Stretch



Recolor



Add effects



Rotate



Two colors. Total confidence.

Deep Evergreen

~80% of every layout

HEX #0E382E
RGB 14 56 46
CMYK 75 0 18 78

White

Space, light, clarity

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

PRODUCT PALETTE – INTERFACES ONLY

EV 900

#0A2A22

EV 600

#2F5F52

EV 400

#6E9488

EV 200

#BFD3CC

EV 50

#EEF4F1

Warm Sand

#EFE6D8



Manrope. Geometric, warm,
legible.

Aa

Every unit in one place.

Rent in. Repairs handled.

Body copy is set in Manrope Regular at comfortable sizes, with generous line height so landlords can scan dense information calmly.

Light Regular **SemiBold** **Bold** **ExtraBold**

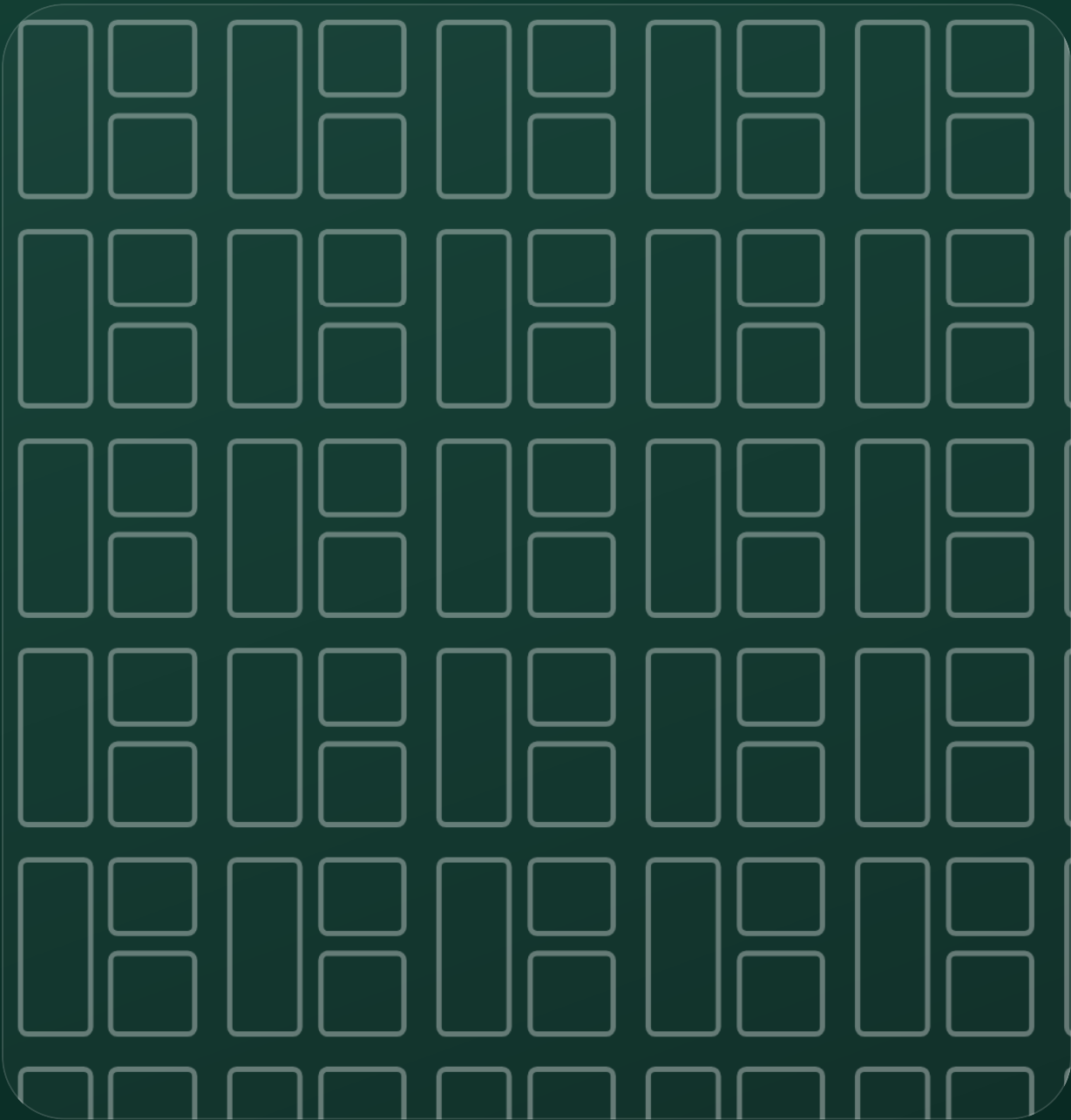


08 – GRAPHIC LANGUAGE

A pattern from the plan.

The three rooms repeat into a floor-plan texture for backgrounds, dividers and states – so every surface quietly carries the symbol.

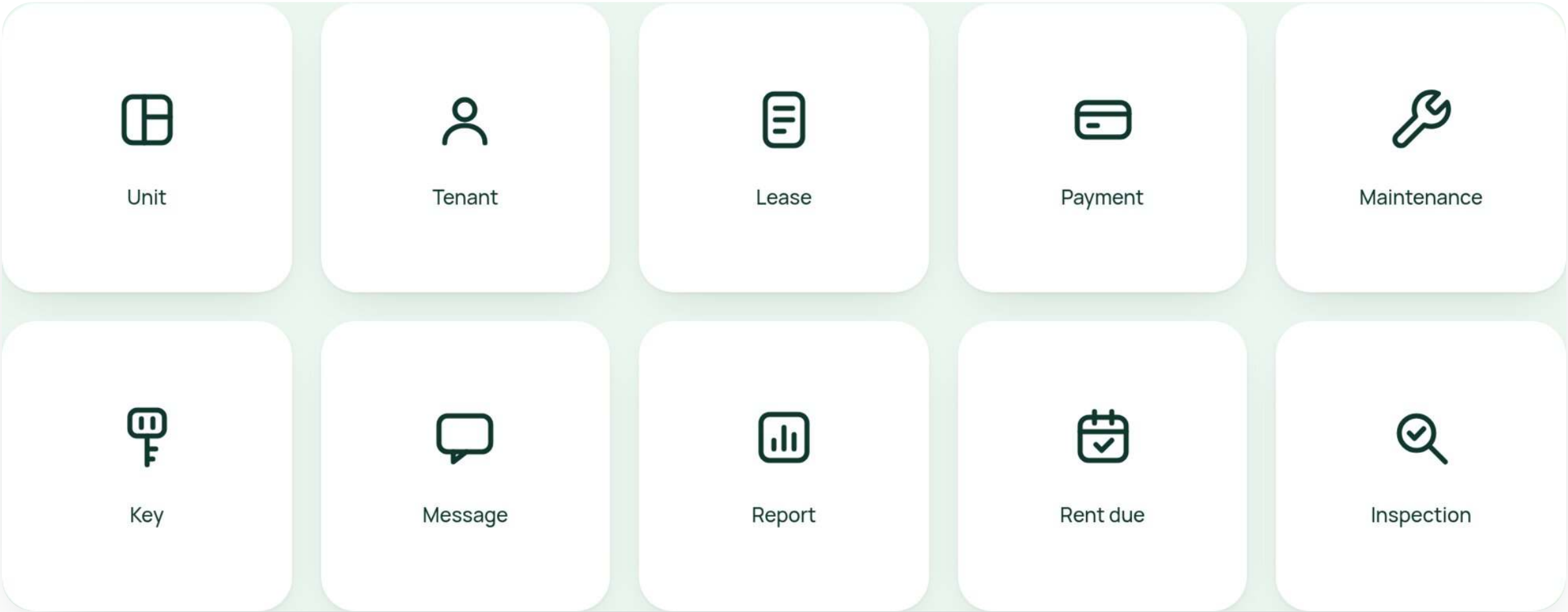
- Backgrounds
- Dividers
- Active states





Ten icons. One drawing rule.

24px grid, 1.75 stroke, round caps, soft outer corners and square interiors – the same logic as the symbol.





Calm, clear, on your side.

01

Organized

Short sentences, one idea at a time.

02

Reassuring

Homes and money are stressful. We stay steady.

03

Plain-spoken

Landlord words, not software words.

WE SAY

“Rent from Unit 2B is 3 days late. Send a reminder?”

“All six units are paid for October.”

WE DON'T SAY

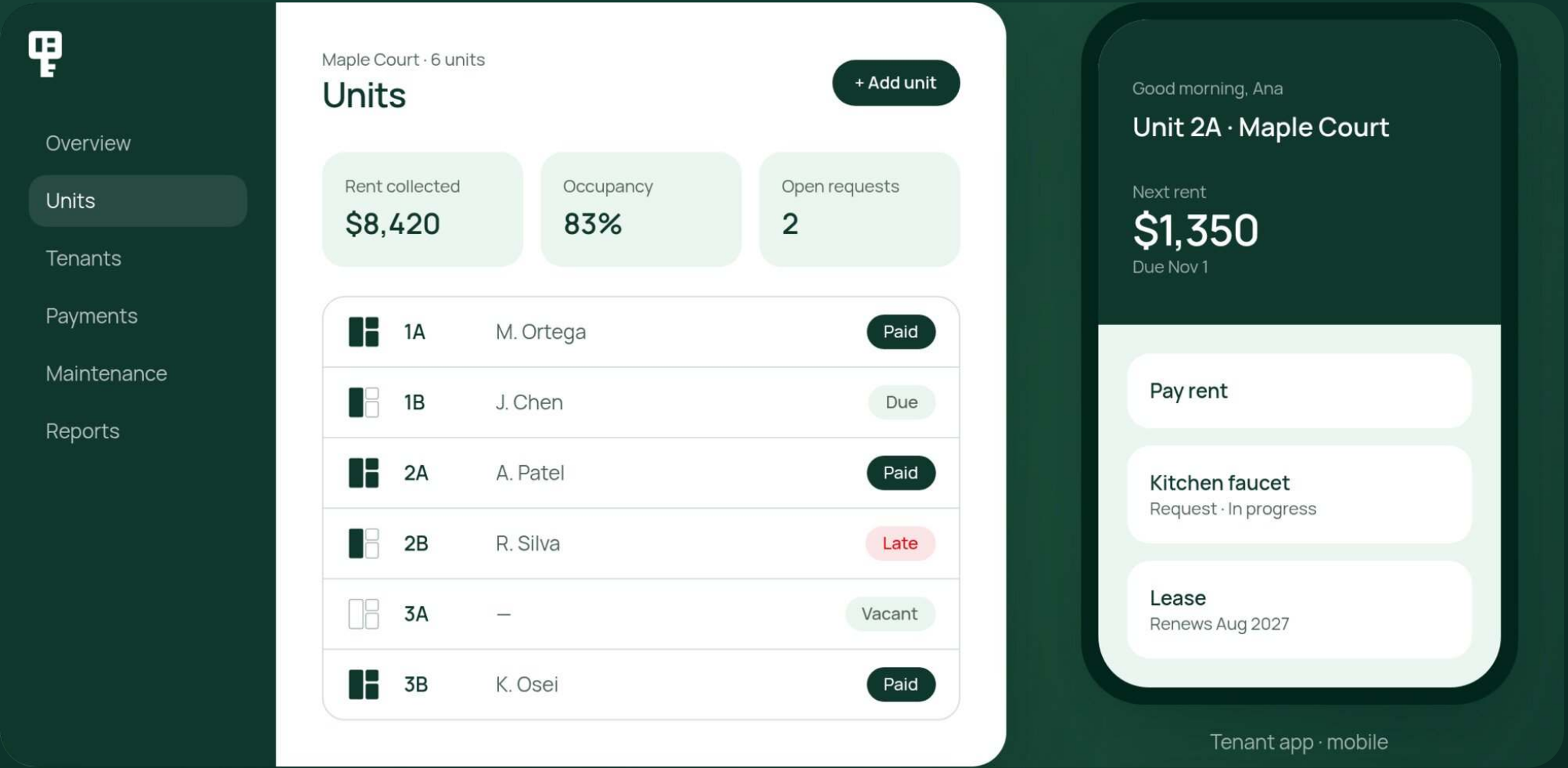
~~“Delinquency detected on asset 2B.”~~

~~“Revolutionize your rental portfolio!”~~



The brand, at work.

Concept dashboard and tenant app — evergreen structure, tints for status, sand for warmth.





From pocket to billboard.





Why it works.

“I wanted a mark a landlord could understand in a second and still find something new in a year later. Dropping the obvious — an abstract P, a rooftop — pushed me toward the one object every rental shares: the key.

From there, everything followed one rule. The rooms became the pattern, the walls became the icon stroke, and the calm of the evergreen became the voice. One idea, carried all the way through.”

— Nino, brand designer

Have a brand that needs this kind of clarity?

I design identities that are simple to understand and built to scale — from first sketch to full system. Available for brand identity projects.

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See the full case study at plotvera.lovable.app

Plotvera is a self-initiated concept project. Applications are illustrative; no launch or business results are claimed.