



THE BOOSTER, + OUR DISTINGUISHING GRAPHIC ELEMENT

As a developer of sustainable, user-centric properties, Imobel has a positive impact on cities. The booster is a distinctive marker that makes our added value tangible.

This distinguishing graphic element introduces the tagline and provides numerous possibilities for visual composition. It expresses a powerful benefit for our stakeholders.



**FOR CITIES
FOR PEOPLE**

Sed ut perspiciatis unde omnis iste
natus error sit voluptatem accusantium
doloremque laudantium, totam rem
aperiam, eaque ipsa quae ab illo
inventore veritatis et quasi architecto.

Booster



THE BOOSTER, OUR DISTINGUISHING GRAPHIC ELEMENT

The booster links the tagline with a tangible benefit. It is a focal point that ties our projects to customer needs.

Usage guidelines:

Booster: +

In most cases, it introduces the tagline. It can also be used to introduce visuals or to position the main body copy (for example, in an advertisement).

Closed and open booster:

The open booster indicates direct speech. On a visual, it highlights an important element or draws the eye to a key detail.

The closed booster frames a visual element or section of text to provide emphasis and punctuate the layout (for example, in a brochure).

