

FOUNDATIONS · GUIDELINES



For **10X LIFESTYLE**

Production **Blvck Studio**

Date **August 2025**

LOGO

CATEGORIE

USAGES

ETAT

LOGO

EVERYWHERE

BRUT

10X LIFESTYLE[©]

10X LIFESTYLE[©]

10X LIFESTYLE[©]

CATEGORIE

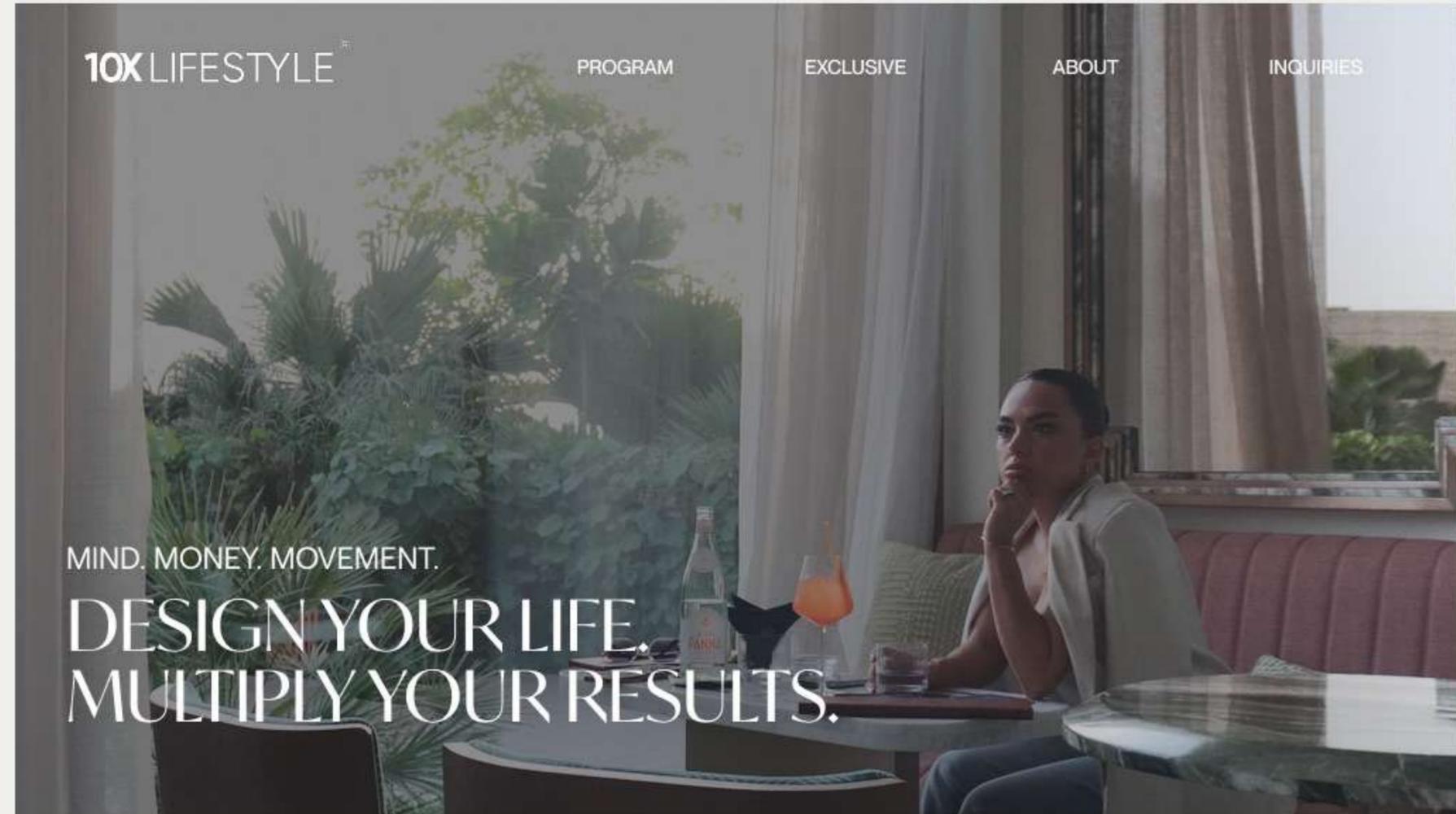
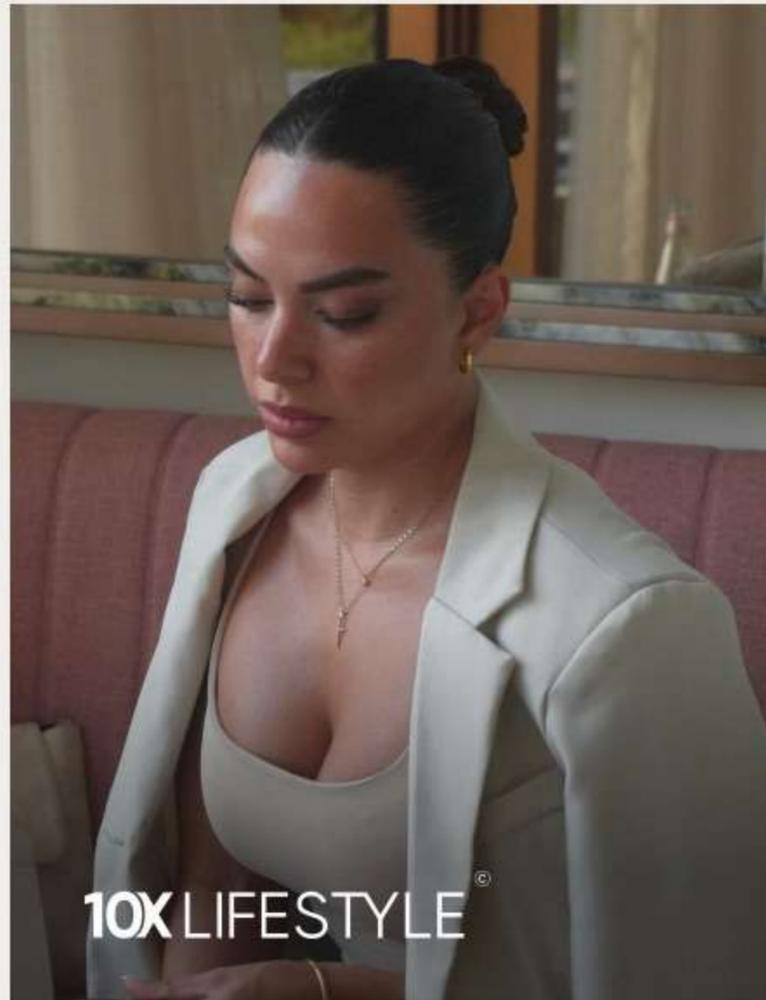
USAGES

ETAT

LOGO

EVERYWHERE

BRUT





ELEMENTS

CATEGORIE

USAGES

COLORS

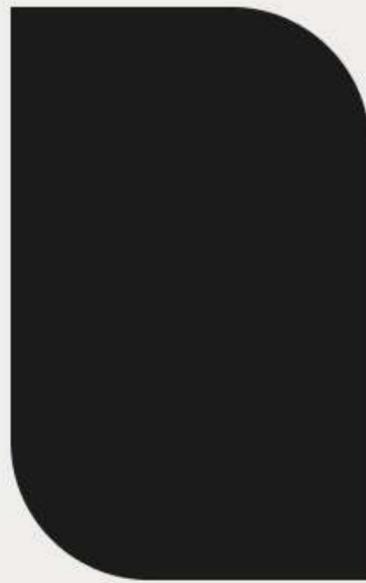
WEBSITES, ASSETS MARKETING, SOCIAL MEDIA

PURE



#F8F6F6

CHARCOAL



#1C1C1C

CATEGORIE

USAGES

TYPOGRAPHY

WEBSITES, ASSETS MARKETING, SOCIAL MEDIA

PRIMARY :
MATSTONE

FROM AMBITION TO ELEVATION,
DESIGNING A LIFE YOU DON'T NEED
A VACATION FROM

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z [\] ^ _ ` `
a b c d e f g h i j k l m n o p q r s
t u v w x y z { | } ~ ¡ ¢ £

SECONDARY TYPEFACE: ROOBERT

ROOBERT IS A CONTEMPORARY GEOMETRIC SANS-SERIF TYPEFACE FAMILY THAT BLENDS MODERNIST PRECISION WITH A DISTINCTIVE CHARACTER. INSPIRED BY MID-CENTURY TYPOGRAPHY AND THE CLARITY OF SWISS DESIGN, ITS CLEAN LINES AND BALANCED PROPORTIONS OFFER EXCEPTIONAL LEGIBILITY ACROSS ALL SIZES. WITH A VERSATILE RANGE OF WEIGHTS AND SUBTLE STYLISTIC DETAILS, ROOBERT ADAPTS EFFORTLESSLY TO BOTH DIGITAL AND PRINT ENVIRONMENTS, MAKING IT IDEAL FOR CREATING BOLD, CONFIDENT, AND TIMELESS BRAND IDENTITIES.

Sara is the visionary behind 10X Lifestyle – a movement dedicated to elevating how people think, live, and invest.

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z [\] ^ _ ` a b c d e f g h i j k
l m n o p q r s t u v w x y z { | } ~ ¡ ¢ £



INVEST IN YOUR FUTURE. ELEVATE YOUR LIFESTYLE. MULTIPLY YOUR RESULTS.

10X Lifestyle is more than a brand, it's a standard.

Built for those who refuse to settle, it blends strategic wealth creation, personal growth, and refined living into one elevated way of life. From exclusive investment opportunities in Dubai to the mastery of mindset and lifestyle, every step is designed to multiply your results and expand your vision. This is where ambition meets elegance, and where your highest potential becomes your everyday reality.

A minimalist office desk with a lamp and bookshelves. The scene is dimly lit, with light coming from a window on the right. The desk is white and has a few papers and a pen on it. A modern lamp with a white globe is on the desk. In the background, there are white bookshelves filled with books. A white office chair is partially visible on the right side of the frame.

VISUALS

Targets

High-net-worth investors: Individuals and families seeking exclusive real estate opportunities in Dubai and other prime markets, valuing discretion, trust, and premium service.

Luxury lifestyle seekers: Entrepreneurs, business leaders, and global citizens looking to expand their portfolio while enhancing their personal lifestyle.

Objectives

- Position 10X Lifestyle as the trusted entry point for high-end real estate investment opportunities.
- Blend professionalism with aspirational lifestyle imagery to create an emotional and financial appeal.
- Showcase Dubai as both a profitable market and a desirable lifestyle hub.
- Inspire confidence, exclusivity, and desire through refined visuals and storytelling.

Rules

- Use warm, cinematic lighting and sophisticated color palettes : evoke elegance, trust, and aspiration.
- Integrate subtle lifestyle elements (fashion, coffee, dining...) to connect investment with aspiration.
- Emphasize movement, perspective, and immersive angles : bring the viewer into the scene and experience.

CATEGORIE

ETAT

VISUALS

APPLICATION



Portrait Photoshoot inspiration

Capture natural moments (movements, smiling...) and professional poses (hands relax...)





USAGES

Logo

- Leave space around (equal to the size of the logo icon).
- Ensure readability (mobile screens, profile pictures, etc.).
- Consider contrast (white, black, or image backgrounds).

Layout Site, Documents

- Favor symmetrical blocks for better organization and structure (boxes).
- Overlay titles on visuals with strong contrast for readability.
- Round the corners: 28px.

Social media

- Prioritize simplicity to enhance readability.
- Use Inspiration/Mood visuals:
 - Increase exposure (+20% depending on the photo).
 - Increase contrast (+10% depending on the photo).
- Center elements as much as possible / Respect white space.
- Line-height : add always space (if the font size is 20PX, the line height should be 25px)

CATEGORIE

ETAT

DO

APPLICATION

Logo

THE GREEN REPRESENTS THE WHITE SPACE
(EMPTY AREA) THAT SHOULD SURROUND THE
LOGO, ALLOWING IT TO BREATHE.
THE SQUARE EQUALS THE HEIGHT OF LOGO



10X LIFESTYLE[®]

SARA
JUMEIRAH STREET
DUBAI

CONTRACT

N°2025-104

EDWARD NORTONS
25TH AVENUE
NEW YORK CITY

CATEGORIE

ETAT

DO

APPLICATION

Logo



Social

