



Space for
what comes
next.

L&H REAL ESTATE LTD.

2021 IDENTITY / 2026 VISUAL REFINEMENT

Built from L and H.



SEVEN ORIGINAL PATHS. ONE COMPLETE LOCKUP.

The original identity pairs a vertical monogram with L&H lettering. All seven outline paths are retained. The four-path symbol can also stand alone when the brand context is already clear.



SYMBOL



COMPLETE LOCKUP



Room to stand clear.



NEW CLEAR-SPACE STUDY

Use a calm margin around the complete identity.

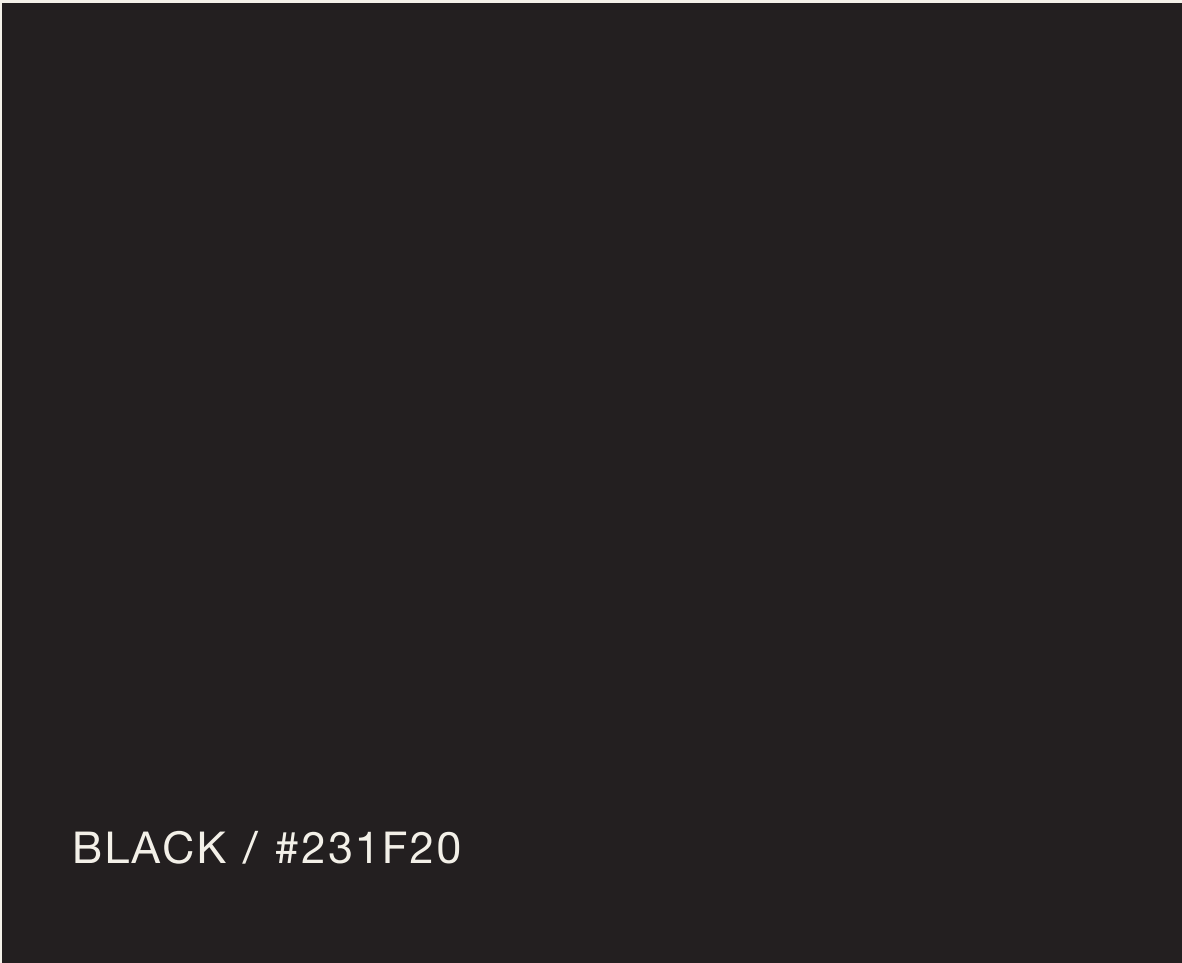
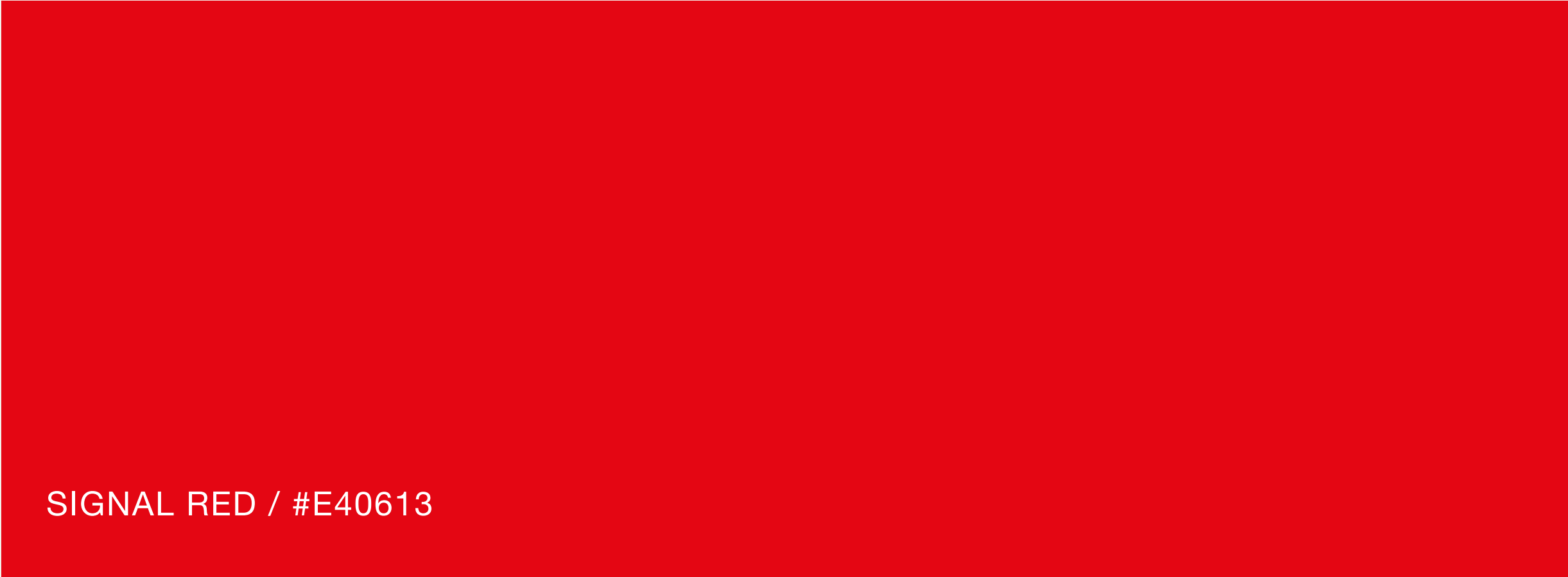
For these layouts, the surrounding margin starts at one symbol-stroke width and grows with the available format.

Keep the original aspect ratio. Align the lockup as one unit.

The expanded vertical motif is a separate graphic element; it does not replace or stretch the original logo.



Red. Black. Room.



The original guide specifies the red and black above.
A warm paper neutral is added for the 2026 edition.
Use generous neutral space; let red carry emphasis.
Production colour and material proofs remain to be confirmed.

A clear point of view.

**Space for
what comes next.**

为下一程，
打开空间。

HELVETICA NEUE / HIRAGINO SANS GB

Bold statements, quiet supporting text and deliberate line breaks.
The new type pairing supports the retained original wordmark;
it does not redraw or replace that lettering.

A consistent presence.



Identity, correspondence, cards, document cover, bilingual posters, environmental sign and digital artwork.

SOURCE & REFINEMENT

Based on the original L&H Real Estate Ltd. design archive.

Final identity files date to December 2021.

The seven-path lockup and original red/black values are retained.

Typography, grid, paper neutral and applications are 2026 refinements.

Legacy mockup photographs, private contacts and contract data are excluded from the new public artwork.

These applications are portfolio concepts; adoption, installation and production specifications have not been confirmed.