






BRAND GUIDELINES

Updated and revised March 2024

HOUSE FOR SALE

RESIDENTREALTY

123 STREET, CITY, STATE

- Charming and spacious single-family home in a quiet neighborhood
- Beautifully landscaped yard with mature trees and gardens
- Newly renovated kitchen with granite countertops and stainless steel appliances
- Master suite with walk-in closet and spa-like bathroom featuring a jetted tub and separate shower
- Finished basement perfect for a home office, game room, or additional living space

\$1,125,000

6 BEDROOMS
4 BATHROOMS
6000 SQ. FT.

Clairie Elton
REAL ESTATE

name@residentrealty.com
303 123-4567
ResidentRealty.com

Clairie Elton REAL ESTATE **RESIDENTREALTY** OPEN HOUSE

123 MAIN ST, CITY, STATE
SUNDAY, MARCH 16



6,600 SQ. FT. 2 GARAGES 3 BEDROOMS 2 BATHROOMS

Come to see this beautiful home at our open house and get ready to fall in love! We look forward to seeing you soon.

- Spacious open-concept living and dining area with approximately 1,800 sq. ft. of living space
- Well-appointed kitchen with stainless steel appliances, ample counter space, and breakfast bar
- Master bedroom with walk-in closet and luxurious en-suite bathroom, plus two additional bedrooms



claire@realestate.com
(012) 345-6789
realestateclaire.com

- Spacious living area
- Updated kitchen
- Cozy family room
- Luxurious master suite
- Finished basement
- Attached garage
- Large deck
- Great location

Just Listed

123 Anywhere St., Any City, ST 12345

3 BEDROOMS
4 BATHROOMS
1600 SQ. FT.



Olivia Hudson
YOUR REAL ESTATE AGENT
303 123-4567
RESIDENTREALTY.COM

Open House

This property won't last long! Come see our latest listing.

3 BEDROOMS
2 BATHROOMS
2600 SQ. FT.

\$611,000

555 Main St, City, State
Sunday, March 16 | 2 PM - 5 PM

Olivia Hudson
YOUR REAL ESTATE AGENT
123-456-7890

RESIDENTREALTY

JUST LISTED

123 ANYWHERE ST., ANY CITY, ST 12345




Olivia Hudson
YOUR REAL ESTATE AGENT
303 123-4567
NAME@RESIDENTREALTY.COM

Just SOLD

For \$25,000 over the asking price!
123 Anywhere St., Any City, ST 12345

OWEN WILSON - AGENT 123 456-7890

RESIDENTREALTY

With over 24 years of brand equity, Resident Realty stands as a testament to excellence in the real estate industry. Adhering to the guidelines outlined in this manual ensures that every interaction reflects positively on the Resident Realty brand, benefiting both agents and the company alike.

For any questions regarding these standards, feel free to reach out to the Resident Realty Standards Team at standards@residentrealty.com or contact your local managing broker or manager.

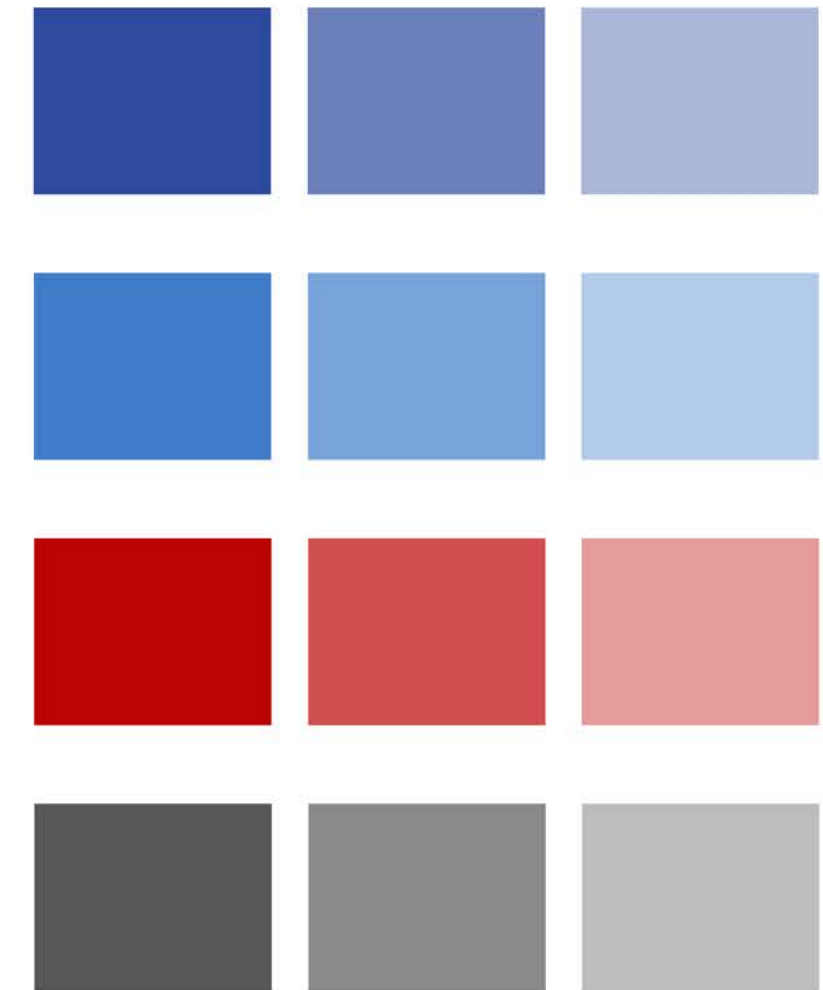
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WHY IS BRAND IMPORTANT

Following the Resident Realty branding guidelines is important for many reasons. It's a must for all Resident Realty agents – we're in this together! Plus, sticking to these guidelines helps build a strong and memorable brand. It's about making a good impression on home buyers and sellers, and it's also about making sure they know what awesome things to expect.

Real estate branding covers a lot of ground, from advertising and online marketing to communications, agent materials, signs, and how we treat our clients. All these parts need to work together to create a brand that stands out and can be trusted.

The brand guidelines manual is your secret weapon for representing the Resident Realty brand in a way that benefits everyone. Keeping the brand dynamic and engaging not only grabs the attention of customers but also sets us apart in the busy marketplace.



F O N T S

SERIF

SANS SERIF

Calligraphic

HOW TO USE THIS GUIDE

This manual is designed to be your go-to resource for effectively showcasing the Resident Realty brand, ensuring that every agent benefits from its strengths. Consistency, dynamism, and engaging communication are key to attracting consumers and distinguishing the brand in today's competitive marketplace. While we encourage creativity in personal marketing efforts, it's important to adhere to the guidelines outlined in this manual. Straying from these guidelines, such as by using unconventional colors and fonts, can weaken the brand's impact. While some flexibility is allowed within certain standards, it's best to refer to this manual when creating materials to ensure alignment with our brand identity. Notably, Resident Realty property signs are prominent brand displays but can sometimes encounter compliance issues. Consulting this manual is crucial to maintain brand integrity and protect your business interests. Unless otherwise stated, adherence to the standards outlined herein is mandatory. If you have any questions or need clarification beyond the manual's scope, please don't hesitate to reach out to us at standards@residentrealty.com or contact your local managing broker or manager.



WHAT'S ON THE FOLLOWING PAGES

KEY POINTS

- How to use our logo
- Colors that compliment our brand
- Who we are
- Resources
- RR Studio for agents
- How to contact us

COLOR LOGOS

APPROVED LOGOS AND LOGO COLORS

Resident Realty logos are available in horizontal and vertical formats and include two color versions (a lighter blue and a darker blue with red and black).

Logo version 1



BLUE

RGB – 2/108/182
CMYK – 90/57/0/0
Hex/Web – 026CB6

RED

RGB – 218/41/28
CMYK – 0/81/87/15
Hex/Web – DA291C

BLACK

Logo version 2



BLUE

RGB – 45/74/159
CMYK – 94/83/0/0
Hex/Web – 2D4A9F

RED

RGB – 218/41/28
CMYK – 0/81/87/15
Hex/Web – DA291C

BLACK

BLACK AND WHITE LOGOS

APPROVED LOGOS

Resident Realty logos can also be used in all black and all white if the logo is placed on a dark background.



INCORRECT

NOT APPROVED

Do not alter, stretch, change colors, or change font.

Don't substitute font



Don't distort



Don't alter approved logotypes
or use incorrect colors



SECONDARY COLORS

APPROVED BLUE COLORS



Hex/Web – 407EC9
RGB – 64/126/201
CMYK – 68/37/0/21

Tints & Shades

#eff4fa	#e8eff8	#e2ebf6	#dce7f5	#d5e3f3	#cfdef1
#c8daef	#c2d6ed	#bcd1ec	#b5cdea	#afc9e8	#a9c4e6
#a2c0e4	#9cbce3	#96b8e1	#8fb3df	#89afdd	#82abdb
#7ca6da	#76a2d8	#6f9ed6	#699ad4	#6395d2	#5c91d1
#568dcf	#5088cd	#4984cb	#4380c9	#3c7bc8	#3777c5
#3573be	#3470b8	#326cb2	#3068ab	#2e64a5	#2c609f
#2b5c98	#295892	#27548b	#255185	#234d7f	#224978
#204572	#1e416c	#1c3d65	#1a395f	#193659	#173252
#152e4c	#132a45	#11263f	#102239	#0e1e32	#0c1b2c

Tints and shades of primary colors can be used as well as these recommended colors.

SECONDARY COLORS

APPROVED RED COLORS

These colors can be used for backgrounds and fonts including shades and tints of these colors.

These colors CANNOT be used for logo colors (although they may look similar to a color within our logo, these colors are not exact to the approved logo colors).

REDS



Hex/Web – BD0303
RGB – 189/3/3
CMYK – 0/98/98/26

Shades of #bd0303



#bd0303 #aa0202 #970202 #840202 #710101 #5e0101 #4b0101 #380000 #250000 #120000 #000000

Tints of #bd0303



#bd0303 #c31c1c #ca3535 #d04e4e #d76767 #de8181 #e49a9a #ebb3b3 #f1cccc #f8e5e5 #ffffff



Hex/Web – FF1616
RGB – 255/22/22
CMYK – 0/91/91/0

Shades of #ff1616



#ff1616 #e51313 #cc1111 #b20f0f #990d0d #7f0b0b #660808 #4c0606 #330404 #190202 #000000

Tints of #ff1616



#ff1616 #ff2d2d #ff4444 #ff5b5b #ff7373 #ff8a8a #ffa1a1 #ffb9b9 #ffd0d0 #ffe7e7 #ffffff

Tints and shades of primary colors can be used as well as these recommended colors.

SECONDARY COLORS

APPROVED GRAY COLORS

Gray is a great option to use in designs. Feel free to use the shades and tints of gray.

GRAYS



Hex/Web – 585959
RGB – 89/89/89
CMYK – 0/0/0/65

Shades of #585959



#585959 #4f5050 #464747 #3d3e3e #343535 #2c2c2c #232323 #1a1a1a #111111 #080808 #000000

Tints of #585959



#585959 #686969 #797a7a #8a8a8a #9a9b9b #abacac #bcbcbc #cccdcd #ddddd #eeeeee #ffffff

Tints and shades of primary colors can be used as well as these recommended colors.

FONTS

CHOOSING FONTS

Currently, Resident Realty does not have strict guidelines regarding fonts. However, it's recommended to opt for easily readable fonts for body text, such as Arial, Helvetica, Gill Sans, Verdana, Futura, Lato, and Times New Roman. Calligraphy fonts are ideal for headlines or short headers, but choose ones that maintain readability. Fonts like Brittany, Daydream, Breathing, Bright Sunshine, Virtual, and Buffalo offer a balance of aesthetics and legibility, whereas some calligraphy fonts may pose readability challenges. Exercise your discretion, remembering that simplicity often yields the best results.

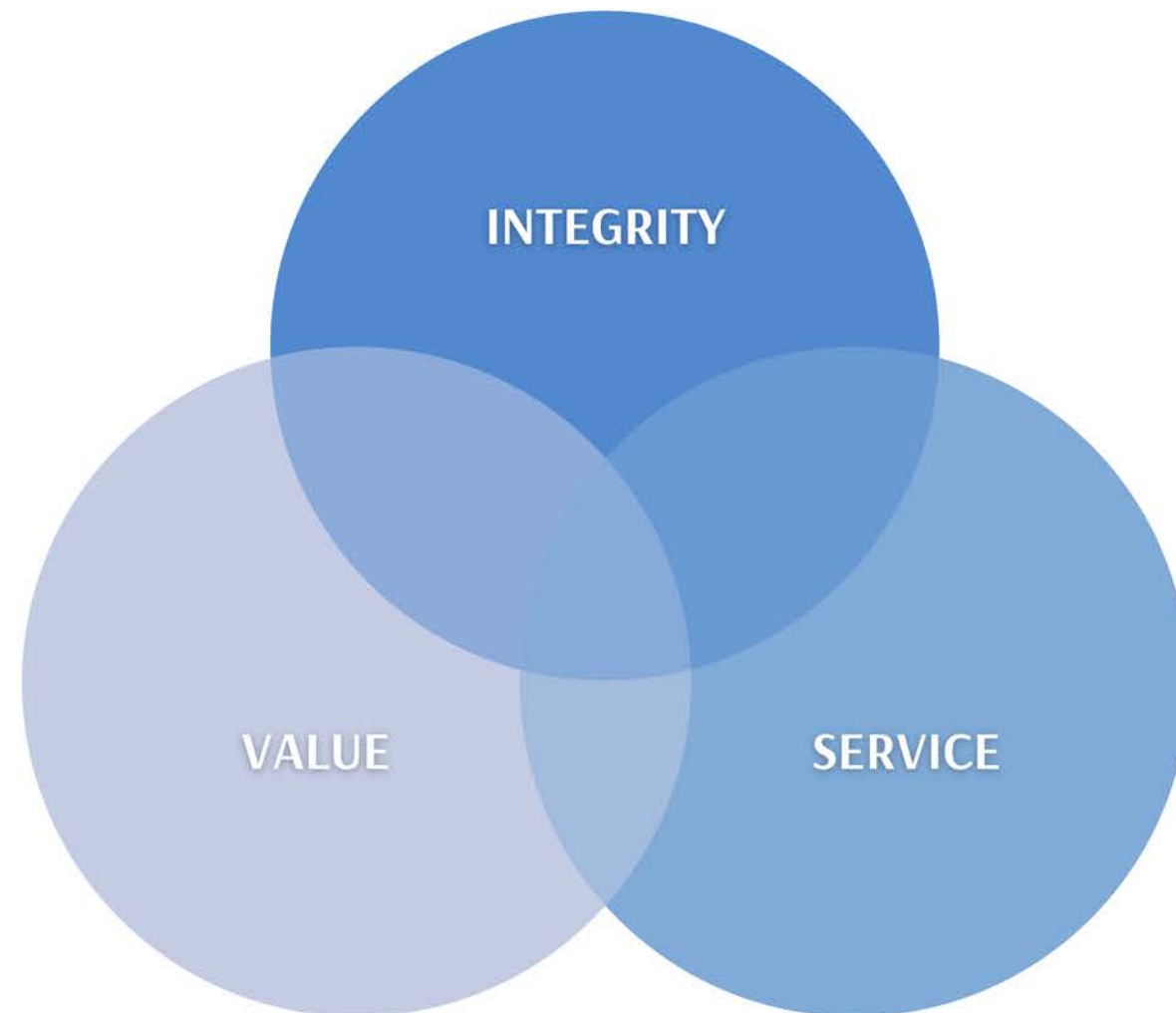


Virtual
Daydream
Brittany
Buffalo



ABOUT RESIDENT REALTY

Since its inception in 2000, Resident Realty, [spearheaded by founder Craig Plantz](#), has been a beacon of excellence in the real estate industry and somewhat of a disruptor in the marketplace. Originating in Colorado, Resident Realty has a rich history of innovation and success. Resident Realty is also synonymous with integrity, value, and personalized service. We pride ourselves on offering [a low-cost alternative for agents](#) to run their businesses, empowering them to retain a significant portion of their commissions. With [expansion into Austin, Dallas, and Phoenix](#) reflects our commitment to growth and innovation, bolstered by strategic partnerships and a forward-thinking approach. At Resident Realty, we believe in the expertise of our agents, who are deeply rooted in their local communities and dedicated to treating clients like family. As a family-run enterprise under the Plantz Family Network, we uphold a tradition of excellence and care that has defined us for over two decades. [Thank you for being a part of the Resident Realty family](#)—a community built on [trust, integrity, and unparalleled service](#).



Integrity

- Uphold the highest ethical standards in all our actions and decisions.
- Transparent and honest communication.
- Commitment to accountability and responsibility in every aspect of our operations.

Value

- Provide excellent quality products/services at fair and competitive prices.
- Continuous improvement to ensure maximum value for our agents and clients.
- Efficient use of resources to optimize value creation.

Service

- Dedication to exceeding agent and client expectations.
- Proactive and responsive customer support.
- Community engagement and contribution to social welfare through service initiatives.

HOW TO UTILIZE OUR BRAND

Ensure your designs adhere to our guidelines by referencing this manual, reinforcing our market strength. Additionally, explore RR Studio for a suite of templates, enabling agents to swiftly produce compliant and visually compelling designs. With the ability to edit, download, and print. [Visit ResidentRealtyStudio.com](https://ResidentRealtyStudio.com) for further details.

Clairie Elton
REAL ESTATE AGENT

OPEN HOUSE

123 STREET, CITY, STATE

March 16, 2023 | 2-5PM

Come to see this beautiful home at our open house and get ready to fall in love! We look forward to seeing you soon.

• Renovated in 2020
• Modern design with an open living area
• Spacious kitchen with stainless steel appliances
• Attached two-car garage
• Great location close to shopping, dining, and parks

March 16, 2023
2-5PM

name@residentrealty.com
303 123-4567
ResidentRealty.com

OPEN HOUSE

123 STREET, CITY, STATE

March 16, 2023 | 2-5PM

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3 BEDROOMS
2 BATHROOMS
2600 SQ. FT.

\$611,000

555 Main St, City, State
Sunday, March 16 | 2 PM - 5 PM

Olivia Hudson
YOUR REAL ESTATE AGENT
123-456-7890

Flyers-Direct Mail-Business Cards-Social Media-and more!

RR Studio

Resident Realty's online hub tailored for agents - designed to empower your real estate business by providing marketing resources, from crafted designs to user-friendly templates and trusted vendors. Check it out!

Just Listed

123 ANYWHERE ST., ANY CITY, ST 12345
3 BEDROOMS, 2 BATHROOMS, 2,016 SQ. FT.
LISTED AT: \$755,000

Olivia Hudson
YOUR REAL ESTATE AGENT
123-456-7890

Offer ACCEPTED

123 Anywhere St., Any City, ST 12345

CONTACT ME TODAY IF YOU ARE THINKING OF BUYING, SELLING, FLIPPING, INVESTING IN REAL ESTATE!

OWEN WILSON - AGENT | 123 456-7890

OFFER ACCEPTED

123 STREET, CITY, STATE

4 Bedrooms
3 Bathrooms
2,657 sq. ft.
2 car garage

OLIVIA HUDSON
Real Estate Broker

Contact Us

Email Address

standards@residentrealty.com

Visit us online

Agent Marketing Hub

www.ResidentRealtyStudio.com

