

# BRAND GUIDELINES



**1<sup>ST</sup> CLASS**  
REAL ESTATE



At 1st Class Real Estate, we create a **bold, collaborative culture** transcending traditional boundaries. Through our dynamic tech, we connect communities and empower individuals to become real estate leaders.

Our dedication and experience ensure cost-effective operations to increase the success of our agents and franchisees. We are committed to elevating standards, embracing innovation, and transforming the real estate industry.

**OUR LOGO'S IS VERY IMPORTANT TO US. WE STRATEGICALLY DEVELOPED OUR BRAND TO INCREASE THE SUCCESS RATE OF OUR REAL ESTATE AGENTS AND FRANCHISEES.**

The 1st Class Real Estate logo represents our brand at the highest level and acts as our signature, identifier, and stamp of quality. It is, and always should be the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines need to be followed.

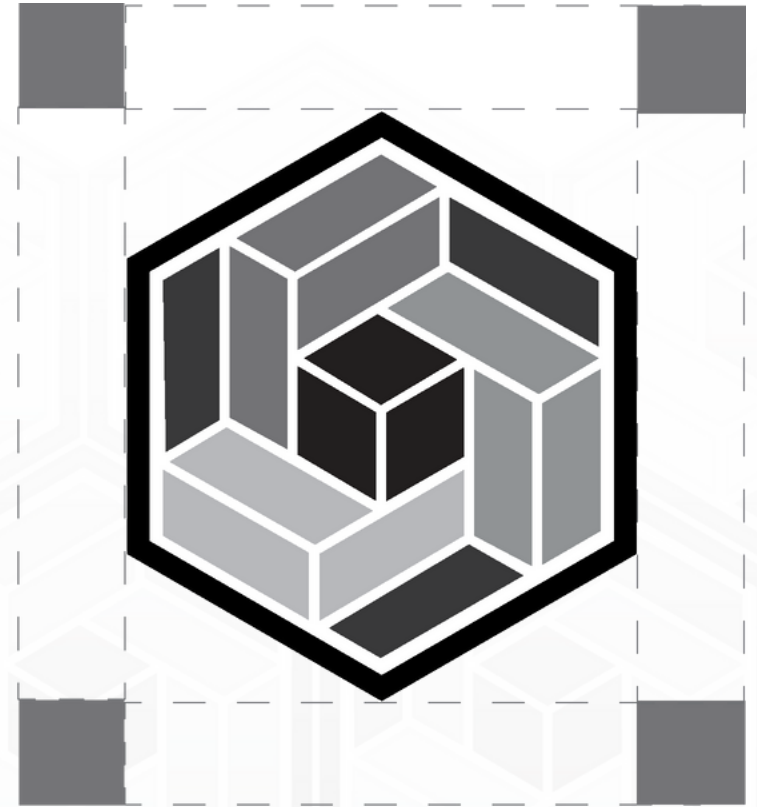
## **PRIMARY USAGE LOGO**

Our logo was developed to be modern and bold. Its distinctive design seeks to present 1st Class Real Estate as a tech-focused, innovative organization.



The 1st Class Real Estate logo as shown here will serve as the company's primary logo and trademark. The 1st Class Real Estate logo should never be recreated or typeset. Only official logo files should be used in communications.

This space essentially gives breathing room to the logo and shows the design in the best possible light. To ensure that clear space is maintained around the logo for legibility, photos, text, and graphic elements please follow the guidelines illustrated here.



Our primary colors are black, silver, and grey. This format with black font is intended to be used on lighter backgrounds and images in order to maintain legibility.



Our logo's second acceptable color option is the full-color emblem and all-white font. You may use this logo variation on dark-colored backgrounds and images.





The color variations outlined play a crucial role in shaping and maintaining a consistent brand identity. These variations are more than just aesthetic choices; they serve as a visual language that communicates the essence and personality of the brand to its audience.



HEX: #000000

CMYK: 75 | 68 | 67 | 90

RGB: 000

HEX: #383939

CMYK: 69 | 62 | 61 | 53

RGB: 56, 57, 57

HEX: #747476

CMYK: 56 | 48 | 45 | 12

RGB: 116, 116, 118

HEX: #8f9295

CMYK: 47 | 37 | 36 | 2

RGB: 143, 146, 149

HEX: #b8b9bb

CMYK: 28 | 22 | 21 | 0

RGB: 184, 185, 187

## **Please use the following color guide:**

HEX colors should be used when designing for screens or desktop printing

CMYK color should be used when designing for color printing (C=cyan, M=magenta, Y=yellow, K=black)

RGB color is to be used on computer and television screens (R=Red, G=green, B=blue)

Pantone Uncoated is a single-spot color created by Pantone formatted for matte finishes

Pantone coated is a single spot color created by Pantone formatted for glossy finishes.

# GEOMATRIX

## PRIMARY FONT (HEADLINE FONT)

Geomatrix is a geometric and clean sans-serif family font, which is defined by modernism and harmony of the curves. It has very open finishes that make it elegant, friendly and contemporary.

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

# POPPINS

## SECONDARY FONT (TEXT FONT)

Poppins sans serif font family is a pure geometric sans-serif typeface that was designed to be used worldwide. In this typeface, you will find beautiful and eye-catching curves.

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

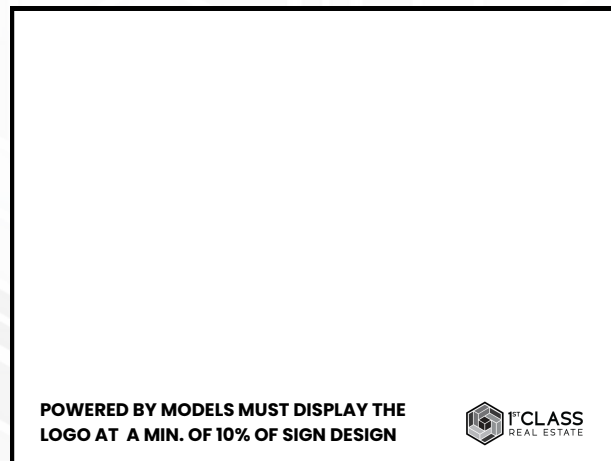
# CRUSOE TEXT

## NUMERICAL FONT

A humanist sans-serif font with a large x-height, tidy uppercase and distinctive, friendly lowercase.

1 2 3 4 5 6 7 8 9 0

1. For sale and for lease signs placed on the property shall include but not be limited to the firm's name and the firm's primary or branch office telephone number.
2. The 1st Class Real Estate Logo must be displayed at a minimum of 10% of the sign design.







- Business cards shall include but not be limited to the licensee's name, licensee's contact information, firm name, firm address, and firm phone number.
- Fair Housing Logo must be placed on all business card designs
  - This logo may not be altered in any way

The 1st Class Real Estate logo has been carefully designed and should never be altered in any way. Below are examples that illustrate how **NOT** to use our logo, but does not include all instances of misuse.

## Do Not Alter Colors



## Do Not Stretch



## Do Not Retype Text



## Do Not Distort



## Do Not Alter Opacity



## Do Not Rotate





All advertising of residential real estate for sale, rent, or financing should contain an equal housing opportunity logotype, statement, or slogan as a means of educating the home-seeking public that the property is available to all persons regardless of race, color, religion, sex, handicap, familial status, elderliness, or national origin.

The choice of logotype, statement, or slogan will depend on the type of media used (visual or auditory) and, in space advertising, on the size of the advertisement.

The Fair Housing Logo should appear in all advertisements. Using the logo creates a presumption that you're trying to follow the fair housing law.

At 1st Class Real Estate, we uphold the highest standards of integrity and professionalism in all our advertising efforts. To ensure compliance with state-specific regulations and guidelines, it is imperative that all agents and franchisees adhere to the following advertising rules:

1. **Accuracy and Truthfulness:** All advertising materials must be accurate, truthful, and not misleading. Avoid exaggerated claims or misrepresentation of properties or services.
2. **Fair Housing Compliance:** Advertisements must comply with fair housing laws, prohibiting discrimination based on race, color, religion, sex, handicap, familial status, or national origin.
3. **Disclosure of Material Information:** Disclose all material facts relevant to the advertised property, including but not limited to price, condition, and availability.
4. **Clear and Conspicuous:** Ensure that all advertising disclosures, disclaimers, and fine print are clear, conspicuous, and easily understandable by consumers.
5. **Compliance with State Regulations:** Agents and franchisees must familiarize themselves with state-specific advertising regulations and guidelines. While the following rules are applicable nationwide, it is essential to refer to your state's specific requirements for additional guidance.

For state-specific advertising guidelines, please refer to the National Association of Realtors (NAR) website at [www.nar.realtor.com](http://www.nar.realtor.com). The NAR provides comprehensive resources and information on real estate regulations and guidelines tailored to each state.

Failure to comply with advertising rules may result in disciplinary action and damage to the reputation of 1st Class Real Estate. We trust that all agents and franchisees will uphold these standards diligently to maintain the integrity and professionalism of our brand.