



Brand Identity Guidelines

Easy

- Simple, straightforward.
- Outstanding customer support & services.
- Seamless digital experience.
- Time-saving tools.
- Integrated AI that supports agents, not replace them.

Effective

- Agents never miss an opportunity.
- Built to help agents find, win, and close more deals.
- Built on sales and marketing best practices.

Experienced

- Established, proven partner to brokerages.
- 1000+ customers.
- Tried and tested onboarding and service.

Full Color Logo



Inverted Color Logo



Secondary

All Blue Logo



All Black Logo



All White Logo



Incorrect use of the logo

✕ Do not change the colors



✕ Do not add strokes



✕ Do not stretch



✕ Do not rotate or tilt



✕ Do not apply a gradient



✕ Do not apply effects



✕ Do not separate elements



✕ Do not combine with graphics



✕ Do not remove the icon



Incorrect Contrast

✕



✕



✕



- The logo symbol can be used independently from the full logo in contexts where the brand is already recognizable or space is limited (e.g., social media icons, favicons, app buttons, watermarks).
- Always use the official vector or PNG version—do not recreate or alter the symbol.



Primary colors

- Primary colors should be used for all core brand applications: logo, website headers, signage, etc.
- Maintain high contrast for accessibility: avoid using light blue or green text on a white background.
- Do not alter the hue, opacity, or saturation of any brand color.



NAVY
HEX 0A364B
RGB 10, 54, 75
PMS 303 C
CMYK 100, 80, 50, 40

DENIM
HEX 1F82A5
RGB 31, 130, 165
PMS 7703 C
CMYK 83, 38, 23, 1

LIGHT BLUE
HEX EFF7FA
RGB 239, 247, 250
PMS 656 C
CMYK 5, 0, 1, 0

GREEN
HEX 86F59A
RGB 134, 245, 154
PMS 7487 C
CMYK 26, 0, 66, 0

Use bright green for highlighting text, CTAs, graphic elements or text and icons on dark backgrounds only. Never use green text on white or light backgrounds



Use light blue for backgrounds and content boxes

Secondary colors

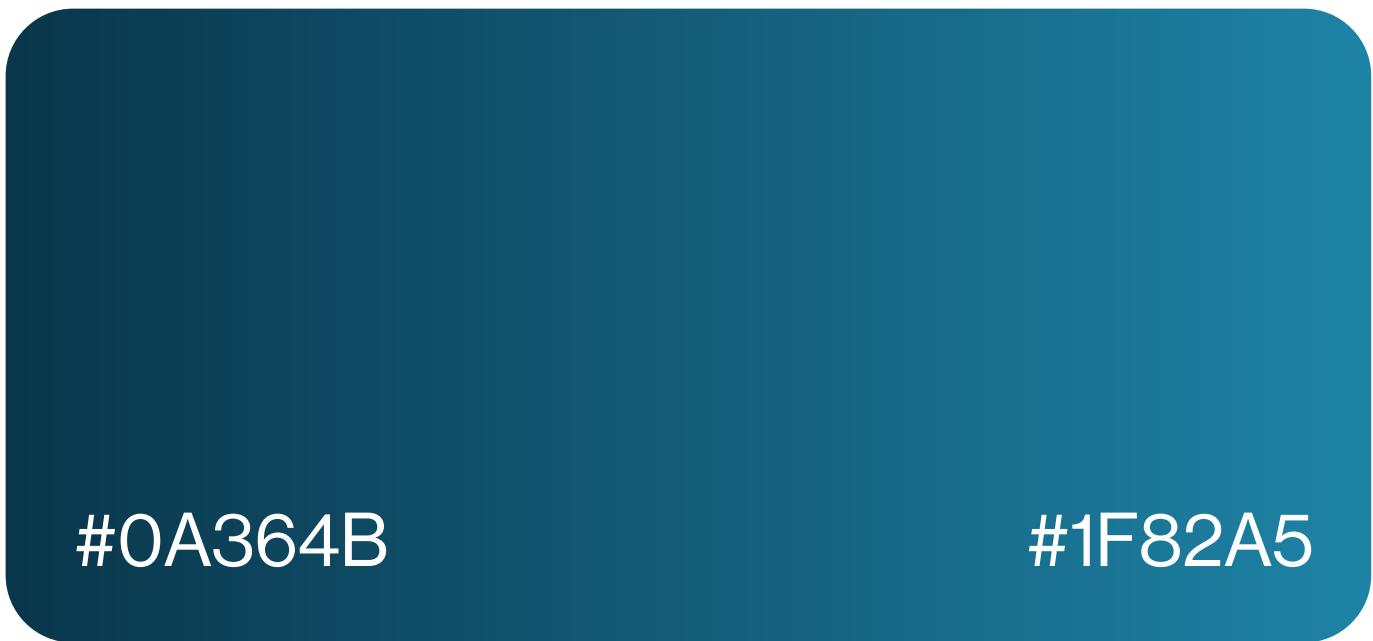
- Secondary colors support the design and highlight key elements in layouts and visuals when needed.



MARINE	AZURE	FROST	DAFFODIL	VANILLA
HEX 2976CC	HEX 34A9FF	HEX AFD6E6	HEX FBD771	HEX EDEBE2
RGB 41, 118, 204	RGB 52, 169, 255	RGB 175, 214, 230	RGB 251, 215, 113	RGB 237, 235, 226
CMYK 80, 52, 0, 0	CMYK 63, 24, 0, 0	CMYK 29, 5, 6, 0	CMYK 2, 14, 67, 0	CMYK 0, 1, 5, 7

Gradients

- Use gradiends for backgrounds or graphic elements



TT Commons Pro

Demi Bold

MainTitles and Headers

Bold

Smaller Titles

Neue Haas Grotesk Display Pro

Bold

Subtitles

Roman

Paragraph - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse

Poppins

Alternative Google Fonts

<https://fonts.google.com/specimen/Poppins?query=poppins>

Poppins Semi Bold

Titles and Headers

Poppins Bold

Smaller Titles

Poppins Bold

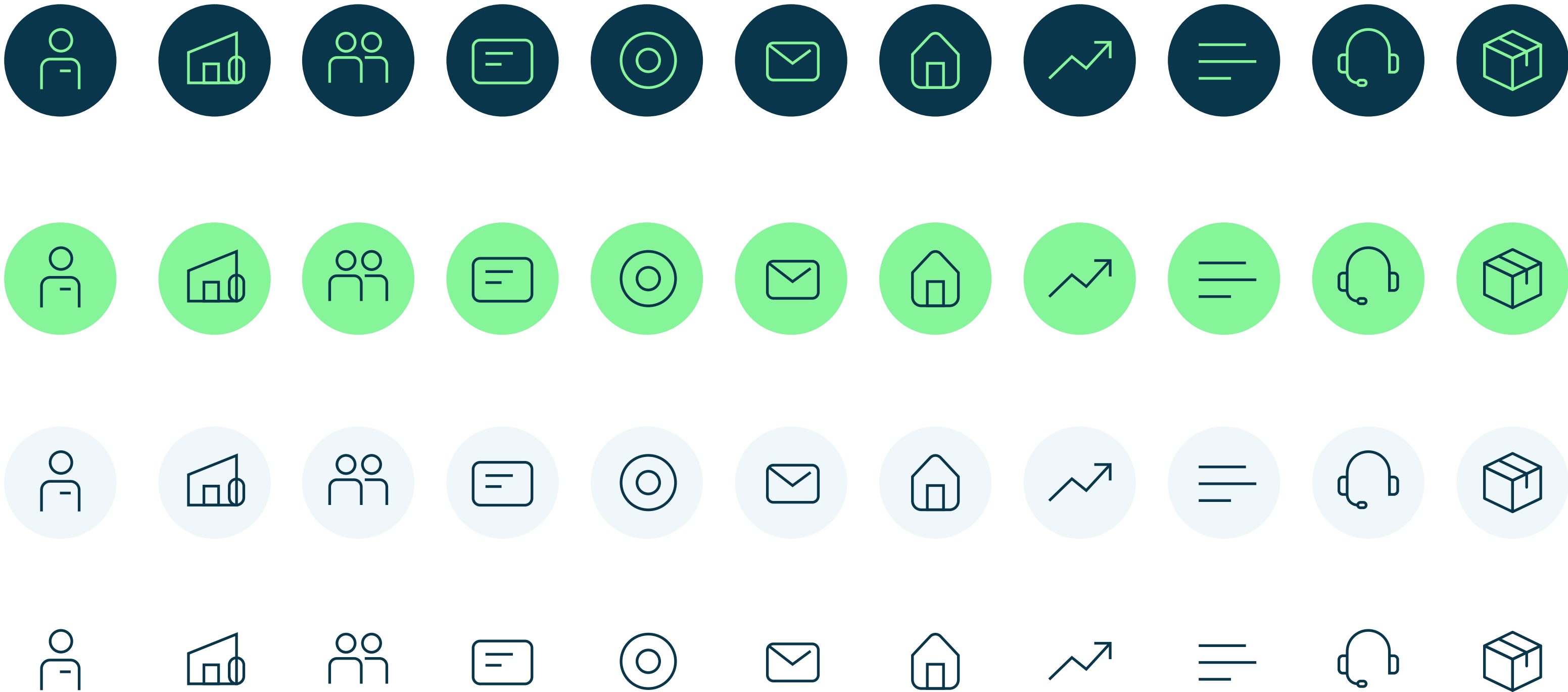
Subtitles

Poppins Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse

Iconography

- Use clean, minimal outline icons. Apply green icons on dark navy backgrounds, and dark navy icons on green or white backgrounds to ensure contrast and consistency.



Thinner version of the symbol

- A thinner version of the symbol may be used as a graphic element in the background to add depth and refinement.
- It may be rotated and its opacity adjusted to suit the composition and optimize readability.
- Always use the official thinner version of the symbol provided in the AI or PNG files.
- Do not recreate or modify the shape manually.

Win More.
Close More.
Earn More.

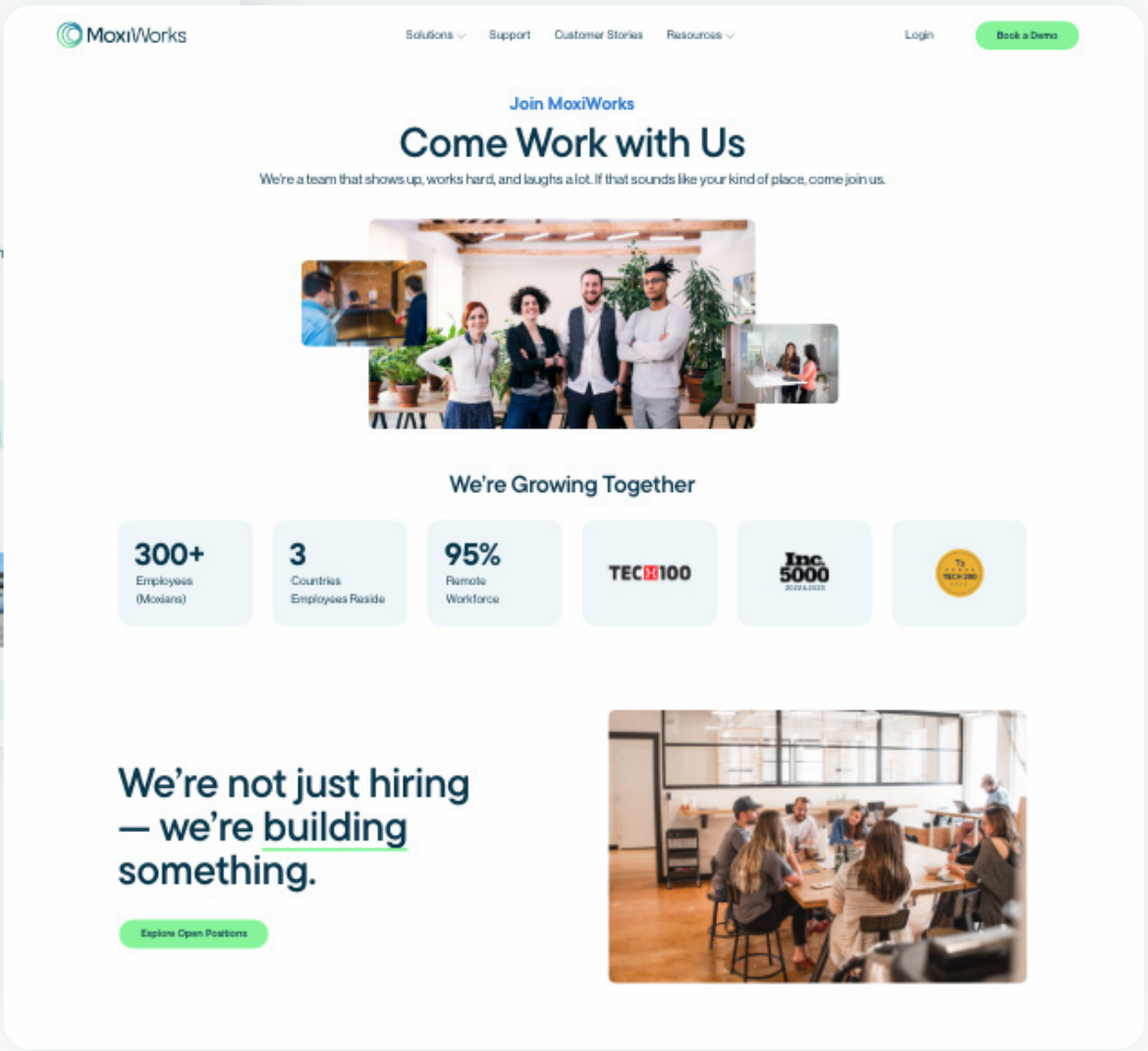
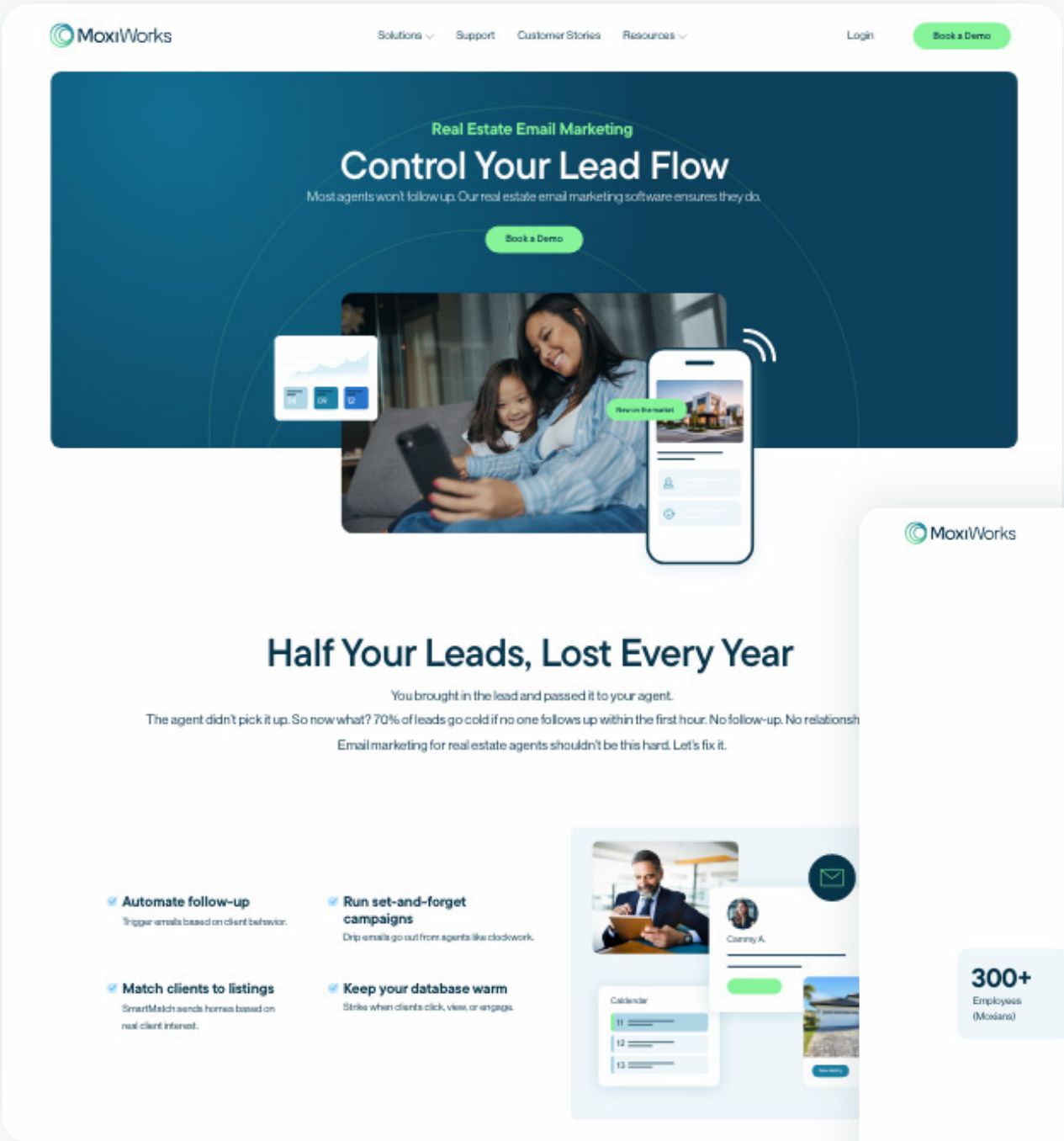
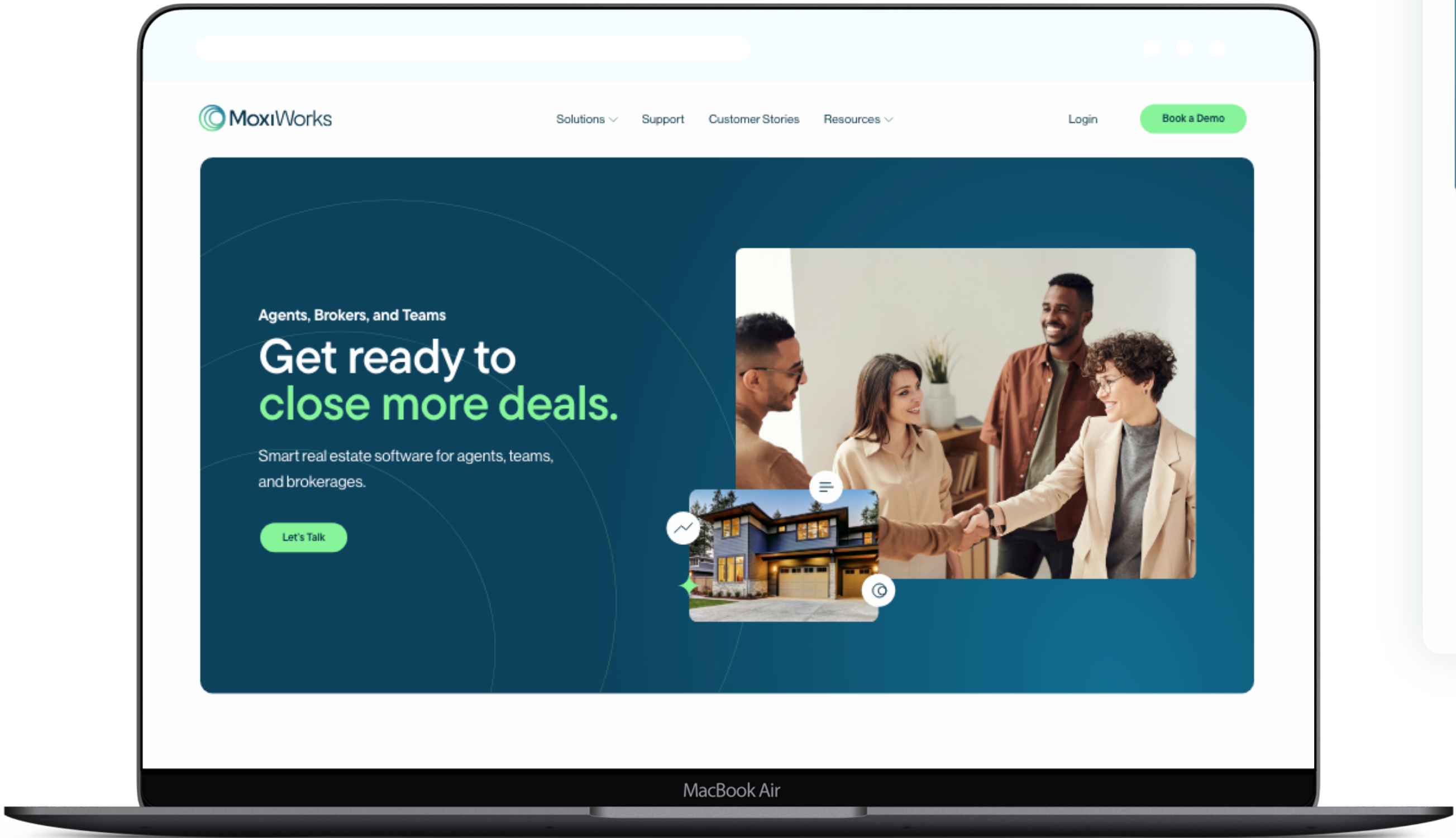


Brand

Brand in action



Website



Promotional products



Brand

Brand in action



Advertising



Presentation



