



KELLY RIGHT
real estate®

v2 | 2022

Brand Guide

The Right Way Home.

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Brand Elements

The Kelly Right Real Estate names, logo, colors, mission statement and brand elements are what make our brand identity.

Consistent and cohesive branding is important to the credibility and recognition of the Kelly Right name. The credibility of the brokerage will help you as an agent when using cohesive branding. The policies within this guide give valuable insight into the most effective ways to utilize our company name and visuals consistently across the entire organization.

We encourage you to be creative in your marketing and this Brand Guide will help you navigate your options. Contact Kelly Right if you have specific branding needs or questions.



Mission Statement

Kelly Right Real Estate's mission is to provide our clientele, employees and our agents/partners an outstanding real estate experience.

We strive to maintain the highest standard of service, support, training, technology and customer satisfaction that exceeds expectations. We empower our agents/partners to develop and excel in their real estate careers and strive to create lifelong relationships with their clients, the community and the company.

Through our commitment to excellence, balanced with a progressive commission structure, Kelly Right develops agents/partners who endeavor to become the best real estate professionals they can be.

Logo Color & Layout

HORIZONTAL:



STACKED:



ICON:



OFFSET:



The Kelly Right logo is available in a number of color variations with 4 different layouts. The logo employs the company name with a logomark that combines the company initials, KR.

The Horizontal and Stacked logos are the primary logos to be used. The Offset and Icon logos are the secondary logos that may be used if the primary options do not fit the design layout of your marketing needs.

Logo Usage

Kelly Right Real Estate must be on all marketing materials. The company name may not be shortened or removed from the company logo. Our visual brand integrity depends on the consistency of our materials, and our logo must be presented in specific ways.

Do not alter the logo. The logo text must be legible at all sizes. Be sure to never recolor or add effects (drop shadow, embossing, etc). Use only the logo options provided in the company files.

The following shown are styles to avoid, but are not limited to these examples only.

DO NOT DISTORT



DO NOT SKEW



DO NOT ADD EFFECTS



DO NOT RECONFIGURE



DO NOT RECOLOR



DO NOT USE RETIRED LOGOS



Color Examples with Neutral Logos:



Color Variations

Kelly Right encourages you to be creative with your branding and to use it to build your business. We understand that many agents have spent time perfecting personal branding or belong to teams with logo color requirements. In these cases, it is not required that you use Kelly Right colors in your marketing.

When you use team and/or personal logos in your marketing that may clash with Kelly Right colors, you may use our neutral logos. These logos were created for color flexibility. They come in: white, black and grey. These logos may not be recolored. Kelly Right logos and the company name must still be prominently displayed in your marketing.

The exception is if you use orange in your branding, you must use the Kelly Right orange. Or you can use your orange and Kelly Right orange together.

Tagline Usage

INCORRECT:



CORRECT:



INCORRECT:



The Right Way Home.

The Right Way Home.

THE RIGHT WAY HOME.

THE RIGHT WAY HOME.

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THE RIGHT WAY HOME.

- ✓ The tagline must be at least one full line space below "real estate".
- ✓ The tagline must not be longer than "KELLY RIGHT" or shorter than "real estate".
- ✓ The tagline must be centered with the logo mark.

The tagline, "The Right Way Home.", must be written in our approved fonts and colors, and may be bolded or italicized. It must be written in either all capital letters, or the first letter of each word capitalized. Correct usage when used with a Kelly Right logo shown in the examples above.

Design System

By using a consistent design system of colors and typography, we can ensure that our designs communicate our brand cohesively at all times.



Brand Colors

ORANGE

CMYK 0 50 100 0
RGB 247 148 29
HEX #F7941D

BLUE

CMYK 100 63 18 2
RGB 0 96 152
HEX #006098

WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

LIGHT GREY

CMYK 0 0 0 35
RGB 177 179 182
HEX #B1B3B6

MEDIUM GREY

CMYK 0 2 0 68
RGB 113 112 115
HEX #717073

DARK GREY

CMYK 0 2 0 85
RGB 77 75 78
HEX #4D4B4E

Kelly Right orange is accompanied by medium grey and a deep blue accent. Blue and grey are primarily used for text and accents. Black may also be used for text. The colors are not to be altered. If using your own branding colors that do not match the orange and/or blue colors, you may use the Kelly Right greys, black and white logos and accent colors.

CMYK is used in the printing process. Files should have the colors converted to CMYK prior to printing for color accuracy.

RGB is used for the web, digital images and any type of media that transmits light, such as computer screens.

HEX is the letter and number combination that represents RGB color. It is used for web design, hyperlinks and more.

Type Styles

Using a versatile, clean, sans-serif font with a variety of options allows for different levels of information hierarchy and stylization in an easy to read format.

Other acceptable font examples:

- Raleway
- Gotham
- Arimo
- Lorin
- Nunito
- Arial
- Lato
- Montserrat

Avenir

characters

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
0 1 2 3 4 5 6 7 8 9

styles

light
light oblique
book
book oblique
roman
oblique

medium
medium oblique
black
black oblique
heavy
heavy oblique

Type Hierarchy

EXAMPLE TEXT

(H1) Avenir Black
48px, 5 tracking

Kelly Right Real Estate

(H2) Avenir Black
20px, 140 tracking

THE RIGHT WAY HOME.

(P1) Avenir Roman
16px, 30 tracking

Obisquid quatur, ut uta pore quissum que magnate num ut et
excearci arum et arum rae voluptam volorem. Sequid miliquam quam
quaecus daecabo. Et ut adit ipsandi ciusdaes aborum.

Brand Applications

The following are print variations that we use for signage, flyers, and business cards. Options are provided to offer variety while staying true to our design system.

Colors may be changed to approved Kelly Right colors only. Ex: you can change your phone number from orange to blue, or the "For Sale" title from blue to orange, your name from blue to grey, etc. If you have personal or team logo color exceptions: see the Color Variations portion in this guide for the policy.

You do not have to use the Kelly Right signs, flyers or business cards. When using a different design from a different company, Kelly Right's brand guidelines still apply. Email questions and proofs to marketing@kellyright.com for assistance and approval.



Marketing Options

Kelly Right Real Estate is committed to helping your business and personal brand grow. All marketing resources are found in the Agent Portal.

We have an online store where you can purchase signs, business cards, folders and more, with some additional design options. We also have templates that you can use to design signs, business cards, flyers and presentations for more flexibility than the store.

You are also welcome to work with a graphic designer and printer and come up with your own designs, they only need to follow the policies as instructed in this Brand Guide. When designing outside of our templates and store, those designs must be sent to Kelly Right for approval.

For further questions and assistance, and to send marketing proofs, please contact marketing@kellyright.com.

Signage

Kelly Right has a variety of design options for signage, depending on the broker's displayed information. You do not have to use the Kelly Right signs. When using a different design from a different company, Kelly Right's brand guidelines still apply.

- Font size may be changed as needed. Ex: If you have a long name that does not fit on one line, you can create a second line for your last name, and you can enlarge, minimize or shift the name text.
- Enlarging the sign title (For Sale, Open House) and extending the underline is permitted.
- Georgia agents must include the office phone number in a slightly larger font than their personal phone number. California agents must include their DRE#. All agents must check with your state and local association for any additional marketing requirements.

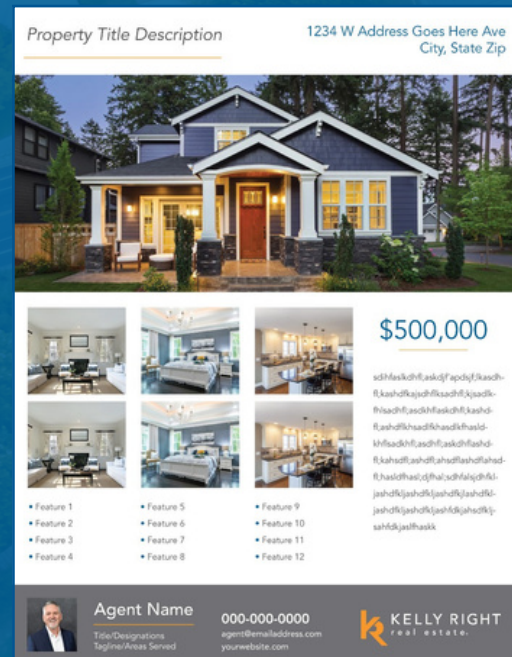


Listing Flyers

Multiple front options are available for flyers, with an optional back that may be printed to include additional photos and property information. Colors are approved to be changed to Kelly Right colors only. Color exception: see the Color Variations portion in this guide for the policy. You do not have to use the Kelly Right flyers. When using a different design from a different company, Kelly Right's brand guidelines still apply.

Georgia agents must include the office phone number in a slightly larger font than their personal phone number. California agents must include their DRE#. All agents must check with your state and local association for any additional marketing requirements.

FLYER FRONT EXAMPLES:



FLYER BACK EXAMPLE:



Business Cards

The company name, Kelly Right Real Estate, must be present on your business card. You may use any front style with any back when using Kelly Right's designs. You do not have to use the Kelly Right cards. The Kelly Right card templates we provide may change from time to time. When using a different design from a different company, Kelly Right's brand guidelines still apply. You may add your personal/team logo to one side of the card. Colors may be changed to approved Kelly Right colors only. Color exceptions: see the Color Variations portion in this guide for the policy and examples.

Georgia agents must include the office phone number in a slightly larger font than their personal phone number. California agents must include their DRE#. All agents must check with your state and local association for any additional marketing requirements.

Design Examples:



Regulatory Compliance

It is critical that you keep yourself informed of and follow company, MLS, Association and State policies and procedures.



Using the Company Name

APPROVED PAGE NAMING EXAMPLES:

- Your Name - Kelly Right Real Estate
- Your Agent Nickname - Kelly Right Real Estate
- Your Name - Your Location - Kelly Right Real Estate
- Your Name, Your Title - Kelly Right Real Estate
- Your Name, Your Area, Your Title
- Your Area, Your Title, Your Name
- Your Business Name*
- Your Name, Your Business Name, Your Location

When creating marketing materials including but not limited to: websites, social media profiles, ads, print marketing, etc.—you may not use only the company name. You must include your name, your business name, or your team name. Kelly Right Real Estate must also be included on your branding. Without your name on your marketing, it appears as official marketing of the company.

Agent social media business profiles, websites and marketing materials must clearly have your agent information visible, and must be easily identifiable as separate from the official corporate page so as to not create confusion. This also helps to create your own brand identity.

*If you use a business or team name, you must reference the company in your marketing in an easy to locate place. Ex: "powered by Kelly Right Real Estate", or "a division of Kelly Right Real Estate".

Company Compliance

Agents are responsible for maintaining your print marketing and online presence at all times.

Be sure your company and personal contact information is correct in all places. It is recommended you do an online search of yourself to check for programs and directories you may have missed.

Examples: email signature, email address, business cards, postcards, voicemail, domain names and url redirects, Zillow, Realtor.com, Showing Time, Homesnap, social media business pages, TourFactory, Yelp, LinkedIn, Land and Farm, Homes.com, Real Estate Book, HomeSnap, Alignable, HomeLight, ...Home Finder etc

- Kelly Right Real Estate must be on all marketing and advertising in a prominent and easy to identify location.
- Do not shorten "Kelly Right Real Estate" to "Kelly Right Realty". Do not use the former name, "Soleil Real Estate".
- Kelly Right Real Estate must appear on the main body of your signs, it cannot be unattached from the sign (ex: the company name may not be only on a rider sign below.)
- You must have your phone number and your name on your listings and advertising. If you only put the company contact information and not your own on your listings, you will miss out on leads, especially after business hours when we are not in the office to redirect calls.
- Do not create any social media accounts, websites, google map locations, marketing materials and similar with only the company name. The domain name, page title, etc... must be easily identifiable as your own and not belonging to the company.
- Do not block/unsubscribe from company emails/texts.
- Old logos must be updated to the new logos. Printed materials and signs that cannot be easily replaced are acceptable to not replace the logo immediately, but when they are in need of replacing, they must be updated with the new logos. Online and digital marketing must have the new logos replaced.

State, MLS & Association Compliance

It is your responsibility to keep your license active and in good standing. You must keep up with paying your dues, continuing education, license renewals and any other required state and local policies.

Check with your state's real estate commission and your MLS/association for area specific marketing regulations that may not be mentioned here.

- You must check with the state on your license renewals and know when your license expires. Be proactive in renewing your license in plenty of time and follow up on when you need to do fingerprints, CE hours etc. Do not wait until the last minute to renew your license. In Washington for example, you must renew your fingerprints every 6 years.
- Always get dual agency disclosed and signed.
- Georgia agents must have the office phone number in a larger font than their agent phone number on all marketing.
- California agents must have their CA DRE# on all marketing.
- If you have an LLC or are creating an LLC or a team name, you must contact your state's real estate commission for naming and marketing exceptions. Every state has different rules on what is allowed.
- If you have a business name, you must reference the company in your marketing, ex: "powered by Kelly Right Real Estate" or, "a division of Kelly Right Real Estate".
- DBA's/assumed names for your business may not have Kelly Right in the name.



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