

MARK HANSON - ISLAND REALTOR

# Brand Guide



# What does it mean to be on-brand & why does it matter?

Take the time to refer to your brand style guide as you create content.



Improved advertising.  
Increase efficiency.

Stick to your brand colors, fonts, and logos.



Presents opportunity for recognition and perception of professionalism.

Center yourself in your values.  
YOU are your brand.



Attract your ideal clients.  
Have FUN & ENJOY your work.

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# Mission

I am passionate about serving the community.  
My purpose is to help people navigate the tricky  
aspects of real estate by catering to their needs.



# Values



**TRANSPARENCY**



**FAITH**



**FAMILY**

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**TRUSTWORTHY**

**ETHICAL**

**SINCERITY**

**SERVICE**

# Logo Variations

## Primary

Preferred.  
Use whenever possible.



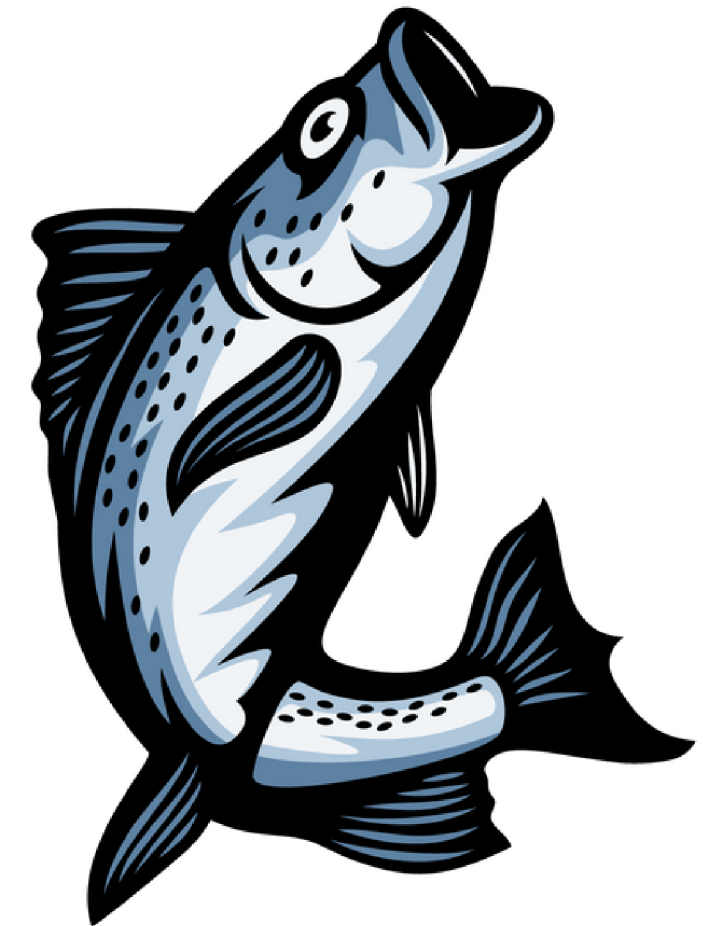
## Secondary

Greyscale.  
Use when needed for print.



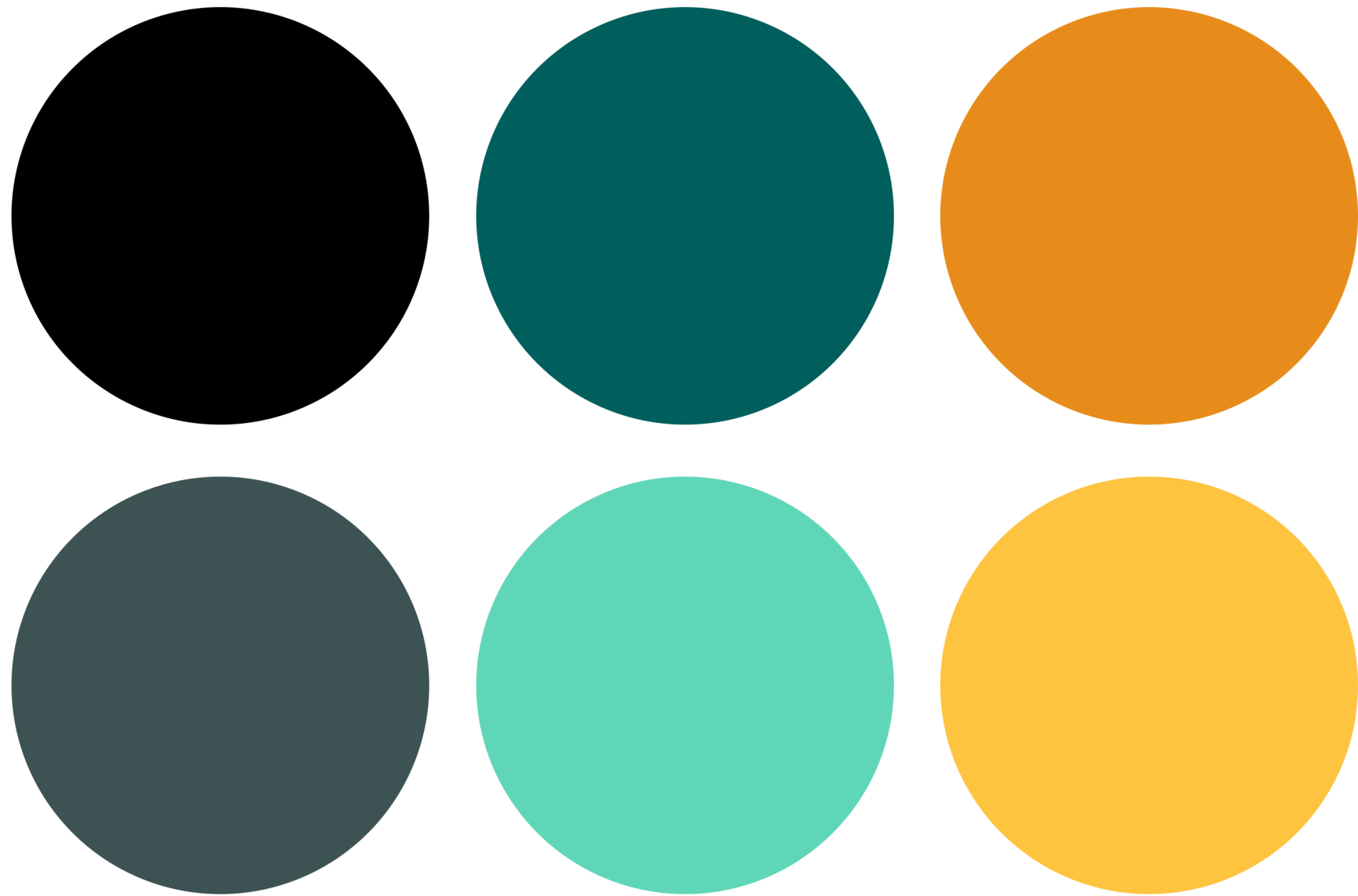
# Secondary Graphics

On-brand graphics to be used within collateral such as social media posts.



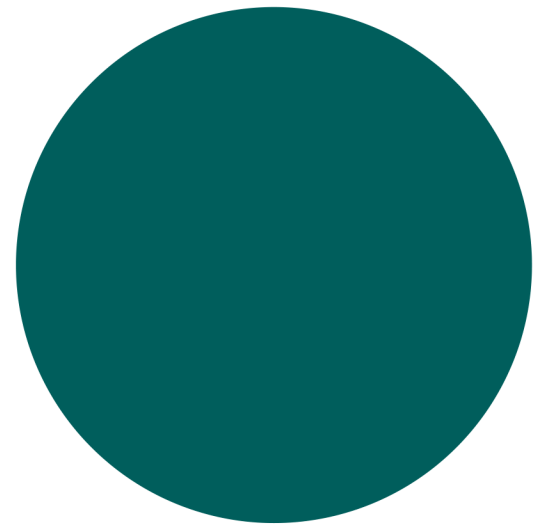


# Color Palette



# Color Palette

## Primary



**Deep Jungle Green**

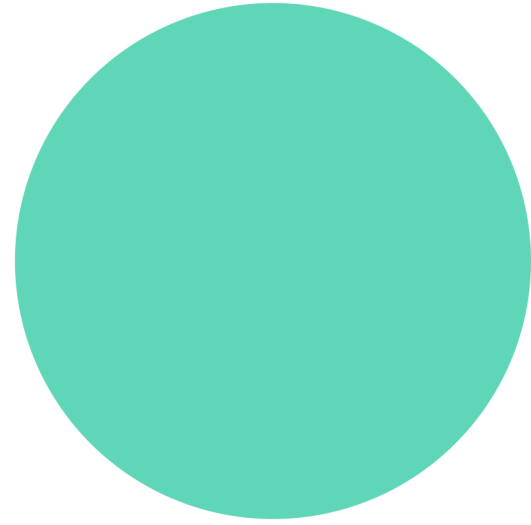
HEX: #015F5D

RGB: 1, 95, 93

CMYK: 99, 0, 2, 63

PMS: 7722 C

## Secondary



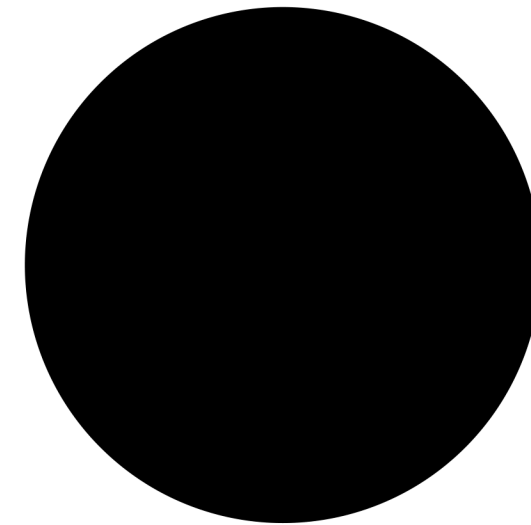
**Medium Aquamarine**

HEX: #60D7B8

RGB: 96, 215, 184

CMYK: 55, 0, 14, 16

PMS: 338 C



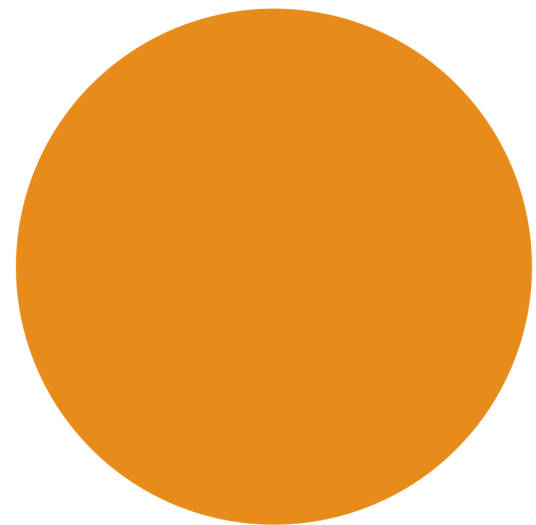
**True Black**

HEX: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

PMS: 0961 C



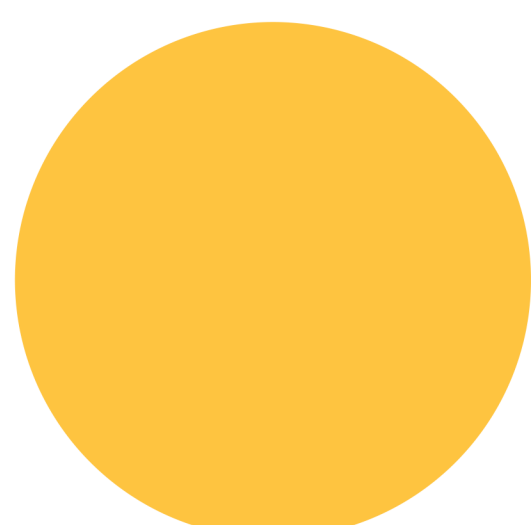
**Carrot Orange**

HEX: #E88D1A

RGB: 232, 141, 26

CMYK: 0, 39, 89, 9

PMS: 144 C



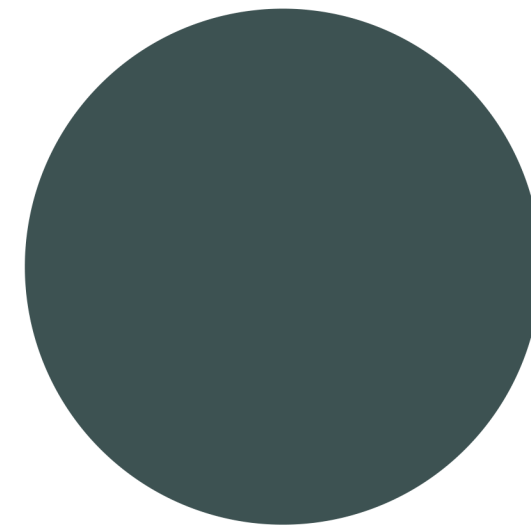
**Saffron**

HEX: #FEC541

RGB: 254, 197, 65

CMYK: 0, 22, 74, 0

PMS: 1225 C



**Dark Slate Gray**

HEX: #3E5252

RGB: 62, 82, 82

CMYK: 24, 0, 0, 68

PMS: 4188 C

# Typography

## Handelson Four

Display Font. Handelson font is to be used only in the logo and for bold headlines. Use only sentence case (never use all caps).

## Helvetica

Sans serif font. Helvetica font is to be used for all titles, sub-headers and all body copy. Choose from Regular, Bold, or Italic, and use with consistency for the same functions throughout one piece of collateral.



# Typography

Typography structure as follows:

**Handelson Four**

**HELVETICA BOLD**

Helvetica

## Lorem Ipsum

### **Lorem Ipsum Dolor: Sit Amet Consectetur Elit**

Urna condimentum mattis pellentesque id.  
Mauris sit amet massa vitae. Tincidunt arcu  
non sodales neque sodales ut etiam sit.  
Facilisis volutpat est velit egestas dui.  
Placerat in egestas erat imperdiet.

Tristique magna sit amet purus gravida quis  
blandit. Eget dolor morbi non arcu risus.

# Typography

## Handlelson Four

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

\$%&(. , ; : # ! ?)

# Typography

Helvetica

*Helvetica Italics*

**Helvetica Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

\$%&(.,:;#!?)





# Contact



@markislandrealtor



@markislandrealtor



[hansonhometeam.com/mark-hanson](https://hansonhometeam.com/mark-hanson)