Brand Standards & Style Guidelines

Presence | Credibility | Confidence
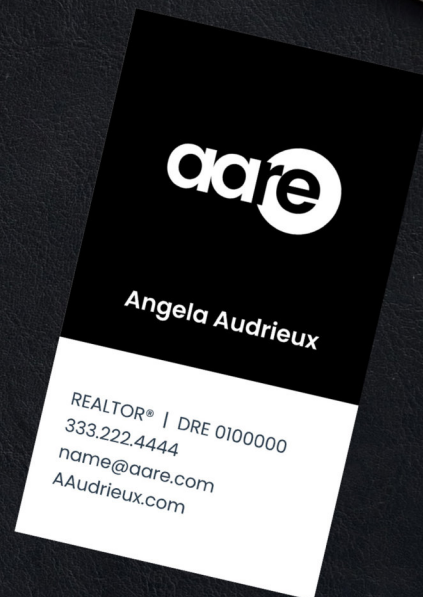
Table of Contents

How to Use
Brand Guidelines

The AARE brand and style guide provides strict guidelines and examples for using the AARE brand elements in conjunction with your co-branded marketing materials. Refer to these guidelines when applying the AARE brand to any media. This guide displays the correct use of our logo, colors, imagery and fonts for use on all print and digital assets.

Brand Significance

The AARE brand is more than a name or logo. Our brand is how people think and feel about our brokerage, our member agents, and affiliate partners. It represents our company when we are not present. At a glance, the brand speaks to our commitment and integrity. It tells our story, reflects our culture, speaks to our dedication to serving others, and exemplifies our commitment to excellence.

The AARE brand is one of our most valued assets. As keepers of the AARE brand, it is our collective duty to protect it. Misusing the AARE brand negatively impacts everyone affiliated with AARE. As an AARE agent or affiliate, you are on the frontline of the AARE brand. By adhering to brand standards and style guidelines, you not only leverage the power of the brand for your business, you also represent AARE and its influence in the industry.

Mission Statement

Our mission is to do God's will in the real estate sector of the public markets. Our vision is to bear fruit, a biblical principle that means to yield positive results. We believe you can experience successful financial outcomes by combining your God-given talents with righteous actions. We assist our members in achieving real financial success that comes by mastering their behavior and skills.

Brand Voice Chart

BECAUSE WE VALUE	OUR VOICE IS	SO WE DO	BUT DON'T
INTEGRITY	CLEAR, CONCISE, HONEST	• Speak from truth and knowledge • Remain accountable for mistakes • Write with focus and clarity	• Over-promise • Use vague, frilly or scholarly verbiage • Focus on mistakes
RELATIONSHIPS	GENUINE, KIND, RESPECTFUL	• Promote and honor diversity • Be personable and friendly • Engage our audience	• Be judgmental • Be too casual • Discuss on overly political or controversial topics
GRATITUDE	WARM, HUMBLE, GROUNDED	• Express praise and recognition • Reflect on past journey and history	• Appear under-confident • Lose sight of brand/company value
FAITH	INSPIRATIONAL, POSITIVE, CONFIDENT	• Use biblical philosophies and ideas to inspire • Encourage members, prospects, and peers	• Use too much biblical language • Make non-Christians feel excluded or pressured
GENEROSITY	CARING, EMPATHETIC	• Commit to and discuss generosity initiatives • Provide educational content	• Over-promise

Our People

AARE members are hand-selected from the top residential and commercial agents, loan officers, brokers and property managers nationwide. They are chosen for their experience, record of client satisfaction, and personality traits that align with the AARE culture. At AARE, competition gives way to collaboration as team members share their expertise, lend assistance, and support each other in our quest to help each client realize his or her real estate goals.

Corporate Logo

aare

The logo stands for Andrew Arroyo Real Estate.
The overall brand is minimal and elegant
designed to compliment our member associates
and affiliate branding.
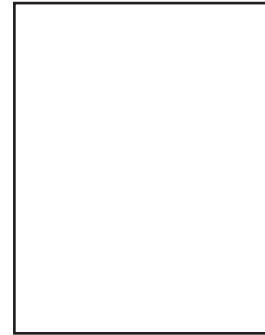
Color Palette

Sophistication in simplicity.

HEX 000000

RGB 0, 0, 0

CMYK 50, 50, 50, 100

PMS C

HEX FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

PMS 11-0601 TCX

The AARE logo should always appear in either black or white depending on the background.

Black

is a bold color, which can embody feelings like power and strength.

White

is literally blank space, which embodies purity or light.

Clear Space

There should be sufficient clear space around the logo to let it breathe and prevent it's clarity and visual impact from being obstructed.

There must be clear space all around the logo that is no smaller than the width of the "a."

Do

• Use black logo against white background

• Use White logo against dark backgrounds

• Use logo in a horizontal position

• Maintain a spatial distance equal to the height and width of the "a" in AARE.

Don't

• Don't add or change color

• Don't add gradients

• Don't change the logo opacity

• Don't rotate logo

• Don't stretch or alter in any way

• Don't add ampersands or underscores

Poppins

Primary Font

Our primary font can be used for both headline and body text.

Font weights:
Thin
Light
Regular

Styling:
Minimal graphic style
No additions or embellishments, drop shadows, or gradients.

Aa Bb Cc Dd Ee Ff Gg
Hh Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz.

1234567890

Example: Headline:

16 PT. with 18 Pt line spacing

CAPITALIZE ON YOUR INVESTMENT

Example: Sub Headline:
14 PT. with 16 Pt line spacing

REINVEST IN THE FUTURE WITH AARE

Example: Body Text
10 PT. with 14 Pt line spacing

Your home will likely be the greatest financial investment you will ever make. With the help of an AARE trained real estate agent, it can also be your wisest.

Bodoni Moda

Secondary Font

Our secondary font can be used for headlines.

Font weights:
Regular

Styling:
Minimal graphic style
No additions or embellishments, drop shadows, or gradients.

A a B b C c D d E e F f G g
H h J j K k L l M m N n O o
P p Q q R r S s T t U u V v
W w X x Y y Z z .

1234567890

Example: Headline:

24 PT. with 30 Pt line spacing

CAPITALIZE ON YOUR INVESTMENT
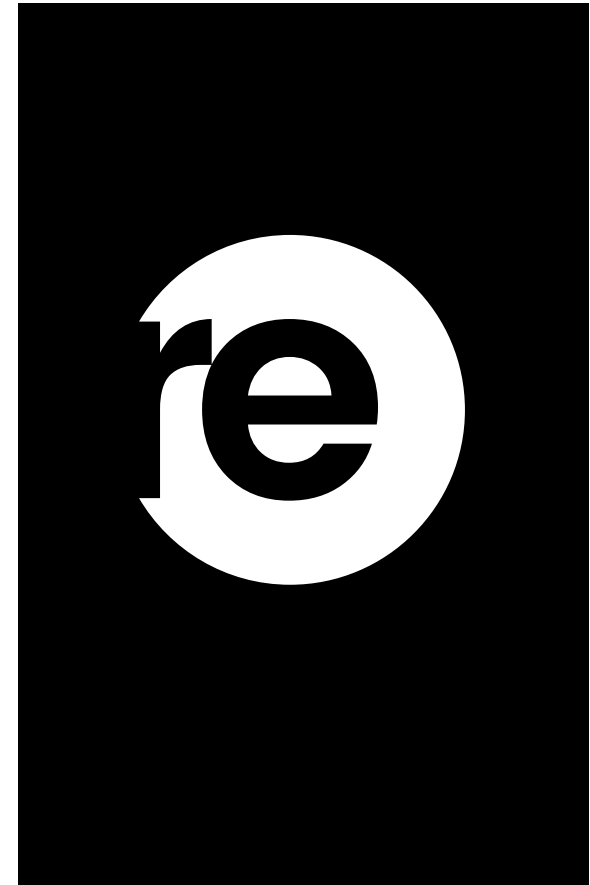
Brand Element

The RE circle is a derivative element of the AARE logo. This element is a part of the overall corporate identity palette and can be applied to marketing materials and advertising assets.

Do

• Use black element against white backgrounds

• Use white element against dark backgrounds

• Use element in upright position

Don't

• Don't add or change color

• Don't add gradients

• Don't change the opacity

• Don't rotate

• Don't stretch or alter in any way

• Don't add ampersands or underscores

Brand Element

The chevron element is a part of the overall corporate identity palette and can be applied to marketing materials and advertising assets.

Do

• Use black element against white background

• Use white element against dark backgrounds

• Change opacity when visually beneficial

• Use with chevrons pointing down

Don't

• Don't add or change color

• Don't add gradients

• Don't rotate

• Don't stretch or alter in any way

Imagery

The images we use define the aesthetic appearance of our brand's core messaging. It is a powerful visual story-telling component of our Brand Identity.

AARE brand images should convey sophisticated visuals that represents our brand story and the core areas of services we offer.

Specifications for Use

Print:
High quality photos
300 DPI resolution

Digital:
High quality photos
 Minimum 2500 pixels width

Headshots

Specifications for Use

Print:
High quality photos
300 DPI resolution

Digital:
High quality photos
 Minimum 2500 pixels width

Headshot Use:
 LinkedIn
 Realty Networks
 Business Cards
 Signs, Billboards, and Brochures
 Your Website
 Email Profile Photo and Signature
 Social Profiles

Your head shot conveys professionalism, personality, and brand identity. A professional head shot shows that you care, have a good work ethic, and have great accountability. Like all brand elements, your head shot speaks loudly when you are not present.

Do

Use a professionally done high quality image.

Don't

Use overly-edited or small web captured images to avoid an unprofessional or blurred look.

[Read Detailed Head shot Guidelines Here.](#)

Yard Signage

Signage must meet the following requirements:

• Include the approved AARE logo
• Agent: Name, License # And Tele #
• Compliance with local RE board
• QR codes (Optional)

Fonts:
Poppins

Color:
Black
CMYK 50, 50, 50, 100
PMS C
White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:
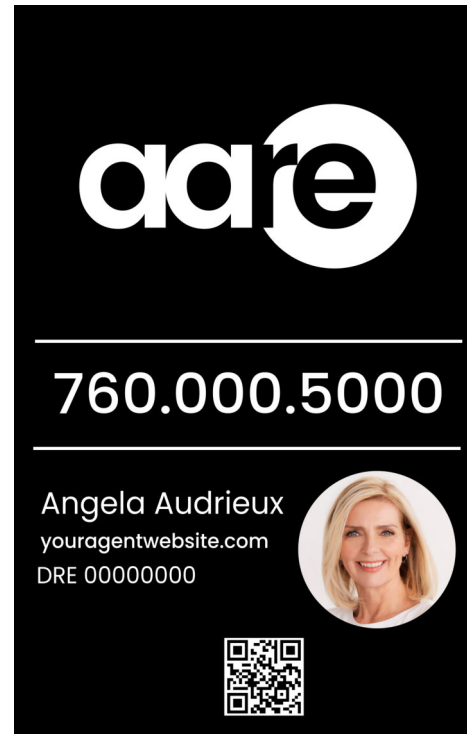Minimal graphic style

Print:
High quality photos
300 DPI resolution

aare

760.000.5000

Angela Audrieux
youragentwebsite.com
DRE 00000000

Sign Examples: Signs should only use corporate color palette (apart from head shot) and maintain a minimalist style, keeping the logo separated from text blocks or images.

Co-Branded Signage

Signage must meet the following requirements:

• Include the approved AARE logo
• Agent: Name, License # And Tele #
• Compliance with local RE board
• QR codes (Optional)

Fonts:
Poppins

Color:
Black
CMYK 50, 50, 50, 100
PMS C
White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:

Minimal graphic style

REALESTATE
your company slogan

aare

760.000.5000

Angela Audrieux
youragentwebsite.com
DRE 00000000

OPEN HOUSE

REALESTATE
your company slogan | aare

760.500.5202

Angela Audrieux
youragentwebsite.com

Sign Riders

All riders must meet the following requirements:

• Compliance with your local RE board

Fonts:
Poppins

Color:
Black
CMYK 50, 50, 50, 100
PMS C

White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:
Minimal graphic style

UNDER CONTRACT

OPEN HOUSE →

FOR SALE

Websites

Your AARE website is the place to educate clients, provide valuable resources, and share information about the services you offer. It is a space to structure your brand, build your reputation and showcase content that can help guide potential clients throughout their buying or selling process.

Website Features
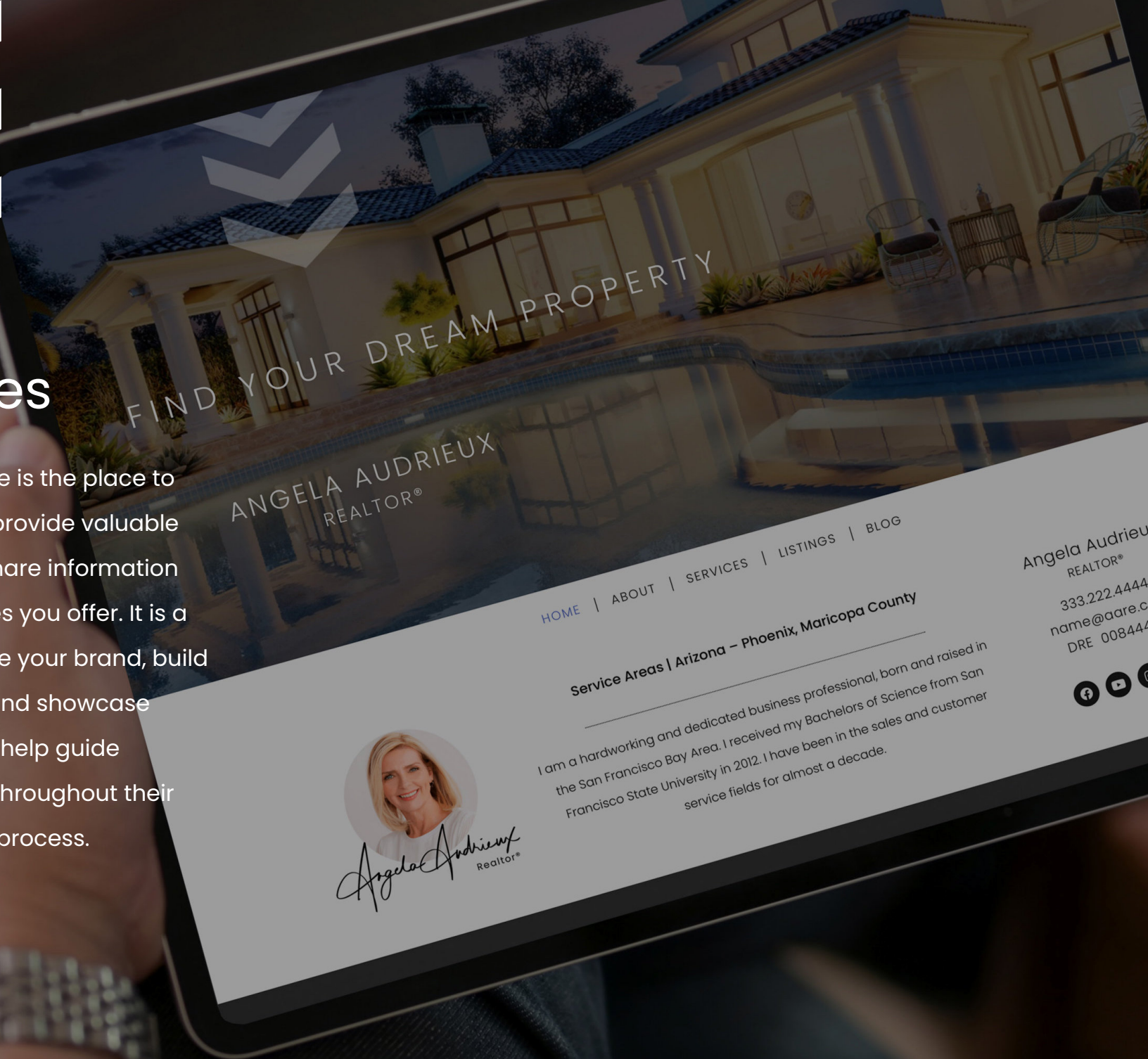
* Regarding third-party IDX integration to agent sites

IDX or Internet Data Exchange allows Brokers members of the to display each other's listings on their personal or corporate websites, commonly through a search tool. To enable this feature, participating Brokers must authorize their affiliate offices and Agents, as well as opt-in those listings to appear on the Internet. IDX is considered advertising by the Department of Real Estate and therefore, must abide by state Rules and Regulations.

Hero image: This is the first thing a prospective client will see when arriving at your site. The imagery and statement should represent your unique brand and services you offer.

Your contact information: Your photo head-shot, license #, phone number, and email contact is prominently displayed on your website so potential clients can reach out about your services.

Client testimonials: Future clients are looking for reviews from past clients in order to make informed decisions when looking to hire a real estate professional.

Exclusive listings: Showcase sold listings that display your past experience in order to draw potential buyers as well as sellers who are looking for listing representation.

Call to action: It's important to include a call to action on your website to prompt an immedi-ate response. For instance, "Call Today" for a Free Comparative Market Analysis.

 RE Information: Clients are looking for knowl-edge about buying and selling before they en-gage. Provide market trends, statistics, guides, and other related content so potential clients will see you as a trustworthy valuable resource for them.

Mobile-friendly: Responsive on mobile devices since many people spend more time searching on their phones.

Search engine optimized: Increases the chances of a prospective client finding your site with an SEO-friendly website to rank high on search engines.

* IDX | Third-Party Integrations: IDX search pages can be linked to your agent site with approval from the broker.
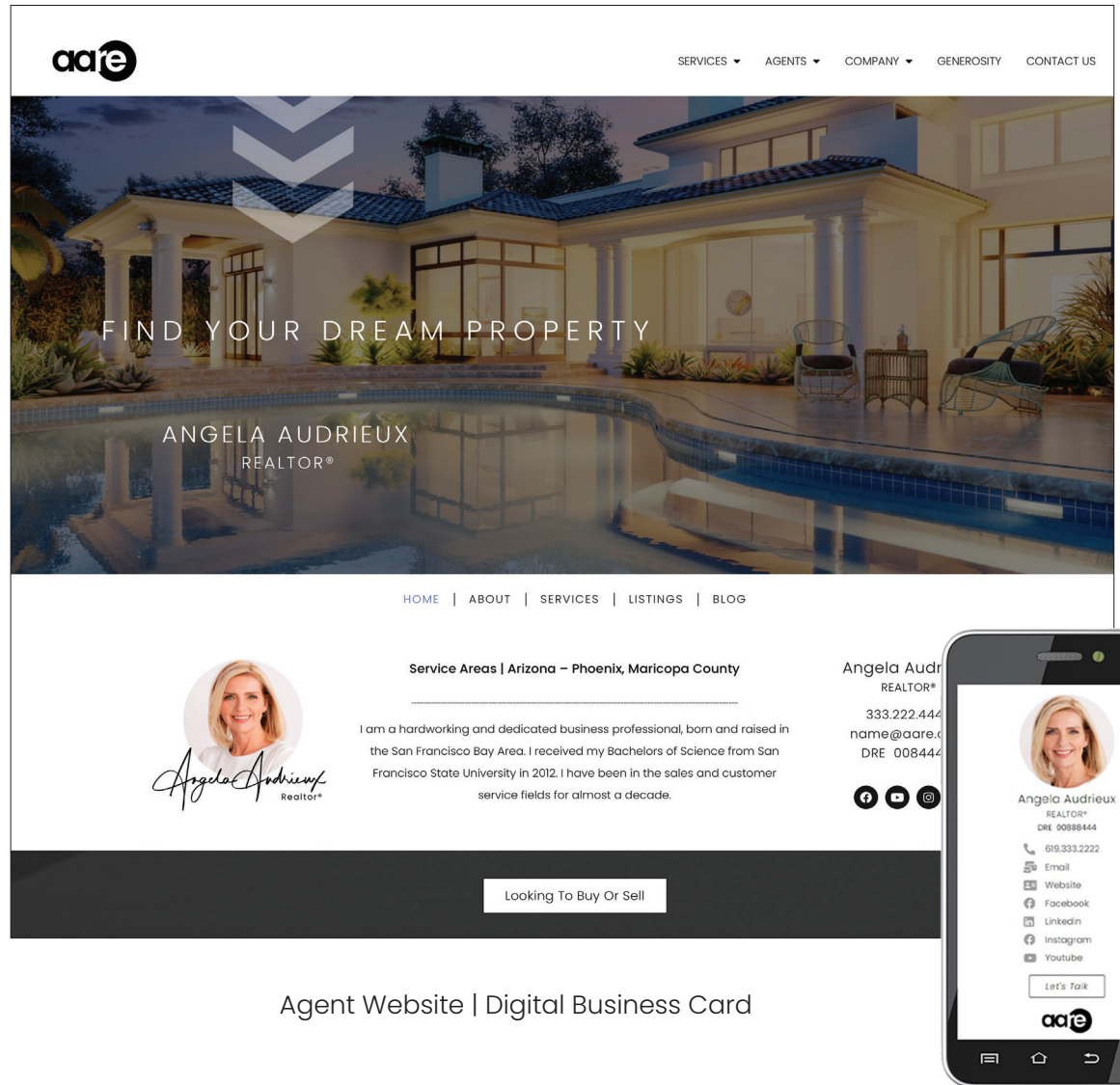
Websites

Websites must meet the following requirements:

• Include the approved AARE logo in the header or menu bar
• Agent: Name, License # And Tele
• Compliance with local RE board

Fonts:
Poppins

Color:
Black
CMYK 50, 50, 50, 100
PMS C
White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:

Minimal graphic style

Agent Website | Digital Business Card

AARE provides agent websites built on the AARE platform. Agent websites provide agents a beautifully designed site that includes options for integrating third party property search options. If agents decide to develop a co-branded website outside of the provided solution the brand standards and guidelines should be strictly adhered to.

Print

Print materials vary from business cards to property flyers and brochures. All print materials should include your name, license number, phone number and the AARE logo.
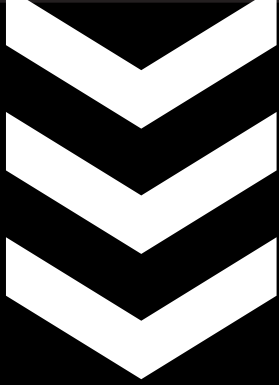
Business Card

Business cards must meet the following requirements:

• Include the approved AARE logo
• Agent: Name, License # And Tele
• Compliance with local RE board

Fonts:
Poppins

Color:
Black
CMYK 50, 50, 50, 100
PMS C

White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:
Minimal graphic style

Print:
High quality photos
300 DPI resolution

26

ANGELA AUDRIEUX
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yourname@aare.com
youragentwebsite.com

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youragentwebsite.com

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youragentwebsite.com

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000.000.0000
yourname@aare.com
youragentwebsite.com

Print Collaterals

Print materials must meet the following requirements:

• Include the approved AARE logo
• Agent: Name, License # And Tele
• Compliance with local RE board

Fonts:
Poppins

Color:
Black
CMYK 50, 50, 50, 100
PMS C

White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:
Minimal graphic style

Print:
High quality photos
300 DPI resolution

Digital:
High quality photos

LUXURY HOME

$1,500,000
5650 RAVEN DRIVE, CARLSBAD, CA
5 BEDROOM | 3 BATH | 3750 SF

FEET

• Bullet list — Lorem ipsum dolor
• Bullet list — Lorem ipsum dolor
• Bullet list — Lorem ipsum dolor

Angela Audrieux
REALTOR® | DRE 0170000
C. 333.222.4444
E. name@aare.com
W. Audrieux..com

Print Examples: Print materials should have ample white space using a minimalist style keeping the logo separated from text blocks or images.

7 STAGE PLAN OF ACTION TO SELL YOUR HOME

TOP DOLLAR

LISTING PROPOSAL

6416 Street, Anywhere USA

PREPARED FOR: Mr. and Mrs. Homeowner

EXPERIENCED REALTORS - PREMIUM SERVICES

aare

---

ring Your Home For The Market

g your home is positioning the asset to net you top dollar.

that has
g skills
ur property
est price.

phy
age

stom marketing plan to sell your home

have recently sold to determine the right list price

difications to enhance the showing of your home

ontractors to enhance your home if necessary

al staging company to enhance your home

g your home before you sell to net top dollar

termite, natural hazard disclosure,

inspection and preliminary title report

– Complete and sign all disclosures regarding your home

– Review disclosures with a professional to ensure accuracy

Signage

tising

on

aare

FOR SALE
760.522.5772
aare
YOUR AGENT

JUST LISTED
FOR SALE
Angela Audrieux   123 Main Street,
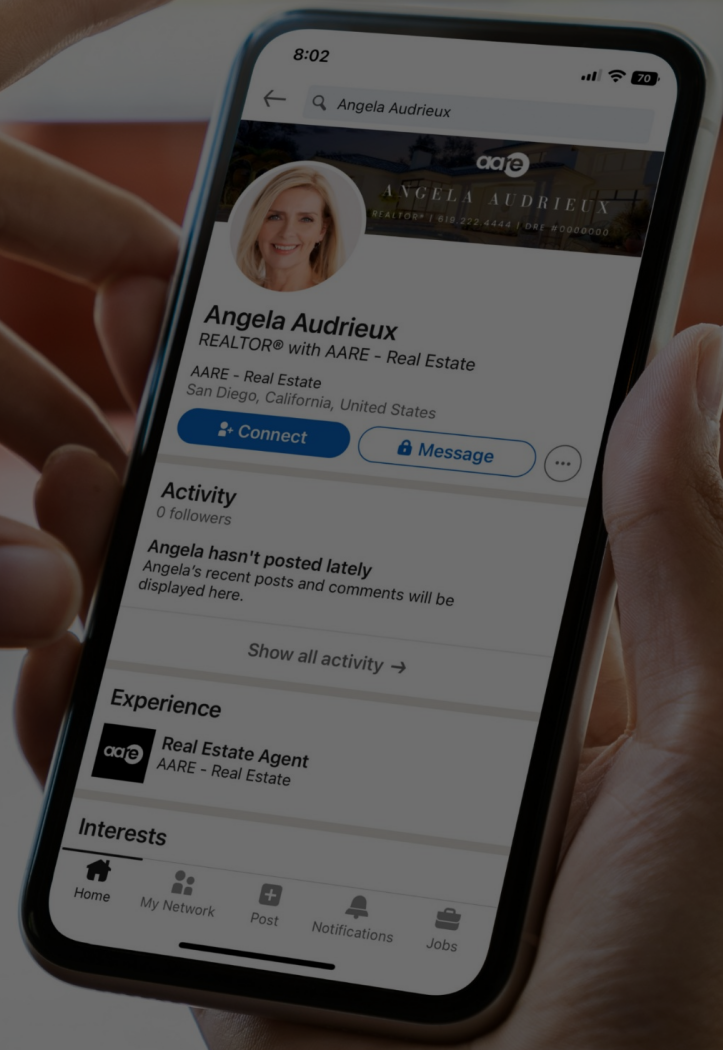
Digital Assets

Digital assets vary from social media graphics to your email signature and digital business card. All digital materials should include your name, license number, phone number and the AARE logo.

Social Media Assets

Social media posts should meet the following requirements:

- Include the approved AARE logo
- Agent: Name and License #

Fonts:
Poppins

Color:
Black
CMYK 50, 50, 50, 100
PMS C
White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:
Minimal graphic style

JUST SOLD
$10,000,000

JUST LISTED
123 Main Street, San Diego, CA 00000
SWIPE ›››
Angela Audrieux
000.000.0000
DRE #0000000

COMMERCIAL REAL ESTATE IN GEORGIA
Contact Angela Audrieux for more information.
Angela Audrieux
📞 404.490.7719
✉ inquires@aare.com
🌐 youragentwebsite.com

JUST LISTED
FOR SALE
Angela Audrieux
000.000.0000
DRE #0000000
123 Main Street,
San Diego, CA 00000
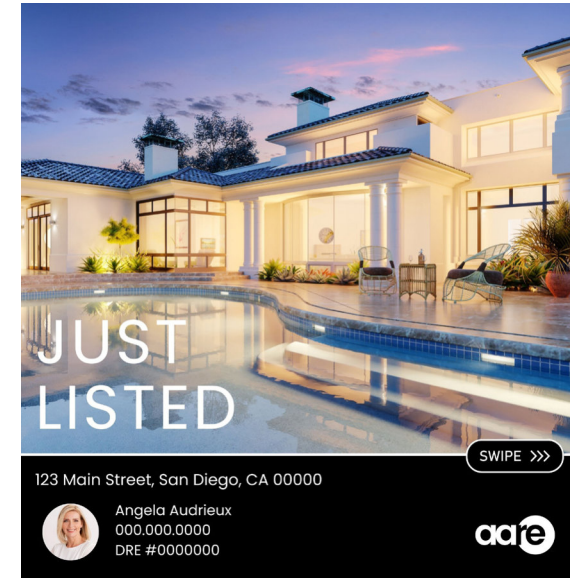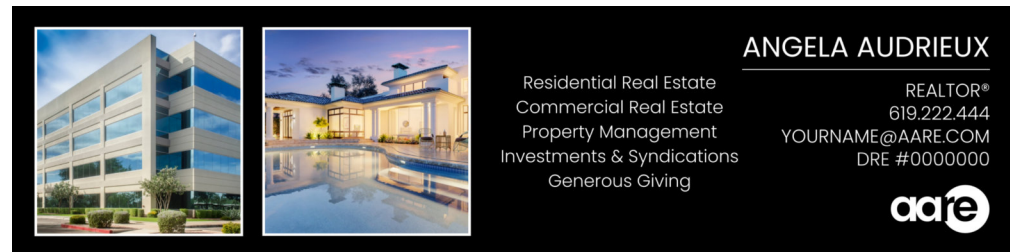$1,000,000

Social Media Banners

Social media banners should meet the following requirements:

• Include the approved AARE logo
• Agent: Name, License # And Tele

Fonts:
Poppins

Color:
Black
CMYK 50, 50, 50, 100
PMS C
White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:

Minimal graphic style

ANGELA AUDRIEUX
REALTOR® | 619.222.4444 | DRE #0000000
YourAgentWebsite.com

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REALTOR® | 619.222.4444 | DRE #0000000
YourAgentWebsite.com

ANGELA AUDRIEUX
REALTOR® | 619.222.4444 | DRE #0000000

ANGELA AUDRIEUX

Residential Real Estate
Commercial Real Estate
Property Management
Investments & Syndications
Generous Giving

REALTOR®
619.222.444
YOURNAME@AARE.COM
DRE #0000000

Digital Business Card

A digital business card is a modern and safe way to share vital information about an individual or a business. These details can include a name, address, phone number, website, photo, location, user bio, social media links, and much more.

Email Signature

E-signatures should meet the following requirements:

• Include the approved AARE logo
• Agent: Name, License # And Tele

Fonts:
Poppins

Color:
Black
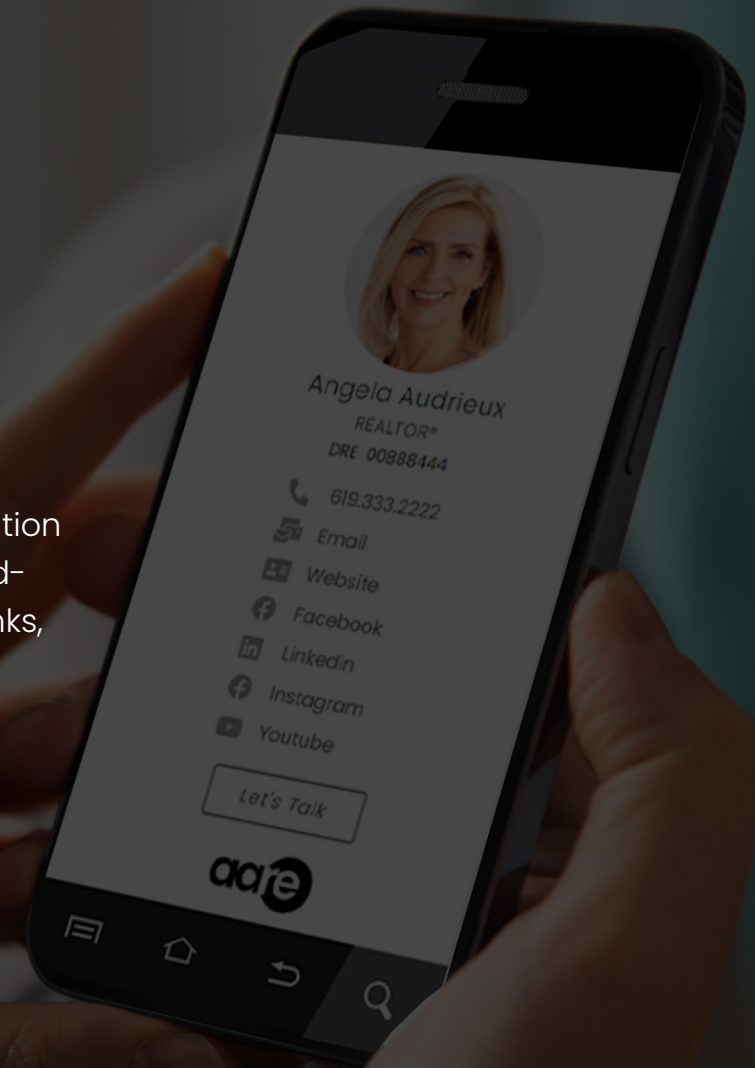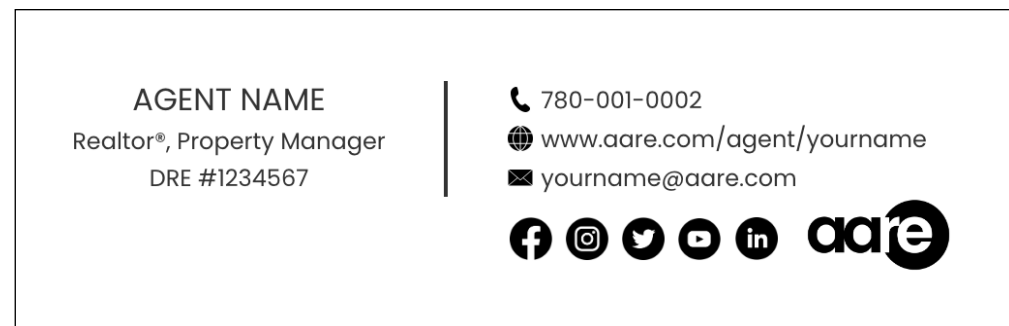CMYK 50, 50, 50, 100
PMS C

White
CMYK 0, 0, 0, 0
PMS 11-0601 TCX

Styling:
Minimal graphic style

AGENT NAME
Realtor®, Property Manager
DRE #1234567

📞 780-001-0002
🌐 www.aare.com/agent/yourname
✉ yourname@aare.com

AGENT NAME
REALTOR®, PROPERTY MANAGER
DRE #1234567

📞 780-001-0002   🌐 www.aare.com/agent/yourname   ✉ yourname@aare.com

AGENT NAME
Realtor®, Property Manager
DRE #1234567

📞 780-001-0002
🌐 www.aare.com/agent/yourname
✉ yourname@aare.com

Registered Trademarks Associated with AARE

The registered trademark symbol, ®, is a typographic symbol that provides notice that the preceding word or symbol is a trademark or service mark that has been registered with a national trademark office

Ensure Lending®

Generous Capitalism®

Real Cash Flow®

Top Dollar®

Real Estate Insight®

Support

General Support Requests
support@aare.com
760-444-4477

Craig J. Yuill
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Rochelle Chandler
Business Support Manager
rochelle.chandler@aare.com

Angel Pena
Business Support | Designer
angelica@aare.com

Douglas Brooker
Web Support Services
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LOCAL REGULATIONS

Because regulations are different by city, county, and state, check with your local licensing authority and board to ensure all of your marketing materials meet the requirements, including corporate DBA logo size/prominence.