

SMART

Unlocking The Door To Better Living

Brand Guidelines



REN HOUSE >>>

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realestat
1769097

Our Brand

The SMART brand embodies simplicity and elegance, designed to seamlessly complement and elevate agent brands. With a clean, modern aesthetic and intuitive functionality, it creates a refined backdrop that highlights the unique identities of its agents.

Focused on supporting agent success, the brand offers a user-friendly experience that enhances professionalism without overshadowing personal branding. It's not just a platform—it's a partnership in building trust, credibility, and long-term success in real estate.





Our Tagline

“Unlocking the Door to Better Living”

“Unlocking the Door to Better Living” is more than a tagline—it’s the heart of our mission. It reflects our commitment to opening doors to new opportunities, possibilities, and better living experiences for our clients.

Brand Voice and Tone

Tone Characteristics

Professional: Clear, knowledgeable, and polished to inspire trust and confidence in agents and clients.

Approachable: Friendly and supportive, fostering a sense of partnership and community.

Innovative: Forward-thinking and dynamic, reflecting SMART's cutting-edge technology and agent-focused solutions.

Empowering: Encouraging agents to grow, succeed, and realize their full potential.

Messaging Style

Clarity: Use concise, jargon-free language that's easy to understand while demonstrating expertise.

Encouragement: Highlight opportunities for growth and success, using motivational and inclusive language.

Action-Oriented: Focus on benefits and solutions, using active voice to inspire action and engagement.

Faith-Driven Values: Incorporate integrity and excellence subtly into messaging to reflect SMART's core beliefs without being overtly religious.

Agent-Centric: Tailor messages to show an understanding of agents' needs, challenges, and aspirations.

Logo

The SMART logo represents the core identity of our brand and should always be used consistently to maintain a professional and unified image.

[Download Logo](#)

SMART

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Logo Usage | Do

Ensure there is ample clear space around the logo to maintain its clarity and maximize its visual impact.

Always use the logo in its original proportions. Avoid stretching, distorting, or altering its dimensions in any way.

Place the logo on a high-contrast background to ensure it remains legible and visually striking.

Stick to the approved color variations for consistent branding: Use the full-color logo on light backgrounds.
Use the white or monochrome logo on dark backgrounds.



Logo Usage | Don't

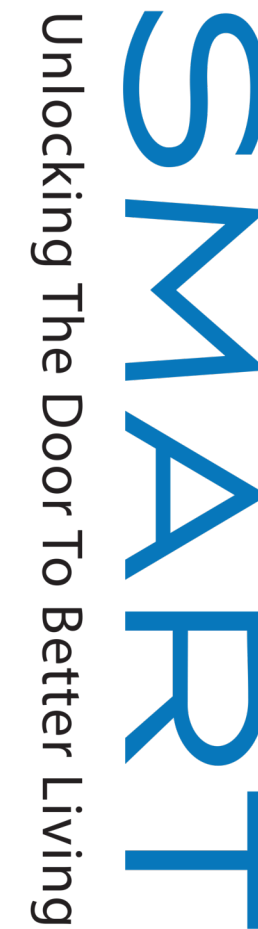
Do not recolor the logo outside of approved brand colors.

Do not place the logo on busy or low-contrast backgrounds where it becomes unreadable.

Do not add shadows, gradients, or effects to the logo.

Do not rotate, flip, or skew the logo.

Do not separate the wordmark from the icon or alter their arrangement.

The logo is oriented vertically. The word "SMART" is written in a large, blue, sans-serif font. To its left, the tagline "Unlocking The Door To Better Living" is written in a smaller, blue, sans-serif font, stacked vertically.

SMART
Unlocking The Door To Better Living

The logo is oriented horizontally. The word "SMART" is written in a large, blue, sans-serif font. Below it, the tagline "Unlocking The Door To Better Living" is written in a smaller, blue, sans-serif font.

SMART
Unlocking The Door To Better Living

Brand Colors

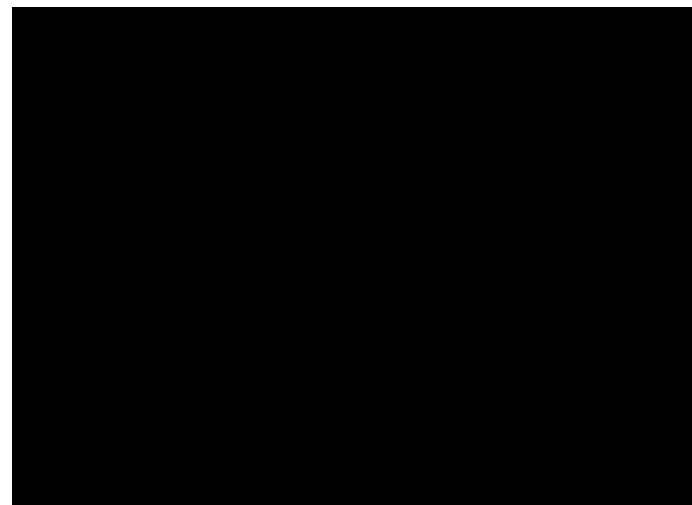


HEX: #1176BD

RGB: (17, 118, 189)

CMYK: (91%, 38%, 0%, 26%)

PMS: PMS 7690 C



HEX: #000000

RGB: (0, 0, 0)

CMYK: (0%, 0%, 0%, 100%)



HEX: #FFFFFF

RGB: (255, 255, 255)

CMYK: (0%, 0%, 0%, 0%)

Primary Typeface

Aa

Roboto

[Download Font](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Body Typeface

Aa

MATE

[Download Font](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

State By State Advertising Guidelines

California

Florida

Arizona

Texas

Nevada

SMART

Unlocking The Door To Better Living

Market Place

SMART RE CORP

760-22-SMART

Smart CalDRE #02225421

hello@smart.realestate