



BRAND GUIDELINES



OCTOBER
2023

BRAND POSITION

WHY IT MATTERS

To ‘win on purpose’, our agents, brokers and employees should be fully engaged and supported in our mission to be [the most agent-centric brokerage on the planet](#).

Our values reinforce a living culture and direct how we prioritize our effort, interact with each other and deliver exceptional agent experiences.

eXp Realty’s brand story is designed to ensure our culture reflects the eXp brand promise and unique value propositions. This is the foundation on which all communications should be built for all audiences, business lines and channels.

MISSION

Option 1

To be the most agent-centric brokerage on the planet.

Option 2

To transform lives as the most agent-centric brokerage on the planet.

Option 3

To change lives as the most agent-centric brokerage on the planet.

VISION

Build the future of real estate.

TAGLINE

Option 1

Success Obsessed

Option 2

Build Your Future

COLLABORATE

We are a community of diverse experts that value teamwork, transparency and having fun. Together, we transform the industry.

BE AGILE

We look to the future to build the present and constantly evolve in service of our agents and customers.

ACT WITH INTEGRITY

Integrity is at our core, guiding our actions to do the right thing.

INNOVATE

We define new ways of doing business to bring more value and deliver exceptional experiences.

BE SUSTAINABLE

Good neighbors are important. We are stewards of the environment and our communities.

eXp REALTY STAYING TRUE TO PAST VALUES

DRAFT



GROW

The place for entrepreneurs to grow personally and professionally with infinite opportunities.

BE AGILE

We look to the future to build the present and constantly evolve in service of our agents and customers.

ACT WITH INTEGRITY

Integrity is at our core, guiding our actions to do the right thing.

BUILD COMMUNITY

A community of diverse experts that value collaboration, transparency and having fun.

BE SUSTAINABLE

Good neighbors are important. We are stewards of the environment and our communities.

OUR AGENTS' SUCCESS IS OUR SUCCESS

At eXp Realty, [we're all about our agents and brokers](#). They own and define their business, their development and their experience to build their best future.

We're the power system, ensuring our agents have everything they need to exceed their personal goals and improve their quality of life. At every point in their professional journey, we provide the right training, coaching, technologies and support so they can reach their next milestone.

The moment they join eXp Realty, our agents know [they're in the right place](#).

PEOPLE FIRST

Agent- & employee-centric

Open and honest

Solutions-oriented

COLLABORATIVE

Focus on the team and solutions

Celebratory and uplifting

Agents helping agents succeed

TRANSPARENT

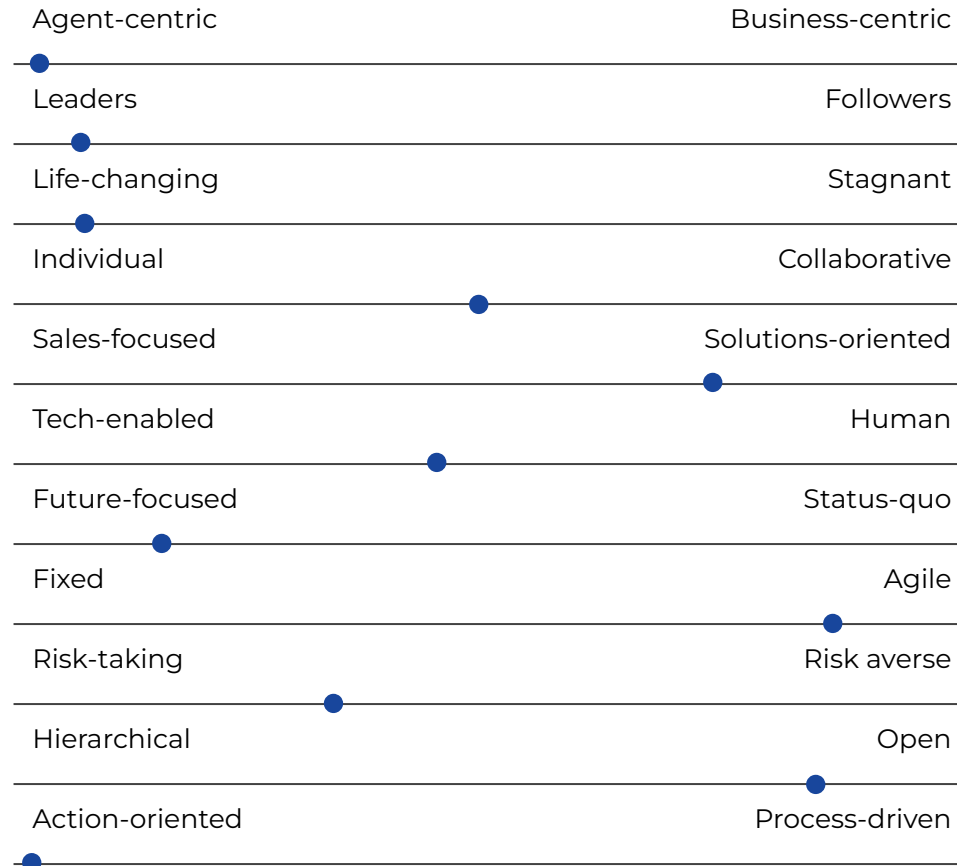
Simple, casual and direct

Engaging and easy to understand

Accessible

eXp REALTY BRAND ATTRIBUTES

DRAFT





CREATIVE GUIDE

eXp REALTY BRAND GUIDELINES

eXp Realty Interim Brand Update BACKGROUND



[LINK TO 2021 OLD BRAND GUIDE](#)

THIS IS OUT OF DATE.

We do not use orange.

The brand is now heavily focused on the royal/dark navy blue brand colors and lighter/brighter whites/grays.

We do not use dark overlay fades.

We do not use the large X graphic.

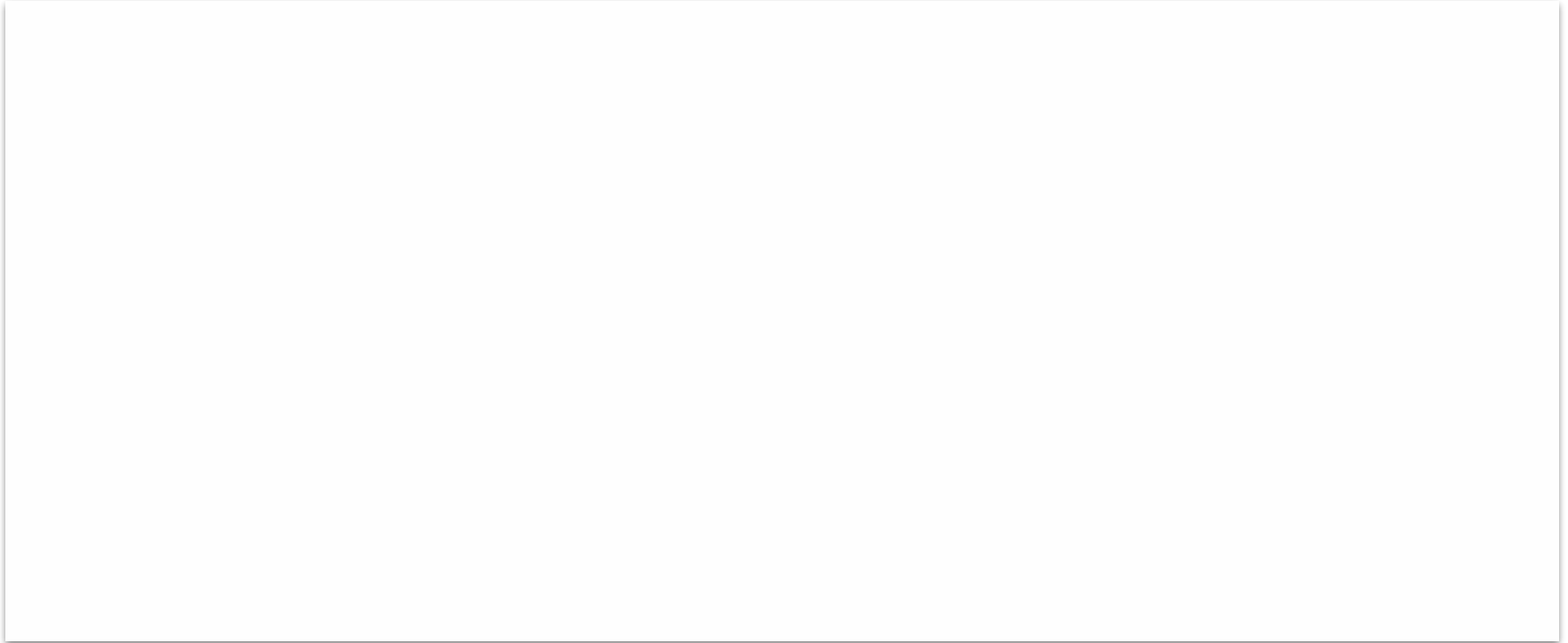
We no longer lean heavily into polygon and geometric abstract graphics.

We track out our font for better legibility and have added the Montserrat font for social graphics and signage.



eXp REALTY **BRAND GUIDELINES**

eXp Realty **BRAND UPDATE LAUNCH**



eXp REALTY BRAND GUIDELINES

eXp Realty VISUAL CONTENT APPROACH

Consistent - develop compelling eXp Realty visuals in brand colors and fonts and update as they evolve. Design a library of templates with elements that can be swapped out to create a variety of materials.

Showcase Authenticity / Positivity - humanize eXp Realty and highlight the people behind the brand. Lead with people, telling their stories and touching on their lives. Create a light, bright, positive experience.

Minimize Text - as little text as possible - only when highlighting calls-to-action. 20% text to image ratio. Utilize captions and hashtags.

Balance Perspectives - normalize and represent DE&I in eXp Realty content creation and maintain a healthy balance of point-of-view.

Photography / Videography - authentic, original eXp Realty-generated content only (avoid stock unless absolutely necessary), headshots shown in a consistent style, vibrant - no presets, no gradient fades or dated photo/video treatments, bright, rich, colorful, interesting, editorial (avoid posing or smiling for the camera).

Color Palette - lean into the brand royal blue - associate with the overall brand personality / mood / tone so the audience can identify the look and feel at first glance.

Data-Driven - who is eXp Realty talking to and what do they want to see? Track and react creatively to retention rates, subscriber responses and comments.

Tailor Visuals to the Platform - develop eXp Realty visuals based on end-user experience and how well the visuals fit the context of the platform. Create a visual approach per channel / type of sharing environment.

Size Correctly / Post Correctly - assure visuals and text are correctly positioned in the allotted space.

eXp Realty **TYPOGRAPHY USAGE**

Roboto Light

Headline Copy

Roboto Medium

Subhead 1

Roboto Regular

Body Copy — Mus volora velicit eatem quaspel magnat. Omniaec eperum ide nus doloria doluptat am, none ilitenimpor sus volupta istia cupta quis excestis ditenti orernat quid quia sunt. Aperum es que ni odionse quatem. Mus volora velicit eatem quaspel magnat. Omniaec eperum ide nus doloria doluptat am, none ilitenimpor sus volupta istia cupta quis excestis ditenti orernat quid quia sunt. Aperum es que ni odionse quatem.

Roboto Bold

Accent Text

Roboto

USE: Headlines
Subheadlines / Body
Websites
Print Collateral
Social Graphics

Approved weights:

Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold

Do Not:
mix fonts
introduce additional fonts
use italics
use orange

eXp REALTY **BRAND GUIDELINES**

eXp Realty **PRIMARY COLOR PALETTE**

Brand Royal
#1B489B

PRIMARY eXp COLOR

Dark Navy
#0C0F24

SECONDARY eXp COLOR

Dark Grey
#58595B

SECONDARY eXp COLOR

Light Grey
#E2E3E4

SECONDARY eXp COLOR

eXp REALTY **BRAND GUIDELINES**

eXp Realty **PRIMARY COLOR PALETTE - TINTS**

Brand Royal
100%
#51B489B

Brand Royal
80%
#506CAA

Brand Royal
50%
#91A3C9

Brand Royal
20%
#D3DAE9

Brand Royal
10%
#E9EDF4

Dark Navy
100%
#0C0F24

Dark Navy
80%
#31303F

Dark Navy
50%
#686672

Dark Navy
20%
#B5B3B9

Dark Navy
10%
#D4D3D6

eXp REALTY BRAND GUIDELINES

eXp Realty **LOGO**



eXp REALTY LOGO - Use the eXp Realty logo in black and white variations on most materials, brand royal blue as a color logo version (no orange)

NEW* eXp Logo on Square Background - Use the eXp Realty logo on a brand color square background.

THE SQUARE MUST BE ANCHORED ON AT LEAST ONE SIDE TO THE EDGE OF THE PAGE. Sizing ratio show below with eXp Realty logo centered

Note: May be used as a partial overlay on an image but never placed over the same or similar colored background. Examples on the following pages.



[LINK TO LOGOS](#)



eXp REALTY BRAND GUIDELINES

eXp Realty **LOGO SPACING**



LEGIBILITY

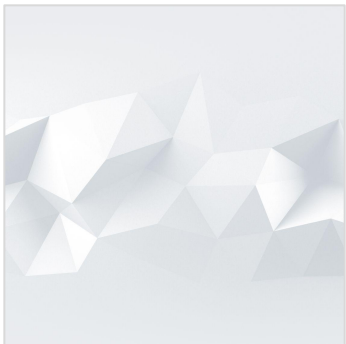
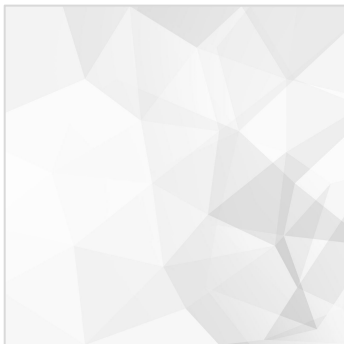
The eXp logo should never be too small to read. We've set a minimum size of 0.8 inches or 60 pixels. It is not recommended to use the logo at less than 0.8 inches in width.

CLEAR SPACE

Our clear space requirement ensures that our logo is easy to read. An important part of maintaining a consistent presentation is keeping a clear space around the logo equal to the width and height of the "e" in "eXp" from other text, graphics or illustrations.

eXp REALTY **BRAND GUIDELINES**

eXp Realty **BACKGROUND FILES**



[LINK TO FILES](#)

Connect with the eXp marketing team if you need assistance with background files or graphic selections.

The backgrounds featured in our latest designs serve as the foundation for a visually appealing and cohesive aesthetic. We encourage you to incorporate these backgrounds into your own creations, or use similar ones that align with our design principles.

Our preference leans towards abstract and minimalistic backgrounds, predominantly in shades of whites and grays, which exude a sense of elegance and simplicity. Additionally, you can incorporate our brand's signature blues to infuse a touch of our unique identity into your designs.

Do not mix patterns.

eXp Realty **VISUAL DESIGN APPROACH**

MODULAR - modular design, also known as modular grid design, is a design approach that uses a grid or modular structure as a framework for creating visual compositions. In this method, designers divide the design space into a series of regularly spaced modules or grids, which act as a framework for arranging content, images, and other design elements. Modular design brings a sense of order, consistency, and balance to visual materials.

Grid Structure - modular design is based on a grid system, with rows and columns that create a structured layout. This grid can be adjusted in terms of the number of columns, column width, and row height to suit the specific project's needs.

Consistency - modular design promotes consistency, organization and creates graphics that are easier to read and understand. Spacing consistency is key - margins, space between elements, etc. No elements should be randomly placed.

Flexibility - while a grid system provides structure, it also allows for flexibility. Designers can adapt the grid to accommodate different types of content and media, ensuring that the design remains visually appealing and functional.

Visual Hierarchy - important content is placed in prominent grid areas, while secondary elements are placed in less dominant positions. This aids in guiding the viewer's eye and conveying the intended message.

Balance and Proportion - the grid system helps maintain a harmonious visual relationship between different parts of the design. Maintain consistent spacing and margins.

Grid-Based Typography - typography is integrated into the grid, with text aligned to grid lines. Consistent / intentional font size and placement is critical. Too many fonts, sizes or misaligned placement makes a piece difficult to follow.

Modular Design Elements and Color Scheme - graphics, images, color and other elements are sized and positioned within the grid to align with the overall design structure.

eXp REALTY BRAND GUIDELINES

eXp Realty SOCIAL MEDIA EXAMPLES



I want to
be your
agent.

Sut debis solorita pro
volor maximin turiati
squidelenis dolore ad
maximagnam soluptas
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imagnatquias sitae.



Jennifer
Coleman

415 562 8001
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Just Listed

\$750,225

3200 sq ft
4 Bedrooms
2.5 Bathrooms

3457 Ringsby Court
Unit 212
Denver CO 80216

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Collin County At a Glance

JANUARY HOUSING STATS

\$500K Median Sales Price	657 New Listings
17 Avg Days On Market	2,145 Active Listings
\$305 Cost Per Sq. Ft.	2,456 Sold Listings

Market Report Q1 2023





Collin County At a Glance


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eXp Realty SOCIAL MEDIA EXAMPLES

Open House

Wednesday
December 29th
1-3pm

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Testimonial Giver

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Thinking of Selling?

Direct message me for a free consultation




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Under Contract

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eXp Realty SOCIAL MEDIA EXAMPLES



exp

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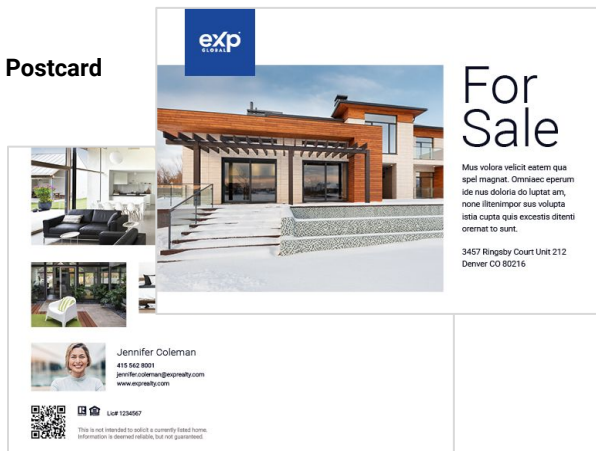
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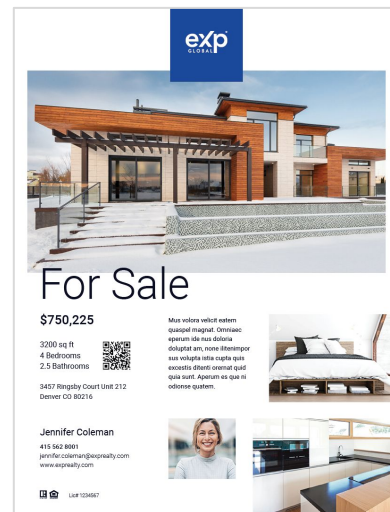
Postcard



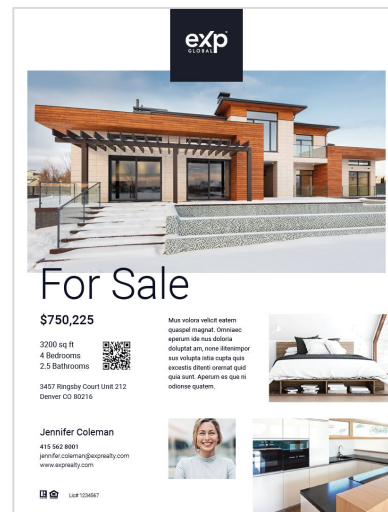
Thank You Card



Door Hanger



Listing Flyers



eXp REALTY BRAND GUIDELINES

eXp Realty **ICONOGRAPHY DIRECTION**



When using iconography, line weight consistency is critical.

Download the [BRAND ROYAL BLUE icon set here](#) or the [BLACK icon set here](#).

Connect with the eXp marketing team if you need assistance with iconography.

eXp REALTY BRAND GUIDELINES

eXp Realty PHOTO DIRECTION



Connect with the eXp marketing team if you need real agent or "eXp captured" photo or video assets for a marketing piece and we can connect you to our Brandfolder database of materials. This is always preferred over stock.

eXp Realty aims to avoid stock photography whenever possible. When you must utilize stock images, please prioritize diversity.

To ensure the images you select represent our the whole of our agents and staff, always include a variety of subjects with different ethnic backgrounds, ability statuses, age groups, etc.

Also strive to choose brighter, well-lit imagery that feels modern, fresh, and relatively casual (not overly corporate) in tone.



THANK YOU
