

GRASSROOTS

REALTY GROUP

THE OFFICIAL GRASSROOTS REALTY GROUP BRAND GUIDELINES

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ABOUT THIS GUIDE

WHAT IS THIS GUIDE?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

WHAT IS A BRAND?

A brand, at its simplest, is how an organization shows up dressed for work. It is the "look and feel" of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

THE IMPORTANCE OF CONSISTENCY

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

HOW TO USE THIS GUIDE

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

GETTING HELP

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

DEVIATING FROM THIS GUIDE

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.

ABOUT GRASSROOTS REALTY GROUP

GRASSROOTS REALTY GROUP IS A BOUTIQUE REAL ESTATE BROKERAGE, FOUNDED IN ALBERTA, BY ALBERTANS, FOR ALBERTANS.

Our vision is to create a brokerage that is local, fun, cutting edge and competitive for our agents. We want to change the conventional hierarchy of brick and mortar real estate brokerages, while creating an experience for our clients that is cutting edge. Our agents are empowered by technology innovation and a strong brand that reflects who we are as Albertans; Hard working, honest, integral, reliable and intelligent.

BRAND PERSONALITY

LOCAL.

FUN.

CUTTING EDGE.

BOUTIQUE.

VIRTUAL.

The background features a series of concentric, light gray diamond shapes (squares rotated 45 degrees) centered on a black background. The text 'LOGO VERSIONS & USAGE' is centered within the innermost diamond.

LOGO VERSIONS & USAGE

MAIN LOGO

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



LOGO COLOUR VERSIONS



FULL COLOUR



100% WHITE



GRAYSCALE

MAIN LOGO - WITH BORDER

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



LOGO COLOUR VERSIONS



FULL COLOUR



100% WHITE



GRAYSCALE

SECONDARY LOGO

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



LOGO COLOUR VERSIONS



FULL COLOUR



100% WHITE

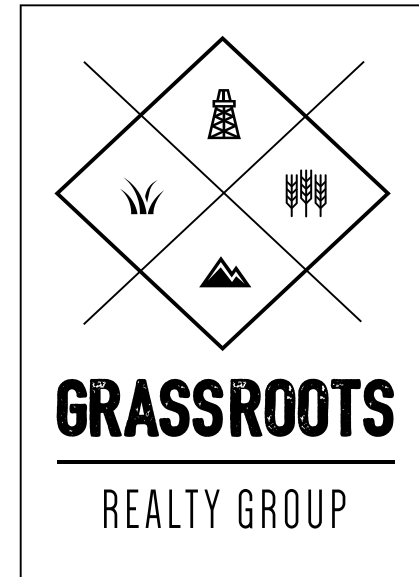


GRAYSCALE

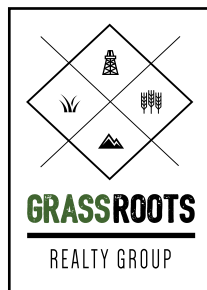
SECONDARY LOGO - WITH BORDER

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



LOGO COLOUR VERSIONS



FULL COLOUR



100% WHITE

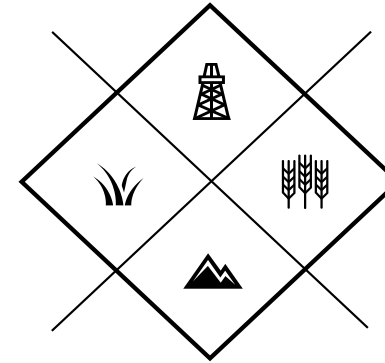


GRAYSCALE

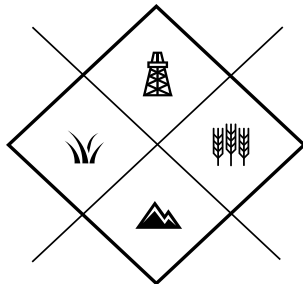
ISOLATED ICON

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

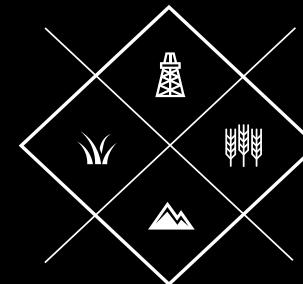
Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



LOGO COLOUR VERSIONS



100% BLACK



100% WHITE









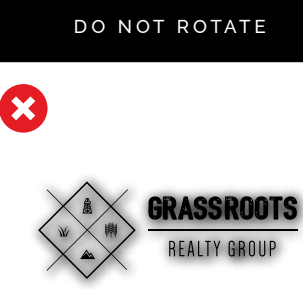
PROPER LOGO USAGE

HOW TO USE OUR LOGO

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

A NOTE ABOUT BACKGROUNDS

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

				
<p>CORRECT USAGE DO NOT STRETCH DO NOT SQUISH DO NOT ROTATE</p>				
				
<p>DO NOT RECOLOUR DO NOT ADD GRADIENTS DO NOT CHANGE FONTS DO NOT MODIFY DO NOT ADD SHADOWS</p>				

LOGO FILE FORMATS

FILE FORMAT CHART

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	●				
Professional Printing & Signage	●	●	●			
Working with Professional Designer	●	●	●			
Print Advertising	●	●				
Merchandise		●				
Social Media				●	●	
Microsoft Word				●	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			●	
Working with Professional Website Designer	●	●			●	
DIY Website Design				●	●	
Web Animation & Multimedia		●			●	●
Video Production		●			●	
3D Modelling & Drafting	●	●			●	

● Ideal Format ● Alternative / Sometimes Required

FITTING, SIZING, SPACING

FITTING & SPACING

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be $1/4$ the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo)



SIZING

The logo should never be displayed smaller than 0.75" high in print, and no smaller than 50 pixels high when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.



CO-BRANDING GUIDELINES

PAIRING THE GRASSROOTS LOGO WITH AN AGENT LOGO

Co-branding shows affiliation between the brokerage and the agent. It is required for the agent to clearly indicate their brokerage affiliation on their marketing materials and marketing channels. These guidelines should be followed in addition to all requirements for using the Grassroots logo.

- **Guideline #1** - Use the logos in white against a black background when possible
- **Guideline #2** - Use logos in a horizontal position when possible.
- **Guideline #3** - Make both logos the same visual size. Neither logo should look larger or smaller than the other.
- **Guideline #4** - Vertically center-align logos for the best visual balance.
- **Guideline #5** - Don't combine full-colour agent logos with 100% black or 100% white versions of the Grassroots logo.

LOCKUP OPTIONS

There are 4 lockup possibilities with co-branded logos, and the lockups you create depend on the shape of the agent's logo and its brand standards (if applicable).



LOCKUP A: HORIZONTAL

Place the horizontal Grassroots logo on the left of the design and place the agent logo on the right side.



GRASSROOTS
REALTY GROUP



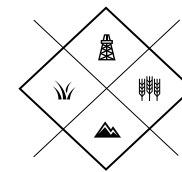
LOCKUP C: VERTICAL

Place the stacked Grassroots logo next to/above a stacked or square agent logo. Use only when the agent's primary logo is square or stacked.



LOCKUP B: HORIZONTAL STACKED

Place the horizontal Grassroots logo above a horizontal agent logo.



LOCKUP D: ICONS

Place the Grassroots icon on the left of the agent's logo icon. Only use when it is clear that the content is produced by the agent/brokerage.

CO-BRANDING EXAMPLES

The following examples show how to use an agent logo within Grassroots branded template designs.





THE GRASSROOTS ADVANTAGE

#JOINTHEMOVEMENT

GRASSROOTS

REALTY GROUP


grassrootsrealty.ca/join



BRAND COLOURS

COLOUR PALETTE

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours.

CMYK: Suitable for most forms of printing.

RGB: Best for use on the web.

HEX: Good for use on the web, primarily used within programs such as Canva & Microsoft Office.

Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relevant media. Consistency is vital to effective brand recognition.

Do not use any other/unauthorized colours.

CONSIDERATIONS

Grass Green should be used sparingly within designs. Ideally it should be used to highlight a single specific area of the post, such as the phone number. Never use Grass Green for main headings, only sub-headings.

ONYX BLACK

CMYK: 0-0-0-100
RGB: 0-0-0
HEX: #000000

GRANITE GREY

CMYK: 40-33-33-0
RGB: 159-159-159
HEX: #9F9F9F

ALABASTER WHITE

CMYK: 0-0-0-0
RGB: 255-255-255
HEX: #FFFFFF

GRASS GREEN

CMYK: 78-29-100-17
RGB: 60-122-0
HEX: #3C7A00



BRAND TYPOGRAPHY

HEADING FONT

Aa

ANTONIO - BOLD

Our brand uses a specific font for headings in print and online. Antonio is used for headings. It's usually displayed in a larger font size than the subheadings and significantly larger font size than the body text. Primarily, this font should be used in the Bold weight. The Light weight can be used only for writing phone numbers.

AA BB CC DD EE FF GG HH II

JJ KK LL MM NN OO PP QQ

RR SS TT UU WW XX YY ZZ

01 02 03 04 05 06 07 08 09

! @ # \$ % ^ & * () []

SUB-HEADING FONT

Aa

RALEWAY - MEDIUM

Our brand uses a specific font for sub-headings in print and online. Raleway is used for sub-headings. It's usually displayed in a smaller font size than the headings and a larger font than the body text. Only use the font in the weight that is specified.

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

01 02 03 04 05 06 07 08 09
! @ # \$ % ^ & * () []

BODY FONT

Aa

RALEWAY - REGULAR

Our brand uses a specific font for body paragraph text in print and online. Raleway is used for paragraphs of text. It's usually displayed in a smaller font size than the subheadings and headings. Only use the font in the weight that is specified.

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

01 02 03 04 05 06 07 08 09
! @ # \$ % ^ & * () []

ALTERNATE FONTS

USING OUR FONTS

If there are challenges using or sharing the official fonts, alternative fonts have be outlined here for these cases. The official fonts are always preferred and recommended.

AA

IMPACT - REGULAR
HEADING FONT

A B C D E F G H I J K L M 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 o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & () []

A a

VERDANA - BOLD
SUB-HEADING FONT

A B C D E F G H I J K L M 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 o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & () []

Aa

Verdana - Regular
Body Font

A B C D E F G H I J K L M 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 o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & () []

TYPOGRAPHY EXAMPLE

The following sample shows the ideal usage of our brand typography within marketing materials. Consistent use of these fonts contributes to a cohesive and harmonious look of the brand identity across all relevant media. Consistency is vital to effective brand recognition.

Sizing referenced in this guide show the ideal ratio of font sizes. Text is not restricted to these sizes, however text should follow the same size ratio shown.

HOW TO USE OUR BRAND FONTS

HOW TO USE OUR BRAND FONTS FOR CONSISTENT AND EFFECTIVE BRANDING ACROSS ALL MARKETING MATERIALS

When using Raleway as our brand's body font, it's important to keep in mind that it's a highly legible font that can be used for both print and digital media. When creating long paragraphs of text, we recommend using Raleway in a minimum size of 10pt. This will ensure that the text is easily readable and doesn't strain the eyes of the reader.

It's also essential to consider the spacing between lines and characters when using Raleway as a body font. We suggest using a line spacing of at least 1.4 times the font size, which will allow for sufficient white space between lines and make the text easier to read.

7 8 0 - 5 5 5 - 2 0 2 3

HEADING

Antonio - Bold
Text Size: 48pt
ALL-CAPS

SUB-HEADING

Raleway - Medium
Text Size: 13pt
Letter Spacing: 160
ALL CAPS

BODY

Raleway - Regular
Text Size: 10pt
Line Spacing: 1.4

PHONE

Antonio - Light
Text Size: 29pt
Letter Spacing: 320

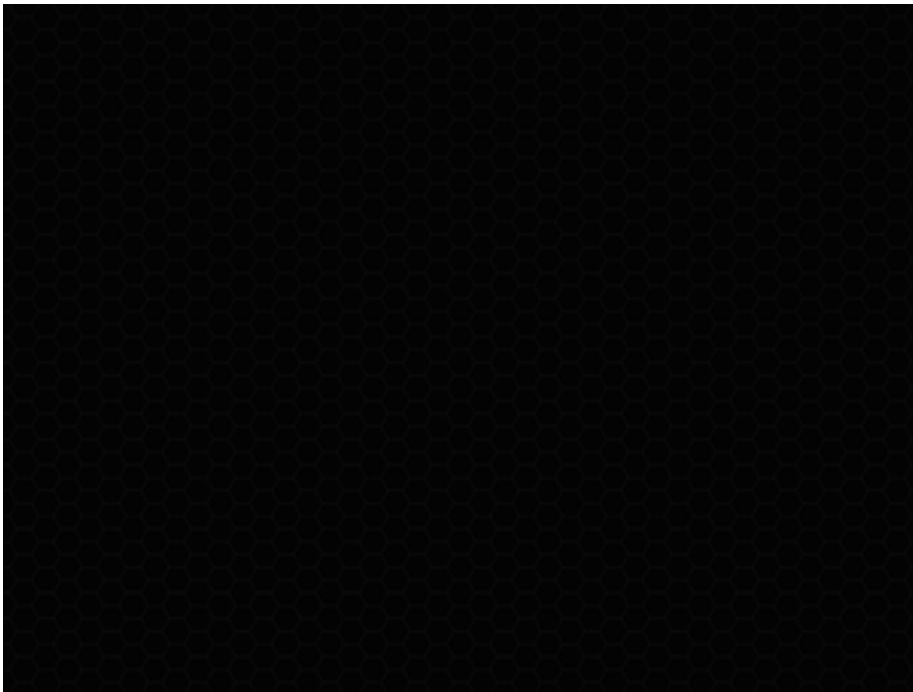


GRAPHIC ASSETS

BACKGROUNDS

HEXAGON PATTERN

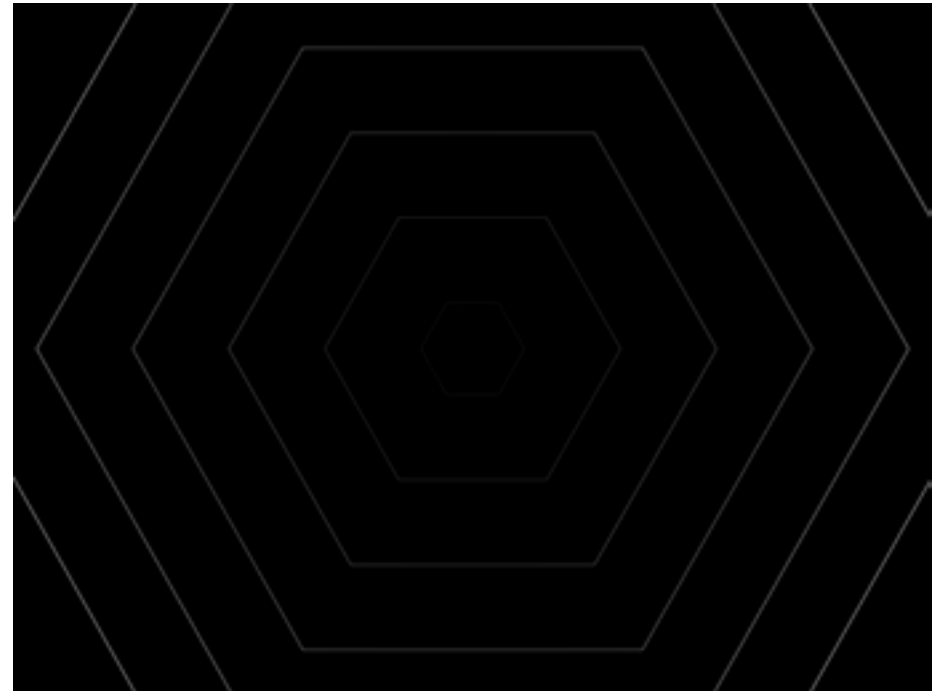
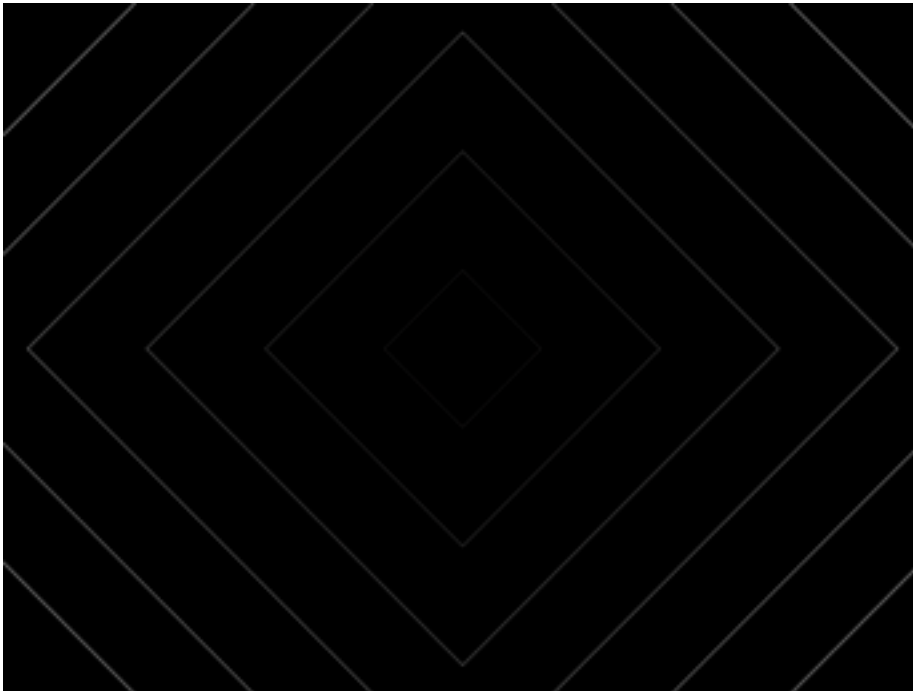
The main background used within the Grassroots brand is our hexagon pattern. The hexagon shape has become an integral part of our branding and this subtle pattern allows the shape to be incorporated subtly within the brand. Our branding suite contains 2 versions of this pattern; the first version is the pattern overlayed on a black background, this is used when you want to incorporate the pattern into a design very subtly. The second transparent version is more bold and can also be used over top of white backgrounds, this version allows you to vary the intensity of the pattern by adjusting the transparency.



BACKGROUNDS

ECHOED SHAPES

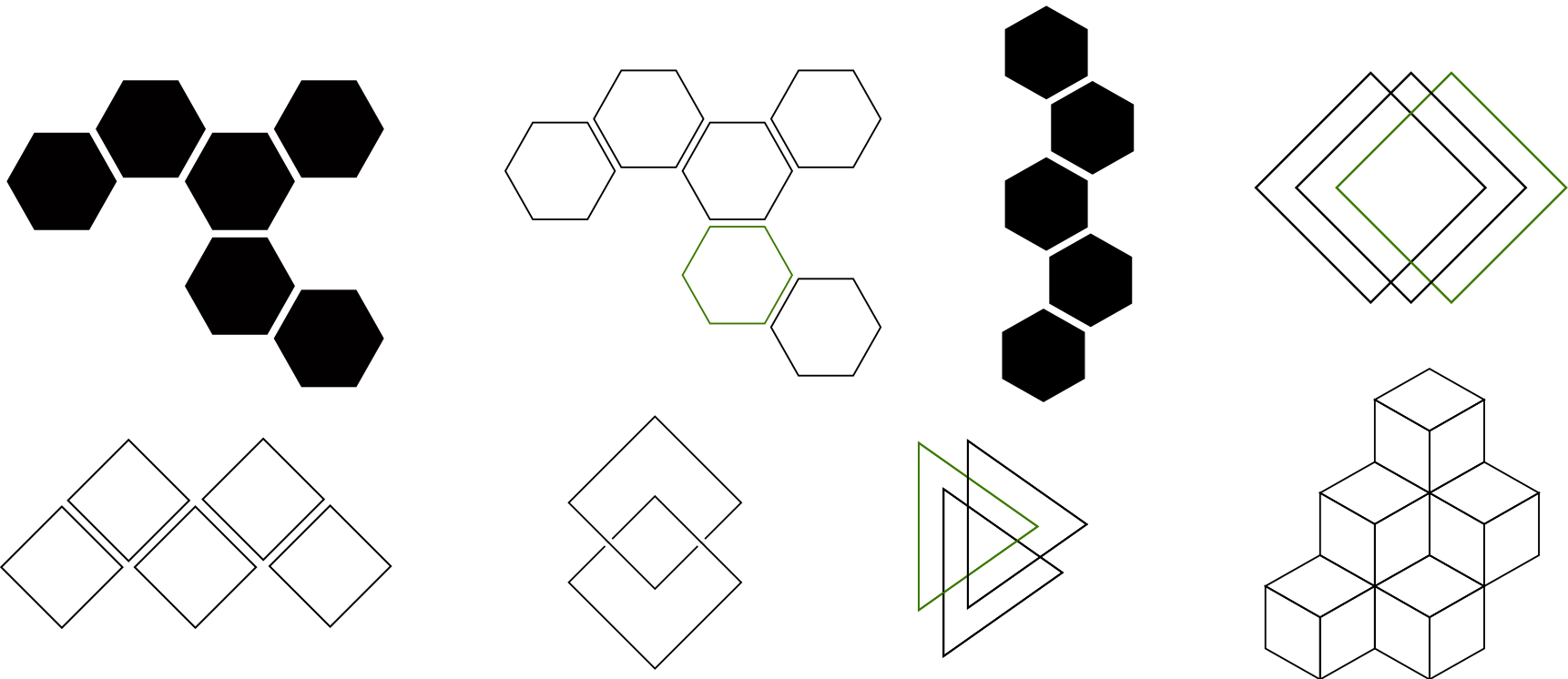
These echoed shape backgrounds can also be used within Grassroots marketing materials. These shapes give the design a dynamic feel and draw the eye to the center of the design, this is ideal for highlighting specific information by placing it in the center of the background. There are two versions of this background style, featuring our two signature shapes: diamonds & hexagons.



DECORATIVE ELEMENTS

GEOMETRIC HEXAGONS & DIAMONDS

In keeping with the theme of our brand, our decorative elements feature variations of our two signature shapes. These elements are meant to be used to add visual interest to designs. These shapes should always be placed along the edges and cut off by 1 or more edge of the design. Never place these elements in the middle of a design. All elements can be used in every brand colour, ensure there is enough contrast between the background & the colour of the shape element. When placing a shape behind text, the shape should be coloured in Granite Grey only and the transparency should be lowered so the shape is barely visible.



ICONOGRAPHY

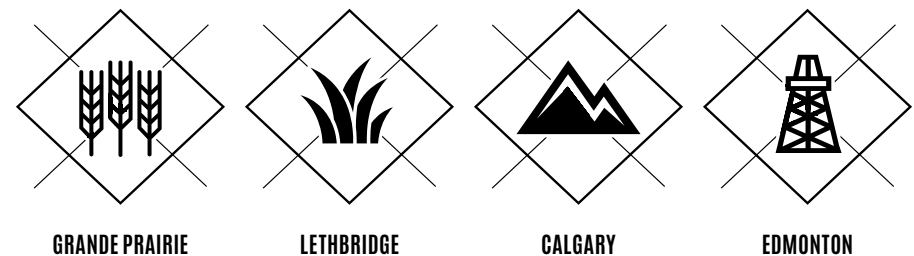
MAIN ICONS

Our branded icon style features a set of thin line icons paired with a pop of our Grass Green colour. The icons feature modern design elements (i.e. modern homes/furnishings) to match with the overall modern style of our brand. The icons come in versions for use on light backgrounds and dark backgrounds, the outline elements should always be visible on the background the icon is placed on. DO NOT change the colours of our branded icons.



CONTACT ICONS

In addition to our general icon style, we have created icons for our largest brokerage locations in the province. Each city is represented by a different element of our logo. These icons should only be used to represent the designated city, they shouldn't be used for other locations unless they are in close proximity to the main location.



GRANDE PRAIRIE

LETHBRIDGE

CALGARY

EDMONTON



GRASSROOTS

REALTY GROUP

AGENT NAME

780-555-2023



GAME CHANGING ALBERTA REAL ESTATE



BRAND PHOTOGRAPHY

PHOTOGRAPHY RULES

CUSTOM PHOTOGRAPHY

Whenever possible invest in professional photography. Grassroots has a library of professional images that can be re-used year-round in marketing materials.

Do not use stock images to represent a "real" part of our business.

Pictures of our staff, our community, and our properties are things that people can easily recognize. Use real pictures to represent the real parts of our business.

IMAGE QUALITY

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

TECHNICAL QUALITY

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high-resolution photos. **Never scale up a photo to fit** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

STOCK PHOTOGRAPHY

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

- **Guideline #1** - Use stock photos that feature modern design elements, this can include the home exterior or interior.
- **Guideline #2** - Do not use stock photos to represent any of your actual listings.
- **Guideline #3** - Use stock photography decoratively, within backgrounds or to add visual interest to a design.
- **Guideline #4** - Use stock photos that feature our brand colours prominently.
- **Guideline #5** - Do not use stock photography that feature landscapes that represent areas outside of Alberta.
- **Guideline #6** - Do not use generic looking stock photography, especially images that feature models looking directly at the camera.
- **Guideline #7** - Use stock photos featuring people minimally, the people should not be the focus of the image.

EXAMPLES & EDITING

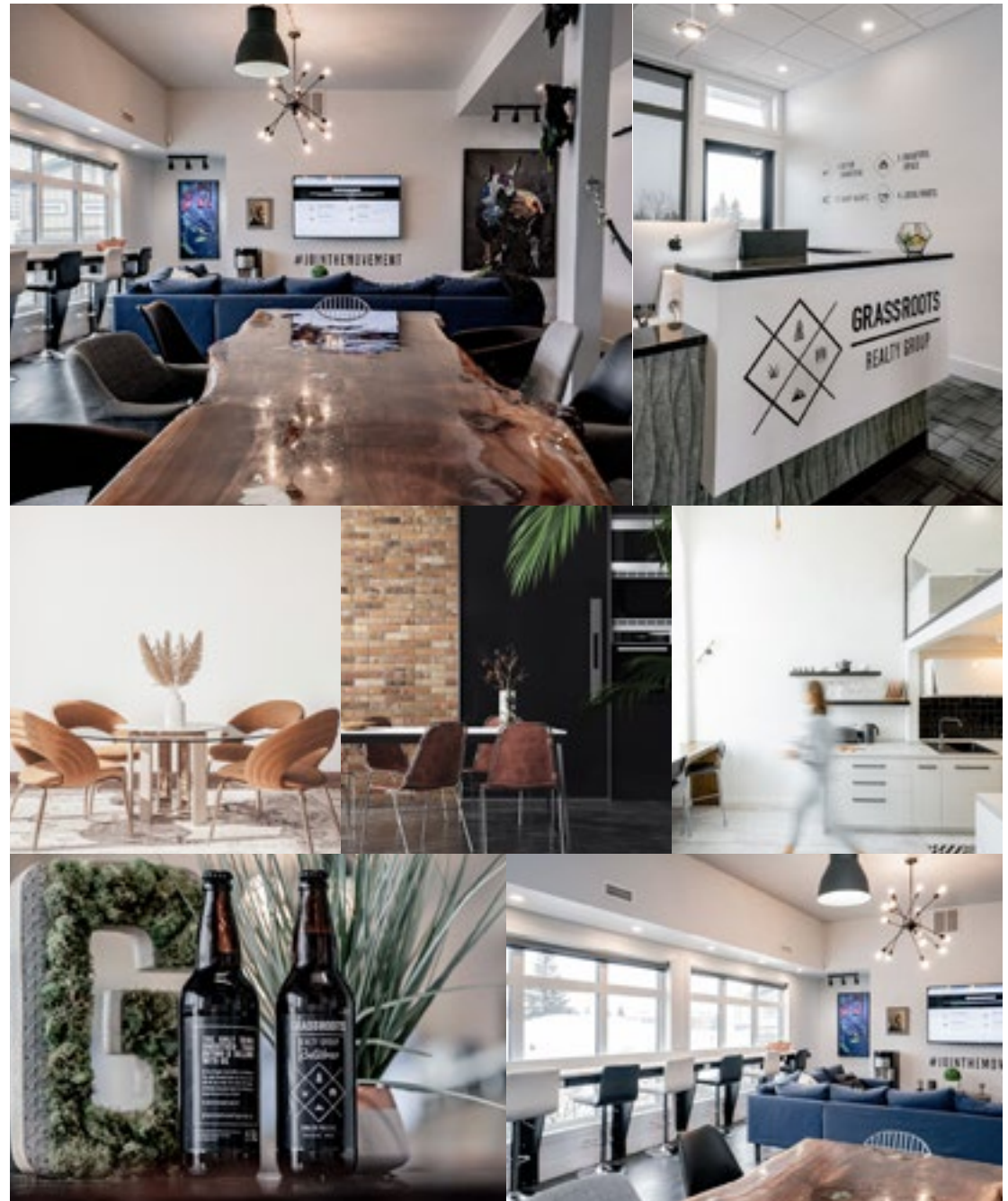
PHOTO EXAMPLES

On the right you'll see examples of ideal photos to use within Grassroots marketing materials. The top and bottom rows feature our custom professional photography and the middle row showcases ideal stock photography. Use this as an example of how to select photos for designs.

EDITING & TREATMENTS

A black overlay can be placed over photos to stylize them or to ensure text is visible over top of the photo.

This effect can be achieved in Canva by placing a black rectangle shape over top of an image frame, then lowering the opacity.





LAYOUT GUIDELINES

CREATING LAYOUTS

HOW TO USE THE VISUAL IDENTITY ELEMENTS

When creating marketing materials using the Grassroots brand, follow these guidelines to ensure consistency.

USING OUR LOGO

Make sure to use the correct logo colour for the background it's being placed on. Primarily use our 100% black or 100% white logo.

USING OUR FONTS

Follow the font guidelines outlined on page 24. Heading & sub-headings should always be in all caps. Ensure text is legible on the background it's placed on.

USING BACKGROUNDS

Our backgrounds can either be used as a background for the whole design, or they can be used as borders for the design. When using the hexagon pattern, add a line above it with a width of 1px.



USING DECORATIVE GRAPHICS

The decorative elements should always be cut off by 1 or more edges of the design. Never place them in the center of the design. The graphic elements should never overpower the text or imagery in a design.

USING IMAGES

Grassroots has a robust library of professional photography. When using a photo behind text, place a black overlay over the image to ensure legibility of the text.

When adding an agent head shot, ensure the photo is high quality. The hexagon shape can also be used as an image frame.



BRAND TEMPLATES

BUSINESS CARDS - RECTANGLE

REPRODUCING STATIONERY

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

All cards should be printed on quality stock. Include additional details about any added printing treatments here (i.e. spot UV).



ROOTS
GROUP

AGENT NAME

REALTOR®

780-222-3344

NAME@GRASSROOTSREALTYGROUP.CA

GRASSROOTSREALTYGROUP.CA

AGENT NAME

REALTOR®

780-222-3344

NAME@GRASSROOTSREALTYGROUP.CA

GRASSROOTSREALTYGROUP.CA

GRASSROOTS
REALTY GROUP



GRASSROOTS
REALTY GROUP



AGENT NAME

REALTOR®

780-222-3344

NAME@GRASSROOTSREALTYGROUP.CA

GRASSROOTSREALTYGROUP.CA

GRASSROOTS
REALTY GROUP

AGENT NAME

REALTOR®

780-222-3344

NAME@GRASSROOTSREALTYGROUP.CA

BUSINESS CARDS - SQUARE

REPRODUCING STATIONERY

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

All cards should be printed on quality stock. Include additional details about any added printing treatments here (i.e. spot UV).





SIGNAGE

REPRODUCING SIGNAGE

When reproducing signage, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating mock-ups of signs to provide direction to nine10 or other professional printers. Agents may add their logo to the signage, but the overall layout & design of the signage should not change. There is a designated section on all sign layouts for adding in an agent logo.



GRASSROOTS DESIGN STUDIO

USING THE GRASSROOTS DESIGN STUDIO

Grassroots Realty Group provides our agents with access to the Grassroots Design Studio, the design studio will provide you access to the following assets for marketing purposes:

- Canva Brand Assets - An easy to download folder that includes all of the assets you will need to work with the Grassroots brand in Canva.
- Canva Template Library - A robust library of marketing templates that our agents can work with including: social media templates, buying & selling guide, buyer & seller checklists/questionnaires, stationery, and signage. Follow along with the tutorial video to add
- Professional Brand Assets - These files are meant to be used by professional vendors & the internal Grassroots marketing team. Do not upload assets from this folder into Canva.
- Tutorial Videos - The link below includes tutorial videos that walk you through adding our brand & templates into your own Canva account, as well as best practices for using our brand and guidelines for applying an agent brand to our template library.

[VISIT THE GRASSROOTS DESIGN STUDIO](https://grassrootsrealtygroup.ca/brand)

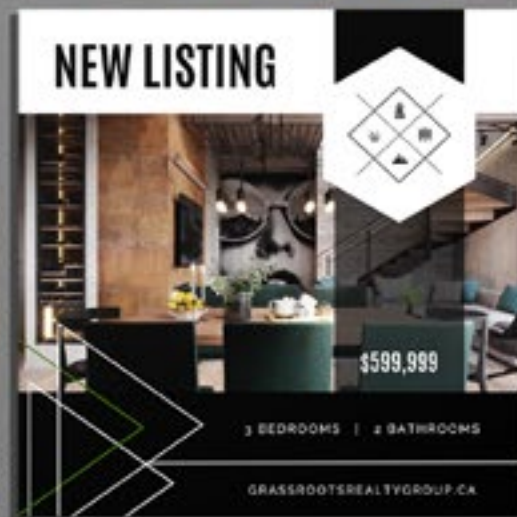
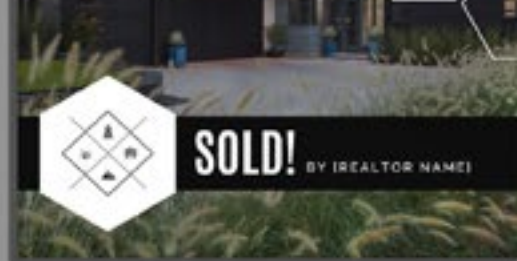
<https://grassrootsrealtygroup.ca/brand>

CANVA COLOUR PALETTE

Copy the following hex codes and paste them into your Canva brand kit (see image on the below as an example)

- Onyx Black - #000000
- Alabaster White - #FFFFFF
- Granite Grey - #9F9F9F
- Grass Green - #3C7A00





**FOR SUPPORT RELATED TO THE GUIDE OR THE
ACCOMPANYING TEMPLATES, CONTACT:**

nine10

NINE10 INCORPORATED

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EMAIL: SUPPORT@NINE10.CA
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WE ENCOURAGE YOU TO CONTACT US IF
YOU HAVE ANY QUESTIONS ABOUT OUR
GUIDE OR NEED FURTHER HELP WITH A
BRAND PROJECT.