

MY Lifestyle  
AGENTS

---

Visual Identity Guide

# Table of Contents

Table of Contents	2	Logo File Formats	11	Images	19
About This Guide	3	File Format Chart	11	Stock Photography	19
What Is This Guide?	3	Graphic Elements	12	Business Cards	21
What Is a Visual Identity?	3	Patterns	12	Reproducing Business Cards	21
The Importance of Consistency	3	Graphic Elements	13	Letterheads	22
How To Use This Guide	3	Brush & Arrow Graphics	13	Reproducing Letterheads	22
Getting Help	3	Official Colours	14	Email	23
Deviating From This Guide	3	Using Our Colours	14	Email Signatures	23
Official Logo Versions	5	Official Fonts	15	Social Media	24
Main Logo	5	Using Our Fonts	15	Creating Social Graphics	24
Official Logo Versions	6	Alternative Fonts	16	Social Media	25
Horizontal Logo	6	Using Our Fonts	16	Creating Post Graphics.	25
Official Logo Versions	7	Text Formatting	17	RE/MAX Sign Stickers	26
Icon	7	How to Format Text	17	Reproducing Stickers	26
Official Logo Versions	8	Heading 1 (32PT. Montserrat)	17		
Agent Logos	8	Heading 2 (18PT. Montserrat)	17		
Logo Fitting, Sizing & Spacing	9	Heading 1	17		
Considerations	9	Heading 2	17		
Proper Logo Usage	10	Written Style Conventions	18		
How to Use Our Logo	10	Writing Consistency	18		

# 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 Visual Identity?

A visual identity, 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 visual identity covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A visual identity, 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 visual identity 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 us 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.



# Our Visual Identity

# Official Logo Versions

## 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 grayscale version for black and white printing (e.g. newspaper). The black version can be used for black-only (e.g. fax) or single colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



## Official Logo Versions

### Horizontal 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 grayscale version for black and white printing (e.g. newspaper). The black version can be used for black-only (e.g. fax) or single colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



# Official Logo Versions

## 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.

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



## Official Logo Versions

### Agent Logos

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 grayscale

version for black and white printing (e.g. newspaper). The black version can be used for black-only (e.g. fax) or single colour 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 Fitting, Sizing & Spacing

## Considerations

When placing the logo into a document, there should always be a minimum space around the logo that is free of competing graphics or text

The logo should never be displayed smaller than 0.6" high in print, and no smaller than 140 x 42 pixels 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.



## 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 grayscale version of the logo. DO NOT print the colour logo as grayscale. Using the right colour of logo on the right background is important to maintain the legibility of the design.

		
CORRECT LOGO	STRETCH THE LOGO	SQUISH THE LOGO
		
ROTATE THE LOGO	USE GRADIENTS	CHANGE THE FONTS
		
MODIFY ANY ELEMENT	ADD A SHADOW	CHANGE THE COLORS

# 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.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG	.WMF
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

# Graphic Elements

## Patterns

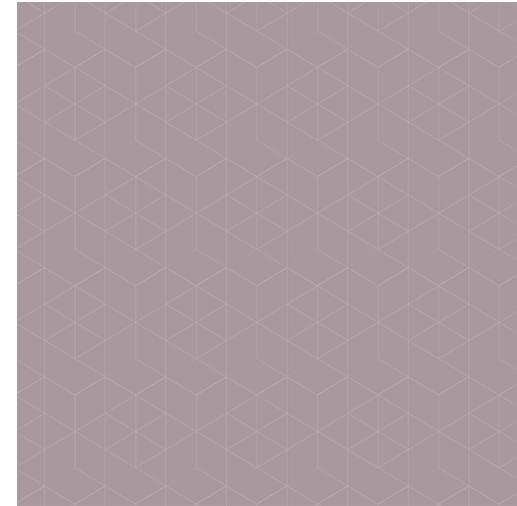
The following patterns may be used in marketing pieces. These patterns can be used in any of the official colours.

### Proper Pattern Usage

The patterns should be used exactly as provided. Do not alter, stretch, squish, or try to recreate the pattern.

### A Note About Text Colour

Please be sure to use an appropriate text colour for the background that it will be placed on. Using the right colour of text on the right patterns is important to maintain the legibility of the design.



# Graphic Elements

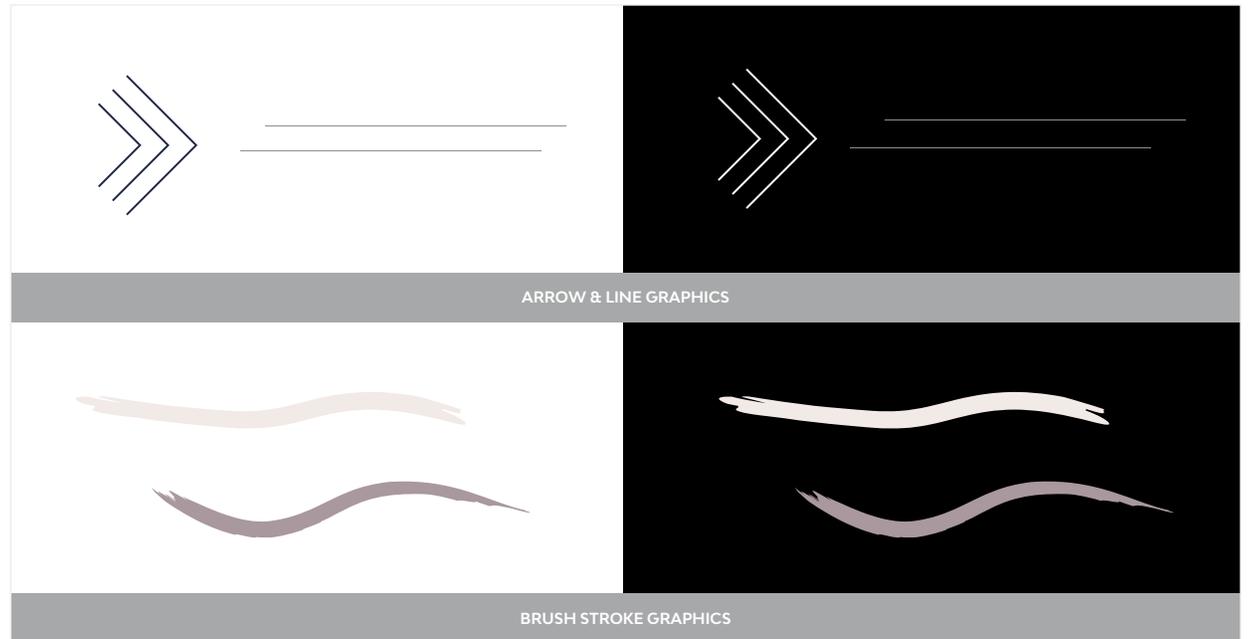
## Brush & Arrow Graphics

The following graphics may be used to enhance photography or a design. The colour must not overpower the photo or design.

### Proper Graphics Usage

The graphics should be used exactly as provided. These can be used in the official colours shown beside.

Do not alter, stretch, squish, or try to recreate the graphics.



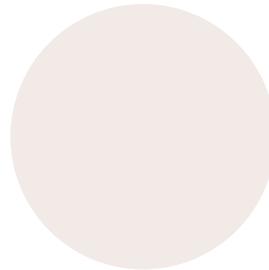
## Official Colours

### Using Our Colours

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. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

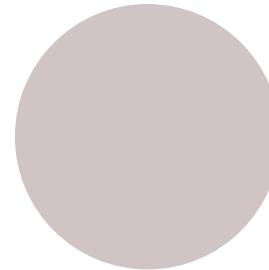
### A Note About Colour Accuracy

Colour accuracy across mediums is notoriously difficult to guarantee due to the reality that different colour reproduction methods are used depending on medium. For example, CMYK colour values are used in most ink-based print processes, while RGB or HEX values are used to display colour on digital screens. Pantone inks represent the most accurate reproduction method, but only if true Pantone inks are used, often at a higher cost



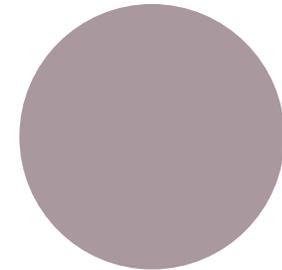
Warm Ivory

**CMYK:** 4-6-7-0  
**RGB:** 242-234-230  
**HEX:** #F2EAE6  
**PANTONE:** 9285C



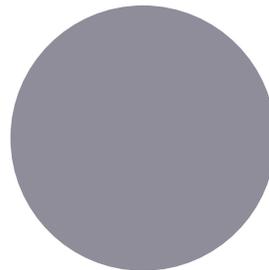
Blush

**CMYK:** 18-20-17-0  
**RGB:** 207-196-197  
**HEX:** #CFC4C5  
**PANTONE:** 434 C



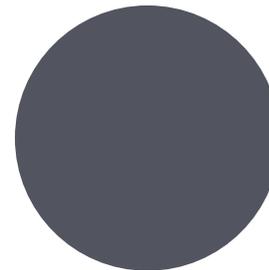
Soft Rose

**CMYK:** 36-38-31-1  
**RGB:** 169-152-157  
**HEX:** #A9989D  
**PANTONE:** 436 C



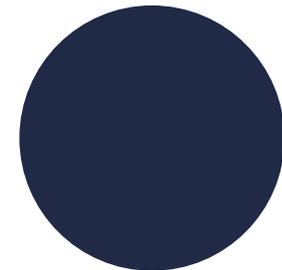
Stone

**CMYK:** 47-40-31-2  
**RGB:** 142-141-153  
**HEX:** #8E8D99  
**PANTONE:** P 173-5 C



Marble Gray

**CMYK:** 68-59-48-27  
**RGB:** 83-86-95  
**HEX:** #53565F  
**PANTONE:** P 173-13 C



Lifestyle Blue

**CMYK:** 91-82-45-47  
**RGB:** 32-41-69  
**HEX:** #202945  
**PANTONE:** 533 C

# Official Fonts

## Using Our Fonts

When developing communication pieces for our company, please only use the fonts listed on this page. The design of this guide serves as an example of how to correctly use fonts in our publications.

### Headings - Montserrat

Use Montserrat (Regular) for the headings in your document. All titles and main headings should be set in black, soft rose or lifestyle blue as displayed in this document, as displayed in this document, and all headings should be centered (or left-aligned if necessary).

### Body Copy - Lato

Use Lato (Light) for body & paragraph text. All body & paragraph text should be set black or dark gray.

### Decorative -Over the Rainbow

Use Over the Rainbow (Regular) for any decorative text in the document (quotes, callouts, details, etc). All decorative text should be set in either blush or soft rose.

### Email Text - Arial

The primary use for Arial is in composing of emails.

Aa

### Headings - Montserrat Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890.,?!#\$\$%&()[]

Aa

### Body Copy - Lato Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890.,?!#\$\$%&()[]

Aa

### Decorative - Over the Rainbow Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890.,?!#\$\$%&()[]

Aa

### Email Text - Arial Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890.,?!#\$\$%&()[]

## Alternative Fonts

### Using Our Fonts

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

#### Headings - Arial

Use Arial Bold for the headings in your document. All titles and main headings should be set in black, rose or lifestyle blue as displayed in this document. All headings should be centered (or left-aligned if necessary).

#### Body Copy - Arial

Use Arial Regular for body & paragraph text. All body/paragraph text should be set black or dark gray.

#### Email Text - Arial

The primary use for Arial is in composing of emails.

**Aa**

#### Body Copy - Arial Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890.,?!#%&()[]

Aa

#### Body Copy - Arial Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890.,?!#%&()[]

Aa

#### Email Text - Arial Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890.,?!#%&()[]

# Text Formatting

## How to Format Text

Text should be formatted to match this page and this guide. Please take note of the space below headers. The layout style in this guide provides an in-situ example of how to properly format documents.

These are just general formatting guidelines. There may be cases where headings should be left aligned or other various sizes.

### One Column Grid Style

Heading 1 (32PT. Montserrat)

Heading 2 (18PT. Montserrat)

Heading 3 (14PT. Montserrat)

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae.

### Two Column Grid Style

Heading 1

Heading 2

Heading 3

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae.

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae.

# Written Style Conventions

## Writing Consistency

To aid in consistency, a uniform style for writing should be used in publications. The following style conventions show how common items should be formatted.

### Company Name

The name of the company should always be written as shown.

My Lifestyle Agents

### Dates

Whenever possible dates should be written in the formats shown.

May 4, 2020  
or 05-04-2020 (MM-DD-YYYY)

### Times

Times should always be written in the format shown.

9:00 a.m.  
3:00 p.m.

### Phone Numbers

Phone numbers should always be written in the formats shown. Numbers should be separated by periods (or dashes if necessary). Do not use parentheses around the area code or add spaces to the numbers.

780.555.5555  
780-555-5555 x1234

### Addresses

Addresses should always be shown in the format shown.

111, 11111 - 111 Street  
Grande Prairie, AB  
A1A 1A1

## Images

### Stock Photography

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

- USE stock photography for abstract parts of a design (e.g. desk spread).
- USE stock photography to represent concepts and ideas that aren't unique to the business. (e.g. lifestyle stages)
- USE stock photography when getting custom photos doesn't always make sense (e.g. homes, holidays).
- AVOID over-used and cliché images (e.g. silhouettes).
- NEVER use stock images to represent any "real" part of our business (e.g. staff).

### Image Quality

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

### Technical Quality

Use the correct resolution of photo for the medium they will be printed 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.

### Custom Photography

Whenever possible, invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in our marketing materials.

Do not use stock images to represent a "real" part of our business. Pictures of our lessons or our people are things that people can easily recognize. Use real pictures as much as possible to represent these real parts of our business.

### Image Do's

**Photography should include a mixture of:**

- Both elegant and casual shots
- Both black and white and coloured images
- All styles of homes

### Custom Photo Examples





# Templates

## Business Cards

### Reproducing Business Cards

When reproducing business cards, please use the template files that have been created in order to ensure a consistent look.

The colour of the back of Kim's business card is blush and the colour of the back of Karly and Julie's cards is soft rose.



Kim Lissoway

REALTOR®

780.814.1090

kim@mylifestyleagents.ca

MYLIFESTYLEAGENTS.CA



Karly Cole

REALTOR®

780.518.6737

karly@mylifestyleagents.ca

MYLIFESTYLEAGENTS.CA



MYLifestyleAGENTS

RE/MAX GRANDE PRAIRIE

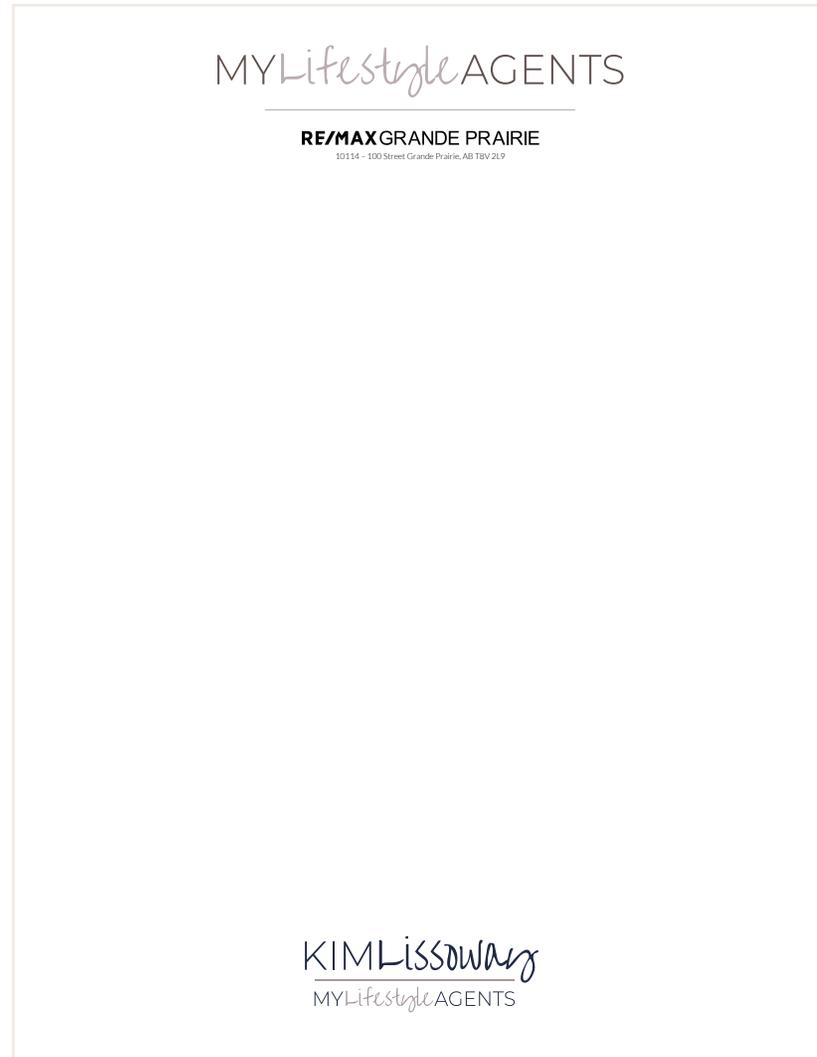
MYLifestyleAGENTS

RE/MAX GRANDE PRAIRIE

# Letterheads

## Reproducing Letterheads

When reproducing letterheads please use the template files that have been created in order to ensure a consistent look.



## Email

### Email Signatures

Employees with company email addresses must use the email signatures detailed here. Images of these signatures are provided as well as a vector template of the email signature.

### Email body style guide

#### DO...

- Use Arial for your email body.
- Use Bold and Italic only for emphasis.
- Check your spelling & grammar.
- Use the approved email signature format.
- Use a white background for your email.



## Social Media

### Creating Social Graphics

Use the MLA icon or group photo for the social media profile images and a short tagline or quote for the cover photo.

When updating social media graphics, please use the Canva template files that have been created. Some of the templates have notes on them in Canva. These notes are listed below.

#### Canva Notes

- **General Facebook Cover:** Filter Code: 293d32966400642d



## Social Media

### Creating Post Graphics.

When creating social media graphics, please use the template files that have been created on Canva.

There are various layouts for charity work, new listings, price reduction, and open houses. When creating new graphics from the templates in Canva be sure to select "Use this template" and not "Edit Original" this will ensure the template stays the same each time you use it. Some of the templates have notes on them. These notes are listed below.

#### Canva Notes

- **Sold Post:** Transparency: 30
- **Open House:** Transparency: 50.
- **Price Reduced:** Photo filter code: 4444669964006432
- **New Listing:** Filter Code: 7864646464006432 and Transparency: 60



## RE/MAX Sign Stickers

### Reproducing Stickers

When reproducing the stickers please use the files or template that have been created in order to ensure a consistent look.

The stickers are to only be printed in black or lifestyle blue.



# MYLifestyle AGENTS

We encourage you to contact us if you have any questions about this guide or need further help with your project.

## Contact:

nine10 Incorporated

P: 780-539-1755  
sales@nine10.ca

nine10.ca

Suite 305, 10014-99 Street  
Grande Prairie, AB T8V 3N4

Copyright © 2019 Elle Bell Sales Co. All Rights Reserved.