



PARAGON

REALTORS[®]

BRANDING GUIDELINES



BRAND STANDARDS AND GUIDELINES

Welcome to the Paragon REALTORS® brand standards manual. These guidelines are meant to serve as an introduction to the Paragon REALTORS® brand, as well as a reference tool moving forward to preserve our brand integrity and ensure that the elements of our brand are used consistently across all touchpoints.

While the manual was created to ensure overall consistency, it was also built with flexibility to allow the brand elements to be used in fresh and creative ways. Thank you in advance for adhering to these guidelines as you work to create materials to help market, promote and carry forward the Paragon REALTORS® brand.

ADVERTISING AND MARKETING

All requests for new advertising and promotional materials must come through the Director of Marketing to ensure compliance with brand standards as well as regulations put forward by TREC. This also applies to any advertising or promotional materials created by a Paragon REALTORS® agent or employee or outside party with the intent of soliciting business. Advertisements are reviewed and approved by the Director of Marketing to ensure compliance with both branding guidelines and TREC regulations. Failure to do this may result in fines and legal action against agents by TREC.

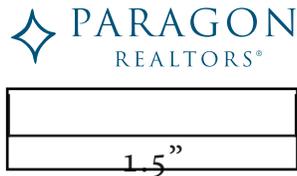
We are registered with TREC under the name “Paragon REALTORS®”, therefore it is required to use the full brand name, ‘Paragon REALTORS®’ in its first reference on the page or advertisement. ‘Paragon’ may be used in following references.

LOGO USAGE

The Paragon Realtors® logo is the most immediate representation of our company, our agents, staff and brand. It is a valuable corporate asset that must be used consistently in the proper, approved forms. The logo must be present on all marketing communications and follow the guidelines below and on the following pages.

LOGO SIZING

To ensure quality and readability, the logo should be no less than 1.5” wide and REALTORS® at least 50% as tall as the largest individual team/group name or contact info.

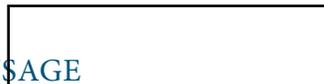


LOGO USE -DO'S AND DONT'S

- DO NOT alter the color of the logo or any design element of the logo.
- DO NOT distort (stretch or condense) any components of the logo element, horizontally or vertically to fit a space. You may enlarge or reduce the logo proportionally to fit as long as the smallest lettering is legible, per the above instructions.
- DO NOT print the logo on visually competitive backgrounds, such a grass, plaid, or any background with insufficient contrast, etc.
- DO NOT position any logo element at an angle.
- DO NOT use any element or symbol of the logo by itself.

NOTE: The only exception to these is if the logo is being used in an image or on a graphic and needs to be altered to appear as part of the image with pre-approval by Director of Marketing.

EXAMPLES OF INCORRECT LOGO USAGE



LOGO USE WITH OTHER DESIGN ELEMENTS



LOGO PROPORTIONS

It is important that the elements of the logo are not moved or repositioned.



SPACING OF LOGO

You must allow the height of the diamond element all the way around the logo. This means no other logos/graphics encroach within this space or margins of the advertisement.



FONT/TYPOGRAPHY

LOGO FONT

The official font of the Paragon REALTORS® logo is Trajan. This font should not be used other than in the logo type.

TRAJAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY FONT

The primary font to be used in all promotional and marketing efforts is Minion Pro.

MINION PRO

Regular

Bold

SECONDARY FONT

The secondary font to be used in promotional and marketing efforts is Raleway.

RALEWAY

Regular

Light

Italic

Medium

Bold

NOTE: These typefaces can be requested from the Director of Marketing.

COLOR PALETTE

PRIMARY COLOR - "Paragon Blue"



RGB: 0, 83, 122

CMYK: 98, 67, 31, 13

PANTONE 3025C

HEX # 00537A

OPTIONS OF USE

Paragon Blue logo on a white background

White Paragon Logo on Paragon Blue

NO black and/or white logo

NO grayscale

ADVERTISING GUIDELINES

BROKERAGE NAME IN ALL ADVERTISEMENTS

NAME

You must include the **name of the brokerage** (DBA) in all advertisements and marketing (TREC §535.155(a)). The preferred method is to use one of the currently-approved versions of the logo. Staff may approve the brokerage name to be printed as text or an alternate version of the logo to be used.

SIZE

The name of the brokerage DBA (PARAGON REALTORS®) must be at least half the size of the largest agent/team name of item or contact information in the advertisement (TREC §535.155(a)). In a logo, the measurement is taken from the **smallest text** and not the overall size of the logo.



NOT COMPLIANT- The largest item in this advertisement is the phone number but the smallest part of the brokerage name is not at least half that size.



COMPLIANT- The largest item in this advertisement is the phone number and the brokerage name is at least half the size.

SOCIAL MEDIA PLATFORMS

TREC considers all your social media postings and platforms to be advertisements and business websites so all requirements must be met. If you do any business postings or advertisements, you must be in full compliance.

Instagram Example



REQUIRED INFORMATION FOR PROFILE

- Full name (Registered or licensed)
- REALTOR® or Agent designation
- Company Name
- Texas License
- Link to website for IABS/CPN

Do **all** of these or **never** use your account for business-related postings.

SIGNS & RIDERS/SWINGERS

RESIDENTIAL SIGNS

All signs placed on properties must be the standard Paragon REALTORS® sign supplied by the brokerage. Please ask staff regarding any signage ordering processes.

RIDERS/SWINGERS

Each rider/swinger must be approved by the Director of Marketing before going to print. Every rider/swinger must be the proper Paragon blue and correct font. This is very important to maintain Paragon REALTORS® branding excellence.

COMMERCIAL SIGNS

While not furnished by the brokerage, commercial signs must still be approved by the Director of Marketing before being sent to production.



ADVERTISING GUIDELINES CONTINUED

USE OF TEAM/AGENT LOGO

When using a logo for your business or team name, you must adhere to TREC regulations regarding proportion.

The smallest part of Paragon Realtors® must be at least 50% of the height of the largest contact information in the advertisement.

Team or individual logos must be generated by or approved by Director of Marketing **before** use.

THE N R G
Nuncio Realty Group



TONY NUNCIO, REALTOR®
4228 N CENTRAL EXPY SUITE 100
DALLAS, TEXAS 75206
214-555-5555

CURRENT RESIDENT
123 MAIN ST
DALLAS, TEXAS 75205

 **PARAGON**
REALTORS®



432 PARK BEND

RICHARDSON, TX 75081
4 BED/ 3 FULL BATH | \$374,900



214.838.8824 | melissap@paragonrealtors.com
4228 N Central Expy, Suite 100, Dallas, TX 75206



PHOTOGRAPHY

It is important to keep Paragon Realtors® professional image and reputation in mind when having your listings photographed. Your property pictures convey to your current and potential clients, as well as fellow REALTORS®, your level of professionalism.

DO NOT REUSE/STEAL photos from agents who previously listed your client's property. You must contact them and ask them for permission before use.

CELL PHONE PICTURES ARE NOT ALLOWED. The upfront cost of property photography and drone footage should be viewed as an investment in your business.

Professional photography and videography are critical for your success as a real estate professional.

- Homes with quality photography sell 32% faster
- Homes with more photos sell faster, too. Typically you are allowed 25-36 slots for pictures, depending on the MLS system allowance.
- For homes in the \$200,000 to \$1 million range, those that include high-quality photography in their listings sell for \$3,000-\$11,000 more.

“Eighty-seven percent of homebuyers who searched for a home on the internet found photos to be among the most useful features of REALTOR® websites, according to the 2018 NAR Profile of Home Buyers & Sellers. Digital photography and virtual tours allow REALTORS® to serve their clients like never before. Digital images can quickly and professionally showcase a listing, and today's technologically savvy clients appreciate the convenience of a virtual tour for both long distance and local moves.”

Source: <https://rismedia.com/2018/12/12/shocking-stats-importance-photography-real-estate/>



CELL PHONE
PICTURE



PROFESSIONAL
PICTURE

MARKETING POLICIES

MATERIALS CREATED BY OUTSIDE PARTIES

To ensure compliance with advertising regulations, ALL marketing and advertising materials must be reviewed and approved by the Director of Marketing before they can be released to the general public. When working with an outside party, such a print shop or advertising agency, Paragon Realtors® logo and information must be included. To obtain these files, contact the Director of Marketing through the company's project management software.

HEADSHOTS

Use a professional photographer. Not only do headshots make you appear more honest to potential clients searching the web for a REALTOR®, they are a major part of your personal brand. Selfies are not allowed.

Choose the right background. Neutrals and solid colors are recommended.

Smile naturally in your photo. Studies show that by smiling in your pictures, you come across as more approachable and likeable.

Consider professional “lifestyle” photoshoots for other aspects of marketing, such as social media.

Please sign and date below to indicate your acknowledgement of these standards.

Name

Date