

PROPERTY ONE

Identity & Style Guide



PROPERTY ONE

The Purpose of this Guide

At Property One, Inc. we dedicate the necessary resources and up-to-date management techniques and technologies available. You are a consequential part of Property One's prosperity. We ask that you carefully examine the information with this style guide so that your marketing material remains in compliance with the guideline of Property One and the Louisiana Real Estate Commission (LREC). This material will not only protect you legally but create a unified branding standard.

Our goal at Property One is to provide our clients with the highest possible return on their investments, considering both the goals of ownership and the economic life of ownership and the economic life of the property. Professional property management today requires a well-trained, motivated, experienced and educated staff of professionals with the most modern back-up and support group available.

Thank you for your continued effort and being a member of the Property One family.

Property One

Identity & Style Guide

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1.0 Compliance Overview

1.1

Local Regulations

In accordance with Chapter 25. 2501(B), all advertisements shall be submitted to a sponsoring broker (Marketing) or qualifying broker for review before being placed.

The term “advertisement,” as used in the Louisiana Real Estate Commission (LREC) checklist, shall mean any oral, written or print and media advertisement, including newspaper and magazine advertisements; correspondence; mailings; brochures; business cards; for sale or for lease signs; sign riders; promotional items; newsletters; telephone directory listings; automobile signs; as well as Internet, radio and television advertisements.

For the LREC and more regulatory information please visit:

<https://lrec.gov/wp-content/uploads/2018/03/Advertising-Guidelines-Checklist.pdf>

2.0 Typography

2.1

Primary Typeface

The primary sans serif typeface for Property One, Inc. printed and digital applications is Myriad Pro. It is not a standard on most computers and can be found on Property One's Intranet.

This font is to be used in marketing materials and headline.

2.2

Secondary Typeface

The secondary sans serif typeface for Property One, Inc. printed and digital applications is Lucida Sans.

The secondary is a default font on most computers. It is web-safe and can also be used if Myriad Pro cannot be accessed.

Myriad Pro

Light

Regular

Semibold

Italic

Semibold Italic

Examples:

Myriad Pro

The one source for real estate.

The one source for real estate.

The one source for real estate.

The one source for real estate.

The one source for real estate.

Lucida Sans

Regular

Demibold Roman

Demibold Italic

Lucida Sans

The one source for real estate.

The one source for real estate.

The one source for real estate.

3.0 Colors

3.0

Color Palette

At a glance, our color palette reflects the visible identity of Property One, Inc.

The current color scheme helps Property One, Inc., appear more trustworthy, knowledgeable and personable.

Property One's logo should only appear in Property One Blue, Process Black or White.

Chromatic | Accent colors are for design (accent) purposes with marketing materials only. Please consult with Marketing for approval.

Primary Color

Property One Blue
PMS 8783 C
#121376d

R 29	C 100
G 54	M 89
B 109	Y 29
	K 16

Neutral Colors

PMS Cool Grey 7
#adafb2

R 29	C 100
G 54	M 89
B 109	Y 29
	K 16

PMS Process Black
#2b2926

R 43	C 68
G 41	M 64
B 38	Y 66
	K 68

White
#2b2926

R 255	C 0
G 255	M 0
B 255	Y 0
	K 0

Chromatic | Accent

Yellow-Green
#7c8a00

R 29	C 100
G 54	M 89
B 109	Y 29
	K 16

Cyan Blue
#004f8a

R 43	C 68
G 41	M 64
B 38	Y 66
	K 68

Brown
#8a5900

R 255	C 0
G 255	M 0
B 255	Y 0
	K 0

Strawberry Daiquiri
#d9463e

R 255	C 0
G 255	M 0
B 255	Y 0
	K 0

4.0 Logos

4.1 Primary Logo

The primary logo for Property One will no longer include the slogan “The One Source for Real Estate” - further simplifying the logo and providing more legibility when the logo is at its most minimum scaling size.

The slogan is not being eliminated. It will appear as text throughout marketing materials.

The purpose of the one-color logo reproductions is to provide more versatility with a variety of collateral - mainly print and images where the logo is overlaid, providing better visibility.

The black logo is only acceptable in black and white/grayscale printing.



PROPERTY ONE

Property One Blue



PROPERTY ONE

White



PROPERTY ONE

Black

4.0 Logos

4.2 Informal Logo

The informal logos allow both the logo design and trademarked Myriad Pro “Property One” font to stand alone and be used interchangeably when needed.

The informal logos may be used in digital formats, watermarks and on casual internal applications, such as merchandise. They should only be used when with restricting conditions, such as a sized-restricted and/or text only materials.

The black logo is only acceptable in black and white/grayscale printing.



Property One Blue



White



Black

PROPERTY ONE

PROPERTY ONE

PROPERTY ONE

4.0 Logos

4.3 Unacceptable Executions

The Property One logo has been updated to remove “The One Source for Real Estate” from its design. It still remains the company motto.

Also, the Property One logo is not to be resized, reshaped or recolored. Please contact marketing if you need special accommodations for the logo.

4.4 Size Restrictions

Minimum size specifications have been established to ensure the legibility of Property One logos.



Primary

Print



PROPERTY ONE

Web



PROPERTY ONE

Informal

Print



— 0.5" —

Print

PROPERTY ONE

— 1" —

Web



— 36px —

Web

PROPERTY ONE

— 72px —

5.0 35th Anniversary

5.1 Logo

Property One, Inc. was founded February 12, 1985 by brothers, Paul F. Dastugue III, CPM and Quentin Dastugue, CCIM.

To commemorate this feat, logos and marketing will reflect with updated materials. The 35th anniversary material is to be used until February 13, 2021.

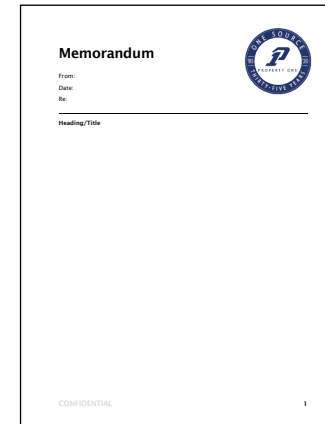
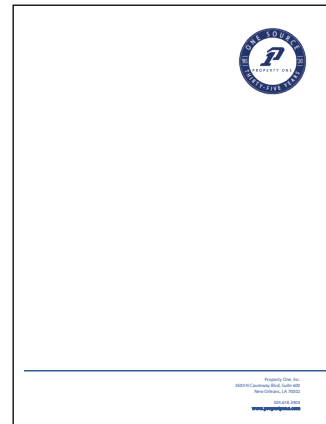
The primary and informal logos remain applicable when necessary.



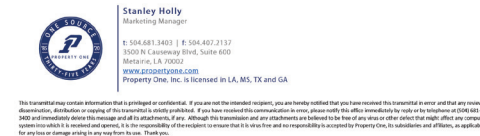
5.2 Marketing

Marketing for the 35th anniversary currently includes the letterhead, memorandum and envelope (print) and the email signature (digital).

Print - Letterhead, Memorandum, Envelope



Digital - Email Signature



6.0 Marketing - Print

6.1 Business Cards

Business cards are printed via Vista Print and requests/updates can be requested through Tina Roppolo at frontdesk@propertyone.com

Back



Front



6.2 Yard Signs

It is highly recommended that agents use Property One's approved vendors, OPA Graphics (New Orleans), Vivid Ink (Baton Rouge), and Crown Decal Printer (Lafayette). Approved vendors are aware of Property One and LREC regulations and will ensure that our signage is within compliance. Secondary vendors are to be approved.

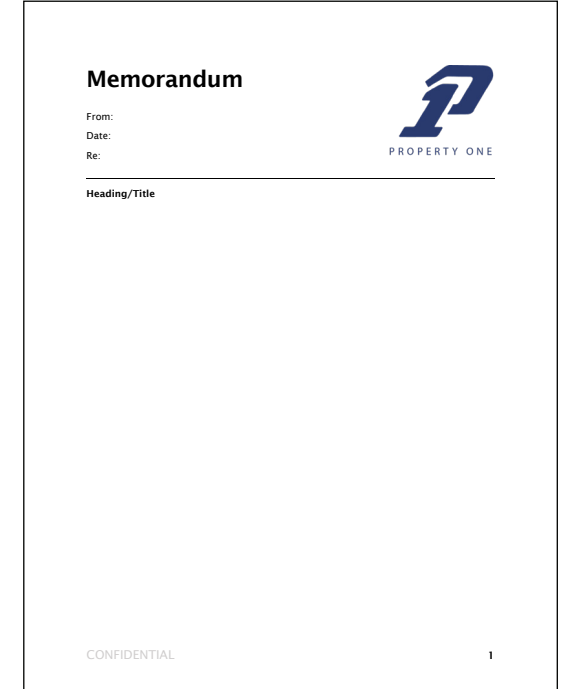


6.0 Marketing - Print

6.3

Letterhead and Memorandum

The letterhead and memorandum templates are available in Microsoft Word (.docx) format.



6.4

Envelope

Envelopes are printed by Ameriprint and provided by the main office.



6.0 Marketing - Digital

6.5 Email Signature

The email signature layout
has been updated.

*Current email signatures reflect the 35th
anniversary logo. They will be updated to the
primary logo after the 35th anniversary.*

HTML Signature



PROPERTY ONE

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