EXCLUSIVE USAGE

These brand guidelines are for the exclusive use of certified eXp Luxury agents. Agents who are not certified are not permitted to use the eXp Luxury Brand. To learn more about becoming a certified eXp Luxury agent visit: **expluxury.com/about**

LOGOS

			Stacked (Secondary)
Two-Color Logo	Horizontal (Primary)	eXp REALTY | LUXURY / eXp REALTY | LUXURY	eXp REALTY LUXURY / eXp REALTY LUXURY
One-Color Logo	Horizontal (Primary)	eXp REALTY | LUXURY / eXp REALTY | LUXURY	eXp REALTY LUXURY / eXp REALTY LUXURY

LOGO SAFE AREA

Our clear space requirements ensures that our logo is easy to read. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations.

Clear space requirements must not be altered in any way.

*Note: Always default to the primary, stacked verision of the eXp Luxury logo. If there is not enough room in a given composition to accommodate for the amount of vertical safe space required, the horizontal logo application may be used.

CO-BRANDING

Agents or brokerages may co-brand with eXp Luxury as long as the the following conditions are observed:

• The proper amount of safe space is allocated around the eXp Luxury lock-up

• The eXp Luxury lock-up is always the leftmost logo when co-branding

• Both logos appear equal in scale — achieve this by matching the height of the overall logo for the stacked iteration or the height of the vertical line in the horizontal iteration
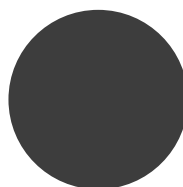

BRAND COLORS
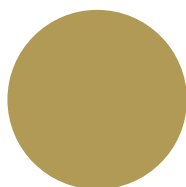
Rich Gold
—
Pantone P 9-13 C
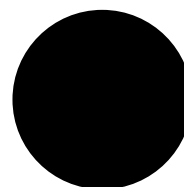C29 M31 Y72 K13
R177 G154 B85
Hex #b19a55

Light Grey
—
Pantone Cool Gray 1C
C0 M0 Y0 K15
R226 G227 B228
Hex #e2e3e4

Dark Grey
—
Pantone Black 7C
C0 M0 Y0 K76
R61 G61 B61
Hex #3d3d3d

Black
—
C0 M0 Y0 K100
R0 G0 B0
Hex #000000

White
—
C0 M00 Y0 K0
R255 G255 B255
Hex #ffffff

TYPOGRAPHY

Roboto Font Family

The Quick
Roboto Bold for titles and highlighted body text

BROWN FOX
Roboto Light for intro copy and subtitles

jumps over
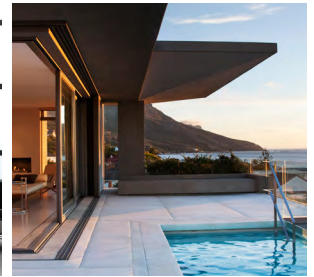the lazy dog
Roboto Regular for body text

BRAND IMAGERY

- Use simple, clean imagery with natural lighting

- We should always strive to represent diversity and inclusiveness in our images

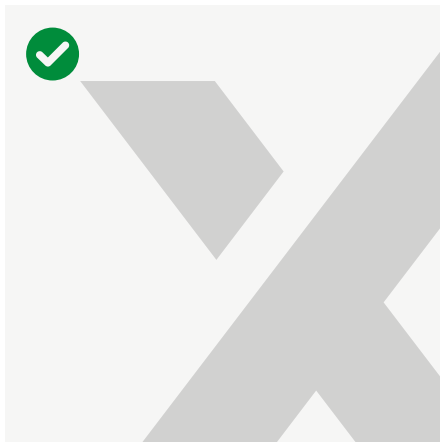- Color must always complement chosen image

Professional Corporate

High-End Staging

Dynamic Architectural Compositions

BRAND PATTERN

- The mark of our brand and has the sole purpose of making our assets and imagery more ownable, sophisticated and polished

- The upper right side is meant to convey growth, positivity and a forward-facing mindset
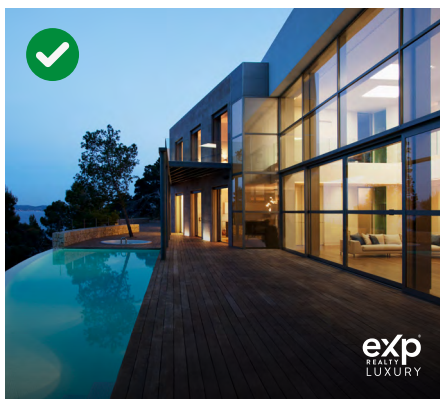

BLACK - 15% OPACITY

WHITE - 15% OPACITY

LOGO & PATTERN USAGE

LOGO USAGE:

- Care must be taken to create well balanced and considered compositions

- Choose a light or solid-colored area to ensure the logo doesn't get lost in the background

- Only use two-color logo on solid black or white backgrounds. Use one-color black or white logo option on color photographs.

PATTERN USAGE:

- Full color on print assets. No transparency.

- When using web assets over imagery, always use at 10% transparency to ensure the background is visible through it.