

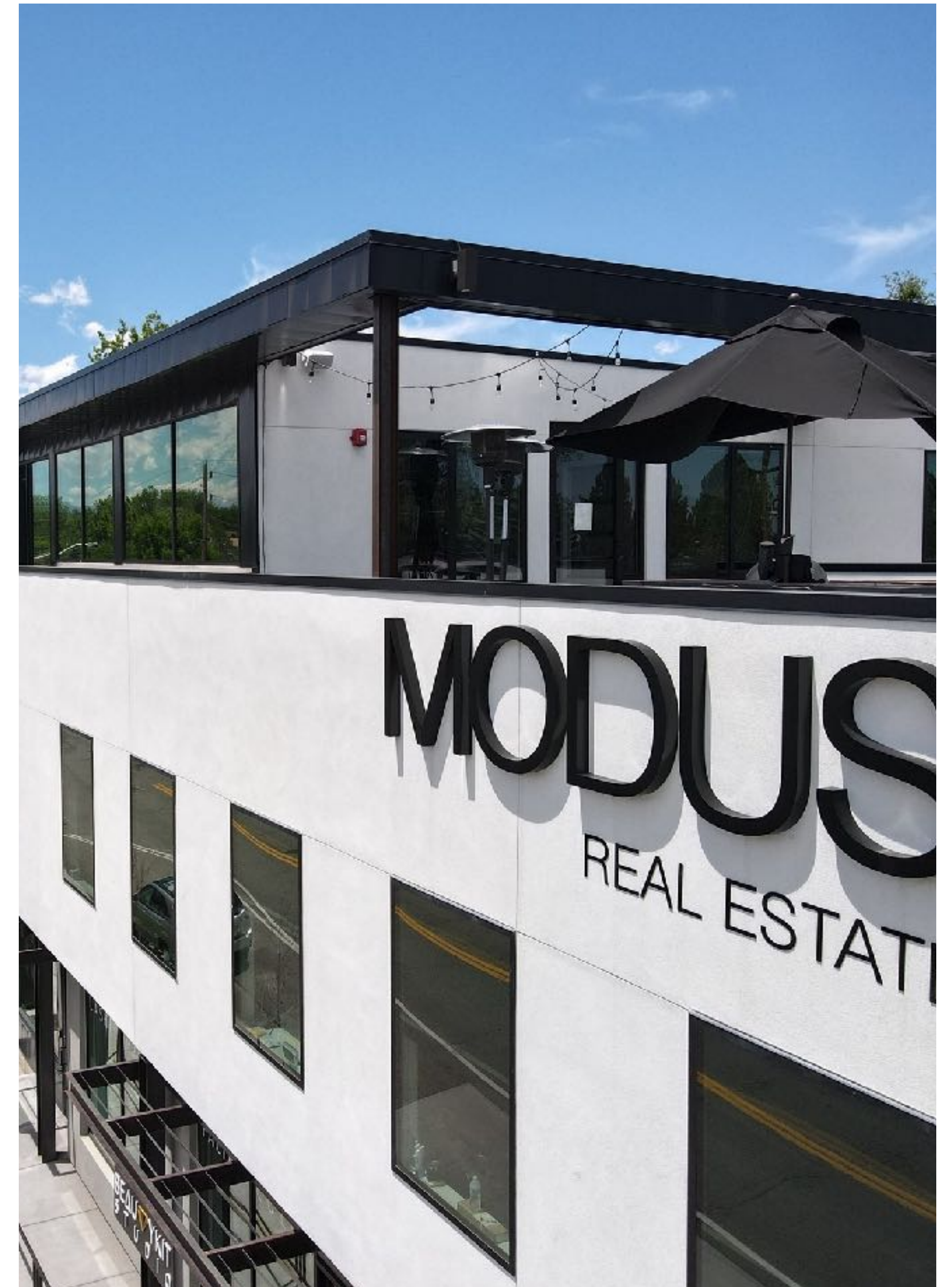
# MODUS

REAL ESTATE

Brand Guideline  
2023

**MODUS OPERANDI (M.O.)  
AN AGENCY'S PREFERRED  
MEANS OF DOING BUSINESS.**

**WE ARE BUILT  
*BY AND FOR*  
ENTREPRENEURIAL  
TOP PRODUCERS.**



# WE TAKE SERVICE *TO THE NEXT LEVEL.*

We empower and support entrepreneurial top producers in their pursuit of success through:

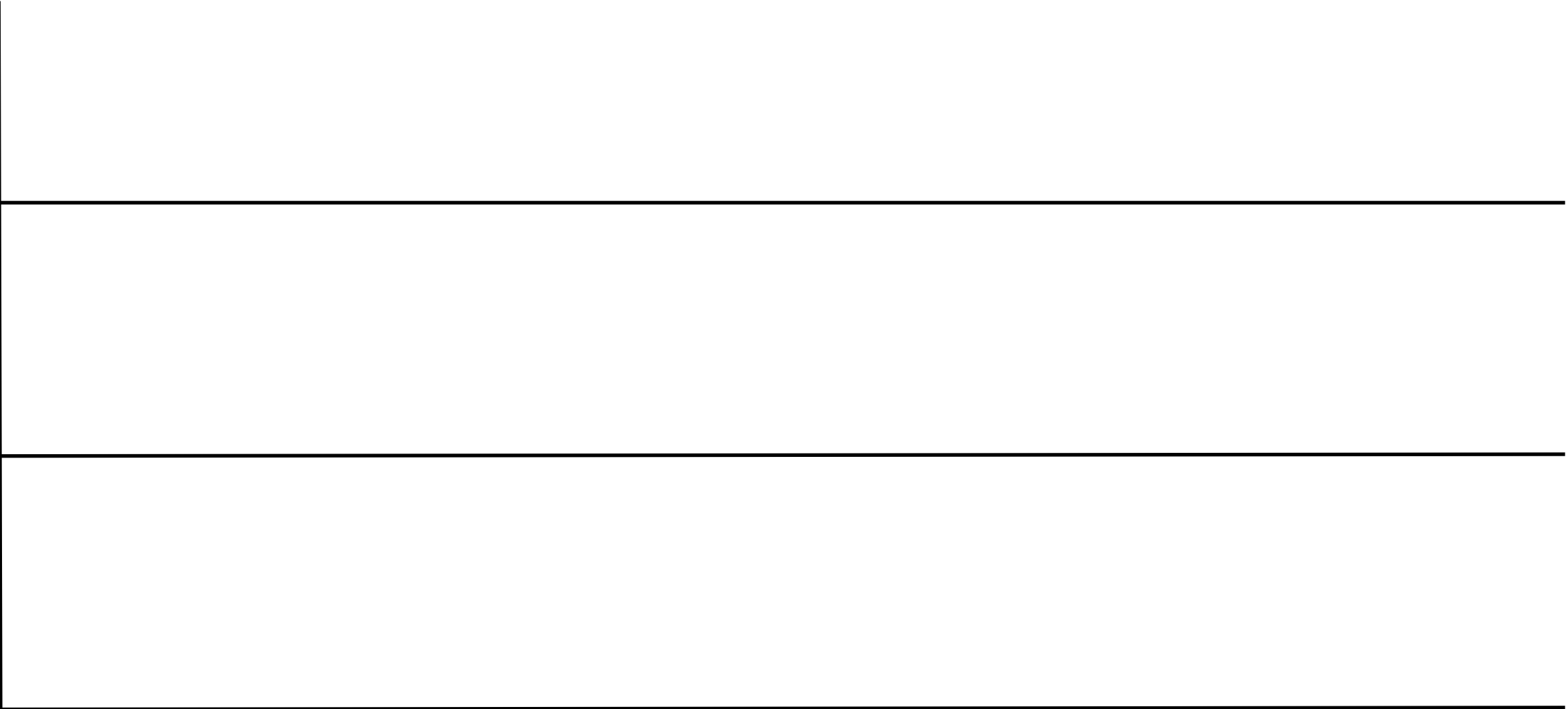
Next-Level Real Estate Services

Trailblazing Technology

Collaborative Community Focused on Growth and Achievement



Brand Voice

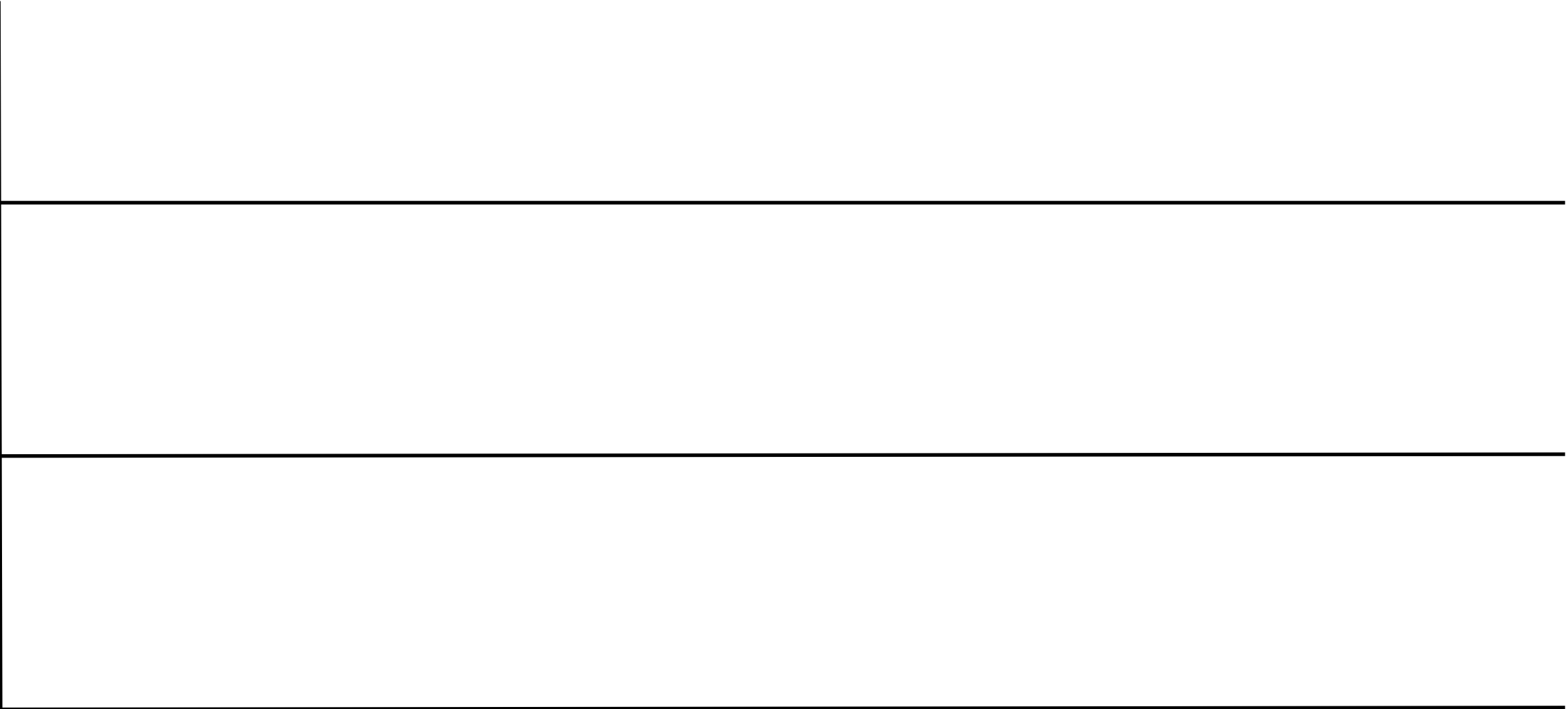


**TRAILBLAZING**

**ENTREPRENEURIAL**

**INDUSTRY EXPERTS**

**Brand Voice**



**TRAILBLAZING**  
**ENTREPRENEURIAL**  
**INDUSTRY EXPERTS**

The brand tone of voice for a company built by and for entrepreneurial top producers is:

- CONFIDENT**
- DRIVEN**
- ASPIRATIONAL**

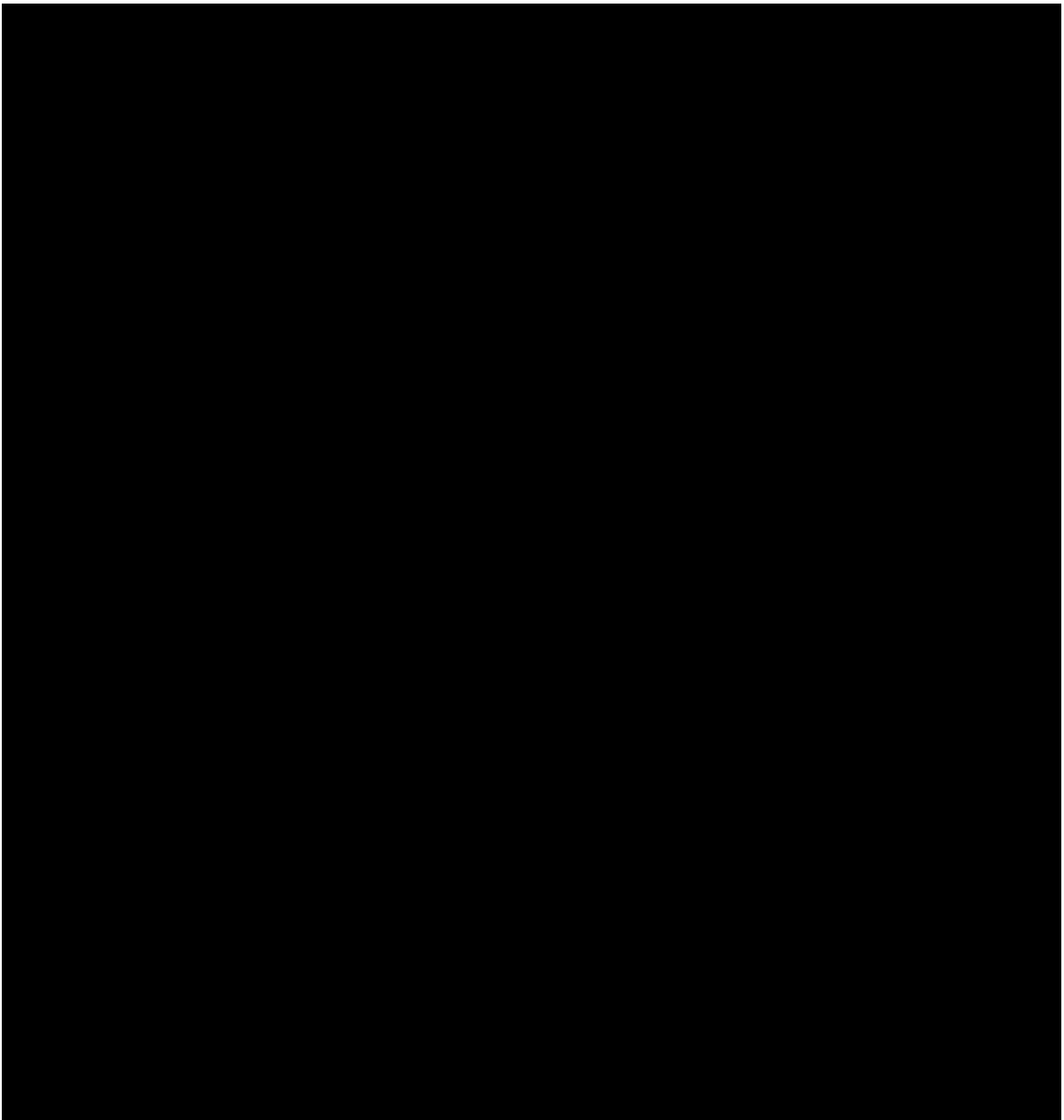
The tone conveys a sense of success and ambition while being approachable and supportive.

The language is professional and informative, yet also inspiring and motivating. The tone evokes a sense of community and support for entrepreneurial top producers, and conveys the message that the brand is a trusted partner for those looking to reach their goals and succeed in their endeavors.

# VISUAL FOUNDATION

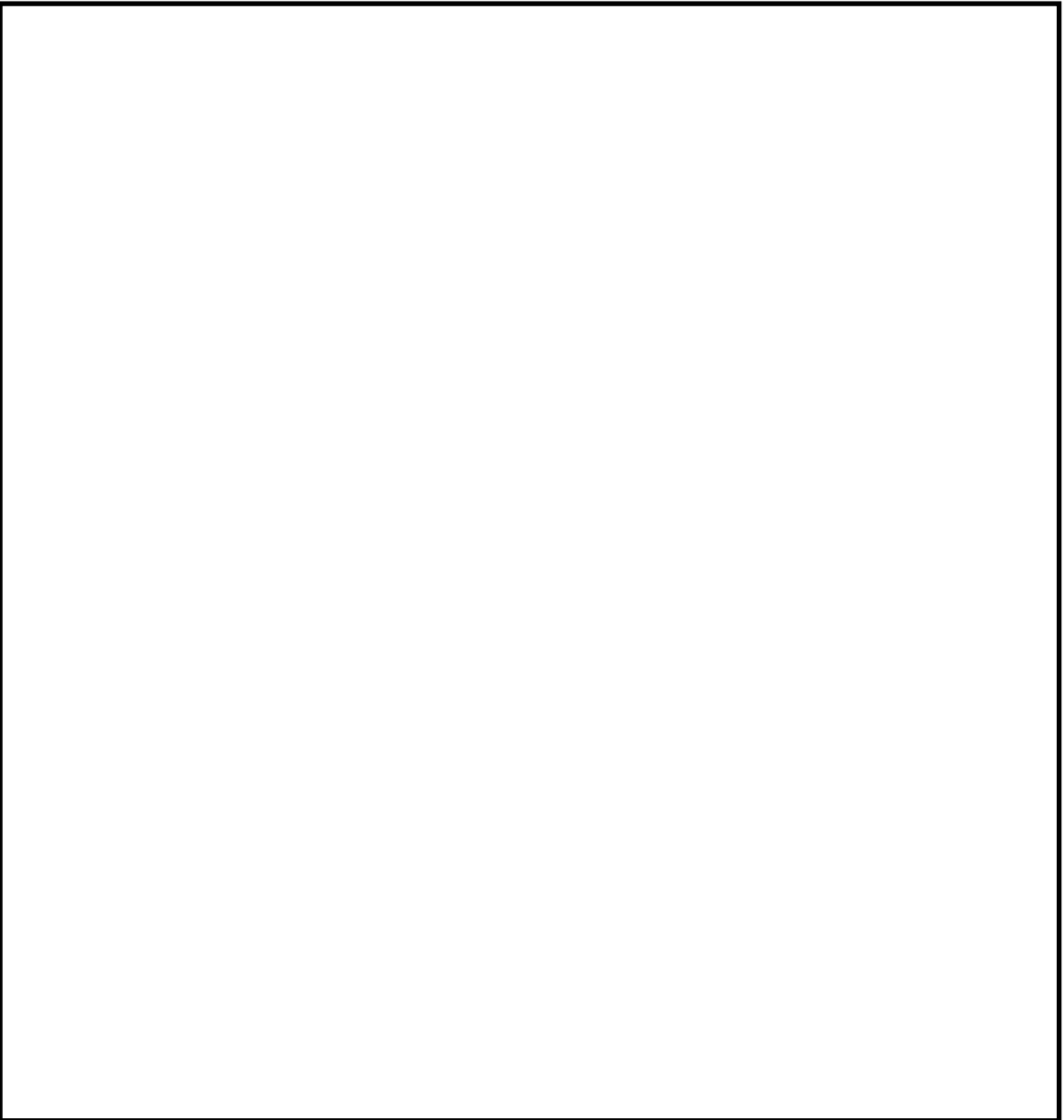
**Brand Colors**

---



**BLACK**

CMYK: 75.68.67.90  
RGB: 0.0.0  
HEX: #000000  
PANTONE: Black C



**WHITE**

CMYK: 0.0.0.0  
RGB: 255.255.255  
HEX: #ffffff  
PANTONE:



**GREY**

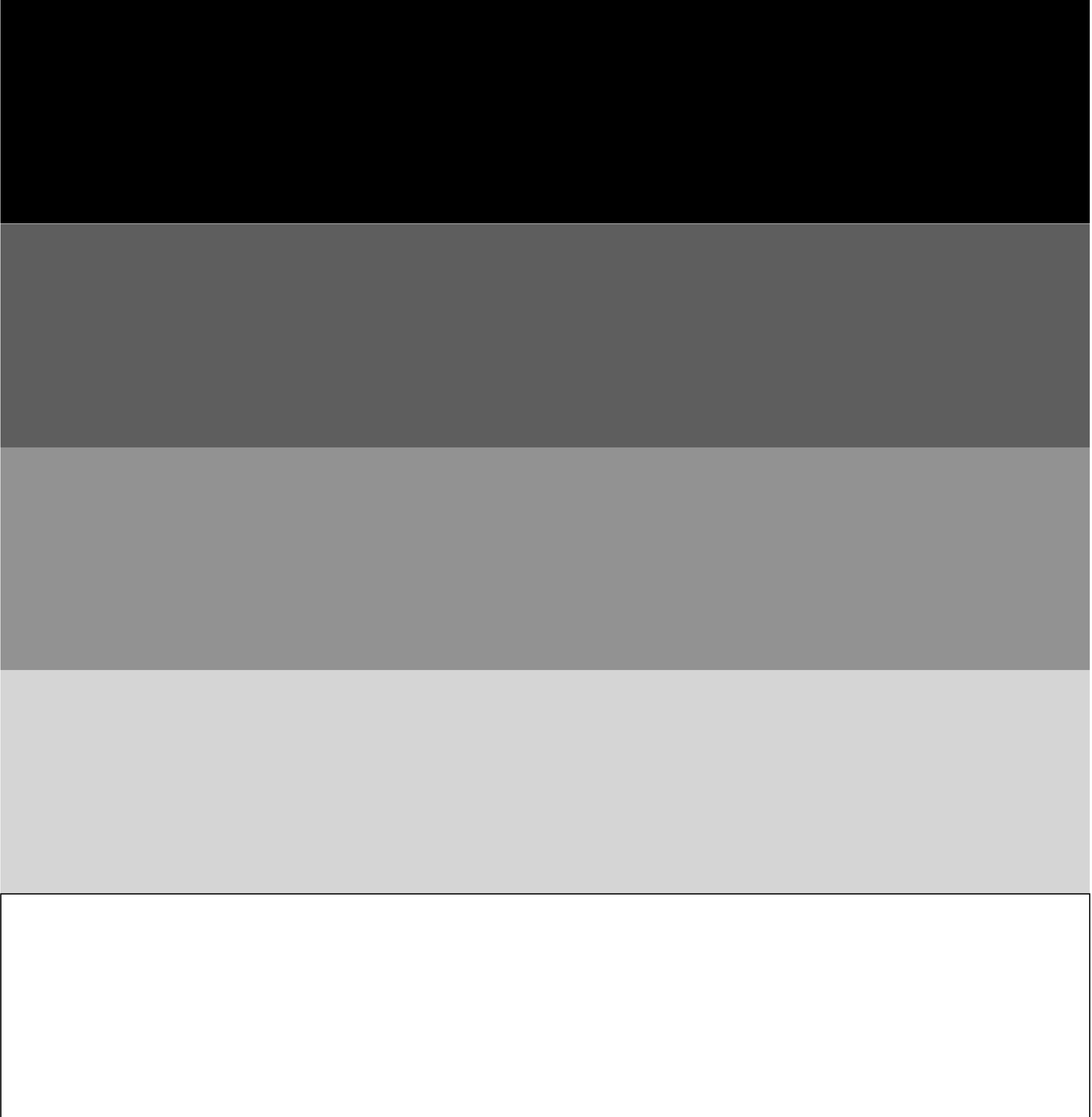
CMYK: 37.30.31.0  
RGB: 167.165.165  
HEX: #a7a5a5  
PANTONE:



# Brand Colors

---

100%	<b>BLACK</b>	CMYK: 75.68.67.90 RGB: 0.0.0 HEX: #000000 PANTONE: Black C
75%	<b>DARK GREY</b>	CMYK: 62.53.53.25 RGB: 94.95.94 HEX: #5e5f5e
50%	<b>GREY</b>	CMYK: 37.30.31.0 RGB: 167.165.165 HEX: #a7a5a5
25%	<b>LIGHT GREY</b>	CMYK: 15.12.12.0 RGB: 214.213.213 HEX: #d6d5d5
0%	<b>WHITE</b>	CMYK: 0.0.0.0 RGB: 255.255.255 HEX: #ffffff



# SWIS721 Ex BT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

# SWIS721 LtEx BT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

# POPPINS BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn**

**OoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789**

# POPPINS REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789

[Primary Logo](#)

# MODUS

REAL ESTATE

[Link to Logos](#)

MODUS  
REAL ESTATE

MODUS  
REAL ESTATE

Clearspacing



Logo Usage

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MODUS  
REAL ESTATE

~~MODUS  
REAL ESTATE~~

~~MODUS  
REAL ESTATE~~

~~MODUS  
REAL ESTATE~~

~~MODUS  
REAL ESTATE~~

~~MODUS  
REAL ESTATE~~



Regional Logos

MODUS | D  
REAL ESTATE | E  
N

MODUS | A  
REAL ESTATE | T  
X

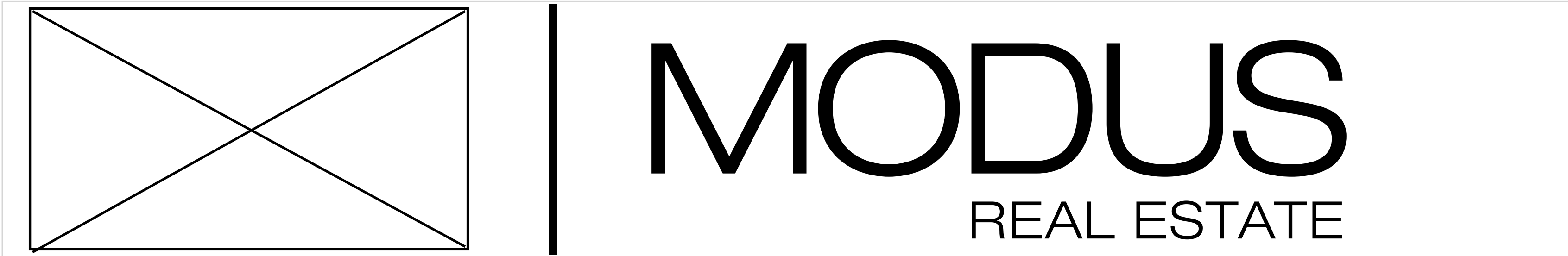
Link to Logos



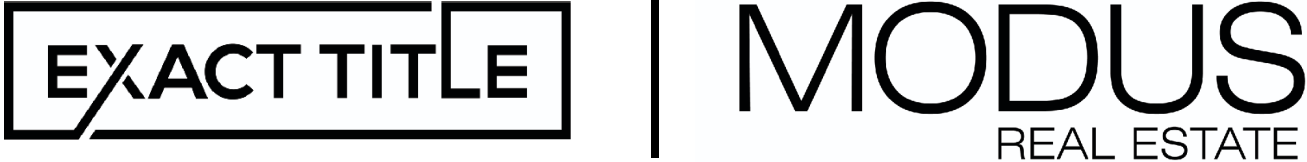
Regional Logos

MODUS | D  
REAL ESTATE | E  
N

MODUS | A  
REAL ESTATE | T  
X



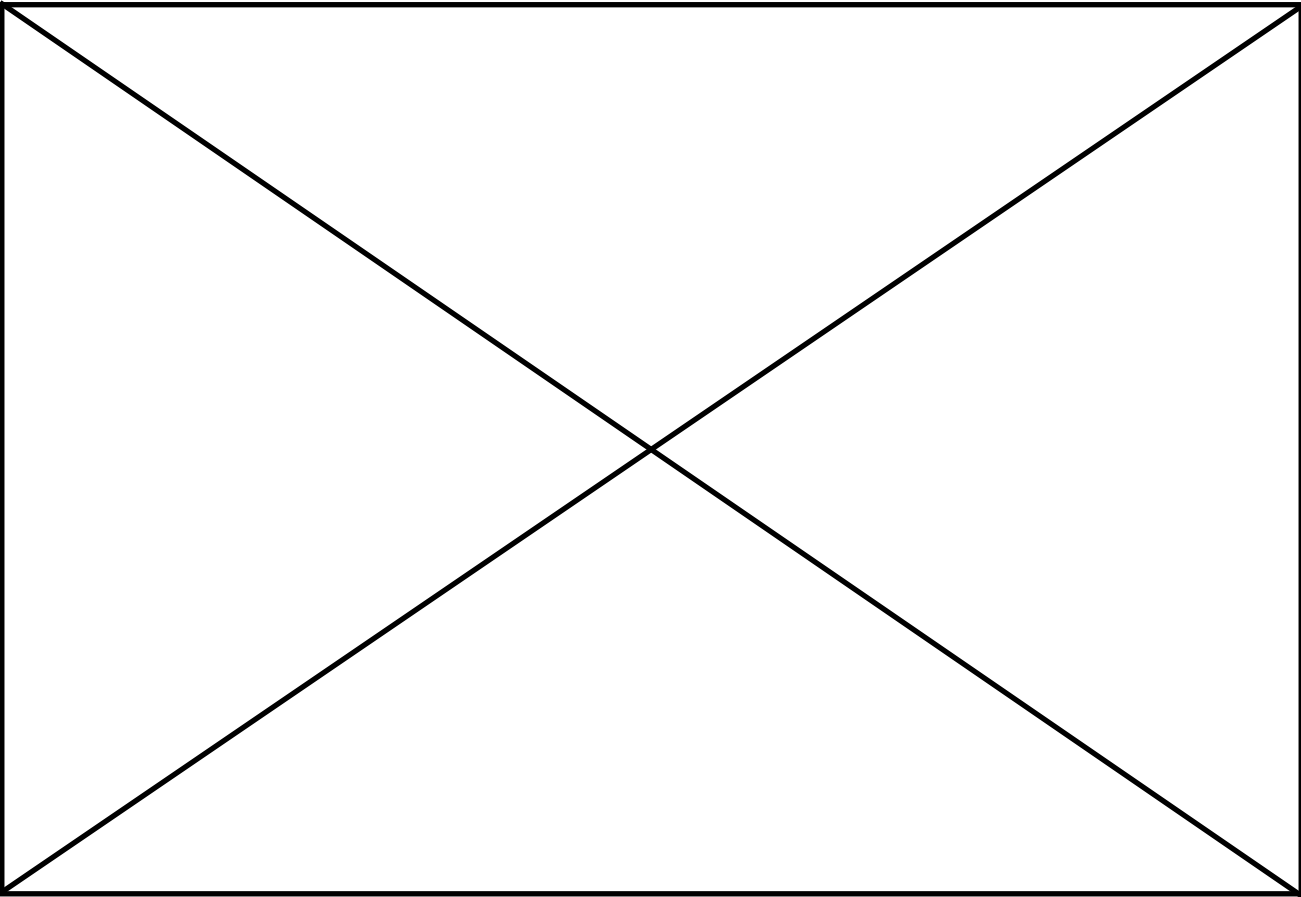
Co-Branding Scale



al

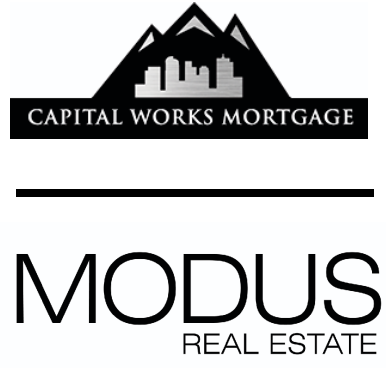


MODUS  
REAL ESTATE



MODUS  
REAL ESTATE

Co-Branding Scale



**Co-Brand Usage**

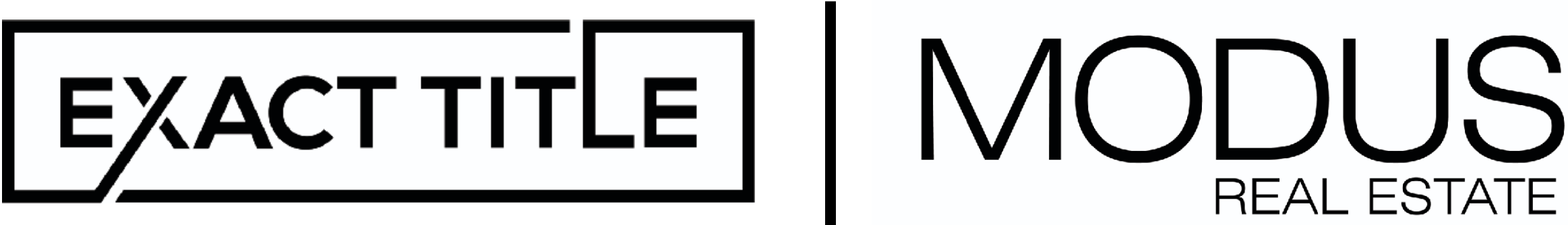
---

Co-Branding should always be black and white to ensure equal distribution of attention between brands. If not possible, all co-branded color logos need to be approved by MODUS.



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**MODUS**  
REAL ESTATE



**BRAND IN USE**

Realtor Sign w/ Co-Brand Logo

Link to Template

**MODUS**  
REAL ESTATE

**FOR SALE**

**aL**  
austin locals

**Austin Locals**  
GROUP

**512.920.5653**  
AUSTINLOCALS@MODUSREALESTATE.COM

For Listing Information  
Scan the QR Code



# Realtor Sign w/ Collaborator

MODUS Border  
.5" Margins & 3pt Stroke

For Sale  
(267pt Swiss 721 Extended)

Realtor Name  
(Adjust for 3/5 total)

Number  
(242pt Poppins Medium)

Number  
(70pt Poppins Medium)

MODUS Border  
.5" Margins & 3pt Stroke




Realtor Sign w/ Realtor

Link to Template


**MODUS**  
REAL ESTATE

**FOR SALE**




**Madison  
Morris**


**512.920.5653**  
MADISON@MODUSREALESTATE.COM



REALTOR



EQUAL OPPORTUNITY



MODUS  
REAL ESTATE

For Listing Information  
Scan the QR Code

# Realtor Sign w/ Realtor

MODUS Border  
.5" Margins & 3pt Stroke

For Sale  
(267pt Swiss 721 Extended)

Realtor Name  
(Adjust for 3/5 total)

Number  
(242pt Poppins Medium)

Number  
(70pt Poppins Medium)

MODUS Border  
.5" Margins & 3pt Stroke

**MODUS**  
REAL ESTATE

**FOR SALE**



**Madison  
Morris**

**512.920.5653**

**MADISON@MODUSREALESTATE.COM**

  
REALTOR



**For Listing Information  
Scan the QR Code**

Realtor Sign w/ Realtor No Photo

Link to Template

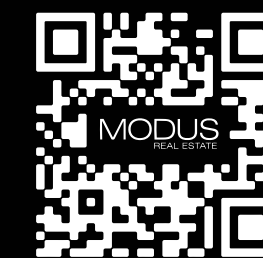
**MODUS**  
REAL ESTATE

**FOR SALE**

**Madison Morris**

**512.920.5653**

MADISON@MODUSREALESTATE.COM



For Listing Information  
Scan the QR Code

Realtor Sign w/ Realtor No Photo

MODUS Border  
.5" Margins & 3pt Stroke

For Sale  
(267pt Swiss 721 Extended)

Realtor Name  
(Adjust for centered)

Number  
(242pt Poppins Medium)

Number  
(70pt Poppins Medium)

MODUS Border  
.5" Margins & 3pt Stroke

**MODUS**  
REAL ESTATE

**FOR SALE**

**Madison Morris**

**512.920.5653**

MADISON@MODUSREALESTATE.COM

  For Listing Information  
Scan the QR Code



COMING SOON

UNDER CONTRACT

FOR LEASE

**OPEN HOUSE**



**MODUS**  
REAL ESTATE

MODUSREALESTATE.COM



Open House Sign



# TOWNHOMES FOR SALE

FROM THE MID

**\$600,000 – \$800,000**

FIND OUT MORE:

TEJON11.COM

Skyler Moore

Ciaran O'Brien

303.229.6582

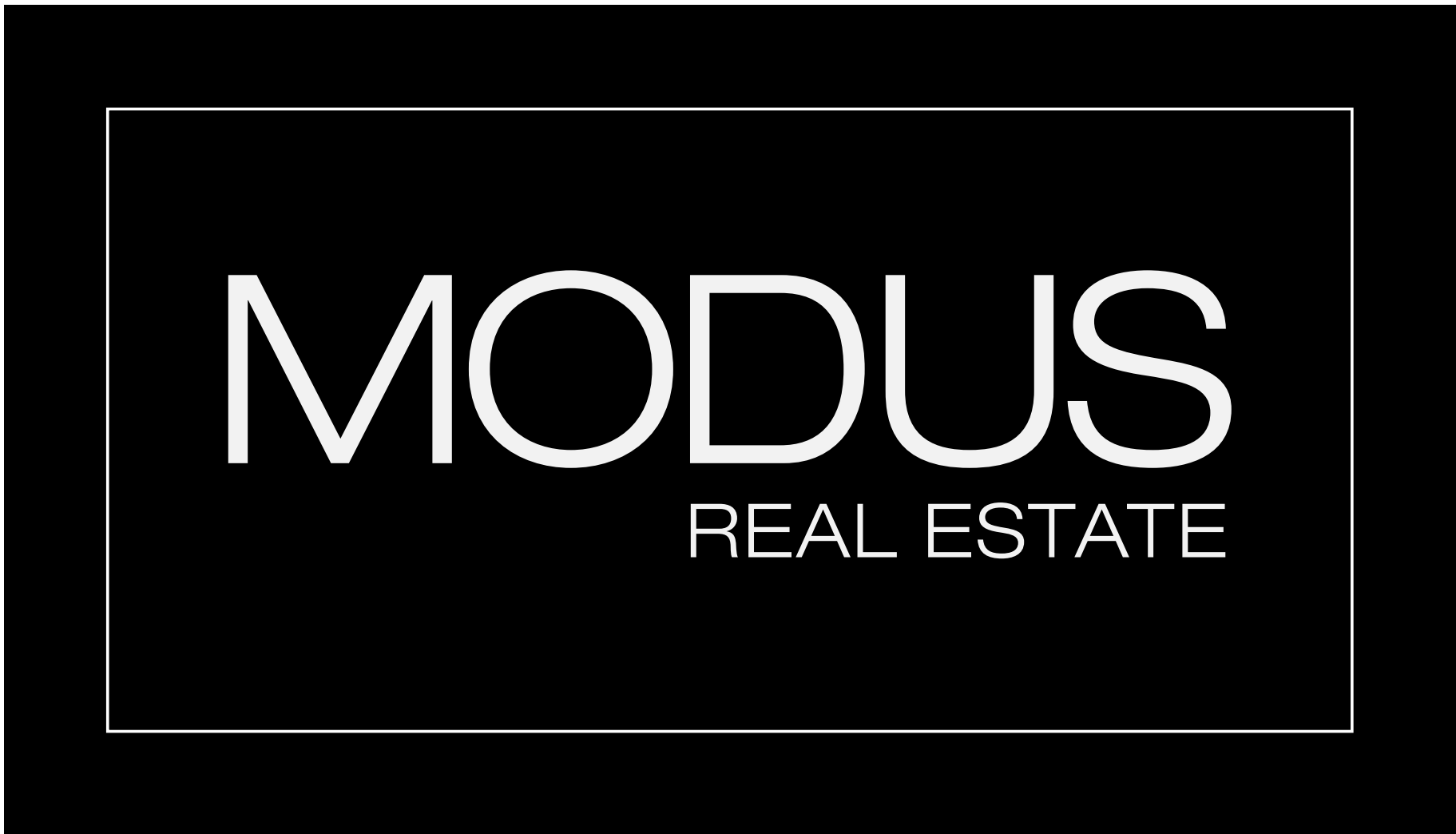
skyler@modusrealestate.com

**MODUS**  
REAL ESTATE

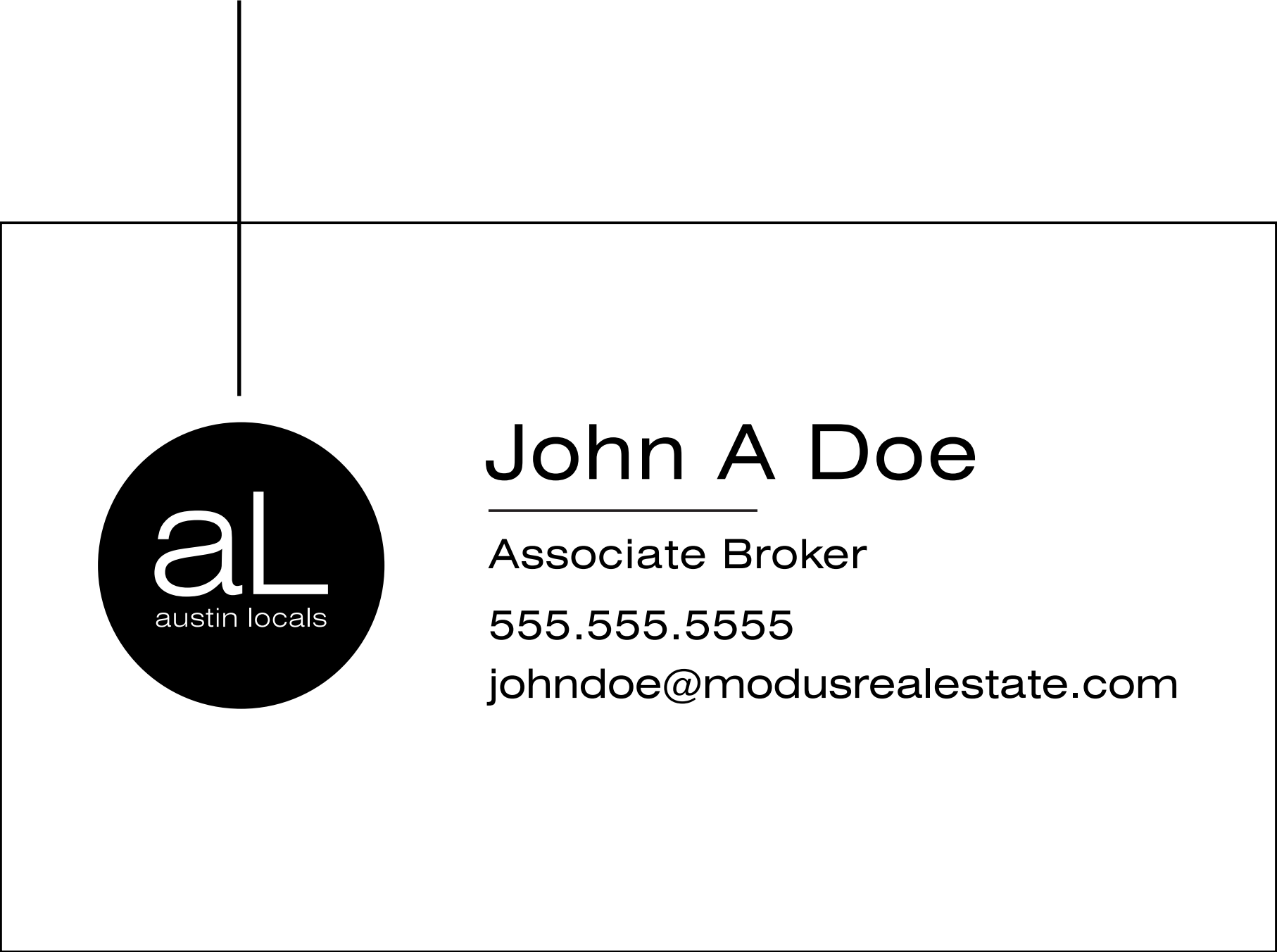
Open House Sign



Business Cards

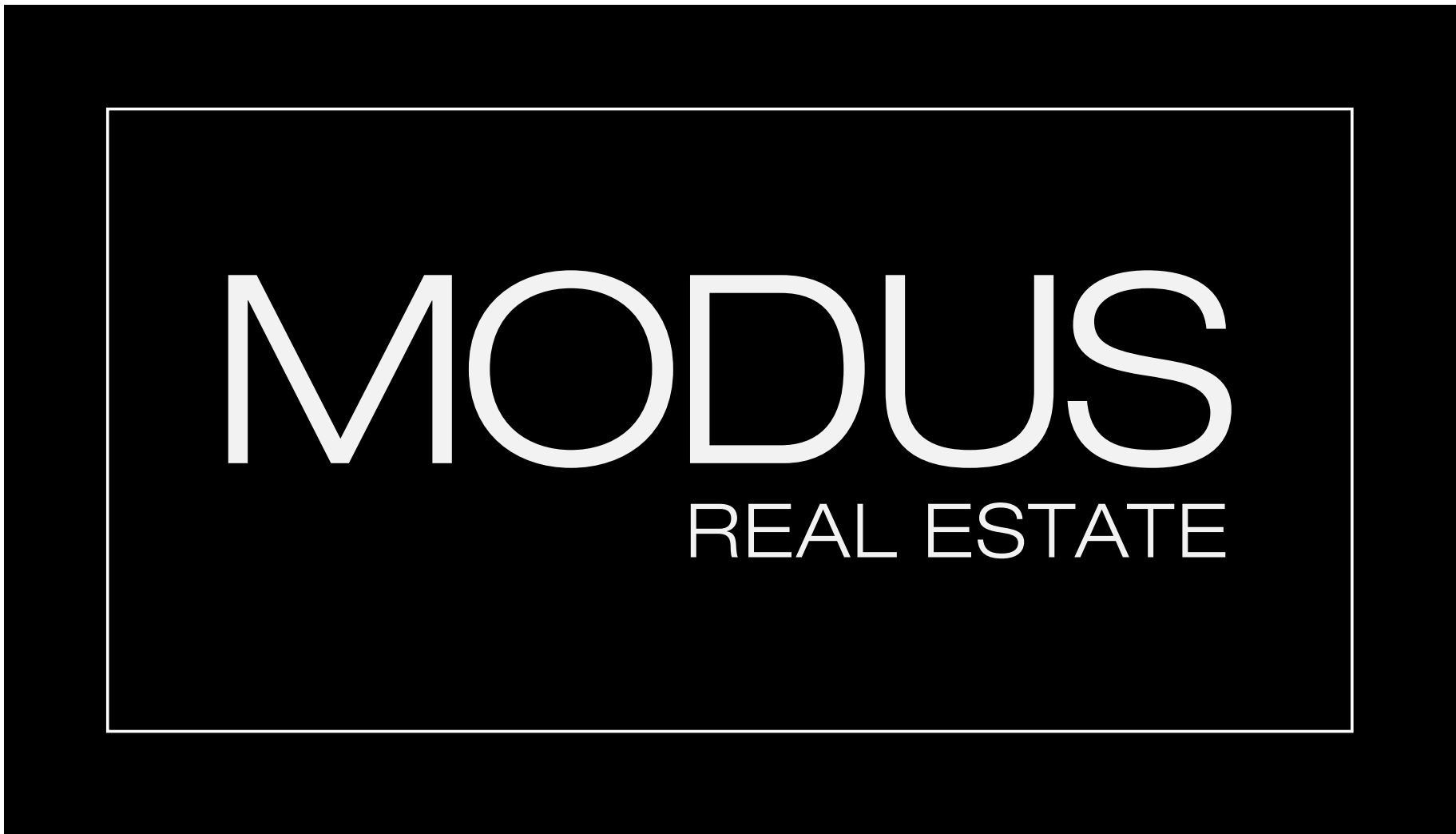


With Logo

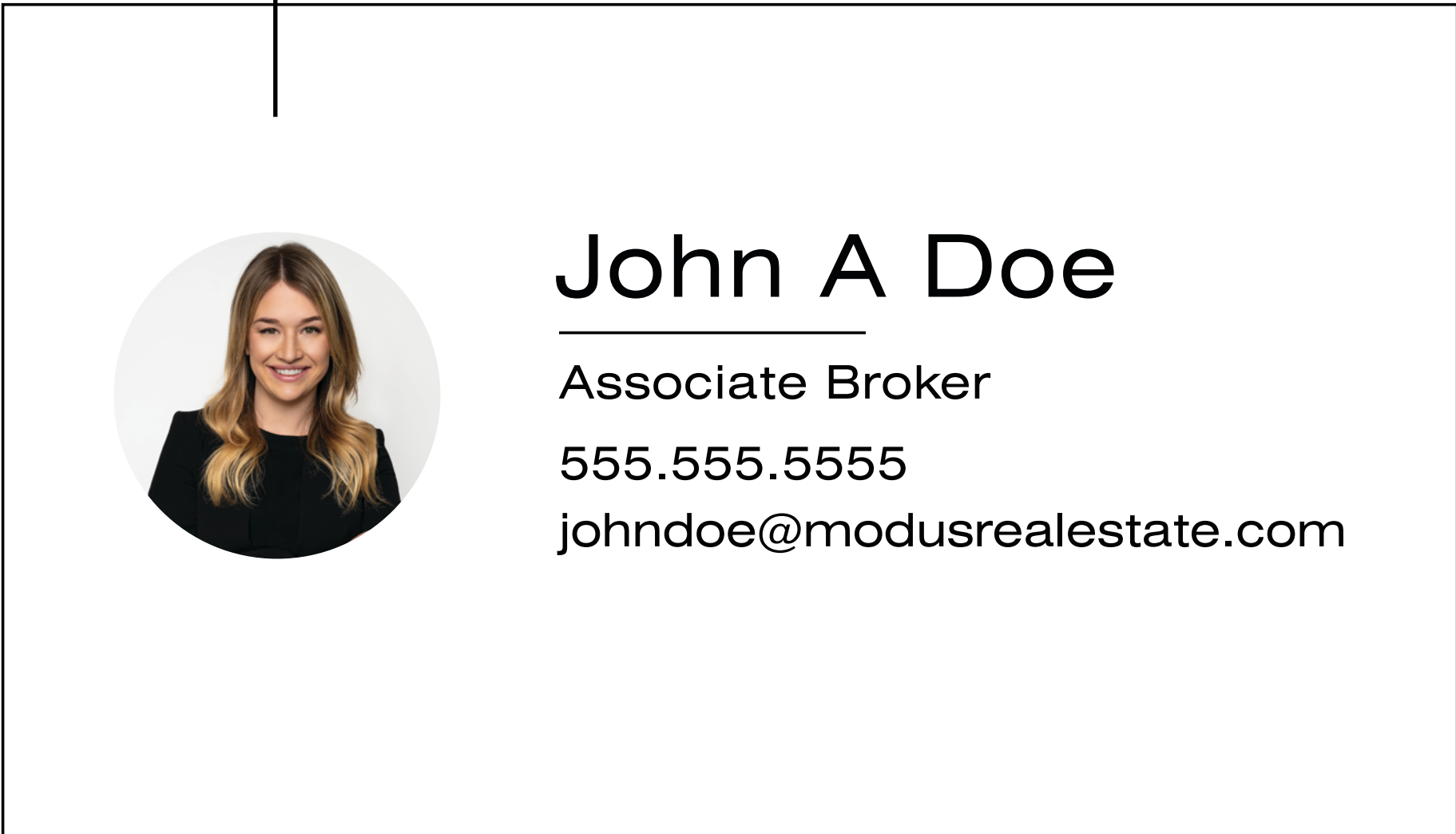


Link to Template

Business Cards

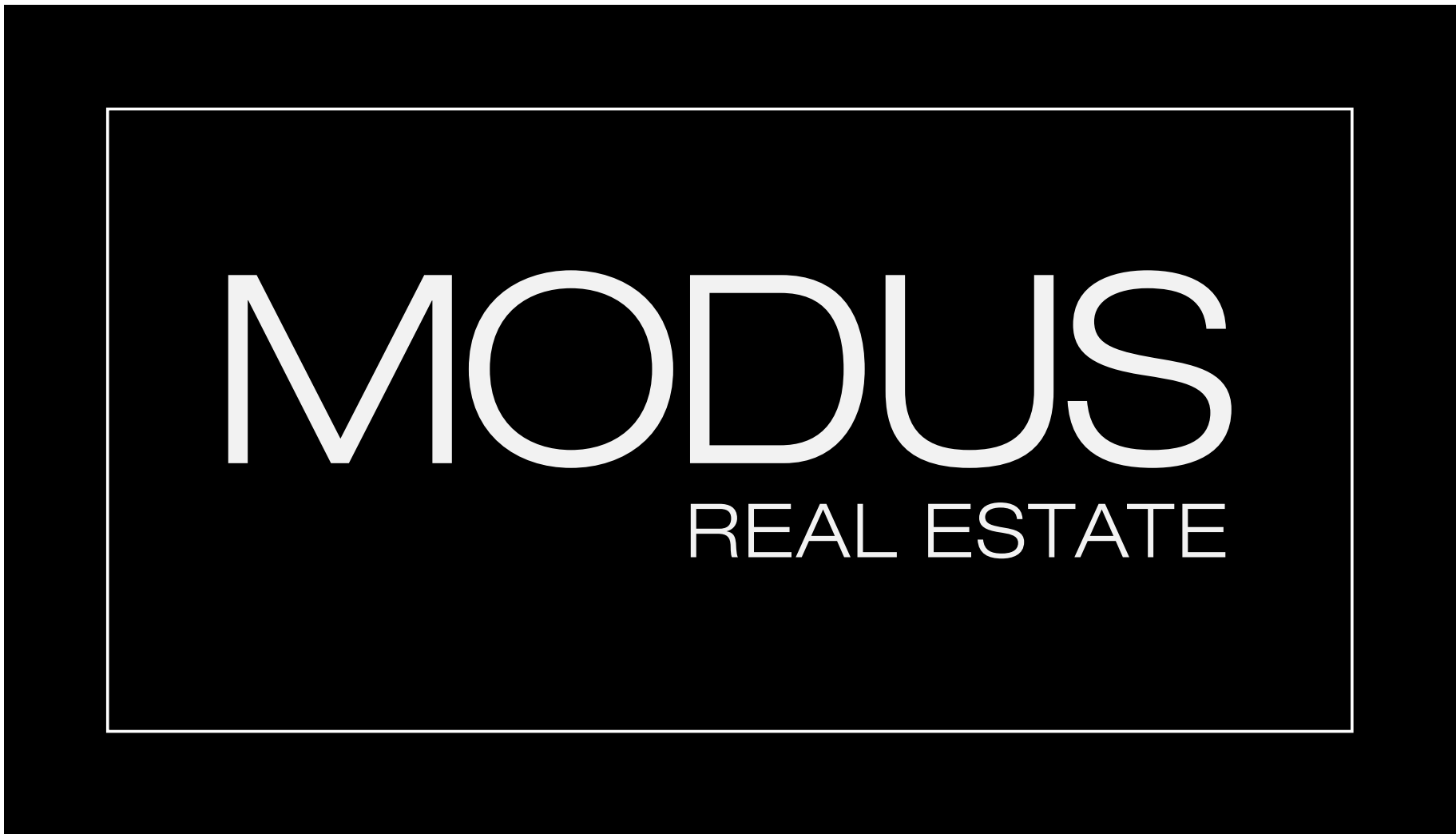


With Portrait

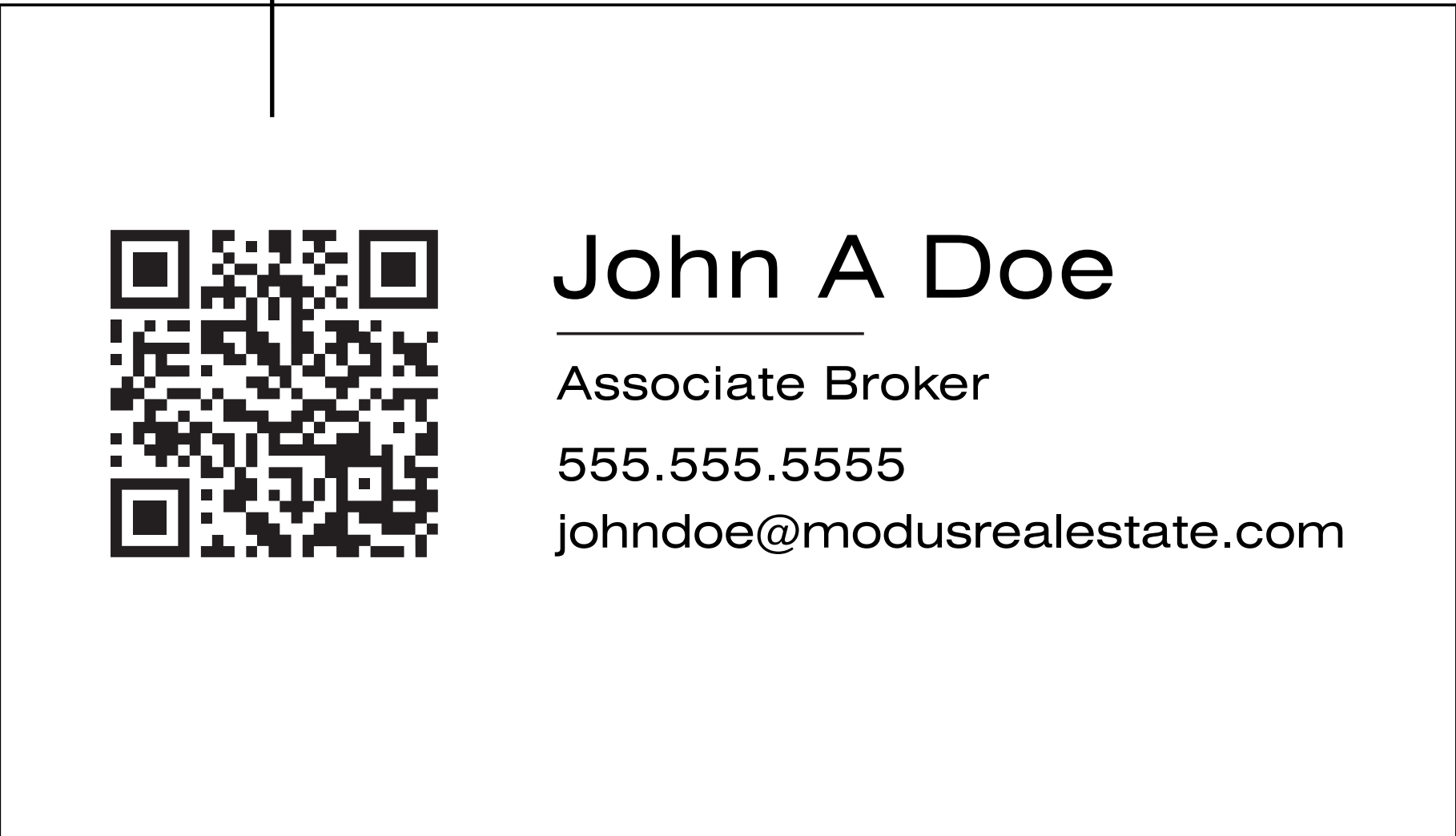


Link to Template

Business Cards



With QR Code



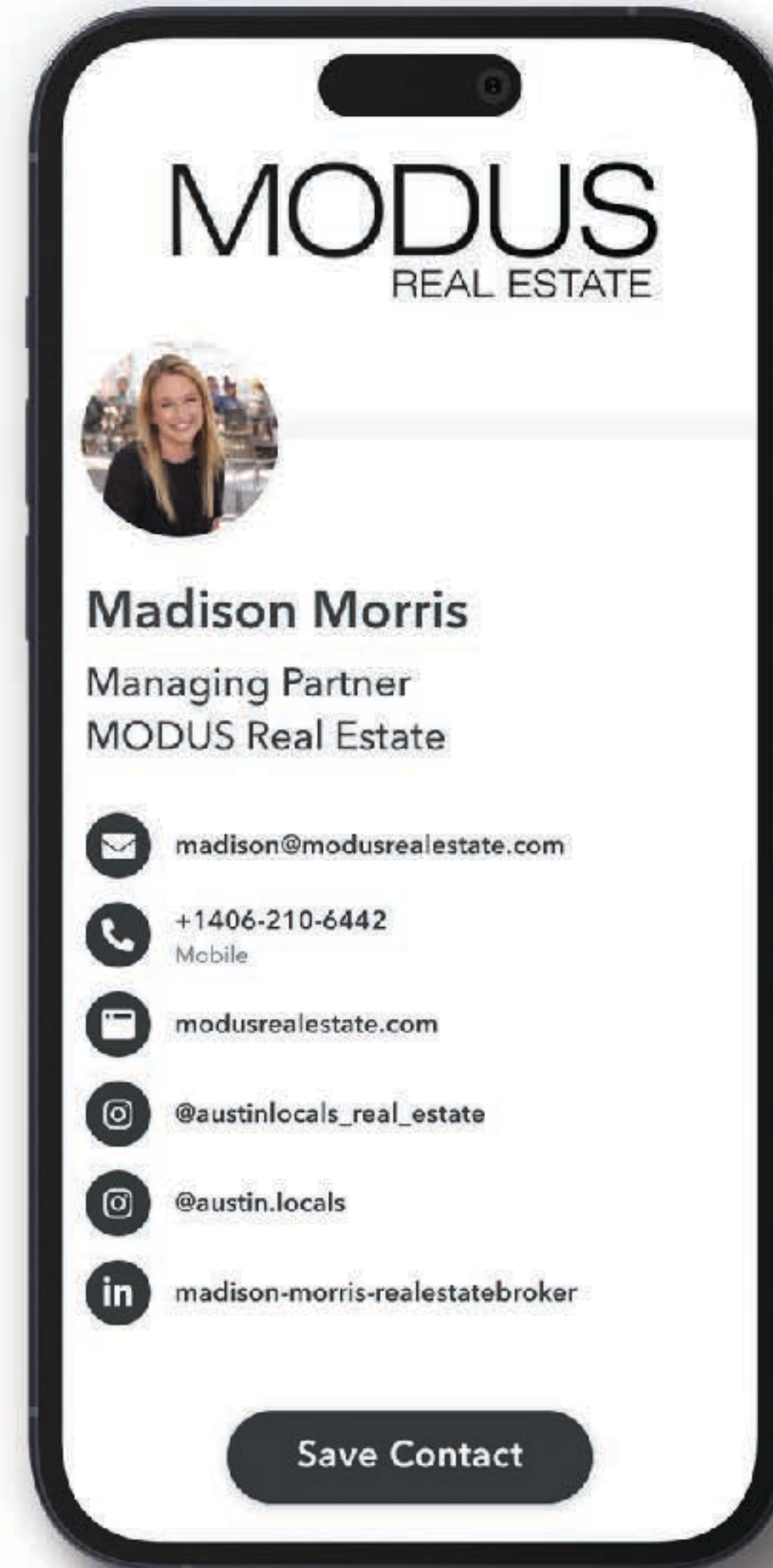
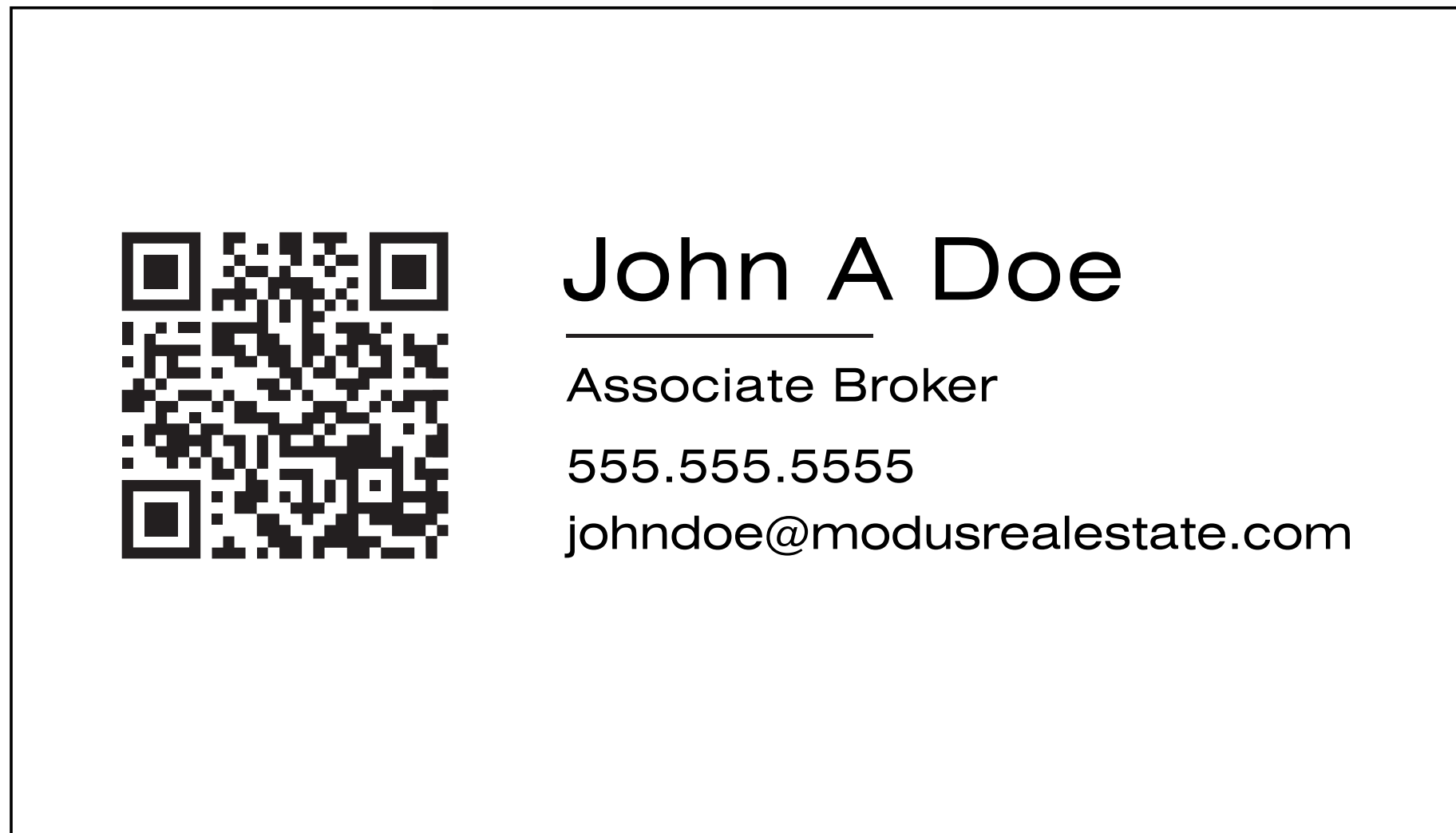
Link to Template

## Business Cards

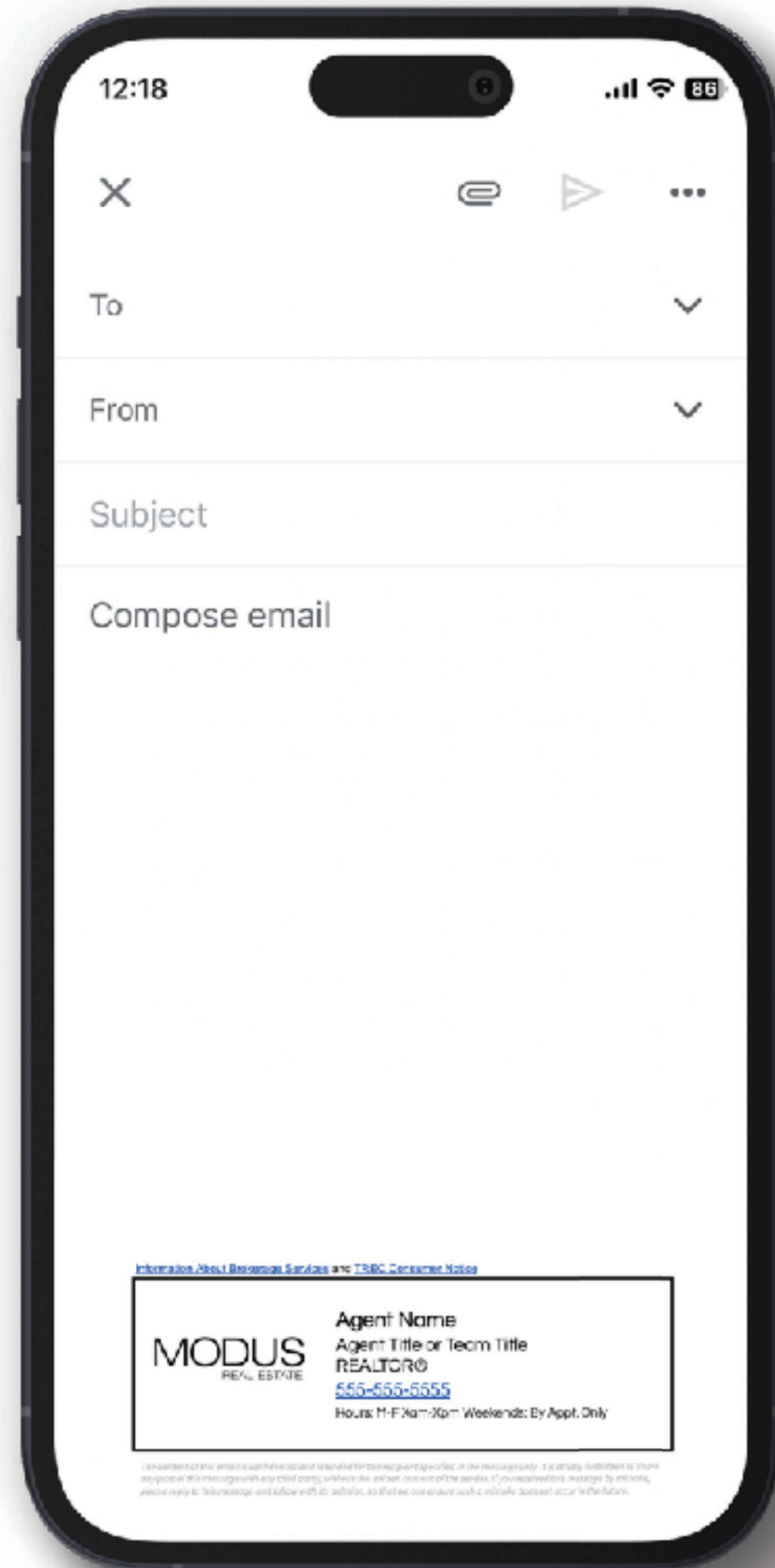
---

The tone conveys a sense of success and ambition while being approachable and supportive.

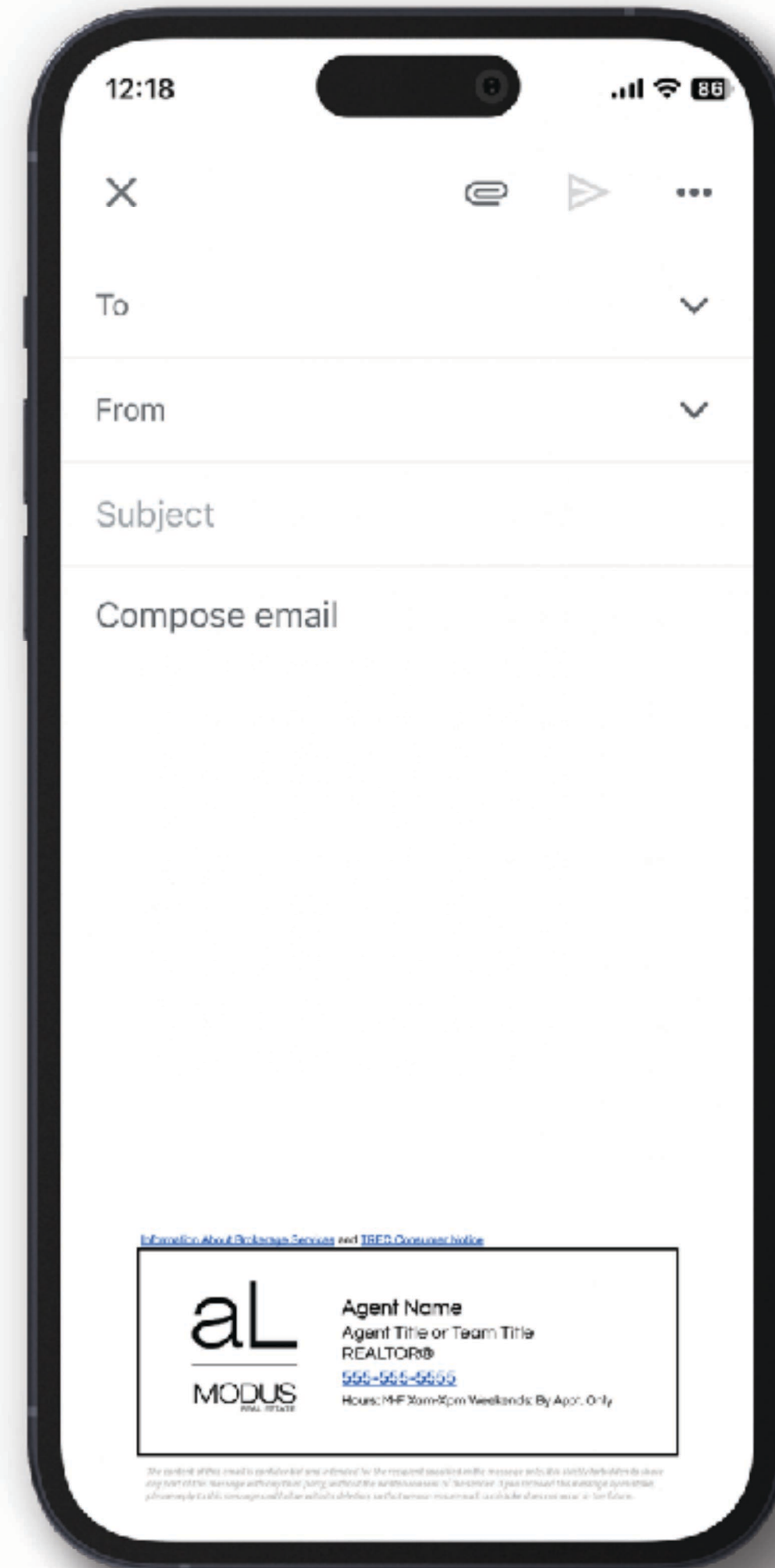
The language is professional and informative, yet also inspiring and motivating.



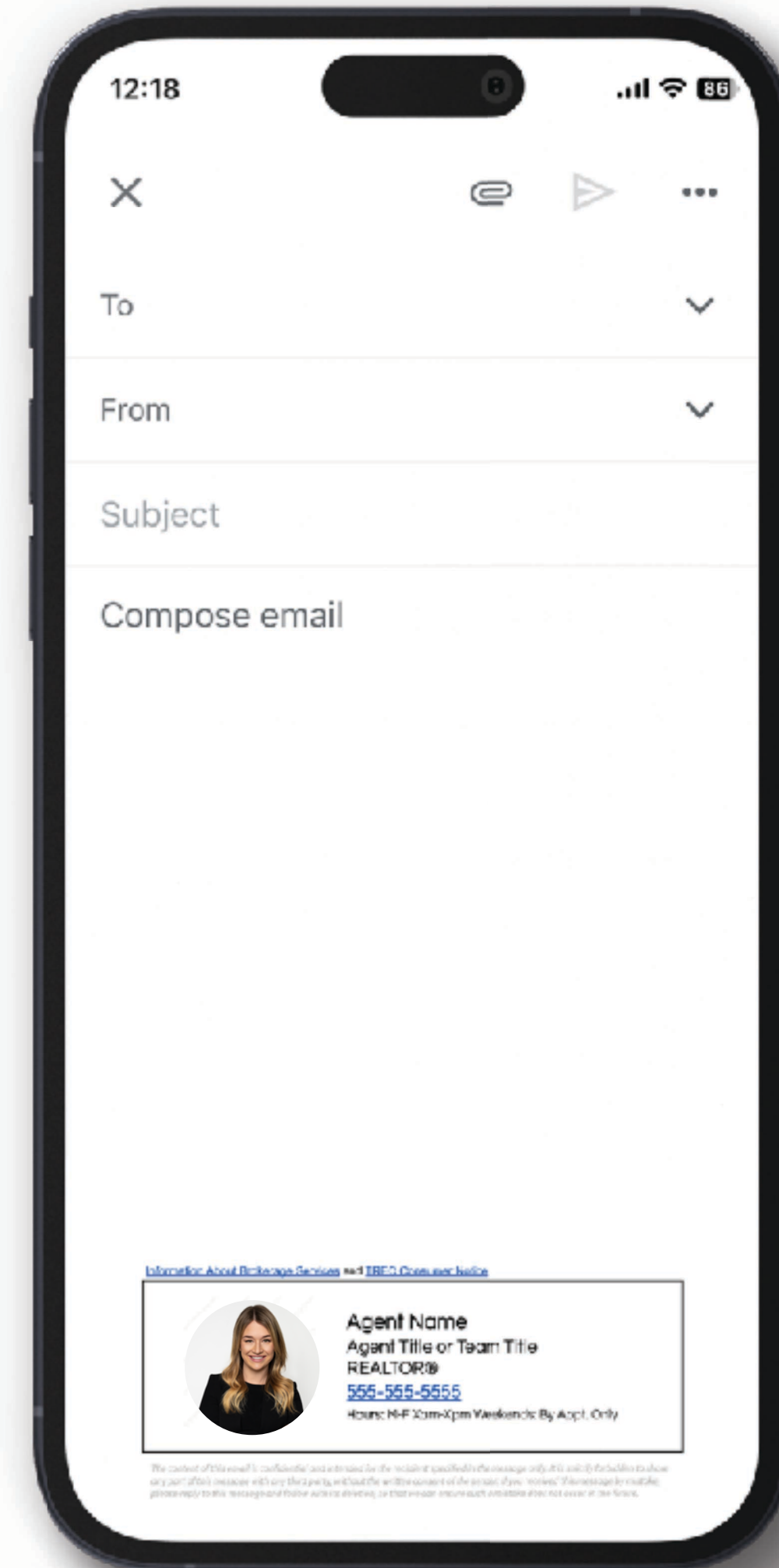
# Email Signatures



Modus Logo



Co-Branded Logo

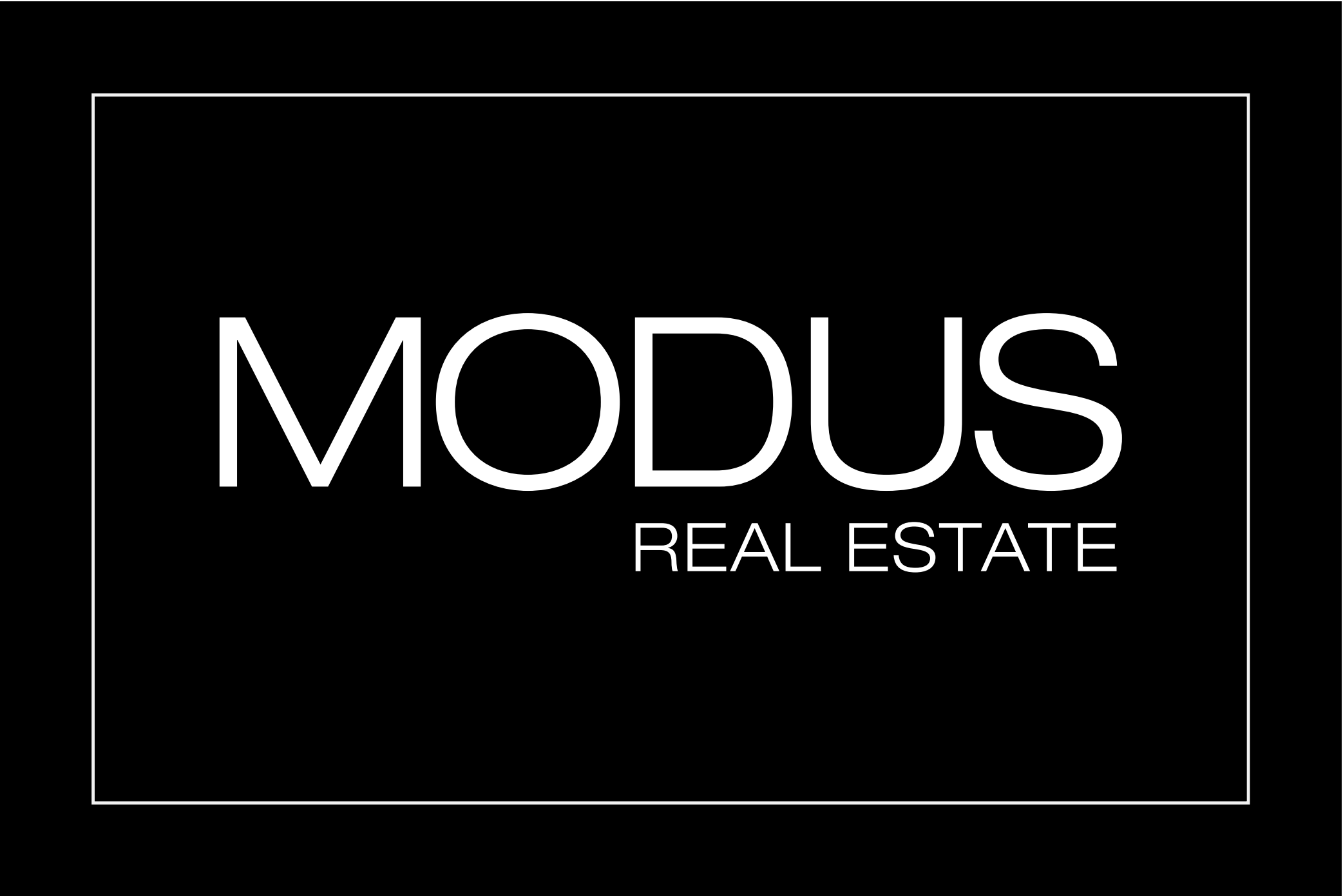


Agent Portrait

[Link to Template](#)



Postcards



Link to Template

# Social Media Templates



# Link to Template

**PHOTOGRAPHY**

# Headshots

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The language is professional and informative, yet also inspiring and motivating.



# Headshots

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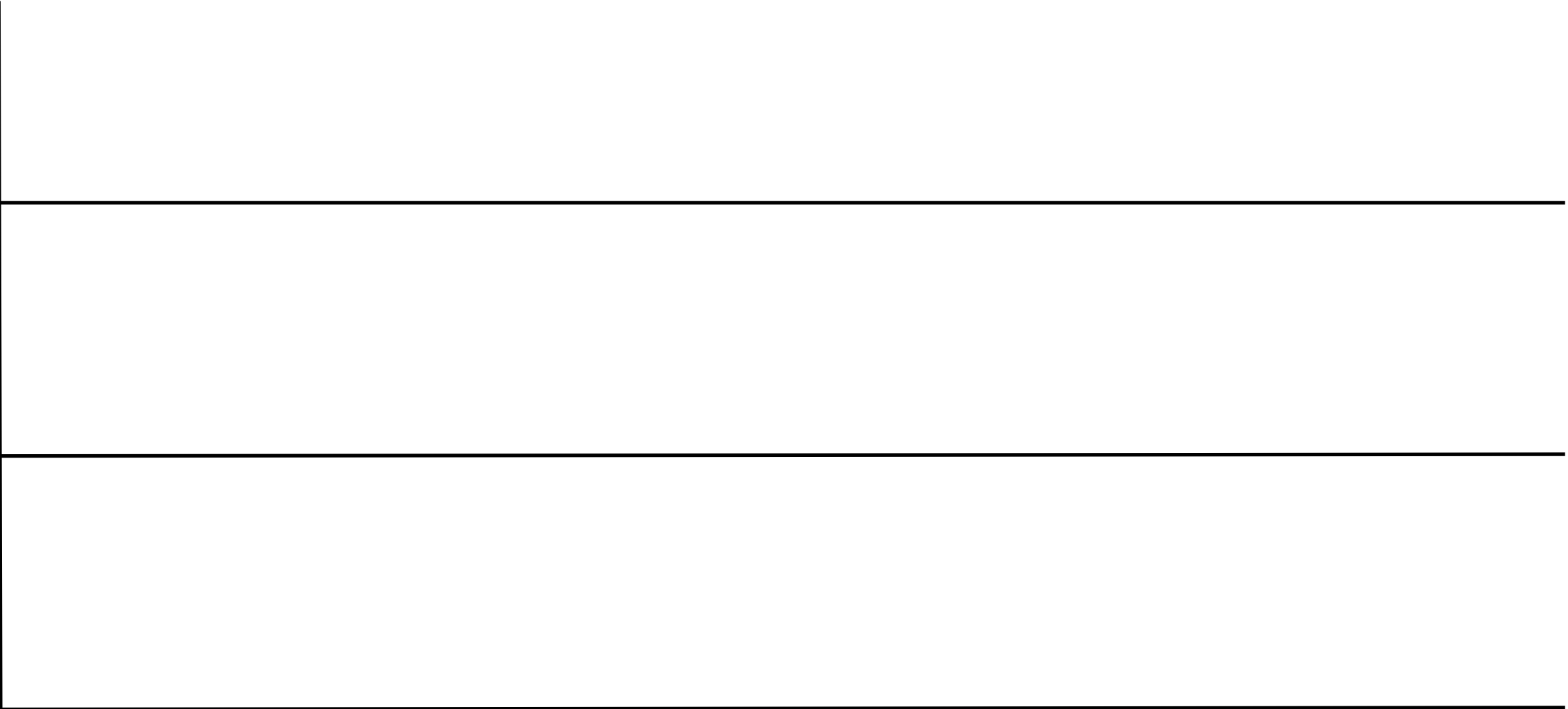
The language is professional and informative, yet also inspiring and motivating.



Life Style Images



Interior Photos



**BRIGHT**

**LIVELY**

**BEAUTIFUL**

**THINGS TO KEEP IN MIND:**

Shoot wide to show the entirety of each space.

Mix in a few medium 24mm or so shots and tight detail shots to show interior design pieces, unique decor, staged or unique decor.

Once I receive edits from my editor, I take the feel from the house and re-edit using presets. Get a feel for the vibe of the house if bright and airy then use a preset to match if dark and rustic same thing.

Interior Photos

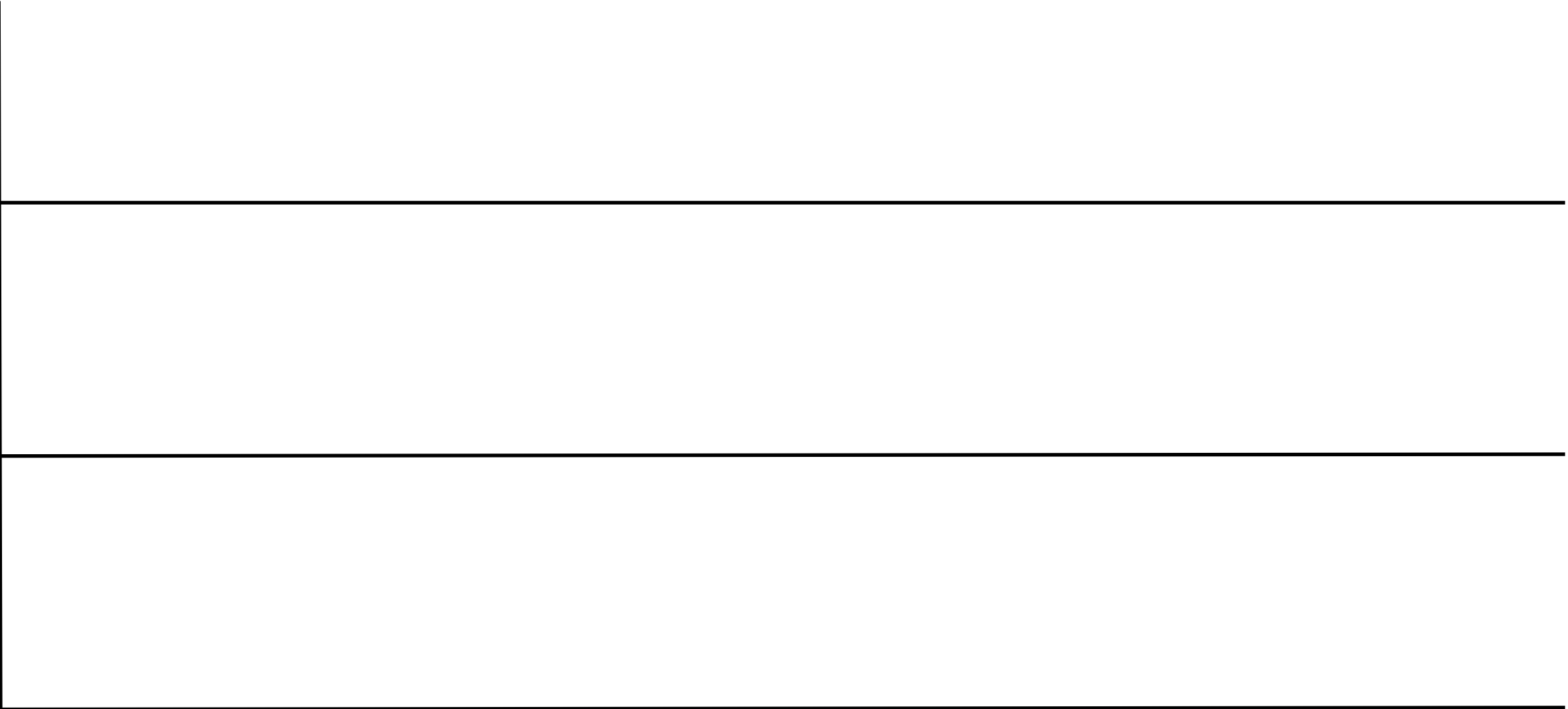




Interior Photos



Exterior Photos



**BRIGHT**

**LIVELY**

**BEAUTIFUL**

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# Exterior Photos



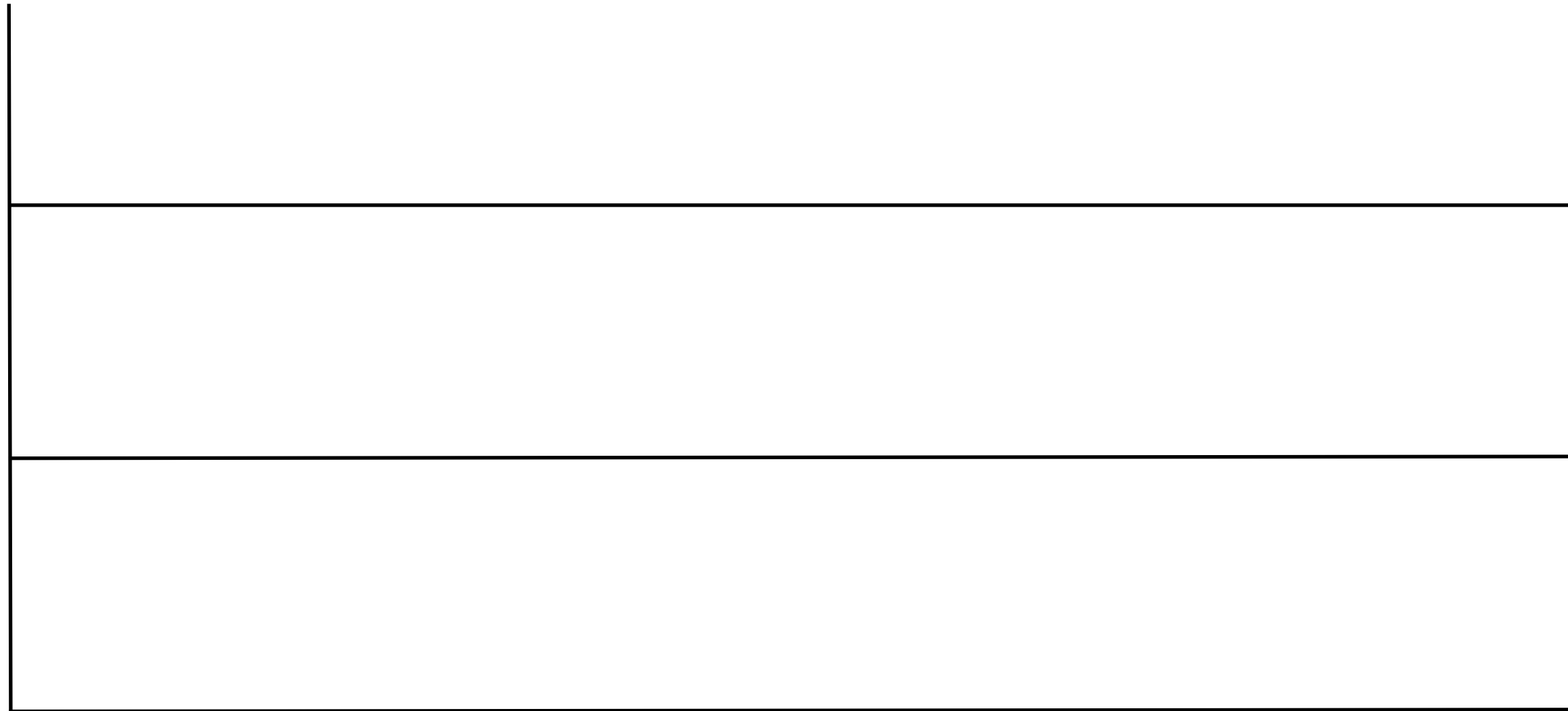
WWW.1481BRENTTONWOOD.COM



# Exterior Photos



## Aerial Photos



**BRIGHT**

**LIVELY**

**BEAUTIFUL**

### THINGS TO KEEP IN MIND:

Shoot wide to show the entirety of each space.

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Aerial Images

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Aerial Images

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# MODUS

REAL ESTATE