
Your Real Estate Brand Style Guide

Decide these once, use them everywhere. Consistency is what makes a brand recognizable.

VOICE

Three words that describe how you sound: _____, _____, _____

We sound like: _____

We never sound like: _____

COLORS

Primary: _____ Secondary: _____ Accent: _____ (write the hex codes)

FONTS

Headings: _____ Body: _____

LOGO AND PHOTO

Logo files saved in one place (light and dark versions).

Current professional headshot used everywhere.

A consistent photo style for listings and content.

THE PROMISE

In one sentence, what every client should expect from your brand:

Skip the gimmicks. You do not need a clever slogan. A clear niche, a consistent look, and a reputation you earn will out-market any tagline.