The Brand
Our mission statement

Dedicated to innovating and developing the best CRM in the real estate industry backed up with amazing customer support to give our members one simple platform to run and organize every aspect of their business. We value building deep long lasting partner relationships to integrate other technologies into our system. We strive to continually enhance our platform and increase the productivity of our customers. We do it all from an uplifting productive work environment that allows our employees to learn and grow daily.

As we grow as a company, it has become more and more important to explicitly define the core values from which we develop our culture, our brand, and our business strategies. These are the twelve core values that we live by:

- Always be Innovating and Improving
- Create Long Lasting Relationships
- Embrace and Drive Change
- Continual Self-Improvement
- Provide Fanatical Support
- Deliver On Our Promises
- Help Each Other Grow
- Give People a Chance
- Empower Individuals
- Do More With Less
- Be Humble
- Be Kind
Wise Agent is known for its blue color and owl. It has been used since 2001 when the company was founded. We must respect the owl and always place them in a way that makes them look great! We will go over some of the logo options for Wise Agent. Remember to be “Wise” where and how you use the logo.
Blue Logo

Color: #00559B
Font: Impact with slight angle

When to use:
This logo should be used first whenever it can be. It is made for lighter backgrounds.

When not to use:
Do not skew the logo
Never place the logo on a blue background
Don’t make it too small to read

White Logo

Color: #ffffff
Font: Impact with slight angle

When to use:
This logo is suppose to be used on black or grey backgrounds. Also in special cases where it needs to be white to match a flyer for an event or affiliate ad.

When not to use:
Do not skew the logo
Never place the logo on white backgrounds
Don’t make it too small to read

Blue Logo Outlined

Color: #00559B
Font: Impact with slight angle

When to use:
This logo is suppose to be used on blue backgrounds.

When not to use:
Do not skew the logo
Never place the logo on white backgrounds
Don’t make it too small to read

All logos designed in 100% vectors.
Stacked Wise Agent logo

Besides having the regular Wise Agent logo, we also have the stacked logo. This logo is used more for social media profiles and when the original logo will not work or is too small. Do not use the stacked logo without the wording “Wise Agent” underneath it. Do not use just the wording “Wise Agent” by itself also. They must always be paired exactly how they are here.

Do not use the white stacked logo with any color background for social media avatars. White logos are for special cases and will not be used as often.

Example of avatars

The dash strokes are to represent the edge of the circle avatar. DO NOT INCLUDE THE DASH STROKE for avatar.
So many colors....which one do we use?

Don’t let the colors overwhelm you. We are here to help you.
Typography

Montserrat:

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful.

Email & Social Icons
Dear Jane Doe,

Dus, quatem fugia nihil magnimporio test, offictation comnimpos adit uillabo. Nequo temporum a sinta quiae quo eatem audae volortae consectetur aspelen estiam, vellabo. Nequis audiamusam eicillit, consequi.

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Best Regards,
John Doe

Eleni Sommerschield
Chief Operating Officer
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E: eleni@wiseagent.com W: www.wiseagent.com

Social media icons
Wise Agent uses Font-Awesome for our social media icons. We currently use the square icons to represent our social media. Listed next to the icons are the Font-Awesome names for the icons.

Colors for icons
The primary color for the icons is the primary blue (#00559B) but white may be used on darker backgrounds or when the background is the primary blue.
Images

Wise Agent uses simple, clean, and modern images to showcase our product. These images should include modern devices with a clean background that can be either transparent or white. Images used that do not showcase our product appeal to our audience of real estate professionals. Images should be in high resolution and should not take away from the main message.
Always be wise, kind, and learning.