Wise Agent

Brand Guide

2021

Contents

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-Improvment
- 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

Where it all started. "OG" Wise Agent blue logo.

Wise Agent is know for it's 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.

Wise Agent

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

Wise Agent

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

Wise Agent

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 affilate 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

All logos designed in 100% vectors.

Logo Icon

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 orginal 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 repersent the edge of the circle avatar. **DO NOT INCLUDE THE DASH STROKE** for avatar.

Colors

So many colors….which one do we use?

Don't let the colors overwhlem you. We are here to help you

C99 M75 Y8 K0
R0 G84 B155
#00559B

C61 M100 Y24 K11
R117 G36 B109
#75246D

C70 M57 Y47 K25
R79 G89 B99
#4F5963

C70 M64 Y63 K62
R47 G47 B47
#2F2F2F

C8 M93 Y74 K1
R220 G54 B69
#DC3645

C13 M33 Y81 K0
R223 G172 B78
#DFAC4E

C75 M33 Y0 K0
R46 G143 B206
#2E8FCE

C0 M86 Y56 K0
R87 G179 B71
#57B347

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.

Example of a header

subtitle example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam mollis molestie tortor sed scelerisque. Sed et maximus ex, vitae venenatis felis. Sed lobortis metus massa, sed porttitor lorem fermentum id. Pellentesque non tortor et dolor dictum molestie. Nulla auctor, leo in fermentum vestibulum, arcu arcu eleifend ante, et condimentum libero ipsum id velit. Duis tincidunt non libero eu pharetra. Aenean in hendrerit dolor. Morbi facilisis facilisis mattis. Aliquam molestie, libero ac congue finibus, dui enim maximus quam, et dictum est mauris non augue. In tincidunt malesuada elementum. Etiam mattis eget neque a laoreet. Cras ac mi felis.

Proin eu blandit arcu. In in hendrerit nulla, sit amet fringilla lacus. In at ante quis libero pellentesque posuere. Sed fringilla mi vel justo egestas, non vehicula felis hendrerit. Donec sodales ipsum in purus blandit porta. Phasellus non felis vehicula, ultricies nibh non, ornare lectus. Duis eget cursus dolor. Vivamus sit amet eros urna. Cras sodales orci felis. Cras nec rutrum metus. Sed non velit pharetra, finibus dolor a, ultricies orci. Etiam arcu orci, aliquet vel dolor auctor, placerat iaculis libero.

Header
Montserrat Black
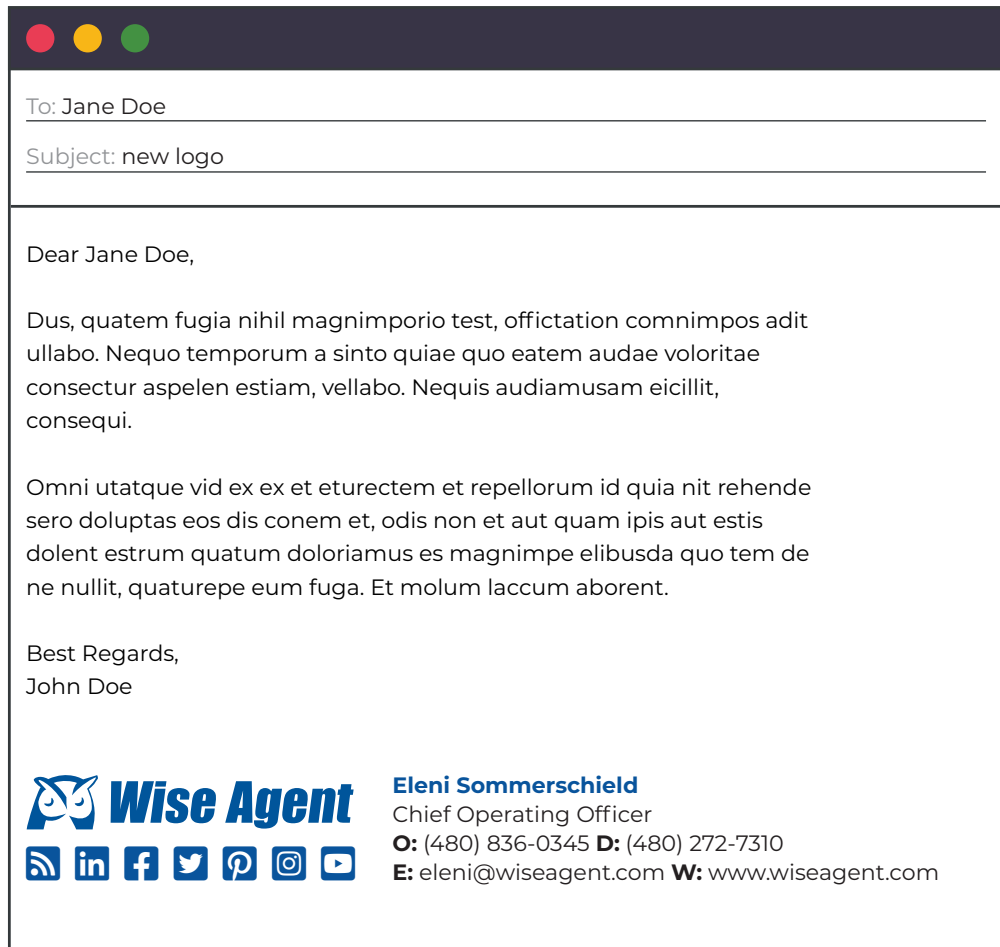
Minimum size: 36 pt.
Spacing: 1.5 x size

Subtitle
Montserrat Medium

Minimum size: 22 pt.
Spacing: 14 pt.

Body
Montserrat Regular

Minimum size: 12pt.
Spacing: 15 pt.

Email & Social Icons

To: Jane Doe

Subject: new logo

Dear Jane Doe,

Dus, quatem fugia nihil magnimporio test, offictation comnimpos adit ullabo. Nequo temporum a sinto quiae quo eatem audae voloritae consectur aspelen estiam, vellabo. Nequis audiamusam eicillit, consequi.

Omni utatque vid ex ex et eturectem et repellorum id quia nit rehende sero doluptas eos dis conem et, odis non et aut quam ipis aut estis dolent estrum quatum doloriamus es magnimpe elibusda quo tem do ne nullit, quaturepe eum fuga. Et molum laccum aborent.

Best Regards,
John Doe

Wise Agent

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rss-square

linkedin

facebook-square

twitter-square

pinterest-square

instagram-square

youtube-square

Social media icons

Wise Agent uses Font-Awesome for our social media icons. We currently use the square icons to repersent 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 backgroud 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.

Wise Agent

Always be wise, kind, and learning.