Version 2021.04.20

Wise Agent

Brand Guide

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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.

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
Dont make it too small so you cant 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
Do not use on white background
Dont make it too small so you cant 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 affilate ad.

When not to use:
Do not skew the logo
Do not use on blue background
Dont make it too small so you cant read

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

Primary Colors

Wise Agent has 4 primary colors. The 3 you will use the most are wa-blue, wa-green, and wa-dark grey. These 3 colors work well together and will help you in creating media including, web, promotions, and advertising.

C99 M75 Y8 K0 R0 G84 B155 #00559B	C69 M3 Y100 K0 R86 G179 B54 #56B336	C15 M12 Y12 K0 R213 G213 B213 #D5D5D5	C65 M58 Y57 K37 R77 G77 B77 #4D4D4D
wa-og-blue	**wa-green**	**wa-lightest-grey**	**wa-dark-grey**
When to use: You should use this color as a background color and to draw attention to the user. Make sure to use the outlined logo on this colored background.	**When to use:** Accent to the main color. Used for CTA's on the web,promotions, and advertising. Do not over use this color. It is to used highlight certian items or products.	**When to use:** For borders and line dividers. When used as a border, make sure the border has a radius of 4px. Borders are 1px in width.	**When to use:** This color is used mostly for text. It is the color of the text you are reading right now.

Secondary Colors

C78 M53 Y0 K0 R0 G123 B255 #007BFF	C61 M100 Y24 K11 R120 G0 B110 #78006E	C84 M89 Y0 K0 R78 G62 B158 #4E3E9E	C13 M33 Y81 K0 R223 G172 B78 #DFAC4E
wa-light-blue	**wa-dark-purple**	**wa-light-purple**	**wa-yellow**
When to use: Use this color with care. Meant for labels, icons, and smaller details to help catch the users attention.	**When to use:** Use this color with care. Meant for labels, icons, and smaller details to help catch the users attention.	**When to use:** Use this color with care. Meant for labels, icons, and smaller details to help catch the users attention.	**When to use:** This color is rarely used but we do use it for our "5 Star" color and a few select spots.

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

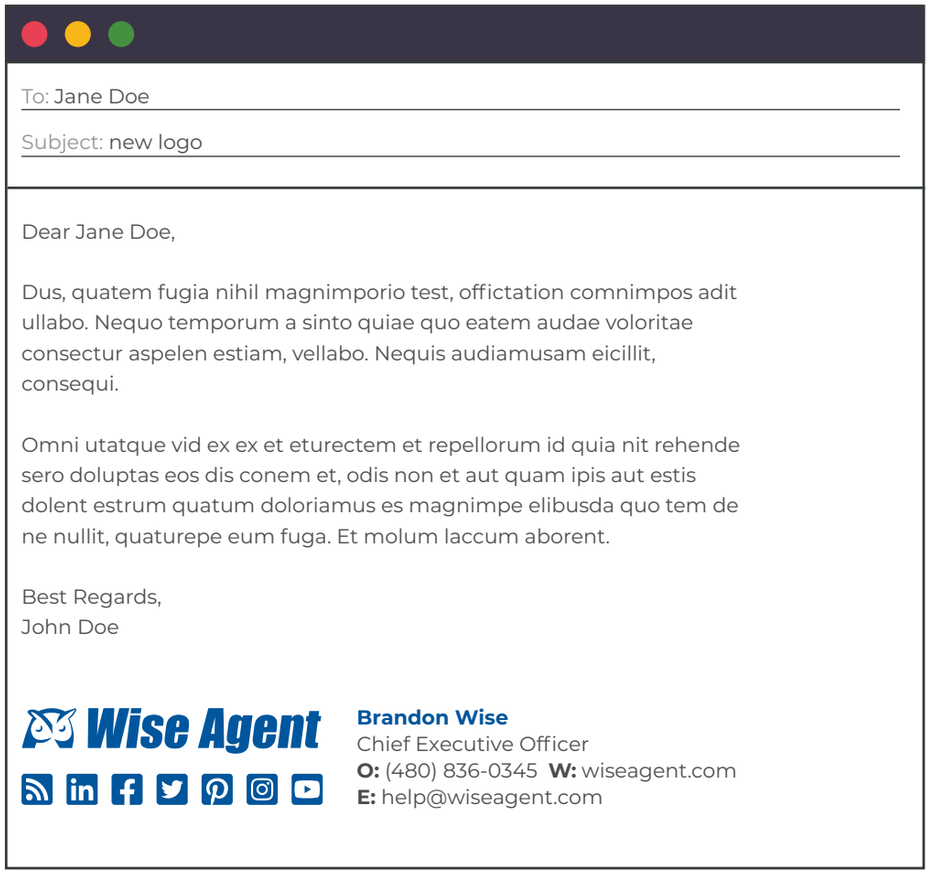
Subtitle
Montserrat Medium

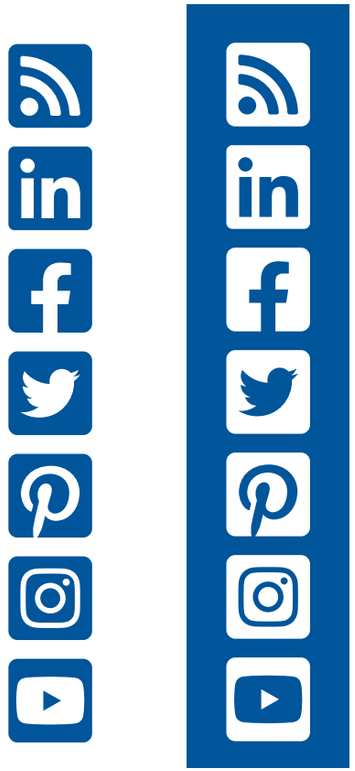
Minimum size: 22 pt.
Spacing: 14 pt.

Body
Montserrat Regular

Minimum size: 12pt.
Spacing: 15 pt.

Email & Social Icons





rss-square

linkedin-square

facebook-square

twitter-square

pinterest-square

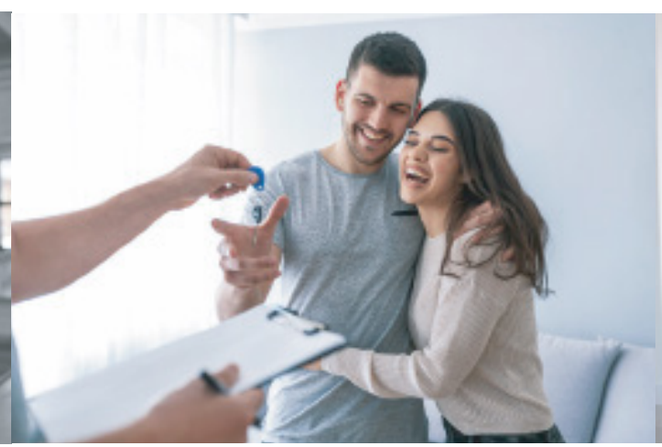
instagram-square

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



Always be wise, kind and learning.