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Brand Guidelines

The information enclosed has been provided to ensure that the Unit Realty Group brand is marketed in an appropriate and consistent manner. It is essential that the quality and sophistication of one of the area newest names in full-service Boston area real estate is upheld and adhered to in all circumstances.

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Brand Introduction

Unit Re•al•ty Group *noun*

\'yü-nət 'rē(-ə)l-tē 'grüp\

Unit Realty Group is forward thinking boutique brokerage whose secret sauce is a blend of service excellence, city real estate solutions, community presence, green practices, tech and pet-centricity.

- **City-Centric** — Beyond delivering service excellence we are a metro Boston brokerage focused on city real estate solutions.
- **Technology Savvy** — We employ cutting-edge technology for the ease and benefit of our clients.
- **Green Practices** — Our business practices are ecologically conscious and virtually paperless.
- **Dog/Pet Advocacy** — We seek to ensure the buying/selling/renting process is a positive experience for our clients and their pets.
- **Community Involvement** — We are present and aware in our community and place a high value on giving back.

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Brand Core Values

Our values express who we are, what our brokerage stands for.

- **Passion** — It is our dedication, care and commitment that give us the competitive edge we need to succeed as agents and as a brokerage.
- **Performance** — We go to great lengths to ensure the best quality results for our clients. This pursuit is part of who we are. Our knowledge and ability drive our results.
- **Collaboration** — We work towards our success as a whole. Team spirit moves us forward. Our success depends on unified action as well as upon the efforts of individual agents.
- **Imagination** — It is creativity and vibrancy that allows us to offer the most innovative and forward thinking real estate solutions to our clients, customers and agents alike.
- **Integrity** — Transparency, discipline, respect, and high ethical standards are demanded at all times. Our word is our pledge.

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Brand Mission

Our roadmap to success starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- To expertly service our clients with their real estate needs.
- To celebrate the individuality of our clients and team.
- To enhance our city through community involvement.

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Brand Personality

These attributes reflect the Unit Realty Group brand personality and convey what we want the world to perceive when they think of *Unit Realty Group*.

- Discreet
- Local
- Authoritative
- Cosmopolitan
- Intimate
- Enriching
- Elegant, but understated
- Whimsical

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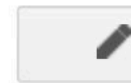
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Brand Distinctions

What makes a brand stand out from the rest can be seen in its points of difference. Key factors that make up the Unit Realty Group brand include:

- Comprehensive big brokerage services and amenities
- Small brokerage attention to detail and personal individualized service

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Logo Identity

Logo Usage

All collateral should feature the Unit Realty Group logo.

This includes any joint promotions with a business partner. The Unit Realty logo must be at least as large as the partner logo and appear in an equally prominent position.

The Unit Realty Group logo must be used in a manner consistent with approved specifications. The logo has two formats — A vertically stacked version (preferred) and a horizontal version for when the the vertical version's proportions don't allow for good legibility.



Color Variations

Color preference is for PMS 1655 color matching where possible.

- CMYK: 0 - 73 - 100 - 0
- RGB: 253 - 94 - 15
- Hex: #FD5E0F
- HSB: 21 - 86 - 95
- LAB: 62 - 51 - 63

Downloadable JPG, EPS and PNG formats can be found on the online [image library](#).



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Color Palette

The Unit Realty Group color palette is a central part of Unit's visual brand language. The colors within the palette have been carefully chosen to reinforce the company's core brand values. They are sophisticated, modern and differentiating. Careful application of the the color palette will allow all of the brokerage's communications to have a distinctive unified feel.

Unit Orange (Pantone 1655) — Inspired by Joe Schutt's favorite color, Unit Orange conveys confidence and sophistication. It is the dominant color within the palette.

Unit Grays — Unit Grays are used to compliment Unit Orange. They can be used to provide a subtle backdrop for information, or to build structure into a layout.

Unit Accent Colors — Small doses of the accent colors can be used to add emphasis to diagrams and visuals. They should be used sparingly so not to distract from Unit Realty Group's bold ideas.

Color Formats — For each color in the palette we have specified equivalent CMYK, RGB and Hex color mixes. Make sure to use the appropriate color format for the application at hand.



Click the image above to see larger as a pdf.

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Typography

The Unit Realty Group branding uses three different typefaces.

- Arial for online media
- Univers for print media
- Gill Sans for presentation documents which are a hybrid format for both print and on-screen

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

UNIVERS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

UNIVERS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

UNIVERS CONDESED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

UNIVERS CONDESED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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GILL SANS BOLD

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Copywriting Style

Copy must reflect the quality of the brand. It must be addressed in such a way so as to add polish and credibility to the Unit Realty Group brand. Descriptions of Unit Realty Group, its brand and service must project a sense of professionalism, quality, style and service.

Unit Realty Group Voice

Use language that appeals directly to our real estate market.

- **Personal** — One-on-one, casual conversational. Don't talk at the reader.
- **Interactive** — According to the research today's real estate market participants are very oriented to the experience of the individual and they want to be actively engaged.
- **Knowledgeable** — Use detail and examples to make the real estate buying/selling/renting process come alive. Do romance the details when writing about properties and neighborhoods.

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Photography Style

All photography used should be Unit Realty Group owned, or royalty free. Stock and royalty unknown photography is not permitted without permission from the marcom department.

Listing Photography — Property, lifestyle and service photography should be elegant, luxurious and representative of the Unit Realty Group brand.

Situation Photography — City/neighborhood/area photography should be colorful and vivid. A balance of landscape, architectural and experiential imagery is encouraged and necessary to convey the story.

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Terminology

We have assembled below a list of preferred words, phrases, and writing style that will prevent discrepancies and allow many to communicate as one with a single "voice."

- PRICE A HOUSE — use *POSITION A HOUSE IN THE MARKET*
- SELL A HOME – use *SELL A HOUSE*
- LISTING AGENT – use *MARKETING AGENT, MARKETING SPECIALIST, ETC.*

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