



eXp Guidelines.

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REALTY

June 2021

Welcome to our brand guidelines.

Over the course of this document, you will be introduced to all of the elements that make up the eXp Realty and Global brand – including our logo, typography, color palettes and image styles. Together, these elements will help us create a strong and consistent brand identity in everything we do. If you have any questions about these guidelines, please contact a member of our marketing team.



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eXp Realty

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Overarching eXp Guidelines.

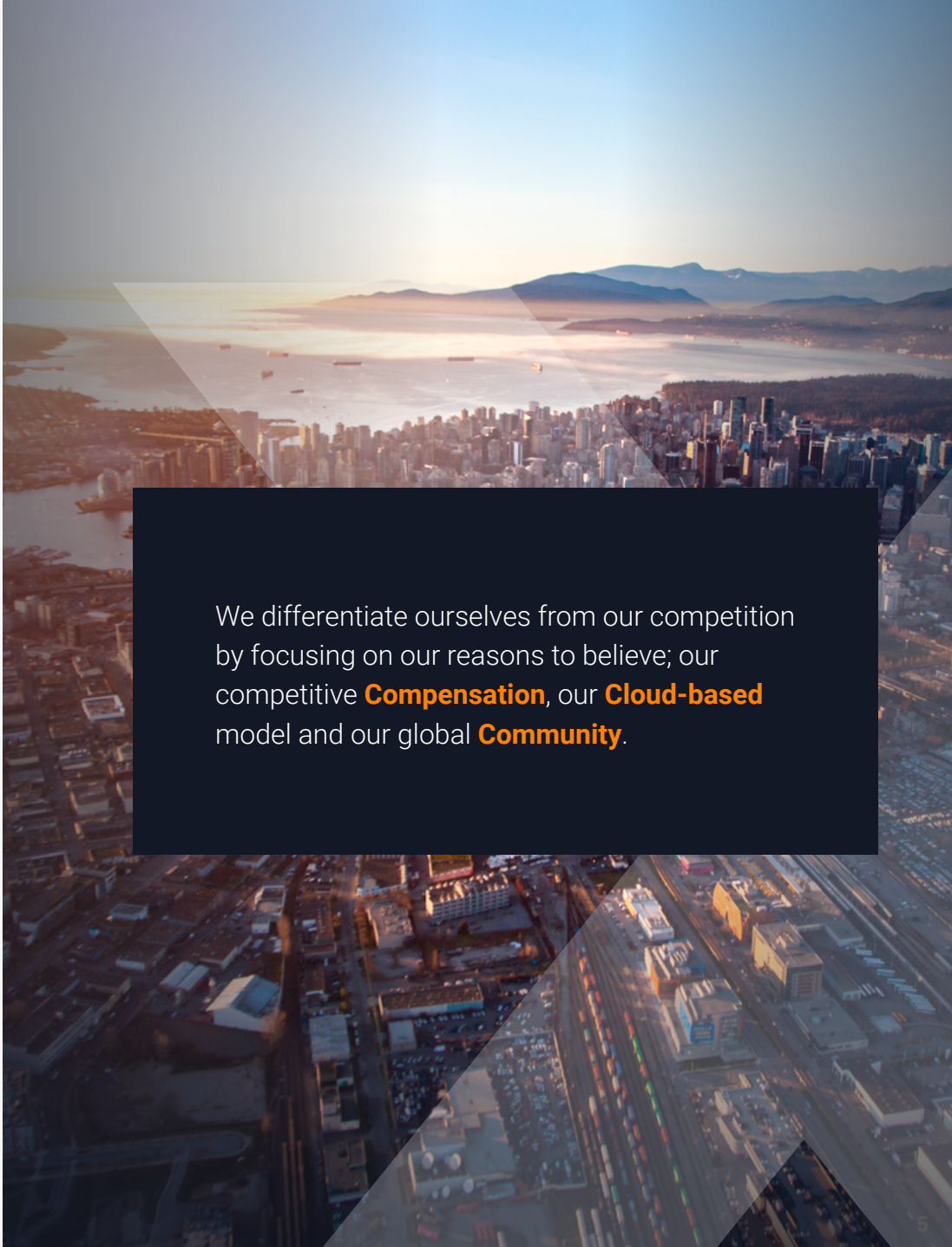
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Our brand promise.

At eXp, our overarching brand promise is about **empowering the new economy**.

eXp are empowering the new economy through people, platforms and personal development. Through the power of information, technology, and innovation, eXp Global empowers businesses and individuals alike, transforming the world of work as we know it today. Our cutting-edge technology gives us the confidence to continue to transform, change and innovate at pace and scale.

We are changing the way real estate business is conducted, and have reinvented what is possible by removing obstacles and empowering our members to thrive and take ownership of their careers and earning potential. At eXp, our agents differentiate themselves from the competition by focusing on; our competitive compensation, our cloud-based model and our global community.

An aerial photograph of a city, likely Vancouver, taken at sunset or sunrise. The city's skyline is visible, with numerous high-rise buildings. In the background, a large body of water (the harbor) is visible, with several ships. Beyond the water, there are mountains under a clear sky. A dark, semi-transparent rectangular box is overlaid on the lower right portion of the image, containing white text. The text describes the company's competitive advantages: compensation, cloud-based model, and global community.

We differentiate ourselves from our competition by focusing on our reasons to believe; our competitive **Compensation**, our **Cloud-based** model and our global **Community**.

Our reasons to believe.

1 Compensation

Unique financial model with various opportunities to make and earn income.

- No franchise fees
- Generous commissions (80/20 split with \$16K cap)
- Revenue-share program for attracting agents to eXp
- Equity awards for meeting production goals
- Access to eXp Agent Healthcare options by Clearwater Benefits

2 Cloud-based

Anywhere, anytime.

- The first global brokerage to shift from brick-and-mortar to cloud-based
- Work from anywhere using eXp's state-of-art technology, a virtual campus with an immersive platform connecting all agents globally
- Productivity suite with collaboration tools, co-working, CRM, lead share/lead gen, referral, and over 50+ hours of weekly live education and events

3 Community

Community means more than just a place to hang your license.

- Cloud-based collaboration suite allows agents to connect, share and network
- Company-wide diversity programs
- ICON Achiever Program
- Partner community with access to professional, listing and client services
- Mentorship programs

Our brand voice.

The way we communicate to agents, partners and customers has a direct impact on how we are perceived as a business.

Therefore, it is crucial that all members understand and adhere to our brand voice guidelines to maintain consistency in both internal and external communications.

Our brand voice can differ depending on channel and content:

Press releases

Serious, concise,
and direct

eXp Life

Informative, easy
and casual

Social media

Light, but never
sarcastic

Workplace

Positive
and fun

Email

Informative and
inviting

Our brand voice.

Our brand voice is categorized into three different elements;
Reimagined, Innovative and **Empowering**.

Reimagined

Focuses on how we have reconceptualized what it means to be a global real-estate brokerage in the 21st century. Language should focus on a commitment to **disrupting the status quo** and embracing **Innovation**.

Examples:

- We are fundamentally reimagining how real estate is conducted.
- We've revolutionized the revenue model from the ground up, focusing on shifting the benefit towards the agent.
- Real-Estate for the modern agent.

Innovative

Focuses on eXp's commitment to embrace and **utilize technology**. Language should focus on **collaboration, education, access, mentorship** and the means to give agents the ability to deliver the highest-quality experience to their customers.

Examples:

- We give you the technology, tools, and resources that make it easier to work, communicate and learn from anywhere.
- Real-time collaboration is just a click away.
- One platform gives you everything you need.

Empowering

Focuses on our **agent centric approach**. Language should talk to how we are Agent Success Obsessed. We have **empathy** for the agent experience, we are focused on the importance of a global community and believe in the long-term success of all members.

Examples:

- Discover a real-estate company that works for you – instead of the other way around.
- We believe in collaboration over competition.
- We believe in making it easier, not harder, for agents to make money.

Brand grammar.

It's important to set a standard for the way we communicate so that we remain consistent across all channels.

Abbreviations and Acronyms

- Complete spelling should be used first, following by an acronym i.e., Search Engine Optimization (SEO).

Active vs Passive Voice

- An active voice should be used when possible for eXp Life, newsletter and on social media.

Capitalization

- Initial caps is used for headlines and subheads.
- Proper names and nouns should be capitalized.
- Capitalization should not be used for nouns such as “agent”, “broker”, “buyer”, “owner” etc.
- All email address and URL's should be written in lowercase.

Contractions

- Used for appropriate channels such as our blog and social media, but not for more formal communications such as press releases.

Emojis

- The use of emojis is sparse and heavily dependent on channel.

Numbers

- We follow AP Style for standards around numerals.

Dates

- We follow AP Style for standards around dates i.e., January 2020. When a date is involved, abbreviate the longer months (Jan 19, 2021).

Phone Numbers

- Phone numbers should be written out in the following format:
410 – 963 – 3338.

Brand typography.

Typography is an essential tool in the development of a brand identity and is a key element to create a **distinct and cohesive look** across all communications.

Our chosen font, Roboto, is clean, modern and well suited to a wide range of applications, particularly digital.

Download the font [here](#).

Roboto font family

thin light regular **medium bold black**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/'()=?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Typography for asset guideline.

10 pt | **Aa**
Body text for printed materials

14 pt | **Aa**
Subtitle for printed materials

30 pt | **Aa**
Title for printed materials

40 pt | **Aa**
Email header

80 pt | **Aa**
Facebook posts

104 pt
Aa
Instagram stories

108 pt
Aa
Instagram posts

**The quick
brown fox**

Roboto Bold for titles and highlighted body text

jumps over
the lazy dog

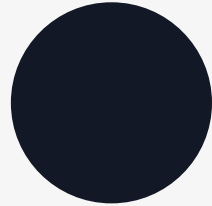
Roboto Regular for subtitles

Roboto Light for body text

Color palette.

The color palette is a very important brand element as it helps to tie-in all the elements, assets and templates.

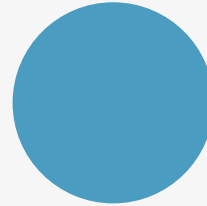
All eXp assets should feel part of the same identity and therefore must have a coherent color treatment.



Dark Blue

Serious and professional, this can be seen across all eXp assets. 50–70% usage across assets.

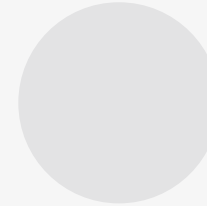
—
C88 M81 Y51 K74
R27 G30 B42
Hex #1b1e2a



Light Blue

Light, yet fresh. Used as an overlay of large X design. Approximately 5% usage.

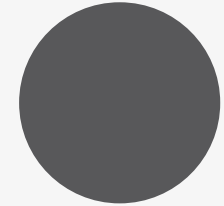
—
C70 M24 Y13 K0
R105 G154 B189
Hex #699abd



Light Grey

Mostly used for the Large X or background color. 30% usage of overall design.

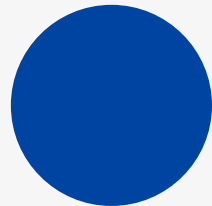
—
C0 M0 Y0 K15
R226 G227 B228
Hex #e2e3e4



Dark Grey

Mostly used for the Large X or background color. 30% usage of overall design.

—
C0 M0 Y0 K80
R88 G89 B90
Hex #58595a



Brand Blue

Used on CTA buttons and highlighting specific copy like phone numbers, agent names etc. 5% of overall design.

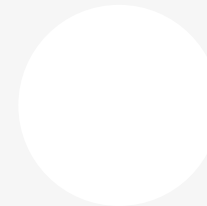
—
C99 M84 Y2 K0
R25 G70 B157
Hex #19469d



Brand Orange

Used on CTA buttons and highlighting specific copy like phone numbers, agent names etc. 5% of overall design.

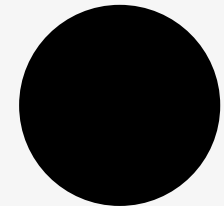
—
C0 M60 Y100 K0
R245 G130 B31
Hex #f5821f



White

Used for font color, white text on dark backgrounds, black text on white and light grey backgrounds.

—
C0 M0 Y0 K0
R255 G255 B255
Hex #ffffff



Black

Used for font color, white text on dark backgrounds, black text on white and light grey backgrounds.

—
C0 M0 Y0 K100
R0 G0 B0
Hex #000000

Brand pattern.

The brand pattern is the mark of our brand, and has the sole purpose of making our assets and imagery more ownable, sophisticated and polished.

It is comprised of different sections of the “X” in the logo, and the upper right side is meant to convey growth, positivity and a forward-looking mindset.



Brand pattern spacing.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur fermentum lectus vel sagittis lobortis. Aenean iaculis, magna vitae ornare tempus, odio ligula ornare lectus, eu egestas velit nulla ac orci. Proin consectetur at elit at commodo. Curabitur sed nisl in tortor malesuada vestibulum sed a orci.



There must be clear space between the pattern and text to keep the text legible. This is measured by taking 50% of the width of one X arm, as defined in the diagram above. When full color is used, the pattern should never overlap text.

Brand pattern application.

Avoid altering the pattern in any way.

Ensure the full 'X' is not visible. Only use files as provided and do not try to recreate the pattern in any way.

Do not:

- ✗ stretch
- ✗ alter the brand colors
- ✗ rotate
- ✗ flip
- ✗ add effects



Brand pattern placement.

Care must be taken to create well-balanced and considered compositions.

Usage:

Full color on print assets (ex. business cards), no transparency.

When using on web assets over imagery, always make sure to use at 10% transparency in order to allow the background to be seen through it.

Optionally, different blending modes can be used (Screen, Overlay, Multiply) depending on context. If in doubt please seek guidance from our creative team.



Imagery and logo placement.

When placing the logo over photography, choose a light- or solid-colored area to ensure the logo does not get lost in the background.

Do not:

- ✗ place on busy backgrounds
- ✗ place in random places



Iconography.

Icons communicate concepts and ideas in a modern way.

These icons can be used to illustrate decks, infographics or sections on a website.

Icons must be accompanied with a title or description.

Download the icons [here](#).



A man in a blue suit is standing in a bright, modern room, pointing towards a large window. In the background, a man and a woman are walking through a doorway. The room has light-colored walls, a wooden floor, and a large window with white trim. The overall atmosphere is professional and welcoming.

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Company logo.

Our logo is a unique, easily recognizable mark of who we are as a brand.

A clean and modern design, it was developed in conjunction with our agents, delivering a strong graphic statement that emphasizes our brand values.



Behind the logo.

The eXp name comes from Founder and CEO Glenn Sanford and other leaders when they started the company in 2009, who selected it as a prefix for words that signal success and represent the experience we create for our agents. These positive words support eXp Realty's core values of integrity, community, service, sustainability, collaboration, innovation, being agile and lastly, fun!



The logo similarly represents our values and promises to agents:

- The bold, thick typography conveys our **strength and resilience** as a business and the solidity of our platform for the success of our people
- The X mark with the ascending line represents our **rapid and exponential growth** as a global organization, the trajectory of our company and our agents
- At the same time, the disconnected piece of the X looks as if it is a packet of data flowing into our brand, representing our digital platform
- Lastly, the X can also be seen as a celebratory person, with the disconnected piece forming a head and the extending line becoming an arm **raised in triumph**



Logo variations.



Legibility.

Our logo should never be too small to read. We've set a minimum size of 0.8 inches or 60 pixels. Based on the standard range, the recommended sizes are shown here.

There should be enough clear space at the top of the logo to allow for this in print or online applications. It is not recommended to use the logo at less than 0.8 inches in width.



2.7 in



1.7 in



1.18 in

Minimum Size



0.8 in | 60px

Clear space.

Our clear space requirements ensures that our logo is easy to read. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations.

Clear space requirements must not be altered in any way.

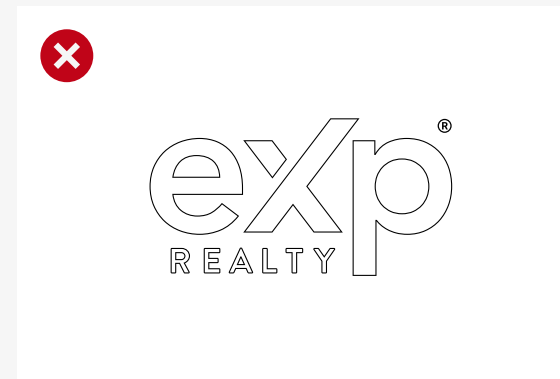


Incorrect usage.

The logo must be used as is and must not be altered in any way.

Do not:

- ✗ change orientation/rotation
- ✗ change the colors
- ✗ display as an outline
- ✗ scale disproportionately
- ✗ display in a configuration not previously specified
- ✗ add special effects



Brokered By logo variations.

eXp Brokered By logos can only be used by approved agents who have already developed a strong brand or brokerage. New agents or those without an established brand must please use the alternative logos provided.

This logo must be used in conjunction with an approved agent's personal logo. Please refer to page 27 to see how this logo works alongside an agent logo.



Using Agent logo and Brokered By logo.

The 'Brokered By eXp' logo must be used in conjunction with an approved agents' personal logo.

The Brokered By logo must always sit horizontal in front of the Agent logo, unless there isn't any space and they need to be vertical, the Brokered By logo always sits on top of the Agent logo.

Size Guide

Agent logo should be the same size as the Brokered By logo. The logos combined should not overpower the overall design of the asset.

Max Agent logo size 2.7in

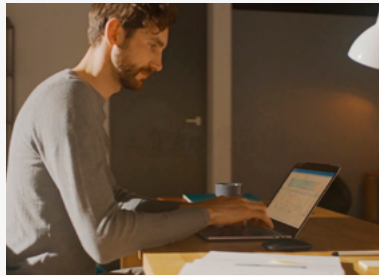
Min Agent logo size 0.8in



Image style.

Photography is a key part of our identity.

We should use simple, clean imagery with natural lighting. When showing people, we should always strive to represent diversity and inclusiveness in our images. Our use of color must always complement the chosen image.



Business card.

Dimensions:

88x55 mm / 3.5x2 inches

Font:

Roboto

Colors:

Text in Black and Orange

Logo:

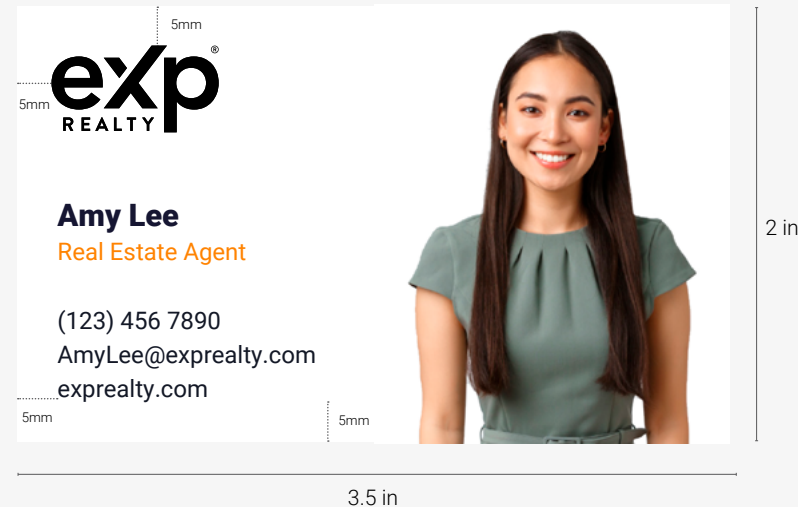
Top left corner

Safe area:

5mm from all borders

Imagery use and placement:

On business cards, the right side of the business card is meant to accommodate an image. We should always use good quality and well-lit shots as shown in the example. Optionally, we can accommodate the agent branding as the main logo on the front and keep eXp logo on the back (see page 21).



Examples of business cards.



Examples of stationery and swag.



Examples of swag.



Examples of print materials.



Email signature.

For a strong corporate image, all email messages should identify the sender in a standard and clear manner.

Please follow the examples shown.



Amy Lee | Real Estate Agent
eXp Realty

Office (123) 456 7890 | Cell (123) 456 7890

AmyLee@exprealty.com

www.exprealty.com



Amy Lee | Real Estate Agent
eXp Realty

Office (123) 456 7890 | Cell (123) 456 7890

AmyLee@exprealty.com

www.exprealty.com

PowerPoint template.

As part of the brand, we also created a new PowerPoint template to help agents have a common internal tool for sharing and collaborating.

