



**BRANDING GUIDE**  
**2022**

## BRAND NAME

Hawaiian/Pacifica tapa cloth is handcrafted with the symbols of community. A beautiful tapa presented to me speaks many layers of meaning as my friends, our relationship, and the story of ulu. High Tide is rising, growth, increase, & spread . . . even the rising of the sun. Ulu ehuehu is to grow fast as a child. To grow, sprout, propagate; to cause to increase. Also used as a prayer for the increased productivity of the land. High Tide is the relentless cycle of fulfillment and the standard of successful marketing. 'High Tide' captures the spirit of ulu, the King's tapa -- Kai ulu: High Tide

## BRAND PURPOSE

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Homes are our most personal possessions -- where we create and grow our family, where children shape memories, relationships, and character. A house is the most basic unit of a community the most prolific structures forming cities, towns, countryside, and villages. Finding one's home is perhaps the most important of choices requiring specialized attention to the elements that make this a lasting decision. Connecting buyers, sellers, professional agents and coordinating services using the best technology & efficient manner is like the skill a surf rider uses in selecting a wave and letting the energy bring the surfer to shore or celebration.

## BRAND PROMISE

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“

**A rising tide of new business.**

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**High Tide MetaMedia**

## BRAND VALUES

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### 1 COMMITMENT

Followup and pipeline support to 'be there' when a home shopper is ready to pull the trigger on the most important decision they will make this decade.

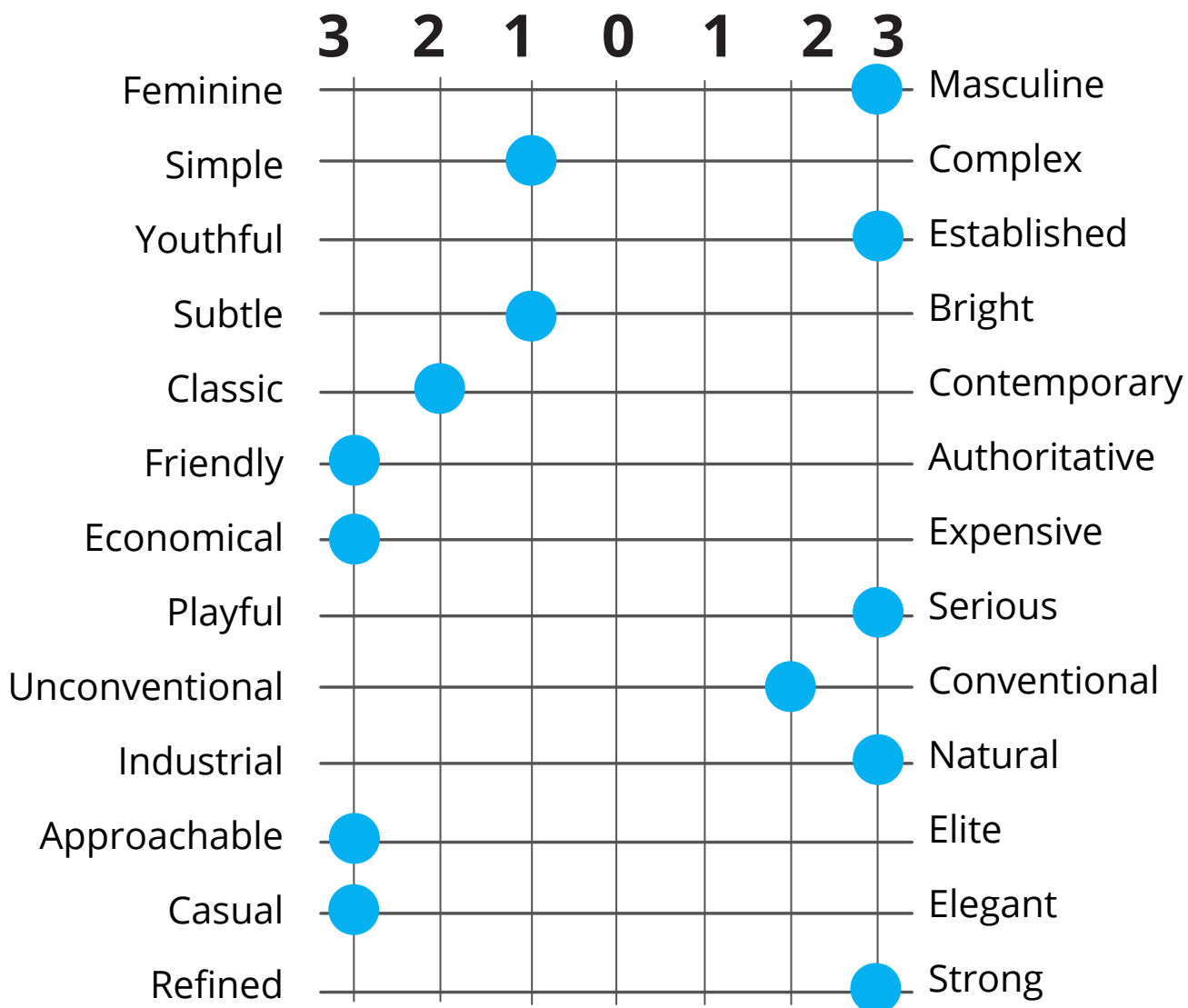
### 2 BROTHERING

Shoulder to shoulder stance with Real Estate agents to see their business through their eyes with the independence to stand face to face viewing how their clients see them; then bridging that gap with creative, paid, targeted advertising to mine quality leads who develop into devoted clients.

### 3 TRUST

Timelines. Tracking response time, setting interval agendas.

## BRAND PERSONALITY



# BRAND VISUAL FOUNDATION

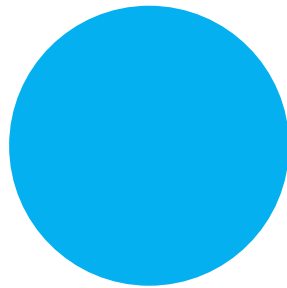
## BRAND LOGO

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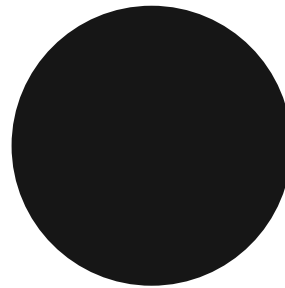


## BRAND COLORS

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#04b0ef



#161616

## BRAND FONTS

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Open Sans Regular

**Open Sans Bold**

## BRAND ICONS & AVATARS

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Illustrations and infographics are used to convey messages in a creative and easy-to-understand way.

## PHOTOGRAPHY

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- Dramatic images
- Close up personal photos
- High contrast
- Blue primary
- Collaborative imagery
- Less house specific - more relationship

# BRAND VOICE

## **BRAND VOICE**

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Our brand voice depicts Staccato versus flowing language. Bold. Definitive. Brief.