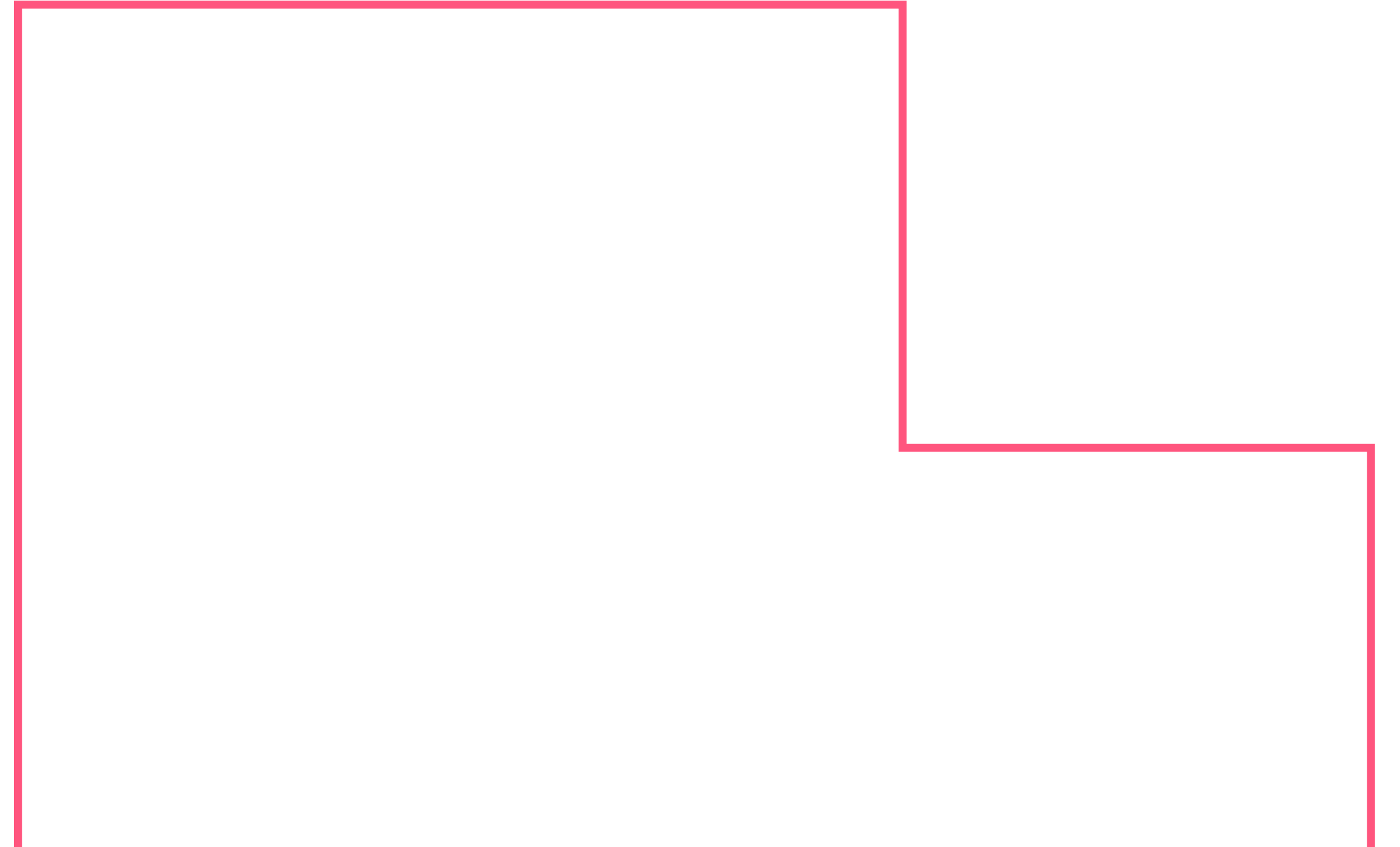


read

Our Brand

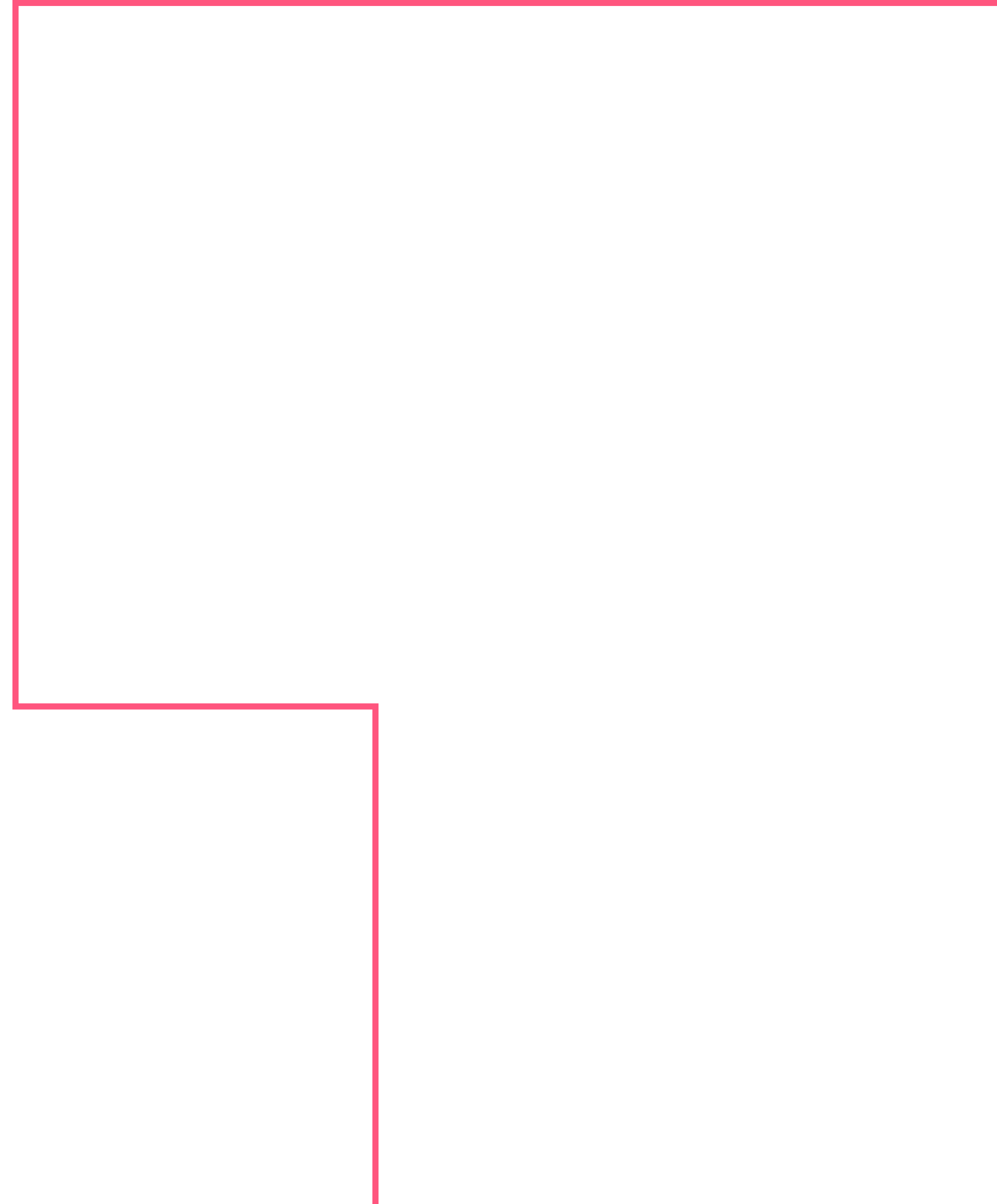
Lead



The real estate experience company

We're the only company in the world working in partnership with real estate agents to make the home buying experience simpler and more enjoyable for everyone.

real



Our vision is a world in which
home buying and selling is a
simple and enjoyable
experience for everyone

real

Our promise is a simplified experience for life's most complex transaction

We have created one solution that combines every
touchpoint in a transaction into one seamless experience.

Real

Brand Character

real

“We are reinventing everything. We challenge the way everything is done.”

Tone of Voice

real

Optimistic

Defining our unique position in the market, why our audiences should care, and articulating the big vision that drives us.

Example

We're making the home buying experience more enjoyable for everyone

Conversational

We want to sound like caring professionals who know what we're talking about but who are also deeply connected to our audience and intimate with their aspirations, doubts, challenges and strengths. This means we avoid stiff language and formalities that make us seem disconnected.

Example

Let's build something great together

Inspiring

Our brand articulates what we need to in ways that light people up and make them want to join in what we're doing. We can be a bit unexpected.

Example

Don't just hang your license.
Change the business forever.

Smart

We value clarity and straightforward communication. This means we don't hide behind superfluous words or gloss over a point with too much explanation. To be clear is to be bold.

Example

We believe a quality, tech-enabled agent is the most reliable way to a better real estate experience

#1

Work hard. Be kind.

Kindness is a superpower and the fuel that keeps us growing. We stand together in service of the vision and each other.

“We all want to win. But the way we get there is different.”

#2

'We' are bigger than 'me'.

Together, we move further and faster toward groundbreaking change in how people buy and sell homes.

“A connected community will change the industry.”

#3

Tech x humanity

The technology we build serves a bigger purpose — to make the entire real estate experience better for agents and consumers. It should always solve problems, create efficiencies, and be so good it fades into the background.

“I want agents to forget about me. The day my Workspace messages go to zero is when I know I’ve done the job.” —
Pritesh

Logo

Lead

Wordmark

The wordmark logo is strong and clear, defining our presence in the industry. It may be displayed in solid, outline, or knockout versions. This powerful logo works best on a white or light background. Use the solid or knockout versions when using a darker background.

When writing the logo, use Real.



Shortform

The short form logo mark is a simple yet powerful visual representation, distilling the brand's identity with clarity and impact. Its minimal design speaks volumes, making a lasting impression effortlessly.

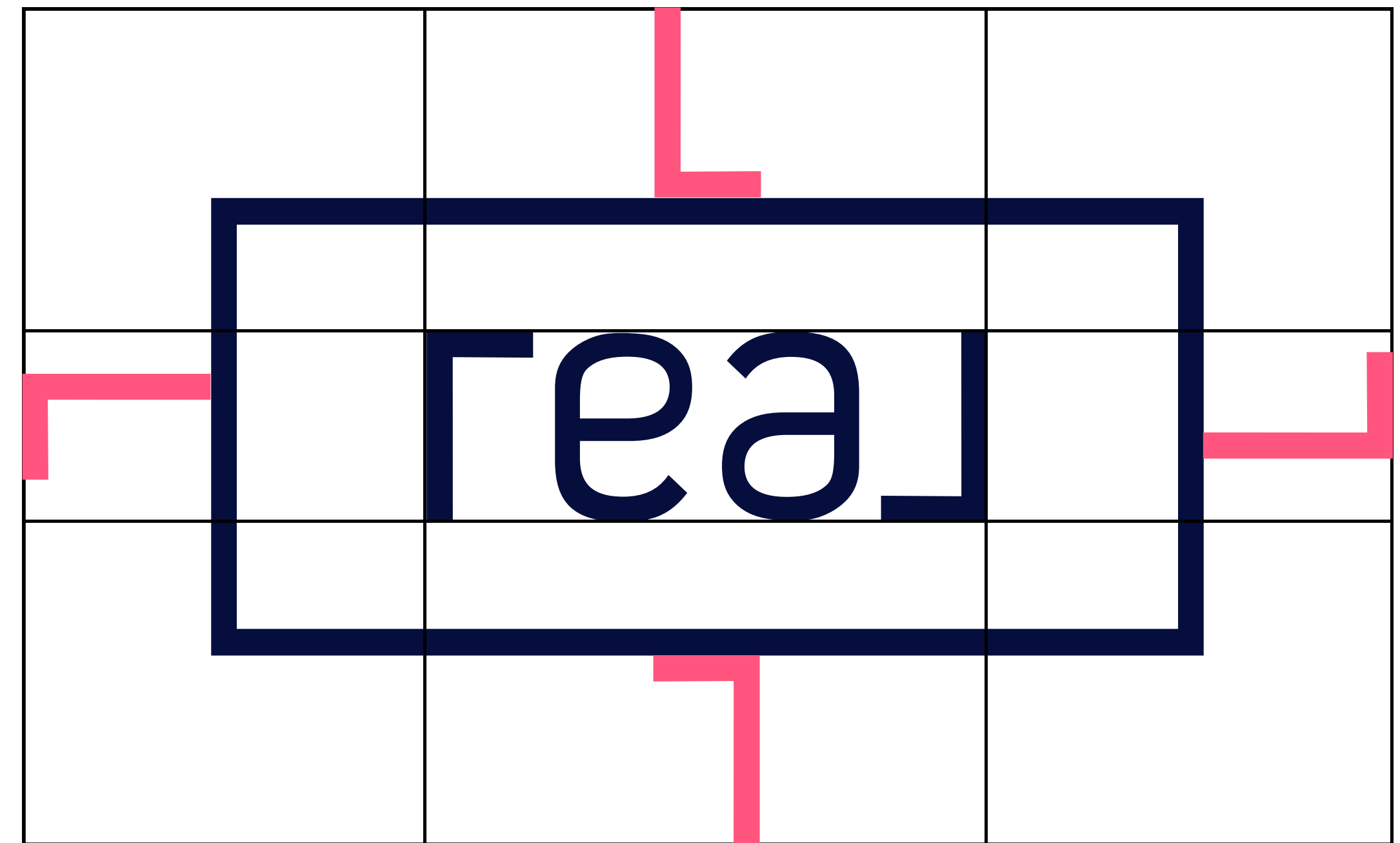
Only used for app icon and rare swag applications. Icon can be downloaded [here](#).



leaf

Clearspace

The Real logo should always be surrounded with a good amount of clear space. The minimum amount of clear space equals to the exact height of the wordmark. When re-sizing the logo, the amount of clear will change proportionally.



Brand Lockup

The brand lock up defines the formal combination of all logo elements together in a set position.

real

one real
title

The diagram shows the word 'real' in a bold, sans-serif font. To its left, the word 'one' is written vertically. A horizontal red line is positioned below the 'real' text, and the word 'title' is written below this line. Small 'x' marks indicate alignment points: three 'x' marks are on the left side of the 'real' text, and one 'x' mark is at the bottom of the 'one' text.

one real
escrow

The diagram shows the word 'real' in a bold, sans-serif font. To its left, the word 'one' is written vertically. Below the 'real' text, the word 'escrow' is written in a smaller, sans-serif font. A vertical red line is positioned to the left of the 'one' text.

one real
mortgage

The diagram shows the word 'real' in a bold, sans-serif font. To its left, the word 'one' is written vertically. Below the 'real' text, the word 'mortgage' is written in a smaller, sans-serif font. A vertical red line is positioned to the left of the 'one' text.

Best Practices

See common misuse examples when using the logo.



Don't stretch or skew the Logo



Don't outline the logo



Don't use icon and logo together

The  deal.

Don't use logo as a part of sentence/slogan/paragraph



Don't reorganize letters



Don't add pattern to logo

Co-branding

If you would like to place your logo side by side with Real, we ask you follow these composition rules:

1. Either place the Real logo to the right or below your logo.
2. Make sure that the Real logo is of equal size and weight to your logo.
3. Place a line between your logo and the Real logo. Make sure there is equal space from your logo to the line as there is between the line and the Real logo.
4. Ensure that there is enough white space between the logos and between the line and logos.

Real

One
Group. | Real

One
Group.

Real

Typography

leaf

Aa

Telegraf

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^ &*()_+<>:

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^ &*()_+<>:

Primary Fonts

real

OUR VISION

Subhead

Telegraf, Bold, All Caps

Our vision is a world in which
buying and selling homes is
simple and certain.

Headline

Telegraf, Regular

Today, it's too complicated, antiquated and stressful to buy and sell a home. Too many things distract agents and other service providers from being able to offer the best experience, while growing great businesses that provide for their families' futures. There's too much uncertainty in the process for both consumers and their agents.

Body

Inter, Regular

There's too much uncertainty in the process for both consumers and their agents. **We're changing all of that.**

Body Emphasis

Inter, Bold

We've built and will continue to build technology alongside agents that we know works for them and their clients. We've created a full-service offering for consumers that will give them confidence and certainty throughout the process.

geaJ

Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^ &*()_+<>:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^ &*()_+<>:

Fall Back Fonts



OUR VISION

Our vision is a world in which buying and selling homes is simple and certain.

Today, it's too complicated, antiquated and stressful to buy and sell a home. Too many things distract agents and other service providers from being able to offer the best experience, while growing great businesses that provide for their families' futures. There's too much uncertainty in the process for both consumers and their agents.

There's too much uncertainty in the process for both consumers and their agents. **We're changing all of that.**

We've built and will continue to build technology alongside agents that we know works for them and their clients. We've created a full-service offering for consumers that will give them confidence and certainty throughout the process.

Subhead

Poppins Semi-Bold,
All Caps

Headline

Poppins, Light

Body

Inter, Regular

Body Emphasis

Inter, Bold



Color

Lead

Color Values

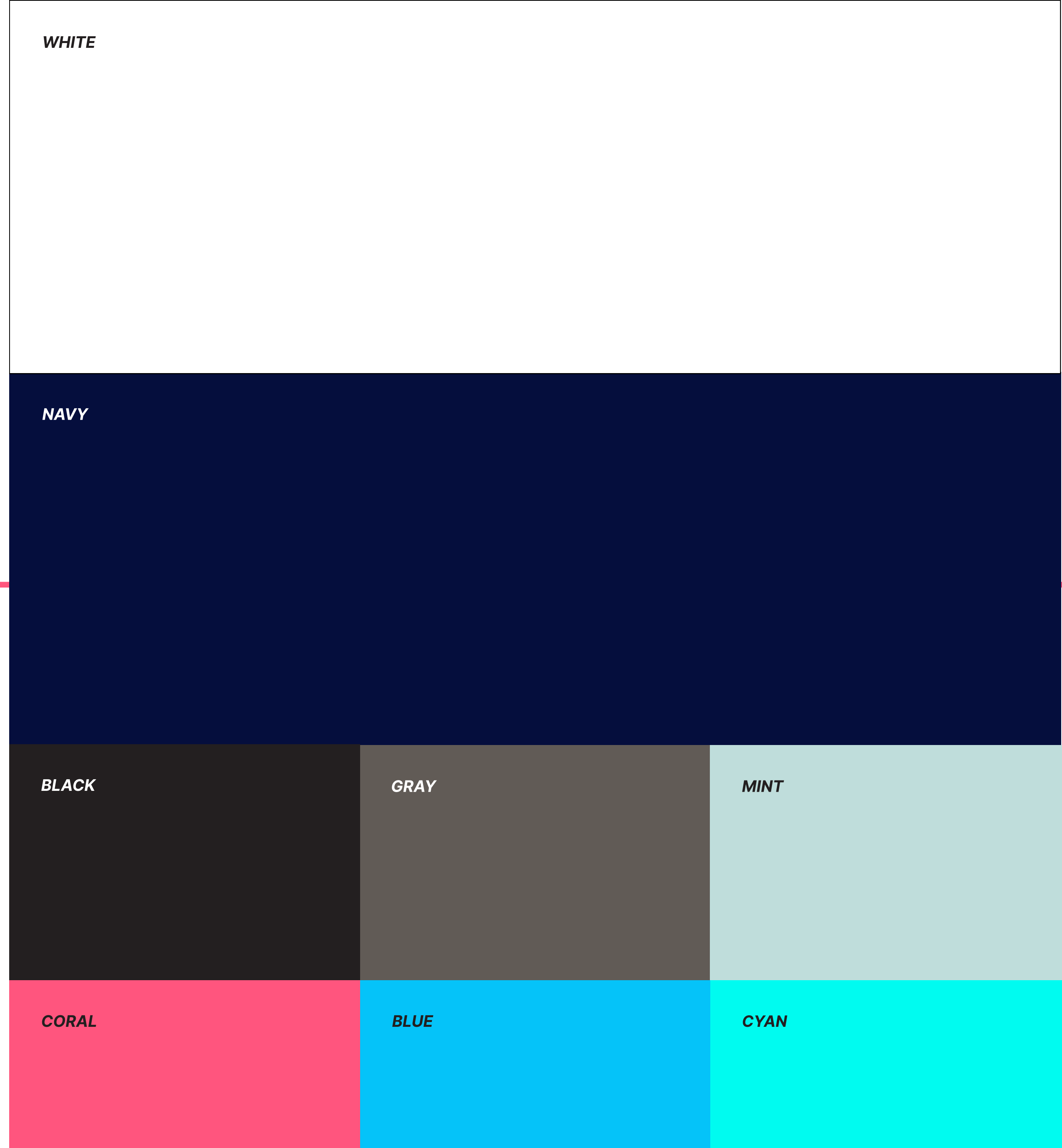
Real's brand consists of 8 colors; Gray, Navy, Blue, Coral, Blue, Mint Cyan, Black and White.



GRAY #615B56	NAVY #050E3D
CORAL #FF557E	BLUE #05C3F9
CYAN #00FBF0	MINT #BFDDB
BLACK #1D1D1D	WHITE #FFFFFF

Color Hierarchy

Real's colors may be used in a variety of ways, but when strategically balanced they build our brand identity. The large colors represent the dominant color in any given design, while the smaller colors are used as support and accent colors. The size of each color block represents how much that color should make an appearance.



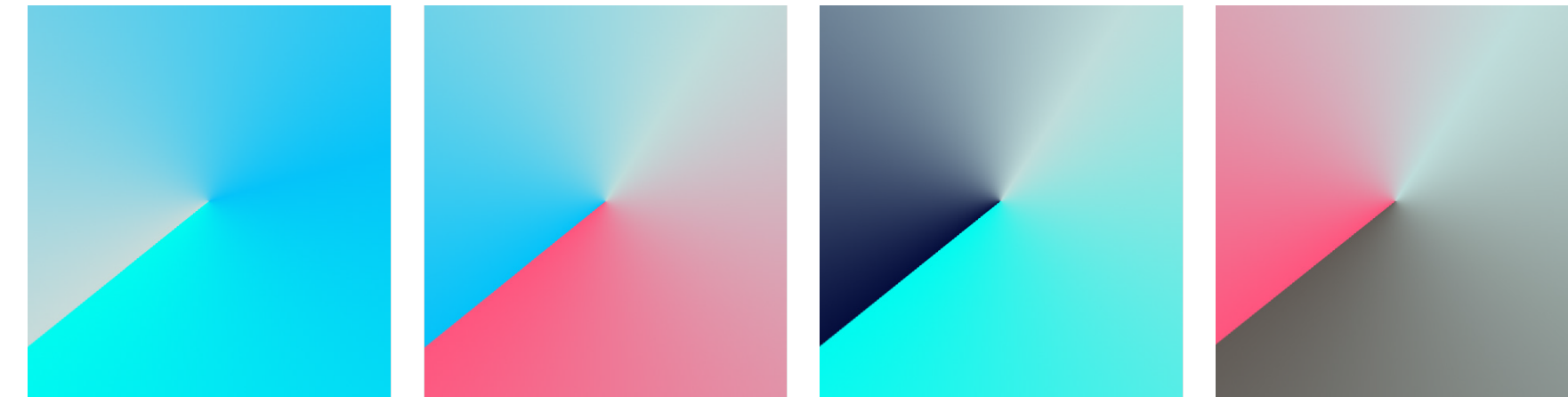
Angular Gradients

Our brand can leverage our color palette in an impactful manner with the use of angular gradients.

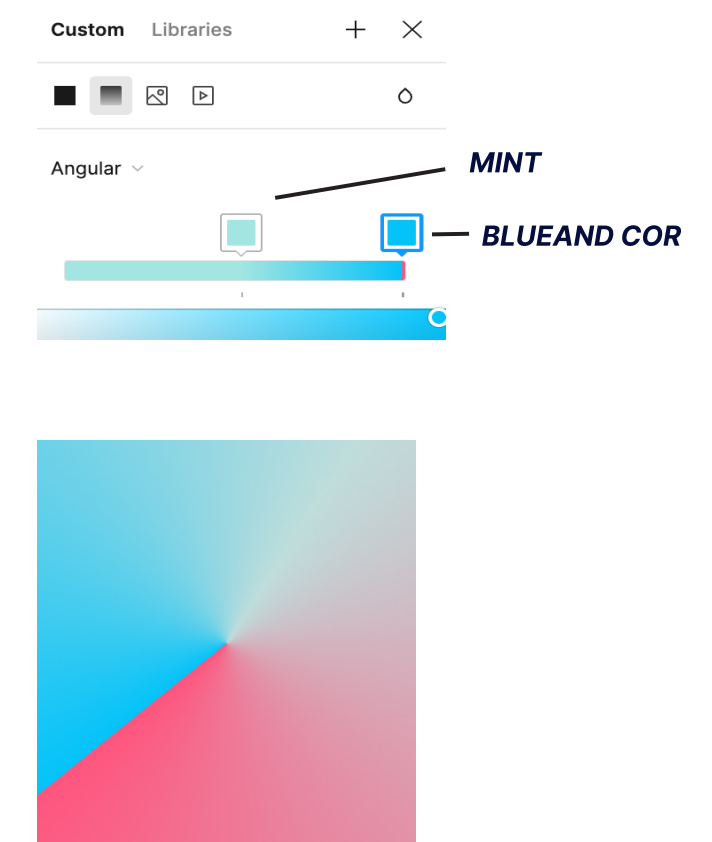
By selecting three colors from our palette, we can establish two endpoints with high contrast, followed by a more evenly distributed medium point. This interplay creates a tension of both bold contrast and smooth gradient within the graphic element.

It is important to note that the angular gradient should primarily be used as a background element and not as the main focus. This approach works best with larger design canvases or photographs positioned in the foreground, allowing the graphic element to enhance and complement the overall visual experience.

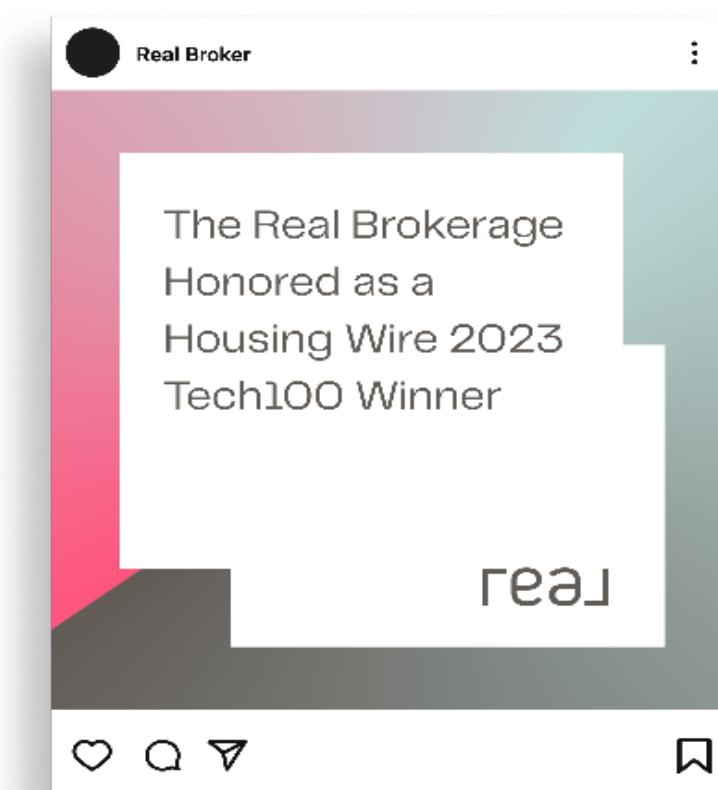
GRADIENTEXAM



EXAMPLE SETTINGS(FIGMA)

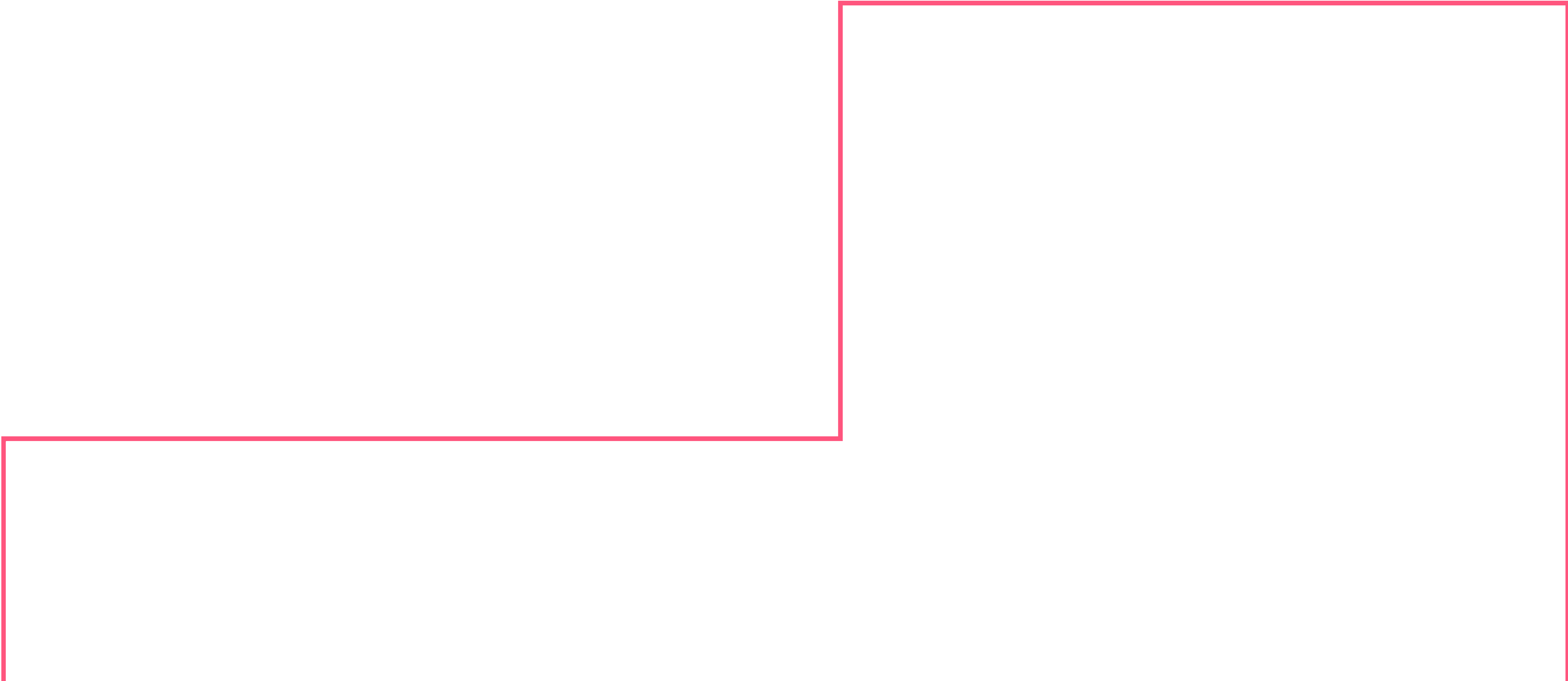


USAGEEXAM



Visual System

real



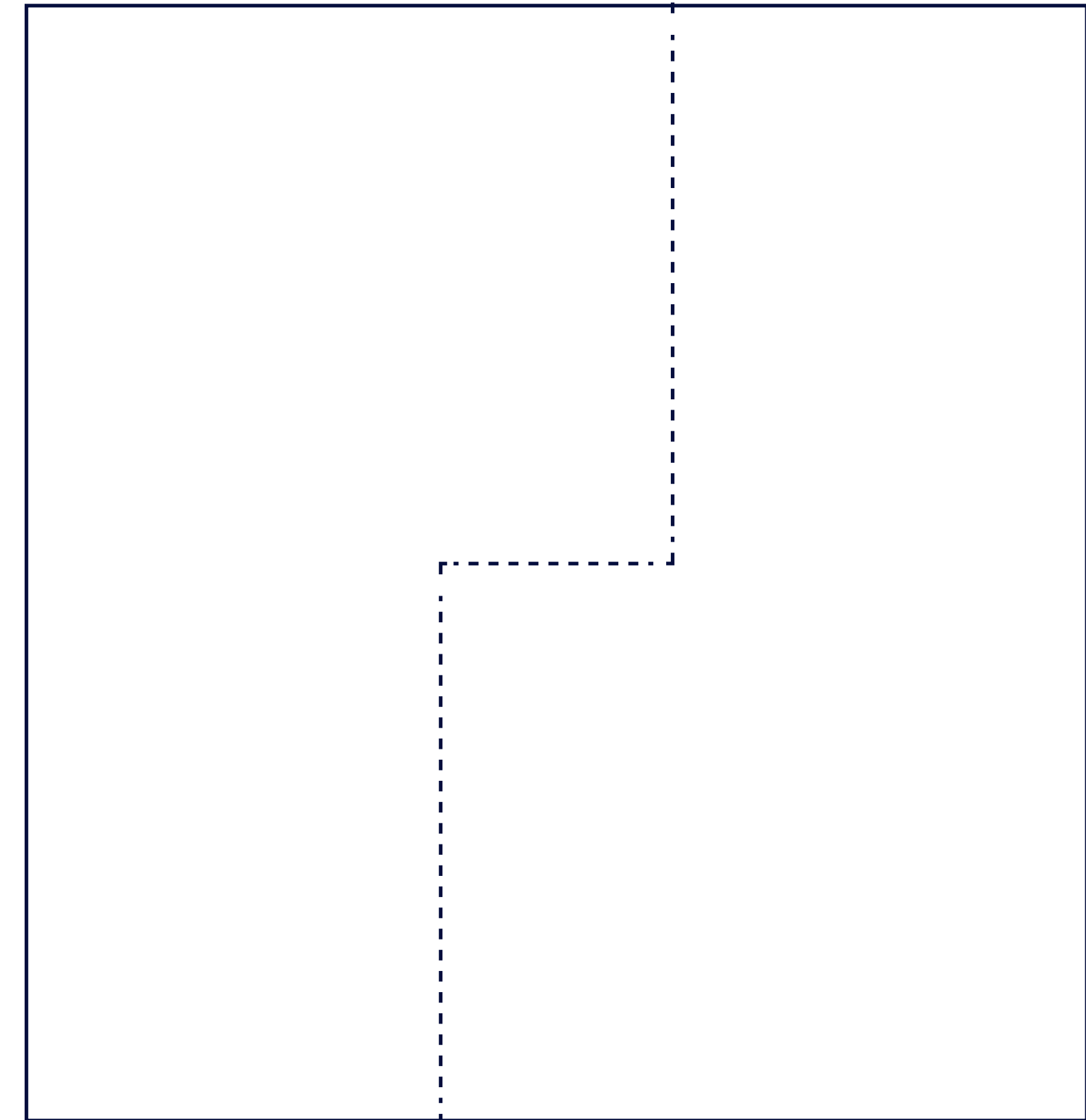
Bracket System

The extraction of brackets from our word mark provides us with the opportunity to develop a design system that utilizes these shapes in an abstract manner, offering a wide gamut of possibilities for design and grid layout.

In our system, we employ abstracted brackets in two key ways. Bracket Forms serve as a tool to establish distinction and focal points within our design layouts.

By starting with a canvas of any size and strategically incorporating one or two bracket shapes within a frame, we can then subtract these brackets from the original canvas. This process generates unique flat shapes or frames that facilitate dynamic interaction with other design elements, enhancing the overall visual impact.

leaf



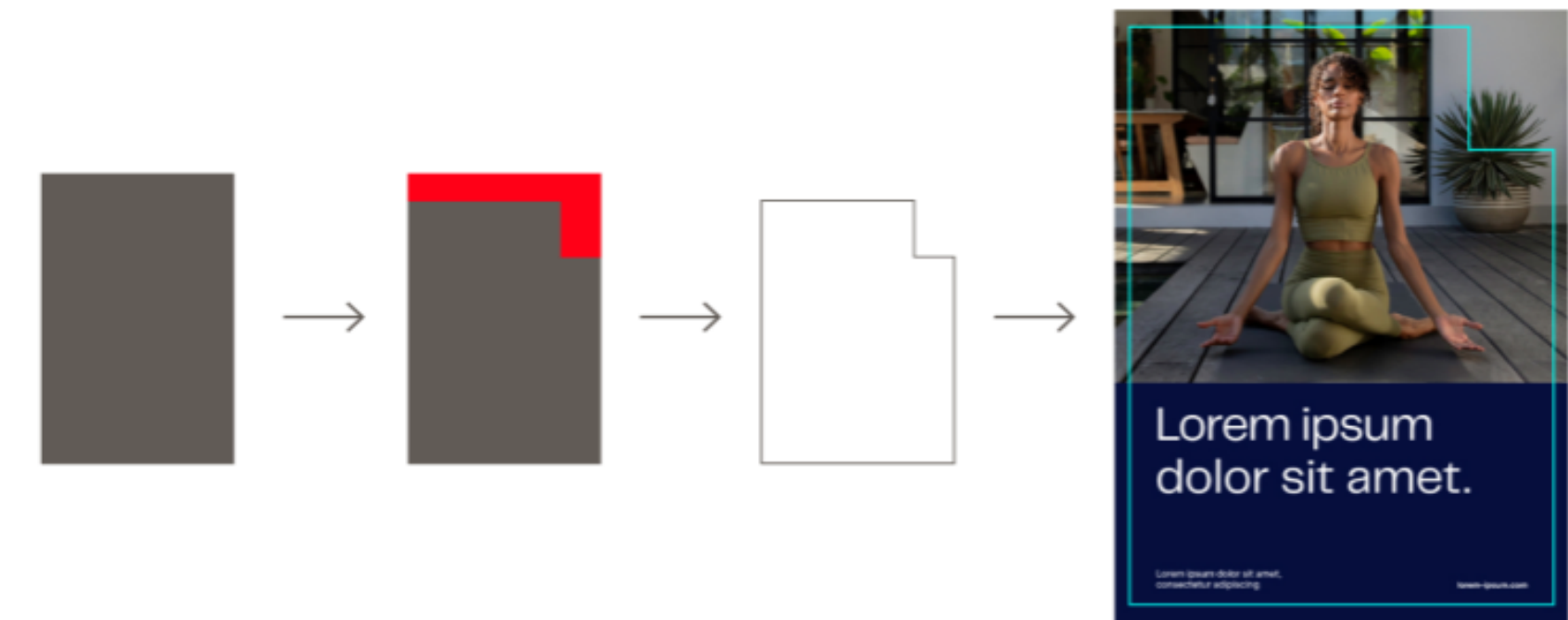
Bracket System

The Bracket Grid is an approach that transforms abstracted brackets into a practical grid, suitable for various layout designs.

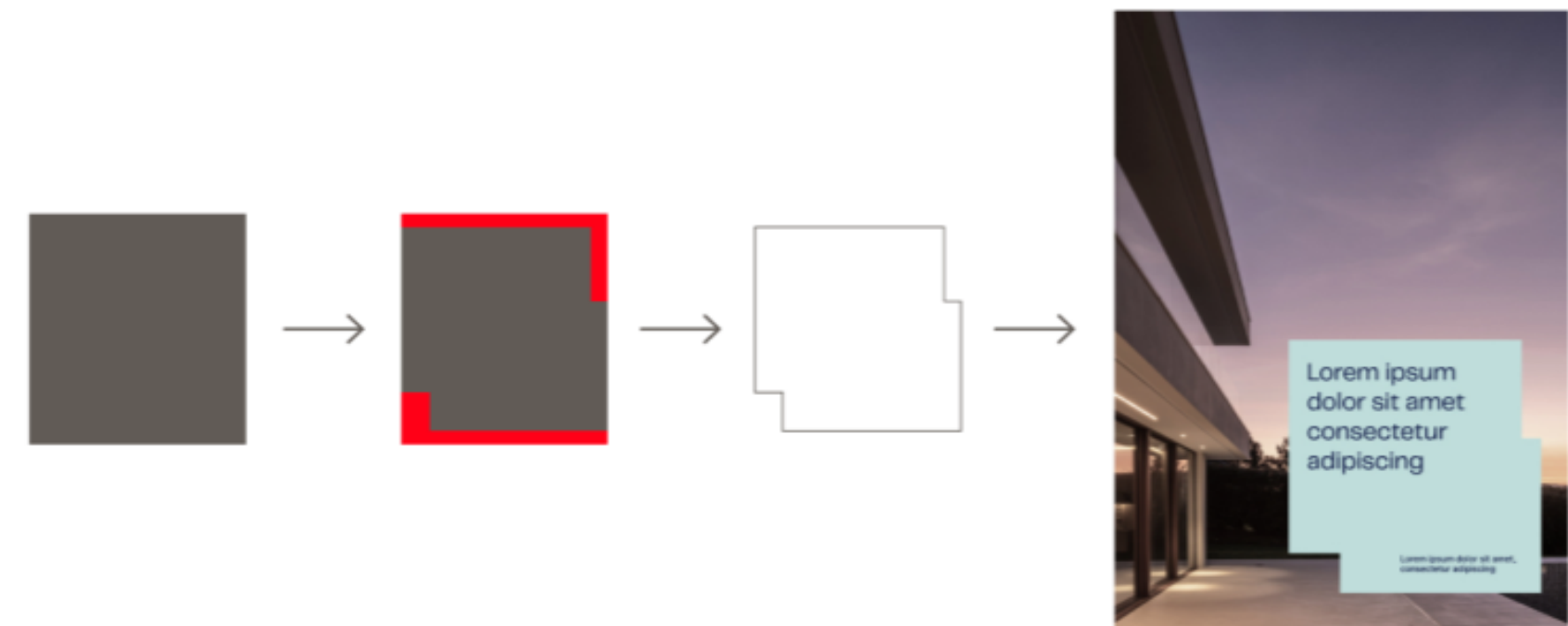
This grid is formed by envisioning a single line that divides the canvas into two distinct shapes. The division can take the form of a single right angle, resulting in an L-shaped bracket paired with a rectangle. This is a single bracket grid.

Alternatively, the line can divide the canvas with two consecutive right angles in opposite directions, generating two separate L-shaped bracket segments on the page. This is a double bracket grid.

EXAMPLE 1



EXAMPLE 2



Bracket System

When partitioning the canvas in the layout, the image or graphic section of the design can further subdivide the space, creating room for additional imagery.

Utilizing the initial grid, we can subdivide the bracketed canvas to establish guidelines for the photographic layout.

This approach enables a seamless integration of images while maintaining visual coherence and alignment with our bracket system concept.

SUBDIVIDING OUR BRACKET

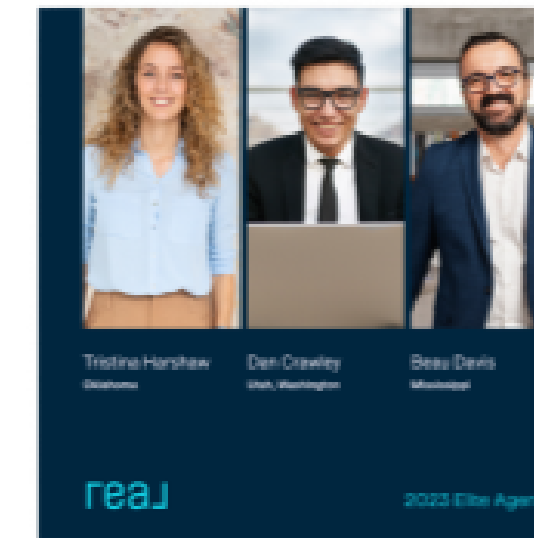


Bracket System

With our unique and versatile brand system, we can generate an almost infinite array of distinct canvases and frames, enabling us to create captivating visual expressions.

Here are just a few examples that showcase the extensive range of our bracket system's possibilities.

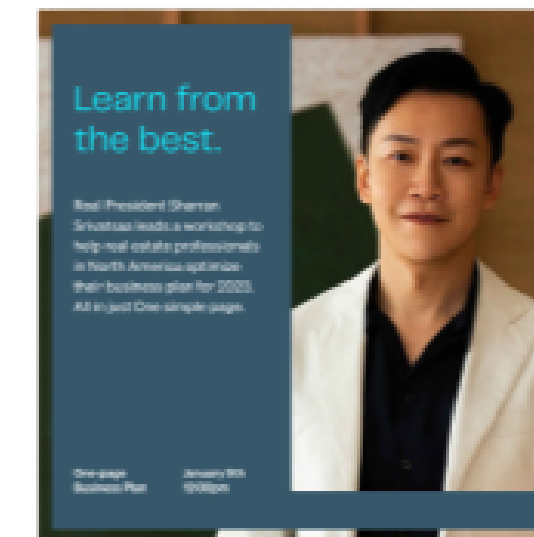
BRACKET SYSTEM IN USE



SINGLE BRACKET GRID



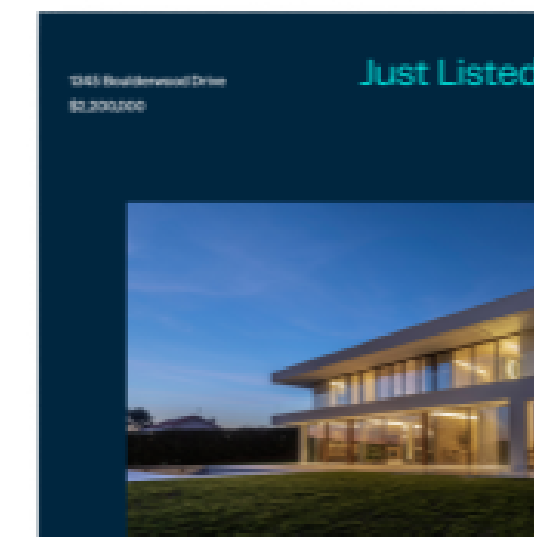
SOLID BRACKET FORM



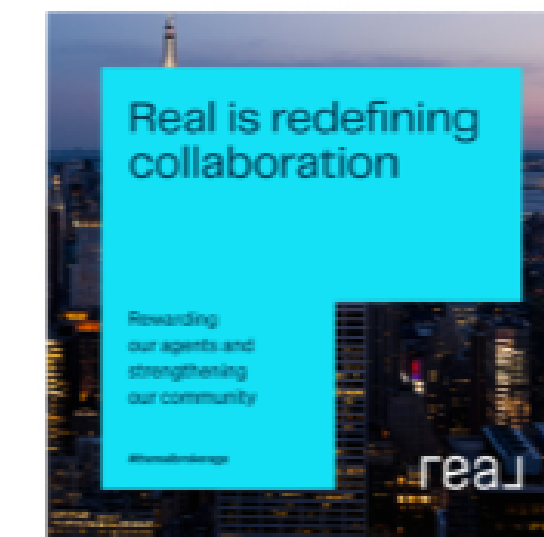
SOLID BRACKET FORM



DOUBLE BRACKET GRID



SINGLE BRACKET GRID



SOLID BRACKET FORM



Bracket System

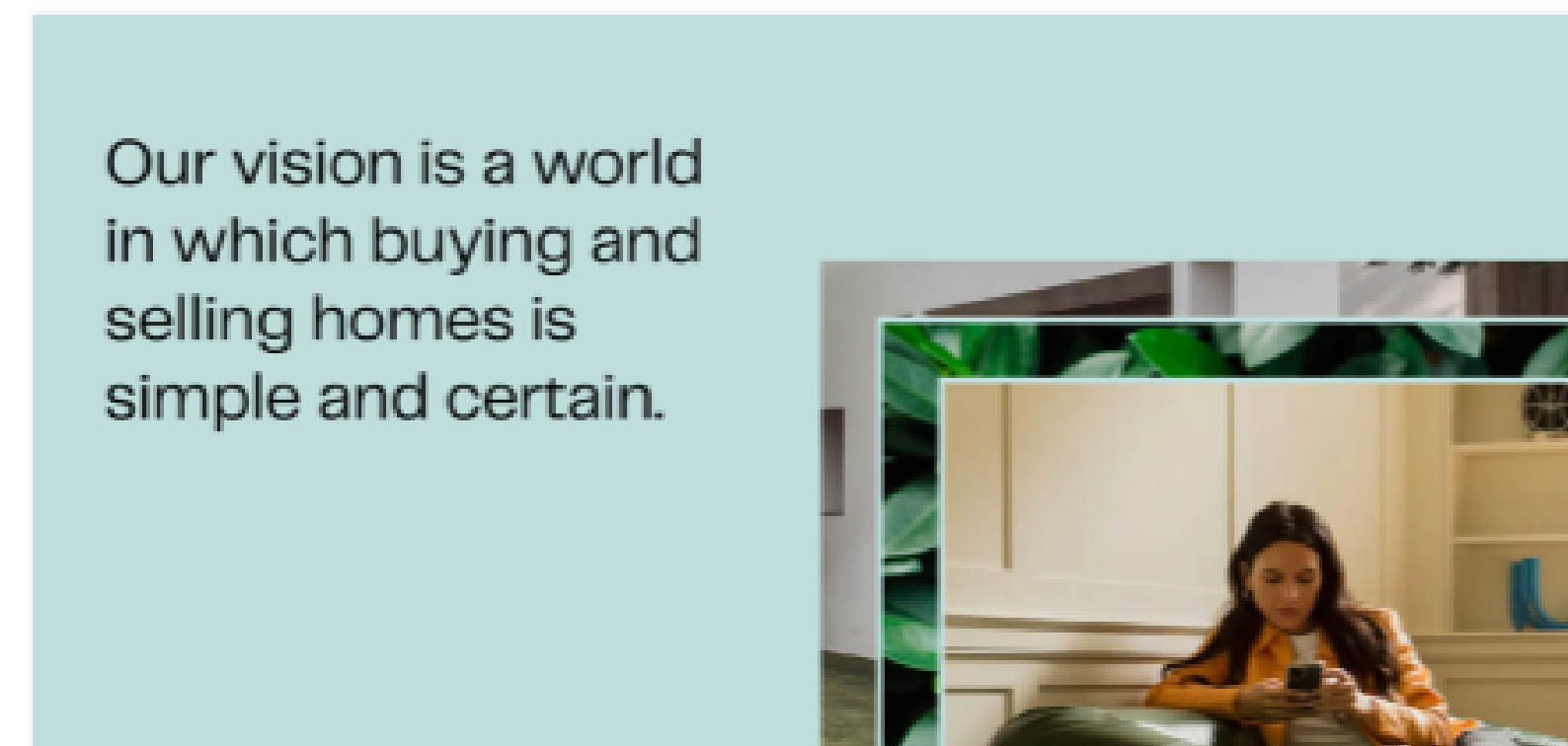
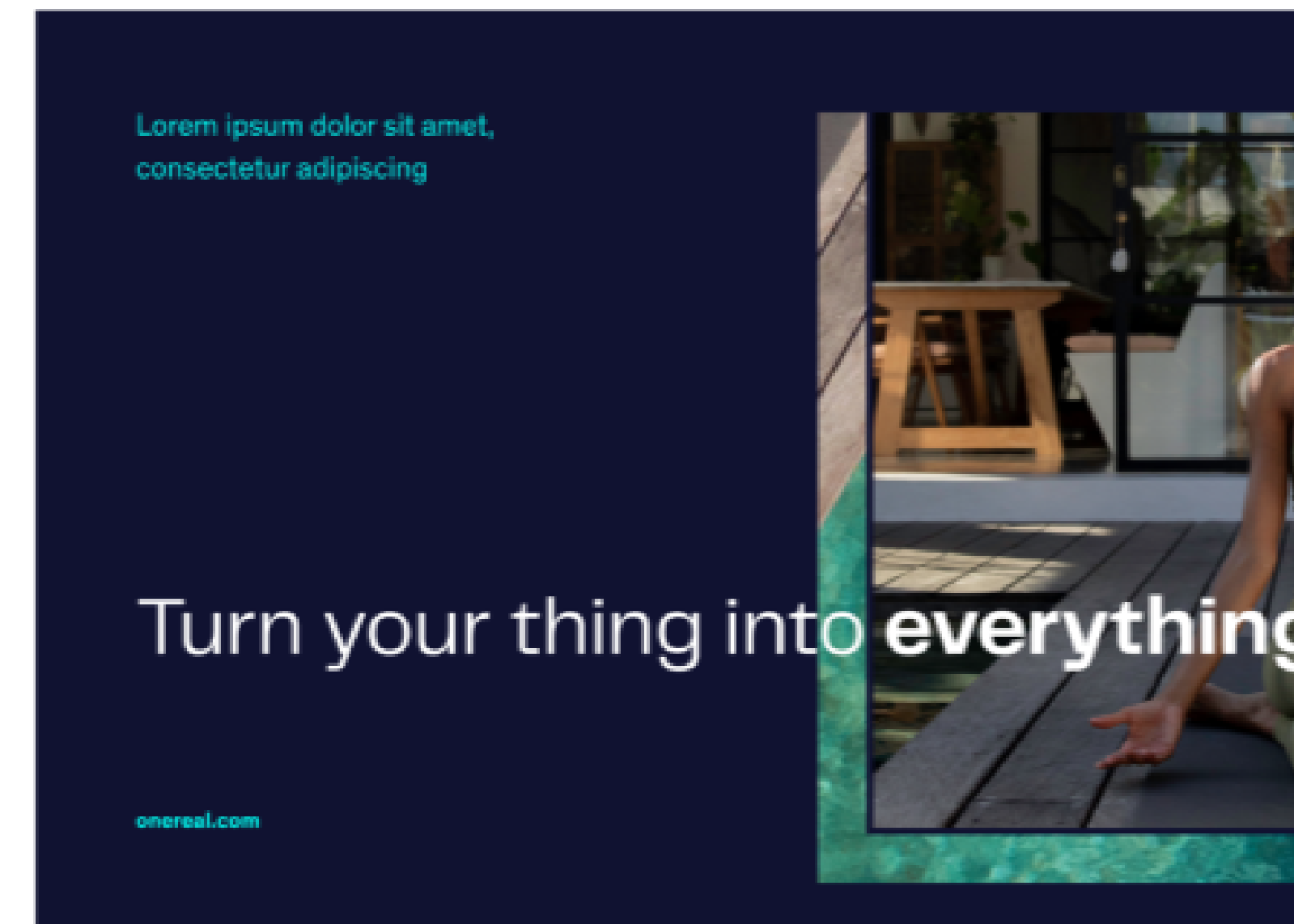


To further enhance the bracket system, we can incorporate Image Layering. Adhering to the fundamental principles of our bracket grid, we can generate partial shapes that echo the primary canvas, effectively creating image masks that infuse texture and vibrancy into our designs. This design system not only enhances our static imagery, but is exceptionally successful as a tool for video expressions.

Images or video being selected for layering should be used to tell a story and guide the narrative in support of the primary image.

Only if the image layers build a cohesive idea should the design system be employed and never utilized for the sake of decoration.

When selecting images, we prioritize quality of texture and contrast, ensuring they complement and support the primary image without overpowering it. Images that feature detailed elements of inside and outside the home prove most successful, e.g. manicured hedges, reflections of light from the pool, detail of special tiles or flooring materials.



read