

Brand Guidelines



For The Next Generation.	AGENT Real Estate Schools	www.agentrealestateschools.com
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For The Next Generation.

AGENT Real Estate Schools

www.agentrealestateschools.com

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1.0

The Brand

Brand Goal

Our team believes in providing innovative and results-driven learning experiences. Our students come from all walks of life with a shared goal of embarking on a journey to a new career and new life.

Agent Real Estate Schools is a technology forward company which utilizes innovative tools and services to grow our student base. This includes top-tier, lead-generation software, transaction management, content marketing tools, and advertising. Great real estate agents never stop learning, and we're devoted to innovating and evolving as they do.

At the core of every interaction is a commitment to our students. We work tirelessly to provide them with the best products and support available in the marketplace. We hire entrepreneurial personalities who understand the personality and challenges of the small business owner. As entrepreneurs, we appreciate our customers tremendously.

As a company, and as the hub for your individual real estate journey, we are in a constant state of growth and expansion. And, we hope you will grow right along with us.

Brand Essence

Authentic

Sincerity and authenticity abound. This comes across in the selection philosophy and is demonstrated through tangible actions and intuitive behaviors - not just words.

At Agent Real Estate Schools, we say what we mean and we mean what we say. It is vital to our students that we maintain authenticity in both our communication and our offers.

Committed

Agent Real Estate Schools has an indefatigable commitment to providing a first class educational experience to our students that builds on its reputation over time.

Agent Real Estate Schools is dedicated to raising the bar and its devotion to being the “go-to” source for education in order to sit for the real estate licensing exam.

Agent Real Estate Schools will show a faithfulness and allegiance to the spirit of its brand essence in all things: course creation, course recommendation, branding, communication and messaging.

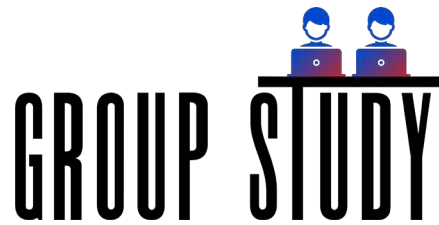
Distinctive

From the chic and unorthodox typeface to the quirky iconography and the ‘informed meets accessible’ branding, Agent Real Estate Schools punctuates the real estate education landscape with a refreshing and much-needed new ‘go-to’ experience.

Distinguished in its design, Agent Real Estate Schools stands above and beyond its substitutes and delivers on its promise.

Individuality is at the heart of the proposition and manifests itself through quirky design, noteworthy professional commentary and unique messaging where life happens and a new breed of burgeoning real estate agents know how to live.

Brand Courses



This hybrid program combines both audio-visual-kinesthetic learning styles, with convenient, online features and in-person components. The student can access quizzes and exams easily through our student portal and get exclusive access to 2-hour live weekly classes. It is ideal for a student who prefers to be fully-immersed through these interactive classes. We provide students with user-friendly features that require no technological expertise. On the go? Access your course materials, take and pass quizzes and final exams with the simplicity of our portal.



If the student prefers studying at your their pace and are a reader/writer learner, then this program is ideal for them. The interactive online format is great for anyone working full-time or launching a new career. Included in this course program are the online textbooks, chapter quizzes, final exams, 1100+ state exam practice questions, and a 1-Day Prep Live In-Class course to prepare them for the state exam. The student can complete this course in as soon as 54 days.



The student can build the test-taking confidence needed with our effective crash course we call 1-Day Prep. Designed to help the student cover the most common topics found on the exam, this hybrid course consists of online study material and live, interactive features. Examinees are allowed unlimited access to our weekly live prep classes held on Saturdays in select locations. They will be able to get clarification on a question, concept, key term, or simply ask for help! Our instructors are very qualified and dedicated in seeing our students become successful.

Brand Courses



This real estate license tutoring service is designed to cater to the individual requiring special 1:1 support with a more kinesthetic learning style. Our tutoring package is a “NEW” concept in the world of pre-licensing real estate course work where approved-only instructors spend six hours of time with you one on one to help you achieve your goal of passing the Real Estate State exam.



This all-online program gives you immediate access to the college-level courses required to take the Broker Exam. Access your course materials, take and pass quizzes and final exams with the simplicity of our portal.



This is a one day crash course. The curriculum is designed to review the seven exam topics found on the state exam, tips and tricks for test taking and includes a student manual with fillable fields to help with retention. Students are allowed unlimited access to our ongoing monthly Prep classes typically held on Saturdays in select locations. This day of preparation is a strategic refresher of information needed for exam day. We review concepts, key terms, and tips for test taking.

Target Audience

Ambitious, urban young professional and the new start later in life professionals.

Single/Married, 50% Female 18-55 yrs old

Cities: Major Cities across US,

Occupation: Marketing/PR, Design, Sales, Administration

Interests: Politics, Travel, Music, Restaurants, Outdoors, Financial Investing, Property Development.



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AGENT Real Estate

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2.0

Logo

Primary Logo

Agent Real Estate Schools is the education source for next generation of aspiring real estate agents.

We want to stand out from the crowd. It's why we've created this bold logo. It communicates who we are. It's what makes us special. Our logo is at the heart of everything we do, so please use the primary logo across all communication and help protect what we stand for. After all, it's more than just a name.

When production constraints do not allow or the use of the green version, please use a one color white or black logo.

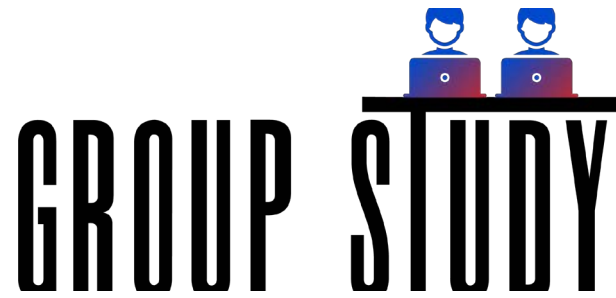


Logo Clear Space

To enhance visibility and prominence of Agent Real Estate Schools, the logo should always be surrounded by a generous amount of clear space.



Course Logos



Logo Misuse

We have placed strict limitations on usage of the Wellth logo to preserve the integrity of the brand. The examples on this page illustrate some, but not all, potential misuses of the logo.



DO NOT CHANGE COLOR



DO NOT CHANGE PROPORTIONS



DO NOT CHANGE TYPEFACE



DO NOT COMPROMISE LEGIBILITY

3.0

Color Palette

Brand Colors

The Agent Real Estate schools brand color palette is as much a part of our identity as our logo.

It consists of a deep cool red, a rich blue, a charcoal grey, a sleek black, and a gradient of the 2 primary colors..

Our color palette is an important building block in what makes us, us! Our primary colors are striking and steady, maintaining an air of trust. Remember, keep it simple. Our secondary colors reflect the approachable, accessible nature of our brand.

Pantone® spot colors should be used where possible, otherwise CMYK, or RGB if digital printing is used.

RGB values should be used for all screen based applications.

Primary



RGB	Hexadecimal
25 79 69	#194F45
CMYK	Commercial Color
86 46 68 41	2466C

RGB	Hexadecimal
230 155 18	#E69B12
CMYK	Commercial Color
9 43 100 0	124C

Secondary



RGB	Hexadecimal
159 217 154	#9FD99A
CMYK	Commercial Color
38 2 38 0	2267C



RGB	Hexadecimal
232 77 56	#E84D38
CMYK	Commercial Color
3 85 85 0	2027C



RGB	Hexadecimal
222 108 46	#DE6C2E
CMYK	Commercial Color
9 70 97 1	7875C

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4.1

Primary Typeface

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Secondary Typeface

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4.0

Typography

Primary Typeface

This font is straight forward, strong yet fun. It feels warm and inviting, and is bold enough to make a chic statement, epitomizing the ARES attitude.

Combining quirk and a formidable character in equal measure, the font puts a face to the ARES name and brings our distinct brand language to life.

This font represents who we are and should be used on all copy. When it comes to brand recognition, remember to honor the two big Cs – Consistency and Clarity

Font name: Helvetica Neue | Condensed Bold, Condensed Black, Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
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A

Secondary Typeface

A simple, clean sans serif font, the Montserrat font encapsulates the ARES spirit quintessentially.

When it comes to brand recognition, remember to honour the two big Cs
- Consistency and Clarity.

Font name: **Montserrat** | Light, Regular, Bold,

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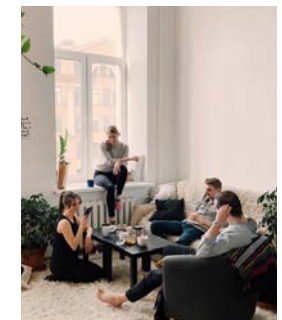
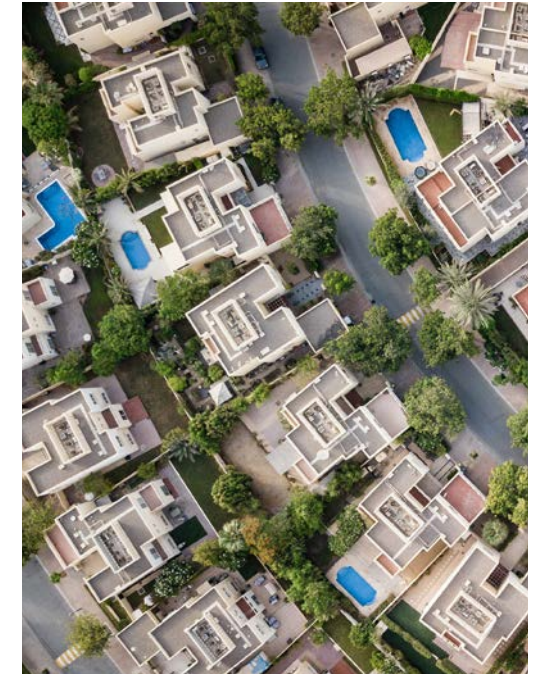
5.0

Imagery

Image Direction

Photography, the right kind of it, is crucial to the ARES identity. Needless to say, the vibe should be cool and relaxed, yet exude a sense of colorful accessible sophistication.

So, keep in mind your consumer who is the socially conscious, urban young professionals who are comfortable in their skin and ambitious in their career focus.

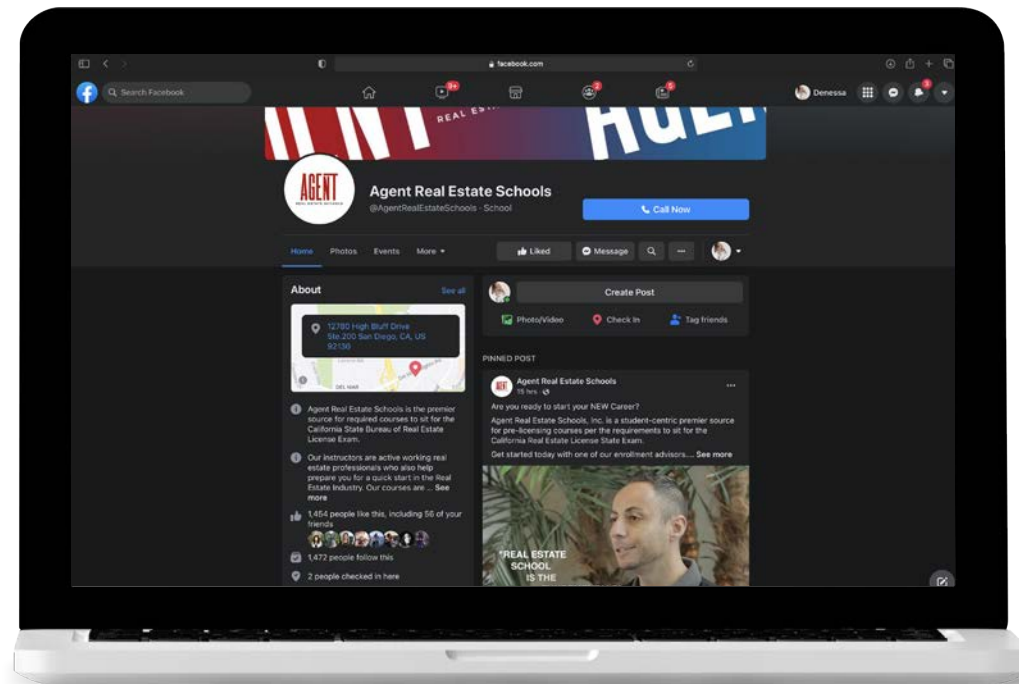


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Application

Digital Application



Stationary

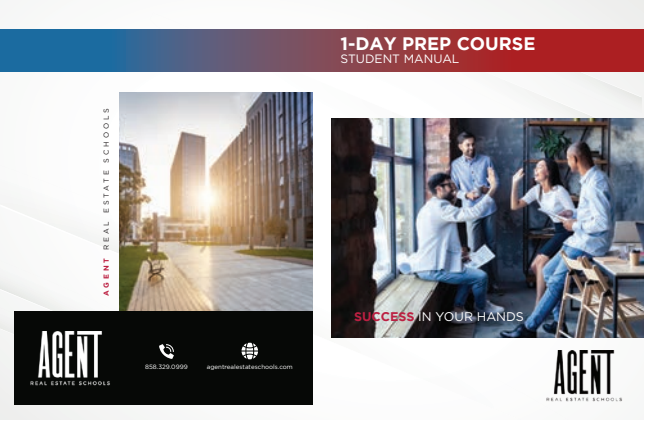
Email Signature



Stationery

Student Manua

230 mm x 310 mm



Merchandising

Our consumer should not only love to shop ARES products but our merchandise as well.



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