

# Johnstone & Johnstone Brand Guidelines



# About Johnstone & Johnstone

Clients receive quality, family-grown service when working with our family of companies. Serving our state for over 100 years, Michigan is more than our market. It's our home.

We are a Michigan-based company, the largest real estate broker in the state and one of the largest in the country. Our fourth generation family business consists of five real estate brands, Johnstone & Johnstone, Real Estate One, Max Broock, Charles Reinhart Company, and Remerica as well as our one-stop-shop of real estate services including John Adams Mortgage Company, Capital Title Insurance Agency, Insurance One Agency, Relocation America International and Rental Management One.

As a member of our family, your business is built on the core values of excellence, caring, integrity, teamwork and empowerment. You are an agent for a "Michigan Top Workplace," a title our family of companies has earned since 2011 through cultivating a positive and motivating culture.

Together, we strive daily to fulfill our mission of creating the best real estate experience through our family of services.

# Core Values

## Excellence

Going above and beyond – exceeding expectations in all we do. We establish expectations, recognize success, provide the best customer service, and practice and embrace continuous improvement.

## Caring

Valuing relationships and demonstrating concern and respect for others. We give back to our community, show empathy and flexibility, listen and respect diverse opinions, and celebrate success.

## Integrity

Aligning our values and behaviors in an honest, ethical, and responsible manner. We honor our commitments, communicate honestly and constructively, comply with laws and regulations, assume responsibility for our actions, and do the right thing.

## Teamwork

Having exceptional people working together throughout our family of companies. We rely on each other, work toward common goals, respect one another, and collaborate with each other.

## Empowerment

Making independent decisions that support our mission, vision and values. We own the decisions we make, engage fully in our work, question the status quo, and find solutions.

# The Johnstone & Johnstone Brand

Great brands build strong bonds with their audience by being consistent. They are instantly recognizable and immediately stand for something. They speak a common language, despite the fact that they may be speaking to very different people from very different places.

From business cards to listing presentations to websites, adhering to these guidelines ensures that the look and feel of Johnstone & Johnstone remains consistent across all mediums. While we always encourage creativity and out-of-the-box thinking, we want to stay true to our roots when representing our brand.





# Primary Logo

The Johnstone & Johnstone rectangle is the primary graphic element that identifies our brand.

This trademark makes Johnstone & Johnstone’s storefronts, products, websites, and other visual communications easily identifiable, enhancing our brand presence and professionalism. Since our logo plays a key role in making our brand recognizable and memorable, it is required to appear on all marketing and communication pieces.

## Clear Space

To ensure legibility, allow enough space around the logo to keep it clear and uncluttered. This space isolates the mark from any other competing graphic elements that may conflict with, overcrowd, and ultimately lessen the impact of the mark.



## Minimum Size

The smallest the logo should be represented is .5” high.

## Exceptions

There are some instances, such as novelty items, where these dimensions will be too large. In such cases, please use your own discretion to determine proper size and clear space.

## Secondary Logo

Though it doesn't happen often, there are certain instances where the use of a secondary logo may be necessary.

### Black and White

Use this version if you're printing in black and white or if this logo would fit on your design piece better than the standard black and red logo.



# Logo Don'ts

A few rules are necessary for maintaining the integrity of the brand.

- A Don't rotate the logo.
- B Don't stretch or skew the logo.
- C Only use the brokerage brand in which you are licensed on all marketing materials (state law). Co-branded materials featuring more than one brokerage logo are not permitted.
- D Don't enclose the logo.
- E Don't add a drop shadow to the logo.
- F Don't use the Family of Companies logo unless you are an executive or employee of REO Corporate creating internal marketing pieces.
- G Don't alter the color of the logo.
- H Don't crowd the logo. Always leave white space around the logo.
- I The size of the name of the Firm must be greater than or equal to the size of the name of the Licensee. For details watch Letter of the Law I Real Estate Advertising:  
[mirealtors.com/legal-resources](http://mirealtors.com/legal-resources)



A

**&JOHNSTONE  
&JOHNSTONE**  
REALTORS

B

**&JOHNSTONE  
&JOHNSTONE**  
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C

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&JOHNSTONE**  
REALTORS

E

**&JOHNSTONE  
&JOHNSTONE**  
REALTORS

F

 *FAMILY of  
COMPANIES*  
REAL ESTATE / MORTGAGE / INSURANCE  
TITLE / RELOCATION / RENTAL MGMT

G

**&JOHNSTONE  
&JOHNSTONE**  
REALTORS

H

**&JOHNSTONE  
&JOHNSTONE**  
**CONTACT US**

I

*JOHN DOE*  
**&JOHNSTONE  
&JOHNSTONE**  
REALTORS





## Typography & Tone

We have a lot of important things to say. When we all say them in the same way, our story has more impact and our audience can better connect with our brand.

Johnstone & Johnstone demonstrates that it's entirely possible to be professional and approachable at the same time. We are reliable without being boring. Confident yet humble. We are optimistic and always looking for the next game-changing solution. Our tone is conversational, polished, and in alignment with both our standards and identity. We take great pride in our core values and strive to exhibit those characteristics in everything we say and do.

# Typography Overview

Used correctly, typography can evoke emotion or fit a certain style. Careful selection and consistent use of a typeface can be just as important as color and imagery when creating and solidifying a professional brand.

Johnstone & Johnstone uses two main typefaces, Avenir and Goudy. Avenir is stylish, light and airy, while Baskerville is elegant and refined. Combined, the two fonts convey the professional, yet laid-back culture of our company. In addition to having many style variations, these two fonts are interchangeable for header and body copy, depending on the mood of the project.

# Primary Typeface

Primary Font

# Avenir

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Secondary Typeface

Secondary Font

# Goudy

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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Extra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Text Hierarchy

42pt

Johnstone & Johnstone

36pt

Johnstone & Johnstone

24pt

Johnstone & Johnstone

18pt

Johnstone & Johnstone

14pt

Johnstone & Johnstone

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12pt Body

Et et, sae porernam illatus. Exped molora parcil min res aspedi odisitatqui rectum velis di am et fugiti sita quam et experci reperferchil exernat iustrum andis ipsapis eum endelis sunt eum et voluptur? Qui odiati optat ad ut esti.

10pt Body

Et et, sae porernam illatus. Exped molora parcil min res aspedi odisitatqui rectum velis di am et fugiti sita quam et experci reperferchil exernat iustrum andis ipsapis eum endelis sunt eum et voluptur? Qui odiati optat ad ut esti debit lam quam que natur, ut aperum in nobit es nis.







## Color Palettes

When it comes to branding, the main backbone of an easily recognizable identity is the use of color. Color offers an instantaneous method for conveying meaning and message without words.

Perhaps one of the most important aspects of the Johnstone & Johnstone brand is the use of color. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, it also serves a psychological purpose by communicating a certain feeling to your audience.

# Primary Brand Color

The primary color used throughout Johnstone & Johnstone is red. The color red conveys trust, dependability, security, and responsibility.



**4-Color Print (CMYK):** C:0 M:100 Y:89 K:0

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**RGB:** R:228 G:0 B:43

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**Hex:** #E4002B

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**Pantone Coated:** 185 C

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**Pantone Uncoated:** 185 U

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# Secondary Brand Color

The secondary color in the Johnstone & Johnstone brand identity is black. Used by companies to boast a classic sophistication, the color black conveys prestige, value, timelessness, and elegance.



**4-Color Print (CMYK):** C:100 M:61 Y:32 K:96

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**RGB:** R:16 G:24 B:32

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**Hex:** #101820

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**Pantone Coated:** Black 6 C

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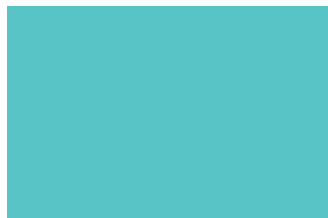
**Pantone Uncoated:** Black 6 U

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# Alternative Color Palettes

## Young & Trendy

While the brand's overall message must remain consistent, the tone may vary somewhat according to the target audience. The color palette below will convey a youthful, energetic mood for our younger audience.



**Tiffany Blue**  
CMYK: C=60 M=0 Y=16 K=0  
RGB: R=89 G=190 B=201  
Hex: #59BEC9  
Pantone Coated: 2227 C  
Pantone Uncoated: 318 U



**Spruce**  
CMYK: C=89 M=25 Y=38 K=54  
RGB: R=13 G=82 B=87  
Hex: #0D5257  
Pantone Coated: 7476 C  
Pantone Uncoated: 323 U



**Light Gray**  
CMYK: C=31 M=29 Y=30 K=6  
RGB: R=165 G=156 B=148  
Hex: #A59C94  
Pantone Coated: Warm Gray 6 C  
Pantone Uncoated: Warm Gray 4 U



**Steel**  
CMYK: C=26 M=10 Y=3 K=0  
RGB: R=183 G=201 B=211  
Hex: #B7C9D3  
Pantone Coated: 5445 C  
Pantone Uncoated: 5445 U

# Alternative Color Palettes

## Elegant & Muted

There are certain times the Johnstone & Johnstone brand will need to speak to an older audience. Soft, sophisticated, historic colors generally work best in this case.



**Granite**  
CMYK: C=57 M=46 Y=40 K=25  
RGB: R=99 G=102 B=106  
Hex: #63666A  
Pantone Coated: Cool Gray 10 C  
Pantone Uncoated: 425 U



**Gold**  
CMYK: C=0 M=36 Y=100 K=0  
RGB: R=255 G=164 B=0  
Hex: #FFA400  
Pantone Coated: 137 C  
Pantone Uncoated: 136 U

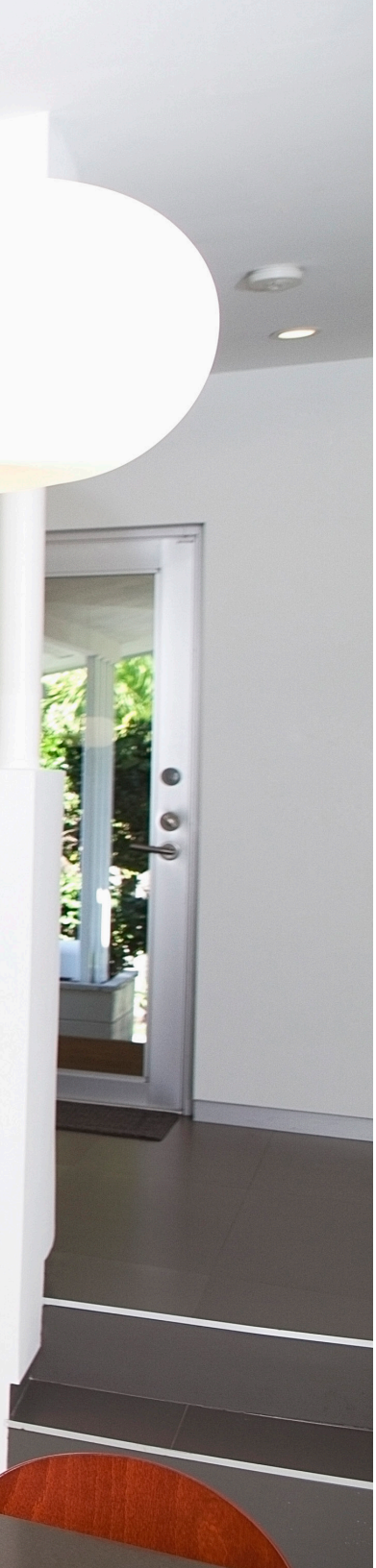


**Cream**  
CMYK: C=7 M=10 Y=31 K=0  
RGB: R=223 G=209 B=167  
Hex: #DFD1A7  
Pantone Coated: 7500 C  
Pantone Uncoated: 4745 U



**Maroon**  
CMYK: C=5 M=96 Y=56 K=54  
RGB: R=118 G=35 B=47  
Hex: #76232F  
Pantone Coated: 188 C  
Pantone Uncoated: 201 U





## Photography Overview

Photography is one of the most vital elements of Johnstone & Johnstone's brand identity. High-quality visuals are paramount in both digital and traditional marketing.

A good photograph is clear, crisp, and purposeful. Images should provide consumers with useful information about a property such as features, amenities, room scale, and surrounding landscape.

Due to the automation of digital products, we recommend photos be taken in landscape/horizontal format. Additionally, every photo should tell the home's unique story, not only through the image depicted, but also in the order the photos are viewed. The first photo should always be the most intriguing.

# Clear, Crisp Photography

All images should be easily identifiable and not distorted, stretched, blurry, or pixelated.



**Correct**

Clear, crisp image highlighting the exterior of the house



**Incorrect**

Blurry, pixelated image with illegible details



**Correct**

Clear, legible details



**Incorrect**

Busy, stretched, over-exaggerated image



# Purposeful Photography

Purposeful photography provides consumers with useful information about the property details including the property's features and amenities, the room's scale and proportions and the surrounding landscape. The first photo should always be your most intriguing image.



**Correct**

Highlights the exterior and the pool



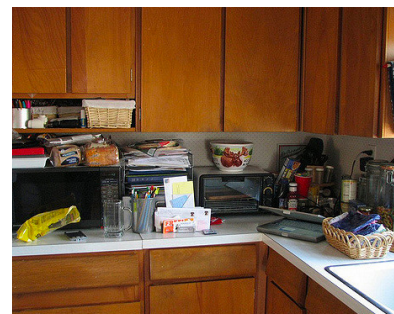
**Incorrect**

Unappealing view of brick wall



**Correct**

Calls attention to cozy breakfast nook



**Incorrect**

Messy kitchen that doesn't highlight the usable space





## Social Media

As an active member of the business community, Real Estate One Family of Companies realizes the value and importance of social media for business promotion and practices.

We recommend agents using a company-branded Business Page, for most of you that is Facebook. Use this site to showcase your listings, promote an open house or just connect with clients. This site should not be used for personal, non-real estate-related posts or business posts that can be perceived as negative against other agents or companies.

If you use your social media profiles for personal use, please keep it as such. You're encouraged to state that you are a proud member of our Family when completing the About section, but we do not recommend the use of company logos in your Profile Picture or Cover Photo. Showcasing your success is a powerful tool but be aware that when you present your professional business on your personal page, you must be conscientious of what you post, share, like and comment.

Rule of thumb: keep your personal social media sites, personal and your business sites, business.

