



Company Brand Guidelines

We allow agents to
**focus on what
they love to do**

while providing
guaranteed leads, a team
of sales concierges to
follow up and nurture
leads, coaches to help
you reach your goals,
and a team of in-house
loan officers to make you
more productive.

LOGO



MAIN LOGOS



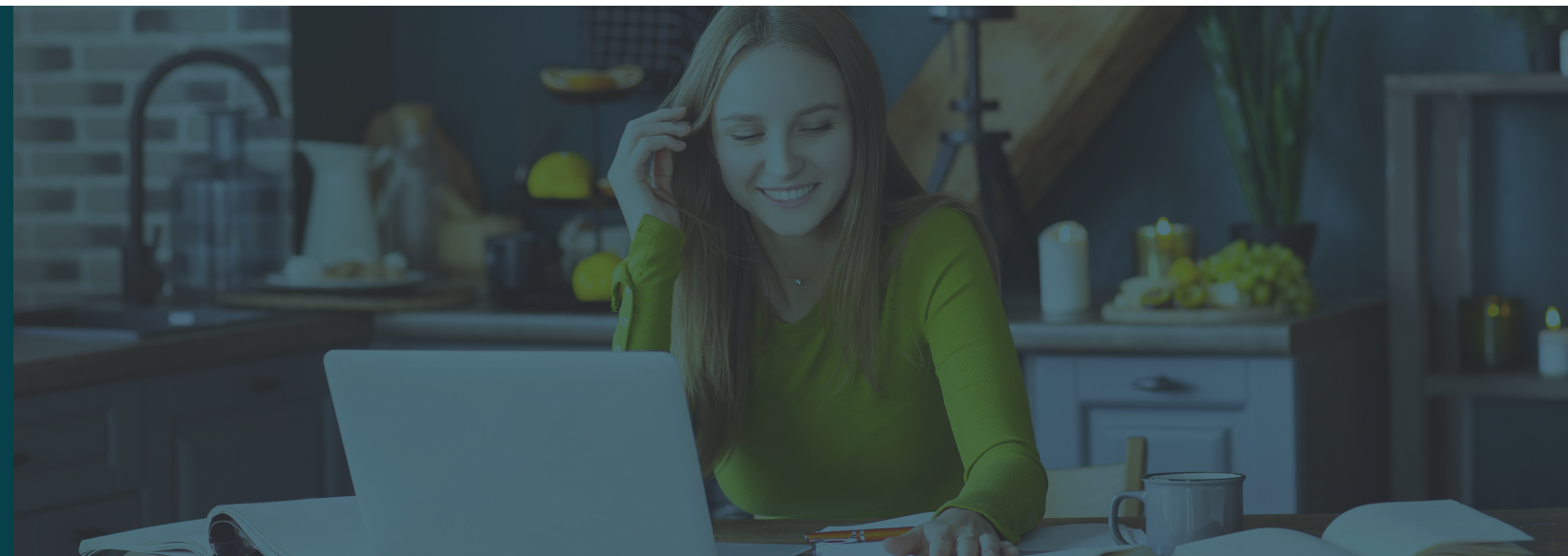
ICONOGRAPHY



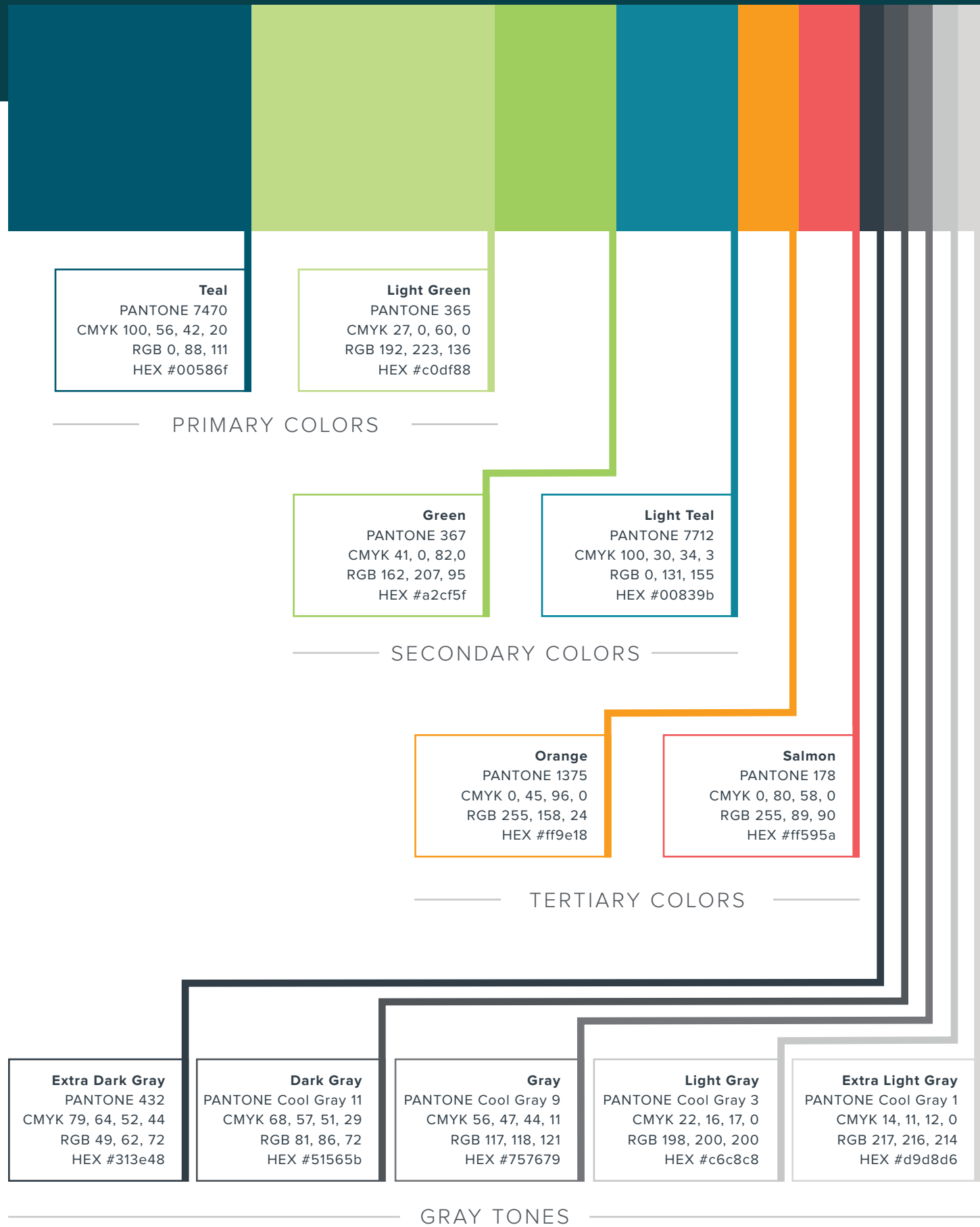
REVERSED LOGO



WHITE LOGO



COLOR PALETTE



SYSTEMATIC COLOR PALETTE – FOR WEB (ADA COMPLIANT)

GREEN	TEAL	ORANGE (ACCENT)	SALMON (ACCENT)
10 #c7e099 Text Color On Top #00586f	10 #97d7e2 Text Color On Top #00586f	10 #fdcf85 Text Color On Top #00586f	10 #ffb1b9 Text Color On Top #00586f
20 #a2d45e Text Color On Top #00586f	20 #57c7da Text Color On Top #074149	20 #ffb548 Text Color On Top #00586f	20 #ff8189 Text Color On Top #074149
30 #79bc43 Text Color On Top #074149	30 #0fb1c6 Text Color On Top #06090a	30 #ff9e18 Text Color On Top #074149	30 #ff595a Text Color On Top #06090a
40 #64a644 Text Color On Top #06090a	40 #00a1b8 Text Color On Top #06090a	40 #e98424 Text Color On Top #06090a	40 #e23e45 Text Color On Top #06090a
50 #53883d Text Color On Top #06090a	50 #00829b Text Color On Top #06090a	50 #d57728 Text Color On Top #06090a	50 #cd2029 Text Color On Top #ffffff
60 #42612d Text Color On Top #c7e099	60 #006177 Text Color On Top #c7e099	60 #c06928 Text Color On Top #06090a	60 #a41e25 Text Color On Top #ffffff
70 #3f512f Text Color On Top #c7e099	70 #00586f Text Color On Top #c7e099	70 #8e4f21 Text Color On Top #ffffff	70 #7f1e24 Text Color On Top #ffb1b9
80 #273519 Text Color On Top #c7e099	80 #074149 Text Color On Top #c7e099	80 #673d17 Text Color On Top #fdcf85	80 #5f0b13 Text Color On Top #ffb1b9
90 #1c2413 Text Color On Top #c7e099	90 #0f353a Text Color On Top #c7e099	90 #4b2a12 Text Color On Top #fdcf85	90 #3a1213 Text Color On Top #ffb1b9
100 #080807 Text Color On Top #c7e099	100 #06090a Text Color On Top #c7e099	100 #291b0e Text Color On Top #fdcf85	100 #190d0e Text Color On Top #ffb1b9

TYPOGRAPHY

PRIMARY FONT

Proxima Nova

Proxima Nova – Light

Aa | Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova – Medium

Aa | Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova – Bold

Aa | **Aa Bb Cc Dd Ee Ff Gg Hh Ii**
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova – Regular

Aa | Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova – Semibold

Aa | **Aa Bb Cc Dd Ee Ff Gg Hh Ii**
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova – Extra Bold

Aa | **Aa Bb Cc Dd Ee Ff Gg Hh Ii**
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY FONT

Museo Slab

Museo Slab – 300

Aa | Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Museo Slab – 700

Aa | **Aa Bb Cc Dd Ee Ff Gg Hh Ii**
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Museo Slab – 500

Aa | Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Museo Slab – 900

Aa | **Aa Bb Cc Dd Ee Ff Gg Hh Ii**
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

HEADLINE

Museo Slab – 900

SUBHEAD

Proxima Nova – Semibold

MAIN CONTENT

Proxima Nova – Regular: Lant aut ent haruptatus sum veliquia ipsunt, aut rerchic tem et lautem etur molorem velluptatet aute aut aut adit latem si officii sum quibus explaut aliquas ressequam ut prest.

Si corerovitem con escium fugitas ea et eos arum dollabo reperro reperio ipsam quat doluptatem eosam, sitaturecto et earuptam idebis netur?

- Lant, aut rerchic tem et lautem etur molorem
- Lant aut ent haruptatus sum veliquia

“

Aut rerchic tem et lautem etur molorem velluptatet aute aut aut adit.

CALLS TO ACTION (CTA)

Proxima Nova – Bold: Lant aut ent!

Proxima Nova – Bold: Lant aut ent!

Secondary Digital

Secondary Digital

Secondary Digital

LIGHT DESIGN

Three types of design

Lant aut ent haruptatus sum veliquia ipsunt, aut rerschic tem evelluptatet aute aut aut adit latem si officii sum quibus.

CTA / Button

NEW PENDING URGENT INFO

275K 1.25M 750K 500K 500K



\$500,000 \$1,250/mo.
4553 Smith Road | Denver, CO 80205
House | 3 Bed | 2 Bath | 1997 | 1,200 sqft
MLS 12345678 | ReColorado

Chicago, IL 217 Listings

Price Rooms Type Size More...

Price Clear

\$0 Max Price

Rooms

Bedrooms Bathrooms
ANY STUDIO 1 2 3 4+ ANY 1 1.5 2 2.5 3+

Property Type Unselect All

Houses Townhomes Multi-Family Condos/Apts Lots/Land Manufactured

House & Lot Siz Clear

Sq Ft Min Sq Ft Max

Lot Min Lot Max

Save Search Reset Done

DARK DESIGN

Three types of design

Lant aut ent haruptatus sum veliquia ipsunt, aut rerschic tem evelluptatet aute aut aut adit latem si officii sum quibus.

CTA / Button

NEW PENDING URGENT INFO

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Rooms

Bedrooms Bathrooms
ANY STUDIO 1 2 3 4+ ANY 1 1.5 2 2.5 3+

Property Type Unselect All

Houses Townhomes Multi-Family Condos/Apts Lots/Land Manufactured

House & Lot Siz Clear

Sq Ft Min Sq Ft Max

Lot Min Lot Max

Save Search Reset Done

OVER PHOTOGRAPHY

Three types of design

Lant aut ent haruptatus sum veliquia ipsunt, aut rerschic tem evelluptatet aute aut aut adit latem si officii sum quibus.

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ANY STUDIO 1 2 3 4+ ANY 1 1.5 2 2.5 3+

Property Type Unselect All

Houses Townhomes Multi-Family Condos/Apts Lots/Land Manufactured

House & Lot Siz Clear

Sq Ft Min Sq Ft Max

Lot Min Lot Max

Save Search Reset Done

IMAGERY

Modern. Diverse. Friendly.

The Found It brand seeks to create feelings of **inclusivity, warmth, and friendliness**. The modern and clean visuals appeal strongly to Found It's target audience of millennial and first time home buyers while creating an inviting experience to consumers outside these target demographics.

