EXCLUSIVE USAGE

These brand guidelines are for the exclusive use of eXp Realty Land & Ranch agents whose memberships have been fully processed and whose accounts are in good standing. Non-members are not authorized to utilize the branding materials below. To learn more about joining the eXp Realty Land & Ranch Division, visit: **exprealty.com/landandranch**
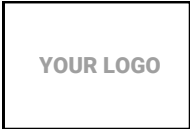
Primary Logos

Primary Stacked Logos

Secondary Logos

CO-BRANDING

Agents or brokerages may co-brand with eXp Land & Ranch as long as the following conditions are observed:

- The proper amount of safe space is allocated around the eXp Land & Ranch lock-up

- The eXp Land & Ranch lock-up is always the leftmost logo when co-branding

- Both logos appear equal in scale — achieve this by matching the height of the square in the eXp Land & Ranch lock-up
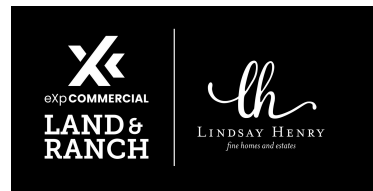

Commercial Logo

Primary Logo

Primary Stacked Logo
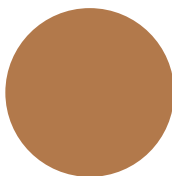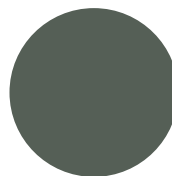

Secondary Logo

Co-brand

BRAND COLORS

Wheat
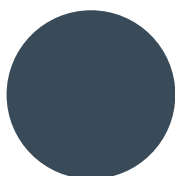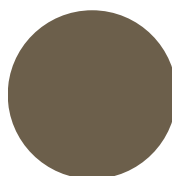
—

HEX #E1DBC0

Rust

—

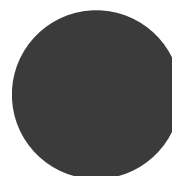HEX #B2794B

Dark Sage

—

Hex #555F56

Moody Sky

—

Hex #394a58

Pinto

—

Hex #6C5F4B

Charcoal

—

Hex #3b3b3b

BRAND IMAGERY

- Use natural, clean imagery with warm lighting
- We should always strive to represent diversity and inclusiveness in our images
- Color must always complement chosen image

Farm & Ranch Imagery

Warm, Inviting Staging

Beautiful, Open Spaces

MODERN

Roboto Font Family

THE QUICK   Roboto Condensed Bold All Caps for titles and highlighted body text

Brown Fox   Roboto Condensed Bold for intro copy and subtitles

jumps over
the lazy dog   Roboto Regular for body text

CLASSIC (Headlines and Subheadlines)

Goudy Font Family

The Quick   Goudy Bold, Sentence Case for primary title option

THE QUICK   Goudy Bold, All Caps for secondary title option

THE QUICK   Goudy Bold Italic, All Caps for secondary title option

Brown Fox   Roboto Condensed Bold for intro copy and subtitles

jumps over
the lazy dog   Roboto Regular for body text

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LOGO USAGE

- Care must be taken to create well balanced and considered compositions

- Choose a light or solid-colored area to ensure the logo doesn't get lost in the background

- Only use the secondary logos to reinforce eXp Land & Ranch recognizability after using the primary logos (ex. multi-page documents, presentations, social media posts where space is limited)

- Topographic element used as shown below

MOTIFS