

# **eXp Realty** **Brand Guidelines**

The eXp Realty logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

**NOTE**

The eXp Realty logo should never be recreated or typeset. Only official logo files should be used in communications. The eXp Realty as shown here will serve as the company's primary logo and trademark.



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## PRIMARY USAGE

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The primary color option for our logo is **Blue and Orange**. It is intended to be used on lighter background and images in order to maintain legibility.



PRIMARY USAGE

Another acceptable color option is to reverse the logo out to **White** on darker background and images.



LIMITED-USE

The logo can appear in **Black** only for black-and-white and grayscale scenarios.



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## SIZE

To maintain full legibility, never reproduce the logo at widths smaller than 1 inch (for print) or 175 pixels (for screen). There are no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



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## CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the letter "x" as a measuring tool to help maintain clearance.



## COLOR

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Beyond our logo, color is the most recognizable aspect of our brand identity. Our brand colors reflect our bold, diverse community. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive eXp Realty brand.



**Hex** 19469D  
**CMYK** 84 | 55 | 0 | 38  
**Pantone** 7687

**Hex** 00021A  
**CMYK** 100 | 92 | 0 | 90  
**Pantone** 5255

**Hex** F9A81A  
**CMYK** 0 | 33 | 90 | 2  
**Pantone** 130

**Hex** F5821F  
**CMYK** 0 | 47 | 87 | 4  
**Pantone** 715

**Please use the following color guide:**

**HEX** colors should be used when designing for screens or desktop printing.

**CMYK** color should be used when designing for 4-color printing (C=cyan, M=magenta, Y=yellow, K=black).

**SPOT** color is a single color created by Pantone and the most accurate representation of a color when printed.



## IMPROPER USAGE

Here are a few examples of practices to avoid.



**DON'T** STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY.



**DON'T** ALTER THE PLACEMENT OR SCALE OF THE ELEMENTS.



**DON'T** ADD COLORS TO INDIVIDUAL ELEMENTS.



**DON'T** ALTER OR REPLACE THE TYPEFACES OF THE IDENTITY.



**DON'T** SKEW OR BEND THE IDENTITY IN ANY WAY.



**DON'T** ROTATE THE IDENTITY.



**DON'T** USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.



**DON'T** CROP THE WORDMARK.



**DON'T** USE DROP SHADOWS, STROKES OR OTHER VISUAL EFFECTS.

## LOGO VARIANTS

These logo variants that are **approved** for specific use cases.



**PRIMARY LOGO** IS ACCEPTABLE FOR ALL USE CASES



**TAGLINE LOGO** HAS BEEN RETIRED FROM USE DUE TO REGULATIONS PREVALENT IN MANY STATES



**BROKERED BY LOGO** IS ACCEPTABLE FOR ALL USE CASES



**POWERED BY LOGO** HAS BEEN RETIRED FROM USE DUE TO REGULATIONS PREVALENT IN MANY STATES



**COMMERCIAL LOGO** IS FOR COMMERCIAL USE ONLY



**WORLD HOLDINGS LOGO** IS RESERVED FOR PUBLIC COMPANY USE ONLY



**PRIVATE COLLECTION LOGO** RESERVED FOR LUXURY CERTIFIED EXP AGENT USE ONLY

Logos are available for download at [this link](#).

For questions about local rules and regulations please contact your state or provincial administrative broker. For brand questions and approval please contact [marketing@exprealty.com](mailto:marketing@exprealty.com).