

# COMPANY MARKETING GUIDE

THE BRAND VOICE & STANDARDS



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The Brand Voice represents the soul of the company. It's in the message communicated to customers. It's what the company promises and how it's delivered: the visual and verbal expression of the brand's unique position. What the company stands for, what it strives to do for every customer. Its embodiment fulfills the brand promise to clients.

Your brand will grow and develop through a combination of your own efforts, and the ways in which your customers see and respond to you. Your brand is as much a function of customer reaction as it is a creation of your own making.

The more consistent the voice, the more consumers will be able to identify what makes the brand different and better. And the process keeps making the brand stronger in the process.

The brand principles are the strategic foundation for the brand and all marketing materials. It's the personality, the reputation.

**Brand Positioning Statement**

Eager to serve the Nantucket real estate consumer who appreciates Nantucket and all it has to offer.

**Typical Client**

Our clients are fun and enjoy Nantucket. Their mannerisms tend to be unpretentious and refined. While they seek luxury, they do so quietly and without fanfare.

**Brand Personality**

**Knowledgeable:** Exhibiting a clear understanding of market conditions.

**Understated:** Never promising what we can't deliver.

**Likeable:** A genuine smile and eager to help.

**Straightforward:** Clear and to the point. Never pushy.

**Professional:** Prepared, polished and confident.

To lead the real estate industry on Nantucket, J Pepper Frazier Real Estate must provide clear ways we deliver superior value and service. This is the proof that the promises made to clients are fulfilled. Through these unique offerings, clients are informed and engaged. This helps them maximize the experience and make the most of their time when considering real estate on Nantucket.

**Tangible examples of how the company supports the client.**

- Premier Downtown Office
- Robust easy-to-use website
- Rental search by date
- Mobile Website
- Social Media Entertainment
- Personable Newsletter
- Annual 4th Client Party
- Swag: e.g., rental bags, paddles, hats

**The intangibles produce a distinctive brand personality and experience into our values.**

- Superior knowledge and experience with property valuation
- Team work to immediately address customer needs
- Socially active with deal flow and current conditions
- Community events and charity sponsorships
- Local board participation and zoning commissions
- Investment experience

The visual identity communicates the brand. Elements include logos, shapes, color, typography and photography. This section introduces the core visual identity elements and is a guide for using these elements to achieve a consistent look and feel across customer touch points.

### **Company Logo**

A horizontal and vertical format was created for both the brand and company logos. The horizontal is the preferred version. The square version can be used when space is limited or prevents using the horizontal lock up.



### Application

The JPFCO signatures should always be used in their entirety. The relationship between the logo and logotype should never be shifted or adjusted. The logotype is set with specific letterspacing and the logotype letterforms are customized for the JPFCO brand. Always use approved artwork when reproducing the JPFCO identity. Never manually key in the name in conjunction with the logo.



### Signature Use



#### Primary Signature

The primary signature is the vertical treatment. It should be used whenever possible.



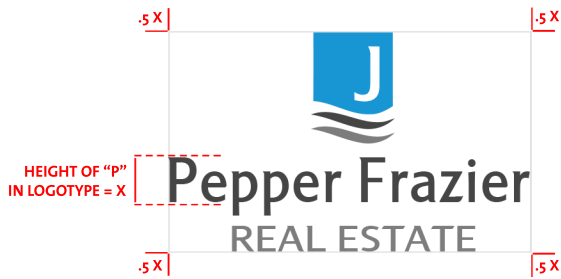
#### Secondary Signature

The horizontal treatment is to be used only when space is limited and prevents the use of the primary, vertical treatment.

**Clear Space**

To ensure high visibility and an uncluttered presentation, always maintain clear space around the JPFCO signature. Determine each signature’s clear space by measuring the height of the “P” or “F” in the logotype.

An area equal to half this height (“x” in the diagrams below) should be kept clear on all sides of the signature. Note that the clear space will change depending on the size of the signature.



**Minimum Size**

It is important that all parts of the identity can be easily read in every application. For this reason,

There are no maximum size restrictions as long as the clear space requirements are met.





### Color Configurations

The JPFCO signatures can be used in the color configurations shown below.

#### Color Signatures

The 2-color (spot color) signatures [1] are the preferred signatures. Use them whenever possible. There is a 4-color (CMYK) version of the signature available for process color applications. If a colored background is used, make sure there is enough contrast in value to maintain legibility. When the color signatures are reversed [2], they may be used only on black or PMS 425-colored backgrounds.

#### Monotone Signatures

A monotone gray signature [3, 4] is available for use when a second ink color is not available. A 45% halftone screen is used to achieve a color shift between the large and small arrow. Make sure the reproduction method you are using is capable of printing a high-quality halftone. An all-white, reversed signature [5] can be used on PMS 312-colored backgrounds.

[1]



[2]



[3]



[4]



[5]



[5]


[DOWNLOAD LOGOS](#)

**Company Icon – The J Wave**

The icon creates allure and a subtle visual for those familiar with the brand.

Focus group reactions to the J Wave were extremely positive. Terms like ambitious, powerful, sophisticated, current, and confident were used to describe the J Wave Icon.

