

COMPANY MARKETING GUIDE

THE BRAND VOICE & STANDARDS



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.

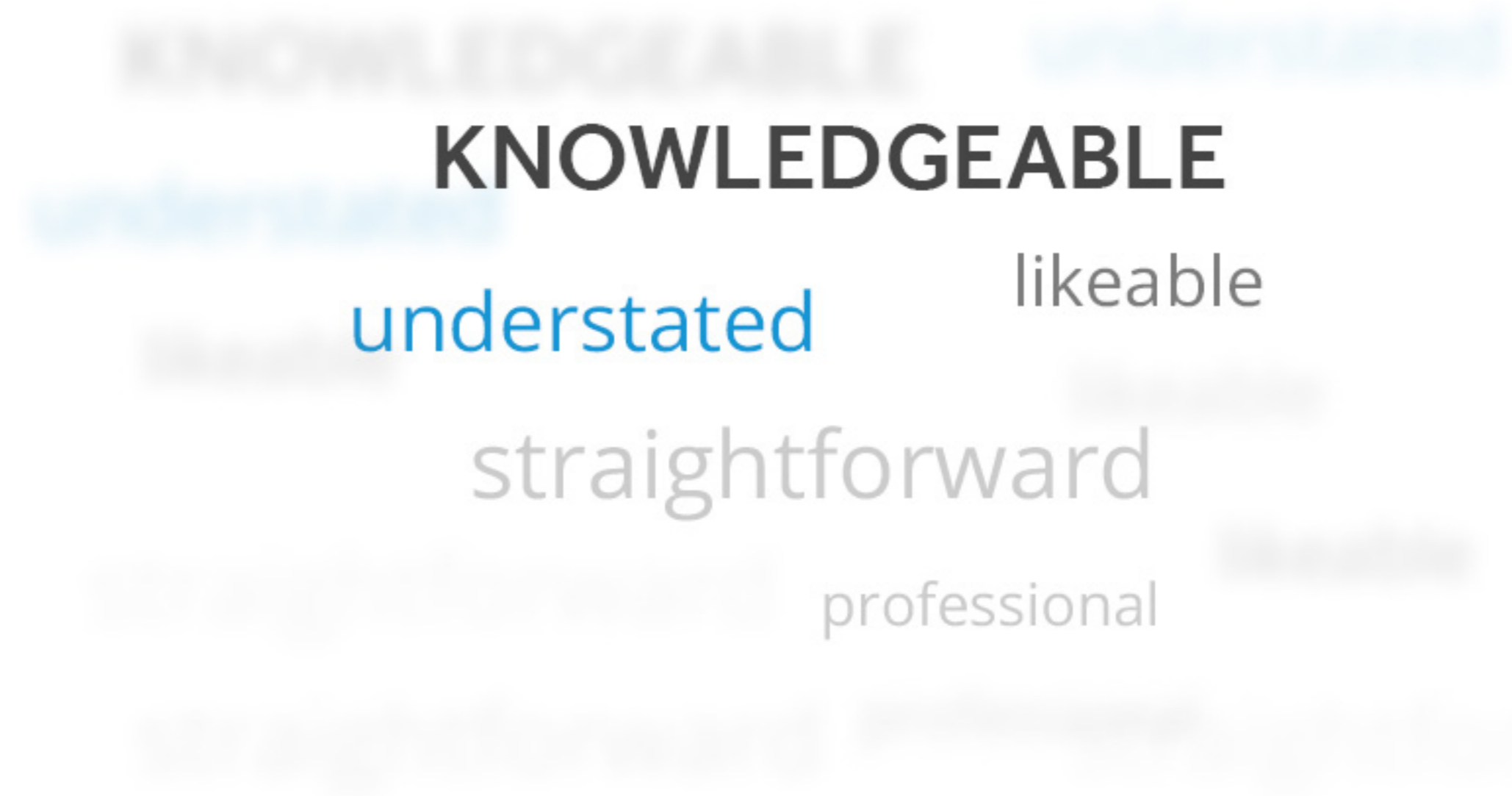
The brand principles are the strategic foundation for the brand and all marketing materials. It's the personality, the reputation.

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.



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.

