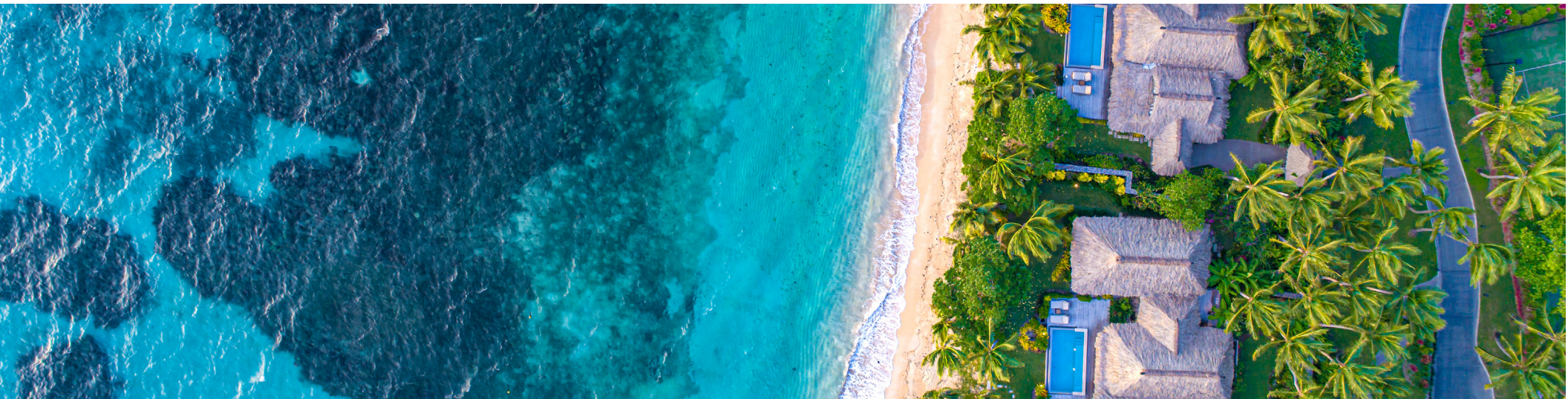


# Brand Guidelines





The Sea Glass brand is built on lifestyle and connection. It represents more than properties or transactions. It reflects a mindset, a standard of service, and a sense of place. Every interaction, design, and message should reinforce that experience.

Consistency builds trust. Whether someone sees a listing sign, a digital ad, or a social media post, the brand should feel familiar and thoughtfully presented.

These guidelines are designed to help members of our network maintain consistency while allowing room for local personality. Clear standards for logos, typography, colors, tone, and layout make it easy to create materials that are polished, recognizable, and on-brand.

# Sea Glass Core Values

## We Are Collaborative, Creative, and Progressive

At Sea Glass, we embrace a culture of collaboration, creativity, and progressiveness. We believe in the power of teamwork and creativity to find innovative solutions in the ever-evolving real estate industry. By fostering a collaborative environment, we encourage our team to think outside the box, explore new ideas, and drive forward-thinking initiatives that push the boundaries of traditional real estate practices.

## Our Relationships Are Based on Trust and Integrity

Our relationships with clients, partners, and colleagues are built on a foundation of trust and integrity. We understand that buying or selling a property is a significant decision, and we prioritize honesty, transparency, and ethical conduct in every interaction. We are committed to earning and maintaining the trust of our clients by consistently delivering on our promises and upholding the highest ethical standards in all aspects of our business.

## We Perform with Excellence

Our team is dedicated to delivering excellence in every aspect of our real estate services. From providing personalized service to offering expert guidance throughout the buying or selling process, we expect excellence in everything we do. We continuously seek to improve our knowledge, skills, and processes to ensure that we deliver exceptional results and exceed our clients' expectations.

## We Celebrate Small and Large Victories

Whether it's helping a client find their dream home or closing a significant deal, we take pride in recognizing and celebrating the achievements of our team members. By acknowledging these victories, we create a culture of appreciation, motivation, and teamwork that inspires us to achieve success in the dynamic real estate industry.

Core Values

# Our Brand Logo

The Sea Glass corporate logo is composed of our brand mark and logotype. The Sea Glass brand mark is composed of simple shapes and three shades of the ocean that combine to evoke the coastal environment in which our business originated.

To maintain a consistent and polished brand presence, Sea Glass offers two official logo formats: horizontal and stacked. Choosing the correct format depends on the layout and proportions of the material where the logo will appear.



# Horizontal Logo

The colored sections of the brand mark and the logo type align on the top and bottom of the horizontal logo. The reversed version of the logo features a white border that extends slightly above and below the top and bottom of the logo type.

Always maintain a minimum space around all sides of the logos. The letter “G” from the logo can be used to measure the minimum white space around the logo.

The horizontal layout ensures clarity and balance across wide surfaces, allowing the logo to breathe without becoming compressed or hard to read.

Use the horizontal logo when the available space is wider than it is tall. This format works best in applications such as:

- Website headers and footers
- Horizontal banners or digital ads
- Presentation slides or landscape-oriented documents



# Stacked Logo

The colored sections of the brand mark and the logo type are centered on the stacked logo. The reversed version of the logo features a white border. The brand mark in the reversed version, which, including the white border, is the same overall height as the full color version.

Always maintain a minimum space around all sides of the logos. The letter “G” from the logo can be used to measure the minimum white space around the logo.

The horizontal layout ensures clarity and balance across wide surfaces, allowing the logo to breathe without becoming compressed or hard to read.

Use the stacked logo when the available space is more square or vertical. This format keeps the Sea Glass brand legible and visually appealing in compact or centered compositions. Ideal uses include:

- Social media profile images
- Apparel and promotional items like tote bags or notebooks
- Print materials with narrow column widths
- Event signage or posters with limited horizontal space



# Misuse of Logos



Correct Logo



Do Not Change the Transparency



Do Not Change the Proportions



Do Not Distort Logo



Do Not Change the Typeface



Do Not Change the Colors



Do Not Use a Drop Shadow or  
Any Other Effects



Do Not Position on an Angle



Do Not Outline the Logo

# Sea Glass Office Logos

Each Sea Glass office has a unique name (DBA), which must be approved by Sea Glass corporate. Naming guidelines are available through the franchising team.

The office logos follow a structured format designed to clearly associate individual offices with the parent brand while maintaining visual harmony and legibility.

The type size of the office name is set at exactly  $\frac{1}{4}$  the height of the Sea Glass logotype. There is  $\frac{1}{4}$  the height of the logotype in vertical spacing between the baseline of the Sea Glass logotype and the top of the office name.

The office name should be set in Lato Black in All Caps with +100 tracking. The office name should not exceed one line for clarity and balance. Avoid long regional or descriptive phrases when possible. The office name should appear in the same color as the Sea Glass logotype for unified branding.

The logo icon retains its proportional relationship to the logotype and is not altered in size or placement. Do not alter the proportion or alignment of the office name relative to the logo in any way.

For the horizontal version, the office name appears directly beneath the logotype, aligned flush right. For the stacked version, the office name appears centered under the logotype.



# Brand Colors

The Sea Glass color palette was created to invoke both the colors of the ocean and the beauty of sea glass.

These primary colors should be used in most applications, and can appear as tints.

Brand colors can be used for headlines, titles and graphics. Main text should appear in 80% black.

| <b>DARK BLUE</b>  | <b>OCEAN BLUE</b> | <b>TEAL</b>    | <b>80% Black</b> |
|-------------------|-------------------|----------------|------------------|
| PMS 2955          | PMS 314           | PMS 3272       | CMYK 0-0-0-80    |
| CMYK 100-55-10-48 | CMYK 100-4-14-18  | CMYK 98-0-42-0 | RGB 88-89-91     |
| RGB 0-60-105      | RGB 0-131-169     | RGB 0-1650153  | HEX 58595b       |
| HEX 003c69        | HEX 0090b4        | HEX 00a599     |                  |
|                   |                   |                |                  |
|                   |                   |                |                  |
|                   |                   |                |                  |
|                   |                   |                |                  |

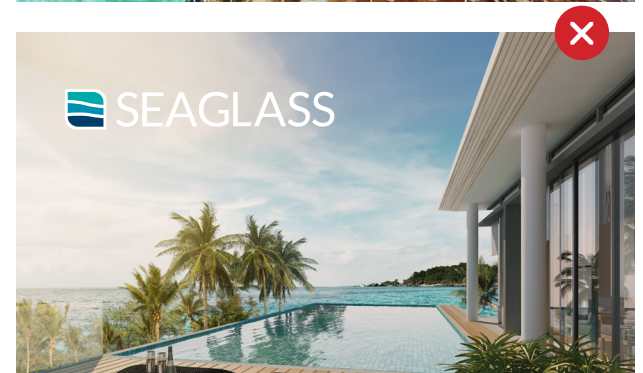
# Color Backgrounds

The full color logo can be used on white or solid colors or tints within the Sea Glass color palette. When used on a color background, the brand mark with colored glass sections must have a white border.



# Photo Backgrounds

Avoid using full-color logos on photographs unless the logo positions on simple dark or light areas of the image. The logo should never appear over a complex section of a photograph that impairs readability. Choose the version of the logo that allows for the highest readability of the logotype.





# Typography & Photography

Typography and photography play a key role in how the Sea Glass brand is perceived. Clean, intentional type reinforces our identity and ensures all communications feel polished, cohesive, and easy-to-read. Bright photography that incorporates lifestyle locations and activities enhances brand by showcasing our sense of place.

This section outlines our approved font pairings, hierarchy, and usage examples. Whether creating a flyer, website banner, or social media post, these guidelines will help keep our visual identity consistent and professional.

# Typography

Our brand typefaces are selected to balance sophistication with simplicity. They reflect the lifestyle-forward, approachable tone of Sea Glass, while maintaining clarity across all platforms and materials.

## Serif Typeface

Playfair Display is an elegant serif typeface that should be used for headlines and subheads.

**Playfair Display Bold**

*Playfair Display Bold Italic*

Playfair Display Regular

*Playfair Display Regular Italic*

## Accent Typeface

Brittany Signature is a script font that should be used as an accent. It should never be used in all caps or for full sentences.

*Brittany Signature*

## Sans Serif Typeface

Montserrat is a contemporary typeface with multiple weights that is suited for headlines, subheads and body copy.

**Montserrat Bold**

*Montserrat Bold Italic*

**Montserrat Semi Bold**

*Montserrat Semi Bold Italic*

Montserrat Regular

*Montserrat Regular Italic*

Montserrat Light

*Montserrat Light Italic*

## Digital Typeface

Open Sans is a clean typeface that is easily viewed on screens for websites, emails and other digital uses.

**Open Sans Bold**

*Open Sans Bold Italic*

**Open Sans Semi Bold**

*Open Sans Semi Bold Italic*

Open Sans Regular

*Open Sans Regular Italic*

Open Sans Light

*Open Sans Light Italic*

## Business Documents

When creating internal communications and business documents, Arial should be used as the standard typeface.

**Arial Bold**

*Arial Bold Italic*

Arial Regular

*Arial Italic*

**Aa**BcCc

# Photography

Photography used in marketing materials should incorporate a color palette inspired by the local environment, including shades of blue, green, and sandy tones.

Images of sunrises /sunset, leisurely strolls on the beach, and gatherings with family and friends can help convey the lifestyle experience. Images of residents enjoying recreational activities such as swimming, surfing, boating, or golfing help potential buyers envision themselves living the lifestyle they desire.

Property photography should showcase outdoor living areas such as waterfront decks, patios, and gardens to emphasize the seamless indoor-outdoor lifestyle that our properties offer. Stage these areas with inviting furniture and decor to create an inviting atmosphere.

It is important to only use licensed images for which the usage rights have been secured. Images taken from the internet or other locations without proper permissions must not be used.



# Stationary & Signage

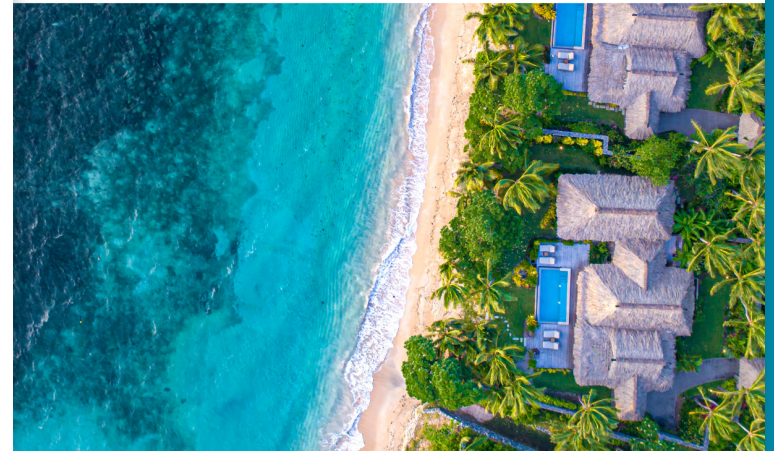
Your Lifestyle.  
Perfectly *Placed.*



Sea Glass  
Office Name  
info@seaglass.com  
800.123.4567  
seaglass.com  
100 Main Street  
City, ST 12345



100 Street Name  
City Name, ST 12345



seaglass.com



Each office is independently owned and operated.

**Agent Name**  
Real Estate Agent  
**Sea Glass Coastal Collective**  
first.last@seaglass.com  
800.123.4567  
seaglass.com  
100 Street Name  
City Name, ST 12345

Each office is independently  
owned and operated.



SeaGlass.com

# Business Cards

The Sea Glass business card template uses both versions of our logo and the Montserrat font. It is designed to be consistent across the brand. The front of the card is white and contains all contact information. The back of the card has a blue gradient background with the reversed logo and web address.

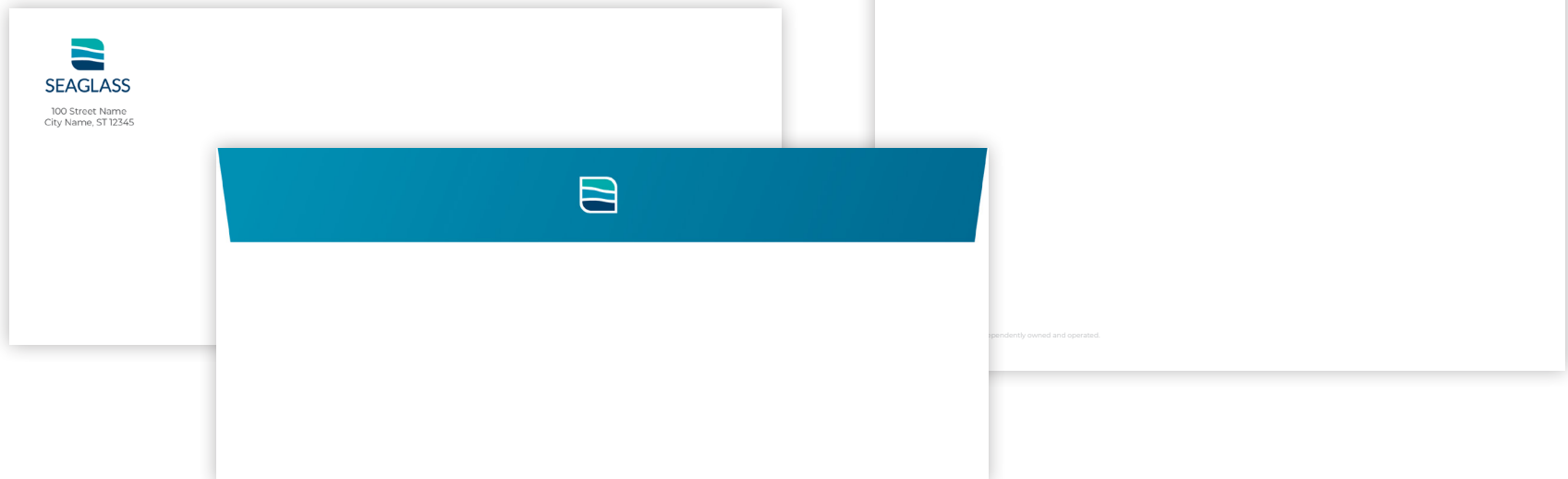
The top right and lower left corners can be die cut with a .25" rounded radius to complement the shape of the brand mark.

Names should be set in 11 pt. Montserrat Semi Bold in Blue or Grey. Contact information should be set in 8 pt. Montserrat Regular in 80% Grey.



# Letterhead/Envelopes

Printed letterhead and envelope templates are available that follow the brand guidelines.



# Property Signs

For Sale, Open House and other signage that is created for display at properties should follow Sea Glass brand standards. Samples of approved signage are shown.

All signage should use the Montserrat typeface along with brand colors and gradients to achieve the best visibility from a distance. QR codes may be used on the signage that direct to the office website or individual listing.

Templates are available for use by Sea Glass offices and can be found on the Sea Glass Connect Design Center.



# Sea Glass Swag

Branded giveaway items should be selected to coordinate with Sea Glass colors, and logos should be applied to products according to the brand guidelines.

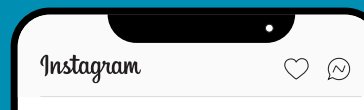
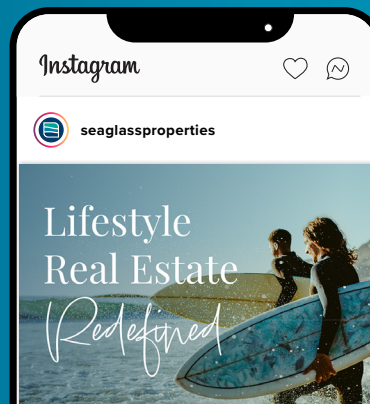
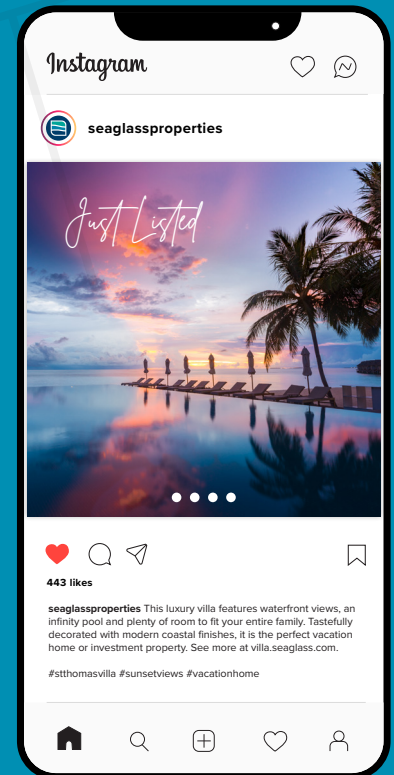
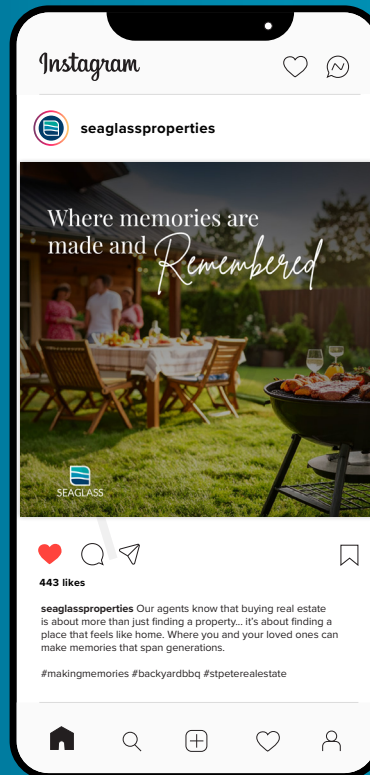
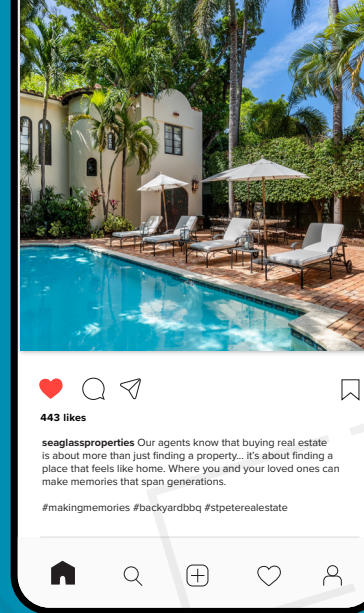
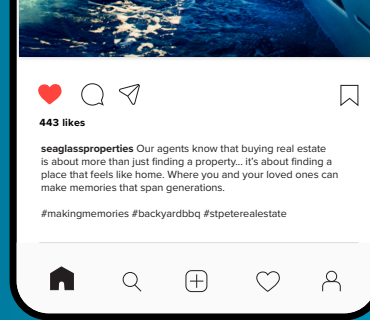
Logos should not be printed smaller than 1" wide. On small items like pens, the office name may be omitted if it will be too small to be legible or reproduce correctly.



# Social Media Marketing

Social media is one of our most powerful tools for telling the Sea Glass story. It helps us reach new audiences, connect with our communities, and reinforce the strength of our brand across every location. Through thoughtful content and consistent visuals, each office can showcase the lifestyle, properties, and people that make Sea Glass unique, while aligning with the bold, clean, and approachable voice that defines who we are.

**See the detailed Sea Glass Social Media Guide for more information.**



# Social Media Accounts

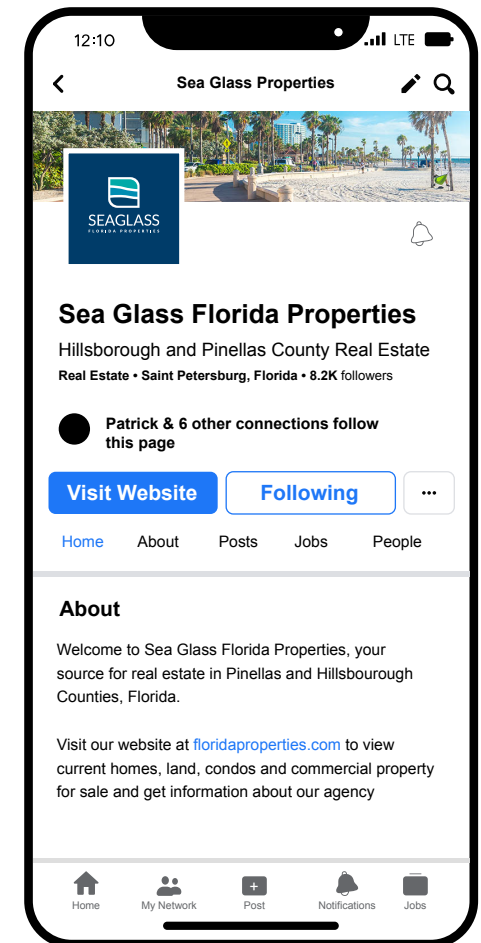
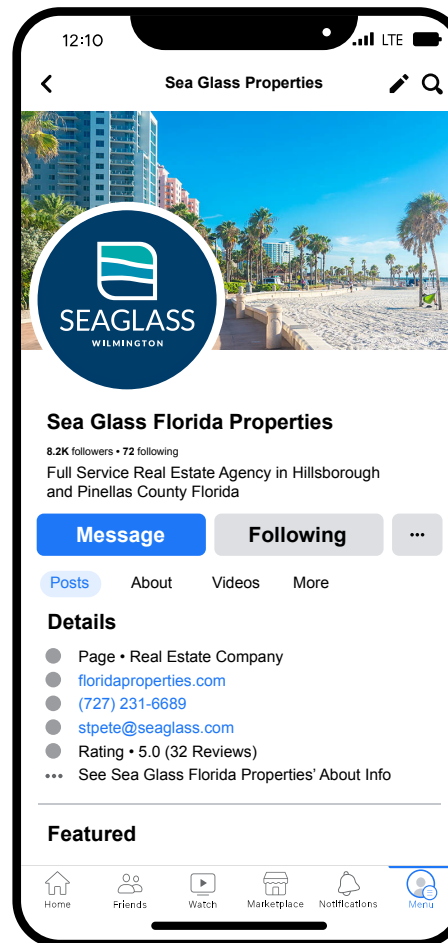
LinkedIn, Facebook and other social media business accounts should be created as a way to provide information about and visibility to each agency.

The stacked office logo should be used on a blue or gradient background for the profile image.

Photography should be selected that features properties or landscapes highlighting local lifestyle.

Text should not overprint the photography.

TIP:



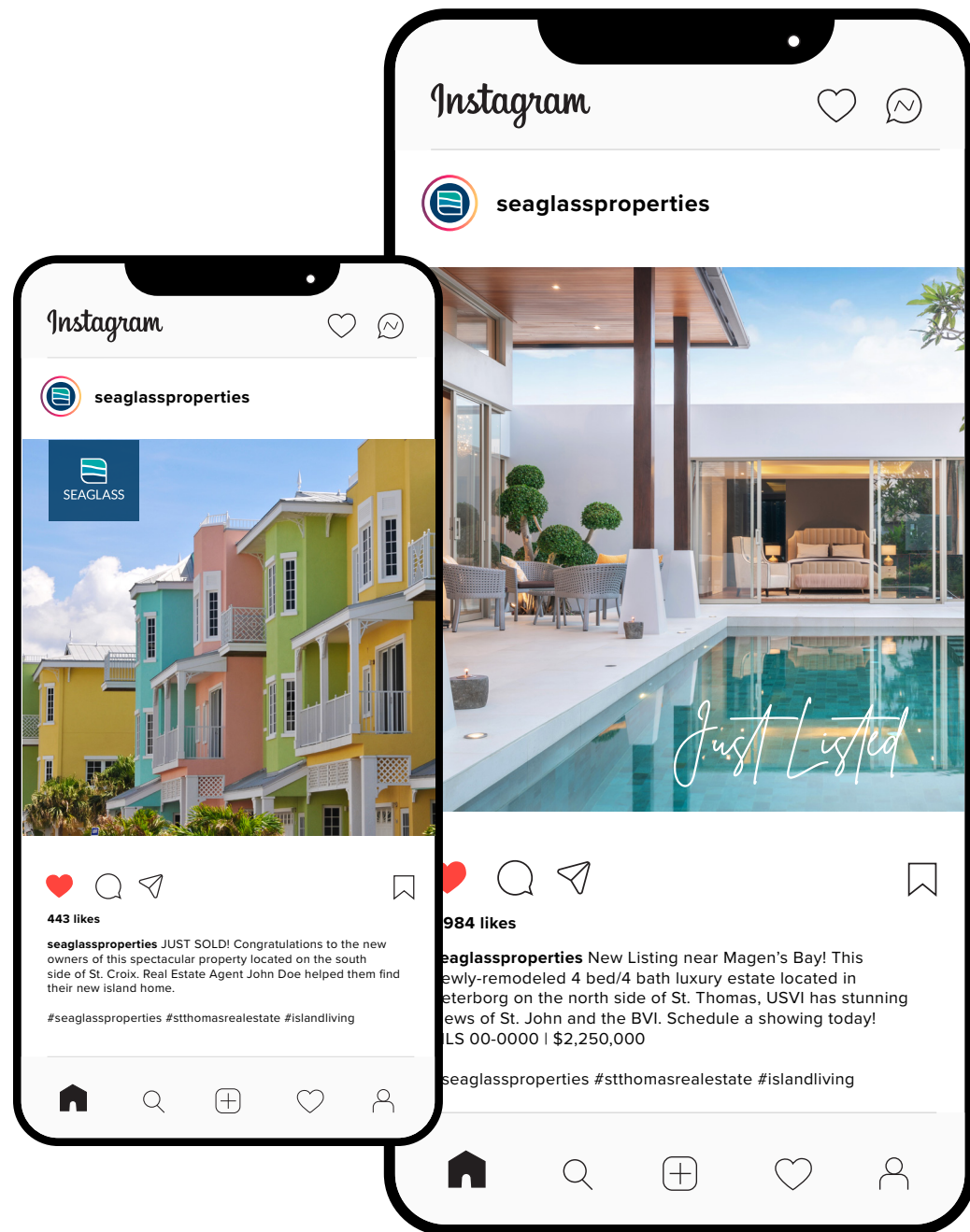
# Social Media Posts

Social media pages allow each office to connect with local communities, highlight real estate wins, and showcase the beauty of life in the Caribbean and U.S. Each office account should reflect its local market while adhering to the overall brand presence. Each post should reflect the energy, quality, and warmth of Sea Glass.

Use bold, lifestyle-focused images of stunning properties, local scenes, agent moments, and real life. Keep designs simple with clean layouts, bold type, branded colors, and minimal filters. Graphics should feel open and professional, never cluttered.

Limit text on images to short headlines or phrases. Place all details, calls to action, and hashtags in the caption itself. This keeps visuals clean and ensures the post reads well on any platform.

The tone should be approachable, professional, and visually strong. Focus on content that adds value, including local insights, helpful tips, team highlights, and beautiful homes.



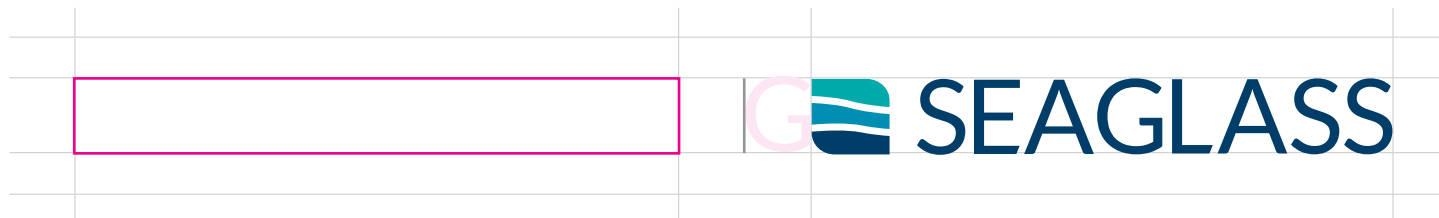
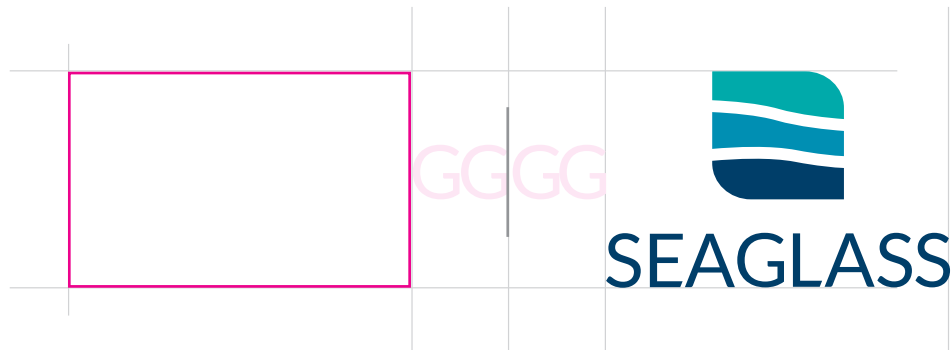
# Co-Branded Offices



# Logo Lock-Ups

Logo lockups are pre-approved combinations of the Sea Glass logo with other partner logos. These lockups ensure a unified and professional appearance across all materials, whether digital or print.

Dual branding lockups use a dividing line centered according to the logo brand mark to separate the two identities. The Sea Glass logo is placed to the right of the co-branded logo, and the letter “G” from the typemark can be used to keep the appropriate distance between the two marks.



# Co-Branded Business Cards

Sea Glass co-branded business card template uses the horizontal logo and the Proxima Nova font. They are designed to be consistent across the brand. The front of the card is white and contains all contact information. The back of the card has a Dark Blue background with the reversed logo and web address.

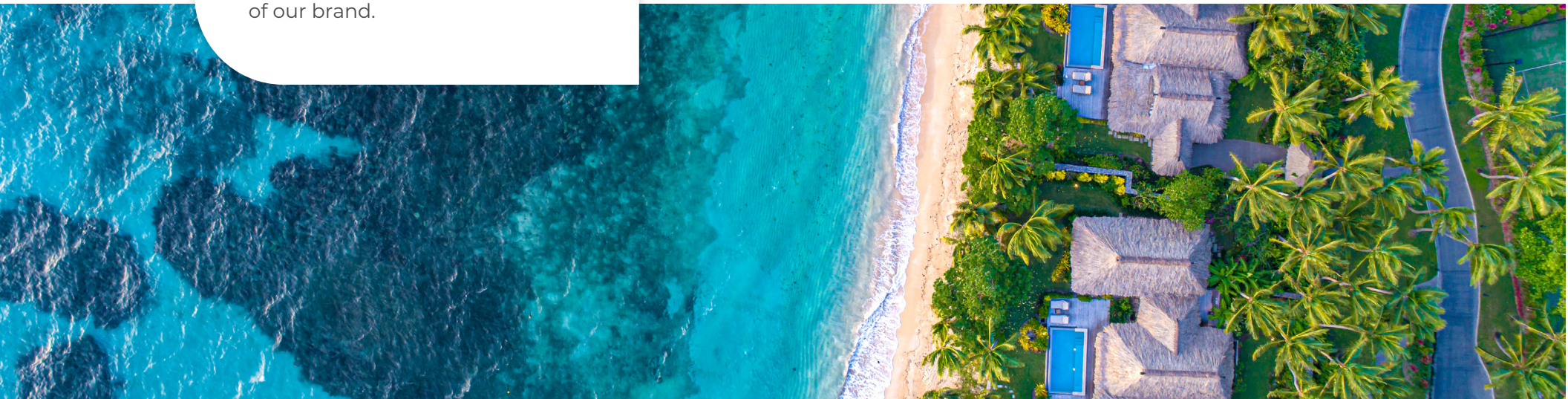
The top right and lower left corners can be die cut with a .25" rounded radius to complement the shape of the brand mark.

Name should be set in 11 pt. Montserrat Semi Bold in Blue or Grey. Title and contact information should be set in 8 pt. Montserrat Regular in 85% Grey.



# Contact Us

Please reach out to The Sea Glass corporate marketing team at [marketing@seaglass.com](mailto:marketing@seaglass.com) if you have any questions about the use of our brand.



SEAGLASS