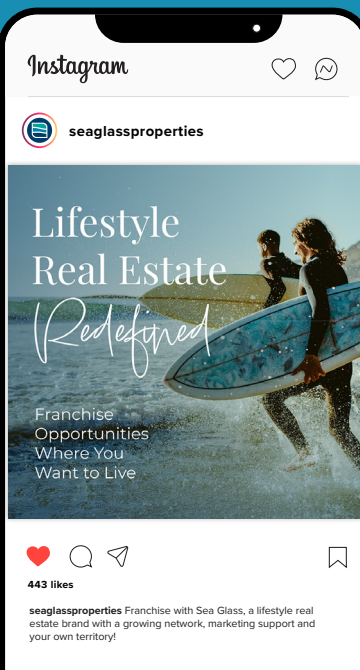
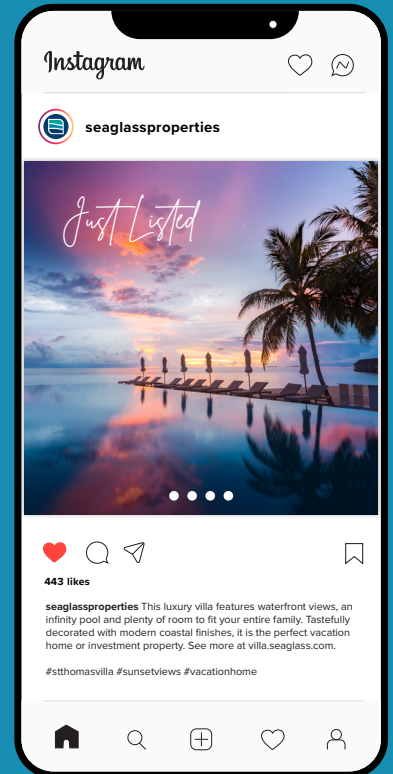
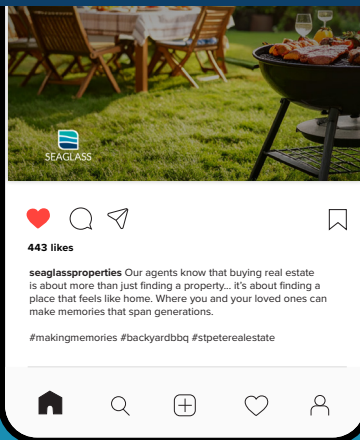
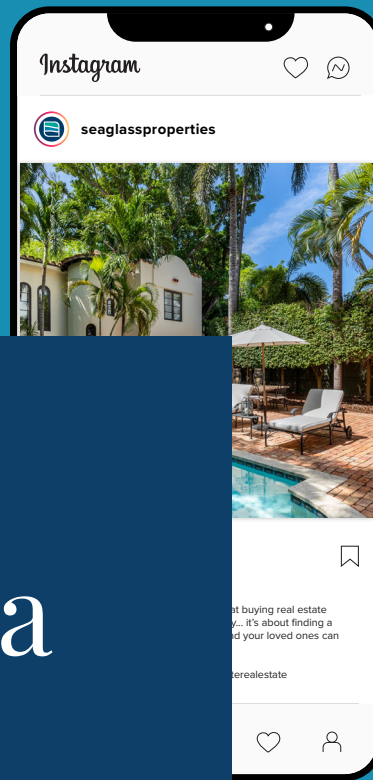
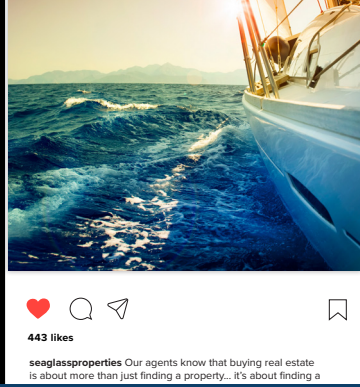




Social Media Guidelines



Social Media Quick Tips

BRAND COLORS

Brand Colors

Navy Blue:	#003C69 (RGB 0-60-105)
Ocean Blue:	#0090B4 (RGB 0-131-169)
Teal:	#00A599 (RGB 0-165-153)
80% Black:	#58595B (RGB 88-89-91)



APPROVED FONTS

Headlines

Playfair Display
Monsterrat

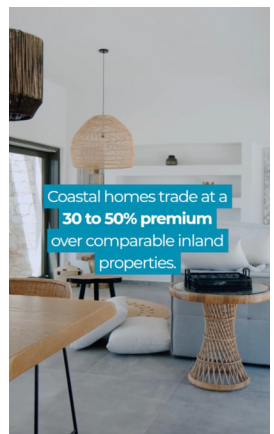
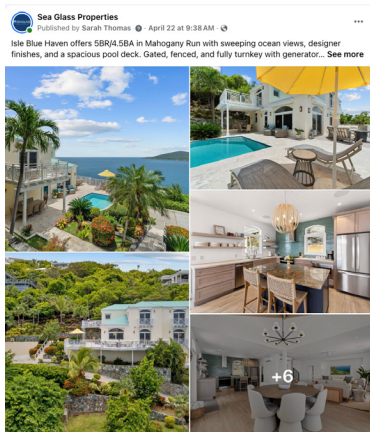
Main Text

Monsterrat

Accent (One or Two Words in Headlines Only)

Brittany Signature

SAMPLE POSTS



SEA GLASS NAME & LOGO



- Sea Glass is written out as two words
- Don't alter the logo in any way
- Use the reversed logo (white text) on dark backgrounds
- Keep space around the logo

DESIGN & LAYOUT

- Less is more for single images. Keep text on social media graphics to a minimum. Use the post content to tell your story.
- Position text overlays in the middle of videos to prevent content from getting covered by items added by the social media platform. Again, less is more.
- Do not use copyrighted images, music, or other intellectual property from other creators.
- Full property flyers don't make great social graphics. Add multiple photos of your property to your posts or turn them into videos.
- Remember that our brand is lifestyle elegance. Create content that reflects our brand voice.

Sea Glass is a lifestyle real estate brand built on trust, refinement, and an elevated visual identity. Every social media post, story, and profile associated with Sea Glass is a direct reflection of the brand and the experience clients expect from it.

These visual standards exist to protect that identity. The clean, sophisticated aesthetic that defines Sea Glass is not optional or open to interpretation. All franchisees, agents, and marketing partners are required to follow these guidelines when creating or publishing any content under the Sea Glass name. Consistency across every touchpoint is what separates a premium brand from a forgettable one.

If something is not addressed in these guidelines, the answer is simple: contact corporate before posting. When in doubt, err on the side of restraint. Less is always more.

PROFILE LOGOS

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 white background for the profile image.



COLOR USAGE

Brand Colors

- Navy Blue: #003C69 (RGB 0-60-105)
- Ocean Blue: #0090B4 (RGB 0-131-169)
- Teal: #00A599 (RGB 0-165-153)
- 80% Black: #58595B (RGB 88-89-91)

Usage Rules

- Dark Blue, Ocean Blue, and Teal are reserved for headlines, titles, accent elements, and graphic backgrounds.
- Text on dark or colored backgrounds should be white to improve readability. Do not put blue/teal text on navy backgrounds (or vice versa),
- Do not introduce colors outside the approved palette. This includes neon tones, pastels not derived from brand colors, or trendy seasonal colors.
- When using color overlays on images, use brand colors at reduced opacity (15-30%) to maintain photo visibility while reinforcing brand identity.
- Gradients should not be used unless they blend to transparent as an overlay

TYPOGRAPHY

Brand Fonts

- Playfair Display (serif) or Montserrat (sans serif) should be used for headlines and titles.
- Accent text (short phrases, names, or signatures only) may be set in Brittany Signature. Brittany Signature must never be set in all caps and should not be used for full sentences.

Usage Rules

- Maintain a clear hierarchy in every graphic: one headline font, one body font. Do not mix more than two typefaces in a single post.
- Minimum font size for any on-screen text: 16 pt equivalent to ensure legibility on mobile devices.
- Do not use decorative, script, or novelty fonts that are not part of the approved font list.
- All text in social graphics must be spelled correctly and grammatically sound. No abbreviations, slang, or informal shorthand in branded posts.
- Letter spacing and line height should follow brand guidelines. Avoid cramped or overly loose settings. Do not set text on a curve or shaped path.
- When Playfair Display or Montserrat are unavailable on a platform (such as native story text tools), default to the closest clean serif or sans serif available. Never substitute with a casual or handwritten font.
- Do not use emojis in text or graphics.

SEA GLASS NAME & LOGO USAGE

- Sea Glass is always written as two words and both words are capitalized. All caps may be used, but they must always be a space between the words.
- The logo must have a minimum clear space on all sides.
- On colored or photographic backgrounds, the logo must include its white border to maintain visibility.
- Do not stretch, rotate, skew, or distort the logo.
- Do not change the colors of the logo. The logo font is either all navy or all white, depending on the background color on which it appears.
- Do not add effects such as drop shadows, glows, outlines, or bevels.
- Do not recreate or approximate the logo using other fonts or shapes.
- Do not place the logo inside unapproved shapes, containers, or borders.
- Do not place the logo directly on top of busy or high-contrast photography where it becomes difficult to read.

DESIGN & LAYOUT GUIDELINES

- Create clean layouts with intentional white space. Do not crowd graphics with too many elements.
- Use one focal point per post. If a graphic tries to communicate more than one message, split it into a carousel or separate posts.
- Maintain visual consistency across a feed. Posts should feel like they belong to the same brand when viewed together on a profile grid.
- Use approved Sea Glass templates whenever available. Custom designs must follow these standards.

PHOTOGRAPHY & IMAGERY

Imagery should reflect connection, aspiration, and a sense of place, not just properties.

Approved subject matter includes: lifestyle moments (sunrises, gathering with family, outdoor recreation, relaxed luxury living), property exteriors and interiors that emphasize indoor-outdoor flow, waterfront or natural settings, and community scenes.

Do not use AI generated photography that shows unrealistic locations, property or people.

Quality Standards

- All images should be high-resolution, well-lit, and professionally composed.
- Do not post photos that are blurry, pixelated, poorly cropped, or visually cluttered.
- Listing photos shared on social media must meet Sea Glass quality standards. If a listing does not have professional photography, do not feature it in branded social content.
- All stock or licensed imagery must come from approved sources with proper licensing. Do not use watermarked images under any circumstances.

What Is Not Permitted

- Do not use memes, clip art, stock illustrations, or cartoon-style graphics on branded accounts.
- Do not apply heavy filters, dramatic color shifts, or Instagram-style presets that distort the brand's visual tone.
- Avoid overly staged or artificial-looking lifestyle imagery. Photos should feel authentic and aspirational.

TEMPLATES & BRANDED ASSETS

Franchisees and agents will receive access to approved social media templates through the designated template library (currently Canva).

Templates are pre-set with correct fonts, colors, logo placement, and layouts. Use them as provided.

Minor edits are permitted: updating text, swapping approved photos, or adjusting for local market details.

If you are creating your own templates, you must follow the visual and graphics standards as outlined in this guide.

VIDEO CONTENT

Video content must reflect the same visual standards as static posts: brand colors, clean composition, high resolution, and professional quality.

- Background music must be royalty-free or properly licensed. Do not use copyrighted music.
- Talking-head or agent-led videos should be filmed in clean, well-lit environments. Outdoor scenery or a neutral background is preferred.
- Do not post videos with shaky footage, poor audio quality, or unprofessional settings.
- Reels and short-form video should still align with brand tone. Trending audio or formats are acceptable only when they align with Sea Glass's professional, lifestyle-oriented positioning. Avoid anything that reads as juvenile, sarcastic, or off-brand.

Brand Consistency

All social media activity associated with Sea Glass must reflect the integrity and professionalism of the brand.

- Use only approved Sea Glass brand assets, including logos, color palettes, fonts, and templates.
- Follow established visual standards: soft coastal tones, clean typography, minimal layouts, and elevated imagery.
- Do not alter logos, colors, or design elements without written corporate approval.

Messaging Standards

- Captions, bios, and descriptions must align with Sea Glass's official mission, vision, and brand voice.
- Maintain a professional, positive, and brand-appropriate tone at all times.
- Personal opinions, commentary, or messaging that may conflict with Sea Glass values are not permitted on business accounts.

Naming & Social Media Handles

- The use of "Sea Glass" or any Sea Glass trademark in social media handles, usernames, or page names requires prior written approval from corporate.
- DBA names must comply with Sea Glass naming policies and must not imply representation of corporate headquarters or ownership beyond the approved franchise relationship.
- Account names should be clear, accurate, and non-misleading to the public.

Content Guidelines

- Prioritize high-quality, brand-aligned visuals, including lifestyle and property imagery, natural lighting, and approved branded overlays.
- Use approved Sea Glass taglines and messaging for campaigns and promotional posts.
- Content must not include offensive, misleading, discriminatory, or insensitive language or imagery.
- Posts should support business development, community engagement, and brand credibility.

Compliance & Legal Standards

- Respect all intellectual property laws. Do not post copyrighted content without proper permission or licensing.
- All content must comply with the Fair Housing Act. Language and imagery must not indicate preference or discrimination based on race, color, religion, sex, disability, familial status, or national origin.

Engagement & Community Management

- Respond to comments and direct messages in a timely, professional, and courteous manner.
- Do not engage in public arguments, confrontations, or negative discourse.
- Do not delete negative reviews or comments unless they contain spam, profanity, or violations of platform policies. Instead, respond professionally and escalate to corporate if needed.
- Escalate sensitive, reputational, or legal matters to Sea Glass corporate team before responding publicly.

Security & Privacy

- Never share confidential business information, client data, internal communications, or proprietary materials.
- Use official business accounts for business communication.
- Avoid mixing personal content with Sea Glass business accounts.

Politics and Religion on Social Media

- Maintain professional neutrality. Political or religious opinions must not be shared on any Sea Glass-affiliated social media account.
- Content must remain neutral and focused on business, real estate, and community engagement.

Separate Personal and Business Accounts

- Personal views should only be shared on personal accounts.
- Franchisees and agents should ensure personal posts do not conflict with Sea Glass brand values or create reputational risk.
- When discussing sensitive topics personally, include disclaimers such as "opinions are my own."

Risk Management

- Do not endorse political candidates, political parties, or religious organizations using Sea Glass platforms.
- Any controversial engagement involving Sea Glass branding must be escalated to Corporate Communications immediately.