



eXp Country Brand Guidelines.

June 2021

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Welcome to our brand guidelines.

Over the course of this document, you will be introduced to all of the elements that make up the eXp South Africa brand – including our logo, typography, color palettes and image styles. Together, these elements will help us create a strong and consistent brand identity in everything we do. If you have any questions about these guidelines, please contact a member of our marketing team at marketing@expsouthafricafrica.co.za

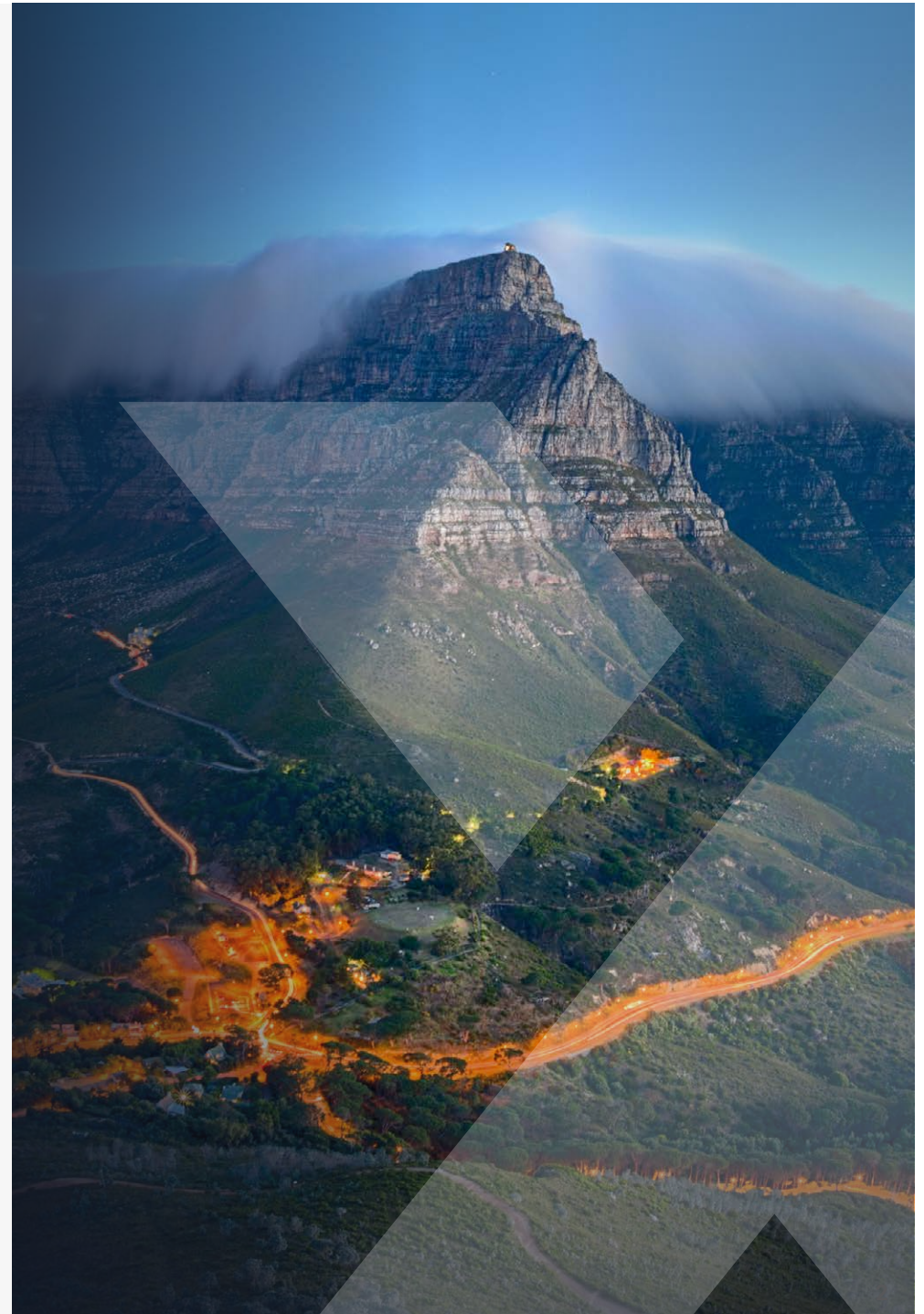


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eXp South Africa

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A woman with blonde hair, wearing a light blue patterned top, is smiling and looking towards the right. She is sitting at a table with a laptop and a tablet. In the background, another woman with dark curly hair is partially visible, looking towards the blonde woman. The scene is set in a modern office environment with large windows in the background. The image has a dark overlay with geometric shapes.

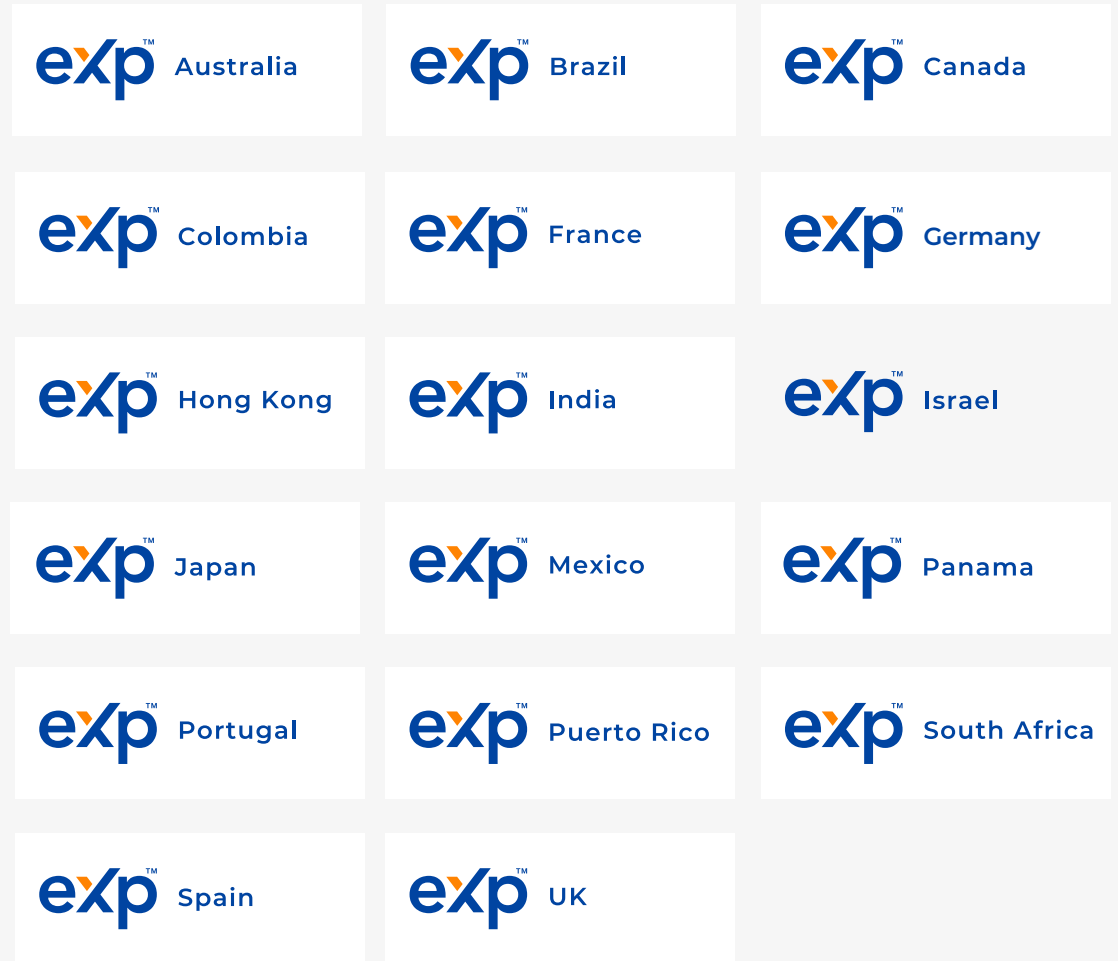
eXp Brand Overview.

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eXp Countries logo.

The country logos should be used by the teams in each relevant country.

These logos can be used across social graphics, emails and print assets such as business cards and letterheads.



Behind the logo.

eXp leaders wanted a name that would represent the success and experience we create for our agents. The name eXp was chosen as it is a prefix for words that embody this vision, and support our core values of integrity, community, service, sustainability, collaboration, innovation, being agile and lastly, fun!



The logo similarly represents our values and promises to agents:

- The bold, thick typography conveys our **strength and resilience** as a business and the solidity of our platform for the success of our people
- The X mark with the ascending line represents our **rapid and exponential growth** as a global organization, the trajectory of our company and our agents
- The X can be seen as a celebratory person, with the disconnected piece forming a head and the extending line becoming an arm **raised in triumph**



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Brand typography.

Typography is an essential tool in the development of a brand identity and is a key element to create a **distinct and cohesive look** across all communications.

Our chosen font, Roboto, is clean, modern and well suited to a wide range of applications, particularly digital.

Download the font [here](#).

Roboto font family

thin light regular **medium bold black**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/()=?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Typography for asset guideline.

10 pt | **Aa**
Body text for printed materials

14 pt | **Aa**
Subtitle for printed materials

30 pt | **Aa**
Title for printed materials

40 pt | **Aa**
Email header

80 pt | **Aa**
Facebook posts

104 pt
Aa
Instagram stories

108 pt
Aa
Instagram posts

**The quick
brown fox**

Roboto Bold for titles and highlighted body text

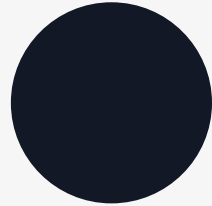
jumps over
the lazy dog

Roboto Regular for subtitles

Roboto Light for body text

Color palette.

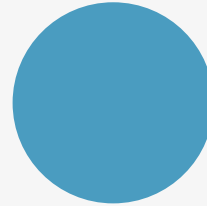
The color palette is a very important brand element as it helps to tie-in all the elements, assets and templates.



Dark Blue

Serious and professional, this can be seen across all eXp assets. 50–70% usage across assets.

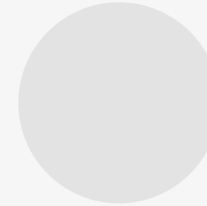
—
C88 M81 Y51 K74
R27 G30 B42
Hex #1b1e2a



Light Blue

Light, yet fresh. Used as an overlay of large X design. Approximately 5% useage.

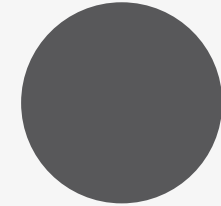
—
C70 M24 Y13 K0
R105 G154 B189
Hex #699abd



Light Grey

Mostly used for the Large X or background color. 30% usage of overall design.

—
C0 M0 Y0 K15
R226 G227 B228
Hex #e2e3e4



Dark Grey

Mostly used for the Large X or background color. 30% usage of overall design.

—
C0 M0 Y0 K80
R88 G89 B90
Hex #58595a



Brand Blue

Used on CTA buttons and highlighting specific copy like phone numbers, agent names etc. 5% of overall design.

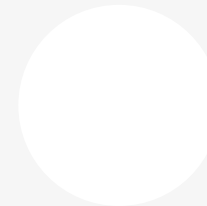
—
C99 M84 Y2 K0
R25 G70 B157
Hex #19469d



Brand Orange

Used on CTA buttons and highlighting specific copy like phone numbers, agent names etc. 5% of overall design.

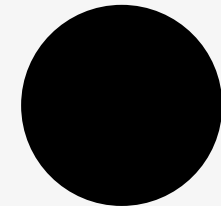
—
C0 M60 Y100 K0
R245 G130 B31
Hex #f5821f



White

Used for font color, white text on dark backgrounds, black text on white and light grey backgrounds.

—
C0 M0 Y0 K0
R255 G255 B255
Hex #ffffff



Black

Used for font color, white text on dark backgrounds, black text on white and light grey backgrounds.

—
C0 M0 Y0 K100
R0 G0 B0
Hex #000000

Brand pattern.

The brand pattern is the mark of our brand, and has the sole purpose of making our assets and imagery more ownable, sophisticated and polished.

It is comprised of different sections of the “X” in the logo, and the upper right side is meant to convey growth, positivity and a forward-looking mindset.



Brand pattern spacing.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur fermentum lectus vel sagittis lobortis. Aenean iaculis, magna vitae ornare tempus, odio ligula ornare lectus, eu egestas velit nulla ac orci. Proin consectetur at elit at commodo. Curabitur sed nisl in tortor malesuada vestibulum sed a orci.



There must be clear space between the pattern and text to keep the text legible. This is measured by taking 50% of the width of one X arm, as defined in the diagram above. When full color is used, the pattern should never overlap text.

Brand pattern application.

Avoid altering the pattern in any way.

Ensure the full 'X' is not visible. Only use files as provided and do not try to recreate the pattern in any way.

Do not:

- ✘ stretch
- ✘ alter the brand colors
- ✘ rotate
- ✘ flip
- ✘ add effects



Brand pattern placement.

Care must be taken to create well-balanced and considered compositions.

Usage:

Full color on print assets (ex. business cards), no transparency.

When using on web assets over imagery, always make sure to use at 10% transparency in order to allow the background to be seen through it.

Optionally, different blending modes can be used (Screen, Overlay, Multiply) depending on context. If in doubt please seek guidance from our creative team.



Imagery and logo placement.

When placing the logo over photography, choose a light- or solid-colored area to ensure the logo does not get lost in the background.



Do not:

- ✗ place on busy backgrounds
- ✗ place in random places



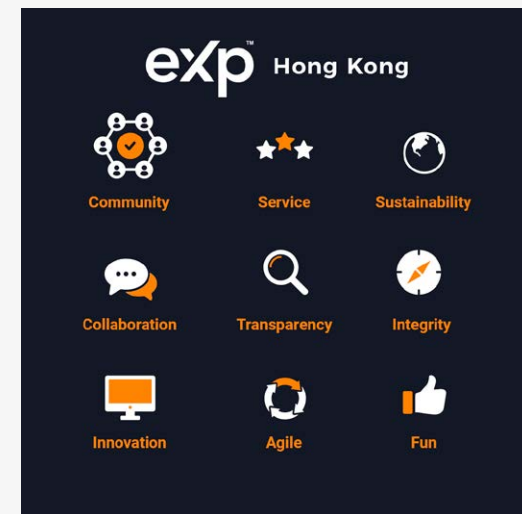
Iconography.

Icons communicate concepts and ideas in a modern way.

These icons can be used to illustrate decks, infographics or sections on a website.

Icons must be accompanied with a title or description.

Download the icons [here](#).





eXp South Africa Guidelines.

expTM South Africa

eXp South Africa logo variations.



eXp South Africa logo examples.

The preferred placement for this logo across assets is the bottom right, however, if this obstructs imagery/copy then placement can move to the top of the asset, either on the left or right.



Powered by logo variations.

eXp Powered By logos can only be used by approved agents who have already developed a strong brand or brokerage. New agents or those without an established brand must please use the alternative logos provided.

This logo must be used in conjunction with an approved agent's personal logo. Please refer to page 21 to see how this logo works alongside an agent logo.



Using Agent logo and Powered By logo.

Print assets

The 'Powered By eXp' logo must be used in conjunction with an approved agents' personal logo.

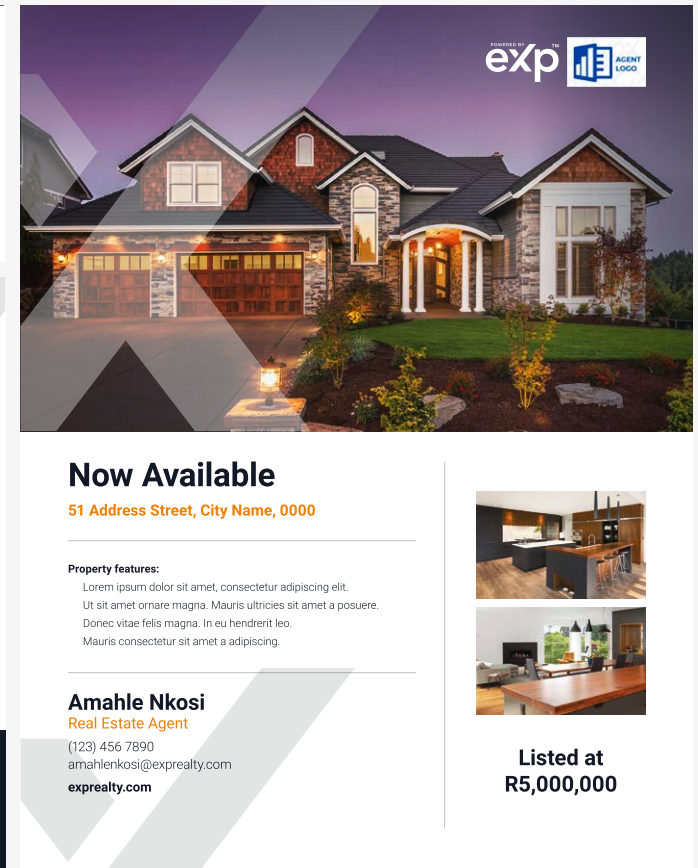
The Powered By logo must always sit horizontal in front of the Agent logo, unless there isn't any space and they need to be vertical, the Powered By logo always sits on top of the Agent logo.

Size Guide

Agent logo should be the same size as the Powered By logo. The logos combined should not overpower the overall design of the asset.

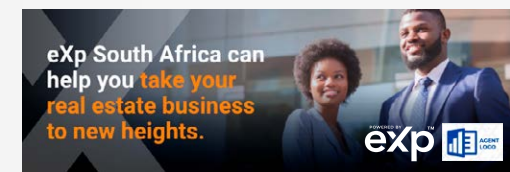
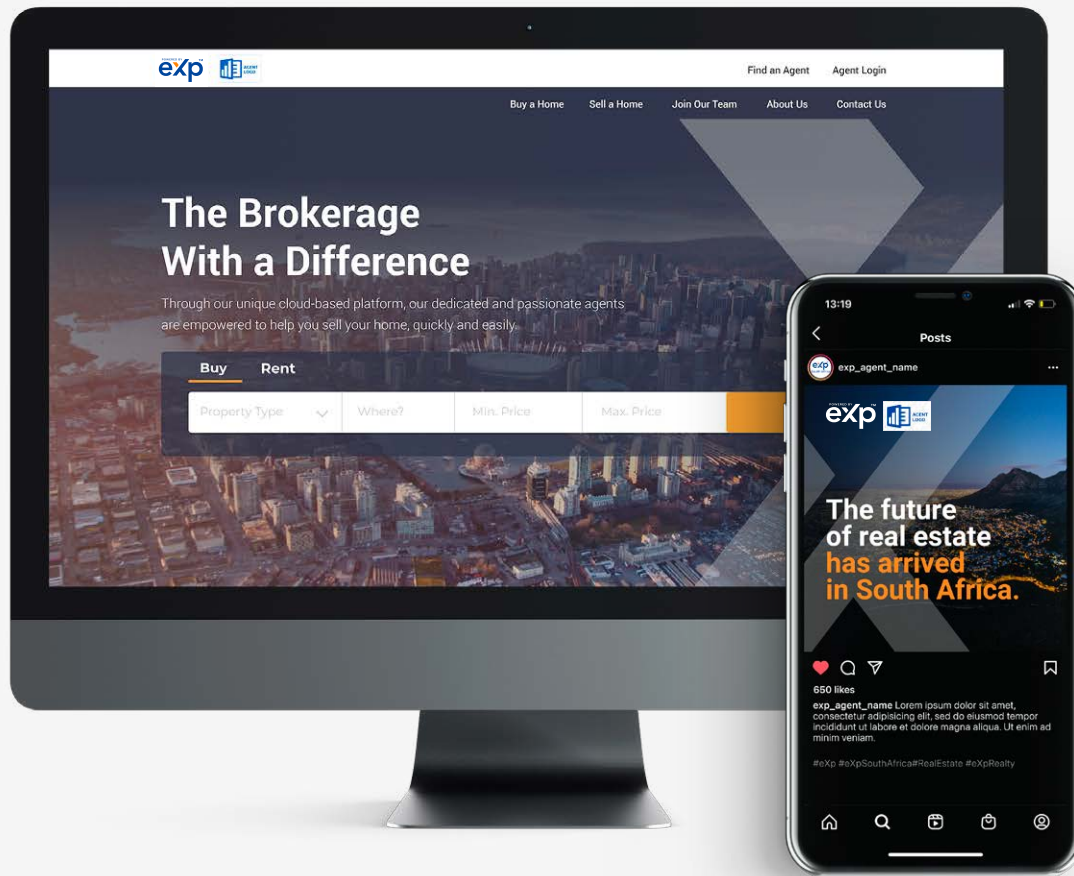
Max Agent logo size 2.7in

Min Agent logo size 0.8in



Using Agent logo and Powered By logo.

Digital assets



Logo sizing variations.

Our logo should never be too small to read. We've set a minimum size of 0.8 in or 60 pixels. Based on the standard range, the recommended sizes are shown here.

There should be enough clear space at the top of the logo to allow for this in print or online applications. It is not recommended to use the logo at less than 0.8 in in width.



5 in



2.8 in



1.2 in | 100px

App Icon / Social Media



32 x 32px

Incorrect usage.

The logo must be used as is and must not be altered in any way.

Do not:

- ✘ change orientation/rotation
- ✘ change the colors
- ✘ display as an outline
- ✘ scale disproportionately
- ✘ display in a configuration not previously specified
- ✘ add special effects



Image style.

Photography is a key part of our identity.

We should use simple, clean imagery with natural lighting. When showing people, we should always strive to represent diversity and inclusiveness in our images. Our use of color must always complement the chosen image.



**Professional
Corporate**



**Global
Dynamism**



**Precision
Neutral**

Image mood board.

Examples of images used throughout eXp country campaigns.



Headshot guidelines.

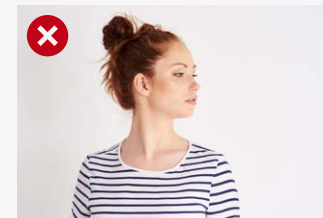
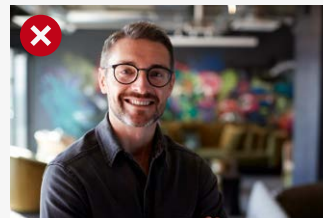
Photography is a key part of our brand identity. To ensure that eXp members are aligned on the correct guidelines for headshot images, please refer to the following:



- Must dress professionally for the headshot image
- Image must portray a friendly attitude
- Must have a neutral background
- Image must be above shoulder
- Must be forward facing



- No casual wear
- No busy or cluttered background
- No vacation images
- No bad quality/unclear shots
- No unprofessional facial expression



Email signature.

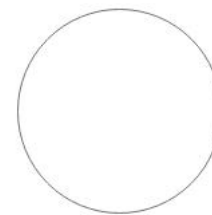
For a strong corporate image, all e-mail messages should identify the sender in a standard and clear manner. Two options are given, the second option provides space for a headshot in the circle.

Name
Job Title
(123) 456 7890
name@exprealty.net



exprealty.com | expsouthafrica.co.za

Voted 'Best Places to Work' - Glassdoor, 2018 - 2021



Name
Job Title
(123) 456 7890
Name@exprealty.net



exprealty.com | expsouthafrica.co.za

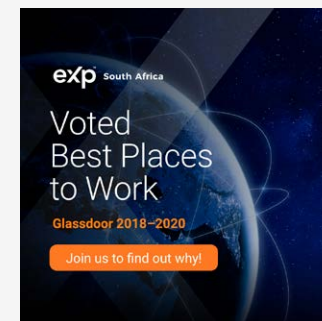
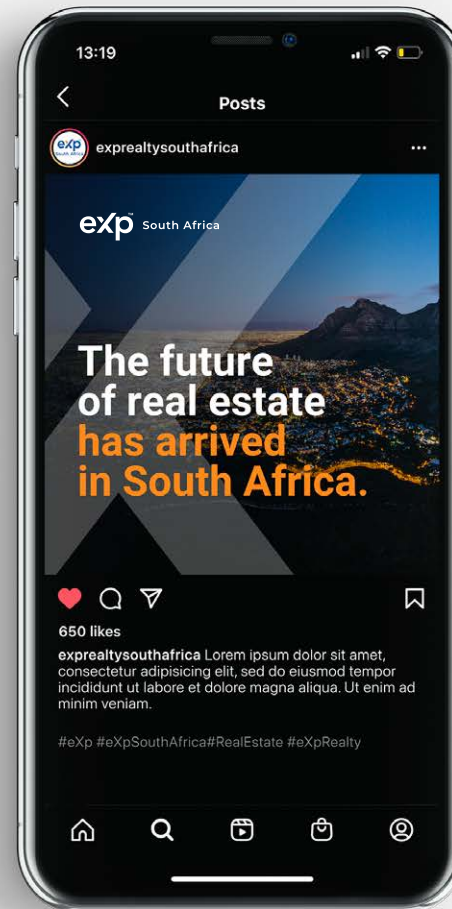
Voted 'Best Places to Work' - Glassdoor, 2018 - 2021



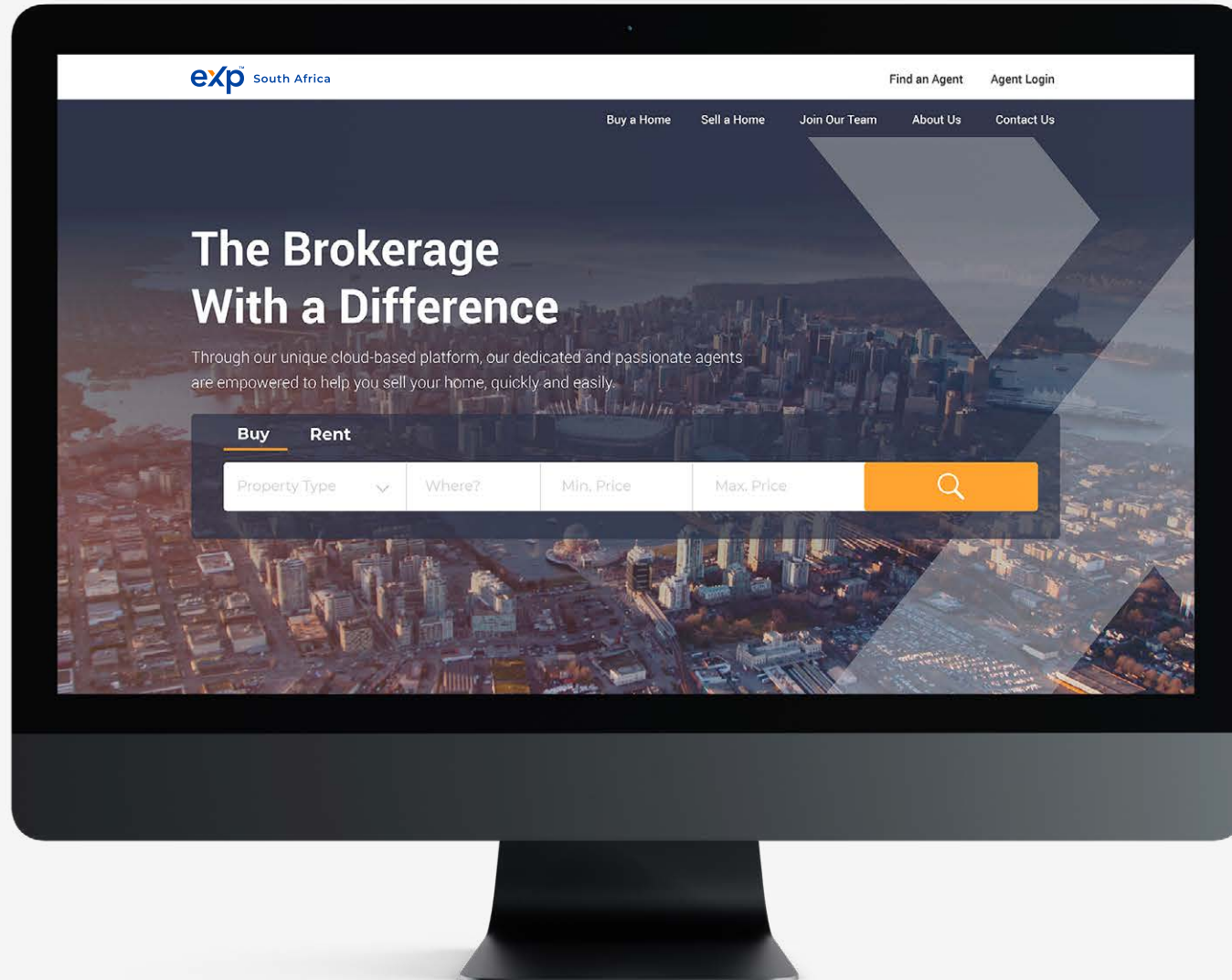
Examples of eXp South Africa social assets.

The design needs to be sophisticated, global, worldly but balanced with a dynamic that will appeal to the local market.

It is important to incorporate an identifier in materials aside from the logo. These identifiers can be city landscapes and famous landmarks for each relevant country.



eXp South Africa website.



eXp South Africa business card.

Dimensions:

88x55 mm / 3.5x2 inches

Font:

Roboto

Colors:

Background in Dark Blue

Text in White and Orange

Logo:

Top left corner

Safe area:

5mm from all borders

Imagery use and placement:

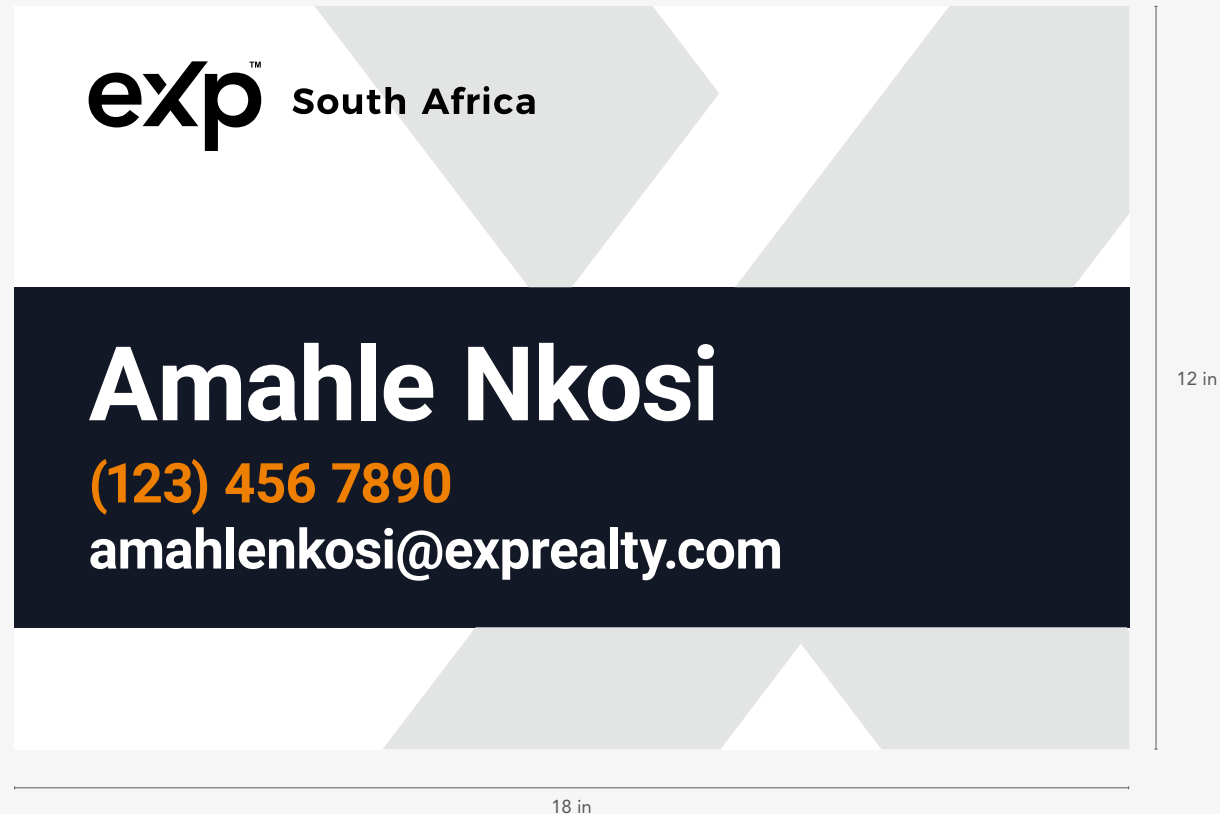
On business cards, the right side of the business card is meant to accommodate the eXp brand "X". The eXp logo should always be kept on the upper left corner. Optionally, we can accommodate the agent branding as the main logo on the front and keep eXp logo on the back.



Car magnet.

Dimensions:

457.2x304.8 mm / 18x12 inches



Open house flyer.

Flyer dimensions:

Letter: 215.9 x 279.4 mm / 8.5x11 inches

Flyer



Now Available

51 Address Street, City Name, 0000

Property features:

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut sit amet ornare magna. Mauris ultricies sit amet a posuere.
Donec vitae felis magna. In eu hendrerit leo.
Mauris consectetur sit amet a adipiscing.

Amahle Nkosi

Real Estate Agent

(123) 456 7890
amahlenkosi@exprealty.com
exprealty.com



Listed at
R5,000,000

Flyer



Now Available

51 Address Street, City Name, 0000

Property features:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Ut sit amet ornare magna. Mauris ultricies sit amet a posuere.
- Donec vitae felis magna. In eu hendrerit leo.
- Mauris consectetur sit amet a adipiscing.



Amahle Nkosi
Real Estate Agent

(123) 456 7890
amahlenkosi@exprealty.com

exprealty.com



Listed at R5,000,000

Listing flyers.

Dimensions:

Letter: 215.9 x 279.4mm / 8.5 x 11 inches

Letter



Now Available

51 Address Avenue, City Name, ZPC0D3

Property features:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Ut sit amet ornare magna. Mauris ultricies sit amet a posuere.
- Donec vitae felis magna. In eu hendrerit leo.
- Mauris consectetur sit amet a adipiscing.

Daniela Almeida
Real Estate Agent

(123) 456 7890
Danielaalmeida@exprealty.com

exprealty.com

AMI 18470



Listed at
\$450,000 USD

Yard signs.

Dimensions:

304.8x457.2 mm / 12x18 inches

457.2x609.6 mm / 18x24 inches



12 in

18 in



12 in

18 in

Presentation folder.

Dimensions:

A4: 210x297 mm / 8.3x11.7 inches



Letterhead.


Dimensions:

A4: 210x46.5 mm / 8.3x1.83 inches



eXp South Africa quick reference guide.


For a quick handy overview of all guidelines, please refer to our brand reference guide which can be downloaded [here](#).



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GLOBAL COUNTRIES GUIDELINES

LOGOS

eXp COUNTRIES LOGO
The country logos should be used by the teams in each relevant country. These logos can be used across social graphics, emails and print assets such as business cards and letterheads.



BRAND COLORS

PRIMARY COLOR PALETTE

Light Blue = Pantone 7459 C C70 M25 Y13 KO R105 G154 B189 Hex #699abd	Dark Blue = Pantone 532 C C88 M81 Y51 K74 R27 G30 B42 Hex #1b1e2a	Light Grey = Pantone Cool Gray 1C C0 M0 Y0 K15 R226 G227 B228 Hex #2e2e34	Dark Grey = Pantone Cool Gray 11C C0 M0 Y0 K80 R88 G89 B90 Hex #58595a
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SECONDARY COLOR PALETTE

Blue = Pantone 7687 C C97 M76 Y0 KO R25 G70 B157 Hex #19466d	Orange = Pantone 532 C C0 M58 Y91 KO R245 G130 B31 Hex #f821f	White = C0 M00 Y0 KO R255 G255 B255 Hex #ffffff	Black = C0 M0 Y0 K100 R0 G0 B0 Hex #000000
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TYPOGRAPHY

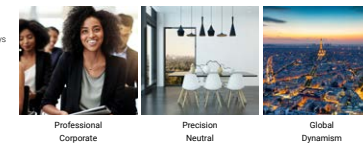
Roboto font family
thin light regular medium bold black

The quick brown fox jumps over the lazy dog

Roboto Bold for titles and highlighted body text
Roboto Regular for subtitles
Roboto Light for body text

BRAND IMAGERY

Photography is a key part of our identity. We should use simple, clean imagery with natural lighting. When showing people, we should always strive to represent diversity and inclusiveness in our images. Our use of color must always complement the chosen image.



BRAND PATTERN

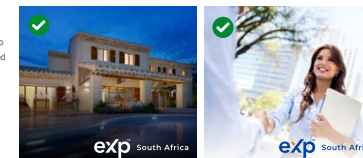
The brand pattern is the mark of our brand. It has the sole purpose of making our assets and imagery more ownable, sophisticated and polished. It is comprised of different sections of the 'X' in the logo and is meant to convey growth, positivity and a forward-looking mindset by extending the upper right 'arm'.



LOGO & PATTERN USAGE

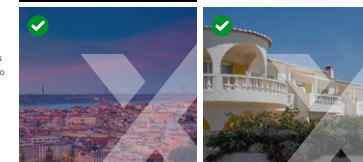
LOGO USAGE:

Care must be taken to create well-balanced and considered compositions. When placing the logo over photography, choose a light- or solid-colored area to ensure the logo does not get lost in the background.



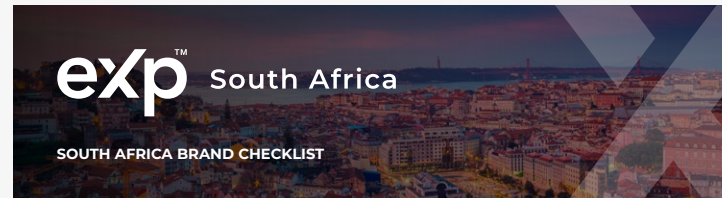
PATTERN USAGE:

Full color on print assets (ex. business cards), no transparency.
When using on web assets over imagery, always make sure to use at 10% transparency in order to allow the background to be seen through it.



eXp South Africa brand checklist.

Download the PDF [here](#).



The following is a checklist that eXp members can use to ensure you are on-brand. It ensures that the member doesn't miss any crucial elements of the global brand design system. If you have any questions, please reach out to a member of our marketing team.

LOGO

- Are you using the correct eXp country logo?
- Are you using the correct sizing for your logo/variations?
- Are you abiding by the clear space rules?
- Are you following the guidelines in the incorrect usage section?

IMAGE

- Are you using the correct image style?
- Are you complying with the pattern and logo placement section?
- Are you abiding by the correct headshot guidelines?

COLOR

- Are you using the correct primary color palette?
- Are you using the correct secondary color palette?

BRAND PATTERN

- Are you using the correct brand pattern and spacing?

AGENT AND POWERED BY LOGOS

- Is the placement of the agent and Powered By logo's correct?
- Are you using the correct sizing?

TYPOGRAPHY

- Are you using the correct typography?
- Have you referred to the 'typography for asset guideline' section?
- Are you using the correct typography and format for your email signature?

ASSETS

- Does your print asset(s) look like the examples?
- Do your social asset(s) look like the examples?
- Do they comply with the dimensions on the guidelines?

Thanks for complying with eXp's Global Brand Design System!

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