



# DESIGN & BRAND GUIDELINES

Creativity

Modern

Awesome

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**THE  
GUIDE**



# The Design Guidelines



These guidelines describe the visual and verbal elements that represent the JPAR - Real Estate corporate identity. This includes our name, logo and other elements such as color, type and graphics.



Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.



These guidelines reflect the JPAR - Real Estate commitment to quality, consistency and style.

The JPAR - Real Estate brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the JPAR - Real Estate name and marks.

While we prefer a standardized brand identity there may be a situation that requires a customized solution. For advise on applying the brand identity outside of the guidelines, please contact us.

# Brand Logo

01

The JPAR - Real Estate logo comprises two elements, the logo symbol of a star and logo type of our name. The logo symbol represents the connection between the strength of communication and the different points that influence.

It has a particular relationship with the JPAR - Real Estate name.

The logo type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Antonio and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. The official corporate color is blue (#015297). It is a fresh and appealing color chosen because it is, modern, classic, and timeless.

The color has been selected according to JPAR - Real Estate standards as shown below and are easily implemented.

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the star symbol and our company name – they have a fixed relationship that should never be changed in any way.



The main logo is the blue version, intended for use on white or light gray backgrounds. For variations, please refer to the alternatives below.



# CLEARSPACE AND COMPUTATION

The JPAR - Real Estate logo is a registered trademark and cannot be altered in any way. All communications, both print and electronic, published by JPAR - Real Estate must prominently display an approved logo. All variations of the JPAR - Real Estate logo are available for download. Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with JPAR®'s support team if you need further help.

## EXCLUSION ZONE

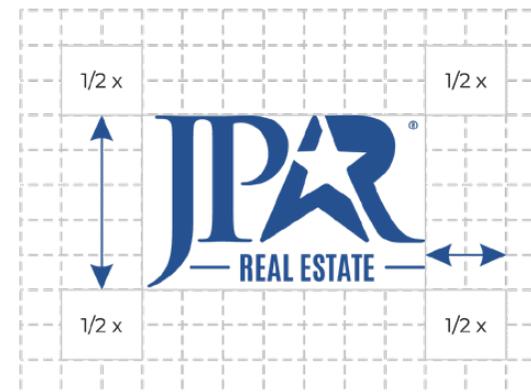
It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



## CLEAR SPACE COMPUTAION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearspace take the height of the logo and divide it in half.

(Clearspace = Height / 2).



# UNACCEPTABLE EXECUTIONS

Guidelines for acceptable treatment of the logo are found throughout this manual. JPAR - Real Estate logos should only be reproduced using the files provided by JPAR - Real Estate. Several examples of unacceptable variations are shown to the right. This list is not exhaustive.

Only the primary configuration of the logo is depicted in the examples, but these principles apply to JPAR - Real Estate DBA logos as well.

While we prefer a standardized brand identity there may be a situation that requires a customized solution. For advise on applying the brand identity outside of the guidelines, please contact us.



**Do not reconfigure. Components of the logo should never be reconfigured.**

Space relationships among elements are not to be manipulated.



**Do not use the old red and blue logo.**

The old logo should not be used by itself or in replacement of the new JPAR - Real Estate mark.



**Do not resize individual elements.**

Size relationships among elements are not to be manipulated.



**Do not use other fonts.**

Do not use any font other than Antonio Regular to type out DBA name.



**Do not use the old "Brokered By" logo.**

The approved logo is "Powered By"



**Do not add embellishments.**

Do not add drop shadows, embossing or any other effect to the logo.



**Do not add elements to the logo.**

Do not add to the logo, the approved element is the star center.

# Color Palette

# 02

# THE PRIMARY AND SECONDARY COLOR SYSTEM AND COLOR CODES

## THE COLOR SYSTEM

Color plays an important role in the JPAR® - Real Estate corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the JPAR® - Real Estate brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.



## PRIMARY COLOR SYSTEM

**Explanation:**

JPAR® - Real Estate has one official color:  
This color have become a recognizable identifier for the company.

**Usage:**

Use this as the dominant color for all internal and external visual presentations of the company.



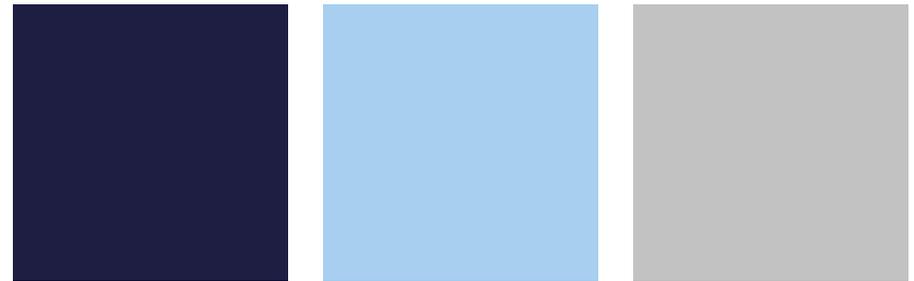
## SECONDARY COLOR SYSTEM

**Explanation:**

The Secondary colors are complementary to our official color, but are not recognizable identifiers for JPAR® - Real Estate

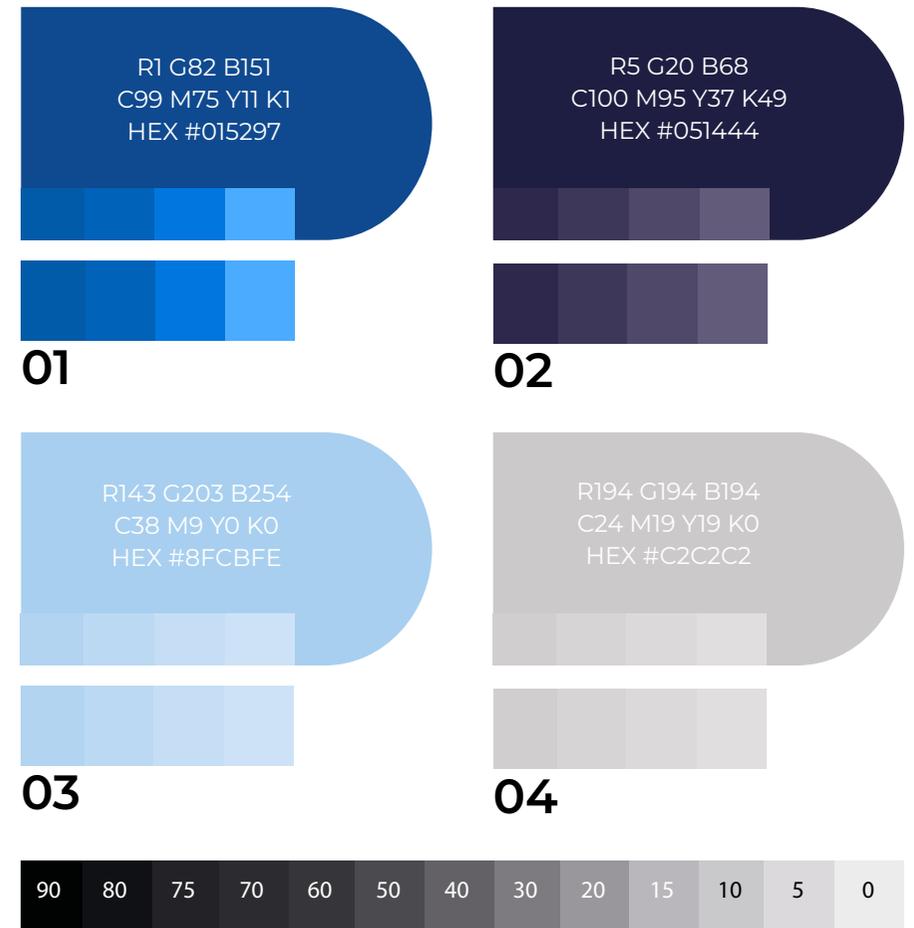
**Usage:**

Use them to accent and support the primary color.



# COLOR PALETTE

Color plays an important role in the JPAR - Real Estate corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the JPAR - Real Estate brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.



# Primary Font, Secondary Font and Typograpy

# 03

## PRIMARY FONT

# Montserrat

Montserrat is a sans serif typeface selected for use in titles and subtitles on print and digital JPAR - Real Estate marketing materials.

There are 4 acceptable weights to choose from:

## SECONDARY FONT

# Lora

Lora is a serif typeface selected for use in body copy only on print and digital JPAR - Real Estate marketing materials.

This font is not to be used in a title or subtitle.

There are 4 acceptable weights to choose from:

<b>Regular</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:'+- _@&%#
<b>SemiBold</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:'+- _@&%#
<b>Bold</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:'+- _@&%#
<b>ExtraBold</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:'+- _@&%#
<b>Regular</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:'+- _@&%#
<i>Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:'+- _@&%#
<b>Bold</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:'+- _@&%#
<i>Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789 ,.:'+- _@&%#

# TYPOGRAPY

Typographic hierarchy is another form of visual hierarchy, a subhierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for JPAR - Real Estate layouts.

## CONTEXT TEXT AND INNER HEADLINES

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**Caption  
Text**

**JPAR - Real Estate  
Lora Semibold - 14pt**

---

**Copy  
Text**

**THIS IS FOR TITLES, SUBTITLES  
AND HEADINGS ONLY.**

---

**Caption  
Text**

**JPAR - Real Estate  
Montserrat Semibold - 14pt**

---

**Copy  
Text**

**JPAR - Real Estate  
Lora Regular - 12pt**

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## HEADLINES AND TYPOBREAKS

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**Headlines  
Copytext**

**JPAR - Real Estate**

Montserrat Bold - 16pt

---

**Sub-lines  
Sections**

**JPAR - Real Estate**

Montserrat Bold - 23pt

---

**Big  
Headlines  
and Title**

**JPAR - Real Estate**

Montserrat Bold - 30pt

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# Trademarks and Disclaimers

# 04

# DISCLAIMERS

**Franchise Websites:** Each JPAR® Office Is Independently Owned And Operated. Services and fees may vary. JPAR® Franchising LLC. is an Equal Opportunity Employer and supports the Fair Housing Act.

**General Franchise Disclosure:**

© 2011-2025 JPAR® - Real Estate. All rights reserved. \*Each Office is Independently Owned and Operated. Services and fees may vary. JPAR® Franchising LLC. is an Equal Opportunity Employer and supports the Fair Housing Act. For a complete list of our offices go to [www.jpar.com/offices](http://www.jpar.com/offices). NOTE: If you are currently in a franchise agreement with more than six months remaining, please disregard this message.

NOTE: This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, filed, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration or notice filing requirements, or are covered by an applicable state exclusion or exemption. New York residents: This advertisement is not an offering. An offering can be made by prospectus only. CALIFORNIA ONLY: THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA. SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING. The name and address from whom an offering prospectus may be obtained: JPAR® Affiliated Network, LLC, 5045 Lorimar Dr., Suite 180 Plano, Texas 75093

**Brokerage Websites: Each Office Independently Owned and Operated. Services and fees may vary. JPAR® Franchising LLC. is an Equal Opportunity Employer and supports the Fair Housing Act.**

**Texas Real Estate Commission Consumer Protection Notice | Texas Real Estate Commission Information About Brokerage Services | Privacy Policy**

**NOTE: There may be cases where state or local regulations require other verbiage.**

# Section Compliance

# 05

## FRANCHISE AGENT/TEAM DBAs & LOGOS

All JPAR® - Real Estate agent/team DBA names and logos are subject to review and approval in accordance to the policies, rules, and regulations set forth by JPAR® - Real Estate, its franchise locations, and the markets therein. JPAR® - Real Estate franchise DBAs and logos may not be modified without the approval of JPAR® - Real Estate, and/or its franchise owners.

### Compliance:

The Powered By Logo already contains the Realtor logo and the Equal Housing Opportunity logo.

### Usage:

Powered By Logo must be 50% visual size of personal/team logo when used in advertising. Agents may use their own color(s) of choosing in accordance with their personalized branding where options are available.

Personalized logos/branding are subject to review in accordance with the rules, regulations, and policies of JPAR® - Real Estate and the markets we serve. Note: Your franchise's DBA logo must appear on all marketing materials.



## BROKERAGE AGENT/TEAM DBAs & LOGOS

All JPAR® - Real Estate agent/team DBA names and logos are subject to review and approval in accordance to the policies, rules, and regulations set forth by JPAR® - Real Estate, its brokerage locations, and the markets therein. JPAR® - Real Estate brokerage DBAs and logos may not be modified without the approval of JPAR® - Real Estate.

### Compliance:

The Powered By Logo already contains the Realtor logo and the Equal Housing Opportunity logo.

### Usage:

Powered By Logo must be 50% visual size of personal/team logo when used in advertising. Agents may use their own color(s) of choosing in accordance with their personalized branding where options are available.

Personalized logos/branding are subject to review in accordance with the rules, regulations, and policies of JPAR® - Real Estate and the markets we serve.



\*TX: Each type of name must be registered with TREC before the name can be used in an advertisement. This is a change from the existing rule. The most significant change concerns team names. A team name is not an assumed business name of the broker, and cannot contain terms that imply that the team is offering brokerage services independent of the broker. Team names must end with the terms "team" or "group".

# Signs

06

# YARD SIGN TEAM BRAND EXAMPLES

To build agent branding, a custom logo may be placed on the yard sign in partnership with the DBA logo. JPAR® - Real Estate leadership and approved vendors are familiar with local advertising restrictions and are better able to ensure that signs will comply with local regulations and franchise requirements.

Approved vendors can be found on the OneStop HUB.

## REQUIRED

- Inclusion of the JPAR® - Real Estate logo OR franchise DBA logo (only required if licensed with a JPAR® - Real Estate franchise location)
- Inclusion of ownership statement.
- Compliance with local board/commission laws and rules.



TEAM BRANDED NO PHOTO



TEAM BRANDED WITH PHOTO



TEAM BRANDED WITH PHOTO



JPAR® REAL ESTATE LOGO NO PHOTO



AGENT LOGO WITH PHOTO

# Print Marketing

07

# BUSINESS CARDS

# LISTING FLYERS

## RECOMMENDED

### Font:

- Montserrat Bold
- Montserrat Italic
- Lora Regular
- Lora Italic

### Color:

- Blue #015297
- Navy Blue #051444
- Light Blue #8FCBFE
- Gray #C2C2C2

## RECOMMENDED

Preferred to use color blocking to create a modern graphic look.

- No embellishments
- No drop shadows
- No gradients

### FRONT



### BACK



**NOTE: Graphic templates are provided by the JPAR® - Real Estate Marketing Department to our approved vendors.**

# LETTERHEAD

## RECOMMENDED

### Font:

Montserrat Bold  
 Montserrat Italic  
 Lora Regular  
 Lora Italic

### Color:

Blue #015297  
 Navy Blue #051444  
 Light Blue #8FCBFE  
 Gray #C2C2C2

## RECOMMENDED

Preferred to use color blocking to create a modern graphic look.

- No embellishments
- No drop shadows
- No gradients



# ENVELOPE

## EXPLANATION:

This shows the approved layout with the primary elements of the JPAR®- Real Estate stationery system for envelopes.

## PARAMETER

### Dimensions

220 x 110 mm

### Weight

400g/m

Uncoated white

### Print

CMYK

## FRONT



## BACK





## Contact Us:

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Corporate Office:  
5045 Lorimar Dr Suite #180  
Plano, TX 75093



1 (800) 683-5651



marketing@jpar.com  
Careers: careers@jpar.com  
Franchise: franchising@jpar.com

# INFO.