

# BRAND GUIDE 2019



IDENTITY USAGE GUIDE

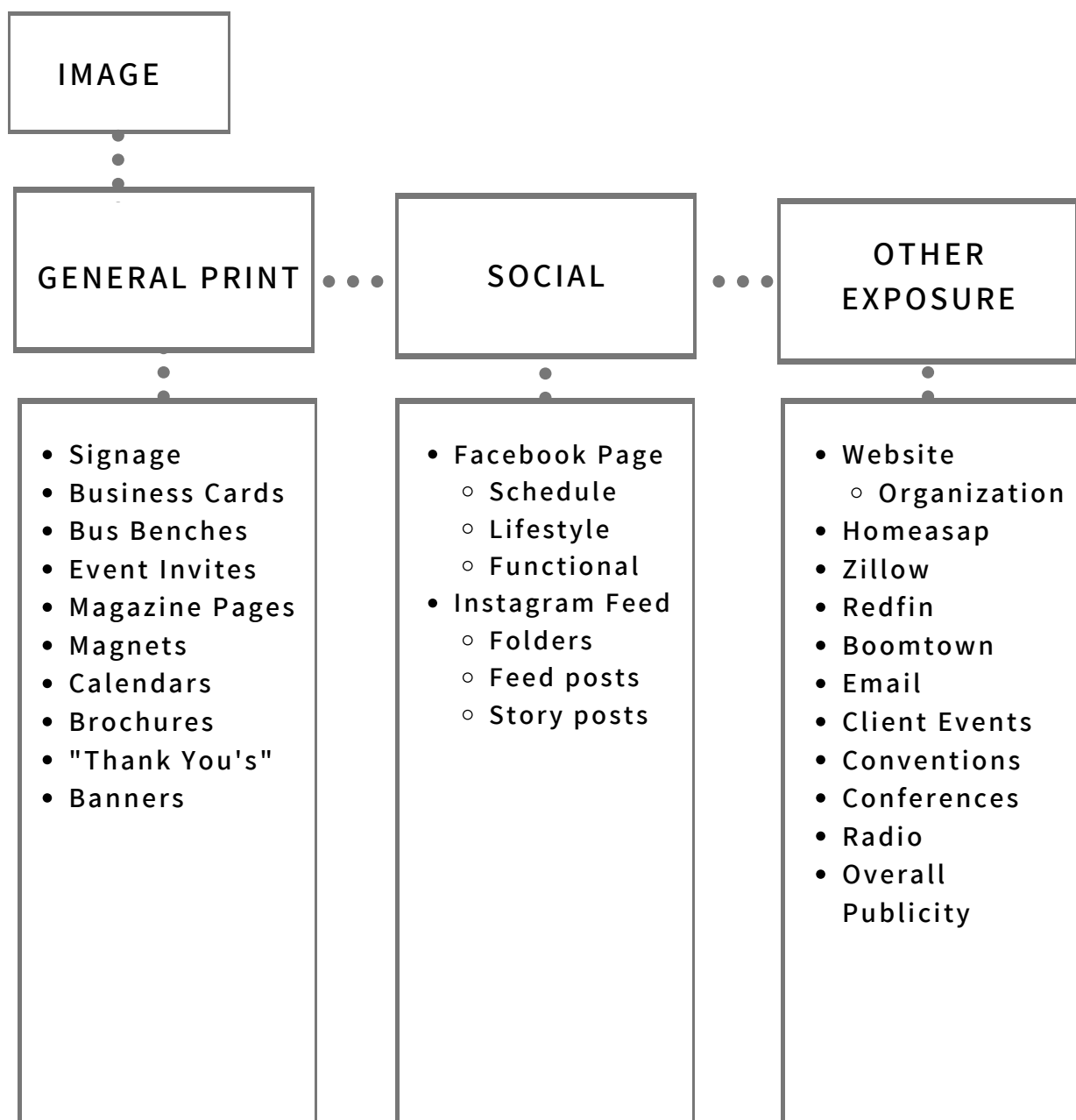
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## What is it?

A branding guide is used as a tool to keep cohesiveness throughout all company image. This guide organizes all aspects of marketing and how PCA is being viewed from the public. Through media being sent out to physical bench boards, an image is best precieved with consistency.



## 1. Pennie Carroll

Pennie started her brand (her name, reputation, popularity) years ago. Since then, communities, friendships, family members and team members joined in giving us, PCA.

## 2. & Associates

Although the single name "Pennie Carroll" is the leading brand name (What people think of when they hear 'PCA'). The Pennie Carroll operation would not be able to function and grow without the people around her.

## Our Message

A brokerage, built off a single name that values relationships, local communities, family and faith, that wants to do whatever they can to help you find a home in the most affordable, genuine and trustworthy way.



## 1. LOGO COLOR



## 2. LOGO COLOR



## 3. MARK



These three stamps are the most current for PCA. Ideally, keeping this current logo and mark cohesive throughout the marketing tree is important for brand image. Slight alterations can easily throw a viewers mind off and the words "Pennie Carroll" may never cross their mind when viewing!

# THEME #1 "We love faces"

- Functional
- Commercial
- Consistent



While being aesthetically sound, viewers receive information they need and catch a glimpse of all our team's beautiful faces. Easy to read text and big faces create ease and familiarity with buyers.

## THEME #2 "We Are Normal"

- Lifestyle
- Relatability
- Variety (Still consistent branding)





Both platforms have so much potential and it is important to stay consistent and true to the personality or atmosphere as you create a campaign. This is to guide you to the environment and VIBE of each platform

## Facebook Page "We Love Faces"

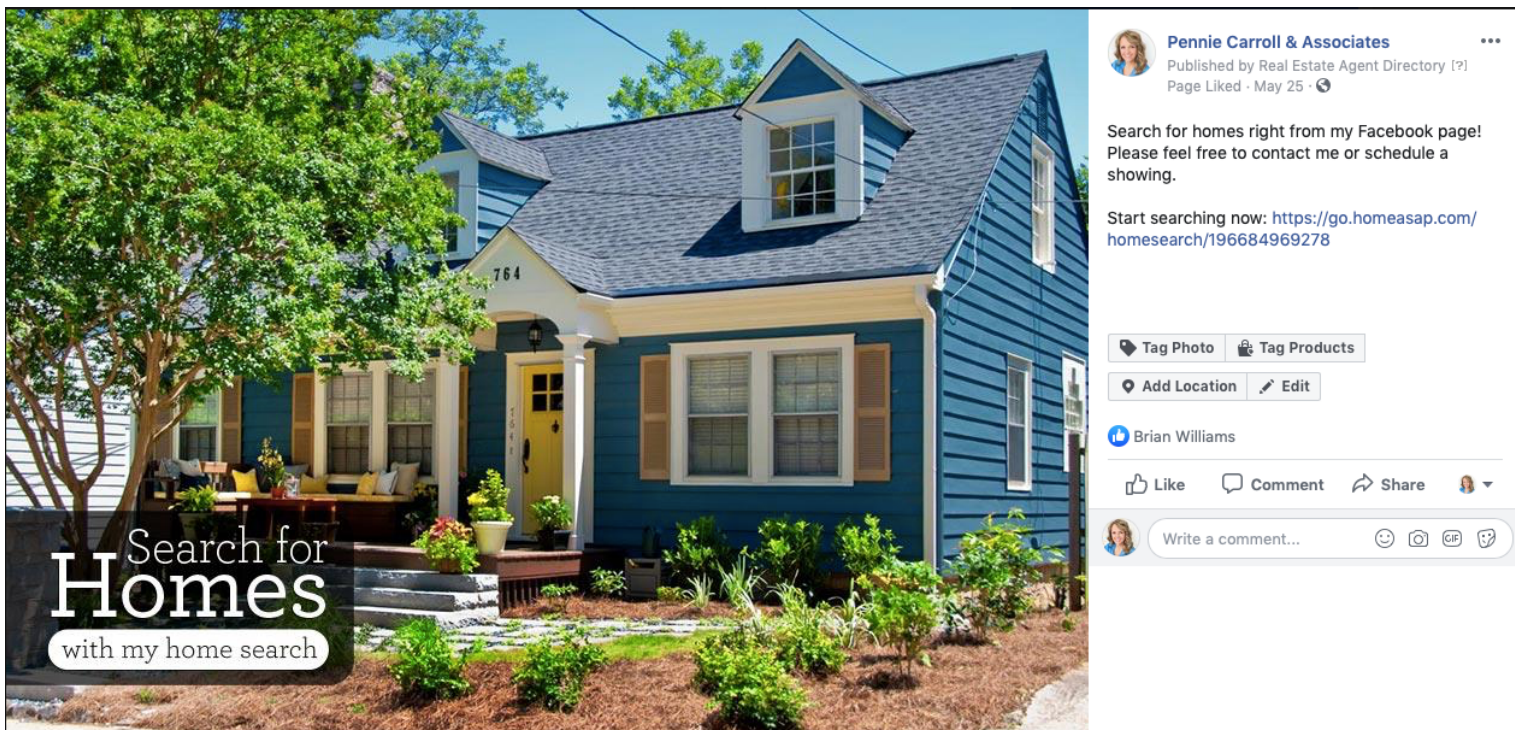
### 1. Posts

- a. Commercial promotions
- b. Advertisements
- c. "We Love Faces"

### 2. Albums & Media

- a. Event Albums (Scoops 2013)
- b. Team Member Albums

### 3. Market Updates (Video or Blog)



(This is something that would go into an Instagram Highlight of "Listings".)

## Instagram Feed "We Are Normal"

### 1. Feed

- a. Clean and Consistent
- b. Lifestyle photos relevant to Real Estate
- c. Photos include Team Members
- d. Follow the Trend while being professional

### 2. Highlights

- a. Tell stories
- b. Create Ideas
  - i. Daily Pennie
  - ii. Office Insider
  - iii. Know the Agent
  - iv. House Insider

### 3. Instagram Stories

- a. Events Spokesperson (Be yourself)
- b. Incorporate Highlights
- c. Be trendy
- d. Notify about Radio, Blog posts, etc..



Caption: "This is Mark, sometimes characters are the best people to work with"

Caption: "Oh the feeling of closing!"

Caption: "New beginnings, new seasons, new homes"

(This is something that would go into a Facebook Page Album.)





