

# Client

Frank Howard Allen Realtors

# Project

Strategic Consultation, Rebranding, Identity Design and Tag Line Development

Peter Rodgers, creative director, designer, editor/writer. Director of Marketing Mortar Advertising, contributors

1: LOGO / TAG LINE

2: BRAND VISION

3: GRAPHIC STANDARDS

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### Mark Alone Version (2\_C\_LOGO.eps)

- Please use this version for
1. Business Cards
  2. Letterhead and Envelopes
  3. CMA



### Tagline Version (2\_C\_LOGO\_BLUE\_TAG.eps)

- Please use this version for
1. FHA Brand Advertisements
  2. Newspaper and Magazine Ads
  3. Billboards

Love where you live

## 1. Logo Versions and Usage

There are two versions of the logo—the mark alone and the mark with the tagline below, or "Tagline Version."

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## Introduction.

No matter how well we think we know our company, and what our customers think of our brand, it is always worth looking below the surface. During the past couple of months we took a deeper dive and uncovered some valuable insights, and some surprises.

We all realize that our brand is well known, but with close to 100 years in business here, we are becoming so much a part of the landscape as Mount Tom or the Golden Gate Bridge. This is one of our strongest assets, and something we discovered is essential to communicating our brand.

Yet, as competition grows with newer, fresher companies, how do we avoid becoming the "comfortable old shoe" and fading into the historic landscape? We need to continue to earn the market leader position by taking the high ground—understanding what customers want from us and what can make us the best. We must show that we are the market leader by setting standards in the industry.

If we all speak with one voice, we can benefit from the strength of our brand. Here are some key messages that you can use to say clearly and concisely who we are and why we are different. This is the spirit of what we should all try to communicate in what we say and what we do.

2004 - A new future for the FHA brand.

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## 2. Standard Logo Usage

There should always be clear space around the logo and tagline area. The size of the logo should never be reproduced smaller than 3 inches wide. Do not convert the color version to black. Use only authorized FHA Minimum Size version for small-scale logos.



## Awards Business Cards (Minimum Size)

Individuals are permitted up to 3 lines of copy in addition to the address. The last line of the area must align with the LTR.