

BRAND SYSTEM · V1.0

# Think Big. Build Smart.

The complete identity, voice, and visual system for Expert Partners. These guidelines exist so every touchpoint, from a social post to a stage backdrop, feels like one company, one promise, one standard.

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SECTION 01

## The Brand

Expert Partners was founded in 2020 by Allison Gaddy and Don Hobbs to help team leaders, brokers, and aspiring agent leaders move from a transactional sales mindset to a true business owner mindset. The brand

exists to make that shift feel possible, practical, and supported.

#### MISSION

**Build true business owners.**

Empower team leaders, brokers, and aspiring agent leaders to win back their time and earn real financial freedom by identifying, nurturing, building, and retaining exceptional talent.

#### VISION

**A new standard for the industry.**

A real estate world where agents step out of the limits of a sales role and rise as confident business owners, leading a thriving, generous community of professionals.

#### PROMISE

**Your success is our mission.**

Five decades of combined industry experience, distilled into programs, coaching, and a network built around your growth, not ours.

## Our Values

#### EMPOWERMENT

Give leaders the knowledge, tools, and resources to unlock their full potential.

#### TRANSFORMATION

Guide clients from sales roles into true business owners.

#### EXCELLENCE

Deliver industry-leading programs that consistently surpass expectations.

#### IMPACT

Create positive, lasting change in the lives of real estate professionals.

#### INNOVATION

Constantly seek new ways to teach, train, and deliver.

#### COMMUNITY

Foster a supportive network of leaders who share and grow together.

#### GROWTH

Commit to continuous personal and professional development.

#### INTEGRITY

Hold the highest ethical standard in every interaction.

#### ADAPTABILITY

Stay flexible as the industry evolves.

#### COLLABORATION

Win together with founders, clients, and partners.

#### SECTION 02

## Voice & Tone

Authoritative, operator-grounded, proof-based, bold, direct, and warm. Professional but never stiff. We write the way an experienced operator speaks: clear, grounded, and aimed at the person on the other side of the page.

#### WE SOUND LIKE

- Direct and plain spoken.
- Warm, with real conviction.
- Focused on the reader's next step.

#### WE DON'T SOUND LIKE

- Hype or motivational filler.
- Sales-pitch jargon or buzzwords.
- Cold, corporate, or detached.
- Vague promises without proof.

- Specific and proof-based about outcomes: time, freedom, leadership.
- Generous with what we know.
- Talking down to the reader.

#### SAY THIS

You're closing deals.  
Now build the  
business that runs  
without you. We'll  
show you how.

#### NOT THIS

Unlock unparalleled  
synergies and  
supercharge your real  
estate journey with  
next-level solutions.

## Tagline

# Think Big. Build Smart.

Primary tagline. Use in headers, signatures, and brand-led moments.

#### SECTION 03

## Logo

The logo is our signature. Treat it with care: protect its space, keep it legible, and never alter its proportions.

### Primary logo

The full Expert Partners wordmark. Use it wherever there is room: headers, covers, signage, and anywhere the brand is being introduced.



**Expert**<sup>®</sup>  
P A R T N E R S

WORDMARK · LIGHT  
BACKGROUND



**Expert**<sup>®</sup>  
P A R T N E R S

WORDMARK · DARK  
BACKGROUND

## Icon

The EP mark stands alone as an icon: app icons, favicons, social avatars, and tight spaces where the wordmark would not read. Never set the icon next to the wordmark as a lockup.



**EP**

ICON · LIGHT  
BACKGROUND



**EP**

ICON · DARK  
BACKGROUND

[Download all logo files →](#)

## Clear space & minimum size

Keep a margin equal to the height of the "E" mark on every side. Never place the logo smaller than 100px wide on screen, or 0.75" in print. The icon lockup can go as small as 37px on screen, or 0.38" in print.

## Do & don't

✓ Use on solid, high-contrast backgrounds.

✓ Use the approved color, black, or white version.

✗ Do not stretch, skew, or rotate.

✗ Do not recolor or apply effects, shadows, or gradients.

✗ Do not place on busy imagery without a scrim.

✗ Do not rebuild the logo in another typeface.

### SECTION 04

## Color

Black and white carry the brand. Electric Blue marks the moments that matter: a call to action, a highlight, a signature. It is the consistent accent across every surface.

### Primary

WHITE

HEX #FFFFFF  
RGB 255 / 255 / 255  
CMYK 0 / 0 / 0 / 0

BLACK

HEX #000000  
RGB 0 / 0 / 0  
CMYK 0 / 0 / 0 / 100

ELECTRIC BLUE

HEX #2757CF  
RGB 38 / 86 / 205  
CMYK 81 / 58 / 0 / 19

## Neutral

The neutral palette carries text-heavy work. When unsure, choose black.

| BLACK           | CHARCOAL        | GRAY            | SILVER          | WHITE           |
|-----------------|-----------------|-----------------|-----------------|-----------------|
| HEX<br># 000000 | HEX<br># 494949 | HEX<br># B8B8B8 | HEX<br># F8F3ED | HEX<br># FFFFFF |

### SECTION 05

## Typography

Three typefaces, each with a job. PT Serif anchors headlines. Overpass clarifies structure. Poppins carries every word the reader actually reads.

### HEADLINE

PT Serif

Build the business  
that runs without  
you.

Transitional serif with humanistic terminals. Use for headlines and brand moments. Set tight: -3% tracking.

### SUBHEAD

Overpass

What we do · How  
we work · Where we

# go next

Open Source highway gothic. Use for subheads, eyebrows, and labels. Strong at uppercase.

## BODY & UI

### Poppins

Specialized training and support, built for leaders moving from sales role to business owner.

Geometric sans serif. Use for paragraphs, CTAs, navigation, and forms. Light for body, Medium for CTAs.

### Hierarchy

#### WHAT WE DO

# Think Big. Build Smart.

Build the business that runs without you.

Practical training, coaching, and an operator-led community for leaders moving from transactional sales into business ownership.

LEARN MORE →

EYEBROW

Poppins  
Medium ·  
16 · ALL  
CAPS · -3%

HEADLINE

PT Serif  
Regular ·  
60 / 60 ·  
-3%

SUBHEAD

Overpass ·  
30 / 30 ·  
-3%

PARAGRAPH

Poppins  
Light · 21 /  
Auto · -3%

CTA

Poppins  
Medium ·  
16 · ALL  
CAPS · -3%

SECTION 06

# Brand Visuals

Photography, iconography, and illustration should feel like Expert Partners at a glance: confident people, honest moments, clear symbols of growth.

## Photography

Empowerment, transformation, community. Capture real professionals in real moments: closing deals, leading rooms, mentoring peers. Favor natural light, authentic expression, and a documentary feel over stock posing. Show diverse leaders. Avoid clichéd handshake-over-paperwork shots.

- Tone: confident, warm, optimistic.
- Light: natural, directional, never flat or over-filtered.
- Subjects: agents, teams, leaders mid-work and mid-conversation.
- Avoid: stock-y posing, exaggerated emotion, generic skylines.

## Iconography

Simple, consistent line icons in a single weight. Lean on real estate cues (keys, doors, growth, charts) and empowerment cues

(upward arrows, hands, light). Icons should read at 16px and still feel like ours.

- Single weight, rounded joins.
- Use Electric Blue or Charcoal on light, White on dark.
- Keep meaning literal. Decorative-only icons are off-brand.

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## Illustration

Vibrant, dynamic scenes that center diverse real estate professionals on a clear path forward. Recurring motifs: ascending stairs (growth), a blossoming tree (transformation), a rising sun (new dawn). Modern and detailed, but never busy.

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## Pattern

A geometric pattern built from the EP mark and Electric Blue gridlines. Use sparingly: as a backer for headers, the inside of a folder, the back of a card. Never behind body text.

### SECTION 07

## Applications

How the system shows up in the real world. Every surface follows the same rules: protect the logo, hold the type hierarchy, let blue mark the moment.

### BUSINESS CARDS

Matte white, Electric Blue edge, Poppins Medium for name, Overpass for title.

### LETTERHEAD

Logo top left, address block bottom right in Charcoal. Generous margins.

#### ENVELOPE

Black flap interior with EP pattern. Logo top-left front, return address back.

#### FOLDER

Silver outer, Electric Blue inner pocket, tagline on back.

#### OOH ADVERTISING

One headline, one CTA, one photograph. Logo bottom right.

#### WEBSITE

Serif headlines, Poppins body, generous whitespace, blue for action only.

#### APP ICON

EP mark on Electric Blue, rounded squircle.

#### FAVICON

EP mark, no wordmark, optimized at 32px.

#### SOCIAL TEMPLATES

9:16 stories and 1:1 posts. Headline serif, body sans, brand bar bottom.

#### WEARABLES

Embroidered EP mark, Electric Blue or White. Tone on tone on dark caps.

#### EMAIL SIGNATURE

Name (Poppins Medium), title (Overpass), phone, expertpartners.com.

#### SLIDE DECKS

Black cover with logo center, Electric Blue accent line, PT Serif titles.

## SECTION 08

# Messaging

The words we lead with, the calls we make, the stories we tell. Use these as starting points, not scripts. Adapt them to the audience and the moment.

## What we offer

Personal branding. Lead generation. Sales and negotiation. Marketing and advertising. Market trends and analysis. Technology and innovation. Professional development. Every program is built to move agents from transactional sales work into ownership-level leadership.

## Short brand statements

Expert Partners, led by Don Hobbs and Allison Gaddy, helps industry professionals build a strong personal brand, generate leads, sharpen sales skill, and stay ahead of the market. The work is built around continuous learning and ownership-level growth.

We help team leaders, brokers, and aspiring agent leaders turn a sales career into a business they own. Programs, coaching, and a community of real estate professionals committed to the same standard.

## Social post templates

### EMPOWERMENT & SUCCESS

Meet [Agent's Name]: from transactional sales to business owner. Today they lead a thriving team and run their own time. That shift is what we build with every client.

[#ExpertPartners](#) ·  
[#EmpowerSuccess](#) ·  
[#RealEstatePros](#)

### TRANSFORMATIVE TRAINING

Success starts with a shift in mindset. Specialized training and support, built to move you from sales role to industry leader.

[#TransformativeTraining](#) ·  
[#RealEstateLeaders](#)

### THRIVING COMMUNITY

Expert Partners is more than a program. It's a community

### ELEVATING INDUSTRY LEADERS

of agents who share what works, push each other, and grow together.

[#RealEstateCommunity](#) ·  
[#ThriveTogether](#)

We're not just shaping agents. We're building the leaders who will set the standard for the next decade of real estate.

[#InfluentialLeaders](#) ·  
[#RealEstateSuccess](#)

## Advertising objectives

Build brand awareness within the real estate industry.

Showcase real success stories with tangible results.

Educate the market on programs, coaching, and outcomes.

Generate qualified leads from team leaders, brokers, and aspiring agent leaders.

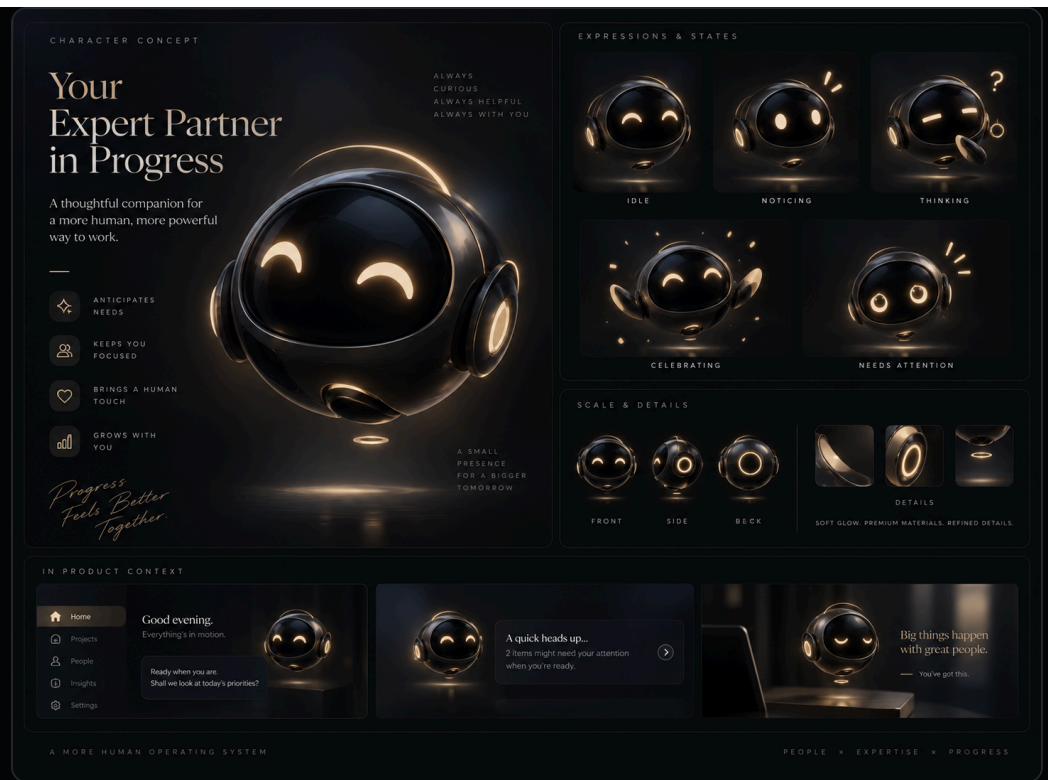
Position Expert Partners as industry leaders and thought partners.

Encourage clear next steps: webinar, call, or community sign-up.

### SECTION 09

## HQ Companion

The HQ Companion is an official Expert Partners digital character asset: a thoughtful concierge for HQ, Ask HQ, and human-experience applications. It supports the brand, but never replaces the Expert Partners logo, wordmark, or EP icon.



APPROVED MASTER REFERENCE · PRESERVE CHARACTER DESIGN EXACTLY

## CHARACTER DIRECTION

# Warm intelligence, made visible.

Preserve the glossy black body, warm champagne and ivory glow, premium materials, refined reflections, and subtle personality. The companion should feel intelligent, reassuring, and slightly playful, never childish, gimmicky, or mascot-like.

The champagne and ivory glow is the companion's character signature. It is not a new Expert Partners brand color and must not be added to the brand palette. Brand Blue #2757CF remains the system and UI accent for actions, navigation, focus, and feedback.

## IDENTITY BOUNDARY

# Character, not core mark.

Pair the companion with an approved Expert Partners wordmark when brand identification is needed. Never combine the two into

a new lockup, and never use the character alone as the company signature.

## Five behavior states

01

### IDLE

A calm, present resting state. The companion is available without demanding attention.

02

### NOTICING

A subtle acknowledgment that something has changed or the person may need help.

03

### THINKING

Signals active consideration while Ask HQ prepares a useful, grounded response.

04

### CELEBRATING

Marks meaningful progress with warmth and restraint, never confetti-heavy or childish.

05

### NEEDS ATTENTION

Gently surfaces an important next step without alarm, pressure, or false urgency.

#### APPROPRIATE USE

- HQ welcome, orientation, and gentle wayfinding.
- Ask HQ responses where warmth helps clarify ambiguity.

#### DO NOT

- Do not redesign, recolor, reinterpret, or replace the approved character.
- Do not recolor the companion Brand Blue.

- Concierge moments that explain what matters and what to do next.
- Progress acknowledgments and restrained celebrations.
- Small supporting appearances in internal brand documentation.
- Do not treat the champagne and ivory glow as a new Expert Partners brand color. Brand Blue remains the system and UI accent.
- Do not use it as the logo, wordmark, EP icon, or a combined lockup.
- Do not make expressions childish, exaggerated, frantic, or gimmicky.
- Do not let the character imply approvals, owners, progress, or live status that is unverified.

SECTION 10

# Contact

Brand questions, partnership requests, or asset access: reach the team directly.

LEADERSHIP

Allison Gaddy

Founder & CEO

LEADERSHIP

Don Hobbs

President

OFFICE

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