JPAR REAL ESTATE

DESIGN AND BRAND GUIDELINES

WE LOVE OUR BRAND.

THE GUIDE

DESIGN AND BRAND GUIDELINES

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INTRODUCTION

WELCOME & INTRODUCTION

DESIGN GUIDELINES

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.

SECTION 1
LOGOS

1.1 LOGO INTRODUCTION

THE FULL LOGOTYPE

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 LOGOTYPE

THE LOGO

Designed for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in blue of the chosen corporate color.

The main logo is the blue logo used on white or light gray background. For darker backgrounds you will find an alternative below.

LOGO LIGHT VERSION

LOGO DARK VERSION

The Logo Light Version
will be used when the background color is dark colored.

The Logo Dark Version
will be used when the background color is light colored.

WHITE

BLACK

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

SILVER

BLUE

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with JPAR® - Real Estate Marketing Department if you have any questions or need further help.

SECTION 1
LOGOS

1.2 LOGO CLEARSPACE AND COMPUTATION FULL LOGOTYPE

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.
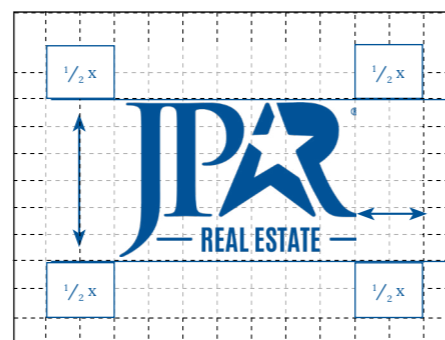
CLEAR SPACE COMPUTATION

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).

1.3 CORRECT USAGE, COLOR & SIZE

LOGO A
Colored Version

LOGO B
Colored Version

LOGO C
Colored Version

LOGO D
Colored Version

COLOR CODE BLUE

CMYK : C 99% M 75% Y 11% K 1%

RGB : R 1 G 82 B 151

Web : #015297

Pantone : PANTONE 653 C

LOGO FORMAT

The Logo will be saved and used in different file formats to use it in different types of medias like web or print.

Recommended formats are: .eps | .ai | .png | .jpg

MINIMUM LOGO SIZES

Minimum Size: .5 inches in length

Please do not use less than this size to make sure that it will be printable without losing design quality.

1.5"   1"   .5"

SECTION 1
LOGOS

1.4 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 resize individual elements.

Size 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 add embellishments.

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

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 elements to the logo.

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

SECTION 2
COLOR SYSTEM

2.1

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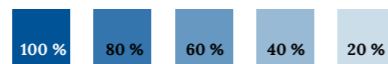JPAR® - Real Estate has one official color: This color have become a recognizable identifier for the company.

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

PRIMARY COLOR
BLUE

COLOR CODES
CMYK : C99 M75 Y11 K1
RGB : R1 G82 B151
Web : #015297
Pantone : PANTONE 653 C

| 100 % | 80 % | 60 % | 40 % | 20 % |

COLOR TONES

2.2

THE SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

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

Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:
Use them to accent and support the primary color palette.

COLOR CODES
CMYK : C0 M0 Y0 K0
RGB : R0 G0 B0
Web : #000000

COLOR CODES
CMYK : C0 M0 Y0 K30
RGB : R94 G194 B194
Web : #c2c2c2

2.3

COLOR OVERLAY

The color overlay is to be used over black and white images.
Color: Blue #015297
Opacity: 25% - 50% Depending on the image

SECTION 3
TYPOGRAPHY

3.1 PRIMARY & SECONDARY FONT

3.2 TYPOGRAPHY & TEXT HIERARCHY

3.1 PRIMARY FONT

**PRIMARY FONT
MONTSERRAT**

MONTSERRAT

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

There are 3 acceptable weights to choose from:

Bold	**THIS IS FOR TITLES, SUBTITLES AND HEADINGS ONLY.**
Regular	THIS IS FOR TITLES, SUBTITLES AND HEADINGS ONLY.
Thin	THIS IS FOR TITLES, SUBTITLES AND HEADINGS ONLY.

**SECONDARY FONT
LORA**

LORA

THE FONT
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:

Regular	This is for body copy only, not titles, subtitles or headings.
Italic	*This is for body copy only, not titles, subtitles or headings.*
Bold	**This is for body copy only, not titles, subtitles or headings.**
Bold Italic	***This is for body copy only, not titles, subtitles or headings.***

3.2 TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy 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.

HEADLINES AND TYPOBREAKS

**CONTEXT TEXT
AND INNER HEADLINES**

Caption Text	JPAR® - Real Estate - Lora Regular 6 pt Type / 9 pt Leading
Copy Text	JPAR® - Real Estate - Lora Regular 8 OR 9 pt Type / 11 pt Leading
Headlines Copytext	JPAR® - REAL ESTATE - Montserrat Regular - Capital Letters 10pt Type / 10pt Leading
Sub-lines Sections	**JPAR® - REAL ESTATE** - Montserrat Bold - Capital Letters 16pt Type / 16pt Leading
Big Headlines and Title	**JPAR® - REAL ESTATE** - Montserrat Bold - Capital Letters 34pt Type / 30 pt Leading

SECTION 4
IMAGES AND BLENDING MODES

4.1 BLACK & WHITE IMAGES

4.2 IMAGE EFFECTS / BLENDING MODES

4.1 IMAGE: BLACK & WHITE

EXAMPLES FOR IMAGE SYSTEM

Requirements:
- black and white colors
- high contrast
- sharp images
- minimalistic look
- modern and business like

4.2 IMAGE EFFECTS

BLENDING MODES

Explanation:
Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

How to:
1) For black and white images only

2) Use a placeholder with a blue back

3) Open the Blending Options.

4) Set blending mode to multiply.

5) Full opacity

6) No knockout

7) Select the following boxes:
- Channels C Y M & K
- Blend Clipped Layers as Groups
- Transparency Shapes Layer

SECTION 5
ICONOGRAPHY

5.1 ICONOGRAPHY

5.2 EXAMPLES

5.1 ICONOGRAPHY

THE ICONOGRAPHY SYSTEM

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file. Iconography is a visual language used to represent features, functionality, or content. Icons are meant to be simple, visual elements that are recognized and understood immediately.

5.2

EXAMPLES :

ICONOGRAPHY SYSTEM

–

How to:
- only use white icons with blue OR black background
- blue icons can be used on white OR light gray backgrounds only
- minimum stroke size: 0.5 pt
- upscale only proportional

SECTION 6
ELEMENTS & INFOGRAPHICS

6.1 ELEMENTS

6.2 INFOGRAPHICS

6.1 ELEMENTS

PATTERN DESIGN AND ITS APPLICATION

A pattern is a regularity in the world, man-made design, or abstract ideas. As such, the elements of a pattern repeat in a predictable manner. A geometric pattern is a kind of pattern formed of geometric shapes and typically repeated like a wallpaper design.

Explanation:
This shows approved pattern designs with different styles which can be used in templates, layouts or screen design applications.
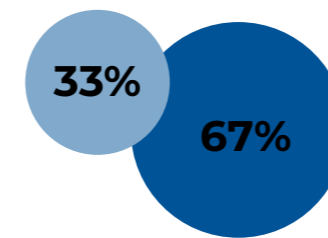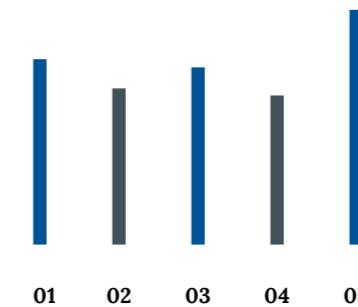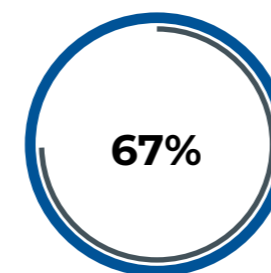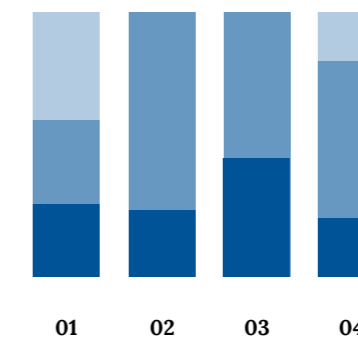
ELEMENT DESIGN

6.2 INFOGRAPHIC DESIGN & USAGE

Round Comparison

33% 67%

Histogram Thin

01 02 03 04 05

INFOGRAPHICS DESIGN –

Explanation
Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends.

Round Comparison

67%

Histogram Thick

01 02 03 04

Funnel

SECTION 7
MARKETING - SIGNAGE

7.1 YARD SIGNS REQUIREMENTS

7.2 YARD SIGNS - AGENT EXAMPLES

7.3 YARD SIGNS - TEAM BRAND EXAMPLES

7.1 YARD SIGN STRUCTURE

It is highly recommended that agents use an approved vendor for signs, but the choice is ultimately the agent's decision.

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.

⚠ REQUIRED

All yard signs must meet the following requirements:

■ 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: Each JPAR® Office is Independently Owned and Operated.

■ Compliance with local board/commission laws and rules

■ Equal housing logo & Realtor logo

RECOMMENDED

Fonts:

• Montserrat Font Family
• Primary fonts for signs: Montserrat 55 medium, 75 Bold

Color:
• Preferred 33% - 50% Blue #015297 (CMYK or Pantone® 200)

Styling:
• Preferred to use color blocking to create a modern graphic look.
• Preferred no embellishments.
• Preferred no drop shadows.
• Preferred no gradients.

7.2 AGENT EXAMPLES

No Agent Logo Or Image

Agent Logo & Image

Agent Logo No Image

Agent Image JPAR® - Real Estate Logo

SECTION 7
MARKETING - SIGNAGE

7.1 YARD SIGNS REQUIREMENTS

7.2 YARD SIGNS - AGENT EXAMPLES

7.3 YARD SIGNS - TEAM BRAND EXAMPLES

7.3 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

SECTION 8
MARKETING - PRINT

8.1 BUSINESS CARDS

8.2 LISTING FLYER - STRUCTURE

8.3 LETTERHEAD

8.4 ENVELOPE STRUCTURE

8.1 BUSINESS CARDS

RECOMMENDED

Font:
Montserrat Bold
Montserrat Italic
Lora Regular
Lora Italic

Color:
Blue #015297
Silver #c2c2c2
Black #000000
White: #ffffff

STYLING

Preferred to use color blocking to create a modern graphic look.
- No embellishments
- No drop shadows
- No gradients

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

Front-side

Backside

8.2 LISTING FLYERS

RECOMMENDED

Font:
Montserrat Bold
Montserrat Italic
Lora Regular
Lora Italic

Color:
Blue #015297
Silver #c2c2c2
Black #000000
White: #ffffff

STYLING

Preferred to use color blocking to create a modern graphic look.
- No embellishments
- No drop shadows
- No gradients

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

SECTION 8
MARKETING - PRINT

8.1 BUSINESS CARDS

8.2 LISTING FLYER - STRUCTURE

8.3 LETTERHEAD

8.4 ENVELOPE STRUCTURE

8.3 LETTERHEAD

RECOMMENDED

Font:
Montserrat Bold
Montserrat Italic
Lora Regular
Lora Italic

Color:
Blue #015297
Silver #c2c2c2
Black
White

STYLING

Preferred to use color blocking to
create a modern graphic look.
Preferred no embellishments
Preferred no drop shadows
Preferred no gradients

8.4 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-side

Backside

SECTION 9
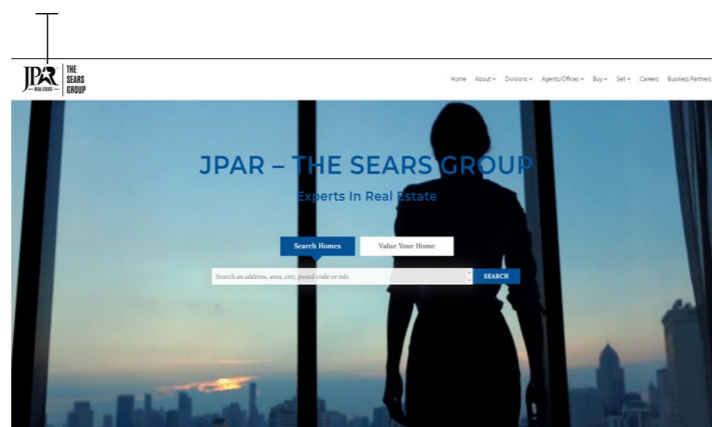# MARKETING - DIGITAL

9.1 WEBSITES

9.2 EMAIL SIGNATURES

9.3 FACEBOOK / SOCIAL MEDIA

9.1 WEBSITES

JPAR® Logo

⚠ 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 (may be placed in the website footer)

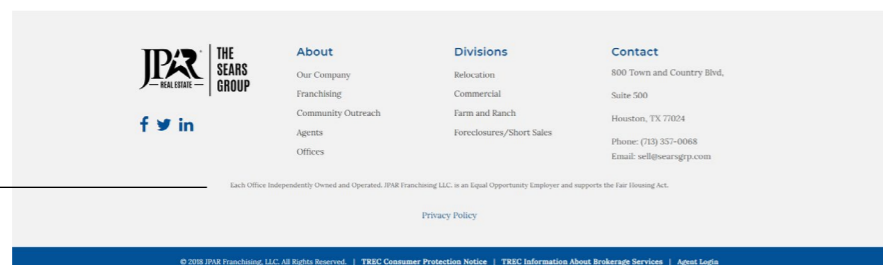■ Compliance with local board/ commission laws and rules.

Ownership Statement

9.2 EMAIL SIGNATURES

All email signatures must meet the following requirements:

■ Inclusion of the JPAR® - Real Estate logo OR franchise DBA logo OR as text (if text only).

■ Inclusion of ownership statement

■ Compliance with local board/ commission laws and rules.

9.3 FACEBOOK / SOCIAL MEDIA

REQUIRED

All marketing-related social media posts must meet the following requirements:

■ 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.

SECTION 10
COMPLIANCE

10.1 FRANCHISE DBAs AND LOGOS

10.2 FRANCHISE DBA OWNERSHIP STATEMENT & LOCAL REGULATIONS

10.3 FRANCHISE AGENT/ TEAM DBAs AND LOGOS

10.4 BROKERAGE AGENT/TEAM DBAs AND LOGOS

10.1 FRANCHISE DBAs & LOGOS

THE DESIGN GUIDELINES

All JPAR® - Real Estate franchise DBA names and logos are subject to review and approval in accordance to the policies, rules, and regulations set forth by JPAR® - Real Estate and the markets therein. JPAR® - Real Estate franchise DBA logos are provided by JPAR® - Real Estate and are hosted in OneStop HUB. JPAR® - Real Estate franchise DBAs and logos may not be modified without the approval of JPAR® - Real Estate.

Depending on the length of the DBA, one of the two configurations to the right is used to create your franchise's DBA logo.

Note: Your franchise's DBA logo *must* appear on all marketing materials.

NOTE: All JPAR® - Real Estate franchise DBA logos *must* use Antonio (Bold weight) as the primary font type in your franchise's DBA logo and name.

10.2 FRANCHISE DBA OWNERSHIP STATEMENT

OWNERSHIP STATEMENT

All marketing materials must include the ownership statement **Each JPAR® Office is Independently Owned and Operated.**

FRANCHISE DBA LOCAL REGULATIONS

LOCAL REGULATIONS

Check with your local licensing authority and board to ensure all of your marketing materials – both print and digital – meet their requirements.

SECTION 10
COMPLIANCE

10.1 FRANCHISE DBAs AND LOGOS

10.2 FRANCHISE DBA OWNERSHIP STATEMENT & LOCAL REGULATIONS

10.3 FRANCHISE AGENT/ TEAM DBAs AND LOGOS

10.4 BROKERAGE AGENT/TEAM DBAs AND LOGOS

10.3 FRANCHISE AGENT/TEAM DBAs & LOGOS

THE DESIGN GUIDELINES

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.

10.4 BROKERAGE AGENT/TEAM DBAs & LOGOS

THE DESIGN GUIDELINES

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".

SECTION 11
TRADEMARKS & DISCLAIMERS

11.1 DISCLAIMERS

11.2 JPAR & TREC Advertising Guidelines

11.1 DISCLAIMERS

MANDATORY

Franchise Webisites: 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:
© 2011-2024 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. 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® Affliated 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.

11.2 JPAR & TREC ADVERTISING GUIDELINES

	Residential & Commercial Property Signs	Business Cards, Fliers & Stationery	Social Media Posts & Websites	Email Signatures	Vehicle Wrap & Magnetic Sign	Billboards
Preferred Location	Placed 1" above the bottom edge of the panel	Placed at the bottom of the page	Placed within the social media profile or at the footer of the website	Placed beneath JPAR® DBA logo	None Specified	Placed at the bottom of the panel
Minimum Font Size	1/2" minimum	No smaller than 8 pt. font	No smaller than 8 pt. font	No smaller than 8 pt. font	Must be large and clear enough to read from 15 ft.	Must be large and clear enough to read from 50 ft.
Preferred Font Type	Montserrat Font - refer to the typography section	Lora Font - refer to the typography sections				

NOTE: The disclaimer is not required on apparel or specialty items.

SUMMARY & CONTACT INFORMATION

SUMMARY, CONTACT AND SUPPORT INFORMATION

A SHORT SUMMARY

Brand identity is the visible elements of a brand, such as color, design, and logo that identify and distinguish the brand in consumers' minds.

Building a positive, cohesive brand image requires analyzing the company and its market, and determining the company's goals, customers, and message.

CONTACT

For further information please email:

support@jpar.com

800. 683.5651

www.OwnYourGrowth.com
www.JPARReady.com

CONTACT

Address:

JPAR® - Real Estate
5045 Lorimar Dr., Suite #180
Plano, TX 75093

JPAR® - REAL ESTATE

WE LOVE OUR BRAND.

JPAR® - Real Estate Brand Guide