



SERHANT.

Brand Guidelines

The Most Followed Real Estate
Brand in the World.

Introduction

Brand Strategy | Brand Essence

Visual Identity

Logo Usage | Color Palette | Typography

Brand in Use

Let these examples inspire your creativity.

Teams

Team Branding

● 01

○ 02

○ 03

○ 04

Your Success. Amplified.

Meet, **SERHANT** Brand Book.
Created by us, to help you
understand who we are and
what we stand for.

Ryan Serhant
CEO



A Future for Real Estate without Boundaries.

SERHANT. — the most followed real estate brand in the world, calibrated for the marketplace of tomorrow, delivering proven results for buyers, sellers, and developers. **SERHANT.** revolutionizes the traditional brokerage model by innovating through media and content creation, and is powered by a full-service in-house film studio as well as an amplification platform that puts our properties in front of more people than anyone else.



**Build Your Legacy
with the Most
Followed Real Estate
Brand in the World.**

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**Our Logo & Grid
Gives Our Brand
Structure and Helps
Things Make Sense.**

Logo & Grid

Make sure you always use the latest design file. Never copy & paste it from other sources. Ever.

BRAND GUIDELINES - LOGO

SERHANT.

LOGO TYPE

Exclusion Zone

To ensure legibility, a clear area must be maintained around the logo at all times.

BRAND GUIDELINES - EXCLUSION ZONE

Half Exclusion Zone



The half exclusion zone may be used with smaller applications, such as digital communications.

Quarter Exclusion Zone



Use the quarter exclusion zone only in cases of extremely limited space. However, type and graphics must still not appear within the half exclusion zone.

Full Exclusion Zone

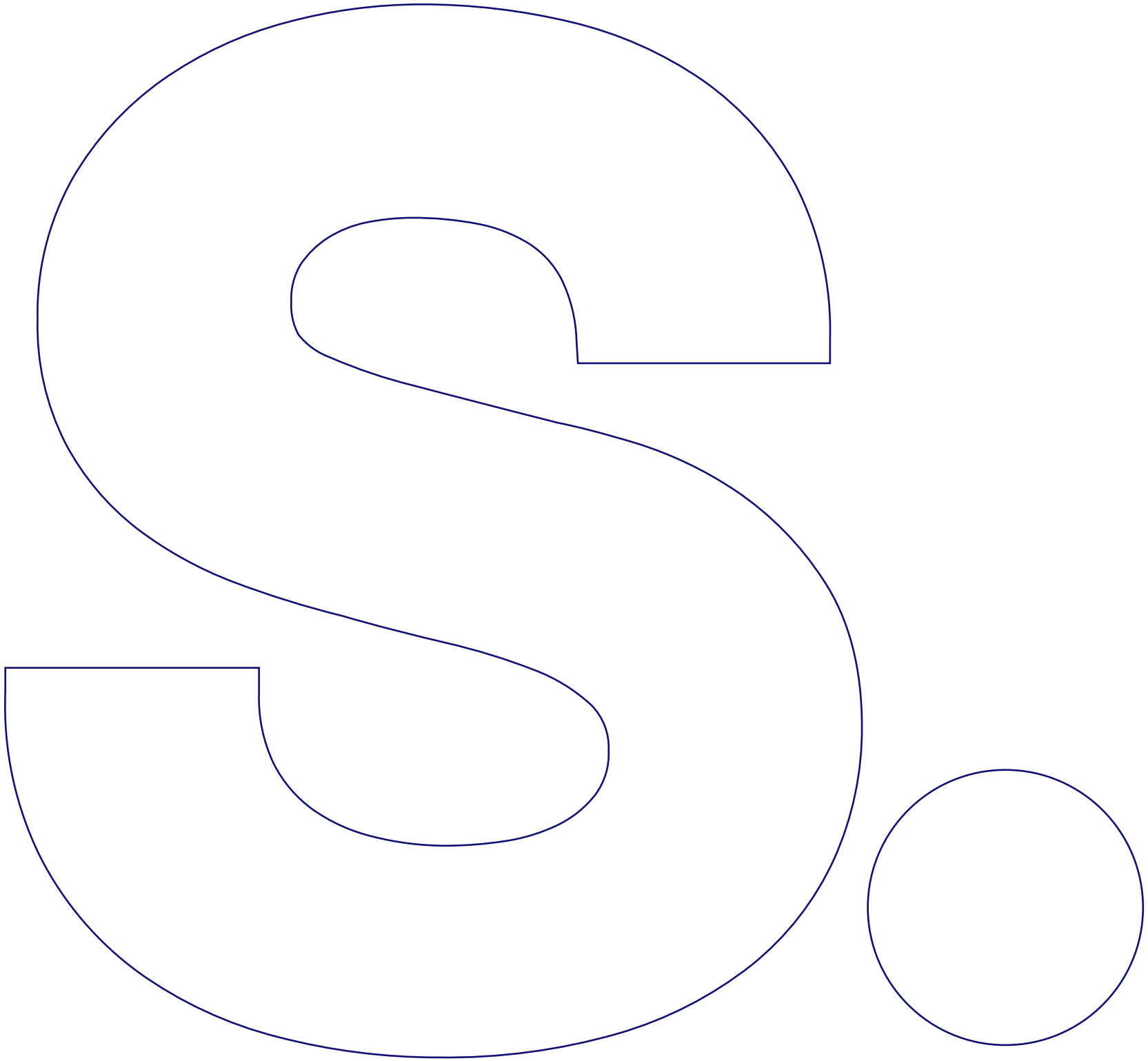


Use the full exclusion zone whenever possible.

Brand Mark

Our brand mark can be used both outline and filled. It can be rendered in blue or White.

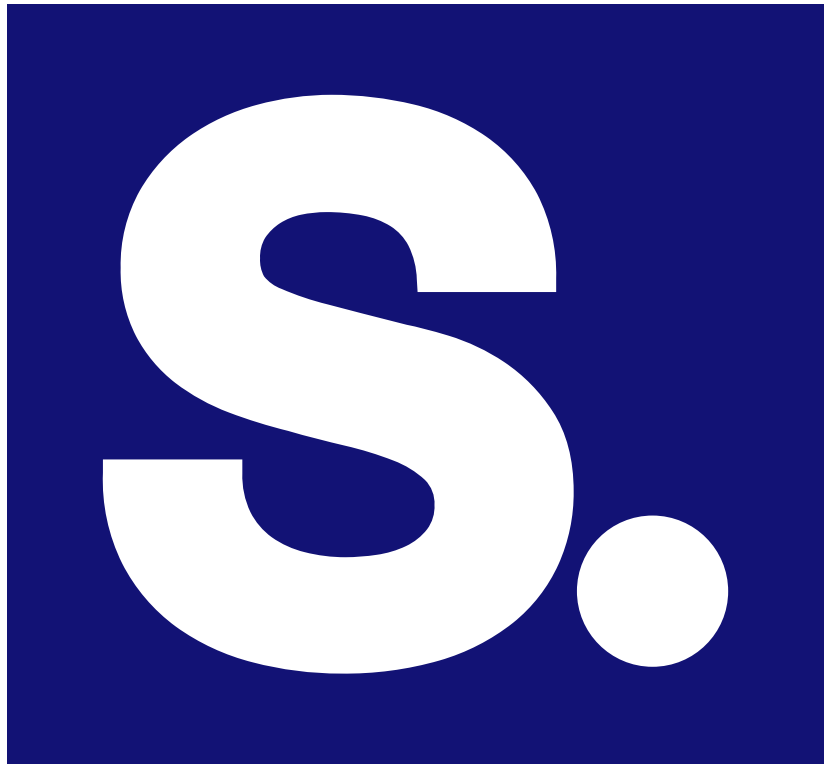
BRAND GUIDELINES - BRAND MARK



Brand Mark

Our brand mark can be used both outline and filled. It can be rendered in blue or White.

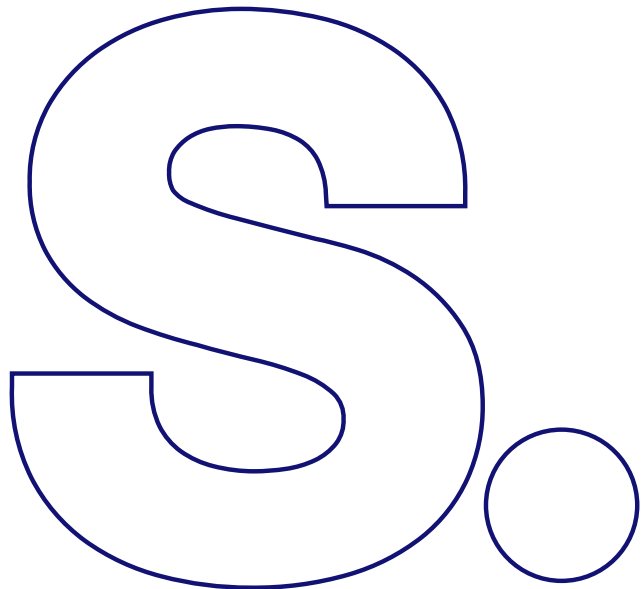
BRAND GUIDELINES - BRAND MARK



Filled brand mark in white



Filled brand mark in blue



Outline brand mark in blue



Outline brand mark in white



Unleash Your
Full Potential.

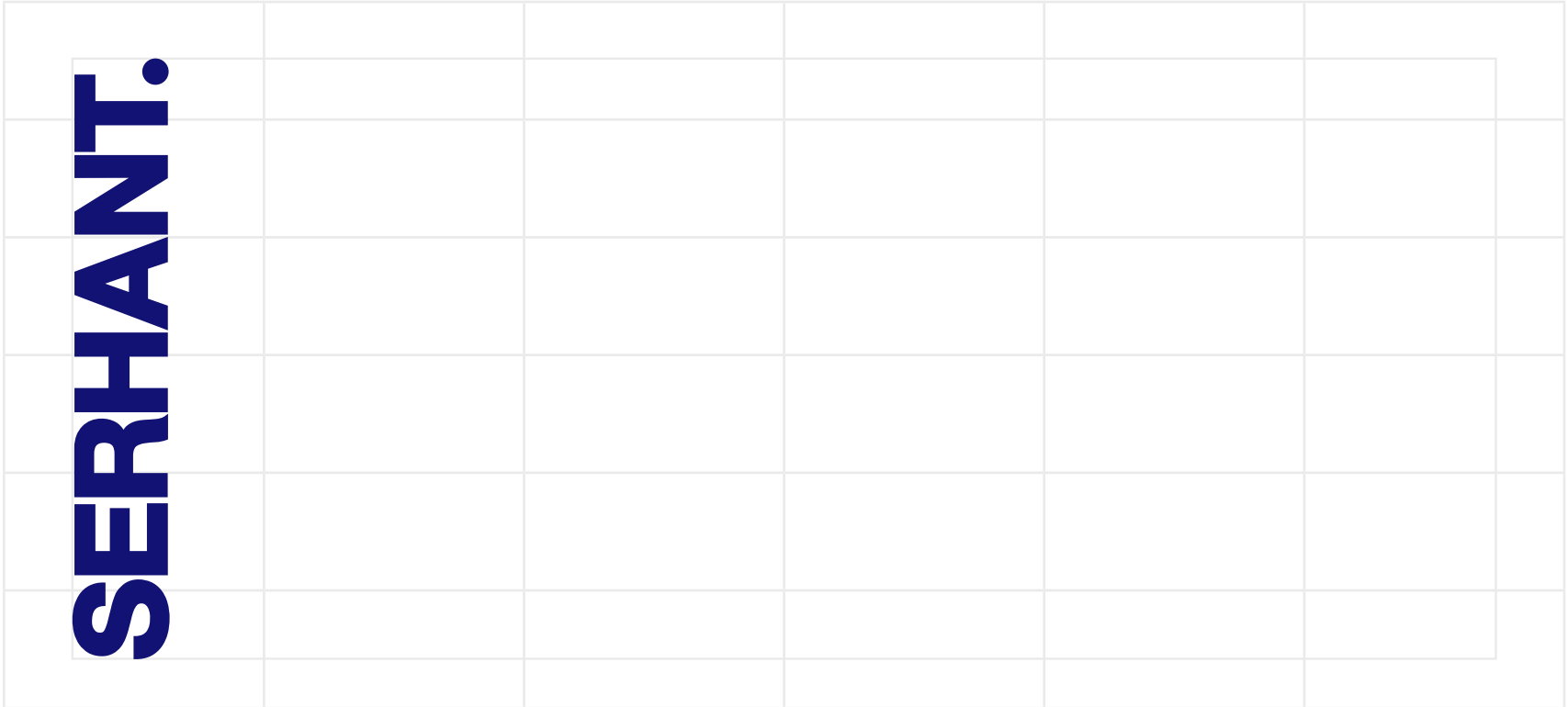
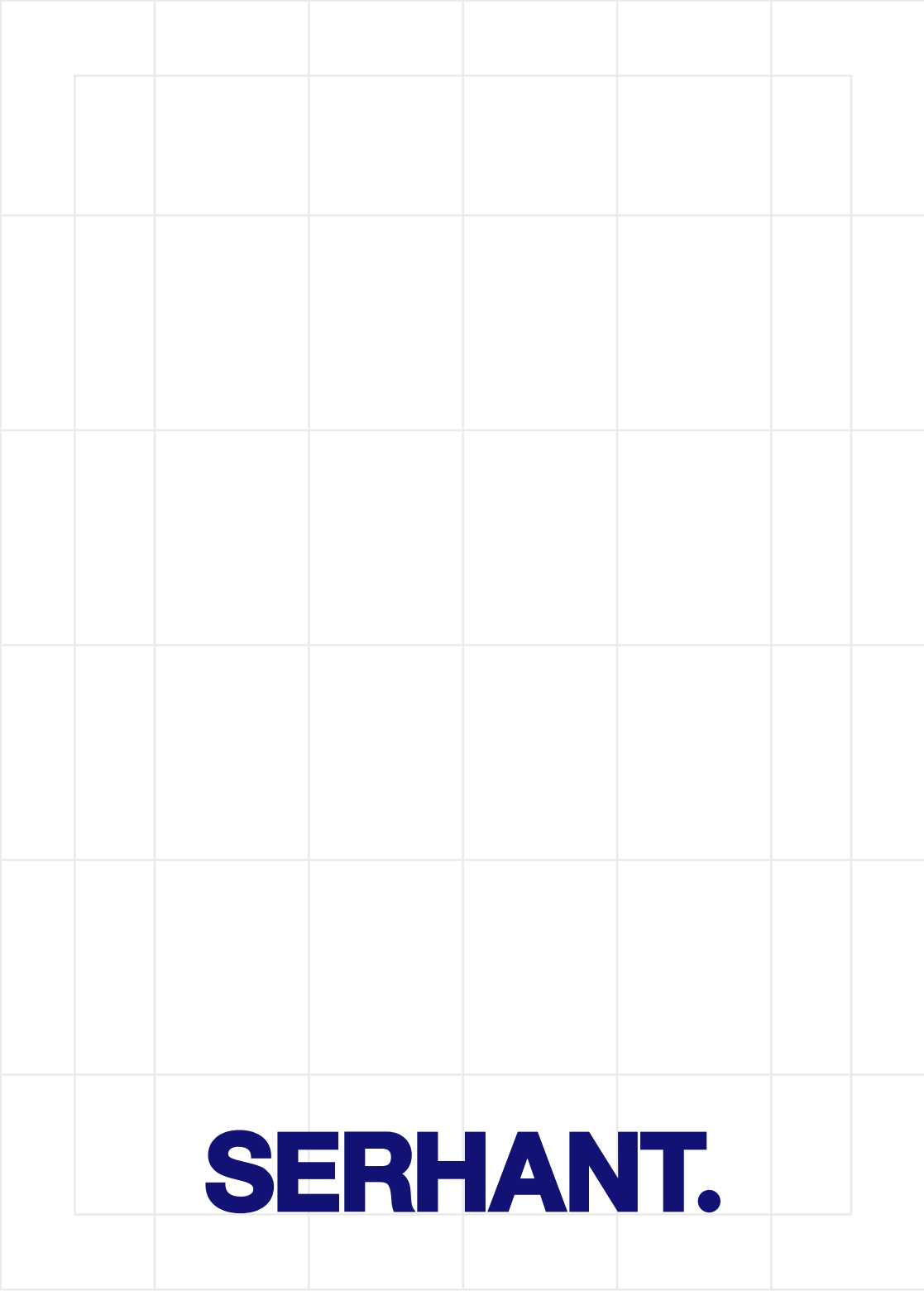
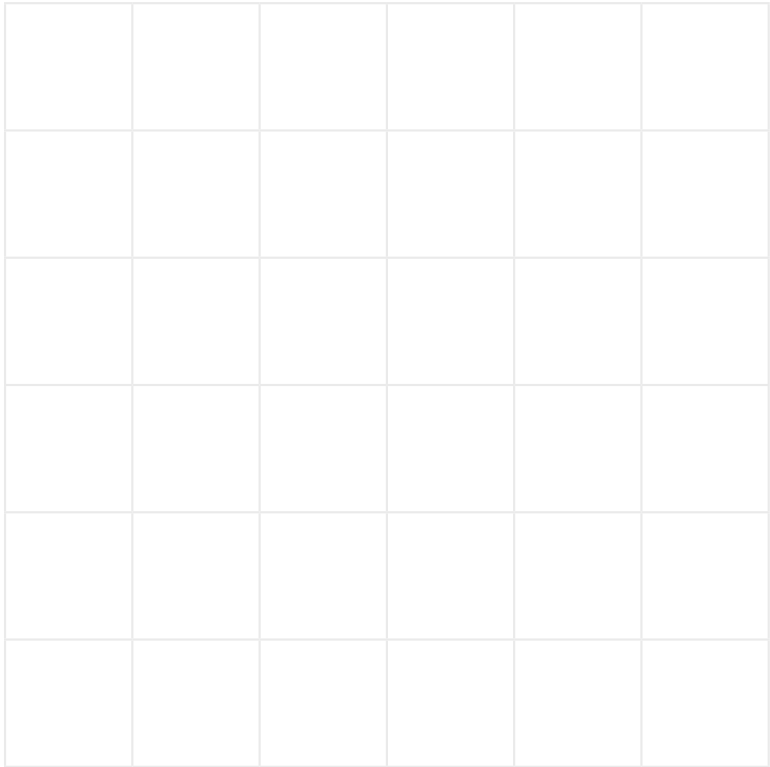
**Join The
Movement.**

Composition

Keep in mind that the arrangement of content significantly influences the overall appearance of our design. When we consistently organize our individual elements, we simplify navigation and maximize the overall impact.

BRAND GUIDELINES - COMPOSITION

Grid: 6x6



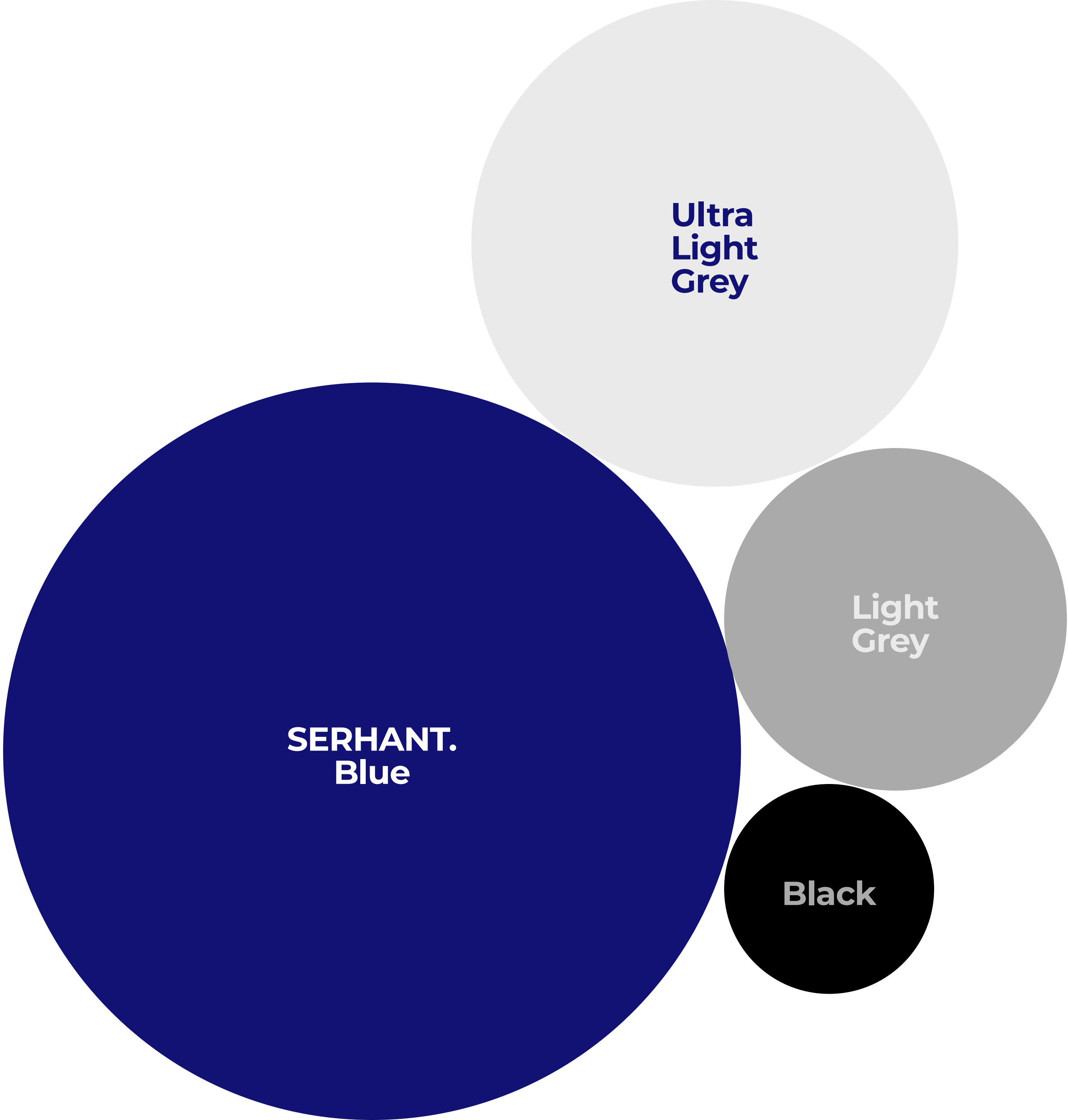


**Our Colour Palette
Shows the World We Are
a Bright & Bold Brand,
Here to Stand Out.**

Color Palette

Our brand is expressed through the alternating combination of 4 colors.

BRAND GUIDELINES - COLOR



SERHANT. Blue

PMS 2747
CMYK 100,77,0,55
RGB 0,26,114
#001a72

Ultra Light Grey

PMS COOL GREY 2
CMYK 0,0,0,10
RGB 270,270,270
#eaeaea

Light Grey

PMS COOL GREY 5
CMYK 0,0,0,33
RGB 170,170,170
#aaaaaa

Uncoated Black

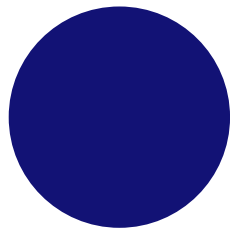
PMS BLACK C
CMYK 0,0,0,100
RGB 0,0,0
#000000

System

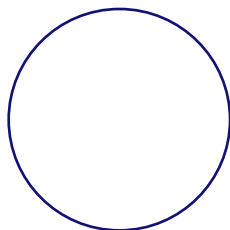
By default, we employ either our blue or white as a background.

BRAND GUIDELINES - SYSTEM

Foreground



Background



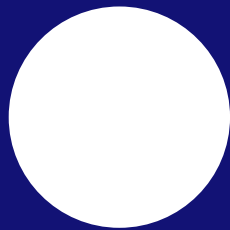
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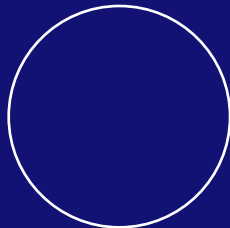
System

By default, we employ either our blue or white as a background.

Foreground



Background



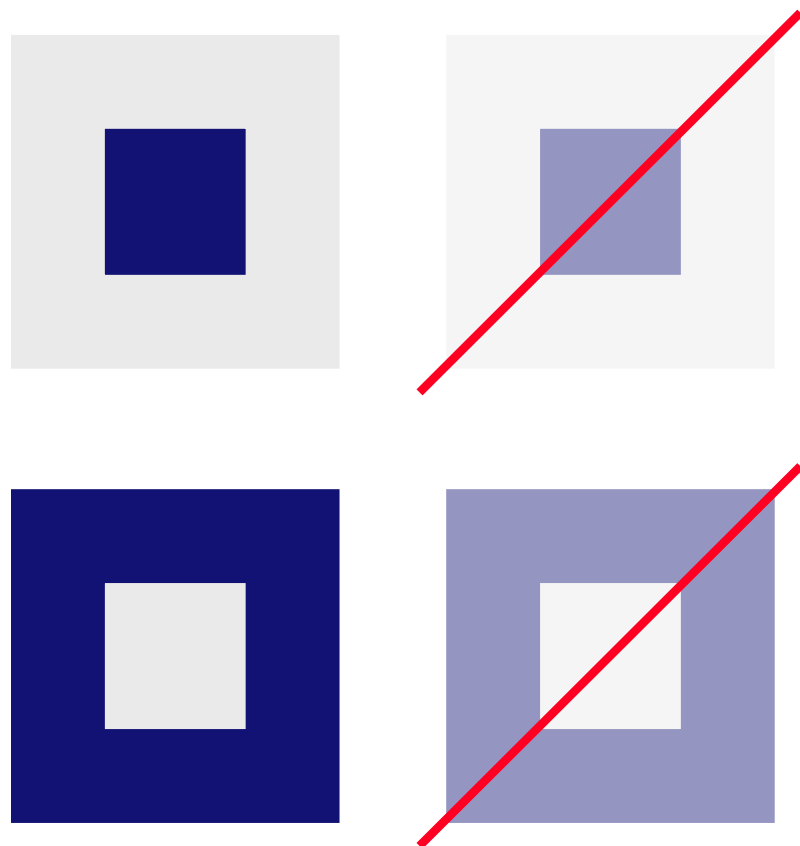
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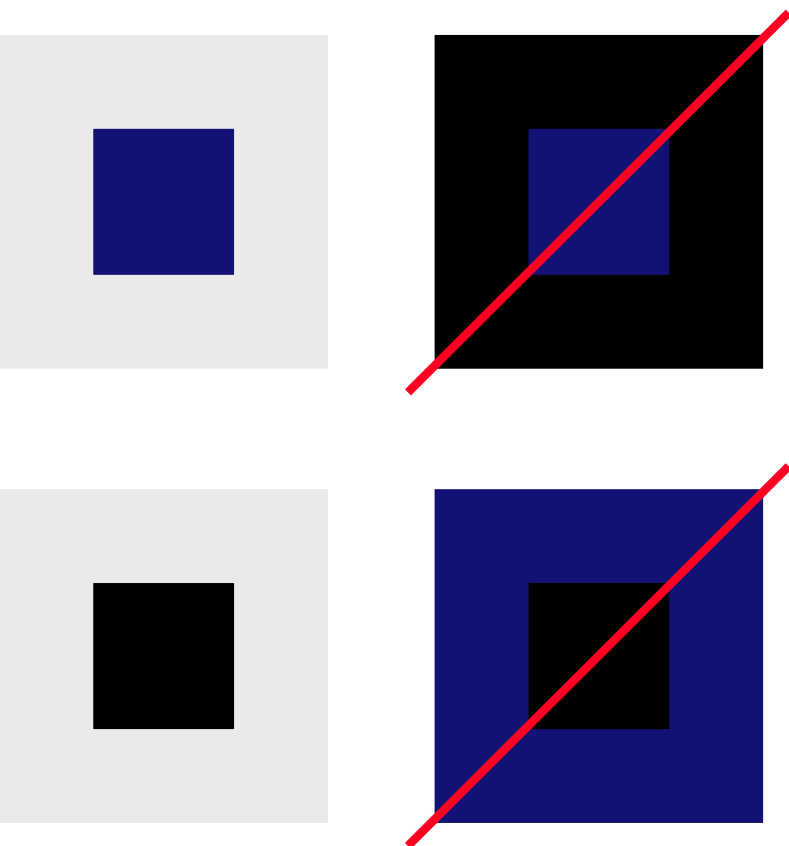
Color Combinations

Some colors combos work better than others. Aim for high contrast

BRAND GUIDELINES - COLOR



Never use a percentage of the brand blue color as it will look purple.



Never use the deep blue color on a background

The Luxury Real Estate Market

New York City

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ac malesuada neque, congue tempor nibh. Vestibulum viverra nulla dictum justo mattis posuere. Vivamus ut accumsan erat. Mauris iaculis felis aliquet, tempus dui ac, convallis risus. Maecenas ultricies, urna vitae tempus gravida, nunc urna tempor leo, feugiat finibus elit urna placerat eros. Integer elementum id augue a tristique.

Headline

Montserrat Bold and Extra Bold
Tracking -20
Leading 1:1 pts.
Color: Blue or White

Subheading

Montserrat Bold
Tracking -20
Color: Grey or White

Body Copy

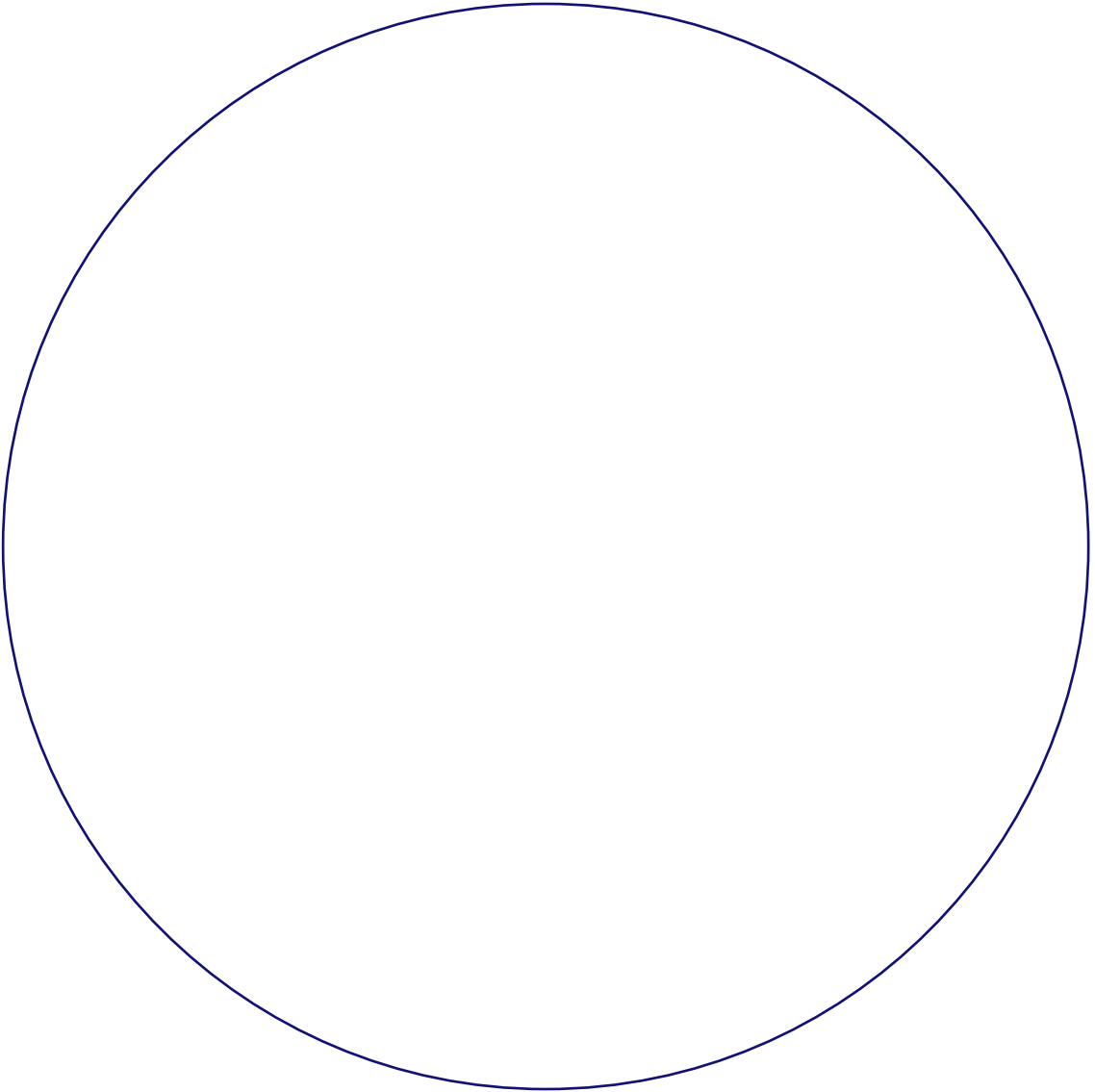
Montserrat Regular
Tracking 0
Color: Black or White

**Our visual assets
consist of circular
elements that
contribute to conveying
our brand narrative.**

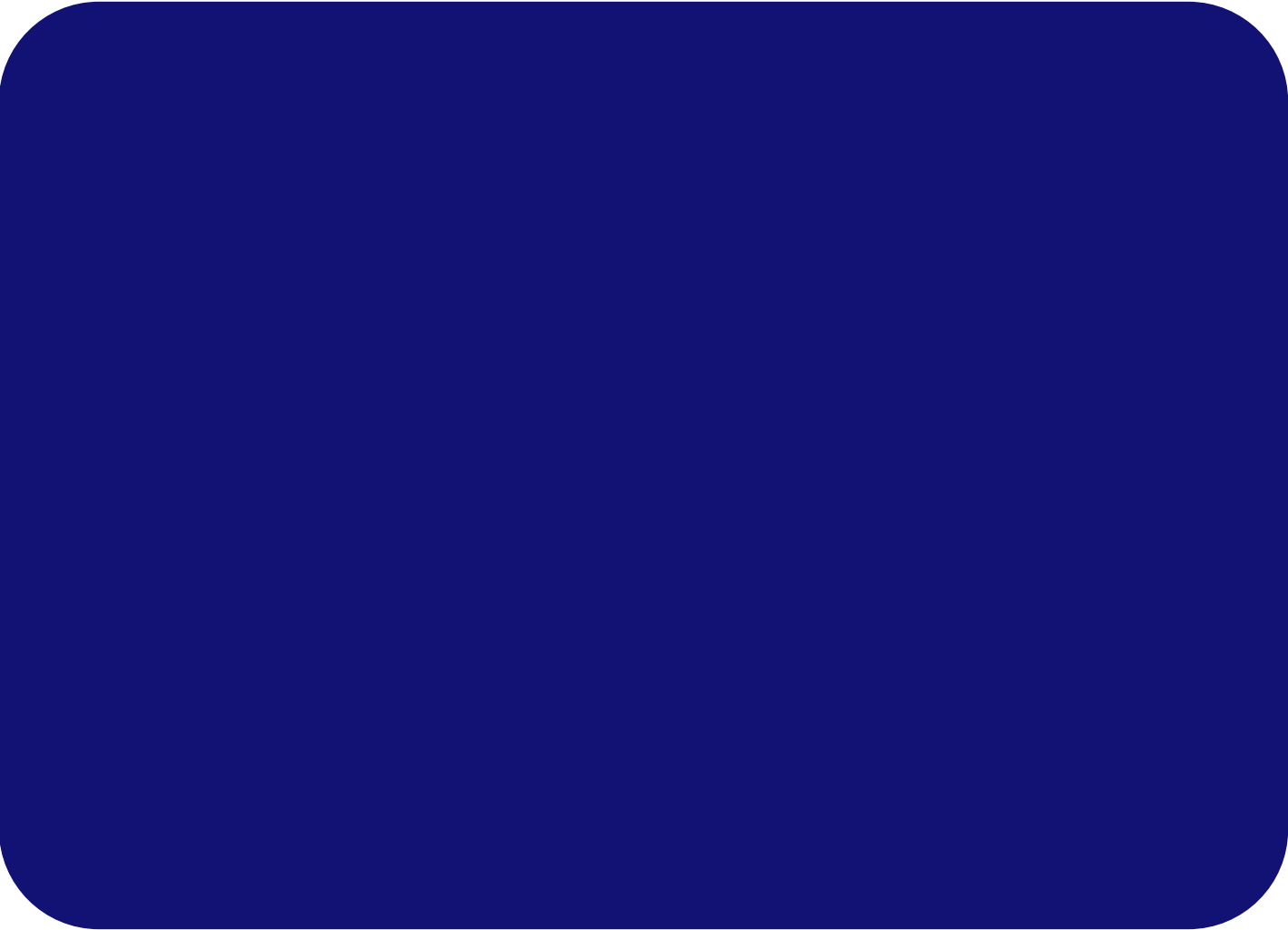
Visual Assets

You have the option to incorporate either a single circle or multiple interconnected or individual circles in your design.

BRAND GUIDELINES - TYPE



Circle



Round corners (50 px)

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Team Branding

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03

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Brand in Use

BRAND GUIDELINES - BUSINESS CARDS



serhant.com





SERHANT. **Just Listed**



**10210 Strait Lane
Dallas Texas**

**10210 Strait Lane
Dallas Texas**

(Brief listing description here)
(Brief listing description here)
(Brief listing description here)

6 Bedrooms | 7.4 Bathrooms
11,386 Interior sq ft. | 0 Exterior sq ft.
Real Estate Tax: \$0 | Common Charges: \$0

Offered at \$23,000,000

[VIEW LISTING](#)



Sophie Steignberg
sophie@brokerage.com
M: +1818977112
[See all of my listings](#)



Sophie Steignberg
sophie@brokerage.com
M: (818) 971-1112
[See all of my listings](#)

S.

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SERHANT. **Just Sold**



**10210 Strait Lane
Dallas Texas**

**10210 Strait Lane
Dallas Texas**

(Brief listing description here)
(Brief listing description here)
(Brief listing description here)

6 Bedrooms | 7.4 Bathrooms
11,386 Interior sq ft. | 0 Exterior sq ft.
Real Estate Tax: \$0 | Common Charges: \$0

Offered at \$23,000,000

[VIEW LISTING](#)



Sophie Steignberg
sophie@brokerage.com
M: (818) 971-1112
[See all of my listings](#)




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sophie@brokerage.com
M: (818) 971-1112
[See all of my listings](#)

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SERHANT. **Open House**



**10210 Strait Lane
Dallas Texas**

**10210 Strait Lane
Dallas Texas**

(Brief listing description here)
(Brief listing description here)
(Brief listing description here)


6 Bedrooms | 7.4 Bathrooms
11,386 Interior sq ft. | 0 Exterior sq ft.
Real Estate Tax: \$0 | Common Charges: \$0

Offered at \$23,000,000


[VIEW LISTING](#)

**Open House at
10210 Strait Lane Dallas, Texas 75229**

Date
Time



Sophie Steignberg
sophie@brokerage.com
M: +1818977112
[See all of my listings](#)



Sophie Steignberg
sophie@brokerage.com
M: (818) 971-1112
[See all of my listings](#)


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SERHANT.

Feature Listings

372 W Broadway
New York, NY 10012



Headline like [A Bright and Stunningly Renovated Downtown Tribeca -Bedroom Apartment]
Offered at \$0,000,000

0 Bedrooms | 0 Bathrooms
0000 Interior sq ft.
0000 Exterior sq ft.
Real Estate Tax: \$000
Common Charges: \$000


[VIEW LISTING](#)

372 W Broadway

SERHANT.


Just Sold

372 W Broadway
New York, NY 10012



Headline like [A Bright and Stunningly Renovated Downtown Tribeca -Bedroom Apartment]
Last Ask \$0,000,000


0 Bedrooms | 0 Bathrooms
0000 Interior sq ft.
0000 Exterior sq ft.



SERHANT.

Just Listed

372 W Broadway
New York, NY 10012



Headline like [A Bright and Stunningly Renovated Downtown Tribeca -Bedroom Apartment]
Offered at \$0,000,000

0 Bedrooms | 0 Bathrooms
0000 Interior sq ft.
0000 Exterior sq ft.
Real Estate Tax: \$000
Common Charges: \$000

Features (optional)

- Doorman
- Elevator
- Pets
- Rooftop


SERHANT.

Weekly
Real Estate Insights
for you

Dear [Recipient Name],

Discover the latest trends and insights from **SOHO** and **UPTOWN**. Tailored just for you!

Neighborhood
Soho



Median Sale Price:
\$3M, up 3.2% since last year

Price per Square Foot:
\$2.07K


Average Days On Market:
217

Insight:
The real estate market in Soho remains robust.

[Learn More](#)

1

Neighborhood
Uptown



Median Sale Price:
\$2M, up 2.2% since last year

Price per Square Foot:
\$1.07K


Average Days On Market:
320

Insight:
The real estate market in Uptown remains robust.

[Learn More](#)


2

Local
Updates & News




\$250 Million NYC Penthouse
Homes of the Rich

[Read More](#)



288 Water Street
Completes Construction
New York YMBY


[Read More](#)



Is Now a Good Time to Sell Your House
Business Insider

[Read More](#)

Team Highlights



EMANUELE FIORE TEAM

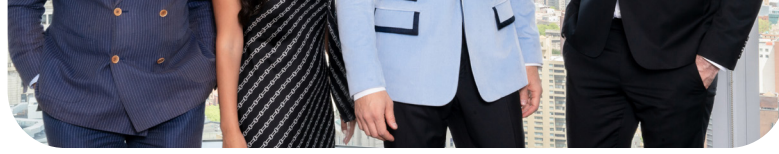
We're selling homes X% faster!

Here's what [Client Name] said:

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus et turpis vitae turpis feugiat vehicula viverra sed nunc. Suspendisse arcu tellus, convallis in nisi vel, sagittis hendrerit augue.

3



EMANUELE FIORE TEAM

We're selling homes X% faster!

Here's what [Client Name] said:

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus et turpis vitae turpis feugiat vehicula viverra sed nunc. Suspendisse arcu tellus, convallis in nisi vel, sagittis hendrerit augue.

[Client Name] *”*

Connect with [Agent Name] Today!

[Call Now](#)

First name last name
Title
Email address
Phone number
See all of my listing

SERHANT.

The Most Followed Real Estate Brand in the World

[S.](#) [@](#) [in](#) [v](#) [f](#) [t](#)

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4

For Sale

Ryan Serhant
929.319.7610
ryan@serhant.com
Licensed RE Salesperson

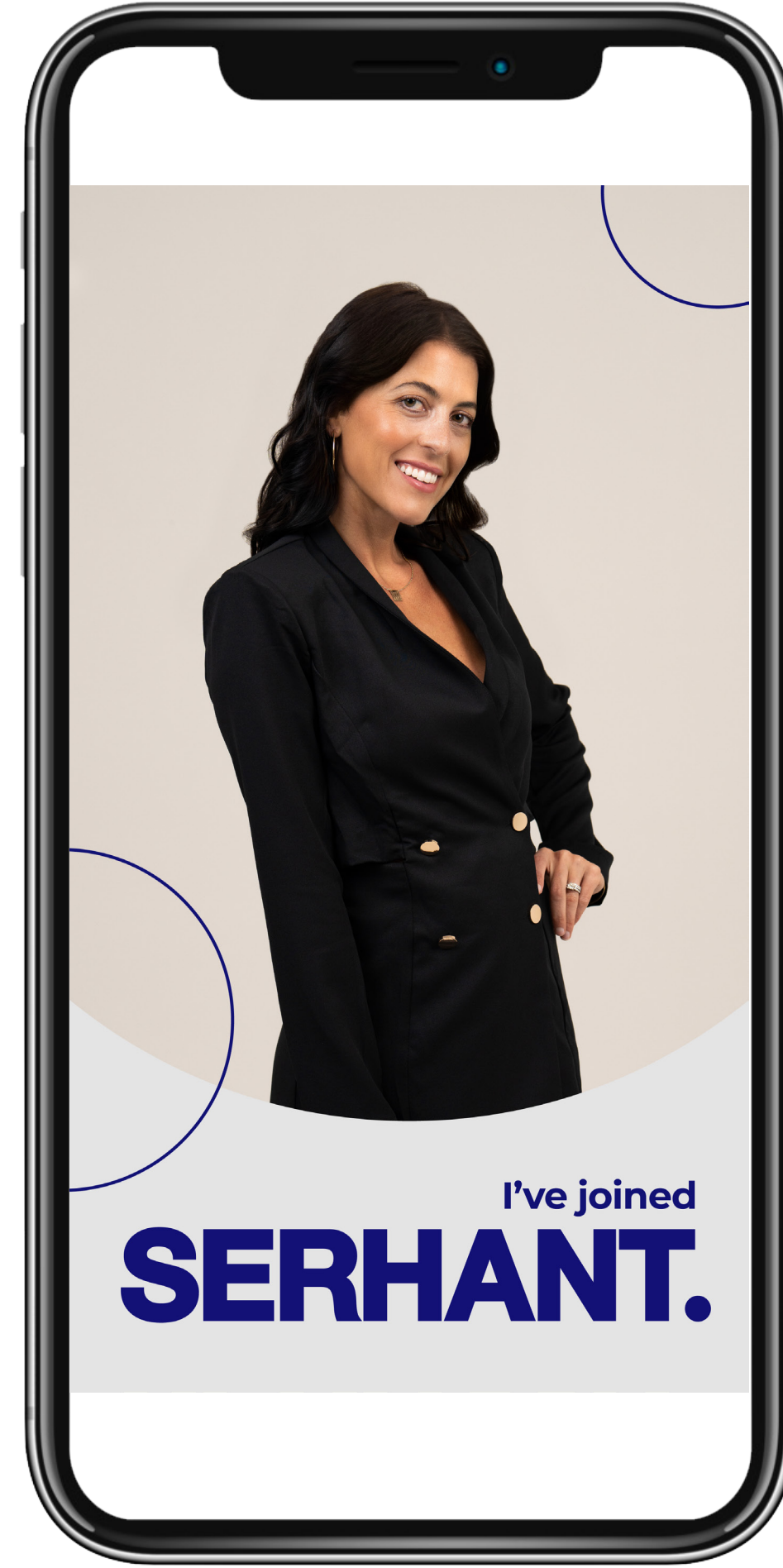
SERHANT.
serhant.com

**Open
House** 

Ryan Serhant
646.480.7665
ryan@serhant.com
Licensed RE Broker

SERHANT.
serhant.com





Brand in Use

BRAND GUIDELINES - BUSINESS CARDS

serhant.com



Brand in Use

BRAND GUIDELINES - BUSINESS CARDS

serhant.com



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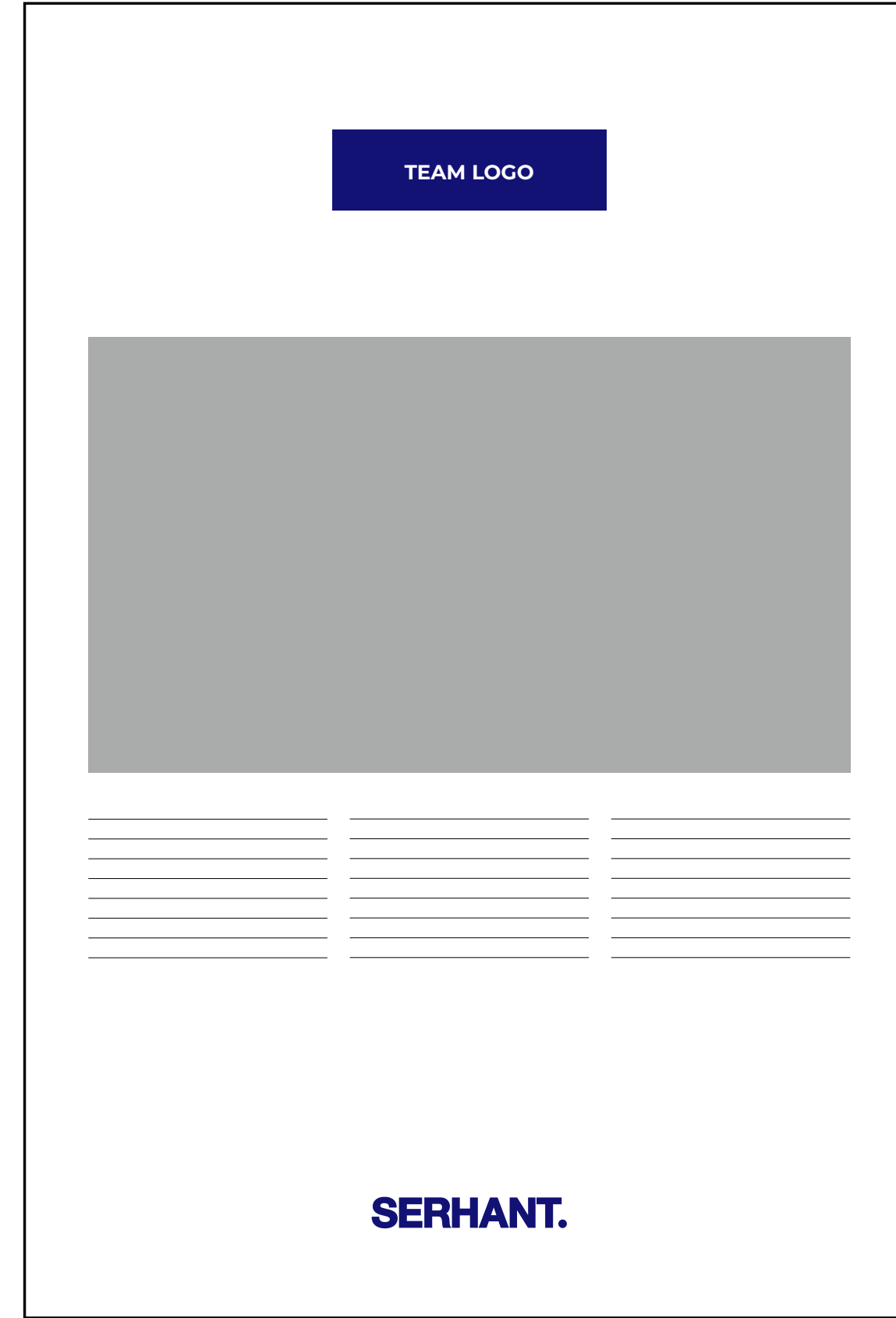
● 04

Team Logo

The logo sizes should be balanced. Always position the team at the left or the top so it's read first.

BRAND GUIDELINES - TEAM LOGO





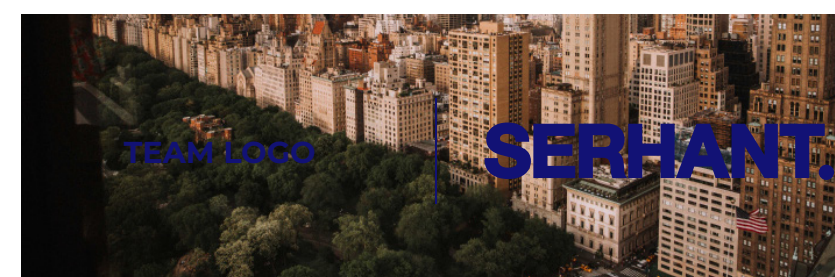
DO

The below examples are approved.
Opt for white logo on dark images
Opt for blue logo on light images



DO NOT

The below examples are not approved.
Do not use the blue logo on dark images.



TEAM STATIONERY

THE *J* TEAM



Agent Name
Agent's Title
The Jadidian Team at SERHANT.
000.000.0000
email@serhant.com
serhant.com
372 West Broadway, New York, NY 10012

THE *J* TEAM



www.serhant.com | hello@serhant.com | 646.480.7665



Thank you.