



**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  
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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.

**SERHANT.**

LOGO TYPE

# Exclusion Zone

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

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

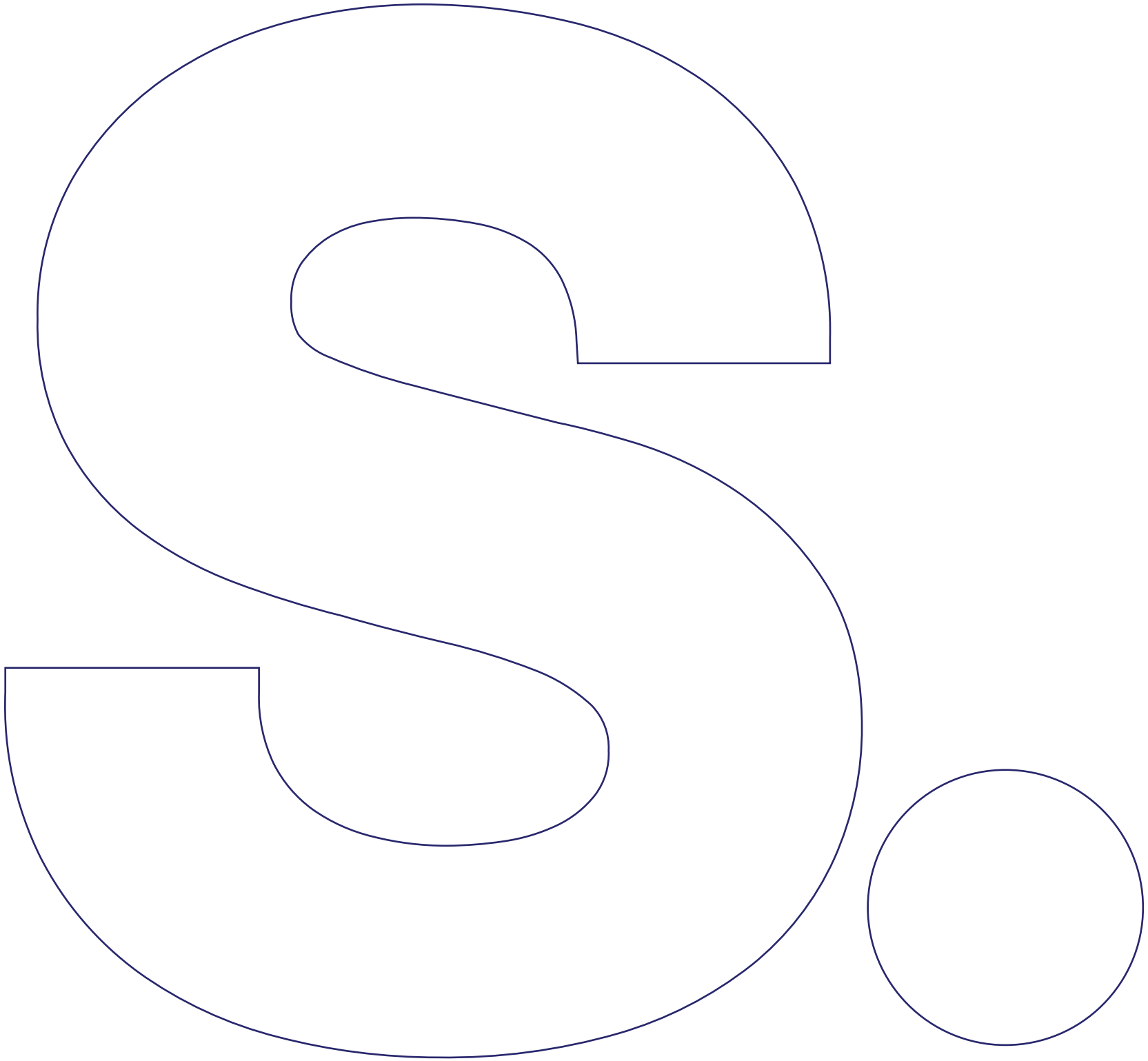


Use the full exclusion zone whenever possible.

# 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.

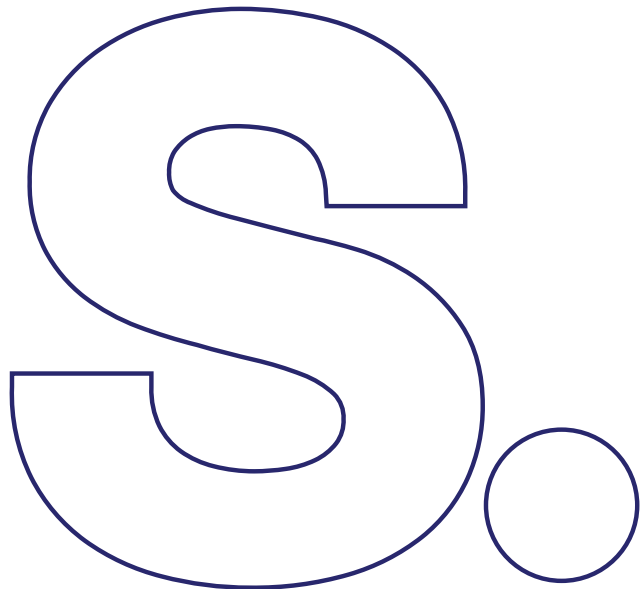
BRAND GUIDELINES - BRAND MARK



Filled brand mark in white



Filled brand mark in blue



Outline brand mark in blue



Outline brand mark in white



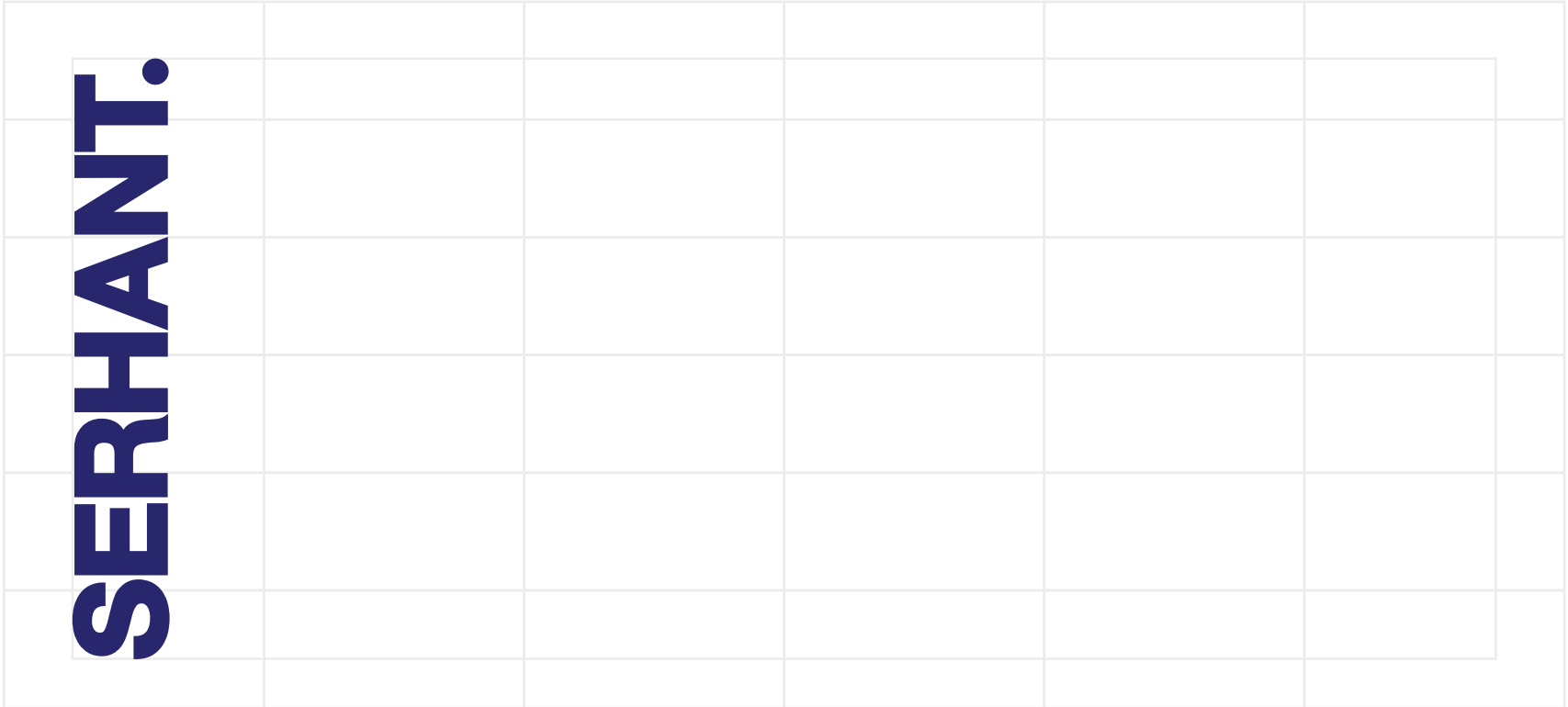
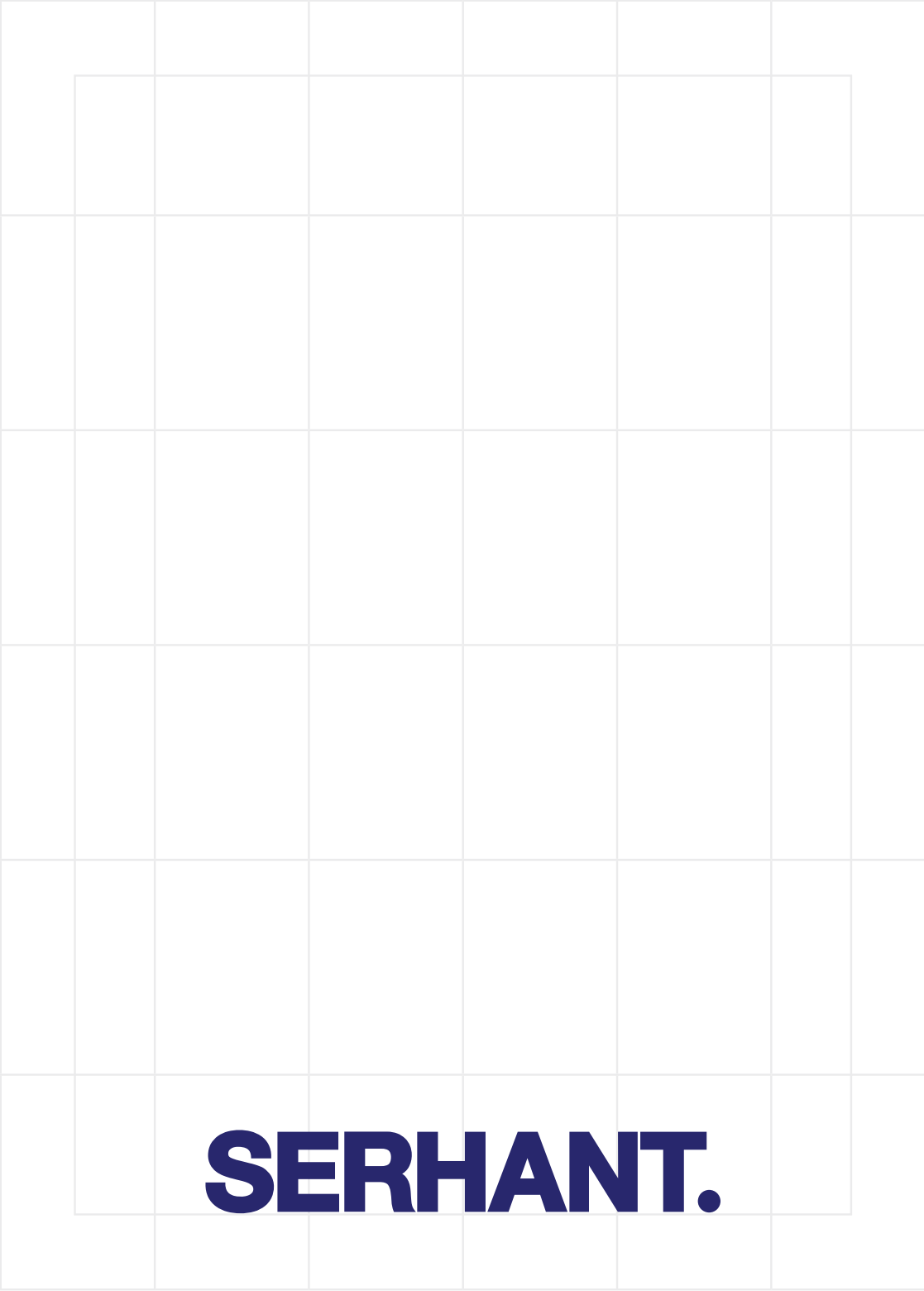
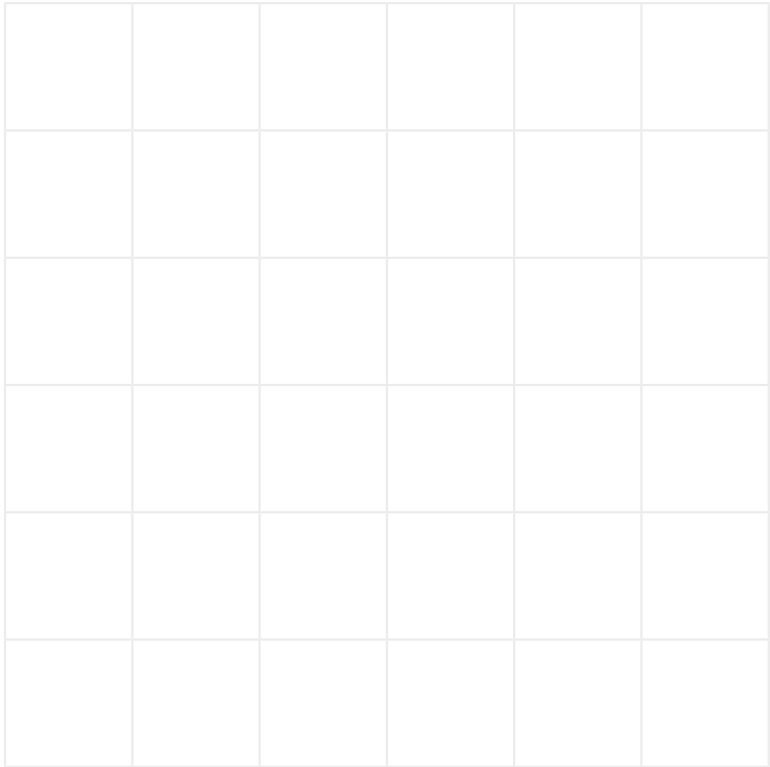
Unleash Your  
Full Potential.

**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.

Grid: 6x6



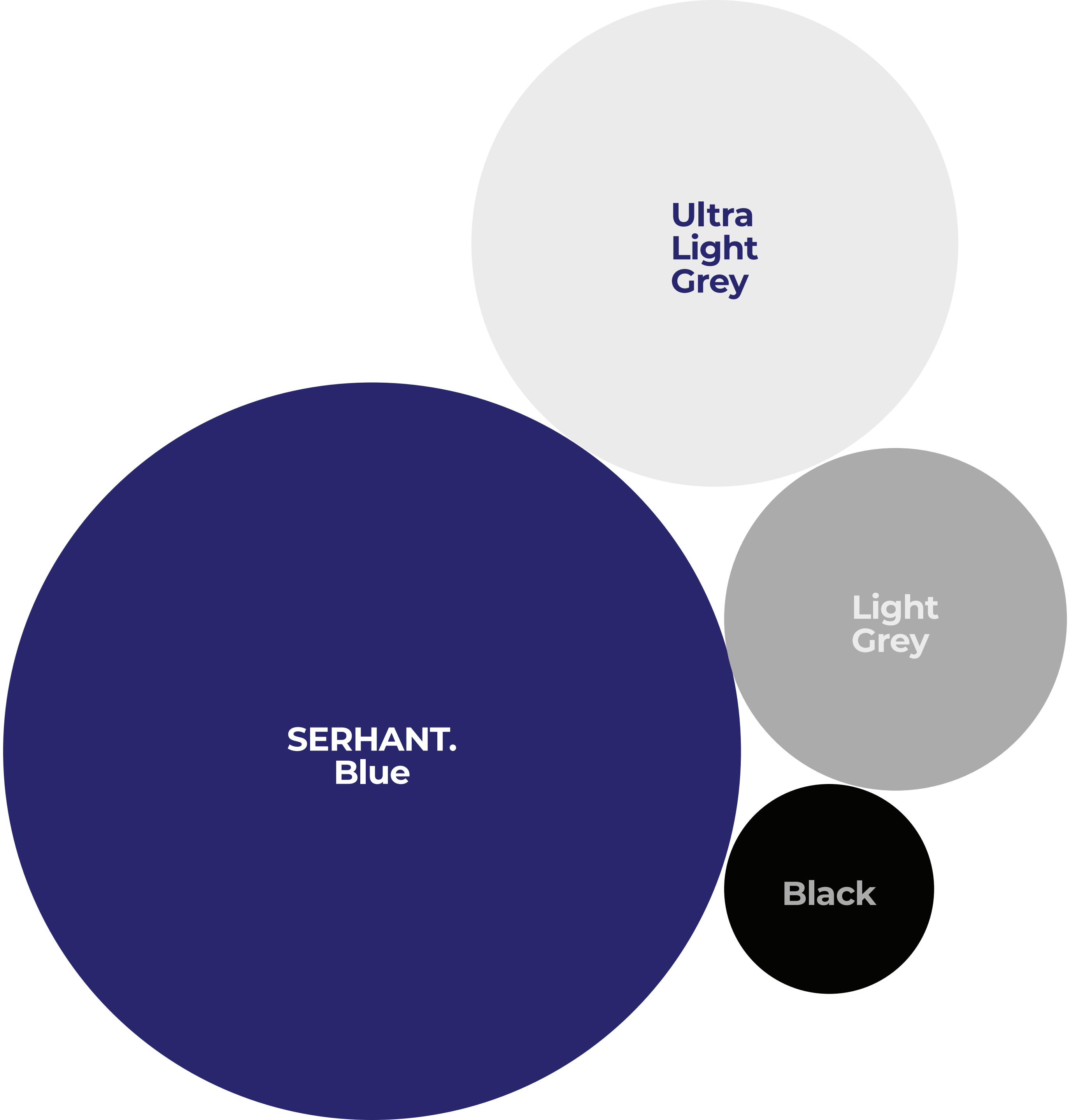


**Our Colour Palette  
Shows the World We Are  
a Bright & Bold Brand,  
Here to Stand Out.**

# Color Palette

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

BRAND GUIDELINES - COLOR



# SERHANT. Blue

PMS 2747  
CMYK 100,99,19,17  
RGB 18,18,117  
#121275

# 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

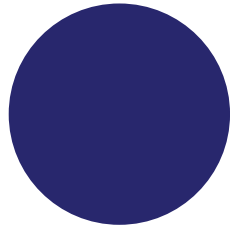
# Uncoated Black

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

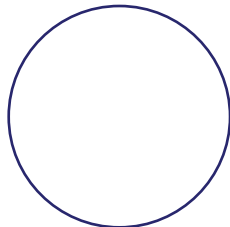
# System

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

Foreground



Background



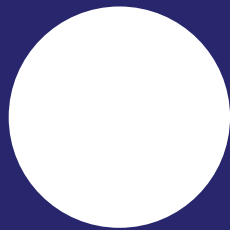
# SERHANT.

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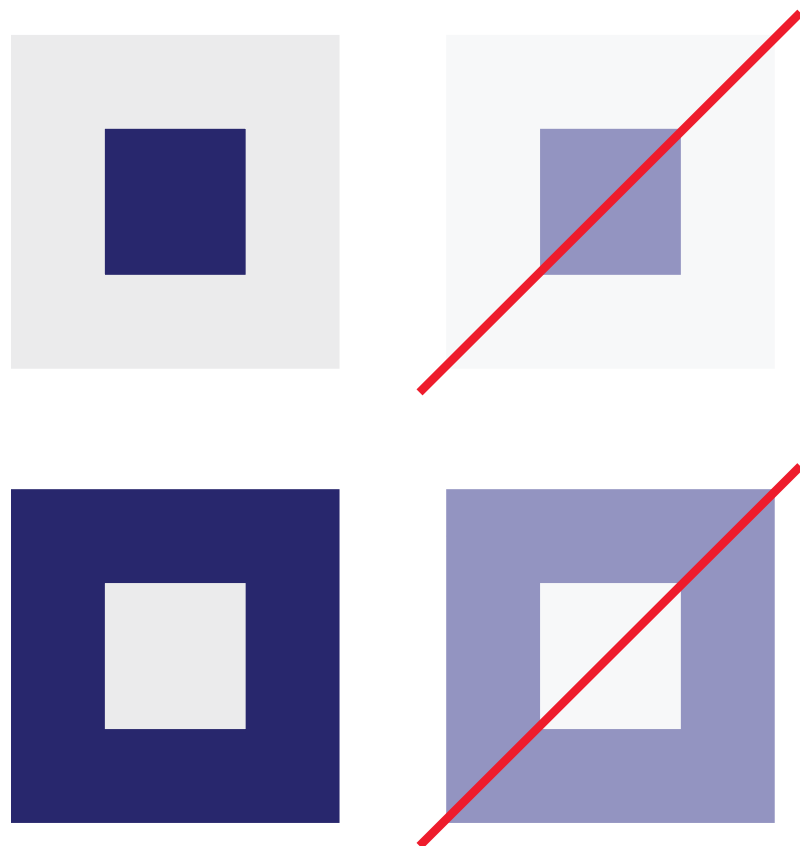
# SERHANT.

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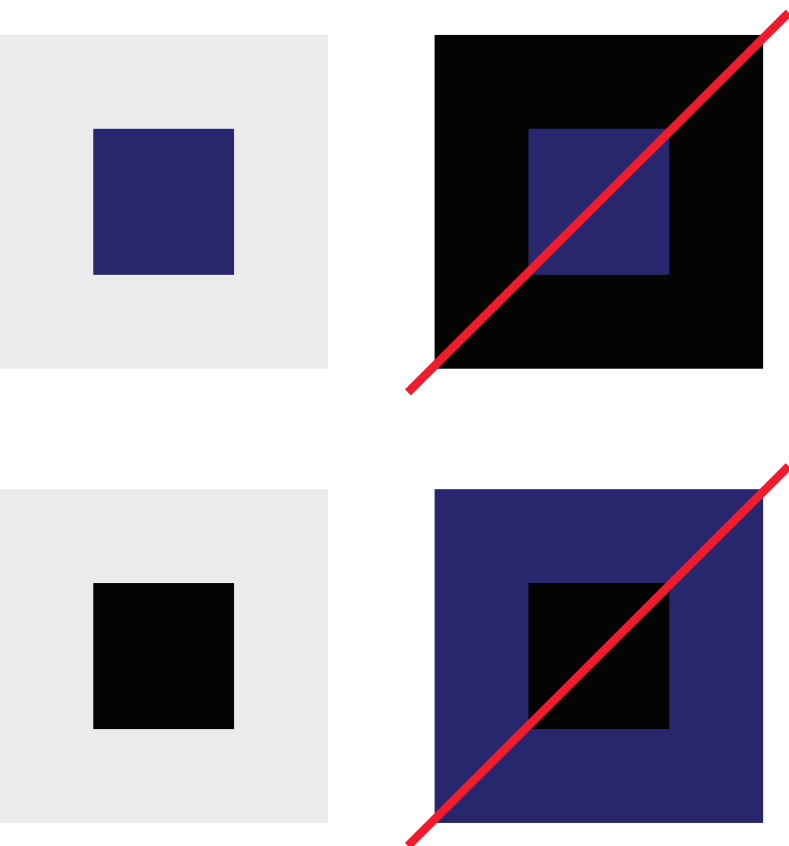
# Color Combinations

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

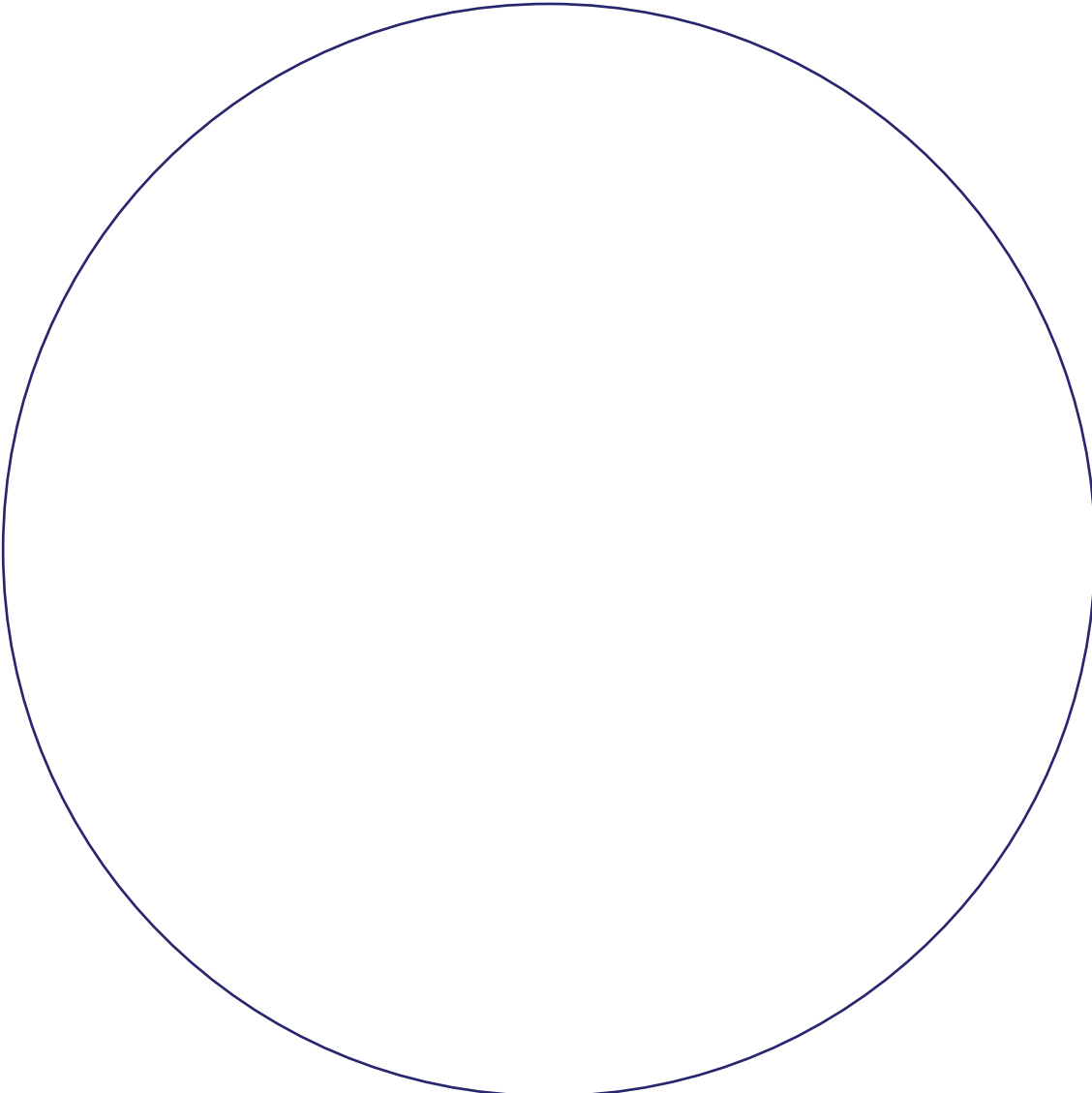
Montserrat Regular  
Tracking 0  
Color: Black or White

**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

01

02

**03**

04





**SERHANT.**

**224 Railroad Bed Rd**  
Washington, NC **JUST LISTED**

**224 Railroad Bed Rd**  
Washington, NC 10012 ID:34902349

**\$1,200,000**  
Common Charges \$8,871  
Tax: \$5,600

3 Bedrooms  
3 Bathrooms  
4,078 SF  
990 Ext SF

Backyard  
Central A/C  
Den  
Two Parking Spaces  
Fireplace  
Fitness Facility  
Full Time Doorman  
Private Entrance

Backyard  
Central A/C  
Den  
Two Parking Spaces  
Fireplace  
Fitness Facility  
Full Time Doorman  
Private Entrance

**SERHANT.** The Most Followed Real Estate Brand in the World.  
See all of our listings at serhant.com

**SERHANT.**

**SERHANT.**



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



Sophie Steingberg  
sophie@brokerage.com  
M: (818) 971-112  
[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 Steingberg  
sophie@brokerage.com  
M: (818) 971-112  
[See all of my listings](#)




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**S.**

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



Sophie Steingberg  
sophie@brokerage.com  
M: (818) 971-112  
[See all of my listings](#)

**S.**

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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](#)


Local  
**Updates & News**



**\$250 Million NYC Penthouse**  
Homes of the Rich


[Read More](#)

2



**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**

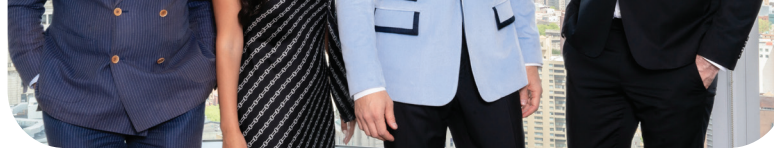
**We're selling homes X% faster!**

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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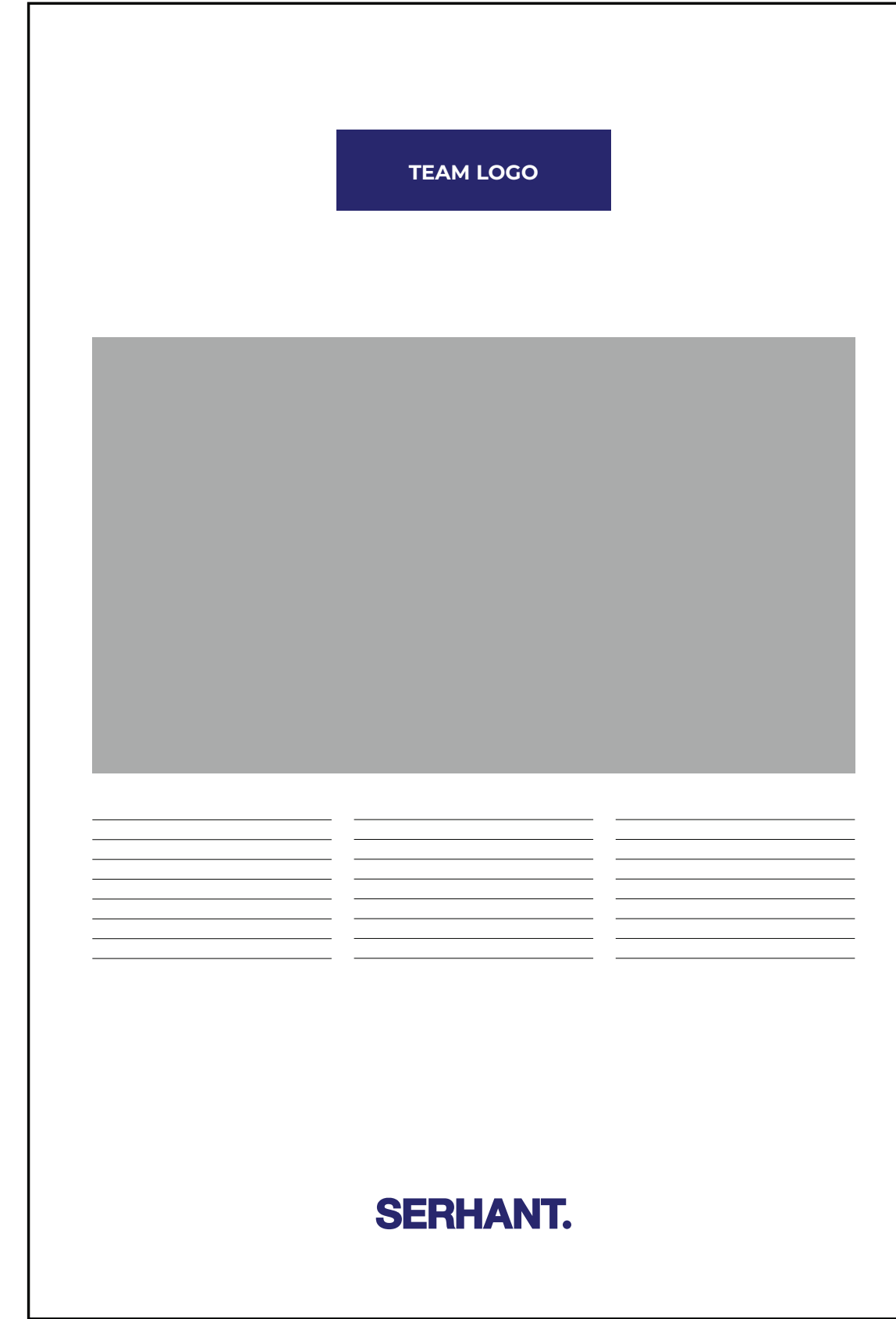
● 04

# 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 Jadian 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.**