



SOCIAL MEDIA BRAND GUIDELINES

ONE AGENCY

SCOPE OF THE GUIDELINES

- 01** Our Brand
- 02** Our Logo
- 03** Color Guidance
- 04** Typography
- 05** Property Icons
- 06** Listings Examples
- 07** One Place
- 08** Helpful Resources

TABLE OF CONTENTS

OUR BRAND

ONE AGENCY

One Agency has gone to great lengths to ensure that as a network, our logo is striking and robust. Collectively, our job is to protect the brand, remaining unified across all marketing platforms.

For continuity and ease, compliant property, agent and social media templates are provided to all members via our template website and our ONE PLACE portal.

OUR LOGO

Central to our brand is our defined logo.
This should be used with care.

ONE AGENCY

YOUR PERSONALISED BRANDING

In white or black variations



Brand language logo

APPROPRIATE

OA

Non compliant abbreviation

One Agency

Non compliant font

NOT APPROPRIATE

COLOR GUIDELINES

#000000

Dynamic yet corporate colours have been selected to represent our unique attitude.

Black, Pantone Cool Gray11 & Pantone 1655.

HTML codes are as listed.

#F47D30

These distinctive colours should be saved in your chosen design suite for easy access.

#717074

No matter how tempting, there should be no deviation from this palette in your social media creations.

TYPOGRAPHY

Avenir is our preferred typeface but if unavailable, the Arial typeface should be used in its place.

Avenir LT Std 95 Black

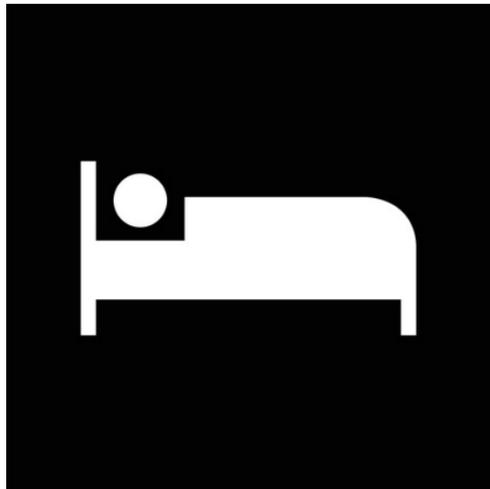
Avenir LT Std 45 Book

Upload these fonts into your Canva branding kit to ensure your marketing stays on brand.

PROPERTY ICONS

ONE AGENCY

Available in reverse colour



One agency has its own unique property icons for use across all your marketing including any social media posts you might create from scratch. You can access them all in the template library along with all font, colour and image guides.

oneagencytemplates.com

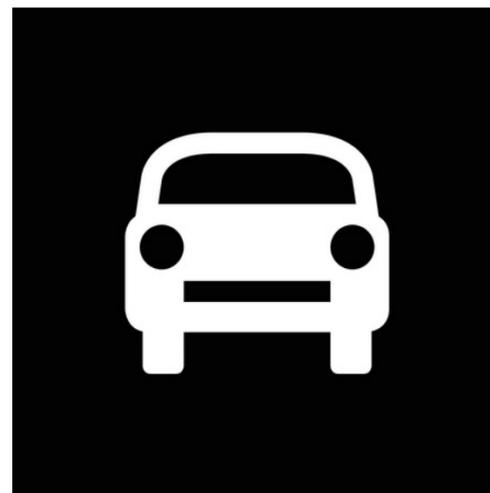
User - oneagencyau (Aus)

Pw - oneagencyau

nz.oneagencytemplates.com

User - oneagencynz (Nz)

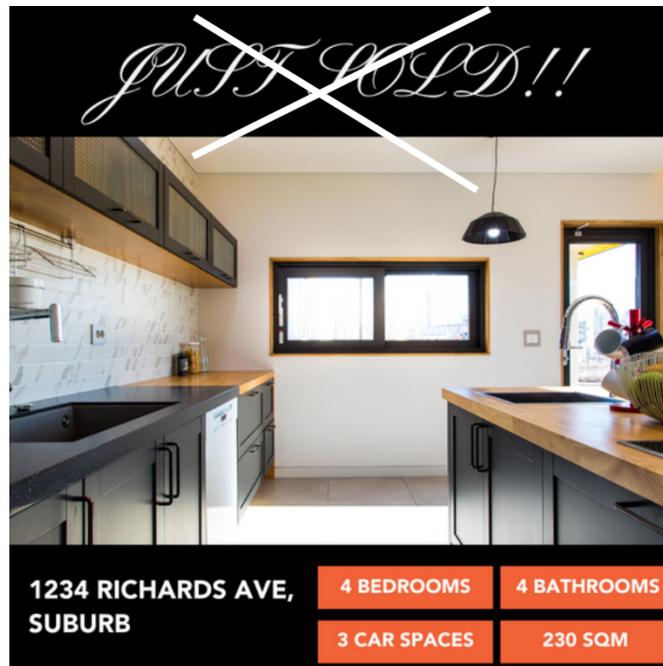
Pw - oneagencynz



LISTING EXAMPLES

Photography is a key element in our visual identity. Property Images should be natural in style and not overly art directed. When used in social media posts for Just listed, Sold or other; images, formatting, colour and design elements should remain within the One Agency parameters outlined in this guide - as per compliant templates readily available in ONE PLACE.

Agent profile images are to be head & shoulders and should not be disproportionate to the focal property image. Below are a few non - compliant examples.



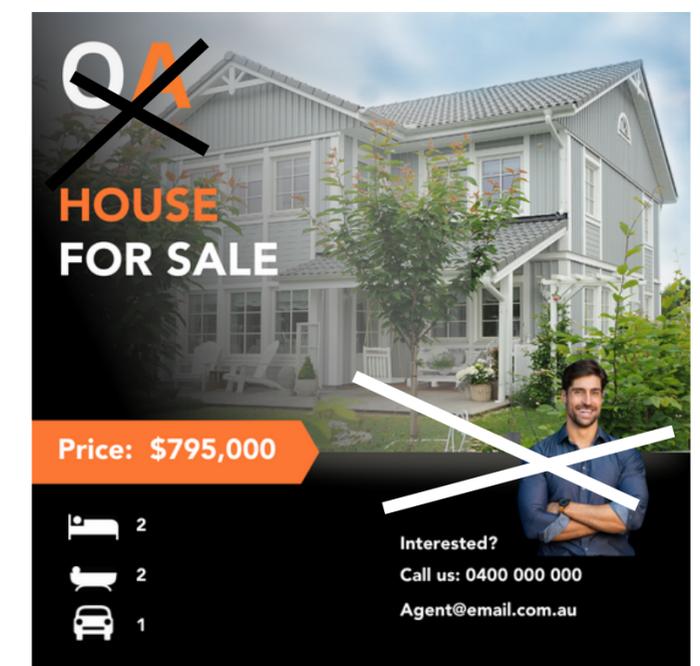
Incorrect Font



Incorrect font & colours



Incorrect font, background & placement



Logo abbreviation & agent image too large



HOUSE
FOR SALE

Price: \$795,000

-  Bathrooms: 3
 -  Bedrooms: 2
 -  Land size: 2,000 sqm
 -  Mobility Friendly
- Interested?**
Call us: 0400 000 000
agent@email.com.au



**WHAT IS THE VALUE OF
YOUR PROPERTY
TODAY?**





Seller Tips

The selling process can be a bit of a pain, especially when buyers start scheduling showings and you have to get out of the house. But it could be worse... you could have no buyers coming through at all! Try to say yes to every showing request and try to arrange your schedule around what's ideal for the buyer, not for you.



**From The Property
Management Team**

"Handling the wrenches
so you can relax.
#PropertyCare"

ONE AGENCY

ONEPLACE

MEDIA | MARKETING | TRAINING | SERVICE PROVIDERS

To to keep all social media marketing compliant with our specific guidelines, we have provided ready-made templates for you to personalise in Canva.

These have been designed with all the previously outlined fonts, colours and spacing to best represent our brand and your individual office.

You can find them all in ONE PLACE.
oneagencyoneplace.com



HELPFUL RESOURCES

One Place

oneagencyoneplace.com

One Agency Template library (Aus & NZ)

oneagencytemplates.com

nz.oneagencytemplates.com

Bespoke Media Management

For social media management on a subscription basis:

Nic Fren - 0434 527 673

One Agency Head Office

E. headoffice@oneagency.au

P. 1300 792 388

ONE AGENCY