

August 12, 2023
1501 Mercer University Drive
Macon, GA 31207
United States

Dear Dr. Brewer,

I am pleased to inform you that my internship has officially concluded. I am happy to report that I believe the internship went well, and I made an overall good impression on my managers and coworkers. Included in this document is a full report of my experience and findings. I have also included a few detailed recommendations that might help improve the TCO curriculum for future students at Mercer:

- Provide multiple opportunities for students to practice working in groups with different assigned roles.
- Provide more opportunities to practice designing more open-ended deliverables.

I hope these recommendations can be useful to the department. I would also be happy to be available for any potential follow up regarding both the recommendations and the internship with Real Floors, Inc.

Sincerely,
Danielle Levy
Department of Technical Communications
Mercer University

Technical Communications Summer Internship

Danielle Levy

Real Floors, Inc.

Prepared for Melodie Theisen and Dr. Pam Brewer

Business Development Administrative Assistant

5/22/23 - 8/4/23

Executive Summary

During the Summer of 2023, I participated in a 11-week internship program for Real Floors, Inc., a commercial flooring company headquartered in Marietta, GA. During my internship, I worked as an Administrative Assistant in the Business Development department under Melodie Theisen. The Business Development department encompasses both Corporate Sales, as well as Marketing. My role focused on the corporate sales side, though there was a fair bit of overlap. During my internship, I completed multiple tasks related to different areas of Technical Communications, including, but not limited to:

- Multimedia Design
- Technical Editing
- UX Design
- Graphic Design
- Instructional design
- Visual Communications

These skills were utilized in the development of several deliverables including:

- A Branding and Communications Style Guide
- A Style Look book for a potential corporate customer
- A new method of setting and maintaining corporate price sheets
- A set of Job Aids for the new price sheets

These deliverables were in addition to several daily administrative tasks including various kinds of reporting and system maintenance, which were related to my ongoing full-time position with the company, and therefore not included as specific deliverables for this internship.

I feel that I was able to successfully complete the projects assigned to me and got a much better understanding of how to utilize the skills I learned at Mercer in a professional setting. I was able to not only complete my learning objectives and intended deliverables, but exceed those goals, producing an extra deliverable beyond those originally intended.

At the conclusion on the internship, I reflected on what I had learned in my position compared to the TCO curriculum at Mercer and developed two primary recommendations for the department:

- Provide multiple opportunities for students to practice working in groups with different assigned roles.
- Provide more opportunities to practice designing more open-ended deliverables.

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Introduction

Real Floors, Inc. is the number one multifamily flooring provider in the nation. The company specializes in wholesale flooring for multifamily and commercial properties and offers installation services through designated subcontractors. The company was founded in Atlanta in 1987 by Peter Brookner and has since grown to include 28 branches across the south.

This summer, I worked as an Administrative Assistant for the Business Development Department at Real Floors. The Business Development team (or “Biz Dev”) primarily handles corporate sales and works with large corporate customers such as construction companies and multifamily property management groups who manage multiple properties. This includes setting pricing, developing preferred vendor agreements, and sponsoring and attending corporate conferences and trade shows. Biz Dev also includes the Marketing team as a subsection of the department.

I worked in person at the Real Floors Corporate Headquarters in Marietta, GA, though the Business Development team is largely remote. Various team members are based out of multiple offices including Denver, Phoenix, and Charlotte, as well as remote work in Atlanta. Additionally, many members of the Business Development team travel for events and conferences so while the position is face-to-face, much of the work requires virtual teaming.

Projects

My position at the company is an ongoing, full-time position, however over the course of the designated internship period I was tasked with completing multiple designated projects.

Branding and Communications Style Guide

In July 2022, Real Floors, Inc. merged with Arbor Contract Carpet and Real Floors Commercial to come together as one complete company. Due to the company nearly doubling in size in a single day, branding was extremely important in order to prevent confusion, both internally and externally with customers. It was also important for creating a consistent brand image across the country and establishing brand recognition in parts of the country where Real Floors had not previously maintained branch locations, such as California, Texas, and Colorado.

Prior to my start on this project, any branding guidelines or materials that existed were scattered and disorganized, and the only formal set of guidelines was a two-page pdf document detailing the logo guidelines, colors and email signatures. Part of the criteria for the new style guide included keeping the current colors and logo as is, and updating the guidelines for email signatures, as they included outdated branding after a rebrand several years ago. The existing logo, color and email guidelines can be seen in Figures 1 and 2 below.



Figure 1. Examples of pre-existing branding guidelines.

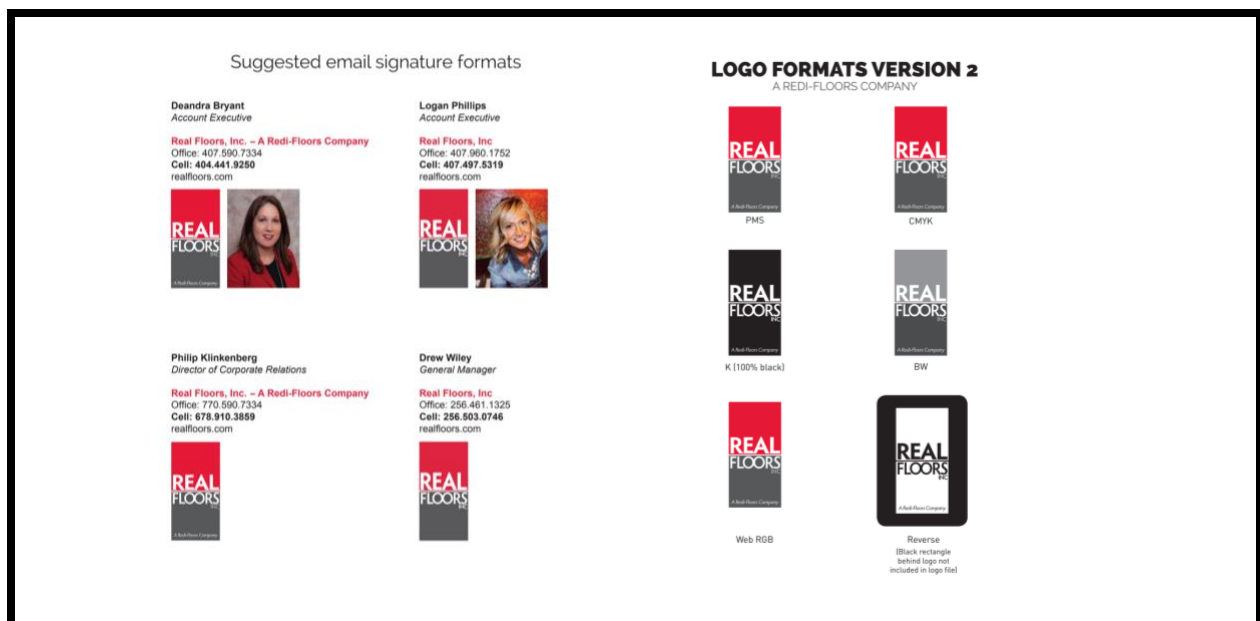


Figure 2. Examples of incorrect branding in the pre-existing Branding Guidelines.

In the Figure 2 examples above, the use of “Redi Floors” is no longer permitted in any branding. Additionally, the need arose to include photo, social media and communications guidelines in addition to the logo and color branding. The final deliverable can be found in Appendix A below.

PMG Look Book

Part of the corporate sales process is assisting corporate customers in deciding which products will be on the list of approved specifications (or “on spec”) for their properties to use. During negotiations with one such management company (Property Management Group, or “PMG”), I was asked to create a look book comparing all the options they were considering, including both a page with images for direct side-by-side comparison of the products, and a “spec sheet” with details about each of the products being considered (seen in Figure 3 below).

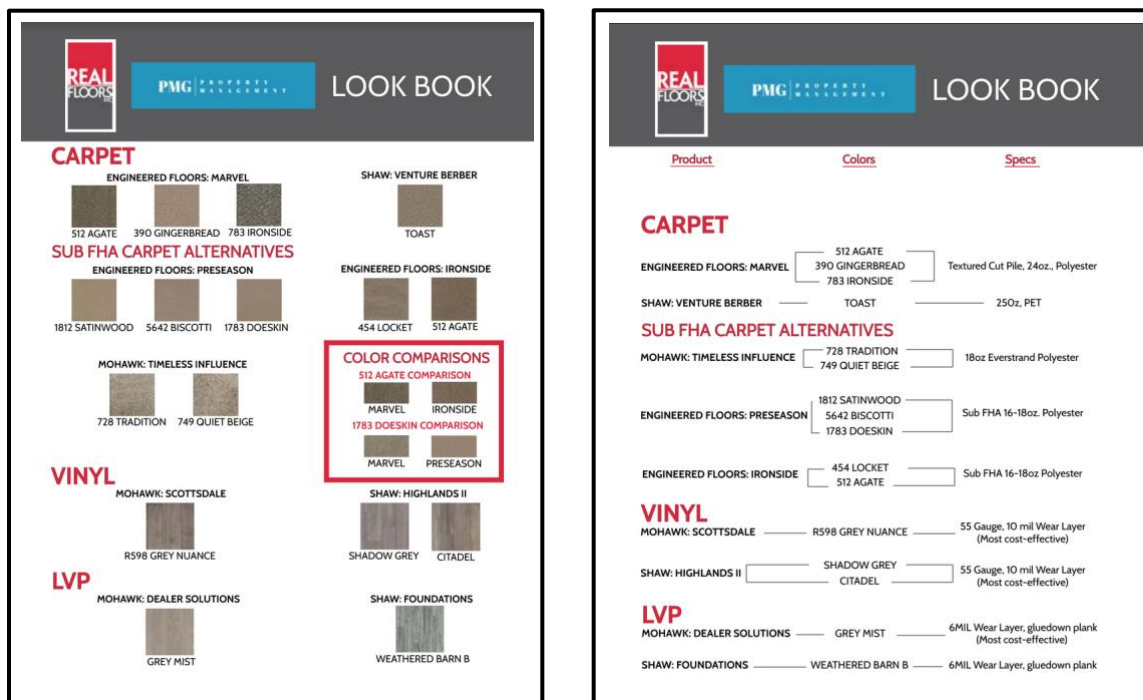


Figure 3. PMG Look Book.

Corporate Price Sheets

Prior to my internship with Real Floors, corporate pricing was managed in Google spreadsheets. Data was manually entered, added and formatted by hand. Each management company has its own price sheet, set up in a grid pattern with products and labor lines listed down the side, and markets across the top (as seen in Figures 4 and 5 below). In order to improve the process, I implemented two key improvements.

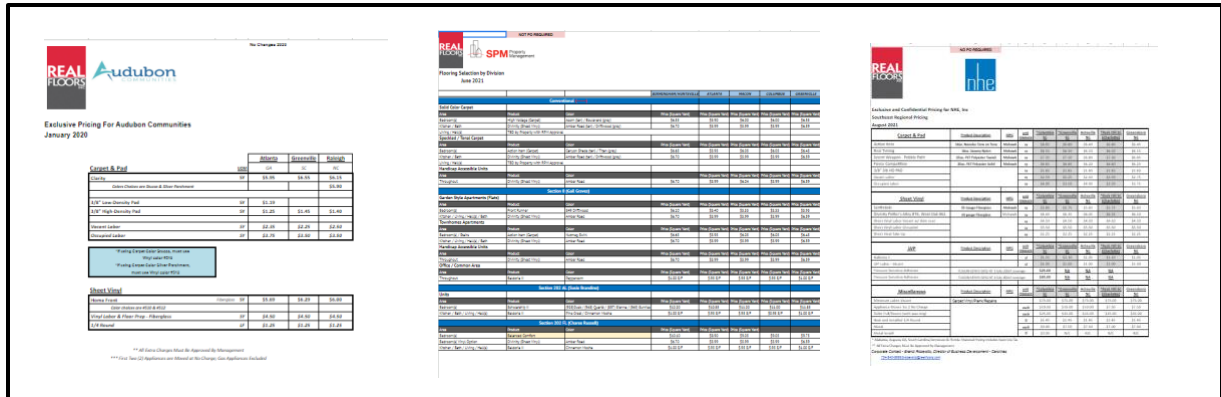


Figure 4. Old Price Sheet Designs.

First, I standardized the formatting between all 80 of the corporate price sheets. As seen in Figure 4 above, there were numerous different styles, designs and formats throughout the different management companies. Because these sheets are also intended to be given to our customers in pdf format, I designed a version of the price sheets that were a cleaner, more readable design, while better showcasing the company branding by removing extraneous colors, especially those which did not align with the company style guide I made previously in the internship (See the Branding and Communications Style Guide section above).

I started by making a prototype that could be reviewed by the rest of the team (seen in Figure 5 below) before the design was implemented into all 80 corporate price sheets.

			Atlanta	Chattanooga	Macon	Columbia	Augusta	Birmingham
			GA	GA	GA	SC	GA	AL
Product	Notes	UOM						
Journey 1		SY	\$1.20	\$2.20	\$3.20	\$4.20	\$5.20	\$6.20
Classic Style		SY	\$101.45	\$102.45	\$103.45	\$104.45	\$105.45	\$106.45
Neighborhood 1		SY	\$101.00	\$102.00	\$103.00	\$104.00	\$105.00	\$106.00
Eco Beauty 3		SY	\$301.45	\$302.45	\$303.45	\$304.45	\$305.45	\$306.45
Clarity		SY	\$401.45	\$402.45	\$403.45	\$404.45	\$405.45	\$406.45
Spellbound		SY	\$501.51	\$502.51	\$503.51	\$504.51	\$505.51	\$506.51
Steadfast		SY	\$601.06	\$602.06	\$603.06	\$604.06	\$605.06	\$606.06
Style 50 Plus 5		SY	\$701.56	\$702.56	\$703.56	\$704.56	\$705.56	\$706.56

Figure 5. New Price Sheet Design Prototype.

The second step was to add formulas in order to both decrease errors and improve the usability of the sheet. Each sheet has two parts: The final sheets (seen in Figures 4 and 5 above), and the worksheets (seen in Figure 6 below).

[illegible]

Figure 6. Price Sheet Worksheet.

The worksheets are meant for internal use. Each market or branch is comprised of three columns: the old price, the change in price, and the new price. Prior to this project, each column and the final sheet were all manually maintained. The requirements for this stage were two-fold: decrease the number of columns that needed to be edited to reduce the risk of error, and it had to be something that could be teachable, so others could learn how to manage the formulas.

I created several possible series of formulas; however, I ultimately decided to utilize a VLOOKUP. I chose VLOOKUP because it could consistently be used in the most places compared to other potential formulas (such as an index-match-match or query sort), meaning that if someone did need to learn how to manage these formulas with a lower basis of excel/sheets experience, they would only need to learn one formula, rather than multiple.

As such I used the VLOOKUP in three ways:

1. To pull the pricing into the “old” column on the worksheet from the previous final sheet
2. To pull the increase amount for each product from a separate master increase amount sheet
3. To pull the pricing from the “new” column into the new final sheet

These formulas allow the sheets to be edited much more quickly, as changes only need to be made in one place, and the formulas would automatically populate the pricing into the correct sheets. The final formulas can be seen in the job aids below.

Price Sheet Formula Job Aid

Along with the price sheet redesign, I also created two sets of job aids to help my coworkers be able to utilize and recreate the redesigned price sheets.

The first set of job aids was designed to help with formatting the new price sheets and worksheets. Those job aids can be seen in Figures 7 and 8 below.

REAL FLOORS INC.

Insert Relevant Logo of the management company here

March 2022
Exclusive Pricing for [Management Company]
FINAL

Carpet & Pad		Unit Measure	*Market 1	*Market 2	*Market 3
Product	sy	This will pull the "new" pricing from the worksheet			
Product	sy	Pricing should not be adjusted on this page.			

Sheet Vinyl

Product	Unit Measure	*Market 1	*Market 2	*Market 3
Product	sy			

Plank Glue Down

Product	Unit Measure	*Market 1	*Market 2	*Market 3
Product	sy			

Miscellaneous

Product	Unit Measure	*Market 1	*Market 2	*Market 3
Product	lf			
Product	sy			

* Alabama & Tennessee Material Pricing Includes State Use Tax
** All Extra Charges Must Be Approved By Management
Exclusive pricing prepared by your Corporate Contact - Name, Title
Contact email

Figure 7. Final Price Sheet Job Aid.

REAL FLOORS INC.

Insert Relevant Logo of the management company here

Management Company Name
Month Year
Exclusive National Pricing
WORKSHEET

The Text in this column should be Blue
The Text in this column should be Red

Notes	Unit Measure	Master Increase	*Market 1	INCREASE	NEW
Product	sy	This pulls the general increase from the "Master Increase" document, which compiles the increase amounts from fees.	This column pulls pricing directly from the "Final" sheet from the previous increase.	This column pulls the increase from the master increase column.	This column adds the old pricing and the increase together to get the "new" pricing.
Product	sy	changing this column will change the increase amount for every market.	This column should not be changed or edited.	This column will change the increase amount for this market only.	This column will change the price listed on the final price sheet.
Pad	sy				
Labor Unskilled	sy				
Labor Skilled	sy				
Metals	lf				
Take up	sy				

* Alabama & Tennessee Material Pricing Includes State Use Tax
** All Extra Charges Must Be Approved By Management
Exclusive pricing prepared by your Corporate Contact - Name, Title
Corporate Contact email

Figure 8. Price Sheet Worksheet Job Aid.

The second set of job aids I created were for the formulas. These were intended to also act as a guide for someone if I was unable to be there to train them, potentially with minimal excel experience. As such, I made sure that not only were the formulas included in these job aids, but also explanations for what information needed to be entered into each part of the formula.

Insert Relevant Logo of the management company here

March 2022
Exclusive Pricing for (Management Company)

Carpent & Pad	Unit Measure	Market 1	Market 2	Market 3	
		<small> VLOOKUP (the item in this row in the product column, in this case B17) ; [select the entire table from the current worksheet starting with the product column (product column MUST be the first column for this to work)] ; [in the current worksheet, count how many columns over the column for this market is and enter that number here] ; (type the word "false") </small>			
Explanation	SY				
Example 1	SY	VLOOKUP (B18 ; WorksheetB!\$C\$7 : \$E ; false)	VLOOKUP (B18 ; WorksheetB!\$C\$7 : \$E ; false)		

Sheet Vinyl	Unit Measure	Market 1	Market 2	Market 3	
		<small> VLOOKUP (the item in this row in the product column, in this case B17) ; [select the entire table from the current worksheet starting with the product column (product column MUST be the first column for this to work)] ; [in the current worksheet, count how many columns over the column for this market is and enter that number here] ; (type the word "false") </small>			
Explanation	SY	VLOOKUP (B21 ; WorksheetB!\$C\$7 : \$E ; false)	VLOOKUP (B21 ; WorksheetB!\$C\$7 : \$E ; false)		
Example 2	SY	VLOOKUP (B21 ; WorksheetB!\$C\$7 : \$E ; false)	VLOOKUP (B21 ; WorksheetB!\$C\$7 : \$E ; false)		

Plank Glue Down	Unit Measure	Market 1	Market 2	Market 3
Product	SY			
Product	SY			

Miscellaneous	Unit Measure	Market 1	Market 2	Market 3
Product	IF			
Product	SY			

* Alabama & Tennessee Material Pricing Includes State Use Tax
 ** All Extra Charges Must Be Approved By Management
 Exclusive pricing prepared by your Corporate Contact - Name, Title
 Contact email

Figure 9. Final Price Sheet Formulas Job Aid.

Insert Relevant Logo of the management company here

Management Company Name
Month Year
Exclusive National Pricing

The Text in this column should be Blue

The Text in this column should be Red

Name	Unit Measure	Market 1	Market 2	Market 3	
		<small> Select VLOOKUP (the item in this row in the product column, in this case B17) ; IMPORTRANGE ("the cell at the of the Market Price Change sheet") ; ("the name of current Market Price Change sheet") (the letter indicating the column containing the product list, in most cases it should be B) (the last column in the sheet) ; [in the current Market Price Change sheet, count how many columns over the column for this market is and enter that number here, this should be 0] ; [in the most recent "Final" sheet, count how many columns over the column for this market is and enter that number here] ; (type the word "false") </small>			
Explanation	SY				
Example 1	SY	ImportRange(B11 ; IMPORTRANGE ("url" ; "sheet 20220307" ; 1 ; "NA" ; "NA")	VLOOKUP (B11 ; FINAL SHEET 20220307 ; \$B ; false)	IF (B11 = "NA" ; "NA" ; round(SUM (B11:F21 (1,2)	
Example 2	SY	ImportRange(B11 ; IMPORTRANGE ("url" ; "sheet 20220307" ; 1 ; "NA" ; "NA")	VLOOKUP (B11 ; FINAL SHEET 20220307 ; \$B ; false)	IF (B11 = "NA" ; "NA" ; round(SUM (B11:F21 (1,2)	
Product	SY				
Product	SY				
Product	IF				
Product	SY				

* Alabama & Tennessee Material Pricing Includes State Use Tax
 ** All Extra Charges Must Be Approved By Management
 Exclusive pricing prepared by your Corporate Contact - Name, Title
 Corporate Contact email

Figure 10. Price Sheet Worksheet Formulas Job Aid.

Analysis

Learning Objectives

Overall, I think I was highly successful in completing the learning objectives from this internship. At the start of the internship, my manager and I developed the following three learning objectives:

- At the end of the internship, Danielle will be able to design and implement processes to help improve the corporate price sheets.
- At the end of this internship, Danielle will be able to create job aids to assist in training others on any systems she designs and implements.
- At the end of the internship, Danielle will be able to create digital materials used in communication with customers.

I feel that I was not only able to succeed in meeting the expectations of those objectives but exceed those expectations. For example, I was able to not only provide the job aids and redesigned price sheets, but also was given the opportunity to train my coworkers on how to use them. Additionally, I not only provided a piece of marketing material in the form of the look book but was able to also create the Branding and Communication Style Guide for future marketing materials moving forward.

Overall Performance

Overall, I think I was able to complete the projects exceedingly well. One thing I struggled with the most was the level of detail needed for this position. In school, I have been used to compiling full reports and very formal presentations of my work, and that's not what they were looking for. I found myself putting a lot of effort into making formal reports when I didn't have to.

Personal Observations

Metacommunication

Overall, I felt like direct, one-on-one communication is really good at Real Floors. Almost all of my coworkers are excellent communicators. Most of our team works in sales, so communicating is one of the stronger skillsets seen throughout our team. However, because of the nature of what we do, we often have to communicate outside the team as well.

Oftentimes the communication breaks down when there is information that needs to be disseminated throughout the rest of the company. In July 2022, Real Floors merged with Arbor Contract Carpet, based out of Denver, CO. The two halves of the company communicate in very different ways and have very different cultures surrounding communication, so it has been a hard adjustment throughout this past year, including during my internship period. I think there needs to be a lot of metacommunication that touches on things that haven't yet been discussed

(e.g. not just what platform will be used, but how that platform will be used and what the expectations are for everyone using that platform).

Work Environment

I worked in the corporate headquarters in Marietta, GA, with the opportunity to work from home occasionally. I found that working in the office has been a wonderful experience and I greatly preferred it to working at home. This was because the social value of getting to work with my teammates and coworkers outweighed much of the convenience of working at home.

Additionally, Real Floors' corporate office recently moved to a new building in January, so I have enjoyed the opportunity to work in such a new space with the ability to customize my cubicle area. For example, there are painted signs with our names that you can get in tourist areas, and it turns out that me, my coworker and one of my bosses all had one of our names so we all hung them above our desks. This was a fun little personal touch that really helped me feel welcome and a part of the team.

The main downside I experienced was the commute. I unfortunately had an hour commute in the mornings, and this was probably the worst part of this position. I can manage it but I know in the future that it is not as feasible/manageable of a commute as I had originally thought it would be.

Managerial Support

One thing that I was exceptionally grateful for during this internship was the support of both my direct supervisor as well as upper management. I was given a lot of opportunity to present my ideas and was afforded the trust to implement them right from the start. The management has always been exemplary representations of this company's core values (Integrity, Mutual Respect, Work Ethic, Family, and Customer Service). The executive management has been extremely inviting and immediately took the opportunity to invite me to use the skills I learned through my degree program.

Additionally, they really exemplified those core values outside of just professional obligation. For example, at one point during my internship my car engine failed while I was on my way to work. Despite being over an hour away from the office, multiple people, including members of executive management, offered to come pick me up and went out of their way to ask if I was ok and if there was anything they could do to help.

Department Recommendations

Following my internship period at Real Floors, I have developed two detailed recommendations for the Mercer Technical Communications department.

Varied Job Roles

One thing I have always appreciated about the Mercer TCO program is how group projects are managed. Not only allowing but encouraging students to set boundaries, expectations and courses of action for repercussions should a member not fulfill those expectations.

That being said, most projects at Mercer encourage students to work on projects as equals, with very few exceptions such as the TCO 250 Communication in Management course. In that course, students take on a role as either a team leader, or a team member under that leader. While I think this is an excellent opportunity, I think it only gives an opportunity to work on one side of that power dynamic within a project group. It would be a very helpful opportunity for students to be able to experience multiple sides of that dynamic within a group.

Open-Ended Deliverables

While at Mercer, a lot of projects, understandably, are designed to encourage students to design a specific type of deliverable; however, during my internship I found myself being presented with problems that I had to find the best solution for. At Mercer, projects were presented as “Design this specific type of deliverable” whereas in the workplace it's more of a situation where I was expected to come up with the best solution to a problem and figure out which type of deliverable would best help solve the problem.

Mercer's TCO program does touch on that skill, however I think that placing a heavier emphasis on it by presenting projects that are more open ended and allow students to choose which type of deliverable would best fit would be extremely beneficial to help prepare students for the workplace.

Final Reflections

Moving Forward

So far, I have really enjoyed my time at Real Floors. Beyond this internship I have a permanent full-time position with the company, and I have greatly enjoyed every second of it. I feel like taking on these projects during the internship portion of my time here has really allowed me to expand my wings so to speak and venture into some parts of the company that I don't usually get to work in and has allowed me to expand the opportunities to help my team in different ways.

During my time at Mercer, I primarily focused on UX research and design, and while that is ultimately a field I do enjoy and would like to potentially work in some day, I do feel like this position has shown me how to utilize my technical communications skills in a lot of different

areas than I thought I would be, which I greatly enjoyed. I feel like utilizing some of those skills that I don't typically utilize helped me improve those skills greatly.

Appendix A. Branding and Communications Style Guide.

Real Floors Inc

Branding and Communications Guidelines



Adam Brookner

President and CEO,
Real Floors Inc

Over 30 Years Of Excellence

In 1987, Peter Brookner founded a commercial flooring company in Atlanta. His goal: become the best flooring provider in the southeast for multifamily residences.

Brookner's dedication to service turned his original vision into today's reality. Operating out of 15 locations in six states, Real Floors now has over 400 people serving property managers throughout the southeast.

One of the ways we set ourselves apart is with our consistency of service and transparent communication with our customers. Maintaining consistent branding and communication styles is a key part of maintaining those values and upholding the reputation we are so proud of.

With this in mind, we have produced this comprehensive guide on Real Floor's ultimate brand guidelines – guidelines to help engage customers, maintain the parameters of our brand, and enable everyone to apply those parameters correctly at all times. We hope you find it a big help in your efforts to achieve total consistency across all channels and help us present a united and consistent front to all of our customers.

Most importantly, we wish to emphasize that building long-term relationships with our customers remains our top priority. Remember, when it comes to flooring, there's no ceiling on what we'll do for you.



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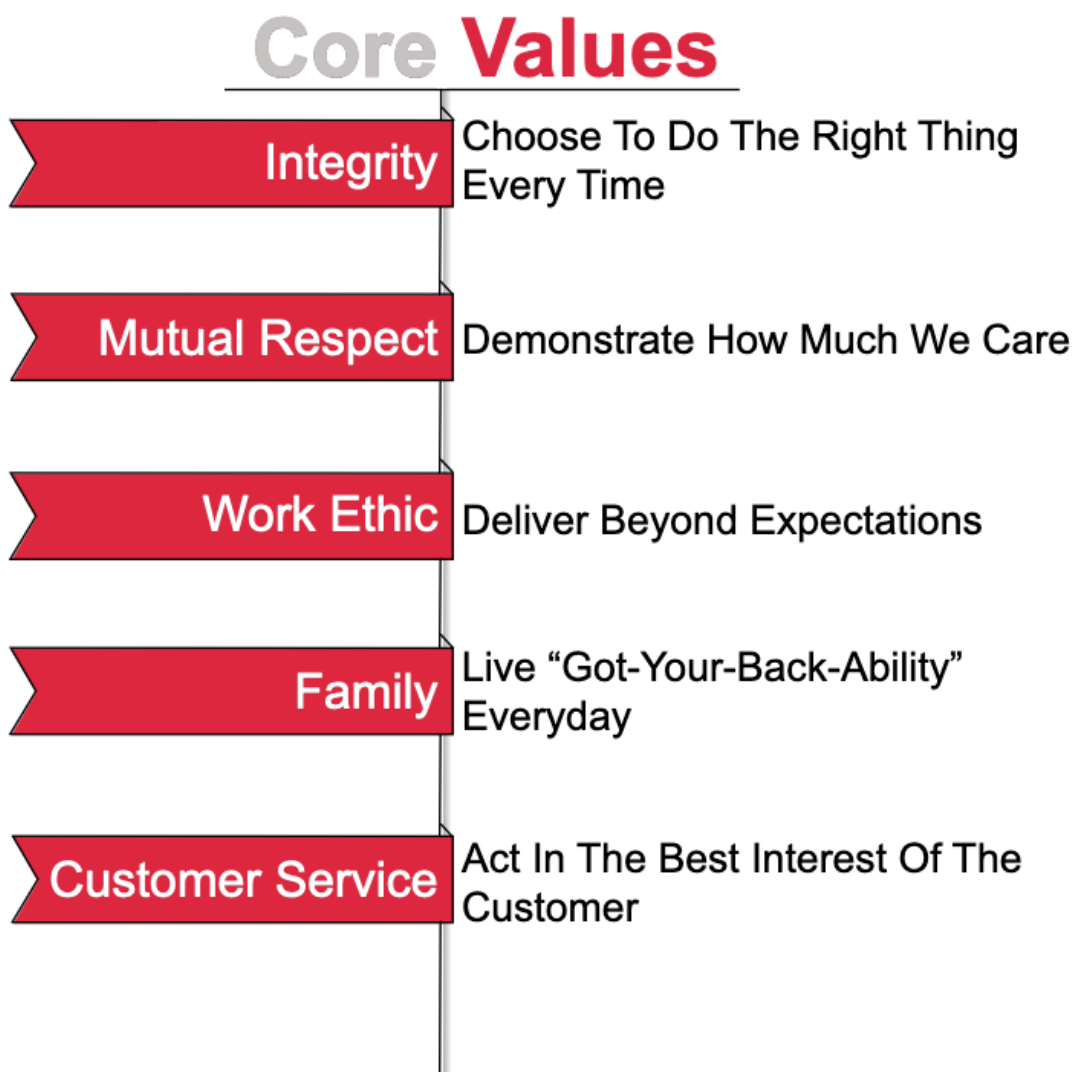
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Mission and Values

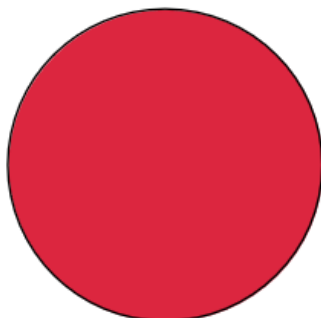
04

At Real Floors, we strive to exemplify our **Core Values** in everything we do. Every member of our team is an ambassador for our brand, and each person is responsible for upholding the **Reputation** and **Identity** of our corporate family.



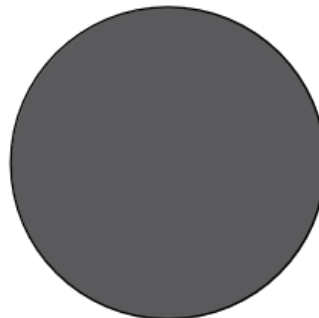
Colors

05



Hex Code: #dd273f

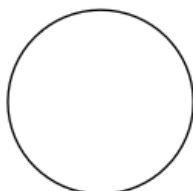
CMYK: C: 7 M: 98 Y: 78 K: 1
RGB: R: 221 G: 39 B: 63



Hex Code: #5a5a5b

CMYK: C: 63 M: 56 Y: 53 K: 27
RGB: R: 90 G: 90 B: 91

Tint: 100%



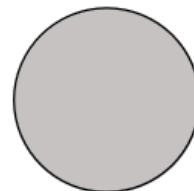
Hex Code: #ffffff

CMYK: C: 0 M: 0 Y: 0 K: 0
RGB: R: 255 G: 255 B: 255



Hex Code: #000000

CMYK: C: 0 M: 0 Y: 0 K: 0
RGB: R: 0 G: 0 B: 0



Hex Code: #5a5a5b

CMYK: C: 63 M: 56 Y: 53 K: 27
RGB: R: 90 G: 90 B: 91

Tint: 52%

Hex Code: #9a9697

CMYK: C: 42 M: 36 Y: 36 K: 1
RGB: R: 154 G: 150 B: 151

Logo Standards

06



Classic
Logo



White on
Black



Grey
Scale



Black on
White

Logo Non Compliance

DO NOT use any version of the logo containing “Redi Floors”



X



X



X



X

DO NOT change the logo colors, tilt the logo, or in any way redesign the logo, including creating a horizontal version.

Email Signatures

07

Email signatures should be kept up to date with accurate logos and information. This is the most common branding our current customers will use and it is important for maintaining existing relationships.

Philip Klinkenberg

Vice President of Business Development

Real Floors, Inc.

Office: 770.590.7334

Cell: 678.910.3859

realfloors.com



Brad Shaul

General Manager

Real Floors, Inc.

Office: 770.362.3240

Cell: 678.555.1234

realfloors.com



Any headshots or personal photos should be carefully selected for professionalism, as they are a reflection of the Real Floors brand.

Deandra Bryant

Vice President of Sales Development

Real Floors, Inc.

Office: 407.590.7334

Cell: 404.441.9250

realfloors.com



Kimberly Helton

Account Executive

Real Floors, Inc.

Office: 404.668.6324

Cell: 470.555.1234

realfloors.com



Typography

08

Standard Typeface

Aa

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!"#\$%&()[]/

Logo Typeface

Aa

Hypatia Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!"#\$%&()[]/

Social Media Typeface

Aa

Kollektif
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!"#\$%&()[]/

Aa

Archivo Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!"#\$%&()[]/

Note: A collection of other “fancy” fonts may also be used for social media purposes. Several fonts are approved from Canva, including (but not limited to) Breathing, Black Mango, Barton, Halmium, and Playlist Script.

Voice and Tone

09

We are **FRIENDLY** but we are not **unprofessional.**

We are **POSITIVE** but we are not **cutesy.**

We are **EXPERIENCED** but we are not **arrogant.**

We are **OPTIMISTIC** but we are not **naive.**

Punctuation, Grammar, and Spelling

- Spelling, punctuation and grammar can have a big impact on how we are perceived. It is important to be consistent and proper when communicating with customers.
- For all punctuation and grammar, refer to the guidelines listed in the MLA handbook (found at MLA.com).
- For spelling, refer to the Oxford New American Dictionary.
- All numbers one through nine should be spelled out; however, numbers 10 and above may be written as numerals.
 - The exception to this is social media, where numerals may be used for all numbers when emphasizing or highlighting the point made by those numbers, or when attempting to shorten a post.

Industry Jargon

Avoid the use of jargon, acronyms or nicknames for products and services. While some of this terminology may be commonplace in the flooring industry, it may alienate potential customers if they are unfamiliar with the terms.

Visual Guidelines

11

At Real Floors, we value the human element. Our customers and extended corporate family are the most important part of what we do. In the multifamily industry, flooring isn't just the ground beneath your feet, it's a place to play, to raise a family, and to create memories. Furthermore, the right flooring can transform an apartment into a home. As such, visuals and graphics should showcase one of those two ideas.

Human-centric imagery should be warm, inviting, and playful. It should demonstrate the lives and people who are behind what we do. Try to select images which demonstrate the family aspect we value here at Real Floors.



Interior-centric imagery should be well-designed, modern, and homey. Updating flooring can transform a room, and our visual imagery should reflect the modern styles and looks we can help our customers achieve.



All images should be well edited, high quality and showcase warmer undertones and colors.

Social Media Standards

12

Real Floors social media pages should follow similar guidelines for visuals as the rest of Real Floors marketing; however there are some additions to the list of approved content.

Social Media allows for a more personal connection between the Real Floors extended corporate family and our customers. It is a platform where we can showcase how we live out our Core Values behind the scenes as well as in the field. As such, it would be appropriate to show the faces that make what we do possible.



There is a line between “personable” and unprofessional, and social media can easily blur the line between those two. It is important that we post content which does not include anything which does not align with our core values, including nudity, profanity, illegal substances or unprofessional behavior.

Follow Real Floors on Social Media:

Facebook: [@realfloorsinc](https://www.facebook.com/realfloorsinc)



Instagram: [@realfloorsinc](https://www.instagram.com/realfloorsinc)



LinkedIn: [Real-Floors](https://www.linkedin.com/company/real-floors)

