

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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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.

Core Values

Integrity

Choose To Do The Right Thing
Every Time

Mutual Respect

Demonstrate How Much We Care

Work Ethic

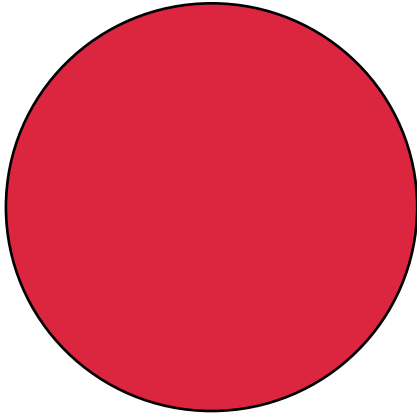
Deliver Beyond Expectations

Family

Live “Got-Your-Back-Ability”
Everyday

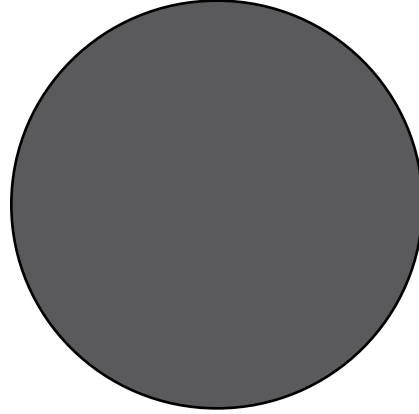
Customer Service

Act In The Best Interest Of The
Customer



Hex Code: #dd273f

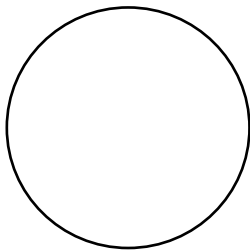
CMYK: C: 7 M: 98 Y: 78 K: 1
RGB: R: 221 G: 39 B: 63



Hex Code: #5a5a5b

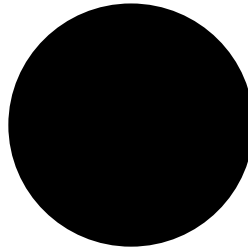
CMYK: C: 63 M: 56 Y: 53 K: 27
RGB: R: 90 G: 90 B: 91

Tint: 100%



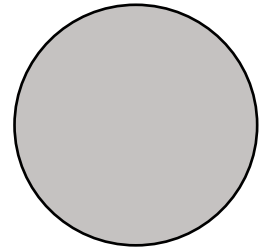
Hex Code: #ffffff

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”



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.

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

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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.

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.

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

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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.

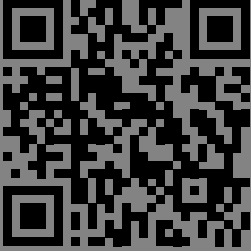
Social Media allows for a more personal connection between the Real Floors extended corporate family and our customers. It is a platform where we can showcase how we live out our Core Values behind the scenes as well as in the field. As such, it would be appropriate to show the faces that make what we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



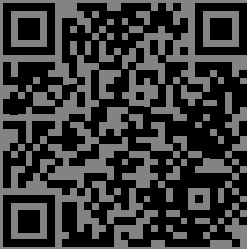
There is a line between “personable” and unprofessional, and social media can easily blur the line between those two. It is important that we post content which does not include anything which does not align with our core values, including nudity, profanity, illegal substances or unprofessional behavior.

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)

