ENRG.realty
Brand Guidelines
Version 1.0

ENRG.realty

2025 — Version 1.0

Welcome

This document serves as the foundation for successfully implementing and maintaining the ENRG Realty brand identity. Within these pages, you'll find a practical framework designed to ensure consistency across all touchpoints, while leaving room for creativity and innovation that bring our brand to life.

At ENRG Realty, our brand is more than just a logo or a color palette—it's a reflection of who we are, what we stand for, and the promise we make to our clients. A strong, cohesive brand is one of our greatest assets, setting us apart in the competitive real estate market and reinforcing trust with every interaction.

These guidelines are here to empower you. By applying them consistently and with intention, we can communicate our mission to elevate the real estate experience with clarity, professionalism, and energy. Together, we'll ensure that every piece of communication reinforces our values and leaves a lasting impression.

Let's build something remarkable—together.

Table of Contents

Index

01 Brandmarks

5 The ENRG Realty Logo
6 The ENRG Realty Stacked Logo
7 Logo Color Options
8 Logo on Imagery
9 The ENRG Realty Symbol
10 Exclusion Zone & Minimum Size
11 Logo Placement
12 Logo Misuse
13–18 Logo Examples

02 Color

20 ENRG Color Palette
21 Color Weighting
22 Color Palettes
23 Color Usage Examples
24 Accent Color: Orange

03 Typography

26 Primary Typeface
27 Typeface Weights
28 Type Hierarchy
29 Callouts & Testimonials

04 Iconography

31 Iconography

05 Application

33 Posters
34 Website Variation 1
35 Website Variation 2
36 Website Variation 3
37 Mobile Screens 1
38 Mobile Screens 2
39 Social - Instagram
40 Business Card Variation 1
41 Business Card Variation 2

The ENRG Realty Logo 5
The ENRG Realty Stacked Logo 6
Logo Color Options 7
Logo on Imagery 8
The ENRG Realty Symbol 9
Exclusion Zone & Minimum Size 10
Logo Placement 11
Logo Misuse 12
Logo Examples 13–18

Brandmarks

01

The ENRG Realty Logo

The ENRG Realty logo is our most essential visual asset and should always be the primary graphic element representing our brand. As a wordmark, it has been thoughtfully designed to reflect our professionalism, modernity, and commitment to excellence in real estate. Its clean lines and balanced proportions create a timeless and recognizable identity.

This is our horizontal version of the logo, specifically designed for versatility across various applications. Its structure ensures optimal legibility and impact, whether used on digital platforms, printed materials, or signage.

Consistent application of the wordmark is crucial to maintaining brand recognition and reinforcing who we are. To preserve the integrity of our brand, the wordmark must always remain unaltered. It should never be modified, redrawn, distorted, or misused in any way.

The ENRG Realty Stacked Logo

The ENRG Realty logo also has a stacked version, created specifically for situations where horizontal space is limited or when a balanced composition is required to complement other design elements. This format maintains the same visual integrity and professionalism as the horizontal version while providing greater flexibility in its application.

The stacked logo is ideal for use in:

- Compact spaces, such as social media profile pictures or app icons.
- Designs requiring symmetry or vertical alignment.
- Applications where the horizontal logo would appear too small to maintain legibility.

As with all versions of our logo, the stacked wordmark must always remain unaltered. It should never be modified, redrawn, distorted, or misused in any way.

Logo Color Options

The ENRG Realty logo has been designed to maintain its clarity and impact across various backgrounds. Shown are the approved color options for the logo to ensure brand consistency and legibility in all applications:

1. **Black Logo on White Background**
    - This is the primary color option and should be used in most applications for maximum clarity and simplicity. It ensures a clean, professional appearance that aligns with the ENRG Realty brand identity.
2. **White Logo on Purple Background**
    - The white logo paired with the brand's purple background adds vibrancy and emphasis. This color combination is ideal for branded materials or digital assets where the brand color is featured prominently.
3. **White Logo on Black Background**
    - This option is perfect for bold, high-contrast designs. It creates a sleek, modern look and is suitable for both print and digital formats, especially in professional settings.

Black on white - horizontal

Black on white - stacked

White on purple - horizontal

White on purple - stacked

White on black - horizontal

White on black - stacked

Logo on Imagery

The ENRG Realty logo may also be placed on top of imagery, provided the image is sufficiently dark and offers enough contrast to ensure the logo remains legible and visually distinct. When using the logo on imagery:

- Avoid overly busy or cluttered backgrounds.
- Ensure the logo does not compete with other elements in the design.
- Opt for the white logo version for optimal visibility on darker areas of the image.

Maintaining consistency in logo application across these approved color options is essential to uphold the strength and recognition of the ENRG Realty brand.

White logo on image - horizontal

White logo on image - stacked

The ENRG Realty Symbol

The ENRG Realty symbol is a distinctive and meaningful representation of our brand identity. It consists of three horizontal bars that form the letter “E”, symbolizing Energy, Evolution, and Elevated—the core principles that drive our approach to real estate. These bars are clean and modern, conveying our commitment to progress and innovation in the industry.

The “Dot” Element
A key feature of the logo is the dot, prominently placed to separate "ENRG" and "realty" in our wordmark, as shown: ENRG.realty. This dot not only serves as a functional separator but also reinforces balance, precision, and clarity in the logo's design. It acts as a focal point, emphasizing the duality of our name and the connection between ENRG and realty.

Symbol Usage
The symbol is versatile and can stand alone in specific applications, such as:

- Social media icons or profile pictures.
- App icons and digital platforms.
- Subtle branding on merchandise or promotional items.

When used independently, the symbol maintains its strength and integrity, serving as a bold yet minimalistic representation of the ENRG Realty brand. Its simplicity ensures versatility while remaining recognizable and impactful across all touchpoints.

Exclusion Zone & Minimum Size

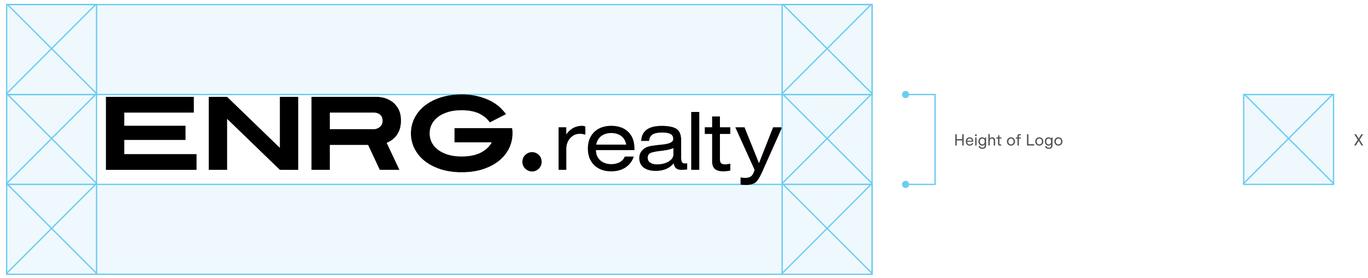
To ensure legibility and impact, the ENRG Realty wordmark and symbol must always maintain sufficient space around them, free from competing elements. The exclusion zone is equal to the height of the wordmark or half the height of the symbol (marked as x in the diagram).

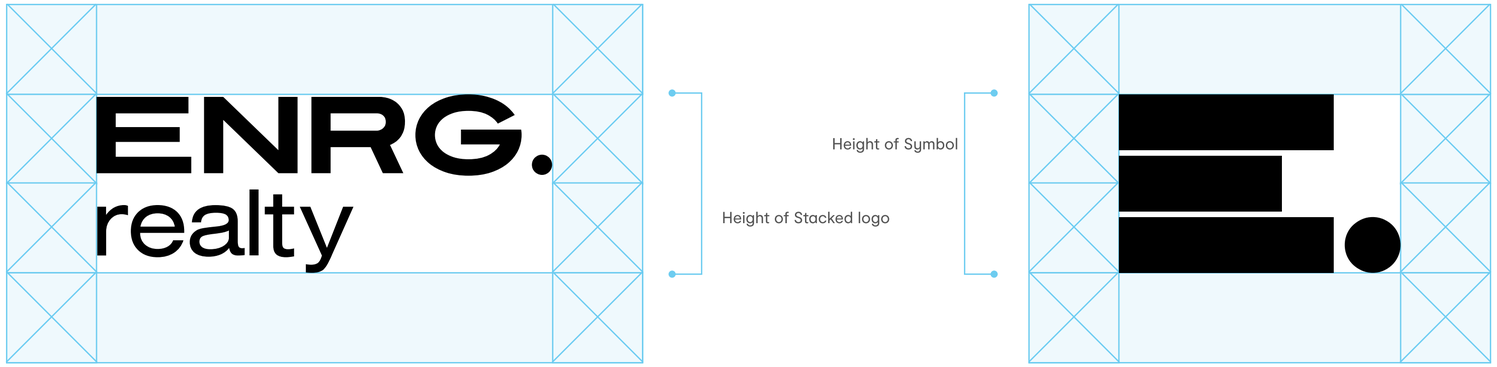
The minimum sizes are as follows to preserve clarity and recognition:

- Standard logo: 30px – height (digital) or 15mm (print) in height.
- Stacked logo – 60px – height (digital) or 30mm (print) in height.
- Symbol: 80px – width (digital) or 8mm (print) in height.

These guidelines ensure the logo retains its integrity and visual prominence across all applications.

Exclusion Zone





Minimum Size

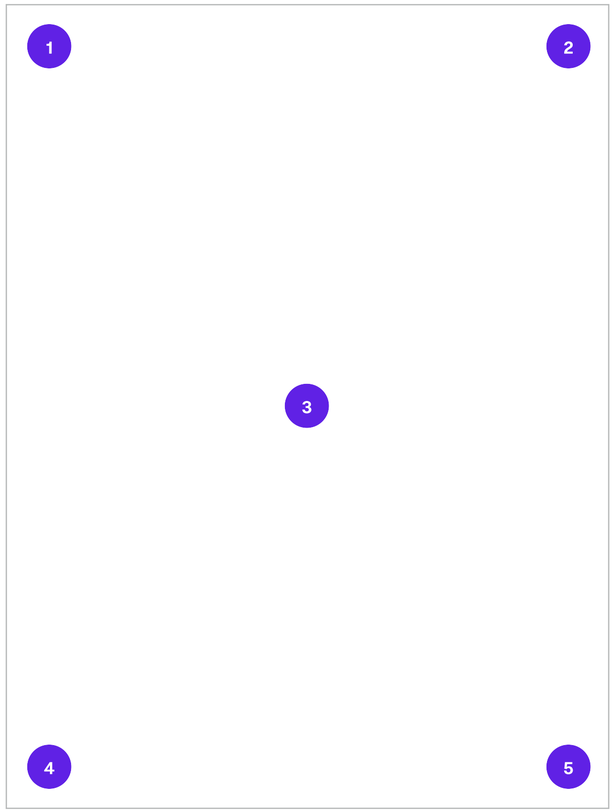
Logo Placement

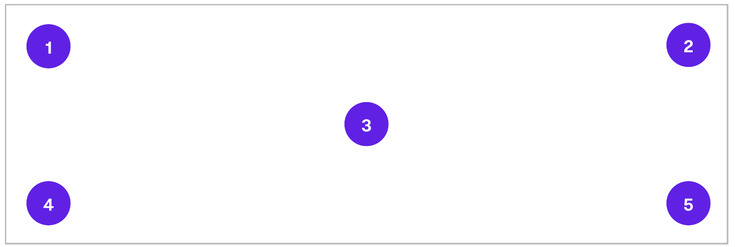
To maintain consistency and professionalism, the ENRG Realty logo can only be placed in one of five approved locations. This ensures flexibility while adhering to a cohesive brand identity. Always respect the logo's exclusion zone when placing it near edges or other elements.

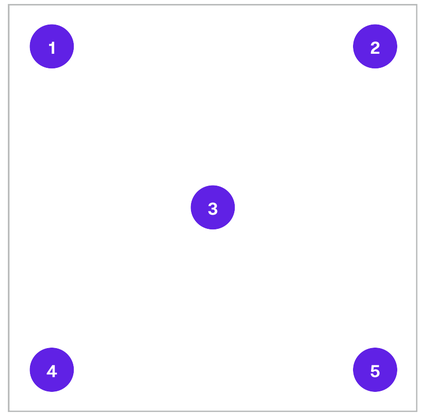
Depending on the creative and other design elements, the approved placement options are:

1. Top left corner
2. Top right corner
3. Centered
4. Bottom left corner
5. Bottom right corner

These placements provide versatility while preserving the logo's impact and integrity.







Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.

Do not bevel or emboss

Do not outline the logo

Do not add gradient fill to the logo

Do not rotate the logo

Do not place the logo in a holding shape

Do not lock-up text to the logo

Do not stretch or distort the logo

Do not add a drop shadow to the logo

Do not rearrange elements of the logo

Do not multiply

Do not use colors not specified for the logo

Do not change the relationship of the logo's components

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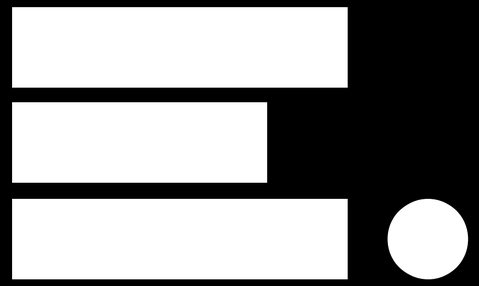
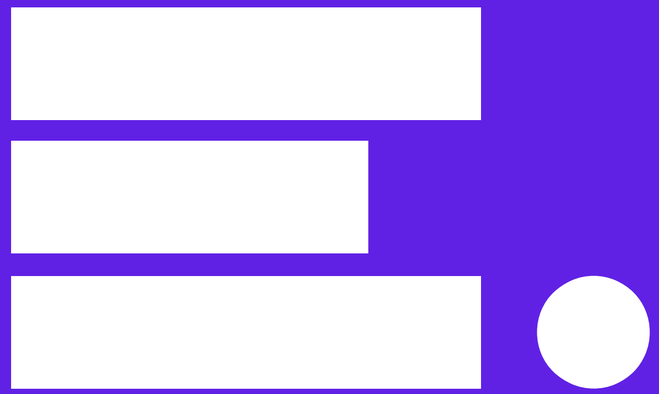




ENRG Color Palette 20
Color Weighting 21
Color Palettes 22
Color Usage Examples 23
Accent Color: Orange 24

Color

02

ENRG Color Palette

The ENRG Realty brand is built on a color palette that reflects our core values of trust, innovation, and professionalism. Our colors are modern and distinctive, creating a consistent and impactful visual identity. Proper application of these colors is essential to reinforce brand recognition and messaging.

Our primary colors are black, white, and purple, representing confidence, clarity, and energy. These colors are the foundation of our brand identity and should be featured prominently across all materials.

Our secondary colors—orange and a range of neutral grays—provide versatility and balance. They complement the primary palette, offering flexibility for accenting designs without overwhelming the brand's core identity.

Together, this palette conveys professionalism and innovation while ensuring ENRG Realty stands out in the real estate industry.

Purple	RGB 96 / 33 / 230	HEX #6021E6	CMYK 76 / 80 / 0 / 0	PMS 2097 C
Black	RGB 0 / 0 / 0	HEX #000000	CMYK 75 / 68 / 67 / 90	
White	RGB 255 / 255 / 255	HEX #FFFFFF	CMYK 0 / 0 / 0 / 0	
Orange	RGB 255 / 96 / 57	HEX #FF6039	CMYK 0 / 77 / 82 / 0	PMS Orange 021 C
Charcoal Gray	RGB 17 / 17 / 17	HEX #111111	CMYK 73 / 67 / 66 / 83	
Medium Gray	RGB 102 / 102 / 102	HEX #666666	CMYK 60 / 51 / 51 / 20	
Light Gray	RGB 238 / 238 / 238	HEX #EEEEEE	CMYK 5 / 4 / 4 / 0	

Color Weighting

Our brand colors are designed to be as distinctive and impactful as the rest of our identity, with a clear emphasis on our primary colors. These colors—black, white, and purple—should always take precedence and serve as the foundation of our visual identity.

Our secondary colors—orange and neutral grays—complement the primary palette and provide flexibility across various communications. These secondary colors should be used sparingly to enhance designs without overpowering our signature color.

Color Usage

- Purple is our signature color and should always be the focal point of our designs. Use it as the dominant element wherever possible.
- Secondary colors, such as orange or neutral grays, can be incorporated as accents or supporting elements but should never outshine the primary palette.
- Secondary colors don't have to appear as solid blocks—they can also come through in imagery, subtle gradients, or background elements.
- Avoid overusing secondary colors, as this can dilute the strength and recognition of our core identity.

By following these guidelines, we ensure that every design remains cohesive, professional, and unmistakably ENRG Realty.

Primary Color Palette

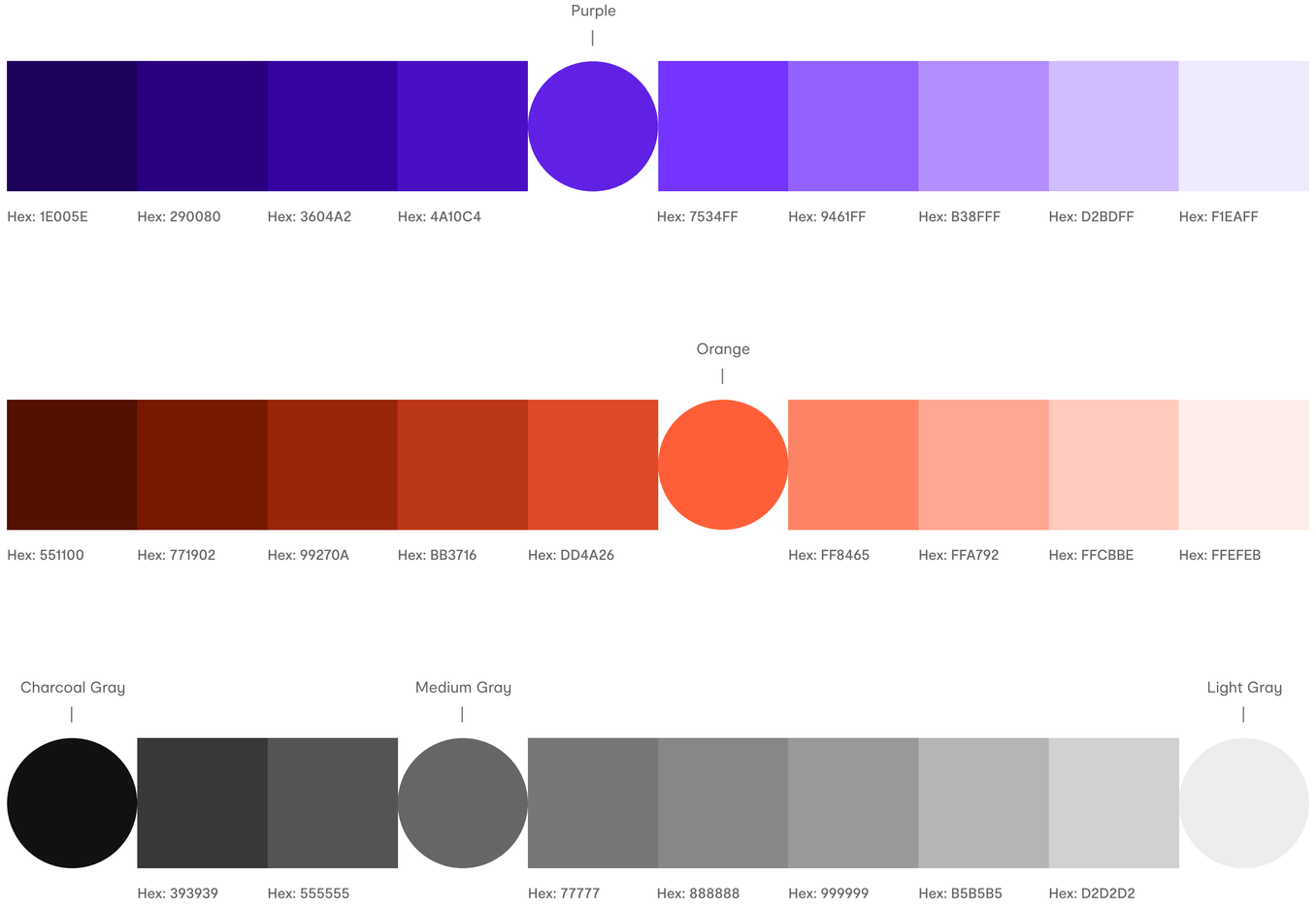
Secondary Color Palette

Color Palettes

To ensure versatility and accessibility, we've developed a complete palette of shades and tints for each of our brand colors. These variations provide flexibility across different use cases, allowing us to adapt colors to meet specific design needs while maintaining brand consistency.

Shades and tints are particularly useful for enhancing contrast and improving readability in situations where text or color elements require additional distinction. By carefully applying these variations, we ensure that all designs meet accessibility standards, creating a user-friendly experience for all audiences.

This thoughtful approach to color helps ENRG Realty maintain clarity, professionalism, and inclusivity across all communications.



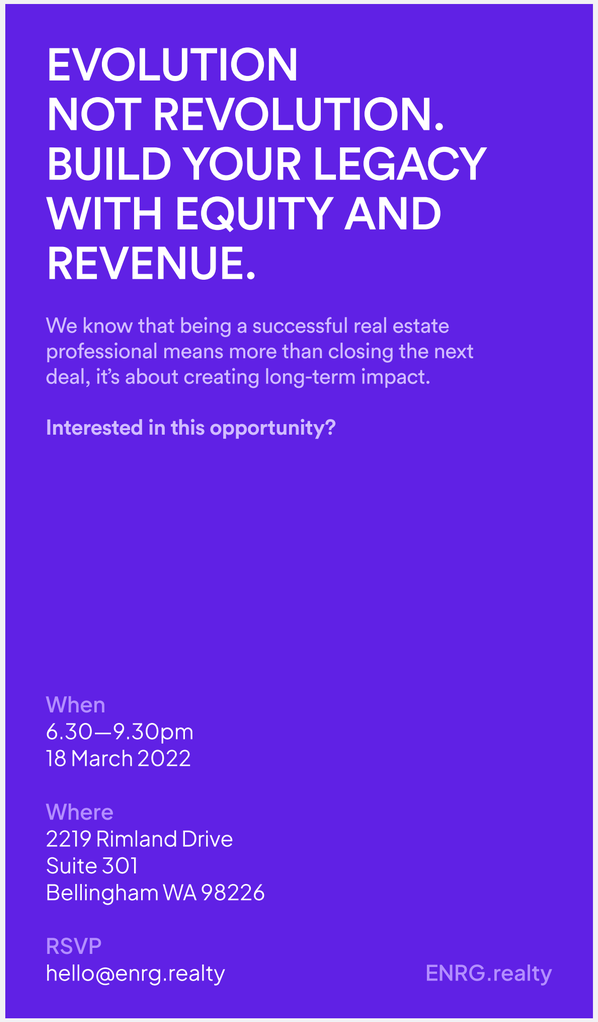
Color Usage Examples

Consistent and thoughtful application of our brand colors ensures clarity and cohesion across all designs. Below are examples of how our typography interacts with our core color backgrounds to maintain readability and visual impact:

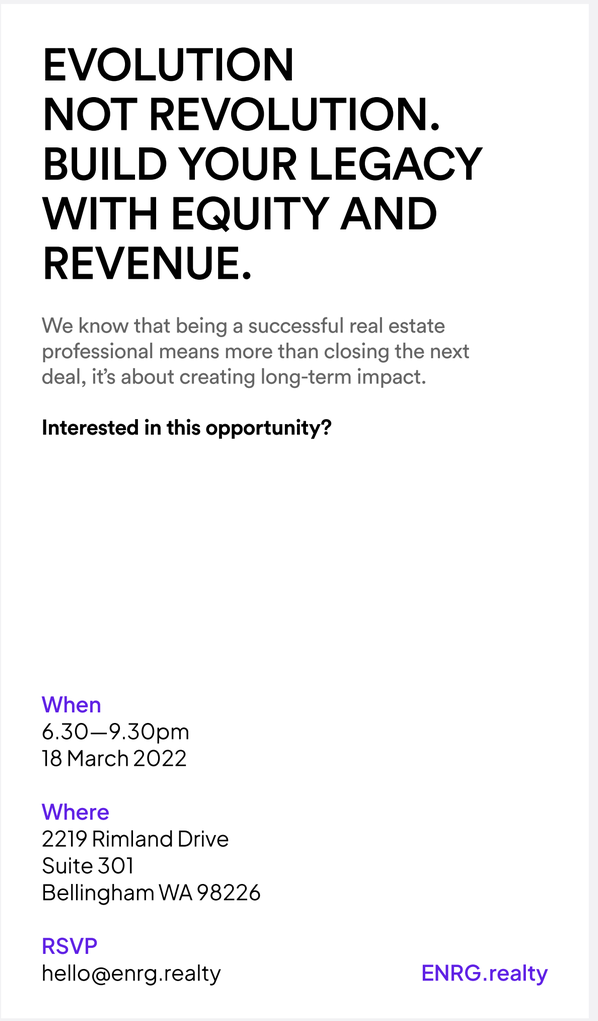
- **Black Background:** Use white, purple or light gray text to create strong contrast and ensure readability. This combination is bold and professional, ideal for headlines or key messages.
- **Purple Background:** Pair white text for high contrast and a clean, modern look. This combination is excellent for adding vibrancy to branded materials.
- **White Background:** Use black or purple text for a polished, timeless appearance.

These examples demonstrate how to balance contrast and readability while staying true to ENRG Realty's brand identity.

White and purple on black



White and light purple on purple



Black and purple on white

Accent Color: Orange

Orange serves as ENRG Realty's dedicated accent color, strategically used to draw attention to key elements and interactive touchpoints. Its energetic and bold nature makes it ideal for guiding users and creating moments of emphasis without overwhelming the core brand palette.

Usage Guidelines:

- **Call-to-Actions (CTAs):** Buttons and key actions should use orange to encourage engagement.
- **Text Links:** Hyperlinks and important inline text elements should use orange for visibility.
- **Iconography:** Select icons can be highlighted in orange to signify interaction or key features.
- **Interactive Elements:** Hover states, active selections, and other UI elements can incorporate orange for a dynamic, responsive feel.

Orange should be used sparingly and intentionally, ensuring it always stands out while maintaining a balanced and cohesive design. By using this accent color effectively, we create a brand experience that feels engaging, intuitive, and elevated.

EVOLUTION NOT REVOLUTION. BUILD YOUR LEGACY WITH EQUITY AND REVENUE.

We know that being a successful real estate professional means more than closing the next deal, it's about creating long-term impact.

Interested in this opportunity?

Primary Typeface 26
Typeface Weights 27
Type Hierarchy 28
Callouts & Testimonials 29

Typography

03

Primary Typeface

Our primary typeface is “Plus Jakarta Sans”. We use it everywhere possible. It is a simple, clean and legible typeface that complements our logo. As a sans-serif, it is bold and modern, classic and friendly. It makes an unmistakable statement, and works as functional typography across digital platforms and print materials.

You can download the typeface below:

https://fonts.google.com/specimen/Plus+Jakarta+Sans

https://www.fontshare.com/fonts/plus-jakarta-sans

Plus Jakarta Sans

ABCDEFGHIJKLMNOPQERSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&$€%@!?*

Styles & Weights

Light
Regular
Medium
SemiBold
Bold

Typeface Weights

Our brand uses a versatile range of weights from the **Plus Jakarta Sans** typeface: Light, Regular, Medium, SemiBold and Bold. This modern, clean, and highly legible sans-serif typeface ensures consistency across all ENRG Realty materials, from digital to print.

- **Light, Regular, and Medium** are ideal for body text, captions, and subheadings, providing excellent readability.
- **SemiBold and Bold** are reserved for headings, titles, and key statements, creating emphasis and impact.

This variety of weights allows flexibility while maintaining a cohesive and professional visual identity across all touchpoints.

Plus Jakarta Sans Light

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#$€@%!?*

Plus Jakarta Sans Regular

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#$€@%!?*

Plus Jakarta Sans Medium

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#$€@%!?*

Plus Jakarta Sans SemiBold

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#$€@%!?*

Plus Jakarta Sans Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#$€@%!?*

Type Hierarchy

Establishing a clear type hierarchy is essential for ensuring both legibility and visual appeal in all communications. To achieve this, it's important to differentiate text sizes based on the importance of the information. Using fewer, consistent sizes helps create a more distinct and cohesive impression.

Careful attention should be given to line height, tracking, and text arrangement as specified in these guidelines. Adhering to these standards ensures consistent, professional, and recognizable typography across all ENRG Realty materials.

Headline Large
Plus Jakarta Sans - SemiBold - All Caps
Line Height - 100%
Letter Spacing - 0

EQUITY AND REVENUE

Headline Small
Plus Jakarta Sans - SemiBold - All Caps
Line Height - 120%
Letter Spacing - 0

EVOLUTION NOT REVOLUTION. BUILD YOUR LEGACY WITH EQUITY AND REVENUE.

Subheadline
Plus Jakarta Sans - SemiBold - All Caps
Line Height - 140%
Letter Spacing - 0

WE KNOW THAT BEING A SUCCESSFUL REAL ESTATE PROFESSIONAL MEANS MORE THAN CLOSING THE NEXT DEAL — IT'S ABOUT CREATING LONG-TERM IMPACT.

Large Body Text
Plus Jakarta Sans - Medium - Sentence Case
Line Height - 140%
Letter Spacing - (-1%)

We know that being a successful real estate agent means more than closing the next deal—it's about creating long-term impact. We offer the tools, support, and community you need to take your career to the next level.

Regular Body Text
Plus Jakarta Sans - Regular - Sentence Case
Line Height - 140%
Letter Spacing - (-1%)

We know that being a successful real estate agent means more than closing the next deal—it's about creating long-term impact. We offer the tools, support, and community you need to take your career to the next level.

Callouts & Testimonials

Callouts and testimonials are designed to capture attention and emphasize key messages. By utilizing black bars behind our typeface, we create a bold and distinguished presentation that highlights important insights and client feedback.

This treatment ensures that callouts and testimonials stand out, adding visual weight and a sense of significance. Whether used in print or digital formats, the contrasting background draws the reader's eye, making these elements memorable and impactful.

Consistent use of this style reinforces ENRG Realty's commitment to delivering powerful, trustworthy messages that resonate with our audience.

"TALK ABOUT A TEAM THAT WILL GIVE 110% EFFORT AND SPEND INCREDIBLE ATTENTION TO DETAIL. KIND, PROFESSIONAL, HONEST...THERE IS NO ONE BETTER! THANK YOU FOR HELPING US FIND OUR NEW HOME, TWICE NOW!"

– JAMES DEAN
Miami, FL

Iconography 31

Iconography

04

Iconography

Our brand's iconography plays a vital role in creating a seamless and intuitive visual experience. We use iMaterial Icons Light, a sleek, minimal, and elegant icon library that aligns perfectly with ENRG Realty's modern and elevated aesthetic.

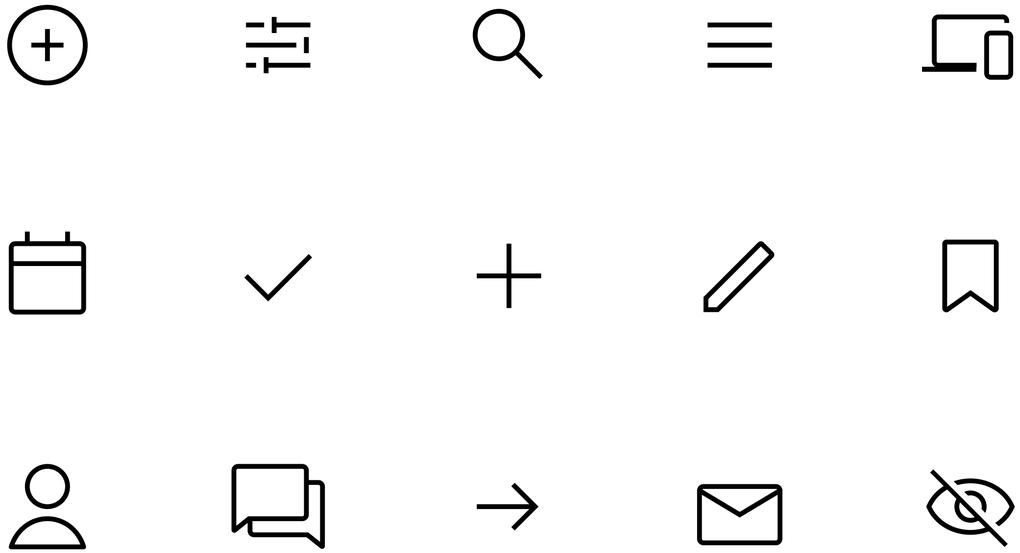
These icons enhance clarity and functionality across digital and print applications, providing visual cues that support navigation, communication, and engagement. Their clean lines and refined design ensure they integrate effortlessly into our brand system without overpowering other elements.

Usage Guidelines:

- Icons should always maintain a light, modern appearance and never feel heavy or cluttered.
- Use icons to enhance understanding, not as decorative elements.
- Maintain consistent sizing and spacing for a balanced, polished look.

By applying iconography thoughtfully, we reinforce ENRG Realty's commitment to clarity, professionalism, and a premium user experience.

Icon set can be downloaded here: https://ui8.net/mosquitoes/products/imaterial-pro-icons

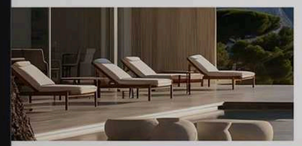


Posters 33
Website Variation 1 34
Website Variation 2 35
Website Variation 3 36
Mobile Screens 1 37
Mobile Screens 2 38
Social - Instagram 39
Business Card Variation 1 40
Business Card Variation 2 41

Applications

05

EQUITY.
REVENUE.
IMPACT.



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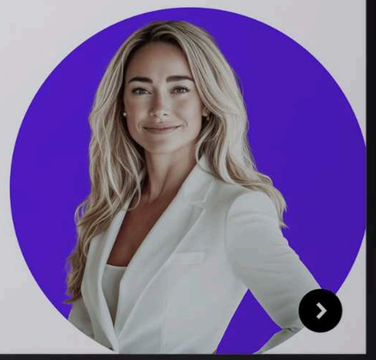
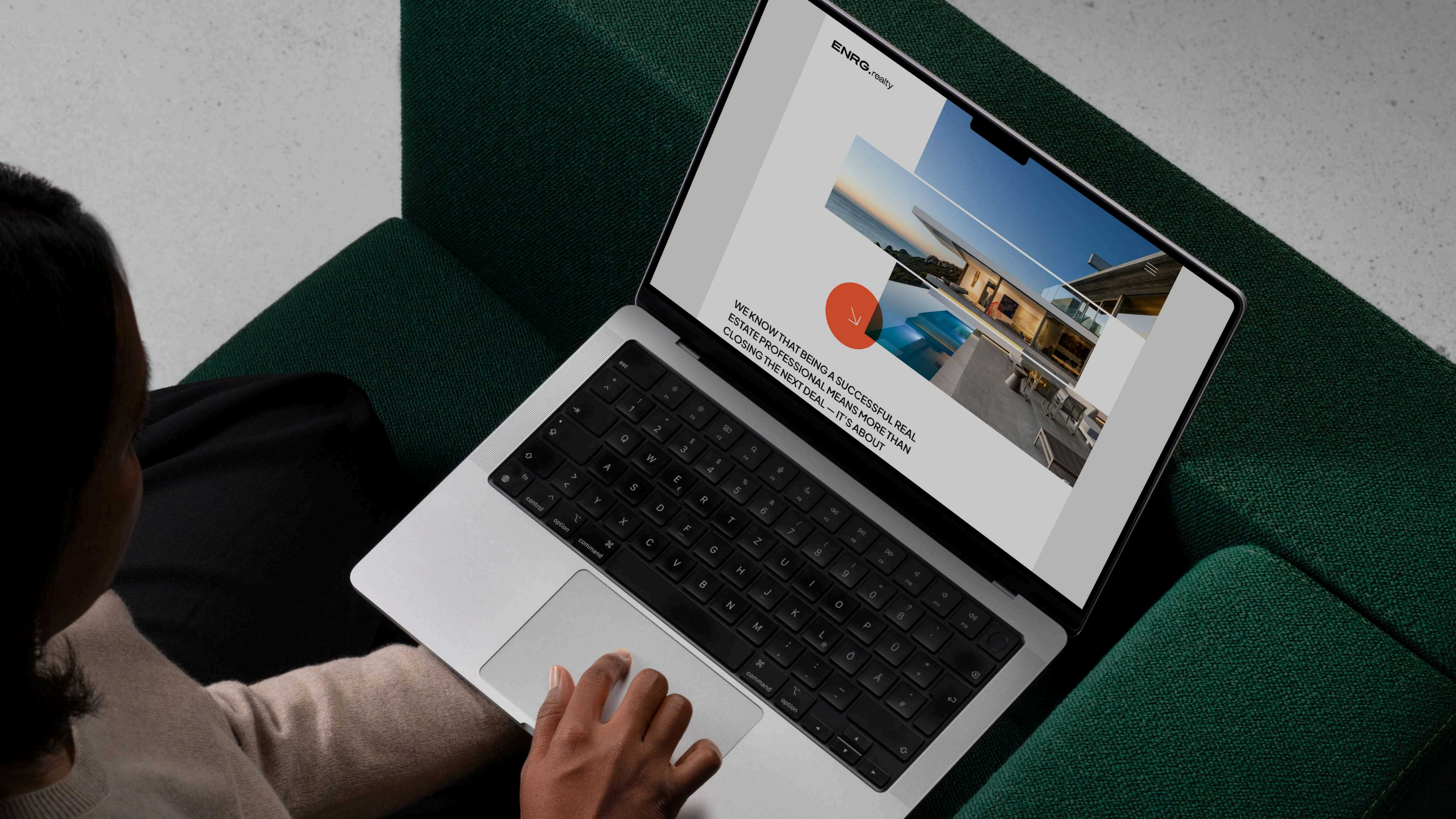
Viviana
Casanova

Global Real Estate Advisor



v.casanova@enrg.realty


ENRG.realty
WE KNOW THAT BEING A SUCCESSFUL REAL ESTATE PROFESSIONAL MEANS MORE THAN CLOSING THE NEXT DEAL — IT'S ABOUT

EVOLUTION
NOT REVOLUTION.
BUILD YOUR LEGACY WITH EQUITY AND REVENUE.

We know that being a successful real estate professional means more than closing the next deal, it's about creating long-term impact.

Interested in this opportunity?

ENRG.realty

EVOLUTION NOT REVOLUTION. BUILD YOUR LEGACY WITH EQUITY AND REVENUE.

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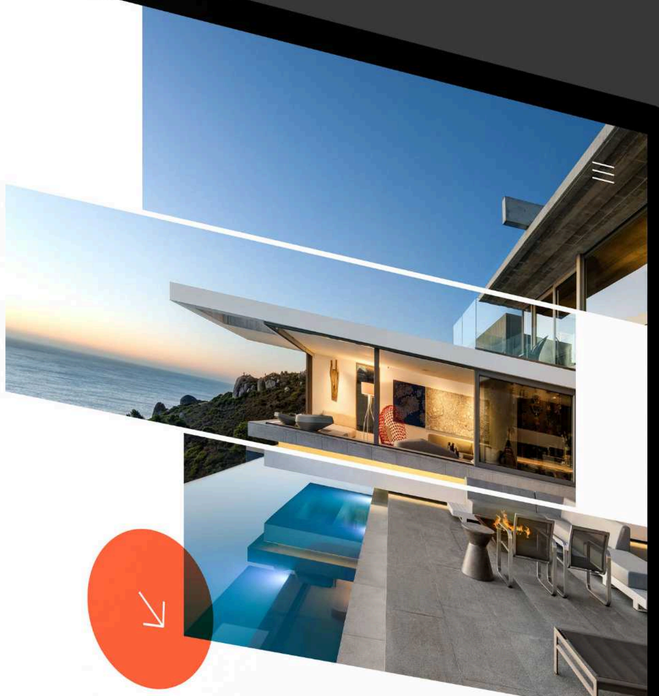

ENRG.realty

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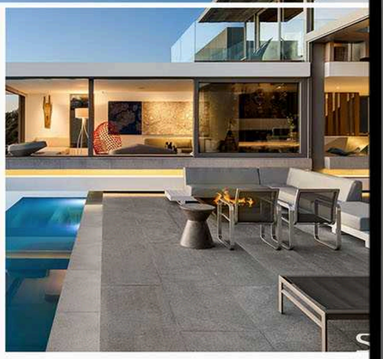
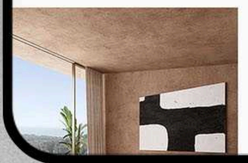
16 PALM AVE
PALM ISLAND,
MIAMI BEACH
FL 33139

ENRG.realty



EVOLUTION
NOT REVOLUTION.

It's about creating long-term impact. We offer the tools, support, and community you need to take your career to the next level.



ENRG.realty

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NEW PROJECT

16 PALM AVE
PALM ISLAND,
MIAMI BEACH
FL 33139

ENRG.realty

(01) EVOLUTION
NOT REVOLUTION.
BUILD YOUR LEGACY
WITH EQUITY AND
REVENUE SHARING IN
A GROUND-FLOOR
OPPORTUNITY.

10:47 5G

ENRG.realty

494 Post

96.5K Followers

1 Following

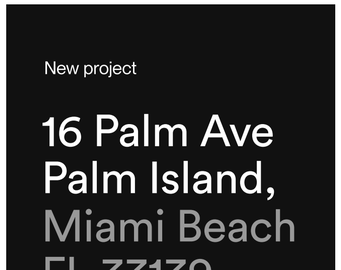
ENRG Realty

We empower agents to succeed while building stronger, more connected communities.

www.linktr.ee/enrg.realty+1

Followed by **rick_aqua**, **howtomen** and **16 others**

Follow | Message | Call | +



ENRG.
realty

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Thank you.