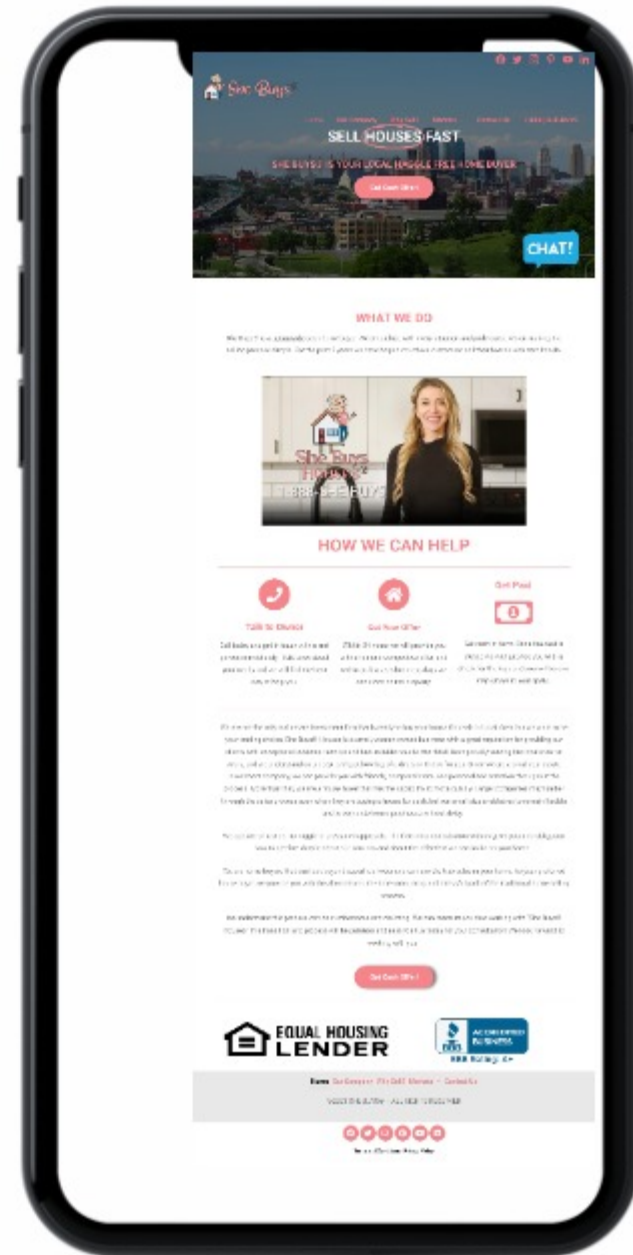


01. She Buys Brand Voice

Our brand foundation is inextricably linked to the emotional and functional aspect of selling a home. We pride ourselves on empathizing with every individual in their unique situation. We are not a “high-pressure” home buyer. Our goal is to make the process comfortable, simple, and easy from start to finish.

How we are built

Our brand is friendly and approachable. We pride ourselves on putting our best foot forward. We are customer-centric, we make the selling process simple for our clients.



02. Mission

Our Mission

To provide the most professional, compassionate, and trustworthy service in selling houses.
Our goal is to make the process comfortable, simple, and easy from start to finish, and
She Buys Houses pledges their clients will be their top priority.

03. Logo

Our logo is a valuable element of our visual identity. The following examples are intended to demonstrate how to use the logo across a variety of situations to ensure it is always presented in the best light.

Our logo is bold and approachable, symbolic of our attitude that is inspired by our brand strategy. The logo represents our perspective on how we protect and care for our clients during the selling process.



04. Clear Space

A minimum area of clear space must always surround our logo.



05. Do Not

The success of the brand depends on our logo maintaining a consistent appearance in all communications.

In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.



Do not change the color of the logo or elements of the logo.



Do not put the logo in a container or shape.



Do not change or alter the logotype.



Do not add effects to the logo.



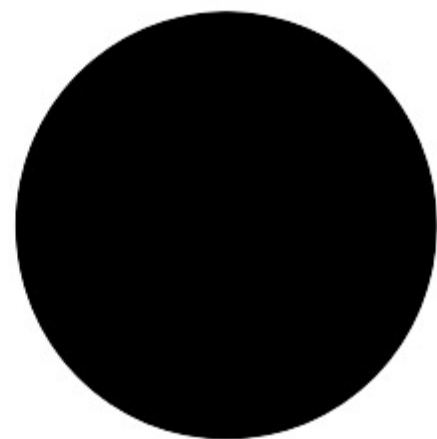
Do not rotate the logo.



Do not skew or alter proportions of the logo.

06. Colors

Our brand colors have been carefully selected to balance our joyful personality with our technical aesthetic. The color breakdowns defined here are meant to capture the purest emotional intent of our palette, allowing a consistent relationship across digital and printed applications.

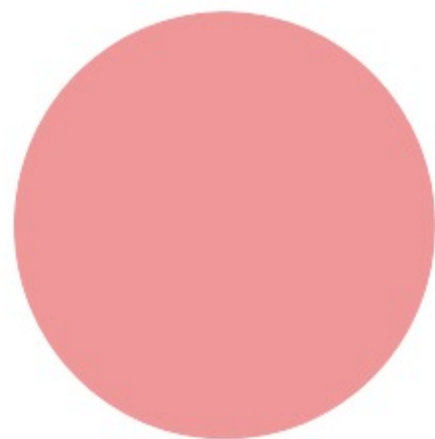


Real Black

RGB: 5/0/56

HEX: #050038

CMYK: 96/93/40/61



Pink

RGB: 240, 152, 153

HEX: #F09899

CMYK: 0%, 35%, 34%, 6%



07. Colors

Our brand colors have been carefully selected to balance our joyful personality with our technical aesthetic. The color breakdowns defined here are meant to capture the purest emotional intent of our palette, allowing a consistent relationship across digital and printed applications



08. Type

Faves Font

The type was carefully selected typefaces for maximum legibility both in app as well in print.

These fonts are exclusive to the logo. They are not to be used in any marketing or advertising materials.

Do not use a similar font in traditional or digital marketing

Faves is a lovely paint brushed handwritten font.

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z

a b c d e f g h i j k

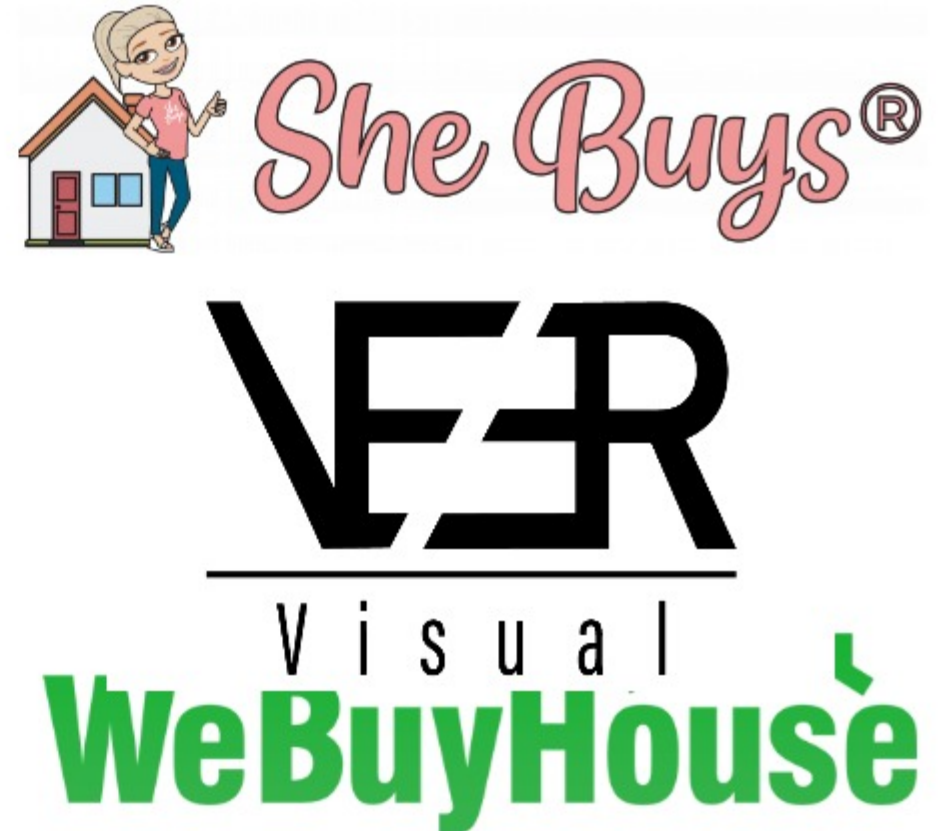
l m n o p q r s t u v

w x y z

09. Digital

The brand should stand out from others in same category. Do Not place logo next to competitors logo in any publication.

At times, directories will not provide an option, but other marketing materials will and can provide alternatives.



10. Photos

Crisp, bright lighting. Avoid capturing moments that feel staged or disingenuous. Lifestyle photography should feel natural to the environment they are captured in. Avoid busy backgrounds. The subject in the photograph should seem approachable and friendly.

