



  
**Houston**  
PROPERTIES.COM

Style Guide

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Identity & Style  
Houston Properties

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## Summary: Web



- 1) Make sure Title is Calibri Regular; size is 45pt; and color is #313a3c. Characters (including spaces) should be no less than 40, no more than 80.
- 2) Make sure Subtitle is Calibri Regular; size is 36pt; and color is #313a3c. Characters (including spaces) should be no less than 80, no more than 120.
- 3) Make sure Body Text is Calibri Light; size is 13pt; and color is #313a3c.
- 4) Do not use more than 6 fonts on any page.
- 5) Above-the-fold requires a main image that is warm, about Houston, related to the article, and consistent with our luxury theme.
- 6) Ensure that all pages have a unique selling proposition (USP). Samples include call-out boxes, award photos, list of achievements. This is the section reinforcing our differentiation.
- 7) Make sure all pages have a lead capture form / box with call to action.
- 8) All pages should have consistent branding. This is reinforced by using the designated color palettes, logos, iconography and imagery.



## **Summary: Print – All Printed Pages Must Have:**

1. The HoustonProperties wrapper with:
  - a. Preset Header and Footer on each page.
  - b. Our contact information on each page.
2. Body Text is Calibri Light; size is 13pt; and color is #313a3c.
3. Summary headline message that is easy to read and is the central theme of the page.
4. Consistent branding (color palette, iconography, use of logo, and imagery)
5. Double check spacing and margin.
6. Print-format should be set to US Letter Size.

## Client Profile: Luxury Residential Real Estate To Discriminating Clients In Houston, Texas (USA)

- We are a small team of Realtors who sell residential real estate in Houston Texas (<https://www.houstonproperties.com/houston-top-realtor>) .
- We've sold over \$350 Million in Houston real estate over the past decade. View representative sample homes at [http://www.har.com/PaigeMartin/ratings\\_510592](http://www.har.com/PaigeMartin/ratings_510592)
- We don't cover the entire city. View the specific neighborhoods and areas we work at <https://www.houstonproperties.com/houston-neighborhoods>
- Our lead Realtor (Paige Martin) has an average transaction of:
  - Property type: Single family, townhome or high rise condo
  - Not investors, not investment properties or multi family homes
  - Median price \$825,000
  - Within Houston, Texas (not the suburbs)
- The nine other members of our real estate team has an average transaction that looks likes:
  - Single family, townhomes or high rise condo (rarely do they work with investors or sell multi-family homes. No commercial transactions – all residential real estate).
  - Median price: \$325,000 (no transactions at all less than \$150,000).
  - Within 50 miles from Houston Texas (Houston + suburbs)

## Client Profile: Paige's Clients

The average client Paige (<https://www.houstonproperties.com/houston-top-realtor>) works with has the following profile:

- Lives and works in Houston, Texas (not the suburbs)
- 45-60 years old
  - This is why no printed font (excluding disclosures) will be under 13 points, so our clients can read it without glasses.
- 95%+ have a bachelor's degree, 30%+ have a master's degree
- Average home price: \$825,000
- Average income: \$350,000- \$400,000 (many above \$1M per annum recently)
- Representative client titles
  - Chairman & CEO, Baker Hughes GE (NYSE: BHGE)
  - CFO, ConocoPhillip (NYSE: COP)
  - SVP, Refining Strategy, ExxonMobil (NYSE: XOM)
  - President, Freeport LNG
  - CEO, Coblat Energy (NYSE: CIE)
  - Owner & Founder, Upstream Brokers
  - Owner & Founder, Cor Pro, Inc
  - Managing Director, UBS
  - Radiologist
  - Cardiovascular Surgeon
  - Senior Director, Offshore, Chevron

## Client Profile: HP Team

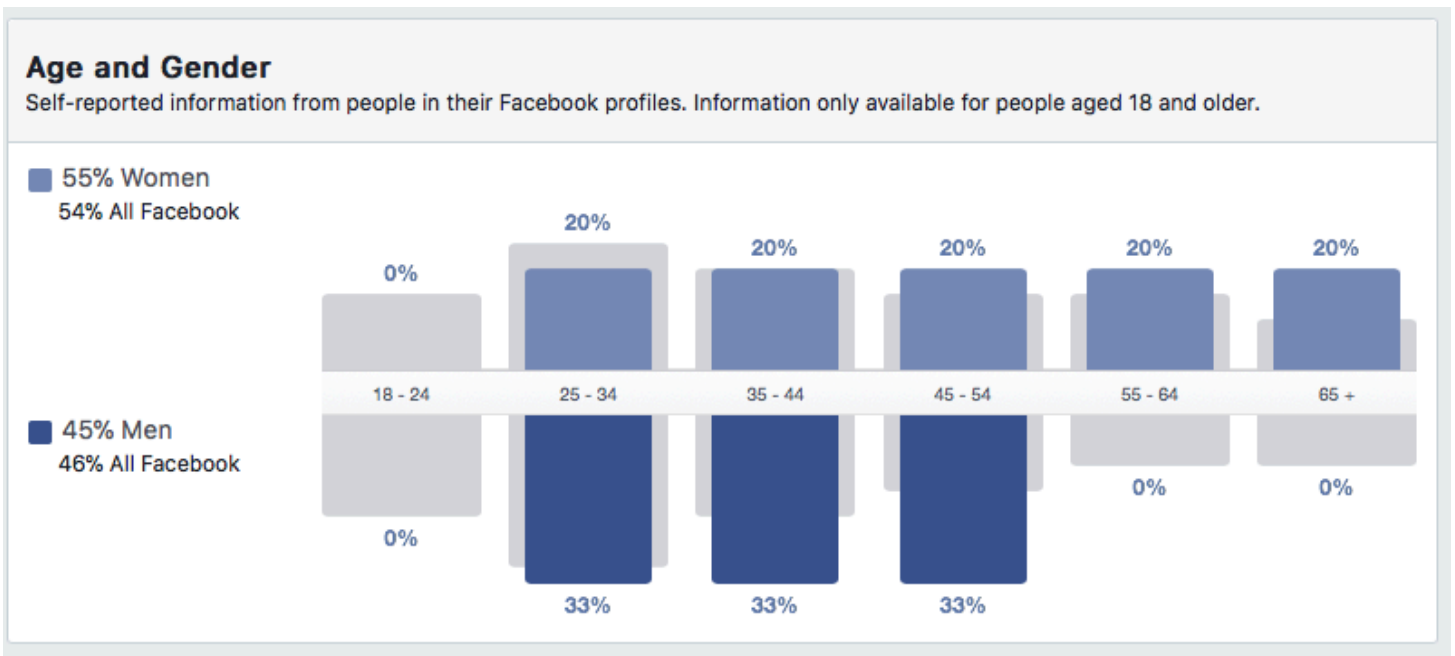
We provide leads to the other members of the HP team

(<https://www.houstonproperties.com/houston-top-realtor>)- their average client profile is:

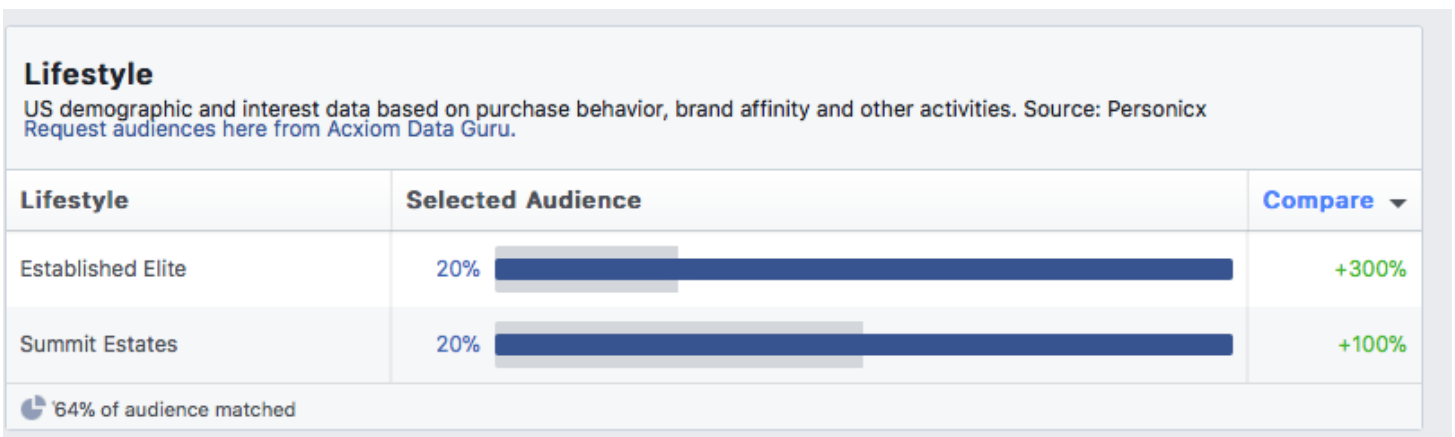
- Lives and works within Houston or a 25 mile radius
- 30-60 years old
- 70% have a bachelor's degree, 20%+ have a master's degree
- Average home price: \$325,000
- Average income: \$80,000- \$150,000
- Representative client titles:
  - Sales Director @ Medical device company
  - Principal / associate @ law firm
  - Production or Drilling manager @ energy company
  - Young doctor
  - Development director

## Client Profile: Facebook Insights – Demographics

Our clients tend to be older than average.

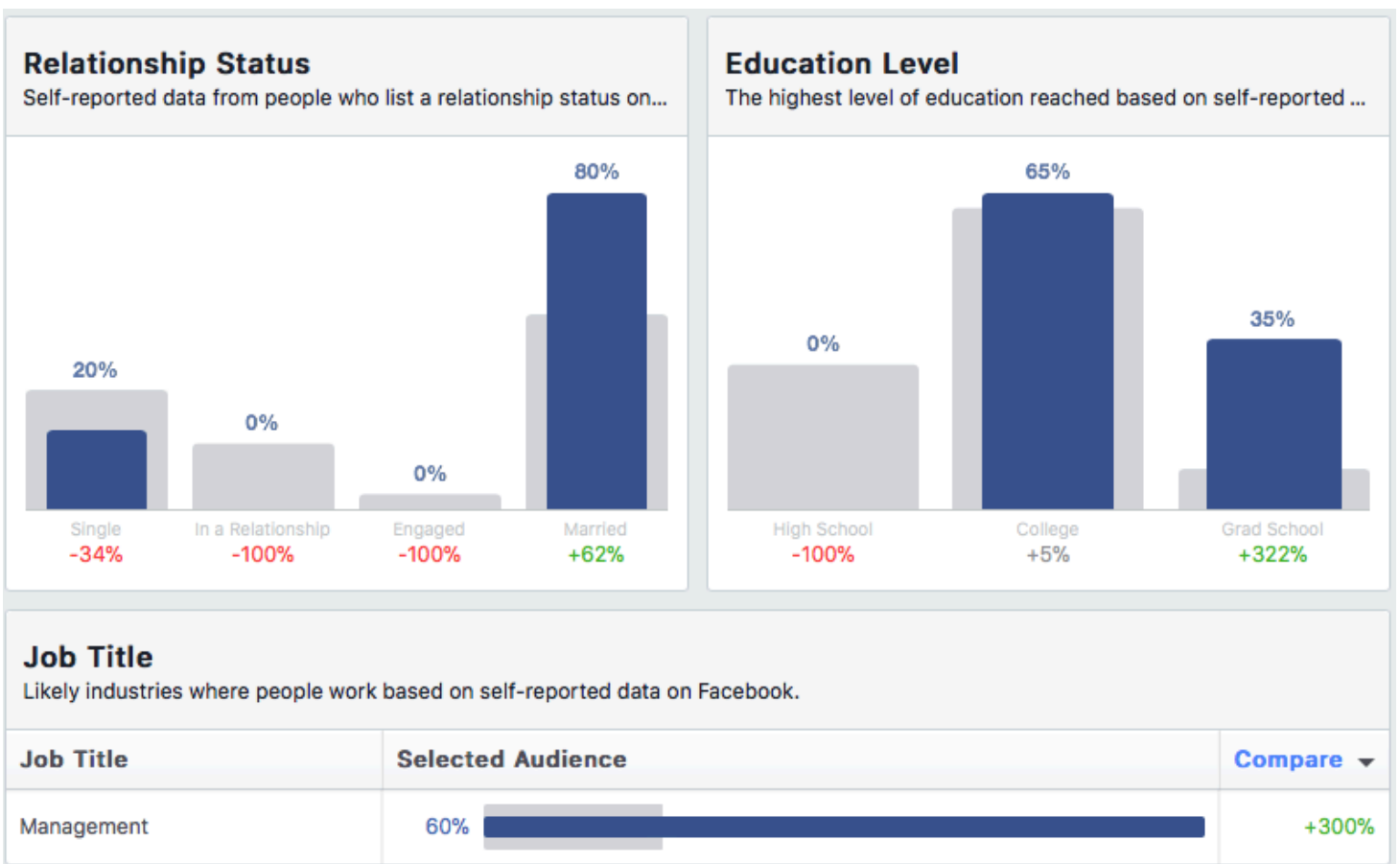


Our clients are wealthier than average.

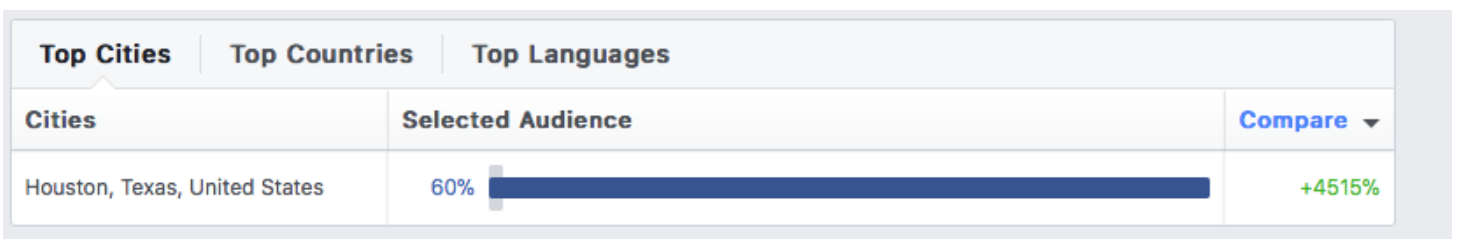


## Client Profile: Facebook Insights Continued

Our clients are mostly married, highly educated and in management professions.



Most of them also live in Houston.

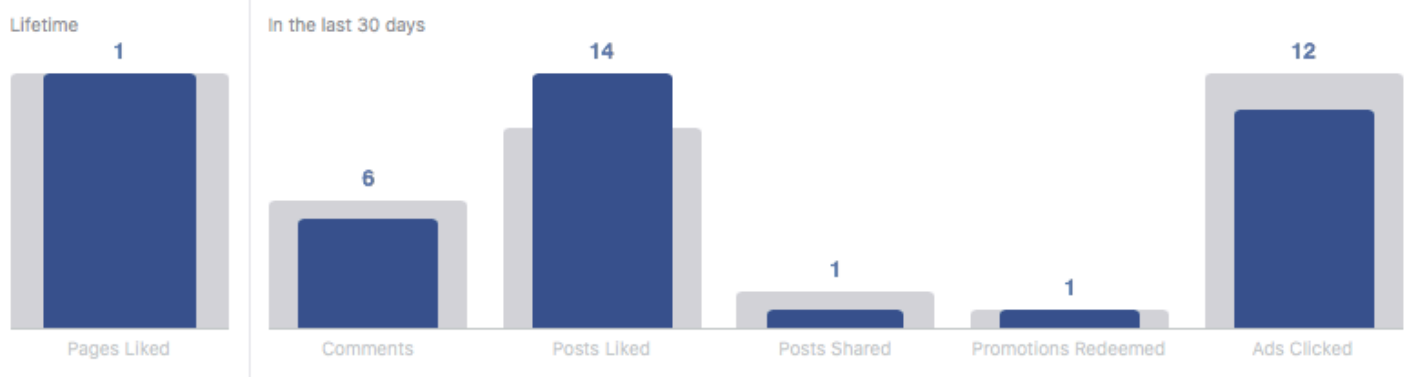


## Client Profile: Facebook Insights Continued

Most all of our clients read on their phone. In addition, most of them use an iPhone.

### Frequency of Activities

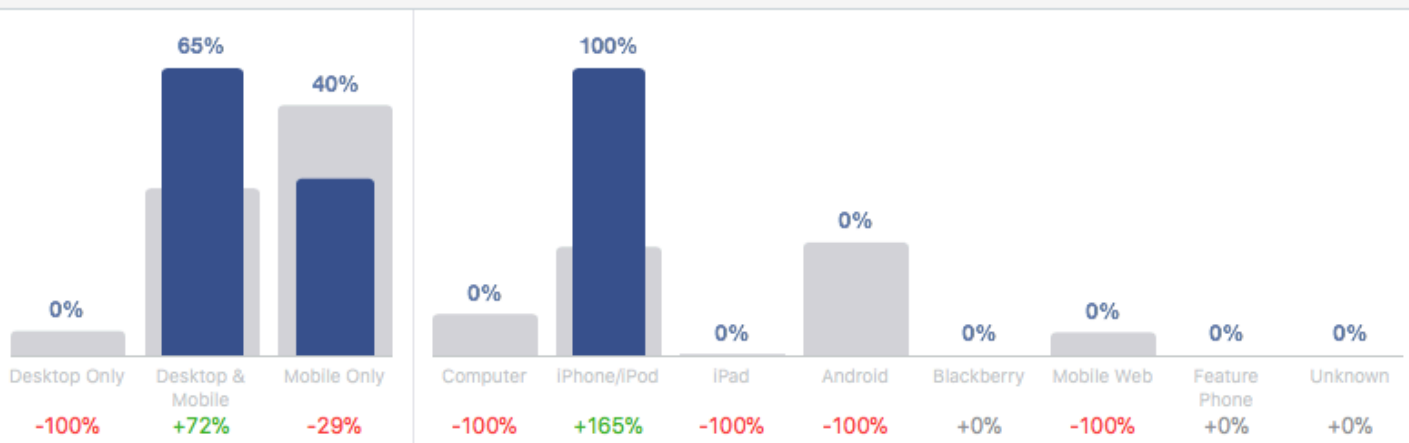
The number of times the selected audience performed these actions on Facebook. Based on Facebook user activity and environmenta...



### Device Users

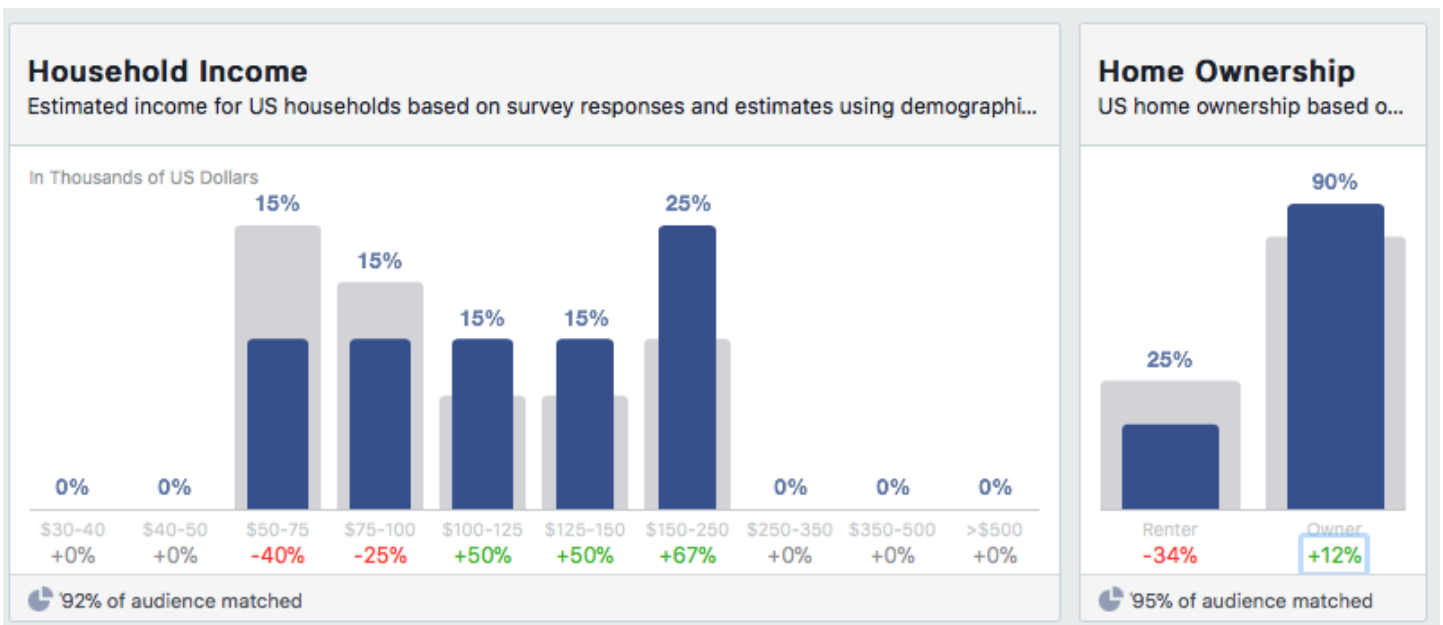
All Devices Used ▾

How the selected audience accessed Facebook in the last 30 days, based on user activity and environmental data.



## Client Profile: Facebook Insights Continued

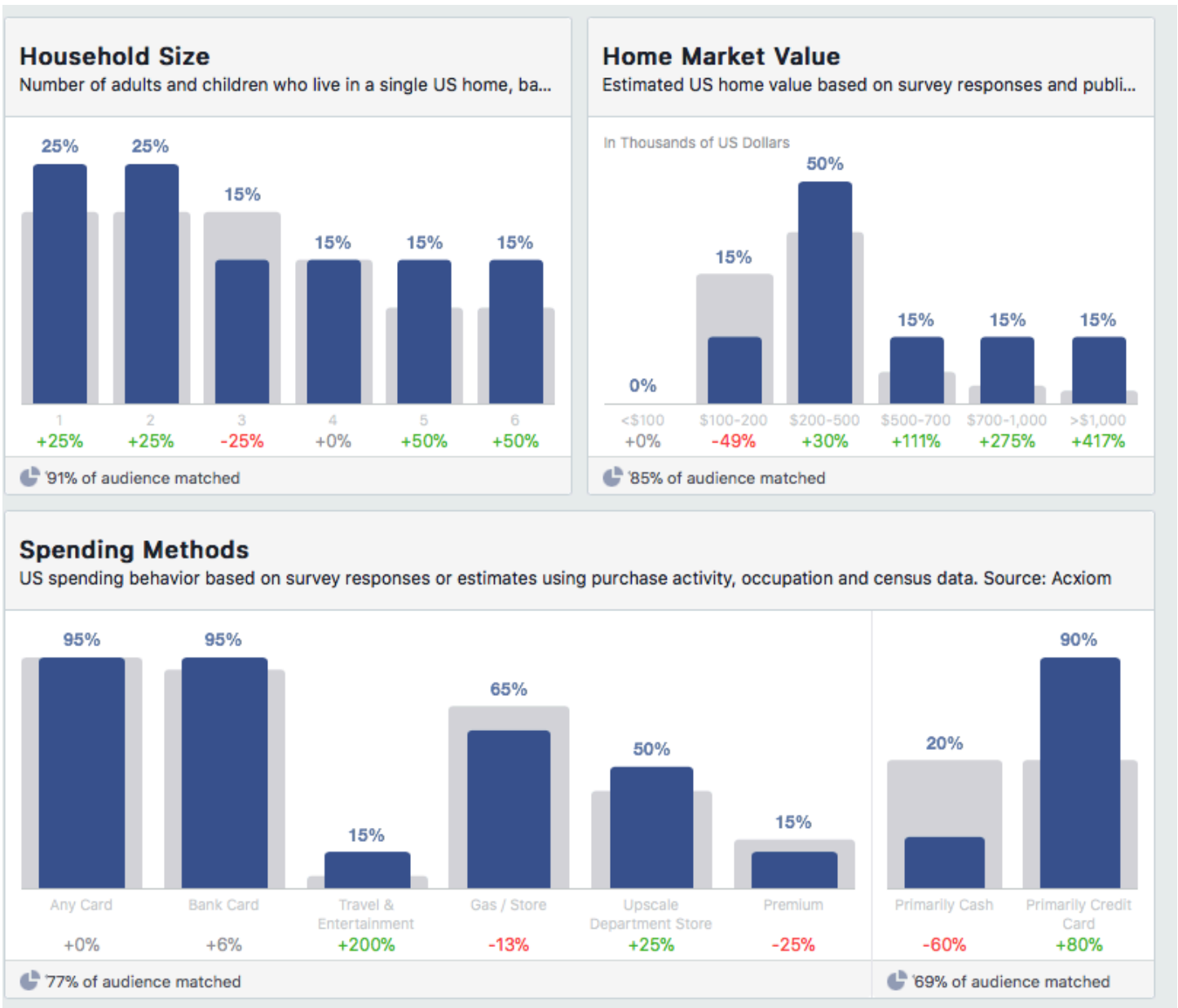
Our clients have household incomes that are above average (and not surprisingly own a home).



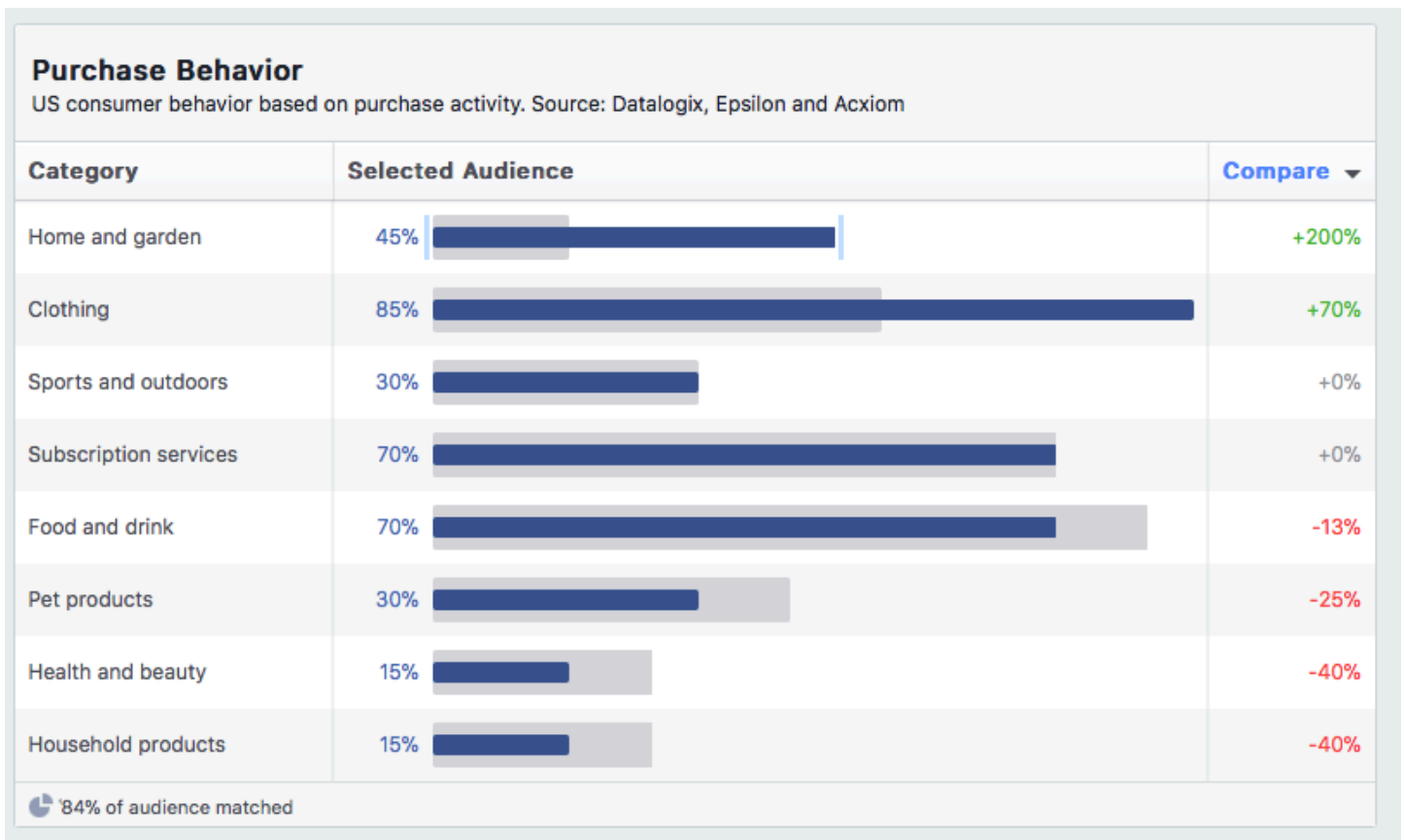


## Client Profile: Facebook Insights Continued

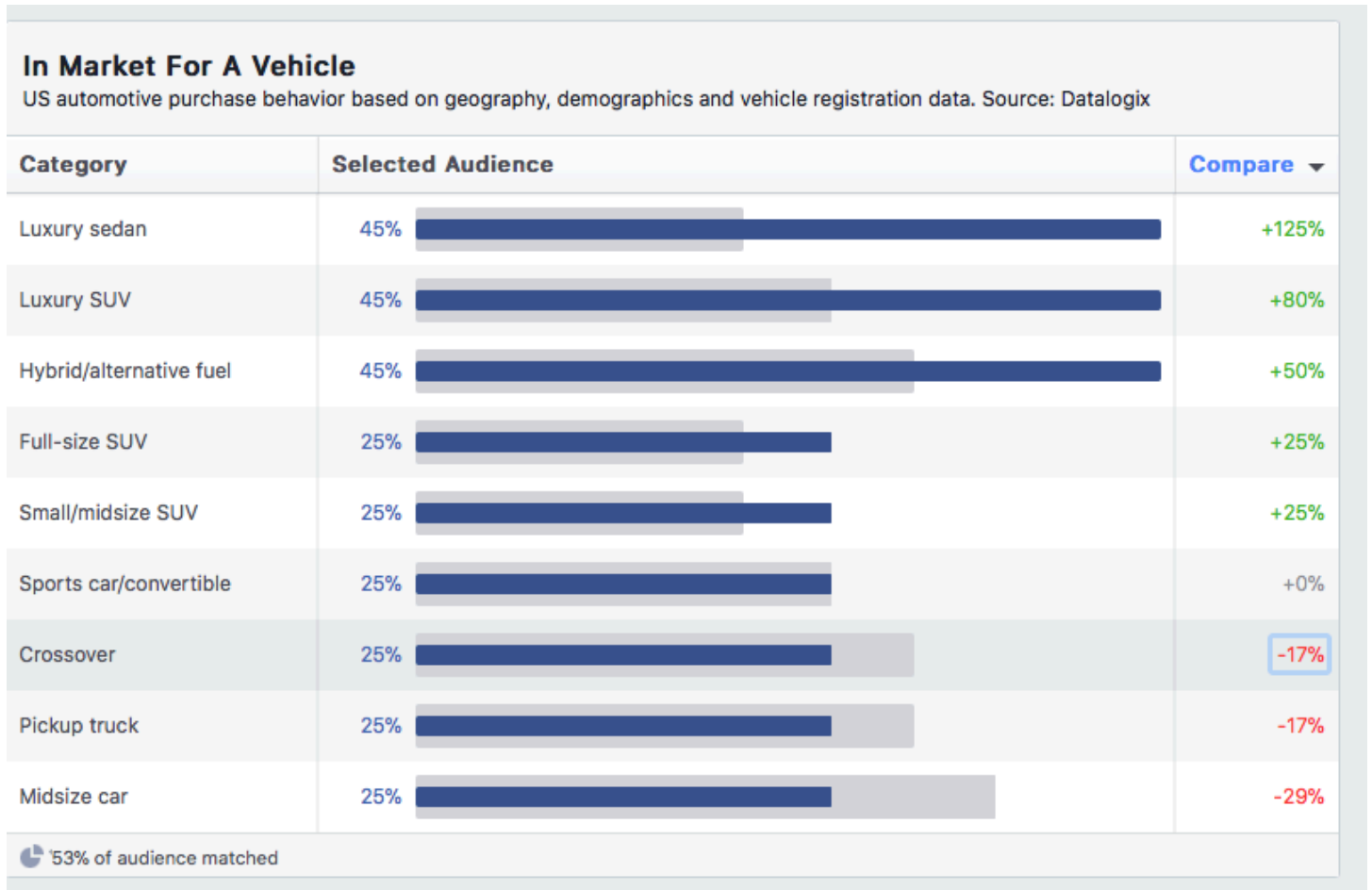
Typically, their homes are above average in value and they have good credit.



## Client Profile: Facebook Insights Continued



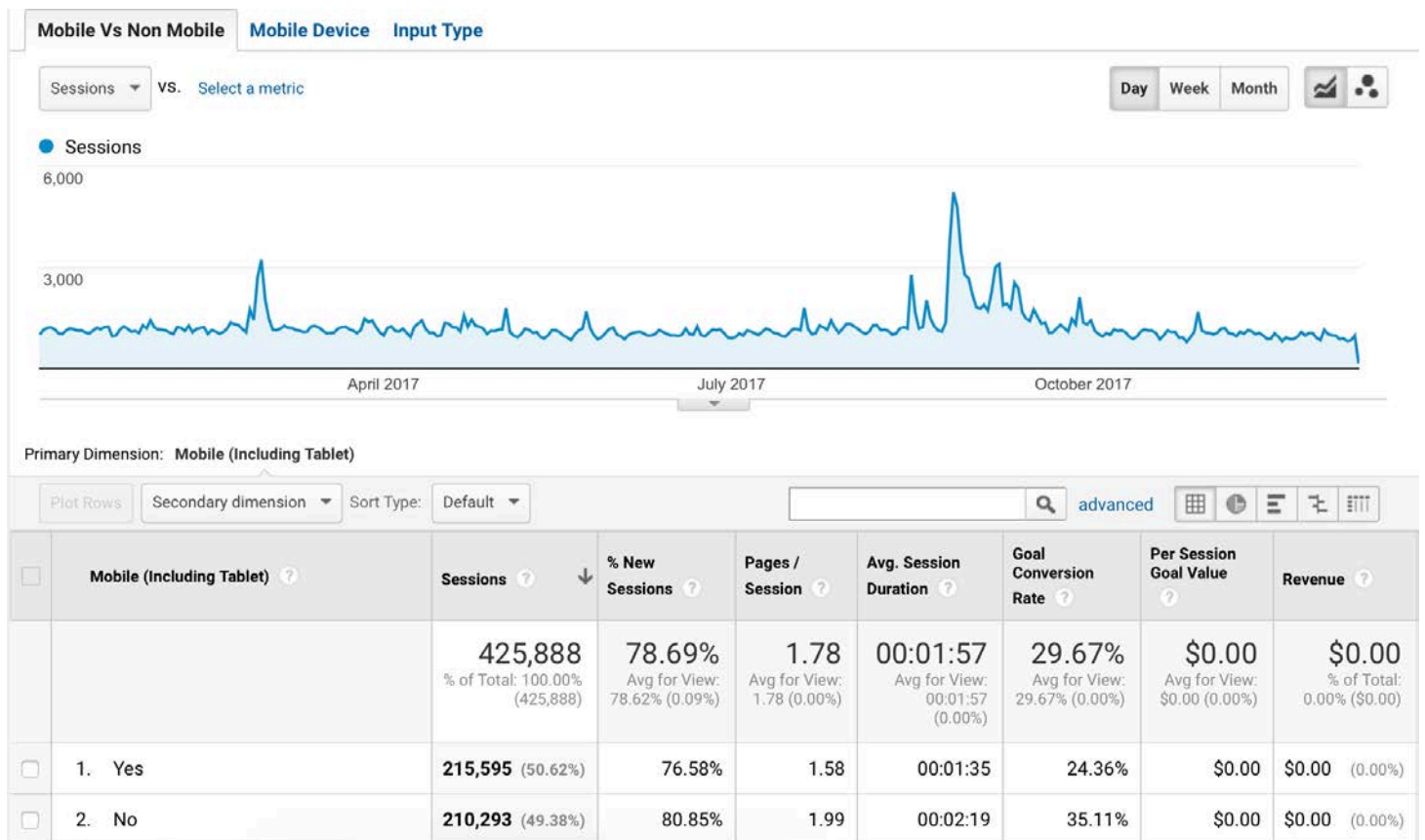
## Client Profile: Facebook Insights Continued



## Google Analytics From HoustonProperties.com

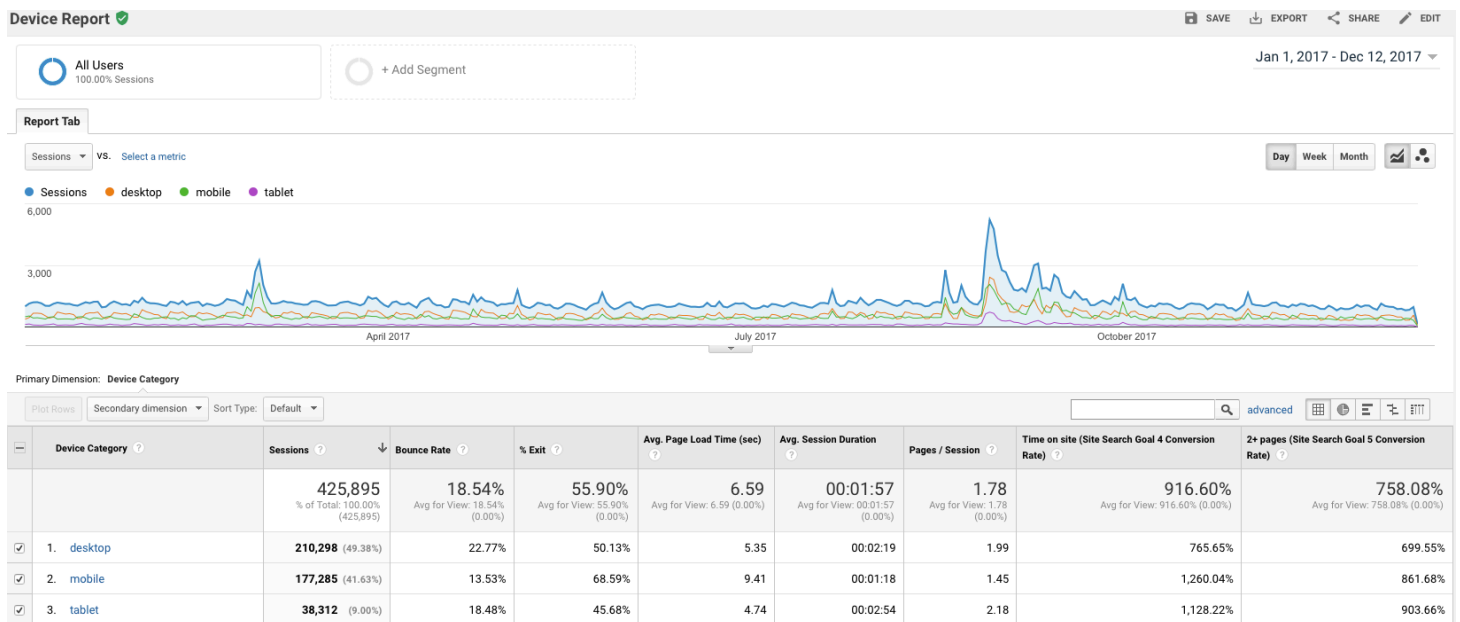
Majority of our users access the website using mobile devices.

- 51% of users are on Mobile
- 49% of users are on Desktop



## Google Analytics From HoustonProperties.com

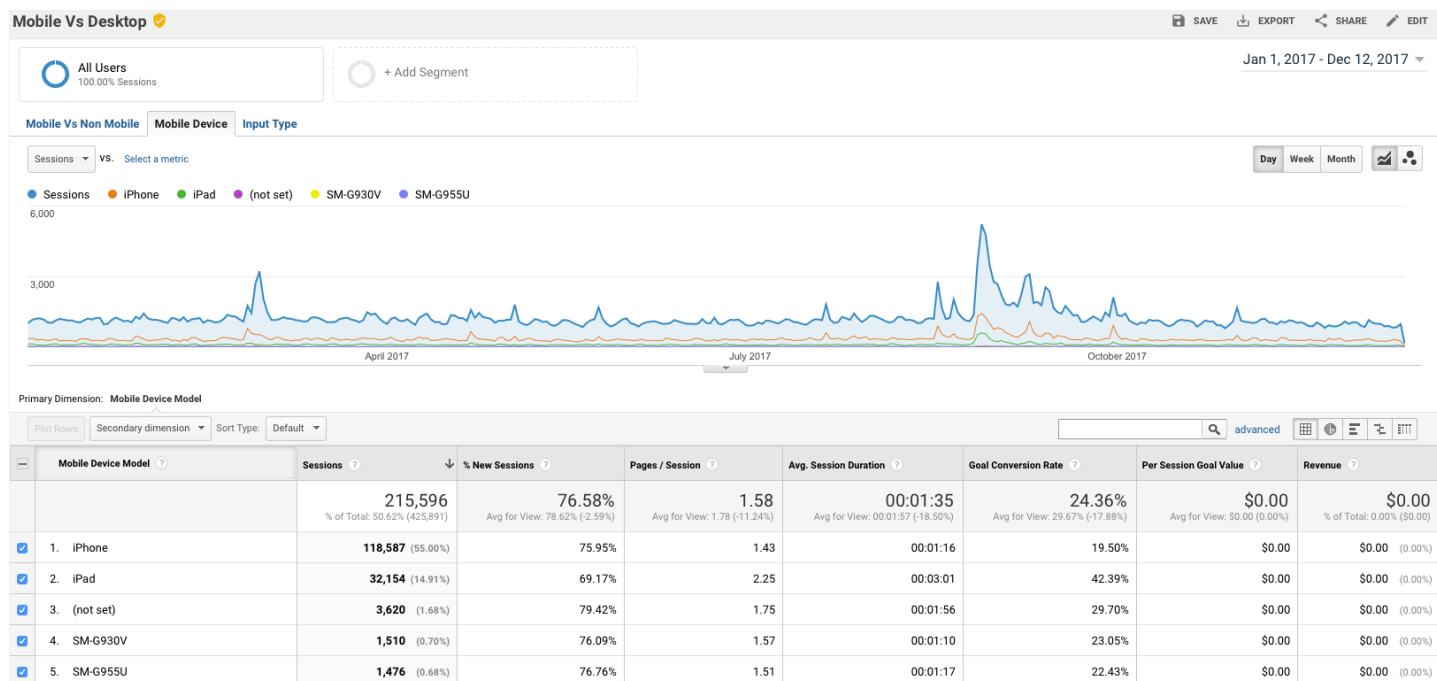
Of the 52% that use mobile devices, 42% use phones while 9% use tablets.



## Google Analytics From HoustonProperties.com

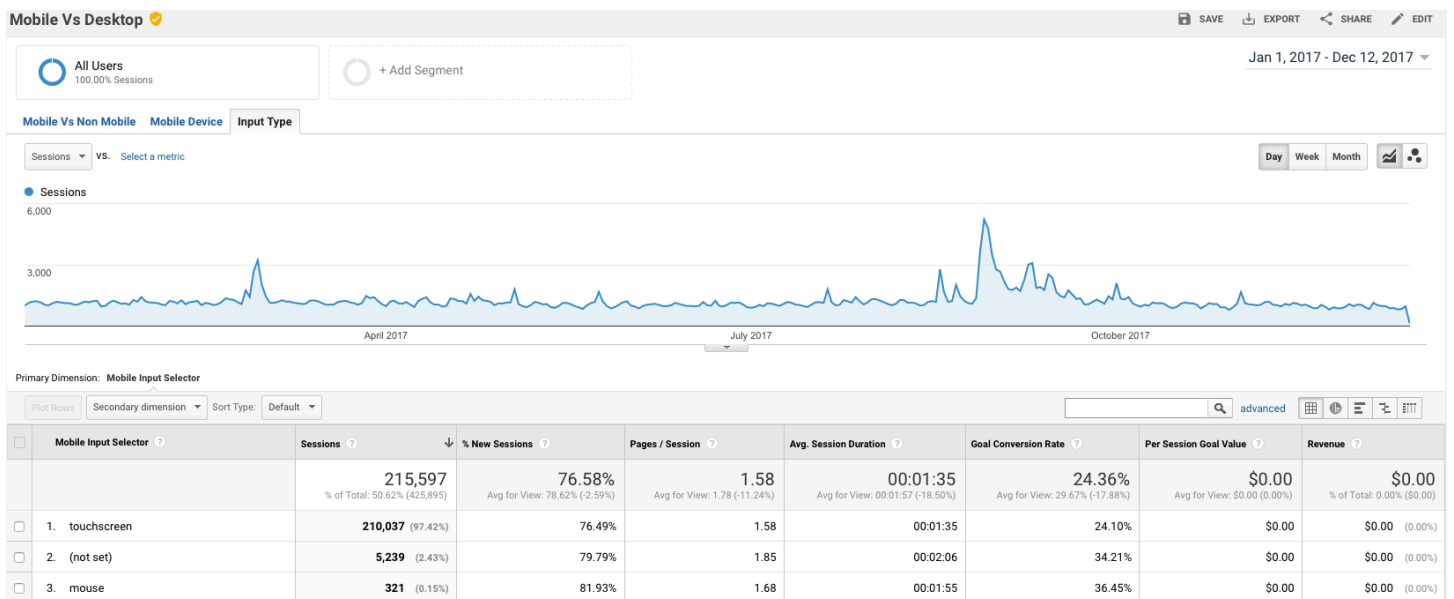
iPhone is the most commonly used device by users when visiting our website.

- 55% of our visitors use an iPhone
- 15% of our visitors use an iPad
- 1.6% are on unknown devices
- 0.7% are on Samsung



## Google Analytics From HoustonProperties.com

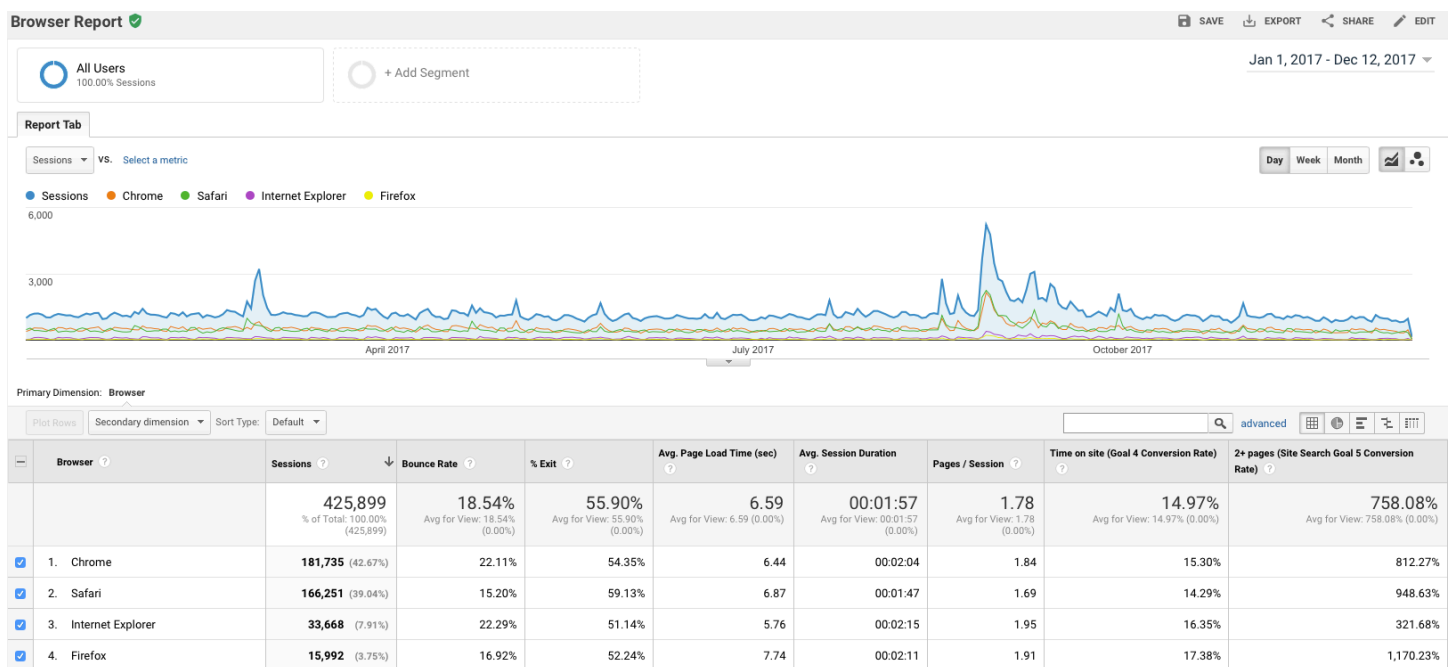
97% of users navigate the website using touchscreens.



## Google Analytics From HoustonProperties.com

Chrome is the most commonly used browser by our visitors. ALL DEVICES:

- Chrome: 43%
- Safari: 39%
- Internet Explorer: 8%
- Firefox: 4%

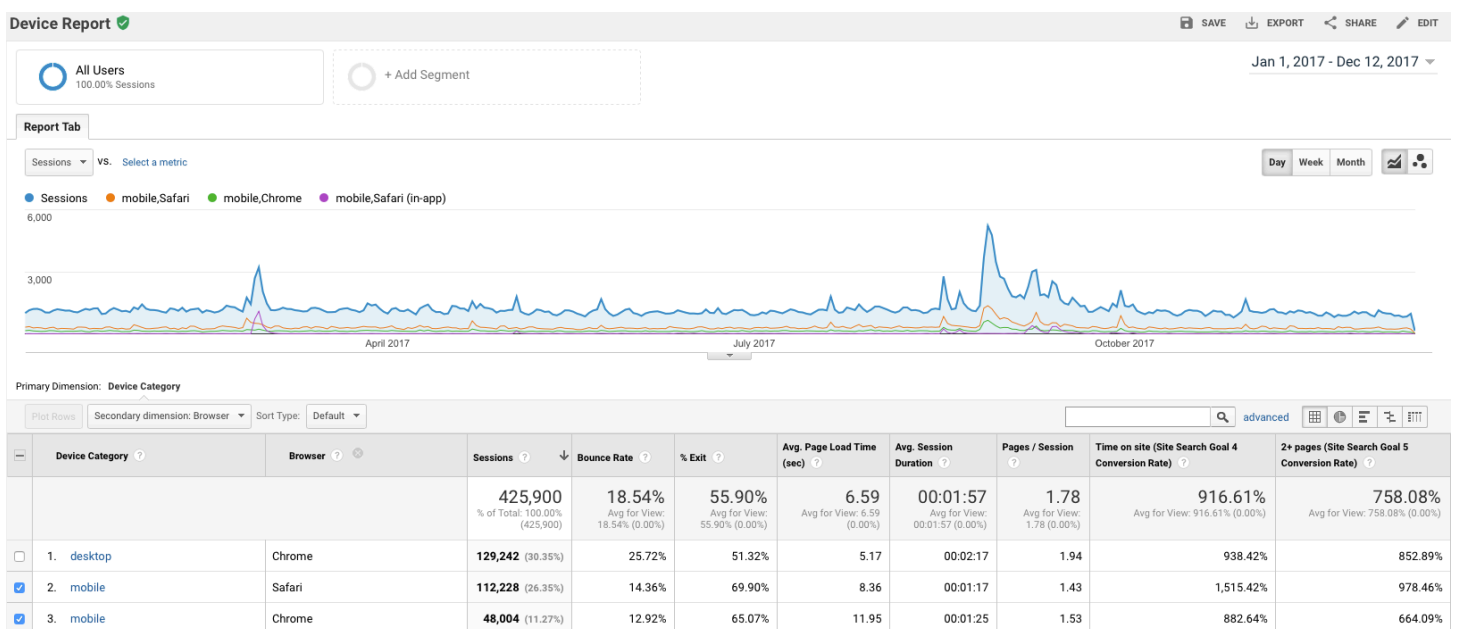




## Google Analytics From HoustonProperties.com

On mobile, the most commonly used browser by our visitors is Safari:

- Safari: 56%
- Chrome: 21%



## **Voice: We're Your Trusted Advisor. We'll Tell You The "Bad" And "Ugly" . . . We're Not Just Trying To Sell A House.**

The HoustonProperties.com voice is human. It's familiar, professional, precise, and candid.

Our priority is explaining our both what is good and bad about Houston neighborhoods, areas, buildings and specific properties. Our goal is to be our clients' trusted advisor and help them from making bad real estate decisions.

We are candid. Not every property is a good one.

We want to educate people without patronizing or confusing them.

HoustonProperties.com voice is:

- Candid but not caustic
- Educated but not professor-ial or laborious
- Confident but not cocky
- Helpful but not overbearing
- Expert but not bossy
- Data driven but not boring
- Professional but not snobbish

## Tone

We want our writings to be educational and interesting to read, but it's always more important to be clear than entertaining.

When you're writing, consider the reader's state of mind.

Most of our clients are intelligent and interested in getting information on:

- What areas are good and bad for them to live within?
- How do they avoid bad buys / find good options?

Since there are over 30,000 Realtors in Houston alone, it's important that all of our material, pages and information remind the user of why they should be working with us.

## Style Tips

- Use active voice. Avoid passive voice.
- Avoid slang and jargon. Write in plain English.
- Don't use all caps.
- Do not use "all," "every time," "best," "only" unless you have a source or quote to back it up
  - It's too easy to be wrong.
- Be consistent:
  - Either Write In All Title Case. Or don't. Don't mix the two.
  - Use consistent grammar at the end of all sections on a page.

## All Web Activities Are Devoted To One Thing: Generating Leads

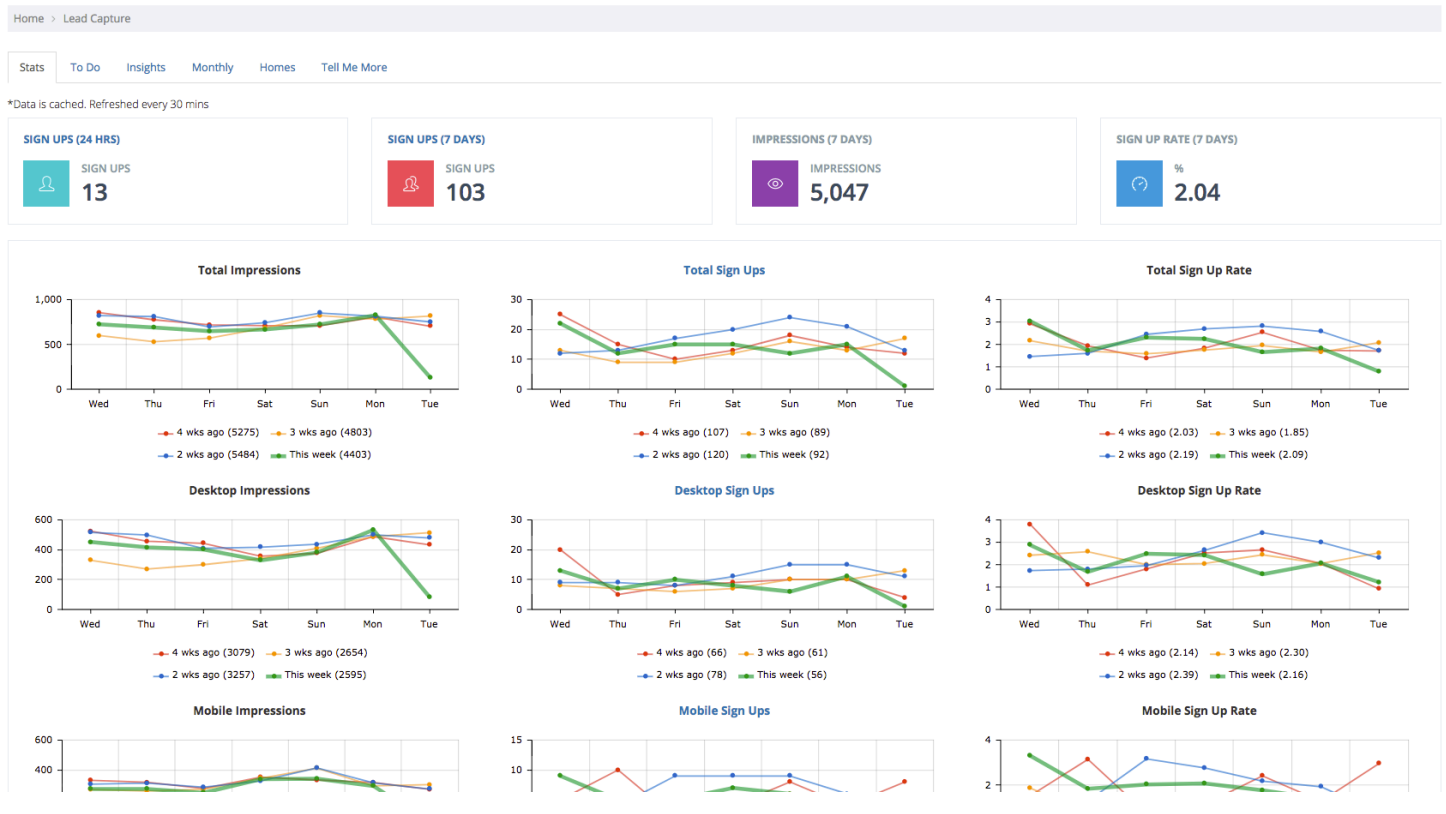
We provide value to readers by making it clear we are experts in Houston real estate. Our content contains facts and “first-hand knowledge” of the market. The message is: “we know more than what the average Realtor knows about the market, contact us”.

With this message, the content’s goal is to get leads through sign-ups. We have sign-up forms all over the website. This includes in-text sign-up forms and pop-up forms.

On average, we get 100+ leads from sign-up per week. From 100+ leads, we expect to close at least 1 deal.

Leads are our currency.

### Leads Dashboard



## How We Get Leads

On average, we get 1 sign-up per 50 people visiting the website.

Our sign-ups come mainly from our in-text and pop-up forms.

### In-text Forms

**“** As expected, many of Houston’s most expensive neighborhoods are also, historically, the best performers in real estate appreciation. **”**

A few interesting trends stood out. Houston’s luxury neighborhoods tend to be:

- Top performers in **land value appreciation** and **real estate appreciation** over the last 10 years.
- Near the city’s major job centers and entertainment hubs. Most of the neighborhoods here are also among **Houston’s Top Suburbs**.
- Zoned to some of **Houston’s Best Schools**.
- Sectioned to either **Houston’s Top Suburbs** or **Inner Loop’s Best Neighborhoods**.

If you’d like to see any specific homes or learn about neighborhoods that are best for you, please contact Paige Martin at [Paige@HoustonProperties.com](mailto:Paige@HoustonProperties.com), ranked #1 Individual Agent with Keller Williams in Houston and #9 in the United States.

**This is a sample of our in-text forms.**

us, but for our daughter, son-in-law and several of our friends. We have bought and sold many houses, and Paige has been the best Realtor we have ever worked with. We highly recommend her.”



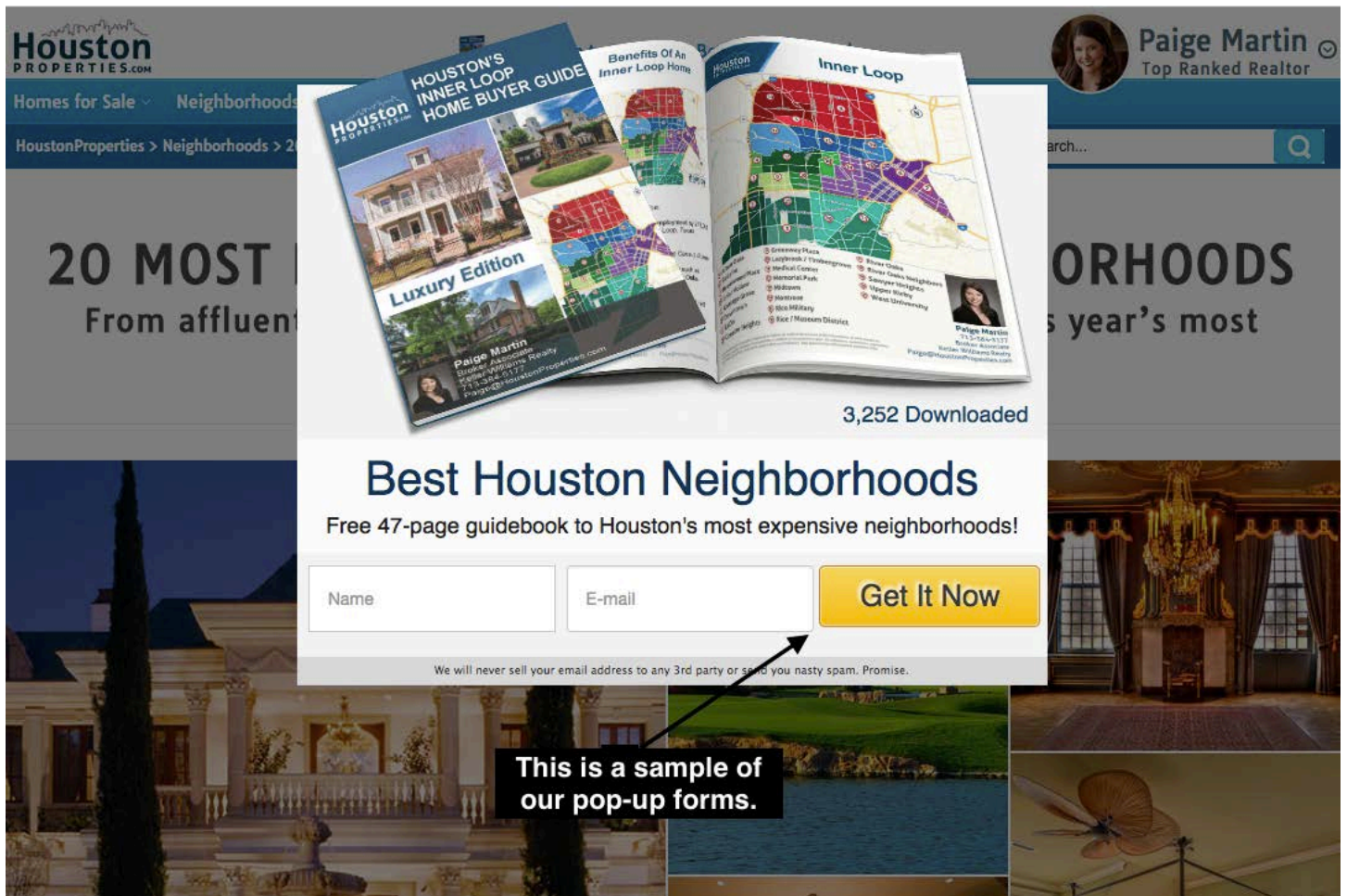
Jeremy & Lynn Greene

**See the Luxury Houston Neighborhoods Guide in PDF**  
Get the full 40-page Luxury Neighborhood Guide in an easy-to-read Adobe Acrobat format. Save to your desktop or read on your mobile.

Your Name  Your E-mail  **GET PDF NOW**

## BY THE NUMBERS: HOUSTON’S LUXURY NEIGHBORHOODS

## Lead Capture: Pop-up Forms



The image shows a screenshot of a real estate website for Paige Martin, a Top Ranked Realtor at Houston Properties. The website header includes the company logo and navigation links like 'Homes for Sale' and 'Neighborhoods'. The main content area displays '20 MOST From affluent' and 'ORHOODS year's most'. A central pop-up form is overlaid on the page, titled 'Best Houston Neighborhoods'. The form includes an image of a 'HOUSTON'S INNER LOOP HOME BUYER GUIDE' (Luxury Edition) with a '3,252 Downloaded' badge. Below the image, the text reads 'Free 47-page guidebook to Houston's most expensive neighborhoods!'. The form contains two input fields for 'Name' and 'E-mail', and a yellow 'Get It Now' button. A disclaimer below the form states: 'We will never sell your email address to any 3rd party or send you nasty spam. Promise.' A black callout box with white text points to the form, stating: 'This is a sample of our pop-up forms.'




## Known Issues With Current Lead Capture Forms

While we're still getting good sign-up rates, we still have known problems with our sign up forms:


- Dated design
- Not mobile-friendly
- Readability
- Too intrusive
- Lack of variety
- Limited delivery

### Get More Details



**Paige Martin**  
✉ Paige@HoustonProperties.com  
📞 713.384.5177  
Broker Associate  
Keller Williams Memorial

**Our Recent Awards**



Name \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_  
I am interested in this topic and would like to get more details.

Get More Details


### See the Houston Neighborhood Guide in PDF

Get the full 58-page Guide To Houston's Best Neighborhoods in an easy-to-read Adobe Acrobat format. Save to your desktop or read on your mobile.


Your Name \_\_\_\_\_ Your E-mail \_\_\_\_\_ **GET PDF NOW**



### Free Guide to Houston's Best Neighborhoods



Your Name \_\_\_\_\_  
Your E-mail \_\_\_\_\_  
**Get it now!**



### Get a Personal Recommendation

Your Name \_\_\_\_\_  
Your E-mail \_\_\_\_\_  
Buyer \_\_\_\_\_

**Property Type:**

Single Family  
 Highrise Condo  
 Town House  
 Multi Family

**Price range:**  
From \_\_\_\_\_ To \_\_\_\_\_  
\$ 350000 \$ 850000

**Geo Market Area:**  
All \_\_\_\_\_

More notes on what you like \_\_\_\_\_

**Submit Request**

### Find Your Perfect Home

Buy  Rent

Single Family  
 Townhome  
 Highrise Condo

Min Bed \_\_\_\_\_ Min Bath \_\_\_\_\_

\$ 350,000 to \$ 550,000

Primary Neighborhood \_\_\_\_\_

New Construction only

**View Homes**

[Ask For A Recommendation](#)  
[View Houston Neighborhood Guide](#)


### Get a Free Home Valuation Guide

Name \_\_\_\_\_  
Email \_\_\_\_\_

**Request My Home Valuation**

You'll receive a custom home valuation report showing 10-year sales trends, current sales trends and what's selling in your neighborhood now.

### Free Guide To Houston's Best Neighborhoods




Your Name\* \_\_\_\_\_  
Your Name \_\_\_\_\_  
Your E-mail\* \_\_\_\_\_  
Your E-mail \_\_\_\_\_

**GET IT NOW**

GET YOUR FREE BOOK NOW!

### FREE Houston Relocation Kit



Your Name\* \_\_\_\_\_  
Your Name \_\_\_\_\_  
Your E-mail\* \_\_\_\_\_  
Your E-mail \_\_\_\_\_

**GET IT NOW**

GET YOUR FREE BOOK NOW!

## Types Of Content

We have three main types of content: “Best Of Houston” articles, “Houston Condo” articles, and “Houston Neighborhoods” articles.

### Best Of Houston Articles

These are our main feature articles. They cover specific areas of interest related to Houston real estate. Samples:

- [Most Expensive Neighborhoods in Houston](#)
- [Best Suburbs in Houston](#)
- [The Annual Salary You Need To Buy A House In Houston](#)

### Houston Neighborhoods

These are articles that cover specific areas, subdivisions, and communities in Houston. Samples:

- [River Oaks](#)
- [Katy](#)
- [Houston Heights](#)

### Houston Condos

These are articles that cover residential condo buildings in Houston. Samples:

- [2727 Kirby](#)
- [Royalton At River Oaks](#)
- [The Montebello](#)



# So, Why Should Clients Work With Us?

## Awards and Testimonials

Our team is dedicated to helping clients avoid bad real estate decisions.

Paige Martin leads HoustonProperties.com, one of the most successful and awarded real estate organizations in the Houston, Texas region and is currently the #1 KW Agent in the State of Texas.

With over \$350 million in residential real estate sales in the last few years, we have the expertise to help you buy a new home in Houston or sell your current home for the most money in the least amount of time.

Our vast market knowledge, relationships built over decades, and proprietary technology allow us to offer you the best real estate experience possible. Put us to work for you today.

## Our Recent Awards



- #1 Keller Williams Realtor in Houston
- #1 Keller Williams Realtor in Texas
- #9 Keller Williams Realtor in the U.S.
- “One of Houston’s Top 25 Realtors,” Houston Business Journal
- “One of America’s Best Realtors,” RealTrends.com / WSJ
- Over \$350 Million in Houston residential home sales
- We know this market, and this property.
- We’re candid.
- We’ll tell you the bad and the ugly about any property we show you.
- Most often, we talk our clients into NOT BUYING.

It is critical for us to reinforce our awards and/or testimonials on all pages to separate ourselves from Houston’s other 30,000 Realtors.

# So, Why Should Clients Work With Us?

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## Scary Statistics To Highlight

Be wary of the average Realtor:

- A person's home is typically one of their 3 largest assets.
- 75% of Realtors have been in the industry for less than 5 years
- 67% of Realtors haven't (ever) completed 8 transactions.
- 81% of Realtors haven't been a Realtor during an economic downturn.
- Over a 3-5 year period, over 56% of houses resold lose money for their owners.
- 87% of listings have at least 13 mistakes.

80%+ of clients never interview more than one realtor.

Most people find their Realtor through word of mouth.

When people do shop for Realtors, here's what they look for:

- Reviews / referral recommendations
- How experienced are you?
- How well do you know my neighborhood?
- Do I like you?

Start of Section For:

**Typography**

**Color Palette**

**Iconography**

**Forms**

FONT FACE: CALIBRI

## Header 1

Font: Calibri Regular / size: 45pt / color:  
#313a3d, RGB 49-58-61

## Header 2

Font: Calibri Regular / size: 36pt / color:  
#313a3d, RGB 49-58-61

## Header 3

Font: Calibri Regular / size: 30pt / color:  
#313a3d, RGB 49-58-61

## Header 4

Font: Calibri Regular / size: 24pt / color:  
#313a3d, RGB 49-58-61

## Header 5

Font: Calibri Regular / size: 17pt / color:  
#313a3d, RGB 49-58-61

Body text large (Calibri Light 16pt #313a3d)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum mollis tortor quis accumsan vestibulum. Vestibulum nec tortor vitae leo sodales euismod.

Body text small (Calibri Light 13pt #313a3d)  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum mollis tortor quis accumsan vestibulum. Vestibulum nec tortor vitae leo sodales euismod. Duis quis nisl vel neque mattis molestie et a urna.

Quisque a orci ultricies, auctor tortor sed, ultrice.

This is an inline link (color #313a3d)

Phasellus sagittis ultrices sapien, sed auctor mi tempus sed. Cras ullamcorper, nibh a bibendum blandit, ante lacus porttitor elit, id mollis lorem est a enim. Phasellus fermentum magna vitae arcu lacinia, in finibus tellus ornare. Proin sit amet luctus erat, id finibus nisi. In porta porta augue, in sodales odio ornare ac. Aenean congue tempus fermentum.

Style for important body text

Font: Calibri Regular / Size: 15px

With or without background box

Font

---

Calibri Regular- headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Calibri Light- body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Calibri Bold - only for text on buttons

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz0123456789**

Color title 1 (#313a3d)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum mollis tortor quis accumsan vestibulum. Vestibulum nec tortor vitae leo sodales euismod. Duis quis nisl vel neque mattis molestie et.

Alternative title color (#0e83bd)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum mollis tortor quis accumsan vestibulum. Vort vitae leo sodales euismod. Duis quis nisl vel neque mattis molestie et.

## Type Specifications For All Stationery Elements

Min font size 13pt / Leading set: 1.5x of the font size

(E.g: font size 13pt with leading 20pt, font size 15pt with leading 23pt)

Tracking: 0

Do not use

---



Different font family

Lorem ipsum dolor sit amet, ting



Too small letters - hard to read

Lorem ipsum dolor sit amet, consectetur adipiscing elit



Too light text color- hard to read

Lorem ipsum dolor sit amet, consectetur adipiscing



Italic letters

*Lorem ipsum dolor sit amet, consectetur adipiscing*



Some things in ALL CAPS and some things not

MEET TEAM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eu tincidunt sem. Nunc vel pharetra enim. In hac habitasse platea dictumst. Maecenas auctor velit et eros porta.

Featured Properties

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eu tincidunt sem. Nunc vel pharetra enim. In hac habitasse platea dictumst.



Inconsistency

Everything Will Use Title Case, but We will not Have Pages that have Some Title Case and some not title Case

# Color Palette


## Primary colors

### Logo color




Pantone 534C  
CMYK 94 / 69 / 48 / 42  
RGB 16 / 58 / 76  
Hex #10394c


### Primary colors




Pantone 534C  
CMYK 94 / 69 / 48 / 42  
RGB 16 / 58 / 76  
Hex # 10394c



Pantone 647C  
CMYK 96 / 69 / 23 / 6  
RGB 15 / 87 / 137  
Hex # 0f5688

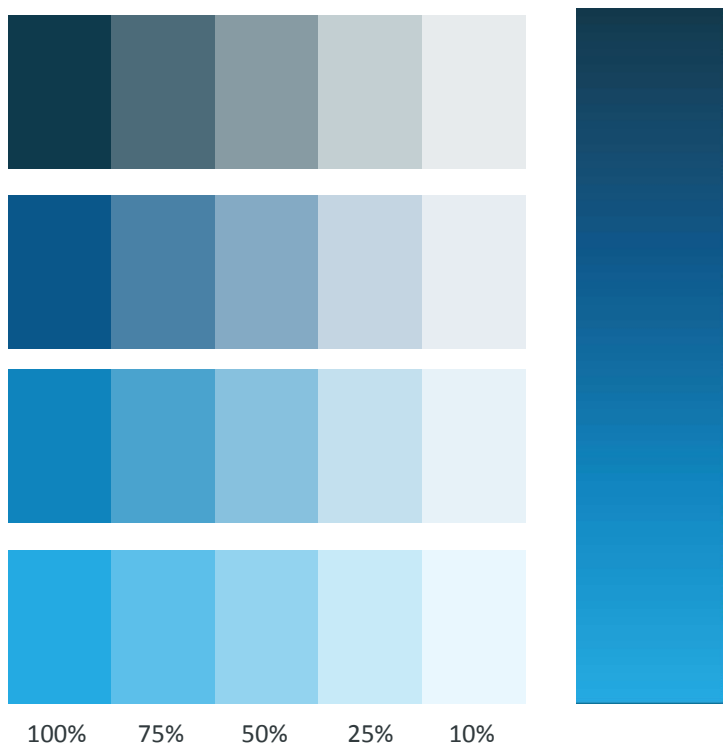


Pantone 7690C  
CMYK 83 / 39 / 6 / 0  
RGB 15 / 132 / 189  
Hex # 0e83bd




Pantone 298C  
CMYK 70 / 14 / 0 / 0  
RGB 36 / 171 / 226  
Hex # 24abe2

### Shades & Gradient

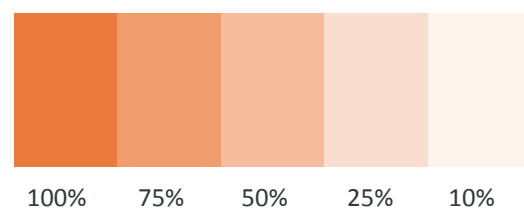


### Call-to-action color



Pantone 158C  
CMYK 4 / 63 / 84 / 0  
RGB 234 / 123 / 62  
Hex # ea7a3e

### Shades



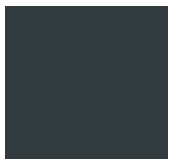
# Color Palette

## Secondary colors

---

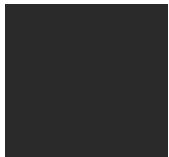
### Secondary colors

For body text, icons and text backgrounds



Pantone Black C  
CMYK 75 / 62 / 59 / 51  
RGB 49 / 58 / 61  
Hex # 313a3d

Headline color



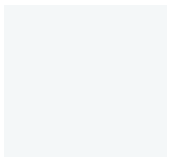
Pantone Black C  
CMYK 75 / 62 / 59 / 51  
RGB 49 / 58 / 61  
Hex # 313a3d

Body text color



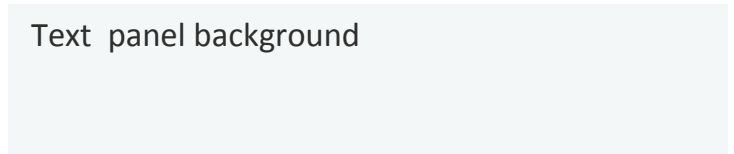
Pantone 427C  
CMYK 23 / 13 / 13 / 0  
RGB 195 / 205 / 209  
Hex # c2ccd1

Icon color



Pantone 656C  
CMYK 3 / 1 / 1 / 0  
RGB 244 / 247 / 249  
Hex # f4f7f8

Text panel background



### Additional colors - only for status labels, rating icons, system notifications



Pantone 1797C  
CMYK 13 / 100 / 100 / 4  
RGB 204 / 32 / 39  
Hex # cb2026

Icons with negative meaning, alerts etc



Pantone 7488C  
CMYK 50 / 1 / 93 / 0  
RGB 140 / 196 / 75  
Hex #8cc44a

Icons, labels with positive meaning, approvals etc



# Color Palette

Do not use

---

Do not recolor logo



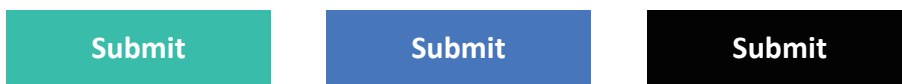
Do not use color outside of our color palette



Do not use too much color shades on a page, even they fit our color palette



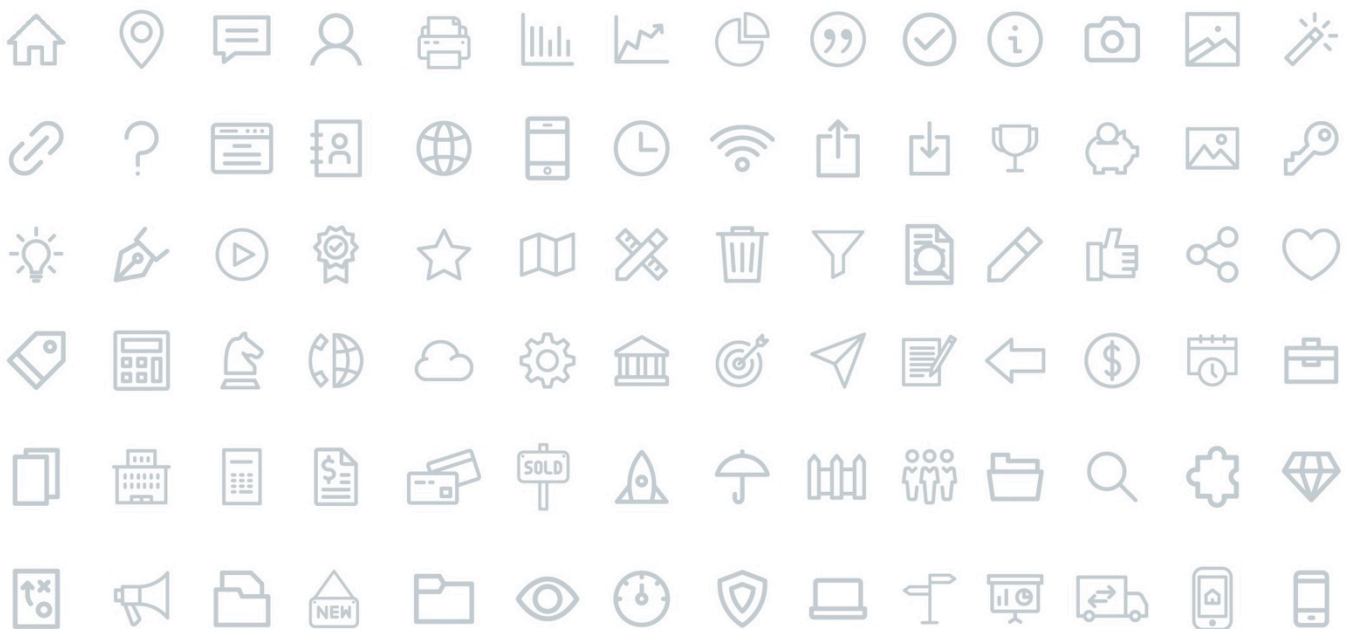
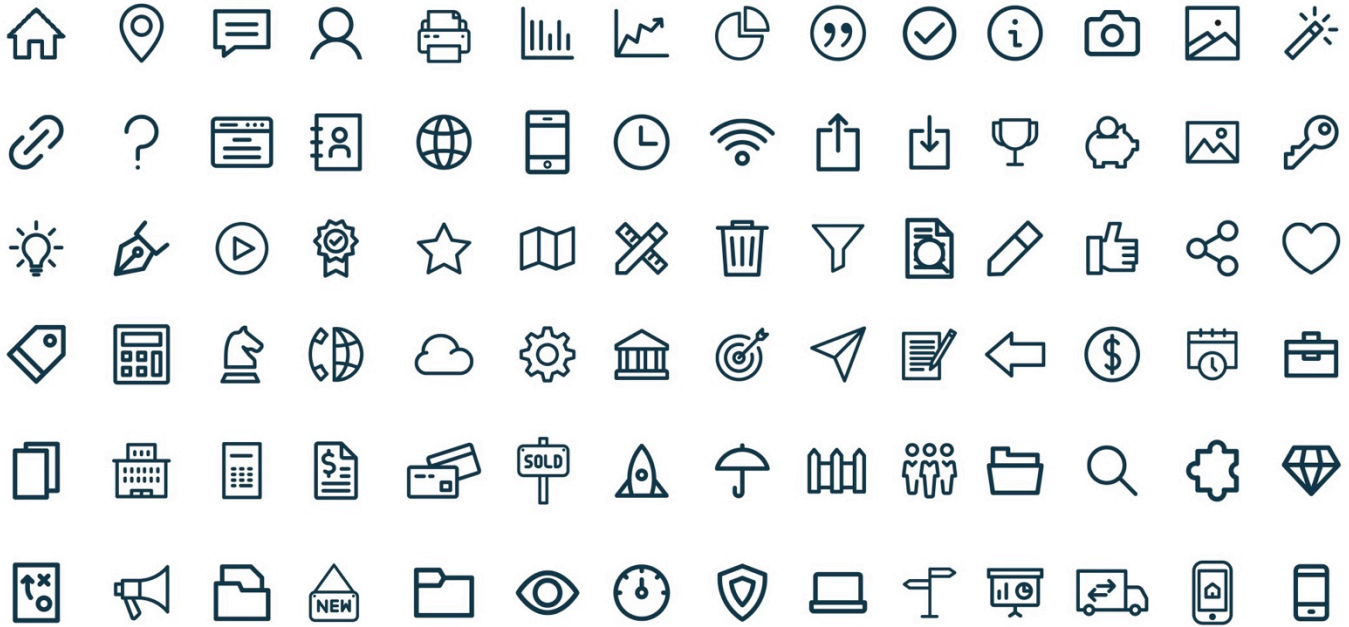
Do not use different call-to-action color than our orange



# Iconography

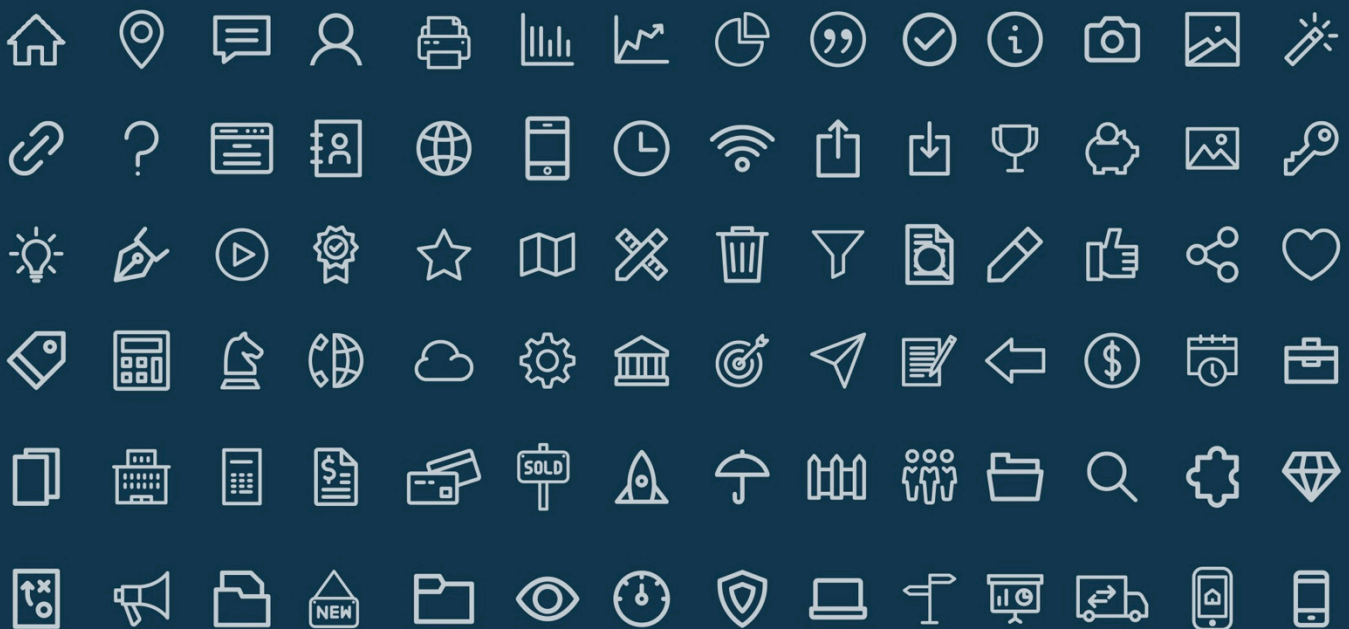
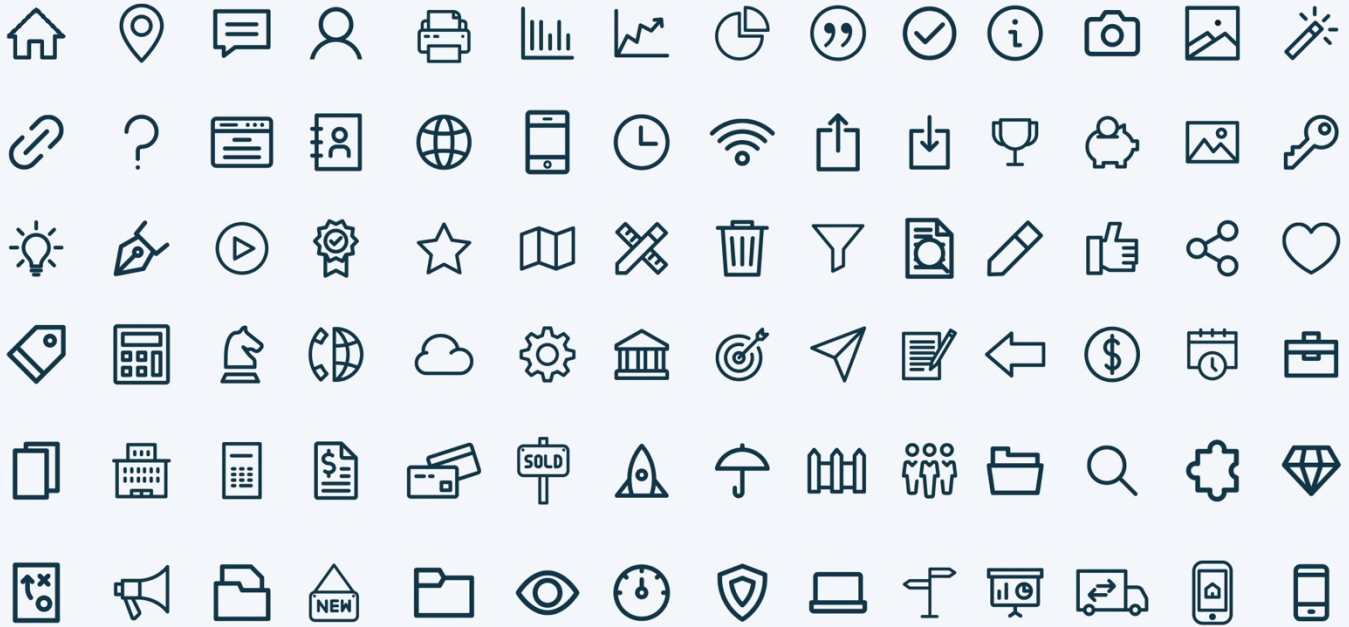
Use elegant, thin but easy to recognize

---



# Iconography

Use our color palette by icons too

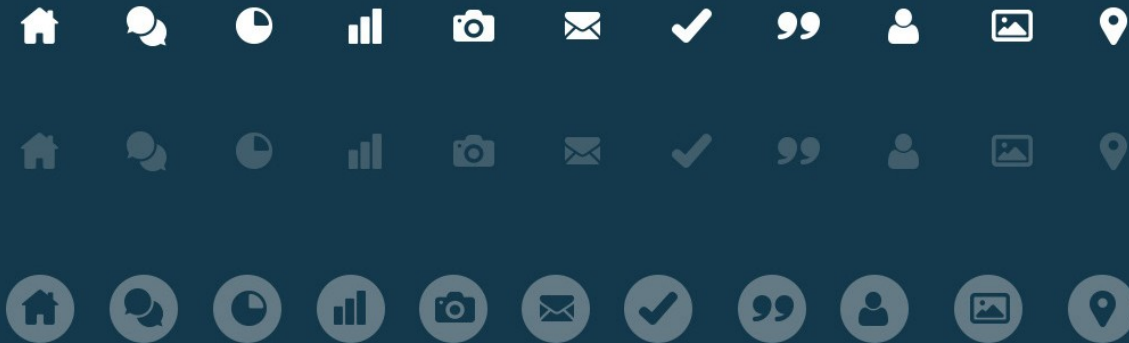
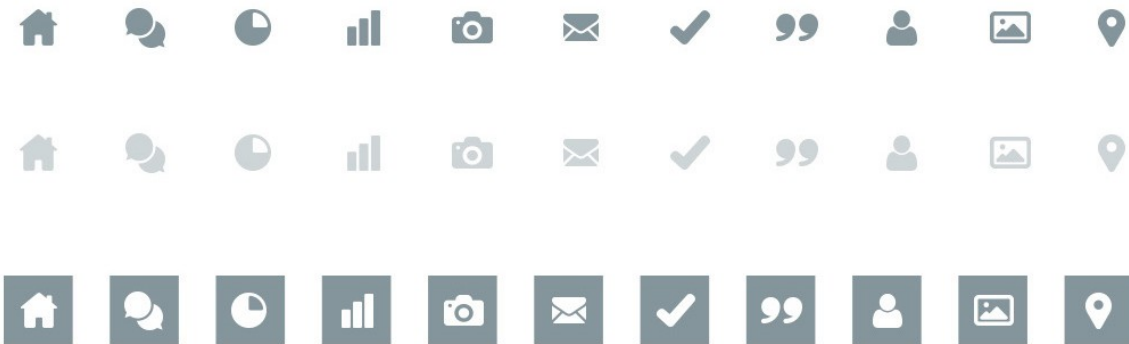


# Iconography

Do not use

---

Do not use icons with different style even they use our colors





# Imagery

Photos and

Identity & Style  
Guidelines



## Use photos with:

- warm colors
- skyline
- blue sky
- trees, park
- luxury interior with outside window
- living room or dining room/kitchen
- house front without garage
- view of Houston

## General notes:

- Use only a few photos on a page
- Use only professionally taken photos or photo from our Stock Photo Collection

[Click here to view Stock Photo Collection](#)  
[Click here to view Sold Homes Gallery](#)

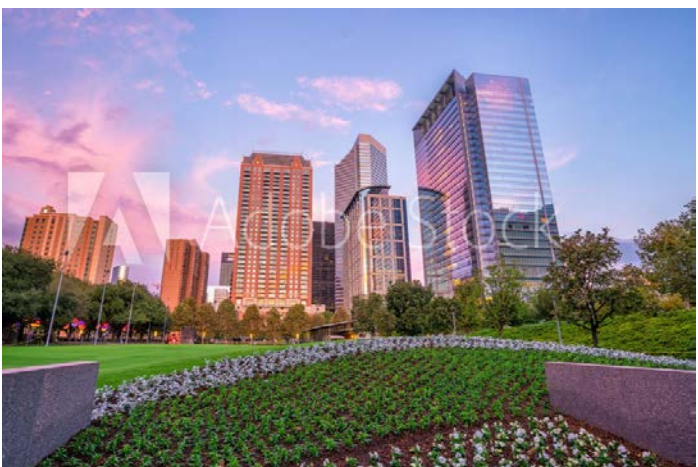




# Imagery

Samples 1

Identity & Style  
Guidelines





# Imagery

Samples 2

---





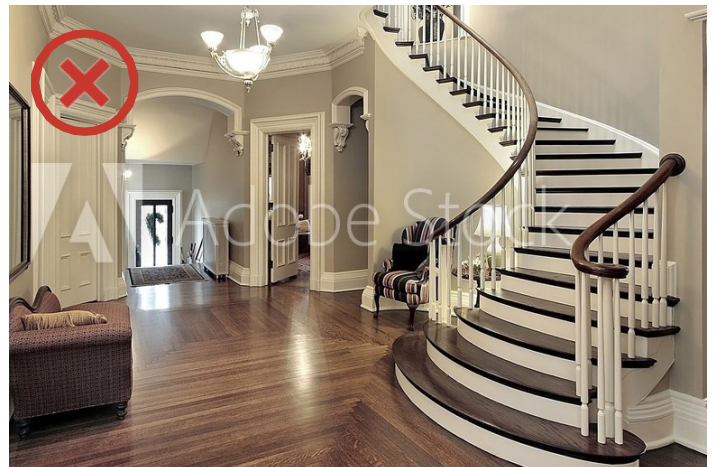
# Imagery

Do not use



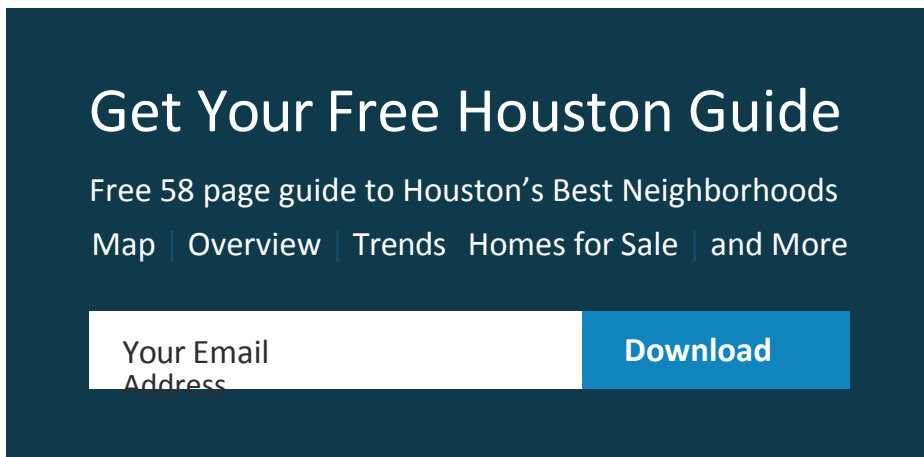
Do not use photos with:

- too much dark colors
- too much light colors
- corporate feeling
- people
- neutral feeling, without emotion
- too busy theme
- ...





## EVERY WEB PAGE NEEDS A LEAD CAPTURE FORM!!!



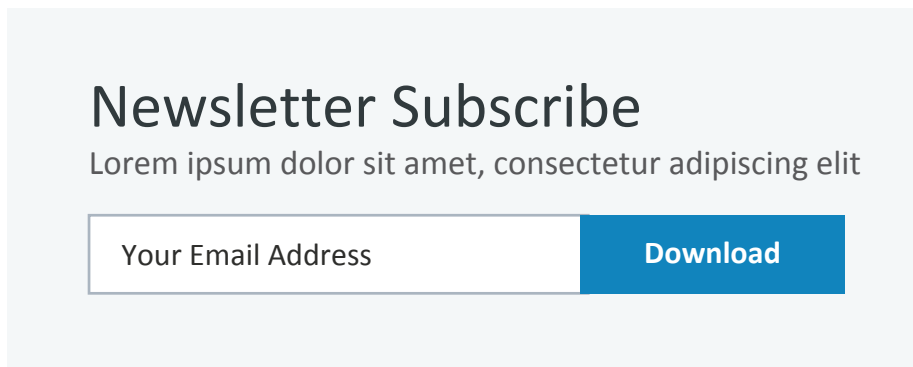
**Get Your Free Houston Guide**

Free 58 page guide to Houston's Best Neighborhoods  
Map | Overview | Trends | Homes for Sale | and More

Your Email Address

**Download**

In sidebars and complex layouts use left alignment by titles, subtitles and by the form elements.



**Newsletter Subscribe**

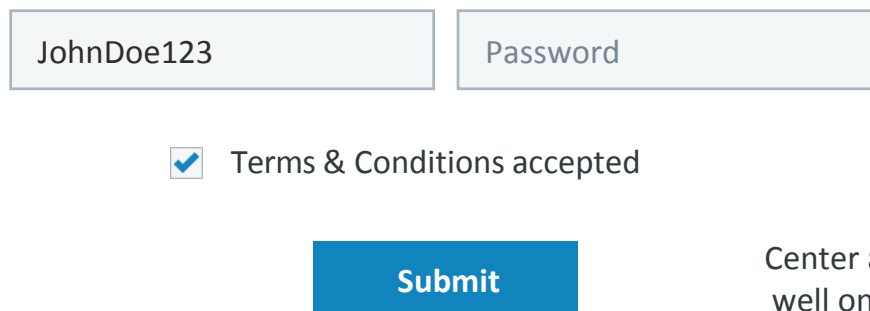
Lorem ipsum dolor sit amet, consectetur adipiscing elit

Your Email Address

**Download**

## Registration

---



Terms & Conditions accepted

**Submit**

Center aligned form works well on quite empty page.

Textbox default      Filled Textbox

Textarea

Radiobutton

Checkbox

Please select ▼

Please select ▲

Option1

Option2

Option3

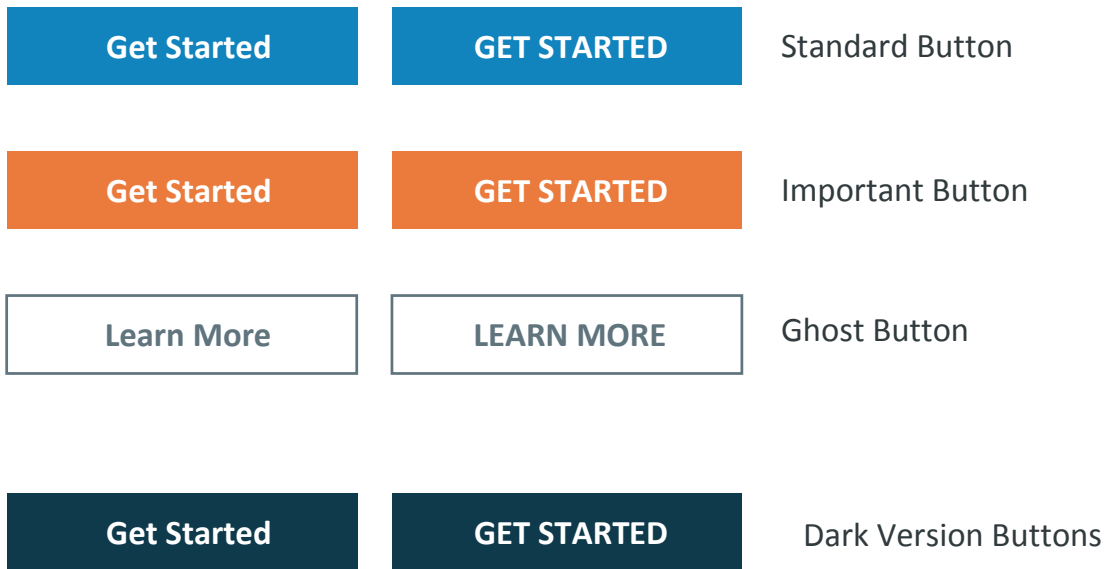
Option4

Lorem ipsum dolor

---

## Buttons

Rectangular buttons with sharp corners with Calibri Bold button text. Small buttons can use all capital letters.



### Primary Bullet

Bullet Symbol name: "Black Square"  
Unicode: 25A0  
Color: # cbd6dd

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Integer ornare tellus eu libero
- Donec condimentum eros mauris



### Secondary Bullet

Bullet Symbol name: "Bullet"  
Unicode: 2022  
Color: # cbd6dd

- Dolor sit amet
- Adipiscing elit integer ornare
- Tellus eu libero vehicula
- Non interdum metus imperdiet
- Integeretus imperdiet

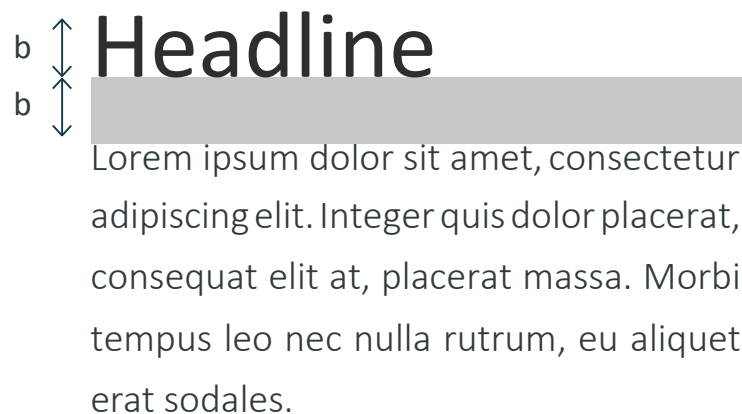
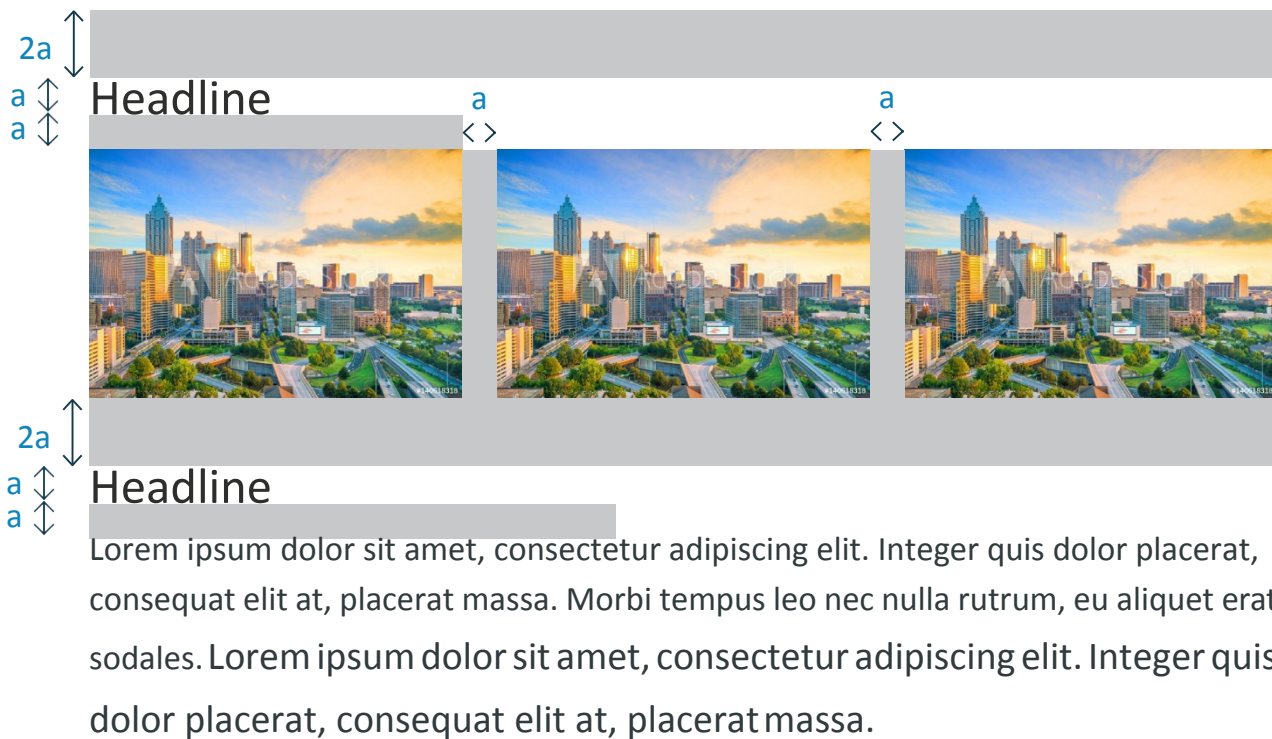
Lorem ipsum dolor

---

## Spacing

In spacing headline is the base, margins around content (image or text) depends on the size of title.

Keep definite whitespace before/after content sections (2a), and between headlines and content no matter if it's image or text (a). Use same distance between paragraphs or images (a).



If Headline is larger increase  
whitespace as well.

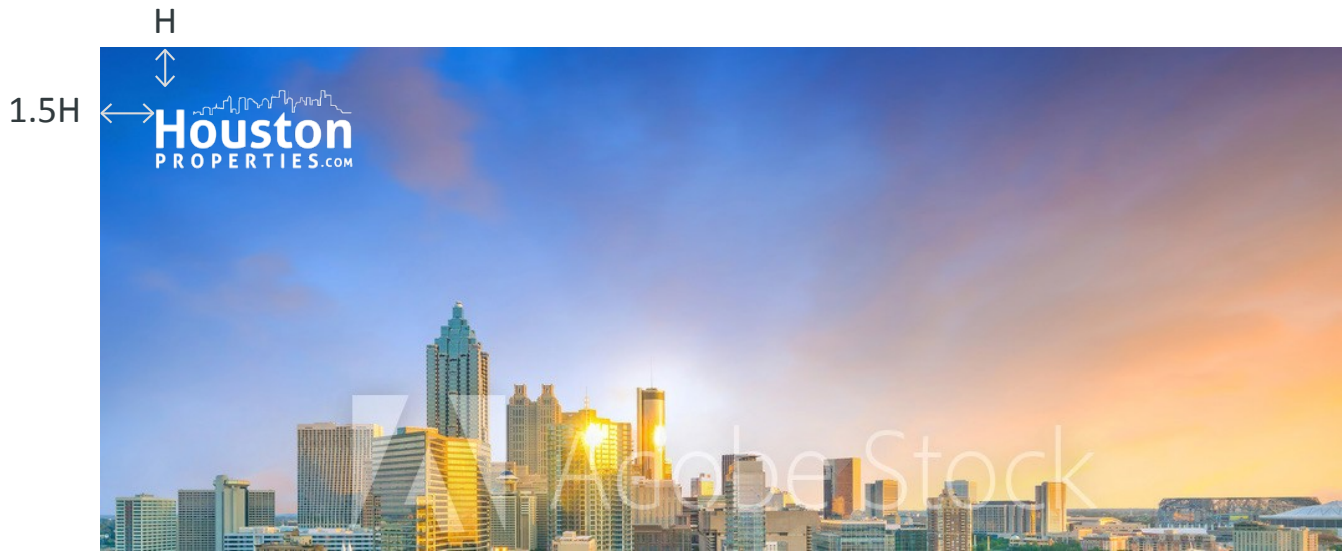
# Spacing

Lorem ipsum dolor

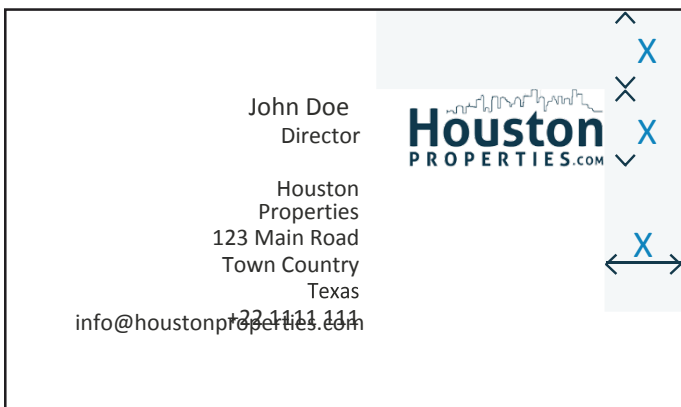


Grey indicates Clear Space. This area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'H' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



If logo is overlaying on an image, place it in a relative empty corner with keeping the above defined Clear Space. On darker images use white logo.



On smaller marketing materials (e.g business card) keep same distance free around logo as the height of logo 'X'.

General suggestions

---



**CRITICAL TO INCLUDE ON EVERY PAGE**

## Headlines, USPs & Calls To Action

All website pages will have:

- Clearly readable headline with clear compelling text about the page
- Sub-headline with supplemental data
- Call to action
- Consistent branding
- Section reinforcing our differentiation (client testimonial, awards, ranking, etc.)

All printed pages will have:

- Summary headline message that is easy to read and is the central theme of the page
- Consistent HP wrapper with our branding/logos
- Our contact information
- All font (excluding disclosures) should be 13+ points

Awards images

---



Use only these individual awards images. Do not use other KW logos, do not use different text.

Paige Martin

#1 Keller Williams Individual Realtor in Texas (and Houston)



We have an unfair advantage. . .

We care more.

Use only this combined awards image. The awards image can stay alone (awards logos only) or with title and text above and below it. Do not change the awards, modify size, distance or order.

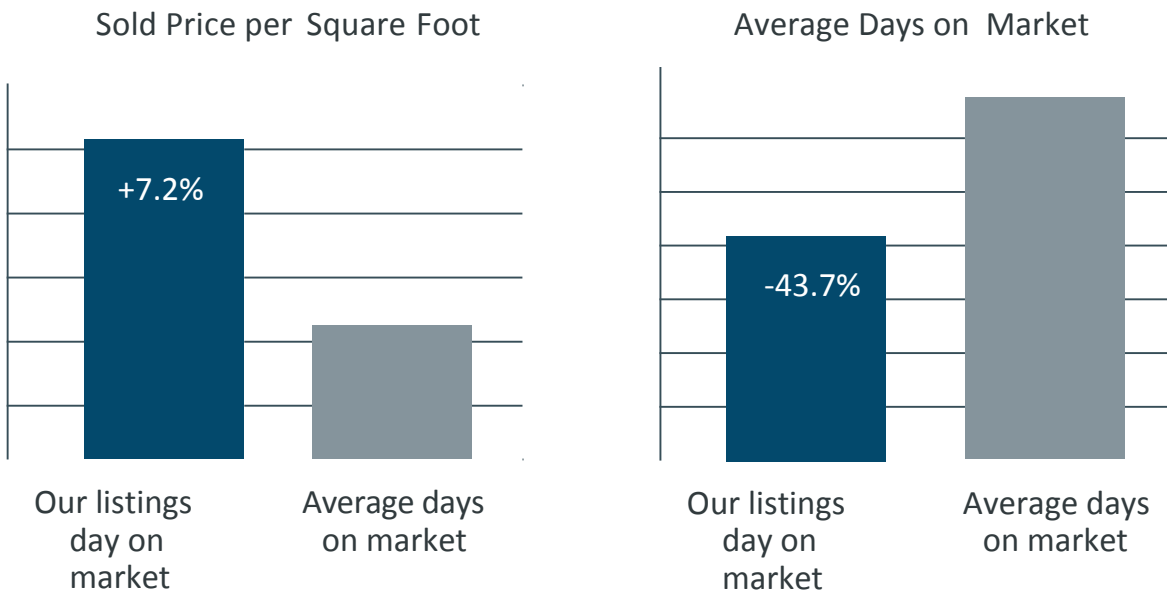
USP

---

## Why we are different

Compared to the market, our listings

Sell for 7.2% more - Sell 43.7% faster

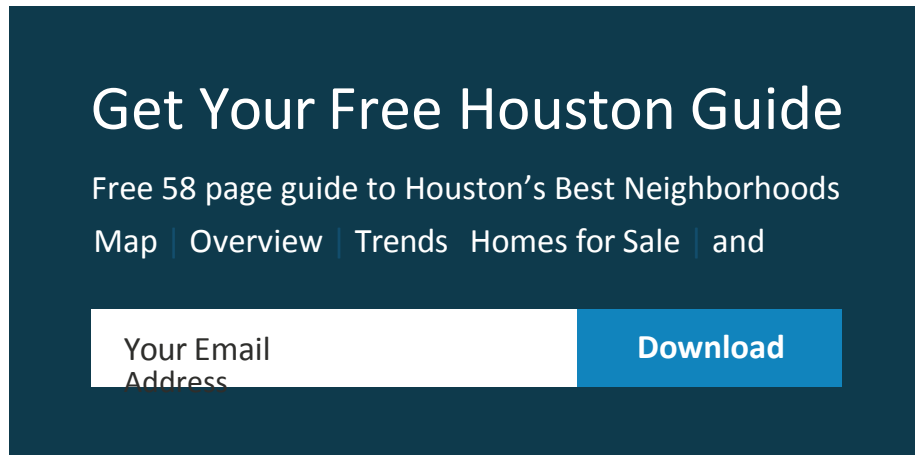


Please add comments here...lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin quis velit nec lectus facilisis efficitur. Aenean non tincidunt nisi. Maecenas viverra urna sit amet hendrerit hendrerit. Phasellus in elit ut mi tincidunt vulputate vitae non orci. Nulla facilisi. Integer molestie, dolor eget bibendum ornare, nisi eros scelerisque lorem, eget gravida tortor purus ut arcu. Fusce vitae mi sit amet elit vestibulum.



Call to Action

---

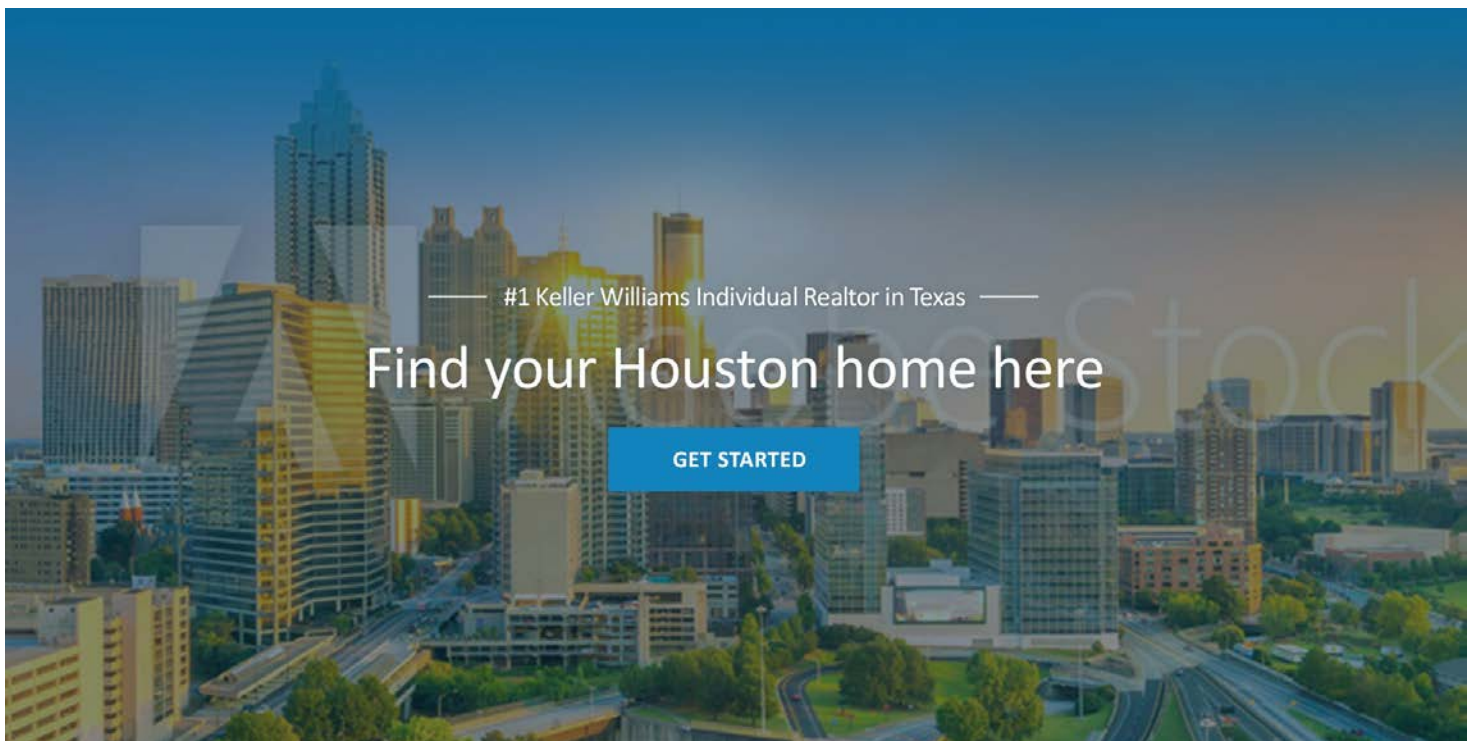


**Get Your Free Houston Guide**

Free 58 page guide to Houston's Best Neighborhoods  
Map | Overview | Trends | Homes for Sale | and

Your Email Address **Download**

Please add comments here...lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin quis velit nec lectus facilisis efficitur. Aenean non tincidunt nisi. Maecenas viverra urna sit amet hendrerit hendrerit.



#1 Keller Williams Individual Realtor in Texas

**Find your Houston home here**

**GET STARTED**

Please add comments here...lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin quis velit nec lectus facilisis efficitur. Aenean non tincidunt nisi. Maecenas viverra urna sit amet hendrerit hendrerit.

---

## Competition & Models: Web

HAR.com: [http://www.har.com/3405-piping-rock-ln/sold\\_29221804](http://www.har.com/3405-piping-rock-ln/sold_29221804)

Martha Turner Sotherby

John Daugherty

Heritage Texas

Ellis Sotheby's: <http://www.ellisothebysrealty.com/eng/sales/detail/431-l-971-xxjz6b/privacy-seekers-paradise-south-nyack-ny-10960>

WilliamPitt: <https://www.williampitt.com/community-real-estate/westchester-county/market-report>

NYC Sotheby's: <https://www.sothebyshomes.com/nyc/sales/0019018>

Redfin

Zillow

Trulia

Winner concepts from 99designs contest:

[https://www.dropbox.com/sh/yyuy02ydteel8fz/AAA7k3IXGL\\_UT10rESYN4PgNa?dl=0](https://www.dropbox.com/sh/yyuy02ydteel8fz/AAA7k3IXGL_UT10rESYN4PgNa?dl=0)

## Competition & Models: Print

Sotheby's print models

[https://issuu.com/onesir/docs/2015\\_listingpresentation\\_issue](https://issuu.com/onesir/docs/2015_listingpresentation_issue)

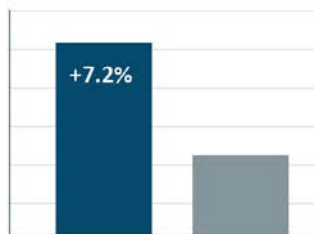


### WHY WE'RE DIFFERENT

Compared to the market, our listings

**Sell for 7.2% more - Sell 43.7% faster**

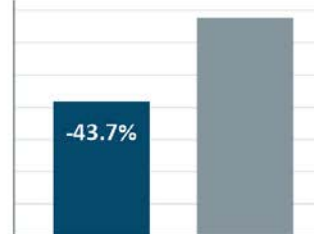
Sold Price per Square Foot



Our listings day  
on market

Average days  
on market

Average Days on Market



Our listings day  
on market

Average days  
on market

Thanks to our expertise, proprietary technology and **10-channel marketing program.**

## Tech Specs: Website Images

Images should be provided in standard/1x resolution and high-DPI where possible. If multiple resolutions are not possible for an image a single high-DPI version is preferred over only a standard resolution version. Given a standard resolution image named “example.jpg” the high-DPI versions must be named “example@2x.jpg” and “example@3x.jpg”. We are a mobile-first company so @2x images at a minimum are preferred. In HTML pages the multiple-DPI images should be embedded using the “srcset” attribute of the “img” element.

JPEG images should be used for images that do not contain any text. Images for the website **must be compressed**, do not provide them at 100% JPEG quality. Providing images at 100% quality hurts our SEO, causes us to waste bandwidth and provides a poor user experience as images will load more slowly. We generally get best results at between 85% - 90% JPEG quality. Free tools such as Kraken can assist with compressing your images. Images should be compressed as much as possible without affecting perceived image quality which varies image by image.

SVG files should be used where practical for icons and other vector-based image resources. These have the additional benefit of scaling automatically to any resolution and DPI without the need for multiple copies of the same image at different resolutions.

PNG files should be used for any other images that don't suit either of the two formats above (logos, complex infographics with text etc.).

## Tech Specs: HTML and CSS

Web pages must be created using HTML5 and CSS3 with support for Chrome, Firefox, IE11, Edge and Safari. HTML code should be cleanly formatted using 2-space soft tabs for indentation. We use the WP Rocket plugin on our WordPress site so any custom HTML and CSS should be properly tested against WP Rocket to ensure its compression systems don't break anything. CSS files should be kept as small and lean as possible, minification will be performed automatically by the server. Do not use huge external CSS libraries for simple features. Bootstrap should be used as the core CSS framework.

Please follow Google's HTML and CSS style guide:  
<https://google.github.io/styleguide/htmlcssguide.html>

Test new pages using Google's page speed tool:  
<https://developers.google.com/speed/pagespeed/insights/>

## Tech Specs: WordPress

Before installing a new plugin please ensure you have checked if it is still being actively supported. Carefully consider any potential performance or security implications of using the plugin and test the site thoroughly before and after enabling the plugin. Generally, the use of plugins should be kept to a minimum to avoid additional performance overhead and security risks.

We use the WP Rocket plugin for site optimization and caching. Do not use any other caching plugins. Ensure the following parameters are set in the WP Rocket settings page:

- Enable caching for mobile devices
- Enable caching for pages with https://
- Enable caching for logged-in WordPress users **is NOT checked**
- Cache lifespan: 3 days
- Minify files has all values checked
- Combine files has Google Fonts and CSS selected

When making any changes please clear the WP Rocket cache and **test the site as a guest in a new private browsing window** (when you're logged in you'll always see the non-cached version of the site which won't reveal any breaks that may occur from CSS or JS minification).

Properties are integrated on our site using our own custom in-house WordPress plugin. This may need special theming which can be discussed with our development team.

The Wordfence plugin should also be installed however please ensure the "live traffic" setting is **disabled** as this causes unnecessary server overhead when its enabled.

Avoid the use of the Visual Composer plugin. This plugin increases both maintenance and performance overhead and makes it harder to change design in future.

The Yoast SEO plugin must be installed for enhanced SEO management.

Be very careful with installing any plugin to allow execution of PHP code in WordPress posts/pages. Several of these plugins are no longer supported and may have future security or compatibility issues.



## DON'T: Use Font Styles Not In Our Typography Guide

### What We Can Do For You

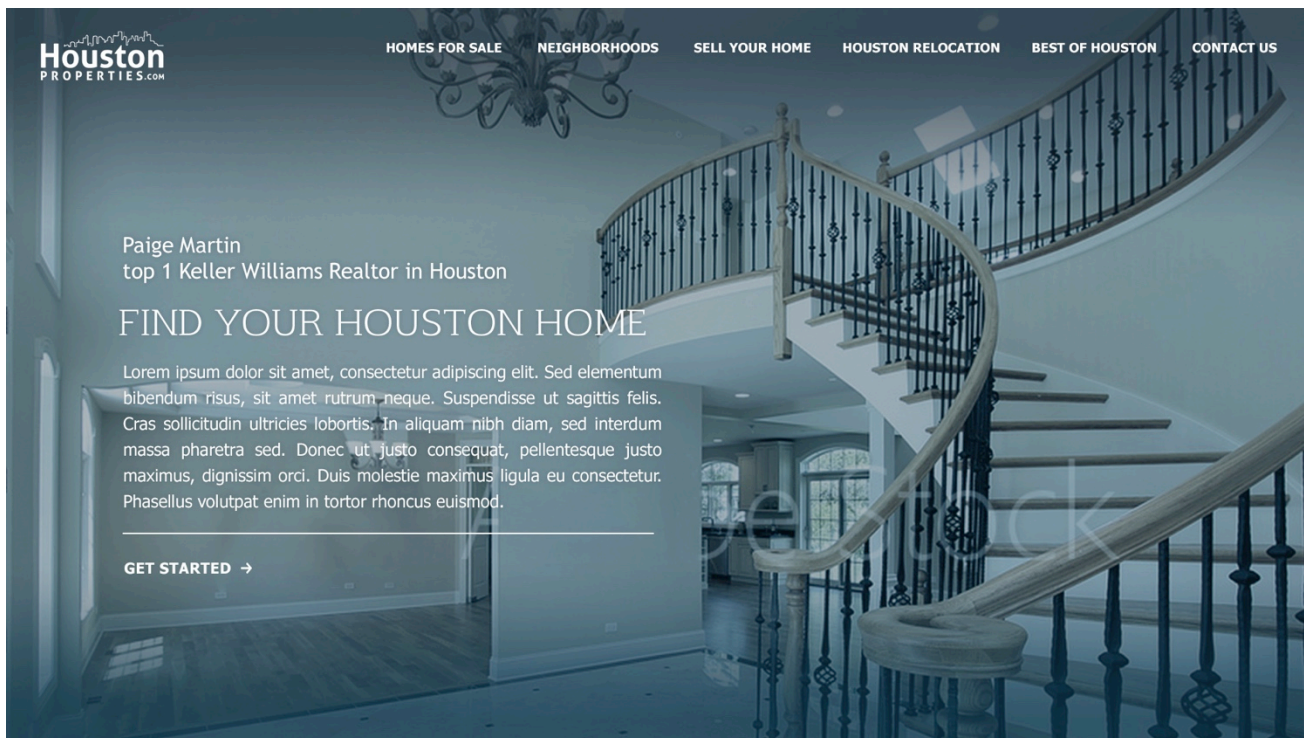


#### Great Data

We built a proprietary data analytics package to help give you the best information on any neighborhood, building or home.

#### Expertise

Having sold over \$250M of Houston homes, we've seen the good, bad & ugly and can help you avoid problems.



## DON'T: Use too many font sizes and/or font styles

### Latest Houston Real Estate Stories



REAL Trends Gives Paige Martin "2017's Best Real Estate Agents In America" Award

A leading publication and consulting company in the residential brokerage industry, REAL Trends, awards Paige Martin as one of the Best Real Estate Agents...

[Click here for more](#)

Coles Crossing Cypress Neighborhood and Real Estate Guide

Located in Cypress, one of Houston's Best Suburbs, Coles Crossing is a master-planned community popular for its award-winning schools and great amenities. Located within...

[Click here for more](#)

LOAD MORE

The screenshot shows the Houston Properties website header and search interface. The header includes the logo, navigation menu, and a profile for Paige Martin. The search interface features a large heading, property type filters, a price range slider, and various search options. The text in the interface uses multiple font sizes and styles, illustrating the 'DON'T' principle.

Houston PROPERTIES.COM

Free Guide to Houston's Best Neighborhoods

Paige Martin  
Top Ranked Realtor

Homes for Sale | Neighborhoods | Sell Your Home | Houston Relocation | Best of Houston | Contact Us

Search...

# Find your Houston home here.

Homes for Sale | Homes for Rent

Single Family  
 Townhome  
 Highrise Condo

\$250K - 450K | \$2M+

100K | 600K | 1M | 1.5M | 2M

Min Bed | Min Bath

Primary Neighborhood

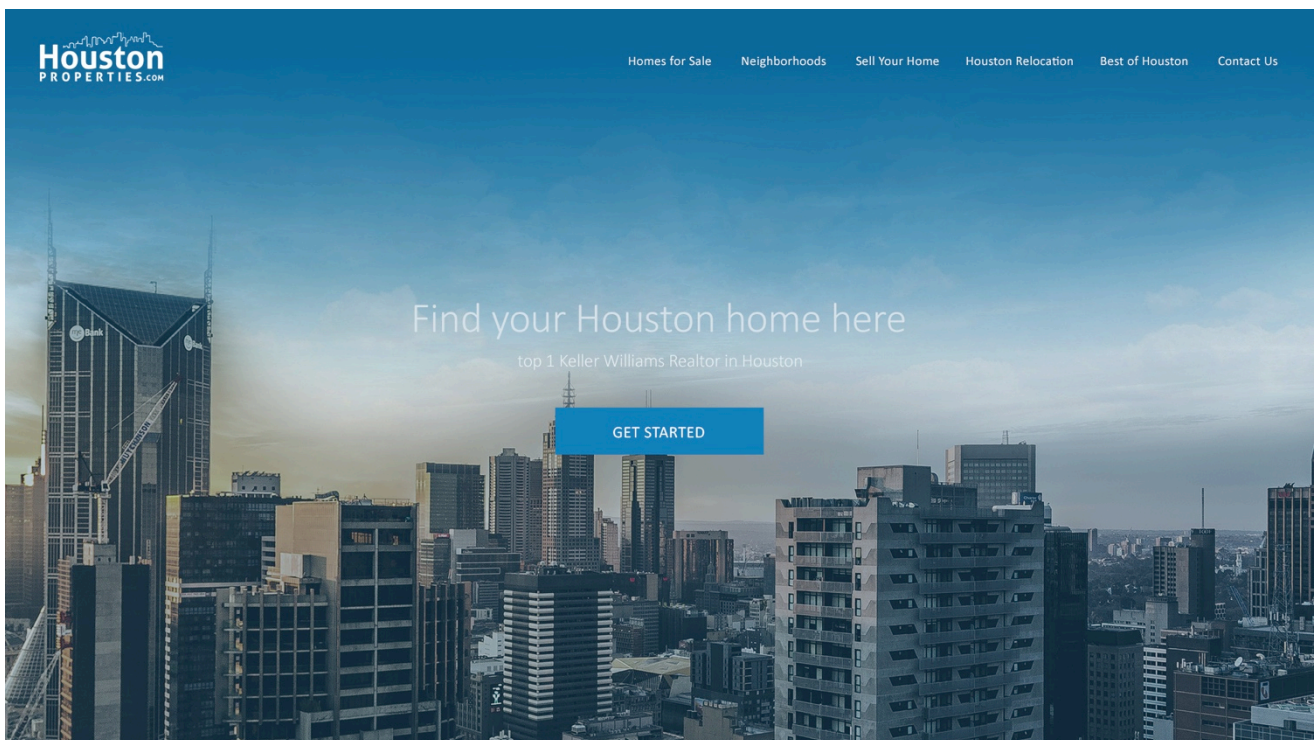
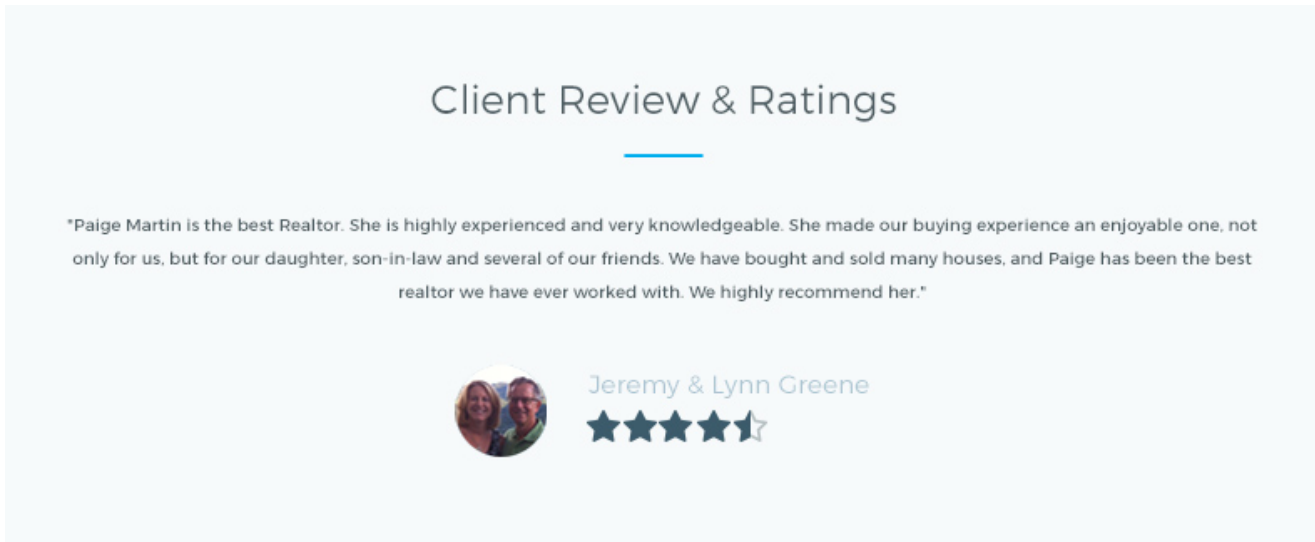
View Homes

Ask For A Recommendation | View Houston Neighborhood Guide

New Construction only



## DON'T: Use text with bad readability (too small, lack of contrast)





## DON'T: Use Inconsistent Spacing



Featured home this month



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque rutrum urna in elit blandit, id rutrum libero tempus. Nulla facilisi. Fusce non lorem sapien. Maecenas sagittis sit amet massa vitae tincidunt. Nam id dictum erat. Duis elit quam, scelerisque eu tincidunt et, congue quis turpis. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec et nunc eu neque vulputate pharetra sed efficitur arcu. Vestibulum semper sed libero vitae congue. Aliquam erat volutpat. Nunc in justo auctor, convallis turpis ac, condimentum mauris. Nulla ut augue ut risus sollicitudin tincidunt. Maecenas egestas lacus blandit orci suscipit, vitae accumsan urna luctus. Pellentesque ac ipsum vel quam tristique pulvinar sit amet eget ligula. Aenean placerat tempus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque rutrum urna in elit blandit, id rutrum libero tempus. Nulla facilisi. Fusce non lorem sapien. Maecenas sagittis sit amet massa vitae tincidunt. Nam id dictum erat. Duis elit quam, scelerisque eu tincidunt et, congue quis turpis. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Not Taking Quality Photos



BEFORE

AFTER



*These are photos of the same living room. Note the difference in quality of the Before (untouched) and After (post-staging and taken by a professional photographer) pictures.*

In real estate, people do judge a book by its cover . . . or in this case by the first photo of a listing.

We analyzed nearly 1,000 Houston real estate listings over the past year (9,532 photos) and determined quality photos matter.

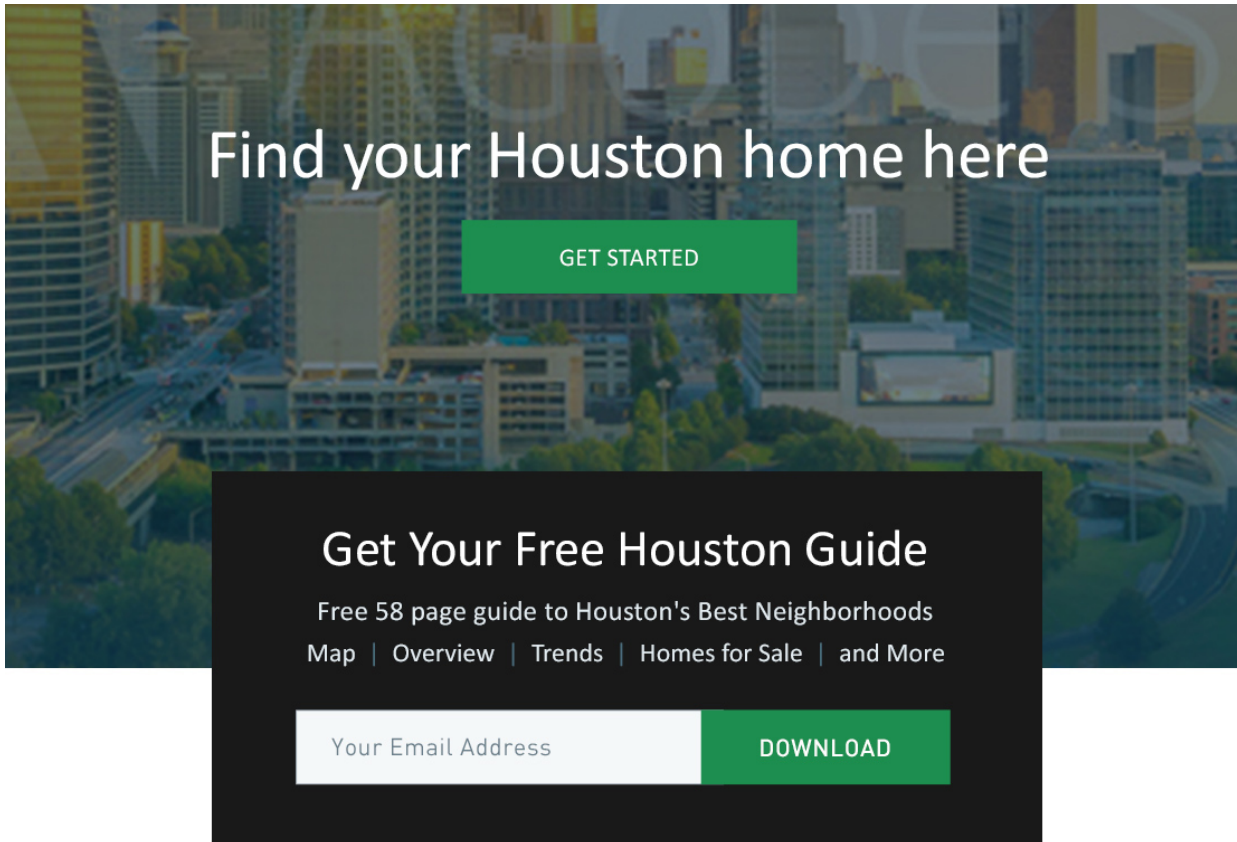
For our analysis, here's what we required for a "Quality Exterior Photo":

## **DON'T: Recolor logo (even it would fit better the background)**

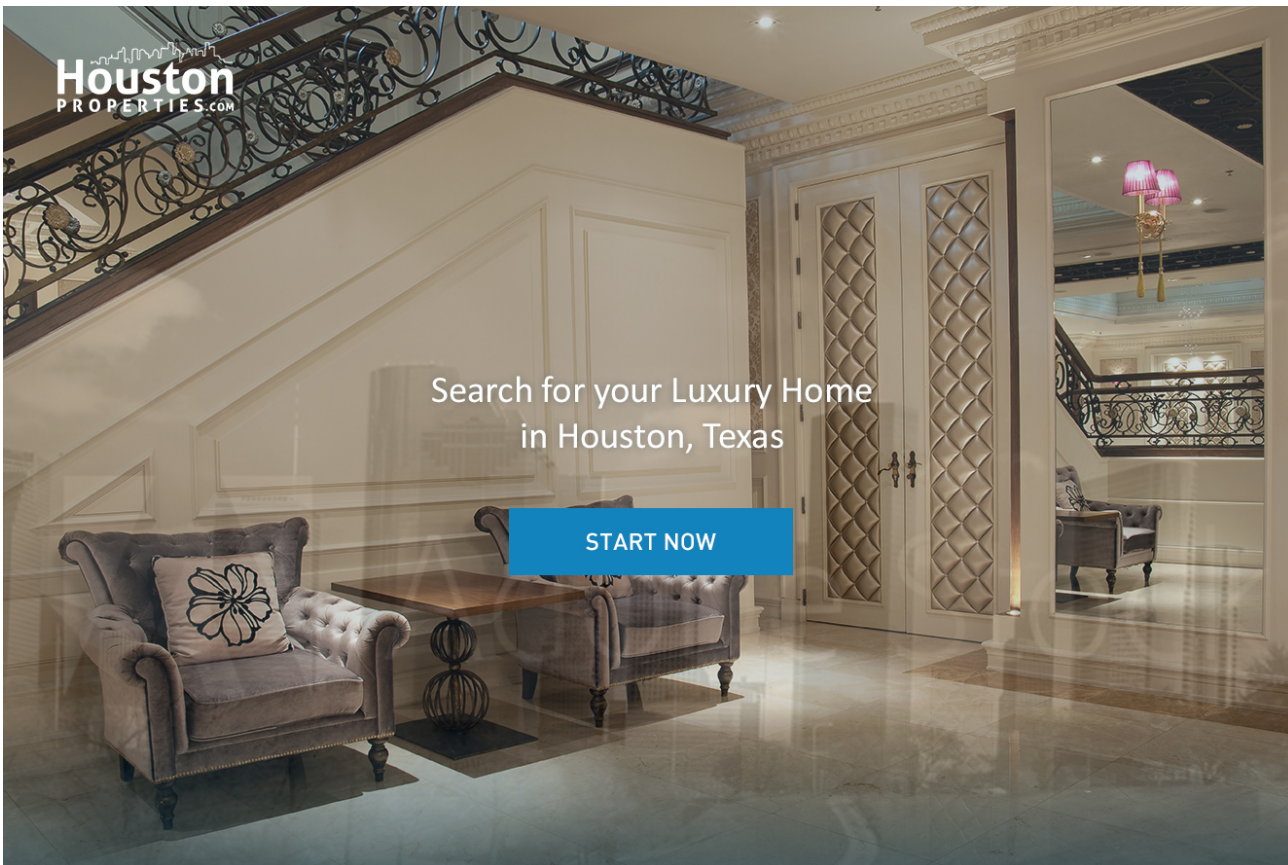




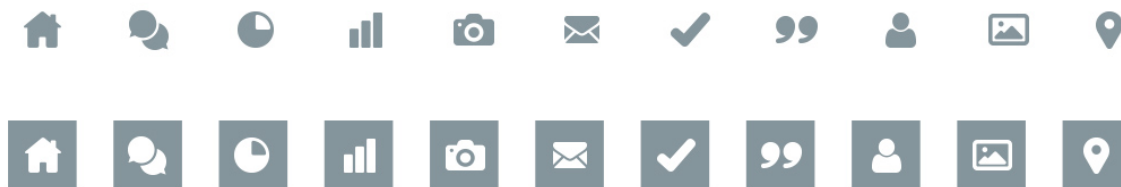
## DON'T: Use colors outside of our color palette



## DON'T: Add a page without a clear USP & Headline



## DON'T: Use cartoonish icons





## **DON'T:** Use too dark or too light photos



## **DON'T: Use photos with impersonal corporate/business style**



## DON'T: Use photos with impersonal & sterile style (especially when they have no meaning)





# Don't Do Any Of These Things

## DON'T: Use photos with stock people (only use people photos of our agents)

