



# brand

Guidelines

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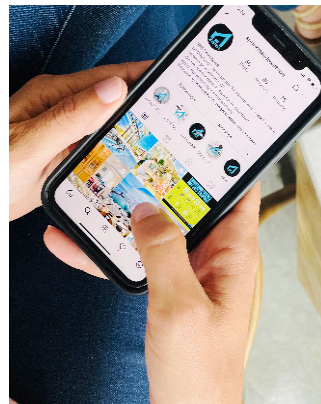
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## II. Logos



SPRINKMAN  
REAL ESTATE



# III. Color Palette



*pms 638*

# IV. Fonts + Typography

## Headline Font

*FUTURA PT MEDIUM + DEMI*

## BODY FONT

*FUTURA PT BOOK*

*SAMPLE HEADLINE AND BODY COPY*

# We Want You To Love Madison

**AS MUCH AS WE DO**

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Starting a new job and resettling in a new home can be overwhelming. We'll partner with you to make your move to Madison as seamless as possible.

# V. Brand Messaging

## **GENERAL**

A seamless transaction begins with top-performing, experienced professionals to guide you every step of the process.

You don't need reminding that buying and selling a home can be an overwhelming task. That's where our boutique approach makes the difference.

Our experienced team is at your beck and call, making sure everything goes precisely as planned. Years of experience have taught us to expect the unexpected and plan for the unplanned.

## **SELL**

Downsize, upsize, or rightsize...we can make it happen. Our staging, photography, and marketing team are second to none at showcasing premier properties in Madison. Let's make your place shine.

You deserve the best and then some. The Sprinkman team makes selling your home rewarding, seamless, and satisfying. Contact us today to get started

## **BUY**

You're buying more than a house. You're investing in family memories, dreams, and a new lifestyle. Sprinkman agents have got your back.

You deserve an agent who will protect your best interests, save you time, expertly negotiate on your behalf, and help you find your way home.

## **RELOCATION**

Starting a new job and resettling in a new home can be overwhelming. We'll partner with you to make your client's move to Madison as seamless as possible.

## **NEIGHBORHOODS**

Our passion for this area we call home goes far beyond what's happening in the real estate market. For us, Madison isn't just our livelihood, it's our life. Let us put our enthusiasm for Madison to work for you.

From your local shops and restaurants, to neighborhood schools, festivals, and views, we can help you find the perfect spot. We truly love where we live. You deserve that, too!

## **SDC**

Make a home... for better living. Let's dream together about how you want to feel in your home. We'll take the time to listen, ask lots of great questions, and get to the root of your desires. Then, we'll collaborate with you to create spaces that truly work for the way you want to live.

Whether your ideas are well-defined, vaguely outlined, or somewhere in between, we'll bring the inspiration to bring your ideas to life.



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