



BRAND GUIDELINES



WHO WE ARE

A Real Estate Titan

Established in 2006, JMG has achieved over **11 Billion dollars in sales** and over **24,000 transactions**. Today, over 90% of its business comes through referrals from its trusted partners.

JMG serves as the preferred real estate group for national powerhouse companies like **Quicken Loans, Zillow, Rocket Homes, New American Funding, Bank of America, Veterans United**, and many more.

By providing cutting-edge customer relations technology, an unmatched marketing reach and strong negotiation power, JMG continues to dominate as **America's #1 real estate team**.

Nationally ranked as the **#1 Real Estate Team** by
Forbes THE WALL STREET JOURNAL.

LOGO VARIATIONS/APPLICATIONS



Charcoal grey option for light backgrounds



White option for dark backgrounds



Classic blue option for light backgrounds



Logo Usage

No modifications to the logo design are permitted.

Minimum width: 90 pixels, 32 mm, 1.25"

Exclusion zone: Always allow a clear space of at least 5% around the logo



Logo Sting

1.25" width, min



AVOID

Adding shadows, dimensions and gradients

Stretching or compressing

Rotating

Busy Backgrounds

Old JMG logo



COLOR PALETTE

Primary Colors

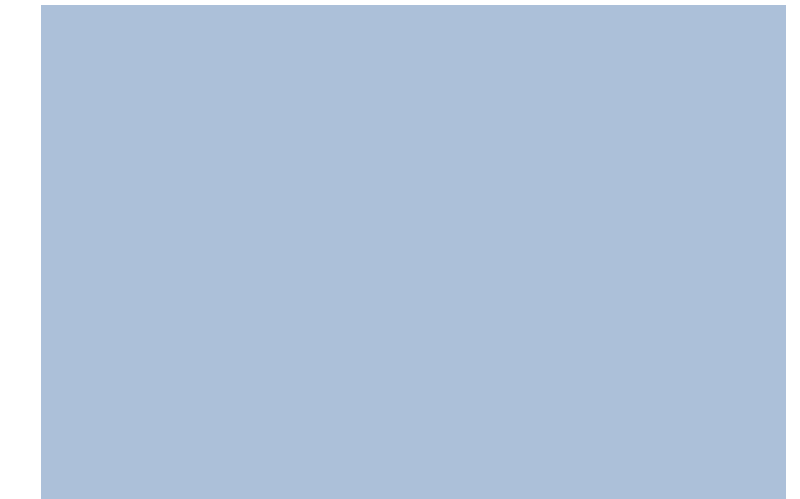
The primary colors are key indicators of the JMG brand. The dark blue and slate grey are **used for text** and the light blue is used for **design elements**.



Dark Blue
CMYK: 100,83,44,45
RGB: #0c2947



Slate Grey
CMYK: 69,63,62,58
RGB: #333333



Light Blue
CMYK: 32,17,6,0
RGB: #acc0d9

Secondary Colors

The secondary colors are used in combination with the primary colors **to add interest**.



Light Grey
CMYK: 18,13,14,0
RGB: #d0d0d0



White
CMYK: 0,0,0,0
RGB: #ffffff

TYPEFACES/EXAMPLES

Raleway

For main body text, use Raleway Regular

For headlines and call to actions, use Raleway Bold

ATHELAS BOLD

MEANT FOR ACCENTS IN TITLES

USE ALL CAPS

Home Showing	Offers Accepted	Customer Satisfaction
75% of the time our clients find their perfect home within the first three showings. Saving you time.	Our negotiating power and reputation is strong. 83% of our top agents' offers are accepted.	After surveying thousands of our clients we've discovered we have a 97% customer satisfaction rate.

FEATURED

MARKETPLACES

Click A State For Team Contact Information

■ State ■ City ■ Coming Soon

OUR NATIONAL

PARTNERS

itly services some of the largest corporations in the world. Trusted cli-
terans United and Cardinal Financial (just to name a few) trust The Ja-
cilitate a world class real estate experience for their clients.

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