DALTON WADE

# DESIGN GUIDELINES
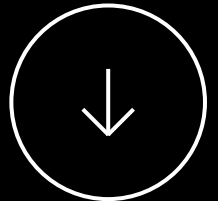
VAM GROUP

# 01.
# Logo

The logo will retain its current form, remaining unchanged

# 02.
# Fonts

Mixing "classy meets modern" our fonts combine a timeless serif with a sleek sans-serif.

PRIMARY FONT

# MONTSERRAT

Headlines - Text

**It will be used for headlines in the medium variable**

This is a paragraph with lots of text to read. It's easy to follow and has a great legibility. This is the regular variable.

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/-+!@#$%^&*()

SECONDARY

# Playfair Display

Headlines - Text

**It will be used for *headlines* to make an *accent* on something**

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/-+!@#$%^&*()

# 03.
# Color
# Palette

Rooted in your signature brand green, this new palette branches out to a spectrum of complementing tones.

#94AD8C

R.**148**, G.**173**, B.**140**

C.**10**, M.**0**, Y.**13**, K.**32**

#FFFFFF

R.**255**, G255, B.**255**

C. **0**, M.**0**, Y.**0**, K.**0**

#000000

R.**0**, G.**0**, B.**0**

C.**0**, M.**0**, Y.**0**, K.**100**

#C0D1BA

R.**192**, G.**209**, B.**186**

C.**7**, M.**0**, Y.**9**, K.**18**

#7C8F7B

R.**124**, G.**143**, B.**123**

C.**7**, M.**0**, Y.**8**, K.**44**

#606A6E

R.**96**, G.**106**, B.**110**

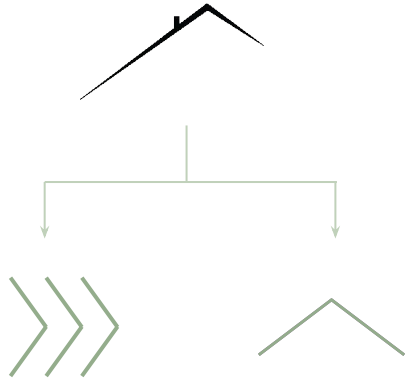C.**13**, M.**14**, Y.**0**, K.**57**

#EAE8E4

R.**234**, G.**232**, B.**228**

C.**0**, M.**1**, Y.**2**, K. **8**

#CCE5DF

R.**204**, G.**229**, B.**223**

C.**10**, M.**0**, Y.**2**, K.**10**

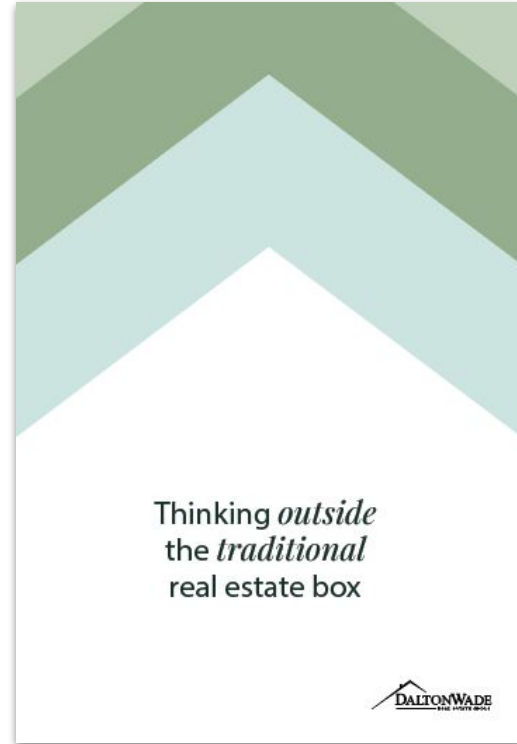VAM GROUP

# 04.
# Graphic
# Elements

Every brand needs that one element,
the glue that stitches the design
together seamlessly.

The roof's element is transformed to modern arrow based icons.

GO TO TRAININGS →

The usage of pills normally found in digital or UI design to add a modern sensation to it.



Thinking *outside* the *traditional* real estate box

DALTONWADE

VAM GROUP

# 05.
# Design
# In action

Seeing our design in action is where the magic happens. Here, you'll witness how our guidelines breathe life into real assets.

Thinking *outside*
the *traditional*
real estate box

DaltonWade

# 06.
# Presentation design

Transforming past presentations with our new guidelines. Experience the impact of consistent design, reflecting Dalton & Wade's evolved identity.

# For Branding Guideline Reference

**01   SUPPORT PORTAL** →

**02   TRAININGS** →

**03   TOOLS** →

**04    GETTING PAID** →

→

→

# 01

For Guideline
Reference

# SUPPORT PORTAL

*Welcome to the team*

WELCOME TO THE TEAM

DALTON WADE

TRAININGS          AGENTS

# Let's *register* you now for your *support portal*

Start Tickets, Find Answers In Our Knowledge Base Articles & More!

| *Dalton Support* | Mon-Fri 9am-7pm Sat-Sun 12am-5pm | Call or Text 727.914.9174 support@daltonwade.com |
| --- | --- | --- |

REGISTER NOW →

# 02

# TRAININGS

*Live & On Demand*

# Our trainings *live & on demand*

## MLS/BOARD TRAININGS

Check w/ your RE BOARD and MLS what they require before you can add/edit listings, etc

**!**

## CONTRACT TRAINING

Learn the ins and outs of the far/bar as-is contract along with common addenda and list agreement highlights

**MONDAYS** @ 11:00AM EST & **ON DEMAND**

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**!** THESE COURSES ARE MANDATORY

GO TO TRAININGS →

# 03

# TOOLS

*BoomTown!* | *DotLoop*

# 04

# GETTING PAID

*Without delay*

# Quick guide for *loops & getting paid* without delay

WELCOME TO THE TEAM

DALTON WADE

**FOR MORE ASSISTANCE**

Call or Email DW Support:
727.914.9174
support@daltonwade.com

**1**

**CREATE YOUR LOOP**

- Click "+ New Loop"
- Name it the property address
- Select loop template type (listing for sale, residential purchase, vacant land, new construction, referral, etc.).

*The template will auto-populate required/mandatory documents & placeholders.*

CREATE YOUR LOOP

**2**

ADD PARTICIPANTS

**3**

DOCS/SIGNATURES/FOLDERS

**4**

SUBMIT COMPLETED FOLDERS FOR DW COMPLIANCE REVIEW

**5**

ENSURE YOU GET PAID AT CLOSING & DON'T HAVE TO WAIT FOR YOUR $

# Quick guide for *loops* & *getting paid* without delay

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**1**

CREATE YOUR LOOP

**2**

ADD PARTICIPANTS

## ADD PARTICIPANTS

- Scroll down to the "People" section
- Add your clients & parties to this transaction with emails. This will enable you to autofill docs and pre-places initials/signatures for any template docs.

*Docs you upload will need you to place/initial signatures manually.*

**3**

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**ADD PARTICIPANTS**

**DOCS/SIGNATURES/FOLDERS**

**SUBMIT COMPLETED FOLDERS FOR DW COMPLIANCE REVIEW**

**ENSURE YOU GET PAID AT CLOSING & DON'T HAVE TO WAIT FOR YOUR $**

Thank you!