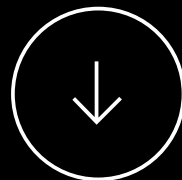


DALTON WADE

DESIGN GUIDELINES



01 LOGO



02 FONTS



03 COLOR PALETTE



04 GRAPHIC ELEMENTS



05 DESIGN IN ACTION



06 PRESENTATION DESIGN



01. Logo

The logo will retain its current form, remaining unchanged



[Download logo files](#)





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.

Download for free from [Google Fonts](#).

Aa

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

SECONDARY

Playfair Display

Headlines - Text

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

Download for free from [Google Fonts](#).

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghi-
jklmnopqrstuvwxyz
0123456789/-+!@#\$%^&*()

03. Color Palette

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

#87905A

R.135, G.144, B.90
C.6, M. 0, Y.37, K.44

#94AD8C

R.148, G.173, B.140
C.10, M. 0, Y.13, K.32

#FFFFFF

R.255, G.255, 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

#COD1BA

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

#606A63

R.96, G.106, B.110
C.13, M. 14, Y.0, K.57

#EAE8E4

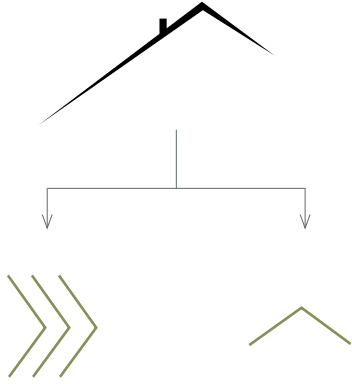
R.234, G.234, B.228
C.0, M. 1, Y.2, K.8

#CCE5DF

R.204, G.229, B.223
C.10, M. 0, Y.2, K.10

04. Graphic Elements

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



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



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



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

Want to know more?
Contact us at
1-800-456-6291



Keep more of
your commission
to invest in
yourself

We provide you with all the
tools you need to function effectively
in an ever increasing digital age



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in an ever increasing digital age

Thinking *outside*
the *traditional*
real estate box

DAILYMIND



06. Presentation design

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



Welcome to *the team*

WE HAVE AGENTS ALL OVER FLORIDA!

For Guideline
Reference

For Branding Guideline Reference

01 SUPPORT PORTAL



02 TRAININGS



03 TOOLS



04 GETTING PAID



01

For Guideline
Reference

SUPPORT PORTAL

Welcome to the team



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

FOR MORE ASSISTANCE

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

WELCOME TO THE TEAM

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.*

ADD PARTICIPANTS

2

DOCS/SIGNATURES/FOLDERS

3

SUBMIT COMPLETED FOLDERS FOR DW COMPLIANCE REVIEW

4

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

5

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

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727.914.9174
support@daltonwade.com

1 WELCOME TO THE TEAM

2 ADD PARTICIPANTS

3 ADD PARTICIPANTS

-Scroll down to the “People” section
-Add your clients & parties to this trans-
action 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.*

4 DOCS/SIGNATURES/FOLDERS

5 SUBMIT COMPLETED FOLDERS FOR DW COMPLIANCE REVIEW

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

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- 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.

4 SUBMIT COMPLETED FOLDERS FOR DW COMPLIANCE REVIEW

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

Thank you!