Style Sheet

LOGO USAGE
- Primary Logo: Use the Black on light backgrounds.
- Secondary Logo: Use an all-white for darker backgrounds
- Clear Space: Ensure there's sufficient spacing around the logo.
- Logo Misuse: Do not stretch, rotate, or alter the color scheme of the logo.

COLOR PALETTE

The colors represent nature, growth, and a sense of prestige, aligning with the Pacific Northwest and the trusted image of the real estate group.
- Green (Primary): #043d30
  - Usage: Main brand color, backgrounds, accents, and key call-to-action buttons.
- Gold (Accent): #896902
  - Usage: Secondary accents, highlights, buttons, and icons. Also used for premium services or callouts to luxury listings.
- Black (Neutral): #000000
  - Usage: Text, headers, and high-contrast elements. Used for modern, sharp typography treatments.
- White (Neutral): #FFFFFF
  - Usage: Backgrounds, text in dark-mode settings, and logo variations.
- Grey (Neutral): #444444
  - Usage: Subtle text, backgrounds, and dividers. Used for less important content or as a backdrop for the main elements.

TYPOGRAPHY
- Headlines
  - Font: Nexa Bold
  - Color: Black (#000000) or White (#FFFFFF)
  - Usage: Main headings (H1, H2), call-to-actions, banners, advertisements.

Heading

- Subheadings
  - Font: Nexa Slab / Nexa Light
  - Color: Black (#000000) or Green (#043d30)
  - Usage: Section titles, property highlights, and secondary headers.
- Body Text
  - Font: Roboto
  - Color: Black (#000000)
  - Usage: Paragraph text, descriptions, articles, blog content, and emails.
- Script/Accent Font
  - Font: Moontime (for elegant, personal touches) or Mistrully (for handwritten-style accents)
  - Color: Gold (#896902) or Black (#000000)
  - Usage: Signatures, luxury property labels, personalized elements.

IMAGERY
- Style: Clean, natural, and professional imagery.
- Subjects: Focus on homes, properties, and the Pacific Northwest lifestyle (e.g., forested landscapes, waterfronts, urban areas).
- Filters: Subtle brightness and contrast adjustments to enhance natural beauty. Use muted tones to match the brand's color palette, avoiding overly saturated colors.

ICONOGRAPHY
- Style: Simple, minimalistic, and flat iconography, using solid fills of Green (#043d30) or Gold (#896902).
- Usage: Icons for services (e.g., house, key, handshake), website navigation, and promotional material.

BUTTON & UI ELEMENTS
- Primary Buttons
  - Background: Gold (#0896902)
  - Text: White (#FFFFFF)
  - Border: None
  - Hover State: Green (#043d30)
- Secondary Buttons
  - Background: White (#FFFFFF)
  - Text: Green (#043d30)
  - Border: Gold (#896902)

Subheading
Subheading

Body

Subheading
Subheading

- Hover State: Text: Gold (#896902)
- Link Styling
  - Text Color: Gold (#896902)
  - Hover Color: Green (#043d30)
  - Underline: No underline, but add on hover for emphasis.

CLICK HERE

Business Card Design
- Front:
  - Background: Green (#043d30)
  - Logo: Centered in White (#FFFFFF)

- Back:
  - Background Color: White (#FFFFFF)
  - Headshot: Aligned left
  - Use a professional headshot taking up approximately 1/4 to 1/3 of the width of the card on the left side.
  - Details: Aligned left after the headshot (30px from the left edge of the headshot).
    - Name:
      - Font: Nexa Bold
      - Color: Black (#000000)
      - Size: Slightly larger than other details to emphasize hierarchy.
    - Job Title:
      - Font: Roboto Regular
      - Color: Black (#000000)
    - Phone Number, Email Address:
      - Font: Roboto Regular
      - Color: Black (#000000)
    - Office Address:
      - Font: Roboto Regular
      - Color: Black (#000000)
    - Logos: Positioned at the bottom of the card (aligned horizontally).
      - LeadingRE logo
      - Luxury Portfolio logo
      - Equal Housing Opportunity (EHO) logo
      - Ensure logos are consistent in size and color (monochromatic black versions preferred for a clean and professional look). All logos should be small but legible, with adequate spacing between each to avoid crowding.

SOCIAL MEDIA GUIDELINES

Profile Picture:
- Logo: Stacked version of THE MADRONA GROUP logo.
- Background: Solid black (#000000).
- Use consistently across Facebook, Instagram, LinkedIn, and Google My Business.

Cover Photo / Hero Image:
- Use a hero image from the website or a local scenic photo from a neighborhood/city relevant to the Pacific Northwest.
- Refresh every quarter or with the seasons to keep the visuals fresh.

Hashtags:
- Primary Hashtag (for all posts):
  - #findamadrona: This will be the consistent, branded hashtag across all posts to encourage user-generated content and community engagement.

Encourage Engagement:
  - Urge brokers, clients, and friends to take a picture with a Madrona tree, Madrona business, or any Madrona-related product, and post it with the hashtag #findamadrona on their socials.
  - For added engagement: "Snap a photo with a Madrona tree, business, or product and share it with us using #findamadrona"

Post Format & Visual Guidelines:
- Square format (1080x1080px) for all posts, ideal for all platforms.
- Alternate backgrounds for motivational quotes and other graphics between black (#000000), gold (#896902), and green (#043d30) to keep the feed dynamic while maintaining brand consistency.
- Use Nexa Bold for headlines and Roboto for body text across all posts.
- Include THE MADRONA GROUP logo subtly in a corner or at the bottom of every post.

Content Categories & Structure:
1. Motivational Quotes (Alternate Background Colors):
- Design:
  - Alternate backgrounds between black (#000000), gold (#896902), and green (#043d30).
  - Text: Use white (#FFFFFF) for all text. Headlines in Nexa Bold.
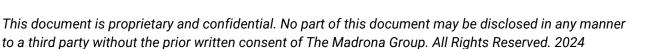 - Overlay: Add the Madrona Group logo at the bottom corner.

- Caption: Short caption providing context for the quote, tying it back to real estate or life goals.
- Hashtags:
    - #findamadrona (always).
    - Example: #PNWRealEstate #MadronaMotivation #RealEstateGoals

2. John L. Scott Community Spotlight Videos:
- Design:
    - Use a screenshot from the video or a related image from the featured community.
    - Or upload video directly if possible
    - Add John L. Scott logo and Madrona Group logo at the bottom.
- Caption:
    - Brief description of the community featured in the video.
    - Include a link to the video on John L. Scott's website.
    - Encourage viewers to explore the community and mention any local events or features.
    - Call to Action: "Watch the full video and learn more about [Community Name]!"
- Hashtags:
    - #findamadrona (always).
    - Example: #JohnLScottSpotlight #PNWCommunities #MadronaGroup

3. Sharing Blog Content (www.THEMADRONAGROUP.com):
- Design:
    - Featured blog image
    - Call-to-Action: A gold button with "Read More" in white.
    - Madrona Group logo in a corner for branding.
- Caption: A quick summary of the blog topic with a link to the blog post.
- Hashtags:
    - #findamadrona (always).
    - Example: #MadronaGroupBlog #PNWRealEstateAdvice #HomeBuyingTips

4. Exceptional Homes (4 Images + CTA Card):
- Content:
    - https://www.facebook.com/JLSexceptionalhomes
    - Office generated Exceptional Homes
- Design:
    - Carousel layout:
        - ▪

- First 4 images: Professional photos of the property.
- 5th image: Call-to-Action card with a black background (#000000) and white text saying "Explore this Home" in Nexa Bold. Include property highlights.
- Madrona Group logo on the CTA card.
- Caption: Short, engaging description of the property, followed by a link to the listing.
- Hashtags:
  - #findamadrona (always).
  - Example: #ExceptionalHomes #LuxuryPNW #MadronaLuxuryHomes

5. New Listings:
- Design:
  - Best exterior image of the home
    - Just Listed, New on Market, New Listing
    - Minimal listing details
- Madrona Group logo in corner
- Caption: Announce the new listing with property details, a link to the listing, and tag the broker.
- Hashtags:
  - #findamadrona (always).
  - Example: #NewListing #MadronaListings #JustListed #PNWRealEstate

6. Announcing New Brokers:
- Design:
  - Headshot of the broker on the left.
  - Text: "Welcome to the Team!" in green (#043d30), with broker name and contact info in black.

- Madrona Group logo in the corner.
- Caption: Brief introduction of the broker, highlighting their strengths.
- Hashtags:
  - #findamadrona (always).
  - Example: #WelcomeToMadrona #PNWRealEstate #RealEstateExperts

7. Agent of the Week:
- Design:
  - Headshot of the agent
  - Text: "Agent Spotlight" with the agent's name, phone and bio
- Madrona Group logo

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- Caption: Celebrate the agent's achievements with a brief highlight.
- Hashtags:
  - #findamadrona (always).
  - Example: #AgentOfTheWeek #MadronaGroupSuccess #PNWRealtors

8. Learning Calendar for the Week:

- Design:
  - Row-style layout with dates representing each event or class.
  - Green background (#043d30) with white text (#FFFFFF) for the event details, separated by gold lines (#896902).
- Madrona Group logo at the top or bottom.
- Caption: Announce the weekly learning schedule and tag relevant participants or brokers.
- Hashtags:
  - #findamadrona (always).
  - Example: #MadronaLearning #RealEstateTraining #PNWRealtors

General Posting Tips:
- #findamadrona: Use this hashtag in every post to build a branded content stream and community engagement.
- Visual Variety:
  - Alternate motivational quotes with backgrounds in black, gold, and green to keep the feed visually dynamic.
  - Ensure each post uses the Madrona Group color palette for a cohesive look.
- Hashtags:
  - Keep other hashtags relevant and limited to 3-4 for each post (e.g., #PNWRealEstate, #MadronaListings).

Tools & Execution:
- Use Canva to create custom templates for each content category (new listings, motivational quotes, broker announcements, etc.) so you can easily switch between black, gold, and green backgrounds.
- Use a scheduling tool like Later or Meta to schedule posts in advance and ensure a regular cadence on all platforms.