



Hawai'i Life Marketing Policy & Guidelines

Quality, effective design and marketing are core to Hawai'i Life. Our Marketing Policy and Guidelines simplify the elements and objectives that define our brand. The desired outcome is successful client relationships for our agents, and for the company as a whole. From design development to execution, Hawai'i Life's Creative Team provides agents with strategic marketing materials that produce results. It's a proven fact - agents that understand our guidelines and use our systems get positive results.

Thank you for taking the time to understand the objectives of this policy. For questions and comments please contact the Creative Team directly via email to Create@HawaiiLife.com.

Sincerely,

The Hawai'i Life Creative Team

Be Authentic. Focus on Content

Our brand style is one of simplicity and authenticity, with a focus on meaningful, concise content. Through this we build trust and differentiate ourselves from the competition.

Hawai'i Life has a style and "voice" that works and feels honest to our clients. We present them with meaningful information and solid service. Rather than telling someone you're an "expert" or that a view is "breathtaking," allow them to come to those same conclusions. It's so much more powerful.

Brand Elements

The Hawai'i Life logo, colors and typography are essential elements that should be used consistently across all marketing and communications to establish and reinforce brand recognition.

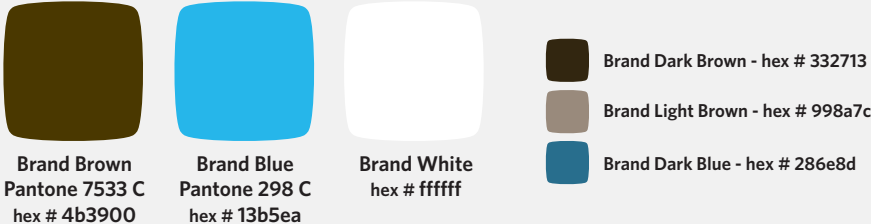
Logo Configuration

The Hawai'i Life logo must remain proportional in the following formats.



Colors

Keeping our brand colors consistent differentiates us from the competition and heightens brand recognition.



Typography

While you probably don't have these fonts, whenever you utilize our creative services we'll use them along with professional design to present your message.

Whitney

Highly readable sans used for the logotype, signage, headlines and info design.

Chronicle

Beautiful serif used in various weights for print marketing and body text.

Company Taglines

These are some of our registered trademarks. Repetition of these taglines is good for marketing...

- Hawai'i Real Estate Lives Here
- Smart Marketing. Solid Representation.
- Global Reach. Local Style.
- Hawai'i. Life. Style.

Listing Photos & Descriptive Copywriting

Photos and text for your listings should accurately convey the selling points of a property, while still maintaining truth-in-marketing standards.

- **Ensure that the best image are first in the sequence of images in the MLS.**
- **Do not apply special effects, frames or filters to images.**
- **Include the best shots** - you do not need to include all elements of a property (that can be disclosed at the appropriate time).
- **Make the descriptive text descriptive.** In the MLS record remarks it is appropriate to describe what differentiates the subject property and to sell the attributes, but it is not a good idea to write fiction or to include the usual adjectives.

We Suggest Avoiding

- **Use of graphic treatments just because they look cool.** This includes Photoshop effects and filters, fancy frames on pictures, animations that serve no purpose etc.
- **Deviation from the core colors and typography.** It dilutes the brand and makes it harder for clients to disseminate information and remember you.
- **Use of language that is cliché** and contrived to evoke fantasy thoughts or visions without consideration to the client / user's world view. This language may alienate people who call Hawai'i home. Here are a few classics we have all seen before:

"Making your dreams come true"

"This is your dream home"

"Shangri-La"

"Must See!"

"Piece of Paradise"

- **Use of inappropriate or deceptive photography and copywriting.**



Example of Deceptive Headline:

Expansive Ocean Views

Reality:

Only a peak of ocean is visible in the distance

- **Use of huge car magnets or flying in red, white and blue balloons.**



Use of Your Personal Photo

You're a person not a brand. Your clients are looking for real estate experts. Many agents feel that using their photo constitutes "personal branding"; however, our market research shows that you may get more negative reactions to your photo than positive - which is why we do not advise using it. Success is not related to how attractive your headshot is, but rather that you are an expert at selling real estate.

Personal Photo Guidelines

- Candid, authentic photos are best. A polished, professional photo is not necessarily as effective as a snapshot that conveys your energy.
- Avoid including children, spouses, pets or vehicles in your photo.
- **Do NOT use personal photos on listing signage.**
- **Personal photos are optional on business cards.**

Smarketing & In-House Creative Services

Our Smarketing system, company collateral and website tools are highly effective. Many of the materials you require may have already been designed. All of the core print products are available to you at no cost and we are always expanding the available print templates. **Your challenge is to come up with meaningful content.** Please don't hesitate to contact us with any questions. *We're here to help.*

**Smarketing system may only be used for company listings uploaded to Salesforce.*

Custom Marketing from our In-House Creative Team

Custom Marketing services and expenses are billable to the requesting agent. If you wish to have custom work outside of what is already developed, our services are available at the discounted rate of \$50/hour.

Developing Your Own Custom Marketing

All print ads, custom marketing, signage, etc. created outside of the company must be approved by the Creative Services Team prior to being distributed. Please email create@hawaiiilife.com with approval requests and questions.

Custom Websites

Your custom website content belongs to you and you may cancel or move the site at any time. We'll archive your data and even help you move the site and WordPress to another server (fees may apply). Please keep in mind all search features will not be integrated if you move or discontinue your agent website. You are responsible for reviewing the accuracy and function of your website. Hawai'i Life monitors the server, network and HawaiiLife.com features, but we do not monitor the accuracy and functions specific to your website. **All content must adhere to applicable real estate and civil laws. Copyright infringements are serious and strictly prohibited.**

Printing

Our goal is to create "Smart Print." We advocate quality printing using sustainable practices. The Creative Team actively researches and works with sustainable printers (preferably local). Unless otherwise agreed, commercial printing costs are payable by the agent.

When using our office printers, try to conserve and use quality paper.

Feedback

We welcome your feedback on what works vs. what doesn't. We are all on the same team and everyone benefits from quality, effective marketing systems and open communication. If you have some constructive feedback or would like to develop something new please contact us at Create@HawaiiLife.com. *We will listen.*

Mahalo