



FortuneBuilders

BRAND GUIDE

EMPOWERING YOUR PURPOSE
THROUGH FINANCIAL EDUCATION

VERSION 1

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Resources

To access approved electronic files, please visit:
www.FortuneBuilders.com/Press/

Contact the Design Team

For any questions regarding our Brand Guide, please
send us an email at:
Design@FortuneBuilders.com

WELCOME

Welcome to the new FortuneBuilders brand guidelines. These guidelines exist to make us look consistently epic! Follow these guidelines as you create marketing materials, internal and external communications.

Our brand is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognizable as FortuneBuilders.

This guide will help to familiarize you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

If unsure, just ask us at pr@fortunebuilders.com

OUR COMPANY

Brand Standards Guide



FortuneBuilders is the premier real estate investment education company in the country. Ranked by Inc. Magazine's prestigious Inc 500 list for three consecutive years, we educate and coach real estate investors through our proven and systemized processes and champion attitude.



ABOUT FORTUNEBUILDERS

FortuneBuilders real estate investment businesses, CT Homes LLC and Realty National, have bought and sold over 700 properties in the last decade and they continue to be the premier real estate investment company in their respective areas. As experienced and active investors, we are keenly aware of how to lay the foundation for a successful real estate investing business while simultaneously staying ahead of current markets, trends and practices within the housing market. Our training and coaching is constantly evolving with these changes and we are uniquely equipped to offer real world, tangible resources to help grow your business. Our team has been inspiring, educating, and leading real estate investors across the country since 2006. Our unique approach is highly sought after because we provide our students the blueprint to start and grow a real estate business, not just providing advice on a single aspect of investing.

We give you the tools, resources, confidence, support, and expert knowledge to create and run a real estate investment business and spark the entrepreneurial spirit to successfully manage your business and live up to your true potential. We show you the roadmap of how to turn your passion for real estate into a highly profitable business. A business which will provide you and your family the financial freedom and freedom of lifestyle you deserve.

MISSION, VISION & VALUES

Brand Standards Guide



COMPANY MISSION

Empowering Your Purpose Through Financial Education

COMPANY VISION

Our vision is to help people capture opportunities, reach their full potential and achieve their goals by providing high-quality educational programs and coaching experiences.

ETHICS & INTEGRITY Do the right thing.

INSPIRE Motivate and help others achieve their goals.

EDUCATE Believe in and commit to personal development & growth.

LEAD Take action & follow through. Persevere & don't give up. No Excuses. How you do anything is how you do everything.

CRUSH IT! Enjoy every moment and do it with passion.

BRAND LOGO



USING LOGOS EFFECTIVELY

The FortuneBuilders logo is a unique piece of artwork. The proportion and arrangement of the shield and word mark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

LOGO BREAKDOWN

Our main logo includes the FB Shield, the text ribbon and wreath, and the FortuneBuilders text below it. In the instances where either the full or simple FortuneBuilders logo will not fit into the space or process limitations, an exception may be made to allow use of the FortuneBuilders Shield icon on its own. To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available from FortuneBuilders, Inc. (pr@fortunebuilders.com)

WHERE IT IS USED

- Preview Materials
- Event Materials
- Email Signatures
- Book Covers
- Brochures
- Forms



LOGO VARIATIONS



VARIATION 1



Example



Where It Is Used

- Pull Up Banners
- Certificates
- Manuals

This logo is a variation of the Main Logo. This variation is commonly used with the FortuneBuilders text inside the ribbon. It can be found on event materials for the Preview, 3-Day Real Estate Workshop and Bootcamp events.

VARIATION 2



FortuneBuilders

Example



Where It Is Used

- FortuneBuilders.com
- Letterheads

This version of our logo can be found primarily on our main website, FortuneBuilders.com. It can also be found on Print materials for 3-Day Real Estate Workshop events where students are introduced to the FortuneBuilders brand.



VARIATION 3



Example



Where It Is Used

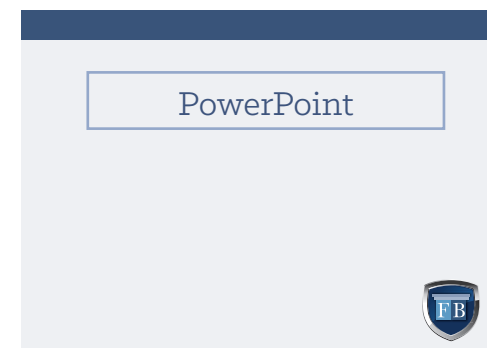
- Letterheads
- Forms
- Handouts
- Banners
- Brochures

This horizontal version of our logo can be used on Web or Print materials (3-Day Real Estate Workshop, Bootcamp Events, Internal). It is best used when spacing is limited in terms of design.

VARIATION 4



Example



Where It Is Used

- Presentation slides
- Handouts
- Email Campaigns

This standalone version of the FortuneBuilders shield is rarely used. This variation can be found mostly on internal Web or Print materials. Whenever possible, consider other variations first.

LOGO ABUSES



DON'T ABUSE OUR LOGO!

We love seeing our logo out in the world, but please abide by the logo standards. We want to stay professional and CONSISTENT! Let's make sure that everyone sees the FortuneBuilders logo in the right conditions. Here are some examples of how not to use our logo



Please Don't

Remove or mix-and-match
logo elements



FortuneBuilders.com

Please Don't

Change the color of logo or its
elements



FortuneBuilders

Please Don't

Add external elements or change
font styles

MASTERY LOGO



MAIN LOGO

The main Mastery logo consists of the FB shield, the Mastery name and the Mastery swish. These elements should always be grouped together. The main Mastery logo should be used on all Mastery-branded Print and Web materials.



Full Color Mastery Logo with FB Shield



LOGO VARIATIONS

In some rare cases, the Mastery logo may be used in the following variations (Please refer to the Design department for application guidelines):

The word 'MASTERY' is written in a red, serif font. A blue swoosh underline starts under the 'Y' and extends to the right.

Full Color Mastery Logo without FB Shield

The word 'MASTERY' is written in a black, serif font. A black swoosh underline starts under the 'Y' and extends to the right.

Black Mastery Logo without FB Shield



Black Mastery Logo with FB Shield



White Mastery Logo on Black with FB Shield

BRAND COLORS



OUR COLORS KEEP US LEGIT

The FortuneBuilders logo should be reproduced in color whenever possible. The primary FortuneBuilders colors consist of a variety of blues, light greys, and white. Gradations of these colors are acceptable. For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications, refer to the RGB/HEX values.

PRIMARY COLORS

#3b547b	#094979	#569fd2	#adb6d6	#95a8ca
C: 100 M: 85 Y: 35 K: 30	C: 100 M: 76 Y: 28 K: 12	C: 64 M: 25 Y: 2 K: 0	C: 31 M: 20 Y: 5 K: 0	C: 42 M: 27 Y: 7 K: 0

Where To Use Our Primary Colors

Our primary colors consist of different shades of our Brand blue. These colors are used as a base color standard when setting a color scheme for our Web and Print materials.

EXAMPLES

ICONS



DESIGN ACCENTS

Border/Divider Line

Background Color



SECONDARY COLORS

#e04848	#f6921e	#afcf62	#06ac84	#3d8bff
#c62828	#cc6d00	#8ca54f	#056b54	#214f8e
#e56d6d	#f9bf77	#cee2a0	#9bddce	#82a3d8

EXAMPLES

BUTTONS

REGISTER

LEARN MORE

Where To Use Our Secondary Colors

Our secondary colors bring pops of colors to our brand. They can be used on various design elements such as: icons, buttons and other decorative design accents.

PRINT FONTS



Fonts play an important role in the visual aspects of our brand. To ensure consistent visual communication, we use fonts that have been chosen for their versatility and readability.

Font Family	Font Style	Where It Is Used	What It Is Used On
Klinic Slab	<ul style="list-style-type: none">• Book• Medium• Bold	<ul style="list-style-type: none">• Headers• Sub Headers	<ul style="list-style-type: none">• Brochures & Book Covers• Event Signage• Banners & Flyers• Letters & Stationery
Avenir	<ul style="list-style-type: none">• Book• Book Italics• Heavy• Black	<ul style="list-style-type: none">• Body Text• Sub Headers• Headers	<ul style="list-style-type: none">• Brochures & Book Covers• Event Signage• Banners & Flyers• Letters & Stationery
<i>Wisdom</i>	<ul style="list-style-type: none">• Regular	<ul style="list-style-type: none">• Display Headers	<ul style="list-style-type: none">• Preview Event Materials• Flyers• Email Marketing

OUR PRINT FONTS IN USE



OUR FONTS IN ACTION

Below is an example of how our Print fonts can be used on a print document.

Display Font

Wisdom

Title Header Font

Klinic Slab

Sub Title Header Font

Avenir

Body Text Font

Avenir

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dictum neque et tempus eleifend. Sed laoreet eget metus in hendrerit. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Suspendisse at elit ultrices, ullamcorper tellus eget, ultrices ante. Cras sagittis ex arcu, quis congue ligula venenatis quis. Maecenas non congue velit, ut placerat lorem.

Some text in italics

WEB FONTS



Our Web fonts play an important role in our online presence. We have selected a versatile set of web-safe Google fonts that are supported on all major browsers as well as a wide range of mobile devices.

Font Family	Font Style	Where It Is Used	What It Is Used On
Playfair Display	<ul style="list-style-type: none">• Regular• Italic• Bold	<ul style="list-style-type: none">• Headers• Sub Headers	<ul style="list-style-type: none">• FortuneBuilders.com
Open Sans	<ul style="list-style-type: none">• Regular• Bold• Italic	<ul style="list-style-type: none">• Body Text• Sub Headers• Headers	<ul style="list-style-type: none">• FortuneBuilders.com
Sanchez	<ul style="list-style-type: none">• Regular	<ul style="list-style-type: none">• Headers	<ul style="list-style-type: none">• FortuneBuilders.com
Montserrat	<ul style="list-style-type: none">• Regular	<ul style="list-style-type: none">• Display Headers	<ul style="list-style-type: none">• FortuneBuilders.com

OUR WEB FONTS IN USE



OUR FONTS IN ACTION

Below is an example of how our Web fonts are utilized on the Web.

Title Header Font

Playfair

Sub Title Header Font

Playfair

Open Sans

Open Sans



Body Text Font

Open Sans

This is body text
Lorem ipsum dolor
sit amet, consectetur

Open Sans

This is body text
Lorem ipsum dolor
sit amet, consectetur

Open Sans

This is body text
Lorem ipsum dolor
sit amet, consectetur

