# TABLE OF CONTENTS

## WELCOME
- Welcome .................................................................................. 3
- Our Company ........................................................................... 4
- Mission & Vision & Values ...................................................... 5

## LOGOS
- Main Logo ................................................................................ 6
- Logo Variations ......................................................................... 7, 8
- Logo Abuse ............................................................................... 9
- Mastery Logo .......................................................................... 10, 11

## COLOR PALETTE
- Brand Colors ............................................................................ 12, 13

## TYPOGRAPHY
- Print Fonts ............................................................................... 14
- Print Fonts In Use .................................................................... 15
- Web Fonts ................................................................................. 16
- Web Fonts In Use ...................................................................... 17

## Contact & Resource Information

**FortuneBuilders, Inc.**  
3033 Bunker Hill St.  
San Diego, California  
92109 USA  
Email: pr@fortunebuilders.com  
Phone: 619-881-0575

**Resources**
To access approved electronic files, please visit:  

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

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

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. Perserver & 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

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

FortuneBuilders

Where It Is Used
- Letterheads
- Forms
- Handouts
- Banners
- Brochures

Example

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

FortuneBuilders

Where It Is Used
- Presentation slides
- Handouts
- Email Campaigns

Example

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.
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

Please Don’t
Change the color of logo or its elements

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):

- Full Color Mastery Logo without FB Shield
- Black Mastery Logo without FB Shield
- Black Mastery Logo with FB Shield
- White Mastery Logo on Black with FB Shield
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

<table>
<thead>
<tr>
<th>#3b547b</th>
<th>#094979</th>
<th>#569fd2</th>
<th>#adbbd6</th>
<th>#95a8ca</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 100</td>
<td>M: 85</td>
<td>Y: 35</td>
<td>K: 30</td>
<td></td>
</tr>
<tr>
<td>C: 100</td>
<td>M: 76</td>
<td>Y: 28</td>
<td>K: 12</td>
<td></td>
</tr>
<tr>
<td>C: 64</td>
<td>M: 25</td>
<td>Y: 2</td>
<td>K: 0</td>
<td></td>
</tr>
<tr>
<td>C: 31</td>
<td>M: 20</td>
<td>Y: 5</td>
<td>K: 0</td>
<td></td>
</tr>
<tr>
<td>C: 42</td>
<td>M: 27</td>
<td>Y: 7</td>
<td>K: 0</td>
<td></td>
</tr>
</tbody>
</table>

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

[Icon of a person] [Checkmark] [X]

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.
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.

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Font Style</th>
<th>Where It Is Used</th>
<th>What It Is Used On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Klinic Slab</td>
<td>• Book</td>
<td>• Headers</td>
<td>• Brochures &amp; Book Covers</td>
</tr>
<tr>
<td></td>
<td>• Medium</td>
<td>• Sub Headers</td>
<td>• Event Signage</td>
</tr>
<tr>
<td></td>
<td>• Bold</td>
<td></td>
<td>• Banners &amp; Flyers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Letters &amp; Stationery</td>
</tr>
<tr>
<td>Avenir</td>
<td>• Book</td>
<td>• Body Text</td>
<td>• Brochures &amp; Book Covers</td>
</tr>
<tr>
<td></td>
<td>• Book Italics</td>
<td>• Sub Headers</td>
<td>• Event Signage</td>
</tr>
<tr>
<td></td>
<td>• Heavy</td>
<td>• Headers</td>
<td>• Banners &amp; Flyers</td>
</tr>
<tr>
<td></td>
<td>• Black</td>
<td></td>
<td>• Letters &amp; Stationery</td>
</tr>
<tr>
<td>Wisdom</td>
<td>• Regular</td>
<td>• Display Headers</td>
<td>• Preview Event Materials</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Flyers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Email Marketing</td>
</tr>
</tbody>
</table>
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.


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.

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Font Style</th>
<th>Where It Is Used</th>
<th>What It Is Used On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playfair Display</td>
<td>Regular, Italic, Bold</td>
<td>Headers, Sub Headers</td>
<td>FortuneBuilders.com</td>
</tr>
<tr>
<td>Open Sans</td>
<td>Regular, Bold, Italic</td>
<td>Body Text, Sub Headers, Headers</td>
<td>FortuneBuilders.com</td>
</tr>
<tr>
<td>Sanchez</td>
<td>Regular</td>
<td>Headers</td>
<td>FortuneBuilders.com</td>
</tr>
<tr>
<td>Montserrat</td>
<td>Regular</td>
<td>Display Headers</td>
<td>FortuneBuilders.com</td>
</tr>
</tbody>
</table>
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

Sub Title Header Font

Body Text Font

Playfair

Open Sans

Open Sans

Open Sans

This is body text
Lorem ipsum dolor sit amet, consectetur