

BRAND  
GUIDELINE +  
IDENTITY  
STANDARDS

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LARISSA  
*Sweeney*

# TABLE OF CONTENTS

|                   |    |
|-------------------|----|
| Background        | 3  |
| Insight           | 12 |
| Brand Personality | 18 |
| Brand Identity    | 23 |
| Application & Use | 33 |
| Conclusion        | 37 |



# BACKGROUND

Brand Position

Brand Reflection

Brand Values

Key Attributes of the Brand

Tone of Voice

Behavior



## BRAND POSITION

For home buyers and sellers seeking thorough, intentional, results-driven real estate experiences, there is one name that stands a cut above the rest: Larissa Sweeney. From learning about her client's unique needs and wants to researching the most effective, efficient ways to achieve their goals, Larissa takes immense pride in showing up and showing out for each of them. Dedicated to delivering the most enjoyable, successful experiences possible, she is committed to going above and beyond, doing the work, and guiding her clients no matter the circumstance. With a strong belief that equity, equality, and contentment are meant for everyone, she remains a fierce advocate for universal homeownership, and strives to help every client enjoy and admonish feeling home.



## BRAND REFLECTION

Due to the unique nature of real estate, Agents are perceived by both their individual personality as well as the brand they reflect in their business. Following are unique characteristics that reflect Larissa Sweeney as both a person and a brand:

### LARISSA SWEENEY THE PERSON:

- keen & thoughtful
- smart & funny
- driven & adventurous

### LARISSA SWEENEY THE BRAND:

- established & sincere
- approachable & wise
- reliable & determined



## BRAND VALUES

Larissa Sweeney is known for her warm, approachable demeanor, ability to provide accurate, detailed information and guidance, as well as her enthusiasm for sharing knowledge, wisdom and insight. Below are a list of attributes that are important to her, and are therefore reflected in her brand's identity:



## BRAND VALUES

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### *Personality*

#### PROACTIVE & PREPARED

- remaining diligent, researching thoroughly, self educating and remaining relevant

#### SWIFT & METICULOUS

- methodical and straightforward, always using a keen eye to spot potential areas of concern and swiftly remediate

#### INTENTIONAL & LOVING

- unpretentious, assertive, and protecting - always ready to show up for those in her circle



## BRAND VALUES

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*Values*

### DILIGENCE

- remaining ever-present and aware while always looking forward

### INTEGRITY

- authentic and trustworthy, living up to solid principles and beliefs rooted in equality

### PRACTICALITY

- keeping things simple, using common sense

### GENEROSITY

- going the extra mile

### EXPERIENCE

- always delivering exceptional outcomes





## KEY ATTRIBUTES OF THE BRAND

The following key attributes are inherent to and make up the Larissa Sweeney brand:

### DEDICATION

For Larissa, there is almost nothing more important than keeping your word and following through. No matter the circumstance, she is dedicated to guiding her clients through every situation, every time, no questions.

### RELIABILITY

Being viewed as the go-to expert by all of her clients is something Larissa strives for every single day. Not only can you always count on her to show up, on time, and ready to go, you can also rest assured that the knowledge and wisdom Larissa shares is relevant, researched, and most of all, reliable.

### SINCERITY

With a tremendous passion for promoting love and equality for all, Larissa knows that the surest way to solidify an honest, trustworthy relationship is through the use and power of sincerity. For her, this means listening with intent, sharing with authenticity, and always doing what you say you're going to do.



## TONE OF VOICE

The following tones of voice best reflect Larissa Sweeney's brand:

### CONSIDERATE

You never know what someone might be going through. That's why I always do my best to listen with empathy and consideration for others, never dismissing the reality that their situation is unique, real, and relevant to them and, in turn, to me.

### INTENTIONAL

For me, the idea of feeling unprepared is the epitome of 'a bad day.' Why do I like to have everything planned and as ready to go as possible? No idea - I just do! But over the years, I've learned that my need for preparedness has resulted in exceptional outcomes - both for me and my clients. I love to research, learn, grow, and stay relevant, all with the intention of making the experience I deliver for both myself as well as my clients as amazing as it can be.

### DETERMINED

Competitive? Eh, maybe. Determined? You betcha! I always love a good challenge, and sincerely enjoy working, solving, and seeing things through to completion. Something left undone or incomplete doesn't really work for me, which is why I always do whatever it takes to make 'it' happen. What is 'it?' Doesn't matter - I'm determined to see it through.



## BEHAVIOR

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*Examples*

### PHRASES:

- "When only the best will do."
- "Doing more, for you."
- "Intentional service, inspired results."
- "Plan your work, work your plan."
- "Delivering with wisdom and focus."

### KEY WORDS:

- Dedicated
- Committed
- Polished
- Intentional
- Prepared
- Diligent
- Proactive
- Determined
- Honest
- Personable
- Compassionate
- Thorough
- Discerning
- Expertise
- Humble



# INSIGHT

History

About

Unique Ability

Ideal Client Overview

Affiliation with Lake & Company



## HISTORY

Hailing from the Midwest, Larissa Sweeney has always loved to learn, grow, and evolve. From the time she relocated to the Pacific Northwest in her 20's to now, her delight for taking on the next challenge has remained both intact and unchanged.

Originally joining the profession via the mortgage industry, Larissa has acquired invaluable knowledge, skill, and experience over the years which has, in turn, served her clients greatly. With extensive backgrounds in both lending as well as property management, her ability to see the big picture is unprecedented. Using these skills, she takes great pride in guiding her Buyers and Sellers throughout their real estate experiences, and loves nothing more than helping them achieve their unique goals and objectives, no matter the timeline or budget.

Aligning with Lake & Company Real Estate in 2015, Larissa believes a better brokerage simply could not exist. Taking advantage of every possible educational offering, she prides herself on remaining relevant and up to date with current market trends and data and shares these skills with her clients at every turn.



## ABOUT

Guided by a strong belief that amazing things can always be accomplished as long as you set your mind to achieving them, Larissa Sweeney knows a thing or two about working hard, staying the course, and seeing things through to completion. With decades of industry insight and expertise under her belt, Larissa delights in guiding Buyers and Sellers of all backgrounds through exceptional real estate experiences. No matter the task at hand, her knack for preparedness and meticulous detail has served countless clients exceedingly well, resulting in both successful transactions and incredible outcomes.

For Larissa, learning how she can best serve her Buyers and Sellers is always paramount. Taking the time to truly understand their unique circumstances, goals, and objectives serves as the foundation from which everything grows. From unique selling scenarios to investment purchases and everything in-between, no transaction is too large or small.

Dedicated to providing the very best experiences possible, Larissa enjoys remaining relevant and up to date with local markets and current trends, and is grateful to be aligned with Lake & Co. because of their commitment to real estate integrity and dedication to homeownership for all. A resident of Seattle's Ballard neighborhood, Larissa is passionate about the Puget Sound Region and loves taking advantage of its pristine beauty, adventure, and allure at every opportunity.



## UNIQUE ABILITY

With a particularly strong skillset related to the Seattle area, Larissa is uniquely prepared to help those seeking real estate services within the City. Her talent for honing in on exactly what her clients need has helped her become well versed in the nuances of Seattle's diverse collection of neighborhoods, enabling her to make intentional, appropriate matches for those she works with.

Is walkability at the top of the list? Downtown, Belltown, Ballard, and Capitol Hill - here we come! Perhaps quintessential, historic living is the most desirable search component. Ballard, North Capitol Hill, Queen Anne, and Green Lake are sure to deliver sensational results.

Knowing the unique attributes and characteristics that define each area has remained a signature trait for Larissa - one that she never takes lightly. In the event a particular neighborhood just isn't capable of delivering everything her client is looking for, she has no issue whatsoever guiding them to a more suitable option.

The result? Countless success stories based on local expertise, genuine connection, and honest outcomes. At the end of the day, helping people feel happy and at home with their real estate decisions brings a bigger smile to Larissa than just about anything.



## IDEAL CLIENT OVERVIEW

Even though it might be slightly cliché, Larissa loves working with clients of all types and backgrounds. Whether they're buying, selling, investing, or something in-between, she enjoys helping each of them achieve their unique, individual goals and objectives.

Commensurately, Larissa does have an 'ideal client' she especially enjoys working with: those who are decisive, don't mind doing the work, and trust her guidance, knowledge, and expertise.

While she is always willing to go the extra mile, she sincerely appreciates whenever her clients help her go that distance through their participation, action, and attentiveness.





## AFFILIATION WITH LAKE & COMPANY

For Larissa Sweeney, there is almost nothing more important than remaining ethical, honest, and forthright at all times. From forged partnerships with trusted vendors to solidified relationships with industry professionals, Larissa ensures that every entity that collaborates to assist her clients along their real estate journey has been thoroughly vetted and meets the expectations she holds herself accountable to every day.

Lake & Company, one of the most respected real estate brokerages in all of Seattle, has held the same beliefs and commitments to professional integrity that Larissa shares for more than 40 years. Their passion for delivering exceptional buying and selling experiences for clients of all backgrounds is perfectly aligned with Larissa's own ambitions to provide the very best for her clients. Additionally, their love for all things local as well as giving back to the community as often as possible perfectly mimics Larissa's desire to always share and show those around her just how much she appreciates their continued generosity and support.



# BRAND PERSONALITY

Inspiration for the Brand

Brand Archetype Results

Brand Myers-Briggs® Results



## INSPIRATION FOR THE BRAND

Throughout the curation of Larissa Sweeney's brand, multiple themes surrounding professionalism, dedication, and integrity emerged. Once identified, the following brands and companies were used as sources of inspiration during her brand creation, helping solidify visual components, tone of voice, and overall business practices throughout the process.

### VUORI

Tagline:

- Intentional apparel.

Inspiration:

- Aesthetic, Messaging

VUORI

### GOOGLE

Tagline:

- Don't be evil.

Inspiration:

- Messaging, Business Operations

Google



## INSPIRATION FOR THE BRAND

### HARVARD UNIVERSITY

Tagline:

- To educate the citizens and citizen-leaders of our society.

Inspiration:

- Messaging, Traditions



### THE NEW YORK TIMES

Tagline:

- We speak the truth and help people understand the world.

Inspiration:

- Messaging

**The New York Times**

### BBC

Tagline:

- Nation shall speak peace unto nation.

Inspiration:

- Messaging, Aesthetic



## BRAND ARCHETYPE RESULTS

Relying on decades-long research rooted in psychology and communication, the Brand Archetype system is a fantastic metric to help better understand all brands. Following are the results of Larissa Sweeney's Brand Archetype assessment:

### THE SAGE

(courtesy of astute®)

#### OVERVIEW:

The Sage archetype revolves around knowledge and truth. For the Sage, the key to success is collecting information and relentlessly pursuing the truth. This particular archetype believes that by gathering reliable, factual information and sharing it with others, we can make the world a better place. It's common for Sage brands to have raised levels of awareness, and to avoid uncertainty, misinformation, misleading assertions, and naïveté—in others and/or in itself. While normally a driving characteristic, the Sage's infinite quest for absolute truth could additionally result in “analysis paralysis”—thus preventing the Sage from ever taking any action.

#### KEY TRAITS:

- PROMISE: The truth will set you free.
- CORE DESIRE: The discovery of truth
- GOAL: To use intelligence to understand the world
- FEAR: Being deceived; ignorance
- STRATEGY: Seek out information; understand processes
- GIFT: Wisdom
- MOTIVATION: Independence and fulfillment



## BRAND MYERS- BRIGGS® RESULTS

Pioneers of personality typing, the Myers-Briggs Type Indicator (MBTI®) has been used for decades to evaluate and assess the unique traits and characteristics of all peoples. Per the results received for Larissa Sweeney, the individual, liberties were taken to subtly express her unique personality type throughout her brand development process as well as within the brand itself. Following is a brief synopsis of Larissa's MBTI® Type:

### ISTJ | THE LOGISTICIAN

(Introverted Sensing Thinking Judging)

(courtesy of 16personalities)

#### OVERVIEW:

Logisticians pride themselves on their integrity. People with this personality type mean what they say, and when they commit to doing something, they make sure to follow through.

This personality type makes up a good portion of the overall population, and while Logisticians may not be particularly flashy or attention-seeking, they do more than their share to keep society on a sturdy, stable foundation. In their families and their communities, Logisticians often earn respect for their reliability, their practicality, and their ability to stay grounded and logical, even in the most stressful situations.

#### KEY TRAITS:

- Honest & Direct
- Strong-willed & Dutiful
- Very Responsible
- Calm & Practical
- Create & Enforce Order
- Jill-of-all-Trades



# BRAND IDENTITY

Identity Toolkit

Logo

Clearspace

Color Variations

Placement

Violations

Color Palette

Typography

Imagery



## IDENTITY TOOLKIT

Following are the main components of Larissa Sweeney's brand for quick reference. Additional information for each component can be accessed commensurately in following sections.

### LOGO:



### EMBLEM:



### COLORS:

- Primary - Navy Blue  
RGB 0 40 85 | HEX# 002855
- Secondary - Gray  
RGB 127 130 131 | HEX# 7F8283
- Accent - Rose Gold  
RGB 189 130 112 | HEX# BD8270



### FONTS:

#### HEADING 1

- Naive Sans | Bold | 16 pt | 50 tracking

#### HEADING 2

- Naive Sans | Bold | 12 pt | 25 tracking

Heading 3

- Distinct Style Script | 36 pt | 0 tracking

#### Body

- Brandon Grotesque | Regular | 10 pt | 25 tracking

### CAPTION

- Brandon Grotesque | Medium | 10 pt | 100 tracking | All Caps





## LOGO

Inspiration for Larissa Sweeney's logo stemmed primarily from the desire to have a strong, clean aesthetic that appeared both attractive and uncomplicated. To further develop this desire, logo colors were selected that directly matched those found in the stylings of Larissa's Brokerage, Lake & Company.

### MAIN LOGOS:

The main logo has both vertical and horizontal iterations which can be used interchangeably depending the specific application and available clear space surrounding the logo.



### EMBLEM LOGO:

The emblem logo was taken directly from the main logo, and can be used in settings intended for subtle communication, such as watermarks.



### LOGO VARIATIONS:

To accommodate the wide variety of media application, including varying background settings, all logos are available in full color, black, and white.



## CLEARSPACE

To maintain clarity, efficacy, and overall appeal, appropriate clear space should always be utilized when applying the logo in any application. Clear space refers to the area around the logo which must be left blank, or clear.

The general rule of thumb to determine appropriate clear space for Larissa Sweeney's logo in all directions (either the vertical or horizontal version) is to use the capital "L" in the logo's typography which spells the name "Larissa." Following are visual examples:



## COLOR VARIATIONS

The following colors have been selected to represent Larissa Sweeney's brand. Whenever possible, use of their full, correct appearance should be utilized. If required, however, modifications to transparency are recommended in 10% intervals.

### PRIMARY COLOR - NAVY BLUE

RGB 0 40 85 | HEX# 002855



### SECONDARY COLOR - GRAY

RGB 127 130 131 | HEX# 7F8283



### ACCENT COLOR - ROSE GOLD

RGB 189 130 112 | HEX# BD8270



### ACCENT GRADIENT (FORMULA)- ROSE GOLD

Med @0% • Light @33% • Med @66% • Drk @100% Angle: -30°



## PLACEMENT

Placement of the logo should always follow clear space recommendations, and be appropriately sized per the capabilities of the intended medium. Additionally, using the correct file type at all times is integral to presenting the brand as intended.

### .PNG PLACEMENT

The primary form of logo placement, PNG files possess a transparent background that allows for prominence of the logo in an effective, subtle way. Examples include:



### .JPEG PLACEMENT

Intended only for situations in which a full, high-res logo is required, and will not be placed on imagery. Below is an example of a .jpeg file violation in which the logo has been placed on an image with the full, white background present.



## VIOLATIONS

Following are actions using brand assets that, when used inappropriately, will compromise the strength and integrity of Larissa Sweeney's brand:

### FONTS

Mixing any other font other than those identified with Larissa Sweeney's brand curation.

### COLORS

Using any other colors or specific hex codes other than those identified with Larissa Sweeney's brand curation.

### LOGO

Placing Larissa Sweeney's logo on mediums or materials that violate clear space of file type recommendations.

### MESSAGING

Going against the tone of voice and messaging theme which has been established throughout Larissa Sweeney's brand curation.



## COLOR PALETTE

The color palette chosen for Larissa Sweeney's brand reflects a specific theme which conveys relatability, refinement, and professionalism. When using the brand colors, emphasis on correct color code combinations should be recognized at all times, accompanied by the following recommendations when additional colors are desired and/or necessary (i.e. opacity levels, transparency, etc.).

### PRIMARY COLOR - NAVY BLUE

RGB 0 40 85 | HEX# 002855

(Levels of opacity at 10% increments, from 10 to 100%)



### SECONDARY COLOR - GRAY

RGB 127 130 131 | HEX# 7F8283

(Levels of opacity at 10% increments, from 10 to 100%)



### ACCENT COLOR - ROSE GOLD

RGB 189 130 112 | HEX# BD8270

(Levels of opacity at 10% increments, from 10 to 100%)



### ACCENT GRADIENT (FORMULA)- ROSE GOLD

Light, Medium, & Dark: RGB 189 130 112 | HEX# BD8270

Med @0% • Light @33% • Med @66% • Drk @100% Angle: -30°

(Not recommended to change gradient formula)



## TYPOGRAPHY

The fonts selected for Larissa Sweeney's brand are integral to exuding the central theme of refinement united with relatability. As such, only the following fonts should be used to represent the brand, and only in their intended forms (i.e. do not use the Heading font when composing body messaging, etc.):

### HEADING 1

## LARISSA SWEENEY

- Naive Sans | Bold | 16 pt | 50 tracking

### HEADING 2

## LARISSA SWEENEY

- Naive Sans | Bold | 12 pt | 25 tracking

### HEADING 3

*Larissa Sweeney*

- Distinct Style Script | 36 pt | 0 tracking

### BODY TEXT

- Brandon Grotesque | Regular | 10 pt | 25 tracking

### BODY CAPTION

- Brandon Grotesque | Medium | 10 pt | 100 tracking | All Caps

### EXAMPLE:

## LARISSA SWEENEY

INTENTIONAL SERVICE, INSPIRED RESULTS

*New to Market*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()?<>



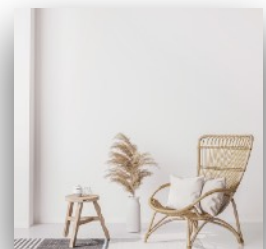
## IMAGERY

Imagery selected to represent Larissa Sweeney's brand should convey a sense of refined relatability coupled with personalized professionalism.

### IMAGERY SUGGESTIONS:

- Source imagery that reflects the brand's color palette.
- Utilize imagery that conveys real estate, housing, and/or lifestyle
- Use professional, sourced, stock imagery whenever possible.
- Avoid using imagery generated from mobile devices.
- Do not use imagery displaying people, unless specifically intended to highlight or showcase a particular client and/or their unique story.

### IMAGERY EXAMPLES:





# APPLICATION & USE

Printed Collateral

Digital Presence

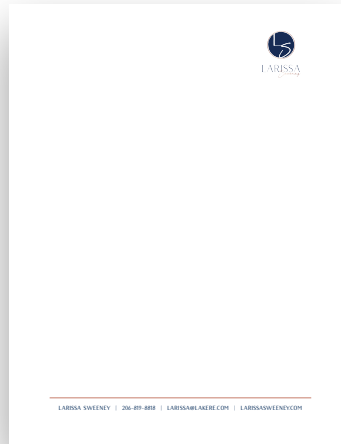
Social Media Presence



## PRINTED COLLATERAL

To represent Larissa Sweeney's brand in printed form, the following collateral is recommended:

### BRANDED LETTERHEAD



### BRANDED NOTECARDS



### BRANDED PRESENTATIONS



## DIGITAL PRESENCE

The primary medium through which Larissa Sweeney's brand is conveyed is digital. This includes Larissa's website as well as email communication. Whenever possible, traffic should be directed to the website.



## SOCIAL MEDIA PRESENCE

To leverage Larissa Sweeney's brand via social media, it is recommended that imagery be robust and attractive, subtly showcasing brand assets such as watermark or full logo. Additionally, messaging should follow brand guidelines, leveraging intentional language influenced by both relatability as well as professionalism.

### EXAMPLES:



## CONCLUSION

Brand Assets

Meet Von Britton & Co.



## BRAND ASSETS

Following are links to Larissa Sweeney's brand assets, accessed via the 'Admin' page of Larissa's website.

### BRAND LOGOS

Click [here](#).

### BRAND FONTS

Click [here](#).

### BRANDING GUIDELINE

Click [here](#).



MEET  
VON BRITTON & CO.

Larissa Sweeney's brand has been proudly curated and created by:



To learn more, visit [vonbritton.com](https://vonbritton.com)





LARISSA  
*Sweeney*