



presgroup
REALTY

REAL ESTATE SALES & MARKETING
presgroup

Branding Guidelines & SOP

Brand Guidelines & SOP

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PresGroup

**Completely integrated, full
service** Real Estate Sales and
Marketing company.

PresGroup Realty isn't your everyday real estate company. We are a boutique firm comprised of local professionals. We live here, send our children to school here and truly care for this region we call home.

www.presgroup.net

888.988.8580

info@presgrouprealty.com

Who We Are

Our aim is to find something special for our customers.

market **RESEARCH**

We provide insight so you can maximize your decisions regarding where to invest capital, how to manage risk and how to develop targeted leads to increase sales.

innovative **MARKETING**

The internet has changed the way people buy homes, and we ensure that your business is right at the forefront of the real estate market and consumer behavior.

proprietary **TECHNOLOGY**

We no longer control the buyer's access to information. In today's marketplace, you must not only listen to your customer's words, you must listen to their actions as well.

online **SALES CONCIERGE**

Thriving in this dynamic real estate market and creating an exceptional customer experience requires agility, speed and a seamless connection with your customer.

onsite sales **MANAGEMENT**

Managing a sales force is time-consuming, and requires strategy that coaches your staff thoroughly, directs activities, and monitors performance to capitalize on sales potential.

Master Logos



PresGroup Real Estate, Sales and Marketing

Usage: PresGroup General Marketing and Official Documents



PresGroup Realty

Usage: PresGroup Realty Washington, Sales Agents

Brand Guidelines & SOP

Logo Variations



Black Text



White Text



Responsive Icon

Brand Guidelines & SOP

Logo Usage



Exclusion zones

Always allow a minimum space around the logo.



Minimum width

The logo minimum width is 125px or 52mm.



Maximum width

There is no maximum size defined for this logo.

Incorrect Logo Usage

The PresGroup should not be altered, recreated, or modified in any way. Under no circumstances should any of these examples be used.

Do not alter the configuration



Do not color match
the typefaces



Do not change the font



Do not use unapproved colors



Do not use the logo in a sentence



Typography — Logotype

Didot

Paragraph font

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ; ' , < >

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Suggested Typography

Myriad Pro

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Suggested Typography

Open Sans

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Copy/Ad Consistency

- A.** Square feet (spelled out and lower case unless in a subhead in which case SF is fine with no periods in-between).
- B.** Use am and pm instead of a.m. and p.m. and not all caps (AM, PM).
- C.** When featuring pricing use the following syntax: \$500s.
No need for the apostrophe listing all the zeroes and use lower case letters
- D.** Be consistent with hyphens – 30-Day Close, single-story homes, 2-car garage, etc. Use hyphen-, en–, em—dashes where appropriate.
- E.** Don't use parenthesis (775) for phone numbers – the better trend is 775.000.000 for better legibility.
- F.** Do not include HTTP markup when listing website names on collateral, listing “www.” prefix is acceptable.
- G.** Be consistent with capitalization.

Example

2-4 BD | 1-2 BTH | 1,260-1,565 SF
FROM THE LOW \$200s

Call for Appointment
775.379.8100

J **Communities.com**

A points to SF
C points to \$200s
F points to J

Example

J **COMMUNITIES**

Contact our new homes specialist
SUNSETBLUFFS@JCOMMUNITIES.COM

Visit our Models
10145 Gooseberry Court, Reno, NV 89523

SUNSET
BLUFFS

CALL OUR
ONLINE CONCIERGE
775.379.8100

B points to wavy line
E points to 775.379.8100

Example

BUILDER CLOSE-OUT
LACEY HORIZON POINTE NEIGHBORHOOD

D points to Builder Close-Out
E points to 775.379.8100

Brand Guidelines & SOP

Color Palette

Primary



HEX #d85f27
R216 G95 B39
C11 M76 Y100 K2
PANTONE 166 C



HEX #212120
R33 G32 B31
C71 M65 Y66 K74
PANTONE Hexachrome Black C

Secondary



HEX #d16637
R209 G102 B55
C6 M77 Y100 K1
PANTONE 1595C



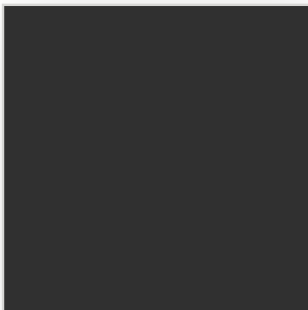
HEX #536977
R83 G105 B1119
C74 M50 Y41 K14
PANTONE 5405 C



HEX #6782b7
R103 G130 B183
C67 M44 Y4 K0
PANTONE 659 C



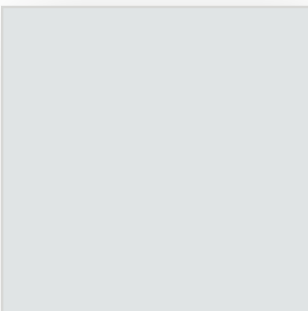
HEX #3e87cb
R62 G135 B203
C80 M37 Y0 K0
PANTONE 279 C



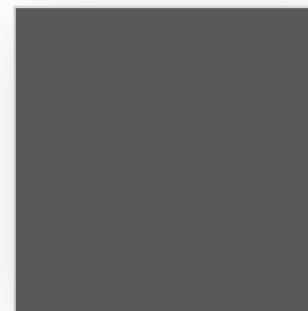
HEX #303030
R48 G48 B48
C70 M64 Y63 K61
PANTONE Black 7 C



HEX #aeb2b6
R174 G178 B182
C33 M24 Y23 K0
PANTONE 429 C



HEX #e0e5e5
R224 G228 B229
C11 M6 Y7 K0
PANTONE 7541 C



HEX #595959
R89 G89 B89
C63 M55 Y54 K28
PANTONE 425 C



HEX #3f3f3f
R63 G63 B63
C68 M61 Y60 K48
PANTONE 446 C

Brand Guidelines & SOP

Brand Application — Flyer/Ads

Header

Footer

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BUILDER CLOSE-OUT

LACEY HORIZON POINTE NEIGHBORHOOD

LAST TWO SOUNDBUILT HOMES

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LOT 175/177 HANNA PLANS UNDER CONSTRUCTION — \$430,950

2,785 SF - 4 Beds/2.5 Baths/2-Car Garage

Both Homes Include:

- Formal Dining Room
- 65" Gourmet SS Refrigerator/Freezer Combo
- Flex Area Downstairs, Large Bonus Room Upstairs & Larger Master Suite

LOT 175 - 5647 Parquet Way SE, Lacey - with Espresso Kitchen Cabinets - September Estimated Completion

LOT 177 - 5705 Parquet Way SE, Lacey - with Vanilla Kitchen Cabinets - October Estimated Completion

These two-story Soundbuilt homes are located in the charming neighborhood of Horizon Pointe and feature upgraded cabinets, granite countertops, Whirlpool® stainless steel appliance packages, gas fireplaces with 12" tile, recessed lighting, entry benches, garage stone accents, and fully-landscaped front and backyards.

These are the last two homes that will be built adjacent to Horizon Pointe City Park.

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Contact New Home Specialist, Dennice Bryan

CELL: 253-255-5059

OFFICE: 866-676-5328

EMAIL: DBryan@PresGroupRealty.com

presgroup REALTY

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Dropbox Account > Marketing > PresGroup News Homes WA > Horizon Pointe > Campaigns > 2019-07-25 Horizon Points_Last 2 Homes

Header

Footer

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JENUANE COMMUNITIES

FEATURED HOME

If you Missed our Grand Opening

Visit Our Open House this Saturday, 10 am – 5 pm

Lot # 21 - Move-in Ready

2,870 SF | 1.5 Story Walk-Up from Garage

3 Beds/2.5 Baths on Main Floor + Full Guest Suite & Bath Downstairs

3-Car Garage

\$721,454

Over \$78,000 in Upgrades

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MULTI-JEN

Connecting Generations

THE PERFECT FLOORPLAN FOR FAMILIES

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main living areas located on a single level and a full guest suite, An intimate enclave of just 41 homes, Sunset Bluffs is next to the

room and kitchenette downstairs, lot #21 offers smart space Somerset Masterplan with paths that connect to 27 miles of paved

options for young families, a live-in grandparent, or college students hiking and biking trails. Ownership also includes a family equity

home for the summer. Panoramic windows with mountain views and an expansive covered patio membership to Somerset Golf and Country

is perfect for al fresco dining, stargazing, or watching sunsets. The plan features a gourmet Club with your first year of dues on us!

kitchen, upscale cabinetry, granite countertops, 'smart' enhanced great room fireplace, and designer finishes throughout the home.

Luxury Hillside Living Begins Here

Visit our Sales Center at:

10145 Gooseberry Ct. Reno

Thursday – Sunday 10 am – 5 pm

Monday Noon – 5 pm

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Dropbox Account > Marketing > Jenuane > Sunset Bluffs > Campaigns > 2019-07-24 Sunset Bluffs_FH 21

1 Hero Shot

2 Title/Headline

3 Subheader

4 Campaign Snipe

5 Secondary Image(s)

6 Lot(s) Features

7 Body Copy

8 Developer Logo/Agent Photo

9 Contact Info

10 Community Logo

11 Disclaimer

12 Footer

presgroup

14

Brand Guidelines & SOP

Brand Application — eBlast

Header

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BUILDER CLOSE-OUT

LACEY HORIZON POINTE NEIGHBORHOOD

LAST TWO SOUNDBUILT HOMES

LOT 175/177 HANNA PLANS UNDER CONSTRUCTION — \$430,950

2,785 SF - 4 Beds/2.5 Baths/2-Car Garage

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These are the last two homes that will be built adjacent to *Horizon Pointe City Park*.

Contact New Home Specialist, Dennice Bryan

CELL: 253-255-5059

OFFICE: 866-676-5328

EMAIL: DBryan@PresGroupRealty.com

CONTACT DENNICE TODAY

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Header

Footer

Footer

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The Flats

AT ONDA VERDE

JENUANE COMMUNITIES

HOME OF THE WEEK

LOT 9

PLAN 1355 | ELEV. A

3 BEDS/2 BATHS

1,355 SF | 2-CAR GARAGE

\$244,990*

***\$7,500 INCENTIVE**

TO ALL ACTIVE AND RETIRED MILITARY PERSONNEL

For young families looking for the perfect starter home, Plan 1355 offers plenty of unique and exciting features including quartz counter-tops, vinyl plank flooring, and satin nickel and chrome finishes. With its welcoming entry porch, this plan opens up to large open great room and an adjacent nook next to the kitchen. The master bedroom is tucked away from the two bedrooms for extra privacy.

VIEW COMMUNITY

Visit our Sales Center at 128 Milano Court

Fullon, NV 89406

Priced from the low \$200s

Open by appointment only

Please contact our Online Concierge

GET DIRECTIONS

Call our Online Concierge at 775.379.8100

JCommunities.com / TheFlats

PresGroup Realty, Inc. reserves the right to make changes in price, promotions, material, and home specifications without notice or liability for such changes. Broker cooperation welcome. Promotions on select homes, ask representative for details. Rates subject to buyer qualification.

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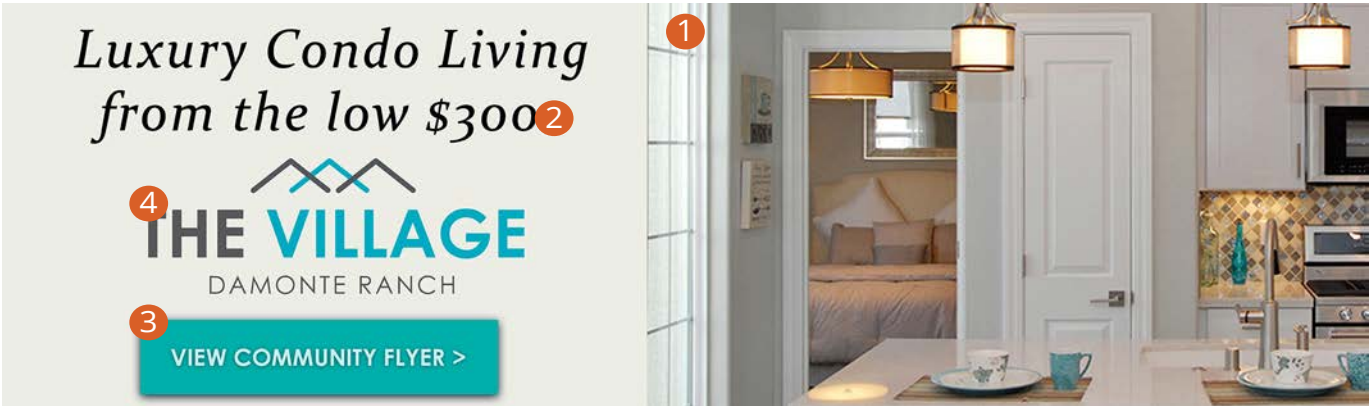
- 1 Hero Shot
- 2 Title/Headline
- 3 Subheader
- 4 Campaign Snipe
- 5 Secondary Image(s)
- 6 Lot(s) Features
- 7 Body Copy
- 8 Developer Logo/Agent Photo
- 9 Contact Info
- 10 CTA Button
- 11 Community Logo
- 12 Disclaimer
- 13 Footer Logo

Brand Guidelines & SOP

Brand Application — Web sliders



Dropbox Account > Marketing > Jenuane > Sunset Bluffs > Campaigns > 2019-08-08 Sunset Bluffs HOTW 21



Dropbox Account > Marketing > Jenuane > Village at Damonte Ranch > Campaigns > 2019-08-22 The Village_Featured Plan A

- 1 Hero Shot
- 2 Title/Headline
- 3 CTA Button
- 4 Community Logo

Brand Application — Onsite Road Signs



4x6 ft.



8x8 ft.



10x8 ft.

- 1 Hero Shot
- 2 Title/Headline
- 3 Community Description
- 4 Community Logo
- 5 Developer Logo
- 6 Contact Info

Brand Application — Google Responsive Display Ads (RDAs)

Community Logo



Image Size— 600 x 314 px



Description/Headline

- A. Short Headline: Builder Close-Out
- B. Long Headline: Builder Close-Out Tahoe Second-Home Living Without The Hefty Price Tag
- C. Description: Reduced over \$44k each! 775.379.8100. Open Saturday & Sunday, 10am-5pm.
- D. Business Name: Esplanade at the Ranch by Jenuane Communities
- E. URL: <https://www.jcommunities.com/esplanade/>

Dropbox Account > Marketing > Jenuane > Esplanade at the Ranch > Campaigns > 2.0 PPC Banners

Up to 15 Images, 5 Headlines, 5 Descriptions, and 5 Logos

Description/Headline Description

A. Short Headline: *Minimum of 1 or up to 5 headlines, of 30 characters or fewer.*

The short headline is the first line of your ad, and appears in tight ad spaces where the long headline doesn't fit.

Note: Short headlines may appear with or without your description.

B. Long Headline: *90 characters or fewer.*

The long headline is the first line of your ad, and appears instead of your short headline in larger ads. Long headlines may appear with or without your description.

Note: When rendered in an ad, the long headline's length will depend on the site it appears on. If shortened, the long headline will end with ellipses.

C. Description: *Between 1 to 5 descriptions.*

The description adds to the headline and invites people to take action. It can be up to 90 characters, and may appear after the (short or long) headline.

Note: The length of the rendered description will depend on the site it appears on. If shortened, the description will end with ellipses.

D. Business Name: *This should be the compay/community name.*

E. URL: *This is where people will go when they click on the ad.*

Brand Guidelines & SOP

Brand Application — Website



Brand Guidelines & SOP

Brand Application — PresGroup Documents

REAL ESTATE SALES & MARKETING

presgroup

Client: _____

Community: _____

Project: _____
(Include Media Sources)

Deadlines: _____

Work Order #: _____

Work Order Date: _____

Time Estimate: _____

Start Date: _____

Completed: _____

Project Description

Task	Assigned	Task Notes	Hours	Status
Updates	Celeste	_____ _____ _____ _____	(e.g. Completed, In-Progress)	-
		_____ _____ _____ _____		-
		_____ _____ _____ _____		-
		_____ _____ _____ _____		-

Total

0

Signed Off By: _____

Date: _____

Billable ☐

Non-Billable ☐

Dropbox Account > Marketing > SOP and Templates > 2019 PresGroup_Work Order_Template

REAL ESTATE SALES & MARKETING

presgroup

Request- Travel Identification

EMPLOYEE INFORMATION

Please fill out the fields below as they appear on your ID.

Full Name: _____
(First, Middle, Last)

Date of Birth: _____

Cell Phone: _____

Contact Email: _____

Known Traveler Number: _____

Global Entry Number: _____

EMERGENCY CONTACT

Name: _____

Phone Number: _____

Email: _____

AIRLINE/AIRPORT PREFERENCES

Preferred Seat: ☐ Window ☐ Middle ☐ Aisle

Preferred Airport: _____

Preferred Airline: _____

FREQUENT FLYER/REWARDS NUMBERS

Airline Name: _____ Account Number: _____

Airline Name: _____ Account Number: _____

Airline Name: _____ Account Number: _____

Airline Name: _____ Account Number: _____

* Please attach a copy of your Driver's License/Passport along with this completed form if applicable.

Dropbox Account > Marketing > SOP and Templates > 2019-08-28 PresGroup_Traveler Identification

JASON YOUNG

Visual Designer

REAL ESTATE SALES & MARKETING

presgroup

t: (925) 362 4040

e: JYoung@PresGroup.net

w: www.PresGroup.net

Brand Guidelines & SOP

File Naming Conventions

Collateral (non-sign)

Community_Campaign_Media_Type_Version

- Flyer: **Village_HOTW 8a_Flyer_v2.pdf**
- Flyer: **Village_HOTW 8a_Flyer_v2.jpg**
- Webslider: **Village_HOTW 8a_Webslider_2134x630_v2.jpg**
- Webslider: **Village_HOTW 8a_Webslider_2135x121_v2.jpg**
- eBlast: **Village_HOTW 8a_Eblast_v2.jpg**
- Flyer: **Village_HOTW 8a_Flyer_FINAL.pdf**

Newspaper Ad

Community_Campaign_Ad_Newspaper_Dimensions_Version

- Example: **Village_HOTW_Ad_RGJ 5x5_v1.pdf**

Signage

Community_Sign_Dimensions_Location

- Example: **Northridge_Sign_5x10 Bottom of Hill_FINAL.pdf**

Campaigns with 2 communities on the same graphic

Keep copies under both communities with the appropriate community name

- Example: Featured Home can be a multi-community campaign.
 - **Croston_Featured Home_Flyer_FINAL.pdf** (in Croston folder)
 - **Village_Featured Home_Flyer_FINAL.pdf** (in Village folder)

Campaigns with more than 2 communities on the same graphic

Jenuane_Campaign_Media_Type_Version

- Example: Quick Delivery Homes contains homes from all/most communities
 - **Jenuane_Quick Delivery_eBlast_v3.jpg**

Finalizing/Versioning/Packaging

“_Final” suffix and “FINAL” folders are for final versions only.

- All other versions, drafts and/or edits in the “Versions” except for the FINAL versions which will have “_FINAL” at the end of the file name.
- Package art files into “Original Files” folder upon creating FINAL version to combine design file, linked images and fonts into one directory.
 - **YYYY-MM-DD Community_Campaign_Package**
 - Example: **2019-03-21 Jenuane_Quick Delivery Homes_Package**

Folder Naming

1 **2** **3**
2019-08-28_PresGroup_Travel Identification

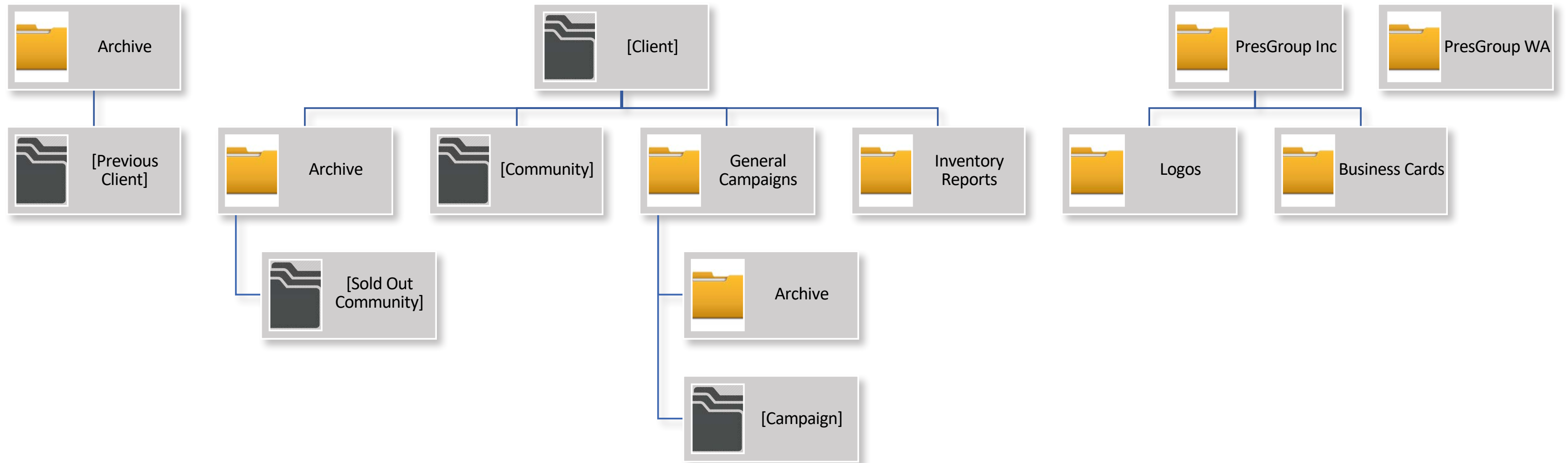
- 1** Date
- 2** Community/Developer
- 3** Campaign and/or Project Name

File Naming

1 **2** **3** **4**
PresGroup_Travel Identification_Document_v1.pdf

- 1** Community Identifier
- 2** Campaign and/or Media Type (Sign, Document Purpose, etc.)
- 3** Version
- 4** File Type

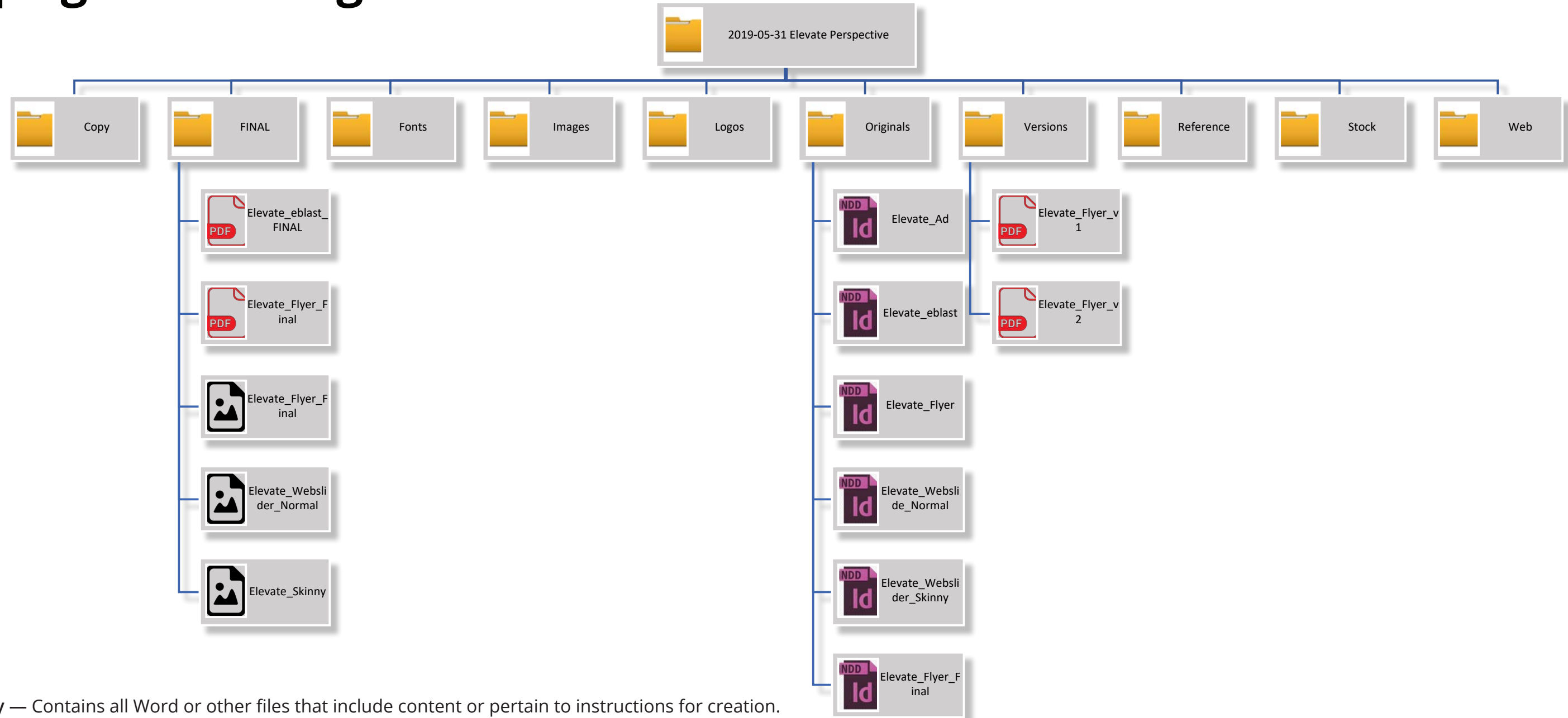
Marketing Folder Organization



Community Folder Organization



Campaign Folder Organization



- **Copy** — Contains all Word or other files that include content or pertain to instructions for creation.
- **Fonts** — Contains all fonts pertaining to the campaign.
- **Images** — Name these with at least a word or two of what they are in addition to the given reference number.
- **Logos** — All logos used in the campaign – which should always be vector if we can get them.
- **Versions** — Contains all previous versions of main documents to avoid the clutter. If there are small changes, we should save over. But if there are significant changes, we should “save as.” This also includes any version edits and drafts for markup.
- **Reference** — Many times, web shots, maps, pictures we can’t use, other info, or past unrelated pieces, are collected strictly for style/reference.
- **Stock** — Files should be named after the stock house. The original stock photo should be retained in the Community “Stock Photo” folder so that the campaign stock photo can be edited.
- **Web** — If images are taken from the web for reference or internal use, they should go here, as it reminds us where they came from and to be cautious in use even if they are large enough to use.

Brand Guidelines & SOP

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images. Easily editable using Adobe Photoshop. Common file types include .png, .jpg and .gif. Use for web sliders, image-based email blasts and web banners.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print. If working with a printer, they may request Pantone codes.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality. Commonly used for logos and created in software such as Adobe Illustrator. This includes file extensions such as .AI, .EPS and .SVG.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

Brand Guidelines & SOP

Glossary

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

INDD

INDD is a desktop publishing and typesetting software that stands for Adobe InDesign. INDD files are vector-based and functions similarly to Illustrator's embedding and linking capabilities. The primary difference being the use of InDesign's layout and editorial design capabilities that gives the designer extra functionality for print-based media such as flyers, brochures and business cards.

DOC

DOC is a Microsoft Word document file that can contain text, images, graphs, charts, page and print settings. This format can be opened with additional word processing software such as Google Docs and OpenOffice.

Brand Guidelines & SOP

Glossary

XLV/CSV

XLV is a file type commonly associated with Microsoft Excel, a spreadsheet program that utilizes mathematical formulas along with text, graphs, images and/or charts to produce data in a X/Y format. Its lesser-known cousin is the CSV (comma-separated values) which produces values using text only and can be imported in XLV. Commonly, PreGroup uses XLV and CSVs for importing contact lists into email-based programs such as Interspire and/or Active Campaign.

HTML

HTML stands for hypertext markup language and is a web-based file. It is a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on World Wide Web pages. It can be combined with CSS (Cascading Style Sheets) to produce stylized effects for display across multiple web browsers. These files can be opened with text-based editors such as Notepad++ or Adobe Dreamweaver.

RDA

Responsive display ads are replacing responsive ads as the default ad type for the Display Network. They can be used in standard Display campaigns as well as Smart Display campaigns. To create a responsive display ad, upload your assets (images, headlines, logos, videos, and descriptions), and Google will automatically generate ads to be shown on the Google Display Network.



Branding Guidelines & SOP

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