BRAND OVERVIEW

Our Brand

The meaning behind
HarbourStone

HarbourStone

Brand Positioning

A standards-led growth house that helps serious agents win more — by telling the truth, doing the work, and earning trust at scale.

We develop authentic professionals — supported by standards, not driven by ego. Truth-first counsel, weekly training, and repeatable systems create clarity for clients — and results that compound over time.

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“

Tell the Truth. Do the Work.

Because truth without effort is noise and effort without truth is manipulation.

— RJ, Founder

The Problem

Real estate risk has increased — but standards haven’t.

Ontario clients are more informed, more cautious, and more skeptical than ever. The winner isn’t the loudest agent or team — it’s the clearest advisory.

Information is everywhere, discernment is not.

When advisors don’t verify, contextualize, and stand behind the truth — clients are left navigating risk alone.

Clients are informed — but often misinformed.

Headlines, social feeds, and secondhand advice replace due diligence.

Clients are cautious — because the stakes are higher.

Larger transactions, tighter margins, and regulatory exposure demand real advisory skill.

Clients are skeptical — for good reason.

Weak standards and poor governance have made trust something that must be earned.

A House that Makes You Better

A culture and marketing system built to protect trust — and earn repeat business through consistency, not hype.

- Weekly training that improves discernment, negotiation and confident client conversion
- Systems that reduce chaos and increase consistency
- Reputation-first marketing that compounds over time

HarburStone is not for everyone, by design.

Advisors who want to grow with standards, not chasing shortcuts
Professionals who care about reputation as much as revenue
People who want long-term results — not short-term spikes

Restraint is HarbourStone's competitive advantage.

In an industry addicted to noise, restraint signals judgment.

It tells clients—and agents—that decisions here are made with care, not urgency.
Restraint protects trust, preserves clarity, and creates space for people to lead instead of branding.

The identity exists to support people—not replace them. HarbourStone is a name, not a symbol.

HarbourStone’s identity system is deliberately quiet, flexible, and human-first. It creates consistency without removing individuality, and authority without ego. The system should never feel designed at people—only designed for them.

The wordmark is intentionally simple, typographic, and enduring. No icon, crest, or emblem competes with the meaning of the name itself. Words last longer than marks. This one was written once—correctly.



Typeface 01 — HarbourStone Mark

HarbourStone

Our official wordmark

This is the cornerstone. The wordmark exists outside of trends, campaigns, and layouts — it is not typography, it is authorship. It should feel as though it was written once, correctly, and never needed to change.

Uses & Rules

- Primary logo on covers, signage, business card back, website header/footer (sparingly)
- Official lockups where clarity/compliance matters
- Letter spacing: locked by the vector (no edits, ever)
- Line spacing: N/A (single unit; never typeset)
- Never pair directly with partner logos in a “row”
- Never enlarge to dominate a layout

Custom Vector Artwork

Typeface 02 — HarbourStone Editorial

Built on truth. Built to last.

Editorial Authority Font

This typeface is HarbourStone’s thinking voice. It carries reflection, philosophy, and long-form meaning with warmth and gravity. It should feel literary, considered, and human — never fashionable.

Editorial is used sparingly so that when it appears, it signals depth, not decoration.

- Vision statements
- Thought leadership headlines
- Brand philosophy pages

Uses & Rules

- Website H1 / hero headlines
- Primary page headlines in decks/pdfs
- Short editorial pull quotes (rare)
- Weights: Regular only (no Light, Medium, Bold)
- Styles: Roman only (no italics)
- Letter spacing: 0 (never tighten; never negative tracking)
- Line spacing: 1.20–1.30 for headlines (generous, never cramped)
- Never mix serif + sans inside the same text block

Test Tiempos Headline

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Typeface 03 — HarbourStone Structure

New Homes in Mississauga

Our header font

Structure is how the brand organizes information without asserting personality. It is calm, clear, and quietly authoritative — designed to guide the reader, not impress them. This typeface ensures HarbourStone remains legible, navigable, and professional across digital and physical environments. The working type — clean, modern, invisible. It carries systems, not personality. Clarity and structure. Calm hierarchy without expression.

Uses & Rules

- Approved Uses include Section headers, Deck titles, Sign headers, Website H1–H3 (non-editorial)
- Rules include Regular or Medium only, Tracking: 0 to -6, Line spacing: 1.25–1.4
- Never decorative, never expressive

Inter Regular/Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Typeface 04 — HarbourStone Body

Specializing in Southwestern Ontario's most affluent neighborhoods. Our experienced realtors offer bespoke service and unmatched market knowledge, ensuring a seamless and successful sale. With deep roots in neighbourhoods in Mississauga, Oakville, Burlington, Hamilton, Niagara, Durham, Northumberland and beyond, we guarantee your satisfaction with our targeted marketing and custom property selling process. Powered by New Street Media and backed by EXP Realty, the fastest-growing global real estate company, we are committed to helping you achieve your real estate goals - with confidence.

Our body font

This typeface is meant to disappear. Its job is to support clarity, reduce fatigue, and allow content to breathe without drawing attention to itself.
If a reader notices this typeface, it has failed. Its success is measured by calm comprehension.

Uses & Rules

- Approved uses include Website body copy, Print paragraphs, Email content, Long explanations
- Rules include Regular weight only, Tracking: 0 to -2, Line spacing:, Web: 1.65–1.75, Print: 1.35–1.5

Inter Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Typeface 05 — HarbourStone Utility

Specializing in Southwestern Ontario's most affluent neighborhoods. Our experienced realtors offer bespoke service and unmatched market knowledge, ensuring a seamless and successful sale. With deep roots in neighbourhoods in Mississauga, Oakville, Burlington, Hamilton, Niagara, Durham, Northumberland and beyond, we guarantee your satisfaction with our targeted marketing and custom property selling process. Powered by New Street Media and backed by EXP Realty, the fastest-growing global real estate company, we are committed to helping you achieve your real estate goals - with confidence.

Our legal font

Utility exists for responsibility, not branding. It carries legal, compliance, and secondary information with humility and care.
This typeface should never compete visually — it exists to fulfill obligations cleanly and quietly.

Uses & Rules

- Approved Use include Legal disclaimers, Footers, Brokerage compliance, Fine print
- Rules include Tracking: +2 to +6, Opacity allowed (60–80%), Never emphasized or highlighted

Inter Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Typeface 06 — HarbourStone Human

Robert Jendrzejczak, Realtor®

Our human font

Human is where people appear — names, roles, and moments of introduction. It adds presence without ego, confidence without dominance.
This typeface reinforces that HarbourStone exists to support people, not overshadow them.

Uses & Rules

- Approved Use include Agent names, Speaker names, Profile slides, Name cards
- Rules include Medium weight only, Tracking: -4 to -10, Never stylized or oversized

Inter Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

HarbourStone branding is always present — it just never overshadows the human.

The logo is never the star

- Never bigger than the agent name
- Never centered for attention
- Never paired with hype language
- Never treated like a badge or stamp

Human first. Brand second. Always.

Examples include:

- If it’s an agent post → logo optional, small, corner, or bio-level
- If it’s a brand post → logo present, calm, not loud
- If it’s educational → logo not required



People are the brand. HarbourStone supports them.

Trust is built with people, not logos.

Our identity system ensures the advisor is always primary and the institution is always secondary.

Order of emphasis (always):

1. Agent name
2. Role / specialty
3. HarbourStone
4. Brokerage / compliance

- HarbourStone is never dominant
- Logos never compete with the human
- If the brand is noticed before the person → reduce it



Logo Clear Space & Minimum Size

Space protects clarity and authority.

- Maintain clear space equali to 1x the height of the “H”
- No text, or imagery may enter this zone
- Minimium size: 28mm print / 140 px digital
- When uncertain, increase space - never reduce



Logo in Containers

Approved container formats for square-first use across digital and print.

Primary Container

- Square container is default for avatars and social placements
- Rectangle container is approved for wide headers and footers
- Clear space is preserved inside the container (never outside)
- If the lockup feels tight, the container is incorrect

Container Colour

- Default: Architectural Grey field with Charcoal Wordmark
- Dark surface allowed only for digital icons (wordmark reverse to white)
- No outlines, strokes or decorative borders

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Never

- Never crop the lockup or force-fit the wordmark
- Never place the lockup in circle
- Never add badges, frames or stamps



Incorrect Uses

When the mark becomes design, the system fails.

Non-negotiable

- Do not modify the lockup
- Do no add effects or decoration
- Do not force containers or crops



Colour as a Material

Restraint as an identity - not decoration.

Every tone exists to support clarity, legibility, and longevity. Nothing is chosen to attract attention or provoke emotion. If a colour does not serve function, it does not belong.

Whites are chosen by context, not preference. Charcoals are defined by utility, not style. Accent colour is reserved — never expressive.

This restraint keeps the brand composed under pressure, credible at every scale, and durable over time. HarbourStone does not speak through colour. It settles in quietly, with confidence.

Non-negotiable principles

- Colour never competes for attention
- Colour never communicates mood or emotion
- Colour supports structure, hierarchy, and trust
- If colour requires explanation, it is wrong

HarbourStone

HS Digital White
#FEFEFE

HS Ink
#474646

HarbourStone

HS Digital White
#FEFEFE

HS Body/Utility Charcoal
#2A2A2A

HarbourStone

HS Paper Surface
#F6F4F1

HS Print Wordmark
#2A2A2A

HarbourStone

HS Dark Surface
#1F1F1F

HS Wordmark White
#FEFEFE

- Hairlines
- Dividers
- Subtle separations
- Never backgrounds
- Never fills
- Never large areas

HS Architectural Gray
#E9E9E7

- 1px rules
- Micro UI separators
- Print embellishments
- Under 5% presence
- Never backgrounds
- Never fills
- Never large areas

HS Architectural Gray
#E9E9E7

HarbourStone Neutral System

The core HarbourStone palette is neutral by design.

It exists to carry information clearly, consistently, and without distraction — across digital, print, and environmental applications.

HarbourStone

HS Digital White
#FEFEFE

HS Ink
#474646

HarbourStone

HS Dark Surface
#1F1F1F

HS Wordmark White
#FEFEFE

NS Signal Blue Colour

Signal, not Style



The Signal Accent Colour exists only to guide attention when clarity is required.

It is not a brand colour. It is a functional signal.

Purpose

- Direct attention
- Indicate state or progression
- Clarify priority when needed

Approved Use

- Directional cues and indicators
- Active or selected states
- Critical callouts where clarity matters
- Buttons
- Links
- Highlights
- Section markers
- UI focus points

Discipline

- Used sparingly
- Never decorative
- Never repeated enough to feel familiar

If it feels expressive, remove it.
If it feels obvious, it’s overused.

Function over Style.

Colour in HarbourStone is structural. It exists to define space, guide the eye, and support hierarchy — never to decorate. If it feels expressive or dramatic — remove it. If it feels calm and forgettable — it’s correct.

Core Principles

- Colour is structural, never expressive
- Colour supports clarity, hierarchy, and trust
- Colour must never create mood, drama, or personality
- If colour draws attention to itself, it’s being misused

Allowed Colour Surfaces

- White and off-white primary reading surfaces
- Charcoal or deep neutral section backgrounds
- Full-bleed deck slides used sparingly
- Light ↔ dark contrast used for structure, not impact

Prohibited Uses of Colour

- Decorative panels or visual accents
- Colour used for emphasis or “pop”
- Mood-setting or brand storytelling
- Any colour doing the talking instead of the message

Surface Restrictions

- No pure black surfaces (charcoal only)
- Architectural Grey never used as a content background
- Dark surfaces are structural breaks, not immersive fields
- No gradients, textures, shadows, or overlays

Contrast & Accessibility

Legibility is non-negotiable. Contrast protects trust.

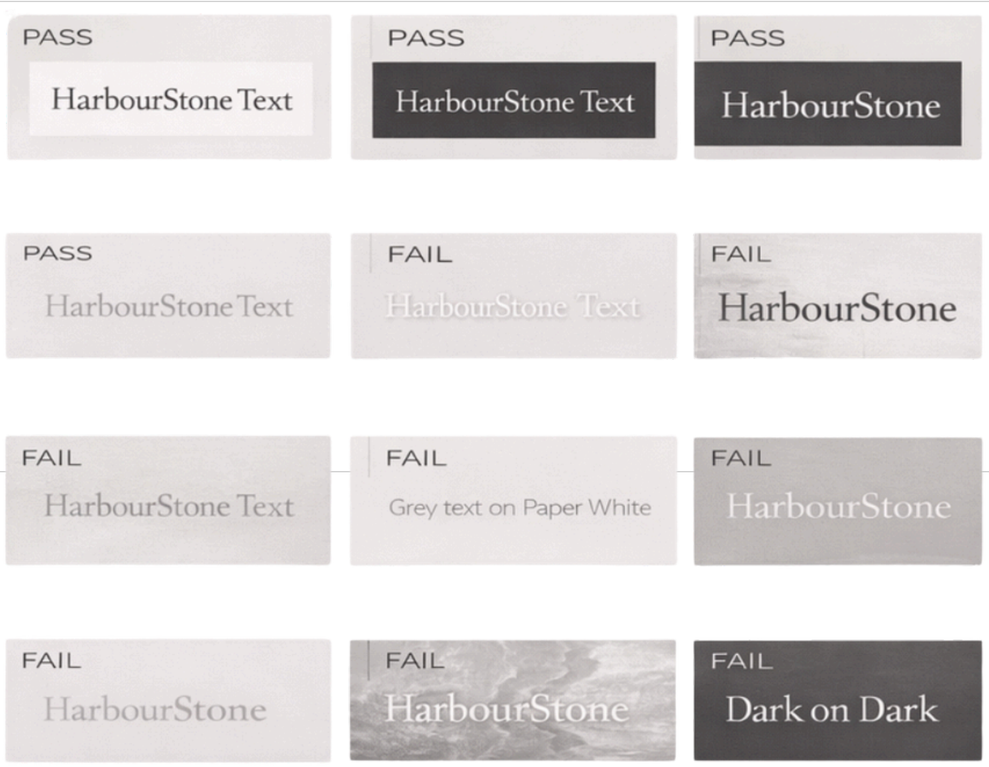
Core Rules

- Use Charcoal on Paper White for primary reading
- Use White on Dark Surface only when necessary
- Never place text on Architectural Grey for body copy
- If you hesitate, increase contrast - never reduce

Minimums

- Body text: minimum 4.5:1 contrast
- Small text (=16px) treat as critical - test every time

If it can’t be read instantly, it isn’t HarbourStone.



Photography & Brand Integration

Photography leads. The mark supports.

Core Rules

- Lead with honest, architectural photography
- Use the logo only when it remains quiet and legible
- Prefer natural negative space before adding protection
- If the mark competes, remove it

Approved

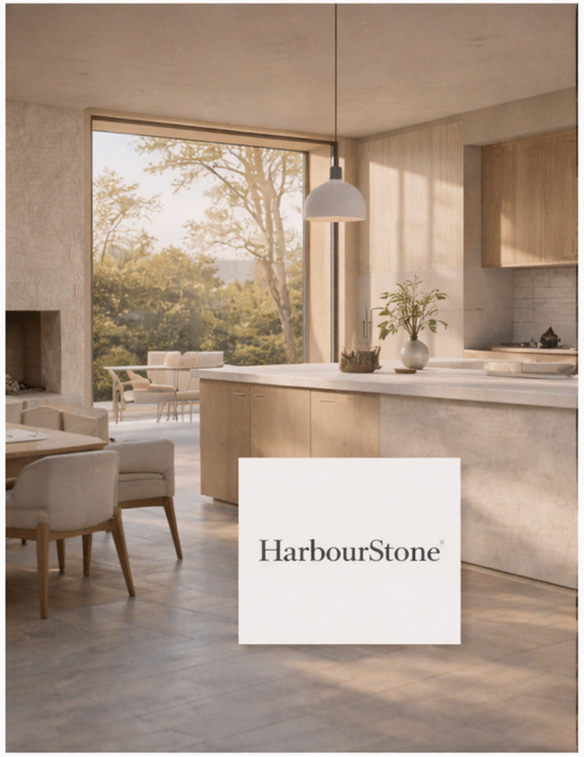
- Corner placement with generous breathing room
- Direct placement on calm areas
- Square protection field only when contrast fails

Never

- Never overlay bars on banners
- Never place on busy detail
- Never scale larger to force visibility

Rule. If you notice the logo first. It’s wrong.





Social Content Systems

Clarity wins. Consistency builds trust.

Social Principles

- One idea per post
- Natural voice over performance
- Minimal branding - maximum credibility
- Calm typography, strong spacing, no noise

Content Pillars

- Market clarity
- Property intelligence
- Investor logic
- Neighbourhood truth
- Human moments (quiet, real, authentic)

Non-negotiables

- No hype language
- No emojis as decoration
- No flashy hooks or trend edits
- No loud colors
- No gimmicks
- No inflencer tropes

YouTube

CONTENT SYSTEM - THUMBNAIL LISTING



225 Maplewood Avenue

Waterfront

The View Changes Everything

YouTube

CONTENT SYSTEM - MARKET REPORT THUMBNAIL



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Downtown Burlington

Monthly Market Update

Avg Price: $853,000 | DOM: 21 | Sales: 33

HarbourStone.ca

HarbourStone
REAL ESTATE TEAM

Downtown Burlington

Monthly Market Update

Avg Price: $853,000 | DOM: 21 | Sales: 33

YouTube

CONTENT SYSTEM - MARKET REPORT THUMBNAIL



PROPERTY W/ HEADSHOT THUMBNAIL



YouTube

CONTENT SYSTEM - INSTAGRAM & FB REEL W/HEADSHOT THUMBNAIL

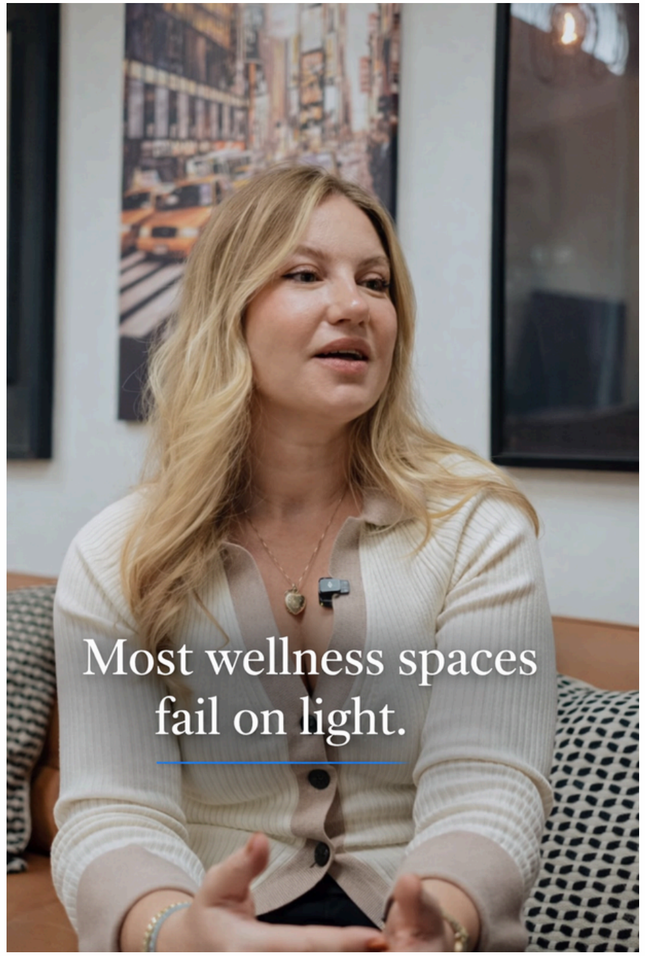






YouTube

CONTENT SYSTEM - INSTAGRAM REEL STILL VIDEO SAMPLE





YouTube

CONTENT SYSTEM - INSTAGRAM CAROUSEL DESIGN

Selling well is a process

HarbourStone

Real Estate Team

Step one

Price with discipline



Presentation drives perceived value

Just Listed & Just Sold System



Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching. To create a stunning presentation, it's best to simplify your thoughts.

People are the brand. HarbourStone supports them.

Trust is built with people, not logos.

Our identity system ensures the advisor is always primary and the institution is always secondary.

Order of emphasis (always):

1. Agent name
2. Role / specialty
3. HarbourStone
4. Brokerage / compliance

- HarbourStone is never dominant
- Logos never compete with the human
- If the brand is noticed before the person → reduce it



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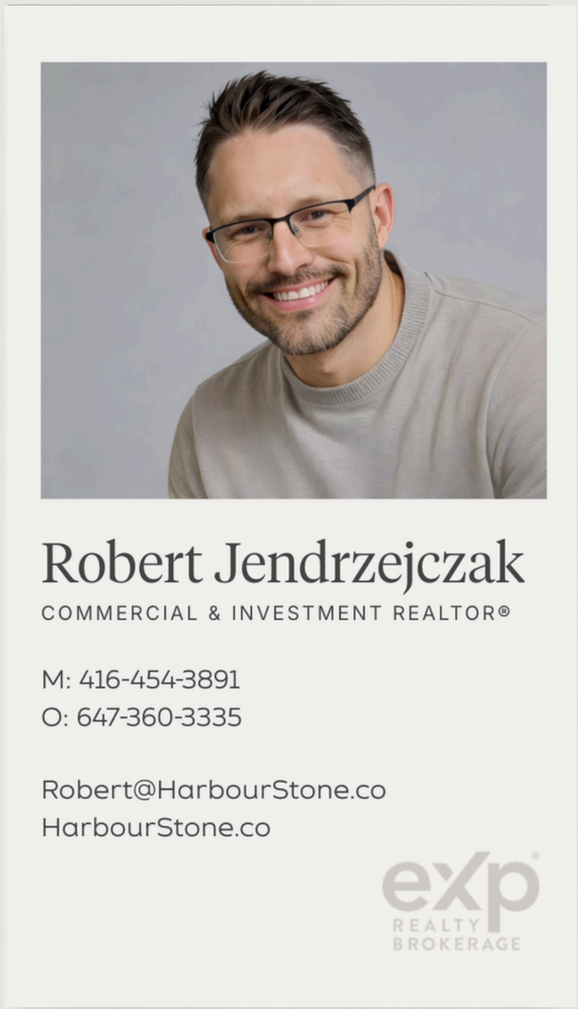
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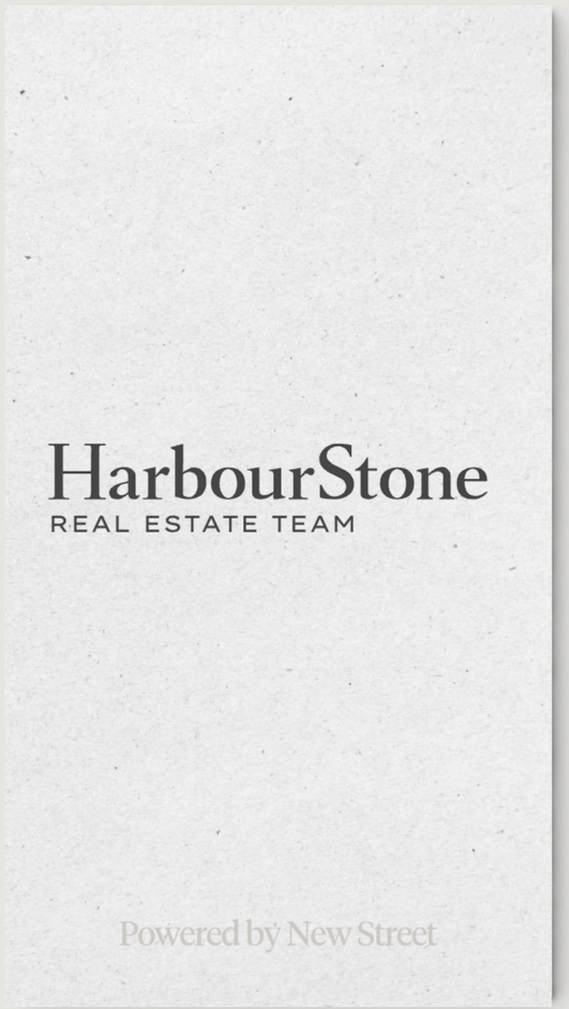
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Business Card

Our first impression

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For Sale & Rider System

Our first impression

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Listing Presentation Style System

Our first impression

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Brand in the Wild

Our first impression

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Stationery

Our first impression

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Avatar System



Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching. To create a stunning presentation, it's best to simplify your thoughts.

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Download the Resources

www.harbourstone.co

Longevity Test



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