

PARCELFORGE BY PROPERTY ALPHA

Brand & Partner Guide

How ParcelForge™, its partners, licensed professionals and brokerages present Property Opportunity Intelligence — correctly, consistently and compliantly.

ParcelForge
PROPERTY OPPORTUNITY INTELLIGENCE

Version 2.0 · Draft for Property Alpha review · October 2026 · Replaces the v1.0 Partner Brand Guide

BRAND STORY

The ParcelForge brand

ParcelForge is **Property Opportunity Intelligence** for brokerages and licensed real estate professionals: the layer between the MLS and the CRM that answers one question — *which properties deserve my attention, and why?*

It turns the listing inventory available to a professional into a ranked, explainable opportunity pipeline. Its defining principle is transparency: **every score shows its work** — the comparable sales, assumptions, confidence and risks behind each analysis are visible, so professionals can validate the reasoning before acting.

Serious data. | **Explainable intelligence.** | **Better decisions.**

Brand architecture

Your brokerage, team or practice
Always first and always dominant in partner marketing. Your clients hire you.

Powered by ParcelForge Intelligence
The enabling technology: a quiet, consistent endorsement.

ParcelForge by Property Alpha
Property Alpha LLC is the company behind ParcelForge and owns the ParcelForge marks. Use the "by Property Alpha" treatment where the company relationship matters (vendor pages, proposals, press).

What is in the kit

FOLDER	CONTENTS
`logo/`	**Logo.** The master vector ParcelForge logo with the PROPERTY OPPORTUNITY INTELLIGENCE tagline, for light and dark backgrounds.
`brand/`	**Core brand.** The current lockups — Property Opportunity Intelligence and ParcelForge by Property Alpha — and usage illustrations.
`brand-badges/`	**Partner badges.** Restrained badges for brokerage, team and agent websites, in light and dark versions.
`founding-50/`	**Founding 50.** For customers in the Founding 50 introductory program: badge, pill, email banner, LinkedIn banner, announcements.
`email/`	**Email signature graphics.** Quiet attribution lines and full signature examples (fictional details).
`social/`	**Social & profile graphics.** Campaign posts for LinkedIn, Facebook, Instagram and X, plus profile banners and headers.
`website-banners/`	**Website banners.** Six message concepts in six standard sizes.
`taglines/`	**Graphical taglines.** Short statements set as web-ready graphics. Light versions are transparent.
`brokerage/`	**Co-branding.** Brokerage-first layouts with ParcelForge as the enabling technology, plus worked examples with fictional organizations.
`agent/`	**Agent badges.** For individual licensed agents. States use of ParcelForge — never a designation.
`presentation/`	**Presentation graphics.** 16:9 inserts for listing and buyer presentations, and a header/footer strip.
`patterns/`	**Parcel Intelligence Pattern & mark.** Backgrounds, a seamless tile and the Parcel Mark.
`enterprise/`	**Franchise & enterprise (internal draft).** Not for distribution: the tier's naming is pending Property Alpha approval.
`templates/`	**Website callouts and email signature HTML.**

> **Getting the files.** Previews of every asset, and this guide, are public at getparcelforge.com/brand. The production files — SVG masters and high-resolution PNGs, in the folders above — are provided to ParcelForge subscribers.

> Use the supplied files — do not recreate the artwork. Retired v1.0 assets are listed in `deprecated/README.md` and must not be used.

01 · LOGO

The ParcelForge logo

The official logo pairs the house mark with the two-tone ParcelForge wordmark and the tagline **PROPERTY OPPORTUNITY INTELLIGENCE**. It replaces the earlier tagline, “Real Estate Acquisition Intelligence”, which is retired.

Light backgrounds



Navy, blue and gray on transparent. Use on white and light neutrals.

Dark backgrounds



White and on-dark blue on transparent. Use on ParcelForge navy or other dark, calm backgrounds.

> The master logo is a vector (`logo/parcelforge-logo.svg`), traced from the approved artwork and checked against it pixel by pixel. It scales to any size. Use the SVG wherever possible; PNG exports are supplied at 1×, 2× and 4×.

Company relationship and wordmark



ParcelForge by Property Alpha. Where the company relationship should be stated (vendor pages, proposals, press).



Wordmark. For small, text-led placements where the full logo does not fit. It does not replace the logo.

Partner badges pair the official wordmark with the **Parcel Mark** — the square-in-square used in the ParcelForge product — as a compact endorsement. The Parcel Mark is not a substitute for the logo.

02 · LOGO USAGE

Logo rules

RULE	REQUIREMENT
Minimum size	Logo 160 px wide on screen, 35 mm in print · wordmark 96 px · Parcel Mark 16 px.
Clear space	At least the height of the wordmark’s capital “P” on every side — the logo files already include it. No text, images or other logos inside it.
Backgrounds	Light logo on white and light neutrals; dark logo on navy or dark, calm backgrounds. Never on busy photos, patterns or low-contrast colors.
Distortion	Scale proportionally only. Never stretch, squash, rotate, skew or add perspective.
Color	Use only the supplied color versions. Never recolor, tint, add gradients or change the Parcel / Forge split.
Cropping	Never crop, trim the tagline, or separate the house mark from the wordmark.
Effects	No shadows, glows, outlines, bevels, textures or animation.
Trademark symbol	The logo artwork carries no ™; the symbol is used in text (see Trademarks and brand safety).



Correct — clear space, unaltered.



Correct — dark version on navy.



Incorrect — stretched.



Incorrect — recolored.



Incorrect — cropped.



Incorrect — busy background.



Incorrect — added effects.



Incorrect — merged with another logo.

03 · LANGUAGE

Tagline and positioning language

USE	LINE
Brand tagline	**Property Opportunity Intelligence**
Principle	Every score shows its work.
Brand statement	Serious data. Explainable intelligence. Better decisions.
Partner program line	**Powered by ParcelForge Intelligence**
Company relationship	ParcelForge by Property Alpha
Core question	Which properties deserve my attention, and why?

> Retired: “Real Estate Acquisition Intelligence” (former tagline), “The Intelligence Behind the Property” as the primary tagline (it remains available as a graphical tagline), and the designations “ParcelForge Intelligence Partner” and “ParcelForge Intelligence Enabled”.

04 · BADGES

Partner badges

Choose one badge per page or placement. Every badge comes in a light and a dark version. Badges state that you *use* ParcelForge — they are not awards, certifications or credentials.



Powered by ParcelForge Intelligence. The default — footers, Technology and About pages.



Property Opportunity Intelligence by ParcelForge. Where the category should be named.



Minimal wordmark. Tight spaces and text-led layouts.



Agents: Uses ParcelForge Intelligence. Agent bio pages and profiles.



Property Intelligence Powered by ParcelForge. Capability variant.



Stacked wordmark. Square or narrow placements.

> Retired in v2.0: the shield, circular seal, metallic plate and “Intelligence Enabled” program badge, which read as certifications, and the “Intelligence Partner” designation. Do not use earlier copies of them.

05 · FOUNDING 50

Founding 50

Customers in the Founding 50 introductory program may show that they are a **ParcelForge Founding 50** member. The signal is simple: an early adopter of property opportunity intelligence.

> **Definition.** Founding 50 members are the first 50 paid ParcelForge customers accepted into the Founding 50 program and successfully provisioned under applicable brokerage, MLS or data-provider requirements.

Merely submitting an inquiry or request-access form does not reserve a Founding 50 position. Use the Founding 50 assets only once your account has been accepted and provisioned as a Founding 50 member, and only while you remain in the program.

FOUNDING 50
ParcelForge Intelligence

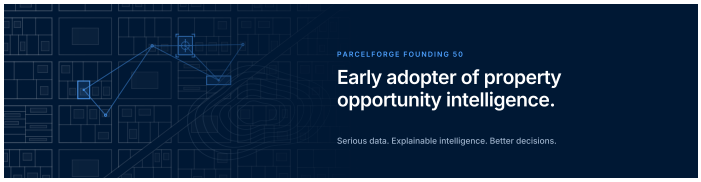
Founding 50 badge. Websites and bio pages.

Founding 50 · ParcelForge

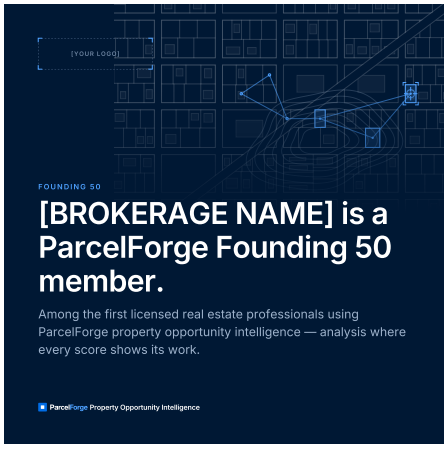
Founding 50 pill. Compact placements.

ParcelForge | FOUNDING 50
Early adopter of property opportunity intelligence.

Email banner. Below your signature, displayed at 600 × 72 (use the @2x file).



LinkedIn banner, 1584 × 396.



Announcement, 1080 × 1080, with your logo.

- ☑ Use only after acceptance and provisioning as a Founding 50 member, and only while you remain in the program.
- ☑ Pair with your own name or brokerage — the member is you, not ParcelForge.

- ✕ Rank or superiority claims: “top agent”, “elite”, “smarter than other agents”, “guaranteed advantage”.
- ✕ Numbers such as “1 of 50” or claims about other customers.

- ✕ Implying Founding 50 status is a license, certification or award.

06 · SIZING

Minimum sizes

Digital sizes are CSS pixels at 1×; serve the @2x PNG (or the SVG) on websites.

ASSET	DIGITAL MINIMUM	PRINT MINIMUM
Logo (vector master)	160 px wide	35 mm wide
Wordmark alone	96 px wide	22 mm wide
Horizontal partner badge	180 px wide	40 mm wide
Minimal wordmark (“Powered by ParcelForge”)	140 px wide	32 mm wide
Founding 50 badge / pill	180 / 150 px wide	40 / 34 mm wide
Agent pill	150 px wide	34 mm wide
Email signature graphic	320 px wide (display)	—
Parcel Mark alone	16 px	5 mm

07 · SPACING

Clear space

Measure clear space with **x** = the height of the wordmark's capital "P" (logo) or of the Parcel Mark (badges).



- Logo, lockups and wordmarks: **1x** on every side.
- Framed badges: the frame is the boundary — keep **½x** outside it.
- Between your logo and any ParcelForge element: at least **2x**, or a divider rule with 1x on each side.

Approved wording

Use these phrases exactly. They describe how you use ParcelForge.

Brokerages and teams

- Powered by ParcelForge Intelligence *(primary)*
- Powered by ParcelForge
- Property Opportunity Intelligence by ParcelForge
- Property Intelligence Powered by ParcelForge
- Market Intelligence Powered by ParcelForge
- Real Estate Intelligence by ParcelForge
- Technology enhanced by ParcelForge Intelligence

Agents

- Uses ParcelForge Intelligence *(primary)*
- Powered by ParcelForge
- Property analysis prepared with ParcelForge Intelligence
- Analytical Intelligence for Real Estate · ParcelForge (email)

Founding 50 customers

- ParcelForge Founding 50
- Early adopter of property opportunity intelligence

Describing what ParcelForge does

- property opportunity intelligence · opportunity analysis · explainable scores
- “helps us see which properties deserve a closer look — and why”
- “every score shows its work”
- “supports — never replaces — our professional judgment”

09 · COMPLIANCE

Prohibited wording and claims

ParcelForge supports professional judgment. Marketing must never suggest it guarantees outcomes, confers a credential, replaces professionals or grants MLS access.

Never say ParcelForge…

- × guarantees returns, appreciation, a sale price or a property's future value
- × finds "guaranteed deals" or "undervalued" properties
- × replaces professional judgment, an appraisal or an inspection
- × provides legal, tax, investment or financial advice
- × is endorsed, approved or certified by any MLS or data provider
- × provides MLS access, or owns or independently supplies MLS listing data

Never use

- × "Certified", "accredited", "licensed by ParcelForge" or any title that reads as a credential
- × "ParcelForge Intelligence Partner" or "Intelligence Enabled" as a designation
- × "Top agent", "elite", "smarter than other agents", "guaranteed advantage"
- × "Before anyone else" or claims of exclusive or early access to listings
- × Generic AI claims ("AI-powered", "the AI picks") in partner marketing

MLS data

If your material mentions MLS data, include this statement verbatim:

> Access to MLS-derived listing information is subject to applicable MLS participation, authorization, and licensing requirements. A ParcelForge subscription does not independently grant access to restricted MLS data.

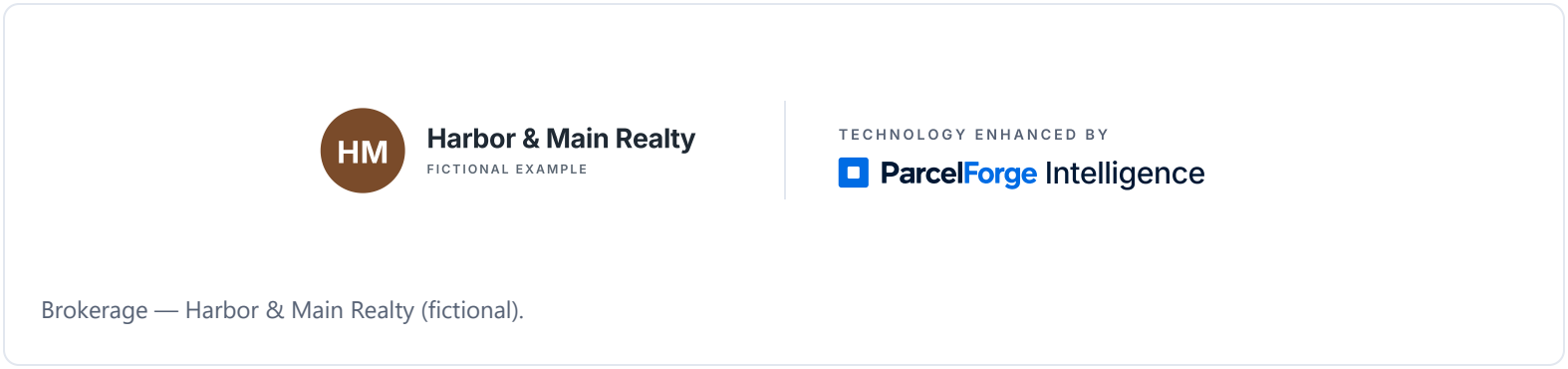
Any analytics shown to consumers are estimates. MLS display rules, your brokerage's advertising policies and state rules take precedence over this guide.

Co-branding

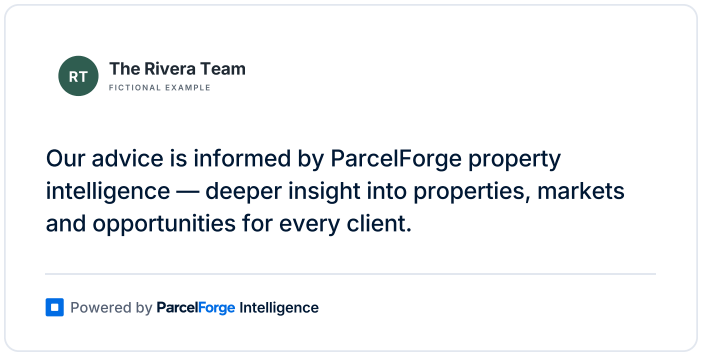
- Your logo comes first (left or top) and is always larger; ParcelForge elements are at most **40% of its height**.
- Separate the two brands with clear space (2x) or a thin divider rule.
- Both identities stay intact: never merge, recolor or redraw either logo.
- Use the supplied co-branded layouts and replace the placeholders.

- × One combined mark, or your logo recolored in ParcelForge blue (or the reverse).
- × Making ParcelForge the headline of your marketing, or implying that ParcelForge or Property Alpha LLC is your brokerage, employs your agents or endorses a property.

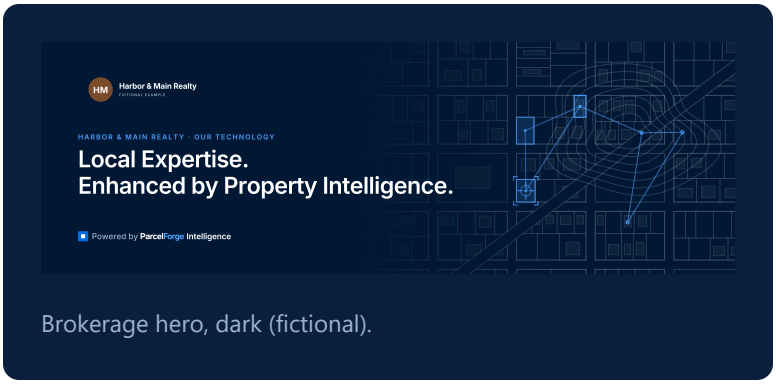
Worked examples (fictional organizations)



Brokerage — Harbor & Main Realty (fictional).



Team — The Rivera Team (fictional).

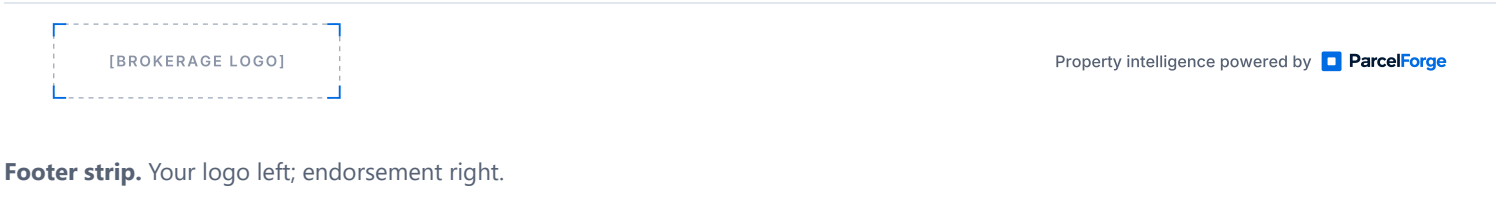


Brokerage hero, dark (fictional).

11 · PLACEMENT

Logo placement in co-branded layouts

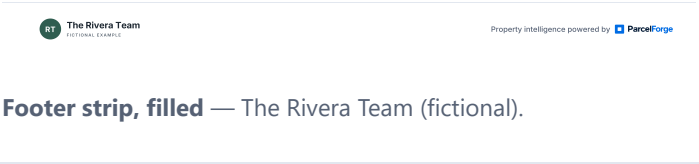
Each co-branded layout reserves a zone for your logo, marked with corner ticks. Place your logo inside it, aligned left (or centered in stacked layouts), scaled to fit without cropping.



Footer strip. Your logo left; endorsement right.



Content card. Logo top-left; statement; endorsement in the footer.



Footer strip, filled — The Rivera Team (fictional).

> Use a transparent-background version of your logo; on dark layouts, your reversed (white) logo.

Web usage

- Good placements: site footer, About, Technology, Why Choose Us, Buyers and Sellers pages, agent bio pages.
- Prefer SVG; otherwise use the @2x PNG at its 1× dimensions. Always set alt text.
- For page content, use the website callouts in `templates/website-callout/`; they inherit your typography.

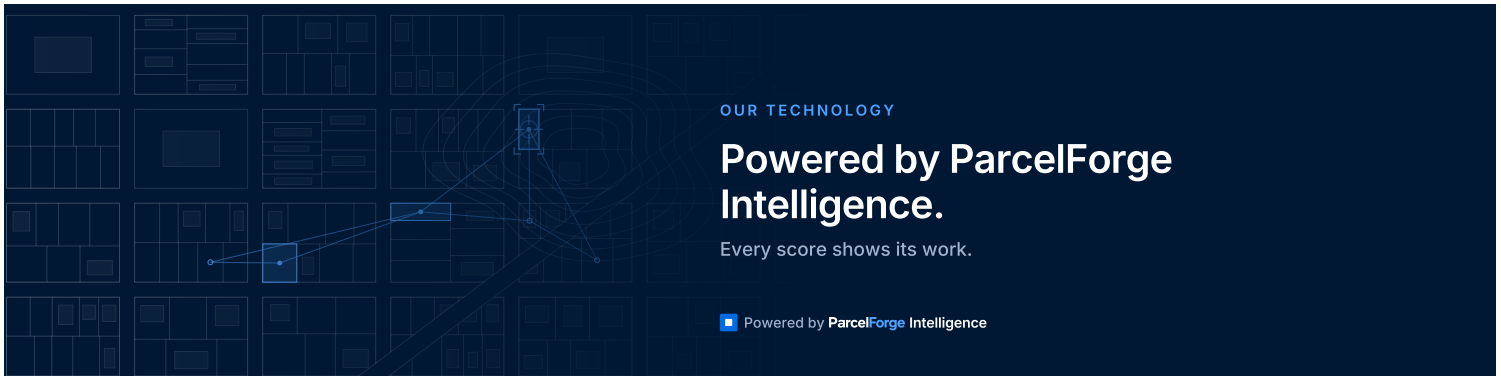
- Badges in your main navigation or in place of your logo.
- Banners beside listing prices or property details in a way that implies ParcelForge set the price or valued the property.
- Adding claims, statistics or testimonials to the supplied graphics.



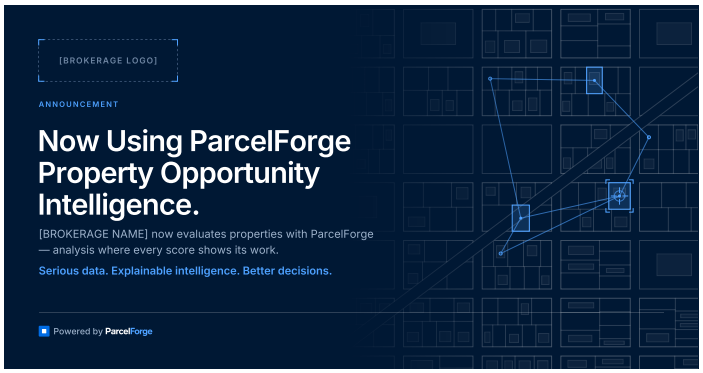
Website banner, 1200 × 300 — “Every Score Shows Its Work.”

Social and profile graphics

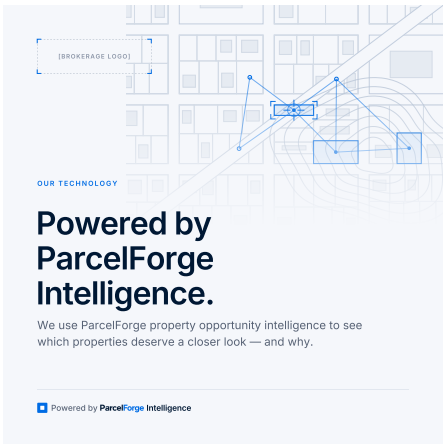
FORMAT	SIZE	USE
LinkedIn banner	1584 × 396	Profile and company page banners
Professional header	1500 × 500	X header, Facebook cover
Landscape	1200 × 630	LinkedIn and Facebook feed and link images
Square	1080 × 1080	Instagram, LinkedIn and Facebook; announcements
Portrait / X	1080 × 1350 / 1600 × 900	Instagram feed / X in-stream



LinkedIn banner — Powered by ParcelForge Intelligence.



Announcement — Now using ParcelForge Property Opportunity Intelligence.



Partner graphic — Powered by ParcelForge Intelligence.

- ▣ Post from your own account, with your logo in the logo zone; use the captions in `docs/COPY_LIBRARY.md`; add alt text.
- × Paid ads with performance claims about ParcelForge or about returns.

- × Editing headlines on the templates — request new variations instead.

Email signatures

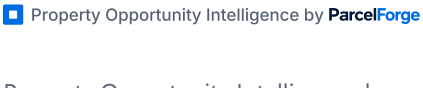
Signature graphics are quiet attribution lines, not advertisements. Keep your name and contact details as real text (use `email/signature-template.html`) and add **one** ParcelForge graphic below.

Jordan Avery
Associate Broker
Harbor & Main Realty
jordan.avery@example.com · (555) 010-0100 · www.example.com

Powered by ParcelForge Intelligence

Standard signature — fictional details.

Powered by ParcelForge Intelligence



Property Opportunity Intelligence by ParcelForge

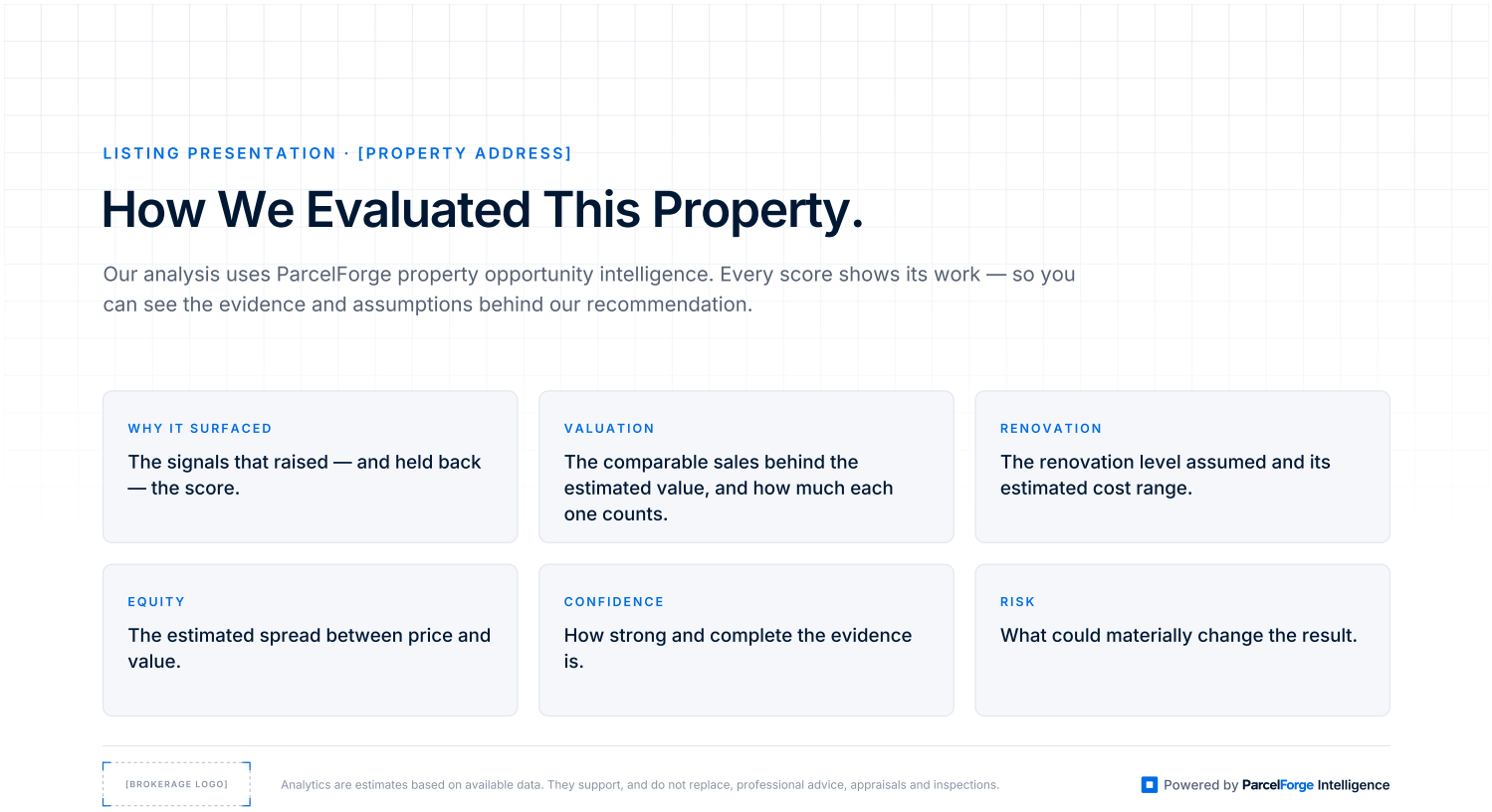


Analytical Intelligence for Real Estate

- Use the @2x PNG displayed at its 1× size (for example 320 × 40). Email clients do not render SVG.
- Tables and inline styles only — the template has no scripts, web fonts or CSS classes, so it works in Outlook, Gmail and Apple Mail.
- Alt text as supplied, for example “Powered by ParcelForge Intelligence”.

- × Animated images, extra taglines or calls to action; more than one ParcelForge graphic; scaling above 600 px wide.

Presentations



Listing presentation insert — How We Evaluated This Property (placeholders only; add no MLS data you are not permitted to display).



Header/footer strip for your own slide template.

All inserts are 1920 × 1080 (16:9), as SVG (editable in PowerPoint 365 and Canva), PNG and one combined PDF.

Color

Use the ParcelForge palette only for ParcelForge elements and the supplied templates — keep your own brand colors for your brand.

ParcelForge Navy
`#001834`
`RGB 0 24 52`
Wordmark “Parcel”, dark grounds, headlines

Navy 2
`#0b2a52`
`RGB 11 42 82`
Gradients and secondary dark grounds

ParcelForge Blue
`#006ce4`
`RGB 0 108 228`
Wordmark “Forge”, Parcel Mark, single accent

Blue, deep
`#0058bd`
`RGB 0 88 189`
Pressed and hover states

Accent on dark
`#4ea1ff`
`RGB 78 161 255`
“Forge” and accents on navy

Blue soft
`#e8f1fd`
`RGB 232 241 253`
Tints and highlighted parcels

Tagline gray
`#7e7e86`
`RGB 126 126 134`
Logo tagline on light

Ink
`#0f1b2d`
`RGB 15 27 45`
Body text on light

Muted
`#566174`
`RGB 86 97 116`
Secondary text

Surface
`#f5f7fb`
`RGB 245 247 251`
Light grounds

> Print: CMYK and Pantone references are pending confirmation from Property Alpha. Request a proof before printing large runs.

Typography

The logo’s wordmark and tagline are artwork: always use the logo files, never retype them. Inside the partner artwork, supporting type is set in **Inter** (SIL Open Font License) and converted to outlines, so it renders identically everywhere. On your own website and documents, use your brand typeface; the website callouts inherit it.

EYEBROW · INTER SEMIBOLD · +0.16EM TRACKING

Headline — Inter Semibold, tight tracking

PROPERTY OPPORTUNITY INTELLIGENCE — TRACKED CAPS

Body — Inter Regular, 1.45–1.55 line height, muted color for supporting text.

- × Typing “ParcelForge” in another font as a logo, or splitting it as “Parcel Forge”.

Background treatments

POWERED BY
ParcelForge Intelligence

Light grounds (white, #F5F7FB, light neutrals): light versions.

POWERED BY
ParcelForge Intelligence

Dark grounds (navy, charcoal): dark versions.

The Parcel Intelligence Pattern — always faded away from type, subtle as texture.

× Badges over busy photos, low-contrast gradients or other patterns.

Trademarks and brand safety

- ParcelForge™, the ParcelForge logo, the Parcel Mark and the partner badges are trademarks of **Property Alpha LLC**, which retains all rights in them.
- Use the ™ symbol after “ParcelForge” on its first prominent mention in a document, page or post — not on every instance and not on the logo artwork. Do not use the registered-trademark symbol.
- Use them only as supplied and only to identify your use of ParcelForge, while you are a subscriber or approved partner.
- Use of these assets does **not** imply endorsement, approval or certification by any MLS, data provider, licensing authority or by Property Alpha LLC of you, your services or any property.
- The marks may not be used to imply guaranteed performance, results, rankings or a professional certification.
- Co-branding must preserve the identity of both organizations — neither logo may be altered, merged or presented as the other.

> This guide sets brand-use rules; it is not a trademark license. Formal partner terms of use and end-of-subscription requirements are pending Property Alpha legal review.

Before you publish

- ☐ Supplied file, unedited (except placeholders).
- ☐ Your brand is dominant; ParcelForge is the endorsement.
- ☐ Current branding: PROPERTY OPPORTUNITY INTELLIGENCE — no retired tagline or badge.
- ☐ ™ after the first prominent mention of ParcelForge in your text; never the registered-trademark symbol.
- ☐ Approved wording only; no guarantees, credential or superiority language, no MLS claims.
- ☐ Correct light or dark version; minimum size and clear space respected.
- ☐ Alt text set.

ParcelForge by Property Alpha. ParcelForge™ is a trademark of Property Alpha LLC. Questions or requests for new variations: getparcelforge.com/contact.