

Allen Nason – Brand Creative Brief & Cheat Sheet

Archetype

Primary: Caregiver (80%)

Secondary: Sage (20%)

Brand Essence

"Trusted guidance for life's biggest decisions." Allen's brand embodies care, patience, and protection while offering deep knowledge that helps clients feel safe, confident, and supported in every step of the real estate journey.

Core Values

- People First – Every client is seen, heard, and valued.
- Trust Through Care – Integrity and compassion guide all interactions.
- Wisdom in Action – Decisions are backed by knowledge, experience, and foresight.
- Steadfast Support – Clients never walk alone; they're guided with reliability and calm assurance.

Brand Personality

Warm, compassionate, dependable (Caregiver).

Wise, thoughtful, trustworthy (Sage).

Approachable and steady – grounded and genuine.

Tone of Voice

Reassuring and supportive – speaks with empathy and encouragement.

Knowledgeable but never condescending – translates complexity into clarity.

Calm authority – a trusted guide in uncertain moments.

Audience

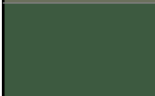
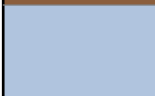
Families and individuals in transition – people navigating moves tied to major life moments.

Clients who value being guided and cared for, not just “sold.”

Key Message

"I'm not just here to help you buy or sell a home—I'm here to guide, protect, and care for you through every step of the journey."

Brand Colors

	Olivine (#6B705C)
	Pine (#3D5A40)
	Walnut (#8B5E3C)
	Powder Blue (#B0C4DE)