



Root
MANAGEMENT

ROOT MANAGEMENT
Brand Guidelines



Brand and Brand Guidelines created
for Root Management by

JOINTLY
studios

How to use this brand guide

This brand guide serves as the foundation for Root Management, ensuring a consistent, professional, and recognizable presence across all platforms and materials. Whether you're creating marketing collateral, digital content, or business documents, this guide helps uphold the integrity of the Root Management brand.

Who Should Use This Guide?

This guide is intended for Root Management and anyone involved in presenting or marketing the company, including designers, copywriters, social media managers, vendors, and collaborative partners.

How to Apply This Guide

- **Brand Voice & Messaging** – Refer to this section when writing content to maintain a confident, professional, and people-centered tone.
- **Logos & Visuals** – Use only approved logos, lockups, and color combinations to ensure brand cohesion. Avoid unauthorized alterations.
- **Color Palette & Typography** – Use the specified colors and typefaces when designing digital or printed materials to maintain consistency.
- **Imagery & Icons** – Choose photography and icons that reflect professionalism, approachability, and the human side of property management.
- **Social Media & Digital Presence** – Follow the messaging themes and brand tone outlined here to create content that aligns with Root's mission and voice.
- **Marketing Materials** – Ensure flyers, presentations, business cards, and other assets reflect the brand's aesthetic, voice, and strategic tone.

Why Brand Consistency Matters

Consistency builds credibility, reinforces identity, and sets Root Management apart. By using this brand guide, we ensure every touchpoint—from listings to maintenance updates—reflects our commitment to service, integrity, and people-first property management. Root becomes not just recognized, but trusted.

Meet Root

Mission 6

Vision 6

Value Proposition 6

Pillars 6

Tagline 7

Brand Story 8

Tone of Voice 9

Dream Clients 10

The Visuals

Visual Aesthetic 13

Logo Variations 14

Horizontal Logo 15

Stacked Logo 16

Wordmark 17

Emblem 18

ThatsRoot.com Lockup 19

Logo Usage 20

Logo Space + Sizing 21

Typography 26

Colors 27

Apparel Embroidery 28

Business Card 30

Signage 31

Door Graphics 32

Tees 33

Conference Room 34

Meet
Root



ABOUT ROOT MANAGEMENT

Mission Statement

Root Management's purpose and guiding principles

To provide exceptional property management services by prioritizing long-term value, fostering strong relationships, and maintaining a standard of excellence in every aspect of our work.

Vision Statement

Root Management's long-term aspirations.

To be the most trusted name in property management by delivering consistent results, cultivating lasting partnerships, and growing a team that takes pride in stewardship and service.

Value Proposition

Unique benefits that Root Management offers clients.

Root Management delivers dependable property management with a people-first approach, ensuring your investments are well-cared for while fostering strong, trustworthy relationships with tenants, owners, and communities.

PILLARS

Stewardship

We care for every property and relationship with respect.

People-First

We prioritize relationships and treat everyone with dignity and care.

Transparency

We communicate clearly, share information openly, and provide consistent updates so there are never any surprises.

TAGLINE



Invested in **PROPERTIES.**
Committed to **PEOPLE.**

This tagline reflects the heart of Root Management's approach to property management.

"Invested in properties" speaks to our dedication to maintaining and enhancing the long-term value of every property we manage, treating each one with care and attention.

"Committed to people" emphasizes that behind every property are our owners, tenants, and our community. We prioritize building strong, lasting relationships based on trust, respect, and service.

BRAND STORY

Root Management began with a clear intention: to redefine what it means to care for property by putting relationships and long-term impact at the forefront. We saw an industry too often focused on transactions, and set out to build something different. Something that is grounded, thoughtful, and forward-looking.



**Every space we
manage matters
because the
people behind it
matter.**

Our work goes beyond maintenance and monthly reports. We're in the business of building trust through reliable service, thoughtful communication, and a deep understanding of what property ownership really means. Whether managing a single home or an entire portfolio, we treat every space like it matters... because it does!

The name Root reflects our philosophy. Roots stabilize, nourish, and allow growth. That's how we see our role: quietly working beneath the surface to support the bigger picture. We don't chase shortcuts. We invest in the process, the people, and the properties because lasting success is never surface-level.

Root is growing organically, intentionally, and with purpose. And as we grow, we remain grounded in what started it all: a commitment to doing meaningful work, with integrity and care, for the people who trust us with their most valuable spaces.

TONE OF VOICE

Root Management’s tone of voice is **trusted**, **thoughtful**, and **approachable**. We communicate with calm confidence, always aiming to be clear, sincere, and easy to understand. Our words reflect the care we bring to every relationship and property, showing that we’re attentive, reliable, and invested.

We speak in a way that feels grounded and balanced, never overly formal, but always considered. We value clarity over complexity, and connection over formality. While our work is serious, our tone remains warm and steady, reflecting a team that knows what they’re doing and values the people they serve.

Trusted

Speak with calm assurance and reliability, using language that builds confidence and reflects our dependability.

Thoughtful

Use intentional, respectful language that shows care, understanding, and attention to detail in every interaction.

Approachable

Keep the tone warm and friendly to make communication clear, welcoming, and easy to engage with.

SAY IT LIKE THIS	NOT LIKE THIS
<p>TRUSTED</p> <p>“We honor the trust you place in us by caring for your property as if it were our own.”</p> <p>“Consistency, transparency, and follow-through are the standards we set and the standards we meet.”</p> <p>THOUGHTFUL</p> <p>“Every decision we make is shaped by long-term impact and respect for the people we serve.”</p> <p>“We approach each property and relationship with care, understanding that both represent real investments and real lives.”</p> <p>APPROACHABLE</p> <p>“Clear, honest communication is at the heart of everything we do.”</p> <p>“We believe great service starts with being easy to reach, easy to understand, and easy to trust.”</p>	<p>OVERLY CASUAL</p> <p>“We’ll handle it – no worries!”</p> <p>“Just leave it to us.”</p> <p>IMPERSONAL OR COLD</p> <p>“We’ll get to it when we can.”</p> <p>“Client inquiries will be addressed in the order they are received.”</p> <p>LACKING DEPTH</p> <p>“We do our best to manage your properties.”</p> <p>“Our team is here to make things a little easier.”</p>

DREAM CLIENT

David the Property Investor

Residential & Multifamily Property Investors – 10+ or 20+ Units

- Age: 50
- Occupation: Business Owner / Entrepreneur
- Education: Bachelor's Degree, Financially Savvy
- Location: California-based property investor
- Family Life: Married, family-oriented, focused on building generational wealth

Pain Points & Challenges

- Wants reliable, passive income without being involved in day-to-day management.
- Values high-quality tenants, minimal vacancies, and proactive maintenance.
- Frustrated by past experiences with property managers who lacked communication and professionalism.

What He Wants

- A trustworthy partner to fully manage and protect his investment.
- Consistent monthly owner distributions and clear, detailed financial reporting.
- Long-term tenant retention.
- Proactive maintenance to preserve and enhance property value.
- Peace of mind knowing his portfolio is being stewarded with care.



Background & Situation

David is an experienced investor who understands the financial side of real estate but doesn't have the time or interest to manage properties himself. Based in California, he's focused on growing a strong portfolio of 10 to 20+ unit residential and multifamily properties, seeking stable, passive income streams.

In the past, David has dealt with unreliable property management companies that failed to communicate, allowed maintenance issues to escalate, and neglected the small details that protect long-term value. Now, he's looking for a management team he can truly trust; one that keeps his investments occupied, cared for, and profitable without his constant oversight.

Why He Needs Root Management

Root Management offers the full-service, hands-off solution David has been searching for. With transparent communication, proactive maintenance, consistent financial reporting, and a people-centered management approach, Root Management protects his assets, minimizes vacancies, and helps ensure his portfolio grows in value, giving him true peace of mind.

DREAM CLIENT

Michael the Commercial Developer

Commercial Property Investor & Real Estate Developer

- Age: 45
- Occupation: Real Estate Developer / Commercial Property Investor
- Education: Business or Financial Degree, Extensive Real Estate Knowledge
- Location: Midwest-based with multi-state property holdings

Pain Points & Challenges

- Struggles to fill vacancies and needs proactive tenant retention strategies.
- Seeks a true partner in property management, not just a vendor.
- Must balance profitability with maintaining well-managed, high-quality spaces.
- Requires a team that understands commercial business strategy and long-term asset positioning.

What He Wants

- To maximize occupancy and tenant satisfaction.
- Strategic property care that preserves and enhances property value.
- A partner who works alongside him to meet investment goals.
- Proactive communication, detailed performance reporting, and strategic input to guide next moves.



Background & Situation

Michael is a seasoned commercial real estate developer with holdings across multiple states. His primary focus is ensuring strong tenant retention, minimizing vacancies, and steadily increasing the value of his assets.

In the past, Michael has worked with management companies that treated properties transactionally, offering little strategic support. Now, he's looking for a property management firm that thinks like an owner, acts proactively, and strengthens his investments through smart, hands-on service.

Why He Needs Root Management

Root Management provides the high-touch, personal service David's business demands. By optimizing spaces to meet tenant needs, delivering detailed financial reporting, and managing properties with an ownership mindset, Root Management helps reduce vacancies, retain tenants, and elevate the long-term success of every commercial asset under management.

The Visuals



VISUAL AESTHETIC



Composed | Warm | Structured | Elevated

LOGO VARIATIONS

These logos are the core representation of Root Management and should be used for consistency and recognition.

Primary Logos



Secondary Logos

Root



thatsroot.com Lockup

thats
Root
.com

PRIMARY HORIZONTAL LOGO

This is the primary representation of Root Management and should be the first choice for all branded materials.

Use this in instances where the full brand identity needs to be clearly displayed such as:

- Website
- Business Cards
- Presentation Materials
- Other Marketing Collateral



Color Variations



The emblem should always appear in gold unless the entire logo is a single color.

PRIMARY STACKED LOGO

This version of the logo features the emblem placed above the wordmark, offering a balanced vertical layout that preserves brand clarity in tight or centered spaces.

Use this in instances where horizontal space is limited, such as:

- Signage with Vertical Orientation
- Vertical Print Layouts
- Internal Documents and Presentation Covers



Color Variations



The emblem should always appear in gold unless the entire logo is a single color.

ROOT WORDMARK

This simplified lockup features only the Root Wordmark, offering a clean, recognizable brand reference for use in extremely limited spaces where the full logo is not practical.

Use this in tight or minimal spaces, such as:

- Social Media Graphics
- Watermarks for Documents or Photos
- Branded Merch
- Internal Tools or Dashboards

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ROOT EMBLEM

The Root Emblem is a standalone brand mark that symbolizes stability, growth, and stewardship, ideal for subtle branding moments where simplicity or visual impact is needed.

Use this for small-scale applications, such as:

- Favicon
- Social Media Profile Image or Watermark
- Branded Merch
- Signage



Color Variations



The Root Emblem should always appear in gold unless placed on a gold background, in which case a contrasting color such as navy or white should be used for visibility.

THATSROOT.COM LOCKUP

This lockup is designed as a brand signature and digital call to action. It reinforces Root's identity while directing viewers to the website in a simple, memorable way.

Use this in instances, such as:

- Advertisements (Print or Digital)
- Social Media Graphics
- Flyers, Postcards, or Direct Mail
- Presentation Slides

The lockup features the word "that's" in a small, dark blue, sans-serif font, positioned above the word "Root" in a large, dark blue, serif font. Below "Root" is ".com" in a smaller, dark blue, sans-serif font.

Color Variations

The lockup is displayed on a dark navy blue background. "that's" is in a gold, sans-serif font, "Root" is in a white, serif font, and ".com" is in a gold, sans-serif font.The lockup is displayed on a dark navy blue background. "that's" is in a white, sans-serif font, "Root" is in a gold, serif font, and ".com" is in a white, sans-serif font.The lockup is displayed on a gold background. "that's" is in a white, sans-serif font, "Root" is in a white, serif font, and ".com" is in a white, sans-serif font.The lockup is displayed on a light gold background. "that's" is in a dark blue, sans-serif font, "Root" is in a dark blue, serif font, and ".com" is in a dark blue, sans-serif font.

LOGO USAGE

Below are examples of **what NOT to do** when using the Root Management logos. Avoid any alterations that compromise the integrity, legibility, or professionalism of the brand. Each logo should always be used in its original form, following the approved color palette, proportions, and typography.



Do not modify the typography.

The fonts and letter-spacing should remain as designed. Changing the typeface or adjusting spacing disrupts brand consistency.



Do not alter the colors.

Logos should only be used in the approved brand colors. Changing the colors weakens the brand consistency.



Do not add effects.

Logos should remain clean and sharp. Adding gradients, bevels, outlines, or other effects alters the professionalism and aesthetic.



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Do not remove or rearrange elements.

The structure of each logo should remain intact. Avoid removing the emblem, altering alignment, or mixing different components.



Do not place on busy backgrounds.

Logos should always be clearly visible. Avoid placing them on cluttered or low-contrast backgrounds that make it hard to read.



Do not stretch or distort the proportions.

Always maintain the original aspect ratio. Distorting the logo by stretching or compressing it makes it look unprofessional.

LOGO SPACE & SIZING

CLEAR SPACE

Logo must have a minimum clear space the size of the “O” in Root to ensure that the logo remains legible and unobstructed.

1. The clear space ensures that the logo is legible and recognizable when it is displayed in cluttered environments. If the logo is too close to other design elements, it may become difficult to read.
2. Keeping the logo separate from other design elements makes it easier for people to associate the logo with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that this logo always maintains consistency across different platforms and mediums.



MINIMUM WIDTH

The minimum width that the Primary Horizontal logo can be is 1-1/2" to ensure it remains legible and recognizable.



LOGO SPACE & SIZING

CLEAR SPACE

Logo must have a minimum clear space the size of the “O” in Root to ensure that the logo remains legible and unobstructed.

1. The clear space ensures that the logo is legible and recognizable when it is displayed in cluttered environments. If the logo is too close to other design elements, it may become difficult to read.
2. Keeping the logo separate from other design elements makes it easier for people to associate the logo with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that this logo always maintains consistency across different platforms and mediums.



MINIMUM WIDTH

The minimum width that the Primary Stacked logo can be is 1-¼" to ensure it remains legible and recognizable.



LOGO SPACE & SIZING

CLEAR SPACE

Logo must have a minimum clear space the size of the “O” in Root to ensure that the logo remains legible and unobstructed.

1. The clear space ensures that the logo is legible and recognizable when it is displayed in cluttered environments. If the logo is too close to other design elements, it may become difficult to read.
2. Keeping the logo separate from other design elements makes it easier for people to associate the logo with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that this logo always maintains consistency across different platforms and mediums.



MINIMUM WIDTH

The minimum width that the wordmark can be is $\frac{3}{4}$ " to ensure it remains legible and recognizable.

Root
|—————|
MINIMUM WIDTH:
0.75"

EMBLEM SPACE & SIZING

CLEAR SPACE

The emblem must have a minimum clear space of 25% of its size on all sides to ensure it remains legible and unobstructed.

1. The clear space ensures that the emblem is legible and recognizable when it is displayed in cluttered environments. If the emblem is too close to other design elements, it may become difficult to see and distinguish.
2. Keeping the emblem separate from other design elements makes it easier for people to associate the emblem with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that the emblem always maintains consistency across different platforms and mediums.



25% of the
emblem's height

MINIMUM WIDTH

The minimum width that the emblem can be is ½" to ensure it remains legible and recognizable.



MINIMUM WIDTH:
0.5"

LOGO SPACE & SIZING

CLEAR SPACE

Logo must have a minimum clear space the size of the “m” in .com to ensure that the logo remains legible and unobstructed.

1. The clear space ensures that the logo is legible and recognizable when it is displayed in cluttered environments. If the logo is too close to other design elements, it may become difficult to read.
2. Keeping the logo separate from other design elements makes it easier for people to associate the logo with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that this logo always maintains consistency across different platforms and mediums.



MINIMUM WIDTH

The minimum width that this lockup can be is 1" to ensure it remains legible and recognizable.



TYPOGRAPHY

Typography is essential to maintaining a cohesive and professional brand identity. The selected fonts create a balance of sophistication and approachability, while establishing a clear visual hierarchy. Proper use of headlines, subheadings, and body text enhances readability and ensures a polished, consistent brand presence.

Karla

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DM Serif Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9*

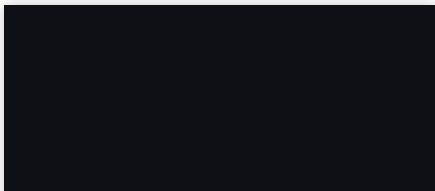
THIS IS A PAGE HEADER

This is a Headline

This is a Subhead

This is body copy. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

COLOR PALETTE



Root Black
#101218
CMYK: 78, 71, 61, 80
RGB: 16, 18, 24



Navy
#121E2D
CMYK: 88, 76, 54, 66
RGB: 18, 30, 45



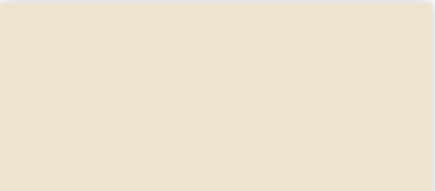
Heritage Blue
#233855
CMYK: 92, 77, 42, 35
RGB: 35, 56, 85



Slate Blue
#5F728F
CMYK: 69, 51, 28, 5
RGB: 95, 114, 143

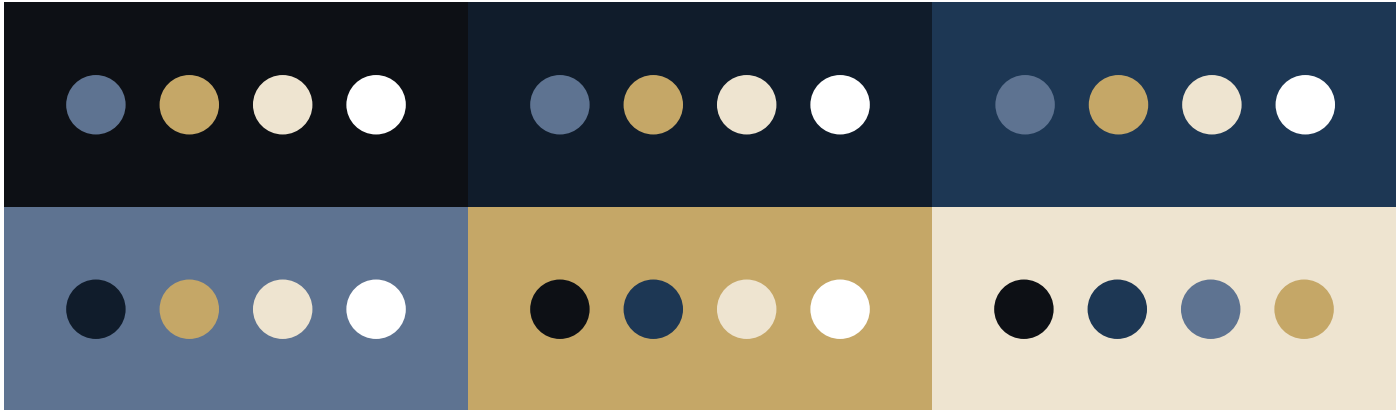


Gold
#C5A768
CMYK: 24, 31, 69, 1
RGB: 197, 167, 104



Cream
#EFE3CF
CMYK: 5, 8, 17, 1
RGB: 239, 227, 207

Color Combinations



APPAREL EMBROIDERY

Logo Color Options

Only the four logo color combinations shown here are approved for embroidery use. Custom variations are not permitted.

Default to always using the logos with the Gold Emblem. However, if the gold does not provide enough contrast against the apparel color, use the Navy or White version instead to ensure visibility and brand clarity.



Gold Emblem with Navy Text



Gold Emblem with White Text



Navy Logo



White Logo

APPAREL EMBROIDERY

Apparel Color Pairings Examples



Examples of when to use the Gold Emblem with White Text.



Examples of when to use the Gold Emblem with Navy Text.



Example of when to use the Navy Logo.



Examples of when to use the White Logo.



BUSINESS CARD



Gold Foil Stamp



SIGNAGE



DOOR GRAPHICS



TEES



CONFERENCE ROOM



Invested in
PROPERTIES.
Committed to
PEOPLE.

