

Our brand,  
our values and  
our proposition.



**REALITO**

The source of real estate  
education in New Zealand

# REAL ITO Brand Design

## Brand Definition

### What do we mean when we talk about brand?

Every time a person comes into contact with **REAL ITO**, they experience our **brand**.

This can be done **visually** - by seeing a brochure or advertisement, it can be experienced **mentally** - by phone, or by talking to a company employee, and it can be felt **emotionally** - the feeling they get as a result of dealing with REAL ITO.

Therefore, we believe, **a brand is created in the mind** - it is a feeling, it's an experience.

The brand can be projected through a number of characteristics:

The company **reputation** - what is known about REAL ITO in the marketplace based on their performance and their association with REINZ

The company **ethics** - how REAL ITO behaves in business dealings towards customers and suppliers

The company **culture** - the personality demonstrated by REAL ITO employees

The **product** - the quality of products and services delivered by REAL ITO

The **communication** - how the company visually projects itself (this includes the **logo identity** and most marketing initiatives)

The first four elements above are mental or emotional characteristics. Communication is the only truly visual aspect of the brand.

**The logo identity is at the core of all communication. It must truly reflect the characteristics of the brand in order to succeed.**

# REAL ITO Brand Design

## Brand Definition

### What is our Vision?

- Our vision is for REAL ITO to be seen as the education solutions supplier of choice for both initial & continuing education for the New Zealand Real Estate Industry.

### Values, attitudes & personality

- Leadership in industry
- Team players (partnerships)
- Inspire confidence
- Integrity - 'We're for the industry'
- Professional and respectful
- People focused
- Warm and responsive
- Creative and flexible
- Trustworthy and dependable
- Dedicated and knowledgeable
- Relevant and pragmatic
- Approachable
- Looking to the future
- Organised and efficient

### Core values

- Leadership
- Relevance
- Trust
- Confidence
- Partnership
- Flexibility
- Ethics
- Respect

# REAL ITO Brand Design

## Brand Definition

### The REAL ITO customer experience

For those new to the industry:

- From you I can get correct information quickly
- You are the official body- therefore you can be trusted
- It's easier to deal directly with the ITO
- Confidence - you are the industry education experts
- Value - I'm dealing with efficient, knowledgeable professionals

From our existing industry partners:

- Flexibility - you work in partnership with us
- Value - you can train new & current sales people for us
- Convenience - you can provide a recruitment stream
- Convenience - you can help provide training for our people in-house
- Business support - you keep us informed about the industry
- Confidence and trust - you're here for us (the industry)
- Value - you provide access to resources and industry info

# REAL ITO Brand Design

## Brand Definition

### Our personality & professionalism

- Knowledgeable
- Dedicated
- Trustworthy
- Ethical
- Integrity
- Totally focused

### Our core essence

REAL ITO is the trusted education source for Real Estate qualification training in New Zealand

### Our customer value proposition

As trusted qualification setters and assessors of the NZ Real Estate industry, we also encourage industry partners to use our expertise, flexibility and creative solutions to educate and qualify their current and future teams in-house.

### REAL ITO logo

The logo consists of the word "REAL" in a bold, grey, sans-serif font, followed by "ITO" in a bold, red, sans-serif font. The "I" and "T" in "ITO" are connected, and the "O" is a solid red circle.

**The source of real estate  
education in New Zealand**