

MARYJ ATL

Brand & Web Style Guide

Purpose

This document defines the official brand identity, visual language, and website copy for MaryJ ATL. It is intended to ensure consistency across web, podcast, and digital platforms.

Brand Essence

MaryJ ATL is a calm, strategic guide for individuals navigating divorce, separation, and major life transitions. The brand balances empathy with data-driven clarity, providing structured guidance without pressure.

Brand Voice

Conversational. Confident. Grounded. Informative without urgency. The tone should feel like a trusted briefing, not a sales pitch.

Color System

Primary Background: White (#FFFFFF)

Secondary Background: Soft Cream (#F4EDE1)

Primary Text: Black (#000000)

Accent: Warm Gold (#E2B322, used sparingly)

Typography

Primary Serif (Headlines): Canela, Playfair Display, or Cormorant

Primary Sans-Serif (Body): Inter, Lato, or Source Sans Pro

Headlines should be sentence case, never all caps.

Homepage Final Copy

Hero Headline

You're Navigating a Life Transition.
I'll Help You Move Forward—Strategically.

Hero Subheadline

Real estate guidance for divorce, separation, and major life changes — grounded in data, timing, and clear next steps.

Primary CTA

Request a Strategy Consult

Areas of Focus

Divorce & Separation Home Sales
Court-Ordered & Time-Sensitive Listings
Equity & Market Timing Analysis
High-Conflict or One-Party Cooperation Scenarios

Section Headline

Personalized, Evidence-Based Guidance

Every transition is different. Before decisions are made, I help you understand the numbers, the market conditions, and the long-term impact of timing — so you can move forward with clarity.

Professional Guidance Section

Professional Real Estate Guidance for Life Transitions

- Neutral representation in emotionally complex situations
- Market-supported pricing strategy
- Clear documentation for attorneys & decision-makers

Podcast Section

UNCoupled

Divorce doesn't start with paperwork. It starts with uncertainty.

Final CTA

You don't have to navigate this alone.
Start With Clarity.