

# AGENT/TEAM LOGO RECOMMENDATIONS

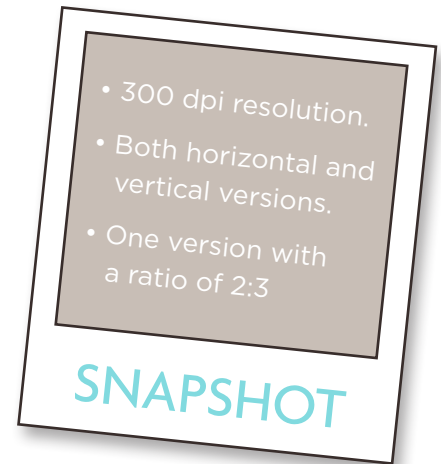
## AGENT/TEAM LOGO RECOMMENDATIONS

Often agents or teams may choose to design their own logo. ReeceNichols adopts standards for business cards, signage and websites, and so it is helpful to know the dimensions available in this standard branding when designing a logo. The dimensions listed below apply to agent photos as well as logos.

### RESOLUTION

Each photo and/or logo needs to have a resolution of 300 dpi, which is 1200 pixels wide by 1800 pixels high.

Personalized sign template photos are 10" x 13" and the file size should be greater than 1 MB for printing.



## PERSONALIZED SIGN TEMPLATES



## BUSINESS CARD TEMPLATES



## HORIZONTAL & VERTICAL

In order to have your logo optimized on signage, marketing materials and personalized materials (like letterhead), it is recommended that you ask your designer to develop BOTH horizontal and vertical versions of your logo, like this:



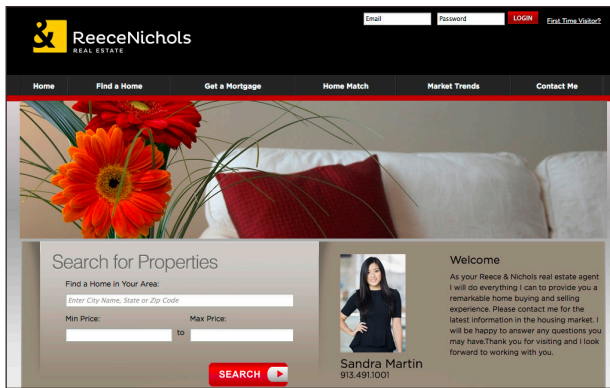
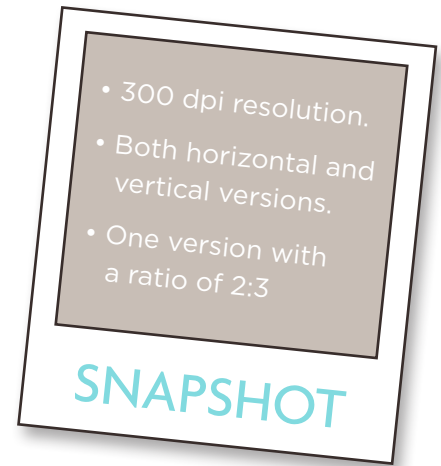
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## MARKETING MATERIALS

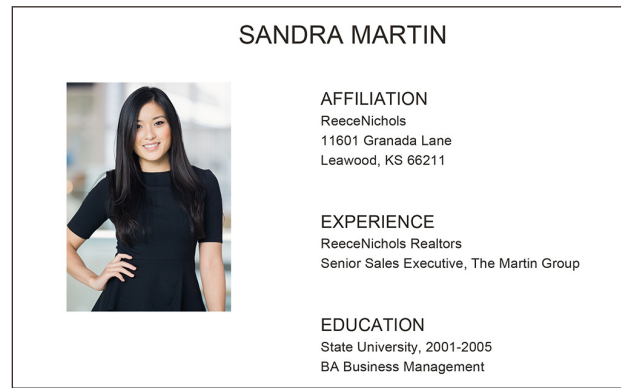


### RATIO 2 : 3

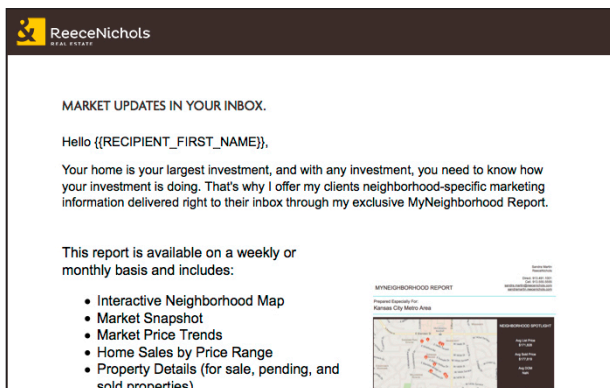
ReeceNichols marketing materials, including the website, use images at a ratio of 2 units wide by 3 units high. For example, 6" x 9" (six inches wide by 9 inches high).



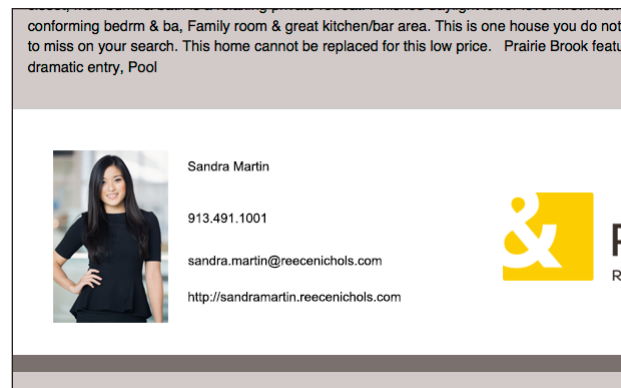
## REECENICHOLS WEBSITE



## RESUME



## E-CARD



## FLYER