



where the experts are™

Realty Executives Logo Graphic Standards



Leveraging a Global Brand

You have 3 Seconds
to capture your customer's attention.

In that 3 seconds – they form an impression
about You...
and the company you keep.

The **Realty Executives** brand
ensures that impression is professional,
powerful, and now global.



where the experts are™

Realty Executives Logo Graphic Standards

January 2011

It is no secret that leveraging our global presence and worldwide footprint can catapult our Executives' success and create opportunities. In order to maintain the strength and integrity of our current brand — and incorporate a global identity — we introduce the “**new**” Realty Executives logo. This new mark clearly communicates that we are a global brand, and that we serve our customers on an international level.

The word INTERNATIONAL is now incorporated INTO the logo mark itself. Brokerages and Regions can still maintain their individual designation UNDER the logo as before — with or without the “where the experts are” tagline.

Before implementing the use of the “new” Realty Executives logo, please check with your local, state or provincial real estate board to find out about local rules and regulations (for example, some local regulations may require that the DBA of your brokerage be modified to include “Realty Executives International”). **Compliance with local laws is your responsibility.** Additionally, if you are an Executive, please confirm the approval of your Broker/Owner. Compliance with their agreements and wishes is required.

The following pages illustrate the many options available to you in your marketing materials. In addition, Frequently Asked Questions (FAQ) pages provide answers to logo useage, branding and graphic standards questions. All logo artwork is available for download on Executive Access under the “Marketing” section.

To Your Success!

Todd Sumney

Vice President Of Marketing
Realty Executives International

Realty Executives International

800-252-3366 | Marketing@RealtyExecutives.com | www.RealtyExecutives.com



where the experts are™

The Realty Executives Brand

Why is it important to follow the Graphic Standards?

Everyone involved in the marketing of Realty Executives has a responsibility to apply the identity in a consistent and accurate way. Realty Executives Graphic Standards contain guidelines for the proper use of the identity. It describes authorized usage for marketing the “new” Realty Executives logo.

The Logo

Can I use the “new” Realty Executives logo that incorporates the word INTERNATIONAL in my local marketing?

Before implementing the use of the “new” Realty Executives logo, please check with your local, state or provincial real estate board to find out about local rules and regulations (for example, some local regulations may require that the DBA of your brokerage be modified to include “Realty Executives International”).

Compliance with local laws is your responsibility.

Additionally, if you are an Executive, please confirm the approval of your Broker/Owner. Compliance with their agreements and wishes is required.

Can I change the “new” Realty Executives logo color?

No. However the logo is available in four approved color formats – Black & White, Two-Color, Four-Color and Platinum/Metallic. (See Figure L-1)

Can I remove the word “INTERNATIONAL” from the “new” Realty Executives logo?

Yes, but nothing may be inserted in its place.

Can I alter the word “INTERNATIONAL”?

No. If used, it must remain in the font Helvetica Medium in ALL CAPITAL letters.

What is the proper placement for my office name/designation?

The office name/designation should be placed directly below the logo, but never touching the logo. (See Figure L-2)

What is the correct font for the office name/designation?

The office name/designation should always be in one of the three font styles listed below.

Helvetica Medium: ALL CAPS (See Figure L-2)

Adobe Garamond: ALL CAPS (See Figure L-3)

Adobe Garamond: Upper and Lower Case (See Figure L-4)

Are there any special requirements for using the new platinum/metallic logo in marketing materials?

The platinum/metallic logo may only be placed against a blue or a blue/black gradient background. This is essential for both branding and legibility requirements. If the logo must be placed against a white background or a photograph, the red, white, and blue version of the logo must be used instead.

Frequently Asked Questions



where the experts are™

Can I put my office name/designation inside the logo in place of the word “INTERNATIONAL”?

No. The only word that can be placed inside the outer shield portion of the logo is “INTERNATIONAL”.

Can I put my office name/designation in the center of the logo with the words “REALTY EXECUTIVES”?

No. Only the Realty Executives International logo text can be in the logo shield.

Can I use the “new” Realty Executives logo with the “where the experts are” tagline?

Yes. The “new” Realty Executives logo can be used with or without the “where the experts are” tagline below the logo.

What is the correct font for the “where the experts are” tagline?

The correct font for the “where the experts are” tagline is Adobe Garamond Roman (not italic) in all lower case. Further, the width of the tagline should not exceed the width of the word “EXECUTIVES” in the logo itself.

Can I move the “where the experts are” tagline from its position below the “new” Realty Executives logo?

Yes. The “where the experts are” tagline can also be placed to the right of the logo.

Can I use the “where the experts are” tagline and my office name/designation together?

Yes. The “where the experts are” tagline and office name/designation can be stacked below the “new” Realty Executives logo (See Figure L-5) in the following order:

- Logo
- Office name/designation
- Thin horizontal rule (not to exceed the width of the word “REALTY” in the logo itself)
- “where the experts are” tagline

Can I continue to use the Realty Executives logo without the word “INTERNATIONAL”?

Yes. However, all new materials produced by the Realty Executives International Marketing Department will contain only the “new” Realty Executives logo.

Can I continue to use my materials that do not contain the “new” Realty Executives logo?

Yes. You do not have to order new materials, but any new materials you do order should contain the “new” Realty Executives logo.

Is there a specific time frame under which I am required to update all of my materials with the “new” Realty Executives logo?

No. However the “new” Realty Executives logo is part of our brand. We encourage all Executives to use the “new” Realty Executives logo in all of their marketing materials as soon as possible.

Will old templates be updated with the “new” Realty Executives logo?

Yes. Some popular templates available on Executive Access and in Executive Edge are being updated with the “new” Realty Executives logo.

Figure L-1

Color Treatments with and without “where the experts are” tagline

Black & White Logo



where the experts are™

2-Color Logo



where the experts are™

4-Color Logo



where the experts are™

Platinum/Metallic Logo



where the experts are™

Figure L-2

Office Designation: Helvetica Medium – ALL CAPS

Black & White Logo



OFFICE NAME

2-Color Logo



OFFICE NAME

4-Color Logo



OFFICE NAME

Platinum/Metallic Logo



OFFICE NAME

Figure L-3

Office Designation: Adobe Garamond – ALL CAPS

Black & White Logo



OFFICE NAME

2-Color Logo



OFFICE NAME

4-Color Logo



OFFICE NAME

Platinum/Metallic Logo



OFFICE NAME

Figure L-4

Office Designation: Adobe Garamond – Upper & Lower Case

Black & White Logo



Office Name

2-Color Logo



Office Name

4-Color Logo



Office Name

Platinum/Metallic Logo



Office Name

Figure L-5

Treatments with Office Designation & “where the experts are” tagline

Black & White Logo



OFFICE NAME

where the experts are™

2-Color Logo



OFFICE NAME

where the experts are™

4-Color Logo



OFFICE NAME

where the experts are™

Platinum/Metallic Logo



OFFICE NAME

where the experts are™



where the experts are™

Realty Executives Yard Signs Graphic Standards



You have 3 seconds
to capture your customer's attention.

In that 3 seconds – they form an impression
about you...
and the company you keep.

The **Realty Executives International** Brand
ensures that impression is professional,
powerful, and now global.



where the experts are™

January 2011

The Realty Executives Yard Sign

is the most widely used product which promotes the Realty Executives brand. Each and every one of us involved in the marketing of Realty Executives has a responsibility to apply the brand identity in a consistent and accurate way to both leverage and build our brand equity — and to protect our trademarks for the benefit of us all.

Realty Executives has made some recent changes to the approved Realty Executives yard signs that begin with the incorporation of the word INTERNATIONAL to our Realty Executives logo. Additionally, we've modified the "Light Metallic Blue Panels" for better visibility (See Figure YS-1A), and added new variations. The variations now include a "Dark Blue Panel" option (See Figure YS-1B) and a "Platinum/Metallic Logo on Custom Gradient Background" option (See Figure YS-1C). The following pages illustrate the many options available to you in creating your personalized yard signs (see Figure YS-2, YS-3 & YS-4). In addition, Frequently Asked Questions (FAQ) pages provide answers to signage, branding and graphic standards questions.

All Registered Suppliers of Realty Executives yard signs have been provided the new artwork files for yard signs, directionals and riders. These are the only approved styles going forward. To keep their Registered Supplier status, the Realty Executives Registered Suppliers will not offer any unapproved styles. We will be enforcing this to keep brand consistency throughout the company and to protect our trademarks for the benefit of us all.

To Your Success!

Todd Sumney

Vice President Of Marketing
Realty Executives International



where the experts are™

The Realty Executives Brand

Why is it important to follow the Yard Sign Graphic Standards?

Everyone involved in the marketing of Realty Executives — Regional Developers, Brokers and Executives — has a responsibility to apply the identity in a consistent and accurate way. Realty Executives Graphic Standards for Yard Signs contain guidelines for the proper use of the identity. It defines the authorized usage for marketing the Realty Executives brand on Yard Signs.

THE LOGO on Realty Executives Yard Signs

Can I change the Realty Executives logo size?

No. Logo size/proportion is not to be altered in ANY way.

Can I change the Realty Executives logo color?

No.

Can I remove the word “INTERNATIONAL” from the Realty Executives logo?

Yes, though it is discouraged and nothing may be added in its place.

Can I use the Platinum/Metallic Realty Executives logo on a different background other than the custom gradient?

No. The Platinum/Metallic Realty Executives logo can only be used with the custom gradient background. (See Figure YS-1C)

Can I put my office name/designation inside the logo in place of the word “INTERNATIONAL”?

No. The only word that can be placed in the outer shield portion of the logo is “INTERNATIONAL”.

Can I put my office name/designation in the inner shield portion of the logo with the words “Realty Executives”?

No. Only the Realty Executives logo text can be inside the inner logo shield.

FONTS on Realty Executives Yard Signs

What are the Yard Sign fonts?

Office Designation – **Helvetica Medium: ALL CAPS**

Name, Phone Number, Website – **Arial Black: Upper and Lower Case**

Can I change the Office Designation font?

No. The Office Designation font is **Helvetica Medium: ALL CAPS**



Can I change the Name, Phone Number and Website font?

Arial Black: Upper and Lower Case is the standard. Any substitution request must be sent to Marketing@RealtyExecutives.com for approval.

Can I change the font size of the Office Designation?

Yes. Office Designation font size may be adjusted to accommodate the amount of characters per Office Designation.

Can I change the font size of Name, Phone Number and Website?

Yes. Name, Phone Number and Website font size can change depending on the amount of characters per Name, Phone Number and Website.

Can I add or remove lines of text?

Yes. You may add or remove lines of text as long as the logo size is not altered and those lines of text follow the font standards outlined in this document.

BACKGROUND COLORS of Realty Executives Yard Signs

What are the Realty Executives yard sign background colors?

Light Blue Background – cmyk 88-64-0-2* (See Figure YS-1A)

Dark Blue Background – cmyk 100-55-0-76* (See Figure YS-1B)

Custom Gradient Background* – Custom gradient not to be altered (See Figure YS-1C)

* Each Realty Executives yard sign vendor must submit a (one time) test panel for each of the color backgrounds for approval. Color builds may need to be adjusted by each vendor to achieve the desired graphic standard color. Final cmyk color builds may need to be adjusted based on each vendors equipment, process and materials.

Can I change the background colors?

No.

YARD SIGN SIZES

Can I order Realty Executives yard signs at other sizes than what is listed ?

Yes. Please contact one of the Realty Executives Registered Suppliers for other sign size options.

Are photos available on the Platinum/Metallic logo and custom gradient background yard sign?

No. This version of the sign is a more upscale version and photos have been intentionally restricted from use on this version to maintain and protect its upscale look.

Figure YS-1

A 4-Color Realty Executives Logo and Light Blue Background

BACKGROUND COLOR
Light Blue Background
cmyk 88-64-0-2

LOGO
4-Color Realty Executives Logo

OFFICE DESIGNATION
Helvetica Medium - ALL CAPS

NAME
Top Producer

PHONE NUMBER
888-888-8888

WEBSITE
YourWebsite.com

Arial Black-Regular

B 4-Color Realty Executives Logo and Dark Blue Background

BACKGROUND COLOR
Dark Blue Background
cmyk 100-55-0-76

OFFICE NAME HERE

Top Producer

888-888-8888

YourWebsite.com

C Platinum/Metallic Realty Executives Logo and Custom Gradient Background

BACKGROUND COLOR
Custom Gradient Background
is built into file

LOGO
Platinum/Metallic
Realty Executives Logo

OFFICE NAME HERE

Top Producer

888-888-8888

YourWebsite.com

Figure YS-2 4-Color Realty Executives Logo and Light Blue Background

18h x 24w



24h x 24w

Small Photo

Large Photo



24h x 30w



Small Photo

Large Photo

18h x 30w



Small Photo

Large Photo

Figure YS-3

4-Color Realty Executives Logo and Dark Blue Background

18h x 24w



Small Photo



Large Photo

24h x 24w



Small Photo

24h x 30w



Small Photo



Large Photo

18h x 30w



Small Photo



Large Photo

Figure YS-4

Platinum/Metallic Realty Executives Logo & Custom Gradient Background

18h x 24w



24h x 24w



24h x 30w



18h x 30w



Our Brand Promise:

In an industry where most companies
focus on the average agent,
REALTY EXECUTIVES is the company
with the **systems** and **tools** designed for the
productive real estate professional,
maximizing their potential for success and ensuring
a **superior experience** for the **customer**.

