



COLDWELL BANKER
REAL ESTATE GROUP

IDENTITY GUIDE



COLDWELL BANKER REAL ESTATE GROUP

THE STORY BEHIND THE STAR

Our mark features a visual icon that sets us apart—a star. This star represents two distinctive elements that exemplify the Coldwell Banker brand. First, the five-pointed star is a recognized mark of excellence, one that symbolizes the quality of service that we've provided since 1906. Second, throughout history, the North Star has been the beacon that explorers have used to guide them to the place they most cherished—home. Sitting confidently above the CB, this north star signifies the fact that we've been guiding people home for over a century, longer than any other real estate brand. Finally, we've kept our signature blue color, while revising our bounding rectangle to a sleeker, more compact square—a profile more in keeping with today's mobile-first culture.

FRAMED LOGO VARIATIONS

The Framed Logo uses the CB Star mark within an in lined square. This version of the logo may only be used in Coldwell Banker Blue (PMS 280), on a light background. **It may not be used in reverse, on a dark background.**

VERTICAL



HORIZONTAL



VERTICAL STACKED



HORIZONTAL STACKED



MONOGRAM LOGO VARIATIONS

The Monogram Logo uses the CB Star mark in silhouette, without a surrounding box. This version of the logo may only be used in white, on a dark background or with transparency as a graphic effect overlapping an image or copy. **It may not be used in reverse, on a light background.** (Any exceptions to this rule are at the sole discretion of the brand marketing department.)

VERTICAL



HORIZONTAL



VERTICAL STACKED



HORIZONTAL STACKED



RULES FOR USAGE

DO NOT

Use the CB Star mark as a stand alone element. The CB Star mark must always be accompany with the company DBA.



DO NOT

Place any other copy or graphics in or immediately around the logo. Nothing else is allowed in or next to the blue box.



DO NOT

Use the framed logo in any color other than PMS 280. Do not use the monogram logo in any color other than white.



DO NOT

Use any texture, shading or effects for the logo.



DO NOT

Reverse the logo.



RULES FOR USAGE

DO NOT

Stretch or condense the logo.



DO NOT

Superimpose any image or copy over the logo.



DO NOT

Place the logo at an angle.



DO NOT

Use the logo as a copy element.



When shown with the Coldwell Banker Real Estate Group logo, agent/team logos must be outside the safety distance around the logo, and must be no larger than the Coldwell Banker Real Estate logo.

Safety area is 1/2 length or 1/2 wide of the Coldwell Banker Real Estate Group logo.





SIGNAGE



PILLOWS



WHITE BACKGROUNDS



TRANSPARENT BACKGROUNDS



SWAG



NOTEBOOK COVER



SIGNAGE



APPAREL



BACKPACK



SCREEN SAVER



APPAREL

Coldwell Banker® Blue is our signature color. It is recognized internationally and is present in our logo, signage and all support materials. White space is incorporated generously for a clean, contemporary look and easy readability. Black is our go-to for body copy and bold headlines. Our secondary and tertiary color palettes are meant to be used sparingly to highlight copy and/or graphic elements.

PRIMARY

Coldwell Banker® Blue
 CMYK 100 / 85 / 5 / 22
 RGB 1 / 33 / 105
 #012169
 PMS 280 C

Flat Black
 CMYK 0 / 0 / 0 / 100
 RGB 0 / 0 / 0
 #000000

Picket Fence White
 CMYK 0 / 0 / 0 / 0
 RGB 255 / 255 / 255
 #FFFFFF

SECONDARY

Celestial Blue
 CMYK 68 / 34 / 0 / 0
 RGB 65 / 143 / 222
 #418FDE
 PMS 279 C

Piano Black
 CMYK 63 / 62 / 59 / 94
 RGB 45 / 41 / 38
 #2D2926
 PMS BLACK C

Cool Gray
 CMYK 40 / 30 / 20 / 66
 RGB 99 / 102 / 106
 #63666A
 PMS COOL GRAY 10 C

TERTIARY

Gray
 CMYK 0 / 0 / 0 / 40
 RGB 167 / 169 / 172
 #A7A9AC

Pewter
 CMYK 29 / 22 / 22 / 0
 RGB 183 / 185 / 186
 #B7B9BA

Cement
 CMYK 9 / 10 / 16 / 0
 RGB 230 / 221 / 209
 #E6DDD1

Slate
 CMYK 68 / 39 / 26 / 2
 RGB 92 / 134 / 160
 #5C86A0

PRIMARY

The brand colors should be used most frequently across screens and components for primary interactions, surfaces, and to accent key UI elements. Default surfaces are white and the overall design should have a very generous use of white space.



Bright Blue
#1F69FF

Interactions
Primary Button (default)
Tabbed Navigation
Link Text (default)
Tab Text (active)



French Blue
#004DE6

Interactions
Primary Button (hover)
Link Text (pressed)



Denim
#122455

Interactions
Primary Button (pressed)



Snow
#FFFFFF

Interactions
Light Secondary Button (default)
Dark Secondary Button (hover)
Surfaces
Accents
Typography
Dark Button Text

SECONDARY

Secondary colors may be used to accent select parts of the UI. Secondary colors should be used for small surfaces, typography, secondary interactions, and accents. Various shades of gray may also be used to add texture and depth to surfaces and components. The use of gray tones should be minimal.



Midnight
#14171A

Interactions
Light Secondary Button (hover)
Dark Secondary Button (default)
Surfaces | Accents



Thunderstorm
#657786
Shade #B2BBC2

Accents
Data Visualization
Interactions
Dark Secondary Button (pressed)

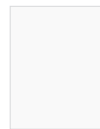


Pacific
#01C8C5
Shade #80E3E2



Charcoal
#2A2F34
Shade #949799

Typography
Body Text
Tab Text (default)
Light Button Text



Mist
#F9F9F9

Surfaces
Data Visualization



Caribbean
#31CBFC
Shade #98E5FD



Visionary
#23989C9
Shade #9CC4E4

Accents
Flagpole
Data Visualization



Fog
#E1E8ED

Accents
Light Secondary Button (pressed)
Data Visualization



Indigo
#3C4B72
Shade #9DA5B8

SYSTEM

System colors can only be used sparingly for feature design elements such as statuses and notifications.



Moss
#54C029

Messaging
Success
Active
On



Cherry
#FF2F2F

Messaging
Alert
Reduced
Favorite/Save



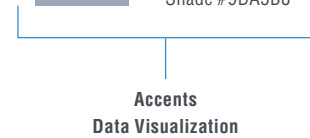
Posey
#FF8800

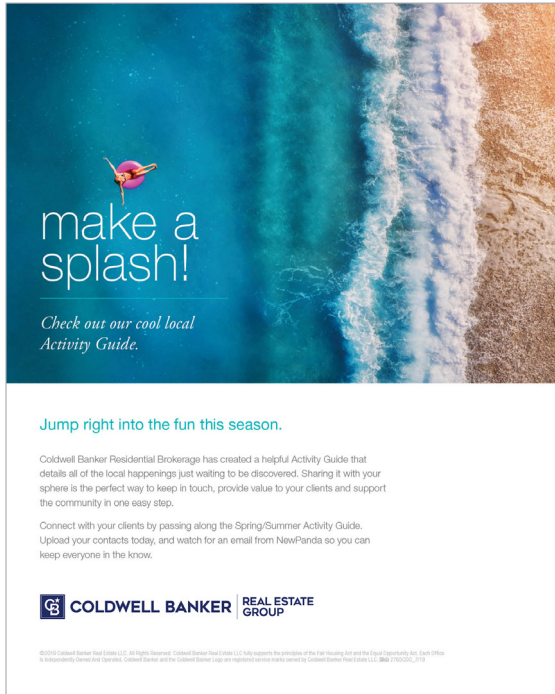
Messaging
Caution
Pending



Sunflower
#F8E71C

Messaging
Notice
Sold





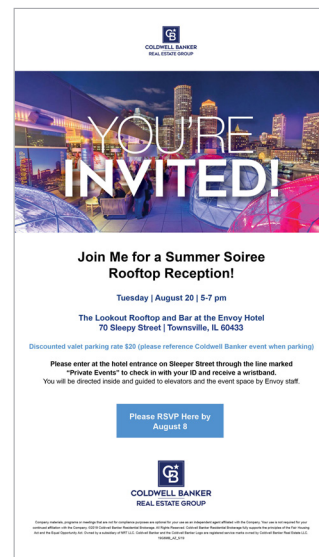
PROMOTIONAL FLYER



SOCIAL MEDIA



POCKET FOLDERS



EMAIL CAMPAIGN

FONT FAMILIES

Great font choice is the voice of a great brand. Ours is crisp, clean, and contemporary, so the words speak with confidence. The updated Coldwell Banker Real Estate Group font families include the font collections:

GEOMETOS NEUE | HELVETICA NEUE LT STD

GEOMETOS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%

Geometos Neue is ideally suited to headlines, subheads, and words or phrases that are meant to stand out, like names on business cards. It's strong, graphic and is the font seen in our logo lockups.

Helvetica Neue LT Std

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%

Helvetica Neue LT Std is the font family used for all body copy. Helvetica Neue LT Std is a diverse type family, available in 18 styles, including varying weights and italics. It's very readable and can go from a whisper to a shout depending on the weight, size and styling.

GEOMETOS BOLD is ideal for strong headlines, bold subheads, and social posts.

Recruiting ads with powerful, confident messages can be enforced by using all caps/bold.

As our brand font, it adds ownership to anything it's applied to.

CONFIDENT

Postcards, social posts, and ads speaking to an upscale consumer are all ideal opportunities to use a font like **HELVETICA NEUE LT STD 45 LIGHT**, shown here with open letter spacing. When used in all caps, it implies a sophisticated voice behind the message.

STYLISH

BOLD

Posters, event materials and any messaging that is shout it from the rooftops loud is read correctly and visually powerful with a big, bold font like **HELVETICA NEUE 95 BLACK**.







casual

Materials promoting community events and charity services are made more sincere and approachable by an upper/lower case headline, as in **HELVETICA NEUE LT STD 55 ROMAN**.

It implies a more personal, relaxed and inviting tone.











YARD SIGNS

Yard signs are offered in 2 variations, both maintaining the same fundamental structure. The top two thirds is reserved for company branding. The bottom third is for contact info.

	OFFICE CONTACT	AGENT CONTACT*	
2 TONE BLUE ON WHITE DESIGN CLASSIC BLUE DESIGN			
			

*Use of Agent Contact panels subject to regional policies. Check with your Managing Broker.

AGENT RIDERS

24 x 8			
			
24 x 6			
			

STATUS RIDERS EXAMPLES



COMBINATION EXAMPLES



ADS, BROCHURES, LISTING ADVERTISING

Artwork should be clean, fresh and designed to be a cohesive collection. We're owning our blue, reinforcing our identity and making good use of beautiful photography and sharp typography. Keep it simple.



White Space is Your Friend

Too much content on your piece makes it difficult to read, use white space to help guide focus and attention.



Limit Font Types

Only using 1-2 font types will help keep the design clean and balanced.



Less is More

Limit promotional call-outs, stick to one call to action and one focal point.



Sell It With Photography

Pick one hero image that says it all.



BUSINESS CARDS

Four options for business card layouts with three back side alternatives for each.

OPTION 1



OPTION 2



OPTION 3



OPTION 4



GLOBAL LUXURY LOGO

The Coldwell Banker Global Luxury logo uses 100% Black (PMS Black 6C). The logo follows the same rules of usage outlined on Page 4 & 5. Global Luxury approved font includes Garamond 3 Regular. Yard signs are black signs with white logo and text, with a white post/frame.



LIGHT BACKGROUND



DARK BACKGROUND

COMMERCIAL LOGO

The Coldwell Banker Commercial logo uses Blue (PMS 286C). The logo follows the same rules of usage outlined on Page 4 & 5.



LIGHT BACKGROUND



DARK BACKGROUND

LAKE & LAND LOGO

The Lake & Land logo uses Coldwell Banker Blue (PMS 280). The logo follows the same rules of usage outlined on Page 4 & 5.



VERTICAL LOGO



HORIZONTAL LOGO

DISCLAIMERS

The minimum required disclaimers must appear whenever the Coldwell Banker Real Estate Group logo is used. Proper copyright, equal housing, and Realtor® disclosures must be visible on all advertisements, social media pages, marketing, and personal promotion pieces.

Printed Materials & Advertising
(Flyers, postcards, doorhangers, etc.)

©2019 Coldwell Banker Real Estate LLC. All Rights Reserved. Coldwell Banker® and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC. Coldwell Banker Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated.

Printed Materials being distributed to consumers, add the following statement (Farming Mail)

If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully.

Equal Housing Disclosure

An Equal Opportunity Company  . Equal Housing Opportunity.



OFFICIAL EQUAL HOUSING LOGO



OFFICIAL REALTOR® LOGO

THE LOGO IN COPY

Use the of the Coldwell Banker Real Estate Group “Mark” or “Trademark” may also refer to the use of Coldwell Banker Real Estate Group name as in text in advertising copy, correspondence, or other applications. It does not refer strictly to the FRAMED logo or the MONOGRAM LOGO.

Written and Verbal

Coldwell Banker Real Estate Group shall never be written or said as CBREG, REG, Coldwell Banker REG, CB Real Estate Group or Coldwell Banker The Real Estate Group. Always write and say Coldwell Banker Real Estate Group in its entirety.

Website

Where incorporated into a design, ad or marketing piece the website address shall always be written as ColdwellHomes.com. Always capital “C” and capital “H”. Never all lowercase. Never www. before ColdwellHomes.com

DISCLAIMERS

Realors must disclose agency on all advertisements and social media.

Follow requirements on page 21 for proper representation on all Facebook posts.

REALTOR® Standard of Practice 12-5

Realtors® shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property in any medium without disclosing the name of that Realtor®'s firm in a reasonable and readily apparent manner either in the advertisement or in electronic advertising via a link to a display.

Indiana License Law

876 IAC 8-1-8 Advertising requirements; name of broker company; prohibitions

Authority: IC 25-34.1-2-5; IC 25-34.1-2-5.1 Affected: IC 25-34.1-3-4.1

Sec. 8.

(a) Any display, classified advertising, signs, Internet advertising, or business cards that carry a broker's name must contain the name of the broker company with whom the broker is associated, and said broker company's name must be clearly visible. All advertising shall be under the direct supervision and in the name of the broker company.

(b) Any advertising by a broker company must reveal the name of the broker company either as it appears on the broker company's license issued by the commission or by its publicly known name.

(c) Any Internet, television, or radio advertising that carries the name of any broker associated with a broker company must carry the name of the broker company either as it appears on the broker company's license issued by the commission or by its publicly known name. However, if disclosing the name of the broker company is not practical in electronic displays of limited information (such as thumbnails, text messages, and tweets) the broker company's name does not need to be included if the electronic display is linked to a display that includes the broker company's name.

(d) A broker shall not advertise in a manner indicating that the property is being offered by a private party not engaged in the real estate business.

(e) Advertising where only a post office box number, telephone number, or street address appears shall not be used.

Wisconsin License Law:

Chapter 452.136 Advertising by licensees.

(1) False advertising. A licensee may not advertise in a manner that is false, deceptive, or misleading.

(2) Disclosure of name.

(a) Except for advertisements for the rental of real estate owned by the licensee, a licensee shall in all advertising disclose the firm's name exactly as printed on the license of the licensed individual broker or licensed broker business entity or disclose a trade name previously filed by the firm with the department and shall in either case clearly indicate that the firm is a business enterprise and not a private party.

Illinois License Law:

A sponsored licensee may not advertise under his or her own name. Advertising shall be under the direct supervision of the sponsoring or managing broker and in the sponsoring broker's business name, which in the case of a franchise shall include the franchise affiliation as well as the name of the individual firm. This provision does not apply under the following circumstances: 1. When a licensee enters into a brokerage agreement relating to his or her own real estate, or real estate in which he or she has an ownership interest, with another licensed broker; or 2. When a licensee is selling or leasing his or her own real estate or buying or leasing real estate for himself or herself, after providing the appropriate written disclosure of his or her ownership interest as required in paragraph (2) of subsection (c) of this Section. E. No licensee shall list his or her name under the heading or title "Real Estate" in the telephone directory or otherwise advertise in his or her own name to the general public through any medium of advertising as being in the real estate business without listing his or her sponsoring broker's business name. F. The sponsoring broker's business name and the name of the licensee must appear in all advertisements, including business cards.

FACEBOOK COMPLIANCE

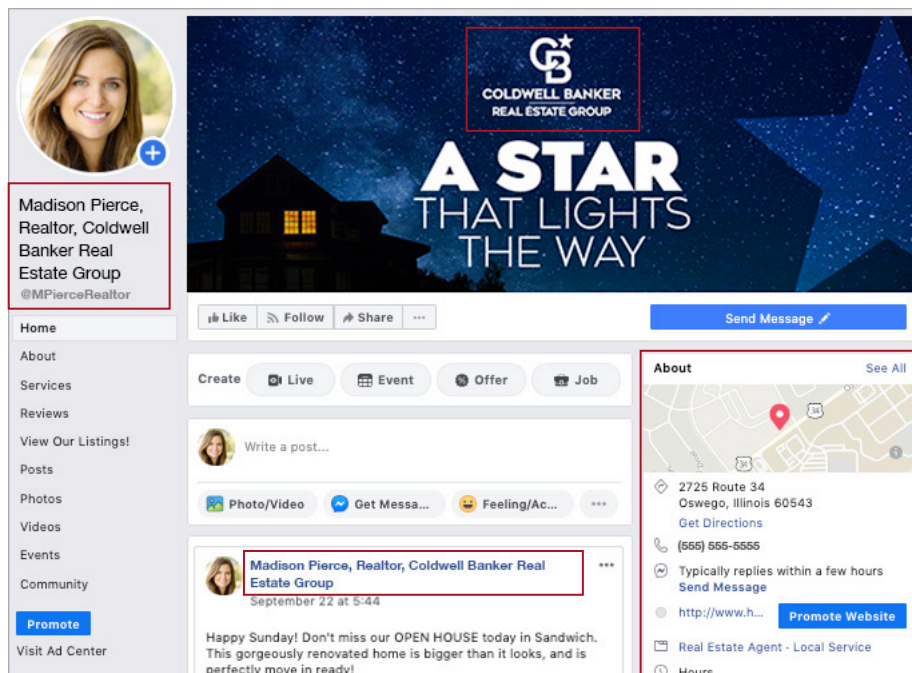
Proper representation and disclosure is required on Facebook via correct Business Page naming convention.

All Facebook posts must include proper disclosure of Coldwell Banker Real Estate Group.

Jane Smith, Realtor, Coldwell Banker Real Estate Group



Proper disclosure includes up to date information included, but not limited to, page name, logo, and contact information.





5
NEW PART