





# LEAVE YOUR MARK



# COLDWELL BANKER® MARKETING CENTER: YOUR ONLINE RESOURCE FOR ALL THINGS BRAND

Marketing Center is a new marketing automation and asset management platform that enables you to easily create and distribute marketing materials that are cohesive with our national advertising campaigns and brand guidelines.

Visit [mycbdesk.com](https://mycbdesk.com) and click on the Marketing Center tile.

When you first access Marketing Center, you will be asked to input your profile details, including your Desk login credentials, which will trigger a request for access. You will then receive a confirmation email that your request for access is in process, followed by a second confirmation email when your access to Marketing Center has been granted. It may take up to 48 hours for your access to be approved.



## 5 CORE VALUES

- HOME
- AWESOMENESS
- INGENUITY
- EXCELLENCE

## 6 THE STAR

## 8 LOGO

- FRAMED & MONOGRAM LOGO
- LOGO VARIATIONS
- SPACE AND SIZE PARAMETERS
- RULES FOR USAGE
- USE OF THE LOGO

## 17 VOICE

## 18 COLOR PALETTE

- PRIMARY
- SECONDARY
- TERTIARY

## 19 TYPOGRAPHY

- GEOMETOS NEUE
- ROBOTO
- ADOBE GARAMOND PRO
- TYPOGRAPHIC STYLES

## 22 USE OF THE RULE

## 25 PHOTOGRAPHY

- AGENTS
- CONSUMERS
- BUSINESS
- LIFESTYLE

## 30 STATIONERY

- POCKET FOLDERS
- BUSINESS CARDS
- LETTERHEAD AND ENVELOPE

## 35 SIGNAGE

- YARD SIGNS
- SIGN RIDERS

## 43 APPLICATIONS

- ADVERTISING
- LISTING ADVERTISING
- FLYERS
- HTML
- POSTCARDS
- SOCIAL MEDIA
- EVENT MATERIALS

## 59 APPENDIX

- DIGITAL COLOR PALETTE
- IDENTITY REQUIREMENTS
- TRADEMARK OVERVIEW
- DISCLAIMERS
- THE MARK IN COPY
- TRADEMARK NOTATIONS
- VERTICAL FRAMED DBA
- VERTICAL MONOGRAM DBA
- VERTICAL STACKED FRAMED DBA
- HORIZONTAL FRAMED DBA
- HORIZONTAL MONOGRAM DBA
- HORIZONTAL STACKED FRAMED DBA
- HORIZONTAL STACKED MONOGRAM DBA



Our CORE VALUES are woven into everything we do. They are the fiber of our messaging, our visual statement – our brand.



## HOME

It's the most important thing in our lives. It's the place we long for at the end of the day, and the place that holds all we love and everything we cherish. And it's our agents' mission to bring the joy of home to every one of our clients with unrivaled expertise, passion and energy.

## AWESOMENESS

This is the spirit in every Coldwell Banker® agent and office. It's fun, it's happy, it's energetic and full of life. It's optimistic and always sees opportunity ahead. It's Gen Blue®, the Homes for Dogs Project, and a worldwide network of affiliated agents joining forces to share insight and knowledge, so we can all succeed together.

## INGENUITY

From our very beginning in 1906, we saw things differently. We found new ways to help our clients, and pioneered many industry firsts. From the first real estate code of ethics to the first real estate mobile app, we've always been happiest when we're leading the way to where the industry is going.

## EXCELLENCE

We believe that if you're going to do something, you should be the best at it. Never settle for average. Always be exceptional. Whether it's a listing presentation for a potential client, a home staging for an open house, or running an entire office—go beyond what's merely expected and deliver something amazing.



## 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.





H O M E



## FRAMED LOGO



# COLDWELL BANKER

---

The Framed Logo uses the CB Star mark within an inlined 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.**

## MONOGRAM LOGO



# COLDWELL BANKER

---

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.)



FRAMED DBA LOGO VARIATIONS

VERTICAL



VERTICAL STACKED



HORIZONTAL



HORIZONTAL STACKED



MONOGRAM DBA LOGO VARIATIONS

VERTICAL



VERTICAL STACKED



HORIZONTAL



HORIZONTAL STACKED



For more specifics on proper alignments of DBA logo variations, please refer to the Appendix.

SPACE AND SIZE PARAMETERS



The Coldwell Banker® logo must always appear on personal promotional literature in a prominent location and appropriate size. It should never be used smaller than a size where the logo mark is less than 1/8" in width for the framed logo or 1/8" in height from base of the B to top of the C in the monogram logo.

The safety distance around the logo is equal in measurement to 1/2 the height of the blue logo box. No other copy or graphics may be placed any closer to the logo than that distance. (This parameter is utilized in print and digital applications, but does not apply to signage.)



RULES FOR USAGE

**DO NOT**

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



**DO NOT**

Stretch or condense the mark.



**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**

Superimpose any image or copy over the mark.



**DO NOT**

Use any texture, shading or effects for the mark.



**DO NOT**

Place the mark at an angle.



**DO NOT**

Reverse the marks.



**DO NOT**

Use the mark as a copy element.

*This home is offered by*  **COLDWELL BANKER**

RULES FOR USAGE WITH CUSTOM LOGO

The Coldwell Banker® North Star logo *must* be used as the company logo. When shown with the Coldwell Banker logo, agent logos must be outside the safety distance around the CB logo, and must be at least 5% smaller than the DBA logo size unless otherwise directed by state rules.

All agent marketing must include the Coldwell Banker DBA logo. When the agent logo and DBA logo are shown on the same page, the agent logo must be at least 5% smaller than the DBA logo unless otherwise directed by state rules. When the agent logo is shown on a page without the DBA logo, it can be any size, but the DBA logo must appear on the asset in another place, such as the back of a business card.

See page 37 for agent branding guidelines for yard signs.



Front



Back



Front



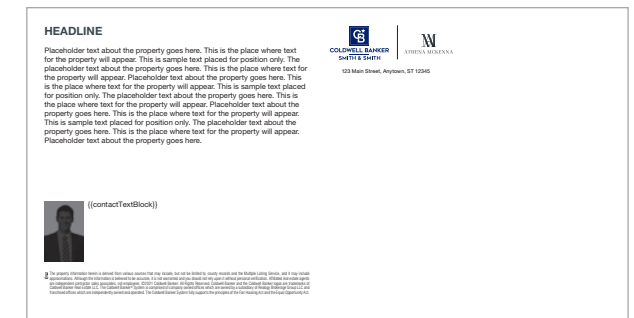
Back

State Regulations

The size, placement and prominence of the Coldwell Banker logo is also subject to an individual state's real estate commission regulations.



Front



Back



Outside



Inside

USE OF THE FRAMED LOGO MARK



The CB\* icon can be used by itself with no DBA when the company DBA appears on the same page (front or back) or on its own apparel.

**The Framed Logo Mark may not be used in reverse, on a dark background.**

It may be used on its own when appearing on a white or light background and being used as an accent, as in an html header; exterior signage; or swag application, as in a coffee mug.



SIGNAGE



ACCESSORIES



WHITE BACKGROUNDS



TRANSPARENT BACKGROUNDS



SWAG



USE OF THE MONOGRAM LOGO MARK



The Monogram Logo Mark may be used on its own when appearing on a CB Blue or dark background or more often, on swag items as seen at right.

**It may not be used in reverse, on a light background.**



SIGNAGE



NOTEBOOK COVER



T-SHIRT



WATER BOTTLE



CAP





*Awesomeness*



## CONFIDENT. WITTY. EMOTIVE.

We are proud of our history. And we're excited about where we're going.  
We believe in our message and our mission to be the best – every day in every way.  
When relaying that message to our clients, our peers and the world at large,  
we speak with pride, enthusiasm and the joy that comes from a job done well.





Headlines that are smart, confident and crisp.

**WE ARE LEADERS.  
WE ARE ORIGINATORS.  
WE ARE VISIONARIES.**

**WE ARE THE  
COLDWELL BANKER® BRAND.**

Brief, tight messaging that is clear and informative

*Want the secret of selling your home for the highest possible price? It's balancing finances and emotions, so you get real value and a successful transaction.*

**Body copy that tells a story you want to read.**

When a real estate brand is strong and the name and logo are easily recognizable, it can open doors, reassure sellers and even help agents make more money. The Coldwell Banker® brand does just that.

A brand is only successful if it speaks to the targeted audience, is recognizable in all of its iterations and sends the appropriate message. Strength and recognition of a successful brand identity are directly related to the consistency with which it is applied throughout all channels of communication.

When developing the brand identity for a multi-purpose, multi-tiered industry leader, all factions must be equally respected and represented. The logo, visual appearance, verbal approach, typography, color family, attitude – all are aspects that exemplify the brand characteristics.

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	<p><b>Coldwell Banker® Blue</b>                  CMYK 100 / 85 / 5 / 22                  RGB 1 / 33 / 105                  #012169                  PMS 280 C</p>		<p><b>Celestial Blue</b>                  CMYK 68 / 34 / 0 / 0                  RGB 65 / 143 / 222                  #418FDE                  PMS 279 C</p>		<p><b>Piano Black</b>                  CMYK 63 / 62 / 59 / 94                  RGB 45 / 41 / 38                  #2D2926                  PMS BLACK C</p>		<p><b>Cool Gray</b>                  CMYK 40 / 30 / 20 / 66                  RGB 99 / 102 / 106                  #63666A                  PMS COOL GRAY 10 C</p>		SECONDARY
	<p><b>Flat Black</b>                  CMYK 0 / 0 / 0 / 100                  RGB 0 / 0 / 0                  #000000</p>		<p><b>Picket Fence White</b>                  CMYK 0 / 0 / 0 / 0                  RGB 255 / 255 / 255                  #FFFFFF</p>		<p><b>Gray</b>                  CMYK 0 / 0 / 0 / 40                  RGB 167 / 169 / 172                  #A7A9AC</p>		<p><b>Pewter</b>                  CMYK 29 / 22 / 22 / 0                  RGB 183 / 185 / 186                  #B7B9BA</p>		
			<p><b>Slate</b>                  CMYK 68 / 39 / 26 / 2                  RGB 92 / 134 / 160                  #5C86A0</p>		<p><b>Ocean</b>                  CMYK 83 / 0 / 30 / 0                  RGB 0 / 180 / 189                  #00B4BD</p>		<p><b>Carolina</b>                  CMYK 43 / 0 / 10 / 0                  RGB 137 / 212 / 227                  #89D4E3</p>		TERTIARY



## IT'S DEFINITELY OUR TYPE

Great typography is the voice of a great brand.

Ours is crisp, clean and contemporary, so the words speak with confidence.

The updated Coldwell Banker® font family includes three font collections:

GEOMETOS NEUE | ROBOTO | ADOBE GARAMOND PRO

Roboto is a free Google® font which may be downloaded [here](#).

Licenses for these font types can be secured at  
<https://www.myfonts.com>

# GEOMETOS NEUE

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ %

---

**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. Geometos Neue may be purchased online.

# Roboto

AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQqRr  
 SsTtUuVvWwXxYyZz  
 1234567890  
 !@#\$%

---

**Roboto is the font family used for all body copy.** Roboto is a diverse type family, available in 12 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.

# Adobe Garamond Pro

AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQqRr  
 SsTtUuVvWwXxYyZz  
 1234567890  
 !@#\$%

---

**Adobe Garamond Pro is ideally suited to subheads, captions, initial caps, numbers – anything that accessorizes the overall message.** It is a classic serified font that softens the implied tone of a message and adds a touch of elegance. Adobe Garamond Pro is not used for full body copy.



Headline case and weight should be determined by message and mood. The correct style choice can enhance the message and give voice to the content.

**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**

For elegant events, award ceremonies, materials that promote classically beautiful homes and promotional pieces aimed at a quietly sophisticated audience, a classic, serified font like **ADOBE GARAMOND PRO REGULAR** adds an air of refinement and elevated style.

Elegant

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

STYLISH

**BOLD**

casual

Materials promoting community events and charity services are made more sincere and approachable by an upper/lower case headline, as in **ROBOTO REGULAR**. It implies a more personal, relaxed and inviting tone.

contrasting weights

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 **ROBOTO BLACK**.

*conversational*

Ideally suited to quotes, call outs within body copy feel right when set in a lower case italic, especially in a serif font like **ADOBE GARAMOND PRO ITALIC**. It's easy to read and comfortably conversational.

This look is most effective with personal promotional materials and messages aimed at a modern, contemporary audience. Using contrasting weights, in which one word or phrase of a headline or title is set in a lighter font weight and the rest is set in bold helps strengthen the main point in a message and add visual appeal. This is **ROBOTO** in **THIN** and **BOLD**.

The Rule is a graphic device that can be used to draw attention to typographic content.

The Rule may be used vertically, to the left...  
or to the right of designated copy.

The Rule may be used horizontally, as an underscore...

or as upper and lower "call out" bars.

THE RULE CAN BE USED AS A

GRAPHIC HIGHLIGHTER

**Rule weight should be similar to the text it accompanies.**

MAY BE USED AS A HORIZONTAL ELEMENT.

TO SEPARATE UNITS OF COPY.

ALIGNMENT

**HEADLINE AND/OR COPY**

Body copy or image aligns with headline and/or copy.

The Rule should hang outside of the margin when used as a left aligned anchor. Body copy, logo charts and disclaimer should align with left side of headline and not the Rule.

PROXIMITY

**HEADLINE AND/OR COPY**

Distance between the Rule and text can change determined by composition and scale of layout.

EXAMPLES





## OUR APPROACH

Modern, airy, clean, natural white light, blue accents and pops of bright color, movement, intriguing camera angles, doesn't look like stock photography – that's our style in a nutshell.

Models are attractive, but not supermodels. They look natural and are engaged in realistic activities in an authentic setting.

They are usually not posed, don't show false enthusiasm (high fives, jumping) and often are not looking at the camera. We like to ensure that our photographs are diverse in nature.

When looking to watermark images, be sure to always use the horizontal stacked version of your monogram DBA lockup.

The lower the opacity, the easier it becomes to remove the watermark, so we recommend an opacity of no less than 50%. Your watermark should always remain centered within the image and while we recommend sizing your watermark between 500 and 1000 pixels, this will vary based on the size of the image the watermark is appearing on.

A collection of Coldwell Banker® photography is available on Marketing Center, which can be used in perpetuity.



## WATERMARKS

When looking to watermark images, be sure to always use the horizontal stacked version of your monogram DBA lockup. The lower the opacity, the easier it becomes to remove the watermark, so we recommend an opacity of no less than 50%. Your watermark should always remain centered within the image and while we recommend sizing your watermark between 500 and 1000 pixels, this will vary based on the size of the image the watermark is appearing on.





## AGENTS

Look for authenticity – these are business professionals who are ready to win the listing and close the deal. Whether they are engaged in an activity or interaction, or are looking directly into the camera, avoid images that look overly posed. Imagery should represent our agent base. Their styles vary from suit and tie to work casual, even jeans, but they always look ready for business. Models vary in age and reflect a range of personalities, ethnicities and styles.

Be regionally specific when possible.





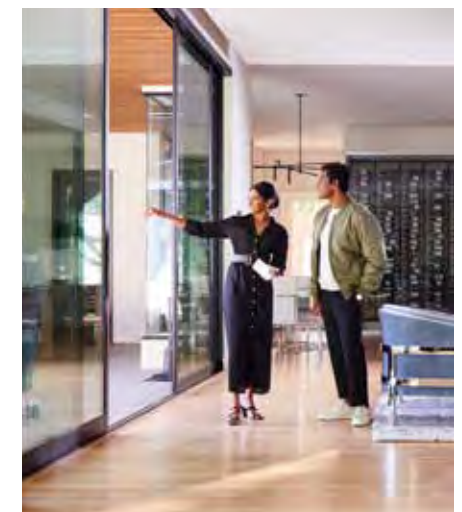
# CONSUMERS

Models represent home buyers and sellers, both individuals and families. The people and surroundings being represented are diverse in nature and all-embracing.



## BUSINESS

Models should be engaged in realistic business activities, so avoid images that look overly posed. Choose attractive office settings that could realistically be a Coldwell Banker® office or a space where an agent would work. Look for intriguing camera angles that show a unique perspective.





# LIFESTYLE

Models should appear in natural situations instead of blatant poses that scream “stock photography.” Look for movement and moments that are captured between friends and family. Settings should be inviting and relatable.







I N G E N U I T Y



## WRITE YOU ARE

Our stationery is all about business, with a flair. It's designed to be cohesive, contemporary and clear. Our logo, used in both of its iterations – framed and monogram, seals the deal.



POCKET FOLDERS



Option 1



Option 2



---

Two examples for 9"x12" pocket folders.

All options for stationery components can be found at **Desk > Xpressdocs**. Put together your personal look.



BUSINESS CARDS

Four options for business card layouts with three alternatives for backs for each. Note that the gray boxes represent suggested positions for designation badges that may be added to business cards.

OPTION 1



OPTION 3



OPTION 4



OPTION 2



LETTERHEAD AND ENVELOPE

OPTION 1



**CB**  
COLDWELL  
BANKER  
SMITH & SMITH

**JANE SMITH**  
Property Specialist | Broker

Dear John Smith,

Etiam? Dolorum tam hancur, conimolaga appit et accure verint, alferid lonaquo  
cui ronseuio sunt vint quiri quo abo. Daa, Nempion con ronii qui igamur repratu  
ribesqui qua villate ea dierodt cimio torum estum quatu, num et lantunt dooptate  
amiquis vinti, ipa perem andic in piam imponerius ut olo tempoy vepore na is  
etur, alique poant aut vole si ut que ad ut que voluptat sequit maxime.

Ho occupatum asperitate aut etur aut officio, oroi moles do. Expiat occaborum  
nito quosoloto loco qui num alique quae per magna nio and odit proelit solari  
sae remipant dolo omis ut quae delupium et rebus abobus abe. Ut apud quatu  
quilliam et occabore mope de nonet iscipant pello talat quam cum) prozando  
dendi lantiqui doloque pempit upitio mormuati etus, coned que vint qz dus  
et regat.

Vel lioode mottocum que ea volere eum redota fortustinda dolera sanguam  
doptatem sium sam nam, volis volobus veris redoletem et doopta adis  
sae orae and miam, omolo mactalem orasepar die dooptante, qui delolo  
teequat aut ouce se dolam quif.

12345 Street Name, Suite 100 | City Name, State 12345 | C. 123.456.7890. O. 123.456.7890  
jane.smith@coldwellbanker.com  
coldwellbanker.com




**CB** COLDWELL BANKER | SMITH & SMITH

12345 Street Name, Suite 100  
City Name, State 12345

LETTERHEAD AND ENVELOPE

OPTION 2







  
**COLDWELL BANKER**  
SMITH & SMITH

**123-456-7890**

[coldwellbanker.com](http://coldwellbanker.com)  
Each office is independently owned and operated.



YARD SIGNS

	CLASSIC WHITE DESIGN	2 TONE BLUE ON WHITE DESIGN	PLATINUM WITH BLUE BORDER DESIGN	CLASSIC BLUE DESIGN	
<p>TOP 2/3</p> <p>BOTTOM 1/3</p>	 <p>COLDWELL BANKER SMITH &amp; SMITH</p> <p>123-456-7890</p> <p>coldwellbanker.com <small>Each office is independently owned and operated.</small></p>	 <p>COLDWELL BANKER SMITH &amp; SMITH</p> <p>123-456-7890</p> <p>coldwellbanker.com <small>Each office is independently owned and operated.</small></p>	 <p>COLDWELL BANKER SMITH &amp; SMITH</p> <p>123-456-7890</p> <p>coldwellbanker.com <small>Each office is independently owned and operated.</small></p>	 <p>COLDWELL BANKER SMITH &amp; SMITH</p> <p>123-456-7890</p> <p>coldwellbanker.com <small>Each office is independently owned and operated.</small></p>	<p>Phone Number</p> <p>Website</p> <p>Geometric 415 BT</p>

Yard signs are offered in 4 color variations, all maintaining the same fundamental structure.

The top two-thirds is reserved for company branding. The bottom third is for contact info. In-depth specs for all signage components can be found on Marketing Center.

It is your responsibility to ensure you and your affiliated agents comply with local real estate regulations.

YARD SIGNS

The amount of personal information you want to include can also vary.

COMPANY BRANDING

AGENT CONTACT

AGENT BRANDING

CLASSIC WHITE DESIGN



2 TONE BLUE ON WHITE DESIGN



PLATINUM WITH BLUE BORDER DESIGN



CLASSIC BLUE DESIGN





YARD SIGNS - SILHOUETTE XL

CLASSIC WHITE DESIGN



2 TONE BLUE ON WHITE DESIGN



PLATINUM WITH BLUE BORDER DESIGN



CLASSIC BLUE DESIGN



2 TONE BLUE ON PLATINUM DESIGN



YARD SIGNS - FULL LOGO PERSONALIZATION

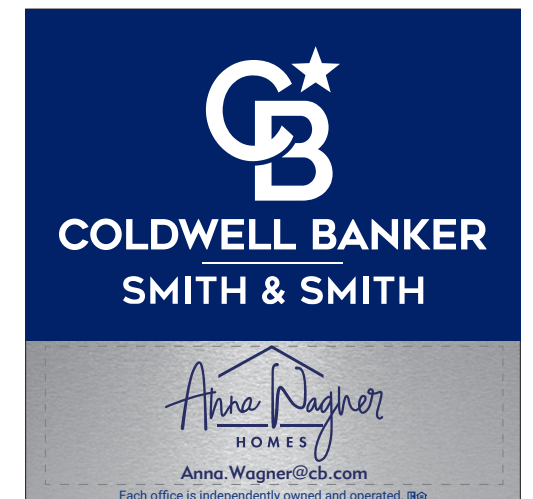
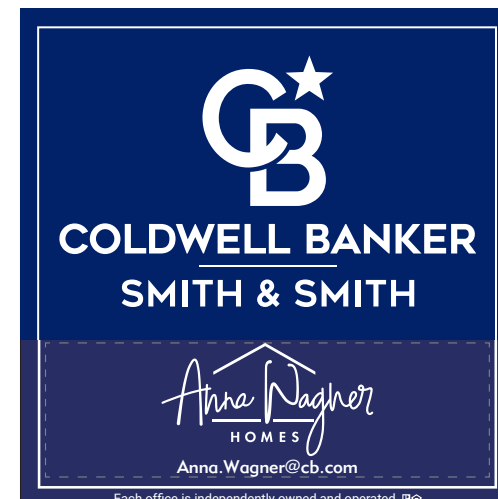
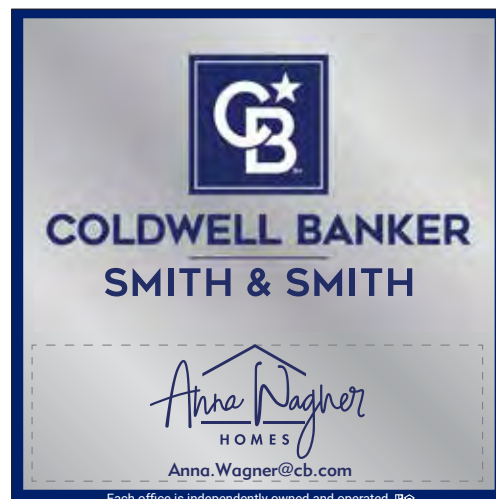
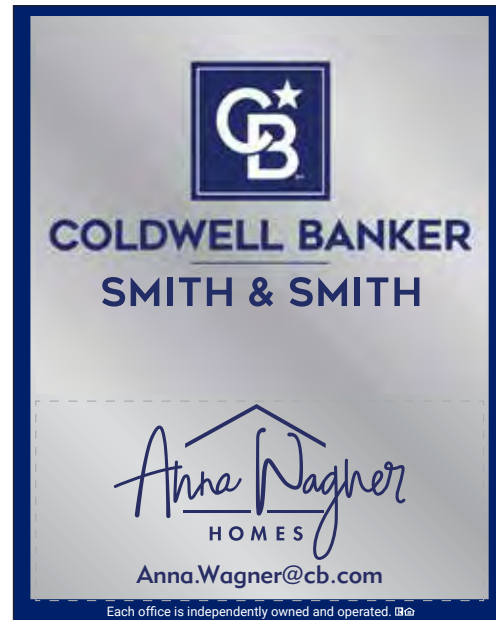
CLASSIC WHITE DESIGN

2 TONE BLUE ON WHITE DESIGN

PLATINUM WITH BLUE BORDER DESIGN

CLASSIC BLUE DESIGN

2 TONE BLUE ON PLATINUM DESIGN



SIGN RIDERS

24 x 8

24 x 8

24 x 6

COMBINATION EXAMPLES

Headers and footers are designed to complement the sign variations.

The yard sign layout allows for agent, team and/or company personalization in the bottom 1/3. Information commonly used includes cell phone numbers and website URLs. Also allowed is a headshot or agent/team logo within the smaller square. Any additional personalization outside of these parameters should be directed to an accompanying rider.





## INTERIOR AND EXTERIOR OFFICE SIGNAGE

## EXAMPLES



Exterior signage should be CB Blue or white; black should only be used for Coldwell Banker Global Luxury® or when mandated by a local ordinance.

The DBA logo is strongly preferred, but not required, on exterior signage – with the exception of the logo that appears on the front door of the office. Further, no additional company names or services should appear on signage.

Compliant DBA files must be accessed through Marketing Center in order to create exterior signage and may not be altered in any way by an agent or by a local signage vendor. Visual Graphic Systems is an approved Business Advantage partner uniquely qualified to provide you with high-quality signage and graphic solutions that enhance your brand and clearly convey your offering. [Click here for site.](#)



E X C E L L E N C E

ADVERTISING



While the images above represent full page print ads, our campaigns and advertising messages can be versioned into many different formats and media. Our brand structure and consistency in values – home, awesomeness, ingenuity, excellence – allow us to vary the moods and messages in our work with beautiful photography; minimal, clean layouts; and copy with a confident, welcoming voice.



ADVERTISING EXAMPLE

1" 1"

1.25"

Headline  
Geometos Neue Light  
150 pt. / White

Headline  
Geometos Neue Light  
150 pt. / White

Body  
Roboto Light  
10 pt. / 16 pt. leading  
CB Dark Grey

Disclaimer  
Roboto Light  
6 pt. / 6.5 pt. leading  
CB Dark Grey

.375"

.5"

Where time together is precious, and more fun is always on the horizon. This is home, and it starts with Coldwell Banker®. Let us help you find your way home, visit [ColdwellBanker.com](http://ColdwellBanker.com).

East Manatee 888.123.4567	Manatee 888.123.4567	Siesta Key 888.123.4567
Lakewood Ranch 888.123.4567	Sarasota Central 888.123.4567	St. Armandy 888.123.4567
Longboat Key 888.123.4567	Sarasota Downtown 888.123.4567	Venice/Englewood 888.123.4567

**CB COLDWELL BANKER SMITH & SMITH**

Based on 8" x 10" layout



LISTING ADVERTISING EXAMPLE

0.5" I

0.625" I

Fonts  
Geometos Neue Bold  
Roboto Bold  
Roboto Light

0.5" I

Based 11" X 21.75" layout



FLYERS



head of the class

*Start the school year off right with a Target gift card from Coldwell Banker.*

**Our back-to-school giveaway is perfect for stocking up on supplies.**

More clients have the chance to win a gift card from Target by viewing CBWA back-to-school giveaway. One winner will receive the grand prize of a \$1000 gift card. Additionally, 1000 winners will receive a \$100 gift card and 1000 winners will receive a \$50 gift card. The grand prize winner will be selected at random by CBWA. All winners must be 18 years of age or older and a resident of the United States. The contest ends on 9/30/14. For more information, visit [www.cbwa.com](#). Sweepstakes ends 9/30/14. ©2014 Coldwell Banker. All rights reserved.

**COLDWELL BANKER SMITH & SMITH**



**DISCOVER HOW COLDWELL BANKER IS REVOLUTIONIZING HOME SELLING**

**Get The Industry's Most Powerful Benefits for Home Sellers**

If you could live anywhere, where would it be and what would it be like? Would it be a place where you need a map to find your nearest neighbor, or would it be the perfect place to find your crowd? Would it be a place with four seasons, or where sandals are in style all year long?

No matter what your needs are as a seller, I have the tools and resources that can help through the Seller's Assurance Program. This exclusive and industry-leading marketing suite is designed to put your home in front of more buyers, boost its sales price and help you make the move that's right for you.

**Program Name 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

**Program Name 2**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

**Program Name 3**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

After all, your home sale experience should be simple and rewarding. Contact me to take the first steps to make your dreams come true.

 **Madison Penner**  
123.456.7890  
[madison.penner@coldwellbanker.com](mailto:madison.penner@coldwellbanker.com)  
[madisonpenner.com](http://madisonpenner.com)



Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©2014 Coldwell Banker. All rights reserved. Coldwell Banker and the Coldwell Banker logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker System is comprised of company owned offices which are owned by a subsidiary of Coldwell Banker Real Estate LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 4518 CBSTY\_NAT\_2014

When the messaging is warmer, more playful, more casual, or sigh-worthy, a lighter type treatment can complete that thought, create a moment and still be on brand. By utilizing our secondary type fonts – **Roboto Light** in the headline, Adobe Garamond Pro Italic in the subhead – these messages are conveyed in the correct tone of voice.

FLYER EXAMPLE

Headline  
Roboto Thin  
52 pt. / 43 pt. leading

Subhead  
Adobe Garamond Italic  
18 pt. / 21.6 pt. leading



**Get The Industry's Most Powerful Benefits for Home Sellers**

If you could live anywhere, where would it be and what would it be like? Would it be a place where you need a map to find your nearest neighbor, or would it be the perfect place to find your crowd? Would it be a place with four seasons, or where sandals are in style all year long?

No matter what your needs are as a seller, I have the tools and resources that can help through the Seller's Assurance Program. This exclusive and industry-leading marketing suite is designed to put your home in front of more buyers, boost its sales price and help you make the move that's right for you.

**Program Name 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco


**Program Name 2**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

**Program Name 3**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

After all, your home sale experience should be simple and rewarding. Contact me to take the first steps to make your dreams come true.



**Madison Penner**  
123.456.7890  
madison.penner@coldwellbanker.com  
madisonpenner.com



Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©2022 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realty Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. CB 2022/11/NAT\_2/22

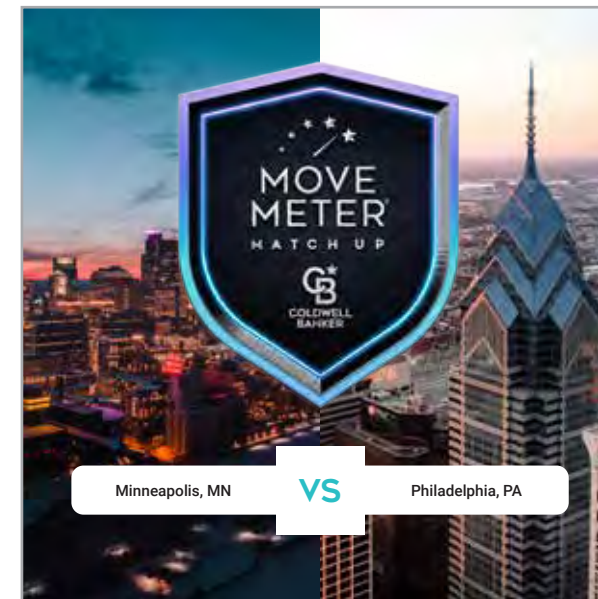
Headline  
Roboto Regular  
16 pt.

Body  
Roboto Light  
10 pt. / 15 pt. leading  
CB Dark Grey

Disclaimer  
Roboto Light  
6 pt. / 6.5 pt. leading  
CB Dark Grey

Based on 8" x 10" layout

SOCIAL POSTS

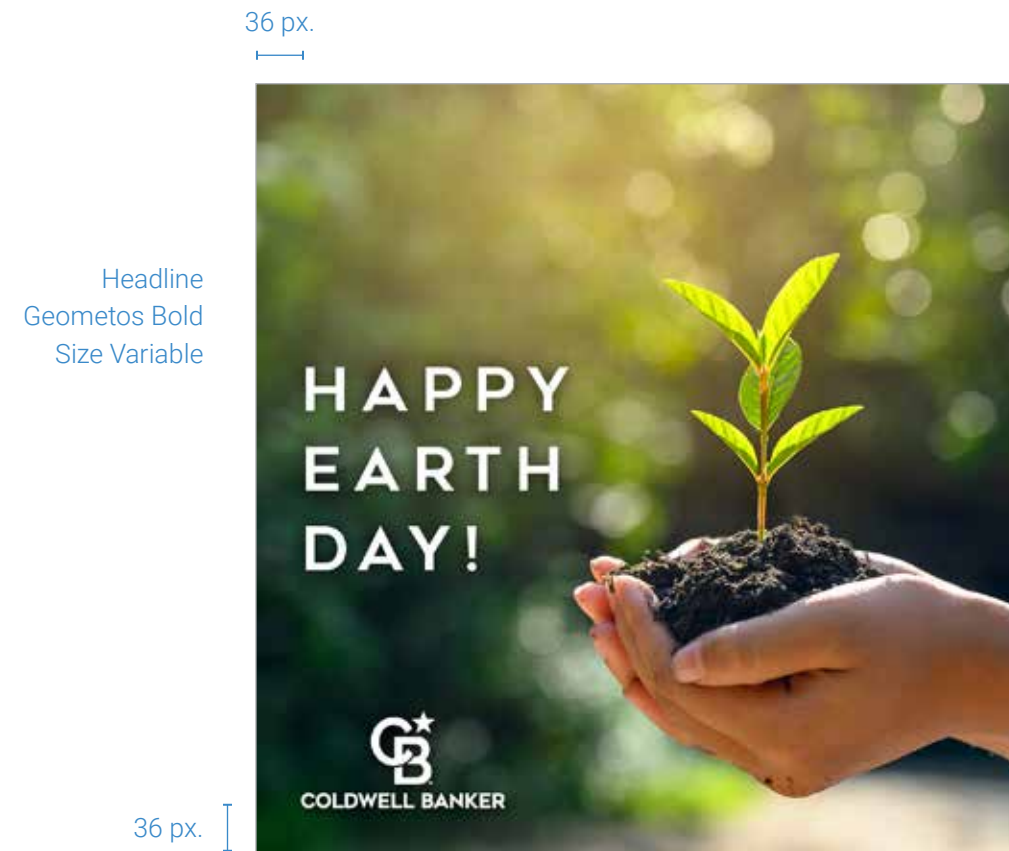


---

Social posts for any of our campaigns are based visually on the main graphics. The supporting copy and content appear outside of the post and/or in a linked file.



SOCIAL POST EXAMPLE



Based on 1080 x 1080 pixel layout

HTML



Our HTML presence is heavily templated for easy recognition and readability. The framed icon at the top immediately establishes ownership of the message, while our vertical framed logo at the bottom anchors the message solidly.

Add graphically appealing images and crisp typography – we’re good to go.

HTML EXAMPLE



40 px. ]

40 px. ]

400 px. or taller depending on creative

Web Safe Fonts  
 Roboto  
 Roboto Bold

Based on 600 px. x 1060 px. layout



POSTCARDS



Postcards just got brighter and more engaging, thanks to formats that are clean and crisp.

POSTCARD EXAMPLES

Headline  
Geometos Neue Extra Bold  
65 pt.



.5"

.5"



1"

.5"

Headline  
Geometos Neue Extra Light  
34 pt. / Coldwell Banker Blue

.5" margin all sides

Headline  
Roboto Regular  
16 pt. / 21.5 pt. leading

Body  
Roboto Light  
10 pt. / 13 pt. leading

Agent Name  
Roboto Bold  
10 pt.

Agent Info  
Roboto Light  
8 pt. / 9.6 pt. leading



Address  
Roboto Light  
8 pt. / 9.6 pt. leading

Website  
Geometric 415 BT Medium  
10 pt.

Disclaimer  
Roboto Light  
6 pt. / 6.5 pt. leading / CB Dark Grey

Based on 8.5" x 5.5" layout

SOCIAL MEDIA

Holiday & Seasonal



Property



Agent



Testimonial



Our social media presence is 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.


With social, if it doesn't work on our phones, it just doesn't work.



SOCIAL MEDIA EXAMPLES

27 px.

Headline  
Geometos Neue Bold  
38 pt. / 38 pt. leading




27 px.

Logo  
62 px.

This social media post features a background image of a young child holding a bright orange flower. The headline 'SAY HELLO TO SPRING' is written in a large, bold, white sans-serif font. Below the headline is the Coldwell Banker logo, which consists of a stylized 'CB' with a star above the 'B', followed by the text 'COLDWELL BANKER SMITH & SMITH' in a smaller, white, all-caps font.

18 px.

Icon  
45 px.



18 px.

Headline  
Geometos Neue Light  
29 pt.

This social media post features a background image of a modern, white house with large glass windows overlooking the ocean. The headline 'HOME OF THE WEEK' is written in a white, all-caps, sans-serif font. The Coldwell Banker logo is positioned in the top right corner of the image.

Based on 1080 x 1080 pixel layouts.

EVENT MATERIALS

Pull-Up Banner

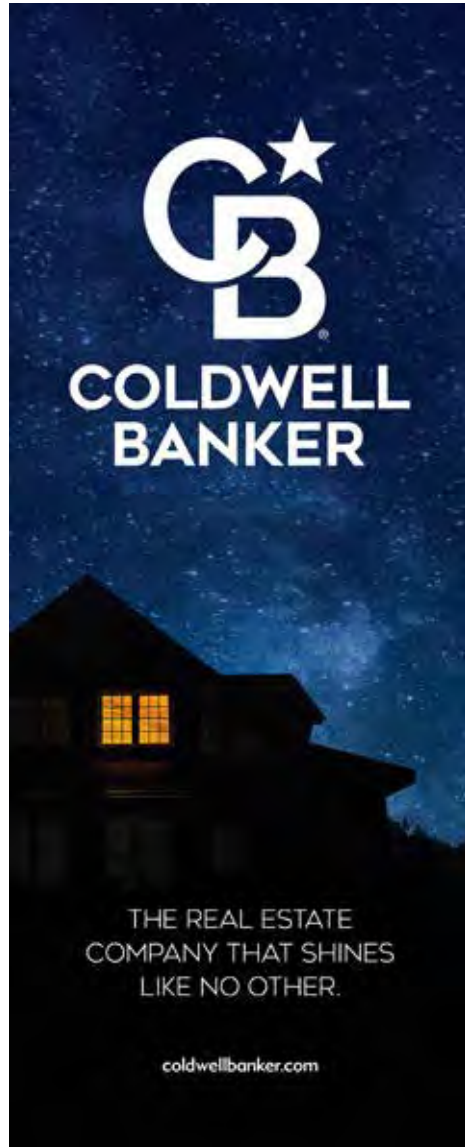


Table Skirt



Pull-Up Banner



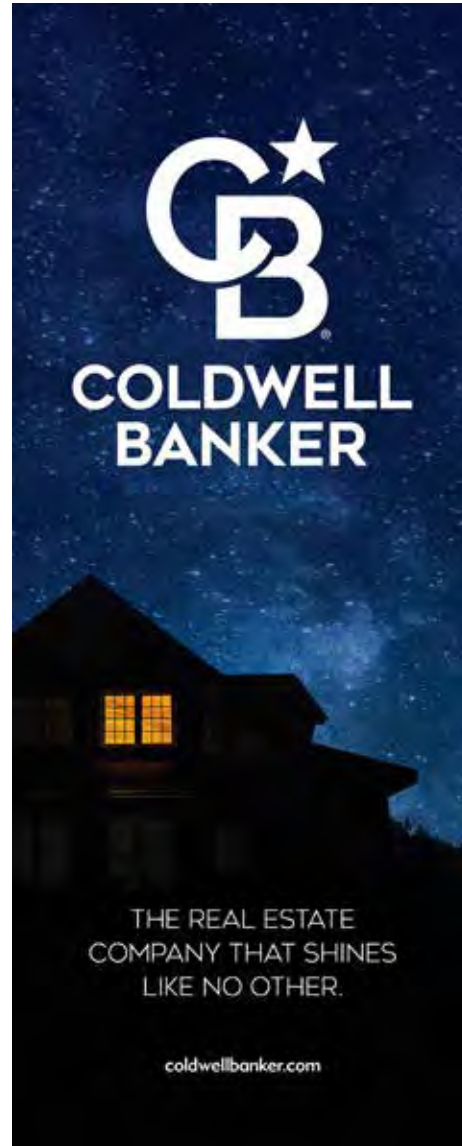
Tent Cards



For trade shows and special events, we keep it simple and bold.  
Materials are available through Xpressdocs.

EVENT MATERIAL EXAMPLES

Pull-Up Banner



32.5" x 81"

Headline  
Geometos Neue Light

Website  
Geometric 415 BT  
Medium

Table Skirt



72" x 27"

Website  
Geometric 415 BT Medium

Tent Cards

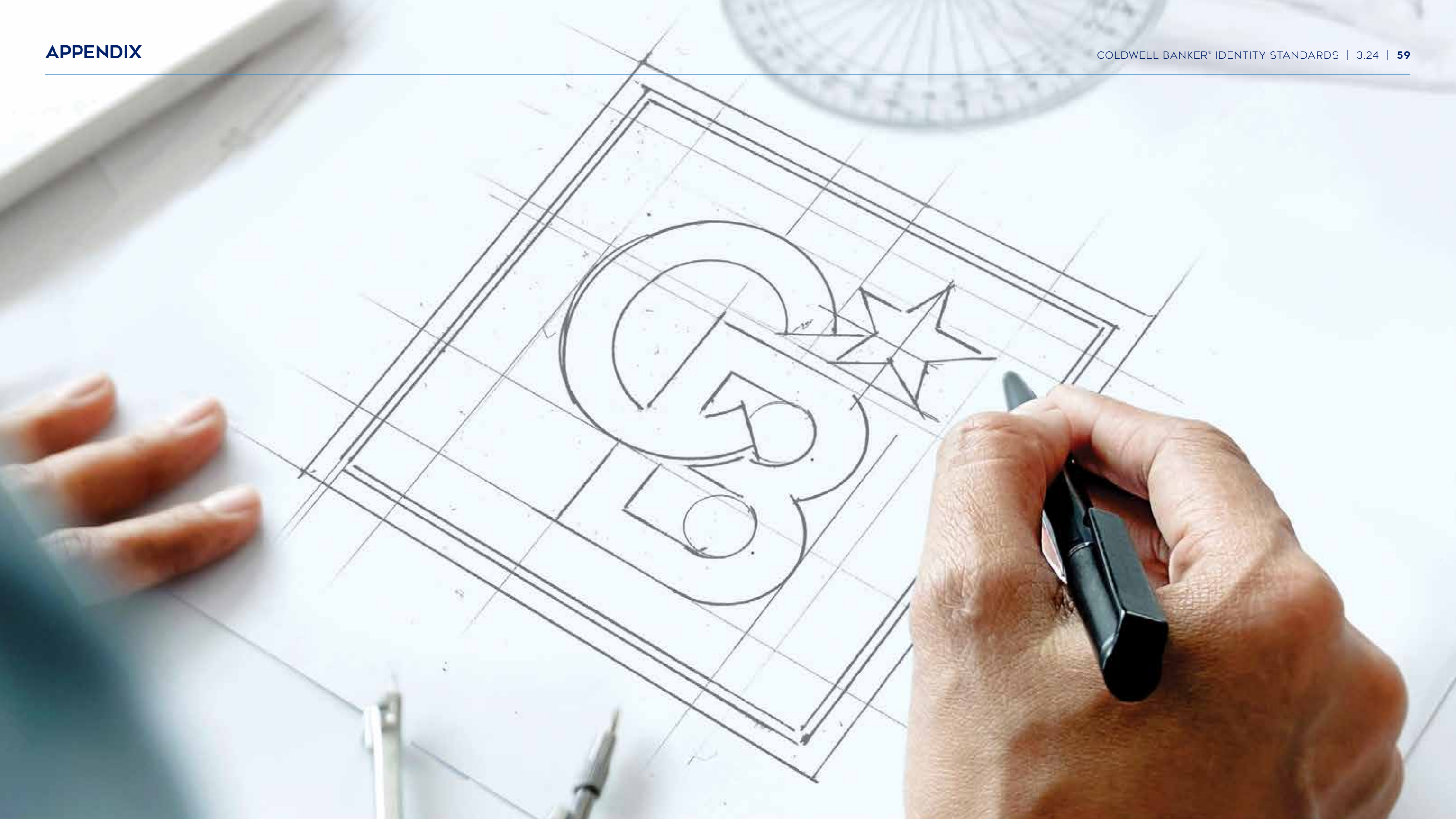


5" x 3"

Name  
Geometos Neue Bold  
36 pt.

Title  
Geometos Neue Light  
12 pt.





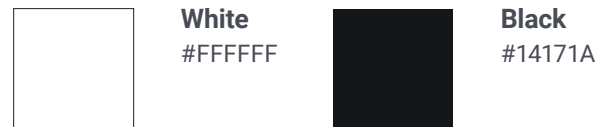
Blue is our signature color. It is recognized internationally and is present in our logo, signage and all brand materials.

White space is incorporated generously for a clean, contemporary look and easy readability. Black is our go-to for typography. Our specialty color palette is meant to be used sparingly to help guide the user while the gray palette adds emphasis, texture and depth. Generally speaking, color should be introduced through photography and illustrations.

The UI elements should remain simple, clean and clear allowing the user to easily navigate through the application.

## PRIMARY COLORS

Our primary product colors are white and black. They are used to provide accessibility, simplicity, and consistency throughout all products. Default surfaces are white, icons are black and the overall design should have a very generous use of white space.



## LOGIC AND RULES

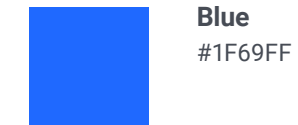
- Embrace white space
- Add color through photography and illustrations
- Color in UI elements should be used only for very specific reasons:
  1. **Blue**: when you want a user to take an action (examples: primary CTA buttons and links)
  2. **Pink**: when you want a user to favorite something
  3. **Amber**: when you want a user to interact with an information callout
  4. **Red**: when you want to alert the user to a destructive action
- All primary CTA buttons are blue; secondary buttons are outlined or text only; action bar buttons are medium gray
- When you need to draw critical attention to the user, use blue, however, use blue diligently. The more it's used, the more its meaning is lost.
- All icons are black with two exceptions: the favoriting heart is pink, the info lightbulb is amber
- All text is black. Shades of black may be used to demonstrate hierarchy (high emphasis: 90%, medium emphasis: 60%, low/disabled: 15%)

## COLOR GUIDANCE

White should be the dominant color. Shades of black may be used on text to illustrate hierarchy; grays can be used on surfaces to add shadows and depth. Blue is only used for critical moments and primary calls to action. Specialty colors are only used for very specific purposes (favoriting, information callouts and alerts).

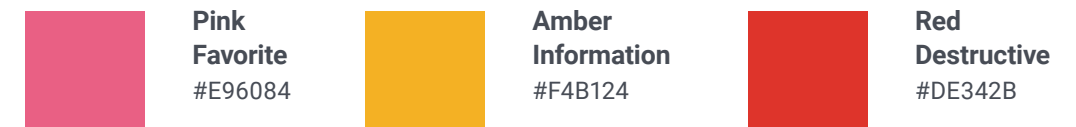
## BRAND BLUE

Blue is the core color of the Coldwell Banker® brand and should be used sparingly for moments of support, assurance and delight. Blue should be reserved for primary interactions and to highlight key UI elements. The blue used for product is a brighter derivative of the Coldwell Banker brand blue, meant to provide accessibility and project boldness while staying true to the Coldwell Banker brand.



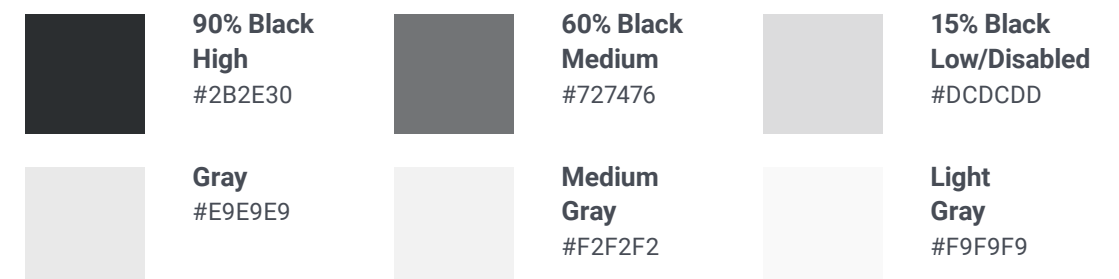
## SPECIALTY COLORS

Our specialty colors are meant to convey a specific meaning and should be used sparingly in order to maintain meaning and potency. Pink is used to indicate favorites, amber is used for information callouts, and red is used to alert the user of a destructive error.



## GRAYS

Shades of black are used to emphasize/de-emphasize text as a means of demonstrating hierarchy. Grays are used for surfaces and to create texture and depth. Default text is Black High (#2B2E30).



**The Coldwell Banker® service marks, trademarks and logos are collectively called the “Coldwell Banker Marks” throughout this Manual.** The Coldwell Banker Marks serve as the basic building blocks for universal acceptance and identification for a single international graphic identity.

The most important element of the Coldwell Banker System, symbolic of our premier reputation and image, is the corporate logo (herein called the “Corporate Mark”, “Trademark” or the “Mark”). It and all other Coldwell Banker Marks in the United States are owned by Coldwell Banker Real Estate LLC. Coldwell Banker LLC owns all Trademark registrations in countries other than the United States. Each Franchisee is authorized to use the Coldwell Banker Marks pursuant to their Franchise Agreements.

Franchisees who have not been licensed the rights to use the Coldwell Banker Commercial® Marks may not use them. Every company granted permission to use the Coldwell Banker Marks is required to protect them by adhering to the standards and regulations delineated in this Manual. Care in protecting the Trademark and all of the Coldwell Banker Marks work to the benefit of everyone.

Exact and correct use of the Trademark by Coldwell Banker Franchisees is crucial to maintain a powerful international graphic entity. This Identity and Graphic

Standards Manual is part of the Policy and Procedures Manual. Also, Franchisees who executed their Franchise Agreements prior to January 1, 1999, and who executed the Commercial Addendum or a separate Coldwell Banker Commercial® Real Estate Franchise Agreement, should refer to the Commercial Identity Standards Manual for commercial brokerage applications.

Advertising of any property or services, which is not within the definition of the Business, as that term is defined in the Franchise Agreement, is not permitted with the use of any of the Coldwell Banker Marks or the Coldwell Banker name. The advertising or general solicitation of certain kinds of commercial business is specifically prohibited. However, Franchisees who have been licensed the Coldwell Banker Commercial® Marks should refer to the Coldwell Banker Commercial Identity Standards Manual for further information.

The requirements throughout this Manual must be adhered to without variation. Information on ordering materials from Preferred and Approved Suppliers is available on **mycbdesk.com**. You are encouraged to use these Preferred and Approved Suppliers for all your materials (including stationery, business cards, yard signs, telephone supplies, etc.). They are familiar with the standards for using the Coldwell Banker Mark and will afford you optimum purchasing efficiencies and adherence to standards.





## The Corporate Mark

is the primary Coldwell Banker® Mark. It must be used exactly as indicated in this Identity Standards Manual. There are two versions of the Mark, referred to as the FRAMED LOGO and the MONOGRAM LOGO.

The Mark may also refer to the use of the Coldwell Banker name in text in various applications.

The Coldwell Banker Mark is authorized for use with your approved company trade name (called “your company trade name” or “DBA”) as described on building signs, yard signs, stationery, business cards, websites, classified and display advertising, personal promotion literature and all other advertising materials and external communications.

It is the uniqueness of each of these elements and the way they have been assembled into a unit that give the Coldwell Banker Corporate Mark its distinctive character.

Details and specifications on the correct size, color matches and use of the Mark in various applications are contained within this manual and must be followed exactly.

### REQUIRED

- Your company trade name or DBA must be pre-approved by Coldwell Banker Real Estate LLC, should provide clear identity and should never cause confusion with other offices or firms, or imply national or international scope.

---

#### For example:

- National Real Estate, Colorado Realty or United States Real Estate Associates would be inappropriate and confusing when used as your company trade name along with the Coldwell Banker® Trademark.
- Outside of the United States, it is suggested that your company trade name or DBA should always include the words “Real Estate” or “Realty.”

- 
- Individual sales associates must utilize their approved company DBA and are prohibited from altering it in any way, or creating their own.
  - The Coldwell Banker Trademark is never to be used alone without your company trade name in copy and when using the Mark graphically.
  - When used with the Mark, your company trade name should be centered directly under the logo or directly to the right, as shown in the DBA portion of this manual.
  - Your company trade name or “doing business as” name (often referred to as “DBA”) is always typeset in **GEOMETOS NEUE BOLD**.

# The Minimum Required Disclaimers

must appear whenever the Coldwell Banker® Mark is used. It is an important part of the Mark and as essential as your DBA. The following section provides the proper disclaimers for various applications:

## Affiliates

## Anywhere Advisors

<p><b>Printed Materials</b> (Flyers, postcards, doorhangers, etc.)</p>	<p>©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.</p>	<p>©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.</p>
<p><b>Printed Materials</b> being distributed to consumers, add the following statement</p>	<p>Not intended as a solicitation if your property is already listed by another broker.</p>	<p>Not intended as a solicitation if your property is already listed by another broker.</p>
<p><b>Advertising</b></p>	<p>©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.</p>	<p>©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.</p>
<p><b>Stationery</b></p>	<p>Each office is independently owned and operated.</p>	<p>Owned by a subsidiary of Anywhere Advisors LLC.</p>
<p><b>Signage</b></p>	<p>Each office is independently owned and operated.</p>	<p>Owned by a subsidiary of Anywhere Advisors LLC.</p>
<p><b>Broadcast Communications</b></p>	<p>Each office is independently owned and operated. Coldwell Banker is a registered service mark owned by Coldwell Banker Real Estate LLC.</p>	<p>Owned by a subsidiary of Anywhere Advisors LLC. Coldwell Banker is a registered service mark owned by Coldwell Banker Real Estate LLC.</p>

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

To present a consistent and unified image when using the **Coldwell Banker** name in body copy intended for external use, we have provided guidelines to follow.

## REQUIRED

The Coldwell Banker Mark must be used as an adjective modifying or describing a noun, but never as a noun itself:

- “As part of the Coldwell Banker System”, NOT “As part of Coldwell Banker”
- “Come join the Coldwell Banker System”, NOT “Come join Coldwell Banker”

DO NOT place any punctuation, such as a comma or backslash between Coldwell Banker and your DBA. DO NOT use ALL CAPS or boldface when referring to Coldwell Banker Real Estate LLC, or in combination with your name or DBA (Coldwell Banker Smith & Smith Realty).

The following examples demonstrate the correct use of our name in copy:

- Our impressive reputation makes the **Coldwell Banker** brand a premier real estate system.
- The Coldwell Banker System has over 100 years of experience and expertise.
- Coldwell Banker Smith & Smith Realty has highly trained Sales Associates.
- Coldwell Banker Real Estate LLC maintains its international headquarters in Madison, New Jersey.

When referencing **coldwellbanker.com**, it must always appear in lower case bold with no spaces. NEVER use cb.com.

**The Coldwell Banker name can never be abbreviated to CB, or pluralized in any way, shape or form.**

## Proper use of the Registered Symbol (®) when using the Coldwell Banker Mark in copy:

### REQUIRED

The registered symbol should also be used the first time **Coldwell Banker** appears in the subhead or the body copy of that piece.

If the **Coldwell Banker** Mark is used in text in the headline of a piece, the registered symbol ® must be used the first time the name appears. It does not have to be bold.

The maximum number of times the registered symbol should appear next to Coldwell Banker on a given page is two. Coldwell Banker should be bold the first time it appears. It is not necessary to bold Coldwell Banker every time.

If **Coldwell Banker** is not used in the headline, the registered symbol must be used the first time **Coldwell Banker** appears in the subhead and next to the first mention in body copy on the page.

If **Coldwell Banker** is not used in the headline or subhead, the registered symbol only needs to appear next to **Coldwell Banker** the first time it is mentioned in the body copy of a page. This is the only situation when it is not necessary to show the Coldwell Banker mark with the registration symbol twice.

DO NOT use the registered symbol when using your company trade name or DBA (i.e., Coldwell Banker Smith and Smith Realty) or Coldwell Banker Real Estate LLC.

If a printed piece is longer than one page, the registered symbol must be used with the Coldwell Banker mark according to the above guidelines on every page of that piece.



## Proper Trademark Notations and Use: United States Only

Many of the products, services and programs offered by Coldwell Banker® companies are identified by our Trademarks. When a Trademark identifies a program, the appropriate symbol should be used immediately after the program's name or design. Listed below are instructions for using different Trademarks, as well as the appropriate symbol for each:

### Trademark:

Any word, name, design, device or any combination thereof, adopted and used by the manufacturer or merchant to identify its goods and distinguish them from those manufactured or sold by others.

Any Trademark that is not registered should be followed by the TM symbol.

### Registered Trademark:

This is a Trademark that has become the subject of a United States Patent and Trademark Office registration. These are the only Trademarks that can be followed by the ® symbol.

### Service Mark:

Any word, name, design, device or any combination thereof, adopted and used in the sale or advertising of services provided by a business to identify its services and distinguish them from those of others. Any service mark that is not registered should be followed by the SM symbol.

### Registered Service Mark:

This is a service mark that has become the subject of a United States Patent and Trademark Office registration. These are the only service marks that can be followed by the ® symbol.

### Copyright:

The exclusive right granted by the United States government to the author or other owner of a work, investing the author or other owner for a specific period of time with the sole and exclusive privilege of publishing or distributing that work. Among the most common items subject to copyright in the business world are video, audio and written advertising and promotional materials in various media, individual graphic

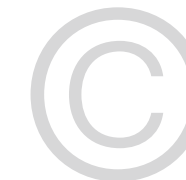
## Proper Trademark Notations and Use: International

The Coldwell Banker brand owns numerous trademarks and service marks throughout the world that must be protected, many of which are registered. Make sure you use these trademarks in your regions correctly as set forth in this manual, including proper use of the ® symbol for registered marks. For further information regarding proper use of trademark symbols and for a list of registered marks in your region, please contact us at: [IDStandards@coldwellbanker.com](mailto:IDStandards@coldwellbanker.com)

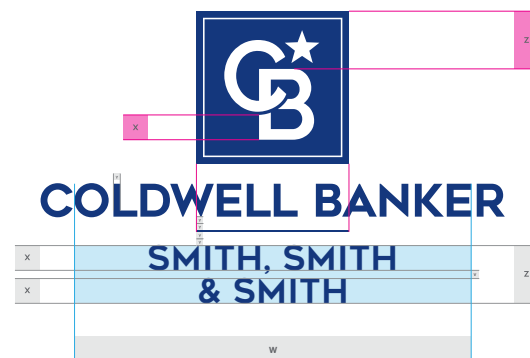
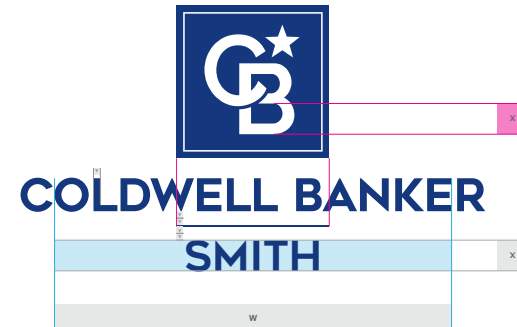
TM



SM



## VERTICAL FRAMED DBA



## SINGLE-LINE

- Use the Vertical Single Line when the DBA has **12 or fewer characters**.
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker® wordmark. The width of the DBA is determined by “W.”
- The height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The spacing that pads the rule is determined by “Y.”
- If the DBA has more than one word and exceeds the character limit, please refer to the Vertical Framed Double-Line DBA guidelines below.

## DOUBLE-LINE

- Use the Vertical Double Line when the DBA has **more than 12 characters** and is more than one word.
- The preferred length for each DBA line is approximately 13-15 characters.
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker wordmark. The width of the DBA is determined by “W.”
- The letter height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The total height of the DBA is determined by “Z.” (Refer to magenta callout in diagram.)
- The leading value between the two DBA lines is determined by “V.”
- The spacing that pads the rule is determined by “Y.”

\*Full DBA suites are available on Desk Logo Gallery.



\*Full DBA suites are available in the Desk Logo Gallery.

### VERTICAL MONOGRAM DBA

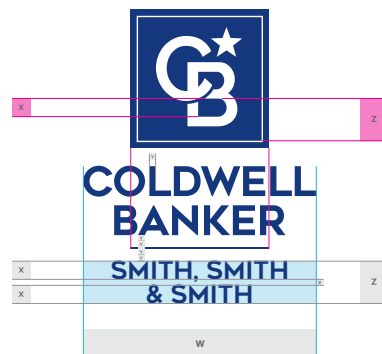
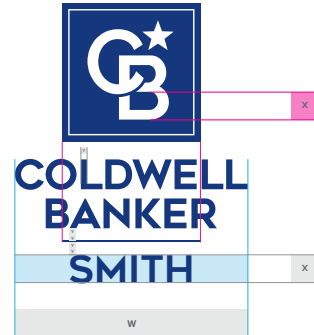
The white version of the DBA uses the CB Star Monogram instead of the framed icon.

Use the Monogram DBA on **blue backgrounds** and anything else with a **darker background**.

Sizing and spacing rules for Vertical Monogram versions are the same as the Vertical Framed DBAs, with the height of the framed box being equal to the height of the measurement from the base of the B to the top of the C in the Monogram version.



## VERTICAL STACKED FRAMED DBA



### SINGLE-LINE

- Use the Vertical Stacked Single Line when the DBA has **10 or fewer characters**.
- The DBA name should fit between and not extend beyond the “COLDWELL” line of the stacked wordmark. The width of the DBA is determined by “W.”
- The height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The spacing that pads the rule is determined by “Y.”
- If the DBA has more than one word and exceeds the character limit, please refer to the Vertical Stacked Framed Double-Line DBA guidelines below.

### DOUBLE-LINE

- Use the Vertical Stacked Double Line when the DBA has **more than 10 characters** and is more than one word.
- The preferred length for each DBA line is approximately 12-14 characters.
- The DBA name should fit between and not extend beyond the “COLDWELL” line of the stacked wordmark. The width of the DBA is determined by “W.”
- The letter height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The total height of the DBA is determined by “Z.” (Refer to magenta callout in diagram.)
- The leading value between the two DBA lines is determined by “V.”
- The spacing that pads the rule is determined by “Y.”

\*Full DBA suites are available in the Desk Logo Gallery.

## HORIZONTAL FRAMED DBA

## SINGLE-LINE DBA



## DOUBLE-LINE DBA



## SINGLE-LINE

- Use the Horizontal Single Line when the DBA has **10 or fewer characters**.
- The DBA name should not extend beyond the “COLDWELL” of the wordmark. The width of the DBA is determined by “W.”
- The height of the DBA is determined by “X” which can be no taller than the height of Coldwell Banker. (Refer to magenta callout in diagram.)
- The spacing that pads the rule is determined by “Y.” (Refer to magenta callout in diagram.)
- If the DBA has more than one word and exceeds the character limit, please refer to the Horizontal Framed For Longer DBA Names guidelines below.

## DOUBLE-LINE

- Use the Horizontal Double Line when the DBA has **more than 10 characters** and is more than one word.
- The preferred length for each DBA line is approximately 13-15 characters.
- The DBA name should not extend beyond the “COLDWELL BAN” of the wordmark. The width of the DBA is determined by “W.”
- The letter height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The total height of the DBA is determined by “Z.” (Refer to magenta callout in diagram.)
- The leading value between the two DBA lines is determined by “V.”
- The spacing that pads the rule is determined by “Y.” (Refer to magenta callout in diagram.)

\*Full DBA suites are available in the Desk Logo Gallery.



\*Full DBA suites are available in the Desk Logo Gallery.

### HORIZONTAL MONOGRAM DBA

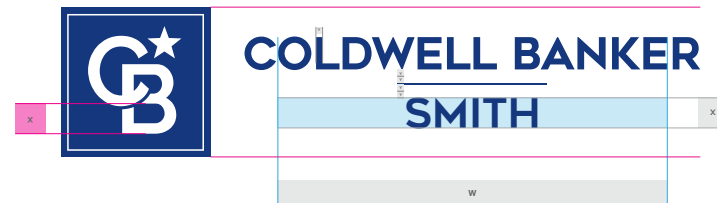
The white version of the DBA uses the CB Star Monogram instead of the framed icon.

Use the Monogram DBA Logo on **blue backgrounds** and anything else with a **darker background**.

Sizing and spacing rules for Horizontal Monogram versions are the same as the Horizontal Framed DBAs, with the height of the framed box being equal to the height of the measurement from the base of the B to the top of the C in the Monogram version.

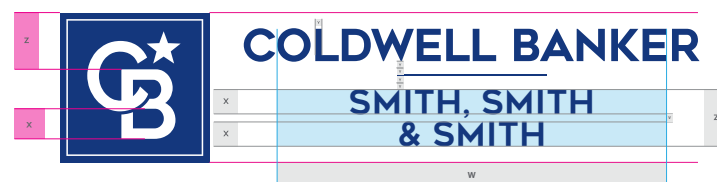


## HORIZONTAL STACKED FRAMED DBA



## SINGLE-LINE

- Use the Horizontal Stacked Single Line when the DBA has **12 or fewer characters**.
- The DBA name should fit between and not extend beyond the "O" and second "E" of the Coldwell Banker® wordmark. The width of the DBA is determined by "W."
- The height of the DBA is determined by "X" which can be no taller than the height of Coldwell Banker. (Refer to magenta callout in diagram.)
- The spacing that pads the rule is determined by "Y."
- The spacing between the framed icon and the wordmark is determined by "V."
- If the DBA has more than one word and exceeds the character limit, please refer to the Horizontal Stacked Framed For Longer DBA Names guidelines on the next page.



## DOUBLE-LINE

- Use the Horizontal Stacked Double Line when the DBA has **more than 12 characters** and is more than one word.
- The preferred length for each DBA line is approximately 13-15 characters.
- The DBA name should fit between and not extend beyond the "O" and second "E" of the Coldwell Banker wordmark. The width of the DBA is determined by "W."
- The letter height of the DBA is determined by "X." (Refer to magenta callout in diagram.)
- The total height of the DBA is determined by "Z." (Refer to magenta callout in diagram.)
- The leading value between the DBA lines is determined by "V."
- The spacing that pads the rule is determined by "Y."
- The spacing between the framed icon and the wordmark is determined by "V."

\*Full DBA suites are available in the Desk Logo Gallery.

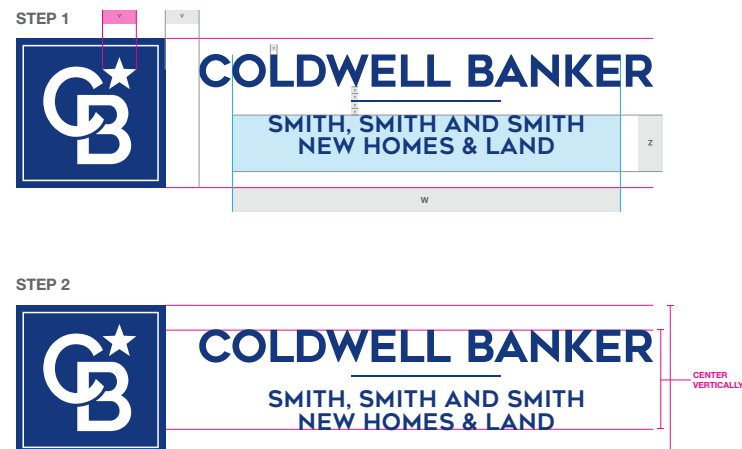
HORIZONTAL STACKED FRAMED DBA

SINGLE-LINE DBA



\*Full DBA suites are available in the Desk Logo Gallery.

DOUBLE-LINE DBA



FOR LONGER DBA NAMES

- **Step 1:** When the DBA exceeds the preferred character limits, scale the name to fit within the blue guide box while anchoring it to the top of the box.
- **Step 2:** Once the DBA name is in place, take the wordmark, rule and DBA lockup and center it vertically to the framed icon.
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker® wordmark. The width of the blue box is determined by “W.”
- The height of the blue box is determined by “Z.”
- For Double-Line DBAs, the leading value between the two DBA lines is 97% of the font size.
- The spacing that pads the rule is determined by “Y.” (Refer to magenta callout in diagram.)
- The spacing between the framed icon and the wordmark is determined by “V.”



\*Full DBA suites are available in the Desk Logo Gallery.

### HORIZONTAL STACKED MONOGRAM DBA

The white version of the DBA uses the CB Star Monogram instead of the framed icon.

Use the Monogram DBA Logo on **blue backgrounds** and anything else with a **darker background**.

The sizing and spacing rules for the Horizontal Stacked Framed DBAs apply to the respective Horizontal Stacked Monogram versions.

**For longer DBA names:** once the DBA name is in place, take the wordmark, rule and DBA lockup and center it vertically to the top of the “C” and the bottom of the “B” of the monogram.





THE REAL ESTATE COMPANY THAT SHINES LIKE NO OTHER.



