BRAND GUIDELINES
RESIDENTIAL REAL ESTATE COUNCIL CORPORATE IDENTITY

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INTRODUCTION

A MESSAGE FROM

RESIDENTIAL REAL ESTATE COUNCIL

DESIGN GUIDELINES

The purpose of design and brand guidelines is to carefully cultivate the RRC image through its corporate identity, brand consistency, public perception, and any corresponding communications. This, in turn, helps shape the mind-set of our members, customers, colleagues, suppliers, and the community at large.

The following document highlights appropriate uses of the corporate identity in web and print branding, presentations, and sales materials. Through consistent application of these guidelines and repetition of these messages, the image and credibility surrounding RRC will be reinforced – increasing the value of the brand, the company, and its services.

The core elements of our communications – the colors we use, logo placement, typeface (font), etc. – are all included, and come together to create a singular look and clear message.

APPLYING GUIDELINES

Guidelines are not meant to be a straitjacket. Rather, the strictness of their application follows a logical order, based on the type of material being developed. The most rigid standards apply to company identity, and loosen in relation to client needs and corporate situations.

Thank you in advance for your diligence in adhering to this guide. If, after consulting the document, you require additional information, please contact RRC Chief Marketing Officer, Tony Priore (tpriore@crs.com).

OUR POSITIONING

The Residential Real Estate Council (RRC) is first and foremost an organization dedicated to professional growth and advancement. The Council was established to cultivate and train exceptional residential real estate agents seeking the knowledge, tools, relationships, and referral opportunities necessary to become the best in their field.

RRC aims to continually raise the level of professionalism in the industry with an organization that addresses the real world challenges facing residential real estate professionals and adapts to meet their evolving client needs. The Council is the largest not-for-profit affiliate of the National Association of REALTORS®, and is composed of more than 33,000 Members. It also awards the Certified Residential Specialist (CRS) designation to experienced REALTORS® who have completed advanced professional training and demonstrated outstanding achievement in residential real estate.

The Residential Real Estate Council was founded in 1976 with the following goals:

- To create and provide superior educational opportunities that enhance professional competency.
- To provide and promote benefits which enhance the economic, and related, value of its Members.
- To develop an organization that reflects the diversity of real estate consumers and provides its members with tools to serve their clients.
- To create and maintain organizational systems and alliances with appropriate organizations to ensure the integrity of the RRC.
LOGO INTRODUCTION

CONCEPT
Ultra modern and minimalist, our logo relies on a series of clean lines to convey the efficiency and professionalism of the brand. The subtle roof and chimney image embedded in the first “R” gives a further nod to the residential and home focus of the organization, supporting the entire image.

There are two main logos and one stand-alone icon that are part of the RRC Brand Identity System, with use determined by the context and purpose of each marketing or communication piece.

PRIMARY LOGO | Vertical Format

SECONDARY LOGO | Horizontal Format

ICON
LOGO INTRODUCTION

CONCEPT CONTINUED

Whether in color or black and white, the same formats hold for the primary vertical logo, secondary horizontal logo, and stand-alone icon.

PRIMARY LOGO | Black & White | Vertical Format

SECONDARY LOGO | Black & White | Horizontal Format

ICON

LOGO SPACING AND PROPORTIONS

The Residential Real Estate Council logos should always have ample room to breathe. The placement of any logo follows a set system, building in an invisible buffer that helps maintain a clear space around the edges of our all-important brand identity. It is imperative to adhere to the following spacing guides whenever placing one of the logos into any collateral.

LOGO SPACING & PROPORTIONS | Vertical Format

LOGO SPACING & PROPORTIONS | Horizontal Format

Maintain height & width proportion constraints

The size of the “D” in “RESIDENTIAL” is used to define the minimum space allowed around the logo.

The size of the “O” in “RESIDENTIAL” is used to define the minimum space allowed around the logo.

Maintain height & width proportion constraints
COLOR PALETTE

THE DO’S & DON’TS

THE COLOR SYSTEM

PRIMARY COLOR | NAVY BLUE
COLOR CODES
PANTONE 533 C
CMYK 91, 82, 45, 46
RGB 32, 41, 69
HEX # 202945

Our primary navy blue color is distinctive to the Residential Real Estate Council brand, and as such should always adhere exactly to the values designated above for Pantone, CMYK, RGB, and HEX. No other variants should be used.

ACCENT COLOR | SALMON
COLOR CODES
PANTONE 177 C
CMYK 0, 63, 31, 0
RGB 249, 130, 127
HEX # F9827F

Our main accent color is a salmon distinct to RRC, and as such should always adhere exactly to the values designated above for Pantone, CMYK, RGB, and HEX. No other variants should be used.

SUPPORTING COLORS
BLUE ALLOY
PANTONE 5425 C
CMYK 55, 33, 24, 0
RGB 124, 148, 163
HEX # 7C97AB

Similar to the primary and accent colors, our supporting colors help create a distinct look that is reflected in the overall company identity. As such, our blue alloy, cool gray, white, and black should always adhere exactly to the values designated above for Pantone, RGB, CMYK, and HEX. No other variants should be used.
The Residential Real Estate Council logo should only appear in the font and color applications shown below, with the same holding for the horizontal logo and icon. The two tones should never be reversed, wherein the “roof” and “Real Estate” sections are navy blue and all else salmon, or the fonts altered.
LOGO COLOR VARIABLES

*Please note: the variable logos are only to be used in instances where the primary logo configuration will not work due to visibility issues. The 1-color inverted logos on the accepted palette should be used in moderation. It should only be used in this manner as a call-out or on an accent page in certain materials, such as brochures, pamphlets, handouts, newsletters, etc.

1-COLOR (SOLID)

Used for Watermarks

COOL GRAY
PANTONE Cool Gray 2 C
CMYK 17, 14, 15, 0
RGB 208, 208, 208
HEX # D1CFCD

1-COLOR (INVERTED)

NAVY BLUE
PANTONE 533 C
CMYK 91, 82, 45, 46
RGB 32, 41, 69
HEX # 202945

SALMON
PANTONE 177 C
CMYK 0, 63, 31, 0
RGB 249, 130, 127
HEX # F9827F

BLUE ALLOY
PANTONE 5425 C
CMYK 124, 148, 163
HEX # 7C97AB

COOL GRAY
PANTONE Cool Gray 2 C
CMYK 17, 14, 15, 0
RGB 208, 208, 208
HEX # D1CFCD

INAPPROPRIATE COLOR USAGE

Not all applications are created equal. Please be careful to avoid all uses outlined below, in addition to anything similar to those below. These rules are to be applied to all logos — primary, secondary, and icon.

AVOID THESE MISTAKES

Do not put the primary or secondary logo on a dark background or any unauthorized color background

Do not outline the logo in any way

Do not place a drop shadow behind the logo

Do not configure the logo in a single color

Do not tilt the logo

Do not put the logo against a dark gradient

Do not distort the logo in any way

Do not interchange the two primary colors

Do not put the white logo on any color other than the primary palette
This guide provides common logo sizes for web applications. When using the logo on our website, advertising, Facebook, Twitter, or any other form of social media, keep it simple. There's no need to scale the logo up so that it covers half the page. The pixel widths shown are industry standards. Using these suggested sizes or anything close is acceptable.

**STANDARD LOGO SIZES FOR WEB**

- 100 px wide
- 150 px wide
- 250 px wide
- 350 px wide
- 400 px wide
- 468 px wide
- 728 px wide

**STANDARD LOGO SIZES FOR EMAIL**

- 120 px wide
- 150 px wide
- 180 px wide

*Logos are not shown at actual size*
It's about knowing what to use and where. There are many file formats out there, most of which aren't even shown here. Frankly, you'll never need them all. Just stick to the basics on this page and you'll be fine.

**ACCEPTABLE FILE FORMATS FOR WEB USE**

These are the most common file formats you will need for web

- JPG
- PNG
- GIF
- PSD

The most common placements

- PC
- Email
- Web Banner

Colors Used

- RGB

**ACCEPTABLE FILE FORMATS FOR PRINT USE**

These are the most common file formats you will need for print

- EPS
- AI
- TIFF
- PDF
- PSD

The most common placements

- Stationery
- Poster
- Billboard

Colors Used

- Pantone, CMYK

**STATIONERY**

BUSINESS CARDS, LETTERHEAD, NOTE PAD, ENVELOPE, EMAIL SIGNATURE
Keeping all of our stationery products neat and precise is what helps the brand stay strong and consistent. It is important when creating new business cards to always use the same template.

THE COMPANY BUSINESS CARD

*Open this document in Illustrator and use the supplied business cards here as a template for creating additional cards. Both sides of the card are displayed at actual size.

- The front of the card is completely outlined.
- The back of card is completely editable.

Company Letterhead

Dear [Recipient]:


Sincerely,

[Your Name]

title

*An editable letterhead file has been supplied in the form of a Word document.
*A printable notepad file has been supplied in the form of a PDF file.

*An editable envelope file has been supplied in the form of a Word document.
*Email signatures can be created in Gmail, with the PNG logo inserted as an image.
AEVENIR
FONT FAMILY

Avenir was originally released in 1988 by Adrian Frutiger, with the aim of reinterpreting the geometric sans-serif designs of the early 20th century into a typeface that adapted to the aesthetics of the 21st century.

Avenir (French for “future”) was produced as a real alternative to the Futura design, and the original face was available in three weights with accompanying italic variants. Legible and eminently flexible, designers the world over have embraced Avenir for a wide variety of projects.

Unlike Futura, Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an “o” that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines. In his minimalist edits, Frutiger added a bit of organic humanism to the design.

The original Avenir family designs offer gradual weight changes in order to satisfy the needs of specific text applications. While the book and light weights have similar stroke widths, the book weight is well suited for body text, whereas the light was designed for captions and subhead text.
THE CRS DESIGNATION LOGO
LOGO INTRODUCTION

CONCEPT
Offering a clean, modern identity, the CRS designation incorporates forward-thinking imagery with familiar brand elements. The lines that cut across the bottom of the design convey an abstract road that not only leads real estate professionals toward greater knowledge and success, but also potentially shows clients the way to their new home. Additionally, the shield outline showcases trustworthiness and the blue hues, through societal reinforcement, have been chosen to subconsciously elicit feelings of loyalty and intelligence.

PRIMARY LOGO | Vertical Format

SECONDARY LOGO | Horizontal Format

ICON

LOGO INTRODUCTION

CONCEPT CONTINUED
There are two main logos and one stand-alone icon that are part of the CRS Designation System, with use determined by the context and purpose of each marketing or communication piece. Whether in color or black and white, the same formats hold for the primary vertical logo, secondary horizontal logo, and stand-alone icon.

PRIMARY LOGO | Black & White | Vertical Format

SECONDARY LOGO | Black & White | Horizontal Format

ICON
LOGO SPACING AND PROPORTIONS

The CRS designation logos should always have ample room to breathe. The placement of any logo follows a set system, building in an invisible buffer that helps maintain a clear space around the edges of our all-important brand identity. It is imperative to adhere to the following spacing guides whenever placing one of the logos into any collateral.

LOGO SPACING & PROPORTIONS | Vertical Format

50% of the size of the “” is used to define the minimum space allowed around the logo.

LOGO SPACING & PROPORTIONS | Horizontal Format

The size of the “” is used to define the minimum space allowed around the logo.

COLOR PALETTE

THE DO’S & DON’TS
THE COLOR SYSTEM

PRIMARY COLOR | NAVY BLUE
COLOR CODES

PANTONE 533 C
CMYK 91, 82, 45, 46
RGB 32, 41, 69
HEX # 202945

Our primary navy blue color is distinct to the brand, and as such should always adhere exactly to the values designated above for Pantone, CMYK, RGB, and HEX. No other variants should be used.

ACCENT COLOR | AQUA BLUE
COLOR CODES

PANTONE 632 C
CMYK 92, 24, 23, 0
RGB 0, 145, 179
HEX # 0090B2

Our main accent color is an aqua blue distinct to the brand, and as such should always adhere exactly to the values designated above for Pantone, CMYK, RGB, and HEX. No other variants should be used.

SUPPORTING COLORS

WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX # FFFFFF

COOL GRAY
PANTONE Cool Gray 2 C
CMYK 17, 14, 15, 0
RGB 208, 208, 208
HEX # D1CFCD

BLACK
PANTONE Process Black C
CMYK 70, 67, 64, 74
RGB 35, 31, 32
HEX # 231F20

Similar to the primary and accent colors, our supporting colors help create a distinct look that is reflected in the overall company identity. As such, our white, cool gray, and black should always adhere exactly to the values designated above for Pantone, RGB, CMYK, and HEX. No other variants should be used.

PRIMARY COLOR & FONT BREAKDOWN

The CRS designation logo should only appear in the font and color applications shown below, with the same holding for the horizontal logo and icon. The two tones should never be reversed, wherein the lines are navy blue and all else aqua blue, or the fonts altered.

Helvetica Neue - 57 Condensed

Certified Residential Specialist
The Proven Path To Success
LOGO COLOR VARIABLES

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1-COLOR (SOLID)

Used for Watermarks

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CMYK 17, 14, 15, 0
RGB 208, 208, 208
HEX # D1CFCD

1-COLOR (INVERTED)

NAVY BLUE
PANTONE 533 C
CMYK 91, 82, 45, 46
RGB 32, 41, 69
HEX # 202945

AQUA BLUE
PANTONE 632 C
CMYK 24, 23, 0
RGB 0, 145, 179
HEX # 0090B2

COOL GRAY
PANTONE Cool Gray 2 C
CMYK 17, 14, 15, 0
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HEX # D1CFCD

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**STANDARD LOGO SIZES FOR EMAIL**

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- 150 px wide
- 180 px wide

*Logos are not shown at actual size*
CRS LOGO ON BUSINESS CARD

Keeping all of our stationery products neat and precise is what helps the brand stay strong and consistent. It is important when creating new business cards to always use the same template.

EXAMPLE OF CRS LOGO PLACEMENT ON COMPANY BUSINESS CARD

<table>
<thead>
<tr>
<th>Front</th>
<th>Back</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="CRS Logo Placement Example" /></td>
<td><img src="image" alt="CRS Logo Placement Example" /></td>
</tr>
</tbody>
</table>

- CRS Logo should be 45% smaller than the RRC Logo.

LOGO PIN

The CRS pin and pin graphic have become an important aspect of many members’ outreach marketing materials.

It is important to note, however, that the CRS pin graphic is not the CRS logo, and should not be used interchangeably as a substitute. It should only be used for outreach marketing and educational materials.