

COLDWELL BANKER DESIGN GUIDELINES

MASTHEAD & LOGO

There are two elements to the Coldwell Banker marketing design: a simple, clean chocolate brown and Coldwell Banker blue masthead and the Coldwell Banker Residential Brokerage logo.

The Department of Real Estate only recognizes the Coldwell Banker Residential Brokerage logo as our brokerage's approved icon so use of the masthead without the approved logo is a violation of Coldwell Banker design standards as well as the requirements of the Department of Real Estate.

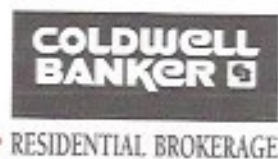
Following are the approved uses of the Coldwell Banker masthead and logo.

No other logo, or version thereof, is acceptable.

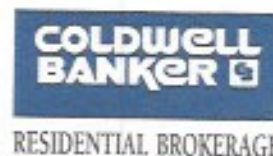


Black & White Application

Berkeley
Residential
Brokerage in
Black type only

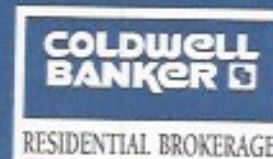
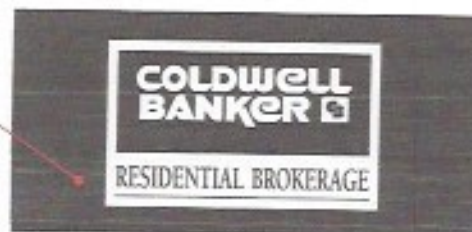


Color or Blue Application



Berkeley
Residential
Brokerage in Black
type only

On a solid
background white
box around logo



On a solid
background white box
around logo

COLDWELL BANKER DESIGN GUIDELINES

COLOR PALETTE

The color palette is as follows:

| | | | |
|---|--|---|---|
| ROBIN CMYK 15C 0M 3Y 5K RGB 164R 208G 222B | ROBIN 40% | LINEN CMYK 0C 2M 15Y 3K RGB 248R 235G 195B | CHOCOLATE CMYK 0C 60M 100Y 79K RGB 60R 33G 18B |
| COLDWELL BANKER BLUE CMYK 100C 68M 0Y 50K RGB 0R 35G 68B | NEWSPAPER BLUE* CMYK 100C 60M 0Y 30K RGB 0R 50G 96B | TEXT GRAY 50% BLACK | |

*The formula for the Coldwell Banker Newspaper Blue was developed after several test runs with dozens of newspapers. This color is **ONLY** to be used for newspaper print. All other uses should rely on the Coldwell Banker Blue formula.

Fonts used are: **Gill Sans Bold** (headlines and subheads), Gill Sans (body copy)

Gill Sans Bold - headlines and subheads

Gill Sans - body copy

Gill Sans Bold - newspaper headlines and body copy

Gill Sans - header font

Headlines and body copy appear centered or flush left or right. Justified text is not used.

Typographic bullets or dashes are the acceptable method of identifying bullet copy. Other typographic signifiers such as Wingdings, Woodtype Ornaments, Zapf Dingbats etc. are discouraged.

- 13 bedrooms, 19 bathrooms, den, library, formal dining
- Family room, maid's and chauffeur's quarters, laundry
- 13 bedrooms, 19 bathrooms, den, library, formal dining
- Family room, maid's and chauffeur's quarters, laundry

COLDWELL BANKER DESIGN GUIDELINES

BROKER ASSOCIATES

Logos are extremely important assets to all companies and Coldwell Banker Residential Brokerage is no exception. As the most visible form of our brand identity, the logo represents the integrity, high standards and values that Coldwell Banker has been known for since 1906.

The following guidelines and restrictions for using the Coldwell Banker Residential Brokerage logo are for use only by Coldwell Banker Residential Brokerage Broker Associates, Managers and employees. Any use of the artwork outside of these guidelines is strictly prohibited.

1. The logo must be used in close proximity to, or in obvious connection with, the Broker Associate's name, contact information and/or identity in all marketing materials including, but not limited to:

- a. Advertisements
- b. Direct mail
- c. Marketing collateral
- d. Prospecting material
- e. Websites
- f. Virtual or e-postcards

2. In addition to the use of the logo, Broker Associates must *also* identify their brokerage in their displayed contact information. The following is how you must identify your name and brokerage in all marketing material (additional titles, phone numbers, e-mail addresses, etc. may be added as appropriate):

Joanna Smith

Realtor®

Coldwell Banker Residential Brokerage

123 Main Street

Anytown, CO 12345



- 3. The logo must be used as provided by Coldwell Banker Residential Brokerage with no changes including, but not limited to, changes in the color, proportion, design, or removal of any words or artwork.
- 4. The logo may not be animated, morphed or otherwise distorted in perspective or appearance.
- 5. Do not delete the text that surrounds the logo including the "Residential Brokerage" portion under the traditional Coldwell Banker blue box.
- 6. You must refer to your brokerage as Coldwell Banker Residential Brokerage and may not abbreviate that name in any way including, but not limited to: CB, CB Colorado, Coldwell Banker Colorado, Coldwell Banker, etc.
- 7. The Coldwell Banker Residential Brokerage logo may be used on a Broker Associate personal website as long as it is directly associated with your name.
- 8. When developing a Broker Associate website, at minimum, you must prominently display the Coldwell Banker Residential Brokerage logo on the home page of the website. We *recommend* including the Coldwell Banker Residential Brokerage logo on each page of the website or at the masthead at the top of the site at all times, though this recommendation is not required. The only requirement is to include the logo on the home page.

COLDWELL BANKER DESIGN GUIDELINES

BROKER ASSOCIATES

9. To properly present the logo, a minimum clearance between the logo and other elements must be maintained. For example, the amount of clear or "empty" space that surrounds the logo should be at least equal to 1/2 the height of the logo.
10. The logo must stand alone and may not be combined with any other object including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features or symbols.
11. The logo should be made no smaller than 3/4".
12. The logo must only appear in a horizontal position.
13. Neither the logo nor the Coldwell Banker Residential Brokerage name may be used in any other company name, product name, service name, domain name, website title, publication title or the like without first written consent by Coldwell Banker Residential Brokerage executives.
14. The "Residential Brokerage" portion of the logo should be written in "Berkeley" font in black type only.
15. In one-color printing, the logo can be either black or PMS 281 (deep blue). Four color process match is acceptable using the following formula: 100C, 68M, 0Y, 50K.
16. The logo may not be reversed out of a dark background to the color of the paper the logo is being printed on unless that color is black or the approved PMS 281 blue.
17. Do not use the logo on a patterned background or one that is too light or too dark for it to read well.

By using the Coldwell Banker Residential Brokerage logo in your marketing materials you agree to consent of the above guidelines. If you have questions or concerns regarding use of the Coldwell Banker Residential Brokerage logo and/or display of your brokerage in marketing material, please contact Kacie Ricker in Marketing at kacie.ricker@westrsc.com or call 925.358.3133.