



COLDWELL BANKER

Identity Standards

MAY 2024



TABLE OF CONTENTS

5	CORE VALUES	21	TYPOGRAPHY <ul style="list-style-type: none">· <i>fonts</i>· <i>examples</i>	46	SOCIAL MEDIA <ul style="list-style-type: none">· <i>posts for Facebook & Instagram</i>	61	LOGO WITH DBA <ul style="list-style-type: none">· <i>vertical logo single-line dba</i>· <i>vertical logo double-line dba</i>· <i>vertical stacked logo single-line dba</i>· <i>vertical stacked logo double-line dba</i>· <i>horizontal logo single & double-line dba</i>· <i>horizontal stacked logo single & double-line dba (long names)</i>· <i>horizontal stacked logo single & double-line dba (long names)</i>
6	LOGO <ul style="list-style-type: none">· <i>variations</i>· <i>size & space parameters</i>· <i>dba variations</i>· <i>rules for usage</i>	23	PHOTOGRAPHY <ul style="list-style-type: none">· <i>exteriors</i>· <i>interiors</i>· <i>details</i>	47	HTML EMAIL <ul style="list-style-type: none">· <i>eblast</i>· <i>eblast example</i>		
12	LOGOMARK <ul style="list-style-type: none">· <i>rules for usage</i>· <i>examples</i>· <i>samples / social media</i>		APPLICATIONS	49	EVENT MATERIALS <ul style="list-style-type: none">· <i>banners, table skirts & tent cards</i>· <i>samples</i>		
16	LOGO & LOGOMARK <ul style="list-style-type: none">· <i>applications / swag</i>	27	STATIONERY <ul style="list-style-type: none">· <i>business card / letterhead / note card / envelope</i>· <i>housing folder</i>	51	SIGNAGE <ul style="list-style-type: none">· <i>yard signs</i>		
17	VOICE <ul style="list-style-type: none">· <i>quiet confidence</i>· <i>examples of tone</i>	28	ADVERTISING <ul style="list-style-type: none">· <i>branding ads</i>· <i>seller ads</i>· <i>listing ads (company & office)</i>· <i>magazine listing ad spread (company & office)</i>	56	IDENTITY REQUIREMENTS <ul style="list-style-type: none">· <i>trademark overview</i>· <i>disclaimer & use of mark</i>· <i>registered service mark overview: dba</i>· <i>the mark in copy</i>· <i>trademark notations</i>		
19	COLOR PALETTE <ul style="list-style-type: none">· <i>a refined selection</i>	36	COLLATERAL <ul style="list-style-type: none">· <i>postcard samples</i>				
20	DIGITAL COLOR PALETTE	44					

ULTIMATE LUXURY

When the prestige of the **Coldwell Banker**® name aligns with the expertise and expansive global reach of some of today's leading luxury real estate masters, the extraordinary is possible.



CORE VALUES

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.

LOGO

ON BLACK



In our reimagined logo and branding, Coldwell Banker Global Luxury® has adopted characteristics from the **Coldwell Banker®** rebrand introduced in 2019, reinforcing our identity as the luxury extension of one of real estate’s most revered brands.

ON WHITE



We’ve introduced a new font and created a logomark reminiscent of a classic wax seal. The elegance is conveyed. The pedigree is understood.

LOGO – *variations*

THE STACKED LOGO

The stacked logo is ideally suited to square or more vertically formatted materials, such as vertical business cards and vertical banner signage, allowing for the logo elements to be larger in their designated space.



COLDWELL BANKER

THE HORIZONTAL LOGO

The horizontal logo is ideally suited to horizontally formatted materials and limited space labeling opportunities, such as website titling and mastheads.



COLDWELL BANKER

LOGO – *variations*

THE SILVER LOGOMARK

The logomark also exists in a metallic silver version, which may be used on all Coldwell Banker Global Luxury® marketing materials and assets. The white outer ring of the logomark must be visible, so the metallic silver version may not be used on white or light backgrounds.



COLDWELL BANKER



COLDWELL BANKER

LOGO – size & space parameters

LOGO SIZE

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 logomark is less than .375” in width for the circular seal.

.375" wide



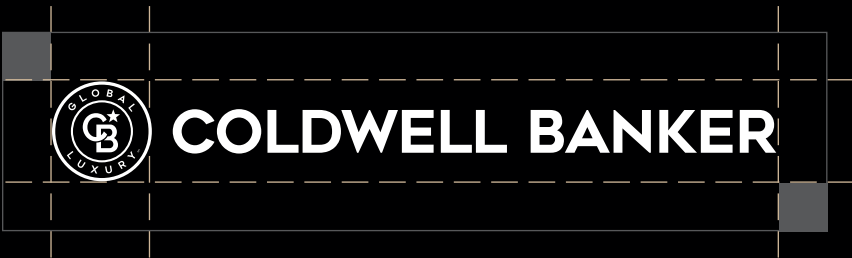
.375" high



COLDWELL BANKER

LOGO SAFETY SPACE

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



LOGO – *dba variations*

DBA LOGO VARIATIONS – DARK BACKGROUND

VERTICAL



VERTICAL STACKED



HORIZONTAL



HORIZONTAL STACKED



DBA LOGO VARIATIONS – LIGHT BACKGROUND

VERTICAL



VERTICAL STACKED



HORIZONTAL



HORIZONTAL STACKED



LOGO – *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 black box.



DO NOT

Use the mark in any other color combination, other than the approved black and white versions.



DO NOT

Use the logomark in reverse. The **Coldwell Banker®** star internal mark must always be white.



DO NOT

Substitute another font for Coldwell Banker.



DO NOT

Stretch or condense the mark.



DO NOT

Superimpose any image or copy over the mark.



DO NOT

Place the mark at an angle.



DO NOT

Use the mark as a copy element.

This home is offered by  **COLDWELL BANKER**

When shown with the Coldwell Banker Global Luxury® logo, agent logos must be outside the safety distance around the Global Luxury logo and must be no larger than the Global Luxury logo.



HARPER *Bakay*



HARPER *Bakay*

LOGOMARK – *rules for usage*

The Coldwell Banker Global Luxury® logomark may be used alone without the accompanying **Coldwell Banker®** type as an accent element or identifier. In such cases it may be used in its black and white supplied formats, but must never be used in negative. The Coldwell Banker star internal mark must always appear as white, never as another color. The exception is if the entire seal and/or logo is being blind embossed.

DO



DO



DON'T



DON'T



LOGOMARK SILVER – *rules for usage*

The Coldwell Banker Global Luxury® logomark may be used alone without the accompanying **Coldwell Banker®** type as an accent element or identifier. In such cases it may be used in its black and white supplied formats, but must never be used in negative. The Coldwell Banker star internal mark must always appear as white, never as another color. The exception is if the entire seal and/or logo is being blind embossed.

DO



DO



DON'T



DON'T



LOGOMARK – *examples*

LOGOMARK ON DARK BACKGROUND

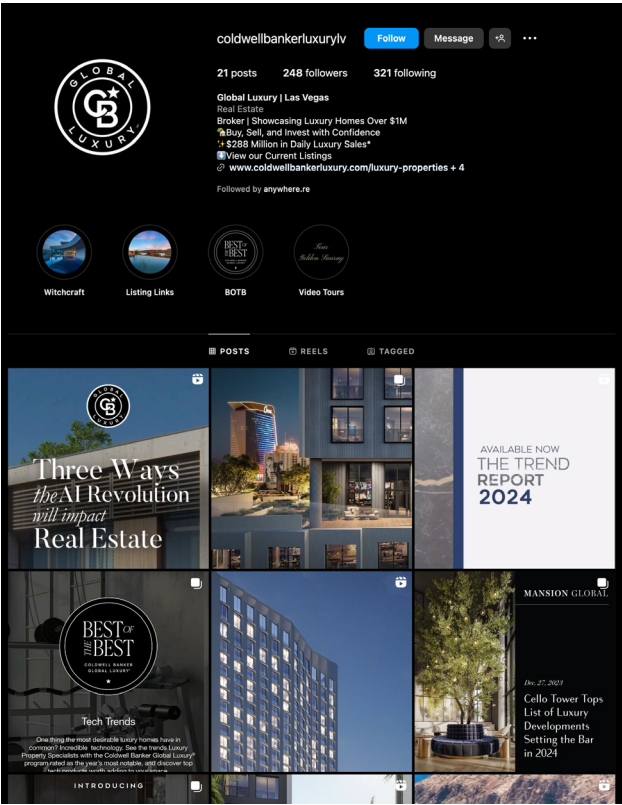


LOGOMARK ON LIGHT BACKGROUND

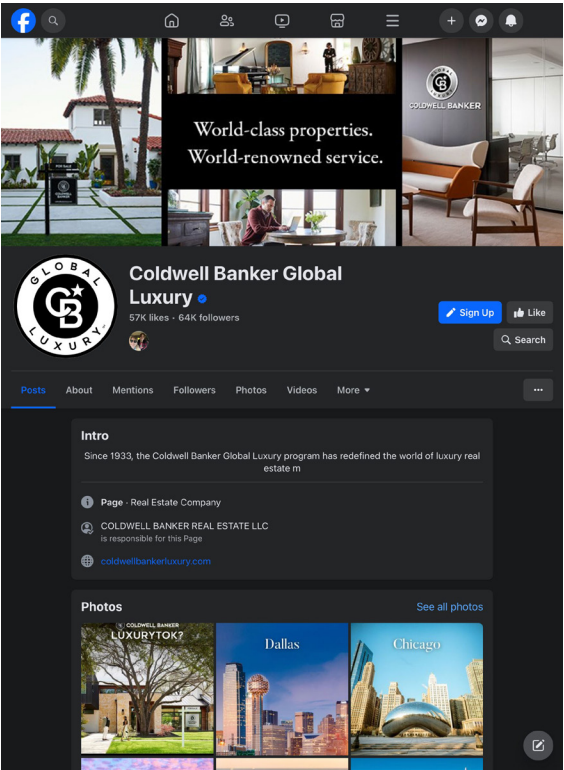


LOGOMARK – *samples / social media*

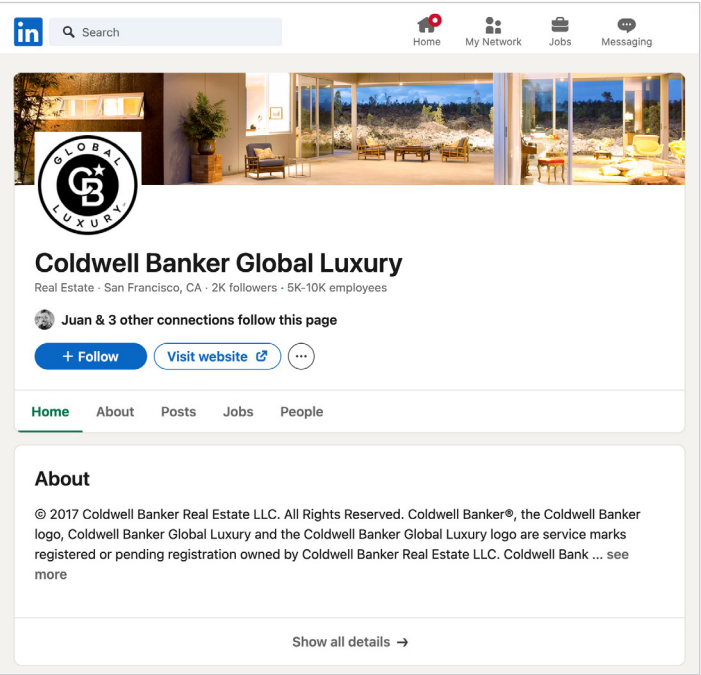
The logomark also acts as an ideal identifier for social media vehicles. To the right are examples of Instagram, Facebook and LinkedIn home pages, each using the logomark as the profile image.



INSTAGRAM



FACEBOOK



LINKEDIN

LOGO & LOGOMARK – *applications / swag*



LUXURY SWAG

A limited line of curated swag items have been chosen to best represent the Coldwell Banker Global Luxury® program. Our logo in its entirety or the circular seal standing alone have been applied and positioned with an eye for style. Elegance, after all, is in the details.

These items are available on ColdwellBankerStore.com.

Logo in black foil

VOICE – *quiet confidence*

With copywriting and messaging, our approach is thoughtful, informative, clear and always courteous.

We respect your wants and needs. And we respect your time and responsibilities. We are here to assist, guide and represent you in any way we can with experience, strength and grace.



VOICE – *examples of tone*

INFORMATIVE

Decade after decade, this elite program has endured as “best in class” by leveraging innovation, technology and the expertise of Luxury Property Specialists across the globe.

Today, the iconic **Coldwell Banker**® brand is synonymous with a gold standard of service, cementing its status as a premier real estate authority for present and future generations of discerning buyers and sellers everywhere.

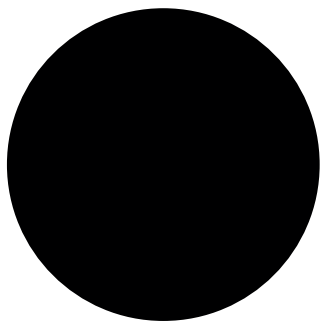
THOUGHTFUL

Beauty and serenity can be found on the expansive brick patio overlooking the sea, surrounded by mature trees, manicured grounds and extraordinary sculptures. It is the ideal location for dining, relaxing and savoring masterful sunsets.

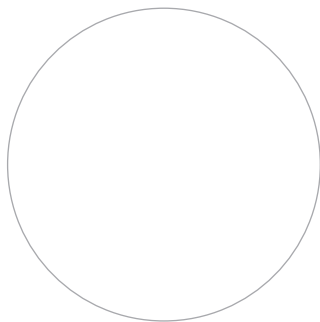
CLEAR

| *YOUR LUXURY IS OUR LEGACY.*

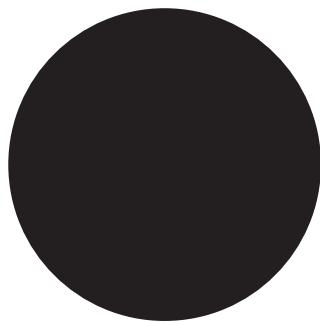
COLOR PALETTE – *a refined selection*



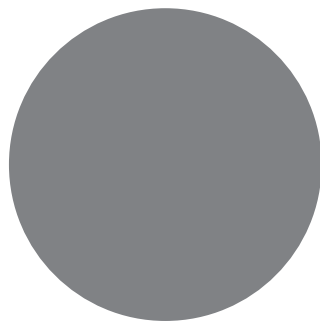
Noir
CMYK 60 / 40 / 40 / 100
RGB 0 / 0 / 0
#000000



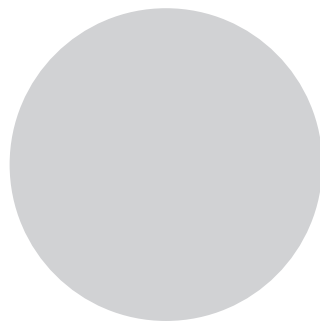
Blanc
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
#FFFFFF



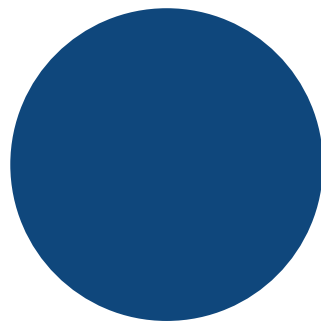
Ebony
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
#000000



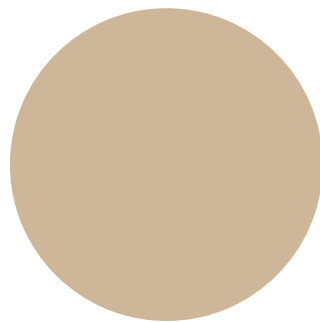
Pewter
CMYK 0 / 0 / 0 / 60
RGB 128 / 130 / 133
#808284



Fog
CMYK 0 / 0 / 0 / 20
RGB 209 / 211 / 212
#D1D3D4



Aegean
CMYK 86 / 57 / 0 / 40
RGB 20 / 71 / 174
#14477C



Camel Hair
CMYK 10 / 20 / 35 / 10
RGB 207 / 183 / 153
#CFB799

Black and white and shades of gray create a surface of strength and simplicity, on which we can build a vivid story where the settings and personalities provide the real color.
Camel Hair and Aegean are offered as secondary colors to complement the subject matter when appropriate.

DIGITAL COLOR PALETTE

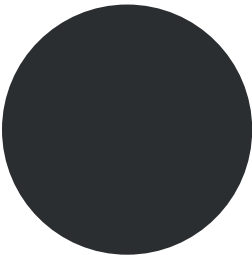
Black is our signature color. It is recognized internationally and is present in our logo, signage and all brand materials. White space is incorporated generously for a clean, contemporary look and easy readability. Black is our go-to for typography. Our specialty color palette is meant to be used sparingly 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.

SURFACES - Surfaces should always be black (primary dark) or white. Shades of gray and blue can be used to add depth.

BUTTONS - Primary buttons are Google Material Contained styles in Primary. Secondary buttons are Google Material Outline style in Primary. Secondary Buttons may also be text only.

ACCENTS - Google Material Primary/Secondary color rules apply for all components (tabs, toggles, radio buttons, etc.). Secondary or grays may be used for additional accents and flourishes (icons, horizontal rules, etc.).

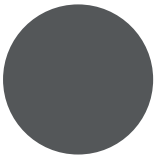
PRIMARY COLORS



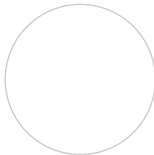
Primary
#2B2E30



Gray
#D1D3D4



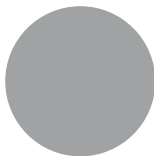
Primary Light
#545759



Gray Light
#FFFFFF

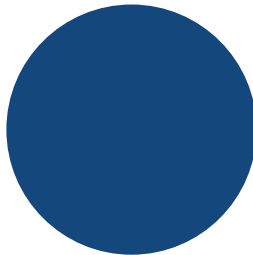


Primary Dark
#000307

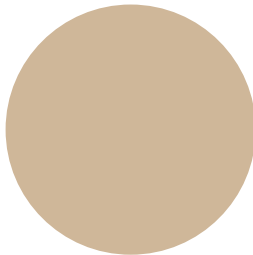


Gray Dark
#A0A2A3

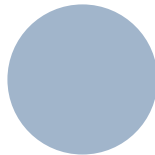
SPECIALTY COLORS



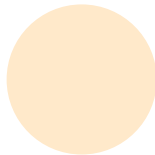
Blue
#14477C



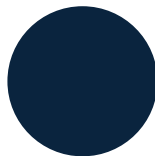
Secondary
#CFB799



Blue Light
#A1B5CB



Secondary Light
#FFE9CA



Blue Dark
#0A243E



Secondary Dark
#9D876B

Specialty colors are used sparingly and only when necessary to add clarity to a function or to highlight a piece of information.

TYPOGRAPHY – *fonts*

Successful typography adds character and personality to the written word. The font family for Coldwell Banker Global Luxury® now includes three font collections to assist in this task:

ADOBE GARAMOND PRO | ROBOTO | GEOMETOS NEUE

ADOBE GARAMOND PRO is a classic serified font that adds elegance and a refined strength to any message. In its many weight and style variations, it is suitable for all kinds of typographic messaging.

ROBOTO is a diverse type family, available in 18 weights and styles. It’s very readable and can go from a whisper to a shout, depending on the weight, size and styling.

GEOMETOS NEUE is the brand font for the **Coldwell Banker®** brand. For Coldwell Banker Global Luxury materials, we use it in headlines, subheads, charts and words or phrases that are meant to stand out. It’s strong and graphic.

DIGITAL ALTERNATIVES

WEBSITES – ROBOTO (default) and GARAMOND for use on headlines and subheads

EMAILS – ARIAL (body) and TIMES NEW ROMAN for use headlines and subheads

Examples of the above will follow on the next page.

ADOBE GARAMOND PRO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz 1234567890!@#\$\$%

Regular | *Italic* | **Semibold** | *Semibold Italic* | **Bold** | *Bold Italic*

ROBOTO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz 1234567890!@#\$\$%

Thin | *Thin Italic* | Light | *Light Italic* | Roman | *Italic* | **Medium** | *Medium Italic*
Bold | *Bold Italic* | **Black** | *Black Italic*

Roboto is a free Google® font available [here](#).

GEOMETOS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%

EXTRA LIGHT | LIGHT | REGULAR | **BOLD** | **EXTRA BOLD** | **BLACK** | **ULTRA**

TYPOGRAPHY – *examples*

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.

A very thin font in all caps implies a sophisticated voice behind the message. This is ROBOTO LIGHT with open letter spacing.

SOPHISTICATED

Recruiting ads with powerful messages can be enforced by using all caps/bold, here in GEOMETOS for example.

CLEAR

casual

Upper/lower or all lower case headlines, as in ROBOTO ROMAN are more personal, relaxed and inviting.

Elegant

A classic serified font, like ADOBE GARAMOND PRO, REGULAR adds an air of refinement to any type treatment.

Bold

Bold type is suitable for enforcing a powerful message. This is ROBOTO BLACK.

STYLISH

Using Italics in all caps brings movement and energy to a message and adds visual appeal. This is ADOBE GARAMOND PRO ITALIC.

conversational

Lower case italic, especially in a serified font like ADOBE GARAMOND PRO ITALIC, is easy to read and smartly conversational.

PHOTOGRAPHY – *all the best angles*



PHOTOGRAPHY – *exteriors*



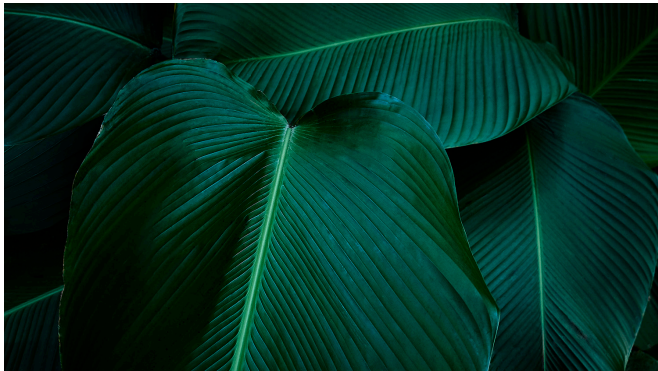
Dramatic angles, beautiful lighting. Our exterior photography highlights the architecture and surroundings, creating an ideal setting that impresses and inspires.

PHOTOGRAPHY – *interiors*



Glorious spaces, unique environments. Our interior photography presents the ultimate in luxury living in a way that is atmospheric, dramatic and welcoming at the same time.

PHOTOGRAPHY – *details*



Rich textures, delicious colors. Our detail photography exists to create an added spark, a touch of whimsy, a grand gesture.
Luxury is in the details.

APPLICATIONS



*Our look,
moving forward*

STATIONERY – *business card / letterhead / note card / envelope*

OPTION 1

FRONT

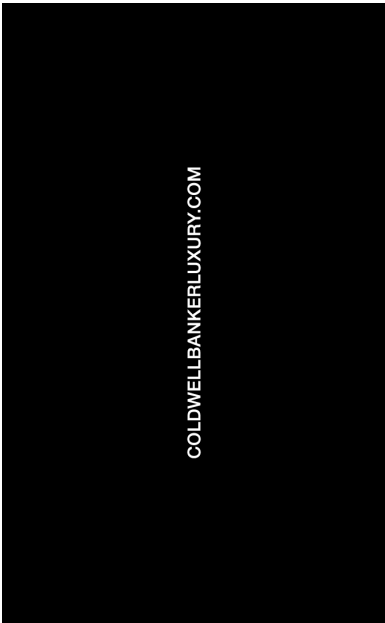
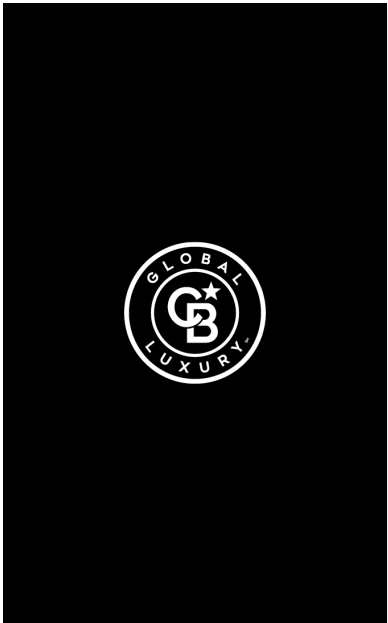


White on black

BACK OPTIONS



Logo in black foil



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

*Only Luxury Property Specialists with the Coldwell Banker Global Luxury® program may represent themselves as a Luxury Property Specialist and a business card with that designation is reserved for Luxury Property Specialists only.

STATIONERY – *business card / letterhead / note card / envelope*

OPTION 2

FRONT

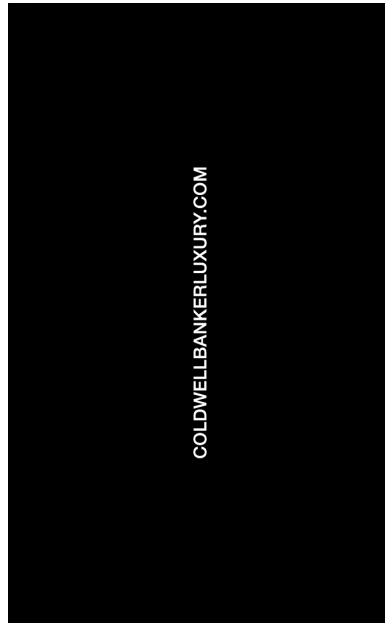
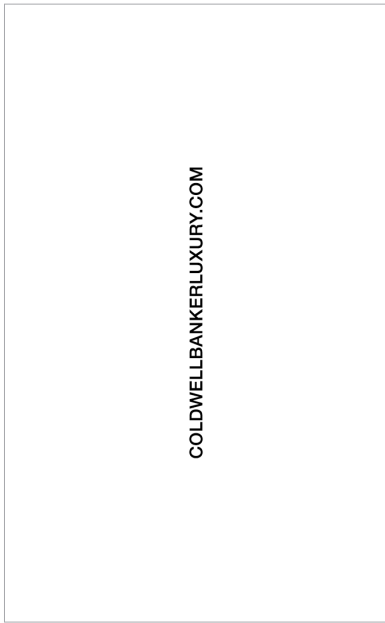


Black on white

BACK OPTIONS



Logo in black foil



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

STATIONERY – *business card / letterhead / note card / envelope*

OPTION 3

FRONT

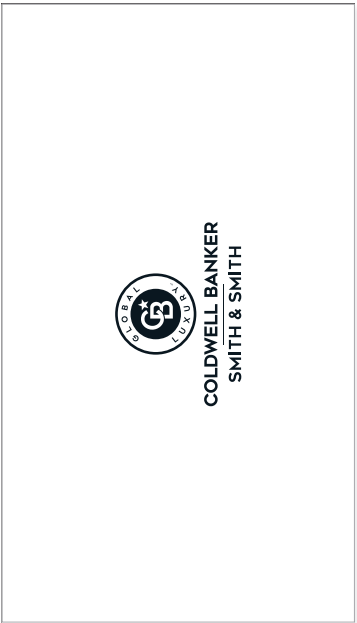
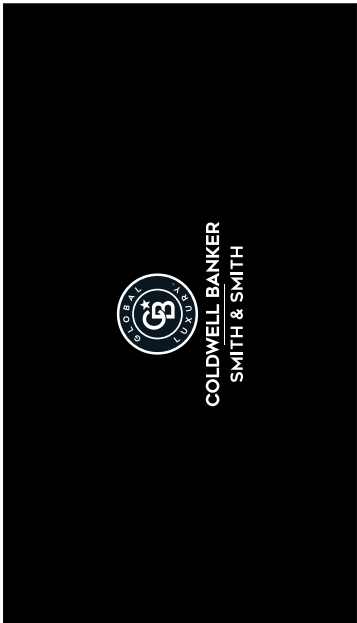


Black



White


BACK OPTIONS



The Coldwell Banker Global Luxury® mark with your approved company trade name (DBA) must appear on the back of the business card.
All options for stationery package components can be found at **Desk > Xpressdocs**. Put together your personal look.

STATIONERY – *business card / letterhead / note card / envelope*

LETTERHEAD



**COLDWELL BANKER
SMITH & SMITH**

JANE DOE
LUXURY PROPERTY SPECIALIST

C. 310.820.6811 | O. 310.447.6435
F. 310.447.2000
janedoe.com | jane@janedoe.com
CalRE #12345678


Dear John Smith,

Fugit, ut magnatet unt la suntiuriore plicit, aperuntia vella volupti oribus erate magnimincto doluptatur? Quibeatum aut doluptatur as solor sita quibus excernam fugit minimol uptatib erferuptat. Molore dolentis adit et dus prenitat aut eroribu scipsam quos es qui volorum cum autatibea necepra volupic tectias perrum voloreh endiand icitatibus, sit officae porei- cias ducillabo. Ut ex eosam, num et ut officiatium alicipi delenim inctem illesed.

Ullaut unt que pro magnisque sant essimpo rererfera niminus moluptatur aniae et quunt od que con ea cor mil ius rem. Cullign atemporum re perion cumque dolorro maximagnima por molores dolorum doluptat vel millectur se elestendae nis arum volesci usdandunt entiuria- tur, a sequibust ilitatia explignam rese explam re dolectem con non niaeseque qui doluptiae laut ped est alici volent as ma veraeria este coria que aliquuntiur? Equam id est, enis eos ditius et, ut a nonsedit dolenderrunt dem. Igento doluptatem que reium et volo et rererem- qui dis mollature nulpa nihit, autestrum iducili gendae volenditis am quasincto blabor aspis rerrumquis doles as sitas exped mo etusam restia si recatur, tet es at.

Equi blab iunt, qui conecab oruptaepedi a preicimet maximin veriscide vente volupie ni- molorit litatquam reperum esedi nonsere rumque niatus imus rem. Et rem quidi nectia vo- luptae. Eliqui berovid ut volorum que volenih iciatibus doluptas sumqui dolupta tessunt et occust et quiandi tassinvel most optatatem quam que nusam.

11611 San Vicente Blvd. 9th Flr. | Los Angeles, CA 90049
COLDWELLBANKERLUXURY.COM

Each office is independently owned and operated. 



**COLDWELL BANKER
SMITH & SMITH**

JANE DOE | LUXURY PROPERTY SPECIALIST
C. 310.820.6811 | O. 310.447.6435
F. 310.447.2000
janedoe.com | jane@janedoe.com
CalRE #12345678


Dear John Smith,

Fugit, ut magnatet unt la suntiuriore plicit, aperuntia vella volupti oribus erate magnimincto doluptatur? Quibeatum aut doluptatur as solor sita quibus excernam fugit minimol uptatib erferuptat. Molore dolentis adit et dus prenitat aut eroribu scipsam quos es qui volorum cum autatibea necepra volupic tectias perrum voloreh endiand icitatibus, sit officae porei- cias ducillabo. Ut ex eosam, num et ut officiatium alicipi delenim inctem illesed.

Ullaut unt que pro magnisque sant essimpo rererfera niminus moluptatur aniae et quunt od que con ea cor mil ius rem. Cullign atemporum re perion cumque dolorro maximagnima por molores dolorum doluptat vel millectur se elestendae nis arum volesci usdandunt entiuria- tur, a sequibust ilitatia explignam rese explam re dolectem con non niaeseque qui doluptiae laut ped est alici volent as ma veraeria este coria que aliquuntiur? Equam id est, enis eos ditius et, ut a nonsedit dolenderrunt dem. Igento doluptatem que reium et volo et rererem- qui dis mollature nulpa nihit, autestrum iducili gendae volenditis am quasincto blabor aspis rerrumquis doles as sitas exped mo etusam restia si recatur, tet es at.

Equi blab iunt, qui conecab oruptaepedi a preicimet maximin veriscide vente volupie ni- molorit litatquam reperum esedi nonsere rumque niatus imus rem. Et rem quidi nectia vo- luptae. Eliqui berovid ut volorum que volenih iciatibus doluptas sumqui dolupta tessunt et occust et quiandi tassinvel most optatatem quam que nusam.

11611 San Vicente Blvd. 9th Flr. | Los Angeles, CA 90049
COLDWELLBANKERLUXURY.COM

Each office is independently owned and operated. 

STATIONERY – *business card / letterhead / note card / envelope*

OPTION 1

Embossed black
on black



Each office is independently owned and operated. 

JANE DOE | LUXURY PROPERTY SPECIALIST

COLDWELL BANKER SMITH & SMITH

C. 310.820.6811 | O. 310.447.6435 | F. 310.447.2000 | janedoe.com | jane@janedoe.com

11611 San Vicente Blvd. 9th Flr. Los Angeles, CA 90049 | CalRE #12345678

COLDWELLBANKERLUXURY.COM

OPTION 2



Each office is independently owned and operated. 

JANE DOE | LUXURY PROPERTY SPECIALIST

COLDWELL BANKER SMITH & SMITH

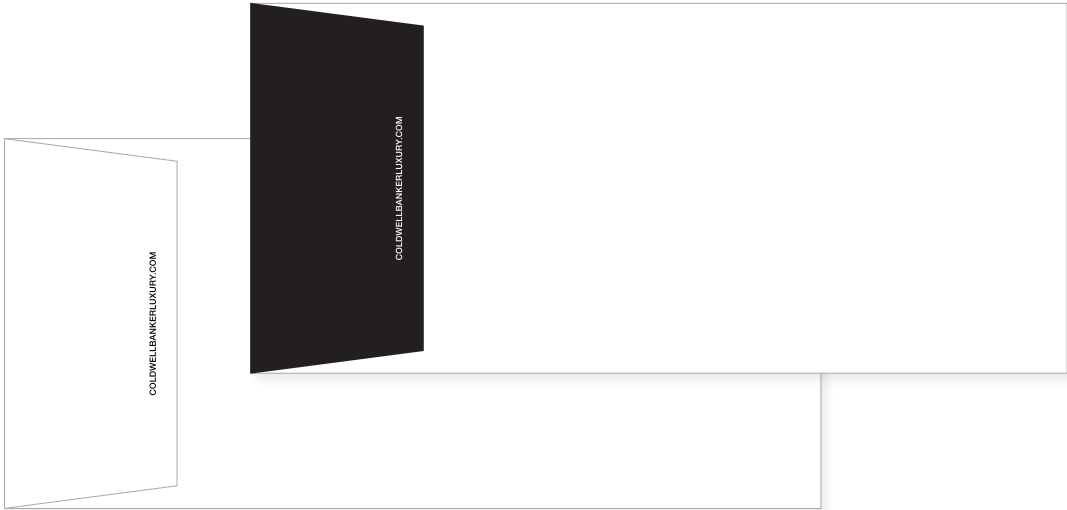
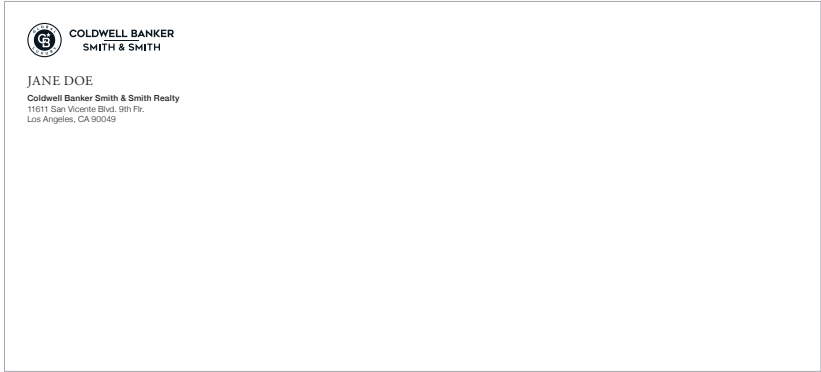
C. 310.820.6811 | O. 310.447.6435 | F. 310.447.2000 | janedoe.com | jane@janedoe.com

11611 San Vicente Blvd. 9th Flr. Los Angeles, CA 90049 | CalRE #12345678

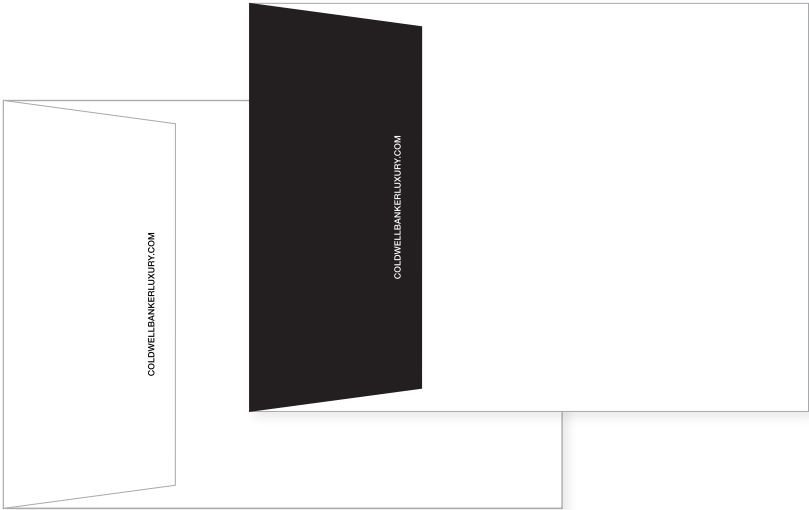
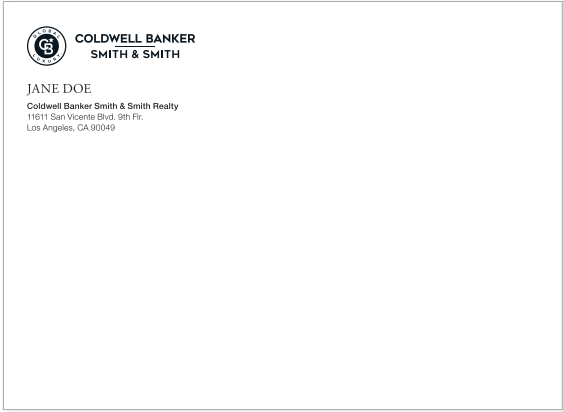
COLDWELLBANKERLUXURY.COM

STATIONERY – *business card / letterhead / note card / envelope*

ENVELOPES



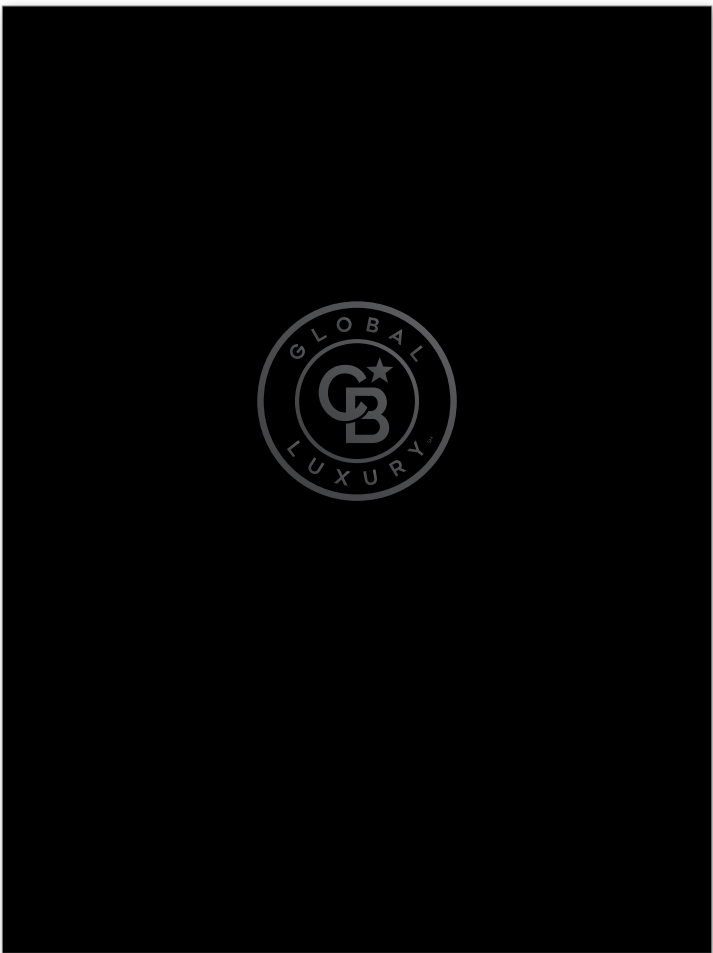
#10 Envelope with flap options



A10 Envelope with flap options

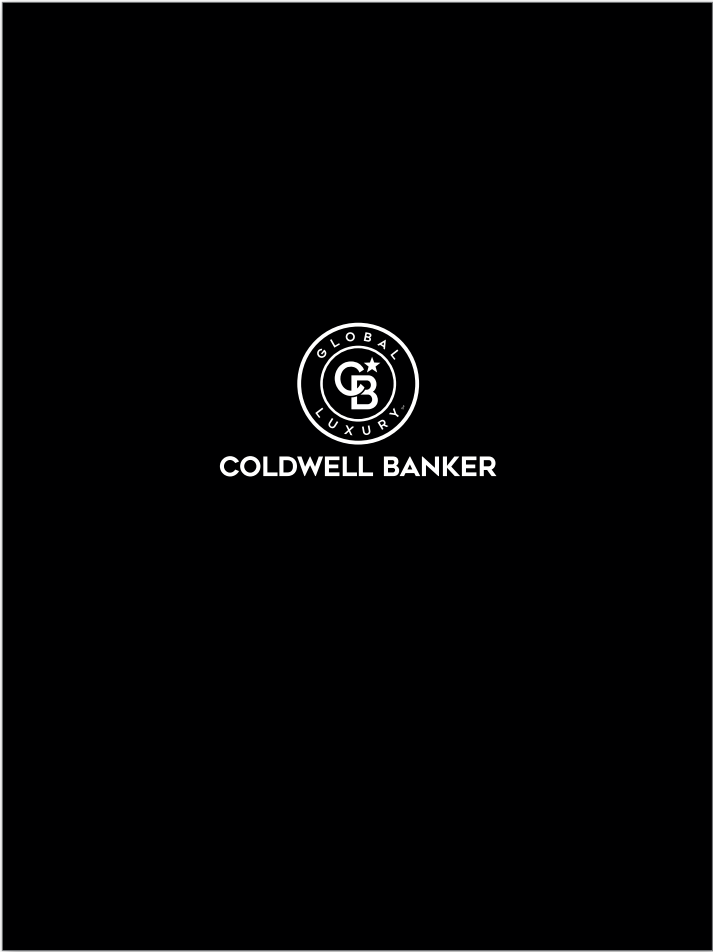
STATIONERY – *housing folder*

OPTION 1



Black folder with black embossed cover logo

STATIONERY – *housing folder*



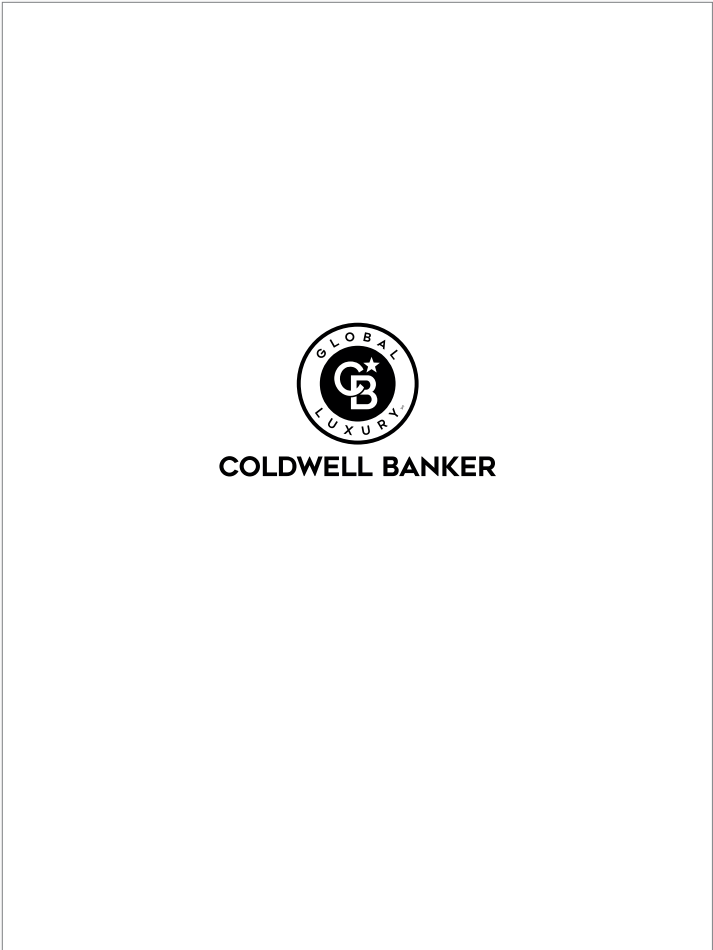
OPTION 2



Black folder with white cover logo

STATIONERY – *housing folder*

OPTION 3



White folder with black cover logo


ADVERTISING – *branding ads*

OPTION 1


refined

distinctive


personal



The culmination of luxury

 **COLDWELL BANKER** | SMITH & SMITH

COLDWELLBANKERLUXURY.COM

©2020 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 Realogy 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.  2020CP_8/20

rare

elite



The culmination of luxury

 **COLDWELL BANKER** | SMITH & SMITH

COLDWELLBANKERLUXURY.COM

©2020 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 Realogy 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.  2020CP_8/20

ADVERTISING – branding ads

OPTION 2



City Name, State | \$10,000,000 | 7 bedrooms, 5 full and 1 half baths
Search MLS#123456 on coldwellbankerluxury.com

The ultimate status symbol

 **COLDWELL BANKER** | SMITH & SMITH

COLDWELLBANKERLUXURY.COM

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. ©2020 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.  2020CPY_8/20



City Name, State | \$10,000,000 | 7 bedrooms, 5 full and 1 half baths
Search MLS#123456 on coldwellbankerluxury.com

The ultimate status symbol

 **COLDWELL BANKER** | SMITH & SMITH

COLDWELLBANKERLUXURY.COM

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. ©2020 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.  2020CPY_8/20

ADVERTISING – *seller ads*

OPTION 1



ADVERTISING – *seller ads*

OPTION 2

LUXURY IS CAPTIVATING



COLDWELL BANKER
SMITH & SMITH



When your property is expertly marketed and displayed on hundreds of websites worldwide, it's going to get noticed.

City Name, State | \$10,000,000 | 7 bedrooms, 5 full and 1 half baths
Search MLS#123456 on coldwellbankerluxury.com

COLDWELLBANKERLUXURY.COM

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. ©2020 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 Realogy 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.  2020CP, 8/20

LUXURY IS CAPTIVATING



COLDWELL BANKER | SMITH & SMITH

When your property is expertly marketed and displayed on hundreds of websites worldwide, it's going to get noticed.



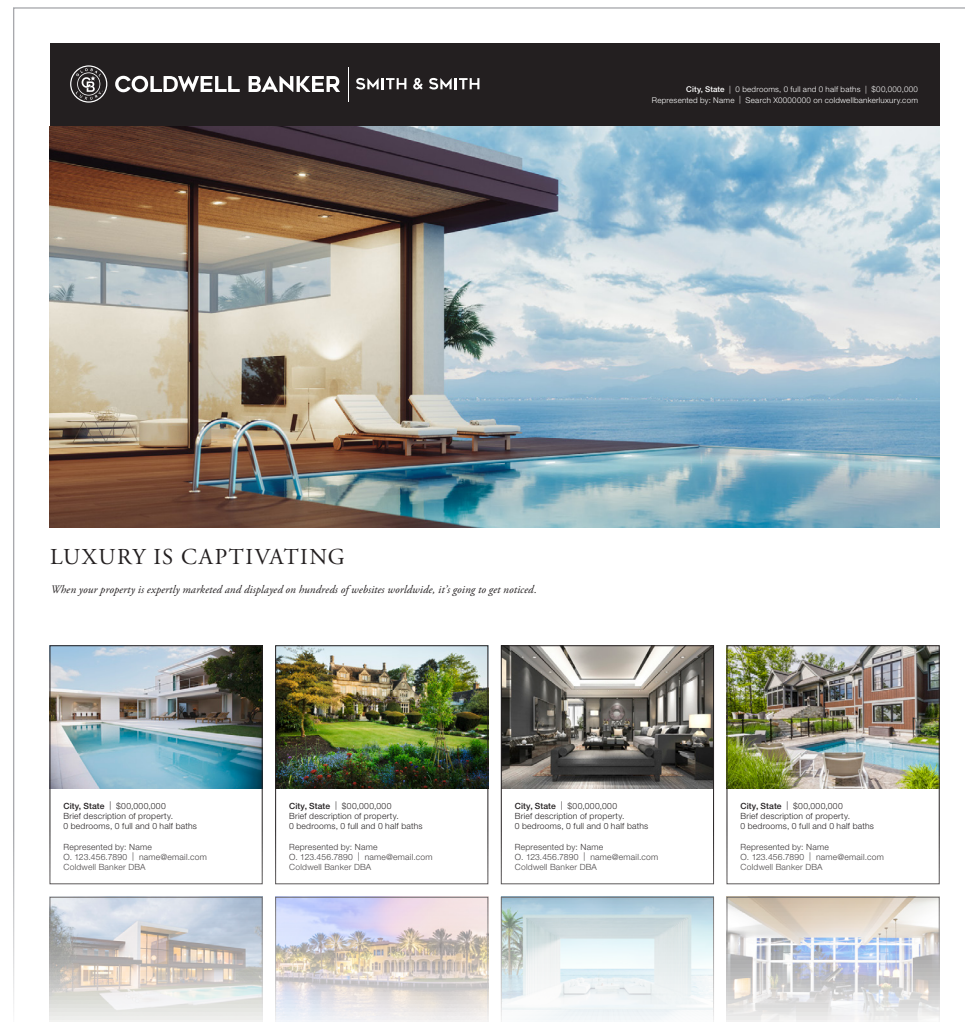
City Name, State | \$10,000,000 | 7 bedrooms, 5 full and 1 half baths
Search MLS#123456 on coldwellbankerluxury.com

COLDWELLBANKERLUXURY.COM

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. ©2020 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 Realogy 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.  2020CP, 8/20

ADVERTISING – *listing ads (company & office)*

OPTION 1



Fonts

Adobe Garamond Pro Regular

Adobe Garamond Pro Italic

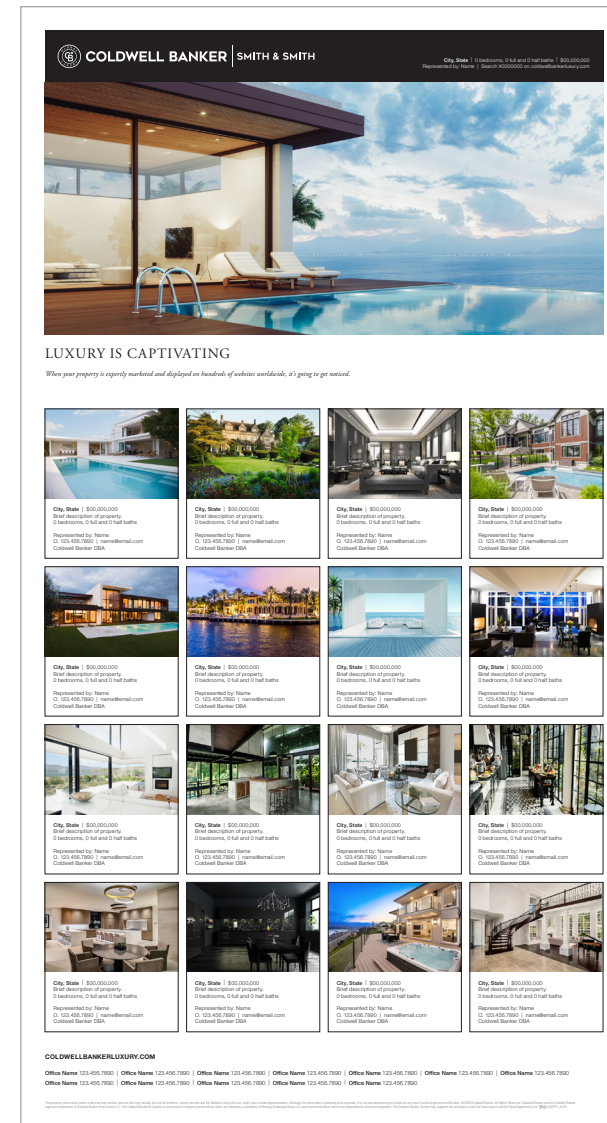
Roboto Medium

Roboto Light

0.5" I


.25"

1"



ADVERTISING – *listing ads (company & office)*


OPTION 2



COLDWELL BANKER









SMITH & SMITH

City, State | 0 bedrooms, 0 full and 0 half baths | \$00,000,000
Represented by: Name | Search XXXXXXXXX on coldwellbankerluxury.com



LUXURY IS CAPTIVATING

When your property is expertly marketed and displayed on hundreds of websites worldwide, it's going to get noticed.

 <div> <div>City, State \$00,000,000</div> <div>Brief description of property.</div> <div>0 bedrooms, 0 full and 0 half baths</div> <div>Represented by: Name</div> <div>O. 123.456.7890 name@email.com</div> <div>Coldwell Banker DBA</div> </div>	 <div> <div>City, State \$00,000,000</div> <div>Brief description of property.</div> <div>0 bedrooms, 0 full and 0 half baths</div> <div>Represented by: Name</div> <div>O. 123.456.7890 name@email.com</div> <div>Coldwell Banker DBA</div> </div>	 <div> <div>City, State \$00,000,000</div> <div>Brief description of property.</div> <div>0 bedrooms, 0 full and 0 half baths</div> <div>Represented by: Name</div> <div>O. 123.456.7890 name@email.com</div> <div>Coldwell Banker DBA</div> </div>	 <div> <div>City, State \$00,000,000</div> <div>Brief description of property.</div> <div>0 bedrooms, 0 full and 0 half baths</div> <div>Represented by: Name</div> <div>O. 123.456.7890 name@email.com</div> <div>Coldwell Banker DBA</div> </div>
			

1"

.5"

Fonts


Adobe Garamond Pro Regular

Adobe Garamond Pro Italic


Roboto Medium

Roboto Light

0.5" I



COLDWELL BANKER | SMITH & SMITH

City, State | 123.456.7890 | 123.456.7890 | 123.456.7890
 Represented by Name | Search 123.456.7890 on coldwellbankerluxury.com




LUXURY IS CAPTIVATING

When your property is expertly marketed and displayed on hundreds of websites worldwide, it's going to get noticed.




City, State | \$50,000,000
 Brief description of property:
 5 bedrooms, 9 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$10,000,000
 Brief description of property:
 3 bedrooms, 5 full and 2 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA




City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA



City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA



City, State | \$20,000,000
 Brief description of property:
 3 bedrooms, 7 full and 5 half baths

Represented by Name
 C. 123.456.7890 | 123.456.7890 | 123.456.7890
 Coldwell Banker CBA

COLDWELLBANKERLUXURY.COM

Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890

Represented by Name | Search 123.456.7890 on coldwellbankerluxury.com

ADVERTISING – *magazine listing ad spread (company & office)*

OPTION 1


Fonts
Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
Roboto Medium
Roboto Light

.5"

1.2059"


.5"

LUXURY IS CAPTIVATING




City, State | \$00,000,000
0 bedrooms, 0 full and 0 half baths

Represented by: Name
O. 123.456.7890
Search X0000000 on coldwellbankerluxury.com




City, State | \$00,000,000
0 bedrooms, 0 full and 0 half baths

Represented by: Name
O. 123.456.7890
Search X0000000 on coldwellbankerluxury.com




City, State | \$00,000,000
0 bedrooms, 0 full and 0 half baths

Represented by: Name
O. 123.456.7890
Search X0000000 on coldwellbankerluxury.com




City, State | \$00,000,000
0 bedrooms, 0 full and 0 half baths

Represented by: Name
O. 123.456.7890
Search X0000000 on coldwellbankerluxury.com



City, State | 0 bedrooms, 0 full and 0 half baths | \$00,000,000
Represented by: Name | Search X0000000 on coldwellbankerluxury.com

COLDWELLBANKERLUXURY.COM

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. ©2020 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 Realogy 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.  2020CPY_8/20

Based on 16.25" X 10.75" layout

43 | COLDWELL BANKER GLOBAL LUXURY® IDENTITY STANDARDS | 5/24

ADVERTISING – *magazine listing ad spread (company & office)*

OPTION 2

Fonts
Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
Roboto Medium
Roboto Light


.5"

.5"

.5"

LUXURY IS CAPTIVATING

When your property is expertly marketed and displayed on hundreds of websites worldwide, it's going to get noticed.




City, State | \$00,000,000

0 bedrooms, 0 full and 0 half baths

Represented by: Name

O. 123.456.7890

Search X0000000 on coldwellbankerluxury.com




City, State | \$00,000,000

0 bedrooms, 0 full and 0 half baths

Represented by: Name

O. 123.456.7890

Search X0000000 on coldwellbankerluxury.com




City, State | \$00,000,000

0 bedrooms, 0 full and 0 half baths

Represented by: Name

O. 123.456.7890

Search X0000000 on coldwellbankerluxury.com



City, State | \$00,000,000

0 bedrooms, 0 full and 0 half baths

Represented by: Name


O. 123.456.7890

Search X0000000 on coldwellbankerluxury.com

Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890


Office Name 123.456.7890 | Office Name 123.456.7890 | Office Name 123.456.7890

Office Name 123.456.7890 | Office Name 123.456.7890


 COLDWELL BANKER | SMITH & SMITH

City, State | 0 bedrooms, 0 full and 0 half baths | \$00,000,000

Represented by: Name | Search X0000000 on coldwellbankerluxury.com



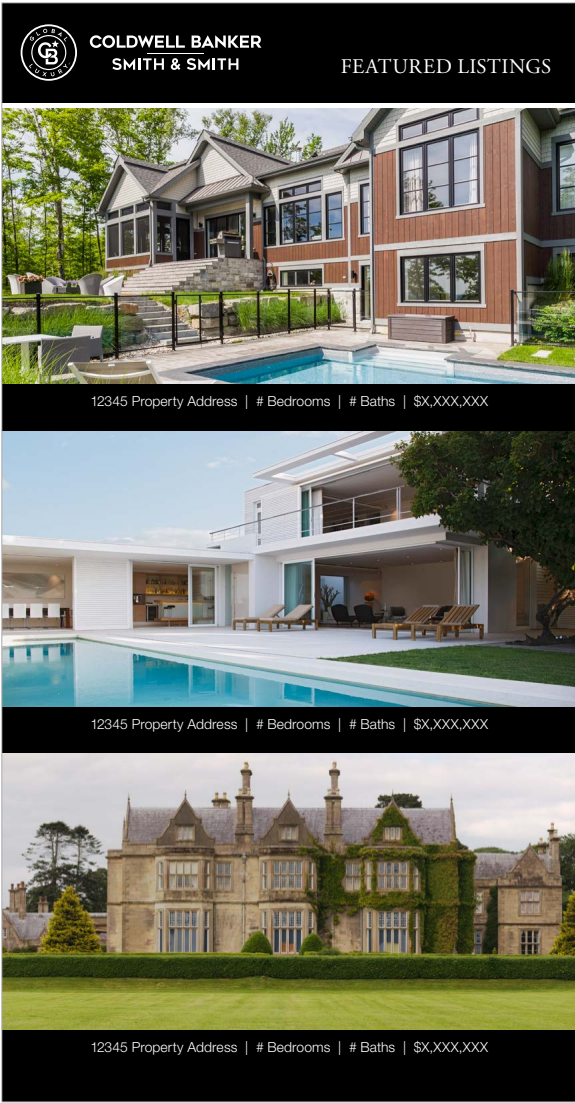
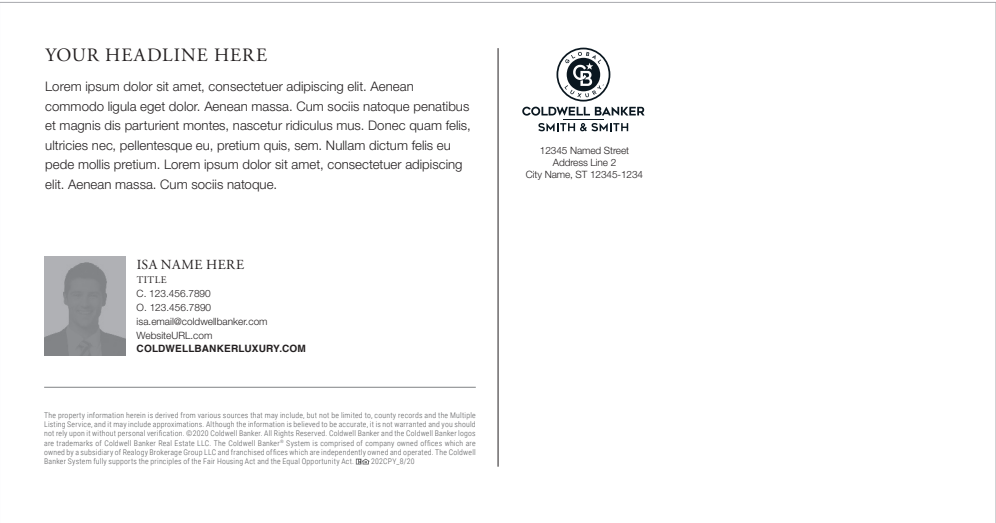
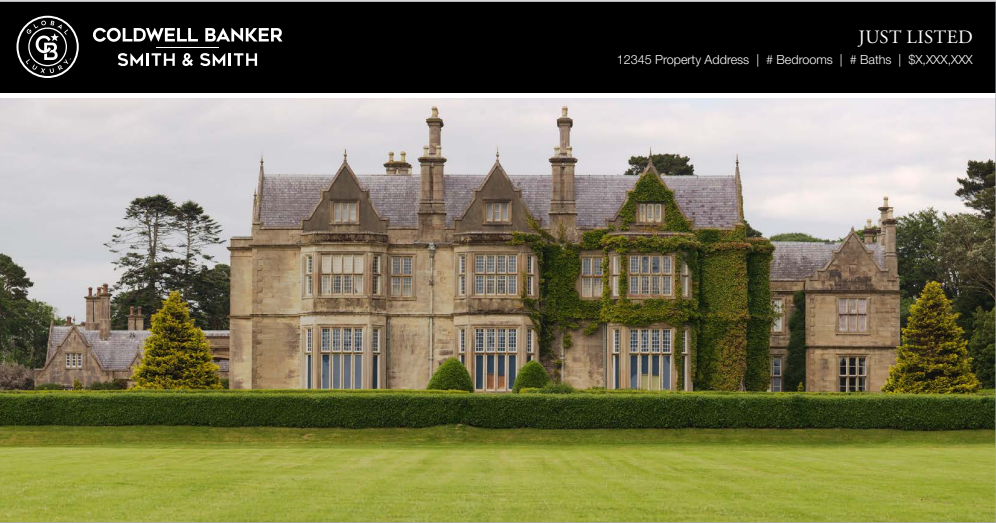
COLDWELLBANKERLUXURY.COM

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. ©2020 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 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.  2020CPY_8/20

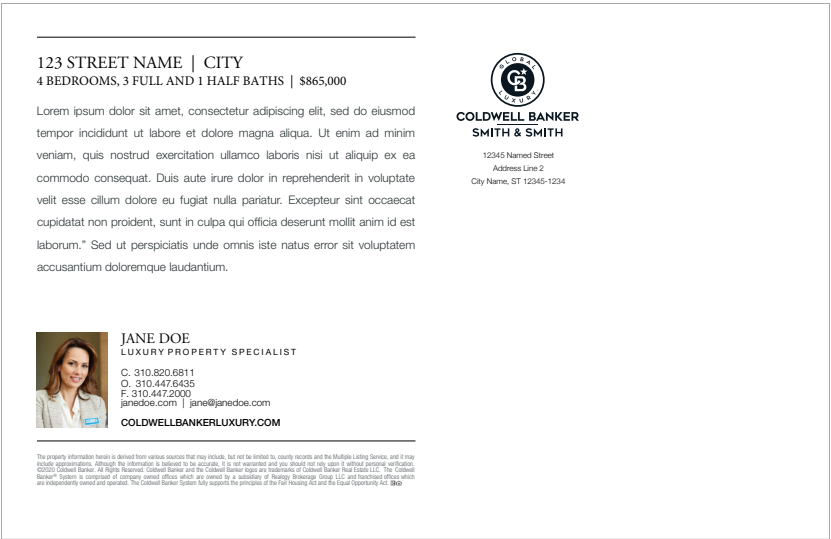
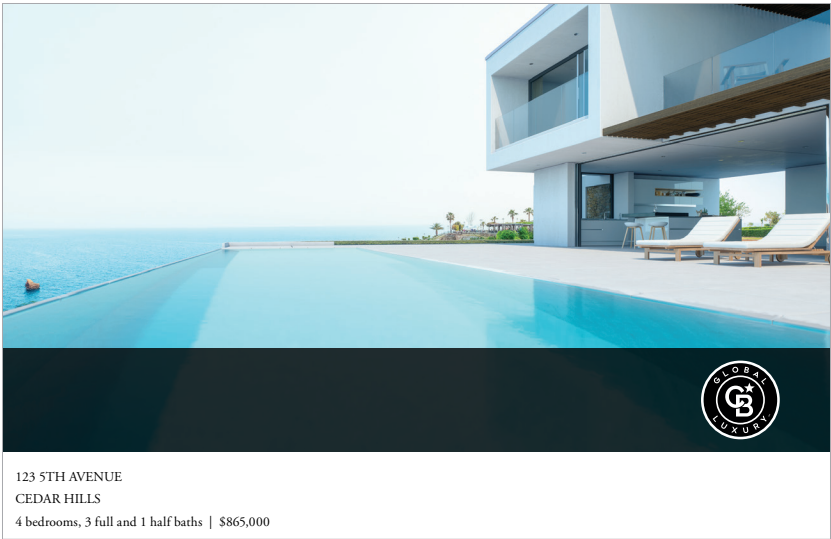
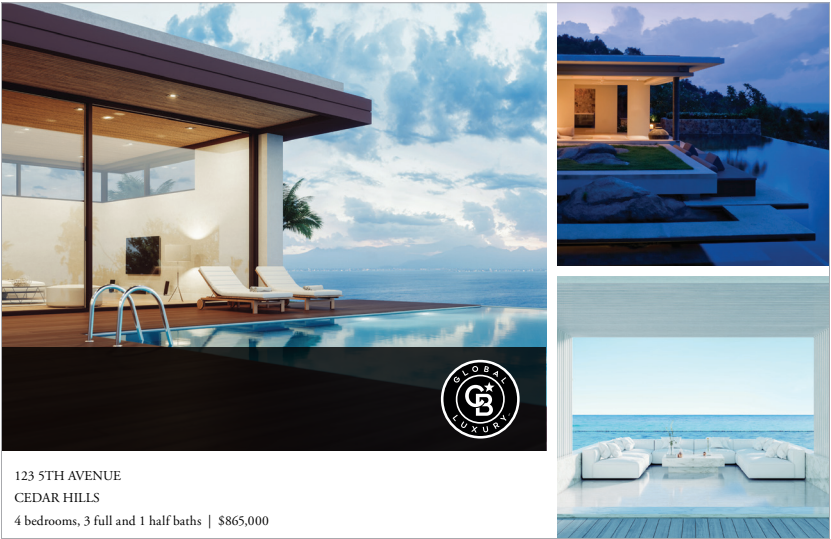
Based on 16.25" X 10.75" layout

44 | COLDWELL BANKER GLOBAL LUXURY® IDENTITY STANDARDS | 5/24

COLLATERAL – *postcard samples*



COLLATERAL – *postcard samples*



SOCIAL MEDIA – *posts for Facebook & Instagram*



HTML EMAIL – *eblast*



When a marketing program has been designed exclusively for high-end properties and an affluent clientele, the results are extraordinary.

- Strategic partnerships and an extensive global network give your property wide exposure.
- Exclusive marketing tools and proprietary publications provide abundant opportunities to showcase your home directly to an ultra-affluent audience worldwide.
- Luxury Property Specialists are backed by stringent certification criteria and extensive market expertise to ensure knowledgeable service.

Give your home property marketing unlike any other. Contact me today.




AGENT NAME
LUXURY PROPERTY SPECIALIST

C. 555.555.5555 | O. 555.555.5555 | E. 555.555.5555
email@email.com | email@officeemail.com

COLDWELLBANKERLUXURY.COM

 **COLDWELL BANKER** | SMITH & SMITH

Not intended as a solicitation if your property is already listed by another broker. ©2020 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 Realogy 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. 2020CPV_8/20



When your property is expertly marketed and displayed on hundreds of websites worldwide, it's going to get noticed.

- Our internet reach puts your home on the world's most-visited real estate websites.
- Global Luxury properties receive additional exposure on 50+ luxury-focused websites targeting high-net-worth consumers.
- Exclusive websites coldwellbankerluxury.com and USLuxuryEstates.com attract and cater to an international, affluent audience.


Give your home the attention it deserves. Contact me today.



AGENT NAME
LUXURY PROPERTY SPECIALIST

C. 555.555.5555 | O. 555.555.5555 | E. 555.555.5555
email@email.com | email@officeemail.com

COLDWELLBANKERLUXURY.COM

 **COLDWELL BANKER** | SMITH & SMITH

Not intended as a solicitation if your property is already listed by another broker. ©2020 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 Realogy 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. 2020CPV_8/20

HTML EMAIL – *eblast example*

EXAMPLE

400 px. or taller depending on creative



Logomark 80 px. depending on creative

When a marketing program has been designed exclusively for high-end properties and an affluent clientele, the results are extraordinary.

- Strategic partnerships and an extensive global network give your property wide exposure.
- Exclusive marketing tools and proprietary publications provide abundant opportunities to showcase your home directly to an ultra-affluent audience worldwide.
- Luxury Property Specialists are backed by stringent certification criteria and extensive market expertise to ensure knowledgeable service.

Give your home property marketing unlike any other. Contact me today.



AGENT NAME
LUXURY PROPERTY SPECIALIST
C. 555.555.5555 | O. 555.555.5555 | F. 555.555.5555
email@email.com | email@officeemail.com
COLDWELLBANKERLUXURY.COM



Not intended as a solicitation if your property is already listed by another broker. ©2020 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 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. 98q 2020CPY_3/20

Web Safe Fonts
Times Italic
Arial Regular

Margins 40 px. I

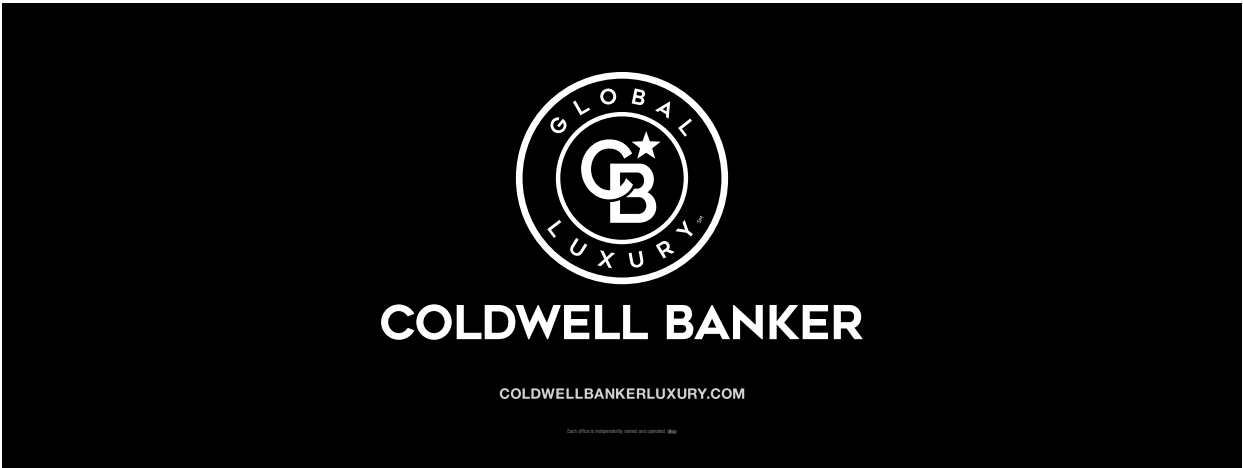
Based on 600 px. x 900 px. layout

EVENT MATERIALS – *banners, table skirt & tent cards*

Pull-Up Banner



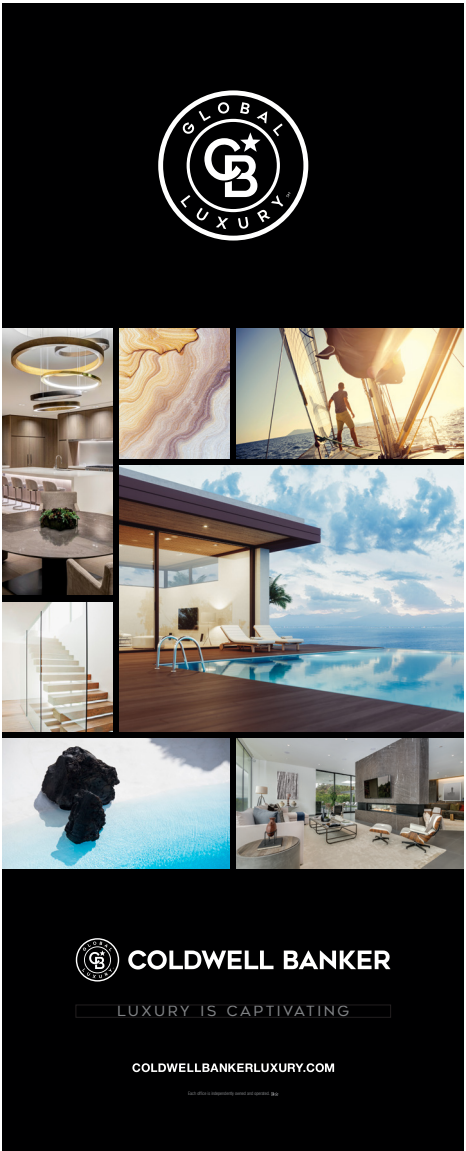
Table Skirt



Tent Cards



Pull-Up Banner



EVENT MATERIALS – *samples*

Pull-Up Banner

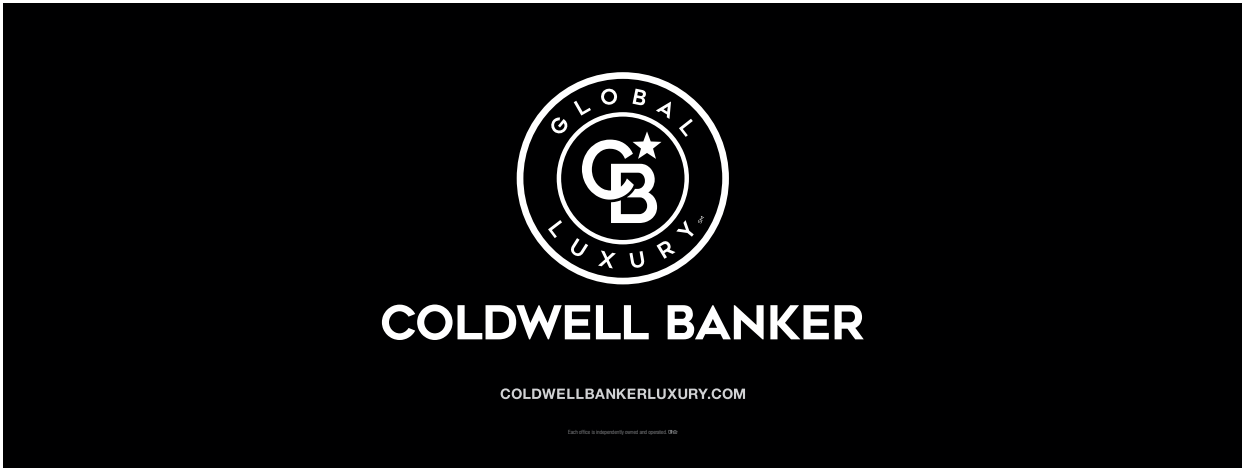


32.5" x 81"

Subhead
Adobe Garamond Pro Italic

Website
Roboto Bold

Table Skirt



72" x 27"

Website
Roboto Bold

Tent Cards



5" x 3"

Name
Adobe Garamond Pro
32 pt.

Title
Geometos Neue Regular
9 pt.

SIGNAGE




COLDWELL BANKER
SMITH & SMITH
123-456-7890
coldwellbankerluxury.com
Each office is independently owned and operated.

SIGNAGE – *yard signs*

YARD SIGN DESIGNS



Yard signs are offered in many 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 BrandSrv. It is your responsibility to ensure you and your affiliated agents comply with local real estate regulations. Please note: Global Luxury yard signs may only include the contact information of a Luxury Property Specialist with the Coldwell Banker Global Luxury® program. If an agent does not have this designation, only the company name and contact details may be included on the yard sign.

*Global Luxury yard signs may only include the contact information of a Luxury Property Specialist with the Coldwell Banker Global Luxury® program. If an agent does not have that designation, only the company name and contact details may be included on the yard sign.

SIGNAGE – *yard signs*

The amount of personal information you want to include can also vary. All variations available in black and white logo versions.

Company Branding

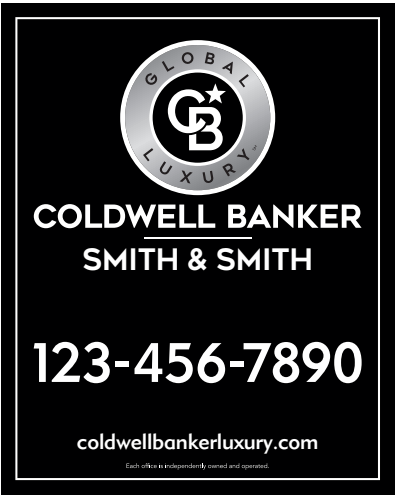
Agent Contact

YARD SIGN OPTIONS

Classic black design



Classic black design with border



Platinum design



Platinum design with border



SIGNAGE – *yard signs*

DIRECTIONAL SIGNS

Options shown in black and platinum.



SIGNAGE – *yard signs*

Headers and footers are designed to complement the sign variations.

SIGN RIDERS



IDENTITY REQUIREMENTS – *trademark overview*



THE COLDWELL BANKER GLOBAL LUXURY® MARK must be used exactly as indicated in this Identity Standards Manual.

In addition to the logo variations, the mark may also refer to the use of the Coldwell Banker Global Luxury name in text in various applications.

The Coldwell Banker Global Luxury 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 Global Luxury mark its distinctive character.

Details and specifications on the correct size, color matches and use of the Coldwell Banker Global Luxury logo 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 Global Luxury 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 Global Luxury 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 DBA is always typeset in **GEOMETOS NEUE BOLD**.

IDENTITY REQUIREMENTS – *disclaimer & use of mark*

To protect the company and brand, a legal disclaimer is required for all ads. Below is the approved legal copy; it must be used in its entirety and no changes are to be made. It is critical that no symbols are removed or altered in any way. Please refer to individual ad specs to determine the specific placement on the page.

DISCLAIMER FOR U.S./CANADA AFFILIATES AND COMPANY-OWNED BROKERAGES

©2024 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 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.

PROTECTING OUR LOGO

Inset in the Coldwell Banker Global LuxurySM logo is a service mark symbol or “SM.” It is critical that an “SM” symbol not be removed or altered in any way.

PROTECTING OUR NAME

Coldwell Banker Real Estate LLC is the owner of the registered service mark Coldwell Banker Global Luxury in the U.S. and Outside of the U.S., the registered service mark Coldwell Banker Global Luxury is owned by Coldwell Banker LLC. It is critical that an “®” symbol be used after the first mention of this name in all marketing and sales materials. These materials include, but are not limited to advertising, brochures, direct mail and websites. It is not necessary to place this registration on non-trade materials such as business cards, stationery, promotional items, decorative items, mailing labels, signage, vehicles, contracts and forms.

PROTECTING OUR IMAGE

Written materials are protected through copyright notification. All marketing and sales materials should include mention of copyright notification, set in 6-point type, informing the public that the content of Coldwell Banker Global Luxury materials is property of Coldwell Banker Real Estate LLC. Outside the U.S., the copyright notification should identify Coldwell Banker LLC as the copyright owner.

The service mark symbol or "SM" is located after "LUXURY" in the logo. A “®” symbol must appear after the first mention of the registered service mark in all marketing and sales materials.

IDENTITY REQUIREMENTS – *registered service mark overview: dba*

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 Global Luxury® registered service mark is never to be used alone without your company trade name. This is also true in copy when using the Coldwell Banker Global Luxury logo.

IDENTITY REQUIREMENTS – *the mark in copy*

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

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

REQUIRED

When referring to the Coldwell Banker Global Luxury program specifically, DO NOT abbreviate the name by removing “Coldwell Banker.” DO NOT use ALL CAPS or boldface when referring to Coldwell Banker Real Estate LLC, or in combination with your name or DBA.

When referencing COLDWELLBANKERLUXURY.COM as a stand-alone web address, it must appear in Roboto Bold, upper case with no spaces. In copy the web address may be written as coldwellbankerluxury.com. NEVER write as cbluxury.com, CBluxury.com or CBLuxury.com.

The Coldwell Banker Global Luxury name can never be abbreviated to CB Global Luxury, CBGL 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 be used the first time Coldwell Banker Global Luxury appears in the headline, subhead or the body copy of a piece.

DO NOT use the registered symbol when using your company trade name or DBA.

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

IDENTITY REQUIREMENTS – *trademark notations*

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, advertising and promotional materials.

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.

TM



SM



LOGO WITH DBA – *vertical logo / single-line dba*



SINGLE-LINE DBA

- 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”
- 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 on the next page*
- The Coldwell Banker Global Luxury® version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

*If the DBA exceeds the character limit, but you would like to maintain a Single-Line DBA, please see guidelines on page 63

LOGO WITH DBA – *vertical logo / double-line dba*



DOUBLE-LINE DBA

- 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”
- The total height of the DBA is determined by “Z”
- The leading value between the two DBA lines is determined by “V”
- The spacing that pads the rule is determined by “Y”
- The Coldwell Banker Global Luxury® version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

DOUBLE-LINE DBA (FOR LONGER DBA NAMES)

- 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
- 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”
- The leading value between the two DBA lines is 97% of the font size
- The spacing that pads the rule is determined by “Y”
- The Coldwell Banker Global Luxury version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

LOGO WITH DBA – *vertical stacked logo / single-line dba*



SINGLE-LINE DBA

- 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”
- 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 on the next page*
- The Coldwell Banker Global Luxury® version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

*If the DBA exceeds the character limit, but you would like to maintain a Single-Line DBA, please see guidelines on page 63

LOGO WITH DBA – *vertical stacked logo / double-line dba*



DOUBLE-LINE DBA

- 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”

- The total height of the DBA is determined by “Z”
- The leading value between the two DBA lines is determined by “V”
- The spacing that pads the rule is determined by “Y”
- The Coldwell Banker Global Luxury® version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version



DOUBLE-LINE DBA (FOR LONGER DBA NAMES)

- 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
- The DBA name should fit between and not extend beyond the “COLDWELL” line of the stacked wordmark. The width of the blue box is determined by “W”
- The height of the blue box is determined by “Z”

- The leading value between the two DBA lines is 97% of the font size
- The spacing that pads the rule is determined by “Y”
- The Coldwell Banker Global Luxury version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

LOGO WITH DBA – *horizontal logo / single & double-line dba*



SINGLE-LINE DBA

- 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”
- 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 Horizontal Framed Double-Line DBA guidelines on the next page*
- The Coldwell Banker Global Luxury® version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

DOUBLE-LINE DBA

- 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”
- The total height of the DBA is determined by “Z”
- The leading value between the two DBA lines is determined by “V”
- The spacing that pads the rule is determined by “Y”
- The Coldwell Banker Global Luxury version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

*If the DBA exceeds the character limit, but you would like to maintain a Single-Line DBA, please see guidelines on next page

LOGO WITH DBA – *horizontal logo / single & double-line dba (long names)*



SINGLE-LINE DBA (FOR LONGER NAMES)

- When the DBA exceeds the preferred character limits, scale the name to fit within the blue guide box and center it vertically
- The DBA name should not extend beyond the “COLDWELL” of the wordmark
- The width of the blue box is determined by “W”
- The height of the blue box is determined by “Z”
- The spacing that pads the rule is determined by “Y”
- The Coldwell Banker Global Luxury® version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version



DOUBLE-LINE DBA (FOR LONGER NAMES)

- When the DBA exceeds the preferred character limits, scale the name to fit within the blue guide box and center it vertically
- The DBA name should not extend beyond the “COLDWELL BAN” of the 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”
- The Coldwell Banker Global Luxury version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

LOGO WITH DBA – *horizontal stacked logo / single & double-line dba*



SINGLE-LINE DBA

- 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”
- 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 Double-Line DBA guidelines on the next page*
- The Coldwell Banker Global Luxury® version uses the circle icon instead of the framed icon



DOUBLE-LINE DBA

- 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”
- The total height of the DBA is determined by “Z”
- 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”
- The Coldwell Banker Global Luxury version uses the circle icon instead of the framed icon

*If the DBA exceeds the character limits, please see guidelines on next page

LOGO WITH DBA – *horizontal stacked logo / single & double-line dba (long names)*



SINGLE-LINE DBA (FOR LONGER 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”
- The spacing that pads the rule is determined by “Y”
- The spacing between the framed icon and the wordmark is determined by “V”
- The Coldwell Banker Global Luxury® version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version



DOUBLE-LINE DBA (FOR LONGER 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”
- The spacing between the framed icon and the wordmark is determined by “V”
- The Coldwell Banker Global Luxury version uses the circle icon instead of the framed icon
- The sizing and spacing rules for the PNS Logo with DBA apply to the respective Coldwell Banker Global Luxury version

Live a life of LUXURY.



COLDWELL BANKER