

# LEADING REAL ESTATE COMPANIES OF THE WORLD® LOGO STANDARDS GUIDE

## OVERVIEW

The Leading Real Estate Companies of the World® name and logo are trademarked symbols that define the inherent quality and pedigree of the real estate companies in the network.

Use of the logo is a privilege extended only to current members in good standing. Not only should members abide by certain standards of logo usage to ensure consistency and maximum impact, but members can also help the network by being vigilant in recognizing and reporting unauthorized use of the mark or name by non-members. When members use the Leading Real Estate Companies of the World® name in text, the ® registration symbol should always be used to further protect our trademark rights. Additionally, the ® should always appear next to the globe.

Agents may use the Leading Real Estate Companies of the World® logo in their materials if they are affiliated with a member of the network. Usage must be discontinued immediately if they leave the member company, and this should be clearly communicated to them.

## LOGO USAGE

Members are encouraged to incorporate the Leading Real Estate Companies of the World® logo into their collateral materials (i.e., letterhead, business cards, folders) and marketing materials (i.e., brochures, ads, specialty advertising) whenever possible.

Our members spend millions of dollars annually for printing and advertising. At virtually no additional cost, the Leading Real Estate Companies of the World® logo can be incorporated into existing promotional material, thus strengthening consumer recognition of the network's name and enabling members to benefit from the "quality by association" synergy of our 600 member companies. This can be done without compromising the dominance or impact of the company's local name and image. Rather, the addition of the "national connections" element can only enhance the local identity.

By using the logo on your website and other literature, rather than just using the Leading Real Estate Companies of the World® name in text, you can create a significantly greater impact.

Members may contact the network's marketing department at headquarters (800.621.6510 or [ekinsella@leadingre.com](mailto:ekinsella@leadingre.com)) for examples of how other members are using the Leading Real Estate Companies of the World® logo in their materials.

## LOGO COMPONENTS

Members have a choice of using the Leading Real Estate Companies of the World® logo in both horizontal and vertical formats. Both versions of the logo can easily be downloaded from the "Marketing Tools" section on [Inside.LeadingRE.com](http://Inside.LeadingRE.com). Members should not compromise the quality of the logo by using photostats or third-generation copies. Also, the typeface and

## CORRECT LOGO USAGE

### *Horizontal Format*



PMS 8001/  
CMYK: 51/43/46/8



Black



White/reversed



Black, no globe

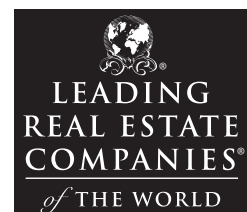
### *Vertical Format*



PMS 8001/  
CMYK: 51/43/46/8



Black



White/reversed



Black, no globe

Please see reverse side for further guidelines in regards to the logos pictured above.

PMS 8001 should be used whenever possible. If using a metallic ink is not an option PMS Cool Gray 7 or it's CMYK breakdown (C:51 M:43 Y:46 K:8) are acceptable.

*Note: When using an uncoated paper stock PMS 8001 (metallic) will soak in and lose some of the metallic qualities. For optimum results consider a coated sheet.*

Members may use the Leading Real Estate Companies of the World® logo as follows:

1. Exactly as shown with PMS 8001 or CMYK equivalent
2. All in black
3. All in silver
4. In PMS Cool Gray 7
5. In the member's corporate color, when used with the company's logo in a one color print job
6. With or without the globe icon

#### LOGO DON'TS

- Do not use a different font.
- Do not change the logo.
- You may not reposition any of the elements.
- The logo may be scaled up or down in size; however, it may not be "stretched" horizontally or vertically.

---

#### OTHER LOGOS

The following "Reliance Family of Companies" logos have specific rules that must be adhered to for member usage:

#### RELO® HOME SEARCH LOGOS

The RELO® Home Search (RHS) logo should be used by members on their websites or in print advertising promoting the national/international search capability. This logo can be used in black, blue and gray (PMS 2748 and Pantone Cool Gray), or in your company color when used with your company logo.



#### RELO® QUALITY CERTIFICATION LOGOS

This logo denotes a member firm which has earned the prestigious RELO® Quality Certification and may only be used by those companies. This logo can be used in black, gray (PMS 2748 or Pantone Cool Gray), or in your company color when used with your company logo.



#### LUXURY PORTFOLIO FINE PROPERTY COLLECTION® LOGO

This logo may be used only by member firms and their associates who are participants in the Luxury Portfolio program. Membership in Leading Real Estate Companies of the World® does not entitle the company to use this logo unless it is also enrolled in the Luxury Portfolio program.



#### LEADING REAL ESTATE SOLUTIONS® LOGO

This logo is only used by this division of the organization when promoting our various real estate products to our members; it is not intended for use by members.



#### RELO DIRECT® LOGO

The RELO Direct®, Inc. logo is used only by our relocation management company, unless a member firm is given permission to use it along with its own company logo when co-marketing with RELO Direct® to pursue a corporate account.



#### INSIDE.LEADINGRE.COM LOGO

The Inside.LeadingRE.com logo should only be used when directing agents and other members of your staff to the site.



#### LEADINGRE INSTITUTE LOGO

The LeadingRE Institute logo is for use when promoting this program to your agents and staff members.

