



CIR REALTY Guide to Creating Custom Marketing Materials

As part of our “We Let You Shine” policy, CIR REALTY encourages the use of custom designed marketing materials and ‘For Sale’ listing signage. That being said, there are a few rules and procedures that all custom marketing pieces must follow:

1

It is brokerage policy that all personal marketing and advertising **must** comply to the Real Estate Council of Alberta (RECA) Advertising Guidelines. You are personally responsible for understanding the RECA Advertising Guidelines and ensuring your marketing is compliant.

2

As per RECA's policy on marketing and advertising, you are responsible to get all of your marketing and advertising pieces approved by the brokerage before printing, publishing or using them publicly. You **must** get approval from the CIR Broker, the Marketing Department, or a CIR Office Broker Delegate.

CIR REALTY Brokerage Rules Regarding Custom Sales Signage

CIR REALTY must approve all custom sales signage to ensure it is brokerage and RECA compliant **before** it is printed and used publicly. Only CIR REALTY's Marketing Manager can approve custom signage. Email all approval requests to Kirsten Smith at ksmith@cirrealty.ca.

We strongly encourage you to use our in-house design team for signage creation to ensure it is done correctly, and in compliance, the first time. Our in-house design fee is extremely affordable at \$45/hour. Email marketing@cirrealty.ca to get in touch regarding custom graphic work.

In order to protect our special black CIR REALTY Luxury Portfolio listing signage (used for all CIR luxury properties promoted on luxuryportfolio.com that are \$975,000 or higher) we have a rule that no custom signage can be more than 50% black (this includes very dark blue and 80% grey).

You are allowed to use the CIR Blue Box, Black Box, Grey Box or Blue box Horizontal logo on signage. We always encourage the use of the Blue Box or Blue Horizontal logo.

Additionally, in order to protect the image and professionalism of CIR REALTY and all CIR Realtors, CIR reserves the right to use our discretion when it comes to approving signage. We understand that art is subjective, but we also need to act in a way that we deem to be in the best interest of our Realtor group as a whole.





*A logo is the
point of entry to the brand.*

- Milton Glaser DESIGNER

Since 1983 CIR REALTY has been strengthening and empowering our brand. As a result, we have grown and matured to become one of Canada's largest and most successful independent real estate companies. Our unique brand represents our great agents and the great experiences that they continually provide, therefore it is extremely important that we do our best to uphold our image of professionalism and stability.

There are two primary CIR REALTY logo versions: Horizontal and Vertical.

Both versions can be used by CIR Realtors. The choice should be dictated by the available space—the Vertical version, with its 'near-square' footprint works better in vertical or square-ish spaces, and the Horizontal version has a rectangular, horizontal footprint.

The CIR REALTY vertical logo usage availability:

- BLUE—**preferred version**, corporate color
- BLACK
- GREY
- BLUE & WHITE—a reverse version for the horizontal logo ONLY

CIR BLUE—preferred colour

PMS 3005c (Pantone)

CMYK C: 100 | M: 30 | Y: 0 | K: 2

RGB R:0 | G:119 | B:200

HEX / HTML 0077c8

GRAY

CMYK C: 0 | M: 0 | Y: 0 | K: 80

PMS Cool Gray 11

RGB R:88 | G:89 | B:91

HEX / HTML 58595b

CIR REALTY LOGO USAGE REFERENCE GUIDE

This is the official CIR REALTY logo. To be used exactly as it appears.



This is the new official horizontal logo option.



CIR REALTY

Logo Colour Versions



Logo Colour Versions: Reverse



CIR REALTY

*** never to be used all white, the cube element must always be CIR blue.

A brand. It can be a logo, a symbol or even a slogan, but above all it is an identity and a reputation. A positive image that we want to keep in order to move forward.

LOGO CLEAR SPACE

To preserve the integrity of the CIR REALTY logo, it should always be surrounded by a generous clear space.

At minimum, the space should be equal to the height of the letter "R" of the logo. This applies to all logo versions: Vertical and Horizontal. The clear space can of course be larger. The clear space is relative to the size of the logo, so it should be assessed each time the size of the logo changes.



Clear space of the logo is the height of the letter "R" in "REALTY," so the clear space is relative to the size of the logo. The same approach applies to the Horizontal versions.

BRAND MISTAKES

Using the all white



Changing any of the colours from the official colours



Stretched: horizontally or vertically**



Cropped from any sides**



Changing the size relationship between the 'cube' and the name or changing the font



**** these rules also include any stretching, squishing or cropping of the horizontal logo version.**



Take pride in the products you make, the service you provide and the company you build. Give more damns than you anyone else.

LISTING SIGNAGE BRAND COMPLIANCE

CIR Logo must be **9%** [or 1/11] of the overall size of any listing signage.

All signage [including 'For Sale', 'Open House', 'Just Listed', 'New to Market' and Acreage] MUST meet a minimum size requirement CIR logo that takes up at least 9% of the total space on any sign.



Since the CIR logo isn't the same shape or size ratio as one of the nine equal sections, it **can't** simply be just be the width of the section (see the wrong orange CIR logo). The logo needs to be the equivalent square footage as 9% of the sign size -sorry, but there may be math involved:

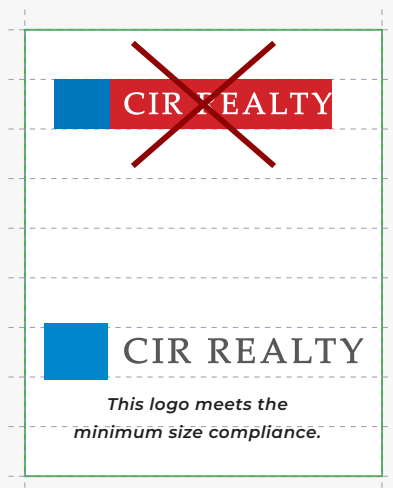
Q If the sign is 24" x 30", what is the min size of the cube CIR logo?

A min 8.7" x 7.45"

sign size: 24 x 30 = **720** CIR logo is 8.7 x 7.45 = **64.815**

64.815 / 720 x 100 = **9%**

The samples use 24" x 30" but 9% applies to all sizes and shapes.
e.g. for 24" x 24" sign the min size for the cube logo is 8.7" x 7.45"



What about the horizontal CIR logo?

Figuring out the size for the horizontal CIR logo follows the same basic principle; with the sign divided into nine equal 'horizontal' sections the CIR logo doesn't just simply need to be the same height as one of the sections, as that **does not** equal to 9% of the overall size (see the wrong orange CIR logo in the diagram).

Horizontal CIR logo minimum size: 19.12" x 3.39"

sign size: 24 x 30 = **720** CIR logo is 19.12 x 3.39 = **64.749**

64.749 / 720 x 100 = **9%**

Individual Advertising

DOES NOT MEET REQUIREMENTS



The brokerage name is smaller than the primary identifier.



The brokerage name is smaller than the primary identifier.



The website domain name is the primary identifier, and is not adjacent to the brokerage name. Also, please note that the website domain name can only be the primary identifier if they are the registered brokerage name.

MEETS REQUIREMENTS



The brokerage name is similar in size and adjacent to the primary identifier.



The brokerage name is similar in size and adjacent to the primary identifier.



The brokerage name is similar size and adjacent to the primary identifier, and the website domain name is not the primary identifier.

JUST LISTED



CATHERINE JAMES REAL ESTATE TEAM
SERVICE AND EXPERIENCE YOU CAN TRUST

555.555.5555
WWW.CATHERINEJAMESASSOCIATES.CA

GRR
genuine realty group

This advertisement does not include at least one name of a licensed professional on the team. A name within the team name does not meet the requirement of having a licensed professional name on advertisements. A licensed professional within the team must appear in the advertisement.

JUST LISTED



CATHERINE JAMES REAL ESTATE TEAM
SERVICE AND EXPERIENCE YOU CAN TRUST

CATHERINE JAMES
555.555.5555
WWW.CATHERINEJAMESASSOCIATES.CA

GRR
genuine realty group

This advertisement includes a name of a licensed professional on the team.

JUST LISTED



JAMES REAL ESTATE TEAM
SERVICE AND EXPERIENCE YOU CAN TRUST

Cathy James
555.555.5555
WWW.CATHERINEJAMESREALTOR.CA

GRR
genuine realty group

The licensed professional included an "aka" name (Cathy) and not the name as it appears on their licence. Professionals can register an "aka" name with RECA, which would make the advertisement acceptable.

Business Card Advertising

DOES NOT MEET REQUIREMENTS

THOMAS ELLIOT TEAM

THOMAS ELLIOT
ASSOCIATE BROKER
TELLIOT@THOMASELLIOTASSOCIATES.CA
555.555.5551

GRR
genuine realty group

THOMAS ELLIOT TEAM
55 PARK PLACE
ALBERT, AB T1G 1G1
555.555.5555
www.thomaselliottassociates.ca

The brokerage name is missing from the front, and therefore is not adjacent to the other identifier.

MEETS REQUIREMENTS

THOMAS ELLIOT TEAM

GRR
genuine realty group

THOMAS ELLIOT
ASSOCIATE BROKER
TELLIOT@THOMASELLIOTASSOCIATES.CA
555.555.5551

GRR
genuine realty group

THOMAS ELLIOT TEAM
55 PARK PLACE
ALBERT, AB T1G 1G1
555.555.5555
www.thomaselliottassociates.ca

The brokerage name is clearly indicated, and adjacent to the other identifier.

Team Advertising

DOES NOT MEET REQUIREMENTS



The brokerage name is not clearly indicated, and is smaller than the team name and does not include the name of a licensed professional.

MEETS REQUIREMENTS



The brokerage name is similar in size and adjacent to the primary identifier and includes a name of a licensed professional on the team.

DOES NOT MEET REQUIREMENTS



The brokerage name is not clearly indicated, and is not adjacent to the team name.

MEETS REQUIREMENTS



The brokerage name is similar in size and adjacent to the primary identifier.

DOES NOT MEET REQUIREMENTS



The brokerage name is not clearly identified, and not adjacent to the team name. Also, the term "associates" is prohibited.

DOES NOT MEET REQUIREMENTS



The website domain name is the primary identifier, and is not adjacent to the brokerage name. Website domain names can only be the primary identifier if they are the registered brokerage name. The prohibited terms do not apply to domain names.

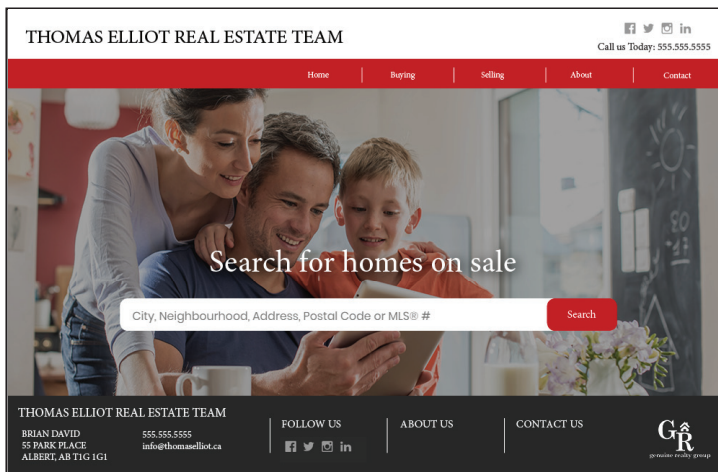
The term "real estate" is permitted if immediately followed by team or group. The website domain name is not the primary identifier.

MEETS REQUIREMENTS



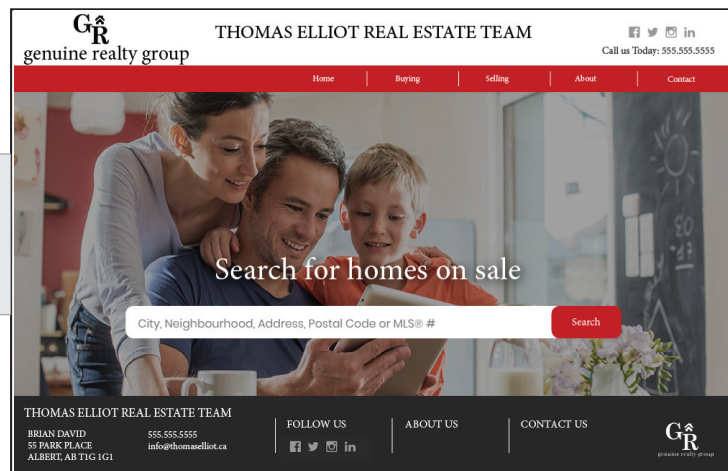
Website Advertising

DOES NOT MEET REQUIREMENTS



The brokerage name is not clearly indicated. It appears in the footer of the landing page, and is not adjacent to the primary identifier.

MEETS REQUIREMENTS



The brokerage name is in similar size and adjacent to the primary identifier.

DOES NOT MEET REQUIREMENTS

THOMAS ELLIOT REAL ESTATE TEAM

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CONTACT THOMAS ELLIOT REAL ESTATE TEAM

First Name* Last Name*

Email Address*

Phone Number*

Message*

SUBMIT

THOMAS ELLIOT REAL ESTATE TEAM

55 PARK PLACE
ALBERT, AB T1G 1G1

555.555.5555
info@thomase Elliot.ca

THOMAS ELLIOT REAL ESTATE TEAM

BRIAN DAVID
55 PARK PLACE
ALBERT, AB T1G 1G1

555.555.5555
info@thomase Elliot.ca

FOLLOW US

ABOUT US

CONTACT US

G[®]R
genuine realty group

This website inner page is not acceptable because the brokerage name is not clearly indicated. It appears in the footer of the inner page, and is not adjacent to the primary identifier.

MEETS REQUIREMENTS

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THOMAS ELLIOT REAL ESTATE TEAM

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CONTACT THOMAS ELLIOT REAL ESTATE TEAM

First Name* Last Name*

Email Address*

Phone Number*

Message*

SUBMIT

THOMAS ELLIOT REAL ESTATE TEAM

55 PARK PLACE
ALBERT, AB T1G 1G1

555.555.5555
info@thomase Elliot.ca

THOMAS ELLIOT REAL ESTATE TEAM

BRIAN DAVID
55 PARK PLACE
ALBERT, AB T1G 1G1

555.555.5555
info@thomase Elliot.ca

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This website inner page is acceptable because the brokerage name is similar in size and adjacent to the primary identifier. The brokerage name must appear on every page in the website and must be adjacent to the other primary identifiers.