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.

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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

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**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

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**GRAY**

- **CMYK** C: 0 | M: 0 | Y: 0 | K: 80
- **RGB** R: 88 | G: 89 | B: 91
- **HEX / HTML** 58595b

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**Logo Colour Versions:**

- **Blue**
- **Black**
- **Gray**

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***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.