



“ A logo is the point of entry to the brand. ”
- MILTON GLASER Designer

CIR REALTY BRAND STANDARDS - QUICK REFERENCE GUIDE

Our Brand is Special Embrace the power of the CIR REALTY brand.

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 real estate companies. Our unique and attractive 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 that image and expectation.

From creating feature sheets, business cards and websites to how we greet our clients and host our events, everything affects our brand. At CIR REALTY our goal is to protect the image of you, our REALTORS®, by ensuring that you are represented as professionally and consistently as possible.

These brand standards are designed to help you create a winning edge. When we put forth a unified company identity it lets everyone know that our commitment to them is real. You have at your fingertips a detailed and relevant information package on our logo, tagline and other graphic elements. They are also on our website at cirrealty.ca.

The answers to most of your brand questions are here. In case you have unanswered questions we invite you to contact us directly at marketing@cirrealty.ca.

The CIR REALTY corporate logo (reference page 4 of the CIR REALTY Brand Policy Guide)

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



The blue box is considered to be as vital to the logo and brand as any of the letters, therefore the CIR REALTY logo is not considered the logo without it.

The CIR REALTY logo will *never* appear in another colour or be shown in the reverse colours of blue letters on a white background.

For your convenience, you can download our logo and our tagline at: cirrealty.ca/virtualoffice/logostandards/terms.aspx

cirrealty.ca > [about CIR REALTY](#) > [Logos & Brand Standards](#)

Scroll to the bottom of the CIR REALTY Brand Standards page, enter your name and company information, click the radial button next to 'I Accept', and click the 'Submit' button.

To ONLY USE in VERY RARE occasions

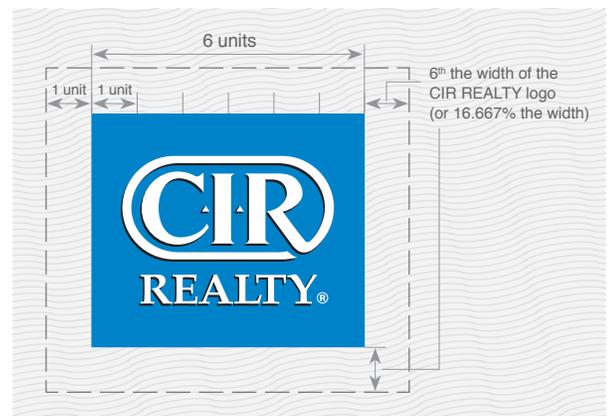


When reproducing your material in black and white the official blue logo will *not* be suitable because the blue will convert to a shade of gray which is unacceptable. The black version of our logo will *only* be appropriate for strictly black and white collateral (for example: a newspaper ad).

Clear space requirement (reference page 6 of the CIR REALTY Brand Policy Guide)

The CIR REALTY logo must maintain clear space surrounding all sides, including the corners. This space is equal to one 6th the width of the logo. For example, if the logo width is the minimum (15 mm), the space surrounding is *no less* than 2.5 mm.

No objects or graphic elements can invade the clear space, nor can the logo be positioned too close to the edge of any object or element. Placing the logo on a solid colour or textured background is acceptable, provided the clear space is relatively unified overall or has a neutral contrast.





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Minimum size requirement (reference page 5 of the CIR REALTY Brand Policy Guide)

The CIR REALTY logo has a minimum size requirement to ensure legibility and secure the company identity. There are minimum *width* sizes for the following formats:

printed material: **15 mm / 0.59 inches**

digital material (web/email): **64 pixels**

15 mm / 0.59 inches

64 pixels



Minimum Size

(actual size)

Sizing the Logo

If the CIR REALTY logo cannot be used due to size restrictions, opt out of using the logo. Instead, include our company name as text. For example in a newspaper advertisement: "LARGE 1,200 square foot home with three bedrooms and recent renovations. Call Jim or Joanne Smith at CIR REALTY."

DOs & DON'Ts for our logo (reference page 7 of the CIR REALTY Brand Policy Guide)

Below are guidelines for the correct use of our logo and samples of incorrect uses.

DO



All uses of our logo *must* include:

- 1) the blue box (Pantone 3005 or C=100, M=34, Y=0, K=2)
- 2) the clear space requirements (see page 6)
- 3) our registered trademark symbol
- 4) white lettering with the crisp black drop shadow



A helpful tip for resizing our logo. In most software applications you can hold down the 'Shift' key on your keyboard while clicking on a corner node and dragging diagonally, to constrain the logo proportions horizontally and vertically.

DON'T



Don't **STRETCH** or **SQUISH** the logo horizontally or vertically.



Don't **PLACE A BORDER** of any size, colour or texture around the logo.



Don't place objects or pictures **OVER** the logo.

Colour (reference page 10 of the CIR REALTY Brand Policy Guide)

Pantone colour inks should be used whenever possible to accurately reproduce the logo. If the Pantone or 'spot' colour reproduction is not available, a four colour printing or a digital printing process may be used, see details below.

For four colour or digital printing convert Pantone 3005 to CMYK
CMYK values: C=100, M=34, Y=0, K=2

Web or MS Office applications use these colour values

RGB values: R=0, G=129, B=198 or Web HEX values: #0081c6

CIR REALTY corporate colour scheme



Pantone 3005

CMYK C=100, M=34, Y=0, K=2

RGB R=0, G=129, B=198

Web #0081c6