


UPDATE to Coldwell Banker Identity Standards

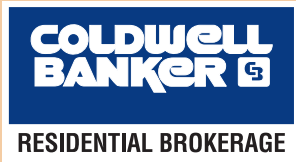
As of July 1, 2007 NRT Incorporated will be NRT, LLC
The disclaimer will then be

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An Equal Opportunity Company. Equal Housing Opportunity.  Owned and Operated by NRT, LLC.

Coldwell Banker Residential Brokerage Marketing Guidelines

There are a few guidelines we need to adhere to in order to avoid fines and litigation.

Logo



The logo may not be stretched, have anything running over it, be used as a part of a larger logo or design, nor be run at an angle. If it is used on a non-white background, the logo must have a white line around it. See above.

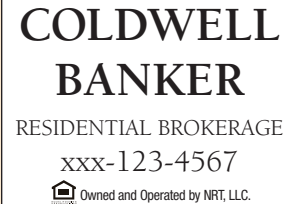
The field must be Coldwell Banker Blue or black.
The smallest the logo can appear is 5/8" wide.

For column/classified ads

When ads are so small the logo can't run at least 5/8" wide, or the publication does not allow logos, the name, "Coldwell Banker" must be set in bold, all caps.


"Residential Brokerage" must be in caps. Both should be in Berkeley if possible.

Ex. **COLDWELL BANKER**
RESIDENTIAL BROKERAGE



Disclaimers


Every web site and piece of printed literature given directly to consumers (i.e. brochures, postcards, ads etc.), excluding stationery and classified ads, must contain the Coldwell Banker logo and the disclaimer below (set in approximately 6 pt. type in a member of the Helvetica family. Shown here in 8 pt. type for legibility.):

©2007 Coldwell Banker Real Estate Corporation. Coldwell Banker is a registered trademark licensed to Coldwell Banker Real Estate Corporation. An Equal Opportunity Company. Equal Housing Opportunity.  Owned and Operated by NRT, LLC.


If a piece such as a flyer, door hanger or postcard is to go directly to a consumer, as opposed to a client, precede the disclaimer above with:

If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully.

For column/classified ads and signage use the following disclaimer:

 Owned and Operated by NRT, LLC.



Use of the  is not mandatory but beneficial because Realtor is a federally registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS and subscribes to its strict code of ethics.

Coldwell Banker Blue

Pantone color: 280 (PMS 280)

4-color breakdown: 100 cyan, 80 magenta, 0 yellow, 15 black