

Realty ONE Group Signage Guidelines

During your Onboarding process, you will be given a logo branding kit. This kit will include two logotype versions of the Realty ONE Group logo. ONE with the coin logo leading on the left and ONE without. You will also be given access to this coin logo separately. Please see page 3 for examples of all three logos addressed within these "Signage Guidelines".

- The **ONLY** logos that can be used for office signage and branding are the logos provided in your marketing logo kit received during your Onboarding process. *Please note that no logos can be combined, edited or changed and must be used exactly as provided.*
- Use of the coin logo (Example 3 on page 3), is intended for apparel, windows, and/or any small area that may need branding.
- Example 1 on page 3 is the appropriate use of combining the COIN logo and REALTY ONE GROUP text.
- All interior and exterior office signage **MUST** be approved in writing by Realty ONE Group's Marketing Department **prior to** purchasing and display. Please send your signage mock-up to helpdesk@realtyonegroup.com for approval.
- Realty ONE Group has the right to refuse any signage submitted for approval for any reason, or no reason.
- There are 2 versions of the logo as explained on page 3, known as the Standard Version and the other as the Type Version, the two cannot be combined in ANY way.
- In general, franchise logos will be provided for use only after LeadUP! training.
- Any exterior or interior office signage produced, displayed, and/or installed without written approval and found to be non-compliant could require removal or updating at the expense of the franchise owner.

The Do-Not's

- Do not break up the logo, the ONE Coin must be to the left of Realty ONE Group. Not on top, not to the right, and not below the Realty ONE Group text. (Refer to Example 1 on page 3).
- Do not make the ONE Coin larger or smaller than the Realty ONE Group text.



- Do not change any colors, the logos must be used how they are presented in your logo kit.
- Do not change the font size or typography. We know accommodating channel lettering might need to be done, if that is the case, we recommend halo lighting on the thinner letters.
- Do not add a stroke, a strike, or a border box (framing), and shadowing to the outside of the logo for better visibility.
- Do not make your DBA name larger/smaller/bolder than originally given in the provided logo package.
- Do not add the ONE Coin logo to the type version of the Realty ONE Group text.

THE FOLLOWING APPLIES *ANYTIME* LOGOS ARE USED:

LOGO EXAMPLES / USAGE:

LOGO EXAMPLE ONE: STANDARD LOGO VERSION



To be used for signage and on any other print materials as needed. Not to be combined with other artwork or type. **DO NOT** edit, break up or edit type sizes/fonts. Franchise name **MUST** remain at bottom right.

Note in this version there is NO notch cut from the "N"

LOGO EXAMPLE TWO: TYPE LOGO VERSION



To be used for signage and on any other print materials as needed. Not to be combined with other artwork or type.

DO NOT edit, break up or edit type sizes/fonts

Franchise name **MUST** remain at bottom right.

Note in this version there is a notch cut from the "N"

LOGO EXAMPLE THREE: COIN LOGO VERSION



To be used as an additional design element as needed, it **CANNOT** be combined in close proximity to either the *Standard* or *Type Version* Logos.

Note: This logo is mainly meant to be used on promo items, shirts, etc.

NON-COMPLIANT EXAMPLES:

