

Branding Guidelines: Ethos Realty Inc.

Standard Logos:



Alternate Logo:

(Note: a standard logo must also be present on the material if the alternative logo is present)



Pantone Colours:

Dark Green: 364
Light Green: 577
Orange: 1385
Purple: 229
Navy Blue: 7546C

Examples of Incorrect Logo Applications:



Incorrect Greyscale—Too Light



Photocopied



Recoloured

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REMEMBER!

REALTOR® is always in CAPITAL LETTERS with the Registered Trademark symbol!

Advertising Disclaimers:

Note: All advertising and marketing/promotional materials must contain the Ethos Realty logo, in an acceptable size, and be pre-approved by management.

Teams

All team members must include their team name on all outgoing materials (letters, feature sheets, flyers, etc.), i.e. "Jane Smith & Associates"

Direct Mailing

All materials distributed to households with the intent to solicit business, and certain advertisements, must have the following disclaimer:

"Not intended to solicit properties currently marketed for sale. "

Market Analysis

Research or informational materials provided to clients / prospects should contain the following disclaimer:

"The information, opinions and analysis contained herein are based on sources believed to be reliable but no representation, expressed or implied, is made as to its accuracy, completeness or correctness. Past performance is no guarantee of future results."

Fonts:

Gotham Book & Gotham Bold are the fonts to be used on all branded materials
Century Gothic & Century Gothic Bold are substitutes for Gotham if it is unavailable

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Century Gothic

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic