

# KNOW WHAT'S BRAND NEWS

Stay in touch with the new Coldwell Banker® brand rules. Remember, monogram in the dark; frame in the light. Count on Geometos for font. And always mind the line in lockups. You've got the power to be your own brand defender – protect and serve your new rules well.



## COLDWELL BANKER

The **Framed Logo** uses the CB Star mark within an inlined square. This version of the logo may only be used in Coldwell Banker Blue (PMS 280), on a light background. **It may not be used in reverse, on a dark background.**



## COLDWELL BANKER

The **Monogram Logo** uses the CB Star mark in silhouette, without a surrounding box. This version of the logo may only be used in white, on a dark background or with transparency as a graphic effect overlapping an image or copy. It may not be used in reverse, on a light background. (Any exceptions to this rule are at the sole discretion of the brand marketing department.)

### DO NOT

Place any other copy or graphics in or immediately around the mark. Nothing else is allowed in or next to the blue box.



### DO NOT

Use the framed logo in any color other than PMS 280. Do not use the monogram logo in any color other than white.



### DO NOT

Use any texture, shading or effects for the mark.



### DO NOT

Reverse the marks.



### DO NOT

Stretch or condense the mark.



### DO NOT

Superimpose any image or copy over the mark.



### DO NOT

Place the mark at an angle.



### DO NOT

Use the mark as a copy element.

This home is offered by  COLDWELL BANKER.

When shown with the Coldwell Banker logo, agent logos must be outside the safety distance around the Coldwell Banker logo, and must be no larger than the Coldwell Banker logo.

