COLDWELL BANKER COMMERCIAL

IDENTITY STANDARDS

OCTOBER 2021

PATHFINDERS
SINCE 1906

COLDWELL BANKER COMMERCIAL® BRANDSRV: YOUR ONLINE RESOURCE FOR ALL THINGS BRAND

BrandSrv is a marketing automation and asset management platform that enables you to easily create and distribute marketing materials that are cohesive with our brand guidelines.

Visit cbcdesk.com and click on the BrandSrv tile.

When you first access BrandSrv, you will be asked to input your profile details, including your Desk login credentials, which will trigger a request for access. You will then receive a confirmation email that your request for access is in process, followed by a second confirmation email when your access to BrandSrv has been granted. It may take up to 48 hours for your access to be approved. ■

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OUR VALUES

DO RIGHT

For our owners. For our real estate professionals. For our clients. Putting the client first is not a billboard or slogan, but an operating credo at the core of every **Coldwell Banker Commercial®** affiliated professional.

WIN TOGETHER

We are a community of commercial real estate professionals. We build each other up. We share our knowledge. Connections made here are as valuable as the deals we secure. By leveraging internal skills and expertise, we win business, grow as a network and as a result, ensure that our clients achieve their goals.

BIG HEARTED

Coldwell Banker Commercial® affiliated professionals are local experts because they live, work and serve in their communities. There's a spirit of community in every affiliated company – one that not only loves the markets in which they reside, but showcases that affection through action. Giving back is at the heart of our brand and is undeniably evident when you walk into any Coldwell Banker Commercial offices across the globe. We are a community that has a big heart for our communities.

OWNERSHIP MENTALITY

We have grit and plenty of heart to make things happen and help clients reach their goals. We see the possibilities that others miss. We are business owners, so we think like business owners. We know what it takes to close the deal. With local expertise in our markets, we know all the right people and economic opportunities, and we anticipate and address potential issues before they arise to make sure the deal gets done.

THE STORY BEHIND **THE STAR**

In the darkest nights, even when the clouds obscure a good deal of the starry heavens, the North Star can still be found. A beacon to pathfinders, trailblazers and pioneers of yesteryear, it is still that guide even today.

Finding the North Star means you know the way. And in turn, that you are equipped to guide others to where they need to be. Coldwell Banker Commercial professionals are dedicated to find the right solution for their clients at every step of the way.

Guidance and forging a path forward have been at our core since 1906, when Colbert Coldwell wanted to do right by his clients.

He created a road to success that would outlast all others, where 115 years later, his name and the Coldwell Banker Commercial brand not only are still standing, but continue to grow. His internal compass and ownership mentality of embracing each client's business needs as if it were his own are at the core of the brand. And that big-hearted nature for his community is still what allows our network to continue to win together over a century later.

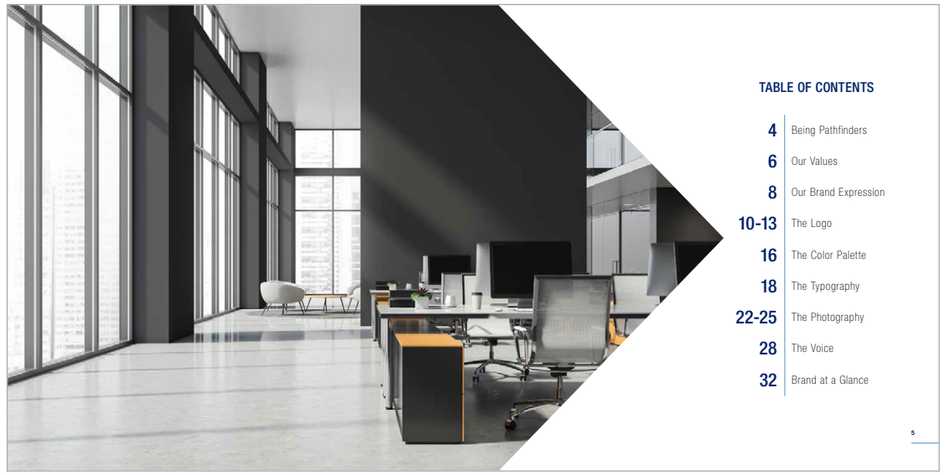
Today, our mission remains the same as it did in the streets of San Francisco at the turn of the last century: to be pathfinders. Like the North Star, Coldwell Banker Commercial continues to be the guide to show our clients the way. ■

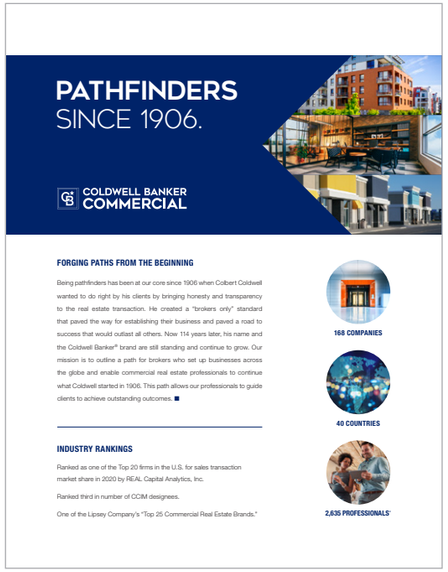
THE RIGHT **ANGLE**

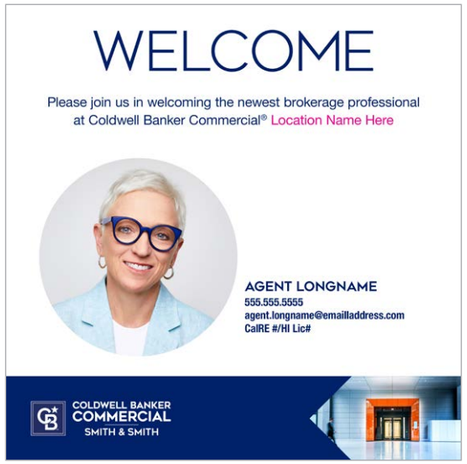
An angled “window” has been introduced as a graphic element. It should be used judiciously. It adds a directional energy to a piece and implies movement and activity.

The angle must always be a right angle (90°) and rotated 45°. It may be positioned pointing left or right. When used with a photograph, the cropping of the photograph must be taken into consideration, so as not to lose any necessary information within the photograph.

The angled window may also be filled with a solid color.







OUR BRAND EXPRESSION

From logos and business cards to property signs and marketing assets, every touchpoint of the Coldwell Banker Commercial® brand reflects a modern, forward-thinking company that respects its rich heritage as it focuses confidently on the future. ■

FRAMED LOGO

COLDWELL BANKER
COMMERCIAL

The Framed Logo uses the CBC Star mark within an inlined square. This version of the logo may only be used in Dark Blue (PMS 280), on a light background.

REVERSED LOGO

COLDWELL BANKER
COMMERCIAL

The Reversed Logo uses the CBC Star mark in silhouette. 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.

FRAMED DBA LOGO

VERTICAL

HORIZONTAL

HORIZONTAL STACKED

REVERSED DBA LOGO

VERTICAL

HORIZONTAL

HORIZONTAL STACKED

For more specifics on proper alignments of DBA logo variations, please refer to the Appendix.

The **Coldwell Banker Commercial®** logo must always appear on personal promotional literature in a prominent location and appropriate size. It should never be used smaller than a size where the logo mark is less than 1/8” in width.

The safety distance around the logo is equal in measurement to 1/2 the height of the blue logo box. No other copy or graphics may be placed any closer to the logo than that distance. (This parameter is utilized in print and digital applications, but does not apply to signage.)

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 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 property is offered by COLDWELL BANKER COMMERCIAL

When shown with the **Coldwell Banker Commercial®** logo, broker logos must be outside the safety distance around the CBC logo, and must be no larger than the CBC logo.

COLDWELL BANKER
COMMERCIAL

The Coldwell Banker Commercial® icon can be used by itself with no DBA when the company DBA appears on the same page (front or back) or on its own apparel.

It may be used on its own when appearing on a white or light background as an accent, such as in an email header, stationery and limited swag applications. ■

SIGNAGE

APPAREL

STATIONERY

SIGNAGE

MUG

COLDWELL BANKER
COMMERCIAL

The Reversed Logo Mark may be used on its own when appearing on a dark background or on swag items as seen at right. ■

SIGNAGE

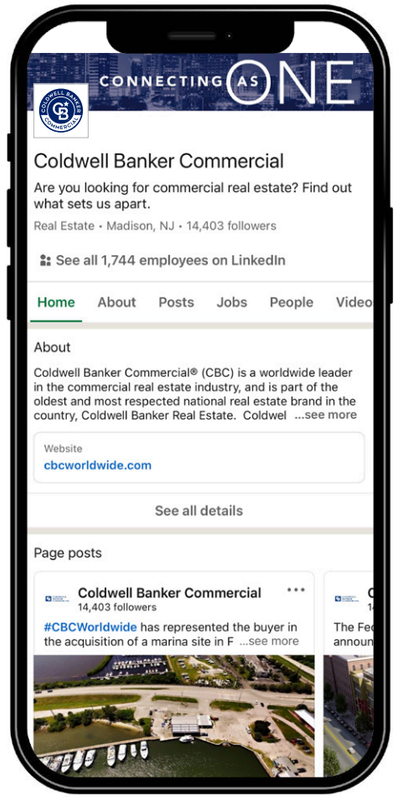
NOTEBOOK COVER

T-SHIRT

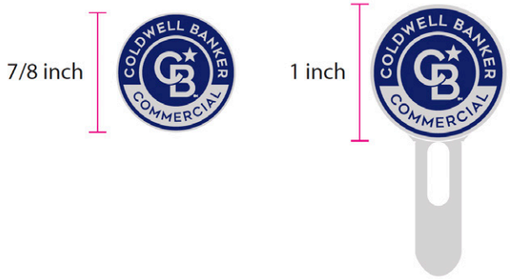
WATER BOTTLE

CAP

The Circle Logo Mark may be used in social media applications where circle-shaped bounding boxes are recommended or assigned within the template. The circle may also be used in some swag applications, such as the hat clip shown at right, though the square icon is preferred in most cases. ■



SOCIAL MEDIA HEADER



HAT CLIP WITH BALL MARKER

INDUSTRIAL IMPORTANCE

Industrial real estate is the core of the global economy, which ramps up just how important it is to find the right industrial or warehouse space for sale or lease. No two organizations are the same, no two spaces for lease or purchase are identical and no two needs are alike. Coldwell Banker Commercial® affiliated professionals work exhaustively to find the right match, no matter what the requirements, no matter where in the world. ■

INFORMED.
POLISHED.
PROFESSIONAL.

We are business owners and we think like business owners. We speak the language. We get it. Our goals are to help our clients grow their businesses and benefit their communities. We are collaborators in addressing challenges of spatial solutions and organizational efficiencies. Informed, approachable, polished – at **Coldwell Banker Commercial®** it's business as anything but usual. ■

HEADLINES THAT ARE SMART, CONFIDENT AND CRISP

IT'S BUSINESS
AS ANYTHING BUT USUAL

BRIEF, TIGHT MESSAGING THAT IS CLEAR AND INFORMATIVE

We are business owners and we think like business owners. We speak the language.

BODY COPY THAT TELLS A STORY YOU WANT TO READ

When a real estate brand is strong and the name and logo are easily recognizable, it can open doors, reassure clients and even help brokers and owners make more money. The Coldwell Banker Commercial brand does just that.

A brand is only successful if it speaks to the targeted audience, is recognizable in all of its iterations and sends the appropriate message. Strength and recognition of a successful brand identity are directly related to the consistency with which it is applied throughout all channels of communication.

When developing the brand identity for a multi-purpose, multi-tiered industry leader, all factions must be equally respected and represented. The logo, visual appearance, verbal approach, typography, color family, attitude – all are aspects that exemplify the brand characteristics. ■

OUR TRUE COLORS

Coldwell Banker Commercial Blue is our primary signature color. We have altered the formula and changed the PMS number for a purer, richer blue that is stronger in reproduction. White space is incorporated generously for a clean, contemporary look and easy readability. Black is our go-to for body copy and bold headlines. Our secondary and tertiary color palettes are meant to be used sparingly to highlight copy and/or graphic elements. This sophisticated, classic color palette creates a strong and consistent background on which photography and illustration can shine. ■

PRIMARY

Coldwell Banker Commercial Blue
CMYK 100 / 85 / 5 / 22
RGB 1 / 33 / 105
#012169 PMS 280C

Flat Black
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
#000000

White
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
#FFFFFF

SECONDARY

Sky Blue
CMYK 68 / 34 / 0 / 0
RGB 65 / 143 / 222
#418FDE PMS 279C

Rich Black
CMYK 60 / 40 / 40 / 100
RGB 0 / 0 / 0
#000000

Grey
CMYK 0 / 0 / 0 / 40
RGB 167 / 169 / 172
#A7A9AC

TERTIARY

Dark Grey
CMYK 25 / 18 / 15 / 51
RGB 110 / 114 / 119
#6E7277

Pewter
CMYK 29 / 22 / 22 / 0
RGB 183 / 185 / 186
#B7B9BA

Cement
CMYK 9 / 10 / 16 / 0
RGB 230 / 221 / 209
#E6DDD1

DIGITAL COLOR PALETTE

Blue is our signature color. It is recognized internationally and is present in our logo, signage and all brand materials. White space is incorporated generously for a clean, contemporary look and easy readability. Black is our go-to for typography. Our specialty color palette is meant to be used sparingly to help guide the user while the gray palette adds emphasis, texture and depth. Generally speaking, color should be introduced through photography and illustrations. The UI elements should remain simple, clean and clear allowing the user to easily navigate through the application.

PRIMARY COLORS

Our primary product colors are white and black. They are used to provide accessibility, simplicity, and consistency throughout all products. Default surfaces are white, icons are black and the overall design should have a very generous use of white space.

White
#FFFFFF

Black
#14171A

COLOR GUIDANCE

White should be the dominant color. Shades of black may be used on text to illustrate hierarchy; grays can be used on surfaces to add shadows and depth. Blue is only used for critical moments and primary calls to action. Specialty colors are only used for very specific purposes (favoriting, information callouts and alerts).

LOGIC AND RULES

- Embrace white space
- Add color through photography and illustrations
- Color in UI elements should be used only for very specific reasons:
  1. **Blue**: when you want a user to take an action (examples: primary CTA buttons and links)
  2. **Pink**: when you want a user to favorite something
  3. **Amber**: when you want a user to interact with an information callout
  4. **Red**: when you want to alert the user to a destructive action
- All primary CTA buttons are blue; secondary buttons are outlined or text only; action bar buttons are medium gray
- When you need to draw critical attention to the user, use blue, however, use blue diligently. The more it's used, the more its meaning is lost.
- All icons are black with two exceptions: the favoriting heart is pink, the info lightbulb is amber
- All text is black. Shades of black may be used to demonstrate hierarchy (high emphasis: 90%, medium emphasis: 60%, low/disabled: 15%)

BRAND BLUE

Blue is the core color of the Coldwell Banker Commercial® brand and should be used sparingly for moments of support, assurance and delight. Blue should be reserved for primary interactions and to highlight key UI elements. The blue used for product is a brighter derivative of the Coldwell Banker Commercial brand blue, meant to provide accessibility and project boldness while staying true to the Coldwell Banker Commercial brand.

Blue
#1F69FF

SPECIALTY COLORS

Our specialty colors are meant to convey a specific meaning and should be used sparingly in order to maintain meaning and potency. Pink is used to indicate favorites, amber is used for information callouts, and red is used to alert the user of a destructive error.

Pink Favorite
#E96084

Amber Information
#F4B124

Red Destructive
#DE342B

GRAYS

Shades of black are used to emphasize/de-emphasize text as a means of demonstrating hierarchy. Grays are used for surfaces and to create texture and depth. Default text is Black High (#2B2E30).

90% Black High
#2B2E30

60% Black Medium
#727476

15% Black Low/Disabled
#DCDCDD

Gray
#E9E9E9

Medium Gray
#F2F2F2

Light Gray
#F9F9F9

JUST OUR TYPE

Our font families are specifically chosen for their clarity and strength. ■

FOR HEADLINES AND SUBHEADS, GEOMETOS NEUE IS A CONTEMPORARY, BEAUTIFULLY DESIGNED FONT WITH BOLD STRUCTURE.

GEOMETOS NEUE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # $ %

For body copy, use Helvetica Neue LT Std. Helvetica Neue LT Std is a fresh take on a classic with clean lines and muscle.

Helvetica Neue LT Std

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # $ %

Garamond is an elegantly simple and simply elegant conversational font. A serif is a small line or stroke regularly attached to the end of a larger stroke in a letter or symbol.

Garamond

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # $ %

RETAIL REIMAGINED

A great shopping experience is the theater of now. Bright light and dynamic spaces set the stage for your retail vision. Let Coldwell Banker Commercial® assist in making your vision a reality and guide you to the top floor.

PICTURE **THIS**

The photographs we use to represent properties and offerings within the commercial real estate sector focus on strong lines, interesting angles, open space and heightened color contrasts to bring as much visual interest and drama to the images as possible. ■

IT'S **WHO WE ARE**

Engaged people are engaging people – clear, bright, confident. Our representative photographs of the people in our Coldwell Banker Commercial® network illustrate this with bright, natural light; limited color and backgrounds that don't distract. There's no facade here.

Look for authenticity – these are business professionals who are ready to win the listing and close the deal. Whether they are engaged in an activity or interaction, or are looking directly into the camera, avoid images that look overly posed. Imagery should represent our brokers. Their styles vary from suit and tie to work casual, even jeans, but they always look ready for business. Models vary in age and reflect a range of personalities, ethnicities and styles.

Be regionally specific when possible. ■

When looking to watermark images, be sure to always use the horizontal stacked version of your Reversed DBA lockup. The lower the opacity, the easier it becomes to remove the watermark, so we recommend an opacity of no less than 50%. Your watermark should always remain centered within the image, and while we recommend sizing your watermark between 500 and 1,000 pixels, this will vary based on the size of the image the watermark is appearing on. ■

OFFICE OPPORTUNITIES

Room to work together, yet separately. Room to focus. Room to breathe.

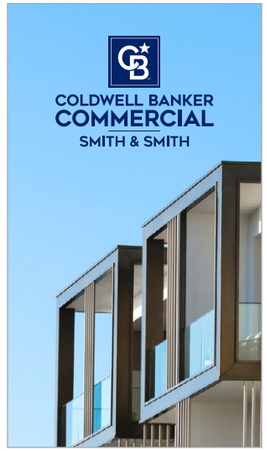
At Coldwell Banker Commercial®, affiliates know what's required to close the deal.

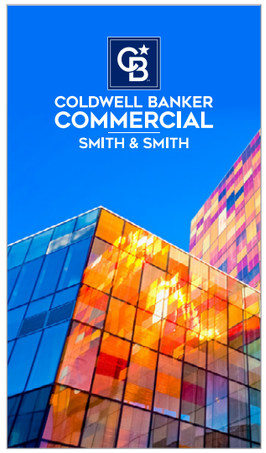
WRITE YOU ARE

Our stationery is all about business, with style. It's designed to be cohesive, contemporary and clear. Our logo, used in both of its iterations – Framed and Reversed, seals the deal. ■

Example of a 9”x12” pocket folder. All options for stationery components can be found at **xpressdocs.com**. Put together your personal look.

OPTION 1

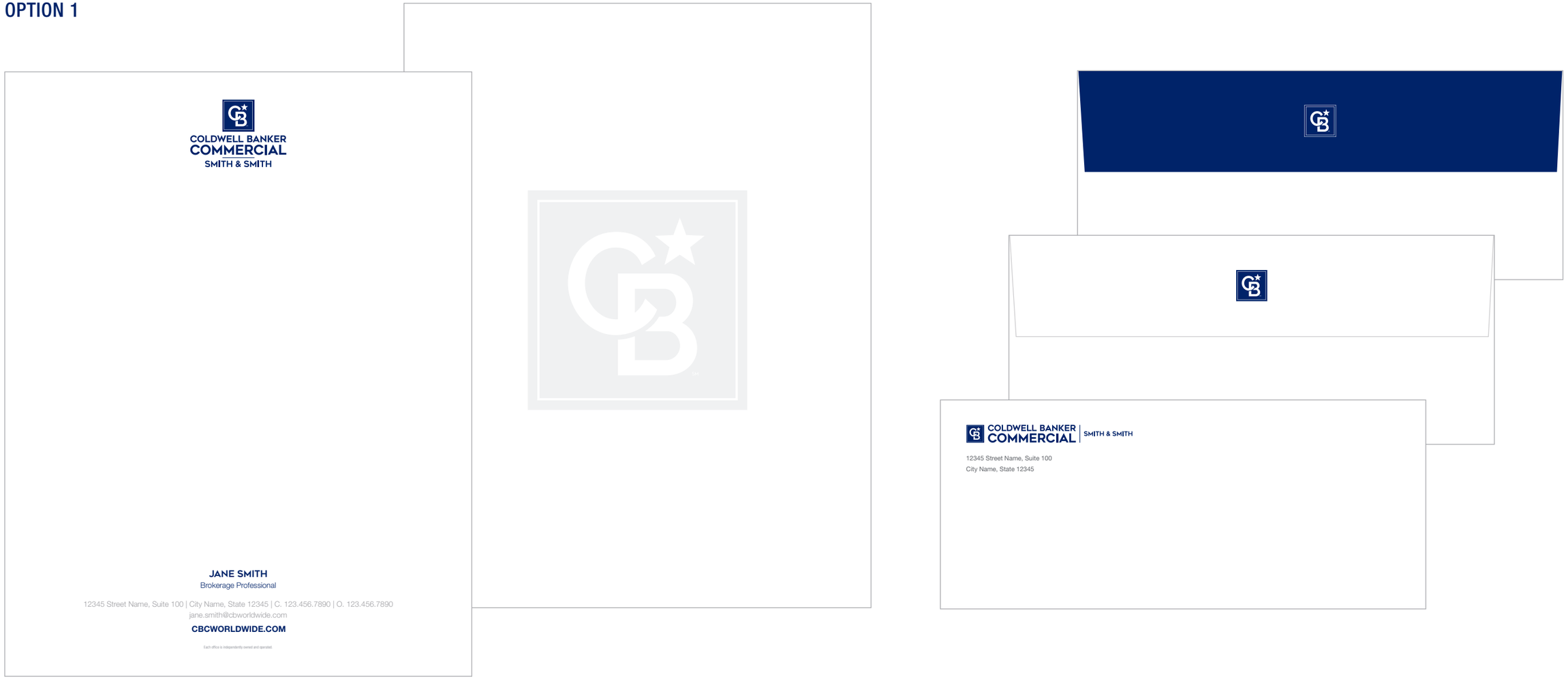




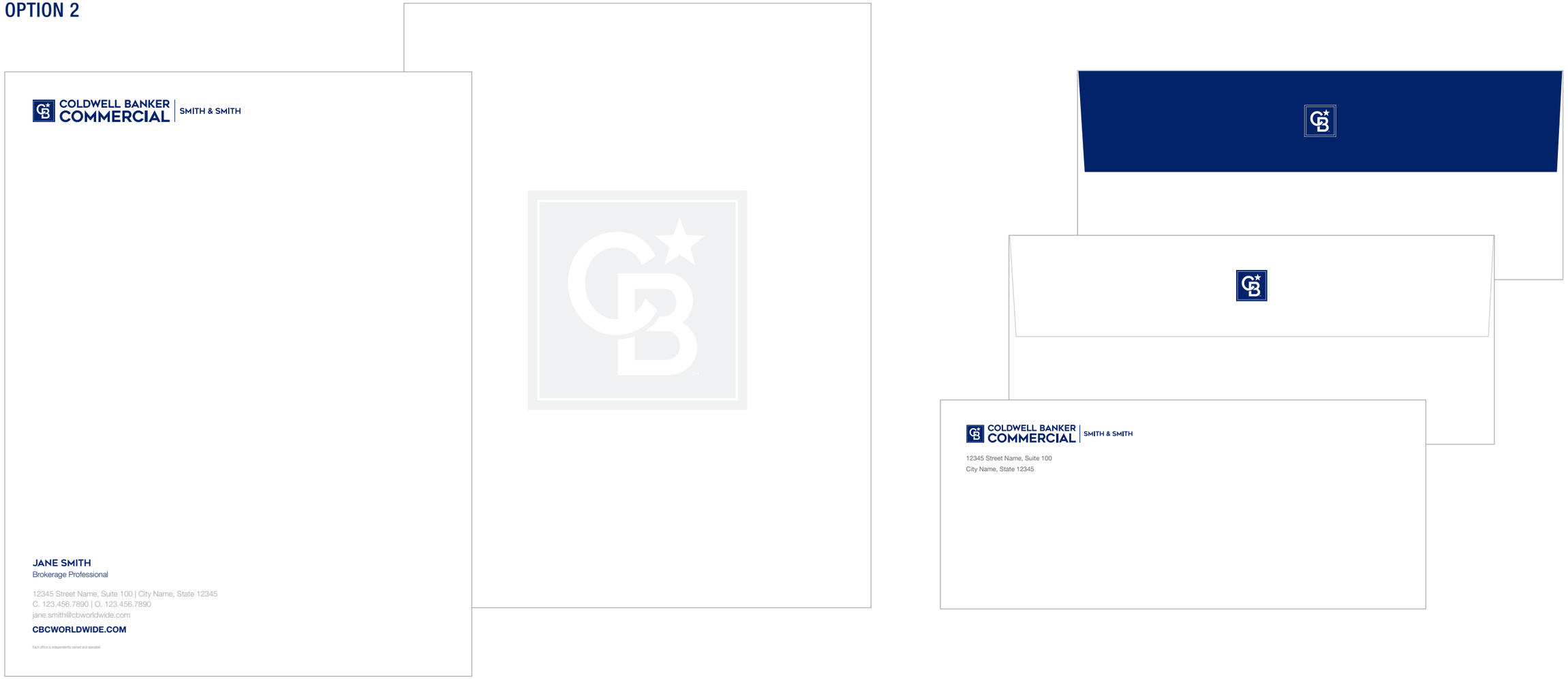
OPTION 2

Two options for business card layouts with four alternatives for backs for each.

OPTION 1


COLDWELL BANKER
COMMERCIAL
SMITH & SMITH
JANE SMITH
Brokerage Professional
12345 Street Name, Suite 100 | City Name, State 12345 | C. 123.456.7890 | O. 123.456.7890
jane.smith@cbworldwide.com
CBCWORLDWIDE.COM
Each office is independently owned and operated.
COLDWELL BANKER
COMMERCIAL
SMITH & SMITH
12345 Street Name, Suite 100
City Name, State 12345

OPTION 2


COLDWELL BANKER COMMERCIAL
SMITH & SMITH
JANE SMITH
Brokerage Professional
12345 Street Name, Suite 100 | City Name, State 12345
C. 123.456.7890 | O. 123.456.7890
jane.smith@cbworldwide.com
CBCWORLDWIDE.COM
Each office is independently owned and operated.
COLDWELL BANKER COMMERCIAL
SMITH & SMITH
12345 Street Name, Suite 100
City Name, State 12345

LAND
POSSIBILITIES
As far as the eye can see, as far as your imagination can take you,
Coldwell Banker Commercial® network will lead the way toward new horizons.

SIGN LANGUAGE

Our signage program is available in four color variations – Classic White, Two-Tone Blue on White, Classic Blue on White, Classic White with Keyline. All variations maintain the same fundamental layouts and are designed with clarity and readability in mind. It is your responsibility to ensure you and your affiliated professionals comply with local real estate regulations. ■

48”x 48”

36”x 48”

48”x 96”

12”x 48”

48”x 96”

48”x 96”

48”x 48”

36”x 48”

48”x 96”

12”x 48”

48”x 96”

48”x 96”

48”x 48”

36”x 48”

48”x 96”

12”x 48”

48”x 96”

48”x 96”

48”x 48”

36”x 48”

48”x 96”

12”x 48”

48”x 96”

48”x 96”

BUILDING BANNERS (scalable)

CUSTOM WINDOW BANNERS (24”x36”)

Five elegant and tasteful building plaques have been designed, utilizing metals with different finishes.

A wide range of riders is available to augment your signage presence.

While the images above represent full page print ads, our campaigns and advertising messages can be versioned into many different formats and media.

Our brand structure allows us to vary the moods and messages in our work with beautiful photography; minimal, clean layouts and copy with a confident, professional voice.

LEASE

THE MOBI BUILDING
64 S. Park Street, San Francisco, CA 94107

OFFERING SUMMARY

Available SF:	3,000-8,000 SF
Lease Rate:	$25.00 SF/yr (Gross)
Lot Size:	0.5 Acres
Year Built:	2007
Building Size:	500,000 SF
Renovated:	2010
Zoning:	B-1 / B-2
Market:	San Francisco Metro
Submarket:	Silicon Valley
Traffic Count:	25,000

PROPERTY OVERVIEW

You will not find an opportunity better than the Mobi Building. The Mobi Building has everything and is the ideal candidate for an office building. As more software companies start to look for locations on the waterfront, the best benefits for its tenants, and a central location, this area will become the hotspot for the entire city. When constructing the Mobi Building, every aspect was curated to fit the lives of a variety of tenants and users. Ranging from tech companies to corporate clients, the Mobi Building can fit anyone's needs.

PROPERTY HIGHLIGHTS

- 50-story, premier office building in prime location
- Security on-premise 24/7
- On-site BFY fitness club
- Limited access with cardkey on all floors
- Courtyard with tables and seating

OTHER RECOURCES

Link

John Lyle
800.489.1118
john@jl78.com

COLDWELL BANKER COMMERCIAL WALLACE

LEASE

THE MOBI BUILDING
64 S. Park Street, San Francisco, CA 94107

PROPERTY OVERVIEW

You will not find an opportunity better than the Mobi Building. The Mobi Building has everything and is the ideal candidate for an office building. As more software companies start to look for locations on the waterfront, the best benefits for its tenants, and a central location, this area will become the hotspot for the entire city. When constructing the Mobi Building, every aspect was curated to fit the lives of a variety of tenants and users. Ranging from tech companies to corporate clients, the Mobi Building can fit anyone's needs.

LOCATION OVERVIEW

The Mobi Building is in the perfect location of San Francisco – right across the street from the Giants' ballpark. The Giants' ballpark puts on many different events, including performances by entertainers, sports games and other fun happenings. If you want to grab a bite to eat, the possibilities are endless with a supermarket conveniently located one block away. The variety of eateries is vast, with brunch spots, late night meals or small plate options. Around the area, many people participate in outside activities like rollerblading, running and Frisbee. A route used by bicyclists, walkers and runners is only a couple blocks away from the Mobi Building, along with fun dog parks and trails.

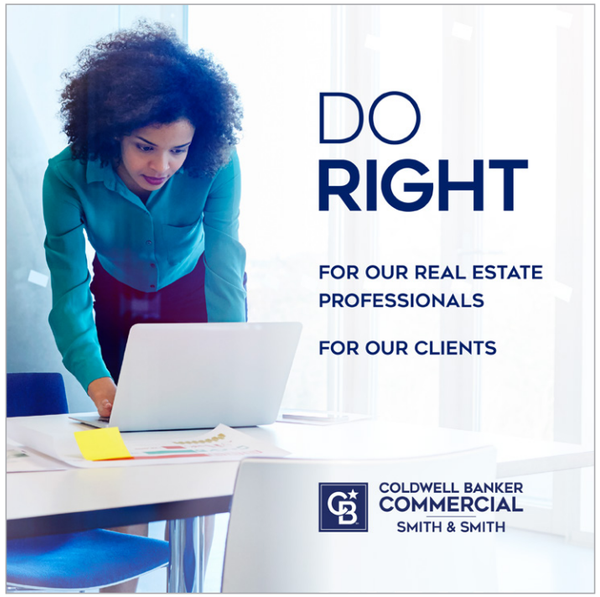
CBCWORLDWIDE.COM

Connect with us @cbcworldwide

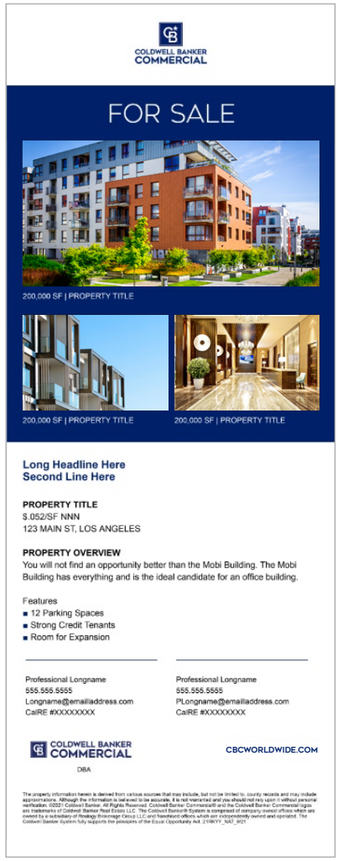
The property information herein is derived from various sources that may include, but not be limited to, county records and may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. ©2021 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act. 21.0BY_CBC_EZ1

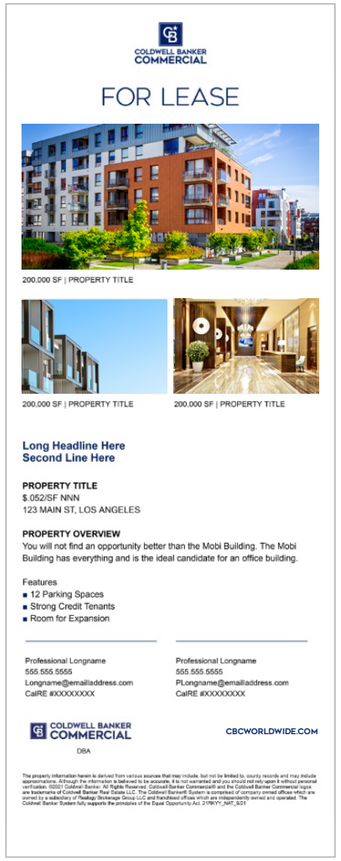
Crisp, organized and easy to read, our flyers are designed with functionality in mind.

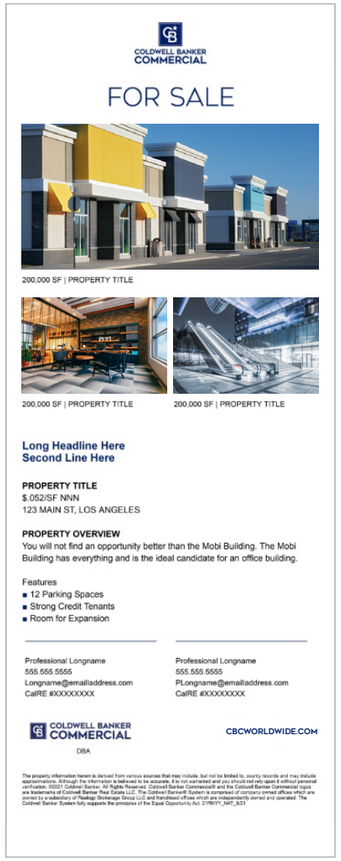
Generous use of white space and margins is intentional to make these documents office-printer-friendly.



Correlating social posts for any of our campaigns are based visually on the main graphics. Additional posts, created to extend social presence with promotional value, utilize brand fonts, color palette and photography. The supporting copy and content appear outside of the post and/or in a linked file.

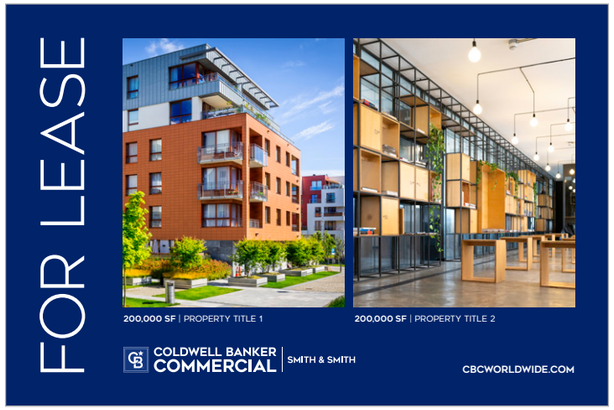


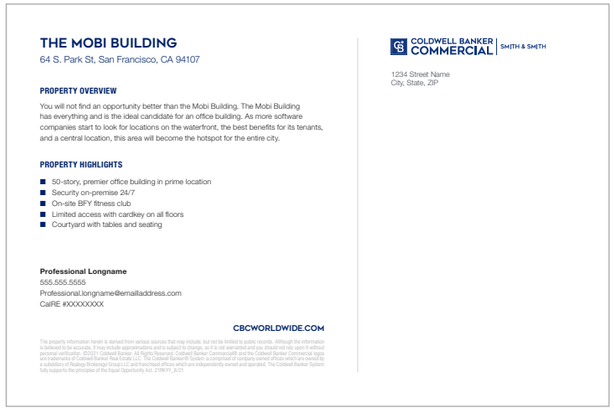




Our HTML presence is heavily templated for easy recognition and readability. The vertical framed logo at the top immediately establishes ownership of the message, while our horizontal stacked logo at the bottom anchors the message solidly.

Add graphically appealing images and crisp typography and the message is delivered in an appropriately polished tone.



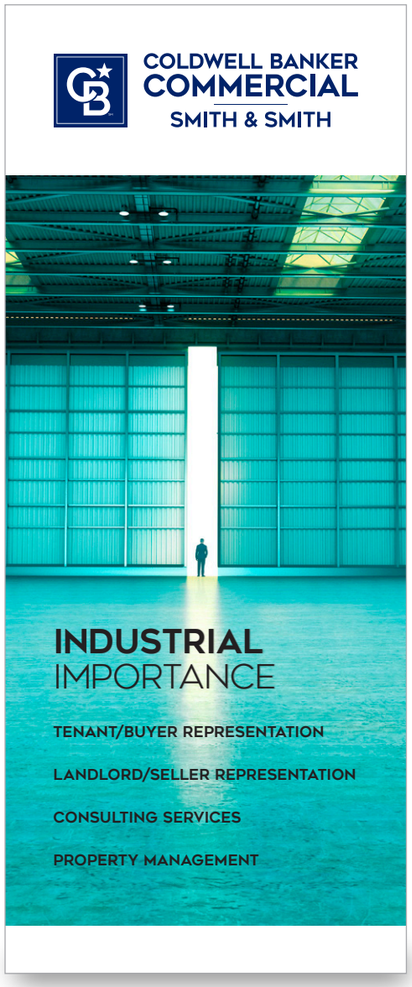


Postcards are available that allow for one, two, three or four photographs as needed.

Pull-Up Banner

Table Skirt

Pull-Up Banner



For trade shows and special events, we keep it graphic, bold and eye-catching.

BE
PATHFINDERS

INFORMED. APPROACHABLE. POLISHED. **COLDWELL BANKER COMMERCIAL®.**

GEOMETOS NEUE IS OUR FONT FAMILY

GEOMETOS NEUE
GEOMETOS NEUE
GEOMETOS NEUE
GEOMETOS NEUE

PMS 280
CMYK 100/85/5/22
RGB 1/33/105
#012069

COLDWELL BANKER COMMERCIAL® BLUE IS PMS 280

MIND THE RULE IN A DBA LOGO

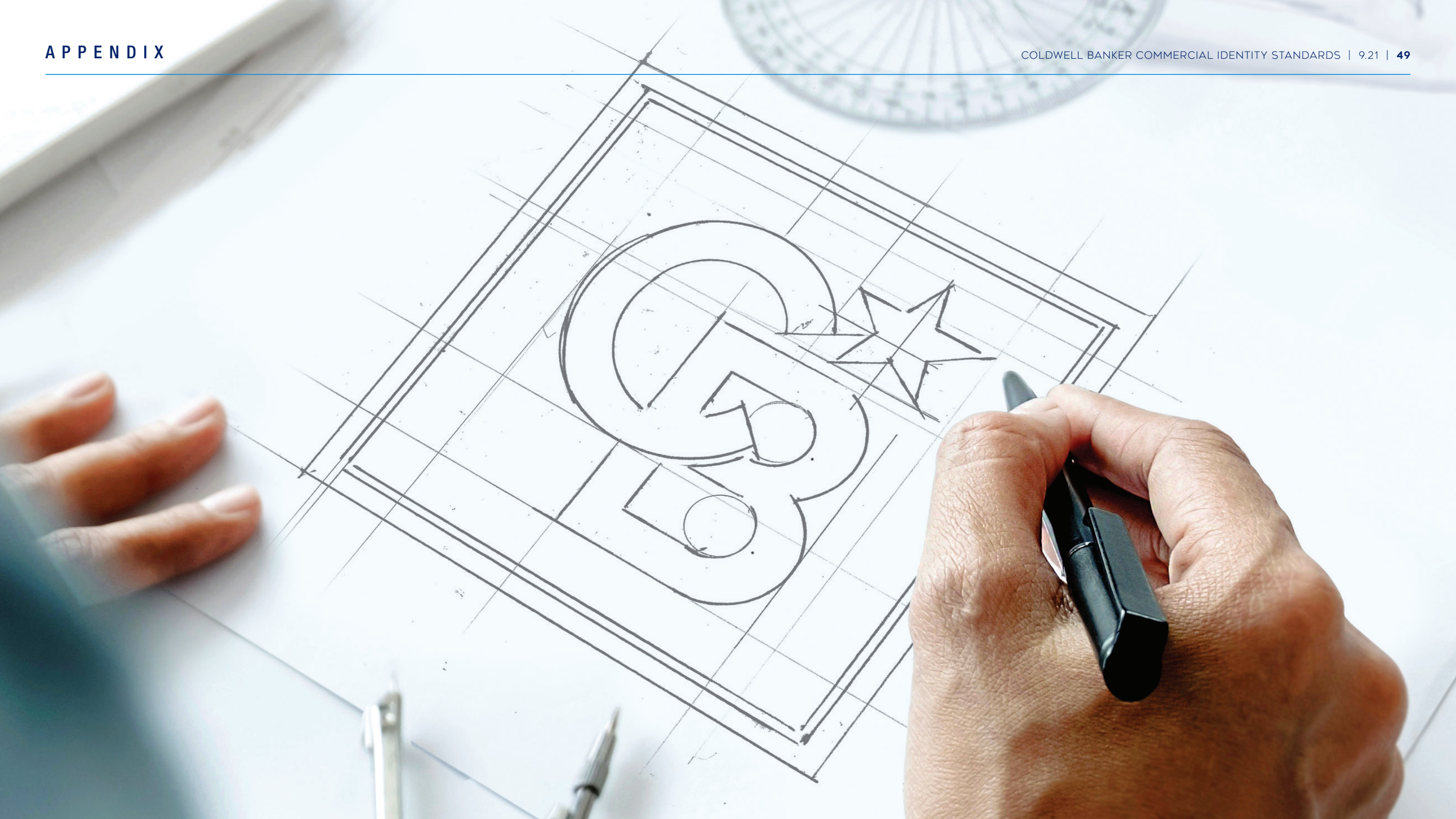
COLDWELL BANKER COMMERCIAL SMITH & SMITH

ON DARK BACKGROUND USE REVERSED LOGO

COLDWELL BANKER COMMERCIAL SMITH & SMITH

ON LIGHT BACKGROUND USE FRAMED LOGO

COLDWELL BANKER COMMERCIAL SMITH & SMITH



IDENTITY REQUIREMENTS

The Coldwell Banker Commercial® service marks, trademarks and logos are collectively called the "Coldwell Banker Commercial Marks" throughout this manual. The Coldwell Banker Commercial Marks serve as the basic building blocks for universal acceptance and identification for a single international graphic identity.

The most important element of the C oldwell Banker Commercial System, symbolic of our premier reputation and image, is the corporate logo (herein called the "Corporate Mark", "Trademark" or the "Mark"). It and all other Coldwell Banker Commercial Marks in the United States are owned by Coldwell Banker Real Estate LLC. Coldwell Banker LLC owns all Trademark registrations in countries other than the United States. Each Franchisee is authorized to use the Coldwell Banker Commercial Marks pursuant to their Franchise Agreements.

Franchisees who have not been licensed the rights to use the Coldwell Banker Commercial® Marks may not use them. Every company granted permission to use the Coldwell Banker Commercial Marks is required to protect them by adhering to the standards and regulations delineated in this manual. Care in protecting the Trademark and all of the Coldwell Banker Commercial Marks work to the benefit of everyone.

Exact and correct use of the Trademark by Coldwell Banker Commercial Franchisees and their affiliated professionals is crucial to maintain a powerful international graphic entity. This Identity and Graphic Standards Manual is part of the Policy and Procedures Manual. Also, franchisees who executed their Franchise Agreements prior to January 1, 1999, and who executed a separate Coldwell Banker Real Estate Franchise Agreement, should refer to the Coldwell Banker Identity Standards Manual for residential brokerage applications.

Advertising of any property or services, which is not within the definition of the Business, as that term is defined in the Franchise Agreement, is not permitted with the use of any of the Coldwell Banker Commercial Marks or the Coldwell Banker Commercial name.

The requirements throughout this manual must be adhered to without variation. Information on ordering materials from Preferred and Approved Suppliers is available on **cbcdesk.com**. You are encouraged to use these Preferred and Approved Suppliers for all your materials (including stationery, business cards, property signs, telephone supplies, etc.). They are familiar with the standards for using the Coldwell Banker Commercial Mark and will afford you optimum purchasing efficiencies and adherence to standards. If you elect to use a vendor that is not a Preferred or Approved Supplier" it is your responsibility to ensure that they create materials in full compliance with the standards. ■

The Corporate Mark is the primary **Coldwell Banker Commercial®** Mark. It must be used exactly as indicated in this Identity Standards Manual. There are two versions of the Mark, referred to as the FRAMED LOGO and the REVERSED LOGO.

The Mark may also refer to the use of the Coldwell Banker Commercial name in text in various applications.

The Coldwell Banker Commercial Mark is authorized for use with your approved company trade name (called "your company trade name" or "DBA") as described on building signs, property signs, stationery, business cards, websites, classified and display advertising, personal promotion literature and all other advertising materials and external communications.

It is the uniqueness of each of these elements and the way they have been assembled into a unit that give the Coldwell Banker Commercial Corporate Mark its distinctive character.

Details and specifications on the correct size, color matches and use of the Mark in various applications are contained within this manual and must be followed exactly. ■

REQUIRED

- Your company trade name or DBA must be pre-approved by Coldwell Banker Commercial Real Estate LLC, should provide clear identity and should never cause confusion with other offices or firms, or imply national or international scope.

For example:

- National Real Estate, Colorado Realty or United States Real Estate Associates would be inappropriate and confusing when used as your company trade name along with the Coldwell Banker Commercial® Trademark.
- Outside of the United States, it is suggested that your company trade name or DBA should always include the words "Real Estate" or "Realty."

- Individual brokerage professionals must utilize their approved company DBA and are prohibited from altering it in any way, or creating their own.
- The Coldwell Banker Commercial Trademark is never to be used alone without your company trade name in copy and when using the Mark graphically.
- When used with the Mark, your company trade name should be centered directly under the logo or directly to the right, as shown in the DBA portion of this manual.
- Your company trade name or "doing business as" name (often referred to as "DBA") is always typeset in **GEOMETOS NEUE BOLD**.

The Minimum Required Disclaimers

must appear whenever the Coldwell Banker Commercial® Mark is used. It is an important part of the Mark and as essential as your DBA. The following section provides the proper disclaimers for various applications:

	Affiliates	Realogy Brokerage Group
Printed Materials (Flyers, postcards, doorhangers, etc.)	©2021 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act.	©2021 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act.
	Not intended as a solicitation if your property is already listed by another broker.	Not intended as a solicitation if your property is already listed by another broker.
Advertising	©2021 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act.	©2021 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act.
Stationery	Each office is independently owned and operated.	Owned by a subsidiary of Realogy Brokerage Group LLC OR Operated by [dba].
Signage	Each office is independently owned and operated.	Owned by a subsidiary of Realogy Brokerage Group LLC OR Operated by [dba].
Broadcast Communications	Coldwell Banker Commercial (DBA Name). Each Office is independently owned an operated. Coldwell Banker Commercial is a registered trademark licensed by Coldwell Banker Real Estate LLC.	Owned by a subsidiary of Realogy Brokerage Group LLC. Coldwell Banker is a registered service mark owned by Coldwell Banker Real Estate LLC.

Use of the **Coldwell Banker Commercial®** "Registered Trademark" may also refer to the use of the Coldwell Banker name as text in advertising copy, correspondence or other applications. It does not refer strictly to the FRAMED LOGO or the REVERSED LOGO.

To present a consistent and unified image when using the Coldwell Banker Commercial name in body copy intended for external use, we have provided guidelines to follow. ■

REQUIRED

The Coldwell Banker Commercial Mark must be used as an adjective modifying or describing a noun, but never as a noun itself:

- "As part of the Coldwell Banker Commercial® System", NOT "As part of Coldwell Banker Commercial®"
- "Come join the Coldwell Banker Commercial® System", NOT "Come join Coldwell Banker Commercial®"

DO NOT place any punctuation, such as a comma or backslash between Coldwell Banker Commercial and your DBA.

DO NOT use ALL CAPS or boldface when referring to Coldwell Banker Commercial Real Estate LLC, or in combination with your name or DBA (Coldwell Banker Smith & Smith Realty).

The following examples demonstrate the correct use of our name in copy:

- Our impressive reputation makes the Coldwell Banker Commercial® brand a premier real estate system.
- The Coldwell Banker Commercial® System has over 100 years of experience and expertise.
- Coldwell Banker Commercial Smith & Smith Realty has highly trained brokerage rofessionals.
- Coldwell Banker Real Estate LLC maintains its international headquarters in Madison, New Jersey.

When referencing **CBCWORLDWIDE.COM**, it must always appear in upper case bold with no spaces. NEVER use CBC.COM.

Proper use of the Registered Trademark (®) when using the Coldwell Banker Mark in copy:

REQUIRED

The registered trademark symbol should also be used the first time Coldwell Banker Commercial appears in the subhead or the body copy of that piece (Note: The name Coldwell Banker Commercial receives an (®) in copy only. When used in the logo, it requires an SM.).

If the **Coldwell Banker Commercial** Mark is used in text in the headline of a piece, the registered trademark (®) must be used the first time the name appears. It does not have to be bold.

The maximum number of times the registered trademark should appear next to Coldwell Banker Commercial on a given page is two. Coldwell Banker Commercial should be bold the first time it appears. It is not necessary to bold Coldwell Banker Commercial every time.

If Coldwell Banker Commercial is not used in the headline, the registered trademark must be used the first time Coldwell Banker Commercial appears in the subhead and next to the first mention in body copy on the page.

If Coldwell Banker Commercial is not used in the headline or subhead, the registered trademark only needs to appear next to Coldwell Banker Commercial the first time it is mentioned in the body copy of a page. This is the only situation when it is not necessary to show the Coldwell Banker Commercial registered trademark (®) with the registration symbol twice.

DO NOT use the registered trademark when using your company trade name or DBA (i.e., Coldwell Banker Commercial Smith and Smith Realty) or Coldwell Banker Commercial Real Estate LLC.

If a printed piece is longer than one page, the service mark must be used with the Coldwell Banker Commercial mark according to the above guidelines on every page of that piece.

Proper Trademark Notations and Use: United States Only

Many of the products, services and programs offered by **Coldwell Banker Commercial®** companies are identified by our Trademarks. When a Trademark identifies a program, the appropriate symbol should be used immediately after the program's name or design. Listed below are instructions for using different Trademarks, as well as the appropriate symbol for each:

Trademark:
Any word, name, design, device or any combination thereof, adopted and used by the manufacturer or merchant to identify its goods and distinguish them from those manufactured or sold by others. Any Trademark that is not registered should be followed by the TM symbol.

Registered Trademark:
This is a Trademark that has become the subject of a United States Patent and Trademark Office registration. These are the only Trademarks that can be followed by the ® symbol.

Service Mark:
Any word, name, design, device or any combination thereof, adopted and used in the sale or advertising of services provided by a business to identify its services and distinguish them from those of others. Any service mark that is not registered should be followed by the SM symbol.

Registered Service Mark:
This is a service mark that has become the subject of a United States Patent and Trademark Office registration. These are the only service marks that can be followed by the ® symbol.

Copyright:
The exclusive right granted by the United States government to the author or other owner of a work, investing the author or other owner for a specific period of time with the sole and exclusive privilege of publishing or distributing that work. Among the most common items subject to copyright in the business world are video, audio and written advertising and promotional materials in various media, individual graphic

Proper Trademark Notations and Use: International

The Coldwell Banker Commercial brand owns numerous trademarks and service marks throughout the world that must be protected, many of which are registered. Make sure you use these trademarks in your regions correctly as set forth in this manual, including proper use of the ® symbol for registered marks. For further information regarding proper use of trademark symbols and for a list of registered marks in your region, please contact us at: IDStandards@coldwellbanker.com ■

TM ® SM ©

*Full DBA suites are available on BrandSrv.

FRAMED SINGLE-LINE

- Use the Framed Horizontal DBA logo on **white backgrounds** and anything else with a **light background**
- The DBA name should not extend beyond the “COLDWELL” portion of the wordmark. The width of the DBA is determined by “W”
- The spacing that pads the rule and between the framed icon and the wordmark as well as between the wordmark and the DBA’s name is determined by “X”
- The height of the the DBA’s name is determined by “Y”
- Use the Horizontal Single Line when the DBA has 10 or fewer characters
- If the DBA has more than one word and exceeds the character limit, please refer to the Horizontal Double-Line DBA guidelines on the next page
- If the DBA exceeds the character limit, but you would like to maintain a Single-Line DBA, please see the Longer DBA guidelines on the next page

*Full DBA suites are available on BrandSrv.

FRAMED DOUBLE-LINE

- Use the Framed Horizontal DBA logo on **white backgrounds** and anything else with a **light background**
- **For Double-Line DBAs and longer DBAs**, the DBA name should not extend beyond the “COLDWELL BAN” portion of the wordmark. The width of the DBA is determined by “W”
- Use the Horizontal Double Line when the DBA has more than 10 characters and is more than one word
- The preferred length for each DBA line is approximately 13-15 characters
- The spacing that pads the rule and between the framed icon and the wordmark as well as between the wordmark and the DBA’s name is determined by “X”
- The total height of the DBA is determined by “Z”
- For Double-Line DBAs, the character size would be 45pt with leading 45pt
- For Longer DBAs, the character size would be 31pt with leading 31pt

COLDWELL BANKER COMMERCIAL | SMITH & SMITH

COLDWELL BANKER COMMERCIAL | CHESAPEAKE REAL ESTATE COMPANY

COLDWELL BANKER COMMERCIAL | KEANE, SCILLATH & JONES REAL ESTATE BROKERAGE

*Full DBA suites are available on BrandSrv.

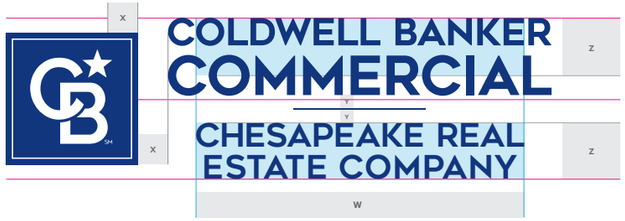
REVERSED HORIZONTAL DBA

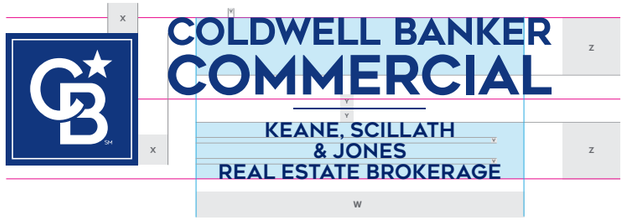
- The Reversed Horizontal DBA logo uses the white outline
- Use the Reversed Horizontal corporate logos on **blue backgrounds** and anything else with a **darker background**
- The sizing and spacing rules for the horizontal DBAs apply to the respective horizontal DBAs reversed version

*Full DBA suites are available on BrandSrv.

FRAMED SINGLE-LINE

- Use the Framed Horizontal Stacked DBA logo on **white backgrounds** and anything else with a **light background**
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker portion of the wordmark. The width of the DBA is determined by “W”
- Use the Horizontal Stacked Single Line when the DBA has 12 or fewer characters
- If the DBA has more than one word and exceeds the character limit, please refer to the Horizontal Stacked Framed Double-Line DBA guidelines on the next page
- The height of the DBA is determined by “Z”
- The spacing that pads the rule is determined by “Y”
- The spacing between the framed icon and the wordmark is determined by “X”





*Full DBA suites are available on BrandSrv.

FRAMED DOUBLE-LINE

- Use the Framed Horizontal Stacked DBA logo on **white backgrounds** and anything else with a **light background**
- For Double-Line DBAs, the DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker portion of the wordmark. The width of the DBA is determined by “W”
- Use the Horizontal Stacked Double Line when the DBA has more than 12 characters and is more than one word
- The preferred length for each DBA line is approximately 13-15 characters
- For Double-Line DBAs, the character size would be 33pt with leading 33pt
- For Longer DBAs, the character size would be 21pt with leading 21pt
- The spacing that pads the rule and between the framed icon and the wordmark is determined by “X”

COLDWELL BANKER
COMMERCIAL
SMITH & SMITH

COLDWELL BANKER
COMMERCIAL
CHESAPEAKE REAL
ESTATE COMPANY

COLDWELL BANKER
COMMERCIAL
KEANE, SCILLATH
& JONES
REAL ESTATE BROKERAGE

*Full DBA suites are available on BrandSrv.

REVERSED HORIZONTAL STACKED DBA

- The Reversed Horizontal Stacked DBA logo uses the white outline
- Use the Reversed Horizontal corporate logos on **blue backgrounds** and anything else with a **darker background**
- The sizing and spacing rules for the horizontal DBAs apply to the respective horizontal DBAs reversed version

*Full DBA suites are available on BrandSrv.

FRAMED SINGLE-LINE

- Use the Framed Vertical DBA logo on **white backgrounds** and anything else with a **light background**
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker portion of the wordmark. The width of the DBA is determined by “W”
- Use the Vertical Single-Line when the DBA has 12 or fewer characters
- If the DBA has more than one word and exceeds the character limit, please refer to the Vertical Double-Line DBA guidelines on the next page
- The height of the DBA is determined by “X”
- The spacing that pads the rule is determined by “Y”

*Full DBA suites are available on BrandSrv.

DOUBLE-LINE

- Use the Framed Vertical DBA logo on **white backgrounds** and anything else with a **light background**
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker portion of the wordmark. The width of the DBA is determined by “W”
- Use the Vertical Double Line when the DBA has more than 12 characters and is more than one word
- The preferred length for each DBA line is approximately 13-15 characters
- The spacing that pads the rule is determined by “Y”
- For Double-Line DBAs, the character size would be 42pt with leading 42pt
- For Longer DBAs, the character size would be 27pt with leading 27p

COLDWELL BANKER
COMMERCIAL
SMITH & SMITH

COLDWELL BANKER
COMMERCIAL
CHESAPEAKE REAL
ESTATE COMPANY

COLDWELL BANKER
COMMERCIAL
KEANE, SCILLATH
& JONES
REAL ESTATE BROKERAGE

*Full DBA suites are available on BrandSrv.

REVERSED VERTICAL DBA

- The reversed vertical stacked DBA logo uses the white outline
- Use the reversed vertical corporate logo on **blue backgrounds** and anything else with a **darker background**
- The sizing and spacing rules for the vertical DBAs apply to the respective vertical DBAs reversed version

COLDWELL BANKER
COMMERCIAL

CBCWORLDWIDE.COM

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