



REALTORS® Commercial Alliance
of the National Association of REALTORS®



BRAND STYLE GUIDE



NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate®

Real Strength.
Real Advantages.

What is branding
and how will this
RCA Brand Style
Guide help me?

A brand is a definition of distinction. It separates you from your competitors and creates a visual and perceptual difference for your organization and business communications. The REALTOR® brand has been proven to generate incremental income for every REALTOR® during his or her membership in the National Association of REALTORS®, according to a brand valuation study. The REALTORS® Commercial Alliance (RCA) leverages the power of the NAR brand for the commercial real estate industry.

In order for your organization to leverage the power of NAR's commercial real estate brand—RCA—we have developed, and will continue to develop, business-focused content, marketing, advertising and promotional material for your use.

This RCA Brand Style Guide provides samples and directions for RCA logo usage. These and the complete set of NAR brand standards can be found at www.REALTOR.org/NARBrandStandards

A logo is a word or symbol designed for easy and definite recognition.



A brand is the sum of your experiences with a product or service—the intangible impression you are left with, created over time.



RCA logo rules and guidelines

Position Restrictions

The RCA logo may appear at the top of the communication piece, on either side of the page.

Please don't place the logo on the bottom of the page or near the commercial real estate REALTOR® logo or NAR block R logo.

Size Restrictions

The registration mark in the REALTOR® Logo should be legible, both off and online.

The minimum reproduction size for the RCA logo is 1.18" width and .60" height.

Ideal size
2" wide by
1" tall



Minimum size
1.18" wide by
.60" tall



Multiple Color Options

4 color option

 Red CMYK 0/100/81/4

 Black

2 color option

 Red PMS 186

 Black

3 color option

 Red PMS 186

 Black

 Gold PMS 871



One Color Options

Option 1



Gold PMS 871

Option 2



Black

Option 3



Red PMS 186



You can access the RCA logo from www.REALTOR.org/Logos

Option 1—Recommended Commercial Group Usage

We recommend that your Association name appears in text in conjunction with the RCA logo.

If REALTORS® Commercial Alliance is already part of the official name of the group, it need not be repeated when it appears in conjunction with the RCA logo.

REALTOR® Association name should be placed at the lower right of the RCA brand logo, aligned base-to-base with the bottom of the Block R using Helvetica Black Oblique.

Any commercial group may use the RCA brand logo in place of the Commercial “R” REALTOR® logo, whether or not REALTORS® Commercial Alliance is used in its name.

Helvetica Black Oblique:
1234567890
QWERTYUIOPASDGHJK
LZXCVBNM
qwertyuiopasdfghjklzx
cvbnm



As presented logo
is 1.75" wide by .90" tall.

Text is 7.3 pt Helvetica
Black Oblique.

Option 2—Commercial Group Usage

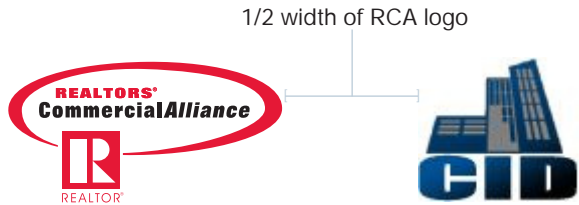
If your group does not use the REALTORS® Commercial Alliance in the group name, you must include your group's name and the board's name.



Option 3—Commercial Group and Commercial Overlay Board

You can use the RCA logo in conjunction with your group's logo. Your group's logo may appear on either side, above or below of the RCA logo.

Make sure there is a clearance of at least one-half the width of the RCA logo between, above or below the logos.



Questions? Contact the RCA at 1-888-648-8321.

Option 1— Recommended Commercial Overlay Board

Your board name is the main name of your organization. We recommend you use your board name in conjunction with the RCA brand logo.

Commercial group name should be placed at the lower right of the RCA brand logo, aligned base-to-base with the bottom of the Block R.

Please see NAR Guidelines for Commercial Overlay Board naming procedures.



As presented the above logo is a sample only.

Option 2 Commercial Overlay Board

For COBs that already have a NAR approved name that incorporates both the phrase "REALTORS® Commercial Alliance" and a geographic descriptor related to the association jurisdiction, the geographic location may appear solely in text below the logo.

This option may not be used when there is no distinct geographic jurisdiction to which it refers (e.g. "TriState" rather than "Delaware, New Jersey & Pennsylvania").

Please call the RCA to check that your new name is not confusingly similar to the name of another COB.



As presented logos are 1.5" wide by .75" tall.

Text is 7 pt Helvetica Black Oblique.

Acceptable color combinations for individual members who use the commercial real estate REALTOR® logo.

Size

The registration symbol “®” should be legible. The size of the registration symbol, “®”, may be increased as necessary to insure its readability. The “®” should be superscripted.

Spacing

The REALTOR® Logo should be separated from other lettering, designs or emblems by a minimum distance of one-half the width of the Block “R”.



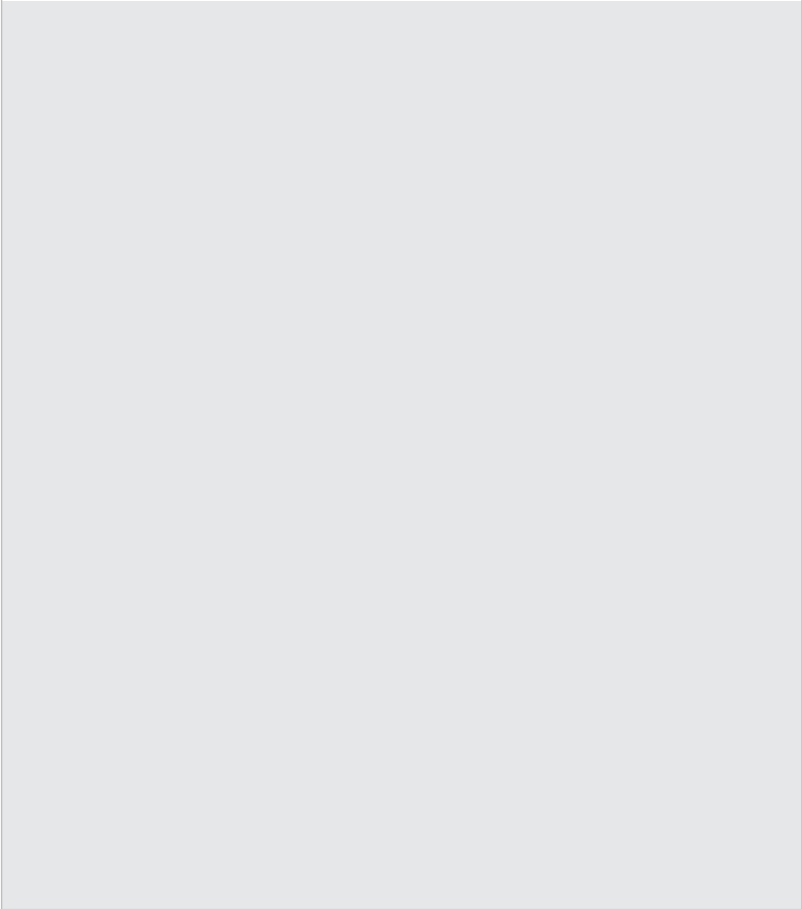
When using a darker colored paper, the logo and all its elements needs to be reversed out.

Sample Letterhead

RCA Logo Rules & Guidelines



342 Bull Street
Savannah, GA 31401
(912) 525-5000

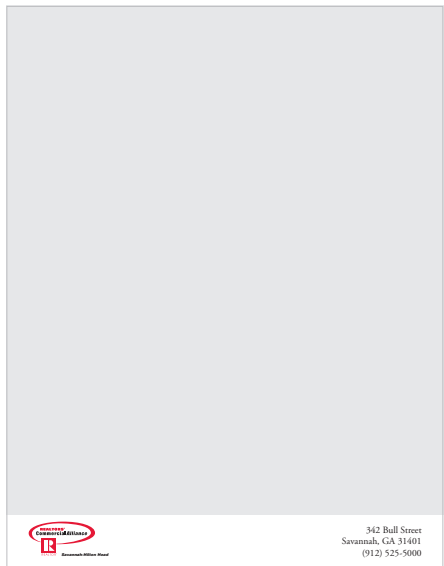


Print Advertisements and Flyers

The brand logos may be utilized in materials that contain reference to, in copy/content, the REALTORS® Commercial Alliance (RCA).

The brand logo may appear at the top of the communication piece, either side, or on the page where content applies appropriately.

The RCA brand logo with the Commercial Overlay Board name in text, or the combined logos should be placed near the bottom of the advertisement in a balanced position for a signature.

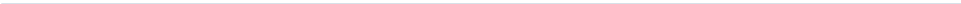


Questions? Contact the RCA from
1-888-648-8321.

Collateral Materials
RCA Logo Rules & Guidelines

Collateral Materials

The RCA brand logo with the Commercial Board name in text, or the combined logos should be placed either on the front or back outside covers following the Commercial Board's own graphic standards.



Use of the RCA Brand Logo is reserved only for the National Assoc. of REALTORS® and its Commercial Overlay Boards and commercial groups. Individual members may not use the brand logo on their business cards and stationery. The only exception is if they are provided by the commercial overlay board or commercial group as official identification for its volunteer and staff leadership. Questions? Contact the RCA at 1-888-648-8321.

