



# BRAND IDENTITY GUIDE

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This document will guide you on how to maximize the impact of your LeadingRE membership using our identity assets, while protecting our brand—and strengthening yours.

Usage of the LeadingRE logo in particular is governed by specific rules, which—in short—are:

- 1. Use only the original logo files.**
- 2. Use the trademark appropriate for your country.**

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This branding guide provides specific language and tools you can use to weave the LeadingRE story into your marketing. You can also download these resources at [LeadingRE.com/branding](https://www.leadingre.com/branding).

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## WHY THE LEADINGRE “INGREDIENT BRAND” ENHANCES YOUR BRAND

### INTRODUCTION: A BIG OPPORTUNITY

Your membership in Leading Real Estate Companies of the World® brings you valuable benefits: a world-class referral network, a listing advantage, innovative programs, unique events and connections to people and opportunities around the world.

These are things **you** value.

But what about home buyers and sellers? How can you translate the benefits of LeadingRE, in clear and compelling terms, to **them**?

We created this guide to make it easier for you to do just that.

Including LeadingRE in your consumer marketing in the right ways empowers you to tell a story of independence, quality and connections that enhances your own brand proposition and gives people new reasons to do business with your company.

The more our market-leading companies incorporate the LeadingRE “ingredient brand” (think “Intel Inside”), the more consumer recognition it will have, and the more powerful your affiliation will become with both consumers and sales associates.

**That’s a big opportunity.  
Let’s seize it, together.**

### THE LEADINGRE CONSUMER STORY

All good marketing is rooted in a strong story. A strong story creates connections for people—to opportunities, to benefits, to emotions—that guide their actions. A compelling story explains why a consumer should *care* about your brand.

Getting the LeadingRE consumer story straight is our first order of business. It’s the foundation upon which everything else follows.

There are three “pillars” of the LeadingRE brand that we know resonate with consumers.

**QUALITY:** Membership in Leading Real Estate Companies of the World® is awarded only to select, market-leading companies that have demonstrated excellence in service delivery and results.

**CONNECTIONS:** Even though real estate is local, homeowners can transact in multiple locations, so you are able to offer the best of both worlds. Through your affiliation with Leading Real Estate Companies of the World®, you are both local and global.

**INDEPENDENCE:** Real estate is local, so your independent ownership and distinctive culture are well-aligned with market-specific needs and services.

### A WORD ABOUT STANDARDS

The better you treat the Leading Real Estate Companies of the World® brand, the more powerfully it will support *your* brand.

It’s that simple. Brand standards matter. All LeadingRE members have a stake in portraying the LeadingRE brand as faithfully as possible. We care for this brand together.

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The LeadingRE brands and logos, and related program logos may not be used on contracts or other legal documents between the member and other parties, as the membership agreement clearly states that the relationship is one of an affiliate and not an agent, franchisee or partner of the network, with no responsibility for the member’s legal agreements.

2.03 From Member Agreement Relationship. The Affiliate is an independent contractor of the Network and is not an employee, agent, franchisee or partner of the Network or any other Network member by virtue of its status as an Affiliate of the Network. The Affiliate is and shall remain liable for its dealings with its customers or clients, including those referred to the Affiliate, and the Affiliate shall indemnify and hold harmless the Network, and other Network members against and from any and all claims of such customers or clients arising from such dealings.



# LOGO ELEMENTS

## LOGO VERSIONS

The LeadingRE logo is a wordmark (or logotype)—a uniquely styled typographical treatment of the Leading Real Estate Companies of the World® company name. The LeadingRE logo is a singular piece of artwork and must not be re-created, reassembled, or otherwise altered.

There is one primary LeadingRE logo version: Horizontal. **However, the Extreme Horizontal version may be used for yard signs and yard sign riders only.** See sign rider usage on page 25 and yard sign integration on page 27.

The LeadingRE logo can only be used in original colors, at sizes no smaller than its minimum size and with the specified clear space.

Always use the logo files with the trademark appropriate for your country which is specified on page 7. It is a good practice to always use the original logo suite files.

### Horizontal Version (Primary Version)

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### Extreme Horizontal Version (Only to be used for sign riders and yard signs)

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## LOGO TRADEMARK USE

In the USA, the LeadingRE logo is Registered in the U.S. Patent and Trademark Office and should always be used with the ® symbol. For use in countries other than the USA, the LeadingRE logo should always be used with a TM symbol.

Never alter the position of the ® or TM symbol. Always use the original logo files.

In order to ensure that the ® and TM symbols are legible in all applications, there are two variations of each logo—the only difference being the size of the ® or the TM.

One variation includes a smaller ® or TM—this is to be used in the majority of applications. The other variation includes a larger ® or TM—this is to be used when reducing the logo to the following sizes:

- Horizontal—2.5" width or smaller
- Extreme horizontal—3" width or smaller

### USA



- The ® symbol for use in the USA  
The position of the symbol should never be altered

### Countries other than the USA



- Use the TM symbol in countries other than the USA  
The position of the symbol should never be altered

### Larger size trademark, for small logo size



### Smaller size trademark, for larger logo size



## LOGO TAGLINE VERSION

LeadingRE has trademarked the phrases “I’M LOCAL I’M GLOBAL” and “WE’RE LOCAL WE’RE GLOBAL” for individual agent and company-wide use, respectively. Versions of the logo tagline are shown here. If used with the LeadingRE logo, the tagline should be in proportion as shown.

In the USA, the I’M LOCAL I’M GLOBAL® and WE’RE LOCAL WE’RE GLOBAL® taglines are Registered in the U.S. Patent and Trademark Office and should always be used with the ® symbol.

For use in countries other than the USA, the I’M LOCAL I’M GLOBAL™ and WE’RE LOCAL WE’RE GLOBAL™ taglines should always be used with a TM symbol.

### Tagline Addition

I’M LOCAL I’M GLOBAL®  
I’M LOCAL I’M GLOBAL™

WE’RE LOCAL WE’RE GLOBAL®  
WE’RE LOCAL WE’RE GLOBAL™

I’M LOCAL  
I’M GLOBAL®

I’M LOCAL  
I’M GLOBAL™

WE’RE LOCAL  
WE’RE GLOBAL®

WE’RE LOCAL  
WE’RE GLOBAL™



I’M LOCAL  
I’M GLOBAL®



WE’RE LOCAL  
WE’RE GLOBAL®



I’M LOCAL  
I’M GLOBAL™



WE’RE LOCAL  
WE’RE GLOBAL™



## LOGO CLEAR SPACE

To preserve the integrity of the LeadingRE logo, it should always be surrounded by a generous clear space.

At minimum, the space should be equal to the height of the letter “L” of the logo. This applies to all logo versions: Horizontal and Extreme Horizontal.

The clear space can of course be larger.

The clear space is relative to the size of the logo, so it should be assessed each time the size of the logo changes.

Some applications have a specific clear space—please refer to the Applications section of this guide on pages 19-27.

### Logo Clear Space



Clear space of the logo is the height of the letter “L” in “Leading,” so the clear space is relative to the size of the logo. The same approach applies to the Extreme Horizontal version.

## LOGO MINIMUM SIZE

To preserve the integrity of the LeadingRE logo, it should never be applied in sizes smaller than the minimum size.

### HORIZONTAL VERSION

Minimum size is calculated based on the width of the logo—for the Horizontal version the minimum size is 1.1" width.

When resizing the LeadingRE logo, always remember not to distort the logo (constrain proportions for the logo's width and height).

Some applications have a specific minimum size for the Horizontal version—please refer to the Applications section of this guide.

### EXTREME HORIZONTAL VERSION

The Extreme Horizontal version is only to be used for signage. Please refer to page 25 for sign rider examples and page 27 for yard sign examples.

### Logo Minimum Size

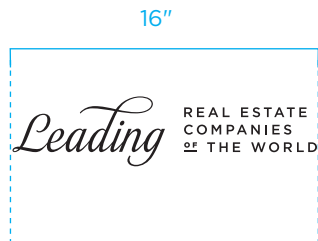
#### Horizontal Version Minimum Size



#### Extreme Horizontal Version Minimum Size for Yard Signs



#### Extreme Horizontal Version Minimum Size for Sign Riders



## SIZING THE LOGO

When placing the LeadingRE logo near any other affiliation or partner logo, it should be sized to have an equal visual presence.

Logos come in different proportions—square, round, horizontal or vertical. To achieve an equal visual presence for all logos in a given group, they should be sized optically—have a similar visual footprint.

The logos should never be sized to the same height or width—that results in some logos being much too small in comparison.

When arranging multiple logos, it's a good practice to choose a method of organizing them—placing all logos on the same baseline or optically (not mathematically) centering.

When resizing the LeadingRE logo, always remember to constrain proportions for the logo's width and height.

For more details on sizing the Luxury Portfolio logos, please refer to the Luxury Portfolio brand guide. Luxury Portfolio logos can only be used by Luxury Portfolio members.

### LeadingRE sized with other logos—correct



Logos should be sized optically to achieve similar visual footprint

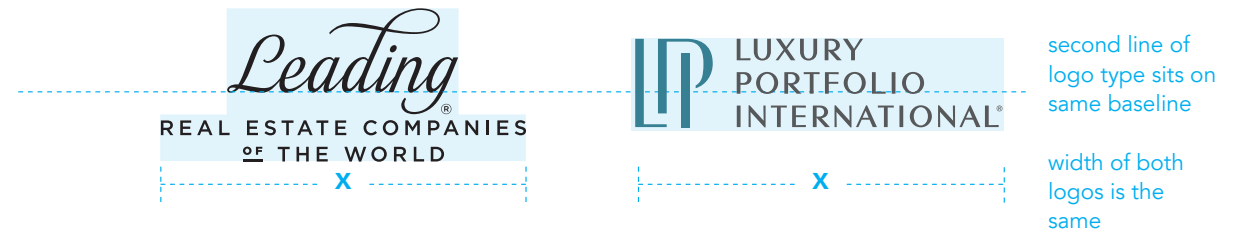
### LeadingRE sized with other logos—incorrect



Logos should never be sized mathematically (to the same height or width)—it results in some logos being much too small in comparison

### LeadingRE sized with the Luxury Portfolio logo

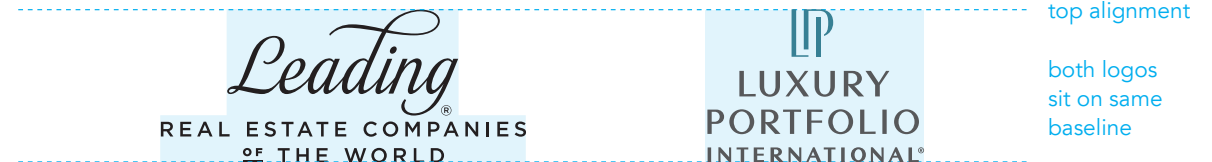
#### Horizontal logo with LeadingRE Horizontal logo — Preferred Pairing



second line of logo type sits on same baseline

width of both logos is the same

#### Vertical logo with LeadingRE Horizontal logo



top alignment

both logos sit on same baseline

## LOGO COLOR VERSIONS

The LeadingRE logo is available in three color versions:

- Black—preferred version
- Reverse (white)—for color backgrounds; this is the only way in which the logo may appear with the member brand colors, when the LeadingRE logo is reversed out in white on the member's background color
- Corporate Color—if the color is not at odds with member brand colors

### When Printing on Coated Paper

**PMS** 2747C (Pantone Matching System)

**CMYK\*** C: 100 | M: 85 | Y: 0 | K: 13

### When Printing on Uncoated Paper

**PMS** 2747U (Pantone Matching System)

**CMYK\*** C: 100 | M: 85 | Y: 0 | K: 13

### For Digital Materials

**RGB** R: 19 | G: 61 | B: 141

\* Please Note: The CMYK color values listed above for PMS 2747 are the Pantone conversion values. Please work with your printer to achieve the closest color match.

Above colors are available for all logo versions.

The logo artwork always features a single color—no element within the design should appear in a different color.

### Logo Color Versions

#### Black—Preferred Version

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD®

*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD®

#### Reverse

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD®

*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD®

#### Corporate Color

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD®

*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD®

## LOGO COLOR VERSIONS

Additionally, the logos can be applied in gray—no lighter than 50% K (black), and reverse transparency, as long as it's no lighter than 60% opaque. All logo versions can be applied in these colors.

The logo artwork always features a single color—no element within the design should appear in a different color.

### Additional Logo Color Versions

#### Gray—no lighter than 50% K (black)

100% K



90% K



80% K



70% K



60% K



50% K



40% K



30% K



#### Reverse Transparency—no lighter than 60% opacity

100%



90% opacity



80% opacity



70% opacity



60% opacity



50% opacity



40% opacity



30% opacity



# LOGO COLOR APPLICATION

## Approved Application Examples

Black—Preferred Version



Reverse



Corporate Color



Gray—no less than 50% K (black)



Reverse Transparency—no less than 60%



Corporate Color—Reverse



other logos

## LOGO MISUSE

The LeadingRE logo is our most recognizable visual asset, and it should be applied consistently and correctly for optimum brand recognition.

Here are just a few examples of incorrect logo treatments, which will, over time, deteriorate the LeadingRE brand. These treatments are NEVER permitted.

To avoid logos being altered, re-created or distorted please remember to always use the original logo suite files. This applies to all logo versions—Horizontal and Extreme Horizontal—in all colors.

### Incorrect Logo Treatments

#### The Correct Logo File



#### Distorted



#### Altered Proportions



#### Wrong Color



#### Altered Wordmark



#### Separating Parts of the Version



#### No Minimum Space



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin et interdum magna. Aliquam fermentum mattis vel, a eleifend. Duis vitae quam orci. Nulla sed fermentum turpis. Nulla ac ligula risus. Integer elementum auctor gravida. Sed iaculis et odio ac eleifend.

#### Logo Without Trademark



# CO-BRANDING

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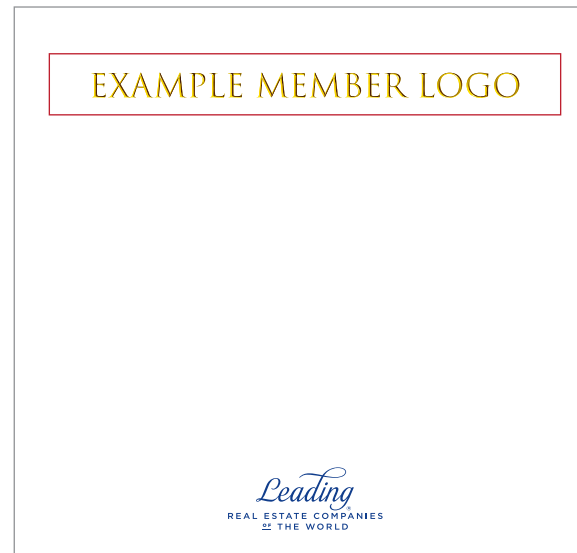
## LEADINGRE ENDORSEMENT

To create a mutually beneficial relationship and to protect the integrity of the member brand as well as the LeadingRE brand, our brand relationship should be clearly communicated to our customers when using the two logos together (co-branding).

Membership in LeadingRE is an endorsement, and the goal is to make the member identity and logo more prominent. The LeadingRE logo should be clearly visible, but secondary to the member logo.

To ensure clear representation and show the member as the broker of record, and LeadingRE as an affiliation, the LeadingRE logo should never be larger than 75% of the member logo size.

### Approved Brand Hierarchy



Brand hierarchy is clearly communicated. The LeadingRE logo is smaller than the member logo and placed lower on the page

### Endorsement Size Relationship



The LeadingRE logo is scaled to 75% of the member logo size

## APPLICATION

To clearly communicate the relationship between our brands, create a correct brand hierarchy when applying the LeadingRE logo to the member's materials.

Whether it's stationery, print collateral, website or signage—the LeadingRE and member logos should not be grouped as one logo, to be clear that your company is a separate entity from LeadingRE.

The LeadingRE logo and the member logo should be clearly separated, and graphic elements (e.g. background color) can be employed to achieve that.

To ensure clear representation and show the member as the broker of record, and LeadingRE as an affiliation, the LeadingRE logo should never be larger than 75% of the member logo size.

### Correct Business Card Example



The member and LeadingRE logos are placed at opposite sides of the application, and the LeadingRE logo is smaller than the member logo. It is clear who the communication is coming from.

### Incorrect Business Card Example



The LeadingRE logo is larger than the member logo and grouped as one logo. The relationship between the logos is unclear. The audience is confused by who is sending the communication.



# SAMPLE APPLICATIONS

The placement, sizing and color of the LeadingRE logo should fit the member's identity design, but also follow the guidelines established in the Logo Elements section of this guide.

# BUSINESS CARD

To create correct brand hierarchy when applying the LeadingRE logo to the member’s business card, it should be clearly separated from the member logo.

Recommended placement for the LeadingRE logo:

- a “gallery,” placed in a group with other logos
- on the opposite side of the business card (if the member logo is on the front, the LeadingRE logo is placed on the back)
- on the opposite edge of the business card, (if the member logo is on the left edge, the LeadingRE logo is placed on the right edge)

A business card is the smallest member application and has its own minimum size of 0.85” width.

## Business Card Logo Minimum Size



0.85” width

## Recommended Logo Placement

### Logo “Gallery”



### Opposite Side Placement



### Logo “Gallery”



### Logo on the Opposite Edge

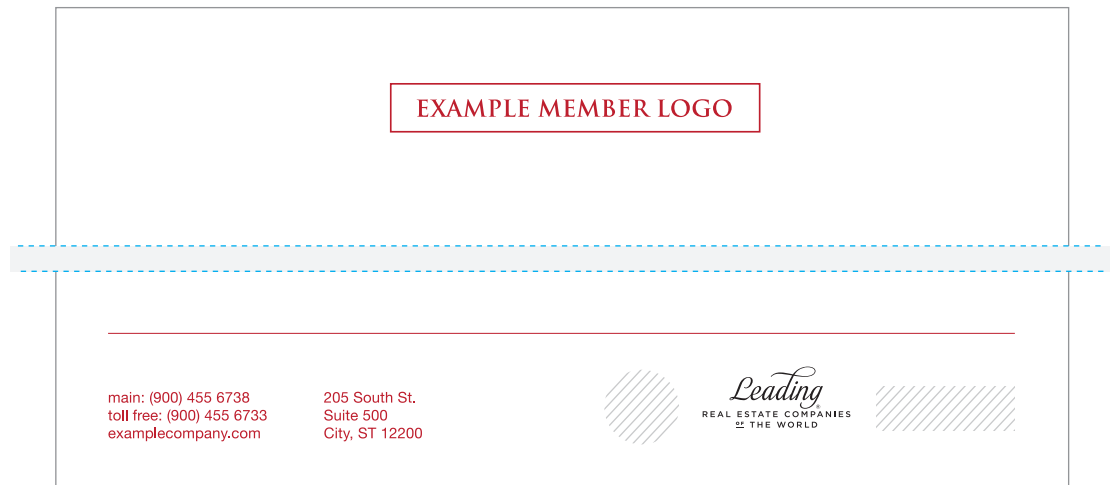
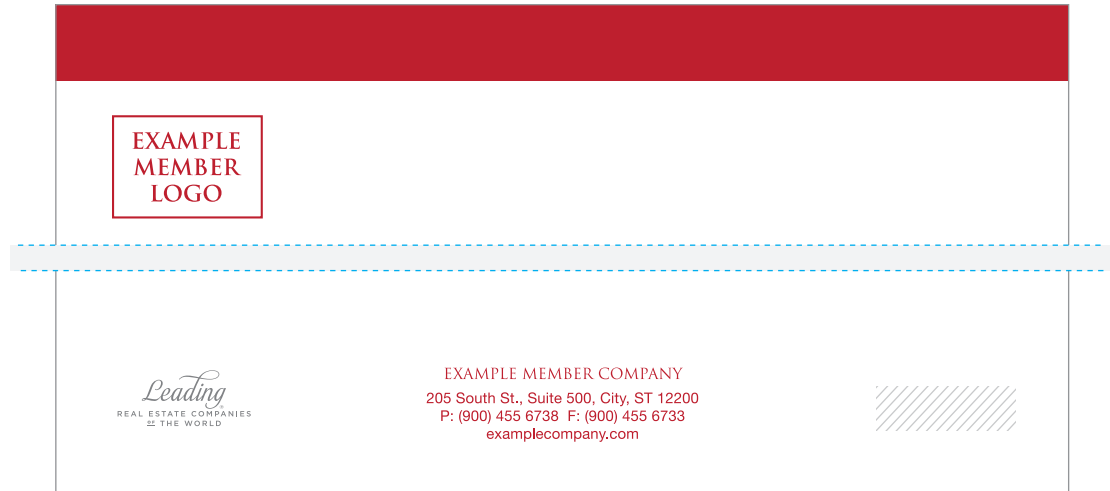


# LETTERHEAD

The LeadingRE and member logos should not be grouped as one logo, to be clear that your company is a separate entity from LeadingRE. The LeadingRE logo and the member logo should be clearly separated, and graphic elements (e.g. background color) can be employed to achieve that.

To ensure clear representation and show the member as the broker of record, and LeadingRE as an affiliation, the LeadingRE logo should never be larger than 75% of the member logo size.

## Letterhead Logo Application



# PRINT AD, FLYER & LISTING PRESENTATION

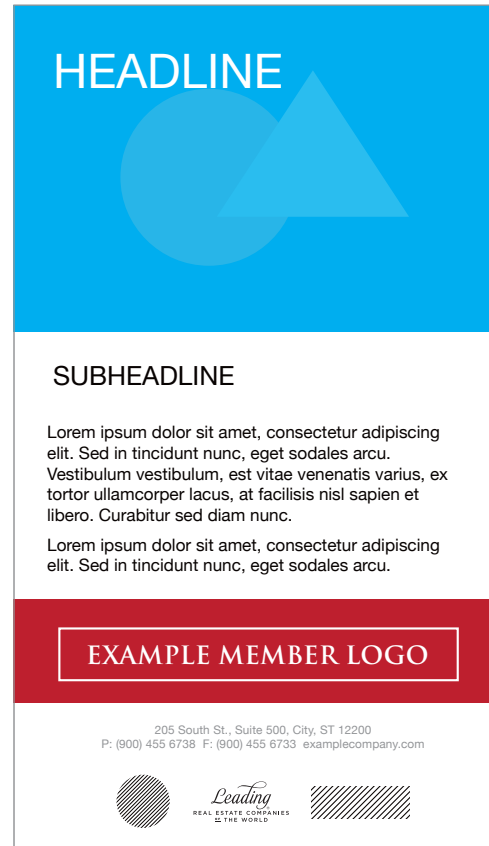
To clearly communicate the relationship between our brands, create a correct brand hierarchy when applying the LeadingRE logo to the member's collateral.

In print ads, flyers and listing presentations, the LeadingRE and member logos should not be grouped as one logo, to be clear that your company is a separate entity from LeadingRE.

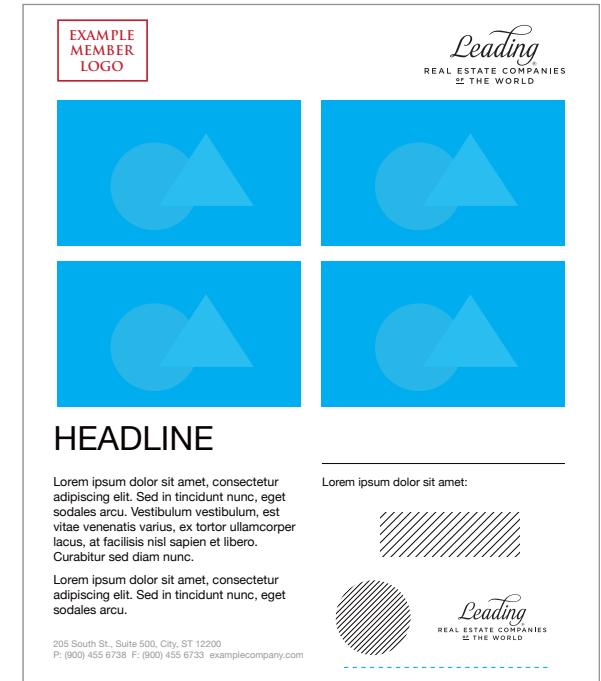
The LeadingRE logo and the member logo should be clearly separated, and graphic elements (e.g. background color) can be employed to achieve that.

To ensure clear representation and show the member as the broker of record, and LeadingRE as an affiliation, the LeadingRE logo should never be larger than 75% of the member logo size.

## Print Collateral Logo Application



Member and LeadingRE logos are separated by a color background



Member and LeadingRE logos are separated by distance and a graphic element

## WEBSITE USAGE

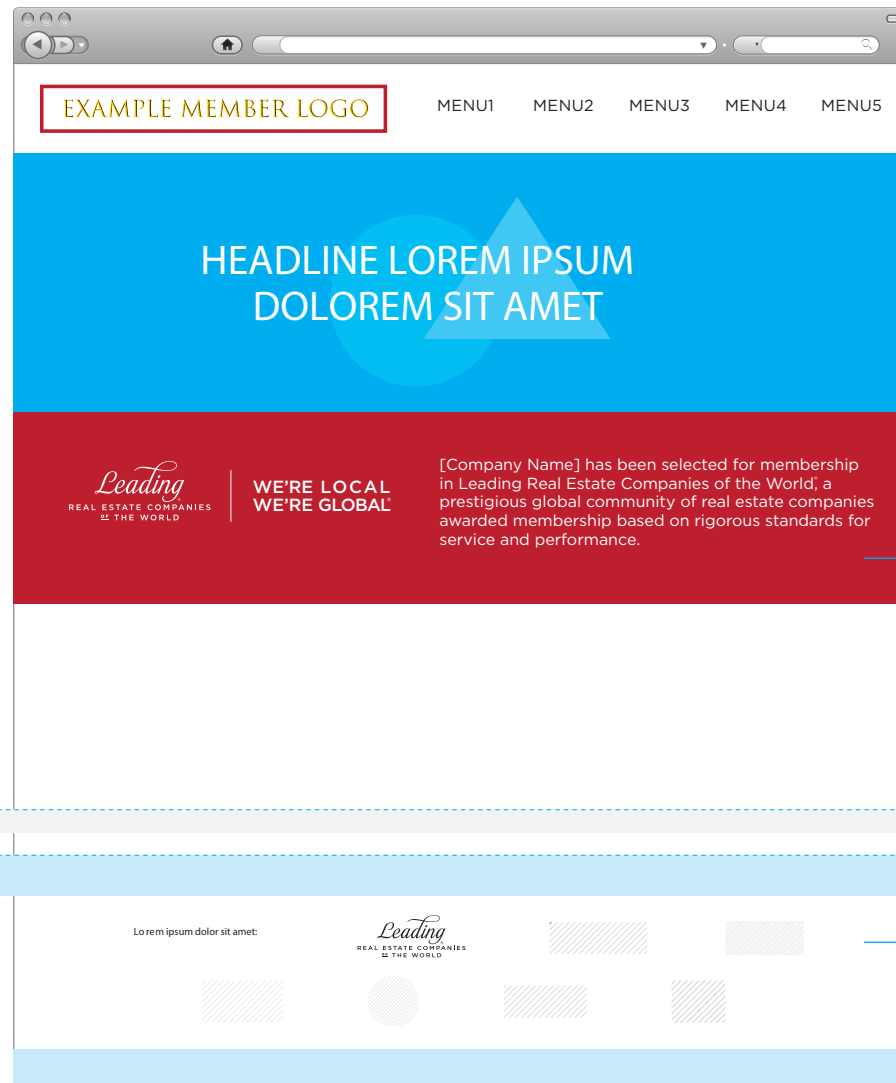
On websites members can use any of the approved versions.

The LeadingRE logo should always be smaller (75% of the size or smaller) than the member logo.

The logo can be applied, for example:

- in a dedicated LeadingRE segment—a section of information presenting LeadingRE messaging and visual assets
- in a “logo gallery”—presented with short LeadingRE messaging or other affiliate logos
- on the About page
- placed “above the fold” on a member website

### Website Logo Application



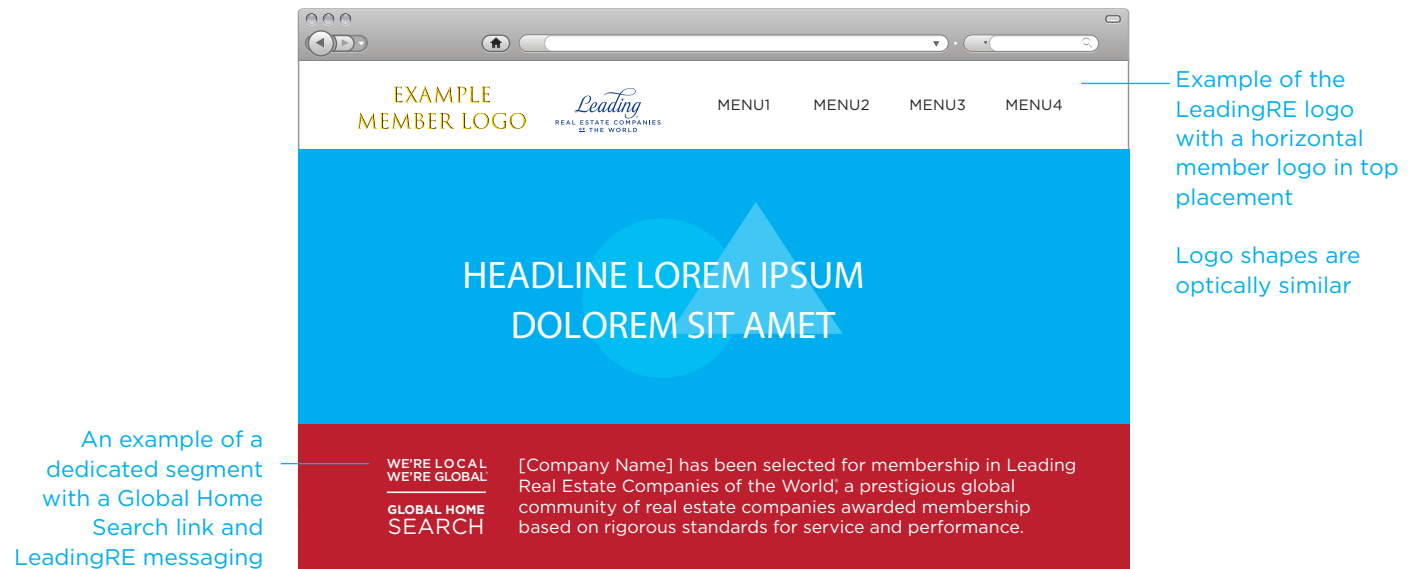
An example of a dedicated home page segment with messaging and LeadingRE and WE'RE LOCAL WE'RE GLOBAL® logos

An example of a website logo section using the LeadingRE logo in a gallery format

## WEBSITE TOP PLACEMENT

Size of LeadingRE logo should be scaled to 75% of the member logo.

### Examples of LeadingRE and Member Logo Top Placement





## SIGN RIDER USAGE

The LeadingRE sign rider contains only the LeadingRE logo—no additional text lines or graphics are allowed. The LeadingRE sign rider uses the Extreme Horizontal version, which was created specifically to accommodate the needs of signage.

### LOGO SIZE & COLOR

The minimum size for the Extreme Horizontal version on the sign rider is 16" width.

On the sign rider the LeadingRE logo can only be applied in Black (on white background) and Reverse (on black background).

### SIGN SIZES

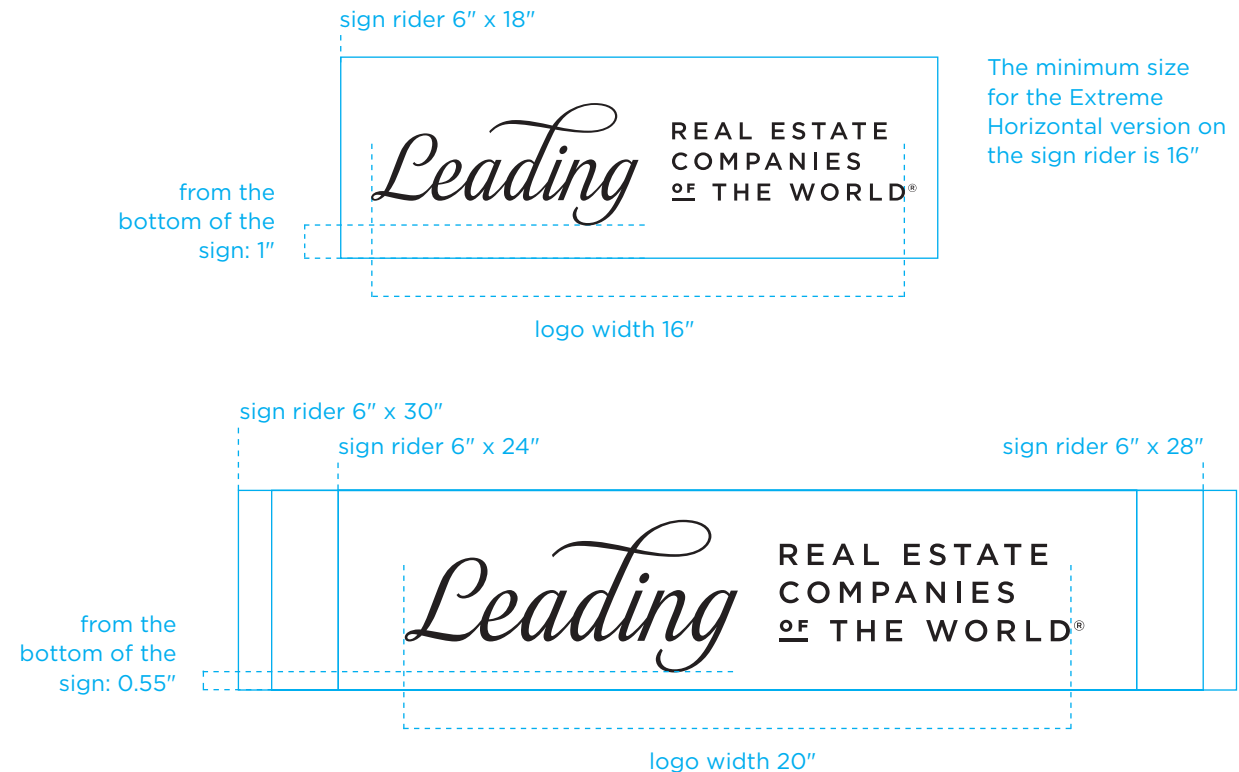
The LeadingRE logo should always be centered horizontally on the sign rider.

The recommended size of the LeadingRE sign rider is at least 6" in height and can be produced in a variety of widths:

- for the 18" wide sign rider, the LeadingRE logo width is 16," and is placed 1" from the bottom of the sign
- for other sign rider widths, the logo width is 20," and is placed 0.55" from the bottom of the sign

Always use the original logo files and constrain proportions while resizing the files.

### Sign Rider—Logo Size & Placement



The minimum size for the Extreme Horizontal version on the sign rider is 16"

### Sign Rider Color Versions



Black logo on white background



Reverse logo on black background

## SIGN RIDER PLACEMENT

### POSTING

The LeadingRE sign rider can be posted at the top or bottom of the yard sign.

### DOWNLOAD FILES

Production files are available for download for the following sizes: 6" height by 18," 24," 28" and 30" in both color versions.

### SOURCES

Pre-produced riders in black and white are available from the following sign companies:

- BuildASign.com
- Dee Sign Company
- Lowen Sign Company
- Oakley Sign Company

### Sign Rider—Posting



The LeadingRE sign rider can be placed at the top or bottom of the member sign

## YARD SIGN INTEGRATION

Member yard signs or riders can display the LeadingRE logo in any of the two approved versions, including the Extreme Horizontal version.

The LeadingRE logo can be applied in all approved color versions.

### LOGO SIZE

The LeadingRE logo has a different minimum size when used on yard signs. The minimum size is:

- Horizontal—8.75" width
- Extreme Horizontal—11" width

Always use the original logo files and constrain proportions while resizing the files.

### Yard Sign—Suggested Logo Placement



Black

Reverse

Corporate Color

### Yard Sign—Logo Minimum Size



Extreme Horizontal  
version minimum size:  
11" logo width

Horizontal version  
minimum size:  
8.75" logo width

# IMPLEMENTING THE BRAND

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*Leading*<sup>®</sup>  
REAL ESTATE COMPANIES  
OF THE WORLD

## THE THREE PILLARS: QUALITY, CONNECTIONS, INDEPENDENCE

There are three “pillars” of the LeadingRE brand that we know resonate with consumers. This guide will show you how to leverage them to benefit your own brand.

### HERE IS THE STORY BEHIND EACH PILLAR.

#### PILLAR #1: QUALITY

**Brand Goal:** To position your company as the standard for quality in your market.

**Brand Story:** Real estate is an industry with over two million licensees and 100,000 brokerages characterized by wildly inconsistent service delivery and customer experience. Yet membership in Leading Real Estate Companies of the World® is awarded only to select, market-leading companies that have demonstrated excellence in service delivery and results. 80% of companies that apply for membership in LeadingRE are turned away. Your claim to quality is backed by this discriminating third-party endorsement.

#### PILLAR #2: CONNECTIONS

**Brand Goal:** To attract buyers and sellers with your national and international reach.

**Brand Story:** Even though real estate is local, homeowners can transact in multiple locations. You offer them the best of both worlds. You have trusted LeadingRE colleagues in over 70 countries, so your company is able to reach a broader pool of prospective buyers than any other network. And when your clients purchase property in another location across the country or around the world, they benefit from your connections to high-quality real estate professionals, allowing clients to transact with comfort and confidence. LeadingRE’s community of 550 vetted real estate firms with 4,900 offices worldwide from Hong Kong and Sydney to London and Buenos Aires gives you the power to be both local and global.

#### PILLAR #3: INDEPENDENCE

**Brand Goal:** To use independence to position your company favorably against franchises in your market.

**Brand story:** Your independent ownership and distinctive local culture are well-aligned with market-specific needs and services. You bring an authentic “Main Street” perspective to real estate that many of the “Big Box” franchised brands traded on Wall Street cannot claim. Your services are distinctive, extensive, and tailored to the client. And because your brand is rooted in the communities in which your clients live, you possess deep local knowledge that will help clients make smarter, better informed real estate decisions.

## EXECUTING THE BRAND STORY

Translating your LeadingRE membership into benefits consumers understand is the key to using your LeadingRE advantage to grow your own brand. It is much more powerful than simply placing the LeadingRE logo on your website, marketing materials or company listing presentation.

So how do you make this happen? In bringing this strategy to life, execution is everything. It takes consistency and clarity in messaging. Weaving the three LeadingRE pillars through your own brand story is the way to do this.

The following pages provide variations of LeadingRE language you can use in your brand materials—website home page, interior web pages, collateral, advertising, recruiting promotions and direct mail. These “building blocks” should make it easier for you to blend the LeadingRE pillars into your own brand story regardless of application.

**PLEASE NOTE:** The copy on the following pages includes the ® symbol. In the USA, the LeadingRE logo is Registered in the U.S. Patent and Trademark Office and should always be used with the ® symbol. For use in countries other than the USA, the LeadingRE logo should always be used with a TM symbol.

## LEADINGRE BRAND LANGUAGE SUGGESTIONS

### IN-DEPTH COPY FOR COMPANY BROCHURES OR RECRUITING MATERIALS

[Company Name] is a member of Leading Real Estate Companies of the World®, a global community of real estate companies awarded membership based on rigorous standards for service and performance.

This LeadingRE distinction ensures that you can count on a quality real estate experience when working with us and will benefit from our global connections to buyers and high quality real estate professionals around the world.

**QUALITY** Real estate is an industry with over two million licensees and 100,000 brokerages characterized by wildly inconsistent service delivery and customer experience. Yet membership in Leading Real Estate Companies of the World® is awarded only to select, market-leading companies that have demonstrated excellence in service delivery and results. 80% of companies that apply for membership in LeadingRE are turned away. Our claim to quality is backed by this discriminating third-party endorsement.

**CONNECTIONS** Even though real estate is local, homeowners can transact in multiple locations, and buyers may come from anywhere in the world. We offer you the best of both worlds. We have trusted LeadingRE colleagues in over 70 countries, which means we are able to reach a broader pool of prospective buyers than any other company in our market. And when you purchase property in another location across the country or around the world, you benefit from our connections to high-quality real estate professionals, allowing you to transact with comfort and confidence. LeadingRE's community of 550 vetted real estate firms with 4,900 offices worldwide from Hong Kong and Sydney to London and Buenos Aires means we are both local and global.

**INDEPENDENCE** Our independent ownership and distinctive local culture are well-aligned with market-specific needs and services. We bring an authentic “Main Street” perspective to real estate that many of the “Big Box” franchised brands traded on Wall Street cannot claim. Our services are distinctive, extensive, and tailored to you. And because our brand is rooted in the communities in which our clients live, we possess deep local knowledge that will help you make smarter, better informed real estate decisions. Our local brands and reputations depend on consistently delivering high performance for the clients we serve.

## LEADINGRE BRAND LANGUAGE SUGGESTIONS

### MID-LENGTH COPY FOR INTERIOR WEB PAGES, ADS OR OTHER PROMOTIONAL MATERIAL

We recommend that you feature the LeadingRE logo on your website home page with reasonable prominence and that you incorporate LeadingRE in your brokerage “about us” text. Many members also feature LeadingRE on a “partners” page or a relocation page, so the following is designed for those interior page uses.

[Company Name] has been selected for membership in Leading Real Estate Companies of the World®, a prestigious global community of real estate companies awarded membership based on rigorous standards for service and performance. This distinction provides you with assurance in three critical areas:

#### **QUALITY**

Only the most reputable, market-leading firms pass the LeadingRE vetting process that disqualifies 80% of brokerages that seek membership. We have been awarded membership because we have a track record of delivering outstanding service to people like you.

#### **CONNECTIONS**

Our local expertise is matched by our global reach. 550 LeadingRE partners with 4,900 offices assist us in marketing your home nationally and worldwide. And should you need to purchase property in another market, you can rely on our trusted colleagues to give you the same high level of service and care anywhere in the world.

#### **INDEPENDENCE**

Because we are a local company rooted in the [market name] market, we bring an authenticity, depth of knowledge, and array of community relationships to your transaction that “Big Box” brands cannot match.



## LEADINGRE BRAND LANGUAGE SUGGESTIONS

### **BRIEF COPY BLOCKS FOR USE IN PRESS RELEASES, AS AN ELEMENT OF THE MEMBER'S "ABOUT US" DESCRIPTION, OR FOR OTHER PROMOTIONAL PIECES.**

[Company Name]'s local reputation and expertise are backed by its selection as a member of Leading Real Estate Companies of the World®, a global community of 550 real estate companies awarded membership based on rigorous standards for service and performance. This distinction ensures that [company] clients are working with exceptional local professionals who also deliver connections to buyers and quality real estate companies across the country and around the world.

Our strength in the [city/region] market is mirrored by our fellow Leading Real Estate Companies of the World® members. From London to Beijing to Johannesburg and beyond, [company name] is proud to work with the very best companies across the globe.

Every ten minutes a quality client introduction is made within Leading Real Estate Companies of the World®.

As a member of Leading Real Estate Companies of the World®, [company name] combines authentic, local expertise with global connections to the highest quality real estate firms worldwide. We're Local. We're Global®.

## LEADINGRE BRAND HOME PAGE SUGGESTIONS

### DEFINING TAG LINES FOR USE WITH LOGO ON WEB HOME PAGE

Also for use with local/global search icons or other applications requiring brevity

In the USA, the I'M LOCAL I'M GLOBAL® and WE'RE LOCAL WE'RE GLOBAL® taglines are Registered in the U.S. Patent and Trademark Office and should always be used with the ® symbol.

For use in countries other than the USA, the I'M LOCAL I'M GLOBAL® and WE'RE LOCAL WE'RE GLOBAL® taglines should always be used with a TM symbol.

I'M LOCAL I'M GLOBAL®  
I'M LOCAL I'M GLOBAL™

I'M LOCAL I'M GLOBAL®      I'M LOCAL I'M GLOBAL™

WE'RE LOCAL WE'RE GLOBAL®  
WE'RE LOCAL WE'RE GLOBAL™

WE'RE LOCAL WE'RE GLOBAL®      WE'RE LOCAL WE'RE GLOBAL™

I'M LOCAL  
I'M GLOBAL®  

---

GLOBAL HOME  
SEARCH

WE'RE LOCAL  
WE'RE GLOBAL®  

---

GLOBAL HOME  
SEARCH

---

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

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QUALITY  
CONNECTIONS  
INDEPENDENCE

QUALIFIED MEMBER

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*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

## LEADINGRE BRAND LANGUAGE SUGGESTIONS

### **COPY FOR AGENT RECRUITING OUTREACH**

[Company name] gives you unique resources that will enable you to grow your business more rapidly. Our strong local brand opens doors for you and enhances your credibility with potential clients. And with [company name] you will represent a standard of quality in the market because we have been awarded membership in Leading Real Estate Companies of the World®—a distinction achieved by only 20% of companies that apply. You can proudly claim an advantage other agents simply can't touch.

LeadingRE gives our associates compelling global exposure for their listings and the most prolific referral network in the industry, with a qualified client introduction occurring somewhere in the network every fifteen minutes.

Our world-class 24/7 learning platform—ranked in the top five learning and development programs internationally for three consecutive years and inducted into the Training Hall of Fame in 2020—and our industry-leading conferences guarantee continuous learning and powerful networking for our top-producing professionals. It all adds up to a rich environment for growing your business and being the best you can be.

**WE'RE LOCAL WE'RE GLOBAL®**

# GRAPHIC FILES

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*Leading*<sup>®</sup>  
REAL ESTATE COMPANIES  
OF THE WORLD

## LOGO DIRECTORY

The logo suite is organized by trademark type: “R” (®) and “TM”

- “L” marks the large trademark (for small logo applications)
- “S” marks small trademarks (for large logo applications)

There is one primary logo version:

- Horizontal
- There is also a special use Extreme Horizontal version, marked as “ExHorizontal”

There are three color formats of each version:

- \_Black
- \_Reverse (white)
- \_RGB, \_CMYK or \_PMS—Corporate Color

For convenience, each version of the logo suite is divided into two folders:

- DIGITAL—all logo versions in RGB, vector (eps) and bitmap (png) file formats
- PRINT—all logo versions in CMYK and PMS, vector (eps) and bitmap (smart object psd) file formats

### USA

Logo suites with Large and Small ® (R) mark:

LeadingRE\_LogoSuite\_R\_L\_Digital  
 LeadingRE\_LogoSuite\_R\_L\_Print  
 LeadingRE\_LogoSuite\_R\_S\_Digital  
 LeadingRE\_LogoSuite\_R\_S\_Print

### Countries other than the USA

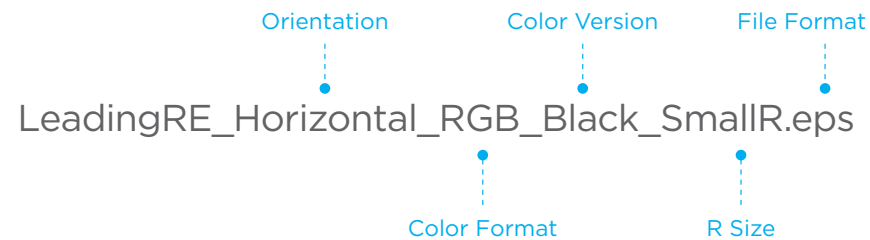
Logo suites with Large and Small TM mark:

LeadingRE\_LogoSuite\_TM\_L\_Digital  
 LeadingRE\_LogoSuite\_TM\_L\_Print  
 LeadingRE\_LogoSuite\_TM\_S\_Digital  
 LeadingRE\_LogoSuite\_TM\_S\_Print

The logo suites are divided in two categories of “R” and “TM.”

The file names are then organized in this order—

Orientation, Color Format, Color Version, ® or TM Size and File Format.



## SIGN RIDER FILES

### SIGN RIDER

The sign rider files are prepared for standard sign sizes:

- 6" x 18"
- 6" x 24"
- 6" x 28"
- 6" x 30"

The files are divided into folders based on the available color versions:

- Black (on white background)
- Reverse (white on black background)

### USA

[LeadingRE\\_SignRider\\_BLACK and \\_Reverse:](#)

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LeadingRE\_SignRider\_Black\_6x18\_R.eps  
LeadingRE\_SignRider\_Black\_6x24\_R.eps  
LeadingRE\_SignRider\_Black\_6x28\_R.eps  
LeadingRE\_SignRider\_Black\_6x30\_R.eps

LeadingRE\_SignRider\_Reverse\_6x18\_R.eps  
LeadingRE\_SignRider\_Reverse\_6x24\_R.eps  
LeadingRE\_SignRider\_Reverse\_6x28\_R.eps  
LeadingRE\_SignRider\_Reverse\_6x30\_R.eps

### For Countries other than the USA

[LeadingRE\\_SignRider\\_BLACK and \\_Reverse:](#)

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LeadingRE\_SignRider\_Black\_6x18\_TM.eps  
LeadingRE\_SignRider\_Black\_6x24\_TM.eps  
LeadingRE\_SignRider\_Black\_6x28\_TM.eps  
LeadingRE\_SignRider\_Black\_6x30\_TM.eps

LeadingRE\_SignRider\_Reverse\_6x18\_TM.eps  
LeadingRE\_SignRider\_Reverse\_6x24\_TM.eps  
LeadingRE\_SignRider\_Reverse\_6x28\_TM.eps  
LeadingRE\_SignRider\_Reverse\_6x30\_TM.eps

# THANK YOU

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For questions about the identity application and approvals please contact [marketing@LeadingRE.com](mailto:marketing@LeadingRE.com).

The images of LeadingRE assets and application examples in this guide have been resized to fit the printable page. Please follow listed specifications for correct sizing and application of the assets.



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