



REALTY EXECUTIVES  
GRAPHIC STANDARDS



## LOGO ELEMENTS

### Clearly define shield shape

Distinctive, "own-able" and recognizable.

### Remove any "dimensional" effects"

Flat design is the modern approach, making dimensional design dated and not "forward thinking".

### Blue and red color scheme

Move away from metallic textures and heavy gradients and use the signature blue and red colors.

### Remove the box frame

To allow for a larger graphic.

### Do not edit the logo in any way

The logo must not be stretched visually or proportions changed in any way. "REALTY EXECUTIVES" inside the shield may not change in size relative to the shield.

### No elements inside shield

No elements may be placed inside the shield other than "REALTY EXECUTIVES." The shield may be used as a graphic element as long as there is no text or other elements inside.

# LOGO COLOR SPECIFICATIONS

The REALTY EXECUTIVES identity system is based on the use of two colors, a specific dark blue and red.



**BLUE:** The this outline that defines the shield  
Pantone Matching System (PMS): 539  
4-color Process (CMYK): 100 C / 55 M / 0 Y / 65 K  
RGB: 0-44-89  
Web(Hex): 002c59



**RED:** The words "REALTY EXECUTIVES"  
Pantone Matching System (PMS): 187  
4-color Process (CMYK): 0 C / 100 M / 79 Y / 27 K  
RGB: 183-14-43  
Web(Hex): b70e2b

The space within the defined shield shape - where the words "REALTY EXECUTIVES" is housed - is white, no exceptions.

# APPROVED FONTS

OPEN SANS - Regular  
*Open SANS - Italic*  
OPEN SANS - Semi Bold  
*OPEN SANS - Semi Bold Italic*  
OPEN SANS - Bold  
*OPEN SANS - Bold Italic*

Open Sans is used throughout the Realty Executives website and marketing materials and is the preferred font. It is a free download from Google fonts: <https://fonts.google.com/>

# YARD SIGNS

STANDARD SIGNS

24" x 18" ALUMINUM  
on steel stand



24" x 18" COREX  
on wire stand



18" x 12" COREX  
on wire stand



24" x 18" ALUMINUM  
on steel stand



24" x 18" COREX  
on wire stand



18" x 12" COREX  
on wire stand



RIDERS

REDUCED

PENDING

LOT

SOLD

FOR SALE

OWNER/AGENT

RIDERS  
Aluminum

LOGO / TEAM SIGNS

24" x 18" ALUMINUM  
on steel stand



30"x24" ALUMINUM  
with PVC post



LUXURY SIGNS (\$500K +)

24" x 18" ALUMINUM  
on steel stand



30"x24" ALUMINUM  
with PVC post



\*LUXURY SIGNS CAN ALSO FEATURE PERSONAL LOGO