

Royal LePage Brand Quick Tips for Corporate Brokerage

The Royal LePage Logo and Brand



Royal LePage Real Estate
Services Ltd., Brokerage

To achieve maximum impact, the Royal LePage logo should appear in the correct primary palette colours wherever possible. The primary palette colours are black, red, and white. The solid bars above and below the word “Royal” are red, and the other components of the logo are black. There is also a white background that must appear at all times.

The logo is not to be altered in any way, and none of its individual elements should be altered or omitted for any reason. No other versions of the logo are permitted.

All versions of the logo are available at my.rlpNetwork.com/logos.

For the correct version of the Royal LePage Real Estate Services Ltd. logo, please contact your branch administrator.

The Royal LePage Tagline Logo

Helping you is what we do.™



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The Royal LePage tagline logo consists of the Royal LePage logo with the tagline word mark. When space permits, use the tagline logo. The tagline appears below, or to the left of the logo. The choice of configuration will be dependent upon the amount of space available within the layout. The tagline logo is available in English, French, and bilingual versions. The tagline word mark is never to be used on its own. It must always be used in conjunction with the Royal LePage logo.

Brand Colours

Primary Palette



Red

Coated Paper: PMS 185 C
C: 1 M: 100 Y: 92 K: 0
R: 234 G: 0 B: 42
HEX #E00034



Black

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX #000000



White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX #FFFFFF

Secondary Palette



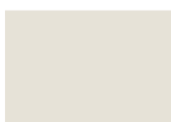
Blue – Pantone 638 C

C: 89 M: 0 Y: 7 K: 0
R: 0 G: 175 B: 216
HEX #00AFD8



Taupe – Pantone 5855 C

C: 10 M: 5 Y: 37 K: 14
R: 196 G: 193 B: 142
HEX #C4C18E



Stone – Pantone 7534 C

C: 4 M: 4 Y: 13 K: 8
R: 215 G: 211 B: 199
HEX #D7D3C7



Turquoise – Pantone 3258 C

C: 63 M: 0 Y: 32 K: 0
R: 80 G: 201 B: 181
HEX #50C9B5



Apple Green – Pantone 584 C

C: 15 M: 0 Y: 73 K: 1
R: 206 G: 214 B: 75
HEX #CED64B



Warm – Pantone Warm Gray 6 C

C: 11 M: 16 Y: 18 K: 32
R: 165 G: 157 B: 149
HEX #A59D95

For more details and usage guidelines, please refer to the Royal LePage Brand Guidelines, on rlpNetwork.

