Royal LePage
Brand Guidelines

CANADA'S
REAL ESTATE COMPANY

ROYAL LePAGE

Table of Contents

The Purpose of This Book

The Royal LePage Brand Guidelines is designed to ensure that your marketing materials are on brand and reflect the key attributes associated with Royal LePage.

With consistent and correct application of Royal LePage design styles you can ensure your materials have an attractive, clean and modern look that will ultimately differentiate you from the competition. Protecting the integrity of the Royal LePage brand by applying proper standards is everyone's responsibility.

Within this guide, you will find the tools to ensure optimal logo application, proper colour usage, as well as details on the lawn sign designs, and font options for your marketing materials.

The Brand

The Royal LePage
Logo and Brand

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.

This is the preferred application of the Royal LePage logo when there is insufficient room for the tagline logo (see page 4).

All versions of the logo are available at rlpnetwork.com/logos. All versions are available as CMYK, and RGB files.

The Tagline Logo

The Royal LePage
Logo and Brand

The Royal LePage
Tagline Logo

Tagline Word Mark

ROYAL LePAGE

Helping you is what we do.™

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. For a quick visual reference of tagline logo options, refer to pages 5 – 10. The tagline word mark is never to be used on its own. It must always be used in conjunction with the Royal LePage logo.

To achieve maximum impact, the Royal LePage tagline 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 rlpnetwork.com/logos. All versions are available as CMYK, and RGB files.
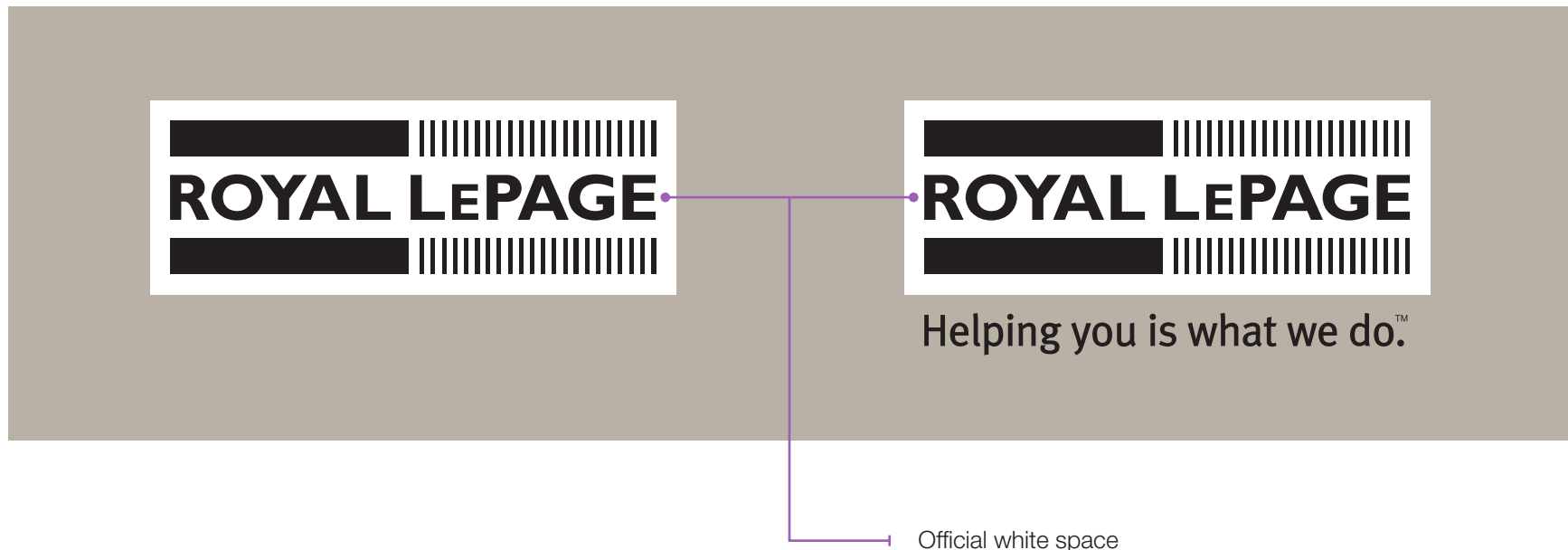
Royal LePage Logos
Official White Space

Official white space
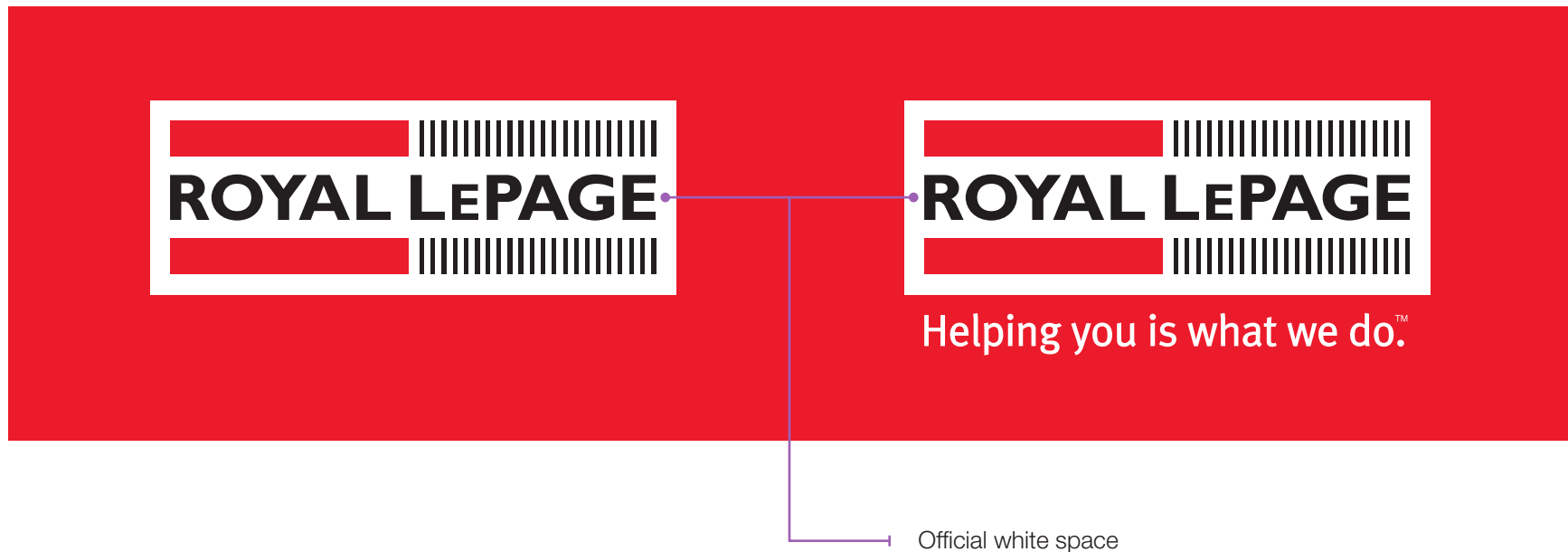
The Royal LePage logo and tagline logo include "official white space." This space exists to give the logos prominence, and to keep it legible on dark or coloured backgrounds. The white space appears on all versions of the Royal LePage logo, and is not to be omitted, or altered in any way from its original form.
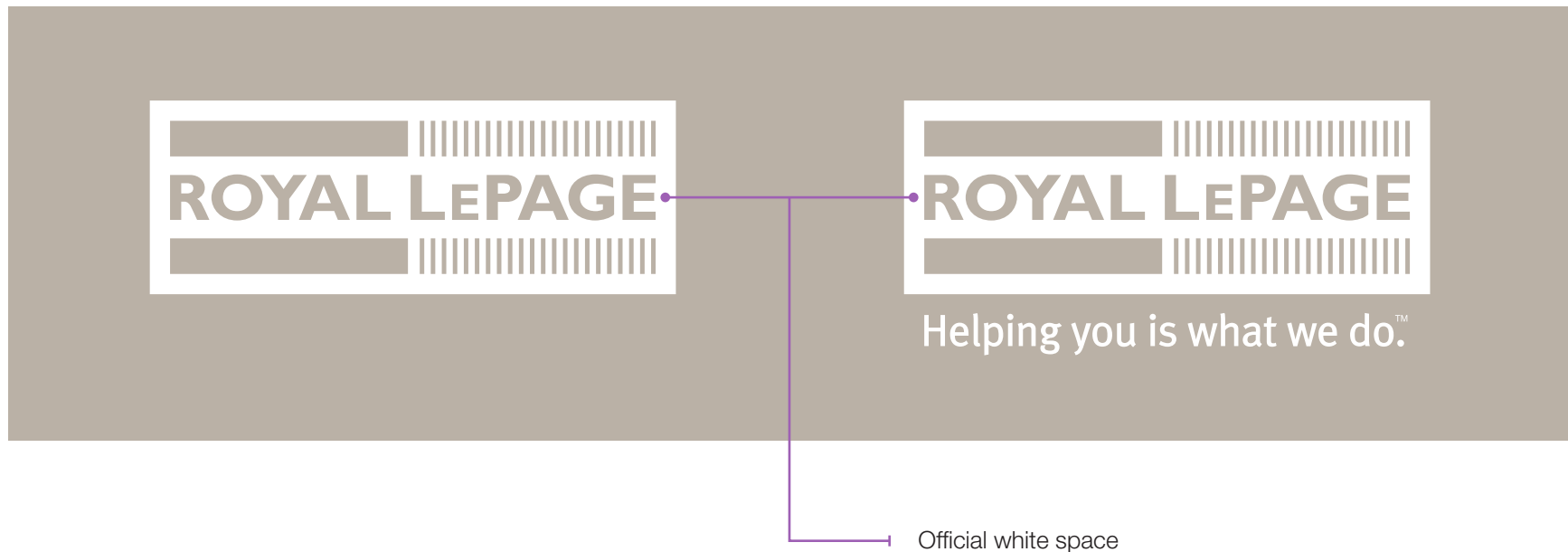
Royal LePage Logos
Black/One-Colour Applications

ROYAL LePAGE

ROYAL LePAGE
Helping you is what we do.™

Official white space

The Royal LePage logo and tagline logo are also available in a black (or one-colour) version. This logo is only to be used for single-colour applications when printing in colour is not possible. These versions also make use of the "official white space" present on all versions of the logo. These logos are not to be recreated, or altered in any way from their original form.

Royal LePage Logos
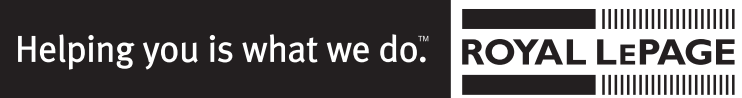## Reverse One-Colour Logo

Official white space

The Royal LePage logo and tagline logo are also available in a white (or reverse) version. These logos are only to be used for single-colour applications when printing in colour is not possible. These versions also make use of the "official white space" present on all versions of the logo. The non-white portions of the logo must not contain images or textures of any kind. These logos are not to be recreated, or altered in any way from their original form.

Royal LePage Logos
Horizontal Applications

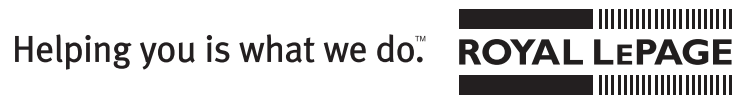Helping you is what we do.™ **ROYAL LEPAGE**

Helping you is what we do.™ **ROYAL LEPAGE**

Helping you is what we do.™ **ROYAL LEPAGE**

Helping you is what we do.™ **ROYAL LEPAGE**

The tagline logo is also available for horizontal applications, with the tagline positioned to the left of the logo. These versions also make use of the "official white space" present on all versions of the logo. These logos are not to be recreated, or altered in any way from their original form.
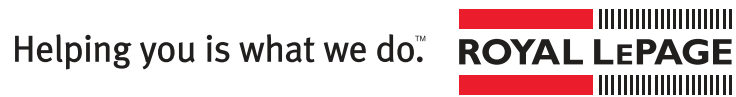
All versions of the logo are available at rlpnetwork.com/logos. All versions are available as PMS, CMYK, and RGB files.

Royal LePage Logos
Bilingual Logos

ROYAL LEPAGE
Helping you is what we do.™
Votre complice immobilier.ᴹᶜ

ROYAL LEPAGE
Helping you is what we do.™
Votre complice immobilier.ᴹᶜ

ROYAL LEPAGE
Helping you is what we do.™
Votre complice immobilier.ᴹᶜ

ROYAL LEPAGE
Helping you is what we do.™
Votre complice immobilier.ᴹᶜ

ROYAL LEPAGE
Votre complice immobilier.ᴹᶜ
Helping you is what we do.™

ROYAL LEPAGE
Votre complice immobilier.ᴹᶜ
Helping you is what we do.™

ROYAL LEPAGE
Votre complice immobilier.ᴹᶜ
Helping you is what we do.™

ROYAL LEPAGE
Votre complice immobilier.ᴹᶜ
Helping you is what we do.™

The Royal LePage tagline logo has also been developed as a bilingual logo, with both English and French predominant versions. These versions also make use of the "official white space" present on all versions of the logo. These logos are not to be recreated, or altered in any way from their original form.

All versions of the logo are available at rlpnetwork.com/logos. All versions are available as PMS, CMYK, and RGB files.

Royal LePage Logos
Bilingual Logos – Horizontal Applications

Helping you is what we do.™
Votre complice immobilier.MC
ROYAL LePAGE

Votre complice immobilier.MC
Helping you is what we do.™
ROYAL LePAGE

Helping you is what we do.™
Votre complice immobilier.MC
ROYAL LePAGE

Votre complice immobilier.MC
Helping you is what we do.™
ROYAL LePAGE

Helping you is what we do.™
Votre complice immobilier.MC
ROYAL LePAGE

Votre complice immobilier.MC
Helping you is what we do.™
ROYAL LePAGE

Helping you is what we do.™
Votre complice immobilier.MC
ROYAL LePAGE

Votre complice immobilier.MC
Helping you is what we do.™
ROYAL LePAGE

The Royal LePage bilingual tagline logos have also been developed for horizontal applications. These versions also make use of the "official white space" present on all versions of the logo. These logos are not to be recreated, or altered in any way from their original form.

All versions of the logo are available at rlpnetwork.com/logos. All versions are available as PMS, CMYK, and RGB files.

Royal LePage Logos
Brand Violations

Using the logo artwork without the official white space

Altering the official white space on the logo

Changing the Royal LePage logo colours

Highlighting "you" in red or any colour

Changing the ID and tagline alignment

Drop shadow of logo elements without the official white space

Using unofficial or recreated artwork

Highlighting the tagline in red or any colour

Changing the tagline placement

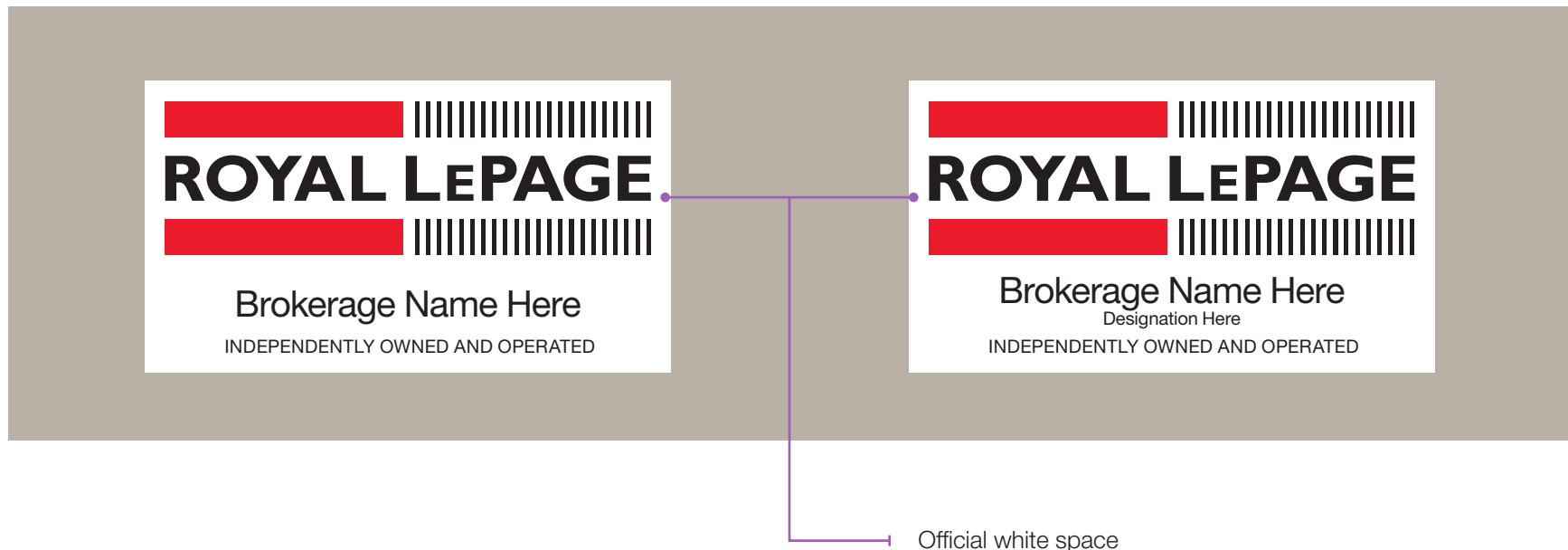Using a different font for the tagline

Disproportionate scaling

Changing the tagline placement and size relationship

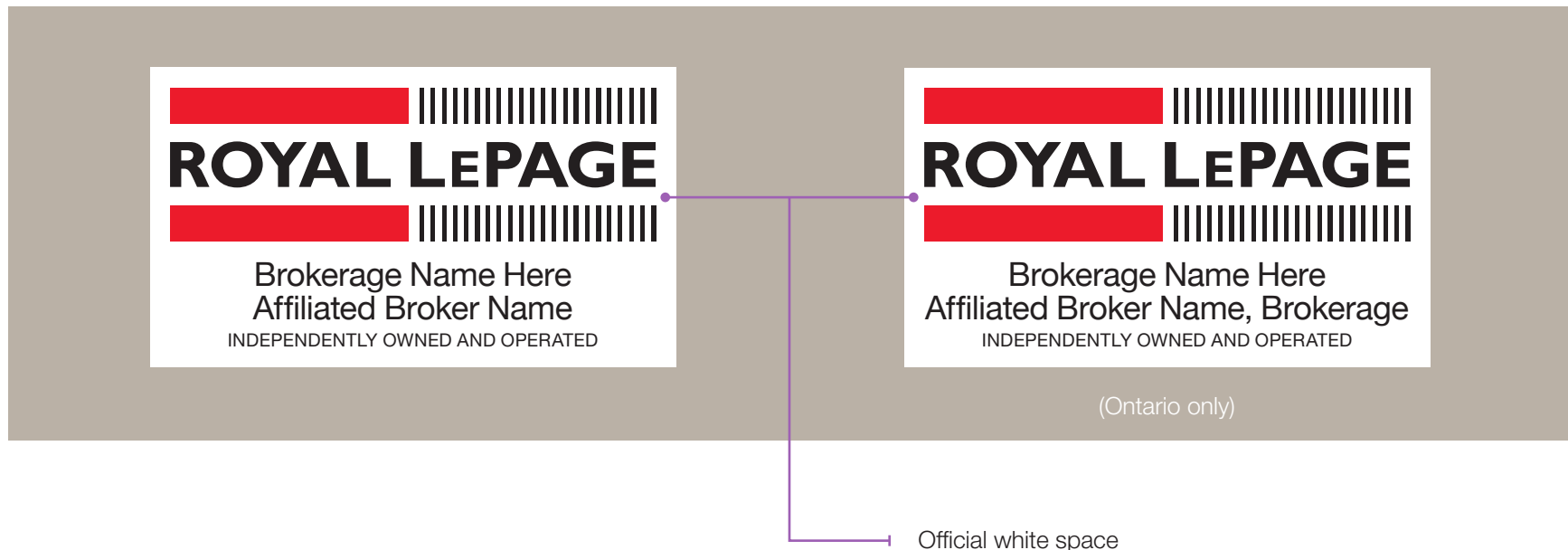# Royal LePage Logos
Brokerage Logos

Official white space

Illustrated above is an example of a Royal LePage Brokerage logo. These versions also make use of the "official white space" present on all versions of the logo. These logos are not to be recreated, or altered in any way from their original form.

To maintain maximum legibility and impact, the Royal LePage logo must be used in cases where the Brokerage logo will appear at less than 1.5" across. Please refer to the minimum sizing guidelines on page 15 of this guide.

Brokers, please contact Royal LePage Marketing to request your Brokerage logo, Agents please contact your Broker/Manager.

Royal LePage Logos
Affiliated Broker Logos

ROYAL LePAGE

Brokerage Name Here
Affiliated Broker Name
INDEPENDENTLY OWNED AND OPERATED

ROYAL LePAGE

Brokerage Name Here
Affiliated Broker Name, Brokerage
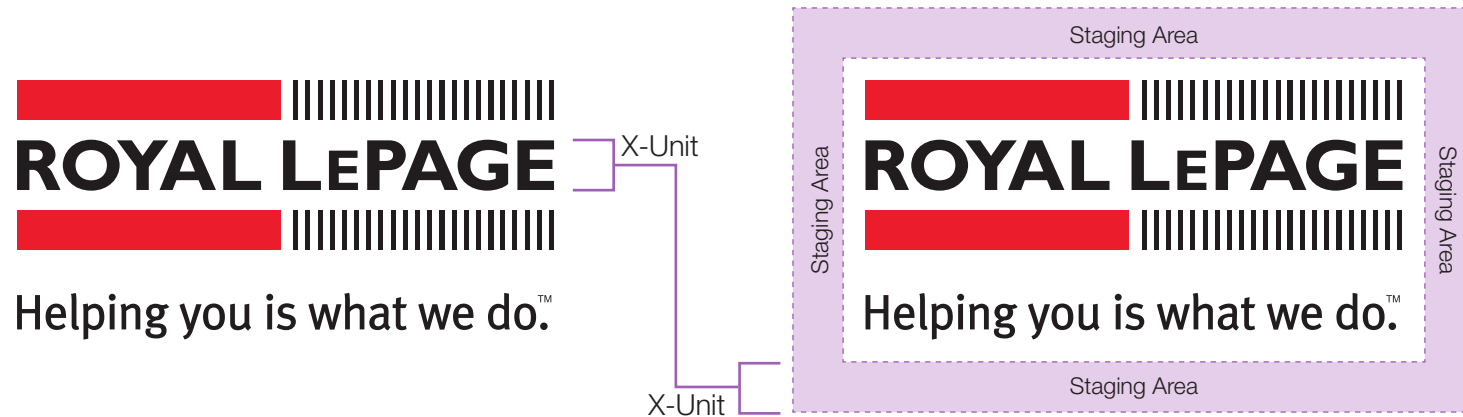INDEPENDENTLY OWNED AND OPERATED

(Ontario only)

Official white space

Illustrated above is an example of a Royal LePage Affiliated Broker logo. These versions also make use of the "official white space" present on all versions of the logo. These logos are not to be recreated, or altered in any way from their original form.

To maintain maximum legibility and impact, the Royal LePage logo must be used in cases where the Brokerage logo will appear at less than 1.5" across. Please refer to the minimum sizing guidelines on page 15 of this guide.

Agents should contact their Broker/Manager to request a logo.

Logo Usage
Staging Area

ROYAL LePAGE

Helping you is what we do.™

X-Unit

X-Unit

Staging Area

Staging Area

Staging Area

ROYAL LePAGE

Helping you is what we do.™

Staging Area

Staging Area

The staging area is the open area that ensures proper visibility of the logo and all of its variations. Items such as typography or graphic elements cannot violate the clear space boundaries. This ensures that the logo maintains its importance within a given layout, and that it is not being crowded by copy, or other typographic or graphic elements.

The staging area consists of an area around the entire logo that is equal to the height of the uppercase letters in the words "ROYAL LePAGE", as illustrated to above. A distance equal to (or greater than) the height of these letters (X-unit) must be kept around all sides of the logo at all times.
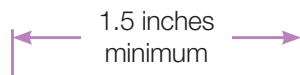
The staging area rules apply to all versions of the Royal LePage logo.
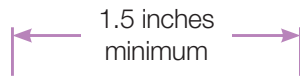
Logo Usage
Minimum Sizing

1.5-inch or larger applications:
Royal LePage Tagline logos
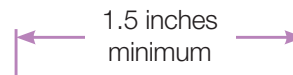Royal LePage Brokerage logos

1.5-inch or smaller applications:
Royal LePage logos

1.5 inches
minimum

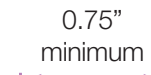**ROYAL LEPAGE**

Helping you is what we do.™

1.5 inches
minimum

ROYAL LEPAGE

Brokerage Name Here
Affiliated Broker Name, Brokerage
INDEPENDENTLY OWNED AND OPERATED

Helping you is what we do.™

1.5 inches
minimum

ROYAL LEPAGE

0.75"
minimum

ROYAL LEPAGE

All Royal LePage logos must adhere to these minimum sizing guidelines. Royal LePage logos and tagline logos should always appear at 1.5" across or greater (illustrated above). In rare cases where the logo must appear at less than 1.5" across, only the Royal LePage logo without the tagline may be used in order to assure maximum legibility of all elements. The minimum size for the Royal LePage logo is 0.75" across (illustrated above). Using any other version of the Royal LePage logo at less than 1.5" across will result in copy being difficult to read or illegible.

All versions of the logo, tagline logo, bilingual logo, brokerage logos, and affiliated broker logos must adhere to these minimum sizing guidelines. Please contact Royal LePage Marketing with any questions regarding minimum sizing or logo usage.

Brand Fonts
Helvetica Neue LT Pro, Helvetica, and Arial

The highly legible Helvetica Neue LT Pro was chosen to be Royal LePage's brand typeface for its modern appearance. The font is available in a variety of weights in order to give you flexibility when you want to add emphasis to text.

Fonts can be safely purchased and downloaded from the following websites:

linotype.com
fonts.com
adobe.com

These are just a few trusted websites where typefaces can be purchased.

Helvetica Neue LT Pro 45 Light

Helvetica Neue LT Pro 55 Roman

Helvetica Neue LT Pro 65 Medium

Helvetica Neue LT Pro 75 Bold

Helvetica Neue LT Pro 85 Heavy

In certain cases, using Helvetica Neue LT Pro can be impractical or problematic. Such cases include (but are not limited to) PowerPoint presentations to be sent to others/used on other computers, websites, etc. In such cases, please use the standard Helvetica, or Arial fonts.

Helvetica Light

Helvetica Regular

Helvetica Bold

Arial Regular

Arial Bold

Brand Colours
Primary Palette

The Royal LePage primary brand colours are black, red, and white. To achieve maximum impact, the logo should appear in the correct primary palette colours wherever possible.

A note about white space

Ample white space should be incorporated whenever possible. It opens up the layout, making it clean and easy to read.
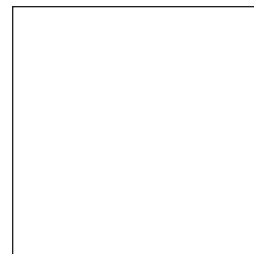
Red

Coated Paper: PMS 185 C
C: 1   M: 100   Y: 92   K: 0
R: 234   G: 0   B: 42
HEX #EA002A

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

Brand Colours
Secondary Palette

An additional palette has been developed to complement the brand colours with a fresh and unique look. These colours are to be used with white space to ensure the brand identity remains light and optimistic. With the use of the secondary palette, Royal LePage's use of red becomes more selective and purposeful, thereby increasing the value and importance of our central colour. Please note that the secondary colour palette is **to be used for accent purposes only**. These colours are not to be central focal points of any layout. They are strictly for use to complement the primary colour palette (), which is to be the main focus of layouts.
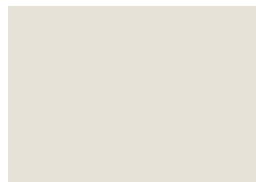
Blue – Pantone 638 C
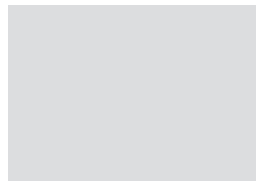C: 89   M: 0   Y: 7   K: 0
R: 0   G: 175 B: 216
HEX #00AFD8

Turquoise – Pantone 3258 C
C: 63   M: 0   Y: 32   K: 0
R: 80   G: 201 B: 181
HEX #50C9B5

Taupe – Pantone 5855 C
C: 10   M: 5   Y: 37   K: 14
R: 196 G: 193 B: 142
HEX #C4C18E

Apple Green – Pantone 584 C
C: 15   M: 0   Y: 73   K: 1
R: 206 G: 214 B: 75
HEX #CED64B

Stone – Pantone 7534 C
C: 4   M: 4   Y: 13   K: 8
R: 215 G: 211 B: 199
HEX #D7D3C7

Warm – Pantone Warm Gray 6 C
C: 11   M: 16   Y: 18   K: 32
R: 165 G: 157 B: 149
HEX #A59D95

Light Grey
C: 0   M: 0   Y: 0   K: 15
R: 231 G: 231 B: 231
HEX #E7E7E7

Dark Grey
C: 0   M: 0   Y: 0   K: 85
R: 77   G: 77   B: 77
HEX #4D4D4D

Royal LePage Signage
Lawn Sign Design Options

Consistently using a brand-compliant lawn sign ensures you benefit from the credibility and trust associated with the Royal LePage brand.

The Royal LePage lawn sign is our company's most powerful advertising tool, simply because it appears in the most places. Therefore, it is important that when consumers see it, the design is consistent ensuring the sign is always associated with Royal LePage. The more consistently the lawn sign is used, the more Royal LePage REALTORS® will be top of mind with potential homebuyers and sellers. Use Helvetica Neue LT Pro for all signage typography. Please refer to the Royal LePage Lawn Sign Guidelines for more information and detail. To download these signs, visit rlpNetwork.com/lawnsigns.

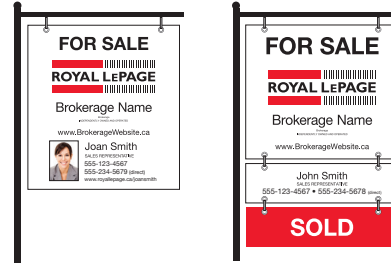**There are five Royal LePage lawn sign styles, with at least two options for each style.**

Style 1:
Logo on top or logo on bottom
("SOLD" version also available)

Style 2:
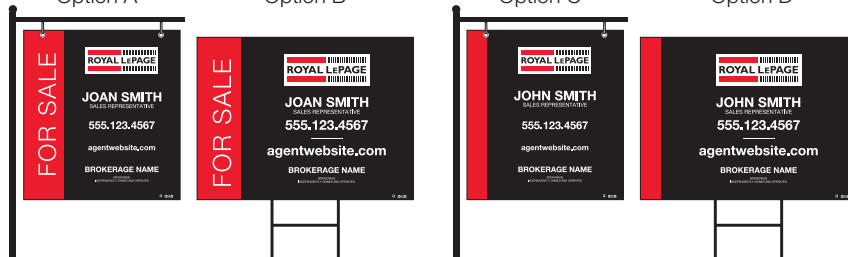With or without agent rider

Style 3:
Large agent image with red bar or white background ("SOLD" version also available)

Style 4:
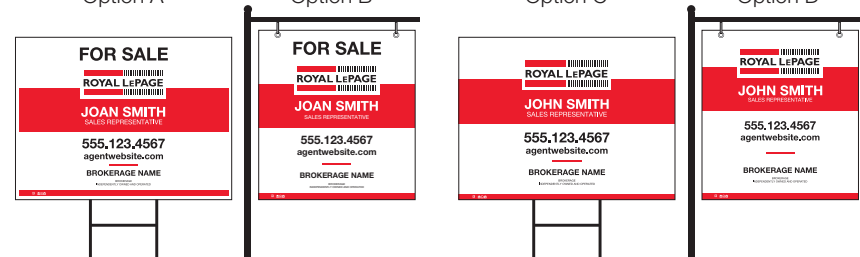Black ("SOLD" version also available for option A and B)

Option A   Option B   Option C   Option D

Style 5:
White/red bar ("SOLD" version also available for option A and B)

Option A   Option B   Option C   Option D

Royal LePage Signage
Additional Signage Information

Top 3 Royal LePage lawn sign design guidelines to follow:

1. You may only use colours from Royal LePage's primary or secondary colour palettes on your lawn signs.

2. You must use a brand compliant Royal LePage logo in full colour on your sign. The size of the Royal LePage logo must be at least 8% of the sign. Be sure to abide by the logo's official white space and staging area. If using your Royal LePage brokerage logo, the 8% requirement does not include the brokerage name, as the Royal LePage logo must have primacy over the brokerage name or agent name. You must use either the standard Royal LePage logo or your Royal LePage brokerage logo on your lawn signs.

3. You must follow your provincial guidelines.

Sign post

The most frequently used sign post for Styles 1, 3, 4B, 4D, 5A, and 5C lawn signs is the two-piece metal bracket holder (the "Goalpost").
Styles 2, 4A, 4C, 5B, and 5D lawn signs should be used with an Iron Post holder, which allows the sign to hang.

Personal REALTOR® branding

We understand the importance of personal branding to differentiate yourself from other Royal LePage REALTORS®, however please note: The Royal LePage brand i.e. the Royal LePage logo, must have primacy over agent or brokerage branding. If you feel you must brand your "FOR SALE" sign with more than your name and contact information, we recommend using the Style 2 sign with the agent rider (Style 2 – Option B, as shown on page 19).

The agent rider provides a large space for personal branding. This area can be customized with your personal logo, tagline, website, etc., to meet your branding requirements.

Suppliers

Once you've chosen a supplier, please provide them with this guide, The Royal LePage Brand Guidelines, so they can abide by the Royal LePage standards, and keep you on brand.

Royal LePage Award Logos

Every year, in each province, Royal LePage awards the top Royal LePage Realtors® for their outstanding sales efforts. Winners have access to the annual versions of the award logos, as shown above, to place on business cards, personal websites, and for local advertising.

Review the usage guidelines and download the annual logo versions from rlpnetwork.com/awards. All versions are available as PMS, CMYK, and RGB files. The award logos are not to be altered in any way, and none of the individual elements should be altered or omitted for any reason. No other versions of the logos are permitted.

The award logos should not be used on any Royal LePage signage. Guidelines for displaying award logos are different for each province. Please review your provincial guidelines and apply them prior to having your marketing materials designed.

Helpful Contacts

Alberta
Real Estate Council of Alberta
403.228.2954
1.888.425.2754
info@reca.ca
reca.ca

British Columbia
Real Estate Council of British Columbia
604.683.9664
1.877.683.9664
info@recbc.ca
recbc.ca

Manitoba
Real Estate Advisory Council
The Manitoba Securities Commission
204.945.2562
realestate@gov.mb.ca
msc.gov.mb.ca/real_estate

New Brunswick
New Brunswick Real Estate Association
506.459.8055
1.800.762.1677
info@nbrea.ca
nbrea.ca

Newfoundland
Newfoundland & Labrador
Association of REALTORS®
709.726.5110
1.855.726.5110
reception@nlar.ca
nlar.ca

Nova Scotia
Nova Scotia Real Estate Commission
902.468.3511
1.800.390.1015
licensing@nsrec.ns.ca
nsrec.ns.ca

Ontario
Real Estate Council of Ontario
416.207.4800
1.800.245.6910
registration@reco.on.ca
reco.on.ca

Prince Edward Island
PEI Real Estate Association
902.368.8451
office@peirea.com
peirea.com

Quebec
The Organisme d'autoréglementation
du courtage immobilier du Québec
450.676.4800
1.800.440.5110
info@oaciq.com
oaciq.com

Saskatchewan
Saskatchewan Real Estate Commission
306.374.5233
1.877.700.5233
atetu@srec.ca
srec.ca

Royal LePage Marketing
marketing@royallepage.ca
416-510-5800
Contact Marketing for assistance,
feedback or help with marketing needs.

For more information on Royal LePage,
visit **royallepage.ca**.

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royallepage.ca