



**DENVER BOARD
OF REALTORS®**
-Professional Excellence-

www.denverrealtors.org

(303) 756-0553

Fax (303) 756-0669

4300 E. Warren Avenue

Denver, Colorado 80222

Since 1888

SECTION 1: REALTOR® Logo Usage

SECTION 2: Denver Board of REALTORS® Logo Usage

SECTION 3: Roundtable of Excellence Logo Usage

SECTION 4: Equal Housing Opportunity Logo Usage

SECTION 1:

REALTOR® Logo Usage

(Excerpted from the Membership Marks Manual Table of Contents: Part Three - Use by Members: The REALTOR® Logo)

I. With Member's Name

As with the terms REALTORS® and REALTOR-ASSOCIATE®, the REALTOR® Logo may also be used adjacent the Member's name. All such uses of the REALTOR® Logo must comply with the policies and guidelines regarding display of the Logo, as set forth in this Manual.

II. With Firm Name

The REALTOR® Logo may be used adjacent to the local firm name, but may not be used in connection with or adjacent to a franchisor or a conglomerate name or logo. The REALTOR® Logo may be used adjacent a local firm logo providing that logo does not detract from or compete with the distinctiveness or identifiability of the REALTOR® Logo.

A. On Letterhead/Business Cards

The REALTOR® Logo may also be used on the letterhead, business cards and other business supplies which bear the name and address of the Member or the Member's firm.

Salespersons who are affiliated with a REALTOR® but who are not themselves Members of the National Association, may not use business cards with the REALTOR® Logo imprinted thereon. This strict prohibition or use of the REALTOR® Logo on business cards of non-members applies even if the REALTOR® Logo is used immediately adjacent to the name of the firm or Member with whom the salesperson is affiliated. Any use of the REALTOR® Logo on the business cards of non-member salespeople has been interpreted by the Board of Directors of the National Association as implying that salesperson is, in fact, a Member.

B. On Signs/In Advertising

Decorative or script typefaces of copy adjacent to the REALTOR® Logo are not recommended because they compete with and detract from the REALTOR® Logo. In particular, Futura Black, the typeface used for the stylized "R" in the REALTOR® Logo, should never be used in adjacent copy.

The following typefaces were chosen for their maximum compatibility with Avant Garde Light, the typeface used for the term REALTOR® as it appears under the block "R". They are further recommended for adjacent copy because of their legibility, suitability and clear, clean graphic character: Helvetica Light, Helvetica Medium, Helvetica Bold, Univers 45 (Light), Folio Light, Folio Medium, Folio Bold, Standard Light.





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C. On Incentive Items/Give-Aways

Members may apply the REALTOR® Logo to incentive items for distribution to other Members provided such items are intended solely for the ultimate use of such Members. Give-aways (functional promotional items distributed by Members to the public or customers and clients at little or no cost) may also carry the REALTOR® Logo, provided the name of the Member or Member's firm and address is imprinted adjacent to the REALTOR® Logo to identify the distributor as a Member rather than the recipient or end user. Only items expressly approved in advance by the National Association may use the Logo without relating it to a particular Member, Member firm, or Member Board.

III. Never ...: Uses to Avoid

Never

- redraw, round the corners, reshape, trace, tilt, intersect, photographically alter or otherwise distort the REALTOR® Logo:

Never

- use the block "R" or the Futura "R" as part of a company or individual name, or as the first letter of any words beginning with "R", particularly words like "Real Estate," "Realty" or the mark REALTOR®:

Never

- superimpose the REALTOR® Logo over any graphic pattern or design:

Never

- combine the REALTOR® Logo with any other symbol or device:

Never

- outline or frame the REALTOR® Logo:

Never

- use an identifier other than one that is approved and is the proper size and typeface:

Never

- reverse the contrast of the block "R" without also reversing the contrast of the identifier below it:

Never

- reduce the REALTOR® Logo to the point where either the identifier or the registration symbol is not legible:

Never



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- use Futura typeface for the term REALTOR® or copy adjacent to the REALTOR® Logo. Decorative and script typeface should also be avoided:

Section 2:

Denver Board of REALTORS® Logo Usage

Use of the Denver Board of REALTORS® logo and/or advertising is restricted to Denver Board of REALTORS® members who remain in good standing with the Board at all times. For new and continuing members, the logo and/or advertising may be used only by those members who have submitted an application and have been accepted for membership for the current membership year. Life Members and Outstanding Life Members may use the logo and/or advertising only if they have paid the annual dues for the current membership year.

When reproduced in color, the Denver Board of REALTORS® logo must be in the following Pantone Matching System color:

Green: PMS 357

The Denver Board of REALTORS® logo may be reproduced in any size, but all text in the logo must be readable.

Section 3:

Roundtable of Excellence Logo Usage

Use of the Roundtable of Excellence logo and/or advertising is restricted to Denver Board of REALTORS® members who remain in good standing with the Board at all times. For new and continuing members, the logo and/or advertising may be used only by those members who have submitted an application and have been accepted for membership for the current membership year. Life Members and Outstanding Life Members may use the logo and/or advertising only if they have paid the annual dues for the current membership year.

Only members who are eligible for and have applied for the Roundtable of Excellence for the current membership year and Outstanding Life Members who pay the current year's dues are able to use the Roundtable of Excellence logo in marketing materials.

When reproduced in color, the Roundtable of Excellence logo must be in the following Pantone Matching System colors:

Gold: PMS 871

Green: PMS 357

The Roundtable of Excellence logo may be reproduced in any size, but all text in the logo must be readable.



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Section 4:

Equal Housing Opportunity Logo Usage

When advertising real estate, rentals, auctions, lending for real estate, or nearly any transaction related to the sale, rental, financing and lease of property, the Equal Housing Opportunity (EHO) logo is the most commonly used symbol in display advertising. The use of this symbol * indicates one does not discriminate. This supports the spirit of Fair Housing. The EHO slogan or an EHO nondiscrimination clause is appropriate too.

Brief synopsis:

The EHO slogan is most commonly added at the end of classified advertisements. The EHO logo is commonly used in display ads that are ½ x ½ and 4 column inches or larger. The non-discrimination clause is used in very large ads, e.g. ads that promote agent(s) or a company that wishes to promote a commitment to Fair Housing, etc. and in particular cases when the name of a company can be misconstrued as showing a preference for a particular type or class of people. Use of the EHO logo, slogan, or non-discrimination clause should be appropriately formatted to no less than the smallest font of the ad.

EHO Slogan:

“Equal Housing Opportunity”

Sample EHO Nondiscrimination statement:

We (or name of company) do “not discriminate based on ancestry, race, color, religion, sex, disability, familial status, or national origin”.

Check your local jurisdiction for any additional protected classes.

This description is not meant to give legal advice or replace the language of HUD guidelines, but is meant to promote the spirit of Fair Housing through an understanding of “best practices”.

