

BRAND GUIDE - LINES



NOVEMBER 2025

*The Coldwell Banker® brand is the
North Star of the real estate industry –
devoted to the service of our clients,
the success of our network and the
remarkable power of home.*

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Our Logo

The North Star logo represents the Coldwell Banker® brand's position in the real estate industry as a leader, as well as our affiliated agents' long-standing commitment to guiding people home.

Clean and simple, yet elegant, this mark allows us to demonstrate our focus and tell our story.



FRAMED LOGO



COLDWELL BANKER

The Framed Logo uses the CB Star mark within an inlined square. This version of the logo may only be used in Coldwell Banker Blue (PMS 280), on a light background.

It may not be used in reverse, on a dark background.

MONOGRAM LOGO



COLDWELL BANKER

The Monogram Logo uses the CB Star mark in silhouette, without a surrounding box. This version of the logo may only be used in white, on a dark background or with transparency as a graphic effect overlapping an image or copy. **It may not be used in reverse, on a light background.** (Any exceptions to this rule are at the sole discretion of the brand marketing department.)

SPACE AND SIZE PARAMETERS



The Coldwell Banker® logo must always appear on personal promotional literature in a prominent location and appropriate size. It should never be used smaller than a size where the logo mark is less than 1/8" in width for the framed logo or 1/8" in height from base of the B to top of the C in the monogram logo.

The safety distance around the logo is equal in measurement to 1/2 the height of the blue logo box. No other copy or graphics may be placed any closer to the logo than that distance. (This parameter is utilized in print and digital applications, but does not apply to signage.)

USE OF THE MONOGRAM LOGO MARK



The Monogram Logo Mark may be used on its own when appearing on a Coldwell Banker Blue or dark background or more often, on swag items as seen at right.
It may not be used in reverse, on a light background.



RULES FOR USAGE

DO NOT

Place any other copy or graphics in or immediately around the mark. Nothing else is allowed in or next to the blue box.



DO NOT

Stretch or condense the mark.



DO NOT

Use the framed logo in any color other than PMS 280. Do not use the monogram logo in any color other than white.



DO NOT

Superimpose any image or copy over the mark.



DO NOT

Use any texture, shading or effects for the mark.



DO NOT

Place the mark at an angle.



DO NOT

Reverse the marks.



DO NOT

Use the mark as a copy element.

This home is offered by  **COLDWELL BANKER**

FRAMED DBA LOGO VARIATIONS

VERTICAL



VERTICAL STACKED



HORIZONTAL



HORIZONTAL STACKED



MONOGRAM DBA LOGO VARIATIONS

VERTICAL



VERTICAL STACKED



HORIZONTAL



HORIZONTAL STACKED



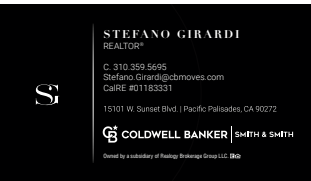
For more specifics on proper alignments of DBA logo variations, please refer to the Appendix.
To access your full suite of company logos, visit the [Desk Logo Gallery](#).

RULES FOR USAGE WITH CUSTOM LOGO

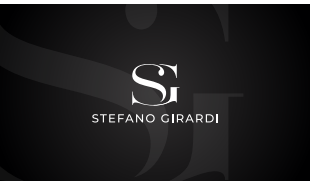
The Coldwell Banker® North Star logo *must* be used as the company logo. When shown with the Coldwell Banker logo, agent logos must be outside the safety distance around the CB logo, and must be at least 5% smaller than the DBA logo size unless otherwise directed by state rules.

All agent marketing must include the Coldwell Banker DBA logo. When the agent logo and DBA logo are shown on the same page, the agent logo must be at least 5% smaller than the DBA logo unless otherwise directed by state rules. When the agent logo is shown on a page without the DBA logo, it can be any size, but the DBA logo must appear on the asset in another place, such as the back of a business card.

See page 27 for agent branding guidelines for yard signs.



Front



Back



Front



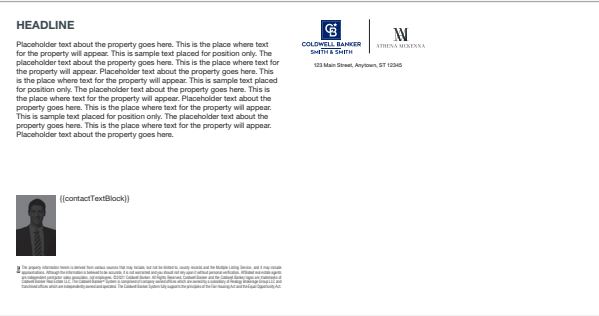
Back

State Regulations

The size, placement and prominence of the Coldwell Banker logo is also subject to an individual state's real estate commission regulations.



Front



Back



Outside



Inside

A Refined Palette

The blue tones in our palette are more than aesthetic – they’re strategic. Each shade has been carefully selected to evoke a sense of confidence, clarity and composure. Blue’s timeless elegance reinforces our brand’s authority while maintaining a refined, approachable presence.



Our Brand Colors

Coldwell Banker Blue is our signature color. It is recognized internationally and is present in our logo, signage and all support materials. White space is incorporated generously for a clean, contemporary look and easy readability. Black is our go-to for body copy and bold headlines.

This refreshed palette brings new energy to our brand foundation. Our signature blue nods to our heritage. Deeper shades add richness and depth. Brighter accents introduce a modern, forward-looking edge. Elevated yet familiar, these colors together create a balance of tradition and innovation.

CB BLUE RGB: 1 / 33 / 105 CMYK: 100 / 85 / 5 / 22 PMS: 280C #012169	SMOKY GRAY RGB: 88 / 113 / 141 CMYK: 71 / 51 / 30 / 6 PMS: 5425C #58718D	MIST RGB: 190 / 202 / 215 CMYK: 25 / 14 / 9 / 0 PMS: 5435C #BECAD7	TIDE RGB: 184 / 207 / 234 CMYK: 26 / 11 / 1 / 0 PMS: 544C #B8CFEA	BRIGHT BLUE * RGB: 31 / 105 / 255 CMYK: 88 / 53 / 0 / 0 PMS: 285C #1F69FF
MIDNIGHT RGB: 10 / 23 / 48 CMYK: 94 / 84 / 50 / 64 PMS: 289C #0A1730	SLATE RGB: 27 / 60 / 85 CMYK: 93 / 73 / 44 / 35 PMS: 5405C #1B3C55	GLACIER RGB: 218 / 225 / 232 CMYK: 13 / 7 / 4 / 0 PMS: 5455C #DAE1E8	ICY BLUE RGB: 240 / 245 / 251 CMYK: 4 / 1 / 0 / 0 PMS: 656C #F0F5FB	CELESTIAL RGB: 65 / 143 / 222 CMYK: 68 / 34 / 0 / 0 PMS: 279C #418FDE

*Note: Bright Blue is designated for digital use only and is not recommended for print applications.

It's Definitely Our Type

Great typography is the voice of a great brand. Ours is crisp, clean and contemporary, so the words speak with confidence. The updated Coldwell Banker® font family includes three font collections:

Open House in Charlotte, NC

Bauziet Norm Light

3 BED
2 BATH
1900 SQ FT

Bauziet
Norm
Medium

CHARMING COASTAL HIDEAWAY

Set among rolling dunes, this coastal hideaway offers quiet and seclusion. A wood-burning fireplace, exposed beam ceilings and a wraparound porch provide a simple, comfortable retreat.

Geometos
Bold

Roboto
Light



PRIMARY FONT

Bauziet

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ %

Bauziet works especially well in marketing materials where clarity and elegance are key, such as headlines, product packaging, editorial layouts and digital campaigns. Clean lines and balanced proportions create a sense of quiet confidence. A license must be purchased for the use of this font. [Download Bauziet HERE.](#)

Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semibold
Bold

SECONDARY FONTS

GEOMETOS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@# \$ %

Geometos can be used as subheaders or when statistics or points need to be emphasized. It’s strong, graphic and is the font seen in our logo lockups. A license must be purchased for the use of this font. [Download Geometos HERE.](#)

Roboto

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
!@# \$ %

Roboto is the font family used for all body copy. Roboto is a diverse type family, available in 12 styles, including varying weights and italics. It’s very readable and can go from a whisper to a shout depending on the weight, size and styling. A license is required for the use of this font. [Download Roboto HERE for free.](#)

Adobe
Garamond Pro

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
!@# \$ %

Adobe Garamond Pro is ideally suited to subheads, captions, initial caps, numbers – anything that accessorizes the overall message. It is a classic serified font that softens the implied tone of a message and adds a touch of elegance. A license must be purchased for the use of this font. [Download Adobe Garamond Pro HERE.](#)

SUBSTITUTE FONTS

Familjen Grotesk

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
!@#\$%

In lieu of **Bauziet**, **Familjen Grotesk** may be used. It is a sans serif typeface with a contemporary appearance intended for both text and display. Large notches known as "ink traps" add style to headlines and clarity to small size text.
Download this Google font [HERE for free.](#)

JOSEFIN SANS

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
!@#\$%

In lieu of **Geometos**, **Josefin Sans** may be used. Inspired by geometric sans serif designs from the 1920s, Josefin is geometric and elegant with a vintage feel, for use at larger sizes.
Download this Google font [HERE for free.](#)

Enhancing Our Imagery

Imagery is one of the most immediate ways we express who we are. It captures attention, sets the tone and creates a visual language that speaks volumes. By curating bold, authentic visuals that reflect a premium look and feel, we ensure our brand stands out, resonates deeply and leaves a lasting impression.



Our Approach

Portraits feel warm, rich and a little nostalgic, as if belonging to a family photo album.

Candid moments are key, with an overall documentary-style vibe featuring diverse talent. Intentional portraits have their place as well – in which the subject looks directly into the lens. These are striking and familiar when executed well.

A sense of movement is conveyed through individuals who are captured mid-step, glance or gesture.



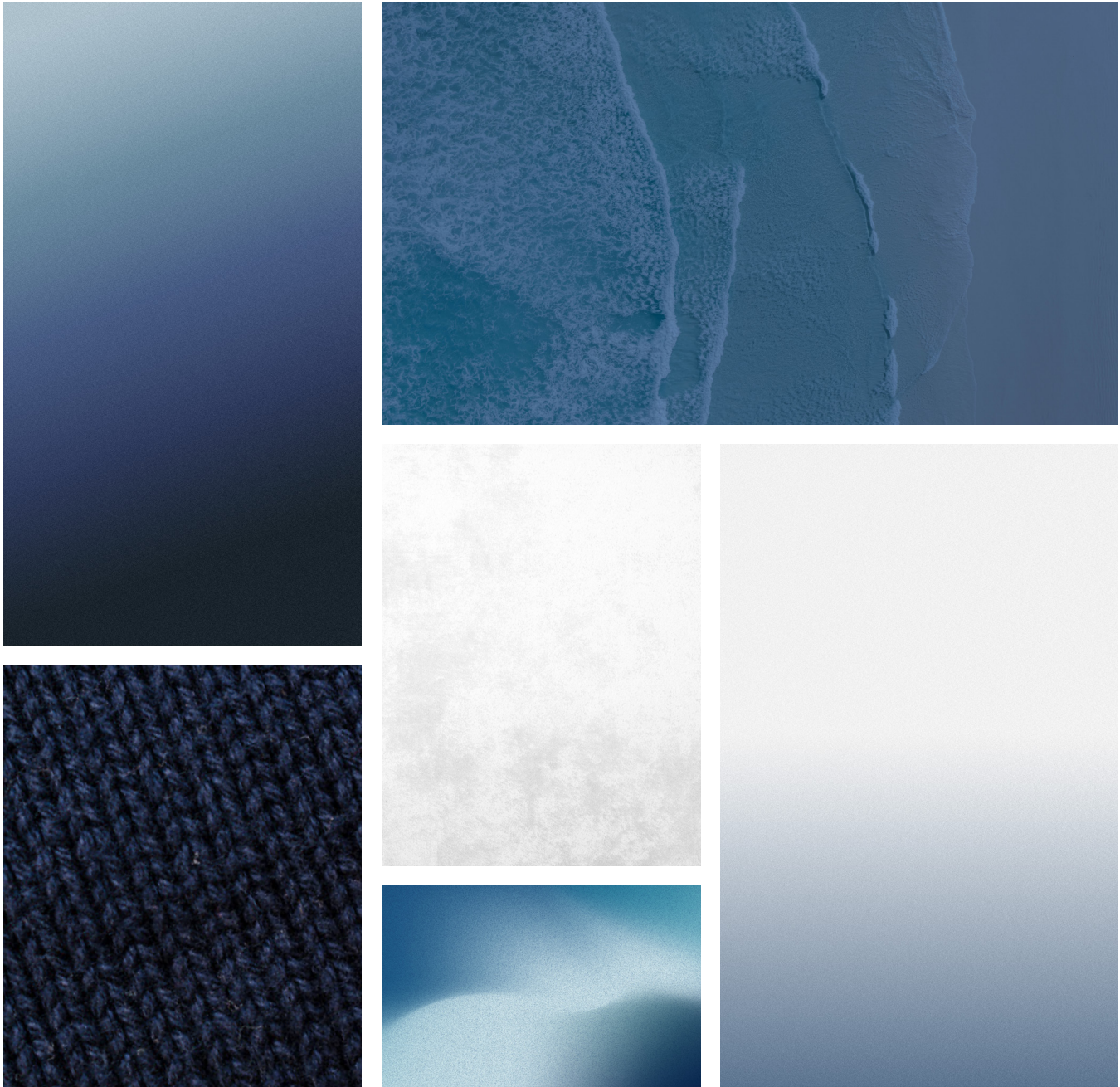
Interiors

We aim for imagery that feels warm, textured and film-like. Think clean lines, natural light pouring in, and a palette that leans into rich, natural colors. It's about depth, detail and spaces that feel lived in. Interiors are impeccably designed and beautifully styled.



Textures

Luxury materials like marble and stone with noisy gradients in soothing blues work together to position our brand as both stylish and discerning. Think a polished surface or an organic woven sweater. These materials reinforce our commitment to a refreshed identity that is softer around the edges, full of soul and captures the feeling of home.

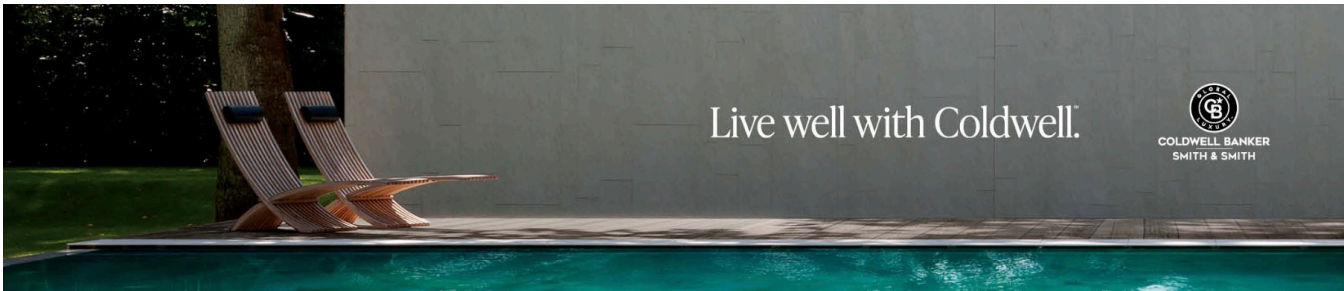


Live well with Coldwell.SM

The “Live well with Coldwell” campaign is a reflection of who we are as a brand, and how we show up in the lives of consumers and agents around the world.

“Live well with Coldwell” is built on a simple but powerful truth: Real estate is about far more than the transaction. It’s about human connection, life transformation and helping people create the foundation for a life well lived. That’s the heart of this campaign.





Campaign Dos and Dont's

When adapting for local marketing, always preserve the integrity of the “Live well with ColdwellSM” tagline while ensuring clear visual separation and correct lockup usage.

When using the tagline in your local marketing, please refer to the following guidelines:

DO

- Always feature your Coldwell Banker® DBA logo (with “Coldwell Banker” written beneath the monogram) on all marketing pieces featuring the “Live well with Coldwell” tagline. You may use either the standard Coldwell Banker or Coldwell Banker Global Luxury DBA logo lockup alongside the “Live well with Coldwell” tagline graphic.
- Always use one of the approved “Live well with Coldwell” lockups (horizontal or stacked), available on mycbdesk.com.
- Include a superscript service mark (SM) after the first instance of “Live well with Coldwell” in copy on any page or marketing piece.
- You may Include an additional descriptive line that reflects your local market, such as: “A life in Hawaii.” or “At home in Austin.” These should appear visually separate from the tagline (see next page for examples).

DON'T

- Do not use “Coldwell” apart from “Banker” in marketing materials outside of specific references to the “Live well with Coldwell” campaign.
- Do not alter the Live well with Coldwell tagline in any way. This includes adding your company DBA and changing the lockup font/colors.
- Do not think of this as a rebrand. We are still the Coldwell Banker® brand, and “Live well with Coldwell” serves as a lens for how we are positioned both within the industry and in consumers’ lives.
- Do not couple “Live well with Coldwell” with other words or phrases on the same line or in the same font. The tagline should always be visually and spatially separated from other copy.

Local Campaign Adaptations

The “Live well with ColdwellSM” tagline may be paired with additional local or lifestyle statements to make it relevant to your community, as long as the core tagline remains unchanged and visually distinct.

The following acceptable use examples are for illustrative purposes only. You should not assume that any local adaptation or additional statement has been legally cleared for use. Before adopting any additional statements or local adaptations, you may wish to consult your legal counsel.



ACCEPTABLE EXAMPLES

**A LIFE IN <LOCATION>
Live well with ColdwellSM.**

Adds a local or lifestyle touch while keeping the tagline visually separate and unchanged.

**AT HOME IN <LOCATION>
Live well with ColdwellSM.**

Reflects community pride and fits naturally with the brand voice without altering the tagline.

**AT HOME WITH <LOCATION>
Live well with ColdwellSM.**

Introduces a personal, human element but keeps “Live well with Coldwell” intact and distinct.

**MAKE A SPLASH IN <LOCATION>
Live well with ColdwellSM.**

Adds personality and lifestyle relevance while preserving clear typographic separation.

UNACCEPTABLE EXAMPLES

Live well with <NAME>

Replaces “Coldwell,” removing the brand identity from the tagline.

Live well with <YOUR DBA>

Couples the tagline with your DBA, which suggests it’s a standalone slogan or rebrand.

Live well with Coldwell in <CITY NAME>

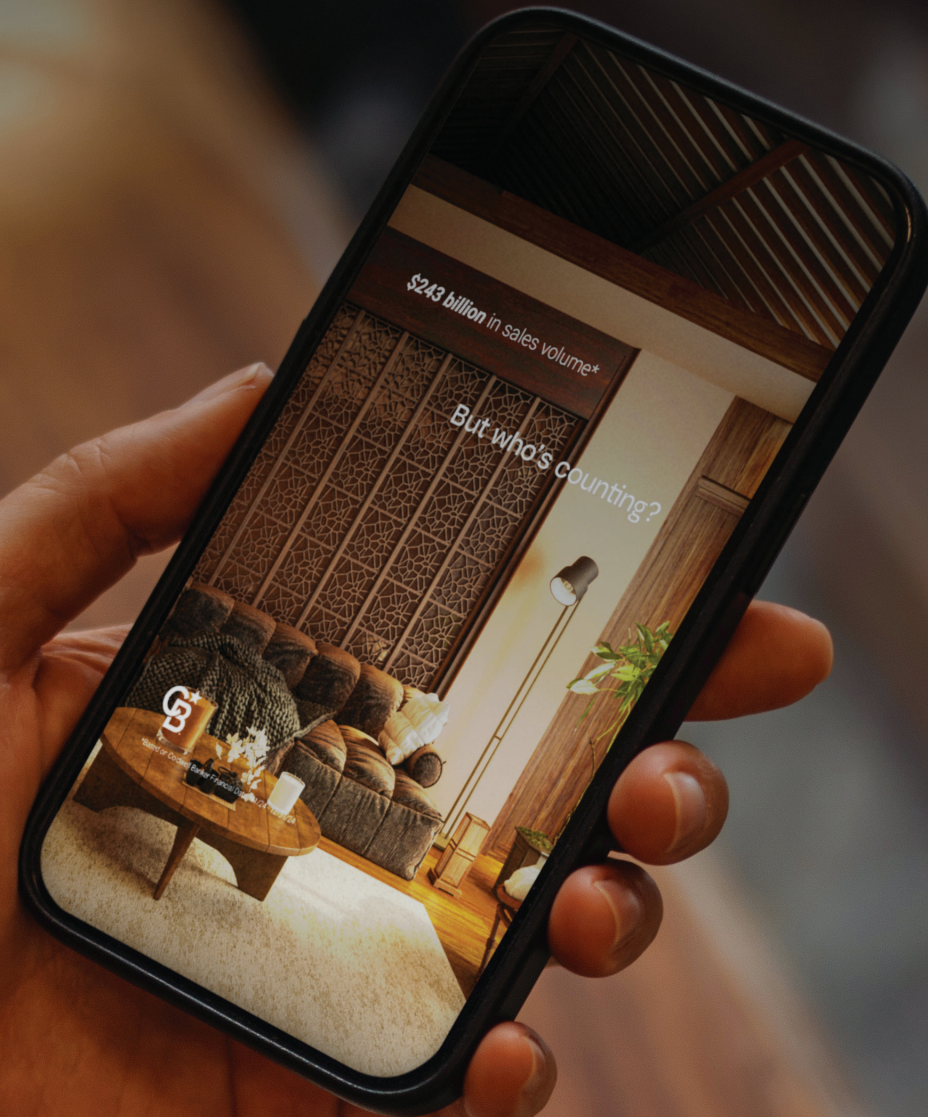
Adds a preposition and city name that modifies the tagline’s core structure and flow.

Live well with Coldwell – your local guides

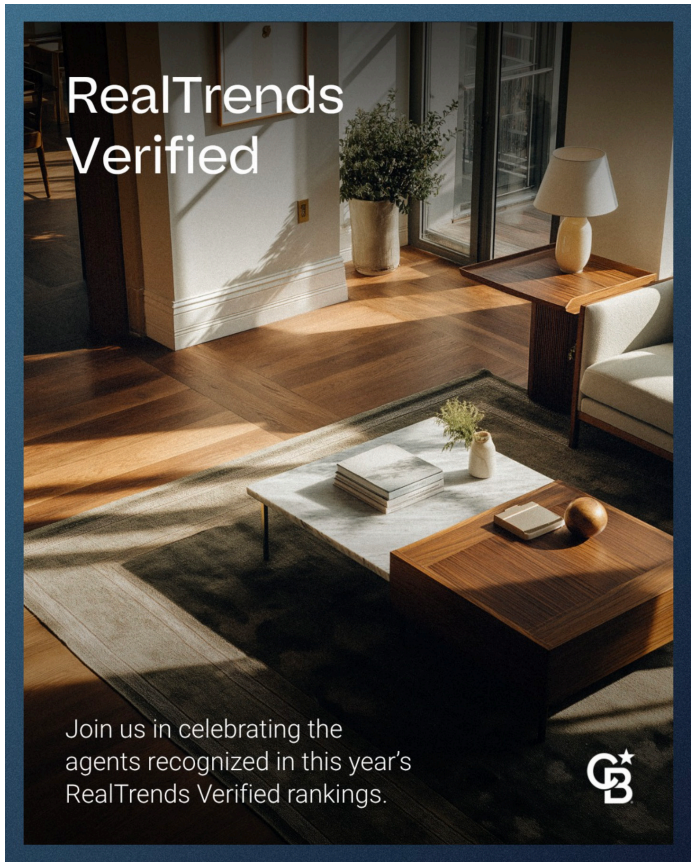
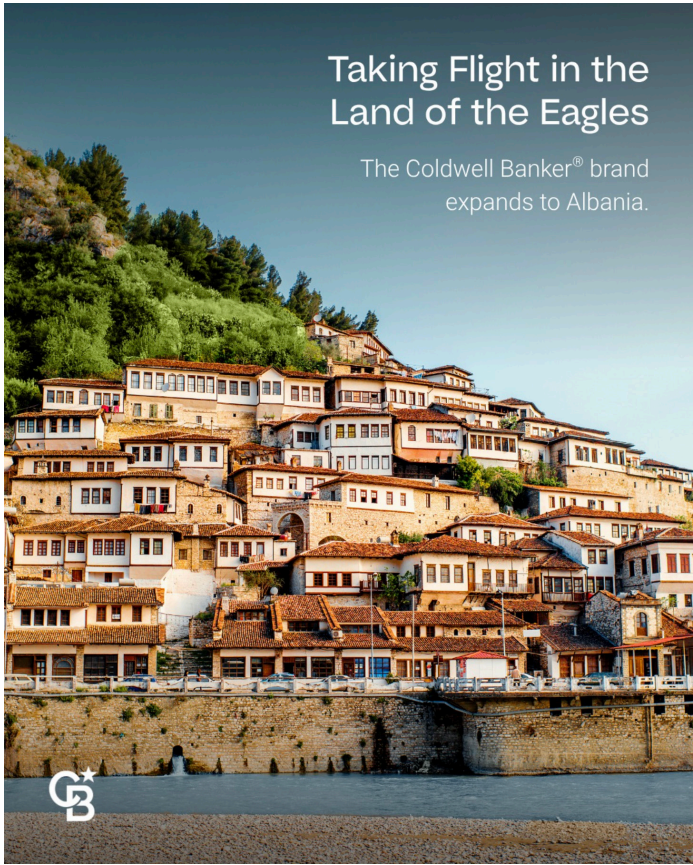
Adds descriptive copy as part of the tagline rather than keeping it visually and spatially distinct.

Applications

Our brand comes to life across a variety of media. Each format is an opportunity to connect, inspire and reinforce who we are – visually, verbally and consistently.



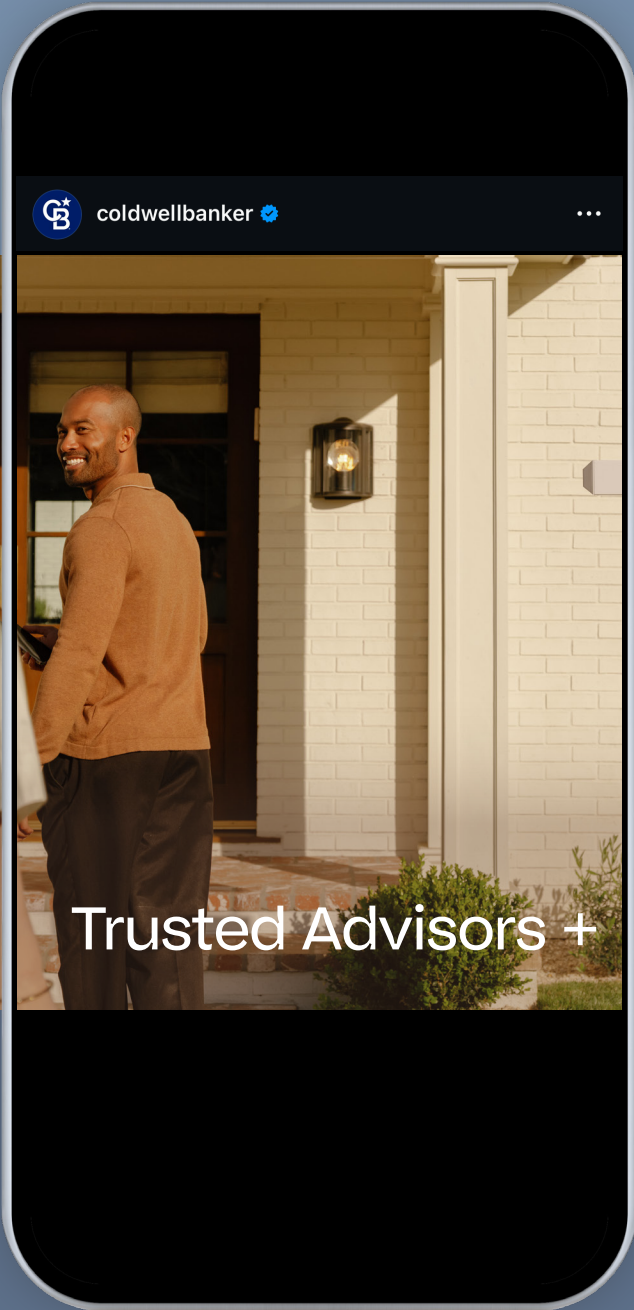
SOCIAL MEDIA



Our social media presence is clean, fresh and designed to be a cohesive collection. We're owning our blue, reinforcing our identity and making good use of beautiful photography and sharp typography. Keep it simple. With social, if it doesn't work on our phones, it just doesn't work.



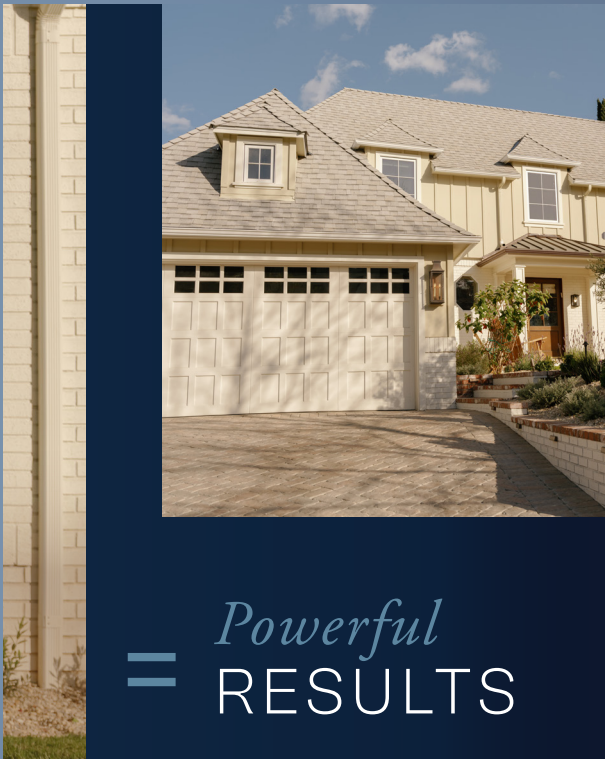
The Secret
TO SELLING
YOUR HOME?



Trusted Advisors +



Maximum Exposure



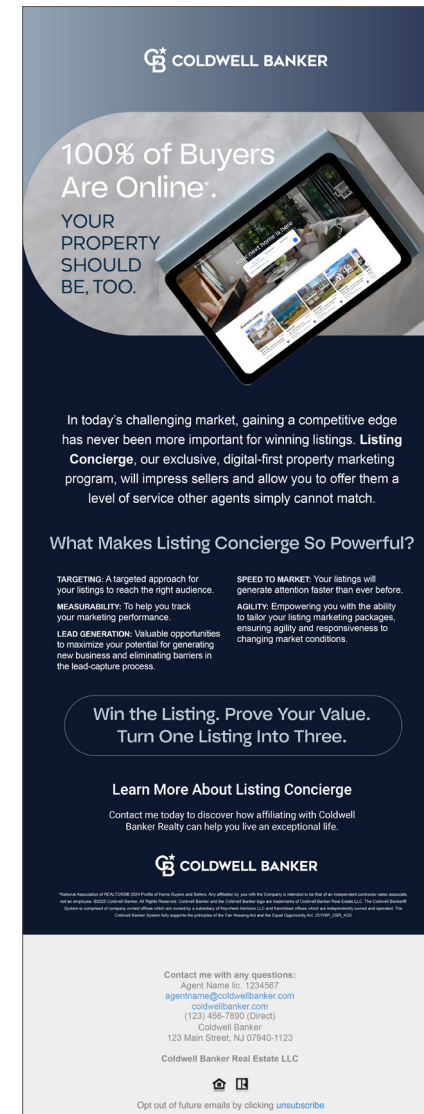
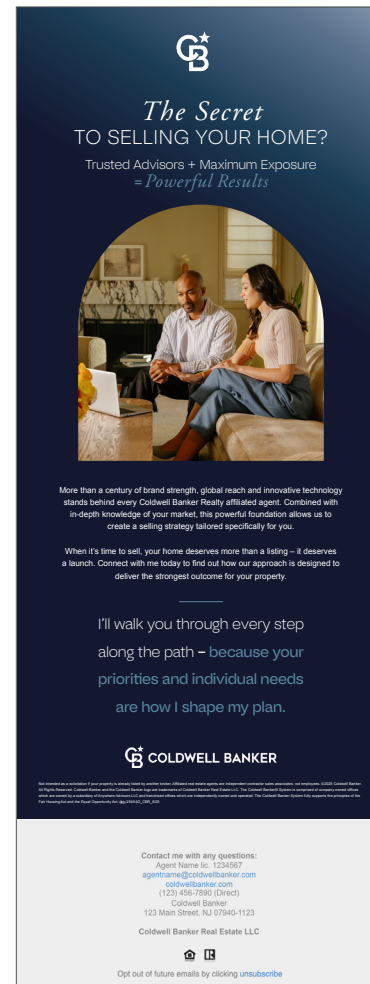
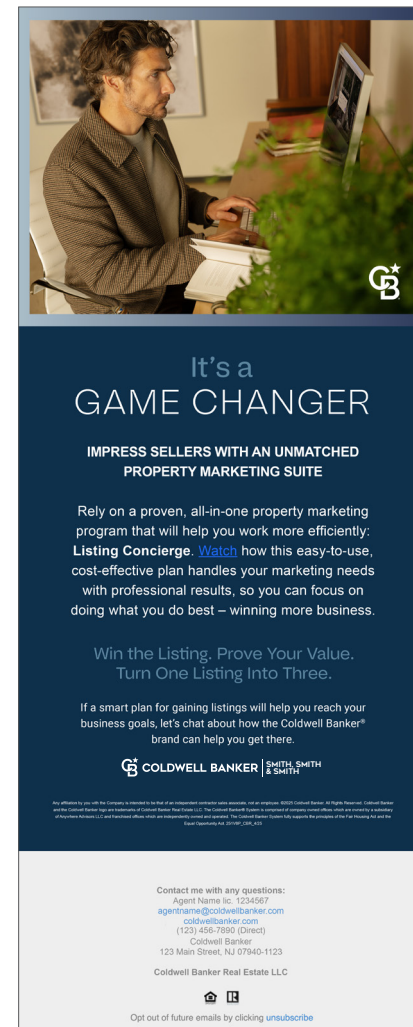
Powerful
= RESULTS



The Right Plan
Starts With
The Right Partner



HTML



Our HTML presence is designed for easy recognition and readability. The framed icon at the top immediately establishes ownership of the message, while our vertical framed logo at the bottom anchors the message solidly.

Add graphically appealing images and crisp typography – we're good to go.

BUSINESS CARDS



Signage

Our bold signage is more than just a marker, it's a symbol of trust, service and results. With a logo and name that are instantly recognizable, our yard signs stand as proud emblems of a legacy built on client satisfaction. They don't just advertise a property – they represent a promise.



YARD SIGNS

CLASSIC WHITE DESIGN

TOP 2/3

BOTTOM 1/3



COLDWELL BANKER
SMITH & SMITH

123-456-7890

coldwellbanker.com
Each office is independently owned and operated.

2 TONE BLUE ON WHITE DESIGN



COLDWELL BANKER
SMITH & SMITH

123-456-7890

coldwellbanker.com
Each office is independently owned and operated.

PLATINUM WITH BLUE BORDER DESIGN



COLDWELL BANKER
SMITH & SMITH

123-456-7890

coldwellbanker.com
Each office is independently owned and operated.

CLASSIC BLUE DESIGN



COLDWELL BANKER
SMITH & SMITH

123-456-7890

coldwellbanker.com
Each office is independently owned and operated.

Phone Number

Website

Geometric 415 BT

Yard signs are offered in 4 color variations, all maintaining the same fundamental structure.

The top two-thirds is reserved for company branding. The bottom third is for contact info. In-depth specs for all signage components can be found on Marketing Center.

It is your responsibility to ensure you and your affiliated agents comply with local real estate regulations.

YARD SIGNS

CLASSIC WHITE DESIGN

2 TONE BLUE ON WHITE DESIGN

PLATINUM WITH BLUE BORDER DESIGN

CLASSIC BLUE DESIGN

The amount of personal information
you want to include can also vary.

COMPANY BRANDING

AGENT CONTACT

AGENT BRANDING



YARD SIGNS - SILHOUETTE XL

CLASSIC WHITE DESIGN



2 TONE BLUE ON WHITE DESIGN



PLATINUM WITH BLUE BORDER DESIGN



CLASSIC BLUE DESIGN



2 TONE BLUE ON PLATINUM DESIGN



YARD SIGNS - FULL LOGO PERSONALIZATION

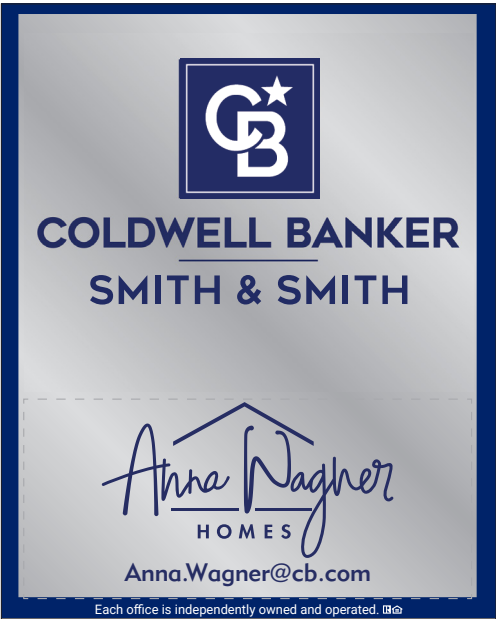
CLASSIC WHITE DESIGN



2 TONE BLUE ON WHITE DESIGN



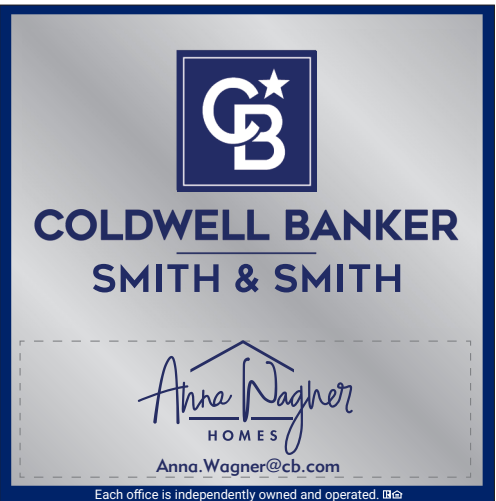
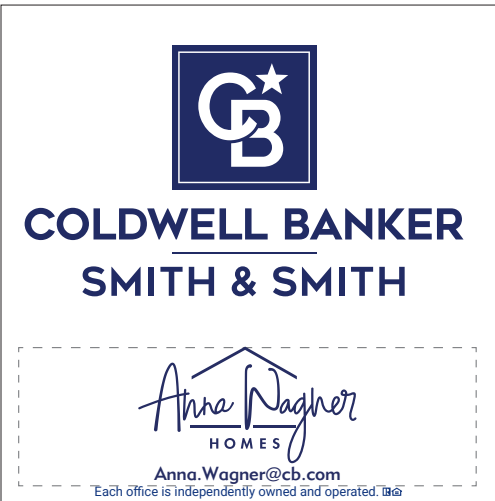
PLATINUM WITH BLUE BORDER DESIGN



CLASSIC BLUE DESIGN



2 TONE BLUE ON PLATINUM DESIGN



SIGN RIDERS

24 x 8

24 x 8

24 x 6

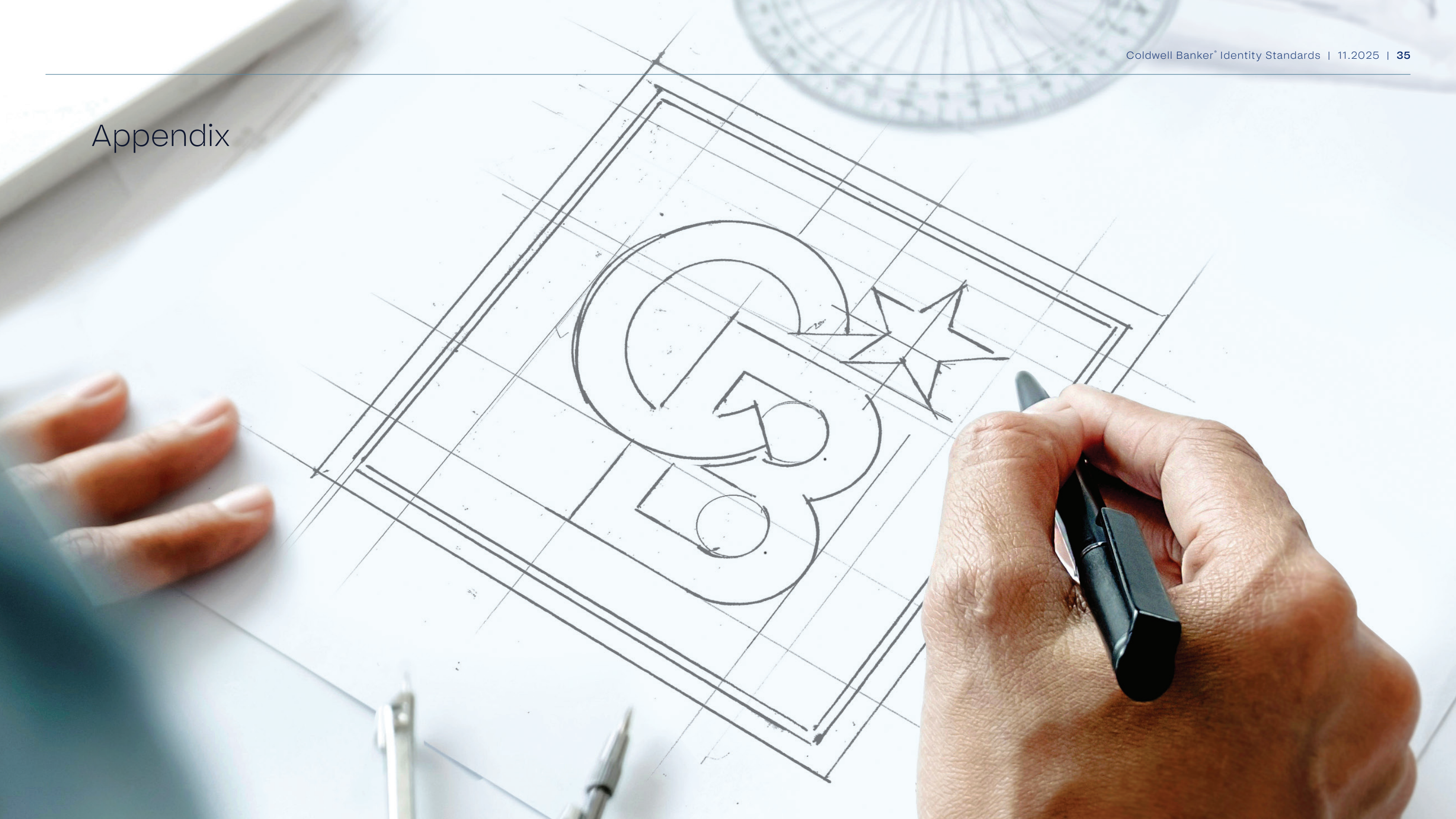
COMBINATION EXAMPLES

Headers and footers are designed to complement the sign variations.

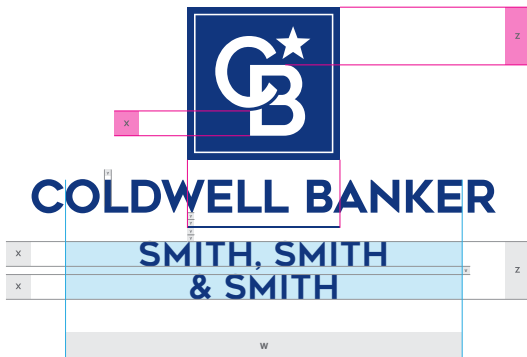
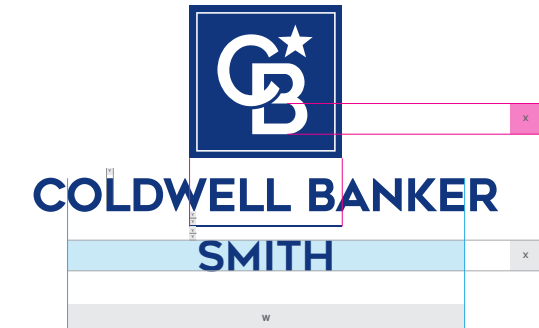
The yard sign layout allows for agent, team and/or company personalization in the bottom 1/3. Information commonly used includes cell phone numbers and website URLs. Also allowed is a headshot or agent/team logo within the smaller square. Any additional personalization outside of these parameters should be directed to an accompanying rider.



Appendix



VERTICAL FRAMED DBA



SINGLE-LINE

- Use the Vertical Single Line when the DBA has **12 or fewer characters**.
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker® wordmark. The width of the DBA is determined by “W.”
- The height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The spacing that pads the rule is determined by “Y.”
- If the DBA has more than one word and exceeds the character limit, please refer to the Vertical Framed Double-Line DBA guidelines below.

DOUBLE-LINE

- Use the Vertical Double Line when the DBA has **more than 12 characters** and is more than one word.
- The preferred length for each DBA line is approximately 13-15 characters.
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker wordmark. The width of the DBA is determined by “W.”
- The letter height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The total height of the DBA is determined by “Z.” (Refer to magenta callout in diagram.)
- The leading value between the two DBA lines is determined by “V.”
- The spacing that pads the rule is determined by “Y.”

*Full DBA suites are available on Desk Logo Gallery.



*Full DBA suites are available in the Desk Logo Gallery.

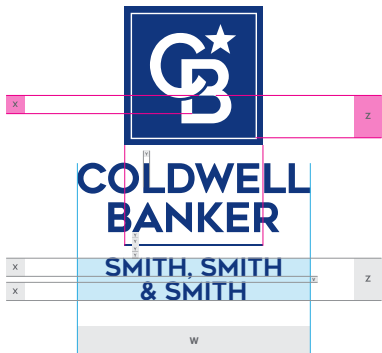
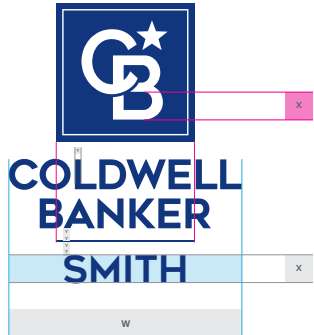
VERTICAL MONOGRAM DBA

The white version of the DBA uses the CB Star Monogram instead of the framed icon.

Use the Monogram DBA on **blue backgrounds** and anything else with a **darker background**.

Sizing and spacing rules for Vertical Mongram versions are the same as the Vertical Framed DBAs, with the height of the framed box being equal to the height of the measurement from the base of the B to the top of the C in the Monogram version.

VERTICAL STACKED FRAMED DBA



SINGLE-LINE

- Use the Vertical Stacked Single Line when the DBA has **10 or fewer characters**.
- The DBA name should fit between and not extend beyond the “COLDWELL” line of the stacked wordmark. The width of the DBA is determined by “W.”
- The height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The spacing that pads the rule is determined by “Y.”
- If the DBA has more than one word and exceeds the character limit, please refer to the Vertical Stacked Framed Double-Line DBA guidelines below.

DOUBLE-LINE

- Use the Vertical Stacked Double Line when the DBA has **more than 10 characters** and is more than one word.
- The preferred length for each DBA line is approximately 12-14 characters.
- The DBA name should fit between and not extend beyond the “COLDWELL” line of the stacked wordmark. The width of the DBA is determined by “W.”
- The letter height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The total height of the DBA is determined by “Z.” (Refer to magenta callout in diagram.)
- The leading value between the two DBA lines is determined by “V.”
- The spacing that pads the rule is determined by “Y.”

*Full DBA suites are available in the Desk Logo Gallery.

HORIZONTAL FRAMED DBA

SINGLE-LINE DBA



DOUBLE-LINE DBA



SINGLE-LINE

- Use the Horizontal Single Line when the DBA has **10 or fewer characters**.
- The DBA name should not extend beyond the “COLDWELL” of the wordmark. The width of the DBA is determined by “W.”
- The height of the DBA is determined by “X” which can be no taller than the height of Coldwell Banker. (Refer to magenta callout in diagram.)
- The spacing that pads the rule is determined by “Y.” (Refer to magenta callout in diagram.)
- If the DBA has more than one word and exceeds the character limit, please refer to the Horizontal Framed For Longer DBA Names guidelines below.

DOUBLE-LINE

- Use the Horizontal Double Line when the DBA has **more than 10 characters** and is more than one word.
- The preferred length for each DBA line is approximately 13-15 characters.
- The DBA name should not extend beyond the “COLDWELL BAN” of the wordmark. The width of the DBA is determined by “W.”
- The letter height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The total height of the DBA is determined by “Z.” (Refer to magenta callout in diagram.)
- The leading value between the two DBA lines is determined by “V.”
- The spacing that pads the rule is determined by “Y.” (Refer to magenta callout in diagram.)

*Full DBA suites are available in the Desk Logo Gallery.



HORIZONTAL MONOGRAM DBA

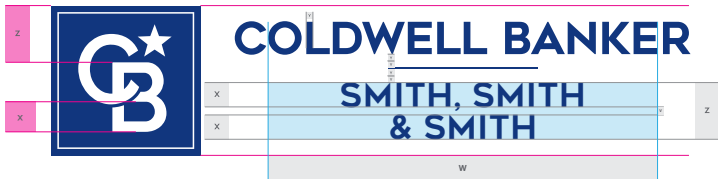
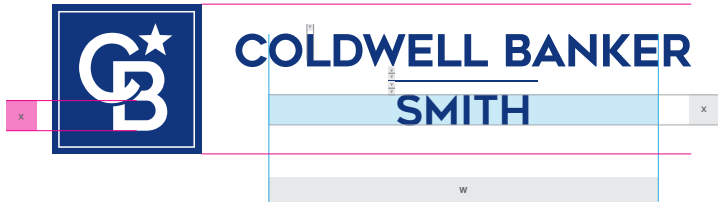
The white version of the DBA uses the CB Star Monogram instead of the framed icon.

Use the Monogram DBA Logo on **blue backgrounds** and anything else with a **darker background**.

Sizing and spacing rules for Horizontal Mongram versions are the same as the Horizontal Framed DBAs, with the height of the framed box being equal to the height of the measurement from the base of the B to the top of the C in the Monogram version.

*Full DBA suites are available in the Desk Logo Gallery.

HORIZONTAL STACKED FRAMED DBA



*Full DBA suites are available in the Desk Logo Gallery.

SINGLE-LINE

- Use the Horizontal Stacked Single Line when the DBA has **12 or fewer characters**.
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker® wordmark. The width of the DBA is determined by “W.”
- The height of the DBA is determined by “X” which can be no taller than the height of Coldwell Banker. (Refer to magenta callout in diagram.)
- The spacing that pads the rule is determined by “Y.”
- The spacing between the framed icon and the wordmark is determined by “V.”
- If the DBA has more than one word and exceeds the character limit, please refer to the Horizontal Stacked Framed For Longer DBA Names guidelines on the next page.

DOUBLE-LINE

- Use the Horizontal Stacked Double Line when the DBA has **more than 12 characters** and is more than one word.
- The preferred length for each DBA line is approximately 13-15 characters.
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker wordmark. The width of the DBA is determined by “W.”
- The letter height of the DBA is determined by “X.” (Refer to magenta callout in diagram.)
- The total height of the DBA is determined by “Z.” (Refer to magenta callout in diagram.)
- The leading value between the DBA lines is determined by “V.”
- The spacing that pads the rule is determined by “Y.”
- The spacing between the framed icon and the wordmark is determined by “V.”

HORIZONTAL STACKED FRAMED DBA

SINGLE-LINE DBA



*Full DBA suites are available in the Desk Logo Gallery.

DOUBLE-LINE DBA



FOR LONGER DBA NAMES

- **Step 1:** When the DBA exceeds the preferred character limits, scale the name to fit within the blue guide box while anchoring it to the top of the box.
- **Step 2:** Once the DBA name is in place, take the wordmark, rule and DBA lockup and center it vertically to the framed icon.
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker® wordmark. The width of the blue box is determined by “W.”
- The height of the blue box is determined by “Z.”
- For Double-Line DBAs, the leading value between the two DBA lines is 97% of the font size.
- The spacing that pads the rule is determined by “Y.” (Refer to magenta callout in diagram.)
- The spacing between the framed icon and the wordmark is determined by “V.”



HORIZONTAL STACKED MONOGRAM DBA

The white version of the DBA uses the CB Star Monogram instead of the framed icon.

Use the Monogram DBA Logo on **blue backgrounds** and anything else with a **darker background**.

The sizing and spacing rules for the Horizontal Stacked Framed DBAs apply to the respective Horizontal Stacked Monogram versions.

For longer DBA names: once the DBA name is in place, take the wordmark, rule and DBA lockup and center it vertically to the top of the “C” and the bottom of the “B” of the monogram.

*Full DBA suites are available in the Desk Logo Gallery.

The Coldwell Banker® service marks, trademarks and logos are collectively called the “Coldwell Banker Marks” throughout this Manual. The Coldwell Banker Marks serve as the basic building blocks for universal acceptance and identification for a single international graphic identity.

The most important element of the Coldwell Banker System, symbolic of our premier reputation and image, is the corporate logo (herein called the “Corporate Mark”, “Trademark” or the “Mark”). It and all other Coldwell Banker Marks in the United States are owned by Coldwell Banker Real Estate LLC. Coldwell Banker LLC owns all Trademark registrations in countries other than the United States. Each Franchisee is authorized to use the Coldwell Banker Marks pursuant to their Franchise Agreements.

Franchisees who have not been licensed the rights to use the Coldwell Banker Commercial® Marks may not use them. Every company granted permission to use the Coldwell Banker Marks is required to protect them by adhering to the standards and regulations delineated in this Manual. Care in protecting the Trademark and all of the Coldwell Banker Marks work to the benefit of everyone.

Exact and correct use of the Trademark by Coldwell Banker Franchisees is crucial to maintain a powerful international graphic entity. This Identity and Graphic

Standards Manual is part of the Policy and Procedures Manual. Also, Franchisees who executed their Franchise Agreements prior to January 1, 1999, and who executed the Commercial Addendum or a separate Coldwell Banker Commercial® Real Estate Franchise Agreement, should refer to the Commercial Identity Standards Manual for commercial brokerage applications.

Advertising of any property or services, which is not within the definition of the Business, as that term is defined in the Franchise Agreement, is not permitted with the use of any of the Coldwell Banker Marks or the Coldwell Banker name. The advertising or general solicitation of certain kinds of commercial business is specifically prohibited. However, Franchisees who have been licensed the Coldwell Banker Commercial® Marks should refer to the Coldwell Banker Commercial Identity Standards Manual for further information.

The requirements throughout this Manual must be adhered to without variation. Information on ordering materials from Preferred and Approved Suppliers is available on **mycbdesk.com**. You are encouraged to use these Preferred and Approved Suppliers for all your materials (including stationery, business cards, yard signs, telephone supplies, etc.). They are familiar with the standards for using the Coldwell Banker Mark and will afford you optimum purchasing efficiencies and adherence to standards.



The Corporate Mark

is the primary Coldwell Banker® Mark. It must be used exactly as indicated in this Identity Standards Manual. There are two versions of the Mark, referred to as the FRAMED LOGO and the MONOGRAM LOGO.

The Mark may also refer to the use of the Coldwell Banker name in text in various applications.

The Coldwell Banker Mark is authorized for use with your approved company trade name (called “your company trade name” or “DBA”) as described on building signs, yard signs, stationery, business cards, websites, classified and display advertising, personal promotion literature and all other advertising materials and external communications.

It is the uniqueness of each of these elements and the way they have been assembled into a unit that give the Coldwell Banker Corporate Mark its distinctive character.

Details and specifications on the correct size, color matches and use of the Mark in various applications are contained within this manual and must be followed exactly.

REQUIRED

- Your company trade name or DBA must be pre-approved by Coldwell Banker Real Estate LLC, should provide clear identity and should never cause confusion with other offices or firms, or imply national or international scope.

For example:

- National Real Estate, Colorado Realty or United States Real Estate Associates would be inappropriate and confusing when used as your company trade name along with the Coldwell Banker® Trademark.
- Outside of the United States, it is suggested that your company trade name or DBA should always include the words “Real Estate” or “Realty.”

- Individual sales associates must utilize their approved company DBA and are prohibited from altering it in any way, or creating their own.
- The Coldwell Banker Trademark is never to be used alone without your company trade name in copy and when using the Mark graphically.
- When used with the Mark, your company trade name should be centered directly under the logo or directly to the right, as shown in the DBA portion of this manual.
- Your company trade name or “doing business as” name (often referred to as “DBA”) is always typeset in **GEOMETOS NEUE BOLD**.

The Minimum Required Disclaimers

must appear whenever the Coldwell Banker® Mark is used. It is an important part of the Mark and as essential as your DBA. The following section provides the proper disclaimers for various applications:

	Affiliates	Anywhere Advisors
Printed Materials (Flyers, postcards, doorhangers, etc.)	©2026 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.	©2026 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.
Printed Materials being distributed to consumers, add the following statement	Not intended as a solicitation if your property is already listed by another broker.	Not intended as a solicitation if your property is already listed by another broker.
Advertising	©2026 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.	©2026 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.
Stationery	Each office is independently owned and operated.	Owned by a subsidiary of Anywhere Advisors LLC.
Signage	Each office is independently owned and operated.	Owned by a subsidiary of Anywhere Advisors LLC.
Broadcast Communications	Each office is independently owned and operated. Coldwell Banker is a registered service mark owned by Coldwell Banker Real Estate LLC.	Owned by a subsidiary of Anywhere Advisors LLC. Coldwell Banker is a registered service mark owned by Coldwell Banker Real Estate LLC.

Use of the **Coldwell Banker**® “Mark” or “Trademark” may also refer to the use of the Coldwell Banker name as text in advertising copy, correspondence or other applications. It does not refer strictly to the FRAMED LOGO or the MONOGRAM LOGO.

To present a consistent and unified image when using the **Coldwell Banker** name in body copy intended for external use, we have provided guidelines to follow.

REQUIRED

The Coldwell Banker Mark must be used as an adjective modifying or describing a noun, but never as a noun itself:

- “As part of the Coldwell Banker System” , NOT “As part of Coldwell Banker”
- “Come join the Coldwell Banker System”, NOT “Come join Coldwell Banker”

DO NOT place any punctuation, such as a comma or backslash between Coldwell Banker and your DBA. DO NOT use ALL CAPS or boldface when referring to Coldwell Banker Real Estate LLC, or in combination with your name or DBA (Coldwell Banker Smith & Smith Realty).

The following examples demonstrate the correct use of our name in copy:

- Our impressive reputation makes the **Coldwell Banker** brand a premier real estate system.
- The Coldwell Banker System has over 100 years of experience and expertise.
- Coldwell Banker Smith & Smith Realty has highly trained Sales Associates.
- Coldwell Banker Real Estate LLC maintains its international headquarters in Madison, New Jersey.

When referencing **coldwellbanker.com**, it must always appear in lower case bold with no spaces. NEVER use cb.com.

The Coldwell Banker name can never be abbreviated to CB, or pluralized in any way, shape or form.

Proper use of the Registered Symbol (®) when using the Coldwell Banker Mark in copy:

REQUIRED

The registered symbol should also be used the first time **Coldwell Banker** appears in the subhead or the body copy of that piece.

If the **Coldwell Banker** Mark is used in text in the headline of a piece, the registered symbol ® must be used the first time the name appears. It does not have to be bold.

The maximum number of times the registered symbol should appear next to Coldwell Banker on a given page is two. Coldwell Banker should be bold the first time it appears. It is not necessary to bold Coldwell Banker every time.

If **Coldwell Banker** is not used in the headline, the registered symbol must be used the first time **Coldwell Banker** appears in the subhead and next to the first mention in body copy on the page.

If **Coldwell Banker** is not used in the headline or subhead, the registered symbol only needs to appear next to **Coldwell Banker** the first time it is mentioned in the body copy of a page. This is the only situation when it is not necessary to show the Coldwell Banker mark with the registration symbol twice.

DO NOT use the registered symbol when using your company trade name or DBA (i.e., Coldwell Banker Smith and Smith Realty) or Coldwell Banker Real Estate LLC.

If a printed piece is longer than one page, the registered symbol must be used with the Coldwell Banker mark according to the above guidelines on every page of that piece.

Proper Trademark Notations and Use: United States Only

Many of the products, services and programs offered by Coldwell Banker® companies are identified by our Trademarks. When a Trademark identifies a program, the appropriate symbol should be used immediately after the program’s name or design. Listed below are instructions for using different Trademarks, as well as the appropriate symbol for each:

Trademark:

Any word, name, design, device or any combination thereof, adopted and used by the manufacturer or merchant to identify its goods and distinguish them from those manufactured or sold by others. Any Trademark that is not registered should be followed by the TM symbol.

Registered Trademark:

This is a Trademark that has become the subject of a United States Patent and Trademark Office registration. These are the only Trademarks that can be followed by the ® symbol.

Service Mark:

Any word, name, design, device or any combination thereof, adopted and used in the sale or advertising of services provided by a business to identify its services and distinguish them from those of others. Any service mark that is not registered should be followed by the SM symbol.

Registered Service Mark:

This is a service mark that has become the subject of a United States Patent and Trademark Office registration. These are the only service marks that can be followed by the ® symbol.

Copyright:

The exclusive right granted by the United States government to the author or other owner of a work, investing the author or other owner for a specific period of time with the sole and exclusive privilege of publishing or distributing that work. Among the most common items subject to copyright in the business world are video, audio and written advertising and promotional materials in various media.

Proper Trademark Notations and Use: International

The Coldwell Banker brand owns numerous trademarks and service marks throughout the world that must be protected, many of which are registered. Make sure you use these trademarks in your regions correctly as set forth in this manual, including proper use of the ® symbol for registered marks. For further information regarding proper use of trademark symbols and for a list of registered marks in your region, please contact us at: IDStandards@coldwellbanker.com

