



Brand Guidelines

2017 REBRAND

Logo



The font used in the TENNESSEE REALTORS® logo is Gotham. The following fonts and their displayed variations are approved for use in TENNESSEE REALTORS® design and correspondence. Refer to the guide below for recommended usage and refrain from using any fonts not found below.

MAIN TYPEFACE

recommended for headlines

Gotham

book
medium

SECONDARY TYPEFACE

recommended for correspondence and body copy

Roboto Slab

thin light regular **bold**

WEBSAFE TYPEFACE

recommended for web use and email

Montserrat

regular
bold

BLUE

PANTONE 5473
CMYK: 83/14/23/50
RGB: 21/101/112
HEX: #0A5D66

GREEN

PANTONE 558
CMYK: 32/2/22/4
RGB: 170/201/182
HEX: #9BBDAA

ORANGE

PANTONE 138
CMYK: 0/60/100/5
RGB: 232/124/30
HEX: #E87C1E

CHARCOAL

PANTONE 447
CMYK: 70/60/60/50
RGB: 58/62/61
HEX: #3A3E3D

TENNESSEE REALTORS® is a federally registered trademark and should be treated as such. The TENNESSEE REALTORS® logo must appear with the register mark ® after the letter “S” where the word REALTORS® appears.



HORIZONTAL



TENNESSEE
REALTORS®

VERTICAL

TENNESSEE REALTORS® is a federally registered trademark and should be treated as such. The TENNESSEE REALTORS® logo must appear with the register mark ® after the letter “S” where the word REALTORS® appears.



HORIZONTAL

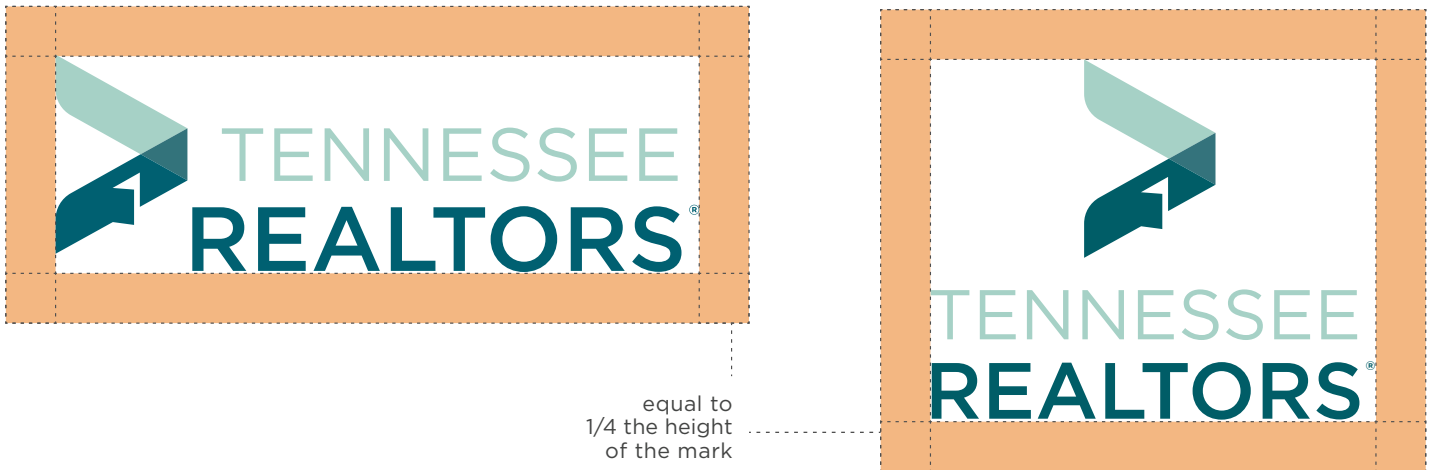


TENNESSEE
REALTORS®

VERTICAL

CLEAR SPACE

For all versions of the logo, the minimum clear space should be equal to 1/4 the height of the mark.



MINIMUM SIZE REQUIREMENTS

In printed materials, the minimum size requirements are 0.5" for the horizontal variation and 0.75" for the vertical variation.





Do not rearrange or rescale elements.



Do not stretch or skew.



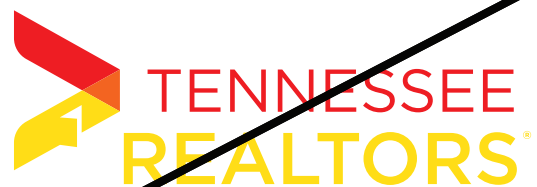
Do not add embellishments.



Do not tilt.



Do not change fonts.

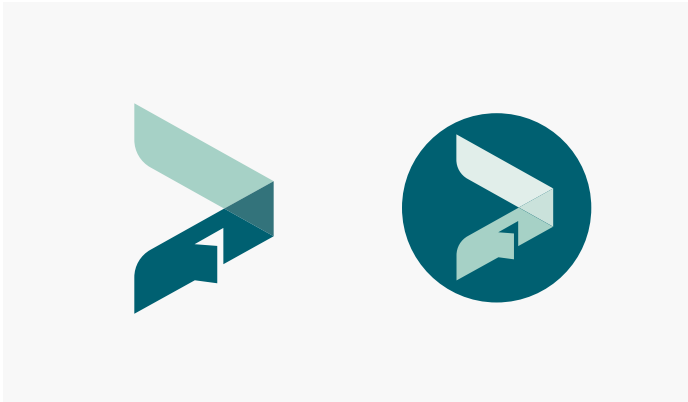


Do not change colors.

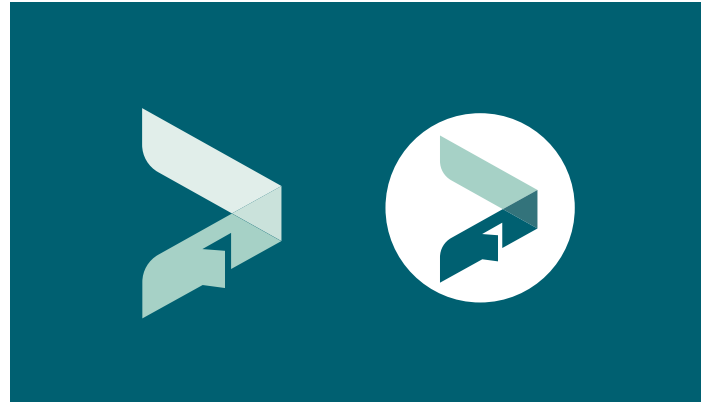
ARROW ONLY

Display of the 'arrow' only, apart from the full logo, is only permitted for internal use by Tennessee REALTORS® for applications such as social media profiles and video buttons. The 'arrow' is not to be used apart from the full logo in any other instances.

Arrow Icon



ReversedArrow Icon



THE REALTOR® "R"

The new brand is by no means intended to replace or supplant the national "R" logo/mark. In appropriate contexts, the "R" may be used in conjunction with or near to our Tennessee REALTORS® logo, provided that the national brand's standards (realtor.org) and the state brand's Clear Space standards (included within this guide) are both followed.



Photography



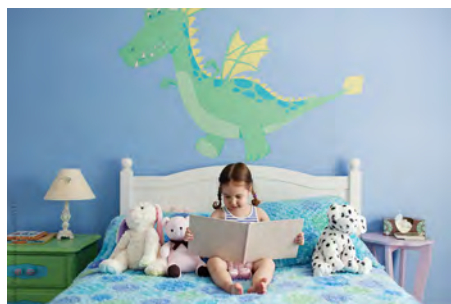
Real Estate Photography

Below are acceptable examples of photography to demonstrate REALTOR® interaction. These photos should focus on personality and customer service while avoiding the use of cold contracts, pens, sterile handshakes, etc.



Lifestyle Photography

Below are acceptable examples of photography to demonstrate the lifestyle of home/property ownership, and the value that REALTORS® add to their clients' lives in the buying and selling process.



Location Photography

Below are acceptable examples of photography to convey location, with an emphasis on bright, warm daytime images that display the beauty of Tennessee in all of its facets—urban, suburban, rural, mountains, plains, rivers, lakes, etc.



www.shutterstock.com · 53220826



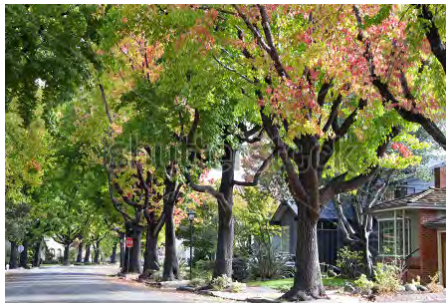
www.shutterstock.com · 525516481



www.shutterstock.com · 385094596



www.shutterstock.com · 306138005



www.shutterstock.com · 334535483



www.shutterstock.com · 100210628

Unacceptable Photography

Below are examples of photography that is not acceptable in any usages. We will avoid clip art, cliché stock photography, off-brand illustrations, stale/staged contract signings, etc.



Voice



In September 2016, at the recommendation of our REALTOR® Brand Task Force, and after the unanimous vote of the Executive Committee, the Association's Directors voted to approve the use of "**Tennessee REALTORS®**" to replace "Tennessee Association of REALTORS®" and "TAR" as a d/b/a name in our marketing, communications and other public-facing contexts. In October, the National Association of REALTORS® officially approved the change.

The following style guidelines were created to accompany the new brand.

Full name	<p>"Tennessee REALTORS®" replaces "Tennessee Association of REALTORS®"</p> <p>Old: The Tennessee Association of REALTORS® (TAR) is headquartered in Nashville and serves more than 24,000 members...</p> <p>New: Tennessee REALTORS® is headquartered in Nashville and serves more than 24,000 members...</p>
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<p>No Abbreviations</p>	<p>“Tennessee REALTORS®” replaces “TAR”</p> <p>Note: We are not “TR” for short or any other abbreviation.</p> <p>Old: “TAR is proud to introduce our mobile app, ERMA.”</p> <p>New: “Tennessee REALTORS® is proud to introduce our mobile app, ERMA.”</p> <p>Old: TAR Leadership Directory</p> <p>New: Tennessee REALTORS® Leadership Directory</p>
<p>Singular vs. Plural</p>	<p>As a general rule, our name is singular:</p> <p>“Tennessee REALTORS® is hosting a Brokers Forum...”</p> <p>“The Tennessee REALTORS® Executive Committee met yesterday.”</p> <p>“We visited Tennessee REALTORS® for a class today.”</p> <p>But plural usage is OK in the appropriate context:</p> <p>“Tennessee REALTORS® are fighting for your rights as a property owner.”</p> <p>“As Tennessee REALTORS®, we are committed to advocating on our members’ behalf.”</p> <p>Many usages will be neutral (could be interpreted as singular or plural):</p> <p>“I joined Tennessee REALTORS® last year.”</p> <p>“A staff member representing Tennessee REALTORS® will introduce U2 at the NAR celebrity concert.”</p>

<p>Second reference</p>	<p>the Association</p> <p>“Tennessee REALTORS® recently voted to change its name. The Association established a task force to develop the recommendation...”</p>
<p>How to write REALTOR®</p>	<p>REALTOR® or REALTORS®</p> <p>Note 1: all caps per NAR branding standards Note 2: always superscript the ® unless a program/app does not include that option</p>
<p>Referring to our location</p>	<p>Tennessee REALTORS® [or] at Tennessee REALTORS®</p> <p>the Tennessee REALTORS® office [or] the office of Tennessee REALTORS®</p> <p>“The class will be held at Tennessee REALTORS®, 901 19th Avenue South...”</p>
<p>Website</p>	<p>www.tnrealtors.com</p>
<p>Email</p>	<p>firstname.lastname@tnrealtors.com</p>
<p>Forms</p>	<p>Tennessee REALTORS® Forms</p>
<p>Phone Greeting</p>	<p>“Tennessee REALTORS®, this is _____, how may I help you?”</p>
<p>Spring Conference</p>	<p>Tennessee REALTORS® 2017 Spring Conference</p>
<p>Fall Convention</p>	<p>Tennessee REALTORS® 2017 Fall Convention</p>
<p>Tech Support</p>	<p>Tennessee REALTORS® Tech Support</p>

<p>Committee/Group Names</p>	<p>Tennessee REALTORS® + Group Name</p> <p>“The Tennessee REALTORS® Executive Committee voted...” [or] “The Executive Committee of Tennessee REALTORS® voted...”</p>
<p>Hotline</p>	<p>Tennessee REALTORS® Legal & Ethics Hotline</p> <p>Second reference: the Legal & Ethics Hotline or the Hotline</p> <p>Note: Hotline is one word.</p>
<p>E-newsletter</p>	<p>The Digest [formerly the TAR Digest]</p> <p>“If you are not receiving The Digest, please let us know.”</p>



THANK YOU