



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**

WEB SAFE TYPEFACE

recommended for web use and email

Montserrat

regular
bold

BLUE

PANTONE 5473
CMYK: 83/14/23/50
RGB: 21/101/112
HEX: #085C66

GREEN

PANTONE 558
CMYK: 32/2/22/4
RGB: 170/201/182
HEX: #A5CDC3

ORANGE

PANTONE 138
CMYK: 0/60/100/5
RGB: 232/124/30
HEX: #E87B1D

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



VERTICAL

Reversed Logo

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

While full color is the preferred format for the Tennessee REALTORS® logo, the use of black and/or grayscale versions is also acceptable for printing when color is not an option, as shown below. As in other applications, the horizontal logo is preferred whenever possible.



HORIZONTAL BLACK



HORIZONTAL GRAYSCALE



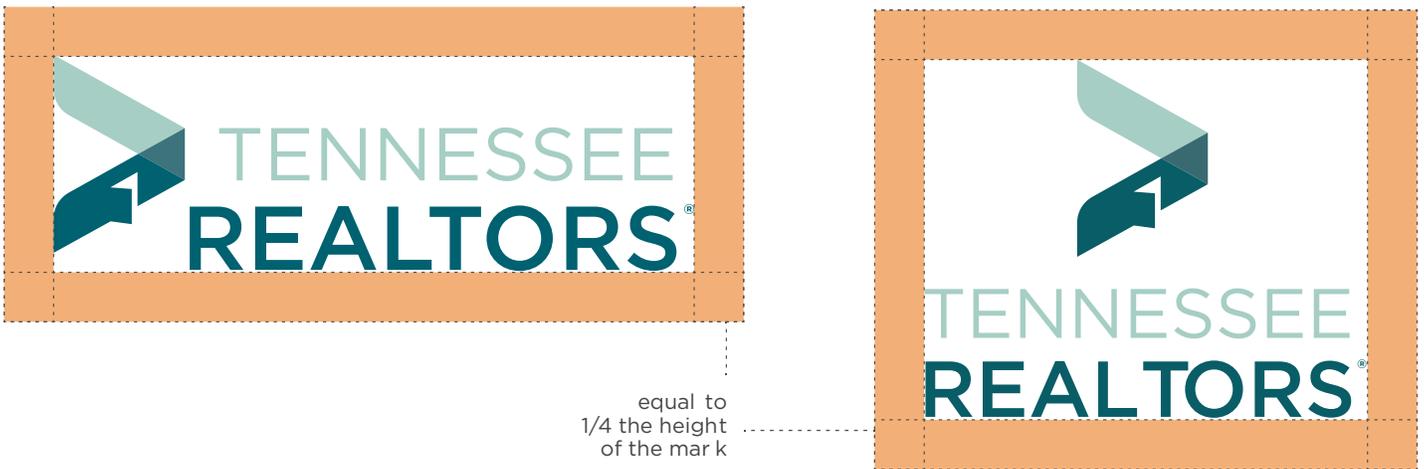
VERTICAL BLACK



VERTICAL GRAYSCALE

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.





TENNESSEE
REALTORS®

Do not rearrange or rescale elements.



TENNESSEE
REALTORS®

Do not stretch or skew.



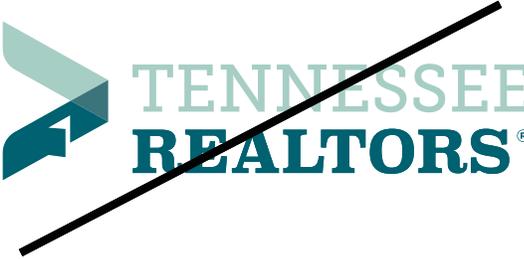
TENNESSEE
REALTORS®

Do not add embellishments.



TENNESSEE
REALTORS®

Do not tilt.



TENNESSEE
REALTORS®

Do not change fonts.



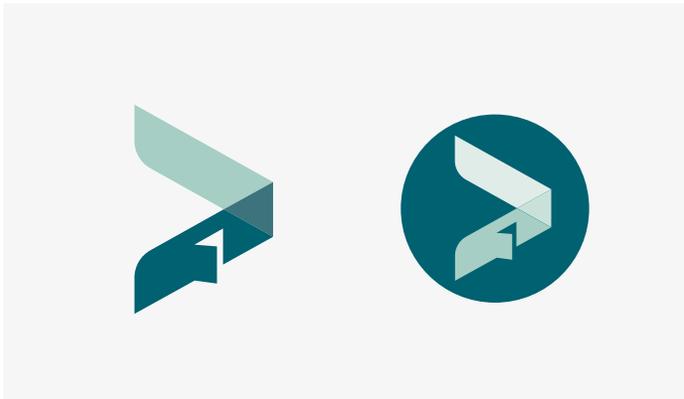
TENNESSEE
REALTORS®

Do not change colors.

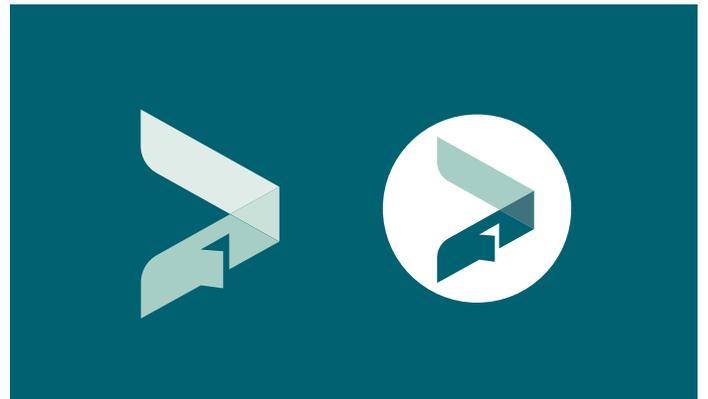
ARROW ONLY

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



Reversed Arrow 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 (found TK) and the state brand’s Clear Space standards (included within this guide) are both followed.



This is the logo/mark for the Tennessee Real Estate Education Foundation (TREEEF), an educational, nonprofit foundation of Tennessee REALTORS®.



NORMAL



REVERSE



BLACK



GRAYSCALE

Collateral Samples



Our letterhead, envelopes, pocket folders, business cards and other collateral materials reflect the full breadth and depth of the new Tennessee REALTORS® brand.



901 19th Avenue South
Nashville, TN 37212
615.321.1477
tnrealtors.com



FULL NAME

Title

615.xxx.xxxx
first.last@tnrealtors.com

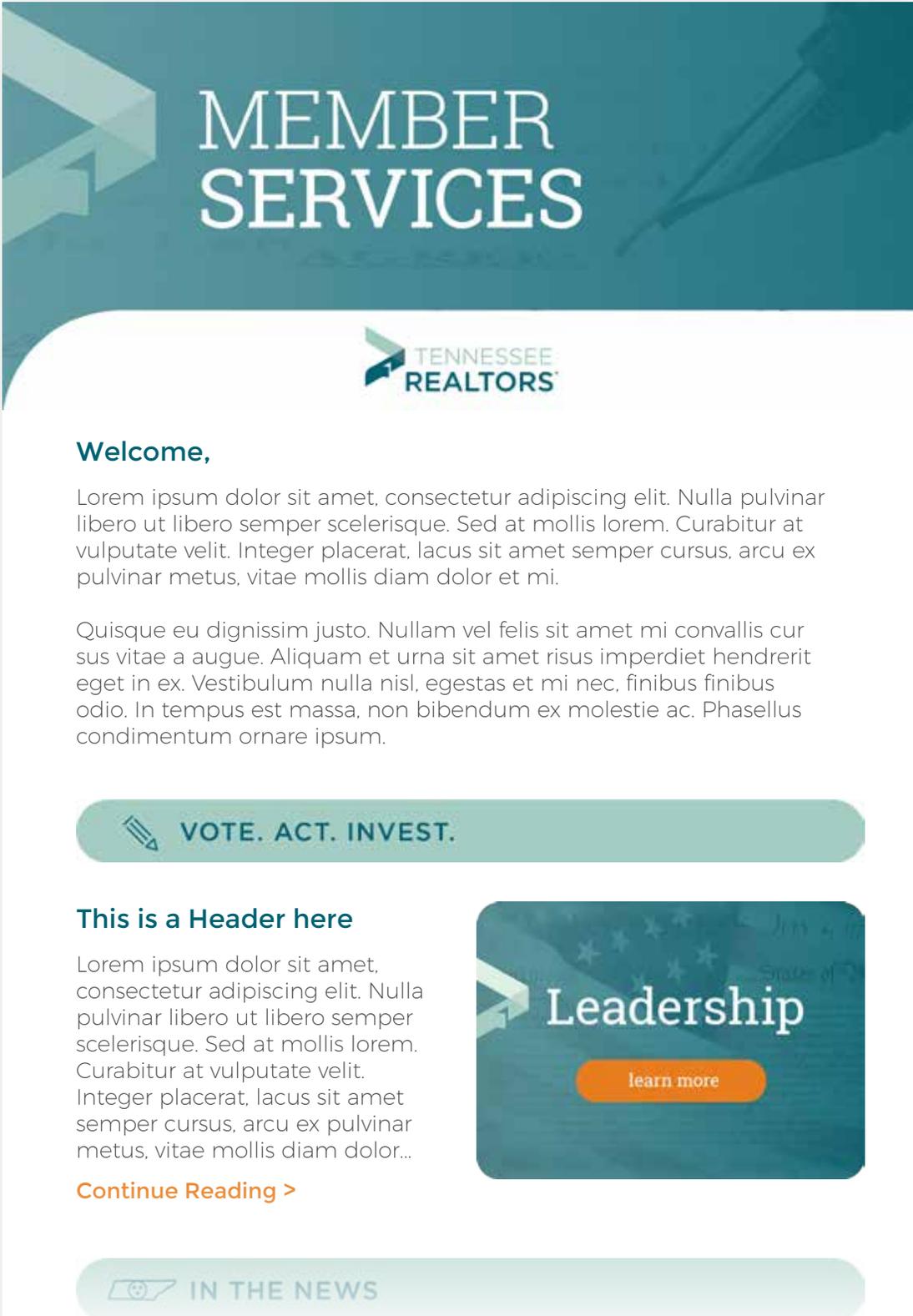
Tennessee REALTORS®
901 19th Ave. South
Nashville, TN 37212
615.321.1477
tnrealtors.com

We have developed new headers, profile photos, badges, buttons and other graphic elements for acceptable use on our social-media platforms, including Facebook, Twitter, Pinterest, Instagram, LinkedIn, YouTube and Vimeo.

TAGLINE OPTION



The brand finds expression in graphics for our weekly e-newsletter, *The Digest* (formerly the *TAR Digest*), as well as for emails distributed on behalf of our Member Services, Professional Development, and Governmental Affairs (Vote. Act. Invest.) departments. In addition, an orange “Instant Alerts” header indicates breaking news.



All emails should begin with a Pre-designed header (logo included in graphic)

Header text is Montseratt bold, blue.

Body Copy is Montseratt regular, Charcoal.

Pre-designed sub-headers for dividing sections of the newsletter.

Pre-designed buttons work as call-out-buttons.

Links/buttons should be the only orange in the template.

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.



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

"Tennessee REALTORS®" replaces "Tennessee Association of REALTORS®"

Old: The Tennessee Association of REALTORS® (TAR) is headquartered in Nashville and serves more than 24,000 members...

New: Tennessee REALTORS® is headquartered in Nashville and serves more than 24,000 members...

No Abbreviations

"Tennessee REALTORS®" replaces "TAR"

Note: We are not "TR" for short or any other abbreviation.

Old: "TAR is proud to introduce our mobile app, ERMA."

New: "Tennessee REALTORS® is proud to introduce our mobile app, ERMA."

Old: TAR Leadership Directory

New: Tennessee REALTORS® Leadership Directory

Singular vs. Plural

As a general rule, our name is singular:

"Tennessee REALTORS® is hosting a Brokers Forum..."

"The Tennessee REALTORS® Executive Committee met yesterday."

"We visited Tennessee REALTORS® for a class today."

But plural usage is OK in the appropriate context:

"Tennessee REALTORS® are fighting for your rights as a property owner."

"As Tennessee REALTORS®, we are committed to advocating on our members' behalf."

Many usages will be neutral (could be interpreted as singular or plural):

"I collaborated with Tennessee REALTORS® last year."

"A staff member representing Tennessee REALTORS® will introduce U2 at the NAR celebrity concert."

Second reference

the Association

"Tennessee REALTORS® recently voted to change its name. The Association established a task force to develop the recommendation...."

How to write REALTOR®

REALTOR® or REALTORS®

Note 1: all caps per NAR branding standards

Note 2: always superscript the ® unless a program/app does not include that option

Referring to our location **Tennessee REALTORS® [or] at Tennessee REALTORS®**

the Tennessee REALTORS® office [or]
the office of Tennessee REALTORS®

“The class will be held at Tennessee REALTORS®, 901
19th Avenue South...”

Website **www.tnrealtors.com**

Email **firstname.lastname@tnrealtors.com**

Forms **Tennessee REALTORS® Forms**

Phone Greeting **“Tennessee REALTORS®, this is _____, how may I help
you?”**

Spring Conference **Tennessee REALTORS® 2017 Spring Conference**

Fall Convention **Tennessee REALTORS® 2017 Fall Convention**

Tech Support **Tennessee REALTORS® Tech Support**

Committee/Group Names

Tennessee REALTORS® + Group Name

“The Tennessee REALTORS® Executive Committee voted...” [or]

“The Executive Committee of Tennessee REALTORS® voted...”

Hotline

Tennessee REALTORS® Legal & Ethics Hotline

Second reference:

the Legal & Ethics Hotline or the Hotline

Note: Hotline is one word.

E-newsletter

The Digest [formerly the TAR Digest]

“If you are not receiving The Digest, please let us know.”



THANK YOU