

SELLSTATE LOGO GUIDELINES



Logo - Vertical

Overview

The Sellstate logo is an intricate part of regional, franchise and agent success. Proper usage of the Sellstate Logo is critical including the proper coloring and placement of the Sellstate logo. Any known violation will constitute a notice from Sellstate to cease and desist of all usage of the Sellstate logo if found in violation of proper logo usage. If there are specific questions not covered in this document, please contact Sellstate Marketing Department for clarification on the proper intended use and policy regarding any questionable usage.
marketing@sellstate.com



Logo - Horizontal

The Sellstate logo represents the service as integral to the real estate process and the movement towards successful transactions. The real estate agents and companies displaying the logo acknowledge the importance of relationships and trust. Most of all, displaying the Sellstate logo demonstrates a decision to provide unsurpassed service.

Definitions

The Sellstate logo is the circle "S" and/or words "SELLSTATE", in horizontal and vertical alignment. Variations of the Sellstate logo, such as, but not limited to, those used for Office Name, Region Name, or corporate approved specialty usage are to ONLY be used with approval or proper affiliation.

All logos and ad clips are Copyright © 2000-2008 Sellstate Realty Systems Network, Inc. All rights reserved.



Specific Logo Sizes are Required



Please refer to Logo Guidelines for specific usage



Available Formats

Sellstate logos and ad clips are available in both vertical and horizontal formats. Sellstate provides the logos and ad clips in GIF, JPG, PNG, TIFF, BMP, print PDF, SVG and EPS formats. All logos and ad clips are available in color, greyscale and one-color print format.

Recommended Usage

	color	greyscale	one-color
Four-color printing	X	X	
One-color printing		X	X
Electronic media	X	X	
Television advertising	X	X	
Billboards, signs, posters	X	X	X

	gif	jpg	png	tiff	eps	ai	psd	bmp
Home Printing		X						X
Commercial Printing				X	X	X	X	
Internet	X	X	X					
Electronic media	X	X	X			X		

Acceptable Usage

Billboards, signs, posters			X	X	X	X	X	X
Television advertising			X	X	X	X	X	X

Minimum Size Requirements

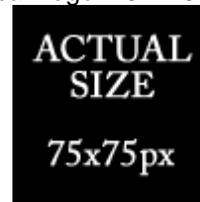
PRINT MEDIA

The minimum height for the Vertical Sellstate logo is one inch by one inch (1" x 1" = 25mm x 25mm), and the recommended minimum height for the Horizontal Sellstate logo is one inch by three inches (1" x 3" = 25mm x 75mm) for all print media.

ELECTRONIC MEDIA

The minimum height for electronic media (web, presentations) is:

-- Vertical Logo: 75 x 75 pixels



-- Horizontal Logo 50 x 150 pixels



Logo Colors

The color logo "S" can only be printed on a four-color process.
Color reference: Platinum & Sapphire

Sellstate Name Usage

The Sellstate Name as part of the logo or graphical format is the Adobe Caslon Pro font typeface and its AV horizontal spacing is 200%. The Sellstate name can also be represented in text versions for web text and desktop publishing only by using the Times New Roman typeface in all capital letters with a space between the lettering (DO NOT BOLDFAÇE OR ITALICIZE THE FONT).

Example:

SELLSTATE

The Sellstate name should appear in white on dark colored backgrounds or in black or blue on lighter colored backgrounds. The Sellstate sapphire blue coloring is:

C: 100 M: 80 Y: 0 K: 0

R: 0 G: 77 B: 154

Background Colors

Sellstate logos and ad clips are suitable to be displayed on a solid, light background

only. Sellstate logos and ad clips are suitable to be displayed on all backgrounds provided that the white area within the text area is preserved. The background color must not show through the Sellstate "S" logo or ad clips.

Minimum Logo Clarity

When modifying the Sellstate logos and ad clips for your use, please take the following into account:

- Do not use the browser's ability to resize logos (the width and height attributes of the IMG tag). Most browsers do not do an acceptable job of preserving images when resizing them.
- If saving to JPEG or another format with adjustable compression, use at least 80% image quality. The Sellstate logo has image attributes that are not well preserved with low-quality compression.
- All elements of the logo and ad clips must be readable and clear.

Proper Usage: Horizontal and Vertical Logo Usage

Do not cover or overlap the logo in any way when putting text or images on the internet or in print media. If you need to put text with the logo, please put the wording or picture off to the side.



SELLSTATE

You can also use the horizontal logo in your advertising, but again, do not cover the logo



SELLSTATE

with text or graphics. The logo must remain independent. You can use the SELLSTATE only logo or your office specific logo for your advertising.

Avoiding Common Mistakes



Do not combine the Sellstate logo or ad clips with text or other logos.



Do not save the Sellstate logo or ad clips with low-quality settings.



Do not stretch or otherwise distort the Sellstate logo or ad clips.



Do not use the transparent Sellstate logo on a dark background.



Do not use the medallion logo "S" with dark or unreadable use of the Sellstate name.



Do not add decoration or otherwise alter the Sellstate logo or ad clips.

Variations on the Sellstate logo may be made at any time. Sellstate reserves the right to deny use of the Sellstate logo to unauthorized 3rd party providers without written consent. Improper use of the Sellstate logo and or name is a violation of United States and International Copyright Laws. Sellstate retains ownership and usage rights for all placement of the Sellstate logo.

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