

# THAT'S WHO WE

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## STYLE GUIDE

Updated Feb. 22, 2019

WE'RE HERE TO...

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**1**  
**Demonstrate**  
the value of a  
REALTOR®

**2**  
**Differentiate**  
REALTORS®  
from the rest

**3**  
**Deliver**  
a sense of pride in  
being a REALTOR®

WE HAVE A TREMENDOUS  
OPPORTUNITY TO DEFINE  
**THE REALTOR® DIFFERENCE.**

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WE'VE TOLD  
OUR STORY  
BUT WE HAVEN'T  
**OWNED OUR  
STORY.**

This campaign guide is here  
to help launch a new chapter  
for the National Association  
of REALTORS.®

## CAMPAIGN STORY

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When it comes to buying or selling property, consumers know they want the best. The best price, the best property, the best location, the best process. What many don't know is that they also have the right to the best real estate professional.

To help consumers understand why working with a REALTOR® is the best choice for this life-changing transaction, we had to go way back to 1913.

That's when the National Association of REALTORS® began to set their members apart by adopting a Code of Ethics that still guides the business decisions of all 1.3 million REALTORS® today. The REALTOR® Code of Ethics isn't just words on a

page, but is a pledge of honesty, integrity, professionalism and community service. Partnering with a REALTOR® delivers the peace of mind that can only come from working with a real person. A real advocate. A real, trusted professional who is committed to their clients' futures and neighborhoods just as much as they are.

Can you get that peace of mind from an app? We didn't think so.

It's this code that helped inspire the "That's Who We R®" campaign, which aims to demonstrate the value of a REALTOR®, distinguish REALTORS® from the rest and deliver the REALTOR® difference.

For REALTORS®, "That's Who We R®" functions as a rallying cry, instilling pride in their everyday actions and all the ways they go above and beyond to improve the lives of their clients, consumers and their communities.

For consumers, "That's Who We R" educates them on the REALTOR® difference and becomes an inherent call to action to work with a REALTOR® who abides by the Code of Ethics, practices advocacy and is backed by the nation's largest professional trade association.

We're members of the National Association of REALTORS.®  
That's Who We R.

## CAMPAIGN FOUNDATION

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We have an epic story to tell. It's a century in the making.  
And as relevant tomorrow as it was one hundred years ago.

It's the story of a young family finding their first home.  
It's the accomplishment of launching a small business.  
It's the revitalization of an aging neighborhood.  
And a community coming together to improve all of our futures.

Our story doesn't just stop at the doorway.  
It goes beyond the yards, out to the streets and even into courthouses  
to protect the property rights of all Americans.

Our story is inspired by our Code of Ethics.  
It's our pact, our vow.  
It's what makes us different.

But we don't have just one story.  
In fact, our 1.3 million members have millions of stories to tell.  
And we're proud to affect the lives of millions across America.

We're members of the National Association of REALTORS®

**THAT'S WHO WE**  REALTOR

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# COLOR

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The campaign color palette is based on the brand colors of the National Association of REALTORS® REALTOR® blue (PMS#293C) is complemented by a darker value of the same hue (Chadbourn blue) and brightened and modernized with a pop of blue-green and sunshine yellow.

The green and yellow are accent colors and should be used sparingly against clean, bright white, as proportionally shown here.

## **WHITE**

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX: #FFFFFF

## **REALTOR® BLUE**

PANTONE #293C

RGB: 00, 107, 183

CMYK: 90, 57, 0, 0

HEX: #003DA5

## **CHADBOURN BLUE**

RGB: 10, 34, 57

CMYK: 95, 80, 49, 57

HEX: #0A2239

## **CODE**

RGB: 97, 209, 158

CMYK: 57, 0, 51, 0

HEX: #61D19E

**PRIDE** RGB: 255, 217, 77

CMYK: 100, 69, 0, 4

HEX: #FFD94D

# TYPOGRAPHY

Avenir Next is the primary typeface to be used in all campaign-related materials. The word *avenir* means “future” in French, and the font has a harmonious and sensible appearance for both texts and headlines. A rationalist geometric sans serif with modern and efficient letterforms, Avenir Next communicates an optimistic pragmatism that complements the voice of the campaign.

This font can be used in title case or sentence case, but never all lower case. Two contrasting weights (Heavy and Regular) are available along with their corresponding oblique versions.

Our secondary font, Adobe Caslon, is a classical serif font that has been modernized, which makes it perfect for the REALTOR® campaign. Originally created in the late 1700s and later used for the Declaration of Independence, it conveys heritage and trustworthiness, which is what sets REALTORS® apart. At the same time, it’s friendly, approachable and humanist and pairs beautifully with the clean, modern sans serif primary.

This font can be used in title case or sentence case, but never all lower case. Although it’s a secondary font, it can also be used in headlines or main message.

## Headlines

**Avenir Next Heavy** and Regular

**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**

**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 ! ? & , . " ( )**

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

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 ! ? & , . " ( )

## Subheadlines and Embellished Text

Adobe Caslon Pro Semibold and *Semibold Italic*

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

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 ! ? & , . " ( )

*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*

*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 ! ? & , . " ( )*

### SECOND SUBHEAD

AVENIR NEXT BOLD, 10/125PT  
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 ! ? & , . " ( )

### Body Copy

Avenir Next Regular, 10pt

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

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 ! ? & , . " ( )



# CAMPAIGN MARK

## LOCKUPS

HORIZONTAL



STACKED



## AREAS OF ISOLATION



## MINIMUM SIZE REUIREMENTS



# USAGE RULES

## LOCKUPS

HORIZONTAL

**THAT'S WHO WE**  REALTOR

STACKED

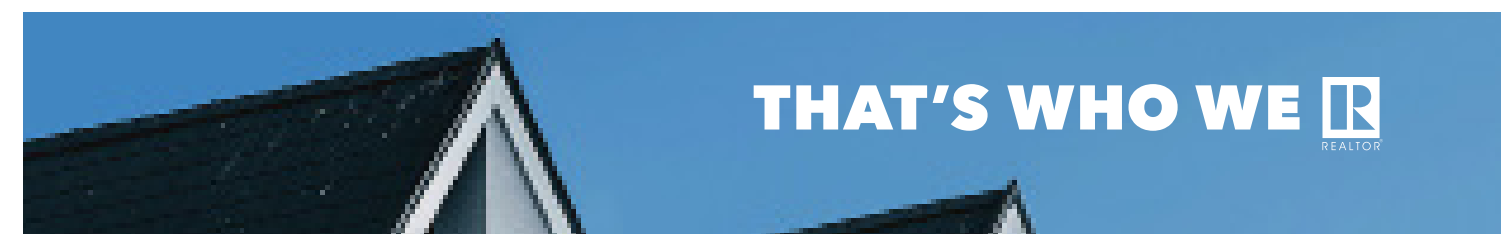
**THAT'S  
WHO  
WE**   
REALTOR®

## DO

- ✓ Use the logo in black, REALTOR® blue, code green, Chadbourn blue or white
- ✓ Use one color across the whole mark
- ✓ Use colors that provide high contrast so that the mark is always clear and easy to see



- ✓ Place the block R over a solid contrasting color only



## DO NOT

- ⊘ Use the logo in any color other than black or the five approved colors

**THAT'S WHO WE**  REALTOR

- ⊘ Use more than one color across the whole mark

**THAT'S WHO WE**  REALTOR

- ⊘ Use colors that provide low contrast, making the mark illegible



- ⊘ Place the block R over anything other than a solid, contrasting color

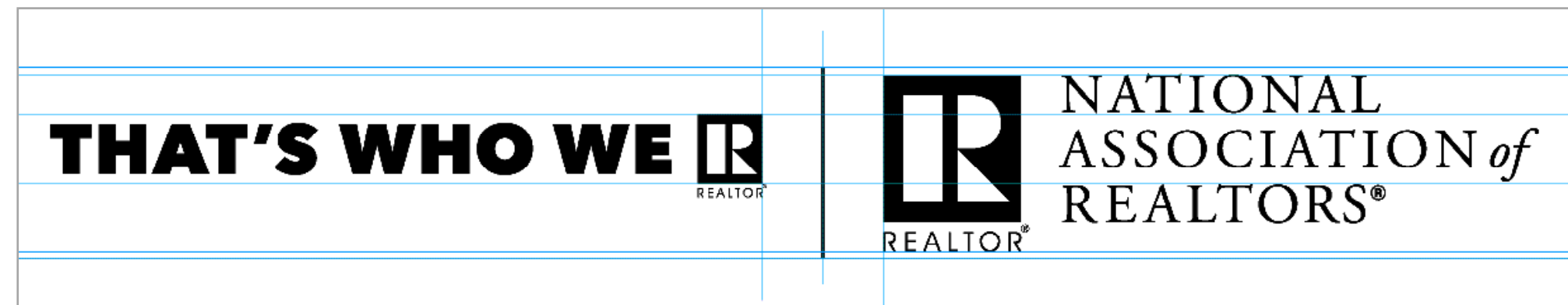


# NAR USAGE RULES

## LOCKUPS

For instances where our campaign mark is paired with the NAR brand logo, we have an approved lockup that all must follow, provided it meets minimum size requirements. The That's What We R campaign mark must always be on the left with the stroke equidistant from the campaign mark and NAR logo. This lockup is only approved for the use of the NAR corporate logo.

HORIZONTAL



## DO

- ✓ Use only the approved logo and line weight provided
- ✓ Ensure size and spacing requirements are met

## DO NOT

- ⊘ Use multiple logos; only That's Who We R campaign mark and NAR brand logo



- ⊘ Modify the That's Who We R campaign mark in any way
- ⊘ Stack the logos vertically

## MEMBER, STATE, LOCAL AND ASSOCIATION CUSTOMIZABLE BRANDING

State and local associations may customize a select group of campaign assets with an association logo or mark. A few examples are included here. The grey boxes indicate the permissible placement of the logo. The logo must be smaller than the That's Who We R mark, as shown by the grey boxes. It should also never appear in partnership with the That's Who We R campaign mark as a single unit.

### DO

- ✓ Only place your logo in the grey spot
- ✓ Keep logo colors to a minimum (using single color logos when possible)
- ✓ Remove the grey box once your logo is placed if using it as a guide

### DO NOT

- ⊘ Place your logo anywhere else than grey spot
- ⊘ Add more than one logo
- ⊘ Make the association mark or logo larger than the That's Who We R mark



## OUR TONE

Here are some elements of "That's Who We R" with the language we will use to help establish the REALTOR® difference. Do not modify example headlines.

THAT R STANDS FOR REALTOR®  
**THAT'S WHO WE** 

WE FIGHT  
FOR **PROPERTY  
OWNER RIGHTS.**

**THAT'S WHO WE** 

REALTORS®  
stop at nothing  
for a home that  
means *everything.*

**THAT'S  
WHO  
WE**   
REALTOR®

THAT'S WHAT REALTORS® DO.

**THAT'S WHO WE** 



