



COLDWELL BANKER

**SEA COAST
ADVANTAGE**

BRAND STANDARDS & STYLE GUIDE

The background is a deep space photograph featuring a dense field of stars of varying brightness against a dark blue and black sky. A faint, wispy blue nebula is visible on the right side. The text is centered in the middle of the image.

THE STORY BEHIND THE STAR



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The CB North Star mark features a visual icon that sets us apart a star. This star represents two distinctive elements that exemplify the Coldwell Banker® brand. First, the five-pointed star is a recognized mark of excellence, one that symbolizes the quality of service that we've provided since 1906. Second, throughout history the North Star has been the beacon that explorers have used to guide them to the place they most cherished—home. Sitting confidently above the CB, this North Star signifies the fact that we've been guiding people home for over a century, longer than any other real estate brand. Finally, we've kept our signature blue color, while revising our bounding rectangle to a sleeker, more compact square a profile more in keeping with today's mobile-first culture. All of these elements unite to create a symbol that represents the essence of what Coldwell Banker is today, and where we are headed tomorrow.

FRAMED LOGO



COLDWELL BANKER

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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

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This version of the logo may only be used in white on a dark background.

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FRAMED LOGO VARIATIONS

VERTICAL



COLDWELL BANKER

**SEA COAST
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VERTICAL STACKED



**COLDWELL
BANKER**

**SEA COAST
ADVANTAGE**

HORIZONTAL STACKED



COLDWELL BANKER

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MONOGRAM LOGO VARIATIONS



COLDWELL BANKER

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VERTICAL STACKED



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HORIZONTAL STACKED

DESIGN PALETTE

PRIMARY-

This is the only color approved to be used in our logo.



Coldwell Banker Blue

PMS 280 C
CMYK 100 / 85 / 5 / 22
RGB 1 / 33 / 105
HEX 012169

FONTS

GEOMETOS - HEADLINES

Helvetica Neue LT Std - Body Copy

Garamond - Sub Heads & Captions

SECONDARY-

These can be used as background colors and to add variety to designs.



Celestial Blue

PMS 279 C
CMYK 68 / 34 / 0 / 0
RGB 65 / 143 / 222
HEX 418FDE

Piano Black

PMS BLACK C
CMYK 63 / 62 / 59 / 94
RGB 45 / 41 / 38
HEX 2D2926

Picket Fence White

WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFF

Cool Gray

PMS COOL GRAY 10 C
CMYK 40 / 30 / 20 / 66
RGB 99 / 102 / 106
HEX 63666A

The Coldwell Banker logo must always appear on promotional literature in a prominent location and appropriate size.

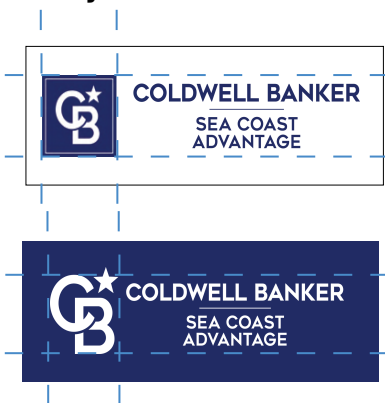
Logo mark must always include the DBA (doing business as) "Sea Coast Advantage"

Sizing:



Logo mark must be at least 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.

Safety Distance:



No other copy or graphics may be placed any closer to the logo than 1/2 the height of the blue logo box.

DO NOT

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



DO NOT

Use the framed logo in any color other than PMS 280, or use the monogram logo in any color other than white.



DO NOT

Use any texture, shading or effects for the mark.



DO NOT

Reverse the marks.



DO NOT

Stretch or condense the mark.



DO NOT

Superimpose any image or copy over the mark.



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SOLD

DO NOT

Place the mark at an angle.



DO NOT

Use the mark as a copy element.

This home is offered by



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Agent/team logos must be outside the safety distance around the CB logo. Agent logo may not be larger than the CB logo.





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For all logo and branding inquiries contact
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For yard sign questions, contact
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