

Century 21 Brand Guidelines

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C21 Brand Tips

These logo usage and advertising guidelines have been taken from the CENTURY 21® Policy and Procedure Manual referred to in the CENTURY 21 Real Estate Franchise Agreement. The following guidelines should be adhered to by all CENTURY 21 System Members. These guidelines help to insure that the CENTURY 21 Brand has a consistent image and representation amongst consumers, thereby providing a stronger and more effective marketing presence.

The trademarks and service marks within the CENTURY 21® System are important assets and are integral to our powerful worldwide image. Incorrect use of these marks diminishes their value and is, therefore, not permitted.

The Logo

The Logo must always contain the following four elements arranged in the approved proportions shown and without any alterations whatsoever.

The word, "Century" in Avant Garde Bold type style.

The numeral "2" almost touching the "y" of "Century."

The registered service mark designation, "®", at the bottom right of the "1".

The distinctive house graphic symbol positioned below the word "Century", to the left of the "21" with both the house and the numbers in alignment.



Company Name

As set forth in each Franchise Agreement, the Company Name includes the words, "CENTURY 21," and the individual Office Identification, for example CENTURY 21 Best Real Estate, Inc.

Whenever your Company Name appears you must use the disclaimer, "Each Office Is Independently Owned And Operated."

Only the Office Identification and disclaimer can appear beneath the Logo. No additional words or design features may appear between the Logo and the Office Identification.

The Office Identification may not appear to the side of the Logo.

Incorrect:

Century 21 Best Real Estate

The Office Identification must be in upper and lower case on all advertising, marketing, promotional and stationery products. On products where the production process will not accommodate upper and lower case, all caps may be used (i.e., name badges, ad specialties).

When the Company Name does not include the Logo, the "CENTURY 21" must appear in all capital letters, followed by the Office Identification in upper and lower case.

CENTURY 21 Best Real Estate, Inc.

5:1 Ratio

A "5:1 ratio" formula has been designed to achieve maximum effectiveness and consistency whenever the Logo is used with an individual Office Identification. This means that the total height of the Office Identification directly beneath the Logo must be able to fit into the height of the Logo exactly five times, even if the Office Identification takes up more than one line.

Correct: 5:1 Ratio



Vertical Spacing

The distance between the bottom of the Logo and the top of the Office Identification must be equal to the width of the "1" in the Logo.

Correct:



Signature Alignment

When the Office Identification is placed flush left with the letter "C", it may not extend beyond a distance greater than 1.5 times the horizontal width of the Logo. If the Office Identification will not fit in one line, two or more lines of equal size type may be used, however, the "5:1 ratio" must be followed without exception.

Unless otherwise indicated in this guide, the general rule is that the Office Identification appearing under the Logo should be placed either centered beneath the Logo, or flush left with the letter "C" in "Century 21."

Horizontal Spacing

When the Office Identification is centered, the Office Identification may not be greater in length than two times the width of the Logo.

Office Identification Centered



Office Identification Flush Left (Note: This version may not be used on signs)



Correct:



Reverse Usage

Reverse usage occurs when the printed elements of the Company Name are lighter than the background. The space between the edges of the logo and the outside of the color block should be at least as wide as the width of the "1" in the Logo.

Reverse usage may be appropriate for binders, badges, headings for internal correspondence, classifiers and display advertising, promotional items and car signs. As a general rule, reverse usage should be confined to the use of gold with black or white with black.



Type Style

The correct type style for the service mark "CENTURY 21" is Helvetica Medium.

Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

\$¢/##%&*()—:;!,.?

1234567890



The Office Identification beneath the Logo must be printed in Helvetica Medium type style. No other typestyle may be used.

Correct:



Incorrect:



Logo Usage

As noted above, the 5:1 Logo should be used in all advertising unless specifically excepted in this book or in writing by Franchisor.

The Logo may only appear in all black, all white or all gold (PMS 124 or process equivalent). Reproduction of the Logo in any other color or color combination is not permitted.

Type Styles

The type styles named below are designed for maximum readability and are recommended for all advertising and communications that require stronger impact in the marketplace.

Italic versions of the type styles named are also acceptable.

Acceptable Type Styles:

- Helvetica
- Helvetica Bold
- Helvetica Black
- Garamond Regular
- Garamond Bold

All examples of the Helvetica family described in this manual and in Ad/Pac are set with the original version of the typeface Helvetica designed by Mergenthaler Type Foundry and registered to Linotype Corporation. Other Helvetica substitutes (i.e., Megron, Triumvirate, Swiss, Helios, etc.) are not exact copies and will not correctly match these examples.

Disclaimer

The use of the required CENTURY 21 disclaimer, "Each Office Is Independently Owned And Operated," informs the public that each CENTURY 21 office is independently owned and operated, even though it is a part of the largest real estate sales organization in the world. This statement must be used in all forms of advertisement print, radio, TV, Internet and any other medium.

The following are approved forms of the required statement:

- "Independently Owned And Operated"
- "Each Office Is Independently Owned And Operated"
- "Each Office Independently Owned And Operated"
- "Each CENTURY 21 Office Is Independently Owned And Operated"

Guidelines for using the CENTURY 21® Brand Name in Advertising

One unit

The words comprising a service mark or trademark must never be divided.

correct:

Training is a part of the CENTURY 21® system.

incorrect:

Training is a part of the CENT- URY 21 system.

Training is a part of the CENTURY 21 system.

Punctuation

There is no punctuation between the words "CENTURY 21" and the rest of the Company Name.

correct:

CENTURY 21 Smith Realty

incorrect:

CENTURY 21 - Smith Realty

CENTURY 21, Smith Realty

Adjective

Marks must never be used as nouns or in the possessive or plural form. Each mark must be used as an adjective describing a noun.

correct:

The CENTURY 21® System is worldwide.

incorrect:

CENTURY 21 is worldwide.

CENTURY 21's offices are worldwide.

There are 18 CENTURY 21's in town.

Abbreviation

With the exception of the use of the C21® mark or C-21® mark for Internet addresses and the C21 Talk Radio for the Real World® mark, the words "CENTURY 21" must never be abbreviated to:

Cent. 21

C'y 21

Sentence Usage

Slogans or logos must never be used as a part of a sentence except in the correct manner shown below. Otherwise, they must always stand-alone.

correct:

That is why the CENTURY 21® system can use the, "Real Estate for Your World®" slogan, and no one else can.

incorrect:

When you work with a  office you can count on receiving good service.

You can put your trust in "Your World" when you go to your local CENTURY 21 office.

Capitalization

The Service mark, "CENTURY 21" is capitalized whenever it is used in a Company Name.

correct:

CENTURY 21 Ace Realty

incorrect:

Century 21 Ace Realty

* "Century 21" is not capitalized in the corporate trade name of Century 21 Real Estate Corporation.

General Guidelines to Developing CENTURY 21® Advertising

Developing advertising copy involves more than coming up with great campaign materials for a particular market place. One also needs to keep in mind during the development process the laws or regulations that can impact the way in which a Franchisee and its sales associates present themselves and their services to the public through advertising. The following provides information and identifies questions that will help you to spot issues that might be triggered by particular ads. Please understand that this document does not contain and is not intended to provide you with legal advice. If you believe that your advertising present legal issues, you may want to address your concerns with your attorney.

1. Evaluate the accuracy of the message being sent.

- When reviewing advertising, remember that the standard against which advertising will be judged is the reasonable impression that it would leave with a typical consumer.

- Ask:

- A.** Is each statement truthful?

- B.** Does the ad assert, suggest or imply something to be a fact that is not a fact, even though the ad may be "technically" accurate?

- C.** Can each statement or claim be supported with hard information that has been assembled before the ad is run? This is always a critical point, but particularly so in an ad which measures services, attributes, etc., against those of competitors, i.e. "We are the #1 seller in the county"

2. When a claim is made in advertising describing services that sales associates can perform, and that they can perform them at a certain level of expertise, a Franchisee creates expectations for a client that Franchisee's performance needs to meet. Always be certain that the representations made in advertising are, in fact, met. Overstating service abilities may be used by a dissatisfied client to show that a Franchisee didn't perform in accordance with the standard of care that it established for itself in advertising.

3. The following points create a checklist of advertising requirements described elsewhere in this Manual. When reviewing advertising, ask:

- Does the use of CENTURY 21® trademarks and service marks (including slogans) conform to the Franchise Identity System specifications? All uses of a CENTURY 21 mark should conform to its proper display format as shown in this Manual (or in any update to the Manual), including the appropriate trademark notifications: "®" or "TM"

- Is the required disclaimer, "EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED," included in a size sufficiently large so that a

reasonable person reading the ad would notice it?

- Does the Equal Housing Opportunity Logo appear in a size sufficiently visible so that a reasonable person would notice it?
- In recruiting ads, do the words "Equal Opportunity Employer" appear in a size sufficiently large so that a reasonable person would notice it?

Have you used any of the CENTURY 21 slogans in such a way that you've created a false impression? For example, The "Number One Real Estate Sales Organization," refers to the CENTURY 21 organization as a leader in the real estate industry. Position the slogan in advertising in such a way that it would appear to the consumer that the slogan is a collective claim, not one being made by an individual Office or by a group of Offices. You can help to draw that distinction for the reader with the proper use of white space or through the use of certain graphic devices, such as lines, boxes, etc.

4. Remember the following facts about our organization and be certain that advertising carries these messages accurately. The facts are that:

- Century 21 Real Estate Corporation is a distinct legal entity separate and apart from each franchise which are each distinct legal entities in their own right.
- The CENTURY 21 System is a network of thousands of locally owned and independently operated offices. If advertising suggests that the CENTURY 21 System is or that "CENTURY 21" is the name of a centrally owned or controlled company or legal entity, then correct that message. From the consumer's perspective, property is listed with a locally owned CENTURY 21 Office and is sold by an independent CENTURY 21 Office, broker or sales associate. The relationship that a consumer has with an Office does not establish a relationship between that person and the Century 21® System or any other members of the System unless separately established by the consumer.

5. The Federal Trade Commission ("FTC") has adopted rules concerning advertisements containing testimonials or endorsements. Basically, the rules provide that the information or experience contained in or described by the endorsement or the testimonial must be representative of what the consumer can expect to receive. If it describes an exceptional situation, then the ad must point out the fact that the statement has limited applicability to what a consumer's actual experience may be.

6. Recruiting ads are also the subject of FTC regulations in the area of business employment and sales opportunities. These regulations provide that:

- statements as to potential earnings must have a basis in fact or contain a disclosure that such profits are not to be expected by sales associates generally;
- it is unfair to exaggerate the opportunities for earning and profit;
- the help, cooperation and assistance sales associates will receive from their Office should not be misrepresented; and
- representing that vacancies exist when they do not exist is prohibited.

7. Many states have enacted laws or regulations that govern the manner in which a real estate broker or sales associate can advertise or hold himself out to the public. Ads should, of course, reflect those laws and

regulations.

8. Advertising of contests, sweepstakes and other games can present conflicts with many statutes and regulations in this area. Contact local counsel before becoming involved in such an event and obtain the necessary advice.

9. Here are some other general issue areas that may affect an ad, depending upon its particular content. It's helpful to run through this list of questions before an ad is finalized.

- Is a commitment, offer, promise or representation made that is not consistently honored by the Office?
- Does the use of any statement, phone number, address, or name create the potential for libel or an invasion of privacy claim? Have the appropriate releases for use of any quoted statement or picture from an individual been secured?
- Does any statement imply any unlawful discrimination or intent to discriminate - blockbusting, steering or unequal housing/employment opportunity?
- Does any statement imply that real estate brokers or sales associates can provide legal advice? Does any statement imply that an "investment" is being offered that may violate securities laws?

Approved Colors

Coated Stock "Two Color" Printing

When reproducing the CENTURY 21® Logo using "two color" printing in magazine and newspaper ads, brochures and flyers the following colors must be used:

Gold: PMS 124 C

Black: PMS Black C

Uncoated Stock "Two Color" Printing

When reproducing the CENTURY 21® Logo using "two color" printing in magazine and newspaper ads, brochures and flyers the following colors must be used:

Gold: PMS 124 U

Black: PMS Black U

Coated Stock "Four Color Process" Printing

When reproducing the CENTURY 21® Logo using full color (four color process) in magazine and newspaper ads, brochures and flyers the following color percentages must be used:

100% yellow and 40% magenta.

Uncoated Stock "Four Color Process" Printing

When reproducing the CENTURY 21® Logo using full color (four color process) in magazine and newspaper ads, brochures and flyers the following color percentages must be used:

100% yellow and 30% magenta.

Proper Use of Marks & Slogans

Century 21 Real Estate Corporation has the exclusive right to many service marks and trademarks. Marks which are registered with the United States Patent and Trademark Office require the use of the registration symbol "®" with the mark. The marks for which a registration has not yet been received require the use of the "TM" symbol or "SM" symbol, as set forth below. The following is a list of some of the commonly used marks and trade dress items of Century 21 Real Estate Corporation.

21 ONLINE & Design®
AD/PAC®
BUYER SERVICE PLEDGE® Certificate
CENTURY 21 CONNECTIONSSM
CENTURY 21 COMMERCIAL INVESTMENT NETWORK & design®
CENTURY 21 FINE HOMES & ESTATES & design®
CENTURY 21® gold colonial yard sign and post
CENTURY 21 MILITARY RELOCATION & design®
CENTURY 21® real estate services
CENTURY 21 RECREATIONAL PROPERTIES & design®
CENTURY 21® System
CENTURY 21® yard sign
CENTURY 22®
CENTURION® award program
CENTURION® (statue design)
GOLD MEDALLION® award program
HOME BUYER'S KIT® materials
OPERATION ORBIT®
REAL ESTATE FOR YOUR WORLDSM
THE REAL ESTATE INVESTMENT JOURNAL® newsletter
SELLER SERVICE PLEDGE® Certificate
THE CENTURY 21 HOME PROTECTION PLAN® program
VIP® referral network

Use of the "®" Symbol

The ® symbol is never used in a Company Name. The ® symbol should be displayed in conjunction with the use of all other registered marks.

correct:

CENTURY 21 Smith Realty

incorrect:

CENTURY 21® Smith Realty

Requiring consistent use of CENTURY 21 marks is sound trademark management. As part of this effort, it is Franchisor's policy to ensure the that first time a mark or slogan is used on a page it shall include the registration "®" or trademark "TM" or "SM" symbol, whichever is applicable; all Franchisees will comply with this policy.

Other Symbols

The following is a list of approved professional symbols and logos which may be used in conjunction with the CENTURY 21® Logo subject to the requirements contained in this Manual. The height of the symbols and logos must not exceed the height of the numeral "1" in said Logo. Use of any other symbols or logos must have the prior written approval of Century 21 Real Estate Corporation.

Equal Housing Opportunity



This symbol of the United States Department of Housing and Urban Development is used to signify compliance with equal housing laws. This symbol or a Fair Housing or Human Rights poster or statement must be displayed in the Office. It is suggested that this Logo and the statement "Equal Housing Opportunity" always be used in advertising and other

promotional materials.

Multiple Listing Service



The MLS symbol is used to signify membership in a local Multiple Listing Service.

NATIONAL ASSOCIATION OF REALTORS®



This federally registered mark may only be used by members of the NATIONAL ASSOCIATION OF REALTORS® who are actively engaged in the real estate business and authorized to use the mark to indicate their membership.

Always separate the terms REALTOR® and REALTORS® from your firm name with punctuation, even when they appear on a separate line. Consult NATIONAL ASSOCIATION OF REALTORS® guidelines for correct usage of this mark.
