

Style Guide for Columbus REALTORS® Communication

In an effort to brand Columbus REALTORS® communication, please utilize the following in all written and electronic communication including e-mails, letters, faxes, etc.

FORMAT

- No all CAPS
- No underline unless the text is a link
- Numbers 1-9 are spelled out (one, two, three, etc.). Numeric characters can be used for numbers 10 and above.
- Phone numbers should be formatted (614) 475-4000 ext. 123.
- Months with days are: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec. However, when there is no date involved, spell out month. *For example: My birthday is Sept. 22 but I was born in September 1981.*
- Use first, second, third, fourth (*not 1st, 2nd, 3rd, 4th*) except in instances where design warrants it.
- The meeting starts at 7 a.m. and ends at 12 p.m. or noon (**not** *The meeting starts at 7:00 a.m. and ends at 12 noon*)
- Using the registration marks – REALTOR®/REALTORS®
 - REALTOR®/REALTORS® should always appear in all caps and be followed by the registration mark “®”.
 - The registration mark does not have to be superscript.
 - For e-mail and online communication, ‘Realtor’ is acceptable (*always capitalize the “R”*)
 - Do not put the registration mark “®” in the subject line of an e-mail as it will turn into a “?”
- To get the ®, choose one of the following methods:
 - hold down the ALT key and type in 0174 on the keypad (*the numbers across the top of the keyboard will not work for this method*)
 - click Insert Symbol
 - copy/paste from a page or document

STYLE GUIDELINES

- Columbus REALTORS® is a nonprofit organization (*not a non-profit*)
- email (*not e-mail*)
- web site and web page (*not website or webpage*)
- central Ohio (*not Central Ohio*)
- There is only one space after a period, not two.
- Home buyer and home owner (*not homebuyer, homeowner*) – although some online dictionaries will define this as a word, it originated as a phrase and Columbus REALTORS® will follow.
- “online” (*not on-line*)
- Bimonthly (*not bi-monthly – although both are correct*) = twice/month (*same goes for biweekly*); for the opposite, use ‘every two months’ or ‘every two weeks’
- Biannual = 2x/year; Biennial = every two years
- Place a period outside a closing parenthesis if the material inside is not a sentence (*such as this fragment*).
- Parenthesis - The temptation to use parentheses is a clue that a sentence is becoming contorted. Try to write it another way. If a sentence must contain incidental material, then commas or two dashes are frequently more effective. Use these alternatives whenever possible.

PRIMARY LOGO



LOGO VARIATIONS



TYPOGRAPHY

Logo = Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*

Website = Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*

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EMAILS

Email Signature Guidelines

The current email signature is shown below:

Marqué Bressler

Director of Communication

COLUMBUS REALTORS®

2700 Airport Drive | Columbus, OH 43219

(614) 475-4000 ext. 236 | Direct: (614) 498-1016

[website](#) | [facebook](#) | [twitter](#) | [linkedin](#) | [pinterest](#)



- Links to events or specific web pages may also be included but should remain either gray or black and the link should be anchored to the phrase “Read more»”
Links should only direct to Columbus REALTOR® maintained web pages.
- Quotes or sayings may be included at the bottom but must be appropriate to a professional environment.
- Other phone numbers may be included using the same format as phone numbers found in the above signature.

Email messages

- Fonts: Only Arial, Calibri or Times New Roman fonts should be used, at 10 or 12 pt. font size.
- Backgrounds should remain white - No background colors, wallpapers, patterns or designs
- Font Colors: Black type should be used for originating e-mails; for replies, black, blue or gray type.
- Other font colors may be used – but sparingly. Color is more powerful in small doses.
- Blind copy large groups of recipients unless you’re absolutely certain they don’t mind you sharing their email address with others.

PRIMARY COLORS



Pantone 641

C 100	R 0	Web#
M 53	G 105	006998
Y 21	B 152	
K 4		



Pantone Warm Red

C 0	R 239	Web#
M 87	G 72	ef483e
Y 80	B 62	
K 0		



Pantone Cool Gray 9

C 55	R 120	Web#
M 47	G 119	78777a
Y 44	B 122	
K 11		

SECONDARY COLORS



Pantone 368

C 58	R 119	Web#
M 2	G 189	77bd43
Y 100	B 67	
K 0		



Pantone 297

C 52	R 111	Web#
M 5	G 196	6fc4e8
Y 3	B 232	
K 0		