



REALTORS Care® WEEK

REALTORS Care® Week Style and Trademark Guide

Thank you for your interest in spreading the word about REALTORS Care® Week! The REALTOR® community is encouraged to download and use the REALTORS Care® Week logo to promote the national REALTORS Care® Week campaign and their local REALTORS Care® Week events. Those looking to download the logo must do so via REALTORSCare.ca and agree to CREA's terms of use.

The following are some helpful tips on using the logo in your promotional materials.



Acceptable Variations of the REALTORS Care® Week Logo

There are three acceptable versions of both the REALTORS Care® Week and the Semaine REALTORS Care® logos:

All red for most colour applications.



All white for use on backgrounds using our official colours.



Greyscale for black and white applications.



All versions are provided as part of the logo download package. The REALTORS Care® Week logos will be used from coast to coast so the more consistent its appearance the more effective it will be. With this in mind, changes to the colours, fonts or any elements of the REALTORS Care® Week logos are not permitted.



Trademark Statement

Wherever possible, the following trademark statement must accompany uses of the REALTORS Care® Week logo.

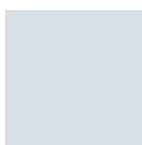
The trademark REALTORS Care® and the REALTORS Care® logo are controlled by The Canadian Real Estate Association (CREA) and identify the charitable activities provided by REALTORS®, who are real estate professionals that are members of CREA.

Colours

The official colour palette for REALTORS Care® Week includes CREA red, grey and yellow. As CREA red is the most recognizable colour, it should be used primarily with grey or yellow as supporting colours.



CREA Red
RGB: 208,25,29
CMYK: 12,100,100,0
PMS: 032



Grey
RGB: 216,222,230
CMYK: 14,8,5,0
PMS: 428



Yellow
RGB: 255,233,140
CMYK: 0,6,55,0
PMS: 128

Placement and Safe Area

The REALTORS Care® Week logo should appear with a sufficient white space around it. This safe area is determined by the height of the "R" in the logo.

The REALTORS Care® Week logo should always appear on its own either at the top or bottom of any piece of promotional material and separated by a visual element or text. It should never appear in the same line or stacked with any other logo.

