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# IDENTITY STANDARDS MANUAL

**Confidential and Proprietary**



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# 1.

## INTRODUCTION

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WELCOME TO THE SOTHEBY'S INTERNATIONAL REALTY® NETWORK. THIS DOCUMENT WILL PROVIDE GUIDANCE WHEN UTILIZING *SOTHEBY'S INTERNATIONAL REALTY* BRANDED ELEMENTS. THIS, THE IDENTITY STANDARDS MANUAL, IS PART OF YOUR FRANCHISE AGREEMENT AND MUST BE ADHERED TO WITHOUT VARIATION.

## 1. INTRODUCTION

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Whether you are placing an ad, hanging a sign, designing a web site, creating a brochure or handing out a business card, you have the opportunity to communicate the distinctive qualities that define the Sotheby's International Realty® brand. The full measure of the brand will be built not only through your interaction with customers, but incrementally, ad by ad, web page by web page, sign by sign. Each element of communication reinforces what the Sotheby's International Realty® brand represents.

As an established real estate professional, you already know the value of a strong brand in the crowded real estate brokerage industry. Success is based as much on reputation as it is on the perception of your name. The Sotheby's International Realty® brand carries with it a centuries-old tradition of quality and service that began with the venerable auction house, established in 1744. Well-defined brands help shape the way customers think and feel about their business even before they walk in the door or respond to an advertisement. Though an existing brokerage name may be familiar to customers in a local or regional market, being affiliated with a global brand brings to your brokerage all the positive associations and brand equity that are part of the Sotheby's International Realty® brand. In addition, your company benefits from all the marketing done by Sotheby's International Realty Affiliates LLC, wherever the name appears.

The Sotheby's International Realty® service marks, trademarks and logotypes are licensed by Sotheby's International Realty Licensee LLC, a subsidiary of Realogy Holdings Corp. who, in turn, licenses these marks to Sotheby's International Realty Affiliates LLC. You are authorized to use the marks pursuant to your franchise agreement with Sotheby's International Realty Affiliates LLC. Each company granted permission to use the marks is required to protect them by adhering to the standards and regulations set forth in this Identity Manual.

### **(For non US Based Affiliates)**

Prior to December 1, 2013, we published an International Addendum to this manual. Those items are now covered in this manual and appear in gray boxes for ease of reference.

The following terms have the following meanings:

Sub franchisor – a non US based company that has been granted the express right to grant real estate brokerage “franchises” (“Franchisees”) to reputable independently owned and operated real estate brokerages in their licensed territory.

Master Franchisee – a non US based company that has been granted the express right to own and operate real estate brokerage offices in a designated, protected territory.

### **This Identity Manual is part of the Policy and Procedures Manual**

The standards on the following pages must be adhered to without variation. You are required to use our approved vendors (see Section 8) for all your materials, including stationery, business cards, yard signs, etc. They are familiar with the standards for using the marks and will afford you optimum purchasing efficiencies. If a situation should arise that requires any departure from the standards in this Identity Manual, you must obtain our prior written approval.

In certain limited circumstances, your building's landlord, your city or a closed community may require a deviation from this Identity Standards Manual (e.g. a change to the color of your building sign or the lettering of your Logo Lock-up appearing on the building exterior in a landmark building). In these rare instances, the deviation must be approved in advance by us. You must submit a copy of such local rules (or a letter from the landlord) before we approve such modification. An accommodation of this type will never involve a change in your Logo Lock-up design.

### **Changes to this Manual**

We may modify this manual from time to time as we deem appropriate. All changes will be posted on Access (<https://access.sir.com>).

### **NRT LLC (“Company Owned”)**

NRT LLC a company owned by our corporate parent, Realogy Holdings Corp., owns and operates Sotheby's International Realty® offices through a company named Sotheby's International Realty, Inc. We have noted in this Manual any instances where the identity standards for these offices differ from those of our other independently owned and operated affiliates.

# 2

## THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

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CORRECT AND CONSISTENT USE OF OUR TRADEMARKS IS CRITICAL TO MAINTAINING THE REPUTATION ASSOCIATED WITH THE SOTHEBY'S INTERNATIONAL REALTY® BRAND. FAILURE TO ADHERE TO THE PROPER USE OF THESE TRADEMARKS, AS OUTLINED IN THIS DOCUMENT, IS IN BREACH OF YOUR FRANCHISE AGREEMENT.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### Using the Sotheby's International Realty® Name

Proper use of the Sotheby's International Realty® name is vital to our success as a brand. The name "Sotheby's" may never be used in place of the name "Sotheby's International Realty®" as these are two separate brands. The name "Sotheby's" refers to the Sotheby's auction house and may only be used in direct reference to the Sotheby's auction house.

### Using the Sotheby's International Realty® Name with Your Business Name

When you become a Sotheby's International Realty® affiliate, your business will operate under a business name or "DBA" (which stands for "doing business as") that combines your business name and the Sotheby's International Realty® name.

For example:

Smythe & Jones Sotheby's International Realty

You may not abbreviate the Sotheby's International Realty® name. Your approved company name appears in your franchise agreement. It should provide clear identity, and should never cause confusion with other offices or firms, or refer to a geographic area or imply a national scope. Also, you should not take any actions or use any business name that denotes any brand segmentation of the marks or categorization based upon luxury, quality, preeminence or similar categorization.

For example, National Real Estate, Colorado Realty or United States Real Estate Associates would be inappropriate and confusing when used as your company name along with Sotheby's International Realty.

**NOTE: Exceptions to these restrictions may be made on a case by case basis, when a company, prior to affiliation, has used this type of name and has built considerable brand equity in its local market. Also, we may, in our sole discretion, permit the use of a name that includes (or is) the name of a distinct town or significantly limited market area that is not part of a metropolitan statistical area (i.e. an area that is smaller than a region, county, metropolitan area, or city), in which the requesting affiliate at the time of the**

**request is the only affiliate with a physical office in such area, and maintains a leading market share position. Examples of names that would not be acceptable are: "Rocky Mountains", "Lake Tahoe," "Orange County" "Chicagoland" and "Boston"**

When referring to your business name in text, you should consult the specific guidelines provided in this Identity Manual. For example, when referring to your business name in text, you should not use the registered trademark symbol (®).

The Sotheby's International Realty® name, with your trade name, should always be written out completely. e.g. Smythe & Jones Sotheby's International Realty.

#### Company Owned Offices

Offices operated by NRT LLC do business as Sotheby's International Realty. Notwithstanding the general prohibition on the use of geographic areas to identify your office, Company Owned offices may add a geographic location plus the word "brokerage" as a suffix when appropriate, e.g., Sotheby's International Realty Greenwich Brokerage.

#### (For non US Based Affiliates)

#### Subfranchisors

Subfranchisors shall operate under a business name that combines the Sotheby's International Realty® name as a prefix with the designated licensed territory, or such other name that we approve.

For example:

Sotheby's International Realty France

All real estate brokerage offices operated by Franchisees of a Subfranchisor and any of Subfranchisor's Owned Franchises (i.e. offices owned/operated by the Subfranchisor) shall do business using a business name (or "DBA") as a prefix to the Sotheby's International Realty® name, as set forth in the Manual, but may include reference to a geographic area within the designated territory appropriately modified to indicate a real estate brokerage business.



## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### Master Franchisees

As with Franchisees of the Subfranchisors, all Master Franchisees' real estate brokerage offices shall be operated under a business name (or DBA) as a prefix to the Sotheby's International Realty® name, as set forth in the Manual, but may include reference to a geographic area within the designated territory.

Correct uses:

Smythe & Jones Sotheby's International Realty  
Rome Properties Sotheby's International Realty  
Smythe Rome Sotheby's International Realty

Incorrect uses:

Sotheby's International Realty Rome Properties

### Minimum Required Disclaimers

As a substitute for the standard Minimum Required Disclaimer described in the Manual, the following Minimum Required Disclaimer may also be used by Subfranchisors and Master Franchisees Offices for stationery, business cards, external publications and exterior building signs:

Independently Owned and Operated by  
[Legal Name]

Franchisees of Subfranchisors should also consult the Subfranchisor for local legal requirements with respect to disclaimers.

### Native Language "DBA" /Business Name

In regions that have non Latin alphabets (i.e. Japan) there may be a need for a native language translation of your business name. As with your English language – Latin alphabet/approved business name, we must review and approve any native language translations. Furthermore, a native language business name must be used in conjunction with your English language-Latin business name and may never be used alone.

The words and symbols used to create your native language business name may vary depending upon how the Sotheby's Auction House uses its name in that region, and local government requirements. We have absolute discretion to approve or deny any request for a native language logo.

## Legal Disclaimers

### Affiliates-Minimum Required Disclaimers

Each Office is Independently Owned and Operated.

### Standard Disclaimer

© 2019 Sotheby's International Realty Affiliates LLC. All rights reserved. Sotheby's International Realty® and the Sotheby's International Realty Logo [additional marks may be included here] are service marks licensed to Sotheby's International Realty Affiliates LLC and used with permission. Sotheby's International Realty Affiliates LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated.

For consumer facing materials, including websites and every piece of printed literature given directly to consumers (i.e. brochures, postcards), excluding stationery, business cards, promotional advertisements, listing ads and classified ads, must contain the following legal disclaimer:

© 2019 [Franchisee Legal Name (not the dba)]. All rights reserved. [The forgoing line of copy is optional and, if included, would precede the copy below.]

Sotheby's International Realty® and the Sotheby's International Realty Logo are service marks licensed to Sotheby's International Realty Affiliates LLC and used with permission. [Franchisee Legal Name (not the dba)] fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated. Any services or products provided by independently owned and operated franchisees are not provided by, affiliated with or related to Sotheby's International Realty Affiliates LLC nor any of its affiliated companies.

For stationery, business cards, promotional advertisements, listing ads, classified ads and all signage, the following Minimum Required Disclaimer must be used by all affiliates:

Each Office is Independently Owned and Operated.

If a piece such as a flyer, door hanger or postcard is to be distributed to consumers add the following line to the end of the disclaimer being used:

If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

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Every piece of broadcast communication, e.g. radio (other than 10 second advertisements), TV commercials and locally produced TV shows, used by affiliates must contain:

[Franchisee Legal Name (not the dba)]. Each office is independently owned and operated. Sotheby's International Realty® is a registered trademark.

Standard disclaimer when using third party trademarks/logos on our materials for reference purposes, when there is no commercial relationship with the third party (e.g., an article on our website discusses "smart home" technology and refers factually to third parties such as Nest, LG, Linksys, and Alarm.com, with whom we have no commercial relationship)

The above companies are independently owned and operated from Sotheby's International Realty Affiliates LLC and Realogy Holdings Corp., and are the owners of their respective marks and logos.

Standard disclaimer when using third party trademarks/logos on our materials for promotional purposes, when there is a commercial relationship with the third party (e.g., a local bank or other third party recommended to consumers by a franchisee on its website or in marketing collateral).

Any services or products provided by third parties are not provided by, affiliated with or related to Sotheby's International Realty Affiliates LLC, or its affiliated companies.

### **Company Owned-Minimum Required Disclaimers**

Every piece of printed literature given directly to consumers (i.e., brochures, postcards) must contain the following legal disclaimer, set in approximately 6-point type using Benton Sans typeface:

Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC. Operated by Sotheby's International Realty, Inc.

For all signage, the following Minimum Required Disclaimer must be used by company owned Offices:

Operated by Sotheby's International Realty, Inc.

For stationery, business cards and promotional advertisements, the following Minimum Required Disclaimer must be used by company owned offices:

Operated by Sotheby's International Realty, Inc..

Company owned offices should use the following for stationery, business cards, promotional advertisements, listing ads and classified ads:

Operated by Sotheby's International Realty, Inc.

If a piece such as a flyer, door hanger or postcard is to be distributed to consumers, precede the previously mentioned legal disclaimers with:

If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully.

Company owned offices should use the following for every piece of broadcast communication e.g. radio (other than 10 second advertisements), TV commercials and locally produced TV shows used by affiliates must contain:

Operated by Sotheby's International Realty, Inc. Sotheby's International Realty® is a registered trademark.

The use of the Sotheby's International Realty® name or logo is not permitted on checks or purchase orders without the appropriate Minimum Required Disclaimer. Also, remember that for all uses of the Sotheby's International Realty® name or logo, you must comply with all of the guidelines set forth in this Identity Manual.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

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### Using the Sotheby's International Realty® Name in Text

When referencing the Sotheby's International Realty® brand name separately from your business, the name must always be accompanied by the ® symbol. Alternatively, you may use the ® symbol on the first use on a piece and then italicize the brand name in subsequent references. You may not refer to the brand as "Sotheby's" alone or attach "International Realty" to any other name. You should not abbreviate the words "Sotheby's International Realty" or our corporate name Sotheby's International Realty Affiliates LLC.

When referring to Sotheby's International Realty Affiliates LLC or your business name in text, do not use the registered trademark symbol (®) next to Sotheby's International Realty or italicize those words. The Sotheby's International Realty® name, with your trade name, must be written out completely.

Do not use the registered symbol when using your business name. i.e., Smythe & Jones Sotheby's International Realty, or for Company Owned, Sotheby's International Realty.

#### **Correct uses of our name in text:**

The Sotheby's International Realty® brand is a truly global luxury real estate brand.

Smythe & Jones Sotheby's International Realty operates offices in Ridgewood, New Jersey.

Sotheby's International Realty Affiliates LLC maintains its international headquarters in Parsippany, New Jersey.

#### **Incorrect uses of our name in text:**

Do not use "Sotheby's" alone  
e.g. We affiliated with Sotheby's in 2010

Do not use the brand name as a noun  
e.g. Sotheby's International Realty® has offices in over 40 states.

Do not abbreviate Sotheby's International Realty  
e.g. Smythe & Jones SIR

Do not use the ® symbol in your business name  
e.g. Smythe & Jones Sotheby's International Realty®

Do not abbreviate your business name  
e.g. SJ Sotheby's International Realty

When referencing **sothebysrealty.com**, it should always appear in lower case bold with no spaces, and without any "www." prefix, as demonstrated here:

We invite you to visit **sothebysrealty.com**, where we bring the luxury real estate market to your home.

**NOTE: Failure to use a registered trademark in the correct manner may lead to the loss of its status as a protected mark. Therefore, careful consideration must be taken to ensure that our trademarks are used correctly in all applications.**

#### **Company Owned**

**Note:** Offices operated by NRT LLC should always ensure that any use of the Sotheby's International Realty® name as a noun is used in a context that clearly identifies the offices as being owned and operated by Sotheby's International Realty, Inc. or NRT. Additional precautions should be taken in any material or communication that includes a reference to the Sotheby's International Realty® brand or Sotheby's International Realty Affiliates LLC.

For example, in the proper context, NRT may write: Sotheby's International Realty has more than 75 sales associates in Beverly Hills.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

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You will be provided with a proprietary Logo Lock-up consisting of the Sotheby's International Realty® Logo and a unique type treatment for your business name. Existing logos or type treatment may not be used.

Please refer to **Section 3** of this Identity Manual for details about the proper use of the Logo Lock-up.

The Sotheby's International Realty® Logo is the core element in the Sotheby's International Realty® Affiliate Logo Lock-up. While it appears to be rendered in a commercially available typeface, it is a specially created illustration that should not be re-created. When you become a member of the Sotheby's International Realty® network, you are legally obligated to adhere to the exact and correct use of our trademarks.

Many common items such as stationery, yard signs and personal promotion literature can only be purchased with company-specific, imprinted information. When utilizing brochures or pre-printed presentation materials that do not have company-specific imprinted information, you must use the die-cut business card holder for insertion of a business card (when available) to ensure that your company name is displayed in the materials. Depending on the item, the Minimum Required Disclaimers (**see page 7**) must always appear in upper and lower case Benton Sans type style each time your company name appears in conjunction with the Sotheby's International Realty® name or any mark.

### Uses on the Internet

When creating a website for your company and offices, you must follow our corporate name and trademark guidelines. Additionally, compliance with this identity manual and the website compliance checklist is required.

This section uses a fictional company in Parsippany, NJ ("Smythe & Jones Sotheby's International Realty"), a fictional Sales Associate (Jane Smith) and a fictional Internet Service Provider ("ISProv") to illustrate how all these guidelines apply on the Web.

### Establishing Web Addresses

When referring to the "address" of a web site, we are identifying its domain name. In order to connect a particular domain name to your web site, you must first register that name, pay a registration fee, and provide certain administrative and technical contact information. **See <http://www.internic.net/regist.html> for a complete list of accredited registrars.** If you are establishing a web address for a company or office site, and intend to use the Sotheby's International Realty® brand name in that address, you must follow the following guidelines:

**You may ONLY have ONE authorized and approved registered domain name and web site linked to our public internet site. You must submit that web site address to [compliance@sothebysrealty.com](mailto:compliance@sothebysrealty.com) BEFORE registering it with an accredited registrar.**

**Your domain may ONLY contain your approved company name or an abbreviation of your approved company name (with or without Sotheby's International Realty or an abbreviation of the brand), for example:**

smythejones.com  
smythejonessir.com  
smythejonessothebysrealty.com  
smythejones-sothebysrealty.com  
sjsir.com

The abbreviations of the Sotheby's International Realty® name set forth above are the only approved abbreviations. The dashes appearing in the examples are not required. These permitted abbreviations are acceptable in the context of a domain name only, NOT in the content of a web site. All other references to the brand name must always spell out the Sotheby's International Realty® name correctly, and must use the fully-approved company name (i.e., Smythe & Jones Sotheby's International Realty).

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### (For non US Based Affiliates)

#### TLD's

Each country has its own "top level domain" or TLD. The top level domain consists of the last letters of the domain name that designate the country. You may want to research these at <http://www.iana.org/cctld/cctldwhois.htm>.

#### Permitted Domain Names

As noted above, the business name for all non US Based Licensees may include geographic references. Accordingly, the domain name for such businesses may include a geographic reference.

In your domain name, you may use your full approved business name or a modification of your approved company name\*, for example:

sothebysrealty-france.fr  
sirfrance.fr  
sir-tuscany.it  
veniceproperties-sothebysrealty.it  
sothebysinternationalrealtyfrance.fr  
vp-sothebysrealty.it

\* As set forth in the Manual, the abbreviations of the Sotheby's International Realty® name set forth above are the only approved abbreviations. The dashes appearing in the examples are not required. You may not use the name Sotheby's alone in your domain name. These permitted abbreviations are acceptable in the context of a domain name only, NOT in the context of a web site. All other references to the brand name must always spell out the Sotheby's International Realty® name correctly, and must use the fully-approved company name.

#### Submittal for Approval

All web-sites and proposed domain names should be submitted to our Global Services Department at [globalservices@sothebysrealty.com](mailto:globalservices@sothebysrealty.com) (instead of [compliance@sothebysrealty.com](mailto:compliance@sothebysrealty.com)).

**You may NOT register any domain name under any circumstances that uses the name "Sotheby's" alone. For example, these domain names are NOT acceptable:**

[smythejonessothebys.com](http://smythejonessothebys.com)  
[sjsothebys.com](http://sjsothebys.com)

**You may NOT register any domain name that contains a geographic identifier, unless you are adding the geographic identifiers to an otherwise permitted domain name. For example, these domain names are NOT acceptable:**

[sothebysrealtynewyork.com](http://sothebysrealtynewyork.com)  
[sirnewyork.com](http://sirnewyork.com)

**These examples are acceptable:**

[smythejonessirnewyork.com](http://smythejonessirnewyork.com)  
[sjsothebysrealtynewyork.com](http://sjsothebysrealtynewyork.com)  
[smythejonesnewyork.com](http://smythejonesnewyork.com)

In addition to your approved domain name, you may submit to our dedicated e-mail address, **[compliance@sothebysrealty.com](mailto:compliance@sothebysrealty.com)**, a list of "defensive" domain names for approval that include variations and misspellings of your proposed domain name that will prevent third parties from registering them. You must bear the cost and expense of registering and maintaining these sites.

## Social Media

The proper presentation of the Sotheby's International Realty® brand is critical at every level in every marketing vehicle, including social media. As we continue to explore the many ways in which social media can enhance our marketing efforts and positively increase awareness of the brand, it is essential that we maintain our efforts to protect our most valuable asset – the Sotheby's International Realty name. Well-defined brands help shape the way consumers think and feel about a business even before they walk in the door, respond to an advertisement or experience the brand online.

Therefore it is paramount that all social media initiatives focus on quality versus quantity, meaning that your online efforts are deemed successful not by how many/how much you post but by how meaningful the content is that you provide. In the luxury space, less really is more.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

# Social Media Guidelines for Companies

### Account names, Profile names and Vanity URLs

Use your approved full DBA for the account/profile name; an abbreviated version of your name is allowed when character restrictions do not permit the use of your full DBA. Permitted abbreviations are outlined below, including abbreviations permitted for usernames and vanity URLs. Using the word Sotheby's alone is never permitted.

### Profile photos

For your profile photo, use your company's approved logo lock-up or another non *Sotheby's International Realty* branded image. When using your company's logo, you must use the approved social media logos created by Marketing. If you do not have social media logos for your company, you may request them from your servicing manager.

## YouTube

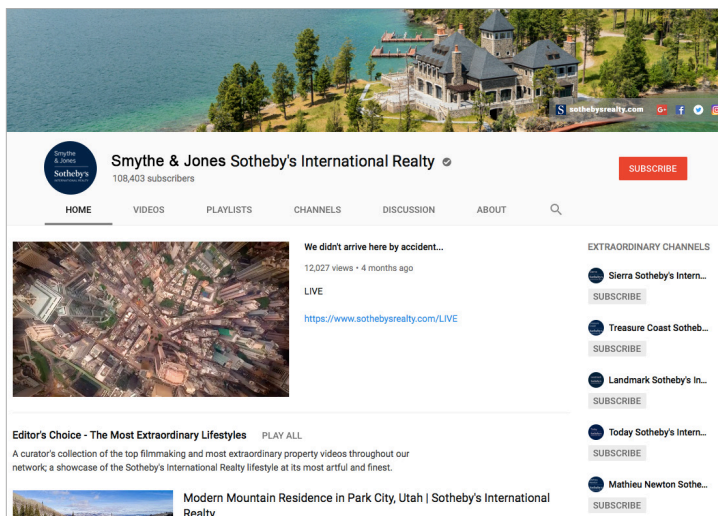
YouTube offers both Personal Accounts and Business Accounts for use. We recommend every affiliate to use the business account to represent their office(s). Sales Associates are encouraged to use their personal accounts to promote their own listings as well if they choose. Your YouTube "Business Name" should be your full DBA.

### Please keep in the mind the following when posting content:

- Length – Between 1½ -3 minutes
- Resolution – High-Definition (720p/1080p) or 4K Quality
- Audio – License or Royalty Free Music

### Example of a Company YouTube Profile:

Below is an example of the proper use of a YouTube profile



Profile Name: Smythe & Jones Sotheby's International Realty

Vanity URL: [www.youtube.com/smythejonessir](http://www.youtube.com/smythejonessir)

Profile Photo: Approved social media logo lockup

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### Twitter

In Twitter, there is a 'Username' with maximum of 15 characters, a 'Profile Name' with maximum of 50 characters and a 'Profile Description' with 160 characters. The 'Username' you create also becomes your vanity URL.

Profile Name: SmytheJonesSIR  
 Username: @SmytheJones  
 Description: Includes company's full DBA, 'Smythe & Jones Sotheby's International Realty'  
 Profile Photo: Approved social media logo  
 Cover Photo: Listing photo

#### Example of a Company Twitter Profile

Below is an example of the proper use of a Twitter profile.



#### The following Twitter Usernames and Account Names are permitted under our guidelines:

	Usernames:	Profile Names:
Short DBA:	@SmytheSIR	Smythe Sotheby's Realty Smythe SIR
Long DBA:	@SmytheJones @SmytheJonesSIR @SJSIR	Smythe & Jones SIR Smythe & Jones

#### The following Twitter Usernames and Account Names are NOT permitted under our guidelines:

	Usernames:	Profile Names:
Short DBA:	@SmytheSothebys @SmytheSotheby'sIR @SmytheSothebysInt'l	Smythe Sotheby's Smythe Sotheby's IR Smythe Sotheby's Int'l
Long DBA:	@SJSothebys @SJSothebysRealty	Smythe Jones Sotheby's Smythe Jones Sotheby's IR

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

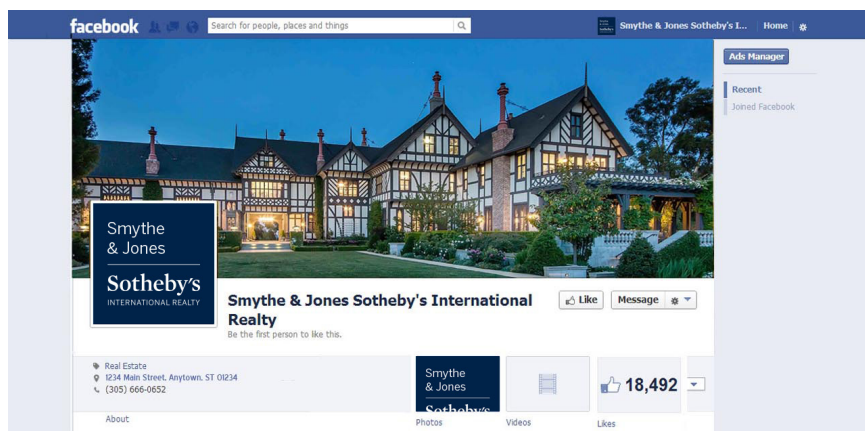
### Facebook

Facebook differentiates **Personal Account Profiles** from **Facebook Pages for Business**. Facebook requires that businesses use the Facebook Pages function instead of using a Personal Profile when conducting business. In order to create a Facebook Page for Business, you must be an existing Facebook user with a Personal Profile. Once a Facebook Business Page is created, you can assign multiple administrators.

When selecting your Facebook Page, you have several options. Most of our companies choose to be a 'Local Business or Place' or 'Company, Organization or Institution.' The main difference between the two is that Facebook users are allowed to "check-in" to a 'Local Business or Place,' but not to a 'Company, Organization or Institution.'

#### Example of a Facebook Company Page

Below is an example of the proper use of a Facebook Page.



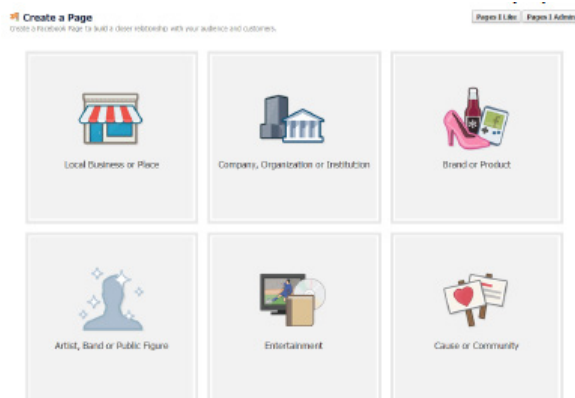
Profile Name: Smythe & Jones Sotheby's International Realty  
 Vanity URL: [www.facebook.com/SmytheJonesSIR](http://www.facebook.com/SmytheJonesSIR)  
 Profile Photo: Approved social media logo  
 Cover Photo: Listing photo

#### The following are permitted for Facebook Pages under our guidelines:

	Profile Name:	Vanity URL:
Short DBA:	Smythe Sotheby's International Realty	/SmytheSIR /SmytheSothebysRealty
Long DBA:	Smythe & Jones Sotheby's International Realty	/SmytheJonesSIR /SmytheJones /SJSIR

#### The following are NOT permitted for Facebook Pages under our guidelines:

	Profile Name:	Vanity URL:
Short DBA:	Smythe-Sotheby's-Int'l Realty Smythe-Sotheby's-Realty	/SmytheSotheby's
Long DBA:	Smythe Jones Sotheby's Realty Smythe Jones SIR Smythe Jones Sotheby's Smythe Jones Sotheby's IR	/smythejonessothebys





## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

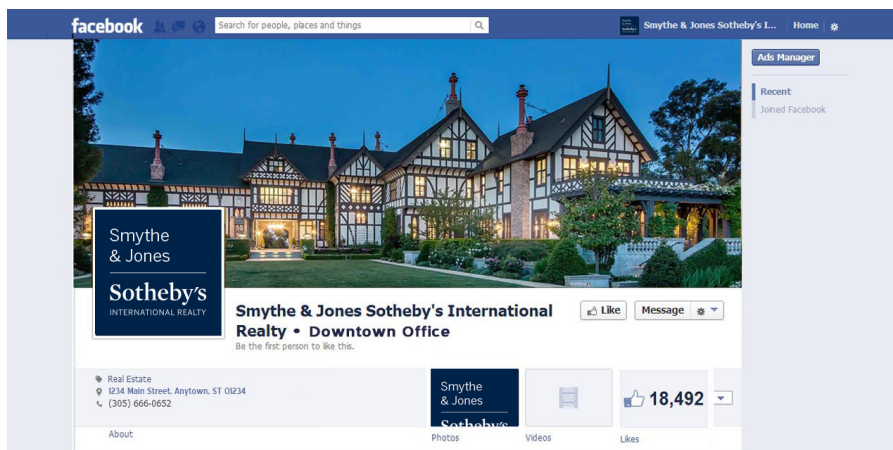
### Facebook

#### For Individual Office Locations

We do not recommend that you have Facebook Business Pages for individual office locations. However, if you decide to do so, you should use your company's approved social media logo as the profile picture. For the Page name, use your company's name, then space, then middle dot character (-), space, then your office location. Below are additional guidelines you should follow.

#### Example of a Facebook Company Page

Below is an example of the proper use of a Facebook Page.



Profile Name: Smythe & Jones Sotheby's International Realty · Downtown Office

Vanity URL: [www.facebook.com/SmytheJonesSIR-Downtown](http://www.facebook.com/SmytheJonesSIR-Downtown)

Profile Photo: Approved social media logo

Cover Photo: Listing photo

#### The following are permitted for Facebook Pages under our guidelines:

Profile Name:	
Short DBA:	Smythe Sotheby's International Realty · Downtown Office
Long DBA:	Smythe & Jones Sotheby's International Realty · Downtown Office

Vanity URL:  
/SmytheSIR-Downtown  
/SmytheSothebysRealty-Downtown  
/SmytheJonesSIR-Downtown  
/SmytheJones-Downtown  
/SJSIR-Downtown

#### The following are NOT permitted for Facebook Pages under our guidelines:

Profile Name:	
Short DBA:	Smythe Sotheby's Int'l Realty   Downtown Office Smythe Sotheby's Realty — Downtown Office
Long DBA:	Smythe Jones Sotheby's Realty, Downtown Smythe Jones SIR Downtown Smythe Jones Sotheby's   Downtown Smythe Jones Sotheby's IR Downtown

Vanity URL:  
/SmytheSotheby'sDwtn  
  
/smythejonessothebysdowntown

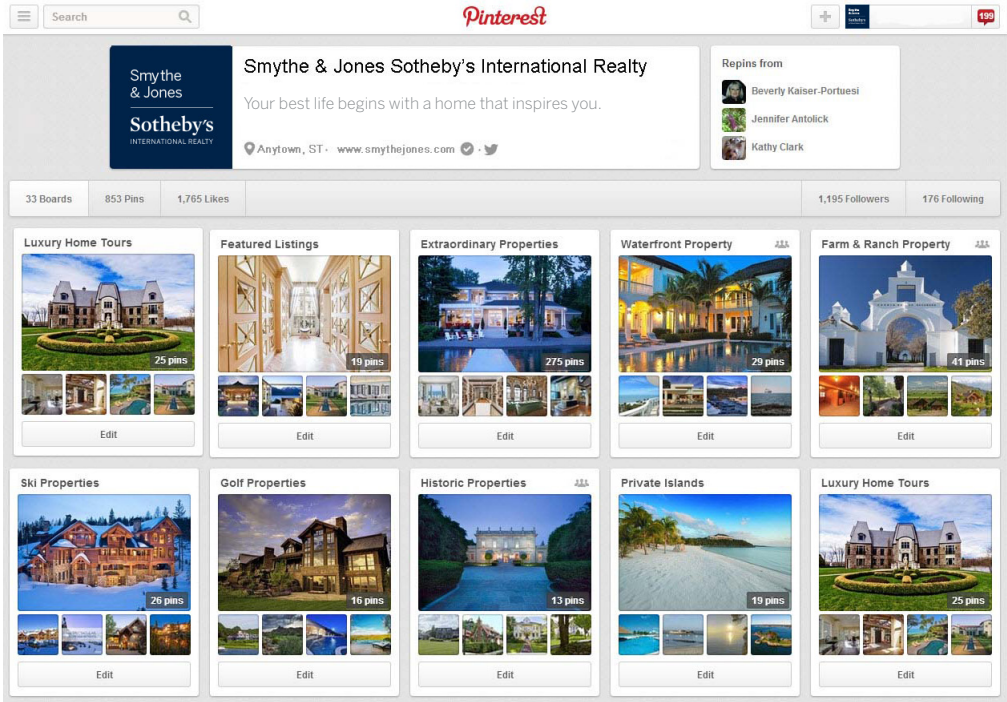
**2. THE SOTHEYBY'S INTERNATIONAL REALTY® TRADEMARKS**

Pinterest

Pinterest has both Personal Accounts and Business Accounts. A Business Account allows for more precise information such as location and type of business; we recommend that you use a Business Account. Your Pinterest 'Business Name' should be your full DBA. Your Pinterest 'Username' must be between 3 and 15 characters and also becomes your vanity URL.

**Example of a Pinterest Profile:**

Below is an example of the proper use of a Pinterest profile.



Business Name: Smythe & Jones Sotheby's International Realty  
 Username/URL: www.pinterest.com/SmytheJonesSIR  
 Profile Photo: Approved social media logo

**The following are permitted for Pinterest Business Names and Usernames under our guidelines:**

	Profile Name:	Vanity URL:
Short DBA:	Smythe Sotheby's International Realty	SmytheSIR SmytheSothebysRealty
Long DBA:	Smythe & Jones Sotheby's International Realty	SmytheJonesSIR

**The following are NOT permitted for Pinterest Pages under our guidelines:**

	Profile Name:	Username & Vanity URL:
Short DBA:	Smythe-Sotheby's Int'l Realty Smythe-Sotheby's Realty	/SmytheSotheby's
Long DBA:	Smythe Jones Sotheby's Realty Smythe Jones SIR Smythe Jones Sotheby's Smythe Jones Sotheby's IR	/smythejonessothebys

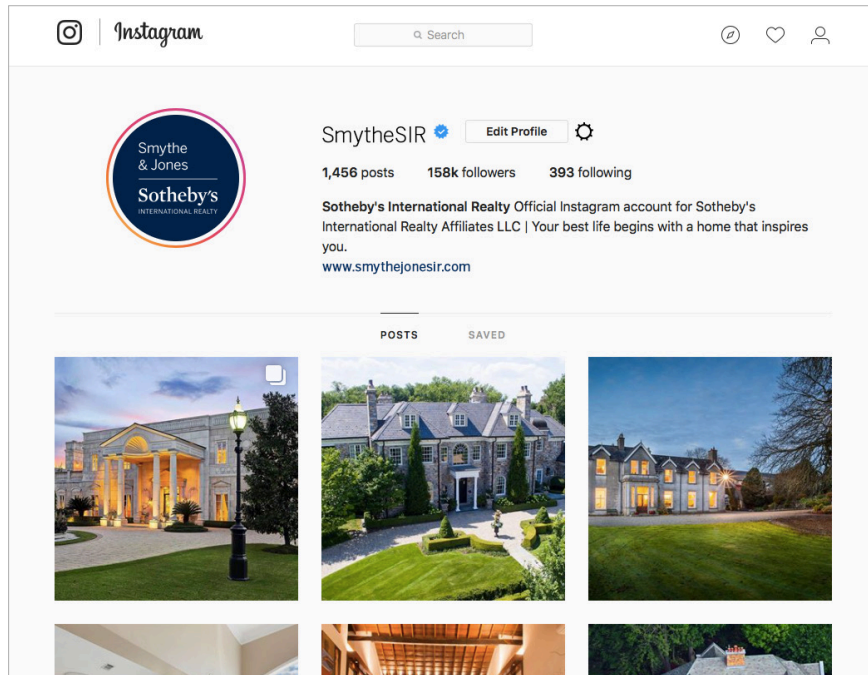
## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### Instagram

Instagram differentiates between **Personal** and **Business** profiles; when setting up a profile for your company, we recommend using a Business profile. Along with built-in access to post performance metrics, a business profile gives you access to additional features such as the ability to run ads and a "contact" button for people to more easily reach you.

#### Example of a Instagram Company Profile:

Below is an example of the proper use of an Instagram Profile.



Business Name: Smythe & Jones Sotheby's International Realty

Username/URL: [www.instagram.com/SmytheJonesSIR](http://www.instagram.com/SmytheJonesSIR)

Profile Photo: Approved social media logo

#### The following are permitted for Instagram xNames and Usernames under our guidelines:

	Usernames:	Profile Names:
Short DBA:	@SmytheSIR	Smythe Sotheby's Realty SmytheSIR
Long DBA:	@SmytheJones @SmytheJonesSIR @SJSIR	Smythe & Jones SIR Smythe & Jones Sotheby's International Realty

#### The following are NOT permitted for Instagram under our guidelines:

	Usernames:	Profile Names:
Short DBA:	@SmytheSothebys @SmytheSotheby'sIR @@SmytheSothebysInt'l	Smythe-Sotheby's-Smythe Sotheby's-IR-Smythe Sotheby's-Int'l
Long DBA:	@SJSothebys- @SJSothebysRealty	Smythe-Jones-Sotheby's- Smythe-Jones-Sotheby's-IR

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

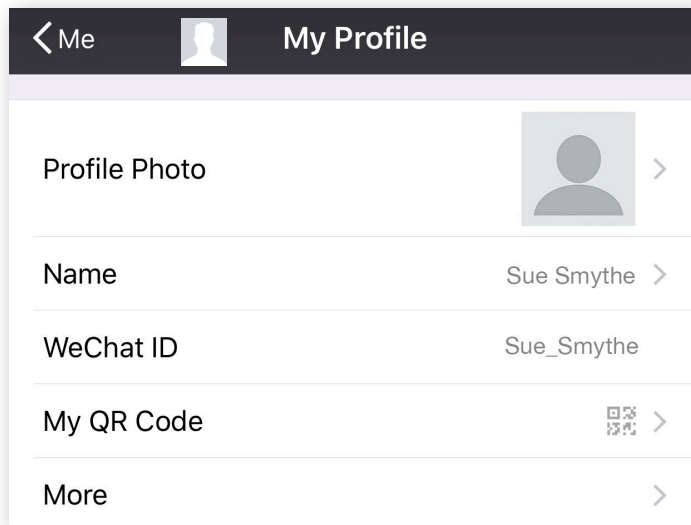
### WeChat

WeChat Names have a maximum of 32 characters and include spaces and all special characters. WeChat IDs must be between 6 to 20 characters and must begin with an alphabetical character. Acceptable characters include letters, numbers, underscores (“\_”) and dashes (“-”).

**WeChat IDs CANNOT BE CHANGED once set.**

#### Example of a Company WeChat Profile:

Below is an example of the proper use of a WeChat profile



#### The following WeChat Names and IDs are permitted under our guidelines:

	IDs	Names
Short DBA	SmytheSIR SmytheJones	Smythe Sotheby's Realty Smythe SIR
Long DBA	SmytheJonesSIR SJSIR	Smythe & Jones SIR Smythe & Jones

#### The following WeChat Names and IDs are NOT permitted under our guidelines:

	IDs	Names
Short DBA	SmytheSothebys- SmytheSotheby'sIR- SmytheSothebysInt'l	Smythe-Sotheby's- Smythe-Sotheby's-IR- Smythe-Sotheby's-Int'l
Long DBA	SJSothebys- SJSothebysRealty-	Smythe Jones-Sotheby's- Smythe Jones-Sotheby's- IR-

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### LinkedIn

Should you decide to set up a company page on LinkedIn, one page will suffice for the entire company as multiple office locations can be easily added. You can also mark a location as your primary location, should you choose to do so.

#### Below is an example of the proper use of a LinkedIn Page

Company Name: Smythe & Jones Sotheby's International Realty

Headline: For those who seek the exceptional, there is only Sotheby's International Realty.

Overview: At Smythe & Jones Sotheby's International Realty, we serve our community as area experts and pride ourselves on the exceptional service we provide to our clients.

Profile Photo: Approved social media logo lockup

Cover Photo: Listing Photo

**Should your company name exceed 100 characters, the below are approved examples of how to shorten your DBA.**

Smythe & Jones SIR  
Smythe Jones SIR  
Smythe Sotheby's International Realty

**The Following are NOT Permitted.**

Smythe Jones Sotheby's  
Smythe Jones Sotheby's IR  
Smythe Jones Sotheby's Realty  
Smythe Sotheby's Int'l Realty  
Smythe Sotheby's Realty

# Social Media Guidelines for Sales Associates

### **Account Names, Profile Names & Vanity URLs**

In your personal or professional social media profiles you may only use your name, as your account name, profile name, and vanity URL. Do **NOT** use *Sotheby's International Realty* or an abbreviated version of our brand name, and never use the word 'Sotheby's' alone.

You may use your company's full DBA in the description field provided on most social networking websites to show your *Sotheby's International Realty* affiliation.

### **Profile Photos**

You are permitted to use a personal photo as your profile image. You are **NOT permitted** to use your company's logo, the brand logo or any altered version of either logo as your profile photo.

### **Cover Photos**

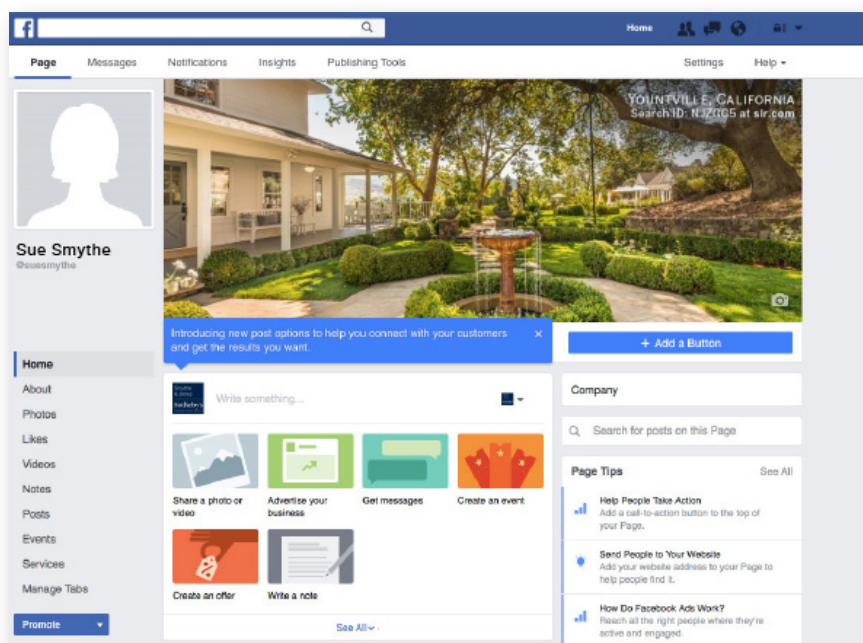
You are permitted to use a listing photo, or a personal photo for your cover photo. You are **NOT permitted** to use your company's logo, the brand logo or any altered version of it for your cover photo.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### Facebook

When using Facebook, you may use your company's full DBA in the **About field**. You are **NOT permitted** to use the *Sotheby's International Realty* brand or your company name, or an abbreviated version anywhere other than the About field.

You may use a personal photo as your profile photo. You are **NOT permitted** to use a company or brand logo as your Profile photo.



#### Examples of Sales Associate Facebook Pages and Profiles:

Below is an example of the proper use of a **Facebook Personal Profile**:

**Profile Name:** Sue Smythe

**Vanity URL:** [www.facebook.com/suesmythe](http://www.facebook.com/suesmythe)

**Profile Photo:** Personal Photo

**Affiliated Office Name:** Smythe & Jones Sotheby's International Realty

**Cover Photo:** Uses a photo with a personal photo, or listing.

The following are **NOT permitted** under our guidelines:

**Profile Name:** Sue Smythe Sotheby's, Sue Smythe Sotheby's Realty, Sue Smythe SIR, Sue Smythe Sotheby's IR, Sue Smythe Sotheby's New Jersey

**Vanity URL:** [/suesmythesir](https://www.facebook.com/suesmythesir), [/suesmythesothebys](https://www.facebook.com/suesmythesothebys)

**Profile Photo:** Sotheby's International Realty brand logo, Sotheby's International Realty company logo, Sotheby's Auction logo, Any altered version of a Sotheby's International Realty brand or company logo

**Cover Photo:** Sotheby's International Realty brand logo, Sotheby's auction house logo, unauthorized edit of the Sotheby's International Realty brand or auction house logo.

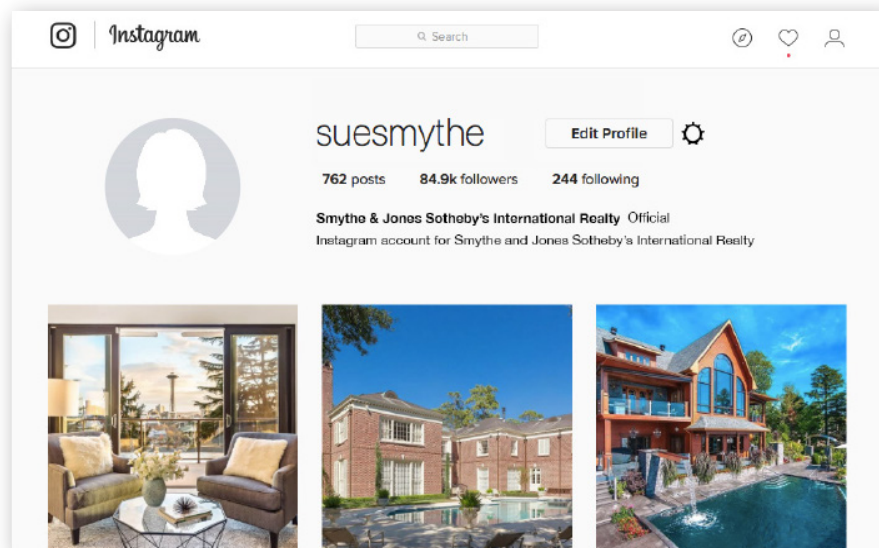
## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

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### Instagram

On Instagram, there is a Username with a maximum of 30 characters, a Profile Name with a maximum of 18 characters and a bio section with a maximum of 15 characters. The Username you create also becomes your vanity URL.

Example of an **Instagram Profile**:



Below is an example of the proper use of an **Instagram profile**:

**Profile Name:** Sue Smythe

**Username:** @SueSmythe

**Vanity URL:** Instagram.com/SueSmythe

**Description:** Includes her company's full DBA, Smythe & Jones Sotheby's International Realty



## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### Twitter

On Twitter, there is a Username with maximum of 15 characters, a Profile Name with maximum of 50 characters and a Profile Description with 160 characters. The Username you create also becomes your vanity URL.

Example of a Sales Associate **Twitter Profile**:



Below is an example of the proper use of a **Twitter profile**:

**Profile Name:** Sue Smythe

**Username:** @SueSmythe

**Vanity URL:** [www.twitter.com/SueSmythe](http://www.twitter.com/SueSmythe)

**Description:** Includes her company's full DBA, Smythe & Jones Sotheby's International Realty

The following Twitter Usernames and Account Names **are permitted** under our guidelines:

**Usernames:** @SueSmythe, Sue Smythe, @SueSmytheNJ, @SueNJHomes, @NJLuxuryHomes

**Profile Name:** Sue Smythe

The following Twitter Usernames and Account Names **are NOT permitted** under our guidelines:

**Usernames:** @SueSothebys, @SueSmytheSIR, @NewJerseySothebys, @SIRNewJersey

**Profile Name:** Sue Smythe Sotheby's, Sue Smythe Sotheby's IR

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

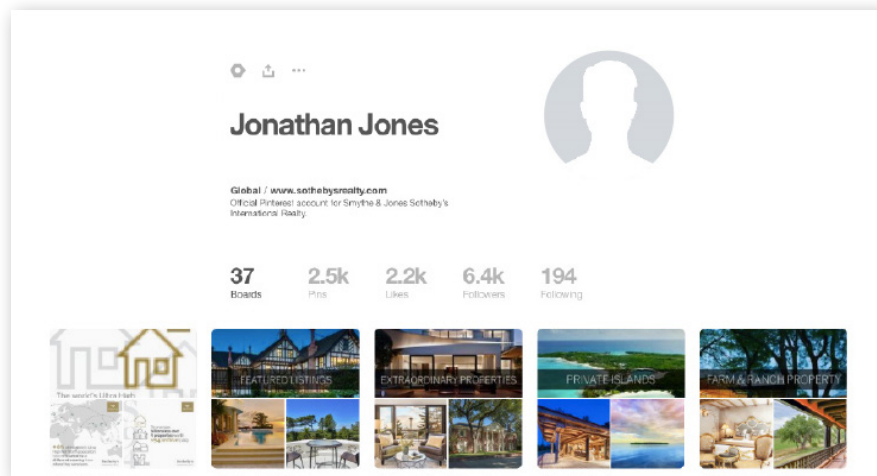
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### Pinterest

On Pinterest, there are no character restrictions on your first and last name, but your username must be between 3 and 15 characters. The username you create also becomes your URL. You are permitted to use your company's full DBA in the description field provided. You are **NOT permitted** to use the *Sotheby's International Realty* brand or your company name, or an abbreviated version in the first name, last name or username fields.

You may use a personal photo as your Profile photo. You are **NOT permitted** to use your company logo or the brand logo as your Profile photo.

Examples of Sales Associate **Pinterest Profile:**



Below is an example of the proper use of a **Pinterest profile:**

**Profile Name:** Jonathan Jones

**Vanity URL:** [www.pinterest.com/jonathanjones](http://www.pinterest.com/jonathanjones)

**Profile Photo:** Personal Photo

**Description:** Sales Associate with Smythe & Jones Sotheby's International Realty.

The following **are permitted** for Pinterest Profiles under our guidelines:

**Profile Name:** Jonathan Jones

**Vanity URL:** [/jonathanjones](#), [/jjonesnewjersey](#)

**Profile Photo:** Your Personal Photo

The following are **NOT permitted** for Personal Pages under our guidelines:

**Profile Name:** Jonathan Jones Sotheby's Realty, Jonathan Jones SIR, Jonathan Jones Sotheby's, Jonathan Jones Sotheby's IR

**Vanity URL:** ~~[/jonathanjonessothebys](#)~~, ~~[/jonathanjonessir](#)~~

**Profile Photo:** ~~Sotheby's International Realty brand logo, Sotheby's International Realty company logo, Sotheby's Auction logo, any altered version of a Sotheby's International Realty brand or company logo~~

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### YouTube

There are no character restrictions on your first, last name or nickname. You are **NOT** permitted to use the *Sotheby's International Realty* brand or your company name, or an abbreviated version in the first name, last name or nickname fields.

You may use a personal photo as your Profile photo. You are **NOT** permitted to use a company or brand logo as your Profile photo.

The following **are permitted** for Personal Pages under our guidelines:

**Profile Name:** Jonathan Jones

**Nickname:** /jonathanjones, /jonathanjonestoronto

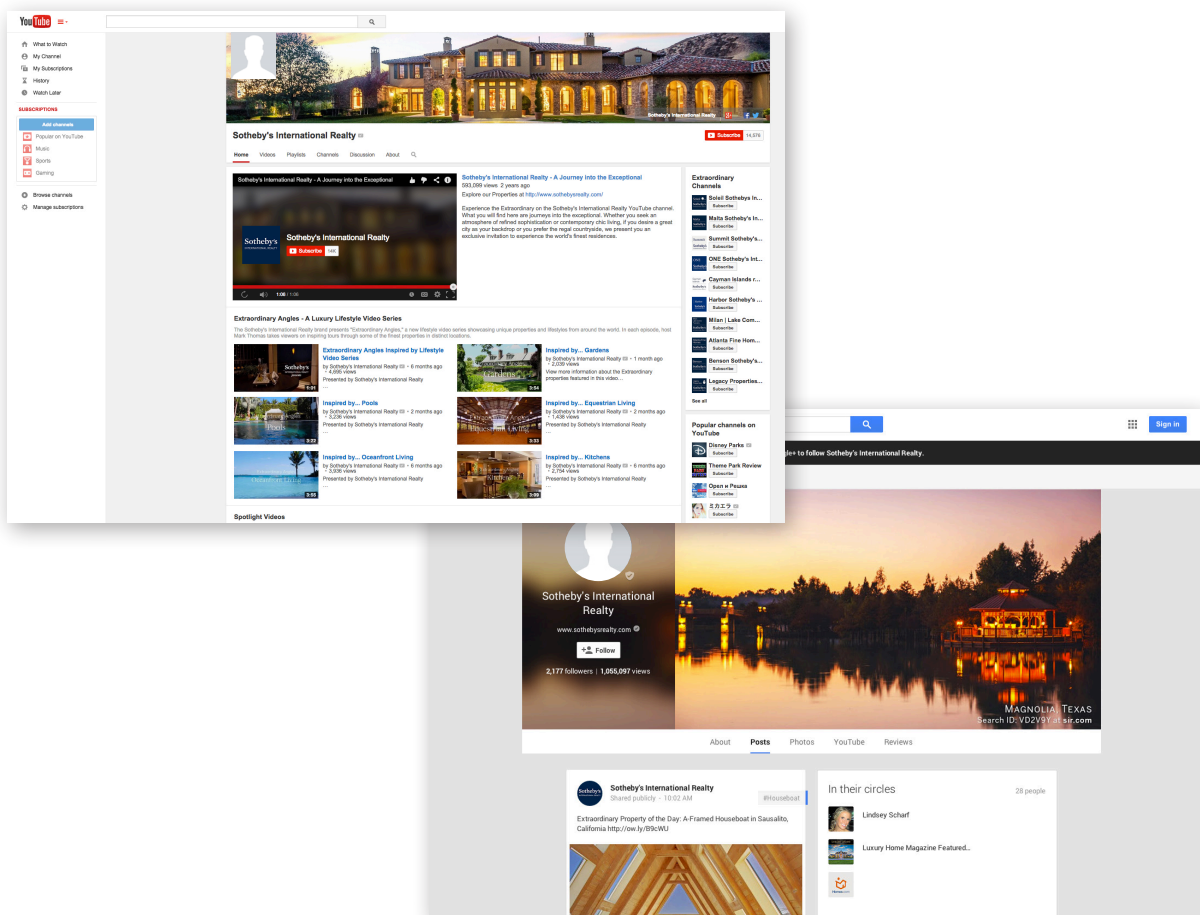
**Profile Photo:** Your Personal Photo

The following are **NOT permitted** for Personal Pages under our guidelines:

**Profile Name:** Jonathan Jones Sotheby's Realty, Jonathan Jones SIR, Jonathan Jones Sotheby's, Jonathan Jones Sotheby's IR, Jonathan Jones Sotheby's Toronto

**Nickname:** /jonathanjonessothebys, /jonathanjonessir

**Profile Photo:** Sotheby's International Realty brand logo, Sotheby's International Realty company logo, Sotheby's Auction logo, any altered version of a Sotheby's International Realty brand or company logo



## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### LinkedIn

LinkedIn is a professional social networking site created to connect the world's professionals. Your LinkedIn page should be a professional page that outlines your work experience, your background and your current employer.

You are **NOT permitted** to use the *Sotheby's International Realty* brand or your company name, or any abbreviated version in the name fields. You may use your company's full DBA in the Experience field.

Your profile photo should be a personal photo. You are NOT permitted to use a company or brand logo as your profile photo.

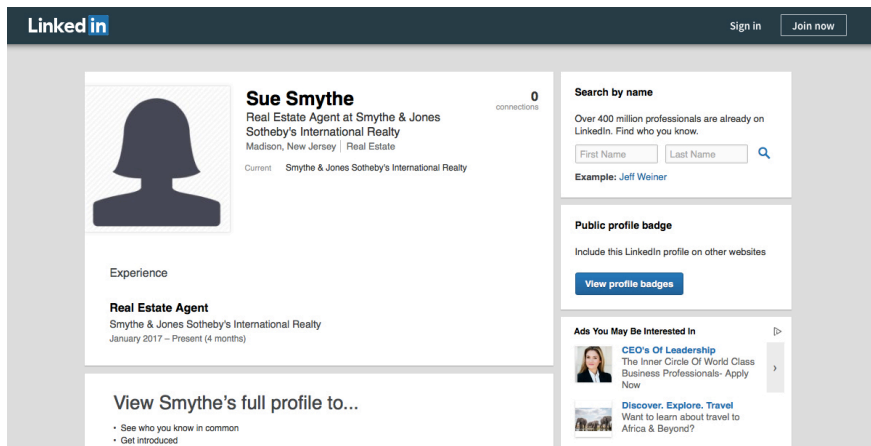
#### Examples of Sales Associate LinkedIn Profiles:

Below is an example of the proper use of **LinkedIn Personal Profile:**

**Profile Name:** Sue Smythe

**Profile Photo:** Personal Photo

**Affiliated Office Name:** Smythe & Jones  
Sotheby's International Realty



The following are **NOT permitted** under our guidelines:

**Profile Name:** Sue Smythe Sotheby's, Sue Smythe Sotheby's Realty, Sue Smythe SIR, Sue Smythe Sotheby's IR, Sue Smythe Sotheby's NJ

**Profile Photo:** Sotheby's International Realty brand logo, Sotheby's International Realty company logo, Sotheby's auction logo, any altered version of a Sotheby's International Realty brand or company logo

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

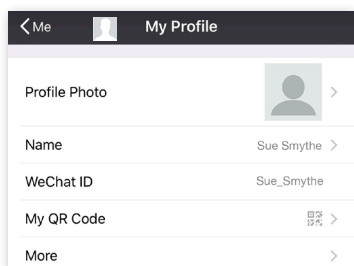
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### WeChat

WeChat Names have a maximum of 32 characters and include spaces and all special characters. WeChat IDs must be between 6 to 20 characters and must begin with an alphabetical character. Acceptable characters include letters, numbers, underscores ("\_") and dashes ("-").

**WeChat IDs CANNOT BE CHANGED** once set.

Example of a Sales Associate **WeChat Profile**



Below is an example of the proper use of a **WeChat profile:**

**Name:** Sue Smythe

**ID:** Sue\_Smythe

The following WeChat Names and IDs **are permitted** under our guidelines:

**IDs:** SueSmythe, Sue-Smythe, Sue\_Smythe, SueNJHomes, NJLuxuryHomes, SueSmytheNJ

**Name:** Sue Smythe

The following WeChat names are **NOT permitted** for under our guidelines:

**IDs:** SueSothebys, SueSmytheSIR, NewJerseySothebys, SIRNewJersey

**Name:** Sue Smythe Sotheby's, Sue Smythe Sotheby's-IR, Sue Smythe-SIR

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

### Website Guidelines

As a network, the collective primary goal should always be to drive traffic to the homeowner's property to encourage a transaction. To realize this goal, it is imperative that consistency in all communications across every medium is paramount. Although your website design and creation is up to you, the following guidelines must be met to maintain brand standards.

A Website Compliance Contact in your company must review your website content to ensure the tone, look and feel are in line with the marketing direction and image of the brand as a whole.

#### Sales Associate Web Addresses

Your sales associates, employees and representatives are **not permitted** to register any domain names that contain the words "Sotheby's", Sotheby's International Realty, or any image or language confusingly similar to these words or any abbreviation, acronym, phonetic variation or visual variation of the same.

**Note: You are responsible for ensuring that all domain names used by your sales associates comply with this Identity Standards Manual. Upon our request, you must promptly transfer, abandon or redirect any unauthorized registration at your expense.**

#### Sales Associate Website Domain Names

Website addresses, as with all materials and items published that incorporate the Sotheby's International Realty® name and marks, must be consistent with this manual. The goal of this section is to set forth the appropriate and compliant registration of a new or existing website URL/domain name.

A Website Compliance Contact will be identified in your office and this contact will be responsible for approving any website URL's you wish to register. You must get approval from this contact first prior to registering any domain names to ensure brand standard compliance.

Sales Associates are not permitted to use personal website domain names (or any uniform resource locator) unless specific procedures are followed by the broker/owner of the company. Sales Associate websites must adhere to the guidelines in this manual. Each Sotheby's International Realty company is responsible for monitoring and enforcing these guidelines, as they relate to the registration

of domain names and the content. Sales associates are not permitted to register any domain names that contain the words "Sotheby's," "Sotheby's Realty," "Sotheby's International Realty," or any abbreviation of these words.

**Note: If they do, they must promptly transfer, abandon or redirect them. Additionally, they will need to immediately stop using materials with the non compliant personal website address and replace at their own expense.**

Sales Associates may register domain names that include their name, abbreviations of their name, specific and similar geographic areas they serve or any other set of words that are professional and consistent with your company's standing as a leading luxury real estate company. None of these permitted domain names may be combined with "Sotheby's," "Sotheby's Realty," "Sotheby's International Realty," or any abbreviation of these words.

#### Examples of Sales Associate Websites

The following URL's are permitted under our guidelines:

janesmith.com  
jsmythe.com  
aspendistinctivehomes.com  
newzealandhome.com

The use of a sub domain is also permitted but only in association with an approved broker domain name, for example **janesmith.brokerdomain.com**

Sales Associate websites that comply with these guidelines are permitted on the following personal marketing materials:

Co-op Advertising	Business Cards
RESIDE® Magazine	Letterhead
Sales Associate Profile Pages	Sign Riders
Property Brochures	Postcards
Personal Promotional Materials	

**Note:** Be sure to obtain the proper rights to the photographs and other media you use in marketing your properties and in all your marketing assets. Take time regularly to review your web presence and marketing collateral. This includes the use of our Fine Art images. If you are using these images, be mindful of the expiration dates to avoid the unexpected costs that may arise from unauthorized use. The expiration dates for the Fine Art images that we make available are listed on Access.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

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### Procedure for Sales Associate Websites to be used on personal marketing materials:

1. A person in your company is designated as your contact for Sales Associate Websites. This person is familiar with these guidelines.
2. Your designated person is required to and must actually review all proposed Sales Associate Website domain names before registration.
3. Your designated person is required to review and must actually review all content proposed to be contained in a Sales Associate Website.
4. A request and certification form must be completed by your company management and returned to [compliance@sothebysrealty.com](mailto:compliance@sothebysrealty.com)
5. Upon receipt we will notify the appropriate vendor and the vendor will permit Sales Associate Websites to be used on Sotheby's International Realty® personal marketing materials.

### Website Content

The goal of this section is to guide the development of your website content to ensure compliance with the Sotheby's International Realty Identity Standards. Consistency is vital in the maintenance of a strong brand. Therefore the tone, look and feel of your website should be in line with the marketing direction and image of the brand as a whole.

- "Sotheby's International Realty" must always be spelled out throughout the website content (no SIR, "Sotheby's" or "Sotheby's Realty").
- Color choice is important – it is recommended that you avoid red and other colors that might hinder brand differentiation
- You should have a site hosting contract from a reliable vendor with 99% up time guarantee and regular site maintenance.
- Any links to external content must open in a separate window and be reviewed at least monthly and updated as needed.
- We recommend a "Sotheby's International Realty" logo link to [sothebysrealty.com](http://sothebysrealty.com) or office home page be placed on the home page of the site.
- The site must follow our identity standards format. The identity standards manual can be found on Access under standards & guidelines.

- The standard online disclaimer (shown below) must be posted in conspicuous type and location, on each page of the sales associate website and be updated in accordance with the Identity Standards Manual.
- Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC. Each Office Is Independently Owned and Operated.
- Sales Associate websites should be aesthetically consistent with [sothebysrealty.com](http://sothebysrealty.com), capturing the spirit of the brand's overall imaging. For example – stay away from clip art or caricatures, opting instead for beautiful high resolution photography that tells the story of the property listing.
- The design of the site must be approved by the Website Compliance Contact for overall tone and content. A general guideline is that the site must be clearly the sales associate's alone, not a portion of the Sotheby's International Realty brand's site.
- When describing the brand or the network, "Sotheby's International Realty" in text form should always be followed by a registered mark. (®)
- For U.S. based affiliates, listing content on the site should be updated according to local MLS guidelines if you are having MLS data imported to your site.

### Sales Associate Compliance Check List

Are you compliant? (Ensure you meet the criteria below)

- ✓ Has your website address been approved by your broker or Website Compliance Contact?
- ✓ Are the brand's trademarks being used properly according to the Sotheby's International Realty® identity standards?
- ✓ Have you used the term "Sotheby's International Realty®" appropriately in your text?
- ✓ Are you using the correct logo image file for your company?
- ✓ Does the aesthetic quality of your website match the look and feel of the brand's image? If you are uncertain about any of the above questions please ask your broker or Website Compliance Contact for clarification.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

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### Avoiding Confusion

It is important to avoid confusion between Sotheby's International Realty Affiliates LLC and its franchisees and sales associates, and to distinguish the Sotheby's International Realty® brand from other real estate brands. This means that in your domain name, you should never separate the Sotheby's International Realty® brand name from the rest of your address by placing it between two dots or between two slashes.

### Unacceptable addresses might include:

www.sothebysinternationalrealty.smythejones.com  
www.smythejones.com/sothebysinternationalrealty

### Information Accuracy

You are solely responsible for the information and other content that you choose to make available on your Web site, **sothebysrealty.com** or on any other Web site or online service. Accordingly, you should carefully consider what information and other content is permissible to be reproduced and displayed in accordance with applicable trademark, copyright, patent and other laws. In addition, you must adhere to all restrictions (including Sotheby's International Realty® system restrictions and applicable local laws) governing the accuracy and presentation of advertising and the promotion of your business on the Internet and through all other online services.

Refer to **Section 3** for guidelines on the use of the Sotheby's International Realty® Affiliate Logo Lock-up on the Internet.

### Brand Usage Guidelines

In addition to following corporate guidelines in creating your Web address, you must also represent the Sotheby's International Realty® brand correctly in the actual content of your site. All of the rules regarding the use of the Sotheby's International Realty® name should be applied to your Web site.

### Mandatory Disclaimers

Office, company and individual Web sites must contain disclaimers on every page. Disclaimers are most often found at the bottom of the page.

Each page of your website must include the following disclaimer language:

For Local Affiliate website

©2019 [Franchisee legal name (not the dba)]. All rights reserved. [The forgoing line of copy is optional and, if included, would precede the copy below.]  
Sotheby's International Realty® and the Sotheby's

International Realty Logo are service marks licensed to Sotheby's International Realty Affiliates LLC and used with permission. [Franchisee legal name (not the dba)] fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated. Any services or products provided by independently owned and operated franchisees are not provided by, affiliated with or related to Sotheby's International Realty Affiliates LLC nor any of its affiliated companies.

For Sales Associate website

Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC. Each Office Is Independently Owned and Operated.

For Company Owned website:

Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC. Operated by Sotheby's International Realty, Inc.

For Company Owned Sales Associate website:

This Web site is not the official Web site of Sotheby's International Realty, Inc. Sotheby's International Realty, Inc. does not make any representation or warranty regarding any information, including without limitation its accuracy or completeness, contained on this Web site

### Online Advertising

Any Web presence is considered online advertising. This means that your content is subject to many regulations and should be carefully considered before being made public.

You are **solely responsible** for the information and other content that you make available anywhere on the Web. This includes **sothebysrealty.com** and your own business Web site. Make sure you comply with the following:

As discussed at length earlier in this section, your site must use the Sotheby's International Realty® marks correctly and consistently.

Make sure you have permission to reproduce and display content (as well as any artwork and graphic images), in accordance with applicable trademark, copyright, patent and other laws.

Content should always compliment the overall look and feel of the Sotheby's International Realty® brand, using aesthetics presented on sothebysrealty.com as a guide.

Follow all regulations governing the accuracy and presentation of advertising and the promotion of your business on the Web. This includes local laws and, for company and office sites, be sure to follow the restrictions of Sotheby's International Realty Affiliates LLC.



## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

---

As a Sotheby's International Realty® franchisee, you may request a link from [sothebysrealty.com](http://sothebysrealty.com) to your company or office Web site. Sotheby's International Realty Affiliates LLC reserves the right to disapprove and deny access to any franchisee whose Web site contains content which violates this Identity Manual or otherwise threatens to damage the Sotheby's International Realty® service mark.

### Submittal for Approval

At the time you begin business as a Sotheby's International Realty® office, your properties, offices, and sales associates will appear on [sothebysrealty.com](http://sothebysrealty.com). There will however not be any links from [sothebysrealty.com](http://sothebysrealty.com) to your local web site until you complete the compliance review process as outlined below.

1. A compliance review checklist and html templates are provided during the transition process to assist in the compliance process.

\* Both documents may be found on [access.sir.com](http://access.sir.com)

2. Affiliate should review the compliance checklist and templates and make appropriate changes to their local web site

3. Once the checklist items are completed, a link to the web site, and the contact information for any further communications should be emailed to [compliance@sothebysrealty.com](mailto:compliance@sothebysrealty.com).

4. The Sotheby's International Realty® compliance team will review the site and provide feedback on any additional changes via email.

5. Once all the remaining changes are made, the site should be resubmitted for final approval.

6. Once final approval is given by the compliance team, the affiliate local web site will be linked beginning the next business day.

Please note any subsequent re-launch or major site redesigns should be submit via the process noted above.

### Sales Associate Web Addresses

Sales Associate websites should be reviewed and monitored by the managing broker of each company.

**NOTE: The affiliate is responsible for ensuring that all sites associated with his or her office comply with legal and trademark regulations as well as our Identity Standards Manual. If these sites do not meet our branding and approval standards (set forth above), we reserve the rights to take appropriate corrective actions, which may include de-linking your approved company site from [sothebysrealty.com](http://sothebysrealty.com). Sales Associate websites are not allowed on brand magazines, brochures and stationery items unless the affiliate completes the specific certification procedures outlined in section 6-4 of the Policy and Procedures Manual. NOTE: This certification cannot be completed by the sales associate.**

### Email Signatures

Email is a primary form of communication for Sotheby's International Realty® affiliates. Therefore, consistent representation for our identity is important. The purpose of the email signature is to provide easy access to contact information for your customers, as well as important information regarding confidentiality. Below a sample email address which is aligned with our brand's marketing direction has been provided. This should be used as a guideline to determine a standard setup for your company. Establishing a consistent format is the best way to ensure compliant email signatures are being used by staff and sales associates.

A recommended email signature content and format is shown here:

Jonathan Smythe  
Sales Associate

Smythe & Jones Sotheby's International Realty  
123 Street Address, Suite 1700 | Anytown ST 100000  
t 123.345.6789 | f 123.456.7890 | c 123.456.7890  
[jonathan.smythe@smythejonessir.com](mailto:jonathan.smythe@smythejonessir.com)  
[smythejonessothebysrealty.com](http://smythejonessothebysrealty.com)  
jsmythe.com

Notice of confidentiality: This transmission contains information that may be confidential and that may also be proprietary; unless you are the intended recipient of the message (or authorized to receive it for the intended recipient), you may not copy, forward, or otherwise use it, or disclose its contents to anyone else. If you have received this transmission in error, please notify us immediately and delete it from your system.

## 2. THE SOTHEBY'S INTERNATIONAL REALTY® TRADEMARKS

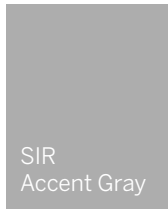
---

### Color

Our materials incorporate the following distinctive colors as shown throughout the manual. You must follow the standards for color exactly when producing your own material. As shown below, there are two shades of gray. The darker shade, 431, is to be used for text only, and the lighter shade, 422, is to be used as an accent color in your marketing and promotional materials.



PANTONE 289  
CMYK 100 64 0 60  
RGB: 0 35 73  
HEX: #002349  
RAL: 270 20 20



PANTONE 422  
CMYK 0 0 0 34  
RGB: 173 173 173  
HEX: #999999



PANTONE 431  
CMYK 11.5 0 0 65  
RGB: 103 115 122  
HEX: #666666

Benjamin Moore® paint: 2061-10 Deep Royal - Eggshell finish

Sunbrella®: Captain Navy

When creating PowerPoint presentations, we suggest using the following RGB breakdown as the background color: RGB: 0 35 73

### Typography

The typefaces used to design the look and feel of the Sotheby's International Realty® brand are **Benton Sans** and **Mercury. Freight** is offered as a headline alternative. Alternatively if Benton Sans and Mercury are not accessible for your local needs, **Arial** is an approved substitution for Benton, and **Times New Roman** is an acceptable substitute for Mercury, both of which are web-safe fonts that will help ensure proper digital display.

In lieu of the specific blue and gray colors indicated throughout this manual, you may use the PANTONE® colors listed, the standards for which are shown in the current edition of the PANTONE formula guide.

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

Pantone® is the property of Pantone, Inc.

# 3



## **THE SOTHEBY'S INTERNATIONAL REALTY® LOGO LOCK-UP**

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YOUR LOGO LOCKUP WAS CREATED TO REPRESENT YOUR AFFILIATION WITH THE SOTHEBY'S INTERNATIONAL REALTY® BRAND. CONSISTENT AND PROPER USAGE IS REQUIRED, PER YOUR FRANCHISE AGREEMENT, IN ORDER TO PRESERVE AND MAINTAIN BOTH YOUR COMPANY'S AND THE *SOTHEBY'S INTERNATIONAL REALTY* BRAND'S IMAGE. ALWAYS REFER TO THESE GUIDELINES WHEN USING YOUR LOGO.

### 3. THE SOTHEBY'S INTERNATIONAL REALTY® AFFILIATE LOGO LOCK-UP

---

## Your Affiliate Logo Lock-Up

Your Sotheby's International Realty® Logo Lock-up will be either a 1-line, 2-line or 3-line version depending on the length of your DBA. Once this is determined, a Logo Lock-up will be created for you. You must always use this version of the Sotheby's International Realty® Logo Lock-up in either its horizontal or vertical configuration. **Your Affiliate Logo Lock-up will be a custom-designed illustration. You may never attempt to alter, replicate or create your own version.**

Any request for a new Logo Lock-up should be submitted to [marketing@sothebysrealty.com](mailto:marketing@sothebysrealty.com).

Visually, a 50/50 size relationship must be maintained between the Sotheby's International Realty® Logo and your company's DBA. You must never alter this relationship.



One-line Horizontal DBA Affiliate Logo Lock-up



One-line Vertical DBA Affiliate Logo Lock-up



Two-line Horizontal DBA Affiliate Logo Lock-up



Three-line Horizontal DBA Affiliate Logo Lock-up



Two-line Vertical DBA Affiliate Logo Lock-up



Three-line Vertical DBA Affiliate Logo Lock-up

## Company Owned Logo

### **NRT LLC**

Offices operated by NRT LLC do business as Sotheby's International Realty alone without the use of a DBA.



One-color Logo

### 3. THE SOTHEBY'S INTERNATIONAL REALTY® AFFILIATE LOGO LOCK-UP

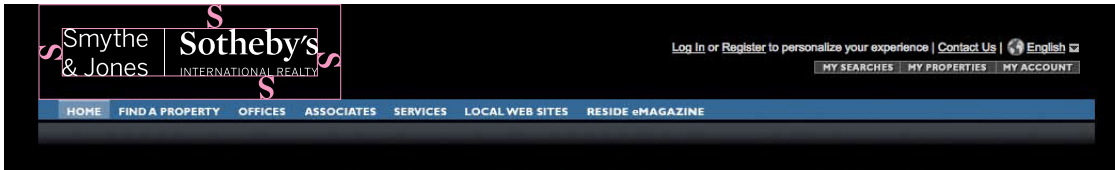
## Online Usage

The Logo Lock-up must be used correctly and consistently in the online space to maintain the premium quality standards established by this Identity Manual.

The Sotheby's International Realty® Logo must remain proportional for online applications.

When presented online, the Sotheby's International Realty® Logo should never be smaller than 40 pixels high from the endpoints of the center rule.

In order to maintain the integrity of the Sotheby's International Realty® Logo, a minimum amount of clear space should surround the logo on Web sites or other online usage. The minimum amount of clear space that should surround the logo should be greater than or equal to the dimension of the vertical uppercase "S" in the Sotheby's International Realty® Logo.



### 3. THE SOTHEBY'S INTERNATIONAL REALTY® AFFILIATE LOGO LOCK-UP

---

## Your Company's Icon

If there is equity in your current logo in your business market, you may incorporate an icon derivative of your current logo in the Sotheby's International Realty® Affiliate Logo Lock-up. **Use of any icon, and the size and elements contained in your icon, are subject to the prior approval of Sotheby's International Realty Affiliates LLC, in our sole and absolute discretion. We may reject an icon for any reason, including our determination that the icon may reproduce poorly in print materials.**

Shown here is the general area that may be dedicated to your approved icon and its relationship to the Sotheby's International Realty® Logo. Please note that your icon is included in the space attributed to your business name for purposes of maintaining the 50/50 size relationship.

Note: The 50/50 size relationship (see page 16) between your DBA, icon and the Sotheby's International Realty name is always adhered to. This rule will drive the proportion of your name and icon given these two elements are viewed as one unit. Therefore longer names impact the icon by decreasing the size. Conversely shorter DBAs can accommodate a larger icon.

#### Company Owned

Offices operated by NRT LLC may not include an icon in combination with their logo. With our prior approval, NRT may use icons separated from their logo in marketing materials.

Smythe  
& Jones 

---

**Sotheby's**  
INTERNATIONAL REALTY

Vertical Two-line DBA Affiliate Logo Lock-up with Icon

 Smythe  
& Jones | **Sotheby's**  
INTERNATIONAL REALTY

Horizontal Two-line DBA Affiliate Logo Lock-up with Icon

### 3. THE SOTHEBY'S INTERNATIONAL REALTY® AFFILIATE LOGO LOCK-UP

## Minimum Size and Clear Space for Affiliate Logo Lock-up

The Affiliate Logo Lock-up must be clearly visible wherever it appears, therefore the logo should not appear in sizes smaller than 1.0 inch in height for the vertical Logo Lock-up and 1.25 inches in length for the horizontal Logo Lock-up.

The Affiliate Logo Lock-up must never be obstructed from view by distracting graphics or images. **Always maintain a minimum clear space around the logo as exhibited here.**

Note: This spacing guideline applies to all uses of the logo including branded promotional items like napkins, pens, doormats, clothing and other giveaway items.



Vertical 2-line DBA Affiliate Logo Lock-up Minimum Size



Horizontal 2-line DBA Affiliate Logo Lock-up Minimum Size



Vertical 2-line DBA Surrounding Clear Space



Horizontal 2-line DBA Surrounding Clear Space

## Minimum Size and Clear Space for Company Owned Logo

The Sotheby's International Realty® Logo must be clearly visible wherever it appears, therefore the Logo should not appear in sizes smaller than one inch in width.

The Logo must never be obstructed from view by distracting graphics or images. Always maintain a minimum clear space around the Logo as exhibited here.



Minimum Size



Minimum Clear Space

### 3. THE SOTHEBY'S INTERNATIONAL REALTY® AFFILIATE LOGO LOCK-UP

---

#### Misuse of Affiliate Logo



Do not change the font for the DBA



Do not use the DBA without the Sotheby's International Realty® Logo



Do not delete the rule



Do not change the scale of the Logo elements



Do not add anything to the Logo



Do not rotate the Logo



Do not rearrange the Logo elements



Do not change the Logo color



Do not scale the Logo disproportionately

#### Misuse of Company Owned Logo



Do not alter the font sizes



Do not change the Logo colors



Do not rotate the Logo



Do not switch the Logo components



Do not add anything to the Logo



Do not scale the Logo disproportionately



# 4.

## **SIGNAGE**

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YOUR SIGNAGE REPRESENTS THE FIRST POINT OF CONTACT FOR MANY WHO WILL INTERACT WITH YOU. THEREFORE, THE DESIGN OF YOUR SIGNS, THEIR CARE AND MAINTENANCE, AND THEIR CONSISTENT REPRODUCTION IS ESSENTIAL. AS REQUIRED UNDER THE FRANCHISE AGREEMENT, PROPERTY SIGNAGE MUST BE ORDERED FROM A SOTHEBY'S INTERNATIONAL REALTY® BRAND APPROVED VENDOR – A LIST OF APPROVED VENDORS IS PROVIDED IN SECTION 8.

## 4. SIGNAGE

---

### Affiliate Yard Signs

The standard affiliate yard sign consists of a square blue panel with white type and square corners.

The size of the overall sign is 24" wide by 24" tall (an area of 4 square feet).

The diagram shown here demonstrates the correct proportions and sizes for all yard sign design elements.

The Minimum Required Disclaimer (see page 7) must appear on the yard sign as shown.

A variety of sizes and layouts can be found on our approved vendor websites.

#### **DBA**

Logo Lock-up

#### **Phone Number**

Font: Benton Medium

#### **Web Address**

Font: Benton Book

#### **Disclaimer**

Font: Benton Regular

### Guidelines

- Team names and sales associate's personal Web sites are not permitted on yard signs.
- Personal designations are not permitted on yard signs unless proper documentation is provided to support this request.
- The "www" prefix is eliminated from all web addresses on sign panels.
- Area codes are mandatory on all signage.
- All yard signs that are produced through our preferred sign vendors are approved by the corporate marketing office. For ordinances or developments that require special signage, you will need to supply your sign provider with the proper documentation from the ordinance/development stating the specifications and requirements. Your sign provider and they will route the request to the corporate marketing office for their decision on an approval.



Two-line DBA Affiliate Logo Lock-up



Two-line DBA Affiliate Logo Lock-up with Icon

## 4. SIGNAGE

### Optional Affiliate Yard Signs

Optional yard signs have been developed incorporating sales associate names into the signage. The size of the overall sign is 24" wide by 30" tall (an area of 5 square feet) to allow for the addition of names. They allow for either one or two sales associates names and contact numbers, with and without icons.

The Minimum Required Disclaimer (see page 7) must appear on the yard sign as shown.

#### DBA

Logo Lock-up

#### Sales Associate Number

Font: Benton Medium

#### Sales Associate Name

Font: Benton Regular

#### Company Number

Font: Benton Book

#### Web Address

Font: Benton Book

#### Disclaimer

Font: Benton Regular



One Sales Associate and Two-line DBA Affiliate Logo Lock-up

### Optional Affiliate Yard Signs

#### DBA

Logo Lock-up

#### Sales Associate Numbers

Font: Benton Medium

#### Sales Associate Names

Font: Benton Regular

#### Company Number

Font: Benton Book

#### Web Address

Font: Benton Book

#### Disclaimer

Font: Benton Regular



Two Sales Associates and Two-line DBA Affiliate Logo Lock-up

#### 4. SIGNAGE

---

### Company Owned Yard Signs

**Phone Number**

Font: Benton Medium

**Web Address**

Font: Benton Book

**Disclaimer**

Font: Benton Regular



Company Owned Yard Sign

### Optional Company Owned Yard Signs

**Phone Numbers**

Font: Benton Medium

**Sales Associate Names**

Font: Benton Regular

**Web Address**

Font: Benton Book

**Disclaimer**

Font: Benton Regular



Company Owned Optional One Sales Associate Sign

## 4. SIGNAGE

### Sign Riders

#### Affiliate and Company Owned Riders

Message riders can be used on the top or bottom of the yard sign. Copy for all one line riders is centered, both vertically and horizontally within the "allowable printable area" which is a 1.5" border from the edge, on all four sides of the rider. Copy for all two line riders follows the same specifications, except within a 1" border on all 4 sides. This allows for the message to maximize the allowable printable area to scale. The fonts are never allowed to be stretched, distorted or manipulated in any way. All riders are six inch- high panels. The standard rider is 24 inches wide.

Twelve-inch and 36-inch riders are also available from our approved vendors. The rider width must match the yard sign width.

##### Top-of-Sign Riders

Top-of-sign riders are always Sotheby's International Realty® blue with type reversing to white. **These should always refer to an action being taken on behalf of the sale of the property.** Standard signs are available for commonly used riders (i.e., Sold, Under Contract).

##### Bottom-of-Sign Riders

Bottom-of-sign riders are always Sotheby's International Realty® Blue with type reversing to white. **These should always refer to an sales associate's, phone number or feature of the house.**

### Guidelines

- Team names and sales associate's personal web sites are not permitted on riders.
- Personal designations are not permitted on riders.
- The "www" prefix is eliminated from all web addresses on riders.
- Area codes are mandatory on all riders.
- All approved standard riders that are produced through our preferred sign vendors have been pre-approved by the corporate marketing office.

*Note: To obtain a rider that is not on our approved list, you must consult with your sign provider and they will receive approval from the corporate marketing office.*



**Jonathan Smythe**  
000.000.0000

## 4. SIGNAGE

### Approved Standard Riders

24-Hour Recorded Information  
(2 line rider due to length of text)

\_\_ Acres  
Acreage  
Acres  
Antique  
Arrow (pointing left or right)  
Bay View  
Beach Access  
Beachfront  
By Appointment Only  
Coming Soon  
Commercial  
Commercial Lot  
Condominium  
Cooperative  
Cottage  
EcoFriendly  
Exclusive  
For Lease  
For Rent  
For Sale  
Guest House  
Home Warranty  
Horse Property  
In-Law Suite  
Investment  
Lake Access  
Land  
LEED/GREEN  
Lot For Sale  
Mountain Home  
National Seashore  
New Construction  
New Homes (in arrow)  
New Price  
Oceanfront  
Open House (in arrow)  
Open Sunday  
Open Sunday # to #  
(1 or 2 line rider, both approved)

Pond Front  
Pool  
Pool/Spa  
Price Reduced  
PropertyAddress.com  
(Example: 42CottageLane.com)

Renovated  
Sale Pending  
Shown by Appointment  
Single Family

Sold  
Sub-dividable  
Summer Rental  
Swimming Pool  
Text:\_\_To:\_\_\_  
Townhouse  
Under Contract  
View  
Vineyard  
Waterfront  
Waterview  
Winery



Top-of-Sign Rider – Single Word

Font: Benton Medium | All uppercase fonts



Top-of-Sign Rider – Multiple Words

Font: Benton Medium | All uppercase fonts



Rider – One Line

Font: Benton Medium | All uppercase fonts



Rider – One Line

Font: Benton Medium | All uppercase fonts



Bottom-of-Sign Rider – Two Lines

**First Line**

Font: Benton Regular | Upper/lower case fonts

**Second Line**

Font: Benton Regular | Upper/lower case fonts

## 4. SIGNAGE

---

### Affiliate Open House Signs

The affiliate open house sign is similar to the standard yard sign. The diagram at right illustrates the correct design elements for the open house sign. Other pre-approved variations may be available through our approved vendors and with approval from the Corporate Marketing office.

The Minimum Required Disclaimer (see page 7) must appear on the open house sign.

The open house sign is also available as a rider (see page 33).

**DBA**

Logo Lock-up

**Open House**

Font: Benton Sans Regular

**Disclaimer**

Font: Benton Sans Regular



24 x 24 Affiliate Open House Sign

### Company Owned Open House Signs

The Minimum Required Disclaimer (see page 7) must appear on the open house sign.

The open house sign is also available as a rider (see page 33).

**Open House:**

Font: Benton Sans Regular

**Disclaimer:**

Font: Benton Sans Regular



24 x 24 Company Owned Open House Sign

#### 4. SIGNAGE

---

### Commercial Signs

- We offer 36" x 36", 48" x 36" and 48" x 48" panels.
- Panels are printed on 8 mil Corx or Aluminum.
- Approved Logo Lockup must be used.
- Benton Sans Regular must be used for any text
- Any deviations from approved sizes require corporate approval.



Commercial Panel 36" x 36"

### Development Signs

- We offer a variety of templates which are available through our approved vendors.
- Size specifications are determined per request and approved by corporate.
- Any deviation from the standard sign layouts available through our approved vendors requires corporate review and approval prior to being created.



Commercial Panel 36" x 48"



## 4. SIGNAGE

### Exterior Building Signs

Your exterior sign must be Sotheby's International Realty blue with white lettering. When ordering your exterior sign, consult with one of our approved vendors to explore options and see the Exterior Signage Guidelines to ensure the sign meets all compliance criteria, which you are contractually obligated to adhere to. Please note – the use of a local signage vendor is approved for exterior signage only. All other signage must be ordered from an approved vendor as outlined in your franchise agreement.

Specific measurements are not given because the size of the sign you will require will vary depending on your location, the size of your office and local zoning requirements. The designs are based on a grid system, which can be enlarged proportionally to suit your specific needs. Any deviation from these Identity Standards due to local rules to the configuration of your exterior signage (e.g. an irregular shaped awning) must be approved in advance.

**Note: No slogans, telephone numbers, marks or other words may appear on the building sign. Any variations from these specifications must be submitted to Sotheby's International Realty Affiliates LLC for approval.**

### Required Disclaimer

The Minimum Required Disclaimer (see page 7) must appear on the consumer facing front window or front door of your business, in Benton Regular, upper and lower case.



(Company Owned) Horizontal: Long Format



(Company Owned) Square



(Affiliate) Square



(Affiliate) Horizontal: Long Format



(Affiliate) Square with Icon



(Affiliate) Horizontal: Long Format with Icon

# 5.

## STATIONERY

---

YOUR COMPANY LOGO APPEARS ON ALL OF YOUR STATIONERY, THEREFORE SPECIFIC PAPER AND PRINTING GUIDELINES ARE PROVIDED TO ENSURE CONSISTENCY AND HIGH-QUALITY REPRODUCTION. THESE GUIDELINES MUST BE FOLLOWED WHEN ORDERING ALL STATIONERY.

Approved vendors must be used for all stationery. See Section 8.

## 5. STATIONERY

### Affiliate Letterhead

Our letterhead design continues the sophistication established for our stationery system.

Our approved vendor Xpressdocs must be used for all stationery orders.

#### Size

8.5" x 11"

#### Paper

Classic Crest Avalanche White, 28# Writing in Eggshell Finish, with a Sotheby's International Realty® watermark.

#### Ink

Letterhead can only be printed in Sotheby's International Realty® Blue and Text Gray with the Sotheby's International Realty® Logo printed in Sotheby's International Realty® Blue. Complete color specifications can be found on page 19.

#### Design

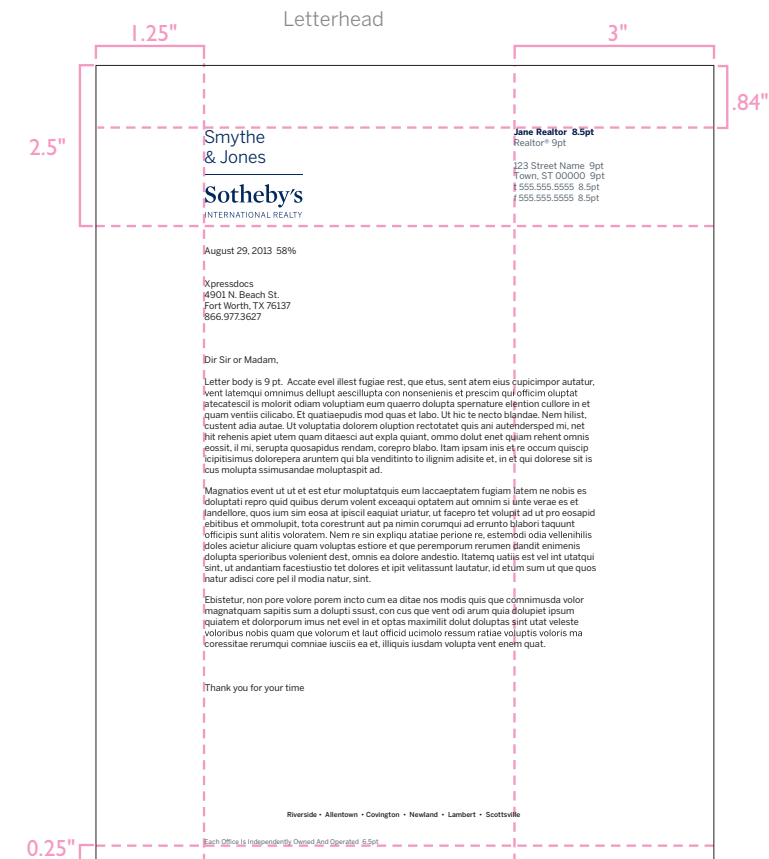
Exhibits are shown with and without an icon as well as with a multiple office letterhead layout option. The Minimum Required Disclaimer (see page 7) must be positioned at the bottom of the letterhead, aligned left with the vertical rule, in 6.5 pt. Gill Sans, upper and lower case.

Symbols such as the Realtor symbol, are permitted at the bottom of the letterhead, .25" from the bottom and no taller than .25".

#### Typography

For typography specifications, see page 19.

Team names and sales associate personal Web sites are not permitted on any stationery elements.



Multiple Office Letterhead

## 5. STATIONERY

# Affiliate Letterhead

### DBA

Logo Lock-up

Color: Sotheby's International Realty® Blue

### Name

Font: Benton Sans Bold

Size: 8.5

Leading: 10.5

Color: Sotheby's International Realty® Blue

### Title and Address

Font: Benton Sans Regular

Size: 9

Leading: 10.5

Color: Sotheby's International Realty® Text Gray

### Telephone Designations

Font: Benton Sans Regular

Size: 8.5

Leading: 10.5

Color: Sotheby's International Realty® Text Gray

### Telephone Numerals

Font: Benton Sans Regular

Size: 8.5

Leading: 10.5

Color: Sotheby's International Realty® Text Gray

### Web site/Email Address

Font: Benton Sans Regular

Size: 8 (7.5 pt if email address comes to within .25 inches from edges of sheet)

Leading: 10.5

Color: Sotheby's International Realty® Text Gray

### Minimum Required Disclaimer

Font: Benton Sans Regular

Size: 6.5

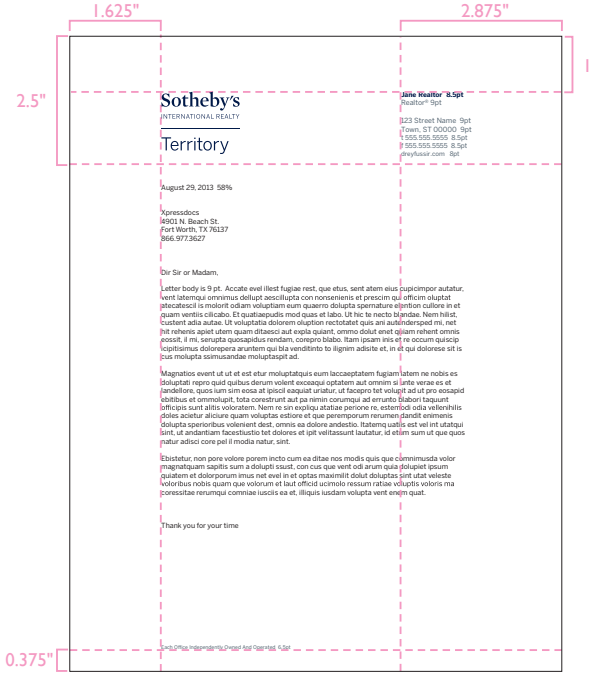
Color: Sotheby's International Realty® Text Gray



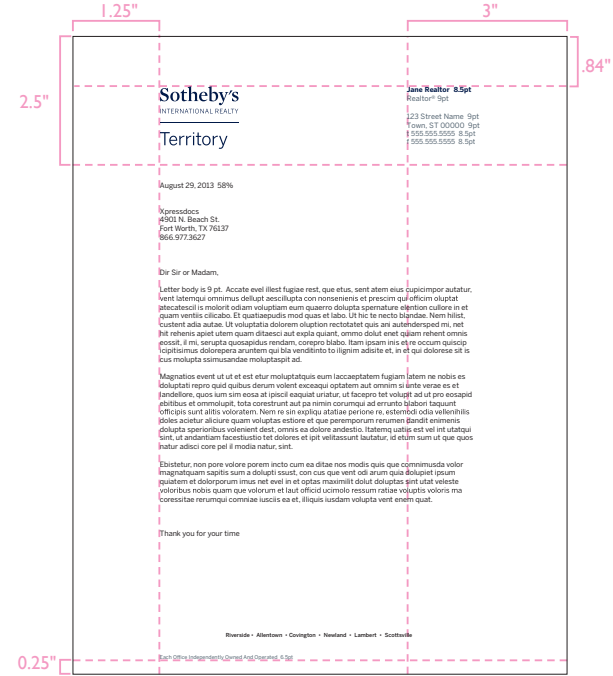
Affiliate Letterhead

# 5. STATIONERY

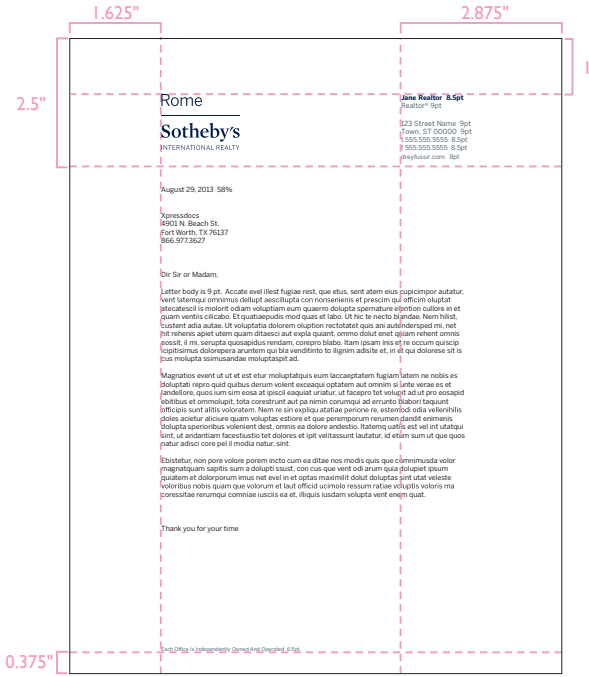
(For non US Based Affiliates)



Subfranchisor



Multiple Office Subfranchisor



Franchises of Subfranchisor and Master Franchisee



Multiple Office Franchisees of Subfranchisor and Master Franchisee

## 5. STATIONERY

# Company Owned Letterhead

### Size

8.5" x 11"

### Paper

Classic Crest Avalanche White, 28# Writing in Eggshell Finish.

### Ink

Letterhead can only be printed in Sotheby's International Realty® Blue and Text Gray with the Sotheby's International Realty® Logo printed in Sotheby's International Realty® Blue. Complete color specifications can be found on page 19.

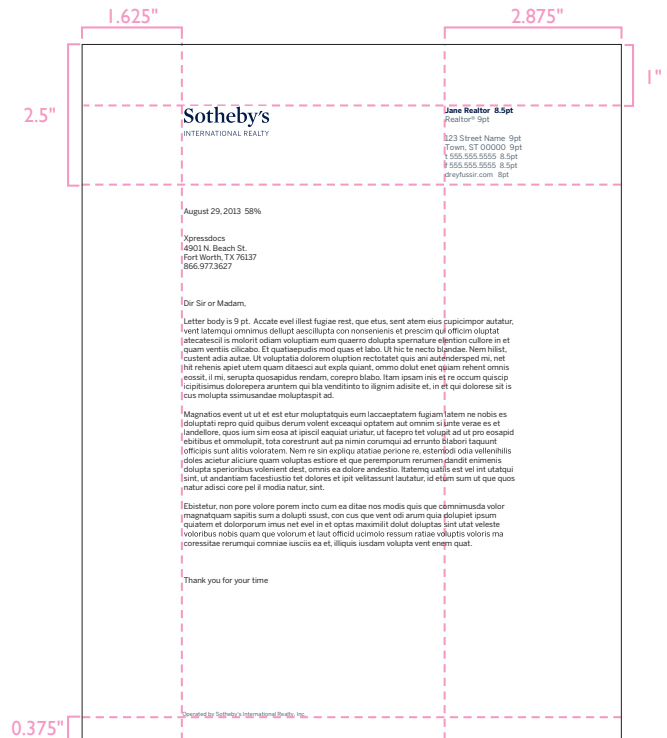
### Design

The Minimum Required Disclaimer (see page 7) must be positioned at the bottom of the letterhead, aligned left with the vertical rule, in 6.5 pt. Benton Sans Regular, upper and lower case.

Symbols and awards, such as the Realtor symbol, are permitted at the bottom of the letterhead, .25" from the bottom and no taller than .25".

### Typography

For typography specifications, see page 19.



Company Owned Letterhead

**5. STATIONERY**

Envelopes

**Size**

No. 10 – 9.5" x 4.125"

**Paper**

Classic Crest Avalanche White, 28# Writing in Eggshell Finish.

**Ink**

Envelopes can only be printed in Sotheby's International Realty® Blue and Text Gray, with the Sotheby's International Realty® Logo printed in Sotheby's International Realty® Blue. Complete color specifications can be found on page 19.

**Design**

Shown here is the only approved envelope design. Affiliate icons can also be used as demonstrated on the right.

**DBA**

Logo Lock-up

**Return Address**

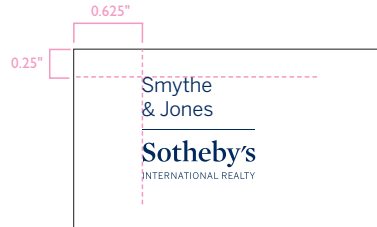
Font: Benton Sans Regular  
 Size: 8.5  
 Leading: 10  
 Color: Sotheby's International Realty® Gray

**Numerals**

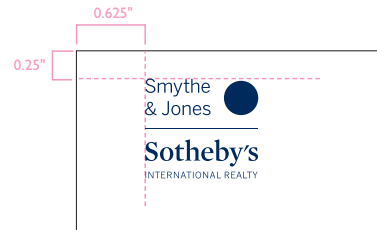
Font: Benton Sans Regular  
 Size: 8  
 Leading: 10  
 Color: Sotheby's International Realty® Gray

**Minimum Required Disclaimer**

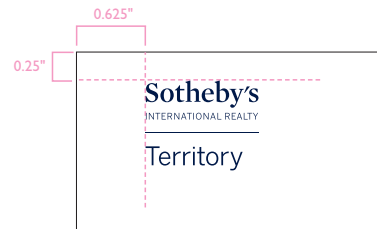
Font: Benton Sans Regular  
 Size: 6  
 Color: Sotheby's International Realty® Gray



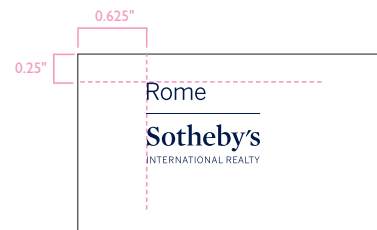
Affiliate Envelope



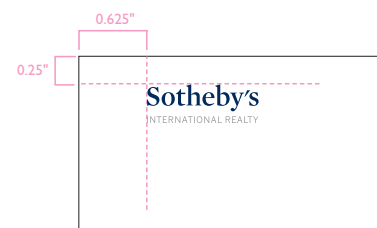
Affiliate Envelope with Icon



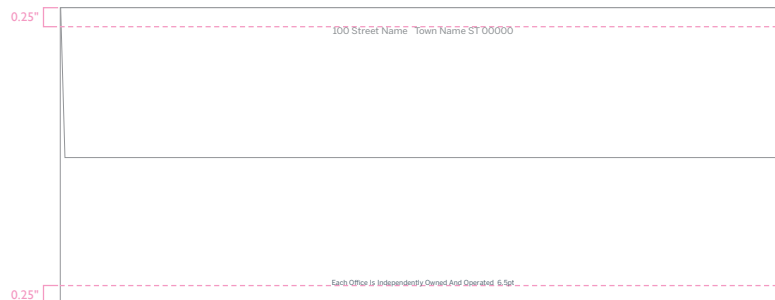
Subfranchisor Envelope



Franchisees of Subfranchisor and Master Franchisee Envelope



Company Owned Envelope



Envelope Back

## 5. STATIONERY

# Business Cards

### Size

3.5" x 2.125"

### (For non US Based Affiliates)

Examples are shown in 3.5" x 2", but sizes may vary depending upon country customs

### Paper

Cougar Opaque White, 160#

### Ink

Business cards can only be printed in Sotheby's International Realty® Blue, Sotheby's International Realty® Text Gray with Sotheby's International Realty® Logo Lock-up reversing to white. For complete color specifications, see page 19.

### Front-of-Card Design

The design on the front of the card remains the same regardless of which back-of-card design you choose. Affiliate icons may not be included on the back of the card.

Marks, symbols and individual awards may not be included on business cards.

### DBA

Logo Lock-up Color:

Reversed out of Sotheby's International Realty® Blue

### Guidelines

Your business card reflects who you are and the company you represent. Flexibility has been provided in business card design to accommodate varying needs including multiple contact number and address lines, and photos.

- **Business cards may only be printed through our brand approved vendor. (currently XpressDocs in the U.S.) For non-U.S. based affiliates please contact your management for information regarding your company's approved vendor.**
- The design on the front of the card remains the same regardless of which back-of-card design you choose. Company icons may not be included on the back of the card.
- The business card samples shown demonstrate the correct proportions but are not to scale.
- For additional specifications please refer to the Identity Standards Manual.



Affiliate Business Card (Front)



Affiliate Business Card with Icon (Front)



Company Owned Business Card (Front)

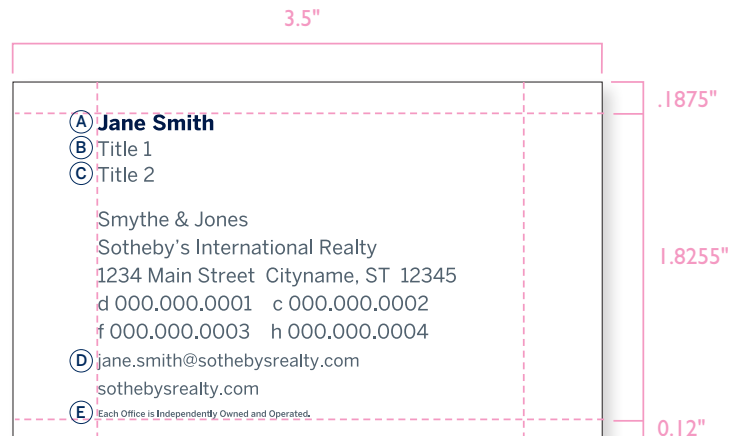


## 5. STATIONERY

### Business Cards (cont'd.)



Affiliate Business Card (Front)



Affiliate Business Card (Back)

- A. Name Line** - This line is reserved for your name. An approved Academic/Professional credential is permitted. If applicable the NAR membership mark may be displayed as, Realtor®.

#### Approved Credentials

CA – Chartered Accountant  
 CPA – Certified Public Accountant  
 Esq – Esquire  
 JD – Juris Doctor  
 MBA - Master of Business  
 PhD – Doctor of Philosophy

- B. Title Line 1** - This line is reserved for your title. The title may be a brand approved professional title, the title from your real estate license or a title approved by your company's ownership and in compliance with your local real estate laws.

#### Approved Professional Titles

Broker  
 Owner  
 Broker Owner  
 Managing Broker  
 Broker Associate  
 Sales Associate  
 Rental Associate  
 Leasing Associate  
 Global Real Estate Advisor

- C. Title Line 2** - This line is reserved for designations /certifications that you have qualified for or an approved team name. Using more than three designations/certifications is not recommended.

#### Approved Certifications/Designations

National Association of Realtors approved designations and certifications are acceptable for use. These may be found at:

<https://www.nar.realtor/designations-and-certifications>

CBR – Certified Buyer Representative  
 CRP – Certified Relocation Professional  
 CLHMS – Certified Luxury Home Marketing Specialist  
 GMS – Global Mobility Specialist  
 RES – Resort Certification  
 WCR – Women's Council of Realtors

- D. Email Line** - This line is reserved for either your @sothebysrealty.com email or your @companyapproved.com email address, presented in all lowercase letters as demonstrated on the example graphic.

- E. Disclaimer Line** - This line is reserved for the minimum required disclaimer and your real estate license number (when required).

## 5. STATIONERY

# Sales Associate Photography Guidelines

### Professional Photographs

All photographs should meet the following specifications:

- Professional portrait (photos from vacation or other personal events are not appropriate)
- Business attire
- Neutral background or silhouette
- No Body signals (e.g. “thumbs-up”)
- No Animals or props (e.g. cars, boats)

Courtesy and professionalism are what you want to project in your photograph. This image must represent you in the best manner possible. We have developed these guidelines to help maintain a consistent, contemporary look and feel across all marketing media. Request that your photographer follow the style outlined below.

- A close-up head and shoulders shot is the only acceptable image. To ensure the professionalism the Sotheby’s International Realty® brand requires, photos of other people, animals, buildings, automobiles, slogans, graphics or anything other than YOU is not allowed.
- Your picture will be an important business tool and should reflect your professional image as an independent sales associate affiliated with member of one of the most prestigious real estate organizations in the world.
- Photos are intended for use on business cards, internet and postcards. Sales Associate photos cannot be used on the cover or front of global distribution property brochures.

### Imagery Style

- Provide style guidelines to your photographer.
- Background should be a solid dark gray or white.
- Cropping is tight, centering on the face.
- Focus is on the eyes; any visible background must be out of focus.
- High contrast, black and white prints when black and white photography is used.
- When color photographs are used, a bright neutral background is required.
- Format is an elongated square.
- Subject should look directly into the camera. No profiles allowed.

For more detailed information, please refer to the **Style Guide** which can be found on **Access**

### Acceptable photographs



Team photos not approved for business cards

### Unacceptable photographs

Do not include objects in the photograph



Do not use casual photographs



Do not use overstyled photos



Do not use photographs of pets or animals



## 5. STATIONERY

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### Name Badges

Badges are a useful communication tool. Substrate is determined by the individual supplier. Always use a Sotheby's International Realty® approved vendor. See Section 8.

Name badges, for both Affiliates and Company Owned offices, should always contain a personal name and your logo lock-up. No Minimum Required Disclaimer is required.

**Note: A maximum of two designations are permitted on name badges.**



Reversed out of Sotheby's International Realty® Blue



One Designation



Reversed out of Sotheby's International Realty® Blue horizontal option

# 6

## ■ TEAMS

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ADHERENCE TO THE FOLLOWING GUIDELINES ARE REQUIRED WHENEVER TEAM NAMES ARE BEING USED TO ENSURE COMPLIANCE WITH THE SOTHEBY'S INTERNATIONAL REALTY® BRAND STANDARDS.

## 6. TEAMS

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### Sales Associate Teams

**The choice to support teams is a decision that will be determined by your ownership/management.**

Guidelines have been provided for those affiliates that have determined that team names and promotion would be acceptable in their local advertising.

### Team Signage

- No specialty signage can be created, but sign riders with the approved team name and/or the approved team url will be permitted.
- Team names may not appear on a custom sign panel



## 6. TEAMS

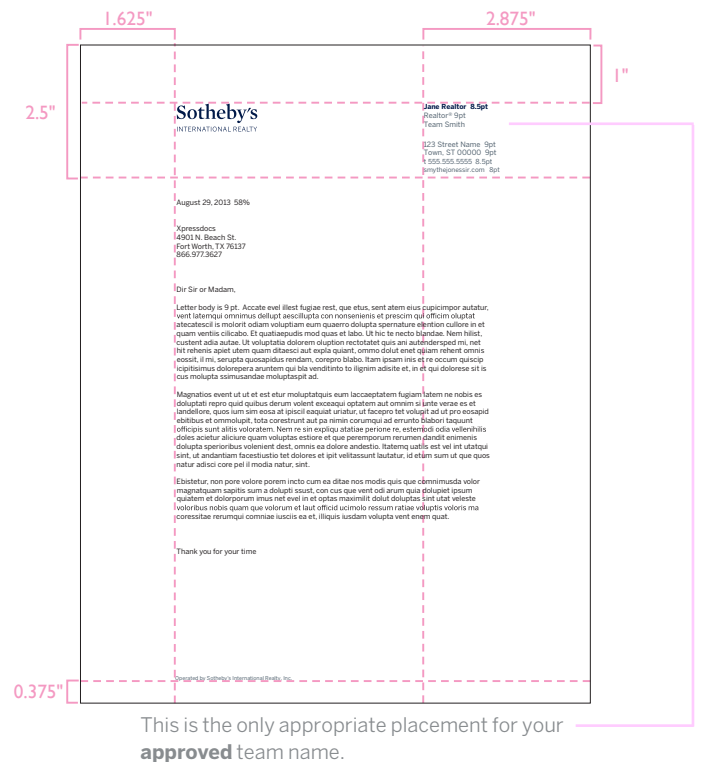
### Team Business Cards

#### Team Names

Team Names may only include the name(s) of licensed individuals. Real estate terms that are commonly understood to represent an entire firm or – which may imply the team is a separate entity from the brokerage they are licensed under – or that may lead the public to believe the team is providing service independent of the brokerage, are strictly prohibited (i.e. Real estate, Realty, Realtors, firm, Brokerage, LLC, Corp., Inc., Partners, Associates, Company and like names). Additionally, you are responsible to understand the laws in your state pertaining to team names.

- Team names are approved if and only if the team name is an actual person’s name.
  - For example, Team Amazing is not approved
  - Team Anderson is approved
  - The Amazing Andersons is not approved
- Team names are approved on business cards only on line two.
- Our approved print vendors monitor team names and only approve proofs if it is an actual name. If not, the request will be denied.
- No logos, icons or graphics are allowed to accompany the team name.
- If the team’s website is approved per our sales associate URL guidelines, then this url may be used on the business card.
- The URL must be associated with the approved team name.
  - For example, TeamAnderson.com would be approved
  - TheAmazingAndersons.com would not be approved
- No other team information can appear on the business card
- All other components of the business card shall remain in line with our current brand standards.

- You may add a line under this required information with your approved team name.
- If the team’s website is approved per the sales associate URL guidelines, then this url may be used on stationery.
- No other team information may appear.
- All other components of the stationery shall remain in line with brand standards.



### Team Stationery – Letterhead Only

- Your company’s logo lock up and DBA must appear on stationery products. Team names cannot replace this legal information.

## 6. TEAMS

### Team Global Distribution Program

- Team names may not appear on the cover.
- In the standard placement for contact information, your company's full name must appear and this is the only place your team name may be included.
- No logos, icons or graphics associated with the team are allowed to appear on the brochure.
- The content options whether text or imagery are specifically for property information and may not be used for team information.



#### BEAUTY CAPTURED

Welcome home to this amazing, impeccably designed and newly remodeled Wycliffe home. With it's large open kitchen and expanded family room, exceptionally bright and welcoming lower level rec room with home theater, and 43 foot long deck, this home is ideal for family life, grand entertaining or simply having coffee with the neighbors. 4 large guest rooms keep family and guests comfortable. Enjoy the professionally designed gardens. At the end of the day, unwind in the master suite, with it's spa-like bath and private fireplace.



No photo replacement with team logo/name.

This is the only appropriate placement for **approved** team names.



TTR Sotheby's INTERNATIONAL REALTY

Wycliffe on the Potomac  
MOUNT VERNON, VA



#### HISTORIC MOUNT VERNON

Sited on George Washington's Union Farm originally part of the Mount Vernon Estate, this home is conveniently located just steps from Mansion House Yacht, Swim and Tennis Club. Take advantage of area golf courses, equestrian opportunities and local restaurants and shopping.

Owners enjoy the privilege of joining the prestigious Friends of Mount Vernon Association.

3808 WASHINGTON WOODS DRIVE  
WYCLIFFE ON THE POTOMAC

**\$1,349,000**

5 Bedrooms, 3 Full and 1 half Bath  
Approximately 5,500 Square Feet

- \$400,000+ in Recent Improvements
- 3 Car Garage
- Almost Half Acre Lot
- Home Theater
- Custom Details Throughout

**Heather Corey & Sharon Wildberger**

TTR Sotheby's International Realty  
400 South Washington Street  
Alexandria, Virginia 22314

hcorey@ttr.com  
703.989.1183  
swildberger@ttr.com  
703.597.0374

#### TIMELESS APPEAL

With over \$400,000 in recent improvements, this home is in move-in ready condition. Within the past 2 years the family room addition, new kitchen, bathrooms, custom lighting, gutters and Trex deck were completed. New 2-zone high-efficiency HVAC, cedar-shake roof and water heater all were completed within the past 5 years. Great opportunity to purchase a remodeled home in an established community.

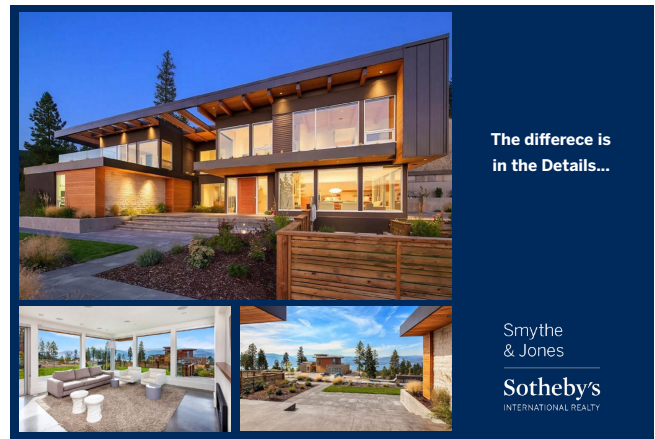
Sotheby's International Realty and the Sotheby's International Realty logo are registered (or unregistered) service marks and/or trademarks. Sotheby's International Realty Affiliates LLC may not use the properties of the Real Estate Act and the Equal Opportunity Act. Each Office is Independently Owned And Operated. If your property is listed with 5 real estate brokers, please disregard. It is your first intention to select the office of either real estate broker. We are happy to work with them and cooperate fully.

TTR Sotheby's INTERNATIONAL REALTY

## 6. TEAMS

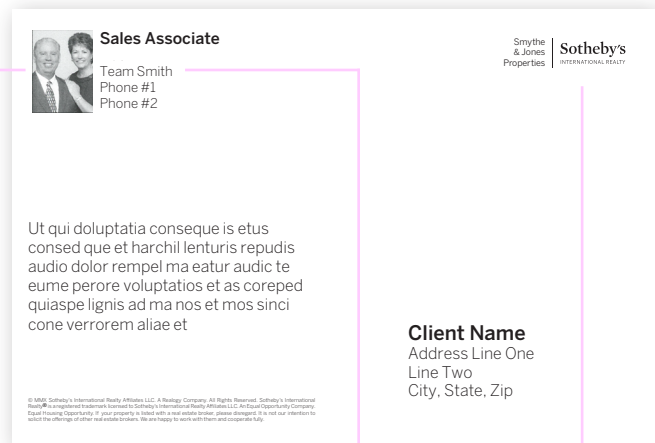
### Team Postcards

- Team names may not appear on the cover.
- No logos, icons or graphics associated with the team are allowed to appear on either side of the postcard.
- The content options whether text or imagery are specifically for property information and may not be used for team information.
- In templates that include a sales associate photo box, an approved team photo may appear.
- On sothebysrealty.com and select marketing photo must appear black & white



Team photos may include a maximum of 3 people

**FOR POSTCARDS ONLY**



Title Line 2 is the only place your team name may appear

Only your company's approved logo lockup may appear

**NO OTHER LOGOS ARE PERMITTED**

### Postcards Best Practices

- Use only high resolution purposeful photography
- Use the messaging on the template to guide photo selection
- Use the templates as intended, only photos in the spots for photos etc.
- Double check copy content for spelling and grammatical errors
- Remember less is more



## 6. TEAMS

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### Team Photo

- Team photos are permitted if and only if the photo is compliant with our current professional photography guidelines.
- A team photo may not show on business cards
- Adding in team members digitally is not acceptable



## 6. TEAMS

### Team Logo

- Team logos may not be created incorporating the logo of your company or the Sotheby's International Realty® brand.
- Although team logos may not be used on any core collateral (e.g. stationery, business cards, yard signs, global distribution brochures, and postcards) they may be used on other local marketing items

Team | Smythe | Sotheby's  
Smith | & Jones | INTERNATIONAL REALTY

Do not double up

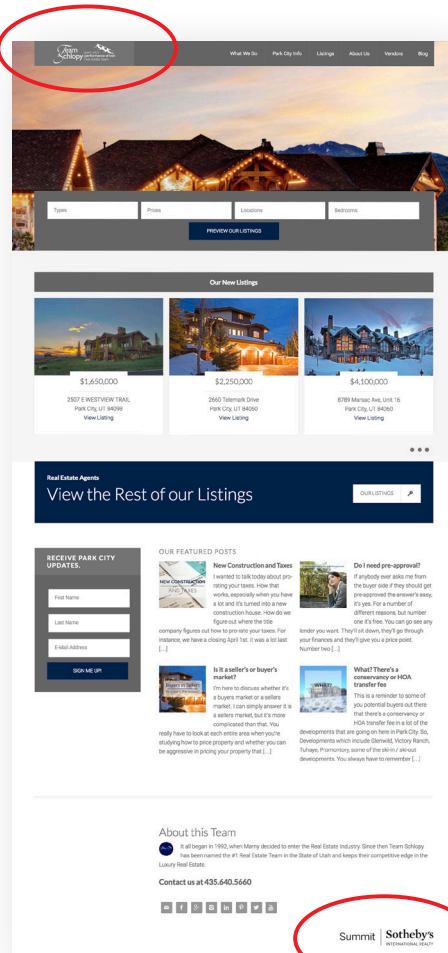
~~Smythe  
TEAM SMITH~~

~~Sotheby's  
INTERNATIONAL REALTY~~

~~TEAM SMITH~~

~~Sotheby's  
INTERNATIONAL REALTY~~

Team Logo



Company Logo

### Note

Separation of logos is required. If using a team logo, it will need to appear at the top of the webpage or advertisement and the company logo may appear at the bottom

# 7



## ADVERTISING

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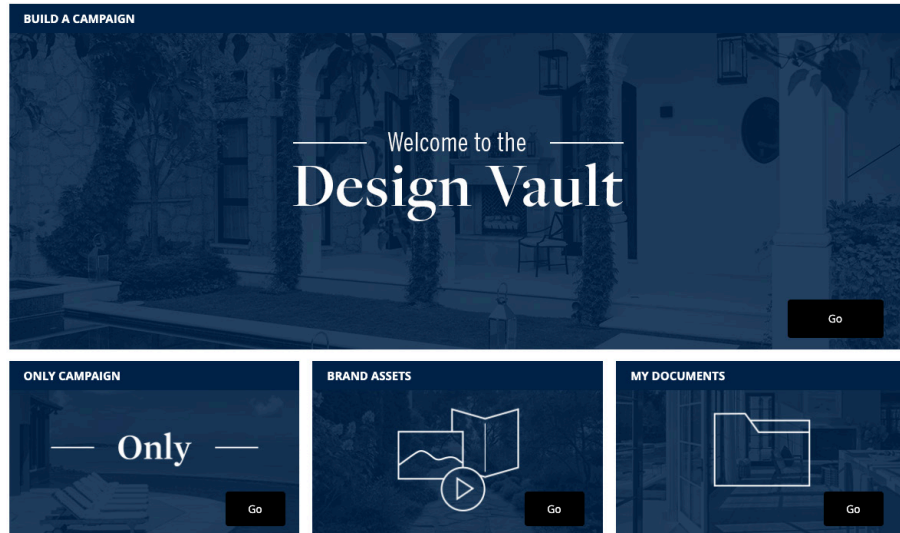
CONSISTENT USAGE OF THE SOTHEBY'S INTERNATIONAL REALTY® AFFILIATE LOGO LOCK UP AND OTHER MARKS IN OUR CLASSIFIED ADS IS CRITICAL TO OUR MUTUAL SUCCESS.

## 7. ADVERTISING

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# Design Vault

As per your franchise agreement, there must be consistent use of the Sotheby's International Realty® affiliate logo lockup and other marks in your advertising efforts. Design Vault is an online, web-based portal that gives anyone in the Sotheby's International Realty network the ability to create print ads, co-op ads, web banners, social media assets, postcards, listing presentations and more. With access to brand-approved marketing materials, Sotheby's auction house images, videos, fine art pieces, and marketing brochures, Design Vault is a seamless way to create exceptional elements to support your company's business. Start using Design Vault on [access.sir.com](http://access.sir.com)



## 7. ADVERTISING

### General Advertising Guidelines

We highly recommend that you use the templates we have created to differentiate the Sotheby's International Realty® brand. If you do decide to create your own advertisements and/or promotional materials, it is essential to follow the guidelines listed below and throughout this manual.

- Avoid using clip art, caricatures or any type of illustration other than architectural renderings.
- The office marketing director should be consulted prior to placing branded advertisements.

### Non-Traditional Advertising

Per our brand Advertising policy as outlined in the Advertising Policy section of the Policy and Procedures Manual, non-traditional forms of advertising are generally prohibited. Non-traditional advertising includes but is not limited to outdoor advertising media and retail outlet media. If ever there is uncertainty regarding appropriate advertising the office Marketing Director or Manager should be consulted for additional clarification. Non-traditional advertising should not be purchased without consulting your management.

- Certain forms and placements of outdoor and non traditional advertising are prohibited.  
*They include:*

bench ads	car magnets
billboards (fixed or mobile)	taxi tops
grocery stores and store carts	car wraps
menus and placemats	trash cans
bus shelters	lamp posts
bus ads	
- Use the guidelines mentioned throughout this manual (i.e. photo requirements, legal disclaimer requirements, etc.).

### Reality TV

Check with the owner or office manager of your company prior to signing any agreement to participate in realty programming of any sort. We must approve in advance any appearance by you. Our approval may be conditioned upon, among other things, the restriction, and/or prohibition on uses of the brand logo, your local

company name or *Sotheby's International Realty®*. Consideration should be given to engagement in such media opportunities as participants rarely have the rights to review the final product and the way in which you and your reputation are portrayed.

### High Definition Outdoor Digital Display

We must approve in advance and prior to signing any agreement, any use of High Definition Outdoor displays by you or any of your employees or sales associates. Such approval is at our sole discretion. Our approval may be conditioned upon, among other things, the restriction or prohibition on uses of the brand logo, placement and duration.



NO clip art



## 7. ADVERTISING

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### Local Sponsorship Opportunities

When presented with opportunities to sponsor events, teams, causes etc. in your local market it is crucial to carefully follow all branding guidelines. Specifically, ensure your company logo, if used, is not used in conjunction with any other logo. Co-branding the Sotheby's International Realty® logo with the logo of any other business is strictly prohibited. Proper spacing of the logo is also essential. Although it is important to strive for as much clear space as possible around the logo, it is required to maintain the minimum "S" spacing on all sides.

#### Sales Associates

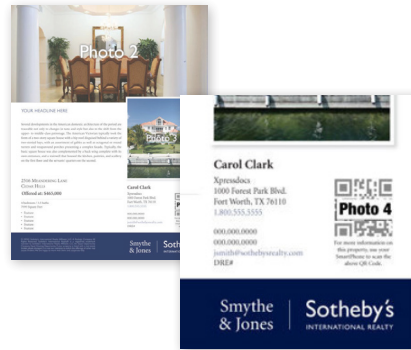
In addition to the above, ensure your company ownership team approves of the use of your local company marks and branding for this local event for which you have interest.

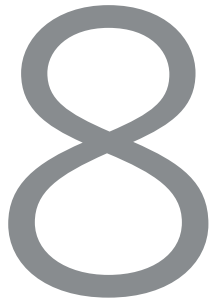
### Mobile Apps

For purposes of this Manual, an "App" is defined as any software application that is downloaded to a mobile device; for example, apps offered in such platforms as the Apple "App Store" and "Google Play." As of August 1, 2017, no sales associate may create or publish any app, other than the brand-approved app solution described at [access.sir.com](http://access.sir.com). In the event an app appears in an app store in violation of this policy, we reserve the right to remove the app (or have it removed) without reimbursement or further notice to you.

### QR (Quick Response) Codes

QR codes are available for use on our brochure templates and postcards. The Product Studio also has the ability to help generate a QR code. We will continue to add QR codes to our product line as necessary.





## **APPROVED VENDORS AND CONTACT INFORMATION**

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THE APPROVED VENDOR LIST MUST BE USED WHEN CREATING ANY CORE BRANDED ELEMENTS AS PER YOUR FRANCHISE AGREEMENT.

The current approved vendors that must be used are listed on our intranet site at [access.sir.com](https://access.sir.com).

# Sotheby's

INTERNATIONAL REALTY

Sotheby's International Realty and the Sotheby's International Realty logo are registered (or unregistered) service marks used with permission. Each Office Is Independently Owned And Operated.