

# Logo Lock-up Guide

Your logo lock-up (LLU) is a custom designed image which has been created for you to use to represent your affiliation with Sotheby's International Realty Affiliates LLC. This image cannot be recreated, altered or changed in any way for any reason.

Consistent proper usage is essential for two reasons, the first is to clearly convey affiliation with your local brand and the second is to maintain the integrity of the Sotheby's International Realty® brand and trademark. Across every medium, it is required that clear space is preserved around the logo as shown on this document outlined in the Identity Standards Manual.

## Spacing Graphics

Always maintain a minimum clear space around the logo as exhibited here:



## Logos NOT for use

This logo may only be used by the Sotheby's Auction house:



This logo may only be used by the corporate offices of Sotheby's International Realty Affiliates LLC as well as Company Owned offices operated by Sotheby's International Realty Affiliates, Inc.:



## Color Naming

### BLK

SmytheJones\_SIR\_Horz\_BLK.eps

Black letters on white background



### BLU

SmytheJones\_SIR\_Horz\_BLU.eps

Blue letters on white background



### WHT

SmytheJones\_SIR\_Horz\_WHT.eps

White letters with transparent background; allows for placement over background of any color.



## Orientation Abbreviation

### HORZ

SmytheJones\_SIR\_Horz\_BLK.eps

Abbreviation for horizontal orientation



### VERT

SmytheJones\_SIR\_Vert\_BLK.eps

Abbreviation for vertical orientation



# Logo Lock-up Guide

Your full set of Logo Lock-ups includes 19 images. These images provided to you contain the only versions of affiliated logos you may use. The logo image files are named according to the legend described on this document.

## Social Media

This specialty logo has been created in the sizes which are optimal for specific social media platforms.

Facebook

Linked In

You Tube

Instagram

Twitter

Pinterest

Tumblr

WeChat

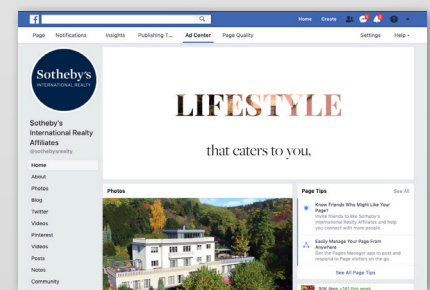


Social Media logo for all platforms



Some platforms may automatically format your social logo into a circle

SmytheJones\_SIR\_Social.png



Facebook and Twitter pages

## File Formats

### DIGITAL USE

#### .png

Also referred to as a *raster-graphics*

A common file format which is optimized for digital photos and other digital graphics and platforms.

Highly compatible and user friendly format for general use.

#### .svg

Also referred to as a *Scalable Vector Graphics*

Great for using on a digital platform that might need the logo to be scalable.

They support transparency which allows for placement over any color background.

### PRINT USE

#### .eps

Also referred to as a *vector file*

Standard graphics file format for exchanging images and drawings such as logos

A printer, promotional products vendor or sign producer.

**Tip or rule of thumb:** when using the logo the minimum required disclaimer will need to appear as well: "Each Office is Independently Owned and Operated"

Refer to **Identity Standards Manual** for additional disclaimer use.