



COLDWELL BANKER LOOK BOOK



WELCOME TO THE COLDWELL BANKER® BRAND

For over a century, Coldwell Banker has stood for something unique in the world of real estate. A star, shining bright. Blazing with passion, integrity and a commitment to excellence. This look book is designed to be a guide. A guide to help you apply the Coldwell Banker North Star mark and the brand aesthetic inspired by it in a consistent and uniform way. It gives you options to express your individuality, while maintaining a consistent appearance that stays true to our mission and core values. In the end, it is designed to make you the best ambassador for Coldwell Banker that you can be. Its aim is to motivate, inspire and support you in presenting yourself and your business in the most professional way possible. So you can Leave Your Mark.



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OUR MISSION IS TO EMPOWER YOU TO

LEAVE YOUR MARK



OUR CORE VALUES

HOME

It's the most important thing in our lives. The place we long for at the end of the day, the place that holds all we love and everything we cherish. And it is our agents' mission to bring the joy of home to every one of our clients with unrivaled expertise, passion and energy.

AWESOMENESS

This is the spirit in every Coldwell Banker® agent and office. It's fun, it's happy, it's energetic and full of life. It's optimistic and always sees opportunity ahead. It's Gen Blue®, the Homes for Dogs Project and a worldwide network of agents joining forces to share insight and knowledge so we can succeed together.

INGENUITY

From our very beginning in 1906, we saw things differently. We found new ways to help clients, and pioneered many industry firsts. From the first real estate code of ethics to the first real estate mobile app, we've always been happiest when we're leading the way to where the industry is going.

EXCELLENCE

We believe that if you're going to do something, you should be the best at it. Never settle for average. Always be exceptional. Whether it's a listing presentation for a potential client, a home staging for an open house, or running an entire office—go beyond what is merely expected and deliver something amazing.



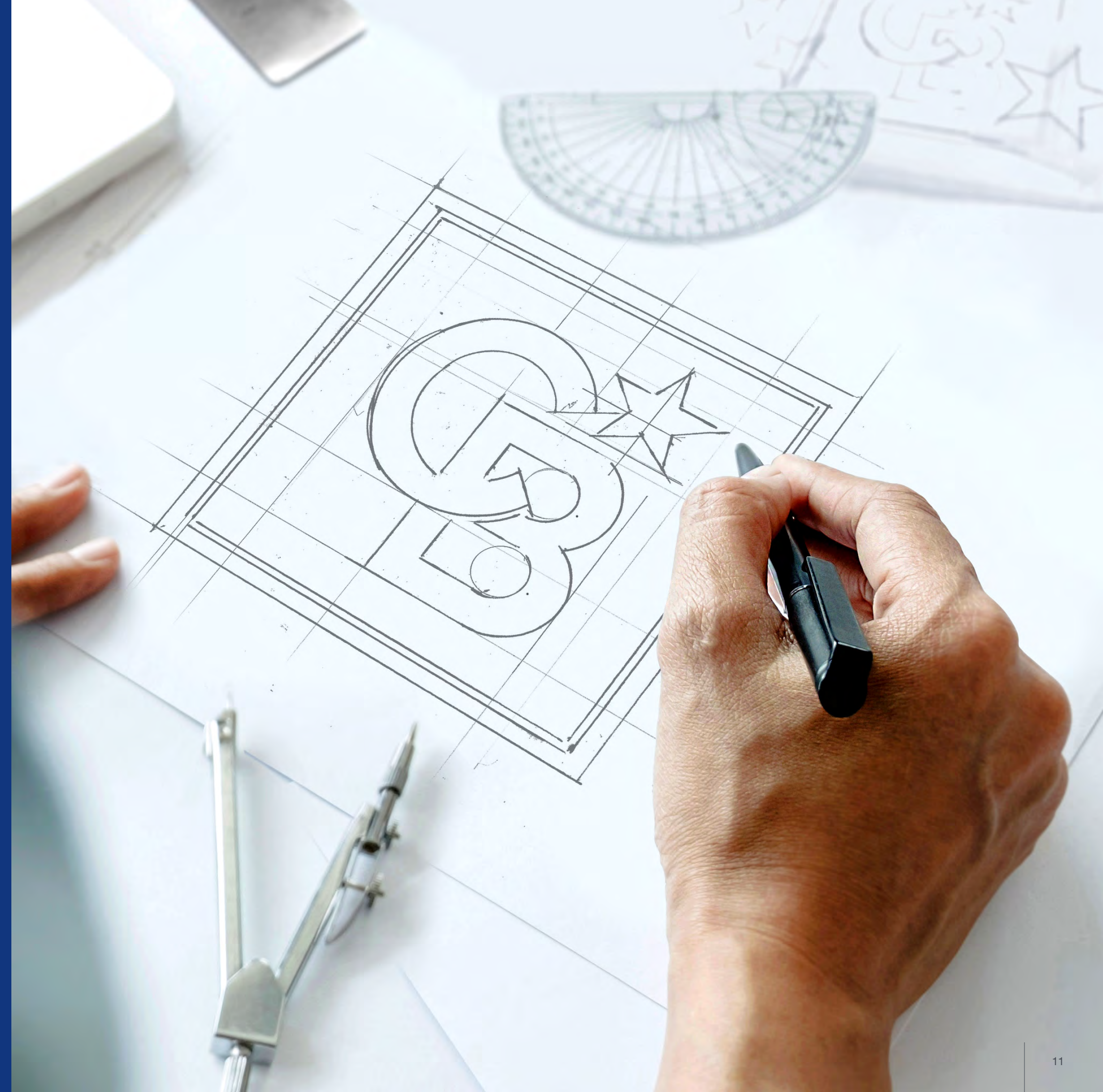
THE STORY BEHIND THE STAR



The CB North Star mark features a visual icon that sets us apart—a star. This star represents two distinctive elements that exemplify the Coldwell Banker® brand. First, the five-pointed star is a recognized mark of excellence, one that symbolizes the quality of service that we’ve provided since 1906. Second, throughout history the North Star has been the beacon that explorers have used to guide them to the place they most cherished—home. Sitting confidently above the CB, this North Star signifies the fact that we’ve been guiding people home for over a century, longer than any other real estate brand. Finally, we’ve kept our signature blue color, while revising our bounding rectangle to a sleeker, more compact square—a profile more in keeping with today’s mobile-first culture. All of these elements unite to create a symbol that represents the essence of what Coldwell Banker is today, and where we are headed tomorrow.

OUR BRAND EXPRESSION

From logos and business cards to yard signs and accessories, every touchpoint of the Coldwell Banker® brand reflects a modern, forward-thinking company that respects its rich heritage as it focuses confidently on the future.



FRAMED LOGO



COLDWELL BANKER

MONOGRAM LOGO



COLDWELL BANKER

FRAMED DBA LOGO

VERTICAL



VERTICAL STACKED



HORIZONTAL



HORIZONTAL STACKED



MONOGRAM DBA LOGO

VERTICAL



VERTICAL STACKED



HORIZONTAL



HORIZONTAL STACKED



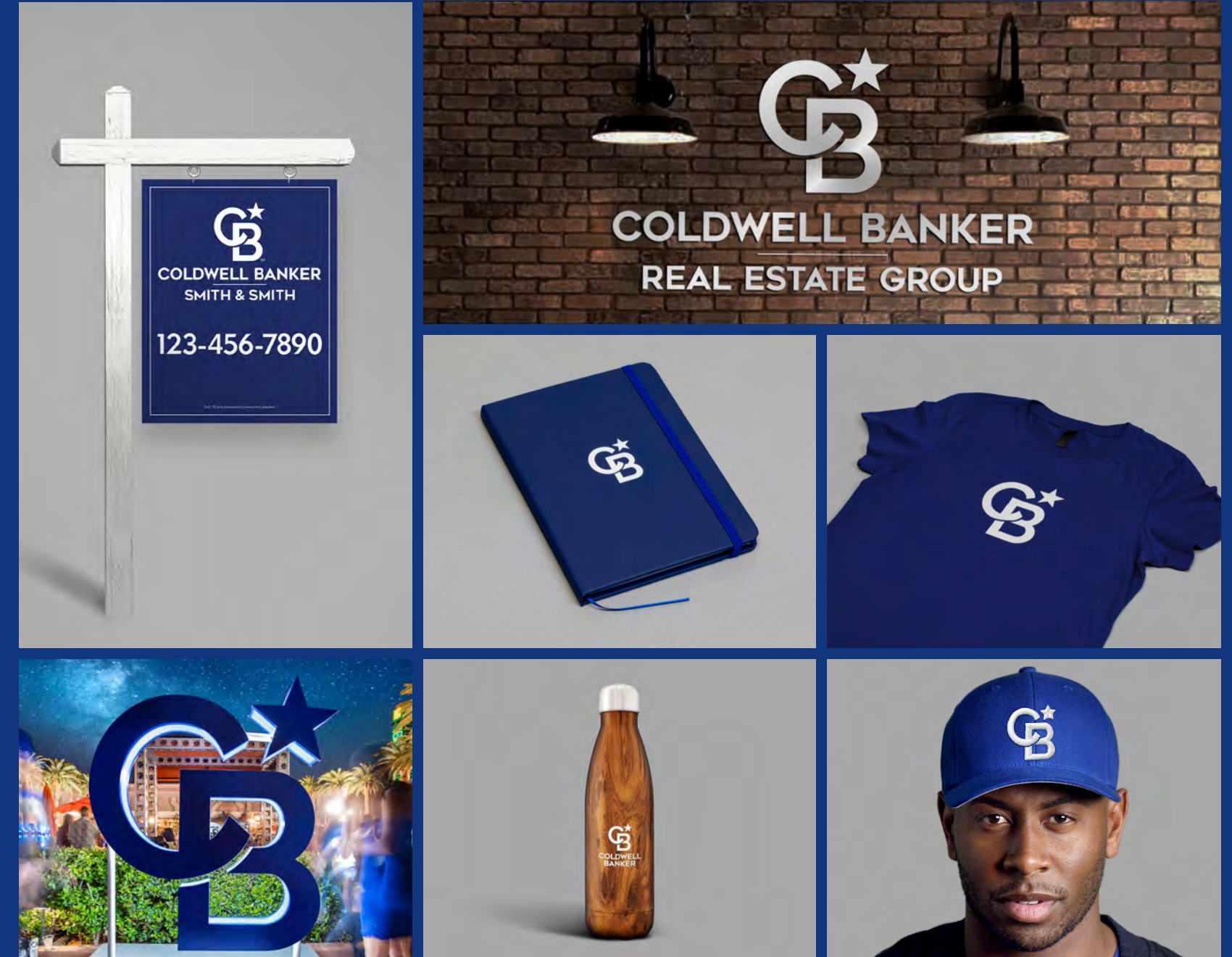
WHEN TO USE

Use the framed logo on white backgrounds and any time there is a light, transparent or lack of background.



WHEN TO USE

Use the monogram logo on blue backgrounds and anything else with a darker background.



YARD SIGNS AND DIRECTIONALS



COLDWELL BANKER
SMITH & SMITH

123-456-7890

coldwellbanker.com

Each office is independently owned and operated.

123-456-7890

coldwellbanker.com

Each office is independently owned and operated.

COLDWELL BANKER
SMITH & SMITH

123-456-7890

coldwellbanker.com

Each office is independently owned and operated.

**SALE
PENDING**

**OPEN HOUSE
SUNDAY**



COLDWELL BANKER
SMITH & SMITH

123-456-7890

coldwellbanker.com

Each office is independently owned and operated.

SOLD



COLDWELL BANKER
SMITH & SMITH

123-456-7890

Each office is independently owned and operated.



COLDWELL BANKER
SMITH & SMITH

123-456-7890

FOR SALE



COLDWELL BANKER
SMITH & SMITH

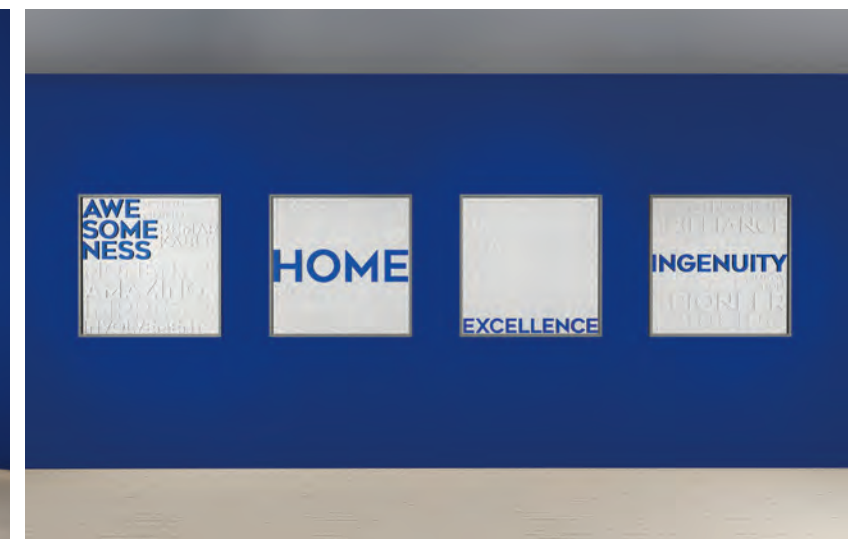
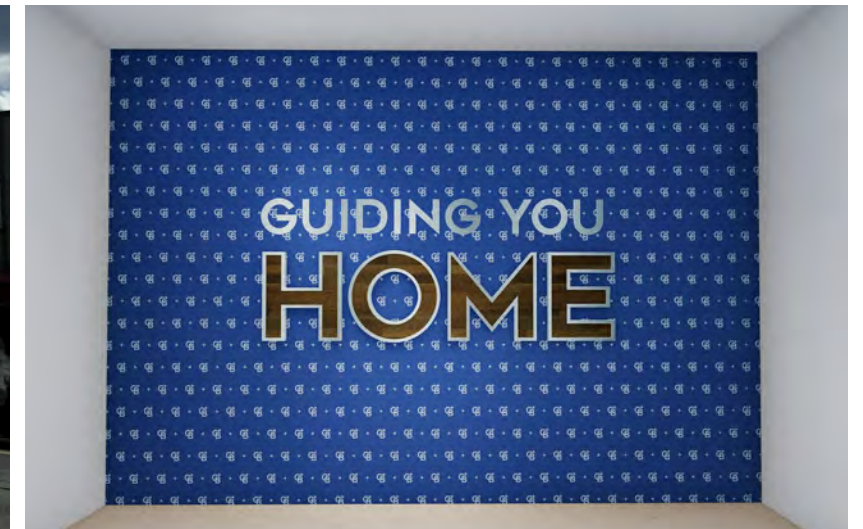
123-456-7890

coldwellbanker.com



COLDWELL BANKER
SMITH & SMITH

INTERIOR / EXTERIOR SIGNAGE AND ARTWORK





OFFICE-INTERIOR PALETTE

		BRUSHED STAINLESS STEEL	BLACK POWDER COATING
PMS 280 C		PMS COOL GRAY 6 C (20%)	
WALNUT		WHITE	
PMS COOL GRAY 10 C		COGNAC LEATHER	CB PATTERN 1
CB PATTERN 2	TAN BRICK	CONCRETE	



OFFICE DECOR

Offices should feel modern, open and comfortable, with an air of professionalism and attention to detail.



SHADES OF BLUE. SHADES OF YOU.

We've created a color palette that stays true to our history while giving you the flexibility to fully express your individuality.

PRIMARY - This is the core color of the brand and the only color approved to be used in our logo.



PMS 280 C
CMYK 100 / 85 / 5 / 22
RGB 1 / 33 / 105
HEX 012169

SECONDARY - These can be used as background colors and to give added variety to designs and layouts.



PMS 279 C
CMYK 68 / 34 / 0 / 0
RGB 65 / 143 / 222
HEX 418FDE

PMS BLACK C
CMYK 63 / 62 / 59 / 94
RGB 45 / 41 / 38
HEX 2D2926

WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF

PMS COOL GRAY 10 C
CMYK 40 / 30 / 20 / 66
RGB 99 / 102 / 106
HEX 63666A

IT'S DEFINITELY YOUR TYPE

Great typography is the voice of a great brand. Ours is crisp, clean and contemporary, so the words speak with confidence.

FOR HEADLINES AND SUBHEADS, USE GEOMETOS NEUE.

GEOMETOS NEUE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ %

For body copy, use Helvetica Neue LT Std.

This is scintillating body copy that you'll use in your presentations to wow potential clients and get the best listings. You'll make them laugh, you'll make them cry. You'll be so persuasive and charming, they won't want to work with anyone but you.

Helvetica Neue LT Std

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ %

The typeface Garamond is known as a serif font. A serif is a small line or stroke regularly attached to the end of a larger stroke in a letter or symbol. Serif typefaces are sometimes referred to as Roman typefaces. Isn't that interesting? Now you can dazzle your friends with your amazing knowledge of type.

Garamond

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ %

THE CB LOOK

We've created an icon that you will be proud to wear and proud to show off. Here are some ways to make our brand your own.



MONOGRAM PATTERN



PHOTOGRAPHY

STAR POWER

Shine. Dazzle. Sparkle.
Presenting some inspiration for translating
our branding to the photographic image.



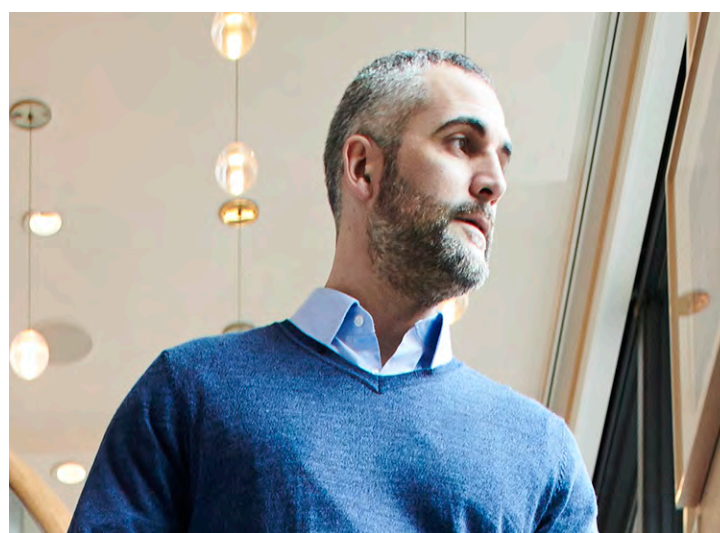
AGENT-MARKETING PHOTOGRAPHY

Natural light, no flash. Keep colors muted and subtle.
Capture the surrounding space as much as possible.



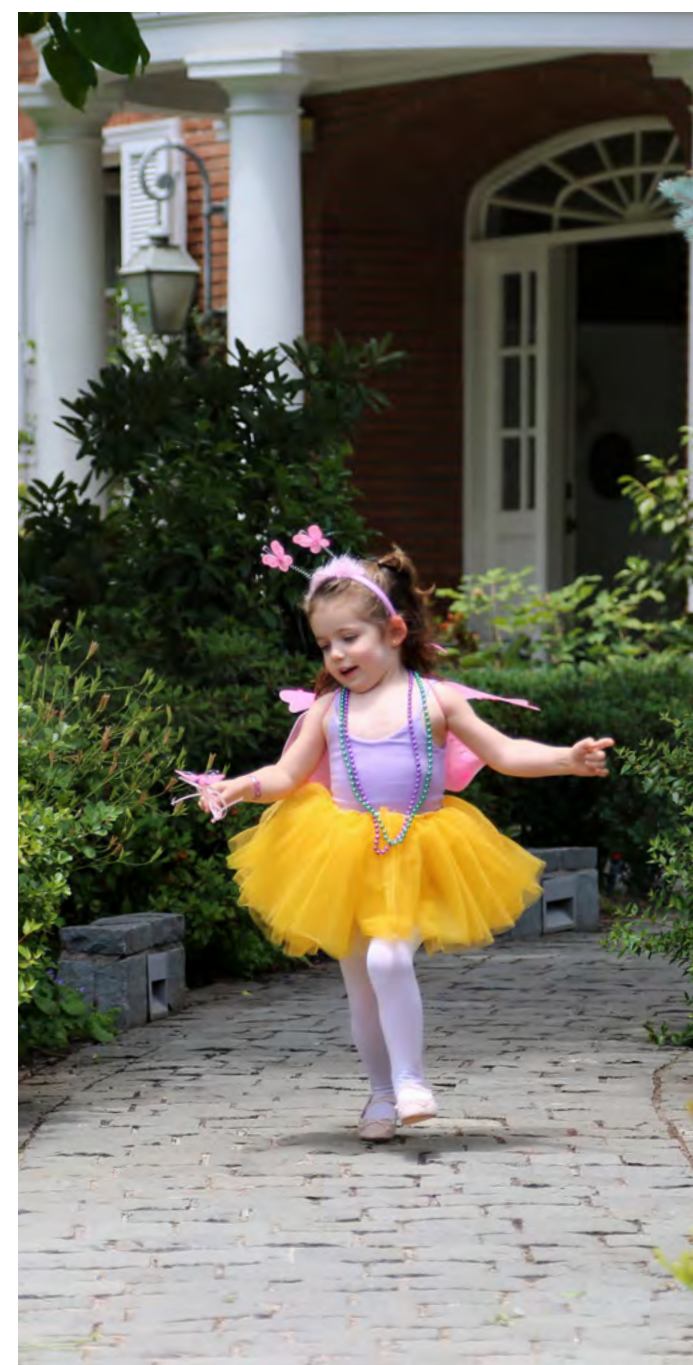
AGENT-PORTRAIT PHOTOGRAPHY

For your business card or profile page, experiment with facing the camera directly and looking away as well. Make sure backgrounds aren't too busy.



LIFESTYLE PHOTOGRAPHY

Candid! Candid! Candid! These feel more real and lifelike. Pets create fun moments that encourage laughter. The spirit should capture a celebration of home.



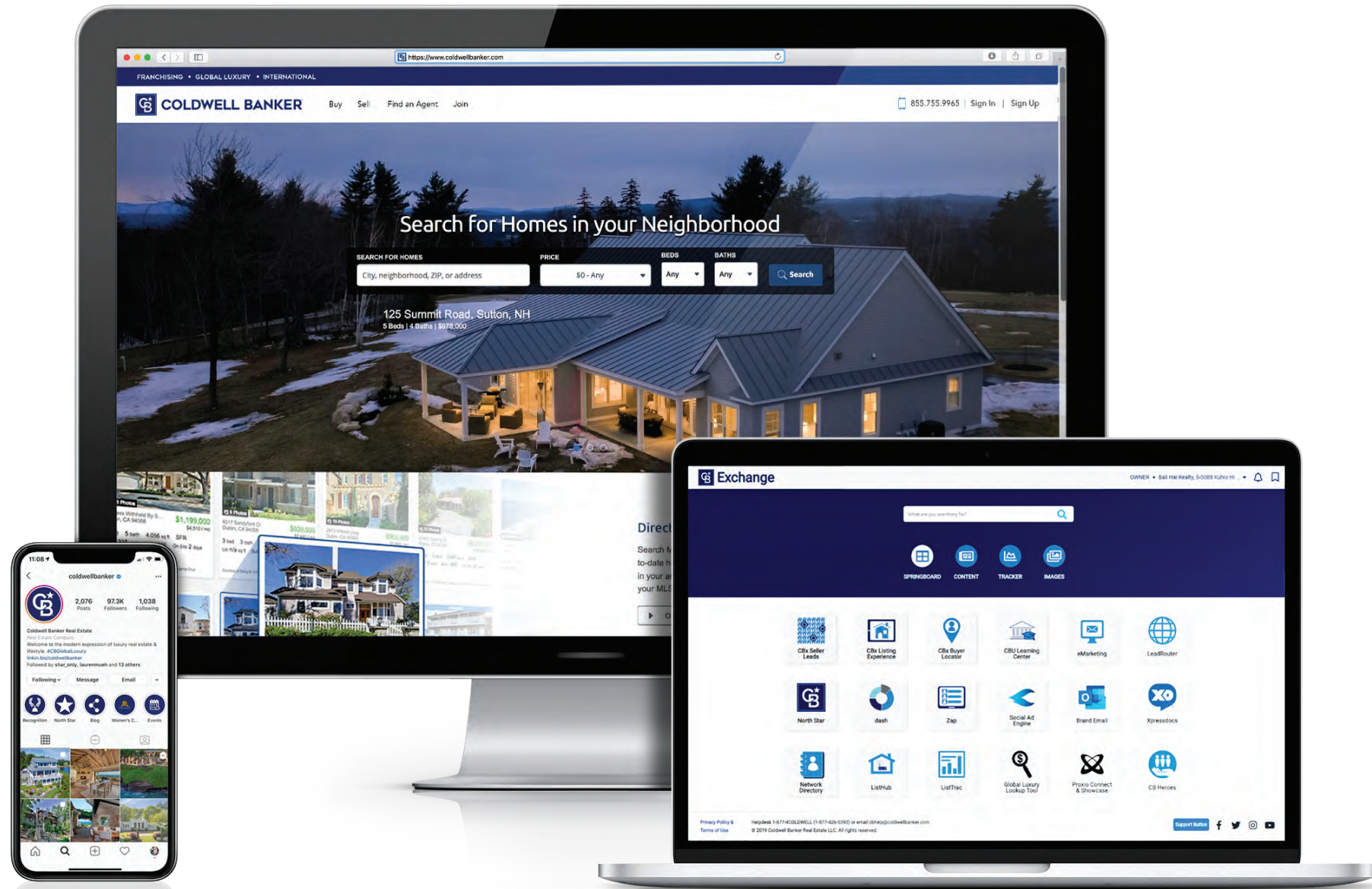
LISTING PHOTOGRAPHY

Natural light, no flash. Shoot in the morning or late afternoon for best light. Interiors should be clutter free. Use foreground and background elements to create a feeling of depth.



DIGITAL

Our branding has been designed with the digital world in mind. It's mobile friendly, works well as an icon and is easy to adapt and optimize for a variety of social platforms. This allows you to implement the Coldwell Banker® brand aesthetic across everything, from websites to apps to social posts, while keeping a strong, unified appearance.



THE REAL ESTATE COMPANY
THAT SHINES LIKE NO OTHER.





MISSION

We empower our people to leave their mark on the world of real estate.

TO NE of VOICE

→ *Confident*

→ *Witty*

→ *Emotive*

BRAND AT A GLANCE

CORE VALUES



Home



Awesomeness



Ingenuity



Excellence

PRIMARY FONT GEOMETOS NEUE

COLDWELL
BANKER

FRAMED
LOGO



MONO
GRAM
LOGO





**COLDWELL
BANKER**