

THAT'S WHO WE REALTOR[®]

CAMPAIGN STYLE GUIDE

JUNE 2021

CAMPAIGN GOALS

1

Demonstrate
the value of a
REALTOR®

2

Differentiate
REALTORS®
from the rest

3

Deliver
a sense of pride in
being a REALTOR®

WE HAVE A TREMENDOUS
OPPORTUNITY TO DEFINE
THE REALTOR® DIFFERENCE.

WE'VE TOLD
OUR STORY.
NOW IT'S TIME TO
**OWN OUR
STORY.**

CAMPAIGN STORY

When it comes to buying or selling property, consumers know they want the best. The best price, the best property, the best location, the best process. What many don't know is that they also have the right to the best real estate professional.

To help consumers understand why working with a REALTOR® is the best choice for this life-changing transaction, we had to go way back to 1913.

That's when the National Association of REALTORS® began to set their members apart by adopting a Code of Ethics that still guides the business decisions of all 1.3 million REALTORS® today. The REALTOR® Code of Ethics isn't just words on a

page, but is a pledge of honesty, integrity, professionalism and community service. Partnering with a REALTOR® delivers the peace of mind that can only come from working with a real person. A real advocate. A real, trusted professional who is committed to their clients' futures and neighborhoods just as much as they are.

Can you get that peace of mind from an app? We didn't think so.

It's this code that helped inspire the "That's Who We R" campaign, which aims to demonstrate the value of a REALTOR®, distinguish REALTORS® from the rest and deliver the REALTOR® difference.

For REALTORS®, "That's Who We R" functions as a rallying cry, instilling pride in their everyday actions and all the ways they go above and beyond to improve the lives of their clients, consumers and their communities.

For consumers, "That's Who We R" educates them on the REALTOR® difference and becomes an inherent call to action to work with a REALTOR® who abides by the Code of Ethics, practices advocacy and is backed by the nation's largest professional trade association.

We're members of the National Association of REALTORS.®
That's Who We R.

CAMPAIGN FOUNDATION

We have an epic story to tell. It's a century in the making.
And as relevant tomorrow as it was one hundred years ago.

It's the story of a young family finding their first home.
It's the accomplishment of launching a small business.
It's the revitalization of an aging neighborhood.
And a community coming together to improve all of our futures.

Our story doesn't just stop at the doorway.
It goes beyond the yards, out to the streets and even into courthouses
to protect the property rights of all Americans.

Our story is inspired by our Code of Ethics.
It's our pact, our vow.
It's what makes us different.

But we don't have just one story.
In fact, our 1.3 million members have millions of stories to tell.
And we're proud to affect the lives of millions across America.

We're members of the National Association of REALTORS®

THAT'S WHO WE 
REALTOR

COLOR

The campaign color palette is based on the brand colors of the National Association of REALTORS.® REALTOR® blue is complemented by a darker value of the same hue, Chadbourn blue and brightened and modernized with pops of Code green, Pride yellow, and Carnation pink.

The green, yellow, and pink are accent colors and should be used sparingly against clean, bright white, as proportionally shown here.

WHITE

RGB: 255, 255, 255
 CMYK: 0, 0, 0
 HEX: #FFFFFF

REALTOR® BLUE

PANTONE #293C
 RGB: 00, 107, 183
 CMYK: 90, 57, 0, 0
 HEX: #006BB7

CHADBOURN BLUE

RGB: 10, 34, 57
 CMYK: 95, 80, 49, 57
 HEX: #0A2239

CODE

RGB: 97, 209, 158 CMYK: 57, 0, 51, 0 HEX: #61D19E

CARNATION RGB: 255, 134, 132 CMYK: 0, 60, 37, 0 HEX: #FF8785

PRIDE RGB: 255, 217, 77 CMYK: 0, 15, 76, 0 HEX: #FFD94D

TYPOGRAPHY

Avenir Next is the primary typeface to be used in all campaign-related materials. The word *avenir* means "future" in French, and the font has a harmonious and sensible appearance for both texts and headlines. A rationalist geometric sans serif with modern and efficient letterforms, Avenir Next communicates an optimistic pragmatism that complements the voice of the campaign.

This font can be used in title case or sentence case, but never all lower case. Two contrasting weights (Heavy and Regular) are available along with their corresponding oblique versions.

All fonts shown are available for free internet download (if they are not already installed on your device).

Headlines

Avenir Next Heavy and Regular

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

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

1 2 3 4 5 6 7 8 9 0 ! ? & , . " ()

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

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

1 2 3 4 5 6 7 8 9 0 ! ? & , . " ()

SECOND SUB HEAD

AVENIR NEXT BOLD, 10/1 25PT

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

1 2 3 4 5 6 7 8 9 0 ! ? & , . " ()

Body Copy

Avenir Next Regular, 10pt

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 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

1 2 3 4 5 6 7 8 9 0 ! ? & , . " ()

CAMPAIGN LOGO

HORIZONTAL & STACKED

HORIZONTAL



REQUIRED AREAS OF ISOLATION



MINIMUM SIZE REQUIREMENTS



STACKED



GENERAL USAGE RULES

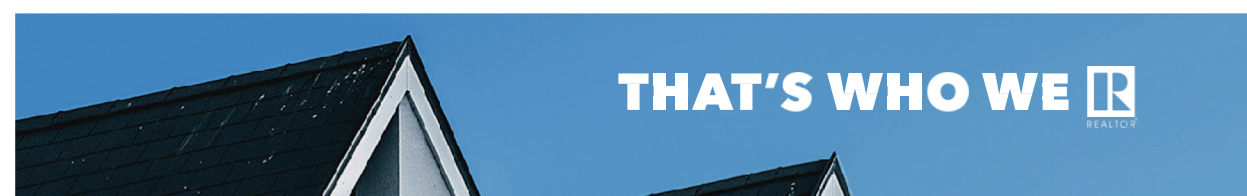
Because the REALTOR® trademark is a part of the That's Who We R logo, there are usage rules that must be followed.

DO

- ✓ Use the logo in black, REALTOR® blue, Code green, Chadbourn blue, or white
- ✓ Use one color across the whole mark
- ✓ Use colors that provide high contrast so that the mark is always clear and easy to see



- ✓ Always place the block R portion over a solid contrasting color



DO NOT

- ✗ Use the logo in any color other than black or the five approved colors



- ✗ Use more than one color across the whole logo



- ✗ Use colors that provide low contrast, making the logo illegible



- ✗ Place the block R portion over anything other than a solid, contrasting color



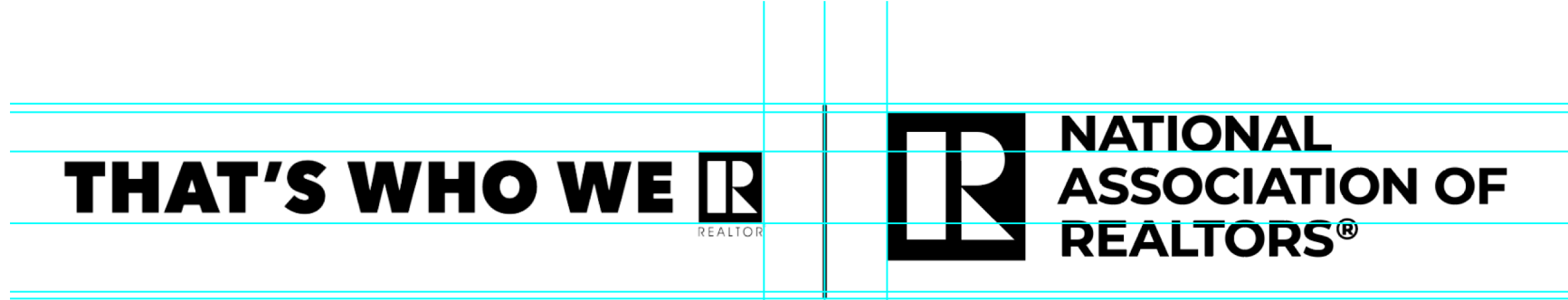
RULES FOR NAR USAGE

When NAR is showcasing the ad campaign specifically, the approved That's Who We R logo locked up with the NAR brand logo should be used, provided it meets the minimum size requirements.

NAR may also utilize the That's Who We R logo in materials that are not directly related to the ad campaign. In such cases, the That's Who We R logo should **not** be locked up with the NAR brand logo.

See NAR Internal Brand Guidelines for further clarification.

HORIZONTAL



DO

- ✓ Use only the approved logo and line weight provided
- ✓ Ensure size and spacing requirements are met
- ✓ Contact Karen Bebart with questions (kbebart@nar.realtor)

DO NOT

- ✗ Use multiple logos; only the That's Who We R logo and NAR brand logo

THAT'S WHO WE R REALTOR

R NATIONAL ASSOCIATION OF REALTORS®

REALTOR PARTY
- ✗ Modify the That's Who We R logo in any way
- ✗ Stack the logos vertically

RULES FOR MEMBERS, STATE, AND LOCAL ASSOCIATIONS

GUIDELINES FOR PRINT, DIGITAL BANNERS, AND STATIC SOCIAL ADS

- The campaign assets available on ThatsWhoWeR.realtor may run as is, because each has been approved by NAR legal, and includes the legal definition of the term "REALTOR®"
- Each asset has been sized for a specific use as stated on the site. The assets may be resized, provided the content remains unchanged and the That's Who We R logo meets minimum standards (please refer to page 8).
- A variety of these campaign assets were designed with space to accommodate your contact information, logo, photo, etc.
- However, the level of customization is dependent on the type, size, and format of the asset. For example, digital banner ads do not yield adequate space to be personalized.
- Social ads can be personalized using the Photofy app, which can be downloaded at photofy.com/NAR.

DO

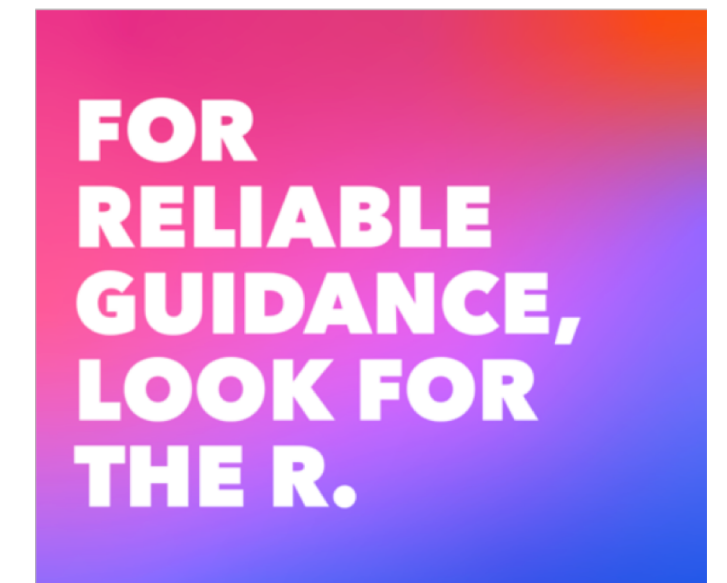
- ✓ Place your logo, photo, and contact information in the designated space of the campaign asset.
- ✓ Keep logo colors to a minimum (using single-color logos when possible, for better pairing with campaign material).
- ✓ Keep your state/local association or company logo in proportion to the That's Who We R logo.
- ✓ Keep the language and legal definition from the original asset, even if you decide to resize for a different format.

DO NOT

- ✗ Place your state/association or company logo or photo anywhere outside of the designated space.
- ✗ Lock up your state/local association or company logo with the That's Who We R logo.
- ✗ Remove the legal definition or change language of original assets.
- ✗ Recreate the That's Who We R logo - use the exact formats provided.



Print Ad
(available at ThatsWhoWeR.realtor)



Static Social Ads
(available at ThatsWhoWeR.realtor and Photofy)

RULES FOR MEMBERS, STATE, AND LOCAL ASSOCIATIONS

GUIDELINES FOR TV, AUDIO, AND VIDEO SOCIAL ADS

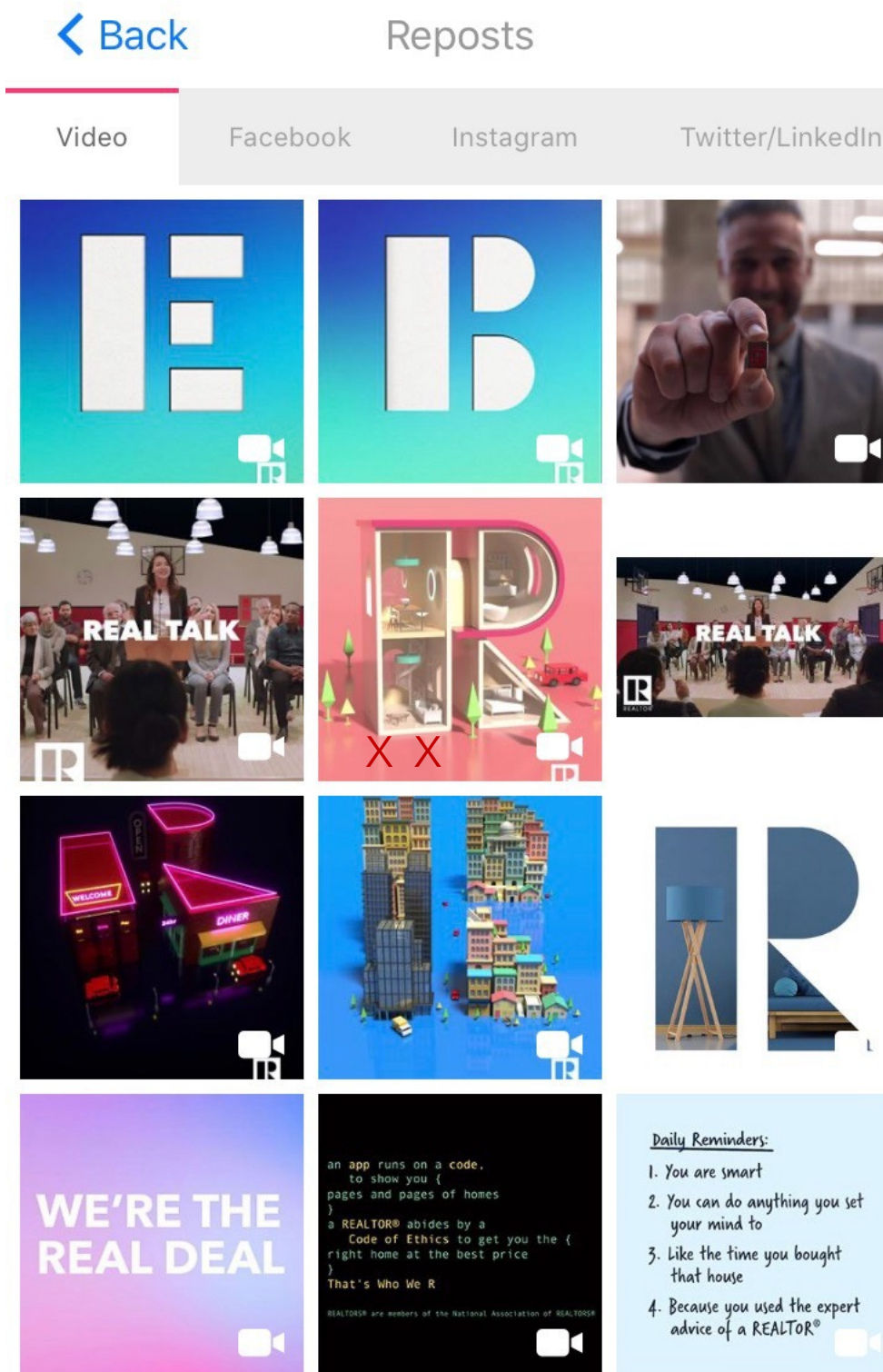
- TV and radio ads are available to view and listen to on ThatsWhoWeR.realtor. **Downloading these ads is strictly prohibited due to music and talent licensing.**
- Video social ads are available on ThatsWhoWeR.realtor and Photofy for **repost only** (not available for personalization).
- The “knock knock knock” sound heard at the end of the audio and video ads is a proprietary mnemonic sound asset owned by NAR and cannot be used outside of existing audio or video ads for any other purpose.
- Ad content that is available for member use but is only legally approved for use as-is. Creating and/or altering ads from That’s Who We R assets is prohibited.

DO

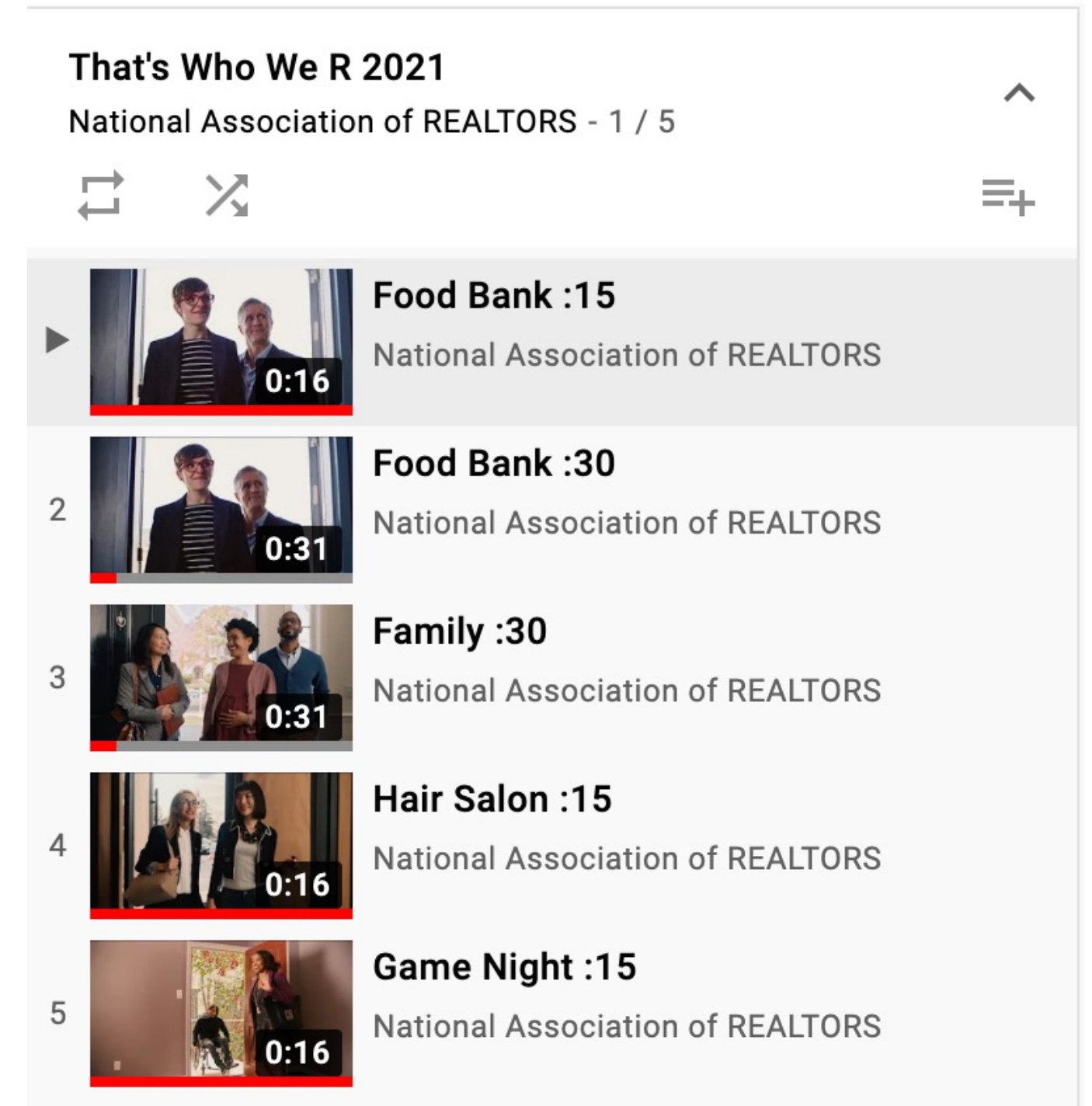
- ✓ Share the YouTube links to the TV spots with your social and professional networks.
- ✓ Utilize the scripts to the radio ads available on ThatsWhoWeR.realtor.
- ✓ Repost the video social ads and personalize your message by tagging your association/brokerage in the post copy and using the hashtag #ThatsWhoWeR.

DO NOT

- ✗ Download the TV spots.
- ✗ Download the radio spots.
- ✗ Alter or personalize the video social ads in any way.
- ✗ Make your own audio or video ads using parts of That’s Who We R campaign ads.



Screenshot of Photofy Repost Library



<https://youtube.com/playlist?list=PLJ8nxcZniP61mv2xQYDYx5arbViRRng4K>
Screenshot of That’s Who We R Playlist

RULES FOR MEMBERS, STATE, AND LOCAL ASSOCIATIONS

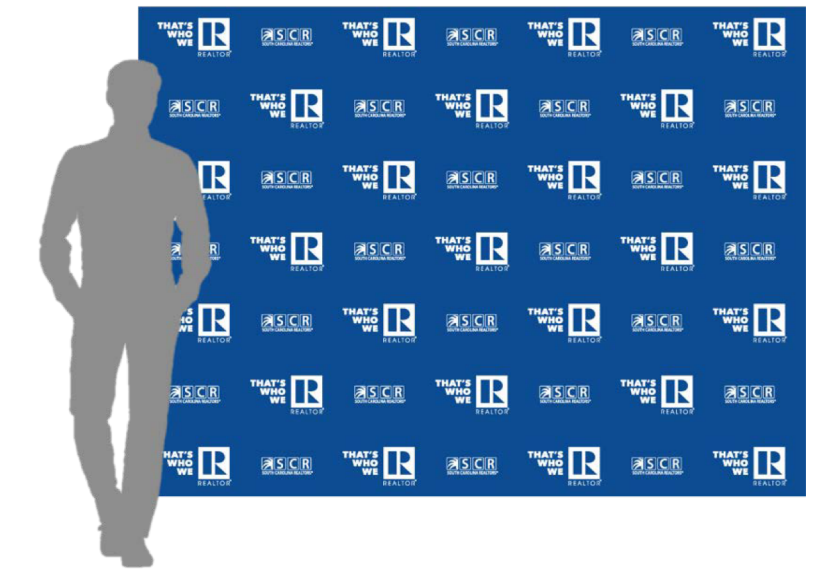
GUIDELINES FOR MERCHANDISE

The use of the That's Who We R logo within advertising and promotional materials is encouraged. Here are some guidelines and examples of how to successfully leverage the campaign.

Note that there are numerous campaign promotional items available for purchase at narteamstore.realtor/ThatsWhoWeRProducts.

DO

- ✓ Use the color palette on page 6 as a guide for your selected merchandise and the That's Who We R logo.
- ✓ Add your state/local association or company logo - as long as it is in proportion to the That's Who We R logo.
- ✓ Ensure there is the correct area of isolation around the That's Who We R logo.



DO NOT

- ✗ Change the font, size, or orientation of the That's Who We R logo - use the exact logo files provided on ThatsWhoWeR.realtor.
- ✗ Alter the That's Who We R logo to include more than a single color.
- ✗ Lock up your state/local association or company logo with the That's Who We R logo.

