

# CRS

## VISUAL IDENTITY GUIDELINES



Council of  
Residential Specialists

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The Proven Path To Success

## Introduction

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How CRS is perceived is in large measure the result of corporate image, brand consistency, public perception, and the totality of communications that shape the mind-set of our members, customers, colleagues, suppliers, or the community at large.

Corporate graphic identity and corporate standards play a pivotal role in contributing to the image of CRS. The CRS logo and brand is a means of symbolizing and differentiating CRS's identity in the market.

That is why your cooperation is so necessary to the successful implementation of this important corporate program. To assist you in this endeavor, this graphics and corporate standards manual has been prepared for your reference. If, after consulting the manual, you require additional information, please do not hesitate to contact the CRS Director of Marketing ([eberkland@crs.com](mailto:eberkland@crs.com)).

## CRS Mission & History

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The Council of Residential Specialists is the largest not-for-profit affiliate of the NATIONAL ASSOCIATION OF REALTORS®, with its headquarters in Chicago, IL. It is composed of nearly 30,000 Certified Residential Specialists (CRS) Designees and Candidates/General Members. The association was created to recruit and retain those REALTORS® and international real estate professionals seeking the knowledge, tools and relationship-building opportunities and referral opportunities they need to maximize their income and professionalism in residential real estate.

### **The Council was founded in 1976 and has four objectives:**

- To create and provide superior educational opportunities that enhance professional competency.
- To provide and promote benefits which enhance the economic and other values of membership in the Council.
- To develop an organization that reflects the diversity of real estate consumers and provides its members with tools to serve their clients.
- To create and maintain organizational systems and alliances with appropriate organizations to ensure the integrity of the Council of Residential Specialists.

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# CRS Logos: Council of Residential Specialists and Certified Residential Specialist

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There are two main CRS logos that are part of the CRS Brand Identity System based on the context and purpose of each marketing and communication piece.

The style guidelines for both logos are similar and for the most part are interchangeable.

The CRS Brand Identity consists of three elements: the shield, the Council of Residential Specialists or Certified Residential Specialist identifying copy and the tag line "The Proven Path to Success."

The shield should not be used independently of the other two elements.

Vertical CRS Logo Variations



**Council of  
Residential Specialists**  
The Proven Path To Success



**Certified  
Residential Specialist**  
The Proven Path To Success

Horizontal CRS Logo Variations



**Council of Residential Specialists**  
The Proven Path To Success



**Certified Residential Specialist**  
The Proven Path To Success

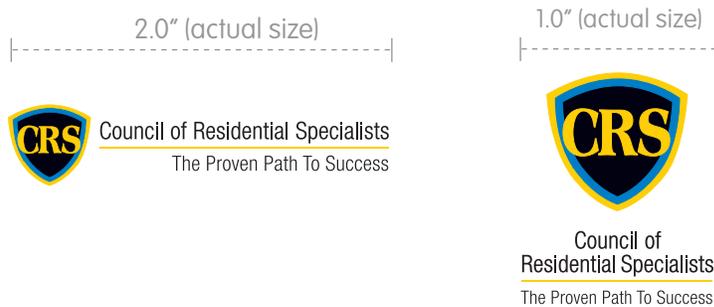
The CRS Logo must always be reproduced from a digital master reference. It is available in eps, jpg and gif format. Please ensure the appropriate artwork format is used.

## CRS Logos: Size and Application

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The same rules apply for Certified Residential Specialist logos

The Council of Residential Specialists logo should always be legible. The minimum width of the horizontal logo is 2 inches across. The minimum width of the vertical logo is 1 inch across.



The Council of Residential Specialists logo should never be stretched or condensed. When re-sizing the logo to fit a space, do it proportionately.



## Council of Residential Specialists Logo Colors

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The Council of Residential Specialists logo should only appear in the color variants shown on this page. These identified colors are identical for the vertical version of the logo as well.



**Council of Residential Specialists**

The Proven Path To Success

Spot Color:

CMYK (4 color)

RGB (web color)

Rich Black

Black: C:40 M:40 Y:0 K:100

Yellow: R:253 G:199 B:0

PMS 300 C

Yellow: C:0 M:16 Y:100 K:0

Blue: R:0 G:117 B:191

PMS 116 C

Blue: C:100 M:44 Y:0 K:0

Black: R:0 G:106 B:173



**Council of Residential Specialists**

The Proven Path To Success

Grayscale

Inner Shield: 100% Black, Middle Shield: 57% Black, Outer Shield: 17% Black



**Council of Residential Specialists**

The Proven Path To Success

Black & White

See page 14 for our complete complimentary color palette.

## Certified Residential Specialist Logo Colors

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The Certified Residential Specialist logo should only appear in the color variants shown on this page. These identified colors are identical for the vertical version of the logo as well.



**Certified Residential Specialist**

The Proven Path To Success

Spot Color:

CMYK (4 color)

RGB (web color)

Rich Black

Black: C:40 M:40 Y:0 K:100

Yellow: R:253 G:199 B:0

PMS 300 C

Yellow: C:0 M:16 Y:100 K:0

Blue: R:0 G:117 B:191

PMS 116 C

Blue: C:100 M:44 Y:0 K:0

Black: R:0 G:106 B:173



**Certified Residential Specialist**

The Proven Path To Success

Grayscale

Inner Shield: 100% Black, Middle Shield: 57% Black, Outer Shield: 17% Black



**Certified Residential Specialist**

The Proven Path To Success

Black & White

See page 14 for our complete complimentary color palette.

## CRS Logos: Buffer Zone

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The Council of Residential Specialists and Certified Residential Specialist logos should always have ample room to breathe. The minimum distance between the logo and other graphic elements is indicated by the outside dotted line. Nothing should be within .25 inches of the logo on all four sides.



## CRS Logos: Color Applications

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The same rules apply for Certified Residential Specialist logos

### Four Color Process

For use in color printing applications (such as brochures, newsletters, stationary, etc.).



Council of  
Residential Specialists  
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### RGB Color

For use in color digital applications (such as websites, emails, videos, etc.).



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## CRS Logos: Grayscale & Black and White Applications

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The same rules apply for Certified Residential Specialist logos

### Grayscale

For use in one color halftone printing applications, such as newspapers.



**Council of  
Residential Specialists**  
The Proven Path To Success



**Council of Residential Specialists**  
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### Black & White

For use in one color line art applications, such as facsimiles.



**Council of  
Residential Specialists**  
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**Council of Residential Specialists**  
The Proven Path To Success

## CRS Logos: Reverse and Knockout Applications

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The same rules apply for Certified Residential Specialist logos

The following are examples of the CRS logo when used on a black or dark background.



## CRS Special Circumstances Logos: Sizes and Applications

Both the Council of Residential Specialists and Certified Residential Specialist logos will be used in a variety of applications (banners, brochures, advertising, direct mail, online, on products, etc.). To remain consistent we prefer the combination of the shield, identifying copy (Council of Residential Specialists or Certified Residential Specialist) and tag line be used wherever possible. However, we realize there may be special circumstances due to horizontal or vertical space limitations that make the preferred version of the logo unusable. If size limitations do not allow for the combined shield, identifying copy and tagline then the following alternate logos may be used. Careful consideration should be given to how and where these alternate logos are used.



## CRS Primary & Secondary Color Palette

The following colors should be used consistently throughout all CRS materials. Use the primary palette for main design elements such as headers, titles, big bands of color, etc. When more colors are needed for a design, use the secondary palette.

### Primary Palette



C: 100  
M: 44  
Y: 0  
K: 2  
  
R: 0  
G: 106  
B: 173

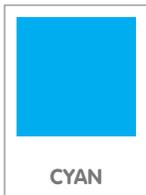


C: 0  
M: 18  
Y: 100  
K: 0  
  
R: 253  
G: 199  
B: 0



C: 40  
M: 40  
Y: 0  
K: 100  
  
R: 0  
G: 0  
B: 0

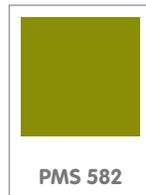
### Secondary Palette



C: 100  
M: 0  
Y: 0  
K: 0  
  
R: 0  
G: 174  
B: 239



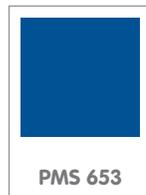
C: 100  
M: 80  
Y: 0  
K: 55  
  
R: 0  
G: 33  
B: 91



C: 13  
M: 0  
Y: 100  
K: 46  
  
R: 139  
G: 141  
B: 9



C: 0  
M: 51  
Y: 100  
K: 36  
  
R: 171  
G: 101  
B: 13



C: 100  
M: 62  
Y: 0  
K: 20  
  
R: 0  
G: 82  
B: 149



C: 0  
M: 95  
Y: 100  
K: 29  
  
R: 179  
G: 35  
B: 23

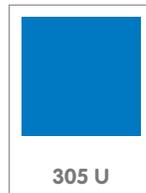


C: 58  
M: 48  
Y: 0  
K: 0  
  
R: 117  
G: 129  
B: 191



C: 0  
M: 56  
Y: 100  
K: 8  
  
R: 227  
G: 127  
B: 28

### Uncoated Stock



C: 100  
M: 34  
Y: 0  
K: 2



C: 0  
M: 6  
Y: 95  
K: 0



C: 40  
M: 0  
Y: 0  
K: 100

## CRS Public Graphical Display Typography

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Consistent, coordinated use of type throughout all public communication materials greatly contributes to a recognizable and memorable brand. These font guidelines do not apply to internal communications or outgoing e-mail signatures.

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### **CRS uses Trade Gothic LT Std, Bold Condensed No. 20 for headlines.**

**THIS IS SAMPLE HEADLINE COPY IN 24 POINT TRADE GOTHIC LT STD, BOLD CONDENSED NO. 20 ALL CAPS.**

### **CRS uses Trade Gothic LT Std, Condensed No. 18 for body copy.**

This is sample body text set in Trade Gothic LT Std, Condensed No. 18 at 12 points. It should be used for longer passages of text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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### **CRS uses Helvetica Neue LT Std, 67 Medium Condensed as a substitute font for headlines.**

**THIS IS SAMPLE HEADLINE COPY IN 24 POINT HELVETICA NEUE LT STD, 67 MEDIUM CONDENSED. ALL CAPS.**

### **CRS uses Helvetica Neue LT Std, 57 Condensed as a substitute font for body copy.**

This is sample body text set in Helvetica Neue LT Std, 57 Condensed at 12 points. It should be used for longer passages of text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

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### **CRS uses Myriad Pro Bold Condensed as a second substitute font for headlines.**

**THIS IS SAMPLE HEADLINE COPY IN 24 POINT MYRIAD PRO BOLD CONDENSED. ALL CAPS.**

### **CRS uses Myriad Pro Condensed as a second substitute font for body copy.**

This is sample body text set in Myriad Pro Condensed at 12 points. It should be used for longer passages of text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

## CRS Photography

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The following are guidelines for photography used in CRS communications.

In the instance when one might need to use either custom or purchased stock photography, these images must be chosen carefully. Photography is a powerful and dynamic tool. Since CRS owes its strength and prestige to the success of its members, our organizational strengths should be reflected in the photography we use. Images should communicate the diversity, personality and professionalism of our members. And it should support the promise of what the CRS Designation has to offer.

When choosing images, look beyond the straightforward and typical – e.g. the typical images of keys, handshakes, ecstatic customers, happy phone calling and For Sale signs that are overused by our competitors in the industry. Consider detail or unusual angles to increase impact and create effective communications. The differentiation of our brand is that our images show natural, real-life people in real-life situations that REALTORS® face each day.

Images can be reproduced in full color, single color (monotone) and black and white. Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping. Images that are used in printed materials should be reproduced at print quality – 300 dpi.

Photography should always seek to visually support our corporate mission statement.

On the following page is a collection of example stock photography.

## CRS Sample Photography

The following are samples of photography used in CRS communications.

**Note:** Know your usage rights when using photography or any form of visual for commercial purposes.





## Sub-Brands

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### Sell-a-bration®

#### Sell-a-bration®

Sell-a-bration® is the CRS annual educational conference featuring keynote speakers along with panel discussions on timely real estate topics. It also includes networking opportunities with agents from across the country.

Sell-a-bration® marketing and communications should incorporate the same look and feel of all CRS marketing and communications and should work off the same color palette.



## CRS Pin Graphic

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The following are general guidelines for usage of the special CRS Pin Graphic.

Originally created for the CRS Consumer Ad campaign, the CRS Pin Graphic has subsequently been used in many member outreach marketing materials.

However, the CRS Pin Graphic is **NOT** the CRS logo.

It is to **ONLY** be used for CRS outreach marketing and educational materials. It is not to be used by members on consumer-focused marketing materials.

