CENTURY 21®
Canada
SUMMARY BRAND GUIDELINE

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AS OF MAY 15, 2018
COLOUR

The CENTURY 21® colours when used consistently over time and across all communications help to convey our brand value proposition.

The primary colour palette consists of Relentless Gold, Obsessed Grey, and Winning White.

TIP:

• Use PMS colours where spot printing is available.
• For more information please refer to the P&P manual upon its release.
• For dimensional letters or signage colours: please refer to OnlineOffice.

NOTE:

Never substitute different colours for those listed here.

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The CENTURY 21 Wordmark (Logo) is the approved brand that should be used with your Company Name (DBA) as part of all communications and materials coming from you and your office.

As a rule, the left aligned variation is for primary use. As a secondary option, the center aligned version may be used.

**TIP:**
- As a rule the left aligned DBA should be used as your primary logo.
- For more information please refer to the P&P manual upon its release.

**NOTE:**
The Seal should never be stacked on top of the DBA or positioned right beside it.
The C21® Seal is a secondary design element that may be used to support the CENTURY 21® Wordmark and other brand elements but should never be used to replace them.

The seal should never be stacked on top of the DBA or positioned beside it.

**TIP:** For more information please refer to the P&P manual upon its release.

**NOTE:**
- The wordmark and the seal are separate design elements and should only be used as specified in these guidelines.
- Only utilize specified crops. Do not crop the Seal in any other manner unless specified.
- When cropping the C21 seal, the bottom cropped version should always be used flush against the bottom of the page. In addition, the top cropped version needs to be used flush against the top of the page. Neither version should ever be floating on a page. If you want to use the seal anywhere in the middle, please use the whole version (uncropped version) of the seal.
The approved type families for the CENTURY 21® brand are Barlow and Oakes.

<table>
<thead>
<tr>
<th>Typeface</th>
<th>Primary</th>
<th>Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barlow Semi Condensed</td>
<td>ABCabc0123 Barlow Semi Condensed Medium Headlines</td>
<td>ABCabc0123 Barlow Semi Condensed Regular Numbers + Legal</td>
</tr>
<tr>
<td>Oakes</td>
<td>ABCabc0123 Oakes Regular</td>
<td>ABCabc0123 Oakes Bold</td>
</tr>
</tbody>
</table>

**TIP:** For more information please refer to the P&P manual upon its release.

**NOTE:** It is important that you never substitute different fonts for the ones listed here. When these fonts cannot be used, you can use Arial as a substitute.
YARD SIGN

AVAILABLE SIZES:

22” x 24”
24” x 18”
36” x 24”
32” x 36”

More designs will be released as they become available.

TIP:

For design files, please refer to OnlineOffice > Resource Centre > Marketing & Promotions > New Brand Identity.

AGENT WHITE TOP

AGENT ALL GREY

AGENT CROPPED PHOTO

AGENT FULL PHOTO

AGENT MOSAIC

FOR SALE

JAMES STANTON
SALES REPRESENTATIVE
912.555.1234

CENTURY 21
Company Name Inc.

Select your design and
post colour:

PREFERRED
RELENTLESS GOLD
SW 9121 Sawgrass Basket

OBSESSED GREY
SW 7069 Iron Ore

WINNING WHITE
SW 7070 Site White

Additional designs available on OnlineOffice.
BUSINESS CARDS

SIZE:
2" x 3.5" (VERTICAL)
3.5" x 2" (HORIZONTAL)

RECOMMENDED PAPER STOCK:
16 PT Matte Finish

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Resource Centre>
Marketing & Promotions>
New Brand Identity.

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