



IDENTITY STANDARDS
2026

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OUR
LOGO



COLDWELL BANKER
COMMERCIAL

FRAMED LOGO



**COLDWELL BANKER
COMMERCIAL**

The framed logo uses the CBC Star mark within an inlined square. This version of the logo may only be used on a light background.

REVERSED LOGO



**COLDWELL BANKER
COMMERCIAL**

The reversed logo uses the CBC Star mark in silhouette. This version of the logo may only be used on a dark background or with transparency as a graphic effect overlapping an image or copy.

COLOR



The circle logo uses the CBC Star mark within an inlined circle. This version of the logo may only be used on a light background.

REVERSED



The reversed circle logo uses the CBC Star mark in silhouette. This version of the logo may only be used on a dark background.

FRAMED DBA LOGO

REVERSED DBA LOGO

VERTICAL



VERTICAL



HORIZONTAL



HORIZONTAL



HORIZONTAL STACKED



HORIZONTAL STACKED



For more specifics on proper alignments of DBA logo variations, please refer to the Appendix.

CIRCLE DBA LOGO

REVERSED DBA LOGO

VERTICAL



SMITH & SMITH

VERTICAL



SMITH & SMITH

HORIZONTAL



SMITH & SMITH

HORIZONTAL



SMITH & SMITH

For more specifics on proper alignments of DBA logo variations, please refer to the Appendix.



The **Coldwell Banker Commercial**® logo must always appear on personal promotional literature in a prominent location and appropriate size. The blue logo box should never be smaller than 1/8" in width and 1/8" in height.

For the circle logo, the inner circle should never be smaller than 1/8" in width and 1/8" in height.



The safety distance around the logo is equal in measurement to 1/2 the height of the blue logo box. Likewise, the safety distance around the circle logo is equal in measurement to 1/2 the height of the inner circle. No other copy or graphics may be placed any closer to the logo than that distance. (This parameter is utilized in print and digital applications, but does not apply to signage.)

DO NOT

Place any other copy or graphics in or immediately around the mark. Nothing else is allowed in or next to the blue box.



DO NOT

Use the framed logo in any color other than PMS 280.



DO NOT

Use any texture, shading or effects for the mark.



DO NOT

Reverse the marks.



DO NOT

Stretch or condense the mark.



DO NOT

Superimpose any image or copy over the mark.



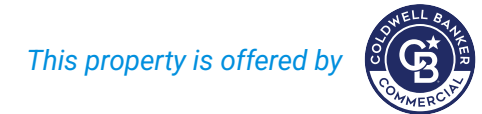
DO NOT

Place the mark at an angle.



DO NOT

Use the mark as a copy element.



When shown with the **Coldwell Banker Commercial**® logo, broker logos must be outside the safety distance around the CBC logo and must be no larger than the CBC logo.





GUIDELINES

- All current Coldwell Banker Commercial[®] logo ID standards apply to the new round logo (standard vs. reverse logo usage, colors, etc.).
- A DBA is not required with the framed or circle logo on content published by the brand or on materials representing the brand not specific to your company, including merchandise. All materials promoting your company, a listed property or a specific sales professional should feature a logo that includes your DBA.
- For consistency, all marketing materials promoting a specific property (postcards, brochures, social assets, videos, etc.) should feature the same type of logo (framed or circle) with your DBA.
- Logo size minimum will need to be adjusted for round logo option to ensure legibility.

BEST PRACTICES

- Listed property signage should feature the same logo type that appears on office exterior signage for consistency.
- Company brokers/owners are encouraged to be consistent with the logo type used at the office/company level (recruiting materials, office stationery, etc.). Ideally, it will match the logo type used on exterior office signage.
- Prospecting materials (ex: business cards) are encouraged to align with the logo type used on exterior office signage for consistency and to support brand recognition with consumers.



**COLDWELL BANKER
COMMERCIAL**



OUR TRUE
COLORS



OUR BRAND COLORS

Coldwell Banker Commercial[®] Blue is our signature color, the foundation of a refreshed palette that brings new energy to our brand foundation. Our signature blue nods to our heritage. Deeper shades add richness and depth. Brighter accents introduce a modern, forward-looking edge. Elevated yet familiar, these colors together create a balance of tradition and innovation.

<p>CBC BLUE</p> <p>RGB: 1 / 33 / 105</p> <p>CMYK: 100 / 85 / 5 / 22</p> <p>PMS: 280C</p> <p>#012169</p>	<p>SMOKY GRAY</p> <p>RGB: 88 / 113 / 141</p> <p>CMYK: 71 / 51 / 30 / 6</p> <p>PMS: 5425C</p> <p>#58718D</p>	<p>MIST</p> <p>RGB: 190 / 202 / 215</p> <p>CMYK: 25 / 14 / 9 / 0</p> <p>PMS: 5435C</p> <p>#BECAD7</p>	<p>TIDE</p> <p>RGB: 184 / 207 / 234</p> <p>CMYK: 26 / 11 / 1 / 0</p> <p>PMS: 544C</p> <p>#B8CFEA</p>	<p>BRIGHT BLUE</p> <p>RGB: 31 / 105 / 255</p> <p>CMYK: 88 / 53 / 0 / 0</p> <p>PMS: 285C</p> <p>#1F69FF</p>
<p>MIDNIGHT</p> <p>RGB: 10 / 23 / 48</p> <p>CMYK: 94 / 84 / 50 / 64</p> <p>PMS: 289C</p> <p>#0A1730</p>	<p>SLATE</p> <p>RGB: 27 / 60 / 85</p> <p>CMYK: 93 / 73 / 44 / 35</p> <p>PMS: 5405C</p> <p>#1B3C55</p>	<p>GLACIER</p> <p>RGB: 218 / 225 / 232</p> <p>CMYK: 13 / 7 / 4 / 0</p> <p>PMS: 5455C</p> <p>#DAE1E8</p>	<p>ICY BLUE</p> <p>RGB: 240 / 245 / 251</p> <p>CMYK: 4 / 1 / 0 / 0</p> <p>PMS: 656C</p> <p>#F0F5FB</p>	<p>CELESTIAL</p> <p>RGB: 65 / 143 / 222</p> <p>CMYK: 68 / 34 / 0 / 0</p> <p>PMS: 279C</p> <p>#418FDE</p>

OUR TYPE

Great typography is the voice of a great brand. Ours is crisp, clean and contemporary, so the words speak with confidence. The updated Coldwell Banker Commercial® font family includes two font collections.:

Premiere Office in Charlotte, NC

TEN PARCELS AVAILABLE

The historic Kensington is a prime investment property featuring a vibrant community and an active commercial clientele. Currently 48 residential units and 10 commercial units.

— Josefin
Sans

— Roboto
Bold

— Roboto
Light

Roboto

AaBbCcDdEeFfGgHhIi
 JjKkLlMmNnOoPpQqRr
 SsTtUuVvWwXxYyZz
 1234567890
 !@#\$%

Roboto is the font family used for all body copy. Roboto is a diverse type family, available in 12 styles, including varying weights and italics. It's very readable and can go from a whisper to a shout, depending on the weight, size and styling.
Download [Roboto HERE for free.](#)

JOSEFIN SANS

AaBbCcDdEeFfGgHhIi
 JjKkLlMmNnOoPpQqRr
 SsTtUuVvWwXxYyZz
 1234567890
 !@#\$%

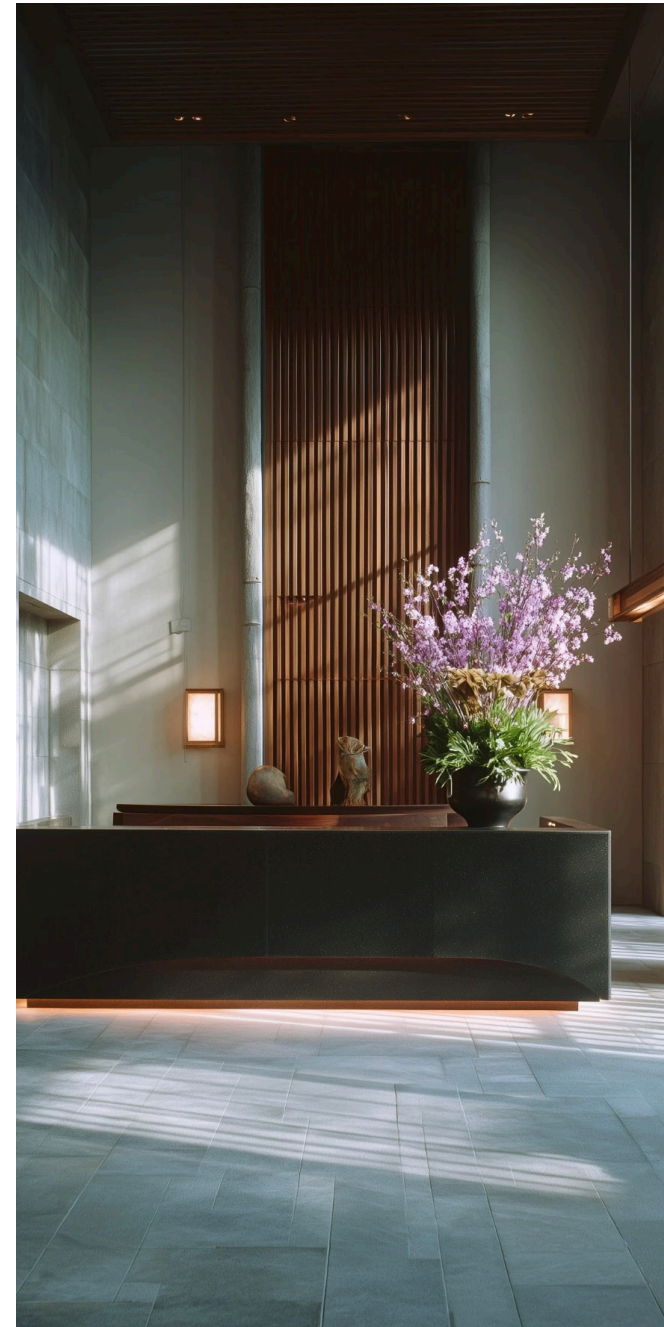
Josefin Sans may be used. Inspired by geometric sans serif designs from the 1920s, Josefin is geometric and elegant with a vintage feel, for use at larger sizes. **Download this Google font [HERE for free.](#)**

PICTURE
THIS



OUR APPROACH

The photographs we use to represent properties and offerings within the commercial real estate sector focus on strong lines, interesting angles, open space and heightened color contrasts to bring as much visual interest and drama to the images as possible.






Please note: Designs are shown for illustrative purposes only. Consistent logo usage is encouraged.

HEADLINE

Building Name
Address
City, ST, Zip

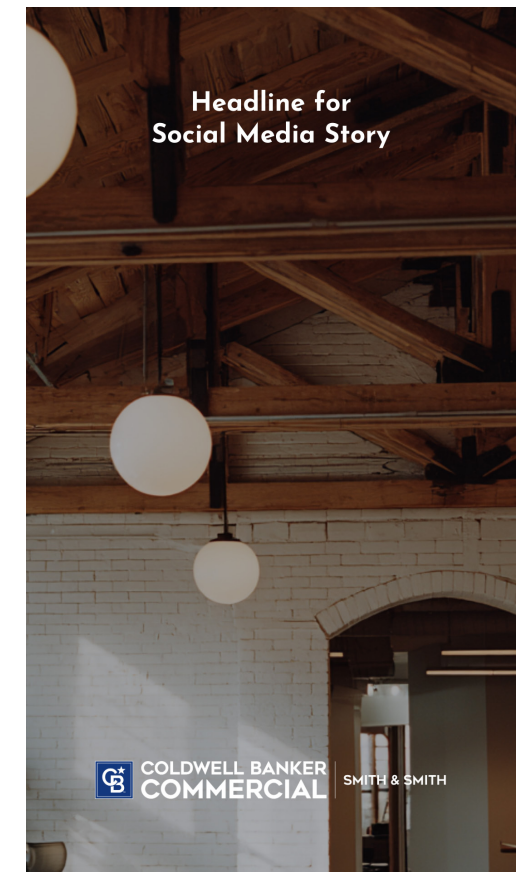
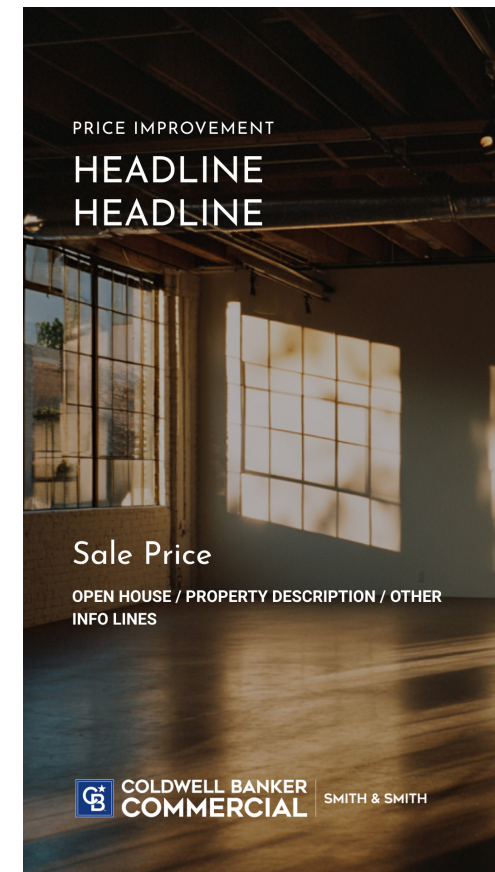
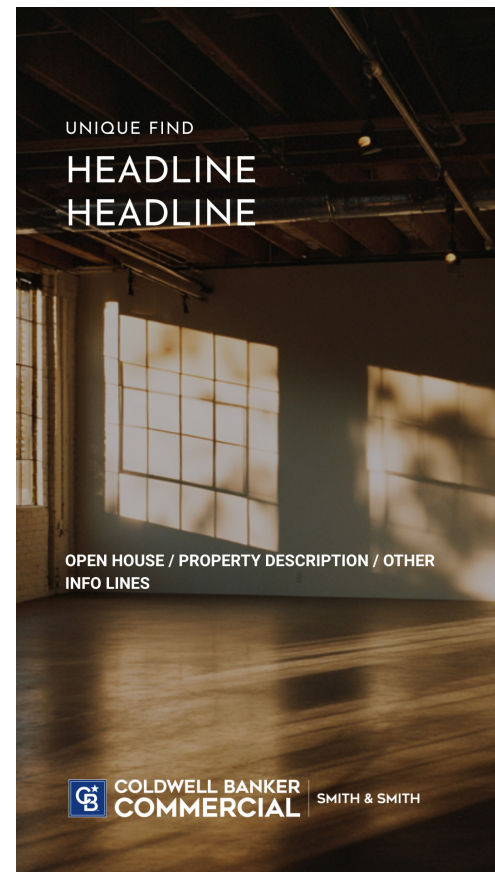
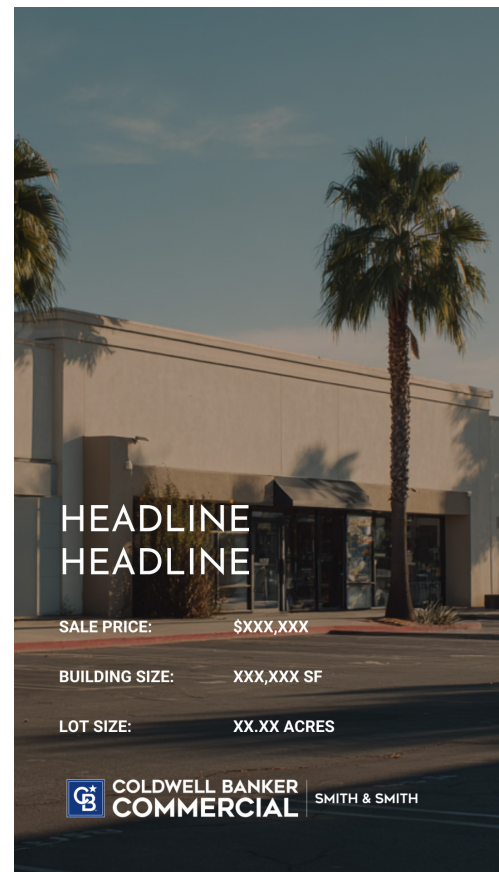
OFFERING SUMMARY

Sale Price:	\$50,000,000
Building Size:	500,000 SF
Available SF:	XXXXXXXX
Lot Size:	0.5 Acres
Number of Units:	18
Price / SF:	\$100.08
Cap Rate:	9.55%
NOI:	\$4,774,709
Year Built:	2007

 COLDWELL BANKER
COMMERCIAL
SMITH & SMITH

Samantha Smith | 123.456.7890 | Samantha.Smith@coldwellbanker.com

While the images above represent full page print ads, our campaigns and advertising messages can be versioned into many different formats and media. Our brand structure allows us to vary the moods and messages in our work with beautiful photography; minimal, clean layouts and copy with a confident, professional voice.



Correlating social posts for any of our campaigns are based visually on the main graphics. Additional posts, created to extend social presence with promotional value, utilize brand fonts, color palette and photography. The supporting copy and content appear outside of the post and/or in a linked file.



Long Headline Here
Second Line Here

PROPERTY TITLE
 \$ 052/SF NNN
 123 MAIN ST, LOS ANGELES

PROPERTY OVERVIEW
 You will not find an opportunity better than the Mobi Building. The Mobi Building has everything and is the ideal candidate for an office building.

Features

- 12 Parking Spaces
- Strong Credit Tenants
- Room for Expansion

Professional Longname: 555.555.5555
 Longname@emailaddress.com
 CaRE #XXXXXXXX

Professional Longname: 555.555.5555
 PLongname@emailaddress.com
 CaRE #XXXXXXXX

COLDWELL BANKER COMMERCIAL DBA
 CBCWORLDWIDE.COM

The property information herein is derived from various sources that may include, but not be limited to, county records and may include inaccuracies, although the information is believed to be accurate. It is not warranted and you should not rely upon it without personal verification. ©2021 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial and the Coldwell Banker Commercial logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker System is a trademark of Coldwell Banker Real Estate LLC. The Coldwell Banker System is a subsidiary of Franchise Brokerage Group LLC and franchise offices which are independently owned and operated. The Coldwell Banker System logo requires the presence of the Equal Opportunity Act. CBRETV_2021_001



Long Headline Here
Second Line Here

PROPERTY TITLE
 \$ 052/SF NNN
 123 MAIN ST, LOS ANGELES

PROPERTY OVERVIEW
 You will not find an opportunity better than the Mobi Building. The Mobi Building has everything and is the ideal candidate for an office building.

Features

- 12 Parking Spaces
- Strong Credit Tenants
- Room for Expansion

Professional Longname: 555.555.5555
 Longname@emailaddress.com
 CaRE #XXXXXXXX

Professional Longname: 555.555.5555
 PLongname@emailaddress.com
 CaRE #XXXXXXXX

COLDWELL BANKER COMMERCIAL DBA
 CBCWORLDWIDE.COM

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Second Line Here

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- Strong Credit Tenants
- Room for Expansion

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 Longname@emailaddress.com
 CaRE #XXXXXXXX

Professional Longname: 555.555.5555
 PLongname@emailaddress.com
 CaRE #XXXXXXXX

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Long Headline Here
Second Line Here

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 \$ 052/SF NNN
 123 MAIN ST, LOS ANGELES

PROPERTY OVERVIEW
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Features

- 12 Parking Spaces
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Professional Longname: 555.555.5555
 Longname@emailaddress.com
 CaRE #XXXXXXXX

Professional Longname: 555.555.5555
 PLongname@emailaddress.com
 CaRE #XXXXXXXX

COLDWELL BANKER COMMERCIAL DBA
 CBCWORLDWIDE.COM

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Our HTML presence is heavily templated for easy recognition and readability. The vertical framed logo at the top immediately establishes ownership of the message, while our horizontal stacked logo at the bottom anchors the message solidly. Add graphically appealing images and crisp typography and the message is delivered in an appropriately polished tone.



Five elegant and tasteful building plaques have been designed, utilizing metals with different finishes.



A wide range of riders is available to augment your signage presence.



The Coldwell Banker Commercial[®] service marks, trademarks and logos are collectively called the “Coldwell Banker Commercial Marks” throughout this manual. The Coldwell Banker Commercial Marks serve as the basic building blocks for universal acceptance and identification for a single international graphic identity.

The most important element of the Coldwell Banker Commercial System, symbolic of our premier reputation and image, is the corporate logo (herein called the “Corporate Mark”, “Trademark” or the “Mark”). It and all other Coldwell Banker Commercial Marks in the United States are owned by Coldwell Banker Real Estate LLC. Coldwell Banker LLC owns all Trademark registrations in countries other than the United States. Each Franchisee is authorized to use the Coldwell Banker Commercial Marks pursuant to their Franchise Agreements.

Franchisees who have not been licensed the rights to use the Coldwell Banker Commercial[®] Marks may not use them. Every company granted permission to use the Coldwell Banker Commercial Marks is required to protect them by adhering to the standards and regulations delineated in this manual. Care in protecting the Trademark and all of the Coldwell Banker Commercial Marks work to the benefit of everyone.

Exact and correct use of the Trademark by Coldwell Banker Commercial Franchisees and their affiliated professionals is crucial to maintain a powerful international graphic entity. This Identity and Graphic Standards Manual is part of the Policy and Procedures Manual. Also, franchisees who executed their Franchise Agreements prior to January 1, 1999, and who executed a separate Coldwell Banker Real Estate Franchise Agreement, should refer to the Coldwell Banker Identity Standards Manual for residential brokerage applications.

Advertising of any property or services, which is not within the definition of the Business, as that term is defined in the Franchise Agreement, is not permitted with the use of any of the Coldwell Banker Commercial Marks or the Coldwell Banker Commercial name.

The requirements throughout this manual must be adhered to without variation. Information on ordering materials from Preferred and Approved Suppliers is available on cbcdesk.com. You are encouraged to use these Preferred and Approved Suppliers for all your materials (including stationery, business cards, property signs, telephone supplies, etc.). They are familiar with the standards for using the Coldwell Banker Commercial Mark and will afford you optimum purchasing efficiencies and adherence to standards. If you elect to use a vendor that is not a Preferred or Approved Supplier, it is your responsibility to ensure that they create materials in full compliance with the standards.



The **Corporate Mark** is the primary **Coldwell Banker Commercial[®]** Mark. It must be used exactly as indicated in this Identity Standards Manual. There are two versions of the Mark, referred to as the FRAMED LOGO and the CIRCLE LOGO, with a standard and reverse option for each, for use on light and dark backgrounds as appropriate.

The Mark may also refer to the use of the Coldwell Banker Commercial name in text in various applications.

The Coldwell Banker Commercial Mark is authorized for use with your approved company trade name (called “your company trade name” or “DBA”) as described on building signs, property signs, stationery, business cards, websites, classified and display advertising, personal promotion literature and all other advertising materials and external communications.

It is the uniqueness of each of these elements and the way they have been assembled into a unit that give the Coldwell Banker Commercial Corporate Mark its distinctive character.

Details and specifications on the correct size, color matches and use of the Mark in various applications are contained within this manual and must be followed exactly.

REQUIRED

- Your company trade name or DBA must be pre-approved by Coldwell Banker Commercial Real Estate LLC, should provide clear identity and should never cause confusion with other offices or firms, or imply national or international scope.

FOR EXAMPLE:

- National Real Estate, Colorado Realty or United States Real Estate Associates would be inappropriate and confusing when used as your company trade name along with the Coldwell Banker Commercial[®] Trademark.
- Outside of the United States, it is suggested that your company trade name or DBA should always include the words “Real Estate” or “Realty.”

-
- Individual brokerage professionals must utilize their approved company DBA and are prohibited from altering it in any way, or creating their own.
 - The Coldwell Banker Commercial Trademark is never to be used alone without your company trade name in copy and when using the Mark graphically.
 - When used with the Mark, your company trade name should be centered directly under the logo or directly to the right, as shown in the DBA portion of this manual.
 - Your company trade name or “doing business as” name (often referred to as “DBA”) is always typeset in **GEOMETOS NEUE BOLD**.

The Minimum Required Disclaimers

must appear whenever the Coldwell Banker Commercial® Mark is used. It is an important part of the Mark and as essential as your DBA. The following section provides the proper disclaimers for various applications:

AFFILIATES

ANYWHERE ADVISORS LLC

<p>Printed Materials (Flyers, postcards, doorhangers, etc.)</p>	<p>©2026 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act.</p>	<p>©2026 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act.</p>
<p>Printed Materials (Client-Facing)</p>	<p>Not intended as a solicitation if your property is already listed by another broker.</p>	<p>Not intended as a solicitation if your property is already listed by another broker.</p>
<p>Advertising</p>	<p>©2026 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act.</p>	<p>©2026 Coldwell Banker. All Rights Reserved. Coldwell Banker Commercial® and the Coldwell Banker Commercial logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Equal Opportunity Act.</p>
<p>Stationery</p>	<p>Each office is independently owned and operated.</p>	<p>Owned by a subsidiary of Anywhere Advisors LLC.</p>
<p>Signage</p>	<p>Each office is independently owned and operated.</p>	<p>Owned by a subsidiary of Anywhere Advisors LLC.</p>
<p>Broadcast Communications</p>	<p>Coldwell Banker Commercial (DBA Name). Each office is independently owned and operated. Coldwell Banker Commercial is a registered trademark licensed by Coldwell Banker Real Estate LLC.</p>	<p>Owned by a subsidiary of Anywhere Advisors LLC. Coldwell Banker is a registered service mark owned by Coldwell Banker Real Estate LLC.</p>

Use of the **Coldwell Banker Commercial[®]** “Registered Trademark” may also refer to the use of the Coldwell Banker name as text in advertising copy, correspondence or other applications. It does not refer strictly to the FRAMED LOGO or the REVERSED LOGO.

To present a consistent and unified image when using the Coldwell Banker Commercial name in body copy intended for external use, we have provided guidelines to follow.

REQUIRED

The Coldwell Banker Commercial Mark must be used as an adjective modifying or describing a noun but never as a noun itself:

- “As part of the Coldwell Banker Commercial[®] System”, NOT “As part of Coldwell Banker Commercial[®]”
- “Come join the Coldwell Banker Commercial[®] System”, NOT “Come join Coldwell Banker Commercial[®]”

DO NOT place any punctuation, such as a comma or backslash, between Coldwell Banker Commercial and your DBA.

DO NOT use ALL CAPS or boldface when referring to Coldwell Banker Commercial Real Estate LLC, or in combination with your name or DBA (Coldwell Banker Smith & Smith Realty).

The following examples demonstrate the correct use of our name in copy:

- Our impressive reputation makes the Coldwell Banker Commercial[®] brand a premier real estate system.
- The Coldwell Banker Commercial[®] System has over 100 years of experience and expertise.
- Coldwell Banker Commercial Smith & Smith Realty has highly trained brokerage professionals.
- Coldwell Banker Real Estate LLC maintains its international headquarters in Madison, New Jersey.

When referencing **CBCWORLDWIDE.COM**, it must always appear in upper case bold with no spaces.

NEVER use CBC.COM.

Proper use of the Registered Trademark (®) when using the Coldwell Banker Mark in copy:

REQUIRED

The registered trademark symbol should also be used the first time Coldwell Banker Commercial appears in the subhead or the body copy of that piece.

If the **Coldwell Banker Commercial** Mark is used in text in the headline of a piece, the registered trademark (®) must be used the first time the name appears. It does not have to be bold.

The maximum number of times the registered trademark should appear next to Coldwell Banker Commercial on a given page is two. Coldwell Banker Commercial should be bold the first time it appears. It is not necessary to bold Coldwell Banker Commercial every time.

If Coldwell Banker Commercial is not used in the headline, the registered trademark must be used the first time Coldwell Banker Commercial appears in the subhead and next to the first mention in body copy on the page.

If Coldwell Banker Commercial is not used in the headline or subhead, the registered trademark only needs to appear next to Coldwell Banker Commercial the first time it is mentioned in the body copy of a page. This is the only situation when it is not necessary to show the Coldwell Banker Commercial registered trademark (®) with the registration symbol twice.

DO NOT use the registered trademark when using your company trade name or DBA (i.e., Coldwell Banker Commercial Smith and Smith Realty) or Coldwell Banker Commercial Real Estate LLC.

If a printed piece is longer than one page, the service mark must be used with the Coldwell Banker Commercial mark according to the above guidelines on every page of that piece.

Proper Trademark Notations and Use: United States Only

Many of the products, services and programs offered by **Coldwell Banker Commercial**[®] companies are identified by our Trademarks. When a Trademark identifies a program, the appropriate symbol should be used immediately after the program's name or design. Listed below are instructions for using different Trademarks, as well as the appropriate symbol for each:

TRADEMARK:

Any word, name, design, device or any combination thereof, adopted and used by the manufacturer or merchant to identify its goods and distinguish them from those manufactured or sold by others. Any Trademark that is not registered should be followed by the TM symbol.

REGISTERED TRADEMARK:

This is a Trademark that has become the subject of a United States Patent and Trademark Office registration. These are the only Trademarks that can be followed by the ® symbol.

SERVICE MARK:

Any word, name, design, device or any combination thereof, adopted and used in the sale or advertising of services provided by a business to identify its services and distinguish them from those of others. Any service mark that is not registered should be followed by the SM symbol.

REGISTERED SERVICE MARK:

This is a service mark that has become the subject of a United States Patent and Trademark Office registration. These are the only service marks that can be followed by the ® symbol.

COPYRIGHT:

The exclusive right granted by the United States government to the author or other owner of a work, investing the author or other owner for a specific period of time with the sole and exclusive privilege of publishing or distributing that work. Among the most common items subject to copyright in the business world are video, audio and written advertising and promotional materials in various media, individual graphic.

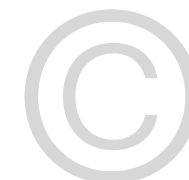
Proper Trademark Notations and Use: International

The Coldwell Banker Commercial brand owns numerous trademarks and service marks throughout the world that must be protected, many of which are registered. Make sure you use these trademarks in your regions correctly as set forth in this manual, including proper use of the ® symbol for registered marks. For further information regarding proper use of trademark symbols and for a list of registered marks in your region, please contact us at: IDStandards@coldwellbanker.com

TM



SM





FRAMED SINGLE-LINE

- Use the Framed horizontal DBA logo on **white backgrounds** and anything else with a **light background**
- The DBA name should not extend beyond the “COLDWELL” portion of the wordmark. The width of the DBA is determined by “W”
- The spacing that pads the rule and between the framed icon and the wordmark as well as between the wordmark and the DBA’s name is determined by “X”
- The height of the DBA’s name is determined by “Y”. Y = height of bottom part of B in framed logo mark
- Use the horizontal single line when the DBA has 10 or fewer characters
- If the DBA has more than one word and exceeds the character limit, please refer to the horizontal double-line DBA guidelines on the next page
- If the DBA exceeds the character limit, but you would like to maintain a single-line DBA, please see the Longer DBA guidelines on the next page

*Full DBA suites are available on CBC Desk Logo Library.



FRAMED DOUBLE-LINE

- Use the framed horizontal DBA logo on **white backgrounds** and anything else with a **light background**
- For double-line DBAs and longer DBAs, the DBA name should not extend beyond the “COLDWELL BAN” portion of the wordmark. The width of the DBA is determined by “W”
- Use the horizontal double line when the DBA has more than 10 characters and is more than one word
- The preferred length for each DBA line is approximately 13-15 characters
- The spacing that pads the rule and between the framed icon and the wordmark as well as between the wordmark and the DBA’s name is determined by “X”
- The total height of the DBA is determined by “Z”. Z = height of bottom arch in C to bottom of B in framed logo mark
- For double-line DBAs, the character size would be 45pt with leading 45pt
- For longer DBAs, the character size would be 31pt with leading 31pt

*Full DBA suites are available on CBC Desk Logo Library.



REVERSED HORIZONTAL DBA

- The Reversed Horizontal DBA logo uses the white outline
- Use the Reversed Horizontal corporate logos on **blue backgrounds** and anything else with a **darker background**
- The sizing and spacing rules for the horizontal DBAs apply to the respective horizontal DBAs reversed version

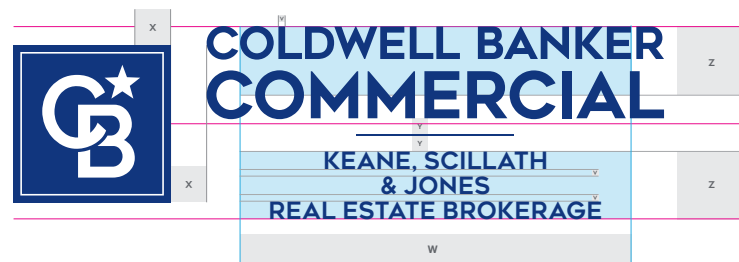
*Full DBA suites are available on CBC Desk Logo Library.



FRAMED SINGLE-LINE

- Use the framed horizontal stacked DBA logo on **white backgrounds** and anything else with a **light background**
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker portion of the wordmark. The width of the DBA is determined by “W”
- Use the horizontal stacked single line when the DBA has 12 or fewer characters
- If the DBA has more than one word and exceeds the character limit, please refer to the horizontal stacked framed double-line DBA guidelines on the next page
- The height of the DBA is determined by “Z”. Z = height of COLDWELL BANKER
- The spacing that pads the rule is determined by “Y”
- The spacing between the framed icon and the wordmark is determined by “X”

*Full DBA suites are available on CBC Desk Logo Library.



FRAMED DOUBLE-LINE

- Use the framed horizontal stacked DBA logo on **white backgrounds** and anything else with a **light background**
- For double-line DBAs, the DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker portion of the wordmark. The width of the DBA is determined by “W”
- Use the horizontal stacked double line when the DBA has more than 12 characters and is more than one word
- The preferred length for each DBA line is approximately 13-15 characters
- For double-line DBAs, the character size would be 33pt with leading 33pt
- For longer DBAs, the character size would be 21pt with leading 21pt
- The spacing that pads the rule and between the framed icon and the wordmark is determined by “X”

*Full DBA suites are available on CBC Desk Logo Library.



REVERSED HORIZONTAL STACKED DBA

- The Reversed Horizontal Stacked DBA logo uses the white outline
- Use the Reversed Horizontal corporate logos on **blue backgrounds** and anything else with a **darker background**
- The sizing and spacing rules for the horizontal DBAs apply to the respective horizontal DBAs reversed version

*Full DBA suites are available on CBC Desk Logo Library.



FRAMED SINGLE-LINE

- Use the framed vertical DBA logo on **white backgrounds** and anything else with a **light background**
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker portion of the wordmark. The width of the DBA is determined by “W”
- Use the vertical single-line when the DBA has 12 or fewer characters
- If the DBA has more than one word and exceeds the character limit, please refer to the vertical double-line DBA guidelines on the next page
- The height of the DBA is determined by “X”. X = height of bottom part of B in the framed logo mark
- The spacing that pads the rule is determined by “Y”

*Full DBA suites are available on CBC Desk Logo Library.



DOUBLE-LINE

- Use the framed vertical DBA logo on **white backgrounds** and anything else with a **light background**
- The DBA name should fit between and not extend beyond the “O” and second “E” of the Coldwell Banker portion of the wordmark. The width of the DBA is determined by “W”
- Use the vertical double line when the DBA has more than 12 characters and is more than one word
- The preferred length for each DBA line is approximately 13-15 characters
- The spacing that pads the rule is determined by “Y”
- For double-line DBAs, the character size would be 42pt with leading 42pt
- For longer DBAs, the character size would be 27pt with leading 27p

*Full DBA suites are available on CBC Desk Logo Library.



REVERSED VERTICAL DBA

- The reversed vertical stacked DBA logo uses the white outline
- Use the reversed vertical corporate logo on **blue backgrounds** and anything else with a **darker background**
- The sizing and spacing rules for the vertical DBAs apply to the respective vertical DBAs reversed version

*Full DBA suites are available on CBC Desk Logo Library.





Space between circle and DBA = width of "CB" in the monogram logo (see green guide)

SMITH & SMITH

Max width of DBA line = 7x the width of "CB" in the monogram logo (see green guide).

For multi-line DBAs, spacing between DBA lines is equivalent to the height of the font stroke in the lower hump of the "B" in the monogram (see purple guide)

DBA font size is equal to 1/7 the height of the round logo (see orange guide).

For reverse logo (featuring white DBA copy), the DBA font size is equal to 1/7 the height of the blue circle in the logo (do not factor in white border around the circle).



**COLDWELL BANKER
COMMERCIAL**

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