



EXIT REALTY CORP. INTERNATIONAL

DESIGN GUIDE

BRANDING. CONSISTENCY. RECOGNITION.



ADVERTISING

Proper use of EXIT trademarks assures the integrity and effectiveness of company marks. Within these guidelines is latitude for the individual EXIT associate to customize marketing materials. Use of trademarks must always conform to EXIT standards, copying content and designs from other sources is strictly prohibited without express written consent from the owner, and similarly for EXIT Realty Corp. International content not otherwise made available through social media or the Resource Center (RC).

CONTACT INFORMATION

Always ensure you're following any board, or governing body's advertising guidelines. Most require office DBA name and number, agent's name and title (no larger than DBA), as well as contact info with prefixes for consumer transparency to appear conspicuously on all promotional pieces. Standards as well as many boards require these numbers to always be answered with the office name affiliated with the associate.

DISCLAIMERS

All promotional pieces must contain, in clear fine print, "Independent Member Broker" or "Brokerage, Independently Owned and Operated" (in Ontario only) and "Not intended to solicit franchisees or property already under contract." All content must be truthful and verifiable, and factual claims must clearly include a time period disclaimer, geographic reference.

DEFAMATION

No associate shall use the EXIT name and marks in any manner that compromises the image and high-quality service associated with EXIT, or incorporate demeaning, derogatory, inflammatory, bizarre or offensive material into any personal promotional item bearing the EXIT name and mark. No associate shall use any symbol, graphic design or color scheme that emulates competing companies or organizations. Any reference to the EXIT Formula or sponsoring must convey the content and spirit accurately and legally.

TRADEMARKS & MESSAGING

Always capitalize the word "EXIT" when referring to EXIT Realty, and a ® should always appear next to the logo. Here are examples of corporately used messaging:

Corporate Text Codes

4MM – EXIT's incredible Formula explained
ACHIEVER – View our corporate publication The EXIT Achiever
APP - Download the EXIT Realty Connect App
BLOG - Read, share & subscribe to EXIT's blog
EXIT – Find properties in your area now
EXITSMARTSIGN - Our My Smart Sign™ demo
EXITTV - Watch, share & subscribe to EXIT's YouTube channel
FOGH - Read, share & subscribe to EXIT's wellness blog
LISTWITHEXIT - EXIT's Expert Marketing Suite™ explained
OWNEXIT - Region/franchise sales
PROMPTER – Download our affirmation app, *Prompter!*™
RESIDUALS - Our single-level residual income calculator
SOLUTIONS - Read & download our white papers
SUPPORT – Connect with our support team now

Corporate Trademarks

EXIT®
EXIT Realty®
I'm Sold®
LOVEXIT®
Prompter® (U.S. only)
Think Smart. Think EXIT®
Your Home, Next EXIT® (U.S. only)
Expert Marketing Suite® (U.S. only)
Heart and Home with EXIT Realty® (U.S. only)
Real Estate Re-invented® (CAN only)
The SMART Choice® (CAN only)
EXIT Realty, A Smart Move!® (CAN only)

COLORS

Print and digital work require very different color values in order to reproduce EXIT Realty's two main corporate colors properly. Always consult with your design company for color and other specifications before providing any designs, and insist on color matching.

COLOR IN BRANDING

Whether it's office, team, or individual branding, clients must be able to recognize you're part of EXIT.

Please use only EXIT's corporate colors, or shades thereof, in advertising or branding for team or agent logos. Black and white logos are permitted, and if you would like to incorporate an additional color, teal should be your first color of choice. Any deviations need to be submitted for pre-approval by EXIT's Corporate Marketing Dept.

PRINT / PANTONE® / CMYK

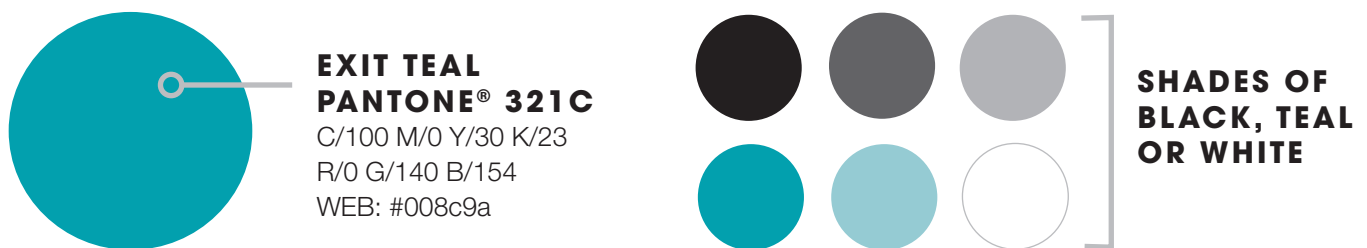
PANTONE® is an international standard of ink colors used by graphic supply companies world-wide. PANTONE® swatch books can be obtained through PANTONE® INC. online or through graphic supply companies and stores. PANTONE® 321C is the official "EXIT TEAL."

Colors can also be printed as PROCESS COLORS, or CMYK, which stands for Cyan (blue), Magenta (red), Yellow and Black.

WEB / SCREENS / RGB

Content for websites or screen presentations use a color mode called RGB, which stands for Red, Green and Blue. Certain software also requires RGB colors such as Microsoft Office based programs.

CORPORATE COLORS



COORDINATING COLOR OPTIONS



Browns, darker teals, purples, blues & kelly green are all colors that coordinate well with EXIT's teal

LOGOS

Under no circumstances can the logo be altered in any way.

It's PROHIBITED to use the EXIT logo as part of an affiliate logo without consent of EXIT Realty Corp. International. The logo MUST NOT be overlapped by other images, or appear as a pictorial element as a substitute for the word "EXIT" (ex. in an exit sign over a door).

TEAM LOGOS

It's PROHIBITED to use the EXIT logo as part of a team logo. The EXIT logo should appear on all advertising. In incidences where both a team and EXIT logo are in the same design they must be of equal size, but not side-by-side, unless on lawn signs. See page 8 for lawn sign standards. **Teams must be recognizable as EXIT Realty.**

STANDARD LOGO

Usage: white/light backgrounds

- Opaque teal- filled letters with **black outline**
- Edges & tips** always pointed never rounded
- House is opaque white with teal windows & black outline
- Transparent between letters & black ® symbol

ALSO AVAILABLE IN BLACK & WHITE VARIANT



KNOCKOUT LOGO

Usage: black/dark backgrounds

The same above characteristics apply as well as:

- Opaque white outline around entire logo
- Opaque white between EXIT letters
- White ® symbol

ALSO AVAILABLE IN BLACK & WHITE VARIANT



MONOTONE LOGO

Usage: user discretion for best visibility

- Opaque teal-filled letters, no differentiating **outlines**
- Edges & tips** always pointed never rounded
- House is transparent with teal windows & outline
- Transparent between letters & teal ® symbol

ALSO AVAILABLE IN BLACK MONOTONE & WHITE MONOTONE

*Gold & Silver available by request only. No other colors permitted.



LOGOS

CLICK HERE to access EXIT's Logos & Standards section of the RC

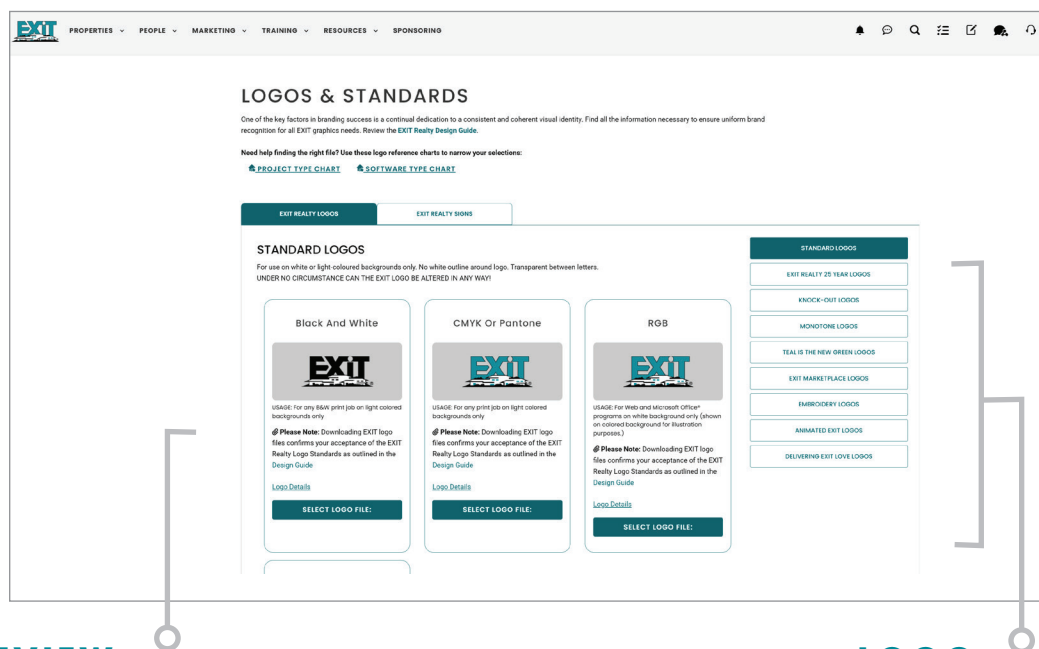
All EXIT logos are available in formats suitable for both print and online projects including, but not limited to:

EPS (vector for print)

JPG (for print & digital)

PNG (for digital)

- Use only Standard, Knockout or Monotone EXIT logos for all main branding
- For metallic interior office signs or awards recognition, silver or gold monotone logos are available
- EXIT's Anniversary, and Delivering EXIT Love logos are allowable but are not to replace your main EXIT office brand identity.



PREVIEW & USAGE PANE

Preview what each type of logo looks like, what the usage standards are for each, and hover over the Select Logo File button to choose the file format you download.

LOGO CATEGORIES

Click into any of these buttons to view the various types of EXIT logos and download them.

TYPEFACE

OFFICE NAME **BELOW** LOGO:

1. ALWAYS use the full brokerage name including the word EXIT below the logo
2. ONLY use all-caps, sans serif fonts such as Arial or Helvetica (italicizing fonts is allowable as well)
3. ALWAYS ensure the office name extends from tip-to-tip, whether the logo has a black or white outline (longer names may extend to two lines where the name is centered below & the top line extends to tips)
4. ONLY black or white may be used to color the lettering of the brokerage name

OFFICE NAME **BESIDE** LOGO:

1. ALWAYS use the full brokerage name including the word EXIT beside the logo
2. ONLY use all-caps, sans serif fonts such as Arial or Helvetica (italicizing fonts is allowable as well)
3. ALWAYS ensure office name & disclaimer are centered vertically between the top and bottom edges of logo
4. ALWAYS ensure line between logo & office name is centered vertically between the top and bottom edges of the logo and horizontally between the logo & office name
5. ONLY black or white may be used to color the lettering of the brokerage name & line between

✓ CORRECT



EXIT REALTY NAME
Independent Member Broker



EXIT REALTY YOUR
BROKERAGE NAME
Independent Member Broker

✗ INCORRECT



EXIT REALTY YOUR
BROKERAGE NAME
Independent Member Broker



EXIT REALTY CORP. INTERNATIONAL

SIGNAGE GUIDE

BRANDING. CONSISTENCY. RECOGNITION.



LISTING SIGNS

- All lawn signs should be EXITized and feature EXIT's brand colors or shades thereof
- Not every brand color is required (ex. black and white signs are acceptable)
- EXIT logo should be largest item on sign unless it features an agent photo (then it should be second largest)
- Associate images may be enhanced (improving color or image quality) but no additional graphic icons or elements are permitted on signage

[CLICK HERE](#) to access signage on the RC, under the EXIT Realty Sign tab

OFFICE SIGNS	AGENT SIGNS	AGENT SIGNS WITH PHOTO	TEAM SIGNS WITH PHOTO

COMMERCIAL SIGN	LUXURY SIGNS

*Message and data rates may apply on any of the Smart Sign™ templates.

OTHER GUIDELINES:

It is the responsibility of the franchisee/broker of record to ensure that all aspects of signs comply with state/provincial regulations, and to PANTONE® color match with printers before production.

Aside from the EXIT logo and/or team logo, only the Equal Housing, REALTOR® and the respective U.S. or Canadian MLS® logos are permitted on signs.

Luxury design used only if the listing price of property is within the top 10% range of properties presently listed on the real estate board in the area.

Direct questions regarding signs to Corporate Marketing at marketing@exitrealty.com

RIDERS

Riders allow for greater flexibility and customization of signs. By moving additional information to removable riders you can keep your signs clean, simple and still highly visible.

[CLICK HERE](#) to access riders on the RC, under the EXIT Realty Sign tab in the Rider Sign section

SOLD RIDER STANDARDS

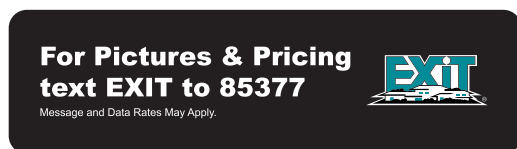
The registered trademark phrase I'M SOLD!®, is compulsory on all EXIT sold sign boards and sold riders, instead of simply the word "sold."



- solid, eye-catching red background
- white reverse, all caps lettering with exclamation mark
- white reverse ® symbol, superscripted
- phrase centered horizontally & vertically in space

MY SMART SIGN™ RIDER STANDARDS

Available in white, black or teal options, Smart Sign® or My Smart Sign™ riders must always feature For Pictures & Pricing text EXIT (or your vanity code) to 85377 and the fine print disclaimer "Message and Data Rates May Apply."



- solid background (Black, white or teal only)
- all fonts white reverse, sans serif & left aligned
- EXIT's Knockout logo with white ®
- disclaimer in fine print, with title formatting
- elements centered horizontally & vertically in space

GREEN RIDER STANDARDS

You may use ECO-FRIENDLY or GREEN FEATURES as phrases on riders only



- solid, kelly green background
- white reverse, all caps lettering
- white reverse ® symbol, superscripted
- phrase centered horizontally & vertically in space

OFFICE SIGNS

Before creating any designs for exterior office signage, it's the responsibility of the franchisee or broker/owner to check with the local municipality, landlord and local real estate board(s) for bylaws or restrictions governing signage.

The Corporate Marketing Department can work with you to create a design that meets any specialized guidelines, and always submit exterior office sign designs for pre-approval to marketing@exitrealty.com before going to print, to ensure the longevity of your sign investment.

BASIC EXTERIOR OFFICE SIGN STANDARDS

All signs should feature the EXIT logo in a prominent position, the full office name and phone number at minimum, and at least one exterior-facing sign MUST feature the Independent Member Broker or Brokerage, Independently Owned and Operated disclaimer.

DESIGN EXAMPLES



- solid black background
- all text white reverse of background
- all caps full office DBA name
- EXIT's Knockout logo with white ®
- fine print disclaimer with title formatting
- text center justified next to logo
- all elements centered horizontally & vertically in space

Channel letter options are also permitted.

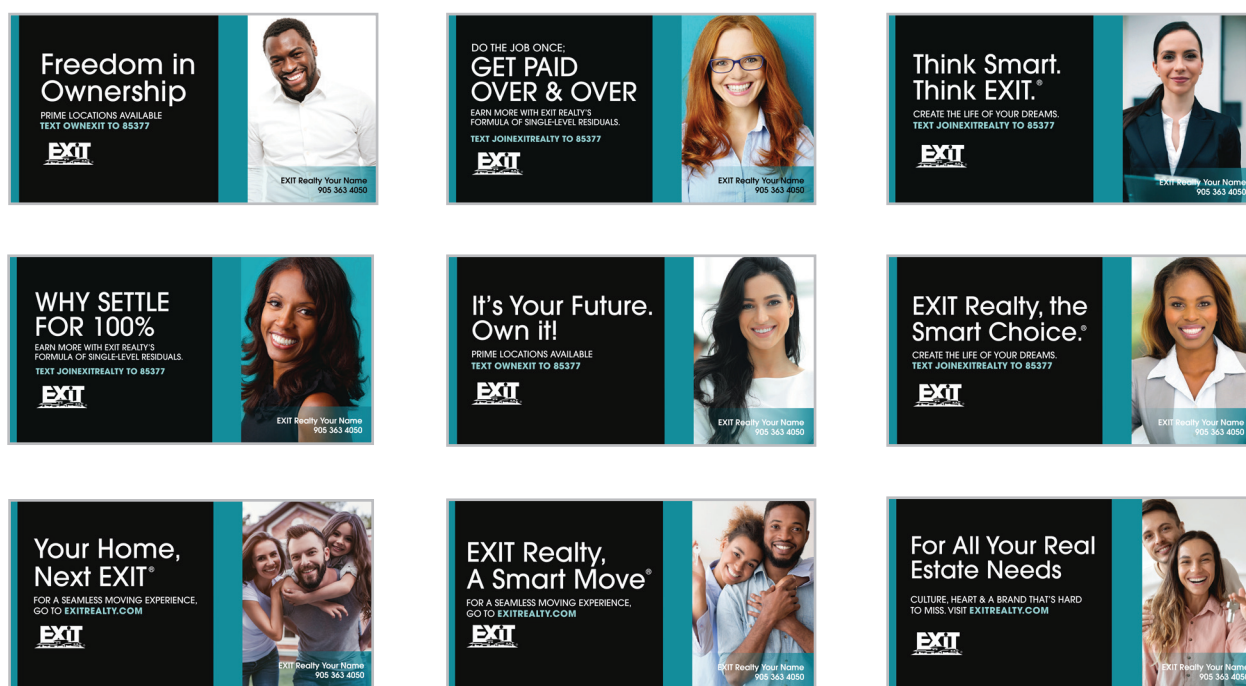


- solid white background
- all text black reverse of background
- all caps, full office name, tip-to-tip below logo
- EXIT's Standard logo with black ®
- fine print disclaimer, center justified with title formatting
- all elements centered horizontally & vertically in space

BILLBOARDS

EXIT Realty has several billboard designs available to associates across North America. Changes to these designs are approved on a case-by-case basis. Always use simple designs featuring large phrases, and direct people to exitrealty.com for home sales and joinexitrealty.com for careers.

BILLBOARD TEMPLATE DESIGNS



BLACK & KNOCKOUT LOGO DESIGNS

OTHER SLOGANS: Consult the list on page 2, which features all slogans trademarked in both Canada and the U.S.





EXIT REALTY CORP. INTERNATIONAL

DIGITAL & ONLINE MARKETING

BRANDING. CONSISTENCY. RECOGNITION.



WEBSITES & DOMAINS

The following guidelines explain acceptable use of EXIT's Marks and substance and spirit of the EXIT Formula on the internet. Although EXIT regions, franchises, and agents are, by contract, permitted to use these Marks, EXIT Realty Corp. International remains the owner of the Marks and is the final authority on their acceptable use and interpretation of the guidelines set forth herein. These guidelines are subject to review by EXIT and may be changed at its sole discretion at any time.

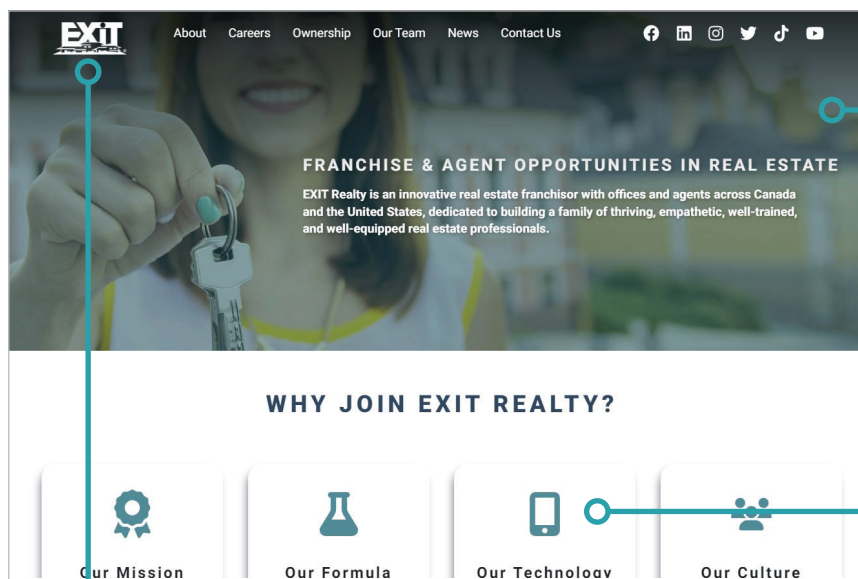
CHOOSING A DOMAIN NAME

A main domain name must represent the region's, franchise's, or agent's rights under contract with EXIT. It must reflect either the approved dba name* or the area to which one has the right to locate an office or practice real estate, and not give the impression it represents all of EXIT or more than the protected territory. Savvy marketing dictates short, easy to say and spell domain names that are descriptive.

- Main domain name must include the word EXIT
- Must be approved by EXIT Realty Corp. International prior to the franchise's use of it
- Website must prominently display the EXIT logo and be recognizable as the EXIT brand
- No domain name or app can include the words National, International, Canada, US, North America, nor indicate that the franchise has exclusive rights to more than its protected territory or an agent is licensed to sell real estate anywhere other than where legally licensed or that the agent represents the Region or the Franchisor

**Franchisees reference the Franchisees' Trade Name, Legal Name of your Franchise Agreement.*

joinexitrealty.com example



logo

according to standards & prominently placed

images & content

images used at proper resolution & with copyright licenses for their usage. Using approved EXIT marks and marketing phrases

color pallet

including EXIT's corporate teal

WEBSITE CREATION

We strongly recommend utilizing our **branded website templates** included as a benefit of your EXIT membership free of charge or using the services of a provider through **EXIT's Marketplace**. These companies have been thoroughly vetted and follow design guidelines provided by EXIT. Regardless of the provider you choose, or the type of marketing, the guidelines listed on page 2 must be observed. Any domain name you use as a feeder site (i.e., redirected or pointing) to another domain name on which a website is located, is subject to the same guidelines as the main domain where it resides.

RECRUITING/SPONSORING WEBSITES

A recruit determines who sponsors them into EXIT and this must be verified on prescribed company documents. Any website with content dedicated to recruiting/sponsoring must take into consideration the following:

- domain must be approved by EXIT Realty Corp. International
- domain and every page of site should promote a specific EXIT franchise or agent without leading visitors to believe it is provided by a Region or EXIT Realty Corp. International
- online forms forwarded to an EXIT franchise or agent DO NOT constitute an "introduction"
- no diluting the spirit of the EXIT Formula by including incentives to people who agree to be sponsored

SINGLE PROPERTY LISTING WEBSITES

We highly recommend the use of the **Expert Marketing Suite™**, however if you're already using another provider please follow the guidelines listed on page 2, and the following must be observed:

- if domain name and site obtained through a company in EXIT's Marketplace, or if the domain name is the address of the property no approval from EXIT Realty Corp. International is required, otherwise the domain must be approved as outlined in the "Choosing a Domain Name" section
- any reference to the EXIT Formula or sponsoring must convey the content and spirit of the EXIT Formula accurately and legally

Contact Franchise Support with questions about accessing
EXIT's Marks or the substance/spirit of
EXIT's Formula **from 8am to 6pm ET Monday to Friday at:**

T: 1-888-668-3948
E: support@exitrealty.com
Text Support to 85377
Live Chat in the Resource Center

APPS & OTHER DIGITAL MARKETING

MOBILE APPLICATIONS (APPS)

If an EXIT region, franchise or agent chooses to develop and market an app, the standards noted herein for marketing via a website apply. The app and any identifying icon or image must not give the impression that it represents all of EXIT or more than the protected territory of the region, franchise or licensed area of the agent.

DIGITAL MARKETING

EXIT encourages the **Expert Marketing Suite™**, included as a member benefit to associates at no additional cost, to market property online, in addition to Partners via EXIT's Marketplace. If using EXIT Marks on sites such as Zillow.com®, REALTOR.com®, etc. they must adhere to EXIT's Design Guide.

RECRUITING & CLASSIFIED ADVERTISING

We highly recommend the use of the **EXIT Ad Center** (EAC) for ads used to encourage readers to consider a career with EXIT, for branding, events, or listings. For all other examples/postings outside of the EAC always remember:

- ads must clearly indicate a specific EXIT region, franchise, or agent and in no way lead readers to believe it's EXIT Realty Corp. International conducting sponsoring activities
- offering incentives to people who agree to be sponsored dilutes the power and spirit of EXIT's Formula
- Always ensure advertising complies with regulations of applicable governing, licensing, and MLS® bodies.

AFFILIATE MARKETING

EXIT Realty Corp. International strongly suggests seeking independent, qualified legal advice before considering entering an affiliate marketing arrangement. Remember, choosing to display vendor information in any of your marketing, affects your reputation and that of EXIT by association. Only reputable organizations should be used for any affiliate marketing.

FEATURING NON-EXIT VENDORS IN YOUR MARKETING DOES NOT ELEVATE THEM TO ANCILLARY NETWORK STATUS NOR DOES IT GIVE THE VENDOR THE RIGHT TO USE EXIT MARKS.

SOCIAL MEDIA

For this document, Social Media or the term Social shall include blogging, creating profiles on and/or submitting content to sites such as LinkedIn®, Facebook®, X®, YouTube®, Instagram®, Pinterest®, TikTok®, etc., creating or joining like-minded groups both on and offline, commenting on news stories, and news syndication (RSS). EXIT associates are encouraged to share EXIT's corporate social content, however alteration of it can only be done with expressed written consent from EXIT Realty Corp. International. Any blog or profile identities must represent only yourself or your office, not the entire region or Corporation.

RE-BLOGGING OR SHARING

For this document, "re-blogging" is defined as copying a blog post in its entirety and "quoting" as copying excerpts from an online source. You should have permission to re-blog and quote unless a sharing functionality is present, meaning the author invites users to re-blog or share content and credit is automatically included. When quoting from a piece online, always site original source, author, and link back to the original. If using a quotation from a private communication, always obtain a written content release. A template form can be [downloaded from the RC](#). When using quotations from the same online source on a regular basis obtain permission in writing as to how the publisher wants credit given.

EMAIL, SMS, ETC.

Always include appropriate disclaimers such as "not intended to solicit property already under contract." EXIT Realty regions, franchisees, and agents must be familiar with and adhere to all applicable governing laws including the US CAN-SPAM Act and Canada's Anti-Spam Legislation (CASL). If you wouldn't want it read in court, don't write it in an email or anywhere else online.

MOBILE BUSINESS CARD & TEXT VANITY CODES

Included as a benefit of EXIT membership is the [Mobile Business Card](#) (MBC) and [My Smart Sign](#) technology using unique alphanumeric "vanity" codes. These are provided automatically, and codes can be customized so long as you follow these guidelines:

- all vanity code requests are subject to approval by EXIT Realty Corp. International
- must have three characters min., no symbols, profanity, or spaces, and is not case sensitive
- choose a straightforward vanity code that's easy to remember
- may not include the words National, International, Canada, US, North America, nor, in the case of a regional owner or franchisee, indicate exclusive rights to more than protected territories

When promoting your MBC, one of these disclaimers must be included in the text message: "Std message rates may apply", "Message rates may apply", "Std msg & data rates may apply" or "Msg & Data rates may apply".

For some great tips on social media etiquette [CLICK HERE](#)

GIFT-GIVING

In real estate, the opportunity for business gift giving comes with every client, member of your team, supporter of your cause, or affiliate with which you do business. We call it Delivering EXIT Love and each opportunity is a chance to showcase your heart and professionalism.

STEP 1 - Download our Delivering EXIT Love logo [HERE](#)

STEP 2 - Choose your packaging options

VISTAPRINT

Operating out of both [Canada](#) and the [U.S.](#), VistaPrint offers several customizable options for gifting. Creating an account is free, and you work within their easy-to-use online editor. Options include:

- Boxes & Mailer envelopes (with customizable patterns/colors)
- Wine & Gift Bags (kraft paper options only)
- Roll labels & Dye Cut stickers
- Postcards or Folding Cards to add a special message



ULINE

Also available in both [Canada](#) and the [U.S.](#) is Uline, offering bulk ordering of customizable tissue paper and generic packaging options. Creating an account is free, however minimum quantities are required. Products you can order include:

- Customized logo tissue paper (varying design & color options)
- Boxes & Mailer envelopes (corrugated or color options)
- Wine & Gift Bags (kraft paper & higher quality color options)
- Custom roll labels (various shape & size options)



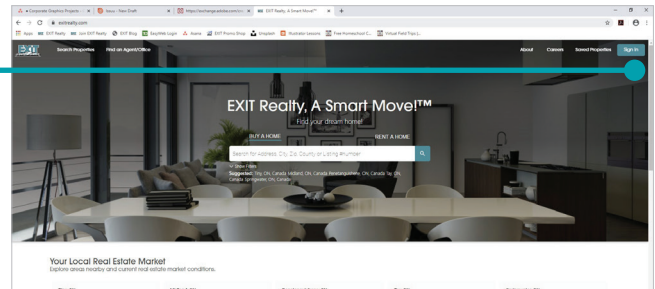
Whether it's a plain box or bag with a label on it, or custom tissue paper in it, or an entirely custom designed box, these are just suggestions only for how you can deliver EXIT love at a whole new level.

RESOURCE CENTER

A copy of these standards, EXIT logo files and various signage templates are all available for download through EXIT's Resource Center. You can follow the links provided in the pages of this document or access files directly using the below instructions at www.exitrealty.com.

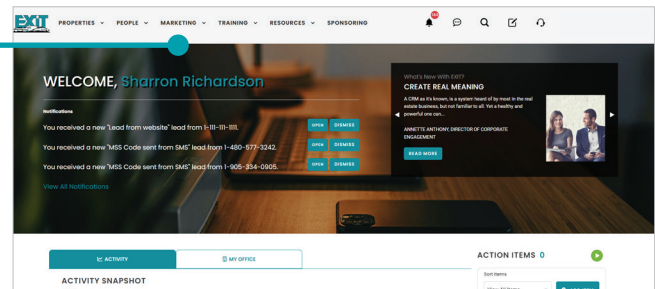
1. LOGGING IN

Using your RC username and password obtained from EXIT's Franchise Support department, go to exitrealty.com in the browser of your choice, click the teal SIGN IN button in the top right, then click the EXIT LOGIN tab and enter your credentials.



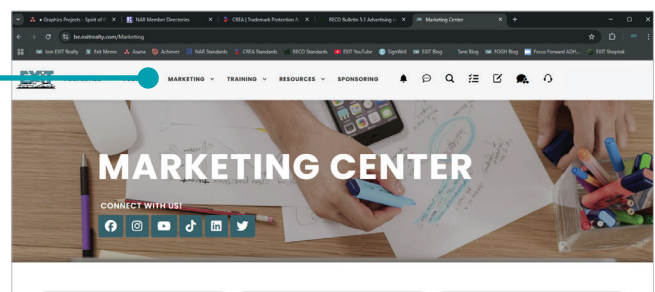
2. HOMEPAGE

Once logged in, you'll be taken to the welcome page featuring our main menu bar including the Marketing tab along the top of the screen, or hover over Marketing to see a drop down menu of other direct links like Logos & Standards.



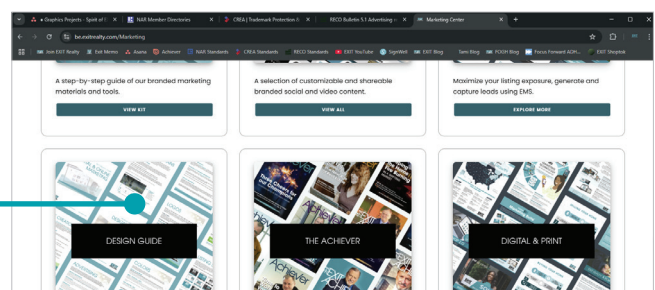
3. MARKETING CENTER

After clicking on the Marketing tab you'll be taken into the Marketing Center where you can access several digital, social, and print designs as well as this guide. by scrolling down the page to the Logos & Standards section.



4. LOGOS & STANDARDS

Scroll down the Marketing Center homepage to locate the Logos & Standards section and click on VIEW ALL to access this guide, all logo formats, signage templates, and helpful charts to learn which files are best for what projects and software programs.



BOARD LINKS

It's the responsibility of each Associate, Franchisee or Regional Owner to check with the local and national real estate board(s) for guidelines governing advertising and marketing projects. Click a board name below to access their respective websites.

NATIONAL BOARDS

► CREA

Canadian Real Estate Association

Access the standards and guidelines for use of CREA's marks in advertising [here](#).

► NAR®

National Association of REALTORS®

Access the standards and guidelines for use of NAR's trademarks in advertising [here](#).

AFFILIATED BOARDS

► CANADA

Each provincial and municipal level board has their own set of advertising guidelines to which you must also adhere. Please refer to their individual websites.

[Click here](#) to find the affiliated board near you.

► UNITED STATES

Each state and municipal level board has their own set of advertising guidelines to which you must also adhere. Please refer to their individual websites, searching by area or name.

[Click here](#) to find the affiliated board near you.

ONTARIO ONLY

► RECO

Real Estate Council of Ontario

For offices and/or agents located in the province of Ontario, you are subject to an additional layer of guidelines through RECO and TRESSA requirements.

[Click here](#) for advertising requirements or [here](#) for advertising online.