

## **Logo Publishing Guidelines**

In order to maintain a consistent brand image throughout the marketplace, these Logo Publishing Guidelines have been provided for proper use of the Women's Council of REALTORS® (WCR) corporate logo and other WCR brand products. If you have questions or concerns for a specific publishing project, please contact National WCR at 800-245-8512.

### **Who Can Publish the Logo?**

The WCR corporate logo may be published online and in print by any REALTOR® or National-Affiliate member of WCR. However, Local Affiliate members and non-members are not authorized to publish the WCR logo in personal marketing. News media, including television and print, are permitted to publish the WCR logo only to promote the organization and its upcoming events.

For the Performance Management Network (PMN) logos, only designees and candidates of the PMN designation program may use these logos in their personal marketing.

### **Color Standards**

Your printing company or promo products vendor may request WCR's three standard logo colors. They are as follows:

- Black
- Pantone 135 yellow
- Pantone 293 blue

The logo may be published in solid black, white against a black background, in these Pantone colors listed above in the case of a three-color process or in four-color CMYK process.

### **File Formats**

For professional printing, use of the higher resolution, three-color eps versions is recommended. The eps file is the one labeled "For Professional Printing" on the download page. The downloadable eps version is an original application file containing the color separations and fonts necessary for three-color print applications. With four-color printing process, your professional printer should match WCR's defined Pantone colors as closely as possible in accordance with universal printing standards.

### **General Guidelines**

WCR chapters, product manufacturers or individuals are not permitted to:

- Change WCR's defined Pantone colors to other colors.
- Change the font type, kerning and/or leading definitions for the logo's fonts.

- Resize the logo disproportionate to the defined standard size. Please see below.

Correct:



Incorrect:



Incorrect:



### **Adding Your Chapter's Name to the Logo**

The only permissible alteration that WCR chapters may make to the corporate logo is to add the chapter's name, which must be smaller in size than the words "Women's Council." In no case should the corporate logo be overwritten or otherwise manipulated. When adding a chapter's name to the logo, only the defined Pantone colors for the WCR logo may be used (Black, Pantone 293 or Pantone 135). It is recommended that chapters use a graphic arts professional to institute this change.

Sample:

