This guideline has been developed to assist you in creating a graphic image that reflects the quality products bearing the United Country Real Estate brand. These guidelines must be followed when producing all promotional and identity materials, including brochures, signage, advertising, stationery, business cards, websites, etc.

Logo artwork and fonts are available from United Country Real Estate on the intranet site at this link: http://www.ucintranet.com/marketing/advertising/logos/

**Logo Variations**

The logo is available in 3D, Flat, Black or White versions. The logo is not available in grayscale.

![3D Logo](image1) ![Flat Logo](image2) ![Black Logo](image3) ![White Logo](image4)

**Logo Visibility**

To make the United Country Real Estate brand as visible as possible, it is necessary to provide space around the logo. The logo should be kept separate from all other elements, including images, text, boxes or borders. Use the height of the “n” in the word United as a guide for creating space around the mark. The logo may be placed within a box or near other elements, provided that there is at least one “n” height amount of clear space on all sides. If the logo is placed into its own box, you should ensure that there is at least one “n” height amount of clear space on all external sides of the box as well.

![Logo with Clear Space](image5)

Because the logo is made up of darker colors, it will typically not show up well on other dark colors. For most of these applications the black or white version of the logo should be used.

![No Clear Space](image6)
Do Not...

...attempt to re-create the logo.
...alter the logo, modify colors, add animation or introduce other graphic elements to the logo.
...place the logo in a sentence as a replacement for a word.
...change the proportions (stretch or squish, sample below) of the logo.
...remove the words Real Estate from the logo.
...replace the words Real Estate with your franchise name, phone number, web address or anything else.

Logo Colors

**PMS Colors**
- Blue: 295
- Green: 3425

**4-Color Process**
- Blue: Cyan, 100; Magenta, 82; Yellow, 35; Black, 33
- Green: Cyan, 97; Magenta, 34; Yellow, 85; Black, 27

**Thread Colors**
- Dark Royal: 1742
- Dark Green: 1851

Black, White and tone on tone are also acceptable

Logo Fonts

The font used in the logo comes from the Univers font family. If you would like to use this font in your advertising you can obtain it from the intranet at the following link: http://www.ucintranet.com/marketing/advertising/logos/

Registered Servicemarks

The following taglines and words are registered servicemarks for United Country Real Estate and should display this symbol ® in all marketing. If the word United or United Country is used more than once on an advertisement best practices would be use the symbol ® on the first instance of the word.

United®
United Country®
We Cover the Country®
No One Knows the Country Like We Do®
America's Rural Real Estate Company®
National Exposure, Local Expertise®
Find Your Freedom®
Franchise Logos

The logo is available with your franchise name in stacked or horizontal versions. You can download your logo at the following link https://backup.filesanywhere.com/fs/v.aspx?v=8c7062885f67727ba2a4. If you do not find your logo there contact Michele Frisby at mfrisby@unitedcountry.com.

<table>
<thead>
<tr>
<th>Franchise Stacked</th>
<th>1st Choice Realty</th>
</tr>
</thead>
<tbody>
<tr>
<td>3D Color</td>
<td>1st Choice Realty</td>
</tr>
<tr>
<td>Flat 2 Color</td>
<td>1st Choice Realty</td>
</tr>
<tr>
<td>Black</td>
<td>1st Choice Realty</td>
</tr>
<tr>
<td>White</td>
<td>1st Choice Realty</td>
</tr>
</tbody>
</table>

Guidelines for logo and Tagline Usage