

HRRA IDENTITY STANDARDS MANUAL



# Introduction

This identity standards manual was created so that all HRRR staff, members, volunteers, and business partners have a clear set of guidelines for promoting, producing, programming, designing or writing anything related to HRRR.

This manual does not describe precisely how to apply the HRRR brand in every conceivable situation. Rather, it provides basic guidelines and provides examples that are broadly applicable for HRRR in any situation.

As HRRR grows, communicating a genuine and consistent identity becomes increasingly important. The success of the HRRR identity will be determined by the degree to which these guidelines are considered when making daily communications decisions. Your commitment to identity consistency is needed and appreciated.

# Logo

The HRRR logo is the core component of the HRRR visual identity. The logo expresses the mission of the association.

The HRRR logo is our visual signature. Just as your personal signature should always look the same, our identifier should always appear in a specified and consistent manner.

## Logo

This is the main identity element for HRRR. This is the preferred signature with logomark.



## Logo in Black or Reversed Out to White

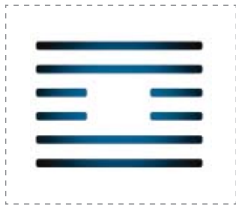
The logo may be reproduced as shown in black on white or white on a black background. The black on white logo should only be used in place of the logo above if it is a greyscale or black and white project only. The white on a black background logo should only be used under special circumstances.



# Logo Anatomy

## Logomark

The HRRRA logo is composed of a “Logomark” and two different “Logotypes.” These should not be separated. No additional text should be placed within the immediate vicinity of the logo.



**Logomark:** The square arrangement of horizontal lines represents the light at the center. The blue of the lines, starting from the center, fades from a bright blue to black.



**Logotype 1:** Georgia, Italic, size 24.



**Logotype 2:** Garamond, Regular, all caps, size 10.

## Additional Fonts

For body text of a document, the font **Garamond** should be used. This font is also used in the body of the HRRRA newsletter, the **Hampton Roads REALTOR®**, at 11 pt.

**Georgia Bold Italic** may occasionally be used for headings.

Website text is formatted in the font **Verdana** for easier readability.

# Placement/Spacing

## Free Zone

The logo must be placed in an area free of competing text or graphics, except for the association name and tagline. The area should be consistent on all sides of the logo and equal to 1/4 the diameter of the logo. Example: If the logo is 1" high, allow for 1/4" of white space in all directions. This area of protection is required in order to ensure impact and understanding of the HRRRA visual identity within competitive environments.



## Placement

The logo should be placed at the top left of a page. When placing the logo at the top, remember that the top margin (to the edge of the paper) should comply with the free zone guideline above.

# Color Palette

The colors used for all HRRR materials should always be consistent.

## Color Palette

It is crucial that all colors match, regardless of the medium. Actual color samples may be found in current editions of the Pantone Color Guides. Remember, the colors here will print or display differently depending on the monitor, printer, and paper used.

### HRRR BLUE

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**Print**  
Pantone 3015

**Web**  
#00709E

**CMYK**  
C=100  
M=30  
Y=0  
K=20

**RGB**  
R=0  
G=112  
B=158

### BEIGE

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**Print**  
Pantone 7535

**Web**  
#BAB8A6

**CMYK**  
C=0  
M=3  
Y=15  
K=20

**RGB**  
R=186  
G=184  
B=166

### RED

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*This color is used to highlight dates and times in eREALTOR®.*



**Print**  
(use CMYK values)

**Web**  
#FF0000

**CMYK**  
C=0  
M=100  
Y=100  
K=0

**RGB**  
R=255  
G=0  
B=0

# Violations

The logo was designed for use on a white or very light background. However, in certain instances, the logo may be used with a color background (please consult with the Communications Department).



**DO NOT** shrink the proportions of the logo unequally to fit into a space. The logo must always be proportional to its original size.



**DO NOT** change the colors of the logo.



**DO NOT** rotate or turn the logo.



**DO NOT** place a bevel or drop shadow around the logo.



**DO NOT** render a shape anywhere in the vicinity of the logo.



**DO NOT** place a border around the logo.



Hampton Roads REALTORS® Association

**DO NOT** redo the logotype to make it bigger or smaller than the original size, or to change the font.



**DO NOT** remove or crop out any parts of the logo including text within.

# Stationary

## Letterhead

All letters should be composed as a blank sheet of paper and then printed out onto pre-printed official letterhead. Be sure to allow for the header and footer. Remember, font may appear smaller on the computer screen than it will when printed out.

## Suggested font and size:

Garamond  
12 pt. / single-spaced  
black text

8.5" W x 11" H standard

*Center for*  
*Real Estate*

HAMPTON ROADS REALTORS® ASSOCIATION


**R**  
REALTOR


HAMPTON ROADS REALTORS® ASSOCIATION  
638 Independence Parkway, Suite 100, Chesapeake, VA 23320  
Phone: 757-473-9700 Fax: 757-473-9897  
[www.CenterForRealEstate.com](http://www.CenterForRealEstate.com)

# eREALTOR® and other e-Blasts

## eREALTOR

This weekly e-blast has its own template set up in Microsoft Word. Headings are in Georgia Bold Italic, body text is Verdana. (This look is subject to change as the needs of the membership change, and should only be manipulated by the Communications Department.)





Hampton Roads REALTORS® Association  
**October 15, 2007**

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### Breaking News

**Commercial Members - RFP**  
 HRRRA is accepting proposals for listing the sale of 2500 Gum Tree Court. All commercial members are invited to submit. Please deliver proposals that include marketing plan, suggested pricing, listing terms, and all other pertinent details to HRRRA at 638 Independence Parkway, Chesapeake. Deadline for submission is **Nov. 2**.

**HRRRA Service Awards**  
 Do you have a nomination for Affiliate Company of the Year, Affiliate Member of the Year, Broker/Manager of the Year, Code of Ethics Award, Lifetime Achievement Award, REALTOR® Volunteer of the Year, or Rising Star of the Year? Contact [ssuggs@hrrra.com](mailto:ssuggs@hrrra.com) for more information.

**2007 COE Criteria**  
 Please [click here](#) for the 2007 COE Award Level Criteria for COE, DPM and New Homes.

### Make More Money

**Business Planning & Setting Goals**  
**Fri., Oct. 12** – 2 CE or PL credits.

**Certified New Homes Sales Professional (CSP)**  
**Nov. 1-2, 13-14.** HRRRA Member \$420. Attendees will gain a broad understanding of the home building business and much more. Seating is limited – register today!

**North Carolina Exam Prep**  
 Need a new market? **Nov. 2 & 5** at HRRRA headquarters.

**Home Inspection Training**  
 Learn more about this division of Alpha...

For more on education opportunities, please visit [AlphaCollegeOfRealEstate.com](http://AlphaCollegeOfRealEstate.com)

### Meetings This Week

**Property Management Leasing Council**  
**Tue. Oct. 16, 12:30pm** – Virginia Beach Room

**REALTOR® / Lawyer**  
**Thu. Oct. 18, 1pm** – Virginia Beach Room

**Town Hall Meeting**  
**Wed., Oct. 24, 11am** – Virginia Beach Room


### Networking Events

**13th Annual CREC Scholarship Golf Tournament**  
 Everyone is invited to participate. **Fri., Oct. 26** - Proceeds benefit the [Lori Kaplan Memorial Scholarship](#) fund. [Sponsors click here!](#)

**REALTOR® Wine Tasting & Cheese Social**  
**Thu., Nov. 1, 4-6 pm**, HRRRA headquarters. Sponsored by the Affiliates Council. Please bring non-perishable food items to donate to the Food Bank. Door prizes needed. Contact Cindy Matthews or Colleen Eulo at 437-9700. All attendees are asked to enter the event on the North side of the building. This event is free to members; however, please R.S.V.P. by Oct. 29.

**Blueprint Reading**  
**Fri., Nov. 16, 9:30am – noon**. HRRRA Members \$45, nonmembers \$65. Seating is limited to 18 attendees - don't miss out on this informative program. Instructor is Terry Gearhart, MIRM, with Terry/Peterson Residential.

For more on HRRRA news and events, please visit [CenterForRealEstate.com](http://CenterForRealEstate.com)



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**52 Safety Tips – Safety is a Year-round Priority**  
 Each week, we will share a tip from the NATIONAL ASSOCIATION OF REALTORS® 2007 REALTOR® Safety Week Kit.

**Tip #7**  
**Try to Avoid Working Alone**  
 If you encounter an individual while working late or alone in your office, indicate to that person that you are not alone. Say something like, "My supervisor will be right with you and should be able to assist you."

For Any Registrations and Information Call HRRRA at 473-9700  
 OR use [Internet Member Services](http://CenterForRealEstate.com)

This message may be an invitation to purchase or participate in programs and services of the Hampton Roads REALTORS® Association. It is our policy not to share or sell e-mail addresses. If you do not want to receive these e-mails, or any other e-mails associated with your membership benefits, please call HRRRA at 757-473-9700 or send an email to [info@hrrra.com](mailto:info@hrrra.com). The law requires removal of your name within 30 days of the request.

## e-Blasts

This template can be used by any staff member to send out reminders or information to the membership.

**HRRRA sender (i.e., committee or council)**

**Subject or subtitle**

Optional second subtitle

Message goes here. Font is Garamond, size 12. Do not change this template! Copy and paste it and rename it for your e-blast. Thanks!

Link: [link text should be hrra blue \(R: 0 G:112 B:158\)](#)  
 Email: [Email addresses should be red \(R:255 G:0 B:0\)](#)

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638 Independence Parkway, Suite 100, Chesapeake, VA 23320 - Office: 757.473.9700 Fax: 757.473.9897  
<http://www.CenterForRealEstate.com>

This message may be an invitation to purchase or participate in programs and services of the Hampton Roads REALTORS® Association. It is our policy not to share or sell e-mail addresses. If you do not want to receive these e-mails, or any other e-mails associated with your membership benefits, please call HRRRA at 757-473-9700 or send an e-mail to [info@hrrra.com](mailto:info@hrrra.com). The law requires removal of your name within 30 days of the request.

# Fliers

## Promoting Events

This template is a basic guideline for creating fliers for HRRR events and classes throughout the year. It is set up in Adobe InDesign and should only be manipulated by the Communications Department.

*Center for*   
*Real Estate*  
HAMPTON ROADS REALTORS® ASSOCIATION

Flier Template  
for  
*HRRR Events*

Use Garamond for body text. You may also use ***Georgia Bold Italic*** for headers and/or emphasis. You may shrink the logo a little if you need room, but leave it on the left. Your title goes on the right.



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