

Using Your REALTOR® Trademark

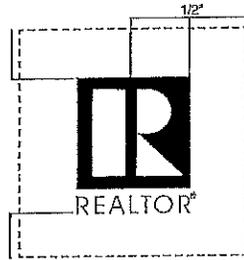
The term REALTOR® and REALTORS® should appear in all capital letters and the federal registration symbol "®" should be used with each term whenever possible: e.g. John Jones, REALTOR® not John Jones Realtor®.

- Use the term REALTOR® or REALTORS® in connection with, rather than as part of, your firm name. Its John Doe Inc., REALTOR® not John Doe REALTOR®, Inc.
- Punctuation should be used to separate your name or firm name from the terms even when they appear on separate lines: e.g. John Jones — REALTOR®
- Say REAL-tor as a two-syllable term with emphasis on the first syllable "REAL," not REAL-i-ter or REAL-a-tor,
- Use non-member, instead of non REALTOR® when referring to one who is not a member.
- When speaking of more than one member use REALTORS® and REALTOR-ASSOCIATES®.
- Avoid possessives whenever possible and when not, use REALTOR®s (singular possessive) or REALTORS® (plural possessive).
- Don't hyphenate (REAL-TOR); abbreviate (Rltr); expand (Realtorific); or combine the term REALTOR® or the registered marks REALTORS® or REALTOR-Associate with other terms (REALTOR®-Assistant)
- Don't use descriptive words to modify the term e.g. "Professional REALTORS®" "Commercial REALTORS®" "Twin City REALTORS®"

Proper Usage of the REALTOR® Logo

The REALTOR® logo has been designed specifically to take advantage of certain size and contrast relationships among its component parts. Official glossy reproduction proof sheets are available for your use from the Trademark Coordinator at the National Association.

- always display the logo in its correct form. The proper dimensions of the logo are represented by superimposing the logo on a grid:



- when used on a dark background, be sure to reverse all components of the logo:



- use a sharply contrasting single color for the logo unless you are using REALTOR® Gold for the "R" and REALTOR® blue for the block and term REALTOR®.

- when the logo appears alone on a window decal, etc. without other wording, allow margins:



- allow a space for at least one half the width of the block "R" logo when using the logo on letterhead, signs, etc."

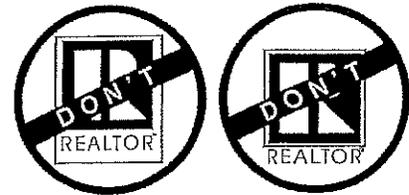
- use a logo that is large enough so that all the parts- the block "R," the term REALTOR®, and the symbol "®" can be seen:



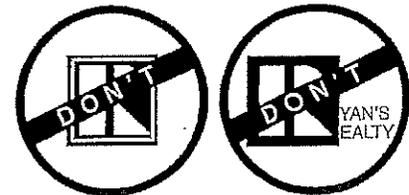
- the REALTOR® logo must never be distorted or altered.
- Don't eliminate parts such as the word REALTOR®:



- Don't outline or frame the logo or parts of the logo:



- Don't combine with other symbols or words:



- Don't redraw, change the size or letter type of portions of the logo:

