

introduction

Trademarks are valuable tools. They help us distinguish among products, services, and even people. When we ask for a Pepsi® brand soft drink, we won't get a Coke®. Similarly, when the public asks for a REALTOR® or sees the block "R" logo, we want them to know that they are getting more than a real estate licensee – they are getting a member of the NATIONAL ASSOCIATION OF REALTORS® (NAR).

Every time you tell the public you are a REALTOR®, you tell them you subscribe to a strict Code of Ethics, you are a member of the largest trade association in the U.S., and you are informed about issues that affect real estate business. The REALTOR® marks and logo may only be used in a way that highlights to the public the registered status, significance, and special meaning of the trademarks.

The rules for proper use of the REALTOR® marks and logo apply to any and all media. Whether the marks are used on signs or newspaper ads, letterhead or flyers, websites or emails, the rules remain the same. Members may only use the REALTOR® marks and logo in connection with their name and the real estate business to identify themselves as members of NAR.

NAR's Membership Marks Manual sets forth the guidelines on proper use of the REALTOR® marks and logo. The manual, which includes helpful videos, is available at www.REALTOR.org/mmm. This pamphlet summarizes the rules for proper use. In order to preserve that immense value, it's important to always use the REALTOR® marks and logo correctly to identify yourself as a member of NAR.

who?

THE MEMBERSHIP LIMITATION

- Member boards must include either one (REALTOR®) or two (REALTOR® and REALTOR-ASSOCIATE®) classes of membership.
- REALTOR® members are authorized to use the terms REALTOR® and REALTORS® and the REALTOR® logo.
- REALTOR-ASSOCIATE® members are authorized to use the term REALTOR-ASSOCIATE® and the REALTOR® logo when their firm or broker is also identified in the same materials.
- A non-member is never authorized to use the REALTOR® marks or logo in connection with his or her name. A member broker may, however, authorize a non-member salesperson affiliated with him or her to use business supplies, except business cards, on which the marks or logo have been used in reference to the member broker's name or firm.
- REALTOR® and REALTOR-ASSOCIATE® may be used with your name or your firm's name to identify you as a member.

what?

THE REAL ESTATE BUSINESS LIMITATION

- Members are licensed to use the marks and logo in connection with their real estate business. "Real estate business" includes real estate brokerage, property management, real estate appraising, real estate counseling, land development and building.
- Members are not authorized to use the marks and logo in connection with any other activities. For example, a member may not use the REALTOR® marks or logo in connection with a real estate school; advertising, marketing, or directory services; the sale of office supplies; or the offering of real estate franchise offices.

where?

THE GEOGRAPHIC LIMITATION

Members are authorized to use the REALTOR® marks and logo anywhere in the country, provided that the marks are accompanied by the business name and address in connection with which membership is held. You may not use the marks in reference to other offices unless you belong to a member board in connection with that other office location.

when?

THE CONTEXT OF USE LIMITATION

- The terms REALTOR®, REALTORS® and REALTOR-ASSOCIATE® and the block "R" logo are collective membership marks. The terms do not describe the jobs real estate licensees perform.
- Never use descriptive words (e.g., commercial, Illinois, full-time professional, local) to modify the term REALTOR®, REALTORS® or REALTOR-ASSOCIATE® because such terms encourage an incorrect contextual meaning for the terms.
- When you are asked what you do for a living, describe your profession before you use the term REALTOR® to indicate you are also a member of a local board and committed to a strict Code of Ethics.

For example, say, "I am a real estate broker and also a REALTOR®."

- Distinguish words that describe jobs or lines of business such as "builder" or "insurance" from the marks.
- For example, use "INSURER, REAL ESTATE AGENT, BUILDER" not "INSURER, REALTOR®, BUILDER."
- Use the marks only when talking about your membership in the local board, state association or NAR.

Follow this rule: If the word "member" cannot logically be substituted for the term REALTOR®, then the term REALTOR® should not be used. Instead, use a descriptive phrase like "real estate agent."

how?

THE FORM OF USE LIMITATION

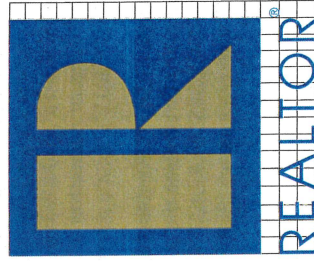
- The terms REALTOR®, REALTORS® and REALTOR-ASSOCIATE® should appear in all capital letters and the federal registration symbol "®", should be used with each term whenever possible.
For example, John Jones, REALTOR®. When not possible, REALTOR or REALTOR® are permitted but less preferred alternatives.
- Do not use the terms REALTOR® or REALTORS® in your firm name, rather use them adjacent to your firm name.
Correct: John Doe, Inc., REALTORS®;
Incorrect: John Doe REALTORS®, Inc.
- Use punctuation to separate your name and firm name from the terms even when they appear on separate lines:
For example, John Jones—
REALTOR®.
- Say REAL-tor as a two-syllable term with emphasis on the first syllable "REAL", not REAL-t-ter or REAL-a-ter.
- Avoid possessives whenever possible and when not, use REALTOR's (singular possessive) or REALTORS' (plural possessive). For the term REALTOR-ASSOCIATE®, it's REALTOR-ASSOCIATE's (singular possessive) or REALTOR-ASSOCIATE's (plural possessive).
- Don't hyphenate (REAL-TOR); abbreviate (Rltr); expand (Realtorific); or combine the terms REALTOR®, REALTORS® or REALTOR-ASSOCIATE® with other terms (REALTOR®-ASSISTANT).

The rules governing use of REALTOR® and REALTOR-ASSOCIATE® on the Internet are those governing use of the REALTOR® marks elsewhere with two exceptions. The marks still must be used to identify a member, so in domain names, user names, group names on social media sites, and e-mail addresses they must be used with the member's name (e.g., johndoe@realtor.com or realtorjohndoe.com) or with a member's firm name (e.g., xyzcompanyrealtors.com). The REALTOR® marks may not be used with descriptive words or phrases, including geographically descriptive terms (e.g., professionalrealtor.com or chicagorealtor.com). The two exceptions both reflect the special circumstances of the Internet and particularly domain names.

- The member's name or firm name does not need to be separated from the term REALTOR® with punctuation since most punctuation can not be used in domain names.
- The requirements to use capitalization and the trademark symbol with the term REALTOR® are relaxed since such formalities either can not be or are not normally observed in domain names.

The REALTOR® logo is comprised of three components: the block, the "R" within the block and the term REALTOR® below the block. It has been designed to take advantage of certain size and contrast relationships among its components. Downloadable files of the official logo are available online at: www.REALTOR.org/logos.

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



- Use a sharply-contrasting single color for the logo. You may use REALTOR® Gold (Pantone 871) for the "R" and REALTOR® Blue (Pantone 293) for the block and term REALTOR®. These are the "official" colors for the logo. When printing the logo in one color, PMS 293 blue or black is strongly encouraged.

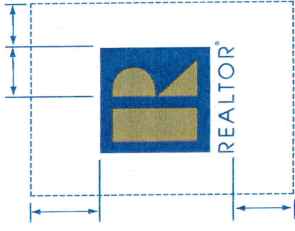
- When used on a dark background, be sure to reverse all components of the logo. NOTE: The dark background color should show through the "R":



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



- Allow blank space of at least one half the width of the block "R" logo (no text may be nearer than this) when using the logo on letterhead, signs, etc.:



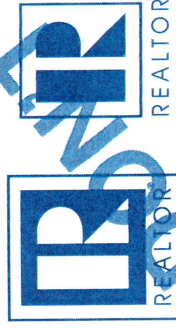
- Use a logo that is large enough so that all the parts – the block "R," the term REALTOR®, and the symbol "®" – can be seen and read clearly:



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



on your MARK

A TRADE MARK
A POCKET
REFERENCE
FOR
MEMBERS

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(12/13 CAR)

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