

Brand guidelines

Achieve **Success**



Our story

On October 11, 1920, real estate professionals from across Texas gathered at 10 a.m. in Dallas for the first-ever meeting of the Texas Association of Real Estate Boards.

Frank McNeny, president of the Dallas board, had convinced his colleagues from Dallas, Abilene, Denison, El Paso, Fort Worth, Houston, and San Antonio to come together for the benefit of the real estate profession statewide.

Their first piece of business? Protecting the public from unethical agents.

What those leaders set in motion that day in Dallas became the hallmark of our association for the next century.

We act with integrity and honesty. We hold ourselves to a higher standard. We are accountable to one another and to our clients. And we advocate for change that makes the process of buying, selling, investing in, and owning real estate better for all Texans.

We are Texas REALTORS®.

The first members of our organization pressed for real estate license laws and a state real estate commission. The organization's leaders also pledged to protect against "vicious legislation in regard to undue taxation." They further laid out goals to increase education among the industry's professionals.

Progress was not always quick. It took 19 years to convince the Texas Legislature to enact the Real Estate License Act. John E. Zeller, the president of the association at the time, was issued License No. 1.

While the organization continues to evolve, the principles that defined our organization early on have endured.

Our logo over the years



Our brand pillars

Advocacy. We win for private property owners—and each other.

Professionalism. We provide a path to superior client service.

Resources + Tools. We help REALTOR® businesses run more smoothly.

Our brand pillars uphold our brand promise.



Our core values

Our association's strength comes from our people. The members who lead our organization and the association's staff embody the following values in all we do:

Dependability. Never satisfied or complacent, we strive to help members overcome challenges to achieve success for their clients and themselves. **Commitment.** Every day, we're counted upon to forge strong relationships, maintain a culture of continued learning, and stay ahead of issues concerning members and their clients. **Integrity.** We approach each other with respect and honesty. We share and expect objectivity while advocating for a strong real estate industry.



Our internal brand promise

Your path to a **thriving**
real estate market, **satisfied** clients,
and a **growing** business.

This statement guides member leaders and staff. It keeps us focused on our mission of providing value to our members.

Our external brand promise

Achieve **Success**

This short, creative expression of our brand promise can be paired with our name—Texas REALTORS®—or be included in our communications to succinctly communicate our brand promise.

Our logo

Horizontal logo



Logomark

Logotype (font: DIN Pro Condensed Bold)



Vertical logo



Extreme horizontal logo

Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

DIN PRO CONDENSED BOLD

Color palette



PANTONE 1805



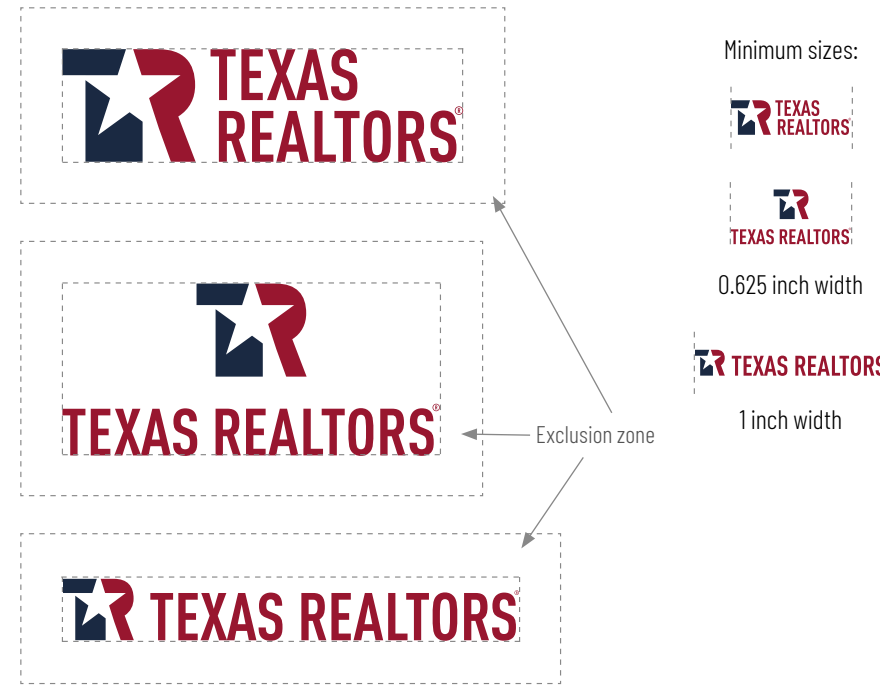
PANTONE 540

DO'S:

Do display the logo only in the form and colors specified in this guide.

Do use only the logo in the electronic file provided by Texas REALTORS®.

Do always position the logo alone and apart from other text and graphics, especially other trademarks and service marks.



Minimum sizes:



0.625 inch width



1 inch width

When using the logo, there should be an 'exclusion zone' around it. The exclusion zone refers to the area which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the exclusion zone is equal to no less than 1/4 inch around the logo.

DON'TS:

Do not combine the logo with any other elements, such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.

Do not rotate, stretch, skew, redraw, reportion, reproduce three-dimensionally, or otherwise alter the logo or its elements in any way.

Do not alter the typographic proportions.

Do not change the color.

Do not change the typeface or create a new configuration.



Do not alter the typographic proportions.



Do not change the color.



Do not change the typeface or create a new configuration.

Brand imagery

Image style goals

- Warm hues with touches of soft blues in clothing, an accessory or prop, or even in the setting of environment.
- Rich and bold.
- Shallow depth of field (i.e., foreground in focus, background out of focus).
- Authentic and genuine, candid and unposed.

For the buyer/seller/renter, each photo visually helps them "imagine their lives" and helps express memorable, ownable, and beautiful slices of life associated with a home.

For the member, each photo visually reassures them that Texas REALTORS® is always there to help support and advance their career.



