



**COMMERCIAL
FIRST**

Brand Manual

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BRAND GUIDELINES MANUAL

The Real Estate Board of Greater Vancouver's success is largely due to the quality and strength of our trusted corporate and brand identities. Companies and brands, like people, have individual characteristics, philosophies and cultures which can be expressed in an identity program. This is equally applicable to all of the services and products under the REBGV umbrella, including Commercial First.

The integrity of the Commercial First identity is essential for REALTORS®, practitioners, and their clients to immediately recognize and relate to all of our visual communications, ranging from website and printed materials to advertising.

The aim of this guide is to assist you in the consistent use of the Commercial First brand. It contains details, illustrated and written, to which you can refer for all elements of communication. To ensure the correct use of the Commercial First brand, please read this guide carefully.

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Commercial First is a commercial real estate service, designed to meet the need for a reliable, affordable local CIE.

This new platform gives commercial practitioners a modern, powerful, and intuitive resource that makes searching, listing, and promoting commercial real estate easier for professionals and clients alike. We're proud to add Commercial First to our umbrella of commercial services.

OUR VISION

We are the future of commercial real estate. More than a listings service, we are a home for commercial real estate professionals who need a dedicated hub to connect with their professional colleagues and clients. Commercial First is the one-stop place to do business for our clients, and a model for the industry. Simple. Modern. Trusted.

Brand Attributes

Commercial First is

PROGRESSIVE

Anticipating the business needs of commercial real estate professionals.

TRUSTED

You can count on us to be an accurate, reliable, and helpful resource.

INTUITIVE

Straightforward to use and efficient.

MODERN

Powered by leading technology and built to meet the unique needs of the commercial marketplace.

SIMPLE

All of the data and tools you need in one straightforward platform.

SAVVY

We bring our expertise and practical knowledge and abilities to where our commercial professionals conduct business — in the digital landscape.

Colours

PRIMARY BRAND COLOURS



Atomic Orange
#FF5B00
CMYK: 0, 78, 100, 0



Charcoal
#383838
CMYK: 5, 0, 0, 85

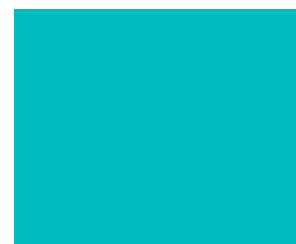
SUPPORTING BRAND COLOURS



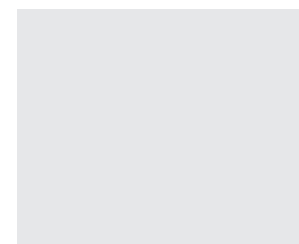
Midnight Navy
#002C55
CMYK: 100, 85, 38, 34



Teal
#008081
CMYK: 86, 31, 48, 7



Air Blue
#00BCBF
CMYK: 72, 0, 29, 0



Light Grey
#E5E5E5
CMYK: 0, 0, 0, 10

Logo

The Commercial First logo is comprised of the CF icon and the Commercial First logotype. These should not be altered.

The CF icon may be used separate from the logo. This can be done in instances where spacing is limited, or the audience is already familiar with Commercial First.

The icon is strong and memorable. For maximum brand recognition the orange icon should be used whenever possible.



ONE-COLOUR LOGO

There is a charcoal and a white version for cases when a one-colour logo is required. This logo should also be used when placed on backgrounds or images.

White one-colour logo is preferred in most instances, especially when placed on backgrounds and images. On lighter backgrounds and white the charcoal version can be used.

When placing the logo over an image, choose placement that doesn't crowd the logo.

Colour logo should not be placed over imagery or backgrounds.



CLEAR SPACE

To give the logo the impact it requires, the following clear space must be allowed surrounding the logo.

Where possible, white space should also be given when using the icon also.

In certain situations this may not be possible (such as social media icons).



50% scale of square icon is the measurement used for clear space



Logo Usage

The Commercial First logo needs to be used consistently. The logo should only be used in approved formats.

Contact details to request logo files and for any questions are on the last page of this document.

GUIDELINES

- Do not modify logo colours
- Do not distort the logo in any way (including stretching, squashing, rotating or cropping)
- Do not rearrange the parts of the logo
- Do not add drop shadows or other effects



Do not modify logo colours (including using all orange).



Do not change logo colours.



Avoid distorting the logo



Do not alter brand colours. Use 100% solid colours.



Don't use the text of the logo only. Do not crop.



Do not place colour logo on any kind of background.



Do not remove the logo icon from it's box.



Only use approved and correct logo formats.



Tagline

The tagline for Commercial First is:
Your home for commercial real estate

This is the graphic lock-up of the logo and tagline combined.



YOUR HOME FOR COMMERCIAL REAL ESTATE

TAGLINE IN BODY COPY

When the tagline is not used in the above graphic lock-up, it should be set in the same font and style as the surrounding document and bold when possible. For example: **Your home for commercial real estate.**

Typography

The corporate fonts for Commercial First communications are:

- Proxima Nova
- Open Sans

Both fonts are available for download via Google Fonts.

Helvetica and Arial may be used as a fallback when Proxima Nova or Open Sans are not available.

HEADING FONTS

Proxima Nova Bold

Proxima Nova Regular

Proxima Nova Light

BODY TEXT FONTS

Proxima Nova Regular

Open Sans Regular

DOCUMENT FORMATTING

Main heading

Proxima Nova Light. Headings should be large and light, set in Sentence case to be approachable and easily read.

Secondary heading style

Proxima Nova Regular. Sub-heading should be differentiated from the main heading by size and set in a brand colour.

TERTIARY HEADING STYLE

Proxima Nova Bold. Heading should be bold, ALL CAPS and the same size as body text.

Body text should be set in Proxima Nova Regular for print. Minimum size of 8pt for body copy with 150% line-height (leading) or more.

- This is a bullet point lorem ipsum dolor sit amet, consectetur adipiscing elit
- Etiam congue euismod sem ac porttitor.
- Curabitur risus ante, interdum at pharetra in, commodo at metus.

Body text alternative set in Open Sans Regular for web. Minimum size of 16px for body copy with 150% line-height or more.

- This is a bullet point lorem ipsum dolor sit amet, consectetur adipiscing elit
- Etiam congue euismod sem ac porttitor.
- Curabitur risus ante, interdum at pharetra in, commodo at metus.

Photography

Photography used in Commercial First's branded material should feel aspirational but attainable, highlight exceptional properties and architecture but also be relatable – and include people where possible. Using stock photography is sometimes necessary in marketing material. Care should be taken to choose photography that matches with our brand, values, and messaging.

GUIDELINES

- Aspirational, but attainable
- Highlight architecture
- Include people when appropriate (and consider diversity in gender, age, race that reflects target market)
- Avoid photos that don't look authentic, read like stock
- Avoid Vancouver-centric photography (this alienates rural audiences)



Photography

WHAT TO AVOID



Do not use older buildings or architecture that does not reflect our markets. Use photos of modern architecture.



Do not feature Vancouver city, this alienates other markets. Use architectural elements and scapes that are not location specific.



Do not use photos that are not welcoming or reflective of the diversity in our members and community.



Do not use photos with a plain background, they appear cold and generic. Use authentic photos in real-life situations.

Voice & Tone

The primary audience for Commercial First is REBGV members, specifically the 30-35% of membership that are commercial practitioners, specifically the Big 5 firms as well as smaller target firms. Some non-member companies fall within this niche. The secondary audience consists of non-member CRE companies that fall within the niche, plus subscribers from other Boards in BC.

The voice and tone guide is a resource for all content relating to Commercial First, including but not limited to website content, social media, print content, advertising, and any other public-facing content.

A consistent voice and tone is important for our brand because, as with logos and styling, it fosters a unified visitor experience regardless of where people encounter your content. Whether it's a print material, social media post, email, or website copy, it should always sound and feel like a consistent experience.

The voice and tone of Commercial First is guided by our target audience, buyer personas, and intended platforms.

VOICE

- Modern and progressive but never cheeky, radical or opinionated
- Niche without being exclusive
- Best-in-class and sophisticated but not high-end
- Simple, intuitive and effortless but not basic or conventional
- Secure, focused and dependable but still vibrant and current

tone

- Professional but not formal
- Welcoming and approachable but not laid-back or casual
- Positive and upbeat but never bubbly or familiar

Below are examples of social media post copy to help illustrate how the voice and tone guidelines influence wording choices.

GOOD EXAMPLE

We're proud to launch Commercial First, the Real Estate Board of Greater Vancouver's intuitive new commercial real estate listings service. We can't wait to welcome real estate professionals to your new home for searching, listing and promoting commercial real estate. Tell us what you think!

In the above post, it's welcoming by using “we”, “your”, and “home”. It comes across as professional, using technically correct language, without being stuffy and formal.

POOR EXAMPLES

The Real Estate Board of Greater Vancouver is pleased to announce the launch of Commercial First, a new commercial real estate service. Commercial First is the new place for REALTORS® to list, search and promote commercial real estate properties.

The above post is cold and formal, and the use of REALTORS® adds a layer of exclusivity.

We're excited to launch Commercial First! This is the all-new commercial real estate service where real estate pros can list, search and promote all of your commercial properties. We can't wait to hear what you think!

The above post is too bubbly and informal, uses overly relaxed language like “pros”, and uses two exclamation points.



For more details or questions on these brand guidelines please contact XXXX via email:
XXXX@commercialfirst.ca

www.commercialfirst.ca