

Brand Guidelines

For Women's Council of REALTORS®
Networks and Members



Women's Council of
REALTORS®



Mission Statement

We are a network of successful REALTORS®, advancing women as business leaders in the industry and in the communities we serve.

Vision Statement

Vision Statement: The Women's Council of REALTORS® is recognized as the voice for women in real estate, and the premier source for the development of leaders in the industry, organized real estate and beyond.

The Women's Council Brand

- > Conveys *professionalism*
- > One of the most recognized brands in the real estate industry
- > Historic - founded in 1938





Core Values

PROFESSIONAL CREDIBILITY

Members of the Women's Council of REALTORS® are career professionals who operate based on a shared value system of integrity and respect, and a commitment to excellence and continuous development.

THE POWER OF COLLABORATION

Success in business today is achieved through positive, productive collaboration. The Women's Council of REALTORS® provides an environment in which members support each other and work together to achieve personal growth and business success.

LEADERSHIP

Every business, industry and community needs business who can inspire others and effect positive change. Through the Women's Council of REALTORS®, members can discover and develop their authentic leadership style, apply new found leadership skills, and pursue leadership opportunities across all areas of their personal and professional lives.

INFLUENCE

Positive change comes from greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.

OPPORTUNITY

The Council member network is enriched by embracing the full diversity of our industry, and the opportunity to contribute different experiences, ideas and perspectives.

Corporate Logo



FILE FOR PROFESSIONAL PRINTING:
High-resolution .EPS with transparent background. This is a vector illustration and requires vector editing software, such as Adobe Illustrator.

FILE FOR PERSONAL DOCUMENTS or WEBSITES:
.JPG with white background or .PNG with transparent background. These files are suitable for PowerPoint, Word and other documents and websites.

Download brand assets at wcr.org/about/brand-assets.
If you have questions, please contact marketing@wcr.org.

Corporate Logo - Inverse



This logo is suitable for use on dark backgrounds.

Clear Space Requirement



Clear space surrounding the logo must be equal to the x-height of the words "Women's Council". Type, imagery and/or document edge should not be placed closer than this guideline.

Typeface

Baker Signet

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Brand Colors



Pantone 293
CMYK 100, 56, 0, 0
HEX #197ec6
RGB 25, 126, 198



Pantone 135
CMYK 0, 21, 76, 0
HEX #ffd27c
RGB 255, 210, 124



CMYK 100, 56, 0, 0
HEX #002843
RGB 0, 40, 67



CMYK 0, 71, 61, 0
HEX #f26f5e
RGB 242, 111, 94

Local Network Logos



Local Network logos are available in both .JPG and .PNG (transparent) versions on your individual local network website by clicking the "network documents" link.

And you can email us at marketing@wcr.org to request the .EPS version of the corporate logo with your network's name. Be sure to identify your network and provide the email address of the printer/vendor.

Logo Misuse

The following are examples of unacceptable ways of reproducing the Women's Council logo:



Do not alter colors.



Do not alter typeface.



Do not resize disproportionately.



Do not truncate.



Do not add effects, including a drop shadow, bevel, or glow.



Do not incorporate additional graphical elements.





Brand Terminology

We've undergone an update in the way we brand institutions and initiatives in recent years. Please refrain from using the old terms and adhere to the new terms outlined below so we all represent the Women's Council in a consistent and professional manner.

External Terminology

OUT WITH THE OLD	IN WITH THE NEW
Chapter	Network
WCR	Women's Council of REALTORS®, or Women's Council
Local Affiliates	Strategic Partners
Local/State Chapter President	Local/State President
Programs	Events

Internal Terminology

OUT WITH THE OLD	IN WITH THE NEW
Chapter	Network
Women's Council of REALTORS® Chicago Chapter	Women's Council of REALTORS® Chicago
WCR	Women's Council of REALTORS®, or Women's Council
Local Affiliates	Strategic Partners
Committees	Project Teams
Chair	Team Leader
Local/State Chapter President	Local/State Network President
Programs	Events: Industry & other (Social, Member's Only, etc)



Questions?

If you have questions about these Brand Guidelines or are unsure of proper use of your logo and would like Women's Council of REALTORS® to review, please contact us at 800-285-2955 or email marketing@wcr.org.