

# CENTURY 21<sup>®</sup>

MASTERBRAND GUIDELINES



AS OF JUNE 29, 2018

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SECTION 01

# BRAND INTRODUCTION

For decades, Century 21 Real Estate owned the homeownership game.  
Then the DIYers and Onliners came around to change the game itself.

So, like any aging pioneer, we're faced with two options:  
Lead the change, or be left in the dust.

# WE'RE NOT AFRAID TO BURN DOWN A HOUSE IF THAT HOUSE NEEDS TO BE REBUILT

So we're calling out the industry we built.  
The agents and brokers of the world — with a charge  
to be better, starting with ourselves. Because if we're  
not willing to exceed the highest expectations of buyers  
and sellers, then we don't deserve to be here at all.

We bar no holds. And we're not afraid to burn  
a house down if that house needs to be rebuilt.

We're putting the industry on blast for the sake  
of the industry. Our posture is that of a leader,  
not of a bully.

We're a challenger—challenging agents to be better,  
challenging real estate companies to meet us on our  
level, and challenging homeowners to demand more.  
We are agents of change.

Don't come for our throne.

OUR VISION:

Be the most sought-  
after real estate  
brand in the world.

# DEFY

MEDIOCRITY

OUR MISSION:



# DELIVER

EXTRAORDINARY EXPERIENCES

OUR VALUES:

HOUSE HABIT No  
1

PERSISTENCE

ALWAYS

ELEVATE

We won't settle.  
We believe in constant evolution,  
innovation and improvement,  
because we know there is always  
a better way.



OUR VALUES:

HOUSE HABIT No  
2

ACCOUNTABILITY

IT

OWN

Owners build things and create value —  
so take action and be accountable.

OUR VALUES:

HOUSE HABIT No  
3

OPTIMISM

# WHAT



Challenging legacy thinking creates the possibility for creativity and innovation to make things better.



OUR VALUES:

HOUSE HABIT No  
4

COLLABORATION

# OPEN THE HOUSE

Break down walls and silos.  
Encourage collaboration.

OUR VALUES:

HOUSE HABIT No  
5

TENACITY

# DREAM BIG

MOVE FAST

Big ideas are born when we challenge ourselves to ask, "How can we make this have a bigger impact?"

OUR VALUES:

HOUSE HABIT No  
6

DEVOTION

GIVE IT

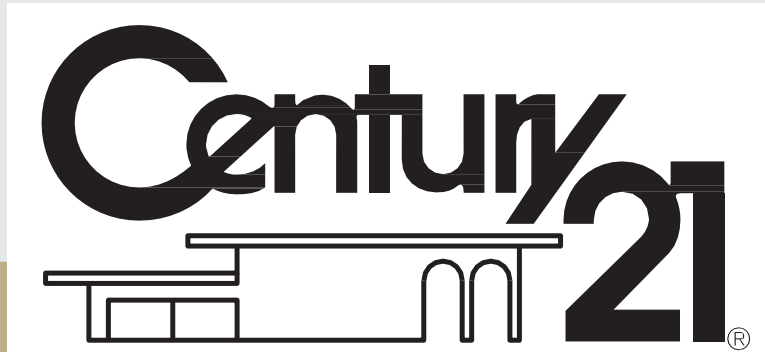
121%

Don't just check the box and complete the task (at 100%),  
give it the extra effort that goes "above and beyond."

SECTION 01

# IDENTITY OVERVIEW

FOR THE  
FIRST TIME  
IN 47 YEARS,  
WE'VE  
CHANGED  
EVERYTHING



Historically the face of the CENTURY 21® brand was an all-in-one device with the wordmark, house and DBA all locked up together. The collateral elements were equally stringent and lacked the flexibility that is essential for our system of brokers and agents to express themselves best.

The new identity no longer functions this way. We've eliminated the house icon and reduced down to just the Wordmark and DBA as our primary identifiers.

We've created secondary and tertiary elements within the system to support and elevate the visual integrity of our brand experience. We've designed the system with flexibility as a core tenet, so that you have the ability to express the version of the CENTURY 21 brand that best suits you without breaking brand standards and diluting the new brand expression.

We encourage you to get familiar with the entire system, and see how it can support you and your unique style.



OLD ALL-IN-ONE

**CENTURY 21®**

NEW PRIMARY WORDMARK



# DESIGN

SMART SIMPLE SOPHISTICATED

- 
- Elevate the brand at every touchpoint
  - Quality over quantity
  - Not all information is equally important
  - Negative space is positive space
  - Reduce and refine

# PRINCIPLES

# WHAT IS VISUAL HIERARCHY?

Hierarchy is a systematic arrangement of items according to relative importance. All information cannot and should not be treated equally in prominence or placement because this results in information overload and tune-out rather than comprehension.

In mass communication, consumer needs and behaviors determine how information is prioritized.

Throughout the new brand identity system, every bit of information has been carefully thought through and purposefully arranged.

The contrast of color, scale of elements and size of typography have all been pressure-tested and approved.

We know it works, so let's not mess with a good thing.

Any new layouts should follow the system outlined in these guidelines.

SECTION 02

PRIMARY WORDMARK

# WHAT

# IS A WORDMARK?

A wordmark, word mark or logotype is a distinct text-only typographic treatment of the name of a company, institution or product name used for purposes of identification and branding.

The new CENTURY 21<sup>®</sup> Wordmark is our greatest asset and symbol of leadership as we move forward.

It is to be locked up with the DBAs only.

It is never to be locked up with the Seal unless explicitly specified within these guidelines.

THE WORD MARK

**CENTURY 21<sup>®</sup>**

MINIMUM SIZE:

**CENTURY 21<sup>®</sup>**

1in.

PLACEMENT AND SCALE  
OF THE REGISTRATION MARK



CLEAR SPACE  
AROUND WORD MARK



SECTION 02

THE SEAL



## THE SEAL



The Seal is a secondary asset within this design system. It is the visual expression of the CENTURY 21® gold standard and serves as a simple, timeless and intuitive seal of approval. Please adhere to the rules outlined in the following pages.

### **Important note:**

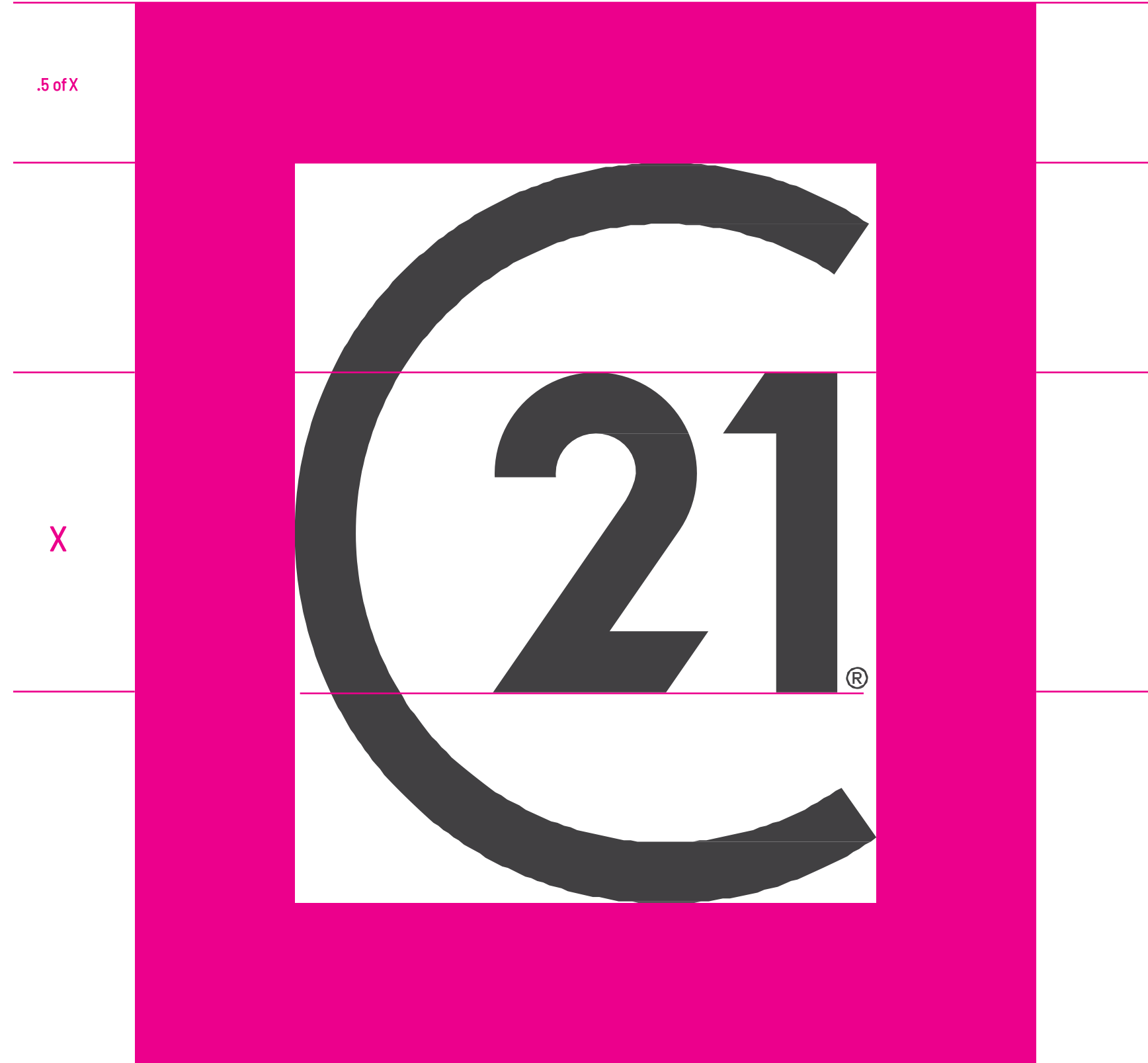
Because the Seal is a secondary asset and not the primary logo, it should never be locked up with the Wordmark unless it is specified within the design templates provided in these guidelines.

MINIMUM SIZE:



.25in.

CLEAR SPACE  
AROUND THE SEAL



SECTION 02

THE SEAL AS ART



## TOP CROP

\*Only utilize these specific crops. Do not attempt to crop the Seal in any other manner unless specified within a CENTURY 21 template. Also, cropped versions of the Seal do not require a trademark.



## BOTTOM CROP

\*Only utilize these specific crops. Do not attempt to crop the Seal in any other manner unless specified within a CENTURY 21 template. Also, cropped versions of the Seal do not require a trademark.



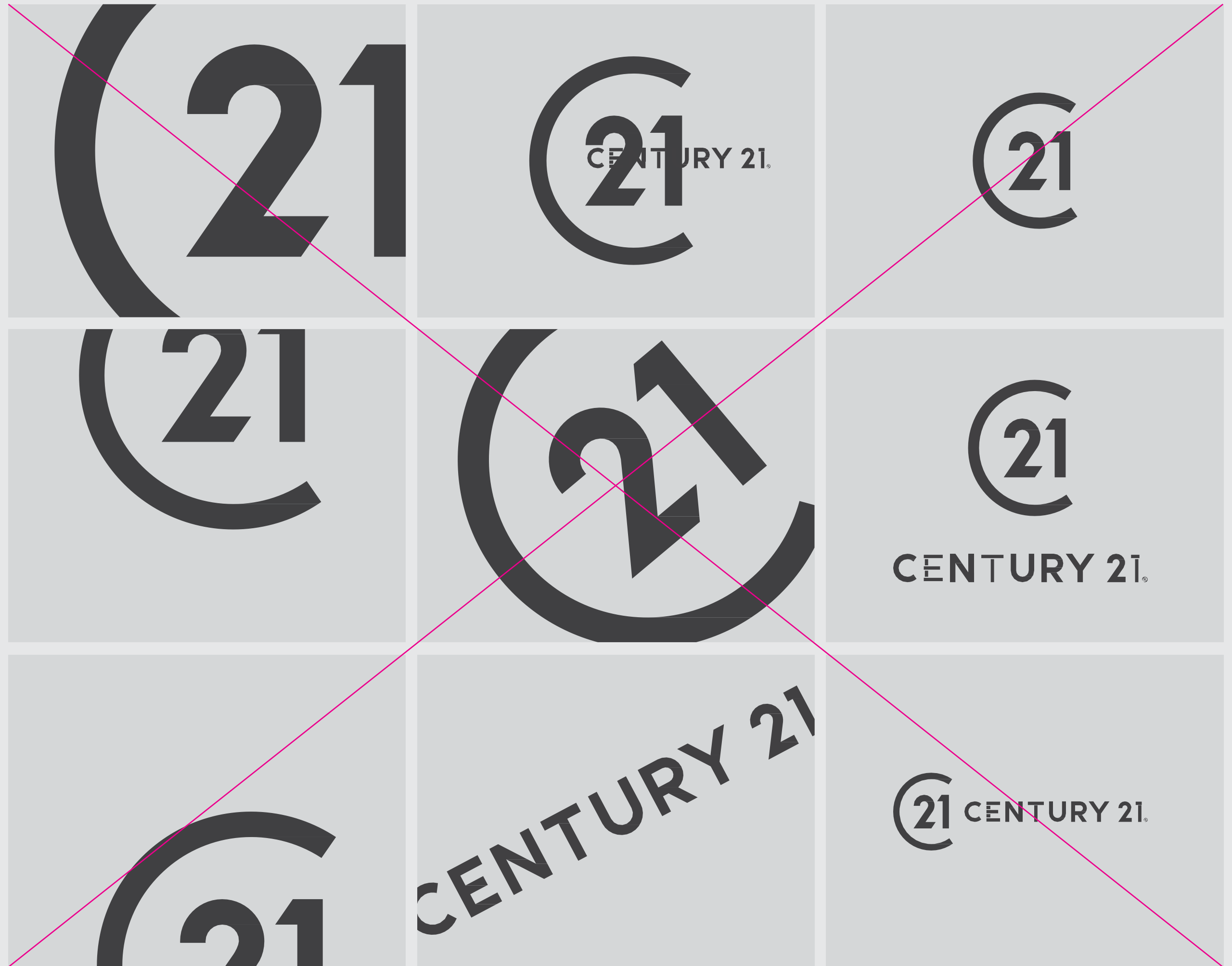
## WORD MARK & SEAL USAGE

The Wordmark and the Seal are separate design elements and should only be used as specified within these guidelines and the provided design templates.

These are some examples of how not to treat the Seal and Wordmark.

### DO NOT

- Watermark the Seal or Wordmark with a transparency
- Place text or logos over top of the Wordmark or the Seal
- Crop or rotate the Seal or Wordmark in any other way except what is specified in the guidelines
- Stack or lockup the Seal with the Wordmark or DBA names in any way other than what is specified in the guidelines
- Apply different colors to the "C" and "21" within the Seal
- Fill the Seal or Wordmark with a color that isn't specified within the guidelines



SECTION 02

**D B A**

## DBA LOCKUP USA GE

These are the different ways to lock up your DBA with the Wordmark.

As a rule, the left aligned and extreme horizontal variations are the primary uses. As a secondary option, the center aligned version may only be used in cases specified within provided design templates.

PRIMARY:

**CENTURY 21<sup>®</sup>**  
Company Name

SECONDARY:

**CENTURY 21<sup>®</sup>**  
Company Name

**CENTURY 21<sup>®</sup>** Company Name



**PRIMARY DBA  
LEFT ALIGNED**



**CENTURY 21<sup>®</sup>**

**Company Name**

**CENTURY 21<sup>®</sup>**

Really Long Company Name

---

45

CHARACTER  
LIMIT

---

2

MAX NO.  
LINES

**CENTURY 21<sup>®</sup>**

Really Rare Extremely Long  
Company Name

---

45

CHARACTER  
LIMIT

---

2

MAX NO.  
LINES

# PRIMARY DBA EXTREME HORIZONTAL

WORDMARK + DBA

STRUCTURE & CLEAR SPACE

EXTREME HORIZONTAL

ALIGNMENT

TYPOLD EXTENDED MEDIUM

TYPOGRAPHY



**45**  
 CHARACTER  
 LIMIT

**3**  
 MAX NO.  
 LINES

WORDMARK + DBA

---

DRAWING

EXTREME HORIZONTAL

---

ALIGNMENT

TYPOLOGICAL EXTENDED MEDIUM

---

TYPOGRAPHY

**CENTURY 21<sup>®</sup> Company**

**45**

**CHARACTER  
LIMIT**

**3**

**MAX NO.  
LINES**



WORDMARK + DBA

---

DRAWING

EXTREME HORIZONTAL

---

ALIGNMENT

TYPOLD EXTENDED MEDIUM

---

TYPOGRAPHY

**CENTURY 21**<sup>®</sup> Company  
Name

**45**

CHARACTER  
LIMIT

**3**

MAX NO.  
LINES

**CENTURY 21**<sup>®</sup> Really Long  
Company Name

**45**

CHARACTER  
LIMIT

**3**

MAX NO.  
LINES

WORDMARK + DBA

---

DRAWING

EXTREME HORIZONTAL

---

ALIGNMENT

TYPOLD CONDENSED MEDIUM

---

TYPOGRAPHY

**CENTURY 21**<sup>®</sup> Really Rare  
Extremely Long  
Company Name

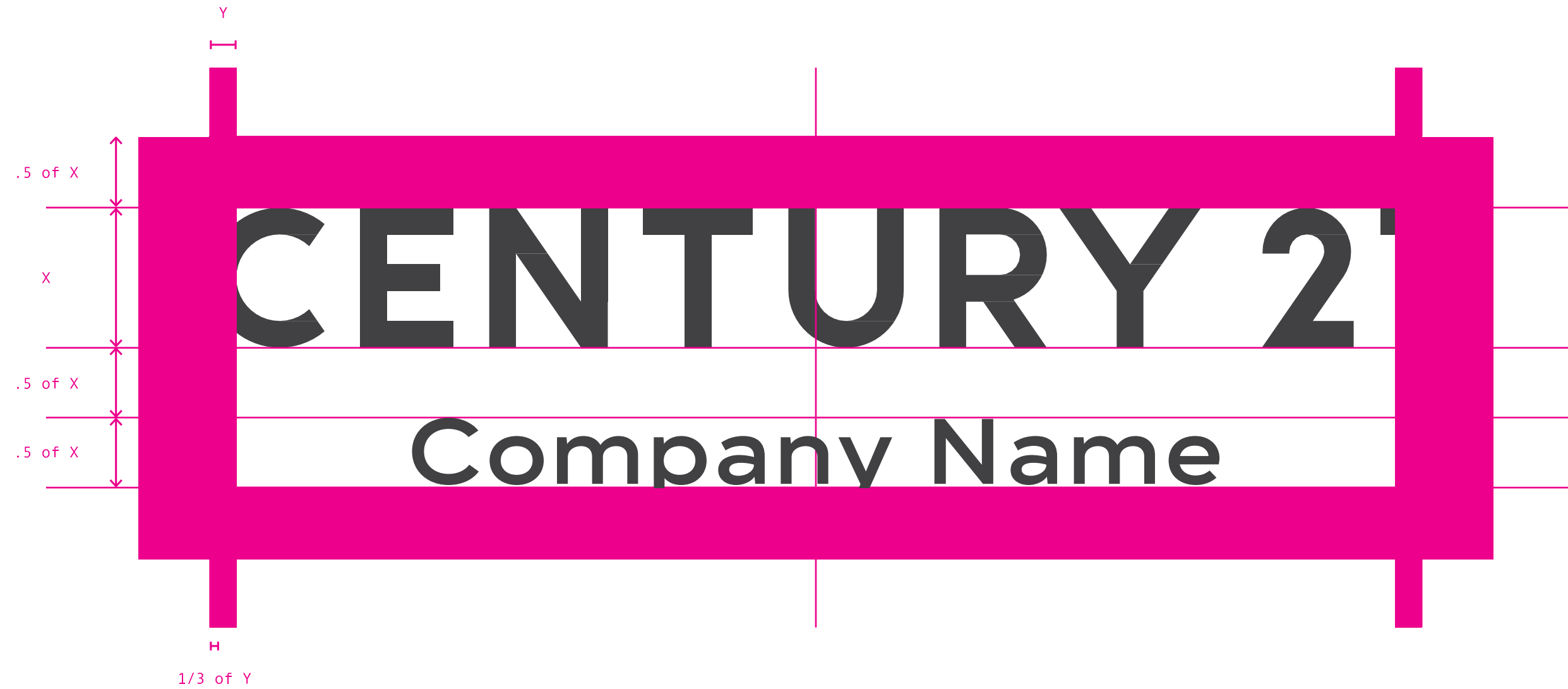
**45**

CHARACTER  
LIMIT

**3**

MAX NO.  
LINES

# SECONDARY DBA CENTER ALIGNED



**CENTURY 21<sup>®</sup>**  
**Company Name**

**CENTURY 21<sup>®</sup>**

Really Long Company Name

45

CHARACTER  
LIMIT

2

MAX NO.  
LINES

**CENTURY 21<sup>®</sup>**

Really Rare Extremely Long  
Company Name

45

CHARACTER  
LIMIT

2

MAX NO.  
LINES



SECTION 02

# MODIFIERS

MODIFIER LOCKUP USA GE

These are the different ways of locking up a modifier with the Wordmark.

As a rule, the left aligned and extreme horizontal variations are the primary uses. As a secondary option, the center aligned version may only be used in cases specified within provided design templates.

PRIMARY:

**CENTURY 21<sup>®</sup>**  
**Global**

SECONDARY:

**CENTURY 21<sup>®</sup>**  
Global

**CENTURY 21<sup>®</sup>** Global

**PRIMARY MODIFIER  
LEFT ALIGNED**



**CENTURY 21<sup>®</sup>**  
**Global**

**CENTURY 21**  
Preferred Client Club<sup>SM</sup>

**CENTURY 21**  
Home Protection Plan<sup>®</sup>

**CENTURY 21**  
University<sup>®</sup>

**CENTURY 21**<sup>®</sup>  
Global

**CENTURY 21**<sup>®</sup>  
21Online.com

**CENTURY 21**  
Business Benefits<sup>SM</sup>

# PRIMARY MODIFIER EXTREME HORIZONTAL

WORDMARK + MODIFIER

STRUCTURE & CLEAR SPA CE

EXTREME HORIZONTAL

ALIGNMENT

TYPOLD EXTENDED MEDIUM

TYPOGRAPHY



**45**  
 CHARACTER  
 LIMIT

**3**  
 MAX NO.  
 LINES



**CENTURY 21<sup>®</sup> Global**

---

45

CHARACTER  
LIMIT

---

3

MAX NO.  
LINES

**CENTURY 21**® Global

**CENTURY 21**® 21Online.com

**CENTURY 21** University®

**CENTURY 21** Preferred Client Club<sup>SM</sup>

**CENTURY 21** Business Benefits<sup>SM</sup>

**CENTURY 21** Home Protection Plan®

# SECONDARY MODIFIER CENTER ALIGNED



# CENTURY 21<sup>®</sup>

## Global

**CENTURY 21**  
Preferred Client Club<sup>SM</sup>

**CENTURY 21**  
University<sup>®</sup>

**CENTURY 21**<sup>®</sup>  
Global

**CENTURY 21**<sup>®</sup>  
21Online.com

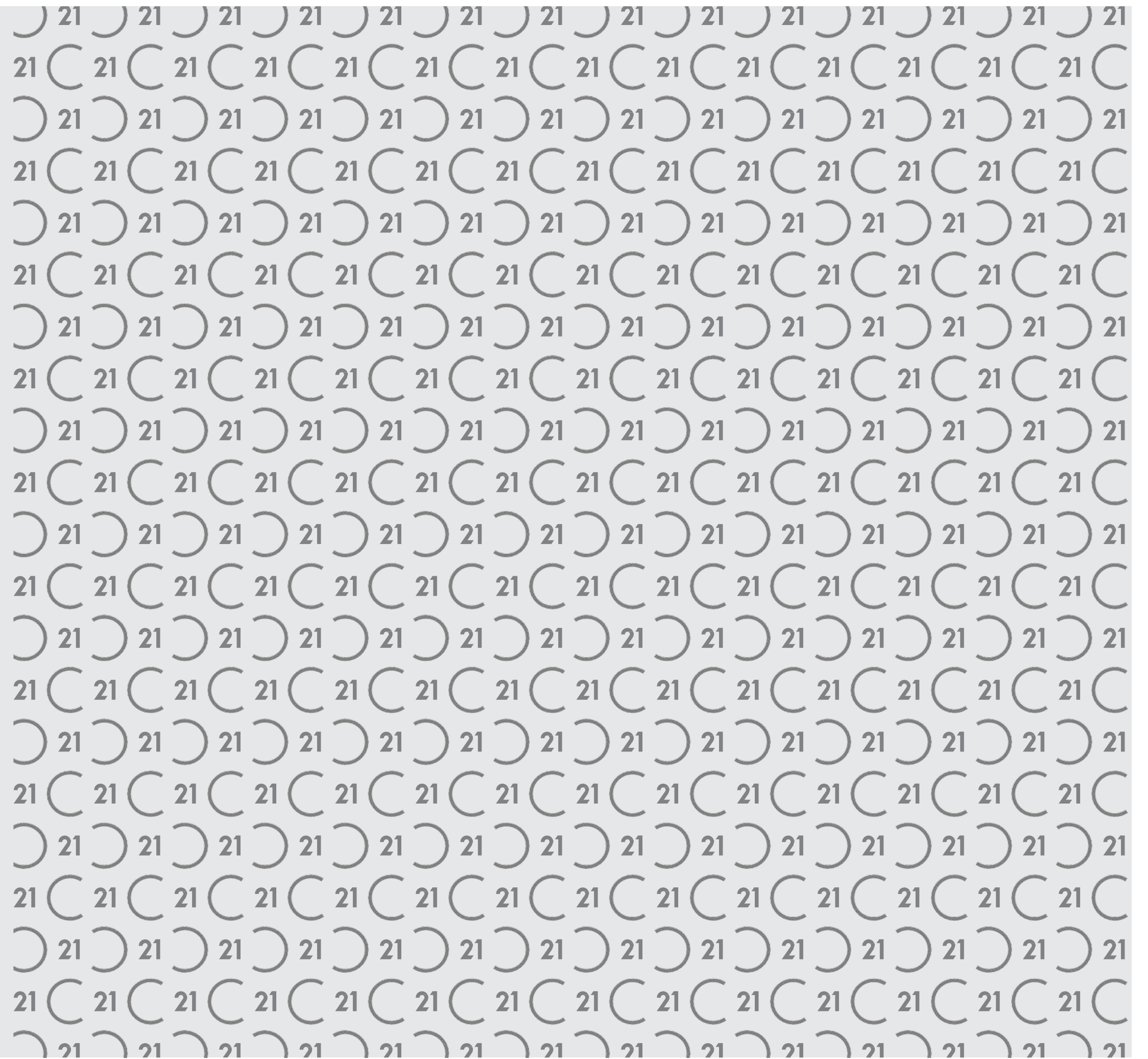
SECTION 03

# PATTERNS

## THE SEAL PATTERN

This is the primary pattern asset in our design system. It's to be used as a complementary design element.

As a general rule, the elements in the pattern should not be cropped on the vertical axis. Where needed, the pattern may be cropped on the horizontal axis at the top and bottom of the 21. Always make sure that the 21 reads correctly and is not flipped or rotated.





THE SEAL PATTERN  
COLOR USAGE

PATTERN COLOR:

RELENTLESS GOLD

BG COLOR:

WHITE

PATTERN COLOR:

RELENTLESS GOLD

BG COLOR:

DARK GOLD

PATTERN COLOR:

RELENTLESS GOLD

BG COLOR:

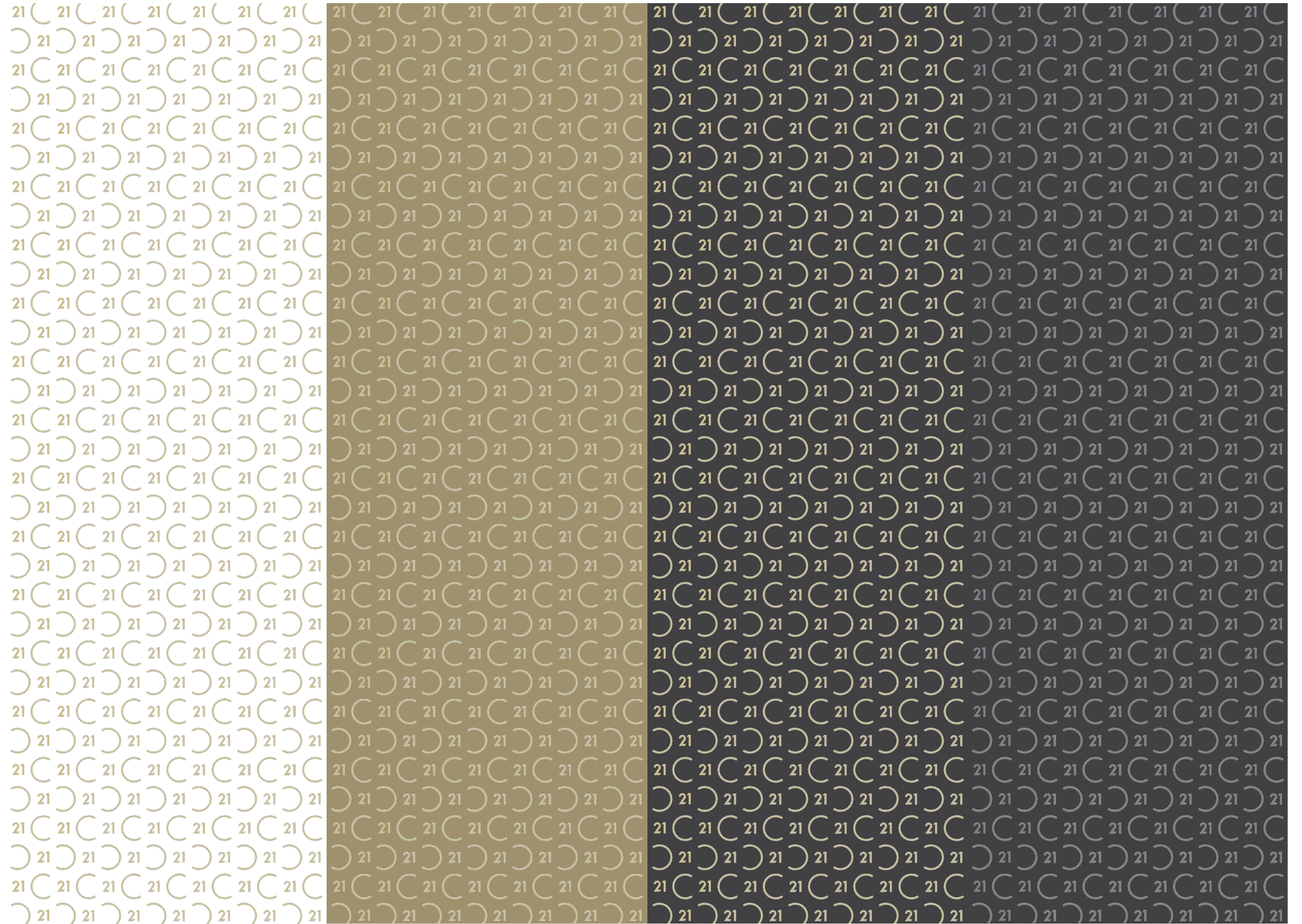
OBSESSED GREY

PATTERN COLOR:

MEDIUM GREY

BG COLOR:

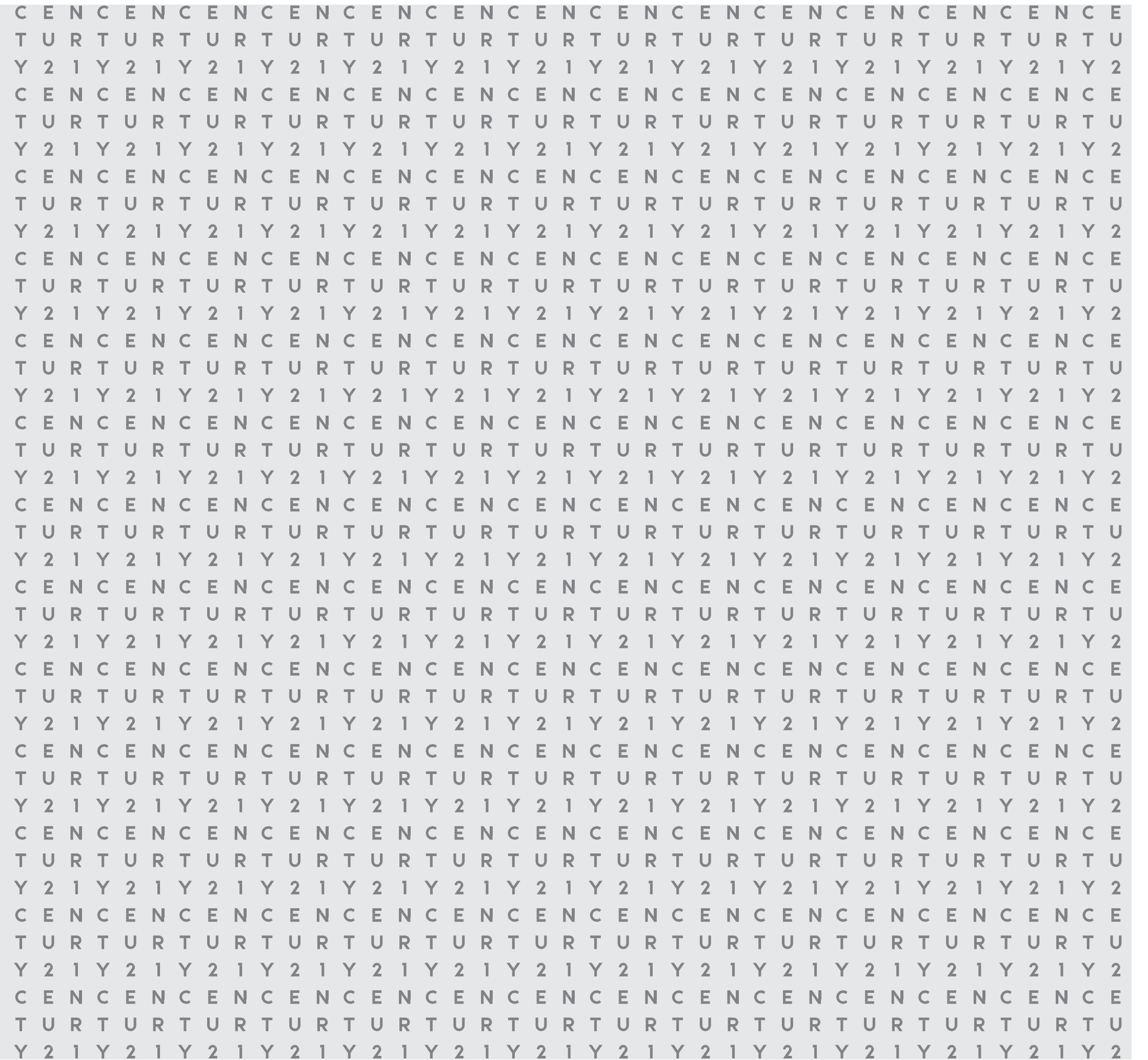
OBSESSED GREY



THE WORDMARK  
PATTERN

The Wordmark pattern can also be used as a complementary element. The letters should not be clipped as a general rule. If there are special cases that involve cropping the pattern, only crop the letters on the horizontal axis. The letters on the vertical axis should always stay intact.

C E N  
T U R  
Y 2 I



WORD MARK PATTERN  
COL OR OPTIONS

PATTERN COLOR:

RELENTLESS GOLD

BG COLOR:

WHITE

PATTERN COLOR:

RELENTLESS GOLD

BG COLOR:

DARK GOLD

PATTERN COLOR:

RELENTLESS GOLD

BG COLOR:

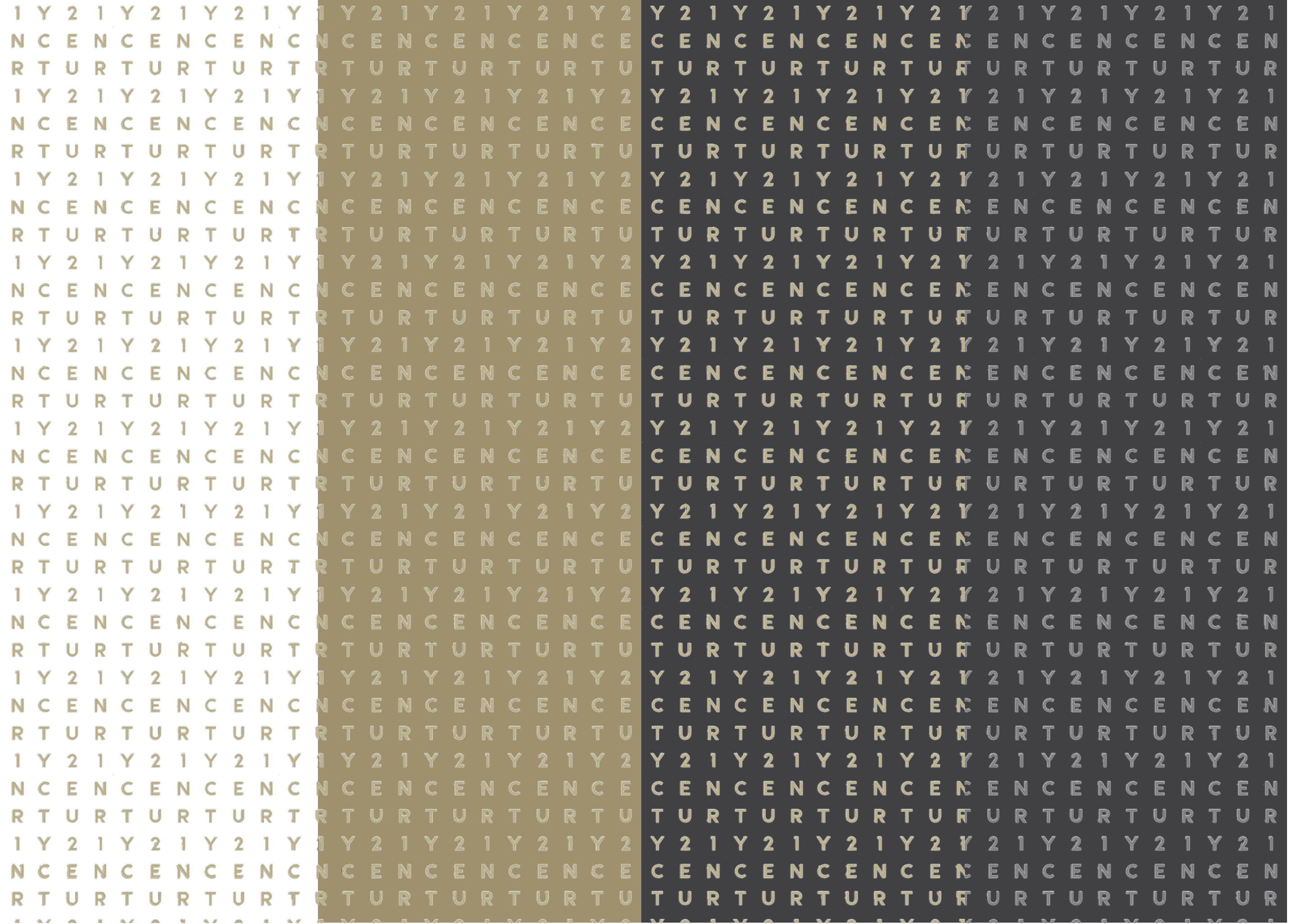
OBSESSED GREY

PATTERN COLOR:

MEDIUM GREY

BG COLOR:

OBSESSED GREY



SECTION 03

# TYPOGRAPHY

TYPOLD

PRIMARY:

# TYPOLD

Headlines + Subheads

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

TYPOLD  
REGULAR

SECONDARY:

TYPOLDBOLD

Headline ALT + Subhead ALT

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

TYPOLD  
EXTENDED

PRIMARY:

TYPOLD  
EXTENDED

Headlines + Short DBA + Short Modifiers

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0123456789

TYPOLD  
EXTENDED  
MEDIUM

SECONDARY:

TYPOLDEXTENDED  
REGULAR

Headlines + Subheads

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0123456789

TYPOLDEXTENDED  
BOLD

Headline ALT + Subhead ALT

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0123456789

TYPOLD  
CONDENSED

PRIMARY:

# TYPOLD CONDENSED

Headlines + Long DBA + Long Modifiers

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

TYPOLD  
CONDENSED  
REGULAR

SECONDARY:

TYPOLDCONDENSED  
MEDIUM

Headlines

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

OAKES

PRIMARY:

# Oakes

Body Copy

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

\*In situations where Oakes cannot be used,  
the font Arial Regular is an approved alternative.

OAKES REGULAR

SECONDARY:

OAKES BOLD

Subheads

ABCabc  
0123

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789



BARLOW  
SEMI CONDENSED

PRIMARY:

# BARLOW SEMI CONDENSED

Numbers + Taglines + Legal

BARLOW  
SEMICONDENSED  
REGULAR

ABCabc  
0123

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopRSTUVWXYZ  
0123456789

SECONDARY:

BARLOW  
SEMICONDENSED  
MEDIUM

Headline ALT

ABCab  
c 0123

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNopRSTUVWXYZ  
0123456789

SECTION 03

COLO R

COLOR  
PALETTE

PRIMARY:

RELENTLESS  
GOLD

OBSESSED  
GREY

SECONDARY:

DARK GOLD

LIGHT  
GREY

MEDIUM  
GREY

RELENTLESS  
GOLD

C	22
M	22
Y	46
K	7
R	190
G	175
B	135

#BEAF87

FOR NEWSPAPER USE:

C 14 | M 18 | Y 44 | K 0

FOR INTERIORS AND EXTERIORS USE:

Sherwin Williams  
9121 Sawgrass Basket

\*PMS colors where spot printing is available.  
\*\*Metallic inks for specialty use only.

CENTURY 21® Global Rebrand

RELENTLESS  
GOLD

PANTONE\*

PMS  
2324

Coated  
& Uncoated

SPECIALTY  
METALLIC

PMS  
8383 C\*\*

OBSSESSED  
GREY

C 0  
M 0  
Y 0  
K 90

R 37  
G 37  
B 38

#252526

FOR INTERIOR S, EXTERIOR S,  
AND SIGN POSTS USE:

Sherwin Williams  
7069 Iron Ore

\*PMS colors where spot printing is available.

CENTURY 21® Global Rebrand

OBSSESSED  
GREY

PANTONE\*

PMS Black 7 Coated  
& Uncoated

DARK  
GOLD

C	36
M	36
Y	56
K	6
R	161
G	146
B	118

# A19276

FOR NEWSPAPER USE:

C 26 | M 28 | Y 54 | K 0

FOR INTERIORS AND EXTERIORS USE:

Sherwin Williams  
9123 Barro Verde

CENTURY 21® Global Rebrand

DARK GOLD  
D

MEDIUM  
GREY

C 0  
M 0  
Y 0  
K 60

R 128  
G 130  
B 133

#808285

FOR INTERIOR S AND EXTERIOR S USE:

Sherwin Williams  
2849 Westchester Gray

CENTURY 21® Global Rebrand

MEDIUM GREY

LIGHT  
GREY

C 0  
M 0  
Y 0  
K 10

R 230  
G 231  
B 232

#E6E7E8

FOR INTERIOR S, EXTERIOR S,  
AND SIGN POSTS USE:

Sherwin Williams  
7070 Site White

\*For sign posts only, a white post may be used as  
a substitute for 7070 Site White.

LIGHT GREY





CENTURY 21.®

CENTURY 21.®



CENTURY 21.®

CENTURY 21.®



CENTURY 21.®

CENTURY 21.®



CENTURY 21.®

CENTURY 21.®



# CENTURY 21<sup>®</sup>

## MASTERBRAND GUIDELINES

