

Long & Foster Logos and Brand Palette

Download logos from the Intranet Hub under Marketing Department/Marketing Gallery/Logos

<https://infcompanies.sharepoint.com/sites/intranet-marketing/SitePages/Marketing-Gallery.aspx>

IT'S THE ONE. Brand Palette

Primary Logos:



Colors:

Primary

Blue PMS 282C

HEX 041E3F
R4 G30 B63
C100 M82 Y10 K64

Poppy PMS 7417C

HEX F15F41
R241 G95 B65
C0 M78 Y81 K0

Secondary

Isabelline

HEX F2F0EC
R242 G240 B236
C4 M3 Y5 K0

Glaucous

HEX 6F8AB7
R111 G138 B183
C60 M41 Y10 K0

Fonts:

Headlines: **IT'S THE ONE.**

LF Syncopate Regular ALL CAPS
LF Syncopate Bold ALL CAPS

Body Text: This is body text.

Myriad Pro Family
Light, Regular, Semibold, Bold, Italic, etc

[Click to Download and Install the LF Syncopate font to your computer.](#)

Myriad Pro have been provided on all LF Company Microsoft computers.

Use Cases:

Here are just a few examples of the ways you can use the 'IT'S THE ONE' brand palette.

1. The Poppy Color can be used to emphasize important details, such as your agent name on your business card.
2. For your headlines, use the Syncopate font in bold AND Poppy Color to really draw attention.
3. Lines and blocks of color can also be used to add interest.
4. Use the logo (horizontal or stacked) that best fits your design space.

BUSINESS CARDS



ADS



FLYERS



SOCIAL MEDIA



POST CARDS



List of Long & Foster Services

Real Estate | Mortgage | Home Inspection | Title | Insurance
Moving | Property Management | Vacation Rentals | Relocation

Luxury Affiliations - Forbes Global Properties

The Forbes Global Properties logo can only be used to advertise properties listed at **\$1.5 Million and above**.

Affiliations



Member Co-Branding Lock-Ups - Both a vertical and horizontal logo lock-up are provided below. Please note that 60%/40% is the sizing relationship between the Long & Foster logo and the Forbes Global Properties logo, with the Long & Foster logo at 60%.



Long & Foster Real Estate | Forbes Global Properties Lock-ups Agent Co-branding

If a Long & Foster agent or agent team has a professional logo, they may use the Forbes Global Properties logo along side it, provided that the approved Long & Foster | Forbes Global Properties logo lock-up (as shown above) is maintained and not altered in any way. Agents and team logos should be displayed adjacent to or above the Long & Foster logo and cannot be displayed next to the Forbes Global Properties logo. This placement tells consumers that the agent/team is associated with Long & Foster, which is in turn an exclusive member of Forbes Global Properties.



Member Nomenclature and Co-branding

Long & Foster Real Estate is a member of Forbes Global Properties, not a franchisee, partner, or affiliate.

Do:

- Refer to our company as a:
 - "Forbes Global Properties member"
 - "exclusive member of Forbes Global Properties"
 - "exclusive member of Forbes Global Properties in your exclusive location"
- Use the Forbes Global Properties name and logo with our company's name or logo, never by itself.
- Use one of the disclaimers below on our company website and marketing materials:
 - "Your company name is an exclusive member of Forbes Global Properties. Forbes® is a registered trademark used under license."
 - "Your company name is an exclusive member of Forbes Global Properties in your exclusive location. Forbes® is a registered trademark used under license."

Don't:

- Use "Forbes" "FGP" or "Forbes Global Properties" in your trade or doing-business-as (DBA) name.
Forbes-Global Properties New York
Forbes-ABC Realty
FGP-ABC Realty
- Don't use a backslash or ampersand with your team/business name and Forbes, FGP or Forbes Global Properties. You may, however, use a backslash when space does not allow the "exclusive member" language noted above (e.g. press mentions).
ABC-Realty/Forbes Global Properties
Melbourne Realty & Forbes

For more information about Forbes Global Properties, visit the Forbes Global Properties page on the Long & Foster Hub.

<https://Infcompanies.sharepoint.com/sites/intranet-marketing/SitePages/Forbes-Global-Properties.aspx>

Luxury Affiliations - Luxury Portfolio International

The Luxury Portfolio logo can be used to advertise properties listed at **\$1 Million and above**.

Affiliations



Member Co-Branding Lock-Ups - Both a vertical and horizontal logo lock-up are provided below. Please note that the Luxury Portfolio logo should be no larger than 75% of the Long & Foster logo.



Long & Foster Real Estate | Forbes Global Properties Lock-ups Agent Co-branding

If a Long & Foster agent or agent team has a professional logo, they may use the Luxury Portfolio logo along side it, provided that the approved Long & Foster | Luxury Portfolio logo lock-up (as shown above) is maintained and not altered in any way. Agents and team logos should be displayed adjacent to or above the Long & Foster logo and should not be displayed next to the Luxury Portfolio logo. This placement tells consumers that the agent/team is associated with Long & Foster, which is in turn a member of Luxury Portfolio International.



For more information about Luxury Portfolio International, visit the Luxury Portfolio page on the Long & Foster Hub.

<https://infcompanies.sharepoint.com/sites/intranet-marketing/SitePages/Luxury-Portfolio-International.aspx>

Long & Foster Signs

Long & Foster's main sign panel, along with all directionals and sign riders, is blue (PMS282) and white.



Listings \$1 million - \$1,499,999 : Luxury Portfolio:

Riders/toppers in matching blue/white that say Luxury Portfolio are to be used with matching blue panel signs for all listings priced at **\$1 million-\$1,499,999**. Offices can order signs from Business Services site on the Intranet Hub.



Listings \$1.5 million+ : Forbes Global Properties:

Riders/toppers in matching blue/white that have the Forbes Global Properties logo are to be used with matching blue panel signs for all listings priced at **\$1.5 million+**. Offices can order signs from Business Services site on the Intranet Hub.



Order signs from Business Services on the Intranet Hub

<https://Infcompanies.sharepoint.com/sites/intranet-businessservices>