



New York State Association of REALTORS®, Inc.

New York State Association of REALTORS® Graphic Standards Update



A NEW LOGO AND TAGLINE IN 2012

In 2012 NYSAR's Marketing Department established a new logo and tagline to better symbolize NYSAR's direction as a forward-thinking organization and to better fit within our current graphic standards. The new logo, with its six-house design, is a graphical representation both of NYSAR's focus and the six main areas of member support: Government Affairs, Legal/Board & Member Services, Education, Money-saving Affinity Programs, Information Resources, Foundations and Divisions. The house theme is representative of the real estate industry and symbolizes the protection that NYSAR provides to the members of this industry. The new tagline "Your home for success." speaks directly to our members, reminding them that NYSAR is here to help them achieve their goals. Together, the new logo and tagline act as a powerful reminder – directly reflecting the energy and momentum that drive our organization every day.

The colors, fonts and design were carefully chosen to reflect the personality of NYSAR and should not be altered. Please refer to these standards when creating any new marketing pieces.

Adherence to these guidelines is integral to the maintenance of the NYSAR brand. If you have questions, please feel free to contact Kristen Pooler, NYSAR's Director of Marketing.

Note: All proposed materials should be submitted for review by the Marketing Department. We will make recommendations to any piece we believe does not fully support or reflect the NYSAR brand.

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LOGO USAGE

The NYSAR identity is composed of two parts: **the logo and the text identifier.**

In an effort to create consistency, and simplify the design process, we have narrowed logo usage down to one primary version. We recommend using the following version of the NYSAR logo for most applications.

Primary Usage

The logo with the text identifier locked in position underneath is the strongest version of the NYSAR logo. **This version is to be used whenever possible in all printed materials.**

Please note: If the logo is reduced or enlarged, the connected text identifier must reduce or enlarge at the same proportion to the logo. Please be aware of maintaining legibility when knocking out the logo at a reduced size. For those applications where legibility is an issue, a hairline stroke can be added to the identifier to make it more legible.



New York State Association of REALTORS®, Inc.

Color

The NYSAR logo is a four-color logo. One-color and knockout versions have also been developed for use when needed.

Four-color:



New York State Association of REALTORS®, Inc.

Black/One-color:



New York State Association of REALTORS®, Inc.

White/Knockout:



New York State Association of REALTORS®, Inc.

In certain applications, the NYSAR logo may be reversed out of any PMS color that appears in the standard palette. If the logo is reversed, the minimum size of the logo is 1 3/8" in length to ensure legibility.

LOGO USAGE (CONTINUED)

About the Logo

Each colored house in the logo represents a different area of member support. When developing marketing materials, colors and topics should be associated together as follows (please note: to ensure color consistency, please use the CMYK breakouts provided below for all materials requiring 4-color press runs):

Government Affairs – PMS 519 or four-color equivalent (C=67 M=100 Y=30 K=10)

Legal/Board & Member Services – PMS 288 or four-color equivalent (C=100 M=67 Y=0 K=23)

Education – PMS 145 or four-color equivalent (C=0 M=47 Y=100 K=8)

Money-saving Affinity Programs – PMS 575 or four-color equivalent (C=48 M=0 Y=100 K=53)

Information Resources – PMS 209 or four-color equivalent (C=0 M=100 Y=34 K=53)

Foundations and Divisions – PMS 432 or four-color equivalent (C=23 M=2 Y=0 K=77)

Secondary Usage

Additional versions of the NYSAR logo are available for applications where a text identifier for NYSAR is already on the piece to avoid redundancy. To maintain consistency, it is best to use these variations in moderation as needed.

Standalone Logo:



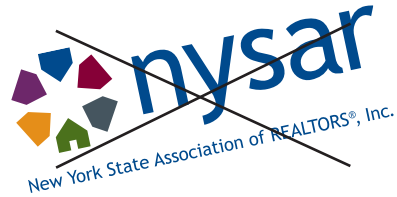
Logo with Tagline:



LOGO USAGE (CONTINUED)

Logo Violations

The NYSAR logo should not be altered in any way. Alterations include stretching, tilting, cropping, resetting or colorization. Here are several examples of logo usage violation.



Logo and Minimum space

Please allow at least 3/16" clear space around the logo wherever possible. The logo is defined as the symbol as well as type below the symbol.

Black/One-color:



White/Knockout:



LOGO PLACEMENT

Wherever possible, when designing for print-based applications, the logo should appear in the upper left corner. When creating multiple pieces of the same size, please maintain that consistent placement and margin on all pieces.

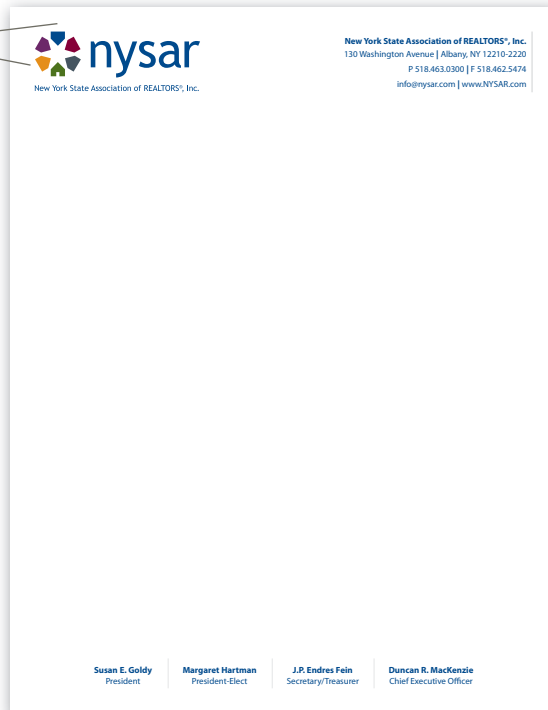
For print ads, logo placement in the lower right is preferred. In addition, adding a header (as shown) is also recommended to reinforce brand recognition (*if space allows*).

Please maintain a minimum of 3/8" clearance/margin around the logo in all applications.

Primary placement: (Letterhead)

Secondary placement: (Print advertising)

3/8" minimum



3/8" minimum

Header for print ads

NEW YORK STATE ASSOCIATION OF REALTORS®

COLOR PALETTE

The color palette was amended in 2011 to include colors which reflect NYSAR's brand personality. In order to maintain consistency throughout all collateral materials, the following "family" of PMS colors is recommended.

Primary color palette:

These colors should be considered first when designing any NYSAR piece. Consistent use of the primary color palette enhances the NYSAR brand, and ensures a consistent brand image.



PMS 288



PMS 209



PMS 575



PMS 145



PMS 427



PMS 519



PMS 432

Secondary color palette:

These secondary colors may complement the primary color palette, and have been selected to provide additional flexibility. It is recommended that these colors be used sparingly, and always in support of the primary color palette, rather than in lieu of.



PMS 5425



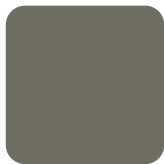
PMS 454



PMS 4515



PMS 126



PMS 417

Please note: If any of these colors are screened for printing purposes, please contact the NYSAR Marketing Department for review.

GRAPHIC BORDER SAMPLE

The rounded corner and stroked border treatment has been established to add versatility and depth to the page design. Used minimally, this treatment can effectively define or call out an area, or be used as a smaller graphic element within a page to add visual variety. The radius of the corner graphic should be approximately .25". Pay close attention to the corner radius when reducing the graphic. If the proportion of the radius is not maintained, the graphic will distort and result in a malformed shape.

The rounded corner graphic can include the addition of a PMS stroke. Color options for the stroke include white, black and approved PMS colors. *Please be aware that the stroke weight must decrease with the size of the box and does affect the appearance of the corner radius.*

Sample Uses



To define a primary image a rounded corner treatment can be used with the stroke or without.



To add visual variety use smaller, graphic elements minimally to support an overall design.

Chapter membership is only \$30 a year. Join today to:

- Enhance your exposure to consumers.
- Expand your network of contacts.
- Benefit from all the chapter's activities.

Rounded corner boxes can be used as a way to call out key information.

NYSAR Vendor Partner Programs

Access the offerings of NYSAR's vendor partners for valuable risk management tools and insurance.

- Pearl Errors and Omissions Insurance.
- PossibleNOW's Do-Not-Call compliance solutions.

Detailed information about these programs is available on pages 11-13 of this guide or in the Member Benefits section of NYSAR.com.

FONT USAGE AND SUBSTITUTIONS

The following fonts are NYSAR's primary fonts.

Scala Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ScalaLF Regular (for numbers only)

12345678910 !@\$%&*+

Scala Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ScalaLF Bold

12345678910 !@\$%&*+

Scala Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ScalaLF Italic (for numbers only)

12345678910 !@\$%&*+

Scala Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Scala Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Scala SansLF Regular (for numbers only)

12345678910 !@\$%&*+

Scala Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Scala SansLF Bold

12345678910 !@\$%&*+

Scala Sans Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Scala SansLF Italic

12345678910 !@\$%&*+

Scala Sans Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Scala SansLF Bold Italic

12345678910 !@\$%&*+

Myriad Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 !@\$%&*+

NOTE: All numbers and symbols must be typeset using the “LF” versions of Scala and Scala Sans, to avoid baseline shifting.

Improper use: ~~12345678910~~ Proper use: 12345678910

FONT USAGE AND SUBSTITUTIONS (CONTINUED)

Body Copy

In most applications, body copy should be no smaller than 9 point, and no larger than 10.75 point. Under certain circumstances it is acceptable to use smaller point sizes, but legibility should be monitored closely.

Headlines and Sub-headlines

It is acceptable to use both the serif and sans serif versions of the font for headlines and sub-headlines. The sans serif is preferred for headlines in most applications. When using the sans serif font for headlines please be aware of letter spacing and strive to maintain a tighter letter spacing.

This is a headline in the Scala font.

This is a headline in the Scala Sans font.

Large Format

In some instances, particularly at larger sizes, the font Myriad can be used instead of Scala Sans. As caps or as upper/lower, the font provides a clean look and better legibility at greater distances.

PLEASE NOTE: The font used in the NYSAR Logo and text identifier is called Racy Macy. It is to be used in the logo only.

FONT SUBSTITUTION

For internal production of documents, it is acceptable to use standard system fonts found on most PCs to replace both families of Scala and Scala Sans. Acceptable substitute fonts include:

Century

(regular, italic, bold, bold italic may be substituted for Scala and all Scala LF)

Gill Sans

(regular, italic, bold and bold italic may be substituted for Scala Sans and Scala Sans LF)

NOTE: If working in Quark or In-design and you have access to non system fonts, it is acceptable to substitute the following fonts. The fonts are similar in style and will coordinate with existing materials and exist on most PCs as part of the standard system library.

Minion Pro

(regular, italic, bold, bold italic may be substituted for Scala and all Scala LF)

Myriad Pro

(regular, italic, bold and bold italic may be substituted for Scala Sans and Scala Sans LF)

FONT USAGE SAMPLES

The following samples illustrate various uses of typography.

We Show You How To Get An Edge
*Headline
Scala Sans Regular*

Real estate education is more than just meeting requirements and earning credits. It's about your professional development. From prestigious designations to nationwide exposure, NYSAR can help you gain a vital advantage in the industry.
*Body Copy
Scala Sans Regular*

The New York State Department of State, the agency that licenses real estate professionals, requires that real estate licensees complete at least 22.5 hours of approved continuing education (CE) during their two-year license cycle. This must include at least three hours of approved instruction on fair housing and anti-discrimination. If a licensee's 22.5 hours do not include an approved fair housing program of at least three hours, an additional course must be completed prior to license renewal. Only brokers licensed for more than 15 consecutive years as of July 1, 2008 may be exempt from CE and fair housing requirements.

CONTINUING EDUCATION CREDITS
 NYSAR offers continuing education (CE) courses in conjunction with local boards throughout the state, at the annual Triple Play Convention and Trade Expo held every December in Atlantic City, and at NYSAR business meetings held semiannually.

ONLINE PROGRAMS
 To help you meet your CE requirements conveniently, NYSAR offers more than 40 online courses. These may be found in the Education Section at NYSAR.com. Earn CE credit on your schedule from anywhere you have Internet access.

TRIPLE PLAY CONVENTION AND TRADE EXPO
 The largest REALTOR® event of its kind is presented each year by the New York State, New Jersey and Pennsylvania associations of REALTORS®. Triple Play gives you the opportunity to earn CE credit and network with leading real estate professionals, while learning more about current issues, new success strategies, the latest products and services, and much more. Visit www.realtorstripleplay.com.

*Sub-headline
Scala Sans Bold*

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Legal Issue Update
*Large Format Headline
Myriad Roman*

A risk reduction service from the Legal Department

nysar
 New York State Association of REALTORS®, Inc.

PHOTOGRAPHY LIBRARY

The NYSAR Marketing Department has established a library of purchased stock photography for use in collateral materials. Specific categories have been chosen that will resonate with membership and reflect the industry and its culture. Using these images will unify the NYSAR brand and streamline the design process.

The library is located on the network in the **H Drive Graphics Folder H:\\Graphics\\Photos\\NYSAR Photo Library**. Each image in the library document lists where that image has been used previously for your reference on its usage. The images that have already been purchased are available for use and are also located in this same folder. They are broken up into folders using the following categories:

- Consumers
- Education
- Exterior House Shots
- Icons
- Interior House Shots
- Legislative & Legal
- Military-related
- Miscellaneous
- Money-related
- Networking
- New Construction
- People
- Real Estate Professionals
- Technology

In most applications photography is shown as 4-color. It is acceptable however, in certain applications to use black and white and 2-color images.

In the Photo Library folder, you can also find a library of suggested images to be used as a starting point for future image purchases. Before purchasing any new images, please confer with Kristen Egelston.

Please contact Kristen Egelston with any questions regarding NYSAR's Photo Library.

When using imagery of people for any marketing piece, please select images that reflect diversity, gender and age. Generic images such as houses, money and other industry icons may be used throughout any piece and should coordinate with existing content.



DESIGN SAMPLES

The following designs illustrate how the graphics standards are used in various marketing materials.

When creating materials with these standards, please keep in mind the audience and the most appropriate usage of the standards for that piece.

The samples illustrate both standard informational pieces as well as marketing pieces.

Graphics can be very impactful or subtle depending on size and amount applied to the page. Be consistent with palette, font and grid design to ensure a cohesive feel and visual consistency to all pieces.

COLLATERAL MATERIALS

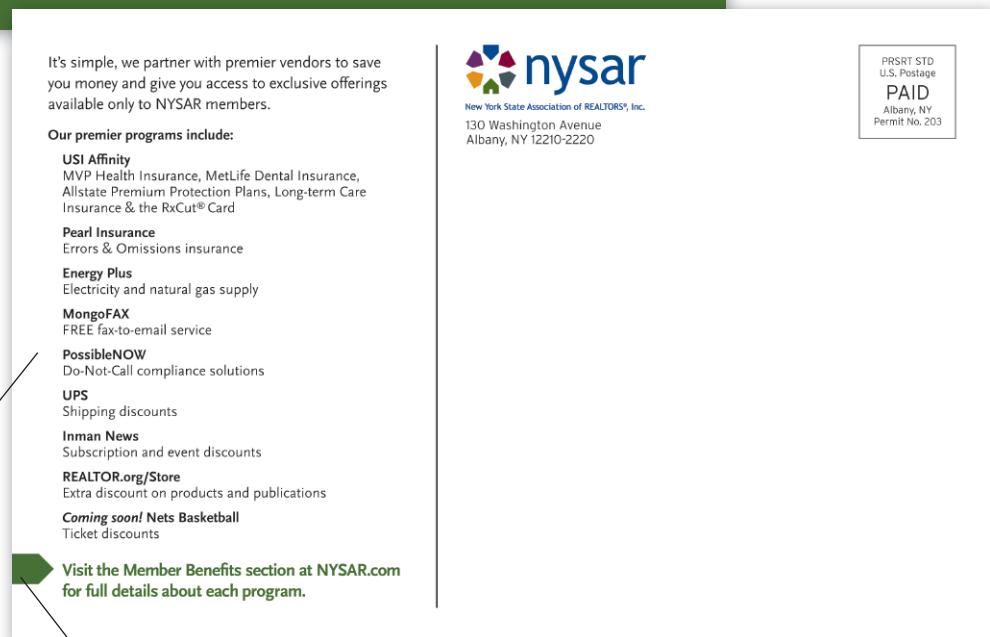
Postcard



Photography shows diversity.

Solid flood of color coincides with the topic's assigned color from the logo.

Grid is clean and organized, using white space as a graphic element.

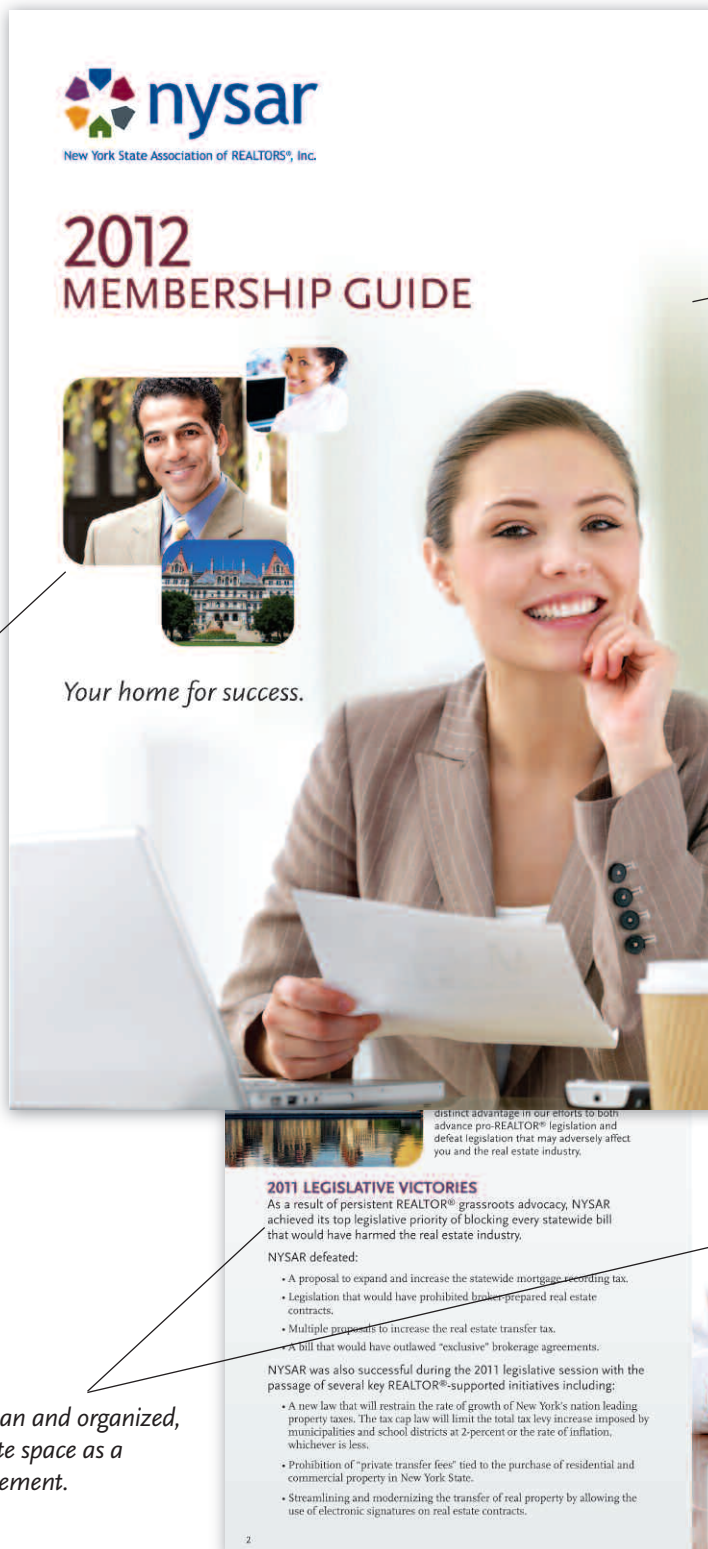


Arrow treatment emphasizes call-to-action.

COLLATERAL MATERIALS

Member Guide

Rounded corner treatment is used without a stroke.



Photography shows diversity in age and race. Iconography is also used throughout the piece.

Arrow treatment emphasizes call-to-action.

Grid is clean and organized, using white space as a graphic element.

NYSAR WILL CONTINUE TO FOCUS ON KEY ISSUES SUCH AS:

- Providing New York homeowners with property tax relief by supporting thoughtful mandate relief initiatives.
- Expanding continuing education opportunities for REALTORS®.
- Improving anti-discrimination laws as they apply to cooperative housing purchases.
- Creating an incentive to save for a first-time home purchase.

GET INVOLVED TO HELP NYSAR PROTECT YOUR INTERESTS

Contact Your Legislators

Participate in Calls for Action to quickly and easily communicate your REALTOR® point of view to elected officials. Visit the Government Affairs section at NYSAR.com to view current legislative priorities and send pre-written messages to your state legislators via email.

Annual REALTOR® Lobby Day in Albany

Meet face-to-face with your state legislators at the state Capitol and make your voice heard! Plan to participate in NYSAR's Lobby Day 2012 on Tuesday, June 12. Check NYSAR.com for additional details.

Show Your Support for RPAC

Protect your professional and business interests by contributing at least \$20 annually to the REALTORS® Political Action Committee (RPAC). Your contributions help support pro-REALTOR® candidates for public office who have demonstrated their support for real estate and private property rights.

How do I contribute to RPAC?

Contributing is fast and simple. Visit the Government Affairs section at NYSAR.com and contribute with the click of a button. Or, print an RPAC pledge form and return it by mail or fax.

CONTACT
Government Affairs
518.463.0300 x217
govaff@nysar.com

2011 LEGISLATIVE VICTORIES

As a result of persistent REALTOR® grassroots advocacy, NYSAR achieved its top legislative priority of blocking every statewide bill that would have harmed the real estate industry.

NYSAR defeated:

- A proposal to expand and increase the statewide mortgage recording tax.
- Legislation that would have prohibited broker-prepared real estate contracts.
- Multiple proposals to increase the real estate transfer tax.
- A bill that would have outlawed "exclusive" brokerage agreements.

NYSAR was also successful during the 2011 legislative session with the passage of several key REALTOR®-supported initiatives including:

- A new law that will restrain the rate of growth of New York's nation leading property taxes. The tax cap law will limit the total tax levy increase imposed by municipalities and school districts at 2-percent or the rate of inflation, whichever is less.
- Prohibition of "private transfer fees" tied to the purchase of residential and commercial property in New York State.
- Streamlining and modernizing the transfer of real property by allowing the use of electronic signatures on real estate contracts.

Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS®, the New York State Association of REALTORS® or any of its local boards or associations will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your NYSAR PAC reaches its PAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441c; after NYSAR PAC reaches its RPAC goal it may elect to retain your state contribution for use in supporting state and local candidates.

COLLATERAL MATERIALS

Course Schedule

Rounded corner boxed areas may be used as a way to call out key information or as graphic elements to add visual variety to the overall page.

Full flood images may be used.

Certified International Property Specialist Designation (CIPS)

the expertise to work with international clients in your local market. With the surge of international investment in the U.S. real estate market and the rapidly growing immigrant population, specializing in this market can help you reap great rewards.

Designed to REALTORS® who:

- pass the required Local Markets and Transaction Tools courses as well as three regional courses,
- accumulate 100 elective points through various activities or events,
- submit a completed designation application (\$75 fee),
- and, maintain CIPS Network membership (\$220 annually).

Designations may be easily located at REALTOR.com by consumers at REALTOR.org/global and through the CIPS Network for REALTORS. Earn the CIPS and receive:

- the monthly e-newsletter *Global Perspectives*,
- customizable marketing materials,
- smartphone app for conversions and language translation,
- and, invitations to exclusive events.

2012 DESIGNATION COURSE SCHEDULE

CIPS REQUIRED COURSES*

Global Real Estate: Local Markets
Last year, foreign buyers invested more than \$82 billion in residential real estate in the U.S., paid \$100,000 more, on average, than the overall U.S. median price, and the majority paid all cash. Local Markets will show you how to connect with this clientele and help you uncover global opportunities in your local market. This course provides elective credit toward the ABS designation and the RSPS certification as well.
6.5 hours CE (one day) \$150 member tuition

Global Real Estate: Transaction Tools
This course explains the concepts and tools to serve clients in a global market including: how to research markets; convert metric measures; monitor currency trends; and alert clients to tax and visa matters affecting their transactions.
6.5 hours CE (one day) \$150 member tuition

*Register for both courses at once and save \$50.

CIPS ELECTIVE COURSES

The Americas & International Real Estate (one day)

Europe & International Real Estate (one day)

Asia/Pacific & International Real Estate (one day)

Visit REALTOR.org/global or trainingthe.com for the elective course schedule.

CIPS SCHEDULE

Global Real Estate: Local Markets

Binghamton	September 13	Roseann Farrow
Jackson Heights	September 19	Roseann Farrow
Manhattan	January 17	Roseann Farrow
Syracuse	October 4	Roseann Farrow
White Plains	August 1	Roseann Farrow

Global Real Estate: Transaction Tools

Jackson Heights	September 20	Roseann Farrow
Manhattan	February 7	Roseann Farrow
Syracuse	October 5	Roseann Farrow
White Plains	August 2	Roseann Farrow

REGISTER
at least 10 days in advance to guarantee your seat and materials.
VISIT NYSAR.COM
for the latest schedule updates, instructor information and to register.

2012 NATIONAL REALTOR® DESIGNATION SCHEDULE
Get all the tools you need to succeed.

"The fastest growing population in New York State is from Latin America. How can I connect with them?"

Arrow treatment emphasizes call-to-action.

BROCHURE

Legal Hotline Brochure

NYSAR Legal Hotline
Monday – Thursday, 9 a.m. – 1 p.m.
518.436.9727 (518.43NYSAR)

NYSAR's Legal Hotline is a FREE resource for all NYSAR members. As one of our premier benefits, it offers a reliable source of authoritative legal information on a wide variety of real estate law issues. Take advantage of this valuable, free service and get answers to your legal questions on issues relating to real estate practice.

Reduce your risk and protect your bottom line
Available Monday – Thursday, 9 a.m. – 1 p.m. (excluding holidays and NYSAR functions).

Frequently Asked Questions

What is the NYSAR Legal Hotline?
The hotline provides members with direct access to a qualified attorney who can provide information on legal issues relating to real estate practice.

Who can access the hotline?
The hotline is available to active members of NYSAR only. Membership status will be verified by the attorney at the onset of the phone call. Clients, customers or family members who are not members of NYSAR may not access the hotline.

What benefit will I get from the hotline?
Members of NYSAR encounter issues of a legal nature on a daily basis. In most cases, a member has encountered the issue before and is confident on how to proceed. The hotline provides a second opinion.

Can I email or fax my question to the hotline?
The hotline is only available via telephone. If there is an urgent matter that needs immediate legal attention, it is recommended that members contact their own legal counsel.

Can the attorney from the NYSAR Legal Hotline recommend a competent attorney in my area to represent me or provide confidential legal advice?
The hotline does not provide such information to members. It is recommended that an individual inquire with their peers or contact their local bar association to access an attorney referral service.

Can the attorney answer all of my questions?
If the question is related to a member's real estate matter, the attorney will make every effort to provide legal information. In some cases, the attorney may advise a member to consult with their own attorney if the issue is vague or relating to an issue outside the hotline.

What if I disagree with the hotline attorney?
The hotline is provided to NYSAR members as a source of free legal information. If the information provided by the hotline is not the outcome expected or anticipated, members are always encouraged to consult their own legal counsel.

Can I contact the Legal Hotline anonymously?
Access to the hotline is limited to active NYSAR members only. In order to verify membership, the attorney must be provided with the identity of the member.

Does the NYSAR Legal Hotline provide a client-lawyer relationship?
No. The hotline is a resource for members to obtain legal information. It is not a substitute for a client-lawyer relationship.

Can the hotline provide written opinions and/or review forms and contracts?
The hotline only provides legal information via telephone.

“The Legal Hotline is a tremendous resource that all REALTORS® should take advantage of.”
Barbara Robinson, Broker

“The Legal Hotline attorney is extremely knowledgeable. I am very grateful to have this service available to me!”
Julianna Green, Salesperson

FREE NYSAR LEGAL HOTLINE

NYSAR Radio
Two Tuesdays per month
10 – 11 a.m.
NYSAR's Internet-based live call-in show, held bi-monthly, covers timely legal topics. Members are encouraged to call with their questions to have them answered live on the air. All listeners benefit from tuning in and hearing the answers to their colleagues' questions. NYSAR Radio airs two Tuesdays per month at 10 a.m. The recorded show re-airs on Wednesdays at 10 a.m. and 2 p.m.
Visit NYSAR.com for show dates/topics and to tune in.

nysar
Your home for success.

Use the more subtle PMS colors for backgrounds to add color without impacting legibility.

Use testimonials wherever appropriate to personalize and add interest.

Rounded corners may bleed off bottoms and only appear on top corners.

Establish specific color sets for key programs to add recognition and consistency.

PRINT ADVERTISING

Publication Ad - Topic "Legal Hotline"

Full text identifier is centered at the top of the ad.

NEW YORK STATE ASSOCIATION OF REALTORS®

"I don't know what I'd do without NYSAR's Legal Hotline! ...it provides immediate and accurate answers to many questions..."

Laurene Curtin, NYSAR member for 18 years

YOUR LEGAL RESOURCE

Reduce your risk with authoritative legal information on a wide variety of real estate law issues available through:

<p>FREE LEGAL HOTLINE</p> <p>518.436.9727</p> <p>Monday-Thursday 9 a.m. – 1 p.m.</p>	<p>NYSAR RADIO</p> <p>2 Tuesdays per month 10 a.m. – 11 a.m.</p> <p>Listen live at NYSAR.com.</p> <p>Call 518.436.9727 with your questions.</p>
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Note: NYSAR's Legal Hotline and NYSAR radio show do not provide a client-lawyer relationship. For confidential legal advice, consult an attorney.

 **nysar**
Your home for success.

Photo transparency may be applied in certain applications to add dimension without impacting legibility.


Testimonials may be used to support messaging and add credibility.

With full text identifier at the top of the ad, the logo with tagline is appropriate to use.

Solid flood of color coincides with the topic's assigned color from the logo.

PRINT ADVERTISING

Publication Ad - Topic "Education"



NEW YORK STATE ASSOCIATION OF REALTORS®


YOUR EDUCATION CONNECTION

Advance your career by earning a prestigious national designation.

Position yourself for success with the GRI designation, then gain additional expertise in the areas of special interest to you with the following designations/certifications:


- ABR
- BPOR
- CIPS
- Green
- HOMES
- RSPS
- SFR
- SRES

Visit NYSAR.com for a full course schedule and to register. Or, call NYSAR at 800.239.4432 to discuss your professional development path.



Your home for success.

The use of the PMS adds a visual break and adds visual interest.



NEW YORK STATE ASSOCIATION OF REALTORS®


YOUR EDUCATION CONNECTION

Advance your career by earning a prestigious national designation.

Position yourself for success with the GRI designation, then gain additional expertise in the areas of special interest to you with the following designations/certifications:

- ABR
- BPOR
- CIPS
- Green
- HOMES
- RSPS
- SFR
- SRES

Visit NYSAR.com for a full course schedule and to register. Or, call NYSAR at 800.239.4432 to discuss your professional development path.



Your home for success.

For smaller ads a white background can help keep the layout clean and the copy legible.

ONLINE & E-MARKETING MATERIALS

Animated Web Banner Ads



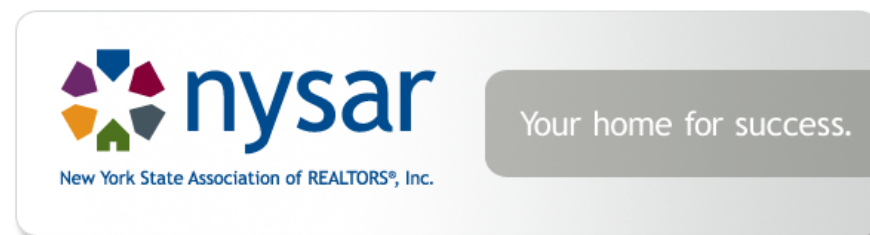
Use less saturated versions of the palette to ensure readability in the web environment.

The same fonts are used in all three banner ads to add consistency to the group of materials even though they will be used at various times and in various locations.



ONLINE & E-MARKETING MATERIALS

E-Newsletter Master Headers



TRADE SHOW PANELS

When primary logo is in use the tagline can be used typographically.



Photography shows diversity in age and race. Iconography is also implemented.

Use less saturated versions of the palette to contrast with highly saturated colors for visual interest.

QUESTIONS?

If you have any questions about NYSAR's graphic standards, please contact the NYSAR Marketing Department.

Kristen Pooler
Director of Marketing
518.463.0300 x229
kpooler@nysar.com

CONTACT

130 Washington Avenue
Albany, NY 12210-2220
518.463.0300
NYSAR.com