

COLDWELL BANKER COMPANY NAME

THE PATH TO YOUR GLOBAL LUXURY REBRAND PROJECT:

How to decide on your GLOBAL LUXURY Style.

- Choose your logo color.
- Choose a background color & border style.



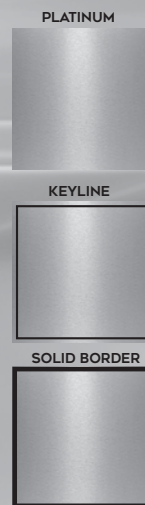
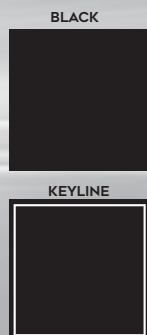
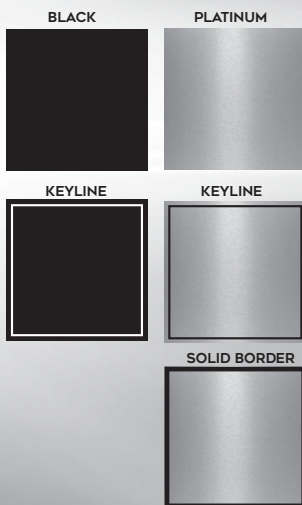
BLACK LOGO



STEEL LOGO



WHITE LOGO



- Which design family or families do you want to investigate as your solution?
- Do your listing signs hang from a swingpost, or will they be used in metal frames?
- Identify your material choice based on past success or solution to prior issue.
- Which size works best in your market? 30"x 24" or 24"x 24"?
- Identify sign size restrictions in your various luxury markets.
- Will your company use agent personalization on the main sign or will you use riders?
- Identify your point of contact to handle the project or request digital mock-ups and full sized samples.
- Identify the number of Listing Signs, Directional Open House Signs, and Riders you will need.

THE REBRAND COORDINATOR WILL:

- Provide digital mock-ups and physical full sized samples.
- Work with your point of contact to coordinate the target date for "Going Live" with signs in the field.
- Help work backwards for targeting a delivery date.
- Work with you to arrive at an agreed on shipping date based on quantity of product being ordered.
- Find the shipping carrier to best deliver your signs at the best cost to each of your office locations.



**COLDWELL
BANKER**

Classic Black Design Black Logo



Classic Black Design Black Logo with Keyline



Classic Black Design Steel Logo



Classic Black Design Steel Logo with Keyline



Platinum Design Black Logo



Platinum Design Black Logo with Keyline



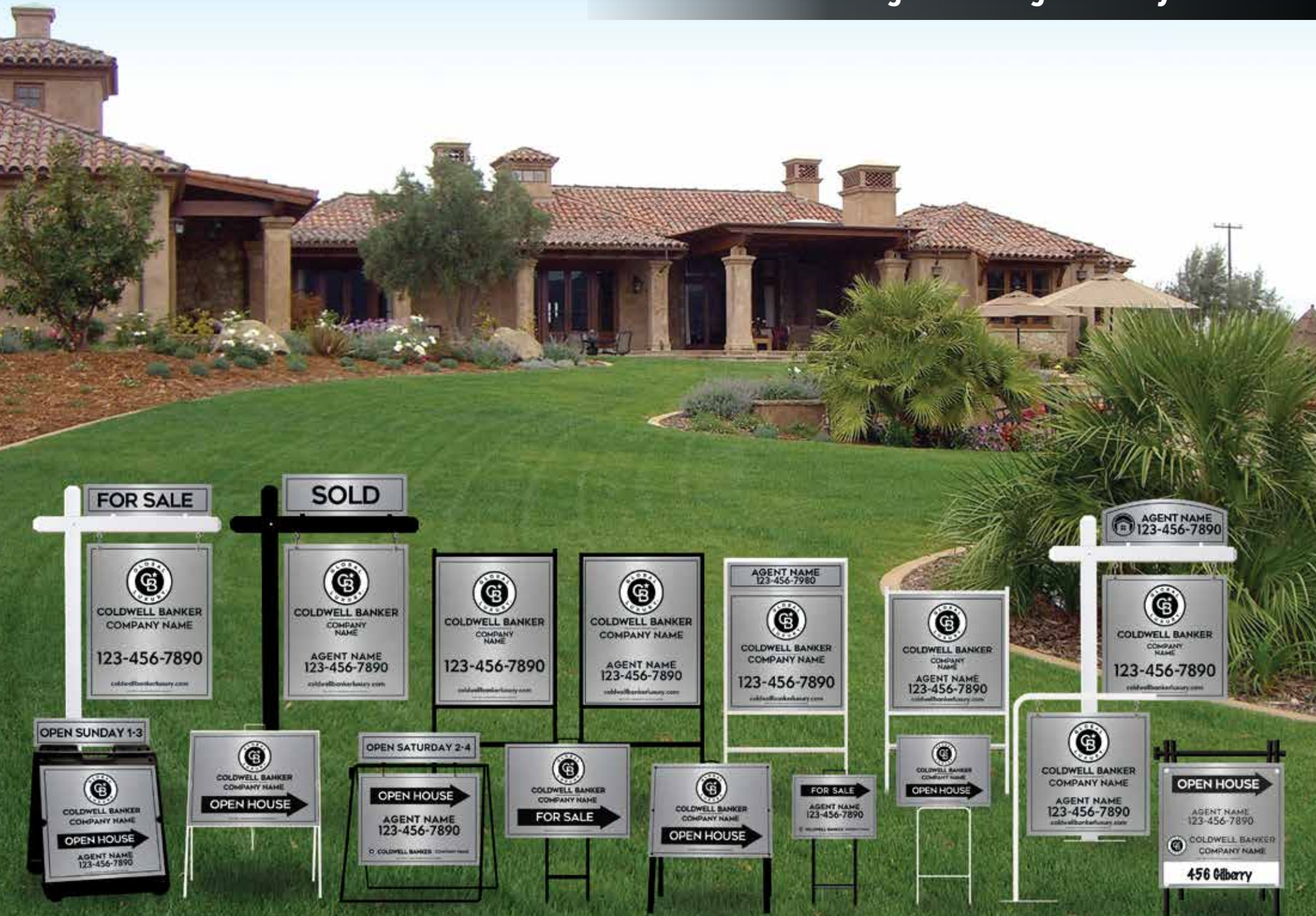
A collection of various real estate signs for Coldwell Banker, displayed in front of a large, two-story house with a red-tiled roof and arched windows. The signs are arranged in a row, showing different designs and messages. The signs include: 'NEW LISTING', 'FOR SALE', 'NEW PRICE', 'OPEN SUNDAY 2-4', 'OPEN SATURDAY 1-3', 'OPEN HOUSE', 'AGENT NAME', and 'FOR SALE' with an arrow. Each sign features the Coldwell Banker logo and contact information. The background shows a large, light-colored house with a red-tiled roof and several palm trees under a clear blue sky.



Platinum Design White Logo



Platinum Design White Logo with Keyline



Platinum Design White Logo with Border





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