

# Trademark Manual

*December 9, 2015*



The trademarks MLS<sup>®</sup>, Multiple Listing Service<sup>®</sup> and the associated logos are owned by The Canadian Real Estate Association (CREA) and identify the quality of services provided by real estate professionals who are members of CREA. The trademarks REALTOR<sup>®</sup>, REALTORS<sup>®</sup> and the REALTOR<sup>®</sup> logo are controlled by CREA and identify real estate professionals who are members of CREA.



# Summary of how REALTOR® Members can use CREA's Trademarks

## REALTOR® Trademarks

### Context

- REALTOR® must always be used to mean member of CREA.
- REALTOR® must not be used as a synonym for Real Estate Agent.
- REALTOR® may be used in slogans, firm, and team names.
- REALTOR® must not be used in product names.

### Form

- First use must be in all capital letters, followed by ®, the registered trademark symbol.
- Subsequent uses may capitalize only the R and omit the ® unless use in firm/team name or use with a modifier.
- Use of REALTOR® with a modifier or in firm/team name must always be capitalized.
- The REALTOR® marks must never be distorted, hyphenated, abbreviated, altered, or expanded.
- The REALTOR® logos must never be distorted, altered, or combined with other words or designs.
- All uses of the REALTOR® marks must, where possible, be accompanied by a trademark statement.

### Internet

- REALTOR® and REALTORS® may be used in domain names, email addresses, and social media usernames in conjunction with the name of a member, a firm name, or a team name.
- Modifiers may be added to these domain names, email addresses, and social media usernames.
- Use in domain names and email addresses does not have to be capitalized or followed by ®.
- Use in social media usernames can capitalize only the R (i.e., Realtor).
- Posts on social media must capitalize all letters in REALTOR® and REALTORS® and include ®.
- Use of REALTOR® or REALTORS® in hashtags does not require the ®.



# MLS® Trademarks

## Context

- MLS® must always be used to refer to professional services provided by REALTORS®.
- MLS® must never be used as synonym for a database.
- The MLS® marks must never be used as part of a business name, trade name, product name, or in corporate branding.

## Form

- The M, L, and S must always be capitalized in MLS® and Multiple Listing Service®, the marks must be followed by ®, the registered trademark symbol.
- The MLS® marks must never be distorted, hyphenated, abbreviated, altered, or expanded upon.
- The MLS® logos must never be distorted, altered, or combined with other words or designs.
- All uses of the MLS® marks must, where possible, be accompanied by the required trademark statement.

## Internet

- MLS® and Multiple Listing Service® are never to be used in domain names, email addresses or social media usernames.
- MLS® and Multiple Listing Service® may be used in posts on social media in the correct form and context.



## Certification Marks

CREA owns two families of certification marks (the "Certification Marks"): the REALTOR® marks and the MLS® marks, both of which are shown below.

## What the Marks Mean

### The REALTOR® Marks

The REALTOR® Marks identify Members of CREA who provide real estate brokerage services (the "REALTOR® services") in compliance with CREA's By-Laws and Rules, the REALTOR® Code as amended from time to time, and in compliance with all applicable federal and provincial/territorial laws and regulations.

The Commercial REALTOR® logo identifies members of CREA's Canadian Commercial Network who provide real estate brokerage services in compliance with CREA's By-Laws and Rules, the REALTOR® Code as amended from time to time, and in compliance with all applicable federal and provincial/territorial laws and regulations.



### The MLS® Marks

The MLS® Marks identify professional services rendered by members in good standing of CREA to effect the purchase and sale of real estate as part of a "plural system arrangement," also known as a co-operative selling system (the "MLS® services"), in compliance with CREA's By-Laws and Rules, the REALTOR® Code as amended from time to time, and in compliance with all applicable federal and provincial/territorial laws and regulations. The MLS® Marks do not identify or describe a computer database of real estate listings.

An MLS® System is a co-operative selling system operated and promoted by a Board or Association in association with the MLS® Marks. An MLS® System includes an inventory of listings of participating REALTOR® members, and ensures a certain level of accuracy of information, professionalism and co-operation amongst REALTOR® members to affect the purchase and sale of real estate.





# Use of the Certification Marks by REALTORS®

## The Three Rules

### 1. The Golden Rule

**The Golden Rule** - The Certification Marks must always be displayed in a manner that enforces their distinctiveness as certification marks, and emphasizes that they are not generic or descriptive words. This involves ensuring that each use of the Certification Marks complies with two other rules: the Context Rule and the Form Rule.

### 2. The Context Rule

**The Context Rule** - The Certification Mark, in the context in which it is used, is consistent with the registered meaning of the mark.

### 3. The Form Rule

**The Form Rule** - The mark must be displayed in exactly the form required by its registration, or by CREA's By-Laws, Rules or Policies.



# Use of the REALTOR® Marks

## A. Context Rule

The REALTOR® marks must only be used to identify the real estate brokerage services and related professional services provided by members of CREA. The REALTOR® marks must never be used as a generic or descriptive name to identify a salesperson, broker, or other real estate professional.

### **REALTOR® ≠ Real Estate Agent**

All uses of the REALTOR® marks should convey to the public that a REALTOR® is a licensed real estate professional who is a member of CREA and, as such, subscribes to a high standard of professional service and a strict Code of Ethics.

The REALTOR® marks may be used in corporate branding, such as slogans, but must never be used in product names.

***Acceptable:** Your Neighbourhood REALTOR®*

***Wrong:** Download my 'REALTOR® Connection App'*

The REALTOR® marks may be used in firm names or team names provided such use complies with the Form Rule. Members must apply to CREA for approval of firm names or team names that contain REALTOR® or REALTORS® and must enter into a license agreement with CREA for such use.

## B. Form Rule

### 1. First Use in Business and Promotional Material

The first use of the REALTOR® marks in any medium must always:

- (a) Be displayed in the exact form and manner in which they are registered, namely in all capital letters; and
- (b) Include the ® registered trademark symbol.

In other words, the only proper way of displaying the REALTOR® marks in the first use is - REALTOR® or REALTORS®. No other form is acceptable.

***Acceptable:** REALTOR®, REALTORS®*

***Wrong:** Realtors®, realtor*



## 2. Subsequent Uses in Business or Promotional Materials

While it would be preferable for all subsequent uses of the REALTOR® marks in any material to be the same as the first use (i.e., REALTOR® or REALTORS®), members are allowed to make two alterations to the display of the REALTOR® marks in subsequent uses in the same document, subject to the exception below for modifiers or business names:

- (a) The ® registration symbol does not have to be included; and
- (b) The Mark can be displayed as “Realtor” with only the “R” capitalized.

**Preferred:** REALTOR®, REALTORS®

**Acceptable:** Realtor, Realtors, Realtor®, Realtors®

**Wrong:** realtor, realtors, realtor®, realtors®

## 3. Use with Modifiers or in Business Names

Notwithstanding the “subsequent use” rule above, all letters of the word REALTOR® or REALTORS® must always be capitalized if it is being used with a modifier or in a business name. While it is preferable to include the ® registration symbol with these uses, it is not mandatory to do so.

Modifier Examples

**Preferred:** a REALTOR®, your REALTOR®, Vancouver REALTOR®, Professional REALTOR®

**Acceptable:** a REALTOR, your REALTOR, Vancouver REALTOR, Professional REALTOR

**Wrong:** Vancouver Realtor, Your top Realtor, Professional Realtor

Business Name Examples

**Preferred:** ABC REALTORS® Inc., John Smith REALTOR® Ltd.

**Acceptable:** ABC REALTORS Inc., John Smith REALTOR Ltd.

**Wrong:** ABC Realtors, John Smith Realtor Ltd.

## 4. Alteration of the REALTOR® Marks

The REALTOR® marks must never be distorted, hyphenated, abbreviated, altered, or expanded upon.

**Acceptable:** REALTOR®, REALTORS®

**Wrong:** TorontoREALTOR®, REALTORFIC, REALTOR-ASSISTANT, RLTOR, Non-REALTOR®, REALTOR



## 5. Trademark Statements

All business and promotional material displaying any of the REALTOR<sup>®</sup> marks must, where possible, include one of the following statements:

- (a) Not every real estate agent is a REALTOR<sup>®</sup>. Only REALTORS<sup>®</sup> are members of CREA.
- (b) I'm more than a real estate agent. I'm a REALTOR<sup>®</sup>.
- (c) What's the difference between a real estate agent and a REALTOR<sup>®</sup>? Visit [www.crea.ca/why](http://www.crea.ca/why) to find out.
- (d) REALTOR<sup>®</sup>. Member of The Canadian Real Estate Association and more.
- (e) The trademarks REALTOR<sup>®</sup>, REALTORS<sup>®</sup>, and the REALTOR<sup>®</sup> logo are controlled by The Canadian Real Estate Association (CREA) and identify real estate professionals who are members of CREA.

*Note:* The language of these trademark statements can be modified to reflect defined terms found in Provincial/Territorial legislation. For example, in Ontario members could say "I'm more than a real estate salesperson" or "I'm more than a real estate broker". The key is that the trademark statement conveys to the public that REALTORS<sup>®</sup> are more than just licensed real estate professionals.

The trademark statement does not need to be included in any business or promotional materials where it is impractical to include it, such as on pens, golf balls, key chains, clothing, business cards, signage, and business correspondence such as letterhead, e-mails, texts and social media messages.

## 6. Exceptions to Form Requirements Use in Business and Promotional Material

There are some exceptions to the form rule for the use of the REALTOR<sup>®</sup> marks in social media, which is explained further below.

National and local media outlets may display the REALTOR<sup>®</sup> marks by capitalizing only the "R," and are not required to display the <sup>®</sup> symbol following the marks, all in accordance with the Associated Press Style Book or the United Press International Style Book.

Textbooks and other educational material may use the marks without the <sup>®</sup> symbol provided that there is, at the beginning of the book or document, an explanation of the meaning and ownership of the marks, which has been approved by CREA.





## 7. Use in Domain Names, Email Addresses, and on Social Media

### a) Use in Generic TLD Domain Names

REALTOR® or REALTORS® may be used in domain names and email addresses, without capitalization and without the ® symbol provided that:

(a) The use is in conjunction with the name of the member, the member's firm, or the team name; and

(b) A trademark statement is used at least once on the webpage.

Modifiers may be added to domain names or email addresses but cannot be used alone without a member's name, firm name, or team name. Punctuation separating the word "REALTOR" from surrounding text is preferred but not required.

**Preferred:** [www.johnsmith-REALTOR.com](http://www.johnsmith-REALTOR.com), [www.abcrealty-REALTOR.ca](http://www.abcrealty-REALTOR.ca), [ssmith-REALTOR@remax.com](mailto:ssmith-REALTOR@remax.com)

**Acceptable :** [bobjonesrealtor@gmail.com](mailto:bobjonesrealtor@gmail.com), [janetherealtor.com](http://janetherealtor.com), [professionalrealtorbob.com](http://professionalrealtorbob.com), [smithteamrealtors.com](http://smithteamrealtors.com)

**Wrong:** [www.torontorealtor.com](http://www.torontorealtor.com), [www.bestrealtorinvancouver.ca](http://www.bestrealtorinvancouver.ca), [no1sellingrealtor@gmail.com](mailto:no1sellingrealtor@gmail.com)

### b) Use in .REALTOR Top Level Domain Names

CREA and the National Association of REALTORS® have partnered to bring REALTORS® the .REALTOR top level domain (TLD). Unique rules apply to .REALTOR domain names, which are available at: [dotREALTOR.org](http://dotREALTOR.org)

### c) Use in Social Media

REALTOR® and REALTORS® may be used in user names and other forms of identification information in social media but only in conjunction with the name of the member or the member's firm. Modifiers can be used but cannot be used alone without a member's name, firm name, or team name.

As an exception to the form rule, REALTOR® may be used in usernames with only the "R" capitalized and the registered trademark symbol does not have to be displayed. The use of capitalization and the ® registered symbol in user names, email addresses, and other forms of identification information where possible is preferred.

The REALTOR® trademarks may be used in a tweet or posting on Social Media. REALTOR® or REALTORS® must be spelled in all capital letters and followed by the registered trademark symbol. Tweets or comments on social media do not need to be accompanied by a trademark statement. Use of the marks in hashtags do not have to be followed by the registered trademark symbol (e.g., #REALTOR).



Members are encouraged post or tweet one of the trademark statements set out in the Form section of the Policy from time to time.

**Preferred:** @ABCREALTORS, Professional REALTOR® Sam

**Acceptable:** Team Smith Realtors, @ABCRealtors

**Wrong:** Okanagan realtors, Top Selling REALTORS, Sam the realtor®

## C. The REALTOR® Logos

The Commercial REALTOR® logos are only to be used by members of the Canadian Commercial Network.


Members may only use the REALTOR® logos if they download one or more of the pre-approved, downloadable, high-resolution logos from the REALTORlink.ca website. Members must not create their own version of the REALTOR® logos or download it from a third-party website. In addition, the REALTOR® logos must never be cropped, altered, expanded or combined with other words or design elements.

### Right:

 **DO**  
use the logo in the exact form  
downloaded from  
REALTORLink.ca



### Wrong:

 **DO NOT**  
alter, expand or combine with other words  
or design elements.



The R block REALTOR® logo must be separated from other logos or lettering, designs or emblems by a minimum distance of one-half the width of the rectangle, or "block R".

There is no official colour for the REALTOR® logo, but the following three rules must be adhered to:

- (a) Any 2-colour combinations may be used but the colours must be sharply contrasting.
- (b) The block surrounding the "R" and the REALTOR® term must be the same colour (i.e. if the block surrounding the "R" is black, then the REALTOR® term must also be black).
- (c) The "R" must be a sharply contrasting colour to the block and the REALTOR® term. If the block is dark, the "R" should be light. The "R" should be the same colour as the background.




If the logo is being displayed on a dark background then all of the elements must be reversed. The usual colours must be reversed so both the rectangle and the word REALTOR® appear in a light colour on the dark background. The logo must never be framed or outlined.

**Right:**

 **DO**  
use the logo in the exact form  
downloaded from  
REALTORLink.ca




**Wrong:**

 **DO NOT**  
frame or outline the logo on a dark  
background.




**Right:**

 **DO**  
ensure the colour of the R  
matches the background (the image  
below is how the logo should look on a  
grey publication)



**Wrong:**

 **DO NOT**  
alter, distort, or use as a diminished  
graphic element, such as a background in  
a presentation.





**Right:**



**DO**

reverse all the elements in the logo if displaying it on a dark background (the image below shows how the logo should appear on a red publication)



The logos must never be altered, distorted, combined with other words or graphics or used as a diminished graphic element, such as a background in a presentation. When using the REALTOR® block logo on a dark background make sure to reverse all the elements.

## Use of the MLS® Marks by REALTOR® Members

### A. Context

The MLS® marks must only be used to identify the professional services provided by Members of CREA to effect the purchase and sale of real estate as part of a "plural system arrangement," also known as a co-operative selling system. The MLS® Marks must never be used as a synonym for a "database of real estate listings."

#### **MLS® ≠ Database**

When referring to the co-operative selling systems operated by Boards and Associations, the proper terminology is "the MLS® System of the Board" or "the Board's MLS® System".

**Right:** *I put a listing on my Board's MLS® System*

**Wrong:** *Put it on the MLS®*

A REALTOR® member who does not have access to the MLS® System of a Board/Association may not use, reproduce or display the MLS® Marks.

The MLS® marks must never be used as part of a business name, trade name, product name, or in corporate branding except as may be permitted by CREA in writing.

**Right:** *I provide MLS® services*

**Wrong:** *Mr. MLS®, Ultimate MLS®, Flat Fee MLS®*



## B. Form

### 1. All Uses in Business and Promotional Material

The MLS<sup>®</sup> marks must always be displayed in the exact form and manner in which they are registered, as follows: MLS<sup>®</sup>, Multiple Listing Service<sup>®</sup>.

The letters in “MLS<sup>®</sup>” must all be capitalized and the “M”, “L”, and “S” must all be capitalized in Multiple Listing Service<sup>®</sup>.

**Right:** *MLS<sup>®</sup>, Multiple Listing Service<sup>®</sup>*

**Wrong:** *mls<sup>®</sup>, multiple listing service<sup>®</sup>*

The <sup>®</sup> registration symbol must always be displayed in conjunction with every use of the MLS<sup>®</sup> marks.

### 2. Alteration of the MLS<sup>®</sup> Marks

The MLS<sup>®</sup> marks must never be distorted, hyphenated, abbreviated, altered, or expanded upon.

**Right:** *MLS<sup>®</sup>, Multiple Listing Service<sup>®</sup>*

**Wrong:** *MLS-Express, Multiple Listing Service<sup>®</sup>*

### 3. Trademark Statement

All business and promotional material displaying any of the MLS<sup>®</sup> marks must, where possible, include the statement “The trademarks MLS<sup>®</sup>, Multiple Listing Service<sup>®</sup> and the associated logos are owned by The Canadian Real Estate Association (CREA) and identify the quality of services provided by real estate professionals who are members of CREA. Used under license.”

### 4. Use in Domain Names, Email Addresses, and on Social Media

#### a) Domain Names and Email Addresses

REALTOR<sup>®</sup> members are not permitted to use MLS<sup>®</sup> or Multiple Listing Service<sup>®</sup> in domain names or email addresses.

#### b) Use in Social Media

REALTOR<sup>®</sup> members are not permitted to use the MLS<sup>®</sup> and Multiple Listing Service<sup>®</sup> trademarks in their user names, email addresses, or other forms of identification information in Social Media.



The MLS® and Multiple Listing Service® trademarks may be used in a tweet or posting on Social Media provided that they are used in the correct form, i.e., using capital letters and the registered trademark symbol.

When using the MLS® and Multiple Listing Service® trademarks in a tweet or posting, members are encouraged to include a statement that the term is a trademark of The Canadian Real Estate Association, where possible.

**Right:** *"Listed on the Ottawa Board's MLS® System"*

**Wrong:** *@ABCRealtyMLS, "listed on the Ottawa Board's mls system"*

## C. The MLS® Logos

Members may only use the MLS® logo if they download one or more of the pre-approved, downloadable, high-resolution logos from the [REALTORlink.ca](http://REALTORlink.ca) website. Members must not create their own version of the MLS® logo or download it from a third-party website. In addition, the MLS® logo must never be cropped, altered, expanded or combined with other words or design elements.



### DO NOT

create your own version or crop, alter, expand or combine with other words or design elements.



Members may use the logo in black and white or the version with red, black, and white. No other colour combinations are permitted. The logo must be separated from other logos by a distance no less than half the logo.



## CREA's Other Trademarks

### A. The REALTORS Care® Marks

The REALTORS Care® word mark and the REALTORS Care® logo, shown below, are registered for use by members in association with their charitable activities. Further information about REALTORS Care® can be found at [REALTORScore.ca](http://REALTORScore.ca).



### B. The MLS® Home Price Index Logos

The logos shown below are used only by CREA and the Boards participating in the MLS® Home Price Index.



### C. The REALTOR Link® Marks

CREA has registered the trademark "REALTOR Link®". Members may refer to the REALTOR Link® trademark as long as all the letters of 'REALTOR' are capitalized and the registered trademark symbol must follow the word 'Link'.

The REALTOR Link® trademark can only be used to refer to CREA intranet facility located at REALTORlink.ca and Use of the REALTOR Link® mark must be accompanied with the following statement "The trademark REALTOR Link® is controlled by The Canadian Real Estate Association (CREA) and identifies CREA's intranet facility".

### D. The CREA Trademark

The registered trademark CREA may be used by members only when referring to The Canadian Real Estate Association or its activities, initiatives, products, publications and services.

The mark may not be used in connection with any person or private business or activities, or in any other manner that falsely suggests that the activities of other individuals or groups are associated with or endorsed by The Canadian Real Estate Association.



There are no associated logos for member use. The word mark CREA must only be used with capital letters without periods or gaps. It may not be used by anyone as part of a corporate name or trade name, or in connection with or as part of any other trademark, terminology, or designation.

The French language equivalent, ACI or l'Association canadienne de l'immeuble, is not a registered trademark.

## E. The WEBForms® Trademarks

CREA has registered the word “WEBForms®”. When using the WEBForms® trademark, the letters ‘WEBF’ must all be capitalized and the registered trademark symbol must appear after the mark.

The WEBForms® trademark can only be used to refer to CREA’s WEBForms® facility and use of the WEBForms® mark must be accompanied with the following statement “The trademark WEBForms® is owned by The Canadian Real Estate Association (CREA) and identifies CREA’s WEBForms® facility”.

## F. The DDF® Trademark

CREA has registered DDF® as a trademark. When using the DDF® trademark, the letters DDF® must all be capitalized and followed by the registered trademark symbol.

The DDF® trademark can only be used to refer to the CREA Data Distribution Facility (DDF®).

Use of the DDF® mark must be accompanied with the following statement “The trademark DDF® is owned by The Canadian Real Estate Association (CREA) and identifies CREA’s Data Distribution Facility (DDF®)”.

DDF® must not be used in product names, slogans, corporate branding, business names, domain names, or employee position titles.

## G. The Quality of Life Logo



CREA has created a logo that members can download from REALTORlink.ca for use on their publications:

Members may use this logo to show their support of the five that form the Quality of Life philosophy.





## H. REALTOR.ca Logo



CREA has also developed a logo that members can use on their websites as a link to REALTOR.ca.

[Download the REALTOR.ca logo](#)



200 Catherine Street, 6th Floor  
Ottawa, ON K2P 2K9  
Tel.: 613.237.7111  
Fax: 613.234.2567