GUIDELINES FOR DESIGNATION & LOGO USE

INSTITUTE *for*
LUXURY HOME
MARKETING®

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WHAT DO THE MEMBER, CLHMS AND GUILD MARKS SIGNIFY?

MEMBER
OF THE INSTITUTE FOR LUXURY HOME MARKETING®

A Member of The Institute is an agent who:

1. Has fulfilled our educational requirements by successfully completing our CLHMS™ training course;
2. Has been awarded membership;
3. Is a member-in-good-standing* with The Institute.

CERTIFIED LUXURY HOME MARKETING SPECIALIST®

A Certified Luxury Home Marketing Specialist® is an agent who:

1. Has fulfilled the educational requirements by completing the CLHMS™ training course;
2. Has met the sales performance requirements;
3. Has submitted their CLHMS™ application;
4. Has been awarded the CLHMS™ designation;
5. Is a member-in-good-standing* with The Institute.

MILLION DOLLAR GUILD®

The Million Dollar Guild® recognition is awarded to those members who have earned the CLHMS™ designation and have documented qualifying sales at the million-dollar-plus level.

**In order to remain active, memberships must be renewed annually. Members must also remain in good standing with the* National Association of Realtors®, Canadian Association of Realtors® *or another* ICREA-*affiliated organization for real estate sales agents.*

INSTITUTE *for*
LUXURY HOME
MARKETING

MEMBER

USE OF THE MEMBER MARK

WHO MAY PROMOTE THEMSELVES AS A "MEMBER OF THE INSTITUTE FOR LUXURY HOME MARKETING®"?

Only individual agents who have fulfilled our educational requirements by successfully completing our CLHMS™ training course, have been awarded membership in The Institute for Luxury Home Marketing®, and who have maintained membership in good standing.

PROPER USE IN TEXT

The phrase, "Member of The Institute for Luxury Home Marketing®" may be used in text to describe and individual who meets the above qualifications. The "®" registered trademark symbol should be included at the end of the company name and the phrase should be clearly associated with the individual it references. In subsequent uses in the same text, phrases like "Institute Member" may be used.

Examples of Correct Use:

"Sally Salespro is a Member of The Institute for Luxury Home Marketing®. As an Institute Member, she is part of an international network..."

"As a Member of The Institute for Luxury Home Marketing®, Sally Salespro is part of an international network of real estate professionals who specialize in the luxury market."

Examples of Misuse:

~~"Sally Salespro is a Member of The Institute for Luxury Homes."~~

~~"Sally Salespro is a Member of The Luxury Homes Institute."~~

~~"Sally Salespro is a Member of The Luxury Institute."~~

~~"Sally Salespro is a Member of The Luxury Homes Institute."~~

~~"Sally Salespro is a Luxury Home Marketing Member."~~

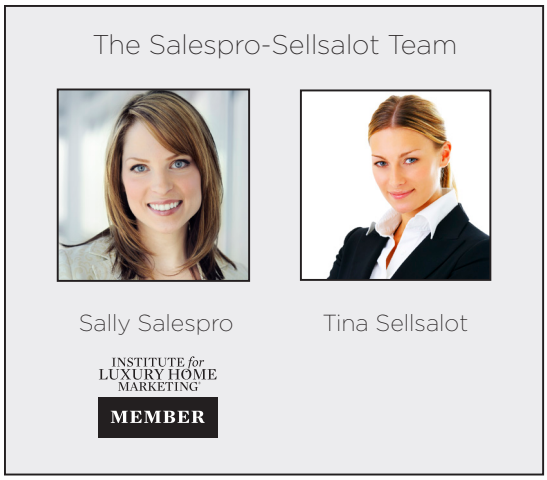
INSTITUTE *for* LUXURY HOME MARKETING®

MEMBER

PROPER USE OF THE LOGO GRAPHICS

The logo graphics must be clearly associated with the name of the member in good standing who has earned it.

When used on team, company, or any materials which feature more than one individual agent, this is typically achieved by putting the logo in close proximity to the name or photograph of the member who holds it.



Correct Use



Misuse



USE OF THE CERTIFIED LUXURY HOME MARKETING SPECIALIST® MARK

WHO MAY PROMOTE THEMSELVES AS A CERTIFIED LUXURY HOME MARKETING SPECIALIST®?

Only members who have been awarded the designation and who are members in good standing with The Institute for Luxury Home Marketing®.

CERTIFIED LUXURY HOME MARKETING SPECIALIST® is a registered trademark (U.S. Reg. No.#3707746), owned by The Institute for Luxury Home Marketing®.

The authorized use of this mark certifies:

1. The agent has fulfilled specific educational requirements;
2. The agent has met and documented specific sales performance requirements;
3. The agent has applied for and been awarded the CLHMS™ designation;
4. The agent is a member in good standing of The Institute for Luxury Home Marketing®.

A member in good standing who has fulfilled the designation requirements and has been awarded the CERTIFIED LUXURY HOME MARKETING SPECIALIST® designation may promote herself/himself as such and may use the CERTIFIED LUXURY HOME MARKETING SPECIALIST® logos.

The CERTIFIED LUXURY HOME MARKETING SPECIALIST® and CLHMS™ marks may only be used as described in this document.

The unauthorized use of this mark is professional misrepresentation, infringement of our federally registered trademark, a violation of the *Code of Ethics and Standards of Practice of the NATIONAL ASSOCIATION OF REALTORS®,* Article 12, and is punishable by law.

PROPER USE IN TEXT

The designation mark must be clearly associated with the name of the member in good standing who has earned it. The standard practice in text is to list designations after the name.

The CLHMS™ mark must be clearly associated with the individual(s) certified by The Institute for Luxury Home Marketing®.

Correct Use: Sally Salespro, CLHMS

The CLHMS™ mark must appear in all capital letters and without periods between the letters.

Correct Use: Sally Salespro, CLHMS
Misuse: ~~Sally Salespro, clhms~~ ~~Sally Salespro, C.L.H.M.S.~~

The designation may be used after a list of names only if ALL of the individuals in the list have earned it:

Correct Use: John and Sally Salespro, CLHMS

The letters CLHMS™ must be listed after individual names if not all of the individuals in the list or on the team are CLHMS™ designees:

Correct Use: Sally Salespro, CLHMS and Tina Sellsalot
or
Sally Salespro, CLHMS
Tina Sellsalot
Misue: ~~Sally Salespro and Tina Sellsalot, CLHMS~~

If the individual is listing multiple designations or certifications, list them in alphabetical order:

Correct Use: Sally Salespro, ABR, CLHMS, CRS

When the full name of the designation is used, it should appear in all capital letters and be accompanied by the registered trademark symbol:

Correct Use: CERTIFIED LUXURY HOME MARKETING SPECIALIST®
"Sally Salespro earned the CERTIFIED LUXURY HOME MARKETING SPECIALIST® designation in 2003 and has been the top-performing agent in her office three years in a row."

PROPER USE IN TEXT *CONTINUED...*

CLHMS™ designees may not own or use an e-mail address or internet domain name that includes the CLHMS mark.

Correct	:	sally.salespro@hotmail.com
		www.sallysalespro.com
Misuse:		~~sally.salespro.clhms@hotmail.com~~
		~~sally@salesproclhms.com~~
		~~www.salesproclhms.com~~

PROPER USE OF THE LOGO GRAPHICS

The logo graphics must be clearly associated with the name of the member(s) in good standing who has earned it.

When used on team, company, or any materials which feature more than one individual agent, this is typically achieved by putting the logo in close proximity to the name or photograph of the member who holds it.



Correct Use



Misuse

USE OF THE MILLION DOLLAR GUILD® MARK

WHO MAY PROMOTE THEMSELVES AS A MEMBER OF THE MILLION DOLLAR GUILD®?

Only members who have been awarded the MILLION DOLLAR GUILD® recognition *and who are members in good standing with The Institute for Luxury Home Marketing®.*

MILLION DOLLAR GUILD® is a registered trademark (U.S. Reg. No.#3626521), owned by The Institute for Luxury Home Marketing®.

The authorized use of this mark certifies:

1. The agent has been awarded the CLHMS designation;
2. The agent has met and documented additional sales performance requirements;
3. The agent has been awarded the MILLION DOLLAR GUILD® recognition;
4. The agent is a member in good standing of The Institute for Luxury Home Marketing®.

Only a member in good standing who has fulfilled the designation requirements and has been awarded the MILLION DOLLAR GUILD® recognition may promote herself/himself as such and may use the MILLION DOLLAR GUILD® logos.

The MILLION DOLLAR GUILD® marks and logo graphics may only be used as described in this document.

PROPER USE IN TEXT

The MILLION DOLLAR GUILD® *mark must be clearly associated with the name of the member in good standing who has earned it.*

The full text of the mark should be used, followed by the "®" registered trademark symbol: "MILLION DOLLAR GUILD®". If the MILLION DOLLAR GUILD® is to be referenced multiple times in the same paragraph, the full text of the mark and regestered trademark symbol must be used on the first mention, though subsequent mentions of the mark may reference "the Guild" if desired.

Examples of Correct Use:

As a member of the MILLION DOLLAR GUILD®, *Sally Salespro is part of a an international network of real estate professionals with proven expertise in in the luxury market.*

Sally Salespro has been awarded the coveted MILLION DOLLAR GUILD® *recognition by The Institute for Luxury Home Marketing®. As a member of the Guild, Sally Salespro is part of a an international network of real estate professionals with proven expertise in in the luxury market.*

Examples of Misuse

As a member of **the Guild**, *Sally Salespro is part of a an international network of real estate professionals with proven expertise in in the luxury market.*

Sally Salespro has been awarded the coveted **GUILD** *recognition by The Institute for Luxury Home Marketing®. As a member of the Guild, Sally Salespro is part of a an international network of real estate professionals with proven expertise in in the luxury market.*

PROPER USE OF THE LOGO GRAPHICS

The logo graphics must be clearly associated with the name of the member(s) in good standing who has earned it.

When used on team, company, or any materials which feature more than one individual agent, this is typically achieved by putting the logo in close proximity to the name or photograph of the member who holds it.



Correct Use



Misuse

GRAPHICS FILES & FORMATS

Logos files are available for download on the LOGOS page of the MEMBERS ONLY section of the our website. There are multiple versions of most logos available, suitable for reproduction in color and black and white, in print and on the web.

Each logo is provided in the following formats:

EPS FORMAT (.EPS)

These files are primarly sent to vendors that are doing production work. The EPS format is for applications that require high-resolution artwork for reproduction (anything that is press printed or for large-scale projects such as banners or signage). You web designer can also use them as "master files" for conversion.

EPS logos can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into, or opened by, page layout and illustration software such as Adobe Illustrator®, Adobe Photoshop®, Adobe InDesign®, or Quark Xpress®. They can also be used in Microsoft Word® and Apple Pages®.

PNG FORMAT (.PNG)

PNG logos are like JPEGs, but better.

The **Small PNG** files (125 pixels wide) are "screen resolution" and are suitable for digital use at the size you see them on the Logos page of our website.

The **Large PNG** files (600 pixels wide) are suitable for a variety of digital uses (e.g. internet use, email, slideshows and video presentations) as well as desktop publishing type print use. These are likely the files you'll want to use in any marketing pieces you design and print yourself.

PNG files can be proportionally reduced, but must not be enlarged because distortion of the logo will occur.

PNG logos can be opened by a wide variety of software.

REPRODUCTION & COLOR

LOGO SIZE

Logos can be used at any size, as long as the text is legible.
If the text is not legible, the logo is too small.

LOGO PRESENTATION

Other than scaling for size, the logos should not be modified.
All reproductions of the logo graphics must be made from original reproduction artwork provided by The Institute, and may only be used in the colors provided, unless otherwise approved by The Institute.

Logos should not be used on background colors or patterns that interfere with the legibility of the logo.

Logos may not be screened, lightened, or used as a background for other text or graphics.

COLORS

Your printer or designer may want to know what colors are used in the logos. The following colors are used in the logo graphics.



Pantone: 139C	C: 25% M: 59% Y: 100% K: 10%	K: 75%	Black	White