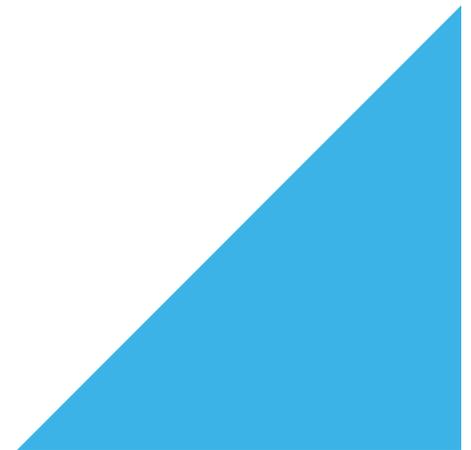
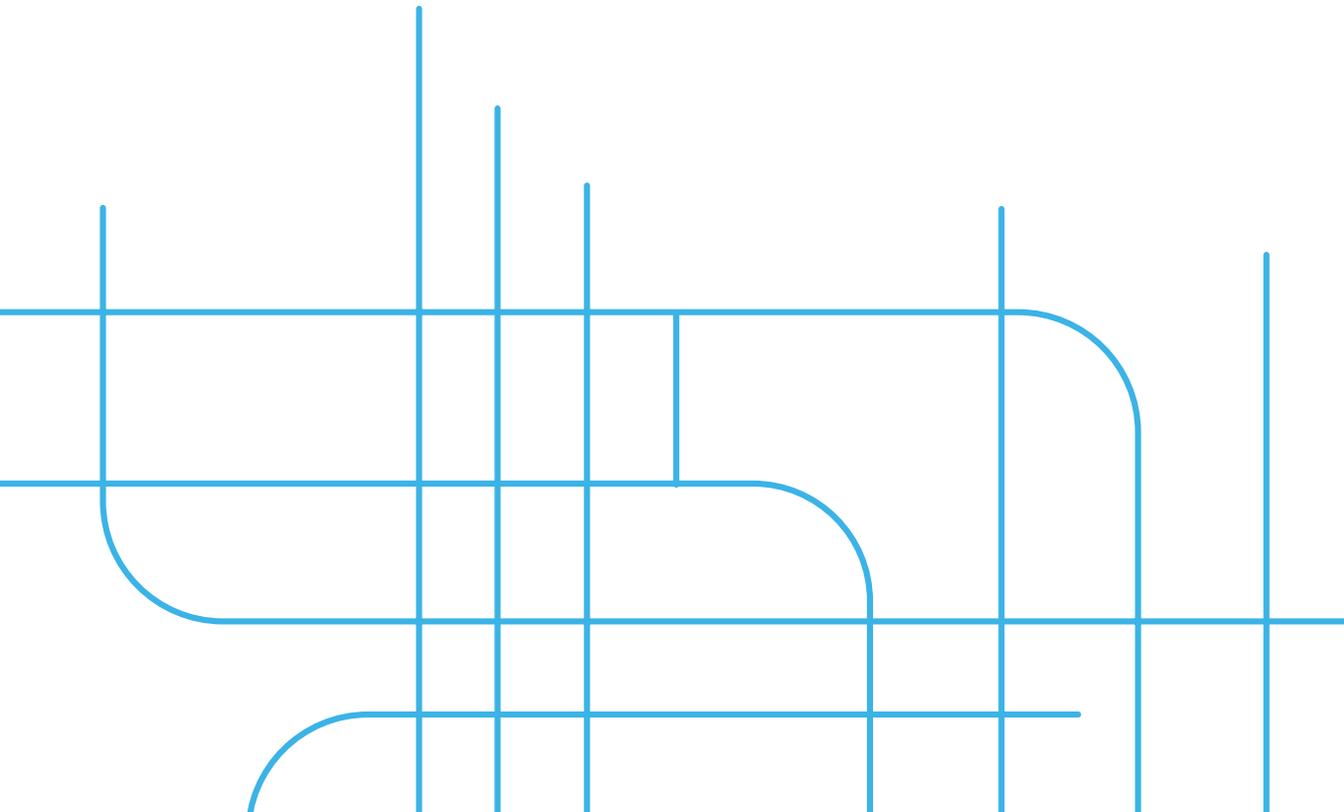




# Yard Signage Guide

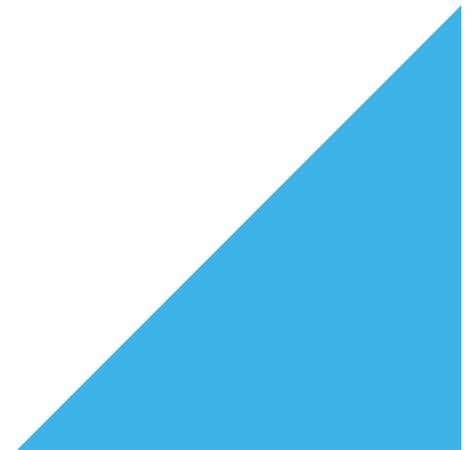
STANDARD DBA



# Table of Contents

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4	Yard Signage - Vertical
15	Team Yard Signage - Vertical
44	Yard Signage - Horizontal
54	Riders
56	Virtual Signage
58	Commercial Signage
61	Directional Signage
65	Building Signage
72	Special Allowances





Yard Signage – Vertical



# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## TWO-LINE DBA NAME WITH BROKER NUMBER AND URL

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18 X 36"
- **ERA DBA lock up:** Vertical format
- **Two-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Broker URL:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Narrow Bold, title case, -10 tracking, white
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## TWO-LINE DBA NAME WITH AGENT NAME AND NUMBER

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18 X 36"
- **ERA DBA lock up:** Vertical format
- **Two-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Agent information:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

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- **Maximum name height:** 4x
- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



18 x 36"  
Vertical Yard Sign

### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## TWO-LINE DBA NAME WITH AGENT NAME, NUMBER AND PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18 X 36"
- **ERA DBA lock up:** Vertical format
- **Two-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Agent information:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

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The following provides general guidance:

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- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



18 x 36"  
Vertical Yard Sign

### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## THREE-LINE DBA NAME WITH BROKER NUMBER AND URL

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

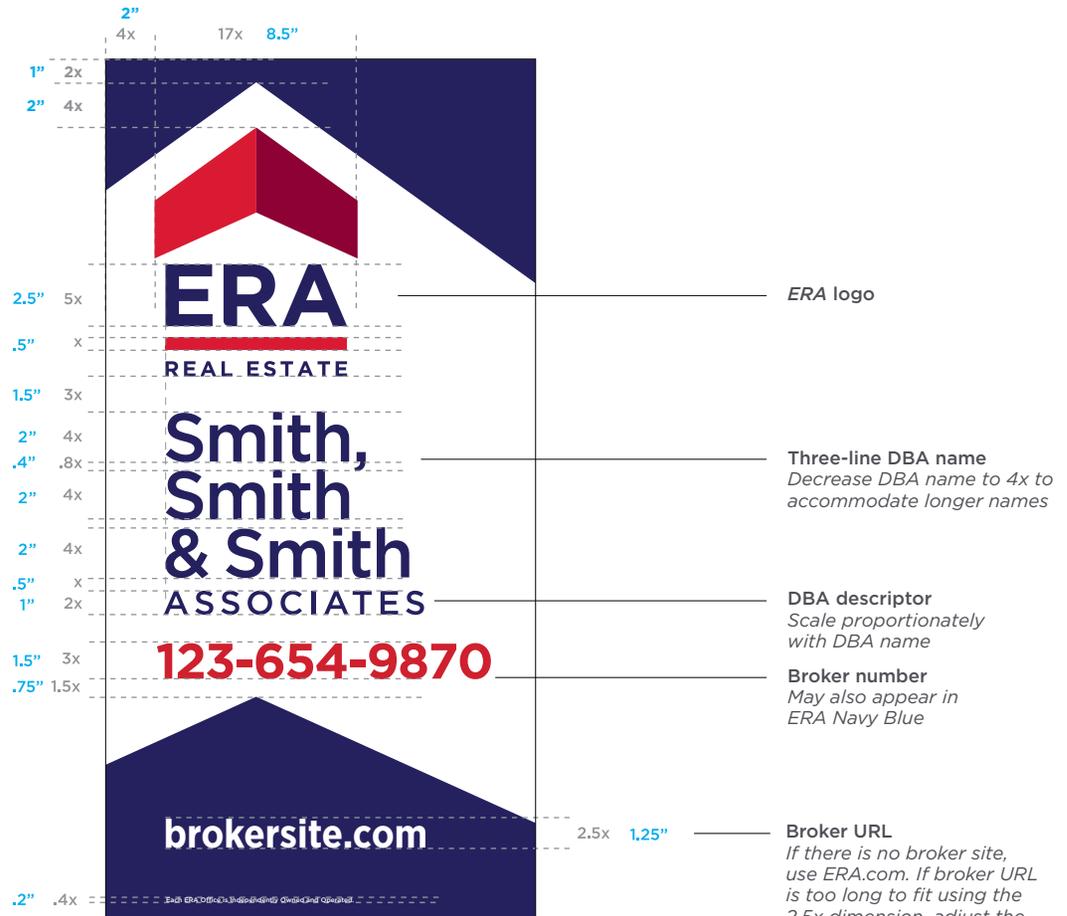
- **Size:** 18 X 36"
- **ERA DBA lock up:** Vertical format
- **Three-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Broker URL:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Narrow Bold, title case, -10 tracking, white
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



18 x 36"  
Vertical Yard Sign

### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## THREE-LINE DBA NAME WITH AGENT NAME AND NUMBER

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18 X 36"
- **ERA DBA lock up:** Vertical format
- **Three-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Agent information:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows.

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- **Maximum photo height:** 10x
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- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



18 x 36"  
Vertical Yard Sign

### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## THREE-LINE DBA NAME WITH AGENT NAME, NUMBER AND PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18 X 36"
- **ERA DBA lock up:** Vertical format
- **Three-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Agent information:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Narrow Bold, title case, -10 tracking, white
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



18 x 36"  
Vertical Yard Sign

### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO WITH URL

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18" X 36"
- **ERA DBA lock up proportion:** Vertical format
- **Two-line DBA name:** Gotham Medium, title case, -30 tracking, white
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, white
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Agent information:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Narrow Bold, title case, -10 tracking, white
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space

**NOTE:**  
DBA logo is centered vertically within blue highlight box



18 X 36"  
Vertical Yard Sign

### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO WITH AGENT NAME AND NUMBER

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18" X 36"
- **ERA DBA lock up proportion:** Vertical format
- **Two-line DBA name:** Gotham Medium, title case, -30 tracking, white
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, white
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Agent information:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Narrow Bold, title case, -10 tracking, white
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space

**NOTE:**  
DBA logo is centered vertically within blue highlight box



**Two-line DBA name**  
If DBA name is too long to fit using the 5x dimension, adjust the size downward until name fits on sign

**DBA descriptor**  
Scale proportionately with DBA name

**ERA logo**

**Broker number**  
May also appear in ERA Navy Blue. A URL may replace number in this space.

**Agent information**

**Legal information**  
Each ERA® Office is Independently Owned and Operated.

18 X 36"  
Vertical Yard Sign

### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Vertical

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO WITH AGENT NAME, NUMBER AND PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18" X 36"
- **ERA DBA lock up proportion:** Vertical format
- **Two-line DBA name:** Gotham Medium, title case, -30 tracking, white
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, white
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Agent information:** Gotham Narrow Bold, title case, -10 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

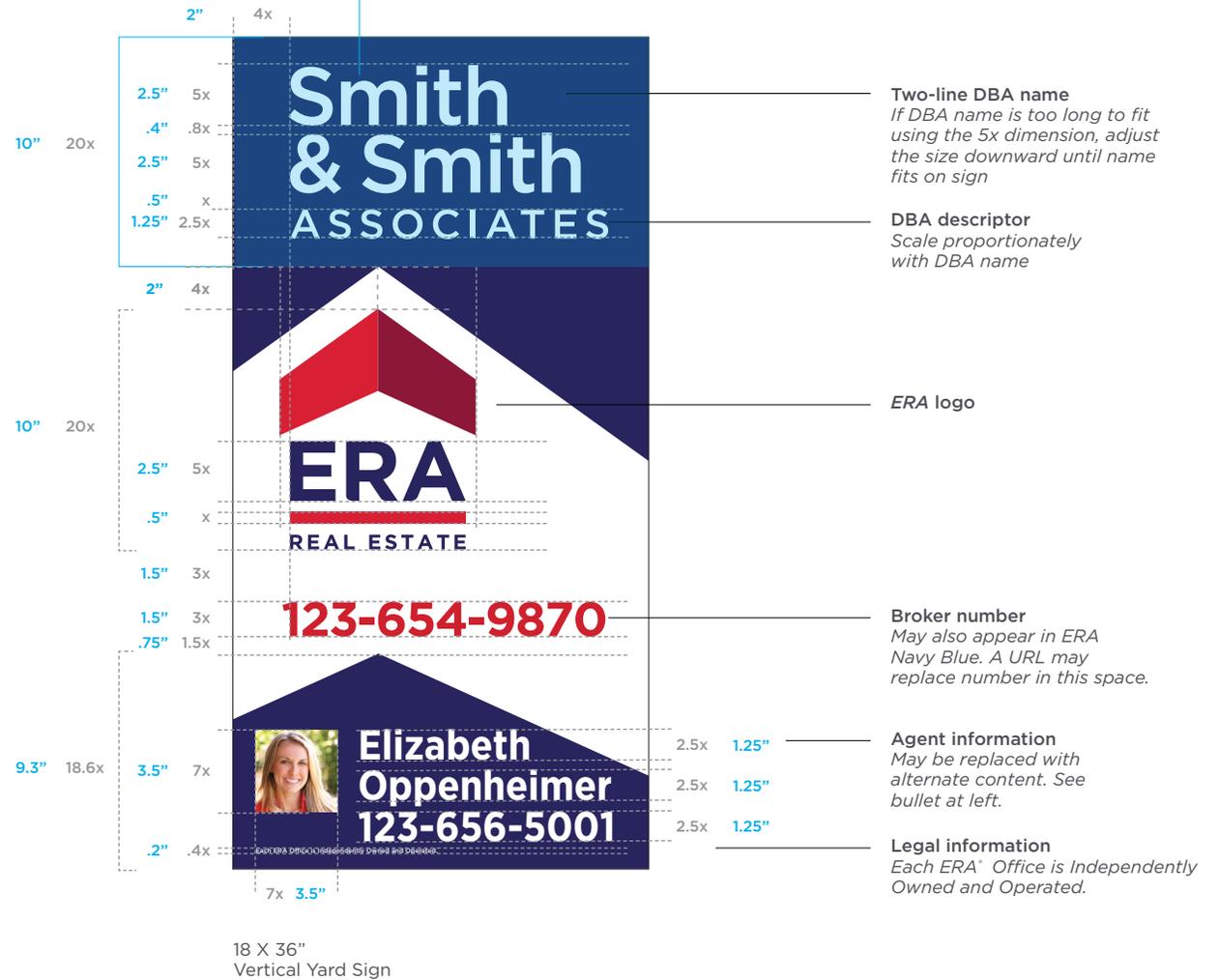
### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Narrow Bold, title case, -10 tracking, white
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 4x - number must break across two lines
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space

**NOTE:**  
DBA logo is centered vertically within blue highlight box



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Vertical

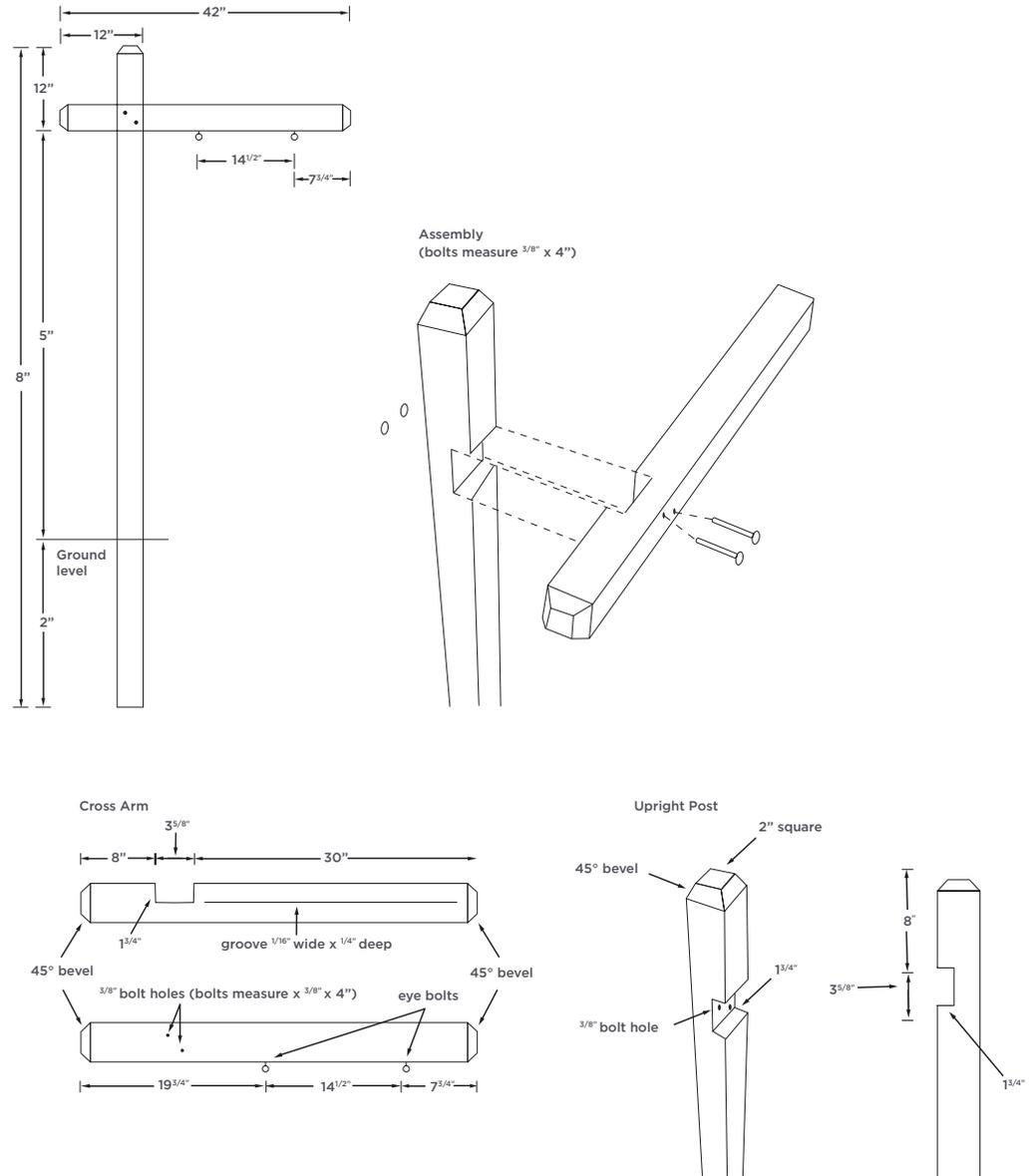
## CROSS-ARM POST

The cross-arm signpost may be constructed as shown in the diagrams at right using 4 x 4" lumber.

For cross-arm sign posts made of other materials, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services<sup>®</sup> area of LevERAge.com.

### Color

Cross arm posts may be ERA<sup>®</sup> Red or white.





# Team Yard Signage



# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM NAME AND TWO PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

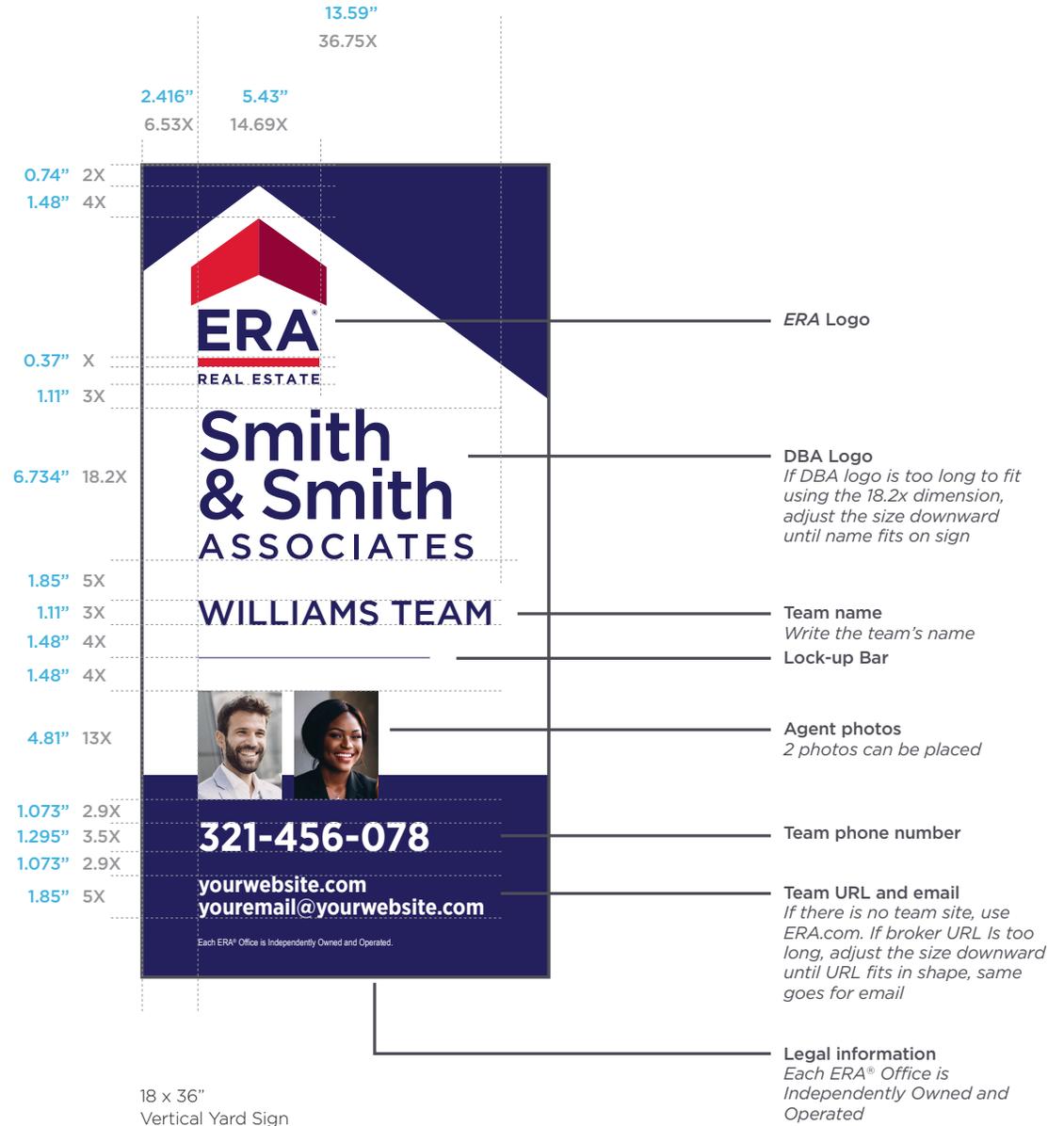
### Specifications

- **Size:** 18" X 36"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 132 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 72 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 13x
- Maximum team name height: 3x
- Maximum team phone number height: 3.5x
- Maximum URL and email height: 5x - these must break in 2 lines
- You may delete the lock-up bar when the team name exceeds the width and must break in 2 lines, be sure not to surpass the 4x extra height



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM LOGO AND TWO PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

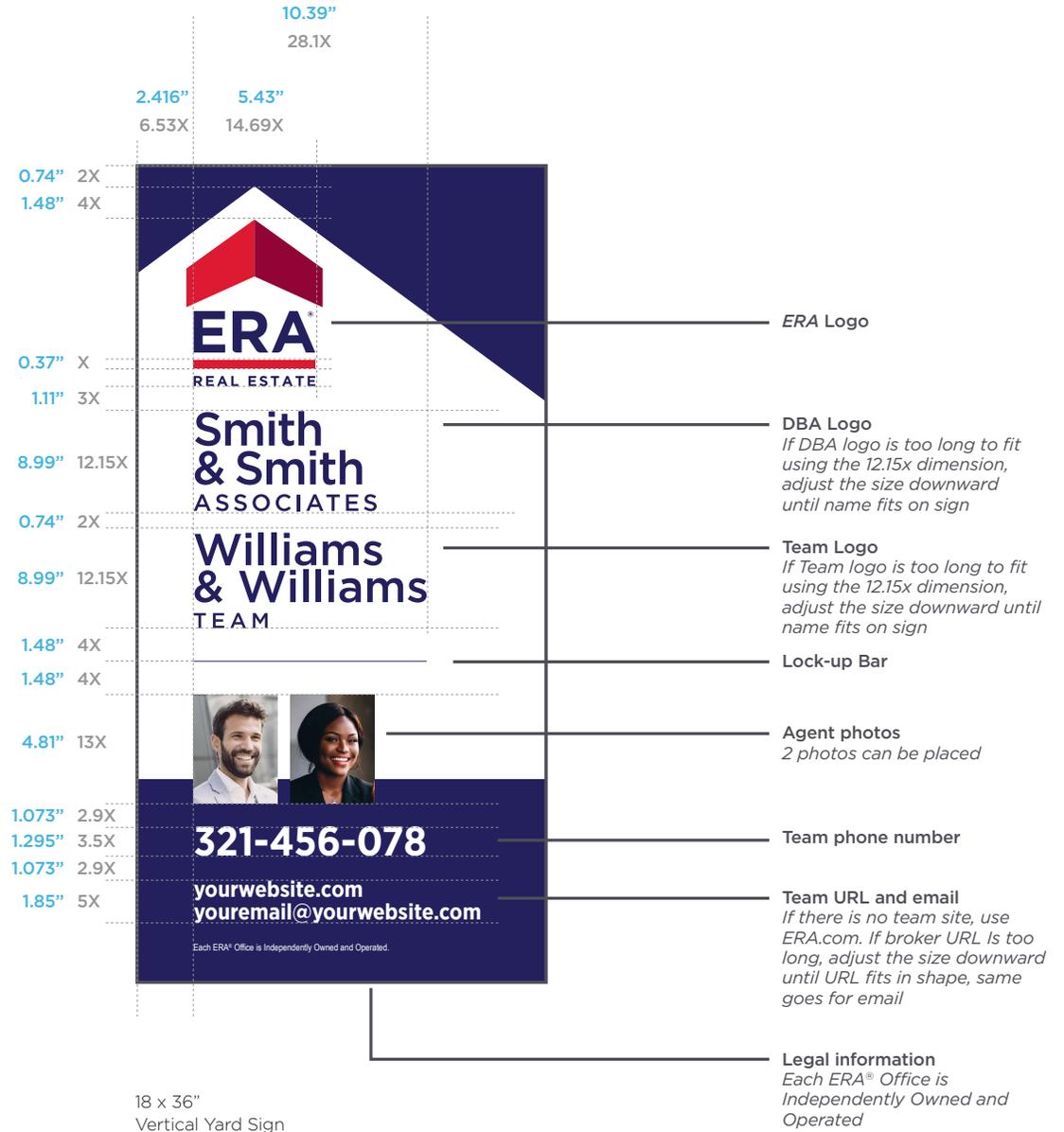
### Specifications

- **Size:** 18" X 36"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 132 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 72 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 13x
- Maximum team name height: 3x
- Maximum team phone number height: 3.5x
- Maximum URL and email height: 5x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM NAME AND TEAM PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

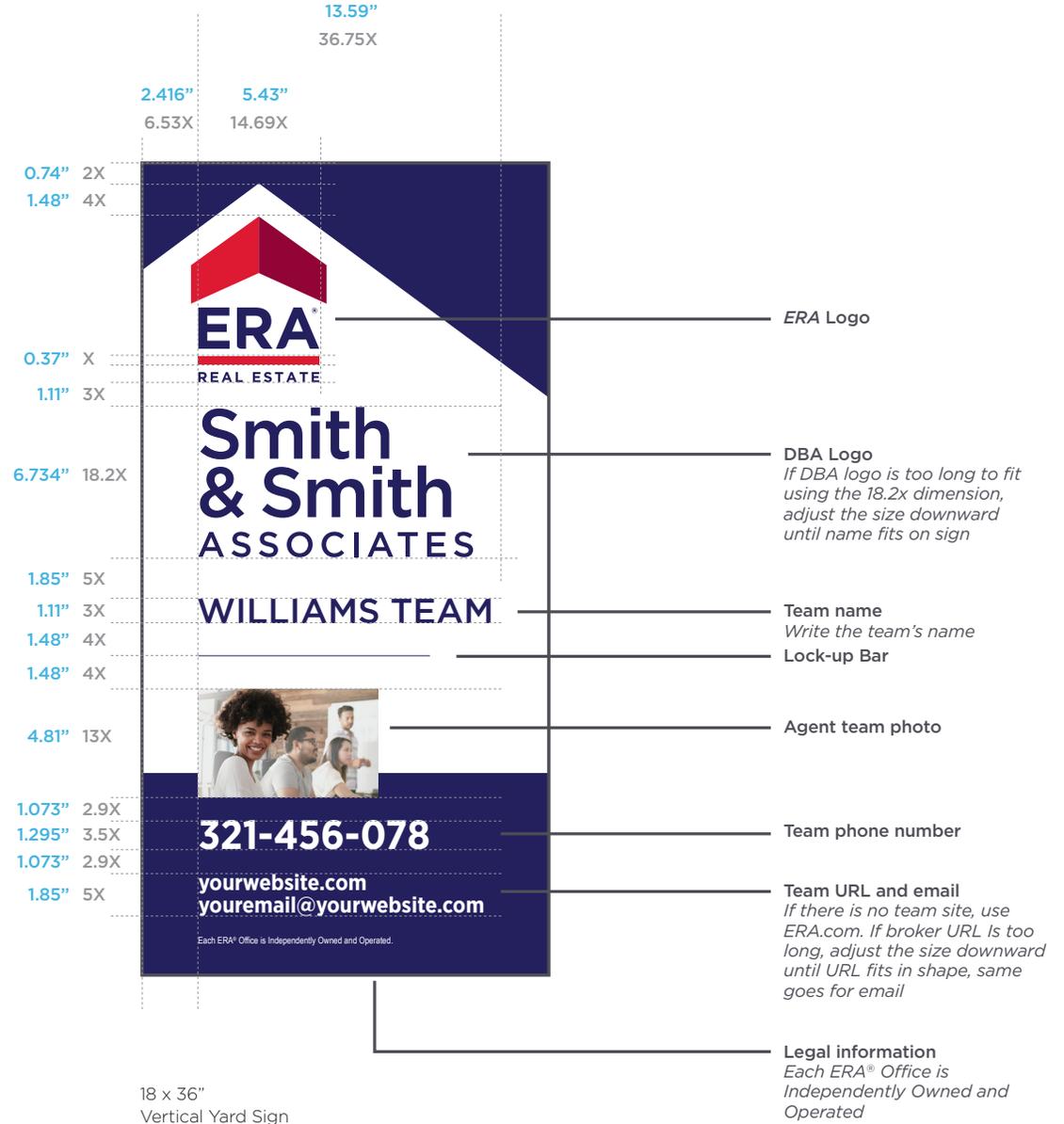
- **Size:** 18" X 36"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 132 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 72 pt, white
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### Substitutions and allowances

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- You may delete the lock-up bar when the team name exceeds the width and must break in 2 lines, be sure not to surpass the 4x extra height



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM LOGO AND TEAM PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

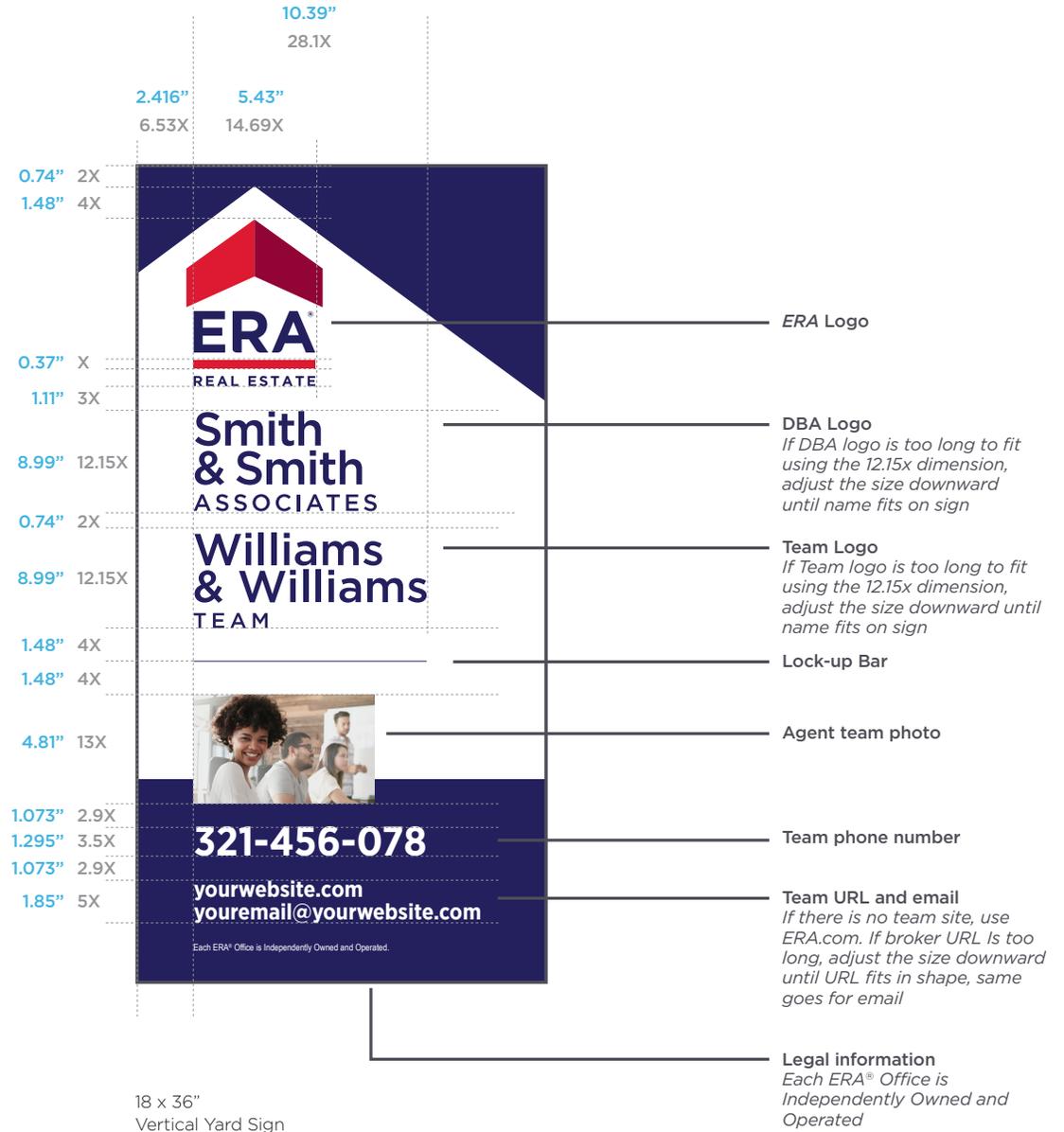
### Specifications

- **Size:** 18" X 36"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 132 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 72 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 13x
- Maximum team name height: 3x
- Maximum team phone number height: 3.5x
- Maximum URL and email height: 5x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM NAME AND TWO PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18" X 36"
- **Broker lead ERA DBA lock up:** Vertical format
- **Broker lead DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 132 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 72 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 13x
- Maximum team name height: 3x
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### Order Information

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# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM LOGO AND TWO PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

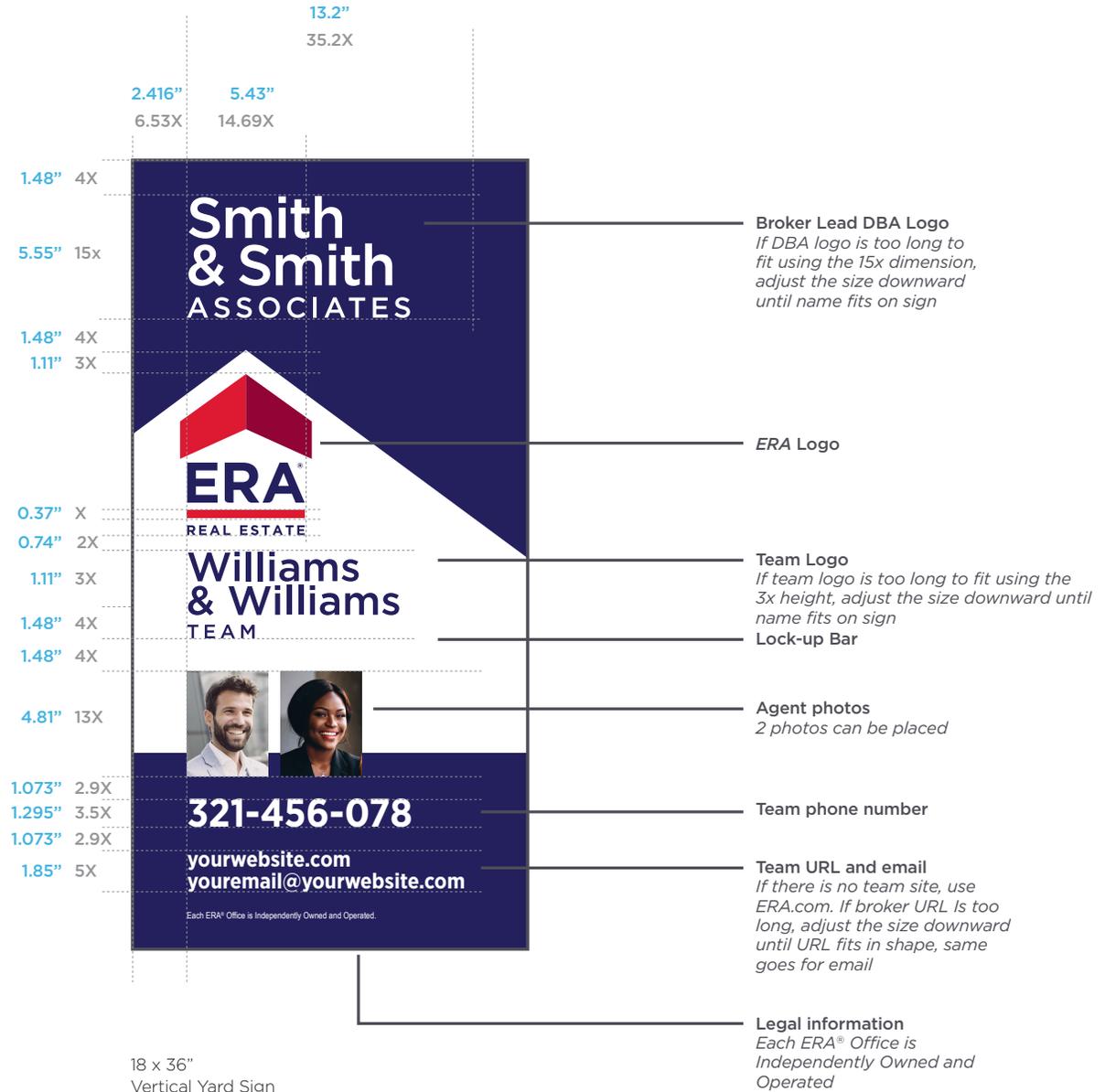
### Specifications

- **Size:** 18" X 36"
- **Broker lead ERA DBA lock up:** Vertical format
- **Broker lead DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 132 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 72 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 13x
- Maximum team name height: 3x
- Maximum team phone number height: 3.5x
- Maximum URL and email height: 5x - these must break in 2 lines
- You may delete the lock-up bar when the team logo exceeds the width, be sure not to surpass the 4x extra height (as shown in this example)



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM NAME AND TEAM PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 18" X 36"
- **Broker lead ERA DBA lock up:** Vertical format
- **Broker lead DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 132 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 72 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 13x
- Maximum team name height: 3x
- Maximum team phone number height: 3.5x
- Maximum URL and email height: 5x - these must break in 2 lines
- You may delete the lock-up bar when the team name exceeds the width and must break in 2 lines, be sure not to surpass the 4x extra height



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM LOGO AND TEAM PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

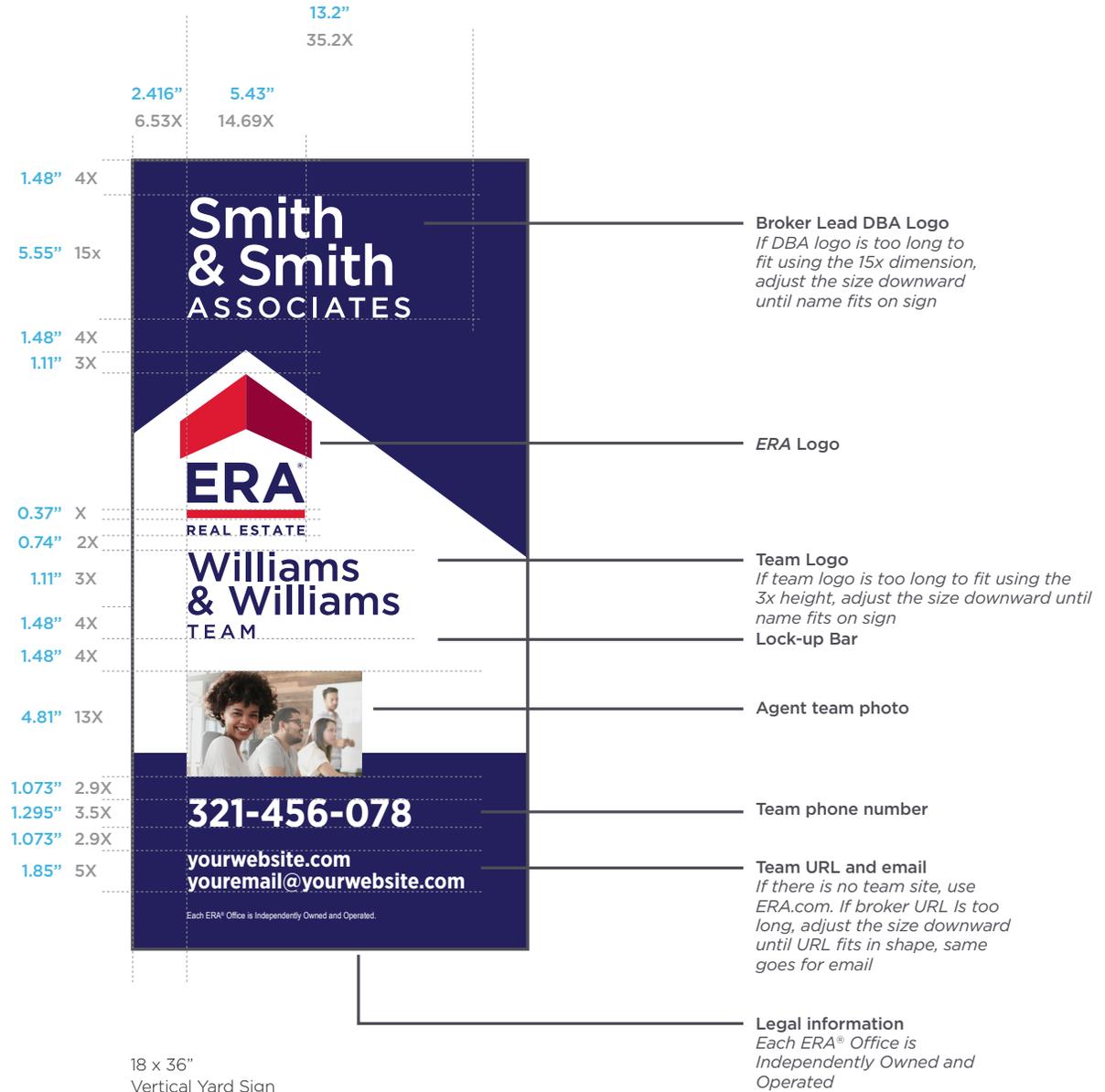
### Specifications

- **Size:** 18" X 36"
- **Broker lead ERA DBA lock up:** Vertical format
- **Broker lead DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 132 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 72 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 13x
- Maximum team name height: 3x
- Maximum team phone number height: 3.5x
- Maximum URL and email height: 5x - these must break in 2 lines
- You may delete the lock-up bar when the team logo exceeds the width, be sure not to surpass the 4x extra height (as shown in this example)



# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM NAME AND TWO PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 10.2x
- Maximum team name height: 2.8x - If the name width is too long to fit on the total layout it must break in 2 lines
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM NAME AND TEAM PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 10.2x
- Maximum team name height: 2.8x - If the name width is too long to fit on the total layout it must break in 2 lines
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM NAME AND TWO FULL-SIZE PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 120 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 54.2x
- Maximum team name height: 2.8x - If the name is too long to fit on the 34.5x width it must break in 2 lines not exceeding extra 3.5x in height
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM NAME AND TWO MID-SIZE PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 120 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 23x
- Maximum team name height: 2.8x - If the name is too long to fit on the 34.5x width it must break in 2 lines not exceeding extra 3.5x in height
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO AND ONE FULL-SIZE PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, white
- **Team URL:** Gotham Narrow Bold, title case, Auto tracking, 130 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 56.6x
- Maximum team phone number and URL height: 7.7x - these must break in two lines



# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO AND ONE MID-SIZE PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, white
- **Team URL:** Gotham Narrow Bold, title case, Auto tracking, 130 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 28.8x
- Maximum team phone number and URL height: 7.7x - these must break in two lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM LOGO AND TWO PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 10.2x
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM LOGO AND TEAM PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 10.2x
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM LOGO AND TWO FULL-SIZE PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 120 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 54.2x
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## DBA LOGO WITH TEAM LOGO AND TWO MID-SIZE PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 120 pt, white
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, white
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 23x
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM NAME AND TWO PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, ERA Red
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 10.21x
- Maximum team name height: 2.8x - If the name width is too long to fit on the total layout it must break in 2 lines
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM NAME AND TEAM PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, ERA Red
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 10.21x
- Maximum team name height: 2.8x - If the name width is too long to fit on the total layout it must break in 2 lines
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM NAME AND TWO FULL-SIZE PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 110 pt, ERA Red
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 55 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 50.45x
- Maximum team name height: 2.8x - If the name width is too long to fit on the total layout it must break in 2 lines
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM NAME AND TWO MID-SIZE PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team name:** Gotham Medium, all caps, Auto tracking, 112 pt, ERA Navy Blue
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 110 pt, ERA Red
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 55 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 23x
- Maximum team name height: 2.8x - If the name width is too long to fit on the total layout it must break in 2 lines
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO AND ONE FULL-SIZE PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 150 pt, ERA Red
- **Team URL:** Gotham Narrow Bold, title case, Auto tracking, 100 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 40.15x
- Maximum team phone number height: 2.7x
- Maximum URL height: 2.25x



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO AND ONE MID-SIZE PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 150 pt, ERA Red
- **Team URL:** Gotham Narrow Bold, title case, Auto tracking, 100 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 19.25x
- Maximum team phone number height: 2.7x
- Maximum URL height: 2.25x



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM LOGO AND TWO PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

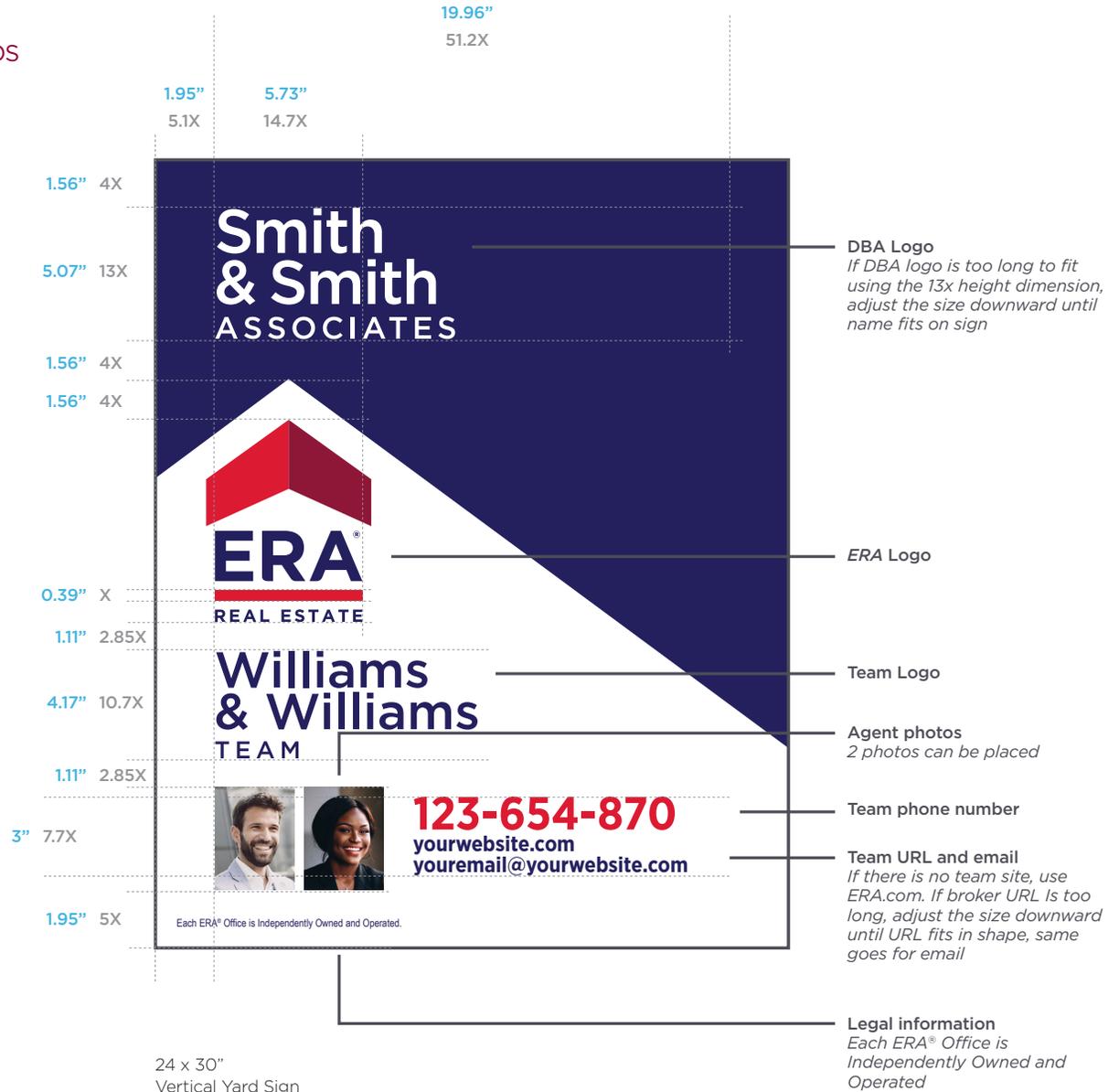
### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, ERA Red
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 10.2x
- Maximum team logo height: 10.7x
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM LOGO AND TEAM PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

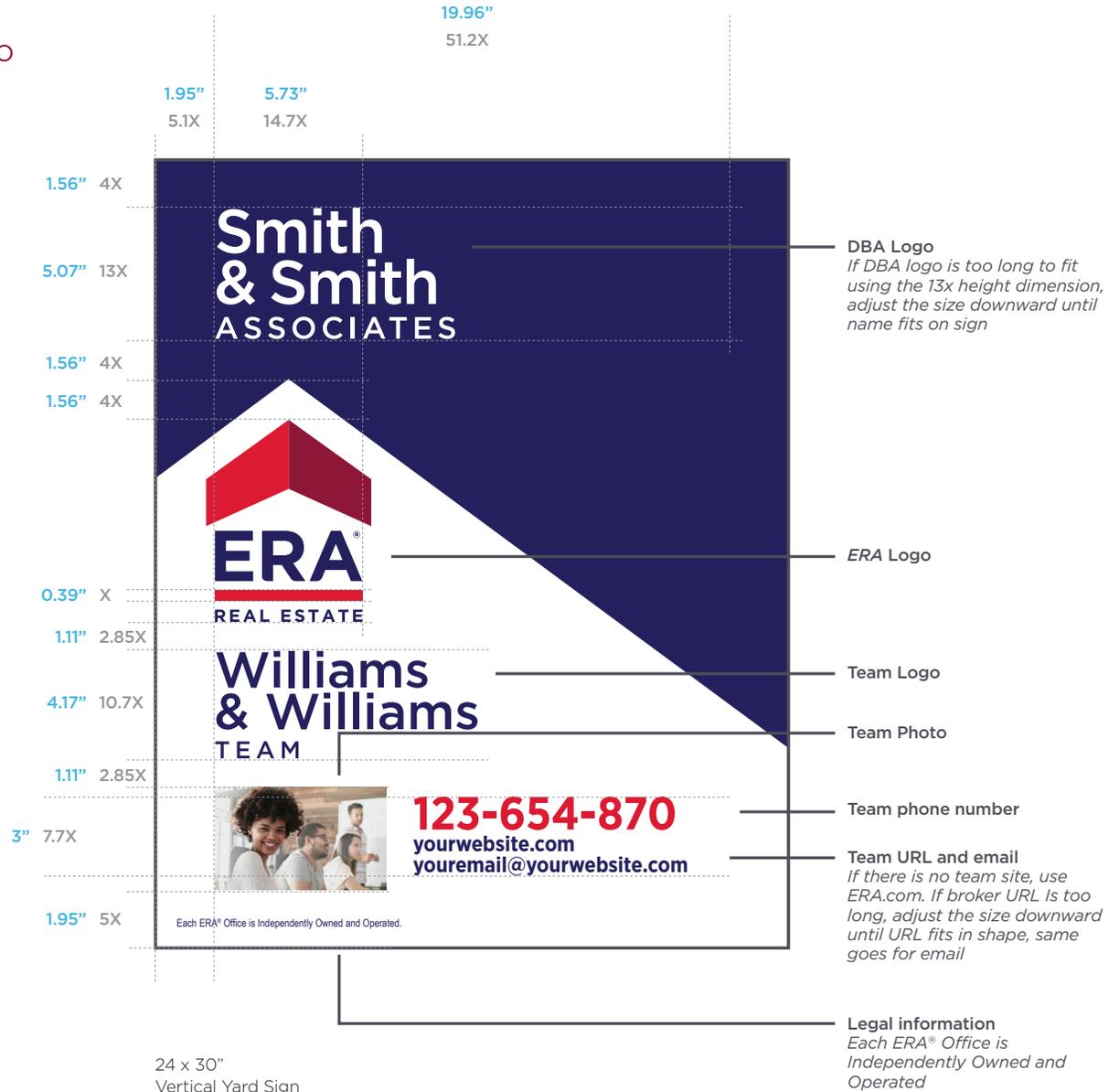
### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 130 pt, ERA Red
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 60 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 10.2x
- Maximum team logo height: 10.7x
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM LOGO AND TWO FULL-SIZE PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 110 pt, ERA Red
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 55 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 50.45x
- Maximum team logo height: 10.7x
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Team Yard Signage: Vertical

X = Height of crossbar in ERA logo

## BROKER LEAD DBA LOGO WITH TEAM NAME AND TWO MID-SIZE PHOTOS

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24" X 30"
- **ERA DBA lock up:** Vertical format
- **DBA logo**
- **Team logo**
- **Team phone number:** Gotham Bold, all caps, Auto tracking, 110 pt, ERA Red
- **Team URL and email:** Gotham Narrow Bold, title case, Auto tracking, 55 pt, ERA Navy Blue
- **Legal information:** Arial Narrow, Auto tracking, 30 pt, white

### Substitutions and allowances

The content within the blue field on the bottom of the sign may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- Maximum photo height: 23x
- Maximum team logo height: 10.7x
- Maximum team phone number height: 3.4x
- Maximum URL and email height: 4x - these must break in 2 lines



### Order Information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.



Yard Signage – Horizontal



# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## ONE-LINE DBA NAME WITH BROKER NUMBER AND URL

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Broker URL:** Gotham Bold, title case, -10 tracking, white
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## ONE-LINE DBA WITH AGENT NAME AND NUMBER

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Agent information:** Gotham Bold, title case, -10 tracking, white
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## ONE-LINE DBA NAME WITH AGENT NAME, NUMBER AND PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Agent information:** Gotham Bold, title case, -10 tracking, white
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## TWO-LINE DBA WITH BROKER NUMBER AND URL

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Broker number and URL:** Gotham Bold, -30 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, white

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows. The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## TWO-LINE DBA WITH AGENT NAME AND NUMBER

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Agent information:** Gotham Bold, title case, -10 tracking, white
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## TWO-LINE DBA WITH AGENT NAME, NUMBER AND PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, ERA Navy Blue
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, ERA Navy Blue
- **Agent information:** Gotham Bold, title case, -10 tracking, white
- **Broker number:** Gotham Bold, -30 tracking, ERA Red or ERA Navy Blue
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO WITH URL

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up proportion:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, white
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, white
- **Agent information:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO WITH AGENT NAME AND NUMBER

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up proportion:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, white
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, white
- **Agent information:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space

### One-line DBA name

If DBA name is too long to fit using the 5x dimension, adjust the size downward until name fits in blue area. Two-line DBA can be used if necessary.



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.

# Yard Signage: Horizontal

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO WITH AGENT NAME, NUMBER AND PHOTO

The ERA® yard signs, used to draw attention to available properties, are the most visible representation of our brand. Leverage your association with the ERA brand by consistently following these standards for yard, commercial, directional and building signs.

### Specifications

- **Size:** 24 X 18"
- **ERA DBA lock up proportion:** Vertical format
- **One-line DBA name:** Gotham Medium, title case, -30 tracking, white
- **DBA descriptor:** Gotham Medium, all caps, 135 tracking, type size is 50% of DBA name, white
- **Agent information:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Broker number:** Gotham Bold, -30 tracking, white
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

### Substitutions and allowances

The content on bottom of the sign, below the ERA logo, may be substituted to accommodate business needs and as space allows.

The following provides general guidance:

- **Type specification:** Gotham Bold, title case, -10 tracking, ERA Navy Blue
- **Maximum photo height:** 10x
- **Maximum name height:** 4x
- **Maximum phone number height:** 5x
- **Maximum URL height:** 5x
- Any additional information required by the state, for example, a BCN number, may be added in this space

### One-line DBA name

If DBA name is too long to fit using the 5x dimension, adjust the size downward until name fits in blue area. Two-line DBA can be used if necessary.



### Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.



Riders



# Riders

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Riders are used on the top of signs to provide additional, property-specific information. They may use type only or include agent photography.

## Specifications

- **Size:** Riders may be 6 x 18", 6 x 24" or 8 x 18" dimensions
- **Color:** ERA® Red
- **Font:** Gotham Bold, all caps, white
- **Placement:** Maximize space available in rider. Center content vertically and horizontally.

## Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

**SOLD**

**MARY SMITH  
123-876-5432**

**OPEN HOUSE**



**MARY SMITH  
123-876-5432**

**SALE PENDING**

**TEXT ERA TO 35620**

**SALE PENDING**

**TEXT ERA TO 35620**



# Virtual Signage



# Virtual Signage

A full line of ERA® virtual signs are available from the approved sign vendors to help enhance open houses and other sales efforts. Varying in size, message, etc., these signs are mounted on single posts, tents or other supports. All of the signs feature the ERA logo and have white lettering.

## Sign specifications

- **Size:** 24 X 18"
- **Legal information:** Gotham Book, title case, 20 tracking, ERA Navy Blue

## Rider specifications

- **Size:** Riders must be 6 x 24"
- **Color:** ERA® Red
- **Font:** Gotham Bold, all caps, white



## Order information

To order yard signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LeVERAge.com.



# Commercial Signage



# Commercial Signage

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Commercial signs are 36 X 48" and printed on corrugated plastic. Commercial signs are lightweight and outdoor durable. They can be mounted on 4 X 4" wooden posts, attached to a building or used indoors.

## Order information

To order signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.



Horizontal Commercial Sign  
with wooden posts



Horizontal Commercial Sign  
with wooden posts

# Commercial Signage

## BROKER-LED DBA LOGO

Commercial signs are 36 X 48" and printed on corrugated plastic. Commercial signs are lightweight and outdoor durable. They can be mounted on 4 X 4" wooden posts, attached to a building or used indoors.

### Order information

To order signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.



Horizontal Commercial Sign with wooden posts



Horizontal Commercial Sign with wooden posts



# Directional Signage



# Directional Signage

x = Height of crossbar in ERA logo

## FOR SALE

In addition to yard signs, a full line of ERA® directional signs are available from the approved sign vendors to help enhance open houses and other sales efforts.

Varying in size, message, arrow, direction, etc., these signs are mounted on single posts, tents or other supports. All of the signs feature the ERA logo and have white lettering and arrows on ERA Navy Blue background.

### Order information

To order directional signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.



18" H x 24" W  
Vertical Lock Up



12" H x 18" W  
Vertical Lock Up



9" H x 24" W  
Option 1  
Vertical Lock Up



9" H x 24" W  
Option 2  
Horizontal Lock Up

# Directional Signage

x = Height of crossbar in ERA logo

## OPEN HOUSE

In addition to yard signs, a full line of ERA® directional signs are available from the approved sign vendors to help enhance open houses and other sales efforts.

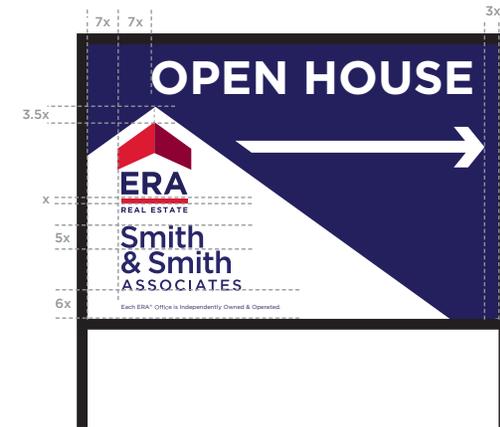
Varying in size, message, arrow, direction, etc., these signs are mounted on single posts, tents or other supports. All of the signs feature the ERA logo and have white lettering and arrows on ERA Navy Blue background.

### Order information

To order directional signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.



18" H x 24" W  
Vertical Lock Up



12" H x 18" W  
Vertical Lock Up



9" H x 24" W  
Option 1  
Vertical Lock Up



9" H x 24" W  
Option 2  
Horizontal Lock Up

# Directional Signage

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO

In addition to yard signs, a full line of ERA® directional signs are available to help enhance open houses and other sales efforts.

Varying in size, message, arrow, direction, etc., these signs are mounted on single posts, tents or other supports. All of the signs feature the ERA logo and have white lettering and arrows on ERA Navy Blue background.

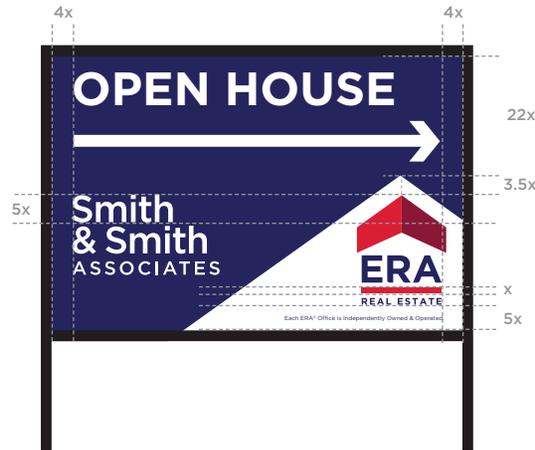
One additional line of content may be added to the directional signs to meet business needs. The additional information should be placed between the words “Open House” and the arrow. Move the arrow down to accommodate content. Added text should be no larger than 4x.

### Order information

To order directional signage, contact any of our approved signage vendors. Find a list of approved vendors in the ERA Select Services® area of LevERAge.com.

### NOTE:

Always use the DBA proportions found on pages 1.01 and 1.02 for the logo lock up configurations.



18" H x 24" W



12" H x 18" W



9" H x 24" W  
Horizontal Lock Up

Additional text not available on this version.

**NOTE:** Message on directional signage may be modified to meet business needs. For example “Open House” or “For Sale” may be replaced with “Open Sunday 1-4” or “Office Open”



# Building Signage



# Building Signage: Vertical

x = Height of crossbar in ERA logo

Building signs are an important part of establishing your identity and image as an ERA® member broker.

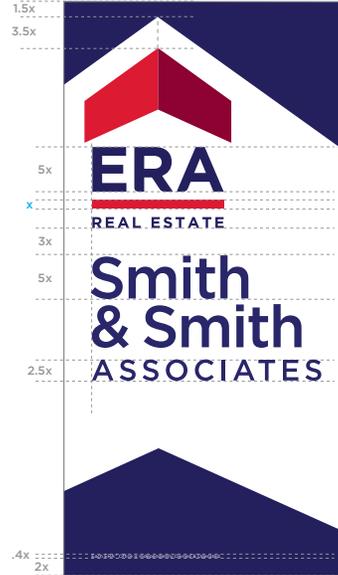
All building signage must follow *ERA* standards for logo, colors, dimensions, proportions and usage. The *ERA* Navy Blue Sign is the brand standard. For instances where the blue cannot be used due to local ordinances or the use of channel letters, the layout displayed in the white version can be used. Building signs can be constructed by your local sign vendor.

- Vertical signs may be mounted to your building or to a freestanding pole. Since these signs resemble the familiar *ERA* yard sign, they create a lot of instant recognition for your business site.
- Any signs projected from a building or pole should be in a double-faced format
- For greatest impact, do not include your telephone number on building signs.

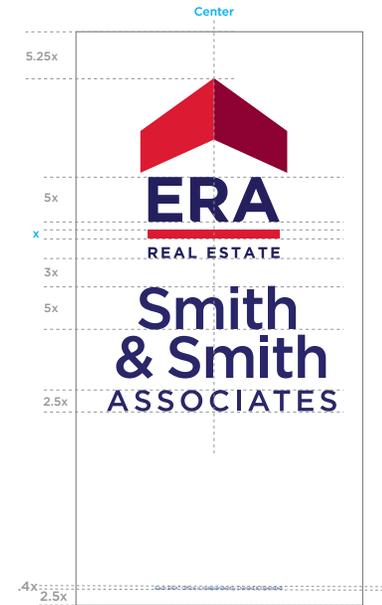
## Request for approval

Your proposed building sign must be submitted in writing and approved by the *ERA* Marketing department prior to production to ensure compliance. Please send a detailed proof of the proposed sign (including all size and color specifications) to [marketing@teamera.com](mailto:marketing@teamera.com).

ERA Real Estate will contact you with approval and/or any modifications required.



ERA Navy Blue  
2H X 1W proportion



ERA White - Centered Alignment  
2H X 1W proportion



ERA Navy Blue  
1H X 1W proportion



ERA White - Centered Alignment  
1H X 1W proportion

# Building Signage: Vertical

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO

Building signs are an important part of establishing a local affiliate's identity and image as an ERA® member broker.

All building signage must follow ERA standards for logo, colors, dimensions, proportions and usage. The ERA Navy Blue sign is the brand standard. For instances where the blue cannot be used due to local ordinances or the use of channel letters, the layout displayed in the white version may be used. Building signs may be constructed by your local sign vendor.

- Vertical signs may be mounted to your building or to a freestanding pole. Since these signs resemble the familiar ERA yard sign, they create a lot of instant recognition for your business site.
- Any signs projected from a building or pole should be in a double-faced format.
- For greatest impact, do not include your telephone number on building signs.

### Request for approval

Your proposed building sign must be submitted in writing and approved by the ERA Marketing department prior to production to ensure compliance.

Please send a detailed proof of the proposed sign (including all size and color specifications) to [marketing@teamera.com](mailto:marketing@teamera.com). ERA Real Estate will contact you with approval and/or any modifications required.

**NOTE:**  
The DBA logo is centered vertically within blue highlight box



ERA Navy Blue  
2H X 1W proportion

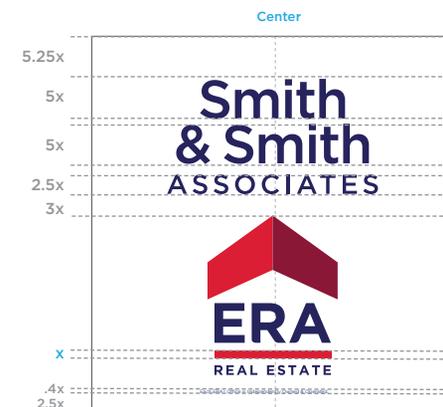


**NOTE:**  
The DBA lock up is centered vertically on white signs

ERA White - Centered Alignment  
2H X 1W proportion



ERA Navy Blue  
1H X 1W proportion



ERA White - Centered Alignment  
1H X 1W proportion

# Building Signage: Horizontal

x = Height of crossbar in ERA logo

## ERA NAVY BLUE OPTION

Building signs are an important part of establishing your identity and image as an ERA® member broker. The standards allow the DBA name to scale up proportionately with the size of building signage to maximize the available space.

All building signage must follow *ERA* standards for logo, colors, dimensions, proportions and usage. The *ERA* Navy Blue Sign is the brand standard. Building signs can be constructed by your local sign vendor.

- Horizontal signs come in a variety of sizes and proportions and are ideal for offices located in shopping centers and similar sites.
- For greatest impact, do not include your telephone number on building signs.

### Request for approval

Your proposed building sign must be submitted in writing and approved by the *ERA* Marketing department prior to production to ensure compliance. Please send a detailed proof of the proposed sign (including all size and color specifications) to [marketing@teamera.com](mailto:marketing@teamera.com).

ERA Real Estate will contact you with approval and/or any modifications required.



1H X 2W proportion



1H X 3W proportion



1H X 4W proportion



1H X 5W proportion

# Building Signage: Horizontal

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO NAVY BLUE OPTION

Building signs are an important part of establishing your identity and image as an ERA® member broker. The standards allow the DBA name to scale up proportionately with the size of building signage to maximize the available space.

All building signage must follow *ERA* standards for logo, colors, dimensions, proportions and usage. The *ERA* Navy Blue sign is the brand standard. Building signs may be constructed by your local sign vendor.

- Horizontal signs come in a variety of sizes and proportions and are ideal for offices located in shopping centers and similar sites.
- For greatest impact, do not include your telephone number on building signs.

### Request for approval

Your proposed building sign must be submitted in writing and approved by the *ERA* Marketing department prior to production to ensure compliance.

Please send a detailed proof of the proposed sign (including all size and color specifications) to [marketing@teamera.com](mailto:marketing@teamera.com). *ERA* Real Estate will contact you with approval and/or any modifications required.



1H X 2W proportion



1H X 3W proportion



1H X 4W proportion



1H X 5W proportion

# Building Signage: Horizontal

x = Height of crossbar in ERA logo

## WHITE OPTION

Building signs are an important part of establishing your identity and image as an ERA® member broker. The standards allow the DBA name to scale up proportionately with the size of building signage to maximize the available space.

All building signage must follow *ERA* standards for logo, colors, dimensions, proportions and usage. The *ERA* Navy Blue Sign is the brand standard. For instances where the blue cannot be used due to local ordinances or the use of channel letters, the layout displayed in the white version can be used. Building signs can be constructed by your local sign vendor.

- Horizontal signs come in a variety of sizes and proportions and are ideal for offices located in shopping centers and similar sites.
- For greatest impact, do not include your telephone number on building signs.

### Request for approval

Your proposed building sign must be submitted in writing and approved by the *ERA* Marketing department prior to production to ensure compliance. Please send a detailed proof of the proposed sign (including all size and color specifications) to [marketing@teamera.com](mailto:marketing@teamera.com).

ERA Real Estate will contact you with approval and/or any modifications required.



1H X 2W proportion



1H X 3W proportion



1H X 4W proportion



1H X 5W proportion

# Building Signage: Horizontal

x = Height of crossbar in ERA logo

## BROKER-LED DBA LOGO WHITE OPTION

Building signs are an important part of establishing your identity and image as an ERA® member broker. The standards allow the DBA name to scale up proportionately with the size of building signage to maximize the available space.

All building signage must follow *ERA* standards for logo, colors, dimensions, proportions and usage. The *ERA* Navy Blue sign is the brand standard. For instances where the blue cannot be used due to local ordinances or the use of channel letters, the layout displayed in the white version may be used. Building signs may be constructed by your local sign vendor.

- Horizontal signs come in a variety of sizes and proportions and are ideal for offices located in shopping centers and similar sites.
- For greatest impact, do not include your telephone number on building signs.

### Request for approval

Your proposed building sign must be submitted in writing and approved by the *ERA* Marketing department prior to production to ensure compliance.

Please send a detailed proof of the proposed sign (including all size and color specifications) to [marketing@teamera.com](mailto:marketing@teamera.com). *ERA* Real Estate will contact you with approval and/or any modifications required.



1H X 2W proportion



1H X 3W proportion



1H X 4W proportion



1H X 5W proportion

NOTE:  
The DBA lock up is centered horizontally



# Special Allowances



# Yard Signage: Horizontal

## PROMINENT PHONE NUMBER

### Specifications

Size: 24 X 18"

**A . Swap phone number and URL placement**

Phone Number = 3X URL = 3X

**B . Swap phone number and URL placement**

Phone Number = 4X URL = 3X

**C . Phone number & URL top right**

Phone Number = 4X URL = 3X

**D . Swap phone number and URL placement**

Phone Number = 5X URL = 3X

A



B



C



D



# Yard Signage: Vertical

PROMINENT PHONE NUMBER

## Specifications

**Size:** 18 X 36" or 24 X 18"

**Swap phone number and URL placement**

Phone Number = 4X URL = 3X



# Yard Signage: Horizontal

BUILT IN RIDER

## Specifications

**Size:** 24 X 18", 24 X 24", 8 X 6"

**A . 24 X 18" Top Rider**

Rider sits atop the sign with no gap

**B . 24 X 24" Top Rider**

Rider sits atop the sign with gap

**C . 8 X 6" Bottom Rider**

Rider sits on the bottom the sign with gap

A



B



C



# Yard Signage: Horizontal

ALTERNATE TEXT IN BLUE AREA

## Specifications

Size: 24 X 18"



# Yard Signage

LARGER ERA LOGO



# Directional Signage

## ADDITIONAL INFORMATION

### Specifications

**Size:** 24 X 18", 24 X 12"

**Two lines of copy maximum**

No more than 4X High



# Allowances Within Brand Standard

## ADDITIONAL INSTRUCTIONS

- URLs can be all lower case or initial caps
- Content in blue shape:

Phone number/URL: Increase no larger than size of company name

- Horizontal 5X max, 2 lines, left align
- Vertical 4x max, 2 lines, width of sign

Agent info can increase to 4x if space allows

Photo no taller than 14x

Can use "FOR SALE" or "FOR RENT"

Can add Text information

Can replace agent name with team name

- Open House/Directional Signs:

Allow two lines of additional text at no more than 4x high, under the words "Open House" or "For Sale". Shorten arrow and move down to accommodate.

- URL
- Phone Number
- Agent Name

Words "Open House" can be modified to reflect day of open house and/or time for example "Open Sunday 1-4".

- Red Phone number can be swapped for a URL

Red Phone number can be made smaller

Red phone number can move no more than 3x up from the blue peak on a vertical sign to close some white space if it is a problem for the customer.

- Riders can also be:

White with red text

Blue with white text

White with blue text

8x24

- State Required Info – shows above disclaimer

*If words "cell" or "office" are required by the state. Company must provide documentation to their Field Service Manager.*

*In order to reduce white space on the vertical yard sign between the DBA and the red phone number we will allow one of the following (these would not be used together):*

ERA Logo can be enlarged. DBA can be up to 5x on brand standard signs, or 14x on stylized signs, but it is still constrained by the width of the sign.

### OR

Logo can be dropped, but the space between the logo and the blue angle can be no larger than 4x (standard is 3x).

### In either case:

Blue angle must remain consistently parallel to the logo.

Proportion and relationship between the ERA logo and the DBA remain the same (i.e. they must keep the DBA 3x from the bottom of the ERA logo).

