



# Yard Signage Guide

POWERED DBA



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Yard Signage

# Yard Signage

The ERA Real Estate Powered® yard sign is designed to leverage an established local market presence while introducing the national ERA Real Estate Powered name to your region.

The ERA Real Estate Powered sign is divided into two sections, using an 85/15 ratio. The main portion represents the established local brand. It is designed using the franchisee's existing colors and marks, to the franchisee's specifications. The bottom right corner is designated to the ERA Real Estate Powered logo.

## Placement

- The ERA Real Estate Powered logo in the dark gray color (90 % Black) is placed at the bottom right corner on the gray background (10% black)
- The size of the ERA Real Estate Powered corner element is defined by height and width of signage and will vary for different horizontal and vertical signs, while preserving the 85/15 ratio whenever possible
- Broker and agent contact information and the legal disclaimer must appear on the franchisee brand portion of the sign
- Only the ERA Real Estate Powered logo can appear in the bottom right corner of the sign

## Disclaimer

- Always include "Each ERA Real Estate Powered® Office is Independently Owned and Operated." within the franchisee portion of the sign
- The disclaimer is typeset in Gotham Book in gray color (90% black) or white 20-point type size

## Approval

All sign artwork must be approved by ERA Marketing at [marketing@teamera.com](mailto:marketing@teamera.com) prior to production.

## 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.era.com](http://LeverAge.era.com).



18 X 36"  
Vertical Yard Sign



24 X 18"  
Horizontal Yard Sign



# Directional Signage



# Directional Signage

The ERA Real Estate Powered® directional signs are used to promote a listing. Each sign is divided into two sections, using an 85/15 ratio. The main portion represents the established franchisee local brand – designed using the franchisee’s existing colors and marks, to the franchisee’s specifications. The bottom right corner is designated to the ERA Real Estate Powered logo.

To accommodate the increasing popularity of virtual tours and open houses, a full line of ERA® virtual signs are available from the approved sign vendors to help enhance 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.

## Placement

- The ERA Real Estate Powered logo in gray (90 % Black) is placed at the bottom right corner on gray background (10% black)
- The size of the ERA Real Estate Powered Corner is defined by height and width of signage and will vary for different horizontal and vertical signs, while preserving the 85/15 ratio whenever possible
- Broker and agent contact information and the legal disclaimer must appear on the franchisee brand portion of the sign
- Only the ERA Real Estate Powered logo can appear in the bottom right corner of the sign

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18 X 24"



12 X 18"



9 X 24"



12 X 18"



# Building Signage



# Building Signage

As an ERA Real Estate Powered® affiliated broker, building signs play an important role in establishing brand identity. When using the ERA Real Estate Powered logo on building signage, it should be placed beside the approved franchise business name following the established proportions.

When incorporating the ERA Real Estate Powered logo lock-up into your building signage, follow these rules:

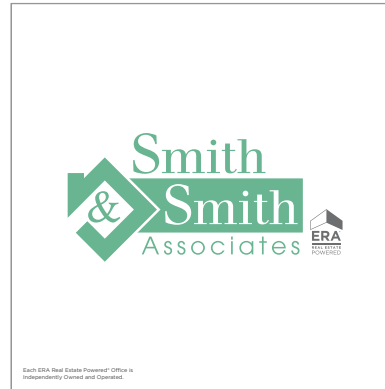
- The ERA Real Estate Powered logo must appear unless prohibited by lease or municipal regulations, in which case you must contact ERA Real Estate to discuss alternatives
- The ERA Real Estate Powered logo must appear as part of your logo lock-up
- If building or municipal restrictions limit building signs to channel letters, then use the approved franchise business name as set forth in your franchise agreement

## Disclaimer

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- The disclaimer is typeset in Gotham Book in gray color (90% black) or white 20-point type size
- Place the disclaimer in the least obtrusive spot based on your sign layout

## Approval

All building signs must be approved by ERA® Marketing. Please send proposed sign artwork and a copy of the building or municipal ordinance, if there are any restrictions, to the ERA Marketing department at [marketing@teamera.com](mailto:marketing@teamera.com).



Square Building Sign



Vertical Building Sign



Horizontal Building Sign



# Building Signage - alternative

An alternate layout option for building signage uses the approach found on yard signs.

The ERA Real Estate Powered sign is divided into two sections, using an 85/15 ratio. The main portion represents the established local brand. It is designed using the franchisee's existing colors and marks, and to the franchisee's specifications. The bottom right corner is designated to the ERA Real Estate Powered logo

## Placement

- The ERA Real Estate Powered logo in the dark gray color (90 % Black) is placed at the bottom right corner on the grey background (10% black)
- The size of the ERA Real Estate Powered Corner is defined by height and width of signage and will vary for different horizontal and vertical signs, while preserving the 85/15 ratio whenever possible
- Only the ERA Real Estate Powered logo can appear in the bottom right corner of the sign

## Disclaimer

- Always include "Each ERA Real Estate Powered® Office is Independently Owned and Operated." within the franchisee portion of the sign
- The disclaimer is typeset in Gotham Book in gray color (90% black) or white 20-point type size
- Place the disclaimer in the least obtrusive spot based on your sign layout

## Approval

All building signs must be approved by ERA® Marketing. Please send proposed sign artwork and a copy of the building or municipal ordinance, if there are any restrictions, to the ERA Marketing department at [marketing@teamera.com](mailto:marketing@teamera.com).



Vertical Building Sign



Square Building Sign



Horizontal Building Sign



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