

CREA, LLC Logo & Company Name guidelines

LOGO USAGE

The CREA logo has been developed as a balanced whole and at no time may the shape, configurations or proportions be altered. The correct proportions are shown below. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.

LOGO CLEARANCE

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is defined by the height of the letter forms in the CREA logo.

COMPANY NAME USAGE

CREA, LLC is the official name of the (“company”) and should be referred to as such across all internal and external uses, such as contracts, press releases, news stories, sponsorships, etc. Additional name agreements are as follows:

- First references of the Company should be used in full: “CREA, LLC.” All references thereafter may use “CREA” as an acceptable and encouraged abbreviation.
- City Real Estate Advisors, and versions alike, is an outdated and inaccurate reference to the Company.
- CREA personnel may be referred to as CREA employees and are held to the expectation of upholding our core values: family, communities, integrity, respect, teamwork and inventiveness.