



Spyglass Realty

Branding Guidelines

Spyglass Logos

The Spyglass Logo is presented in 4 different formats:

1. Black and Red
2. White and Red
3. All White
4. All Black



Agents and teams are not permitted to alter the color of any Spyglass Logos.



Spyglass Colors

The Spyglass colors are red and black

Spyglass Red-Orange:

Hex #: EF4923

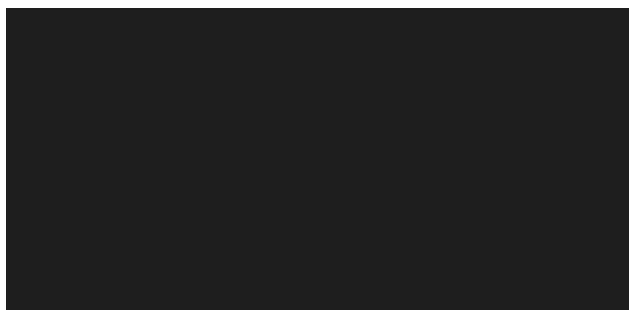
RGB: rgb(239,73,35)



Spyglass Black:

Hex #: 222222

RGB: rgb(34,34,34)



TREC's Advertising Rules

Working closely with stakeholders and their representative professional association, the agency determined that the current advertising rule should be clarified to separate the requirements regarding names and their registration from the advertising requirements (§535.154 and §535.155).

TREC Rule §535.154 Registration and Use of Names

This rule defines alternate name, associated broker, assumed business name and team name. Each type of name must be registered with TREC before the name can be used in an advertisement. This is a change from the existing rule. The most significant change concerns team names. A team name is not an assumed business name of the broker, and cannot contain terms that imply that the team is offering brokerage services independent of the broker. Team names must end with the terms “team” or “group”.

TREC Rule §535.155 Advertisements

All license holders’ advertisements must include the license holder’s name or team name. It also must include the broker’s name in at least half the size of the largest contact information for any sales agent, associated broker, or team name contained in the advertisement.

Understanding that advertisements take many different forms today, the Commission revised the exception for social media to allow more flexibility. An advertisement on social media will comply with the rule as long as the license holder has linked to the required information in the account profile or the information is readily accessible by a direct link in the advertisement.

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Subsection (d) – 20 instances of advertisements that may mislead the public

This subsection lays out 20 ways a license holder may violate statutory advertisement requirements. Most of these were in the existing rule too. These examples are not the only ways a license holder’s advertisement can be misleading. Here are a few set out in the subsection:

Using a title, such as “owner”, “president”, “CEO”, “COO”, or another similar title, email or website address that implies a sales agent is responsible for the operation of a brokerage. A team name with terms that imply the team is offering brokerage services independent from its sponsoring broker, including, but not limited to, “brokerage”, “company”, and “associates”. An ad that contains the name of a sales agent whose name is, in whole or in part, used in a broker’s name and that implies that the sales agent is responsible for the operation of the

brokerage

Including the value of a property, unless it is based on an appraisal that is disclosed and readily available upon request by a party or it is given in compliance with § 535.17 (required disclaimer for estimated worth or sales price)

Be sure to reference subsection (d) before placing an ad or ordering new signage to ensure your advertisements do not resemble any of the examples of misleading advertisement given in the rule.

Examples of Spyglass Team and Agent Logos:

