Logo & Brand Standards

1. BRAND IDENTITY

The List n Show trademark portfolio is the Company's primary identity system and represents the brand across business activities, communications, marketing, recruiting, and brokerage operations.

The identity is intentionally minimalist, modern, and recognizable. The stacked stylized logo mark combines a real-estate roofline, strong typography, and bold red-and-black contrast. The standard character mark List n Show™ identifies the brand wherever a text-only reference is appropriate.

Both marks shall be used consistently under these standards to protect brand recognition, trademark rights, and goodwill.

2. OFFICIAL TRADEMARKS

Trademark No. 1 - Stylized Stacked Logo Mark

The approved stacked artwork shown below is the Company's primary visual identifier. It must be reproduced only from authorized artwork and may not be recreated, redrawn, retyped, stretched, recolored, rearranged, cropped, or otherwise altered.

Trademark No. 2 - Standard Character Mark

List n Show™ is the Company's standard character mark. It protects the wording independent of any particular typeface, color, size, capitalization treatment, or graphic design. Use it in contracts, legal notices, websites, advertising copy, presentations, and other text-based references.

3. BRAND ATTRIBUTES

- Professionalism
- Modernity
- Scalability
- Simplicity
- Efficiency
- Agent-Centric Service
- Strength
- Innovation
- Brokerage Excellence

4. OFFICIAL BRAND COLORS

COLOR	HEX	RGB	PRIMARY ROLE
Red	#EB0000	235, 0, 0	Accent / window detail
Black	#000000	0, 0, 0	Primary mark / typography
White	#FFFFFF	255, 255, 255	Background / reverse artwork

These color values are controlling. Do not substitute alternate reds, off-blacks, or off-whites without written Company approval.

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5. LOGO COLOR SPECIFICATIONS

In the approved full-color stacked mark, the primary artwork is black, the four-pane window detail and the lowercase "n" are red, and the background or negative space is white. Use only the supplied master artwork; this description is not permission to reconstruct the mark.

6. TYPOGRAPHY STANDARDS

The stylized logo's lettering is part of the protected artwork and must not be replaced or reset. Supporting brand communications should use a clean, modern sans-serif typeface with clear hierarchy, strong readability, and restrained spacing. Typography used in ordinary copy does not convert that copy into the stylized logo mark.
When the Company name appears in text as a trademark, use the standard character form List n Show™. Do not imitate the stacked logo by manually arranging or styling text.

7. SIGNATURE DESIGN FEATURES

The stacked composition, roofline and chimney, four-pane red window, black letterforms, and red lowercase "n" work together as a single visual signature. No element may be extracted or treated as a stand-alone logo unless the Company has issued separate approved artwork for that purpose.

The stylized mark shall never be:

- Recolored or converted with unapproved values
- Resized or repositioned by individual element
- Separated into roofline, window, letters, or symbol
- Retyped, traced, redrawn, or reconstructed
- Cropped so any element or symbol is lost
- Combined with another logo or decorative device

8. APPROVED LOGO VERSIONS

Full-Color Version (Primary)

Use the supplied red, black, and white stacked logo whenever production conditions allow accurate color and strong contrast.

Black Version

Use an authorized solid-black version for legal documents, contracts, compliance materials, single-color printing, and embroidery when full color is unavailable.

White Reverse Version

Use an authorized solid-white version on black, brand-red, dark photographic, apparel, signage, or promotional-product backgrounds that provide sufficient contrast.

Approved One-Color Versions

Only Company-issued one-color files may be used. Do not create a one-color version by editing the full-color artwork. The applicable production file must preserve every element, proportion, and clear-space requirement.

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9. CLEAR SPACE REQUIREMENTS

Maintain clear space around the complete stacked logo equal to at least the height of one red window pane in the supplied artwork. No text, image, graphic, border, trim line, or page edge may enter this protected area. Additional clear space is encouraged whenever practical.

10. MINIMUM SIZE REQUIREMENTS

Print Applications

Minimum width: 1.25 inches, provided all details and any trademark symbol remain legible in the selected production method.

Digital Applications

Minimum width: 150 pixels. Use a larger size where screen density, compression, or placement reduces legibility.

Small Icon Applications

Use only an approved favicon, avatar, or monogram file issued by the Company. Do not crop the stacked logo or remove elements to create a small icon.

11. BACKGROUND STANDARDS

Approved Backgrounds

- White
- Black with approved white-reverse art
- Brand Red (#EB0000) with approved reverse art
- Neutral grayscale imagery with strong contrast
- High-contrast photography with a clear, quiet placement area

Unapproved Backgrounds

- Busy patterns or distracting textures
- Low-contrast imagery
- Neon colors or competing reds
- Multi-color gradients
- Photography that obscures any logo element

The complete logo must remain immediately recognizable and highly legible.

12. PROHIBITED USES

- Changing logo colors or using alternate reds
- Adding gradients, shadows, glows, outlines, or effects
- Stretching, compressing, skewing, or rotating the logo
- Changing, retyping, or rearranging logo elements
- Cropping or masking the mark
- Using a low-resolution, blurry, or distorted file
- Overlaying the mark on a low-contrast background
- Adding words, slogans, or graphics within the clear space

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- Separating or independently resizing any element
- Using the standard character mark to simulate the logo
- Placing the logo inside an unapproved shape or lockup
- Removing, adding, or changing a trademark symbol in artwork

13. BRAND TONE & VISUAL STYLE

All List n Show communications should express a simple, bold, and highly functional identity.

We Are

- Modern
- Efficient
- Confident
- Professional
- Innovative
- Agent-Focused
- Clean
- Direct

We Are Not

- Flashy
- Cluttered
- Overly complex
- Decorative
- Traditional
- Corporate or bureaucratic

14. APPROVED APPLICATIONS

Use the stylized logo mark when a visual brand identifier is appropriate and approved artwork can be reproduced accurately. Use List n Show™ when the Company name appears in ordinary text or when artwork is impractical.

- Company websites and social media
- Team Platform and Referral Agent materials
- Recruiting and marketing materials
- Presentation decks and email signatures
- Buyer and seller guides
- Business cards, yard signs, and office signage
- Policy and Procedure Manuals
- Apparel and promotional products
- Independent Contractor Agreements
- Legal, compliance, and contractual materials

15. TRADEMARK USAGE

Stylized Logo Mark

Use the complete approved artwork as the primary visual identifier. Do not type or redraw it. Any trademark or registration symbol that is embedded in the approved file is part of that file and must remain intact unless the Company supplies a replacement file.

Standard Character Mark

Use List n Show™ on the first prominent occurrence in a document, webpage, advertisement, or presentation and where needed to reinforce trademark notice. After clear notice has been provided, List n Show may be used in ordinary prose when repeated use of the symbol would impede readability.

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Grammar and Attribution

Use the mark as an adjective followed by an appropriate generic term when practical, such as “List n Show™ services” or “the List n Show™ platform.” Do not use the mark as a possessive, plural, verb, or altered abbreviation. Preserve the spelling, spacing, lowercase “n,” and capitalization shown here.

Recommended notice: “List n Show™ and the List n Show stylized logo are trademarks of List n Show LLC.”

16. TRADEMARK OWNERSHIP & BRAND GOVERNANCE

All List n Show trademarks, logos, approved variations, associated brand assets, and the goodwill arising from their use are the exclusive property of List n Show LLC. Use of Company marks does not grant any ownership, license, or other right except as expressly authorized in writing by the Company.

These standards govern registered and unregistered trademark use across Company and authorized third-party materials. All future graphics, marketing, websites, recruiting campaigns, manuals, signage, social media, digital products, and printed collateral shall remain consistent with these standards.

Vendors, agents, contractors, partners, and other third parties must use current Company-issued files and obtain approval for any use outside an established template. Questions, exceptions, co-branding, new lockups, or proposed modifications must be submitted to authorized Company personnel before publication or production.

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