



BRAND GUIDELINES

# WELCOME

Welcome to the Remington Group Guidelines for Gallery Towers. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.

# GALLERY TOWERS

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## ASSETS AVAILABLE TO YOU

- Exclusive Circle of Friends Seal
- Official Project Logo
- Two Exterior Renderings
- Project Information Sheet



# GALLERY TOWERS

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## YOUR COMMUNITY WEBSITE

- As a company policy, we don't allow external parties to use our trademarked names in top-level domains or register domains on our behalf
- Further, we do not permit the use of trademarked corporate or project names or variations in a top level domain name or in site titles and headers (example: [www.downtownmarkhamcondo.ca](http://www.downtownmarkhamcondo.ca) or [www.gallerytowers.ca](http://www.gallerytowers.ca))
- We do encourage you to use trademarked names in the file path of your website's URL as a folder (example: [www.bestcondoseller.com/gallerytowers/](http://www.bestcondoseller.com/gallerytowers/))

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## LOGO USE

- In general, we ask that you respect our trademarks
- Please do use the official project logo. You will always get access to assets when you register with The Remington Group
- Please note that written consent is required for use of any of our corporate logos, ie. Remington and The Remington Group
- Use of our corporate logos without written consent from Remington Group on your website or in marketing materials is strongly discouraged, as we need to ensure our logo is properly used

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## BROCHURES

- We invest a lot in developing our marketing materials. Brochures do remain our intellectual property and while we invite you to share them in your marketing efforts, we request that you do so in full, without editing of the materials



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# TOWERS

## REGISTRATIONS

- When collecting online registrations we want to avoid any confusion about who is soliciting personal information
- Please **clearly** indicate your company/name in the header or subhead of your registration page
- Any registrations pertaining to Remington projects should include a checkbox that states:
  - I understand that I am not registering with the developer of this project
- This checkbox should be "required", meaning that the registrant must click the box before submitting the form

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## LANGUAGE

- We ask that brokers refrain from using the following terms in reference to Remington projects:
  1. "VIP" or "VIP Access"
  2. "Platinum" or "Platinum Access"
- Please use "Exclusive Circle of Friends Preview" or "Exclusive Circle of Friends Access!" and display your Circle of Friends Seal.



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# TOWERS

## OTHER MARKETING MATERIALS

- Please refrain from using renderings, photography, graphics, logos, or video content outside of what is provided, including content taken from The Remington Group marketing materials that is repurposed or edited (for example, if you add your broker logo or website URL to a project rendering, or cut and paste floor plans or other brochure content emails, or using elements from a Remington Group video in a custom broker video)

# CONTACT US

Please feel free to contact us if you have any questions or let us know if you require additional assets. We'd love to hear from you and find out how we can better work together. For all inquiries including permission to display content, or requests for content, please contact:

**[sales@downtownmarkham.ca](mailto:sales@downtownmarkham.ca)**



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