

USING RECA'S LOGO IN ADVERTISING

Purpose: To outline the rules for authorized industry professionals using RECA's logo in their advertising.

This bulletin applies to all authorized industry professionals.

All authorized industry professionals registered with the Real Estate Council of Alberta (RECA) may use RECA's logo in their advertising. Industry professionals must not include the logo in advertising that is harmful to the best interests of the public, the industry as a whole or RECA.

If using the RECA logo in advertising, industry professionals must not:

- alter the RECA logo (colour, skewed proportions, cropping, etc.) with the exception of using it in grey scale if including it in a grey scale advertisement, which is permitted
- use the logo in a size or format that makes it illegible
- affix anything to the RECA logo
- include it in ads that imply RECA endorsement
- include the logo to advertise an illegal activity

The permitted logo includes the words "Licensed & regulated by" as part of the logo image.

Licensed & regulated by

Real
Estate
Council
Alberta

reca.ca

If RECA receives a complaint about an industry professional improperly or inappropriately using the RECA logo, in a way that breaches these guidelines, it can review their conduct and can sanction in accordance with the *Real Estate Act* Rules.

Only industry professionals can use the RECA logo in their advertisements. If an unlicensed individual advertises services as an industry professional and includes the RECA logo, this could be an aggravating factor in the case of an unlicensed activity investigation.

To download an approved version of the RECA logo, go to:
<https://www.reca.ca/industry/publications/RECA-logo.html>.

Examples

Acceptable use:



It is acceptable to make the approved RECA logo greyscale when an entire advertisement is in greyscale.

Unacceptable use:



RECA does not permit professionals to use the RECA logo if small size or pixelation render it illegible.

Unacceptable use:



RECA does not permit professionals to crop any part of the RECA logo, including the "Licensed & Regulated by" wording, nor does RECA permit the affixing of anything to the RECA logo, including other logos.

[Related information](#)

Real Estate Council of Alberta Advertising Guidelines

INFORMATION
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Last Revised January
2016

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