



a guide to the brand

JUNE 2025

CHRISTIE'S
INTERNATIONAL REAL ESTATE

introduction

Christie's International Real Estate represents the vanguard of luxury real estate, the ultimate in high-end homes and estates. This exclusive invitation-only network includes the world's premier luxury brokerage firms and the industry's most accomplished real estate professionals.

This book is your one-stop resource for Christie's International Real Estate brand guidelines, including the principles, visual identity, tone of voice, editorial guidelines, and Affiliate applications. These elements must be applied to all communications to ensure the brand retains its coherence and consistency and does not become diluted over time.

An Affiliate's failure to comply to the brand guidelines may result in action taken against that Affiliate, including but not limited to termination of Participating Brokerage Agreement or other agreement between Affiliate and Christie's International Real Estate.



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brand overview

MISSION AND PURPOSE

Christie's International Real Estate was born out of the world-renowned Christie's auction house, which has captivated a global audience of art and luxury collectors since 1766. The venerable institution offers auctions and bespoke private sales spanning more than 80 categories including fine art, jewelry, luxury goods, and more. Today, Christie's maintains a close partnership with Christie's International Real Estate, creating unique opportunities and synergies between the worlds of high-end real estate, art, and luxury goods.

Much like the industry-leading art and luxury goods specialists at Christie's, our real estate experts embrace the core values of passionate expertise, discretion, and exceptional client service in their approach to delivering the highest-quality home buying and selling services. Through our world-class platform, collaboration with Christie's auction house, and exclusive invitation-only network of the world's top independent brokerages, we deliver the same tailored, trusted service that Christie's clients have depended on for more than 250 years.





POSITIONING

**In the luxury real estate market,
experience matters.**

Local knowledge and connections matter. And a willingness and ability to go above and beyond for each client matters. That is why Christie's International Real Estate is comprised of market-leading brokerage firms that deliver the best local representation while leveraging the benefits of our dynamic global network.

INTEGRITY

QUALITY

**TRUST &
DISCRETION**

**LOCAL
EXPERTISE**

pillars

**EXCEPTIONAL
SERVICE**

EXCELLENCE

INNOVATION

RELATIONSHIPS

attributes

TANGIBLE

A Global Network

Creates more referral opportunities, collaborations, and exposure among agents and homebuyers around the world

Industry-Leading Technology

Improves agent productivity and enhances client service

Sophisticated Marketing

Maximizes visibility for luxury properties through exclusive programs and partnerships that engage qualified buyers

Comprehensive Coaching & Training

Helps agents grow their business and achieve work-life balance at every stage of their career

Christie's Collaborations

Enables agents to earn lucrative commissions on the referral of art and luxury goods

INTANGIBLE

Expertise

Depth of experience in high-end real estate as well as art and luxury goods

Credibility

A globally recognized brand that enhances agents' credibility

Prestige

The prestige of one of the most pedigreed brands in luxury real estate

Thriving Culture

Network-wide culture of collaboration, support, and success

MANIFESTO

Christie's International Real Estate is a brand synonymous with luxury, quality, and integrity.

Through our invitation-only Affiliate network spanning nearly 50 countries and territories, we offer incomparable services to a global clientele at the luxury end of the residential property market.

While there are more than 250 years of rich history behind our brand, Christie's International Real Estate is never one to rest on its laurels. As a leader in real estate technology and marketing, we are driving innovation in our industry each and every day while intently building the brokerage firm of tomorrow.

brand identity: tone of voice

TONE OF VOICE

Christie's International Real Estate is the world's premier luxury real estate brand and network. Our tone of voice is refined, positive, confident, and professional. We are luxury real estate experts, and we use sophisticated language that resonates with high-end consumers while reinforcing the prestige of our storied global brand.





PERSONALITY AND ATTITUDE

As a person, Christie's International Real Estate would be a sophisticated individual that others admire and aspire to be; A luxury connoisseur who is very polished, experienced, knowledgeable, and well-connected. Christie's International Real Estate values quality over quantity, integrity, and tailored, trusted service.

WHO WE ARE

Exclusive – We are an exclusive, invitation-only network that is known for representing the finest properties across the globe

Sophisticated – We are a sophisticated luxury brand that understands the unique lifestyle and needs of affluent clientele

Trustworthy – We are trustworthy experts that discerning homebuyers and sellers rely on for tailored service and exceptional results

Influential – We are an influential authority in the global real estate world, with market-leading brokerage firms in key destinations on six continents

Knowledgeable – We are incredibly knowledgeable about residential real estate, delivering unparalleled insight into the trends and factors that can shape the market on both a global and local level

Authentic – We are an authentic luxury brand that has more than 250 years of rich history. Representing the world's most remarkable homes is a responsibility we revere and a privilege we cherish

Continuously Evolving – We are continuously evolving to ensure our Affiliates not only keep up with the competition, but stay miles ahead. As we continue to grow the network, we remain focused on providing the absolute highest value to agents and clients alike

Innovative – We are innovators that are powered by the industry's premier brokerage technology solution, and we are committed to raising the bar in everything we do

WHO WE'RE NOT

Ordinary

Pretentious

Indiscriminate

Unreliable

Insignificant

Inexperienced

brand identity: visuals

VISUAL IDENTITY

THE FIVE BASIC ELEMENTS

Five basic elements work together, in different combinations, to deliver a unique look and feel across Christie's International Real Estate communications.

It is important that each of these elements is applied consistently at all times. The following are key guidelines when applying the Christie's International Real Estate visual elements.

THE FIVE ELEMENTS

01. logo
02. color palette
03. typography
04. imagery
05. videography



LOGO

The Christie's International Real Estate logo lockup comprises two parts:

- **01.** The top line, which is identical to the Christie's auction house logo and links directly to Christie's International Real Estate's heritage
- **02.** The sub-line "International Real Estate," which supports visually and descriptively the position of Christie's International Real Estate as an exclusive luxury real estate company operating worldwide

PLEASE NOTE

The provided logo should be used in all circumstances, including online and in digital existence. Must include "International Real Estate" after mention of Christie's.



CHRISTIE'S
INTERNATIONAL REAL ESTATE



CHRISTIE'S
INTERNATIONAL REAL ESTATE

LOGO TREATMENT

There are two treatment versions of the logo:

01. The primary version

When using the logo on light backgrounds it appears in black or gray. Whenever possible the background should be white.

02. The reversed version

When using the logo on dark backgrounds it appears in white. To guarantee legibility, ensure there is enough contrast between the logo and background. It is preferable to not use the logo directly on images.

1. PRIMARY VERSION



CHRISTIE'S
INTERNATIONAL REAL ESTATE

2. REVERSED VERSION



CHRISTIE'S
INTERNATIONAL REAL ESTATE

LOGO SPECIFICATIONS

The Christie's International Real Estate logo has been constructed in a fixed relationship. The relationship and proportions must not be altered.

The logo is surrounded by a minimum clear space/safety area equaling the distance of 1x (x = C height). With exception to logo lockups, this space must remain free from other elements (type and graphics).

The logo should never be reproduced any smaller than 16mm/120px.

There is no maximum size.

X Height



Clear Space



Minimum Width



LOGO DON'TS

Incorrect use of the Christie's International Real Estate logo will undermine the impact of communications, sending inconsistent messages to the audiences. The examples below show some typical cases of logo misuse. These are not exhaustive but give an indication of a variety of problems that must be avoided.

01. Don't change the logo color from black or white
02. Don't use multiple colors for the logo
03. Don't alter the space relationship between wordmark and sub-line
04. Don't alter sub-line width
05. Don't alter sub-line font
06. Whenever possible, do not place logo on images and **never** place logo over an image of a work of art
07. Don't use the logo on a solid field of color (other than black, white or gray)
08. Don't disproportionately stretch the logo
09. Don't use the logo with any other mark or logo, other than with an affiliate logo in accordance with these guidelines
10. Don't add a tagline to logo without specific approval from Christie's International Real Estate
11. Don't add a box around the logo
12. Christie's should never be used without "International Real Estate"

01



CHRISTIE'S
INTERNATIONAL REAL ESTATE

02



CHRISTIE'S
INTERNATIONAL REAL ESTATE

03



CHRISTIE'S
INTERNATIONAL REAL ESTATE

04



CHRISTIE'S
INTERNATIONAL REAL ESTATE

05



CHRISTIE'S
International Real Estate

06



07



CHRISTIE'S
INTERNATIONAL REAL ESTATE

08



CHRISTIE'S
INTERNATIONAL REAL ESTATE

09



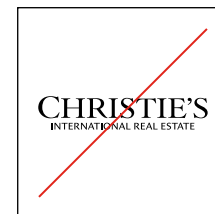
EXTERNAL
LOGO
CHRISTIE'S
INTERNATIONAL REAL ESTATE

10



Your Agents since 1980
CHRISTIE'S
INTERNATIONAL REAL ESTATE

11



12



CHRISTIE'S
INTERNATIONAL REAL ESTATE

STANDARD AFFILIATE LOGOS – NAME STYLIZATION

01. The unique affiliate name should use the font LeMonde Sans Regular, with letters in all caps.
02. The height of the unique affiliate name should be equal to the height of “International Real Estate”. The clear space between the unique affiliate name and Christie’s International Real Estate logo should be 0.5x (x = C height).
03. The width of the unique affiliate name should be no wider than Christie’s International Real Estate logo.

01.

CHRISTIE’S
INTERNATIONAL REAL ESTATE

— AFFILIATE NAME —



LeMonde Sans Regular.
All caps.

02.

C X

CHRISTIE’S
INTERNATIONAL REAL ESTATE

— AFFILIATE NAME —

A diagram showing the height of the affiliate name. A horizontal line represents the width of the affiliate name. A vertical line extends downwards from the center of this line to an equals sign (=) that is aligned with the height of the 'INTERNATIONAL REAL ESTATE' text in the logo above.

CHRISTIE’S
INTERNATIONAL REAL ESTATE

— AFFILIATE NAME —

A diagram showing the height of the affiliate name. A horizontal line represents the width of the affiliate name. A vertical line extends downwards from the center of this line to a label '0.5X' that is aligned with the height of the 'INTERNATIONAL REAL ESTATE' text in the logo above.

03.

CHRISTIE’S
INTERNATIONAL REAL ESTATE

— AFFILIATE NAME —

A diagram showing the width of the affiliate name. A horizontal line represents the width of the affiliate name. A vertical line extends downwards from the center of this line to a dashed box that encloses the width of the 'CHRISTIE’S' text in the logo above.

CHRISTIE'S
INTERNATIONAL REAL ESTATE

—— AFFILIATE NAME ——

STANDARD AFFILIATE LOGOS – COLOR

- The standard logo color preference is always black or white.
- Use of the Christie's International Real Estate brand red or gray may be permitted on a case-by-case basis, with special approval required from Christie's International Real Estate.

CHRISTIE'S
INTERNATIONAL REAL ESTATE

—— AFFILIATE NAME ——

STANDARD AFFILIATE LOGOS – SIZE AND CLEAR SPACE

01. The logo lockup should be surrounded by a minimum clear space / safety area equaling the distance of 1x (x = C height). This space must remain free from other elements (type and graphics).
02. The logo should never be reproduced smaller than 17.35mm/130px.
There is no maximum size.

01.

C X



02.



STANDARD AFFILIATE LOGOS – SINGLE DESCRIPTOR VS. MULTIPLE DESCRIPTORS*

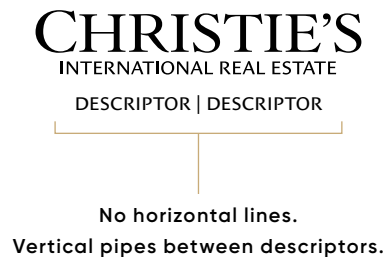
01. For logos with a single descriptor, include horizontal lines on either side of the affiliate name. The lines on either side of the affiliate name should match the width of “Christie’s” **or** “International Real Estate”
02. For logos with multiple descriptors, **do not** include horizontal lines on either side of the affiliate name. Include vertical pipe(s) between descriptors.

*Descriptors must be approved by the Christie’s International Real Estate corporate leadership team.

01.



02.



CO-BRANDED (50/50) AFFILIATE LOGOS – HORIZONTAL GUIDELINES*

01. The logos within the lockup should be visually balanced and have equal importance, with the two logos aligned horizontally along the center axis. The affiliate logo should never be bigger than the Christie's International Real Estate logo. The affiliate logo may be to the right **or** to the left of the Christie's International Real Estate logo.
02. The logo lockup should always include a vertical pipe, with a clear space width of 1x (x = C height) on each side of the pipe.
03. The height of the vertical pipe should be as tall as the tallest element within the lockup.

*Affiliate logo lockups must be approved by the Christie's International Real Estate corporate leadership team.

01.



02.



03.



CO-BRANDED (50/50) AFFILIATE LOGOS – VERTICAL GUIDELINES*

01. The logos within the lockup should be visually balanced and have equal importance, with the two logos aligned vertically along the center axis. The affiliate logo should never be bigger than the Christie's International Real Estate logo. The affiliate logo may be above **or** below the Christie's International Real Estate logo.
02. The logo lockup should always include a horizontal pipe, with a clear space height of 1x (x = C height) on each side of the pipe.
03. The width of the horizontal pipe should be as wide as the widest element within the lockup.

*Affiliate logo lockups must be approved by the Christie's International Real Estate corporate leadership team.



CO-BRANDED (50/50) AFFILIATE LOGOS – LOCKUP WITHIN A LOCKUP*

01. In the event of a lockup within a lockup, the unique affiliate side of the lockup should be treated as one logo. All aforementioned 50/50 logo guidelines should be followed.
02. As a rule of thumb, use only one or two fonts on the unique affiliate side, and retain equidistant spacing between elements.

*Affiliate logo lockups must be approved by the Christie's International Real Estate corporate leadership team.

01.



Treat as a single logo

02.



AFFILIATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

AFFILIATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

AFFILIATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

AFFILIATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

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CHRISTIE'S
INTERNATIONAL REAL ESTATE



AFFILIATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

AFFILIATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

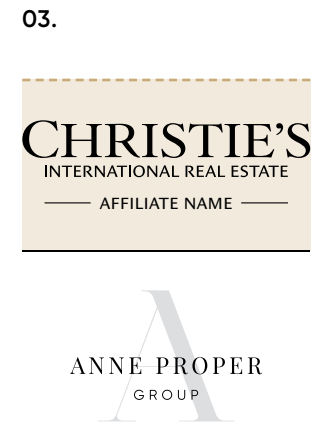
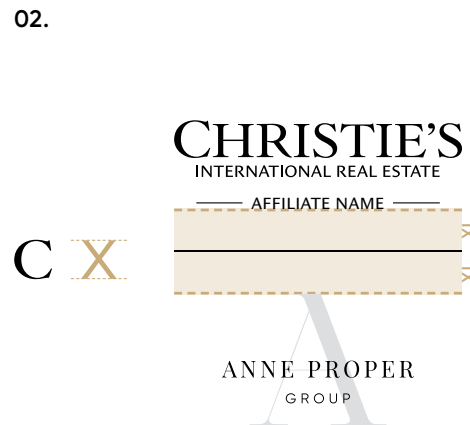
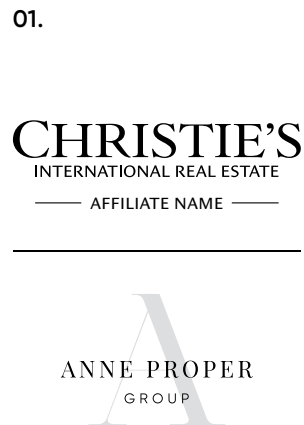
CO-BRANDED (50/50) AFFILIATE LOGOS – COLOR

01. The color preference for 50/50 lockups is always black or white.
02. If color is included, avoid dark colors that may look accidental next to black or light colors that are difficult to read.
03. An inverse logo may not be used on a blue background.
04. If the primary lockup contains many colors, a secondary solid color lockup is recommended.

AFFILIATE LOGOS – VERTICAL TEAM LOCKUPS

Below are guidelines for how to pair an agent/team logo with a Christie's International Real Estate Affiliate logo in a vertical manner:

- 01.** The logos within the lockup should be visually balanced and have equal importance, with the Affiliate logo on top and the two logos aligned vertically along the center axis. The team logo should never appear noticeably bigger than the Affiliate logo. The team logo should appear in black, grey, or white (when reversed), to complement the Affiliate logo.
- 02.** The logo lockup should always include a horizontal pipe, with a clear space height of 1x (x = C height) on each side of the pipe.
- 03.** The width of the horizontal pipe should be as wide as the widest element within the lockup.



AFFILIATE LOGOS – HORIZONTAL TEAM LOCKUPS

Below are guidelines for how to pair an agent/team logo with a Christie's International Real Estate Affiliate logo in a horizontal manner:

- 01.** The logos within the lockup should be visually balanced and have equal importance, with the Affiliate logo on the left and the two logos aligned horizontally along the center axis. The team logo should never appear noticeably bigger than the Affiliate logo. The team logo should appear in black, grey, or white (when reversed), to complement the Affiliate logo.
- 02.** The logo lockup should always include a vertical pipe, with a clear space width of 1.5x (x = C height) on each side of the pipe.
- 03.** The height of the vertical pipe should be as tall as the tallest element within the lockup.

01.



02.



03.



AFFILIATE LOGOS – WEB PRESENCE

The Christie's International Real Estate logo should appear on a web page's header. When used in the header, the approved Christie's International Real Estate and Affiliate logo pairing must be used.

HEADER:

AFFILIATE | CHRISTIE'S
INTERNATIONAL REAL ESTATE

AFFILIATE NAMES – WEB AND SOCIAL MEDIA PRESENCE

The correct Affiliate use of Christie's International Real Estate's name in all instances is important in order to clearly represent the Affiliate relationship. These examples are not exhaustive but give an indication of a variety of uses that are prohibited. An Affiliate's failure to comply, without Christie's International Real Estate's prior written consent, may result in action taken against that Affiliate, including but not limited to termination of Participating Brokerage Agreement or other agreement between Affiliate and Christie's International Real Estate. Upon prior written consent from Christie's International Real Estate, Affiliate may use "Christie's International Real Estate," "Christie's Real Estate" or "CIRE" as part of the Affiliate email address and/or URL as set forth herein.

Christie's reserves the right to require that the Affiliate remove any content from its website that Christie's in its sole reasonable discretion believes violates intellectual property law, these Brand Guidelines, or would otherwise tarnish the reputation of the Christie's brand.

Affiliate may use "Christie's International Real Estate," "Christie's Real Estate" or "CIRE" solely in combination with its marks or a territorial designation, or as otherwise agreed between Christie's and Christie's International Real Estate.

Affiliate may use "Christie's International Real Estate", "Christie's Real Estate" or "CIRE" with the approved DBA tradename as part of the Affiliate email address and/or URL as set forth herein.

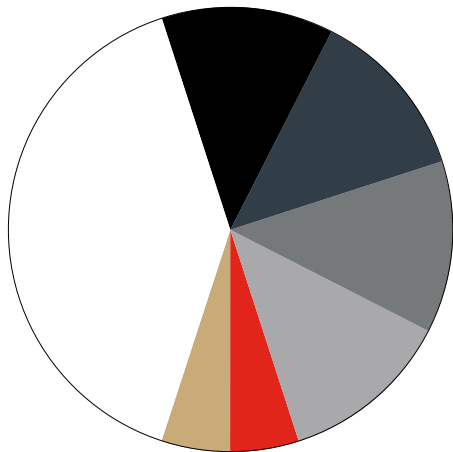
The following references to "the name" refer to "Christie's International Real Estate", "Christie's Real Estate", "Christie's", or "CIRE".

- 01.** Don't use the name alone as part of Affiliate email addresses.
- 02.** Don't use the name alone as part of Affiliate URLs.
- 03.** Don't use the name alone as part of Affiliate profile names on social media sites.
- 04.** Don't use the name alone in parts of social media handles.
- 05.** Don't register, acquire, or obtain any internet domain name or other intellectual property rights using the name alone or any variation of it.
- 06.** Affiliates may register up to four (4) domain names, each incorporating a single use of one of the three permitted names above, upon submission to and written approval by Christie's International Real Estate, which shall have the sole discretion to approve or reject.
- 07.** One of the Affiliates registered domain names may act as the domain name for the affiliate's main landing website and three of the registered domains may redirect to such website.
- 08.** Neither Christie's International Real Estate nor Affiliate may optimize search engine results for "Christie's", except where "Christie's" is optimized together with "Real Estate". In an abundance of clarity, the Affiliate may NOT use the word "Christie's" with any other word, words or abbreviations (including without limitation 'christiesre') other than as set forth in these Brand Guidelines.

BRAND COLORS

The brand colors add vibrancy to our marketing collateral. The emphasis is placed on white, to complement the primary colors of black, charcoal, and shades of gray.

Red and gold are used sparingly as secondary accent colors—they are nods to Christie's auction house and represent the timeless elegance of our brand.



White

100% Black

Charcoal

- PMS 432 C
- PMS 432 U
- CMYK: 77 64 56 40
- RGB: 56 66 73
- Hex: #384249

Medium Gray

- PMS C. Gray 9 C
- PMS C. Gray 9 U
- CMYK: 56 46 44 10
- RGB: 118 120 123
- Hex: #76787b

Light Gray

- PMS C. Gray 6 C
- PMS C. Gray 6 U
- CMYK: 38 29 28 0
- RGB: 163 170 173
- Hex: #a3aaad

Red

- PMS 485 C
- PMS 485 U
- CMYK: 0 100 100 0
- RGB: 237 28 36
- Hex: #ed1c24

Gold

- PMS 466 C
- PMS 466 U
- CMYK: 23 30 60 0
- RGB: 200 172 120
- Hex: #c9ac77

TYPOGRAPHY

Gilroy is a modern sans serif with a geometric touch. Gilroy has a soft and fashionable style which adds charm and personality to the Christie's International Real Estate brand.

Gilroy Light

Gilroy Regular

Gilroy Medium

Gilroy SemiBold

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

1234567890

Playfair Transitional (although the high-contrast stokes might place it more in the Modern category) serif typeface designed by Danish type designer Claus Eggers Sørensen in 2011. The design is influenced by typefaces from the mid to late eighteenth century, such as Baskerville.

Playfair Regular

Playfair Regular Italic

Playfair Bold

Playfair Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

1234567890

HEADLINES – TYPOGRAPHY

Headlines that appear on Christie’s International Real Estate collateral should be styled with the following rules:

01. Headlines may appear in Playfair Regular, Gilroy Light, Gilroy Regular, or Gilroy Medium. Heavy font weights and italics may not be used.
02. Use of title case capitalization in headlines is preferred, however words that are three letters or fewer (such as ‘and’ or ‘but’) should always be lower case. All caps and all lower case capitalization are also allowed for headlines.
03. Please choose **only one** font and capitalization style for headlines that are grouped together or that appear in close visual proximity.

01.

Vast and Influential

Vast and Influential

02.

Vast and Influential

vast and influential

VAST AND INFLUENTIAL

03.

~~VAST AND
INFLUENTIAL~~

a network *like no other*

a brand like no other

a brand like no other

a brand like no other

a brand like no other

HEADLINES – COLOR

01. When appearing on a dark-colored background, headlines may **only** be shown in white.
02. When appearing on a light-colored background, headlines may **only** be shown in charcoal or black.
03. When appearing on a solid field of color, colors from the brand palette are preferred. Please ensure proper contrast between the headline and the background.
04. Headlines **may not** be used on solid backgrounds in any shade/hue of the following colors: blue, yellow, orange, violet.

IMAGERY

Photography is an integral part of the Christie's International Real Estate visual identity. Photographs tell stories about the homes we sell and are critical in capturing the lifestyle and the detail (not just the overall description) of each property.

As a reminder, it is your responsibility to obtain permission from any relevant copyright holder to use a particular photograph, including assets used by Christie's International Real Estate.

Christie's International Real Estate photography:

- is elegant and luxurious
- reflects the property's personality and the lifestyle associated with it
- captures both the property as a whole and specific details of the décor, architecture, or lifestyle associated with the property
- is clear and sharp







VIDEOGRAPHY

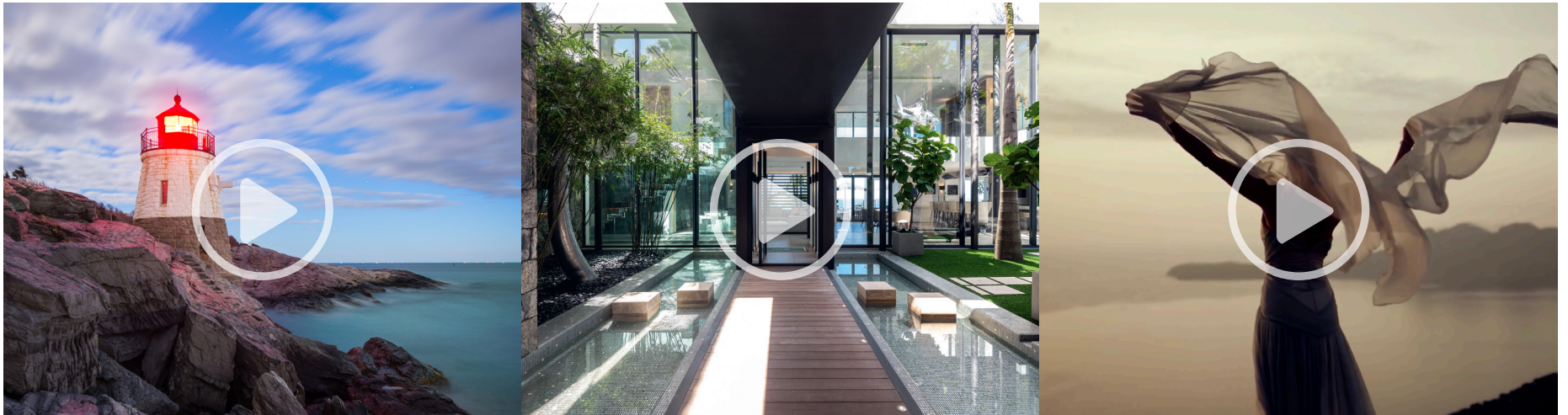
Much like photography, video and motion graphics tell stories about the homes we sell and are critical in capturing the lifestyle, details, and elegance of each property.

Standard videos should utilize the standard 1920 x 1080 aspect ratio. Videos made specifically for social media platforms should utilize the preferred size/aspect ratio of each social media platform.

As a reminder, it is your responsibility to obtain permission from any relevant copyright holder when using footage, including assets used by Christie's International Real Estate.

Christie's International Real Estate video footage:

- is elegant and luxurious
- reflects the property's personality and the lifestyle associated with it
- captures both the property as a whole and specific details of the decor, architecture, or lifestyle associated with the property
- is clear and sharp



VIDEOGRAPHY – HORIZONTAL LOGO TREATMENT

If using a Christie's International Real Estate Affiliate logo on a horizontal video title or end frame, please reference the scale and placement shown in the preferred treatments below.



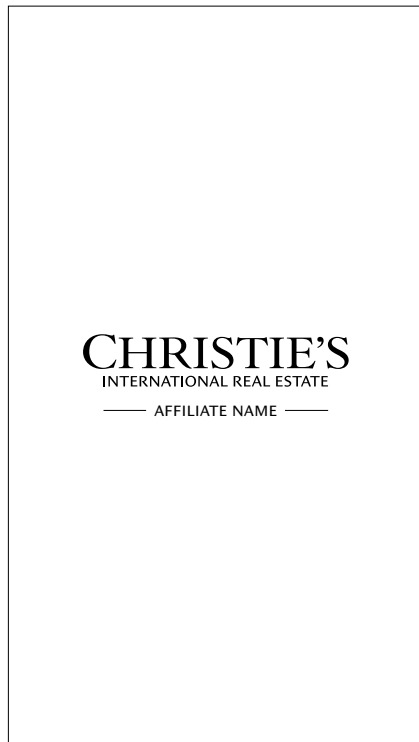
primary



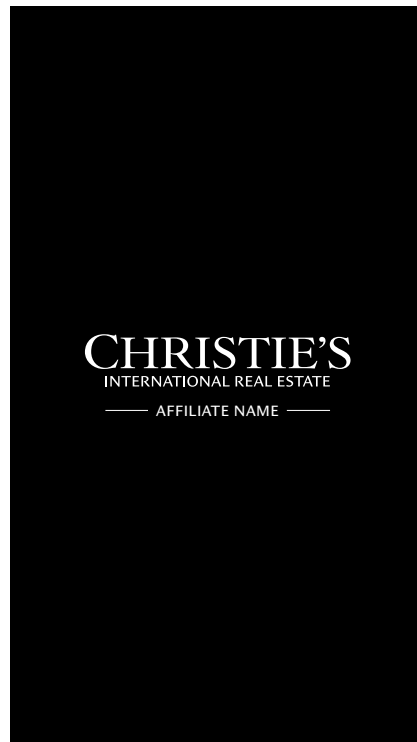
reversed

VIDEOGRAPHY – VERTICAL LOGO TREATMENT

If using a Christie's International Real Estate Affiliate logo on a vertical video title or end frame, please reference the scale and placement shown in the preferred treatments below.



primary



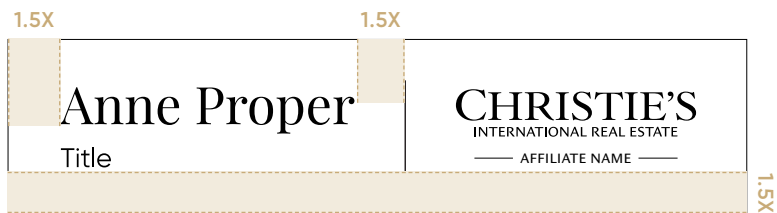
reversed

VIDEOGRAPHY – LOWER THIRDS TREATMENT

If pairing a name with a Christie's International Real Estate Affiliate logo within a video, please reference the scale and placement shown in the preferred lower thirds treatments below.



horizontal



C X



vertical

editorial guidelines

BRAND DOS AND DON'TS

When referring to the brand in writing, always use "Christie's International Real Estate." Do not abbreviate Christie's International Real Estate*, and do not use "Christie's" alone unless you are referring to Christie's auction house.

Additionally, the words "Affiliate" or "Affiliates" should be capitalized when referring to Christie's International Real Estate's exclusive network of Affiliates.

Example

Affiliate Christie's International Real Estate offers unparalleled tools and services to its agents.

*Abbreviation Guidelines

- "CIRE" may be used in certain instances in which character limitations don't allow for the brand name to be spelled out, such as social media posts. In this case, spell out the first mention of "Christie's International Real Estate" (if space allows) and abbreviate the subsequent mentions.
- **For example:** "Christie's International Real Estate is the world's premier luxury real estate brand. The CIRE network encompasses nearly 50 countries and territories around the globe."

Examples of correct usage:

- Christie's International Real Estate has Affiliates in nearly 50 countries and territories
- Christie's International Real Estate maintains a close partnership with Christie's auction house

Examples of incorrect usage:

- Christie's International has affiliates in nearly 50 countries and territories
- Christie's is the world's leading luxury real estate brand

STYLE GUIDE – GENERAL

Our style is based on the Chicago Manual of Style, 16th edition, the New York Times Manual of Style and Usage, and Merriam Webster's Collegiate Dictionary, 11th edition.



STYLE GUIDE – DOS

- Capitalize brand names, architectural styles, and names of buildings or historically significant properties
- Use a comma before a conjunction when the clauses of a compound sentence are joined by a conjunction ("The dining room is quite large, and the kitchen features top-of-the-line appliances.")
- Use commas when listing items in a series
- Use a comma before and after the year when a date consists of the month, date, and year, but not when the date consists of only the month and year ("The current owners moved in on July 7, 1999, and began what would prove to be a brilliant renovation." "The structure dates back to October 1898.")
- Use a comma after the state name when the name of a city and its state or country occur in running text ("Who wouldn't want to travel to Paris, France, in the springtime?" "They visited Washington, DC, on their field trip.")
- Use hyphens when several words are used together as an adjective before a noun. Examples include: 10,000-square-foot house, brand-new carpets, floor-to-ceiling windows, three-car garage, five-bedroom house, L-shaped pool, state-of-the-art appliances, hand-painted furniture, walk-in closet, award-winning design, custom-designed appointments
- Write "more than" instead of plus (+) signs, for example "more than \$2,000,000." Use "more than" rather than "over" unless "more than" has already been used
- Put a period before the ending quotation mark
- Spell out numbers one through nine; 10 and above are figures
- Use commas in numbers over 999 (1,000, not 1000)

STYLE GUIDE – DON'TS

- Describe properties with excessive sales language that reads like an advertisement
- Capitalize room names such as library or great room
- Use fragments, slang, or jargon
- Use plus (+) or minus (-) signs except in the case of banner ads
- Use hyphens to connect adverbs ending in "ly" with participles: "fully equipped," "elegantly furnished."
- Italicize publication names, following the NYT Manual of Style and Usage
- Express prices using decimals in magazine ads or brochures (write \$2,450,000, not \$2.45 million).
In banner ads, decimals are used, rounded to the nearest 5,000
- Use apostrophes in numbers such as the 1920s
- Use "you" even when it is implied ("Enter through the front door and stroll through the living room.")

BRAND MESSAGING

Talking points for sellers:

- Christie's International Real Estate is widely recognized as the world's leading luxury real estate brand and network.
- We have Affiliates in key markets all over the world, giving your home more international visibility.
- Our outstanding luxury marketing programs make your home stand out. We showcase your property to global buyers, maximizing its selling potential and fetching the highest price.
- Your home will receive maximum visibility on prestigious platforms such as Christie's International Real Estate's website, as well as renowned sites like the Wall Street Journal, Mansion Global, and MarketWatch (exclusive to luxury properties).
- Our technology streamlines every aspect of the transaction so you have a more seamless experience.
- Through our direct connection with Christie's auction house, I can facilitate the sale of your art and luxury items. Our partnership with Christie's unlocks exceptional opportunities at auctions and special events, amplifying the exposure of your property.

Talking points for buyers:

- Christie's International Real Estate proudly stands as the unrivaled leader in the world of luxury real estate brands.
- Gain exclusive access to an extraordinary portfolio of carefully selected properties, spanning over 15,000 sought-after destinations worldwide.
- With a network of over 10,000 luxury real estate agents in the Christie's International Real Estate network, I have the ability to connect you with top-tier agents and brokers in your desired market, regardless of your dream home search location.
- Our technology streamlines every aspect of the transaction so you have a more seamless experience.
- If you're interested in selling works of art or luxury items before or after your move, I can connect you directly to Christie's auction house.

Talking points for agents:

- Christie's International Real Estate is the world's leading luxury real estate brand with the best tools, resources, and connections to help grow your business.
- With our extensive global network, we have Affiliates located worldwide, providing you with incomparable international exposure and abundant referral opportunities in key markets.
- We provide the industry's most sophisticated marketing and technology, empowering you to increase your productivity and offer your clients the very best brokerage experience.
- This network fosters a vibrant culture of collaboration, enabling us to support one another, learn, and flourish together.
- Our agents also have access to the most comprehensive coaching and training programs to support them at every stage of their career.
- Our partnership with Christie's auction house offers enhanced service for luxury clients and referral fee opportunities. We facilitate the sale of art, luxury goods, and collectibles, including jewelry, handbags, wine, and more.

MEDIA RELATIONS

When properties are discussed in the media, the name of the Affiliate must be used in conjunction with Christie's International Real Estate.

Example #1

“While ‘one of a kind’ may be a cliché, in this case it’s simply the absolute truth.”

-Affiliate Christie's International Real Estate

Example #2

“While ‘one of a kind’ may be a cliché,” said listing agent Anne Proper of Affiliate Christie’s International Real Estate, “in this case it’s simply the absolute truth.”



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