



# Your American Dream

Campaign Style Guide and Terms and Conditions

UPDATED APRIL, 2023

Shareable assets available here:

[www.IllinoisRealtors.org/YourAmericanDream/Members](http://www.IllinoisRealtors.org/YourAmericanDream/Members)



# Campaign Goals

To educate the public on the value and need to work with a REALTOR® when buying or selling property because REALTORS® have the expertise to guide them through the entire real estate transaction process. Secondly, to help you to build your brand by using the messages and images created by an award-winning advertisement agency.

# Campaign Story

This public awareness campaign is needed right now because we face increased competition like never before. There are tech companies out there right now marketing to the public that we are not needed, and we do not provide value. And many people falsely believe they can save time and money selling and buying their own property.

On top of all of that, we face a market that will not be riding as high as the past two years. So what better time than now to highlight the importance of REALTORS®. How we advise, teach, advocate, and look out for our clients and help them reach their goals.

After a comprehensive, nationwide search process, O'Keefe Reinhard & Paul (OKRP) was chosen. It is one of the nation's leading multicultural advertising agencies and is based in Illinois. The agency has created award-winning campaigns for Burger King, Ace Hardware, the Illinois Lottery, Illinois Tourism and the Masters Tournament. Under the direction of the Consumer Advertising Campaign Presidential Advisory Group and your Illinois REALTORS® Board of Directors, the staff utilized existing resources for this cost-effective and efficient campaign. Further, there is no cost for you to share and/or personalize the social media assets.

## COLOR: PRIMARY COLORS

### PANTONE 287 BLUE

CMYK: 100, 75, 2, 25 | RGB: 0, 85, 150 | Web: #005596

### PANTONE COOL GRAY 10

CMYK: 0, 0, 0, 73 | RGB: 99, 102, 106 | Web: #63666A

## TYPOGRAPHY: PRIMARY TYPEFACES

### Interstate (Black)

**Interstate (Black)** is mainly used for headings. and is never used for running text.

**Black**            **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
                     **a b c d e f g h i j k l m n o p q r s t u v w x y z**

### Avenir

Avenir (Medium) can be used for headings and running text.

**Avenir (Black)** is mainly used for headings and subheadings.

Medium        **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
                     **a b c d e f g h i j k l m n o p q r s t u v w x y z**

**Black**            **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
                     **a b c d e f g h i j k l m n o p q r s t u v w x y z**

When Interstate or Avenir are not available: **Arial**

# Your American Dream

*Campaign Tagline*

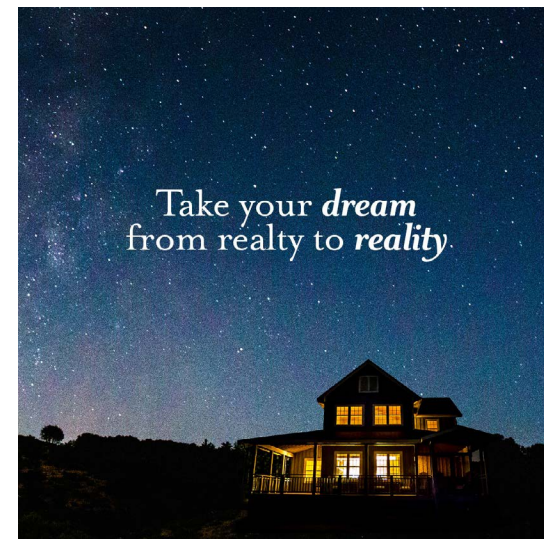
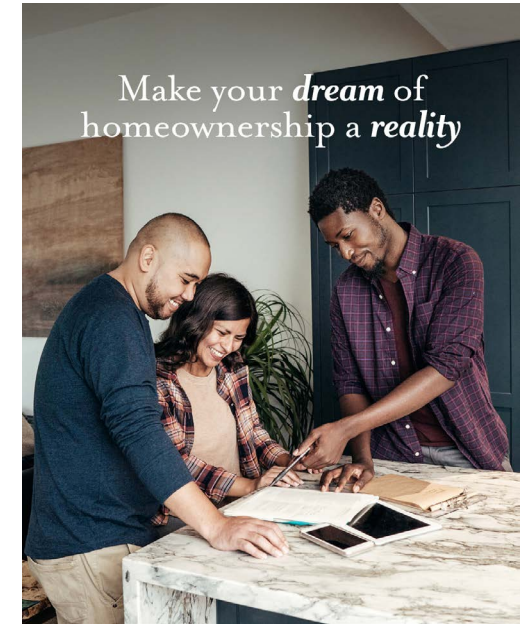
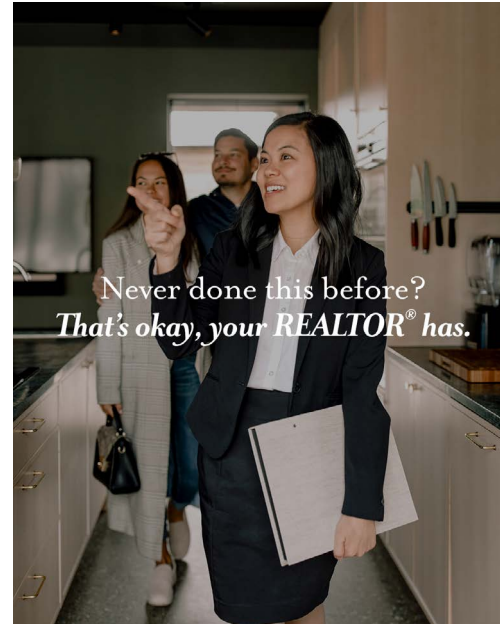


## GENERAL USAGE RULES FOR MEMBERS AND LOCAL ASSOCIATIONS

We need your help in sharing the ***Your American Dream*** campaign throughout Illinois. Visit the ***Your American Dream*** webpage to find shareable ads. For materials you want to personalize, click the following ***Your American Dream*** [link](#) to use the Photofy app service. There are, however, some usage guidelines.

Each asset has been sized for a specific use as stated on the site. The assets may be resized, provided the content remains unchanged.

A variety of these campaign assets were designed with space to accommodate your contact information, logo, and photo while using the Photofy app service.



## DO'S & DON'TS

### DO

- ✓ Place your logo, photo and contact information in the designated space of the campaign asset
- ✓ Keep logo colors to a minimum (using a single-color logo when possible, for better pairing with campaign material)
- ✓ Keep your local association or company logo in proportion to the Illinois REALTORS® logo
- ✓ Keep the language and legal definition on the original asset, even if you decide to resize for a different format

### DON'T

- ✗ Place your local association or company logo or photo anywhere outside of the designated space
- ✗ Lock up/combine your local association or company logo with the Illinois REALTORS® logo
- ✗ Remove the legal definition or change language of original assets
- ✗ Recreate the logo – use the exact forms provided.

## **GUIDELINES FOR TV, AUDIO AND VIDEO SOCIAL ADS FOR MEMBERS AND LOCAL ASSOCIATIONS:**

TV and radio ads will be available soon to view and listen to on the **Your American Dream** webpage. Downloading these ads is strictly prohibited due to music and talent licensing.

Video social ads soon will be available on the **Your American Dream** webpage and Photofy for repost only (not available for personalization).

Ad content is available for member use but is only legally approved for use as-is. Creating and/or altering ads from **Your American Dream** assets is prohibited.



## DO'S & DON'TS

### DO

- ✓ Share the YouTube links to the TV spots with your social and professional networks when they become available
- ✓ Utilize the scripts to the radio ads available on the ***Your American Dream*** webpage.
- ✓ Repost the video social ads and personalize your message by tagging your association/brokerage in the post copy and using the hashtags **#IllinoisRealtors**, **#IllinoisHomeownership** and **#RealtorsAreTheKey**.

### DON'T

- ✗ Download the TV spots.
- ✗ Download the radio spots.
- ✗ Alter or personalize the video social ads in any way.
- ✗ Make your own audio or video ads using parts of ***Your American Dream*** campaign ads.