



## BRAND GUIDE

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# Introduction

Our Brand Guide is a point of reference setting standards of consistency to represent the visual identity of our company.

Our logo inspires trust, professionalism, and confidence: The promise to our members that we are always working to provide them with the best MLS experience available. RealMLS and its Family of Services strive to be the trusted source for reliable data, products and services, empowering our members for success. We believe providing innovative tools and superior service enhances the real estate experience for *members, partners, and consumers*.

Included in the guide are examples of the correct way to use our logo, the approved primary logo colors, appropriate typeface/fonts for text, and examples of brand usage.

We provide two options for our logo, the formal realMLS logo and an abbreviated symbol which may be used in the place of the larger, formal logo. A link is included on page 6 to download the logos for your use, as permitted.

Using the realMLS logo indicates that you are a proud member of our organization. You may add the tagline **Proud Member** under the logo as shown in our examples on page 5.

This document is downloadable and we encourage you to use our guide when designing your promotional materials, business cards, and website.

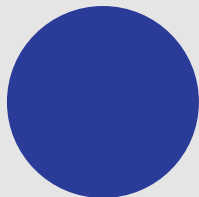
Thank You For Being a Member!



**{ The COLORS and The LOGO }**

# Colors

Endeavour



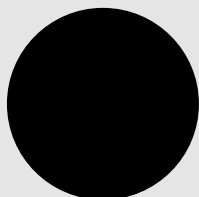
Pantone 2736 C

HEX Color: #2A3C98

RGB: 18/38/170

CMYK: 99/93/0/0

Black



Pantone 6 C

HEX Color: #000000

RGB: 0/0/0

CMYK: 75/68/67/90

White



Opague White

HEX Color: #FFFFFF

RGB: 255/255/255

CMYK: 0/0/0/0

# Logo



## Approved Abbreviated Logos



## Incorrect Usage of Logo



Do not resolve the logo in 2 different colors



Do not change the font or size of the letters in the logo



Do not change the color of the logo partially or completely



Do not distort or warp the logo in any way



Do not apply a gradient to the logo

## Minimum Size of Logo

.3 inches



Print

.5 inches



29 pixels at 96 dpi



Digital

48 pixels at 96 dpi





## { The TYPOGRAPHY }

### Typeface Option 1 Segoe UI

The first font option is Segoe UI. The font weight can be Segoe UI Light, Segoe UI, and **Segoe UI Semibold**.

### Typeface Option 2 Georgia Pro

The second font is Georgia Pro and should be used mainly as an accent or headline. The font weight can be Georgia Pro Light, Georgia Pro, and **Georgia Pro Semibold**.

### Use of realMLS Text in Copy

The text section of our logo (realMLS) may be presented two ways depending on the situation. If a sentence begins with the word realMLS, the "r" should be an upper case letter, i.e., RealMLS is the largest MLS in Northeast Florida. Otherwise, the lower case letter should be used, i.e., We value our realMLS members.

# MULTIPLE LISTING SERVICE MLS LOGO GUIDELINES

## MLS Logo System

### MLS logo system

The MLS logo has been designed to serve as an easily recognizable and legible mark across all media platforms. It has been optimized to function as a mobile-friendly identity. The structure of the logo system has been updated to be more modern and fulfill ADA compliance to be more legible when used.

#### The Block 'R'

The Block 'R' is one of the strongest brand elements associated with REALTORS® signaling years of trusted experience, a network-wide commitment to its Code of Ethics, and dedication to the community NAR serves.



#### Non italicized font

To be recognized at a quick glance and legible when smaller in size.

#### REALTOR® Blue

REALTOR® Blue communicates trusts, stability, and knowledge.

The National Association of REALTORS® has recently modified its REALTOR® R | MLS logo. Since realMLS is a Realtor Association owned MLS, the logo may be used by our REALTOR® members in conjunction with your company logo and the realMLS logo. Above is an example of their new version. More *details on the proper use* are included in the full [MLS Logo Guideline](#) and the MLS Service logos may be downloaded [HERE](#).

We encourage you to incorporate the MLS Service Logo into your marketing materials to maximize your value as a realMLS member and as a REALTOR®.

# Examples

## Flyer

### Your Company Logo

Open House

(Address)  
(Date)  
(Time)



**Property Details**

- 3 Bedroom/2 Bath
- Kitchen Island
- Fenced-in Backyard (Cont'd List)

Your Photo

Your Name  
Company Name  
Company Address  
Your Contact Info



## Business Card

Your Company Logo

1234 Main Street  
Anywhere, FL 32256  
Company Website



Your Photo

Your Name  
Contact Info  
Website

Your Company Logo

1234 Main Street  
Anywhere, FL 32256  
Company Website



Your Photo

Your Name  
Contact Info  
Website

Your Company Logo

1234 Main Street  
Anywhere, FL 32256  
Company Website




Your Photo

Your Name  
Contact Info  
Website

The REALTOR® | MLS logo may only be used by members of the National Association of REALTORS®.



Download the official realMLS logos here:

[Click Here](#)

