

# MIBOR REALTOR® ASSOCIATION BRAND GUIDELINES

## LOGO

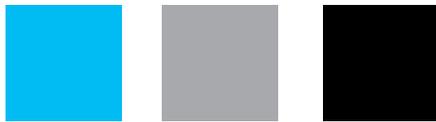


## LOGO OPTIONS: Vertical and Horizontal



The logo must always be reproduced from a digital master file. It must never be redrawn or modified nor can the relationship between its elements be altered in any way. Please do not distort the logo, use alternate colors or fonts, or reposition the elements.

## COLORS



|                               |                                  |                                |
|-------------------------------|----------------------------------|--------------------------------|
| PMS 306                       | PMS 431                          | BLACK                          |
| C: 76<br>M: 0<br>Y: 0<br>K: 0 | C: 66<br>M: 52<br>Y: 45<br>K: 17 | C: 0<br>M: 0<br>Y: 0<br>K: 100 |
| R: 0<br>G: 188<br>B: 242      | R: 93<br>G: 103<br>B: 112        | R: 35<br>G: 31<br>B: 32        |

## LOGO FILE FORMATS

MIBOR REALTOR® Association logos are provided in the following formats:

### FILE FORMATS

- EPS:** Full CMYK color versions for print applications.
- JPG:** Both CMYK for word-processing and RGB for on-screen applications.
- PNG:** On-screen only usage, optimized to reproduce color best on monitors, TVs, smart phones, etc.

### COLOR FORMATS

- CMYK:** 4-color process versions for print applications.
- PMS:** Two-color version for applications which require spot color.
- Black:** One-color black version to be used in limited situations.
- White:** One-color white version to be used in limited situations.

## TYPOGRAPHY

**Aa**

FUTURA BOOK

### MARKETING TYPEFACE

Our primary typeface is Futura, chosen for its modern style and compatibility with the logo. Futura is available in a wide range of fonts including light, book, bold, and italic. It is used in all stationery applications but is not required on all material.

*Futura Light and Futura Light Italic*  
*Futura Book and Futura Book Italic*  
**Futura Bold and Futura Bold Italic**

FUTURA BOOK CAPS  
**FUTURA BOLD CAPS**

### WORD AND POWERPOINT HEADLINES:

Myriad Pro is the typeface to use for headlines when creating Word or PowerPoint files and is included in most system software.

*Myriad Pro Light and Myriad Pro Light Italic*  
*Myriad Pro Regular and Myriad Pro Italic*  
**Myriad Pro Bold and Myriad Pro Bold Italic**

### WORD AND POWERPOINT BODY COPY:

Arial is the typeface to use for body copy when creating Word or PowerPoint files and is included in most system software.

*Arial Regular and Arial Italic*  
**Arial Bold and Arial Bold Italic**