

MIBOR REALTOR® ASSOCIATION BRAND GUIDELINES

LOGO



LOGO OPTIONS: Vertical and Horizontal



Color



Grayscale



Black



White



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

C: 76
M: 0
Y: 0
K: 0

R: 0
G: 188
B: 242



PMS 431

C: 66
M: 52
Y: 45
K: 17

R: 93
G: 103
B: 112



BLACK

C: 0
M: 0
Y: 0
K: 100

R: 35
G: 31
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

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary Typeface

Our primary typeface is Futura. It has been chosen for its modern style and its 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. Normal letter and word spacing should always be used and Futura should never be condensed or expanded.

Secondary Typeface

The typeface that should be used for all word-processed documents such as typed letters, memos and internal reports is Helvetica. If Helvetica is not available, Arial is an approved alternate font, included in most system software.