

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



00BCF2	474747	231F20
C: 76	C: 66	C: 0
M: 0	M: 59	M: 0
Y: 0	Y: 58	Y: 0
K: 0	K: 41	K: 100
R: 0	R: 71	R: 35
G: 188	G: 71	G: 31
B: 242	B: 71	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



Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typeface

Our typeface is Gotham. It has been chosen for its modern style and its compatibility with the logo. Gotham 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 Gotham should never be expanded.