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{ Brand guide }

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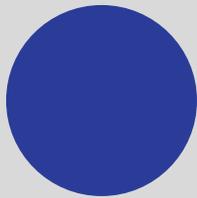




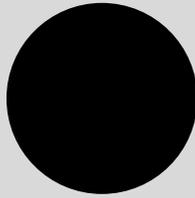
{ The COLORS }

Colors

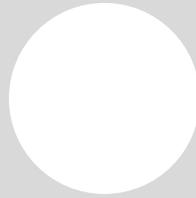
Endeavour



Black



White



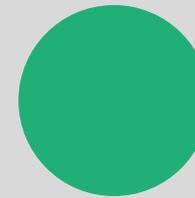
Lamina



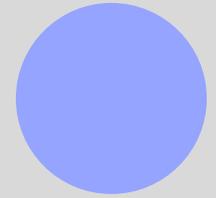
Tangerine Dream



Witch Haze



Maya Blue



Primary Colors

HEX Color: #2B3C98
RGB: 43/60/152/60
CMYK: 72/61/0/40

HEX Color: #000000
RGB: 0/0/0/0
CMYK: 0/0/0/100

HEX Color: #FFFFFF
RGB: 255/255/255/100
CMYK: 0/0/0/0

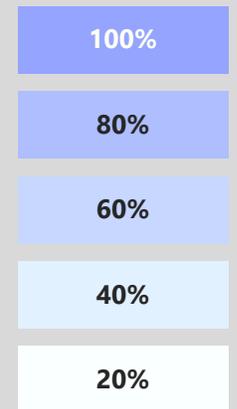
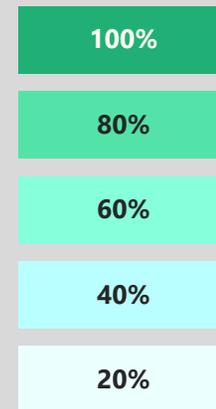
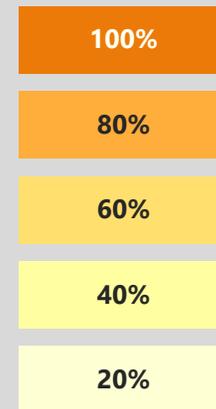
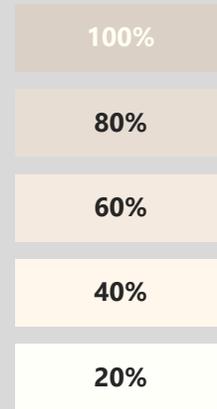
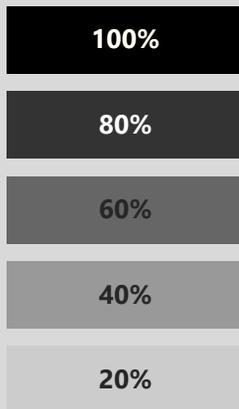
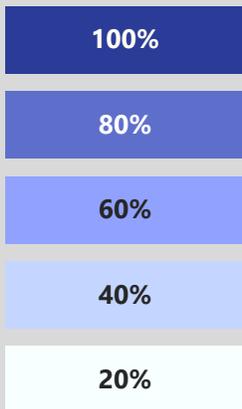
Complementary Colors

HEX Color: #DBD0C6
RGB: 219/208/198/86
CMYK: 0/4/10/14

HEX Color: #EC7A08
RGB: 236/122/8/93
CMYK: 0/48/97/7

HEX Color: #20B075
RGB: 82/0/34/31
CMYK: 0/12/52/1

HEX Color: #94A4FF
RGB: 148/164/255/100
CMYK: 42/36/0/0





Endeavor

Trust, professionalism, confidence, and strength

The promise to our members that we are always working to provide them with the best MLS experience available.



Lamina

Practicality, elegance, substance,
seriousness, and tradition

Professionalism and seriousness. We will take a
practical approach to our members' needs.



Tangerine dream

Refreshing, adventurous, vibrant, warm,
sociable, and optimistic

Our creative flair. Our desire to stay at the
forefront of our Industry.





Witch Haze

Balance, calm, harmony, and freshness

Bring balance and calm in an industry that is not always so.



Maya Blue

Wisdom, spirituality, loyalty, and respectability

Calm seas and awareness. A feeling of trust confidence in who we are and where we are going.





{ The LOGO }

Logo

Approved logos are **Endeavor Blue, Black, and White**. Other colors listed previously are for design accent.



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

.5 inches

29 pixels at 96 dpi

48 pixels at 96 dpi

Print



Digital



Download the official realMLS logos here:

Click Here

<https://bit.ly/realmlogo>





{ The TYPOGRAPHY }

Brand Typography

HEADLINES AND SUBHEADLINES

Headlines can be playful and fun. They may challenge convention and inspire the reader. Or they might remix a cliché. But they always say things in a distinct manner.

- Headlines omit all punctuation, so no hyphens, periods, commas, colons, etc. With the exception of a “?” for a interrogative headline. Clean layout is our goal.
- Don’t sacrifice clarity for the sake of cleverness — the reader needs to understand what you’re saying.
- Headline may be in all caps or cap on first letter of main words, with words like “and” “or”. Example: The **Quick** and the **Bold** in this case. “The” is capitalized because it is the first word.
- Use as few words as possible.
- Bold, regular, and light forms of the font are acceptable.

BODY COPY

Body copy should be distinctive, but approachable. The tone is neither fancy nor dumbed down. It’s purposeful but still descriptive.

- Do not use jargon or acronyms unless absolutely necessary. If you have to use an acronym the meaning needs to follow directly in parenthesis (*) the first time, but not after the first time.
- Use as few words as possible.
- Limit the use of bold and/or light font to a minimum.
- Strive for the cleanest appearance.
- Space words so they are not hyphenated automatically.

Example (acceptable)

THE QUICK AND THE BOLD

The Quick and the Bold

The quick and the bold?

Example (acceptable)

Overpricing your home helps sell your neighbors home. Buyers are qualified to buy a certain price range so they’re looking at homes that they can afford. This price range of home buyers will look at your home, but will skip over your home. Because they can buy a larger home with the same features for the same amount of money. FTHB (First Time Home Buyers) rely on their real estate agent more and are the most likely to skip your property.

Typeface Option 1

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PQRSTUVWXYZ

0123456789

First option font
Segoe UI. This
typeface creates a
distinctive impression
in our messaging to
complement the other
design elements.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789

Bold (Semi Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789

Typeface Option 2

Georgia Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789

Second option typeface is the **Georgia Pro**. Used to complement the Segoe UI fonts and used mainly as an accent font.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789

Bold (Semi Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
0123456789**

Example

Clear Title

Logo prominent and above minimum size



YOU CAME TO THE RIGHT PLACE

Supporting photo



Italics used for under photo description

Photo description or photo credit

Font clear and legible

Infographic is eye catching and moves your eye

DID YOU KNOW?

Call to action in complimentary color and clearly labeled what you want the user to do

Overpricing your home helps sell your neighbors home. Buyers are qualified to buy a certain price range so they're looking at homes that they can afford; **your competition, your neighbors.** This price range of home Buyers will look at your home but will skip over your home because they can buy a larger home with the same features for the same amount of money.

[Click here for more information](#)

Example Email

Be aware of what line you are including recipients on. Recipients on the "To" line are the main respondents. (The sender is expecting the recipient to respond if a response is needed).

Conversely "CC" line is a copy line and the recipient is not expected to respond.

BCC line is used in 2 different ways. 1. The sender does not want the recipient to know that someone is copied on the email. 2. The sender is sending to multiple recipients and does not want the recipients to know the email of other recipients email address.

Subject line is clear what the actual subject of the email is. Never send an email without the subject line filled out. Keep the subject line short.

Be as brief as possible. But do not sacrifice clarity for brevity. Be aware of the tone of your email. Read the email before you send it. Remember an unclear or poor tone will only cause more emails. Avoid jargon and anacronyms.

Email signature at minimum should have your name, the company name, position, phone number, email, and address.

- To: ed@email.com
- CC: Jane@justintime.com
- BCC: Estele@everyoneelse.com
- Subject: This is an example email

● Hey, BAD
RU available on Fri to help me out with something. GET BACK TO ME ASAP!!!!!!!!!!
Thx

● Hi Ed, Good
I was checking to see if you could help me with a video sound problem I am having? I am available on Friday after lunch, if this works for you.
Thank you

- Tony Thomas
Videographer, Company Name
(123)456-7890 ext (1234)
Tony@email.com
1234 Main St., City, State, zip

Approval

It is important that we, as a company, speak with one voice. This will prevent us from sending incorrect or mixed messages.

Is there a message that you feel needs to be presented to the members? We are excited to hear that.

Please send to:

Marketing@realMLS.com

for approval or if you have any questions.

