

BRAND IDENTITY  
GUIDELINES



**SCOTTSDALE REALTORS®**

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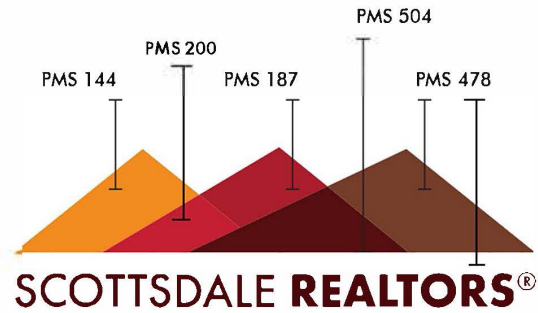


**SCOTTSDALE REALTORS®**

**LOGO STANDARDS**

## LOGO

There is only one approved color scheme and layout of the logo: **Centered Logo**.



| Approved color palette.

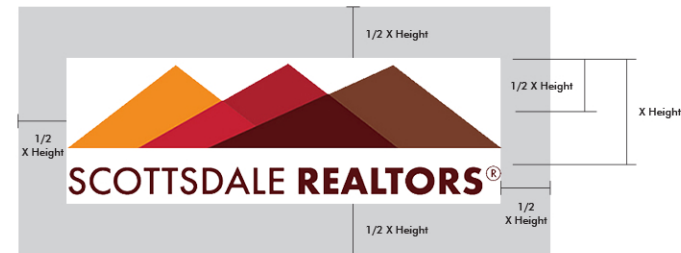


## AREA OF ISOLATION

The protected area around the logo mark and logotype is called the “area of isolation”. No elements such as text, graphics or other design elements may occur in this protected area. When the logo elements are used separately, the area of isolation for the logo mark is equal to half the height of the mark. The area of isolation around the logotype is equal to half the height of the REALTOR®. When used together (logo), the area of isolation is equal to half the height of the logo mark. Horizontal or vertical stretching of the logo is not allowed.

### 1. LOGO MARK

When placing the logo-mark a minimum of  $1/2$  X Height from all sides of the “M”.



## TYPOGRAPHY

### PRIMARY TYPEFACE

The primary typeface chosen for corporate applications such as letterhead, envelopes and business cards is Futura BT. It was chosen because of its simplicity and contemporary look and matches the typeface used in the logo wordmark.

#### Electronic or Web Typography

Applications such as websites, eNewsletters, eBlasts or landing pages can feature the approved web font, Lato.

TYPOGRAPHY CONT.

MAIN IDENTITY TYPOGRAPHY

Futura BT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Futura BT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Futura BT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Futura BT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

NOTE: Other faces from the Futura BT family not seen here may be used sparingly.

## TYPOGRAPHY CONT.

### ONLINE OR INTERNET TYPOGRAPHY

#### Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

NOTE: Other faces from the Lato family not seen here may be used sparingly.

# COLOR SPECIFICATIONS

## COLOR SPECIFICATIONS

When the logo is part of a 4-color process reproduction, the approved CMYK logo should be used. If trying to reproduce specific colors used in the logo identity the CMYK color specification values below should be used.

### PMS Color Specifications



PMS 144    PMS 200    PMS 187    PMS 478    PMS 504

### HEX Code Specifications



#F38B00    #C3002F    #AC162C    #753D29    #560F11

### CMYK Color Specifications



C: 2	C: 16	C: 22	C: 35	C: 50
M: 54	M: 100	M: 100	M: 75	M: 100
Y: 100	Y: 87	Y: 89	Y: 83	Y: 100
K: 0	K: 6	K: 15	K: 39	K: 50

### RGB Color Specifications



R: 241	R: 195	R: 172	R: 118	R: 86
G: 140	G: 32	G: 30	G: 62	G: 15
B: 33	B: 50	B: 45	B: 42	B: 17