



WASHINGTON  
REALTORS®

BRAND GUIDELINES

# BRAND GUIDELINES

Brand guidelines are an imperative tool in the execution of a strong, memorable identity. To clearly communicate your brand personality, it's important that all public materials (marketing, promotion, environmental, etc.) consistently adhere to the following guidelines.

For questions regarding the Washington REALTORS brand, or to obtain logo & graphic files, please contact [Kate@deicreative.com](mailto:Kate@deicreative.com)



# LOGO USAGE

## PRIMARY LOGO, SECONDARY LOGOS, ICON

The Washington REALTORS logo system has been created with flexible use in mind. Examples of specific usage situations for logo variations and icon are noted below for reference.



### PRIMARY LOGO

For usage on main brand touchpoints (i.e., website, collateral, signage, etc.)

### SECONDARY LOGO

For supplementary usage (i.e., swag, promotional pieces, internal materials, etc.)

### RPAC LOGO

# LOGO USAGE

## MINIMUM SIZE

The minimum size of the primary logo is 1.5" width in print and 100 pixels width on screen.

The minimum size of the secondary logo is 1.5" width in print and 100 pixels width on screen.

The minimum size of the RPAC logo is 1" width in print and 60 pixels width on screen.



1.5" / 100PX WIDTH



1.5" / 100PX WIDTH



1" / 60PX WIDTH

## CLEAR SPACE

The Washington REALTORS logo requires clear space around it to maximize its presence. The width of the 'WR' icon can be used to gauge the minimum amount of clearance around the logo. This area should be kept free of graphics, type, etc.



WIDTH OF 'WR' ICON

# COLOR PALETTE

A palette inspired by the landscape of Washington State brings a timeless approachability to the brand.

Color	Web (HEX)	Print (PMS)
Dark Blue	HEX 2F4554	PMS 5463 U
Teal	HEX 458F85	PMS 569 U
Yellow	HEX F5B500	PMS 7549 U
Light Teal	HEX B8E5DB	PMS 573 U
White	HEX FFFFFFFF	CMYK 0/0/0/0 (WHITE)

**NOTE** — The variation in print vs. digital color as shown above is normal: PMS colors will more closely match web colors in print than depicted on your monitor. It's just a matter of the ink formulation being difficult to represent accurately on screen, which is why we color-match per application.

## UNACCEPTABLE LOGO USES

The Washington REALTORS logo should only be used with approved brand colors in order to maintain legibility and consistency. Please also refer to the unacceptable uses shown below.



Don't distort or stretch the logo.



Don't add any special effects to the logo.



Don't change the color of the logo to—or place the logo on—any color not specified in these brand guidelines.

## TYPEFACES

The Mr Eaves XL family of fonts been selected to maintain a consistent look and legibility between web and print.

Mr Eaves XL Family – [VIEW](#)

### EMAIL

For email communications, please use the Verdana font family.

HEADLINES /  
SUBHEADINGS

+100 Tracking  
Uppercase

**MR EAVES XL  
MOD OT BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ?

TITLES /  
CAPTIONS

+100 Tracking  
Uppercase

**MR EAVES XL MOD OT BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ?

BODY COPY

Mr Eaves XL Mod OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ?

## GRAPHIC ELEMENTS

The supporting icons and pattern have been created to further demonstrate the personality and purpose of the brand.

The pattern should only be placed on a white background for optimal contrast.

When using the icons on the navy blue background, they should be in light blue. When using on a white background, the icons should be teal.

