



Brand and Style Guidelines

Our Identity

GMAR is the largest and most prestigious Realtor® association in Michigan. Our mission is to educate, advocate, and care for our members and the communities they love. at GMAR, members always come first.

Our Identity

Primary Logo	4
Clear Space	6
Color Variations	8
Secondary Logo	10
Clear Space	12
Color Variations	14
Taglines & Misc Typography	16
Main Tagline	18
GreaterRealtos Hashtag	20
Brand Violations	22
Co-Branding	28
Colors	30
Typography	34

Primary Logo

This is the primary logotype for GMAR. It symbolizes the industry of our organization, as well as our reliability and modern approach.

Minimum Size

The smallest the primary logo should be represented in print is 2” (two inches) wide and in digital 148px wide



Minimum:

Print: 2"

Digital: 148px

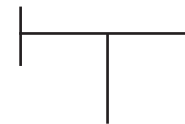
Clear Space

In order to maintain the integrity of our logo, it is important that no other logos, type or graphic elements infringe on its space.

X



1/2 X



1/2 X

Color Variations

In order to maintain the integrity of the identity, please use the approved color variations in which the logo can be used.

Color versions should always take preference for digital and print. The grayscale version of the logo should only be used if absolutely necessary for print.



Full Color Version



Secondary Logo

This is the secondary logotype for GMAR. It symbolizes the industry of our organization, as well as our reliability and modern approach.

Minimum Size

The smallest the primary logo should be represented in print is 2" (two inches) wide and in digital 148px wide



Minimum:
Print: 2"
Digital: 148px

Clear Space

In order to maintain the integrity of our logo, it is important that no other logos, type or graphic elements infringe on its space.



Color Variations

In order to maintain the integrity of the identity, please use the approved color variations in which the secondary logo can be used.

Color versions should always take preference for digital and print. The grayscale version of the logo should only be used if absolutely necessary for print.



Full Color Version



Taglines & Miscellaneous Typography

Bold. Different. Exceptional. What makes you a
#GreaterRealtor?

Main Tagline

BOLD. DIFFERENT. EXCEPTIONAL.

GMAR is proud to be bold, different and exceptional. These selected adjectives reflect the difference and the value that GMAR holds as a membership based organization in comparison to other available choices.

Bold: Beyond the usual limits of conventional thought or action; imaginative:

Different: Not alike in character or quality; distinct in nature; dissimilar:

Exceptional: Unusually excellent or superior

Main Tagline (Continued)

When being used as a visual element, the main tagline has a vertical and horizontal iteration. The spacing and type should not be adjusted when placed. Tagline can be reversed out in white and placed on color backgrounds.

BOLD
DIFFERENT
EXCEPTIONAL
#Greater**Realtors**

BOLD.
DIFFERENT.
EXCEPTIONAL.
#Greater**Realtors**

**BOLD.
DIFFERENT.
EXCEPTIONAL.**

#GreaterRealtors

**BOLD.
DIFFERENT.
EXCEPTIONAL.**

#GreaterRealtors

**BOLD.
DIFFERENT.
EXCEPTIONAL.**

#GreaterRealtors

**BOLD.
DIFFERENT.
EXCEPTIONAL.**

#GreaterRealtors

GreaterRealtors Hashtag

When being used as a visual element, the GreaterRealtors hashtag has only a horizontal iteration. The spacing and type should not be adjusted when placed. The #GreaterRealtors can be reversed out in white and placed on color backgrounds. Generally, when referred to or placed in body text, it should be bolded.

#GreaterRealtors

What makes you a Greater Realtor? Tag us online! **#GreaterRealtors**

#Greater**Realtors**

#Greater**Realtors**

#Greater**Realtors**

#Greater**Realtors**

Brand Violations

GMAR is protective and proud of its brand. Be sure to not implement the logo in a way that violates the brand standards and guidelines.

Brand Violations



Correct



Correct



Violation



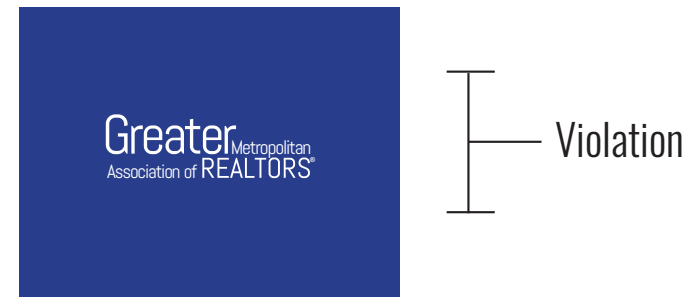
Violation

Brand Violations

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved version of the secondary logo.

Logo icon should never be combined into one shape with the exception of the white-out version for overlay on color backgrounds. Type should never appear without the icon.

Brand Violations



Brand Violations

Logo type should always be full color or white and should be accompanied by the icon.



Do not distort or skew the logo.



Do not rotate the logo.



Do not change the color of the logo.



Do not use pattern or texture overlays.



Do not use an outlined version.



Do not reflect the logo.



So not use a single element of the logo.



Do not place the logo on a busy background image.

Brand Violations

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved primary and secondary logos.

Logo icon should never be combined into one shape with the exception of the white-out version for overlay on color backgrounds.

Logo icon should never be used alone without type, with the exception of favicon or app icons.



Co-Branding

Logo placement conveys brand dominance. The dominant brand logo should always be placed to the left or on top. Please follow the clear space and minimum size requirements.

Please contact GMAR before proceeding for lock up approval. Here are the major notes to follow:

- Follow all the rules in the brand book.
- Whenever possible GMAR's logo should be placed as the primary logo. This means on top or to the left.
- The co-branding logos should always be optically equal sizes.



Colors

GMAR BLUE



HSB: 227° / 71% / 55%

RGB: 40 / 60 / 140

CMYK: 100% / 91% / 11% / 1%

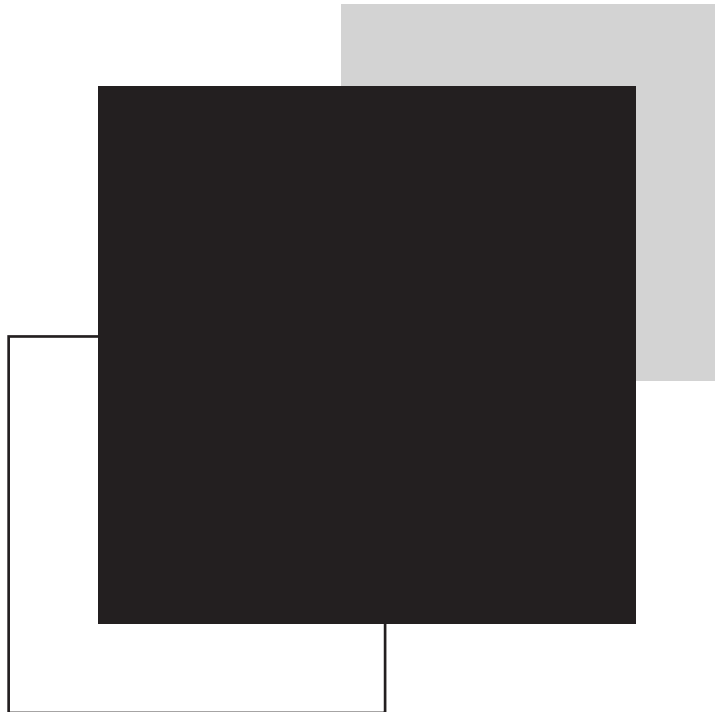
HEX: # 283D8C

GMAR Orange



HSB: 227 / 71% / 55%
RGB: 240 / 94 / 64
CMYK: 1% / 78% / 80% / 0%
HEX: # F05E40

Black, White and Gray



HSB: 0° / 0% / 100%
RGB: 0 / 0 / 0
CMYK: 60% / 40% / 40% / 100%
HEX: # 000000

HSB: 0° / 0% / 0%
RGB: 255 / 255 / 255
CMYK: 0% / 0% / 0% / 0%
HEX: # FFFFFFFF

Typography

Oswald

The primary typeface for headings and titles for GMAR is Oswald. GMAR utilizes all weights in this font family. This is a websafe font and is used in both digital and print media.

Aa

Montserrat

The secondary typeface for body text for GMAR is Montserrat. GMAR utilizes all weights in this font family. This is a websafe font and is used in both digital and print media.

Aa

Impact

The secondary typeface for headings and titles for GMAR is Impact. GMAR utilizes this font to add emphasis to type. This is a websafe font and is used in both digital and print media.

Aa



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