



GRAPHIC BRAND GUIDELINES



LOGO FONTS




Charlemagne Standard Bold - 616




Daunpenh - REALTY

SUPPORTING FONTS

Helvetica - Regular, Bold, Italic

COLOR

-  Black
-  PMS 485
-  Cool Grey 7

		
Black	PMS 485	Cool Grey 7
R - 35	R - 226	R - 151
G - 31	G - 33	G - 152
B - 32	B - 28	B - 153
C - 70	C - 5	C - 44
M - 67	M - 99	M - 35
Y - 64	Y - 100	Y - 35
K - 74	K - 1	K - 1
Hex - #000000	Hex - #E2211C	Hex - #979899

Standard usage:



Fav icon, profile graphic:



Narrative form (newsletters, social, web, proposals, etc):

616 REALTY

616 REALTY should always be written in uppercase format EXCEPT in the body of press releases that adhere to Associated Press Stylebook; in this case, the correct presentation would be: 616 Realty.

Email Signature:



Bethany Owen
Office Manager

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Grand Rapids, MI 49503

616REALTY.com



Scot Kellogg, REALTOR®
Broker-Owner

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Grand Rapids, MI 49503

616REALTY.com

Logo relationship:



Own your piece of Michigan.



Using the state graphic as the unit of measure, keep design elements along with other objects and graphics from interacting with or impeding the logo.

Tagline:



Own your piece of Michigan.

The 616 REALTY tagline currently is Own your piece of Michigan and when presented with the logo, it must be presented only as shown directly above. The tagline does not need to be used with the logo in every instance, but, when it is used, it should not include quotation marks around it. It is an element that is independent from the logo art. The tagline's only uppercase letter should be the O in Own. The tagline should end with a period after Michigan. The typeface used for the tagline is Minion Pro.

Always present type and state graphic together:



Do not alter colors and/or tints. Do not alter, separate or rearrange logo elements and configuration:



Keep logo at a horizontal orientation:



Never present at angles:



Limit special effects and types of background logo is presented on:





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