



Minneapolis Area REALTORS® Styleguide and Logo Guidelines


Print



Blue
Pantone: 280c
CMYK: 100 85 5 22

Light Gray
Pantone: 7541 U 
CMYK: 7 1 3 2


Dark Gray
Pantone: Black 5 C 
CMYK: 42 69 37 85

Orange
Pantone: 166 C 
CMYK: 0 76 100 0


Web



Hex: #1d2e5c
RGB: 29 46 92

Accents
Light Gray: #e7e7e7 
RGB: 231 231 231

Dark Gray: #414042 
RGB: 66 65 66

Orange: #ea5a24 
RGB: 234 90 36

Fonts

Avenir
Arial - Acceptable For Email Use

Do not change or distort proportions of elements



Do not add new elements to the logo



Do not alter the approved color usage



Do not encroach on the logo



Do not change the typeface or create your own

