









# MAAR LOGO USAGE AND GUIDELINES








## Acceptable Uses

Because our logo is a symbol of our Association, it is important to always use the mark in its intended form.

Black & White/Single Color	Color																									
<p><b>Black &amp; White</b></p>  <p>MINNEAPOLIS AREA Association of REALTORS®</p> <p>Tints clockwise from top: 100%, 60%, 20%, 80%</p> <p><b>Reversed</b></p>  <p>MINNEAPOLIS AREA Association of REALTORS®</p> <p>Tints clockwise from top: 60%, 20%, 5%, 40%</p> <p><b>One Color</b></p>  <p>MINNEAPOLIS AREA Association of REALTORS®</p> <p>Tints clockwise from top: 100%, 60%, 20%, 80%</p>	<p><b>Color</b></p>  <p>MINNEAPOLIS AREA Association of REALTORS®</p> <table border="1"> <thead> <tr> <th></th> <th>Blue</th> <th>Orange</th> <th>Khaki</th> <th>Red</th> </tr> </thead> <tbody> <tr> <td>C</td> <td>100</td> <td>0</td> <td>9</td> <td>0</td> </tr> <tr> <td>M</td> <td>85</td> <td>95</td> <td>6</td> <td>100</td> </tr> <tr> <td>Y</td> <td>0</td> <td>100</td> <td>17</td> <td>96</td> </tr> <tr> <td>K</td> <td>13</td> <td>0</td> <td>0</td> <td>28</td> </tr> </tbody> </table> <p><b>Pantone</b></p> <ul style="list-style-type: none"> <li> Pantone 2747 U</li> <li> Pantone 485 U</li> <li> Pantone 454 U</li> <li> Pantone 1807 U</li> </ul>		Blue	Orange	Khaki	Red	C	100	0	9	0	M	85	95	6	100	Y	0	100	17	96	K	13	0	0	28
	Blue	Orange	Khaki	Red																						
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## Unacceptable Uses

If you have questions concerning the proper use of this logo, please contact us at 952.988.3136 or visit [www.mplsrealtor.com/logo](http://www.mplsrealtor.com/logo).

<ul style="list-style-type: none"> <li>• Do not alter the position of elements</li>  <li>• Do not change or distort the proportions of elements</li>  <li>• Do not alter the approved color usage or palette</li>  <li>• Do not encroach on the logo</li>  </ul>	<ul style="list-style-type: none"> <li>• Do not change the typeface or try to create your own</li>  <li>• Do not add new elements to the logo</li>  <li>• Do not separate the logo from the type</li>  <li>• Do not add a drop shadow</li> <li>• Do not size the logo below 1.5" wide by 1.75" long</li> </ul>
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