



**BRAND
GUIDELINES**



- › Engage.
- › Encourage.
- › Advocate.
- › Promote.

BRAND ELEMENTS

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**Brand
Elements**

MISSION

Spokane REALTORS®:

- **ENGAGES** *its members*
- **ENCOURAGES** *professional excellence and cooperation*
- **ADVOCATES** *for real property rights*
- **PROMOTES** *strong, sustainable communities.*





The Monroe Street Bridge

The Monroe Street Bridge is a staple in the Spokane Skyline, and was built in 1911 - the same year The Spokane Association of Realtors was founded.

It also is symbolic of the organization bridging the gap between those in need of fair housing rights and those in power who represent them.

➤ *Bridging the gap between community and capitol.*



The Houses

While Spokane REALTORS® primarily focus on advocacy, it's important to highlight that selling and renting real estate remain integral aspects of the work.

In the logo, the trees resemble rows of repeating homes. By incorporating trunks that serve as doorways the trees take on the appearance of houses repeating in a row.

> *Promoting Strong & Sustainable Communities.*





The Ponderosas

The Ponderosa Pine is native to the greater Spokane area and covers much of the landscape.

It's a recognizable natural element to both compliment and contrast the landmark of the Monroe Street Bridge, and is representative of both wisdom and longevity to Native Americans.

➤ *Redefining
Spokane's real
estate landscape.*



Logo Anatomy + Hierarchy

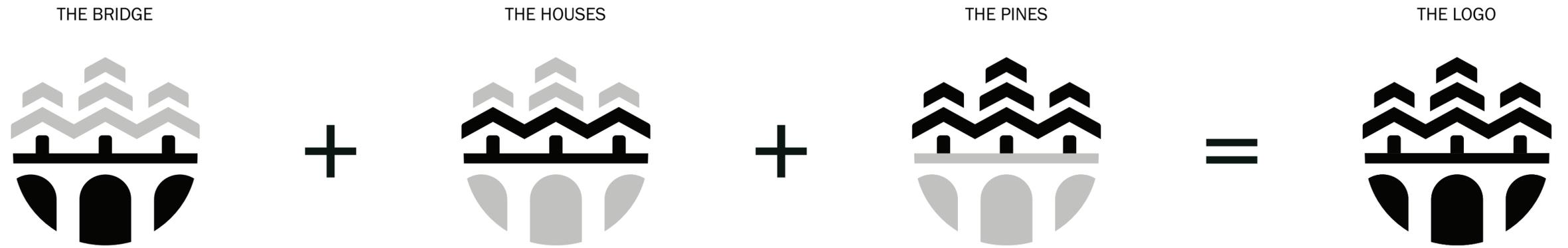
Our logo is composed of several different elements that make up the physical and REALTOR® landscape of Spokane. These elements have been covered in greater detail on the previous pages.

The primary is a circular badge, containing the icon and acting as an emblem that represents the legacy and professionalism of the Spokane Realtors®.

The secondary logo is more horizontal, allowing for the logo to be used in a larger array of applications.

The icon works as a standalone in situations where the badge or the horizontal logo may not scale down any further, such as favicons, social icons, business cards and more.

Logo Anatomy



Logo Hierarchy

Primary



Secondary



Icon



Using Our Logo

Our logo has been designed and adapted to work well across all communications. Therefore it is important to pay close attention and adhere to clear space and minimum size requirements.

To ensure clarity and legibility, always maintain a minimum clear space around the logo. This space is indicated by the trees in the icon of the primary logo, and the middle bridge arch for the icon. The minimum space should be maintained as the logo is proportionately scaled to ensure legibility.

The primary logo should never be printed smaller than .78 inches or 75 pixels wide.

The secondary logo should never be printed smaller than 1.04 inches or 100 pixels wide.

The icon should never be printed smaller than .21 inches or 20 pixels wide.

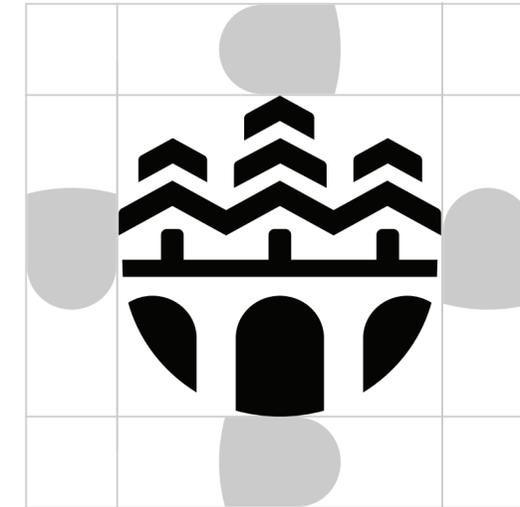
Note: Due to varying screen resolutions and view settings the example may not be to scale.

Using Our Logo

Primary Logo Spacing



Icon Spacing



Minimum Size

Primary



.78 inches or 75 pixels wide

Secondary



1.04 inches or 100 pixels wide

Icon



.21 inches or 20 pixels wide

Horizontal Logo

Alternate Logo Lockups

In order to provide flexibility within the Spokane REALTORS® brand, alternate logos have been added to the brand package.

These logos include both a horizontal and stacked logo.

SPOKANE  REALTORS®

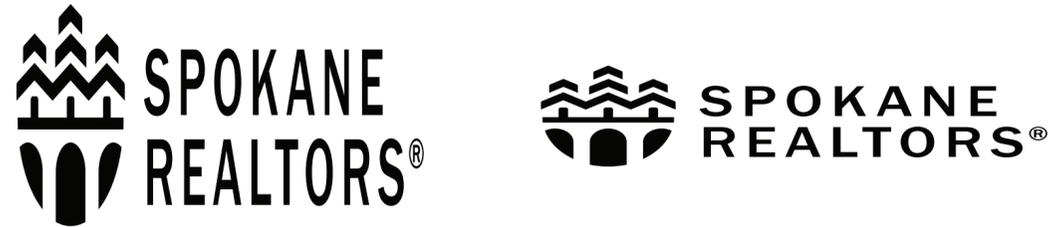
Stacked Logo


**SPOKANE
REALTORS®**

Logo Restrictions

Logo restrictions have been set in place in order to maintain consistency throughout the Spokane REALTORS® brand.

Don't stretch the logo horizontally or vertically



Don't use gradients on the logo



Don't separate individual elements in the logo



Don't use colors outside of the brand



Don't outline the logo



Don't use effects such as drop shadows, outer glow, inner glow or emboss on the logo.



A Collective of:

- › *Advocates*
- › *Supporters*
- › *Promoters*
- › *Volunteers*
- › *Culture-Shapers*
- › *Neighbors*
- › *Spokanites*
- › **REALTORS®**





2022

Design
System

Color Palette

We have adapted a strict color palette to ensure consistent brand delivery. Spokane REALTORS® brand colors are to be used in their exact mixes depending on the medium (PMS, hex, or rgb). PMS is always preferred. Additionally, they are never to be shown in tints, shades, or transparencies.

Obsidian, Ponderosa, Riverfront and White are the primary colors in the palette. These primary colors will be used for most color blocks, backgrounds, and type throughout the brand.

Clay, Cornflower, Teal & Meadow are secondary, used to call attention to specific details. It will also be used for elements such as buttons, on-hover web applications, underlines, etc. On occasion, these colors may be used as color blocks or backgrounds with approved color and type combinations.

These secondary colors may be used to represent specific facets or departments of the Spokane REALTORS® in the future.

Primary

Obsidian
 Pantone - Black 6 C
 CMYK - 74 56 65 83
 RGB - 13 26 21
 HEX - 0D1A15

Ponderosa
 Pantone - 626 C
 CMYK - 43 21 35 0
 RGB - 58 99 84
 HEX - 3A6354

Riverfront
 Pantone - 630 C
 CMYK - 48 2 17 0
 RGB - 128 203 211
 HEX - 80CBD3

White
 Pantone - N/a
 CMYK - 0 0 0 0
 RGB - 255 255 255
 HEX - FFFFFFFF

Secondary

Clay
 Pantone - 7569 C
 CMYK - 17 50 99 2
 RGB - 207 136 42
 HEX - CF882A

Cornflower
 Pantone - 7452 C
 CMYK - 50 31 0 0
 RGB - 129 158 210
 HEX - 819ED2

Teal
 Pantone - 7714 C
 CMYK - 95 36 42 9
 RGB - 0 120 134
 HEX - 007886

Meadow
 Pantone - 7485 C
 CMYK - 23 0 38 0
 RGB - 199 225 176
 HEX - C7E1B0

Frequency of Use



Logo Color

Shown here are variations of color that can be used for the logo and corresponding backgrounds. Any combination outside of what is shown here will not have enough contrast or visibility to be used effectively in the Spokane REALTORS® brand.

All icon color variants shown here apply to the primary, secondary, and alternate logo versions.

This distinction allows for consistency throughout all brand applications.

Logo on Obsidian



Logo on Riverfront



Logo on Ponderosa



Logo on White



Logo on Secondary Colors



Type Styles

Type styles help define the personality of the Spokane REALTORS® brand.

These typestyles include **Franklin Gothic URW**, and **Freight Micro Pro Italic**.

The following pages elaborate on how type styles are used in specific ways, ensuring consistency and proper applications.

Franklin Gothic URW

Characters

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Styles

light *light italic* **Demi** ***Demi Italic***
book *book italic* **Heavy** ***Heavy Italic***
medium *medium italic*

Freight Micro Pro Italic

Characters

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Styles

Light Italic ***Semibold Italic***
Book Italic ***Bold Italic***
Medium Italic ***Black Italic***

Type Hierarchy

When used correctly and with intention, type hierarchy becomes a powerful brand tool that adds visual meaning to what is communicated. Please use these guidelines to ensure that our typography is consistent and meaningful.

Within any design, you shouldn't need more than three weights. In most instances two is ideal. Similarly, you shouldn't need to use more than two colors. Use color sparingly and with intention.

Overline/Eyebrow
Franklin Gothic URW
Book
140 pt tracking
1/3 size of header

Header
Franklin Gothic URW
Demi
-10 pt tracking Title Case
0 pt tracking All Caps

Subheader
Freight Micro Pro
Book Italic
0 pt tracking
1/2 size of header

Body Copy
Franklin Gothic URW
Book
0 pt tracking
Auto leading
1/4 size of header

Button Treatment
Franklin Gothic URW
Medium
140 pt tracking
All Caps

SPOKANE REALTORS®

Become A Member

Redefining Spokane's real estate landscape.

Joining the Spokane Realtors is a smart choice for anyone looking to excel in the real estate industry. As a member, you will actively engage with a supportive community of like-minded professionals, fostering networking and collaboration. The association encourages professional excellence and cooperation by providing valuable resources and training programs to enhance your skills.

You will also have the opportunity to advocate for real property rights, ensuring the protection of your clients' interests. Moreover, the Spokane Realtors promote strong, sustainable communities, allowing you to make a positive impact on the places we call home. Join us and thrive as a real estate professional while making a meaningful difference in your community.



Type + Background
Color Combinations

**Engage. Encourage.
Advocate. Promote.**

Combining Typefaces

REDEFINING SPOKANE'S
real estate landscape.

Bridging the gap
between community
and capitol.

Redefining Spokane's
real estate landscape.

date **JUNE 27TH**
time **1:30^{PM} - 3:30^{PM}**

Patterns

The patterns for Spokane REALTORS® were created using different pieces of the logo - the bridge, the houses, the pine trees - and expanding on the natural elements of the Spokane landscape.

These patterns may be used in a variety of ways across different applications.

The top row shows acceptable color combinations and blending modes when using patterns on backgrounds.

The follow two rows are the different pattern options available for use in the Spokane REALTORS® Brand.

Ponderosa pattern used in Multiply blending mode at 5% opacity on White



Ponderosa pattern used in Normal blending mode at 100% opacity on Riverfront



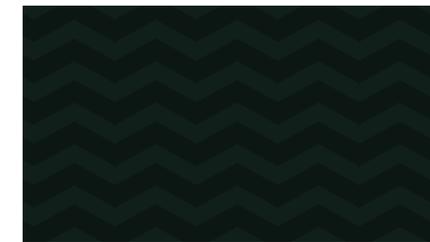
Riverfront pattern used in Multiply blending mode at 50% opacity on Riverfront



Ponderosa pattern used in Multiply blending mode at 50% opacity on Ponderosa



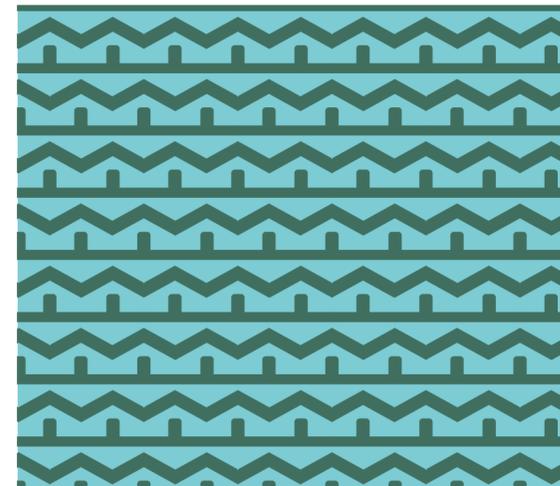
Ponderosa pattern used in Screen blending mode at 10% opacity on Obsidian



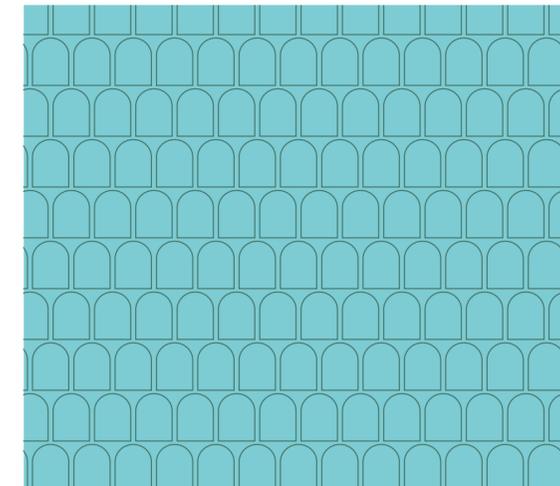
River Pattern



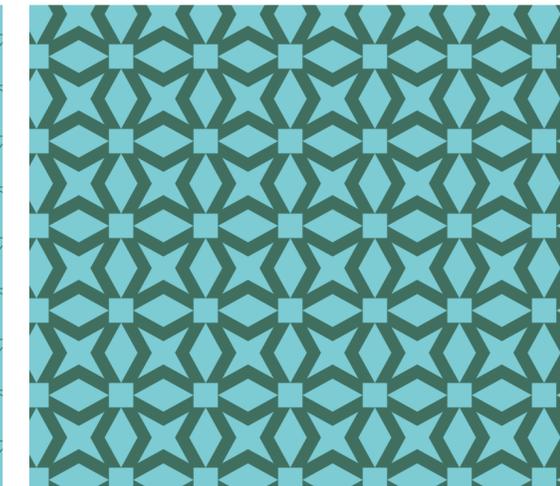
Hosue Pattern



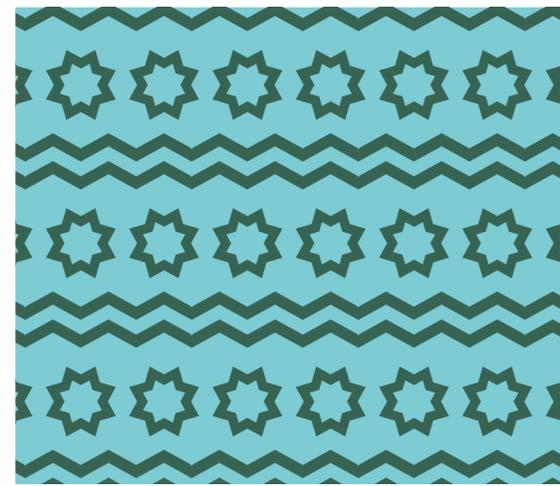
Arch Pattern



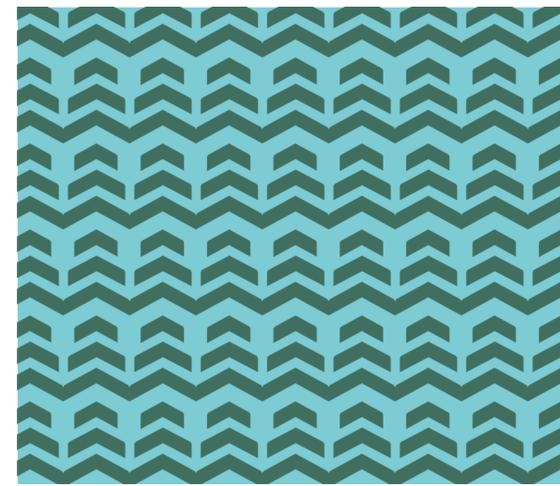
Arrow Tile Pattern



River & Sun Pattern



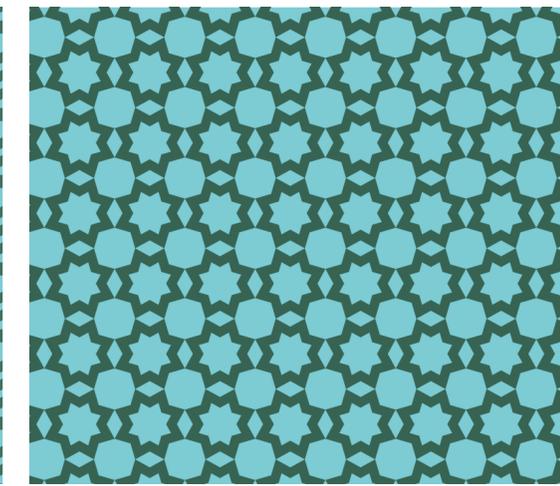
Tree Pattern 1



Tree Pattern 2



Sun Tile Pattern



Pattern Scaling

The Spokane REALTORS® patterns may be used in different scales to achieve differing effects on brand applications.

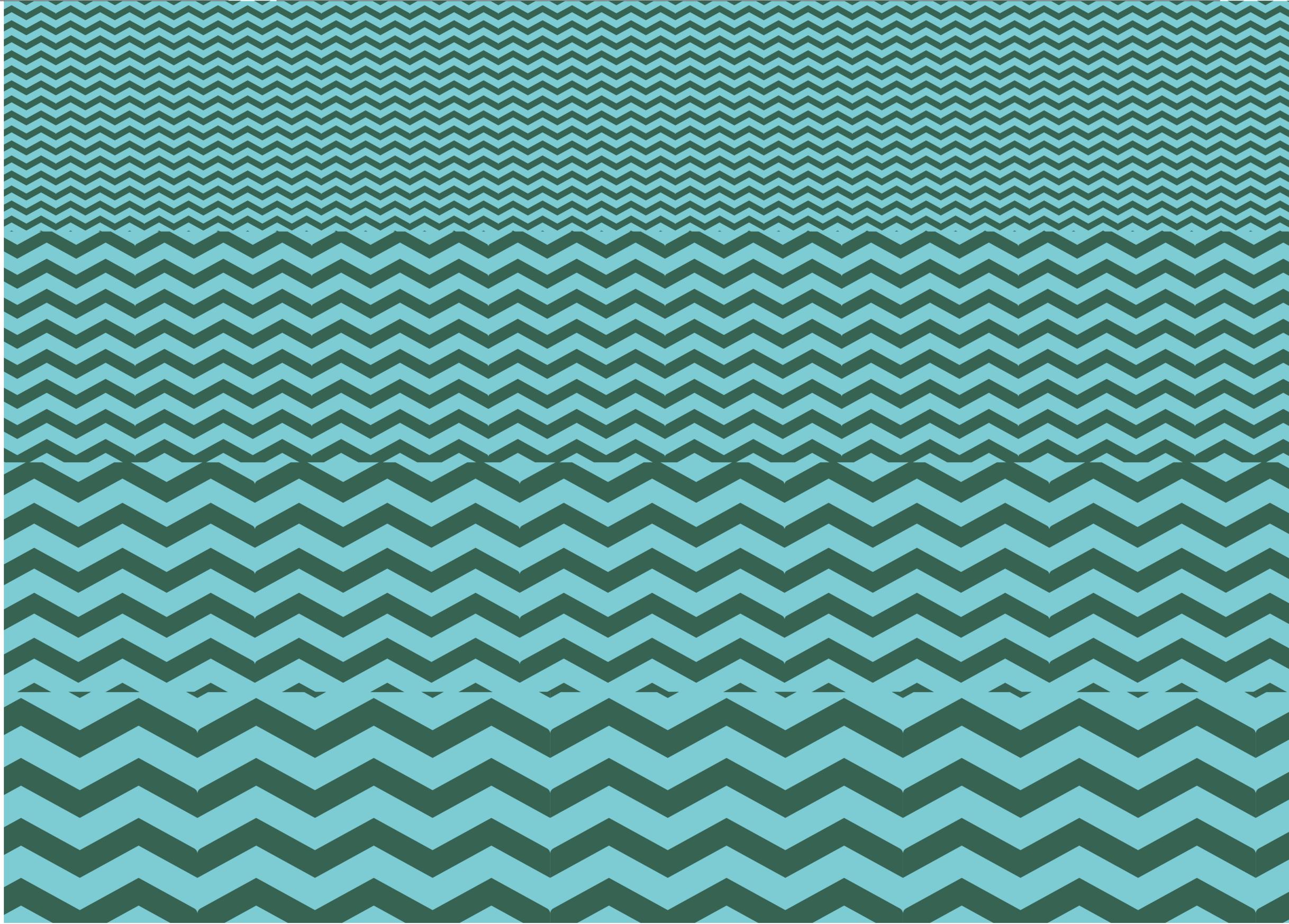
Shown are four examples of how scaling changes the visual impact of the patterns in application - at 50%, 100%, 150%, and 200% scale.

50% Scale

100% Scale

150% Scale

200% Scale



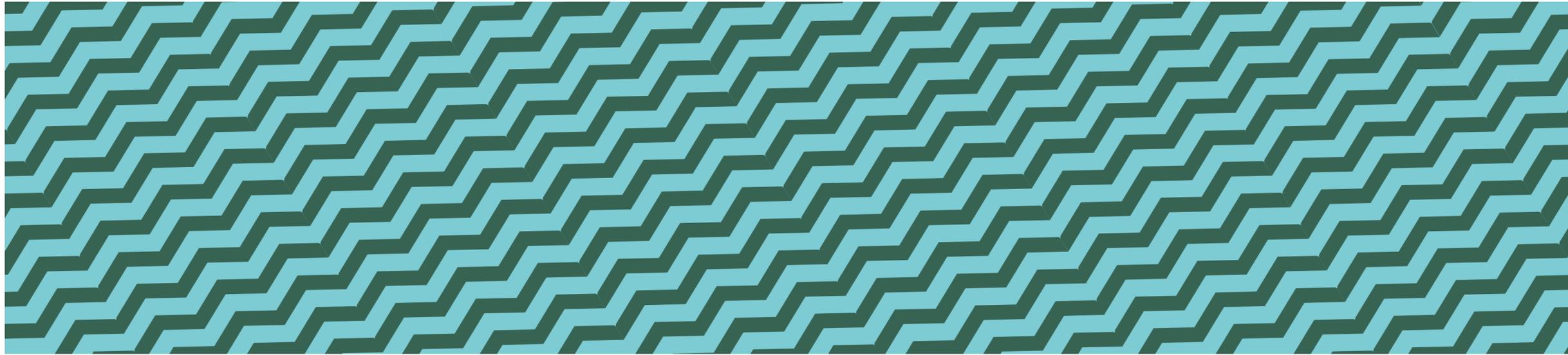
Pattern Rotation

The Spokane REALTORS® patterns may be rotated at either 30°, 45° or any number between 0° and 45° to add visual interest within the brand.

0 degrees rotation



30 degrees rotation



45 degrees rotation

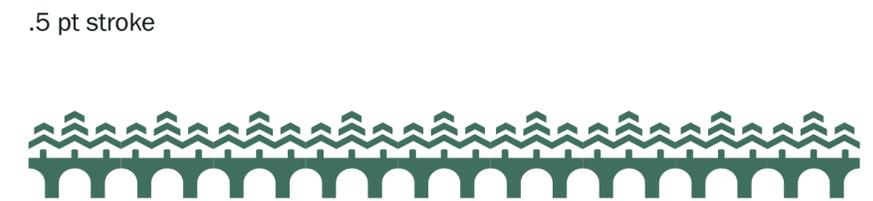
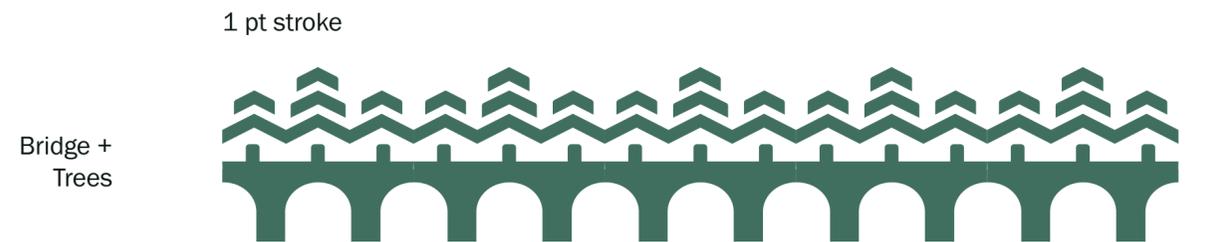
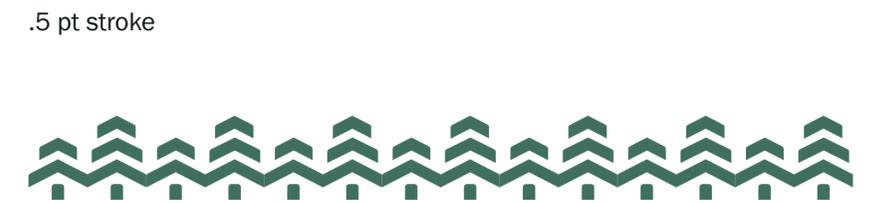


Pattern Brushes

The Spokane REALTORS® pattern brushes utilize many of the elements used within the patterns, and turn them into repeating brushes.

Shown here are the brushes at 1 pt stroke and .5 pt stroke and, much like the patterns, utilizing different scale achieves differing visual effects within the brand.

The River and Houses brushes may be used for underlines or to separate content, while the Tree, Bridge + Trees, and Bridge may be used at the bottom of applications to ground and add visual interest.



Pattern Brush Use

Shown here are several, but not all, examples of the pattern brushes in use with other Spokane REALTORS® branded applications.



**SR BLOOD DRIVE
ON THE BUS**

date | **JUNE 27TH**
time | **1:30^{PM} - 3:30^{PM}**




The Spokane Association of REALTORS®:

- **ENGAGES** *its members*
- **ENCOURAGES** *professional excellence and cooperation*
- **ADVOCATES** *for real property rights*
- **PROMOTES** *strong, sustainable communities.*



Redefining Spokane's Real Estate Landscape.



Graphic Elements

Various graphic elements have been derived from the logo and developed independently to serve the Spokane REALTORS® brand.

One of these elements is the Arrow, which has been extracted from one of the tiers in the tree or house depicted in the logo. It is versatile and can be employed to enclose text in either a solid or outlined shape, adjusting its size to accommodate the text within. Additionally, it can function as bullet points or draw attention to particular information.

Furthermore, the Arrow can serve as a container for photographs, expanding horizontally to accommodate the content. It can also be used vertically to crop photos effectively.

The Arrow



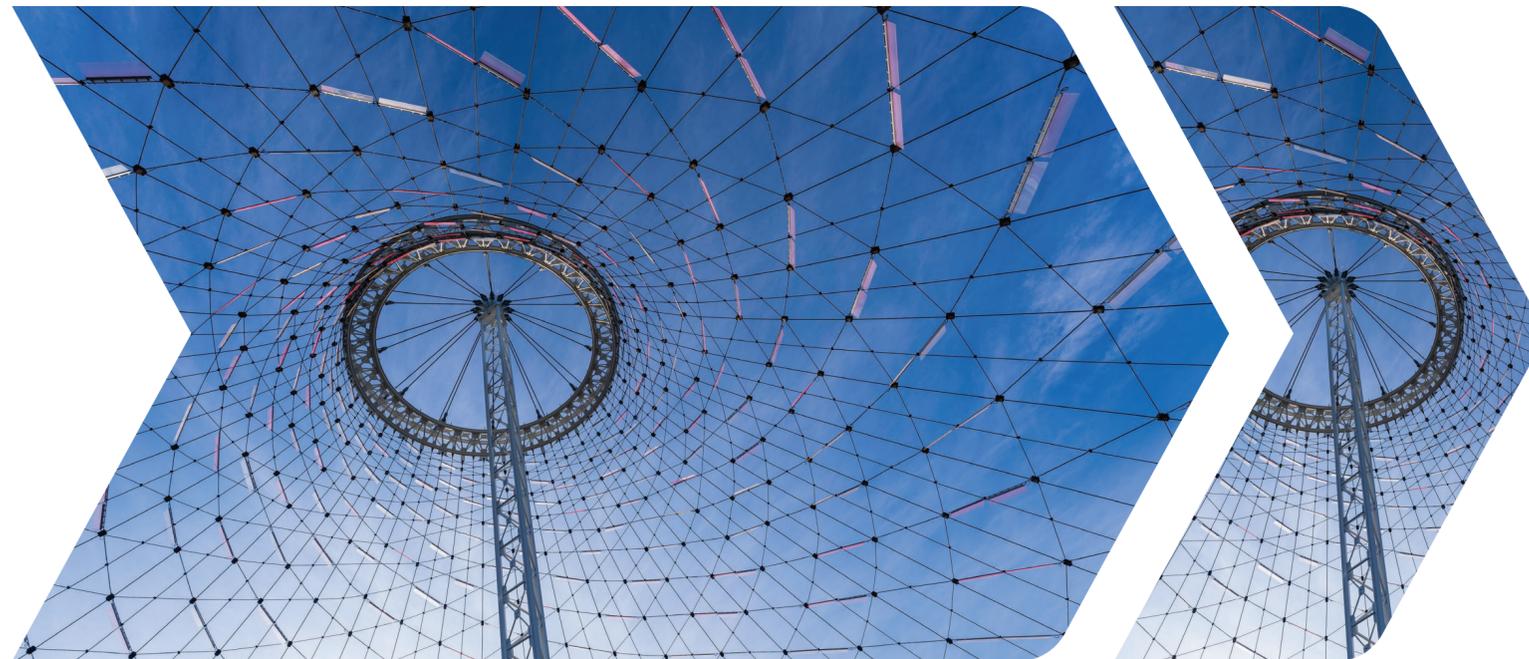
In use as a container for text



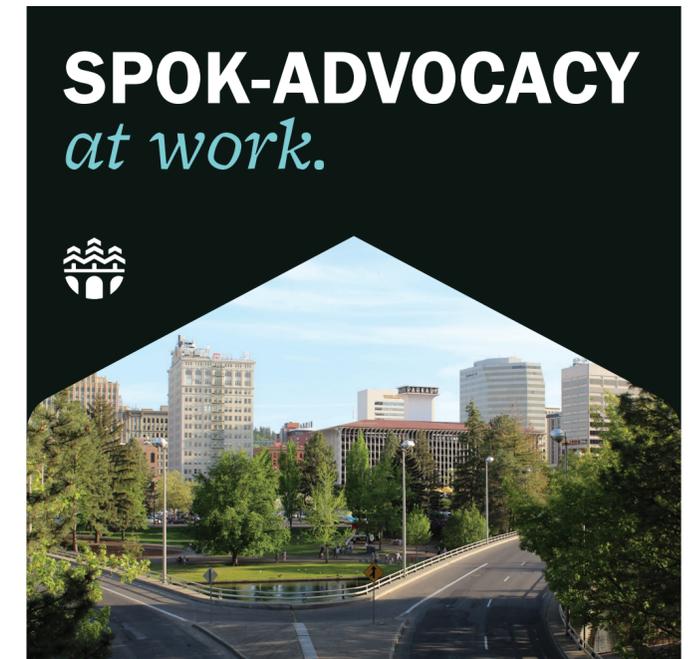
In use as bullet points

- › *Advocates*
- › *Supporters*
- › *Promoters*

In use as a horizontal container for photography



In use as to crop photography within a social post



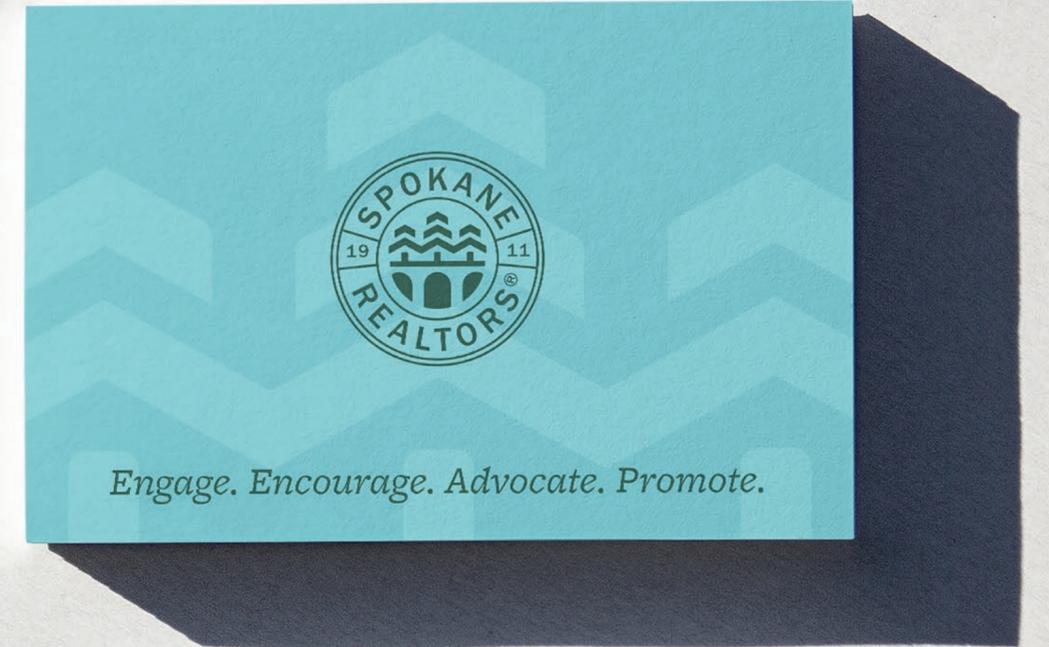


SPOK- ADVOCACY *at work.*



**Brand
Appli-
cations**

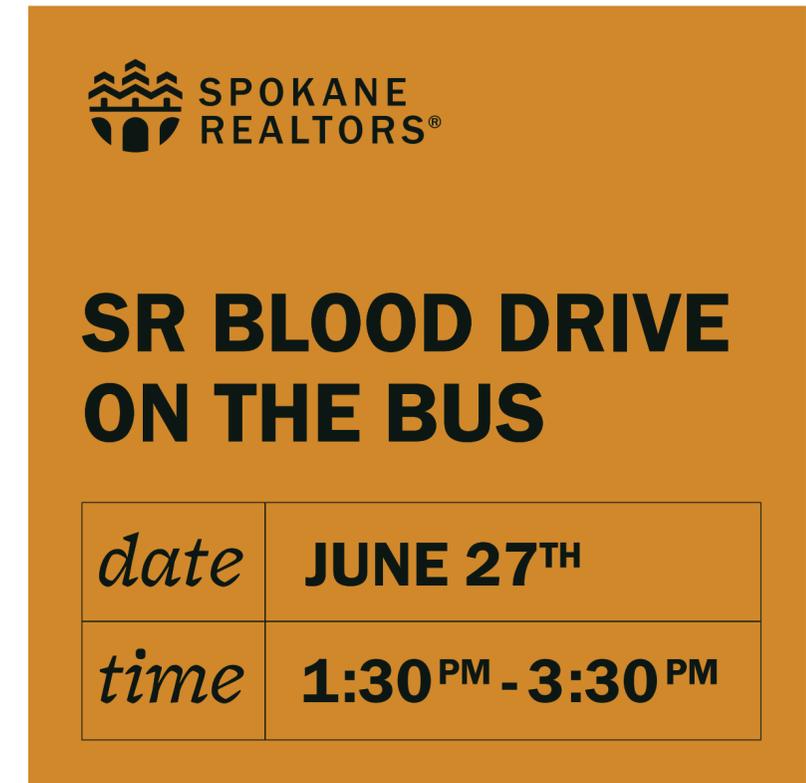
Business Cards



Cover Photos + Social Icons



Social Post Examples

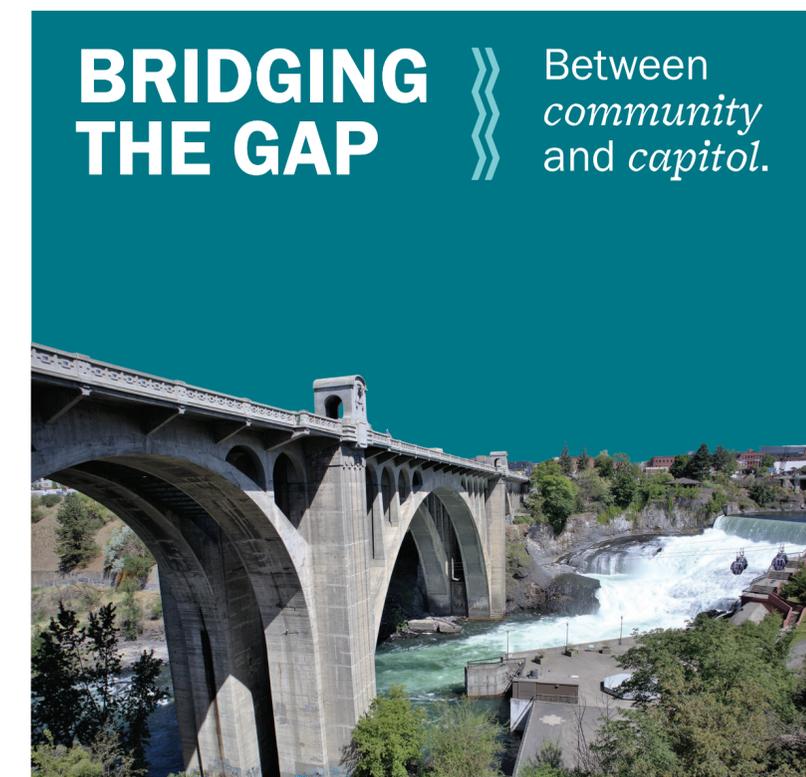


MISSION STATEMENT



Spokane REALTORS®:

- ENGAGES *its members*
- ENCOURAGES *professional excellence and cooperation*
- ADVOCATES *for real property rights*
- PROMOTES *strong, sustainable communities.*



Signage



Billboard



Merchandise



Designed by
propaganda.



**123 S WALL ST
SPOKANE, WA 99201**



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info@propagandacreative.com**

