



October, 2020

# STELLAR MLS BRAND GUIDELINES

# INTRODUCTION

**What is a brand?** A brand is a combination of elements that impact someone's overall impression of an organization. It's more than just the Stellar MLS name and logo; it's also who we are and the unique way we do things. Our brand exists in the relationships we have with everyone we engage with during the course of our work.

Brands are about the little things—the way we greet a colleague or client, the attention to detail we give to our publications, or the way we make it easy for people to find information on our website. Together, they create an impression that can make or break the strength of our brand.

We make an impression—for better or for worse—when we create marketing materials for our audiences. Consistent, professional-looking communications are vital to the health and strength of our brand. That's why we've created these guidelines—to help you and the vendors who are part of our extended team create materials that are consistent, compelling, and beautiful, and that also reinforce a strong Stellar MLS brand.

# THE STELLAR MLS LOGO SIGNATURE

The word logo is really a slang term for the more formal and legal term **trademark**. In most cases, a logo or trademark is composed of two distinct elements: the symbol, which is the graphic element, and the wordmark, which is the lettered word (“logos” is Greek for “word”). When those elements are combined into one graphic, they are referred to as a **signature**.

Formed by the symbol and wordmark, the signature is the primary visual representation of the Stellar MLS brand.

Signature elements must always appear crisp, clear and readable. The colors must be consistent regardless of the medium, substrate or reproduction process. To ensure uniformity, use only the approved artwork.

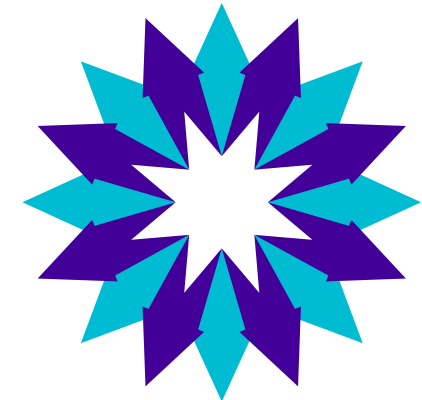


# SIGNATURE VERSIONS

So that the brand looks great in any application, we have horizontal and vertical versions for both print and on-screen use.



HORIZONTAL



VERTICAL

## REVERSE LOGO

The Stellar MLS logo suite includes reverse signature versions for reproduction on a dark or photographic background that would otherwise render the color version of the signature unreadable. Depending upon application, CMYK, RGB, PMS coated and PMS uncoated versions are available.



HORIZONTAL REVERSE



VERTICAL REVERSE

# GRAYSCALE LOGO

The Stellar MLS logo suite includes a grayscale version. Use the grayscale version for print applications where budget restrictions require 1-color printing, or for low-end reproduction methods, such as photocopies or facsimiles.



HORIZONTAL GRAYSCALE



VERTICAL GRAYSCALE

# SINGLE-COLOR LOGO

Use the full black or white logo only when only one color option is available, such as for single-color printing, or engraving on promo items.



HORIZONTAL BLACK



HORIZONTAL WHITE



VERTICAL BLACK



VERTICAL WHITE

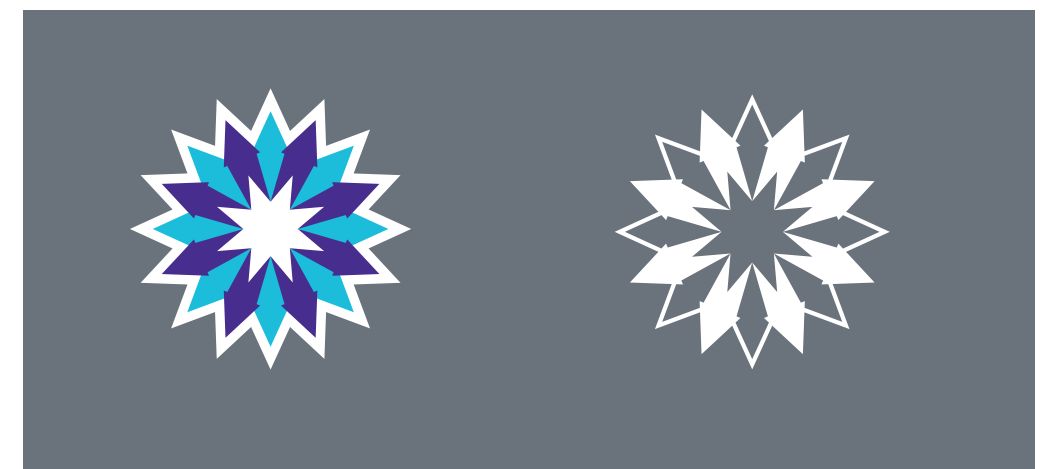
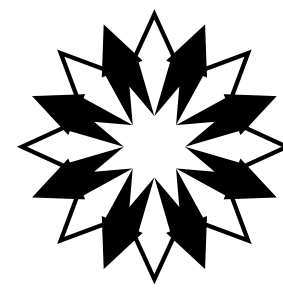
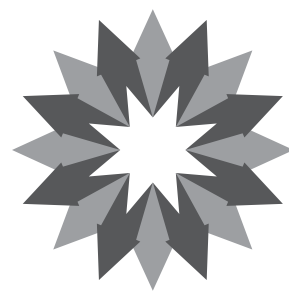
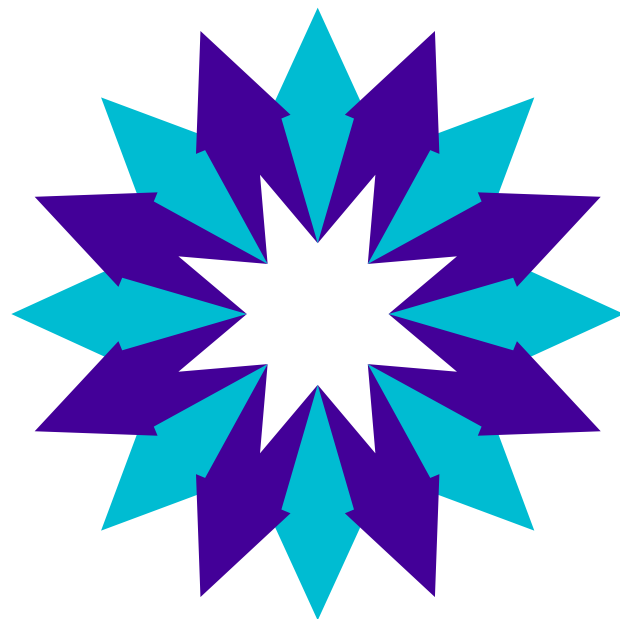
# THE STELLAR MLS SYMBOL

When the full signature cannot be used because of size or design constraints, use the Stellar MLS symbol without the logotype.

Please don't use the symbol as a replacement for the signature — use it for social media, favicons, interface design or other applications that require a small representation of our brand or where available space is a challenge.

**The symbol should never be used without additional context that identifies the communication as authored by Stellar MLS.**

The symbol may be used as a background design element, but never use the symbol as an icon or bullet, which would dilute the symbol's strength as the primary representation of the brand.





## CLEAR SPACE AROUND LOGO

A clear space equal to approximately 1/2 the height of the lower-case letters in the wordmark (indicated by the "X" in the depiction) must always be maintained around the signature and symbol. No other elements should appear within this space.



# MINIMUM SIZE

To ensure legibility of the symbol and the letterforms, don't use the signature at a size smaller than indicated below.

PRINT APPLICATIONS



1.5 INCHES



0.5 INCHES



0.5 INCHES

DIGITAL APPLICATIONS



150 PIXELS



50 PIXELS



36 PIXELS

# RESTRICTIONS

The StellarMLS signature has been carefully designed to work well in any design environment and across media. Do not modify the signature in any way, and use only the approved artwork. Here are some examples of signature modifications that are not allowed, and do not support our brand.

X



DON'T USE THE LOGO ON A BACKGROUND THAT DOESN'T HAVE SUFFICIENT CONTRAST

X



DON'T ADD A COLOR TO THE CENTER OF THE SYMBOL

X



DON'T CHANGE THE COLOR OF THE SIGNATURE, INCLUDING OTHER APPROVED PALETTE COLORS

X



DON'T RE-SET THE LOGOTYPE OR CHANGE THE LETTERCASE

X



DON'T REARRANGE OR ADD ELEMENTS TO THE SIGNATURE

X

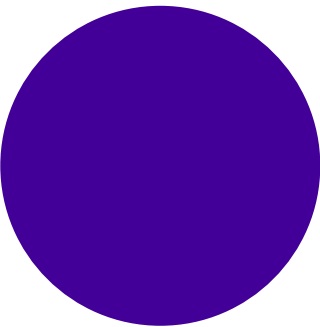


DON'T DISTORT THE LOGO OR APPLY DROP SHADOWS OR EFFECTS

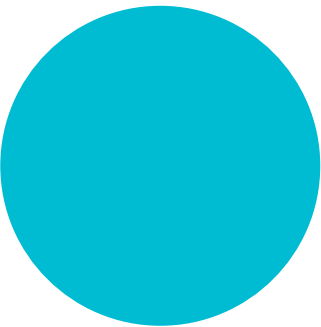
# PRINT COLOR PALETTE

In most cases, printed materials are produced using CMYK (cyan, magenta, yellow, black,) also known as 4-color process or “full color printing.” Printed materials can also be produced using Pantone™ colors (or PMS colors.)

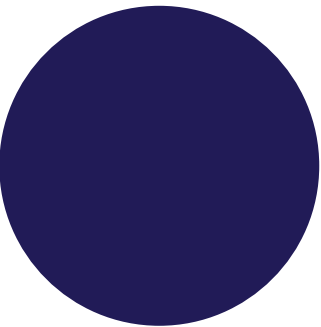
PRIMARY BRAND COLORS



**PURPLE**  
CMYK: 90 90 0 0  
PANTONE: 2371C

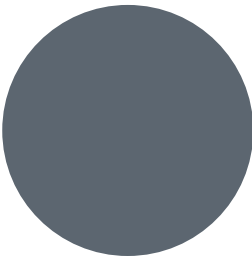


**TEAL**  
CMYK: 70 10 10 0  
PANTONE: 2199C

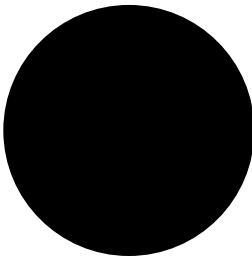


**MIDNIGHT**  
CMYK: 62 69 0 66  
PANTONE: 274C

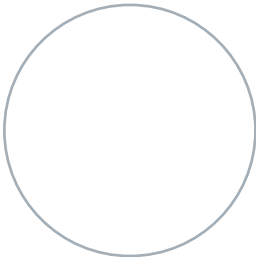
BLACK, WHITE & GRAY



**GRAY**  
CMYK: 63 45 37 20  
PANTONE: 431C

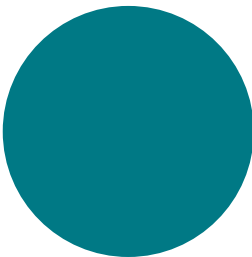


**BLACK**  
CMYK: 0 0 0 100  
PANTONE: Black 6 C

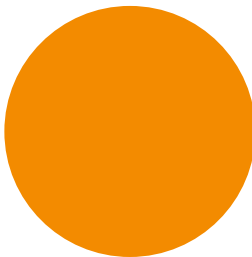


**WHITE**  
CMYK: 0 0 0 0

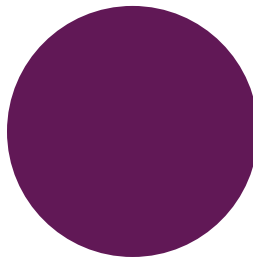
SECONDARY ACCENT COLORS



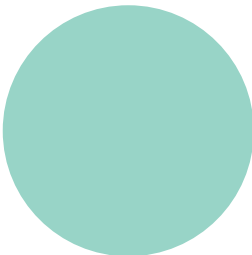
**DEEP SEA**  
CMYK: 100 9 0 48  
PANTONE: 7474 C



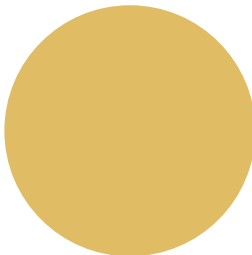
**SUNBURST**  
CMYK: 0 46 89 0  
PANTONE: 144 C



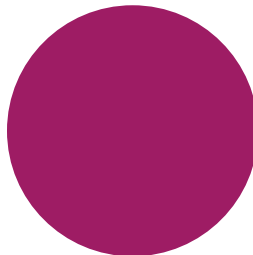
**MERLOT**  
CMYK: 0 75 11 62  
PANTONE: 7652 C



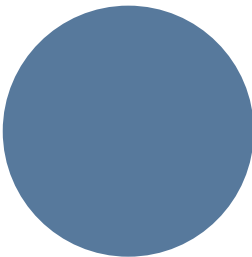
**MINT**  
CMYK: 28 0 6 17  
PANTONE: 7464 C



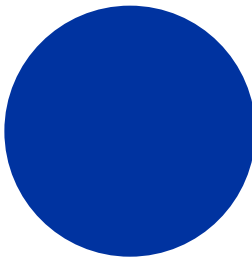
**CARAMEL**  
CMYK: 0 16 55 12  
PANTONE: 459 C



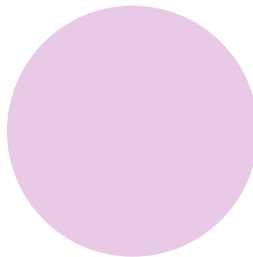
**BERRY**  
CMYK: 46 94 0 0  
PANTONE: 7648 C



**SLATE**  
CMYK: 44 22 0 39  
PANTONE: 2159 C



**COBALT**  
CMYK: 99 70 0 0  
PANTONE: 286 C



**BLUSH**  
CMYK: 0 13 1 9  
PANTONE: 517 C

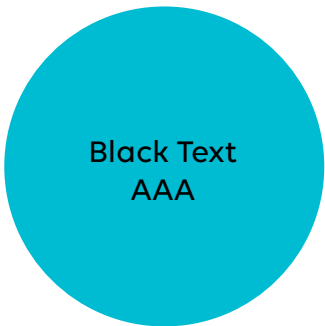
# WEB COLOR PALETTE

For on-screen application, RGB and HEX colors are used. Each color shows a designated text color that can appear over it. Using a designated text color ensures ADA compliance. Each text and background color combination has an ADA compliance rating of either AA (compliant,) or AAA (highest compliance.)

PRIMARY BRAND COLORS



**PURPLE**  
RGB: **67 0 152**  
HEX: **430098**



**TEAL**  
RGB: **0 188 210**  
HEX: **00bcda**



**MIDNIGHT**  
RGB: **33 27 87**  
HEX: **211B57**

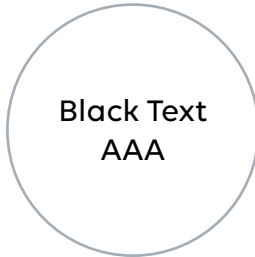
BLACK, WHITE & GRAY



**GRAY**  
RGB: **92 102 112**  
HEX: **5c6670**



**BLACK**  
RGB: **0 0 0**  
HEX: **000000**

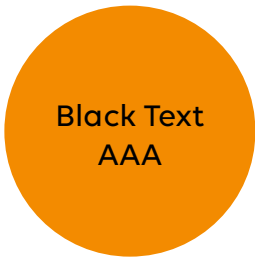


**WHITE**  
RGB: **255 255 255**  
HEX: **ffffff**

SECONDARY ACCENT COLORS



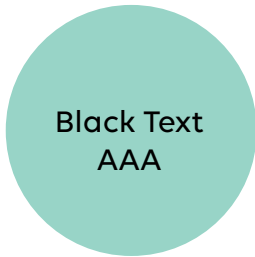
**DEEP SEA**  
RGB: **0 121 133**  
HEX: **007985**



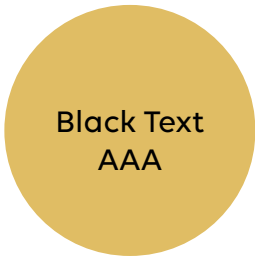
**SUNBURST**  
RGB: **243 139 0**  
HEX: **f38b00**



**MERLOT**  
RGB: **97 24 86**  
HEX: **611856**



**MINT**  
RGB: **152 212 199**  
HEX: **98d4c7**



**CARAMEL**  
RGB: **224 189 100**  
HEX: **e0bd64**



**BERRY**  
RGB: **158 28 100**  
HEX: **9e1c64**



**SLATE**  
RGB: **87 121 156**  
HEX: **57799c**













**COBALT**  
RGB: **0 51 160**  
HEX: **0033a0**



**BLUSH**  
RGB: **232 202 230**  
HEX: **e8cae6**

# WEB BUTTON COLORS

The Primary Button should be used as a first option, though other button options can be used when the primary button is not suitable. Buttons should have a border radius of 0.25rem.

PRIMARY BUTTON	SECONDARY BUTTON 1	SECONDARY BUTTON 2	SECONDARY BUTTON 3	SECONDARY BUTTON 4
				
Background: <b>BERRY</b> HEX: <b>9e1c64</b>	Background: <b>MIDNIGHT</b> HEX: <b>211B57</b>	Background: <b>PURPLE</b> HEX: <b>430098</b>	Background: <b>DEEP SEA</b> HEX: <b>007985</b>	Background: <b>COBALT</b> HEX: <b>0033a0</b>
Text Color: <b>WHITE</b> HEX: <b>ffffff</b>	Text Color: <b>WHITE</b> HEX: <b>ffffff</b>	Text Color: <b>WHITE</b> HEX: <b>ffffff</b>	Text Color: <b>WHITE</b> HEX: <b>ffffff</b>	Text Color: <b>WHITE</b> HEX: <b>ffffff</b>
				
Hover Background: <b>MERLOT</b> HEX: <b>611856</b>	Hover Background: <b>PURPLE</b> HEX: <b>430098</b>	Hover Background: <b>MIDNIGHT</b> HEX: <b>211B57</b>	Hover Background: <b>COBALT</b> HEX: <b>0033a0</b>	Hover Background: <b>DEEP SEA</b> HEX: <b>007985</b>

# PRIMARY TYPEFACE

We’ve chosen the Volte type family as our primary typeface (or font). Using the approved typeface in all Stellar MLS communications materials will provide consistency and strengthen the brand. Volte is used both for print applications and as a webfont.

Licensing restrictions prevent Stellar MLS from distributing these fonts to contractors without risk of liability. The Volte type family is available at: <http://www.myfonts.com/fonts/indian-type-foundry/volte/>.

VOLTE LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VOLTE REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VOLTE MEDIUM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VOLTE SEMIBOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VOLTE BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# SECONDARY TYPEFACE

For electronic communications that will be distributed to outside audiences (such as a PowerPoint deck or non-PDF Word document), the Arial type family is our secondary typeface.

Arial is a cross-platform font that comes pre-loaded on Windows and Apple OS computers. By using a cross-platform font, you ensure that all of your hard work creating a nice looking document will be preserved when another user opens your file on their computer.

ARIAL

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL ITALIC

*Aa*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

ARIAL BOLD

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ARIAL BOLD ITALIC

***Aa***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***



# WEB FONT

For fonts appearing on websites and other digital platforms, we have chosen Poppins, which is free and open-source, and can be downloaded on the Google fonts page.

POPPINS LIGHT

Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

POPPINS REGULAR

Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

POPPINS MEDIUM

Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

POPPINS SEMIBOLD

Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

POPPINS BOLD

Aa  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# ASSETS

To obtain assets for Stellar marketing materials, please contact [Marketing@stellarmls.com](mailto:Marketing@stellarmls.com)