

SCOTTSDALE AREA ASSOCIATION OF REALTORS® - MEMBER

The goal of this guide is to outline the proper use of the Scottsdale Area Association of Realtors® – Member logo. It's important to be consistent in all communications with 3 simple steps to maintain brand consistency:

1. Always use an approved logo, never recreate art for the logo
2. Maintain a safe-area around the logo
3. Always reproduce the logo using approved colors

The Scottsdale Area Association of Realtors® - Member logo may only be used by members or affiliate members to display membership in the association.

AREA OF ISOLATION

The protected area around the logo mark and logotype is called the “area of isolation”. No elements such as text, graphics or other design elements may occur in this protected area. The area of isolation around the logo is equal to half the height of the logo mark.

When placing the logo a minimum of $1/2 \times$ Height from the top, right and bottom side must be maintained.



LOGO ALIGNMENT

There are two approved variations of logo alignment available. The primary alignment, which is center aligned and an alternate horizontal (or landscape) version with the logo mark positioned to the left of the logotype. The relationship of the type and mark to one another is key, so please do not try to create art for the logo.

Please contact Scottsdale Area Association of Realtors® for approved logo artwork for either version.

PRIMARY LOGO ALIGNMENT

Centered Aligned



ALTERNATE LOGO ALIGNMENT

Left Aligned



QUICK REFERENCE GUIDE: LOGO USAGE AND GUIDELINES

COLOR

Color plays an important role in shaping the new identity for Scottsdale Area Association of Realtors®. The distinctive logo identity is further reinforced by color and should always be reproduced accurately. Use the JPG file version for electronic (web or PowerPoint) and EPS file version for print quality. For black and white applications, always use the approved “grey-scaled” version artwork.

FULL COLOR



BLACK & WHITE (GREY SCALED)



MINIMUM SIZE

The Scottsdale Area Association of Realtors® logo may never be used so small that its logo is less than .6”.

