



The Associates

Logo & Brand Identity Guidelines

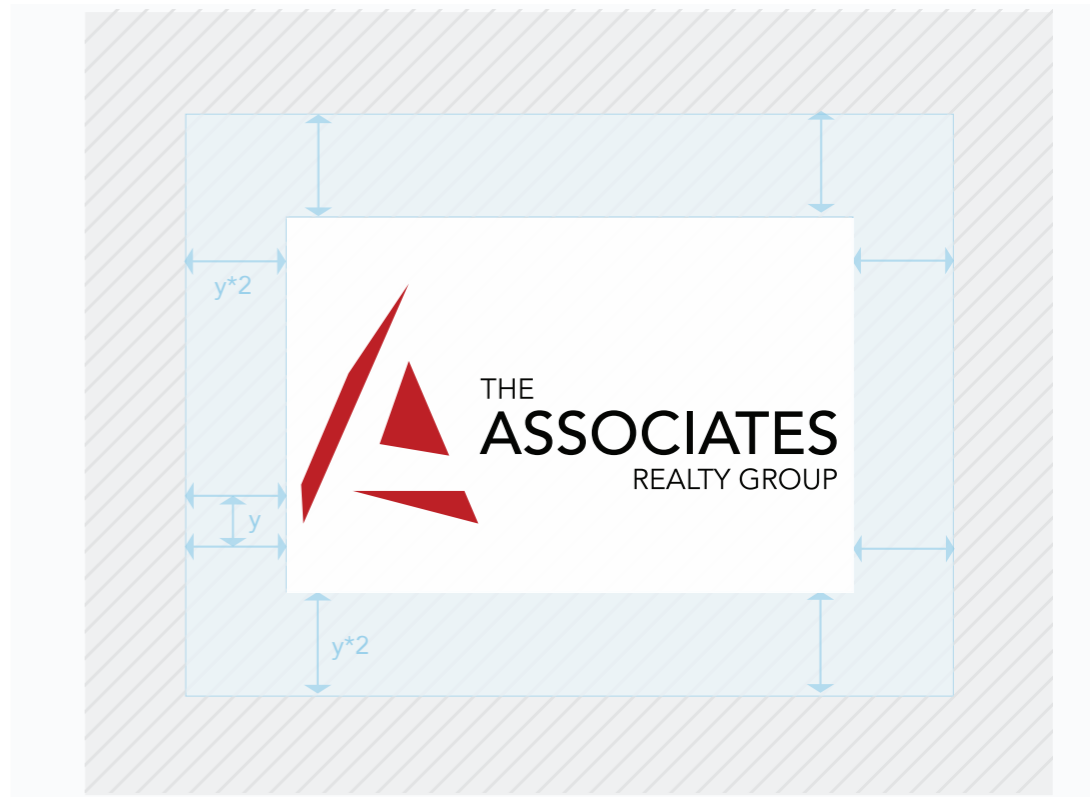
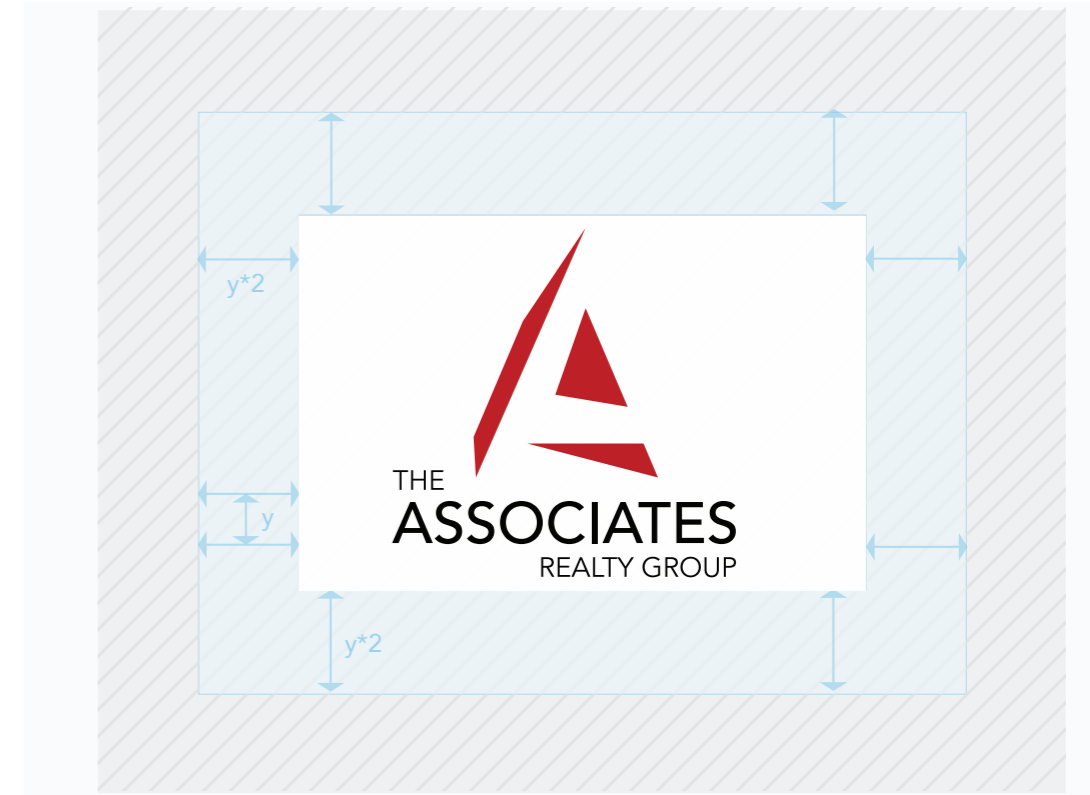
0.1 Logo Specifics

Logo Clear Space

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



0.2 Typeface Details

The Typeface Family

Only two font styles are used for the logo, and they are both from the same typeface family: Avenir.

When to Use:

Avenir Medium is the primary font used for the logotype/logo wording.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondence.

Avenir (Medium)

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

VWXYZ

When to Use:

Avenir Book is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Avenir (Book)

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

VWXYZ

0.3 Color Specifications

Primary Color



PROCESS C18 M100 Y98 K9
SCREEN R117 G25 B37
WEB HTML #bc1925

GREY



PROCESS C73 M66 Y62 K67
SCREEN R37 G39 B41
WEB HTML #212121

0.4 Logo Styles

These rules are provided to promote a consistent use of The Associates brand. These guidelines are in place to help promote brand recognition and uniformity.

Do not modify The Associates Realty Group logo in any way or use it in any way that suggests a sponsorship or endorsement by The Associates Realty Group without permission from Social NetworX Inc.

Do not obstruct any part of the logo, distort, rotate, flip, or add effects to the logo. Do not use The Associates logo in place of the words "The Associates" or "the Associates Realty Group."

The Associates logo can only be used by official members of The Associates Realty Group. If, for whatever reason, you are no longer an official member of The Associates Realty Group, you must immediately cease using the logo in all marketing – be it online or on physical materials – including video.

By using The Associates Realty Group logo you agree to follow our branding guide policies. Social NetworX Inc. reserves the rights to discontinue, change, or modify permissions found in this policy at any time at its discretion. For more information or clarification, please contact Social NetworX Inc. by calling 909-786-2107.

To avoid any error, we have provided the following logo options for your convenience. Note that the logo shall not be made any smaller than 200 pixels wide.

