



MASTERS CLUB IDENTITY GUIDELINES
JUNE 2015—V 1.0



MASTERS CLUB

SACRAMENTO ASSOCIATION OF REALTORS®

The purpose of the Sacramento Association of REALTORS® Masters Club is to support the Sacramento Association in providing additional programs and services that enhance the competency, professionalism and productivity of its Members, and to recognize the achievements of top REALTORS® who apply for membership and who have earned a level of excellence in real estate sales.

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1.0—YOUR SIGNATURE

This is your logo: strong, prestigious and progressive. Its fresh and modern tone is appealing to the young professional, while the heraldry wreath adds a classic flavor that Outstanding Life Members can take pride in. This new look and feel is designed to provide a jolt of energy to the Masters Club and to elevate its image among current members, clients, industry peers and the Sacramento community.



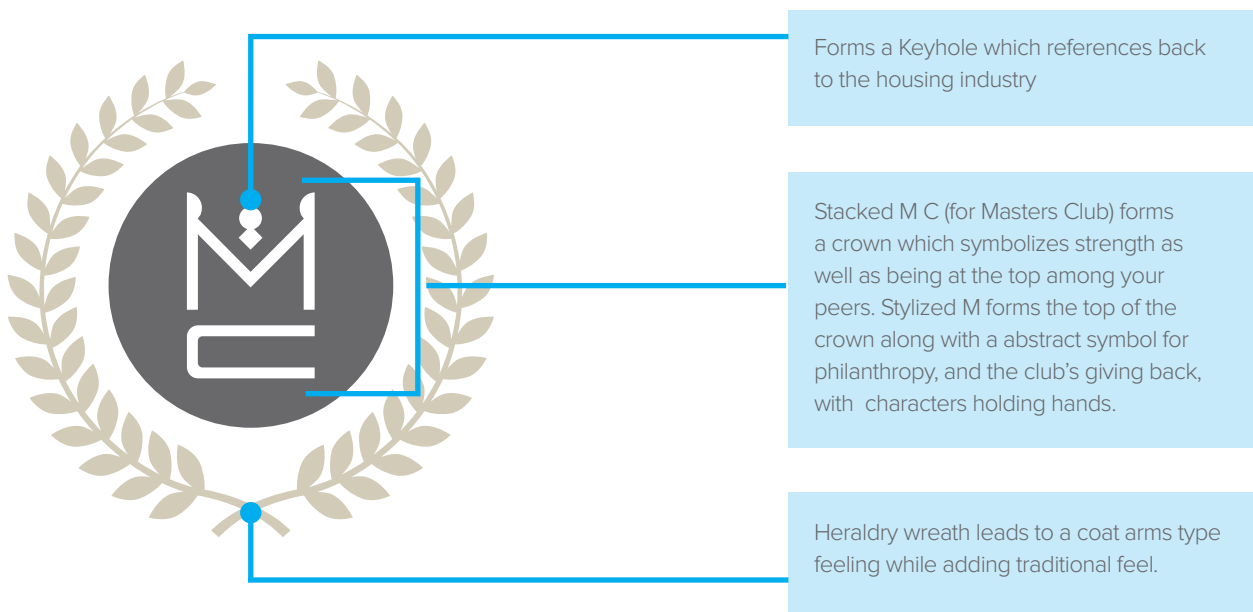
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1.1—SIGNATURE EXPLANATION

The logo's tone is focused on five key themes: recognizable, stable, forward thinking, prestigious and structured. Each key element in the logo works cohesively to convey these ideas in an appealing, relevant way. Versatility of the logo is essential, as the logo will appear across a variety of different business cards and background colors. Slight color variations were created to allow use in these various contexts.

KEY EMBLEM ELEMENTS



WORDMARK

Gotham Font Family
Friendly without being folksy, confident without being aloof, Gotham's many moods run from hip to nostalgic to brash to eloquent. This typeface stands the test of time and will survive passing fads in typography.

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1.2—SIGNATURE VARIATION



1 COLOR REV SIGNATURE



1 COLOR BLK SIGNATURE

1.3—EMBLEM VARIATION



2 COLOR EMBLEM



1 COLOR BLK EMBLEM



1 COLOR REV EMBLEM



2.0—CLEAR SPACE

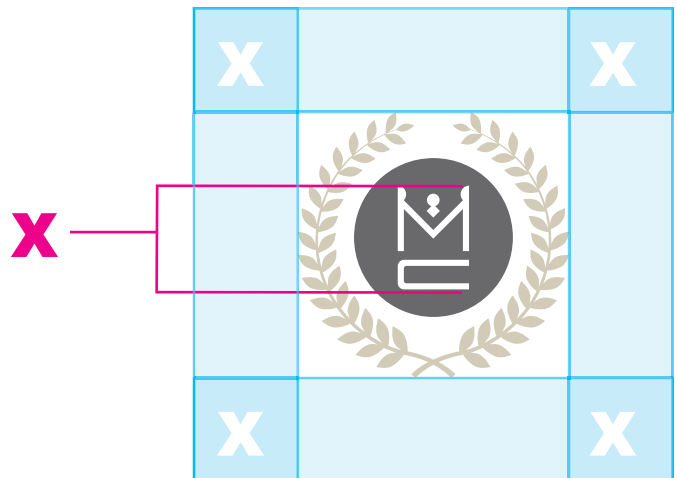
The clear space has been established to ensure signature’s visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements. When using the logo, allowing it to “breathe” gives it maximum impact. Wherever possible, allow even more space around the logo than required by clear space. The clear space is proportional and is based on the width of the logo. The construction of clear space is identified below.



Clear space is the measure of the height of wordmark.
(i.e. Masters Club and Sacramento Association of Realtors)

USING THE EMBLEM

Clear space of the emblem would be the height of the MC monogram. The added clear space is designed to maintain the integrity of the emblem. This ensures visibility and legibility.



3.0—MINIMUM SIZE

Size minimums are specified to ensure legibility in various media. The Minimum size has been carefully established to ensure our logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and provides a strong level of identification. The size specifications shown below are appropriate for print. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing, such as embroidered apparel. There may be situations where the logo will need to appear smaller than the minimum shown here (e.g., lapel pins, pens and pencils).

SIGNATURE MINIMUM SIZE

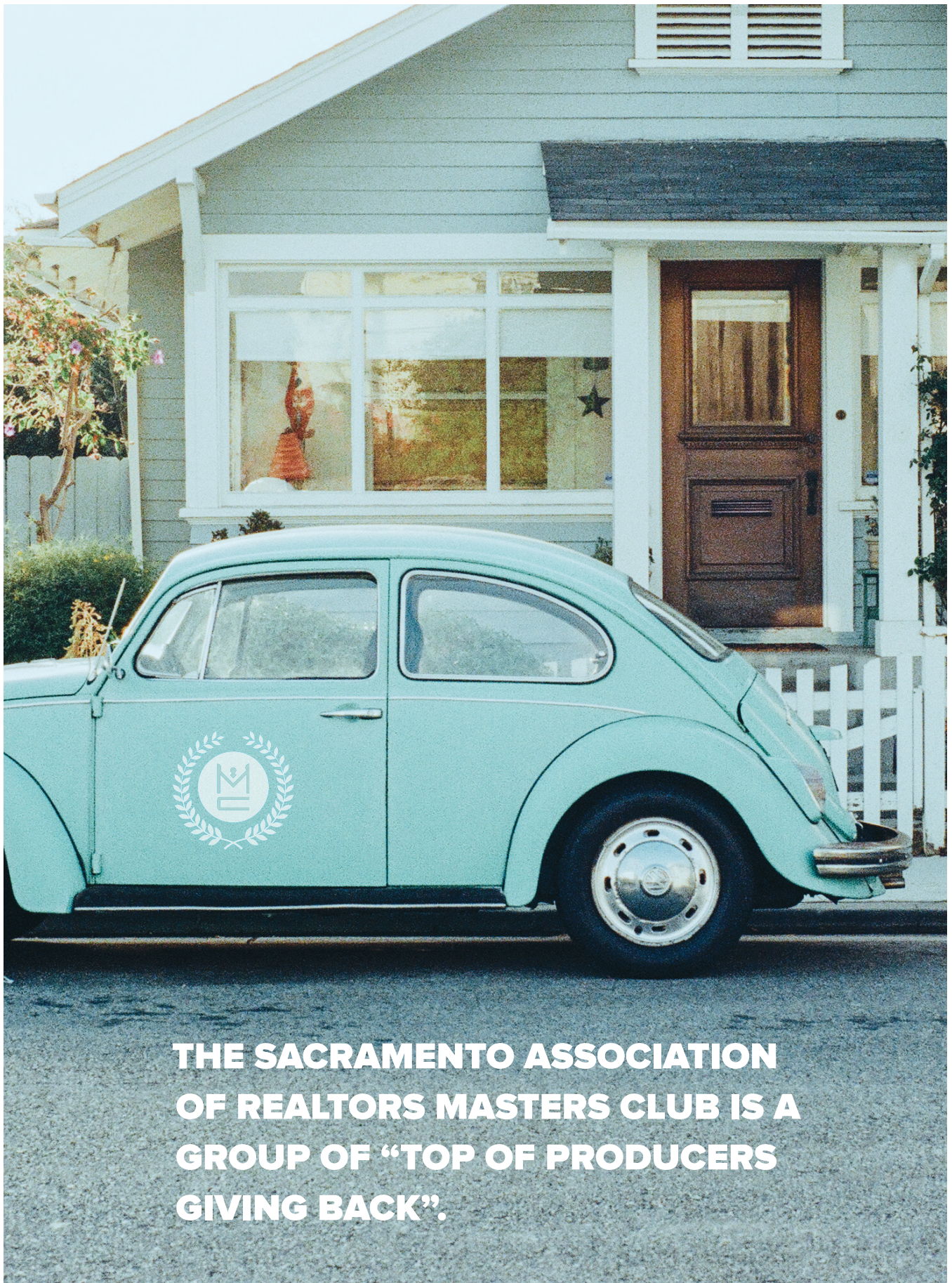


The Signature must never be used in a smaller size than the size identified here. For printed applications, the width of the signature should not be reduced less than 1.25in. For screen applications (i.e. a website or banner), the width of the signature should not be reduced any smaller than 90 pixels.

EMBLEM MINIMUM SIZE

The emblem must never be used in a smaller size than the size identified here. For printed applications, the width of the emblem should not be reduced less than .375 in. For screen applications (i.e. a website or banner), the width of the emblem should not be reduced any smaller than 30 pixels.





**THE SACRAMENTO ASSOCIATION
OF REALTORS MASTERS CLUB IS A
GROUP OF “TOP OF PRODUCERS
GIVING BACK”.**



4.0—MEMBERSHIP LEVELS

Masters Club is built on tier members levels. Currently there are 3: New Member, Life Member and Outstanding Life Member. New Member is the designation pertaining to a Member who has achieved club criteria for the first time and has paid the current year's dues. Life Member is the designation pertaining to a Member who has achieved club criteria in any 5 out of 7 consecutive years and has paid the current year's dues. Outstanding Life Member is the designation pertaining to a Member who has achieved club criteria for a total of ten out of 15 consecutive years or more and has paid the current year's dues. Instead of adding the title to the logo for each tier, we took a simpler approach and represented each tier with its own color. This then adds talking point for the member.



TIER 1 OUTSTANDING LIFE MEMBER

The Outstanding Life Members will receive a white gold colored logo. The prestige carried by this color symbolizes something that younger members will aspire to achieve. It is the highest achievement in the Masters Club.



TIER 2 LIFE MEMBER

Life Members will receive a pebble grey colored logo. The pebble grey color symbolizes the strong foundation that these members have built and continue to build upon as they grow professionally, and within the Masters Club.



TIER 3 MEMBER

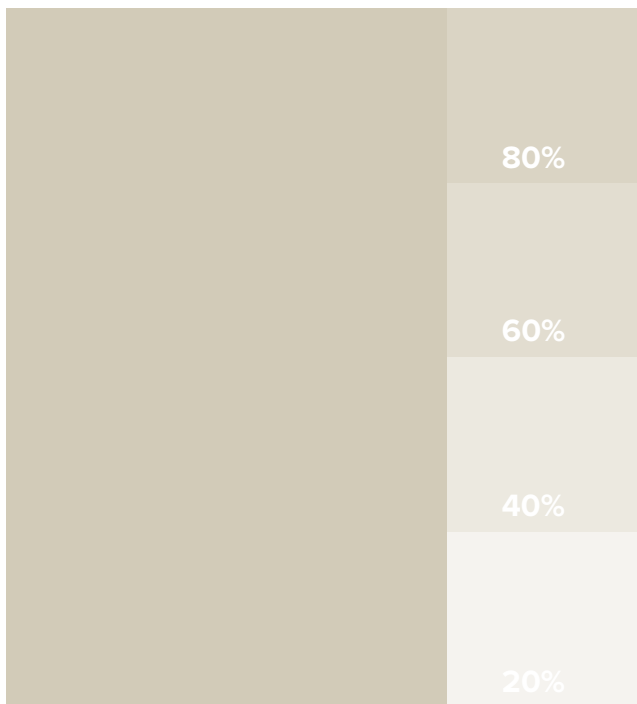
Base-level Masters Club Members will receive a brilliant bronze colored logo. Bronze is a color traditionally used to honor someone's abilities and accomplishments. Being recognized as a member of the Masters Club is an honor, and the brilliant bronze promotes this first level of achievement.



5.0—COLOR OPTIONS

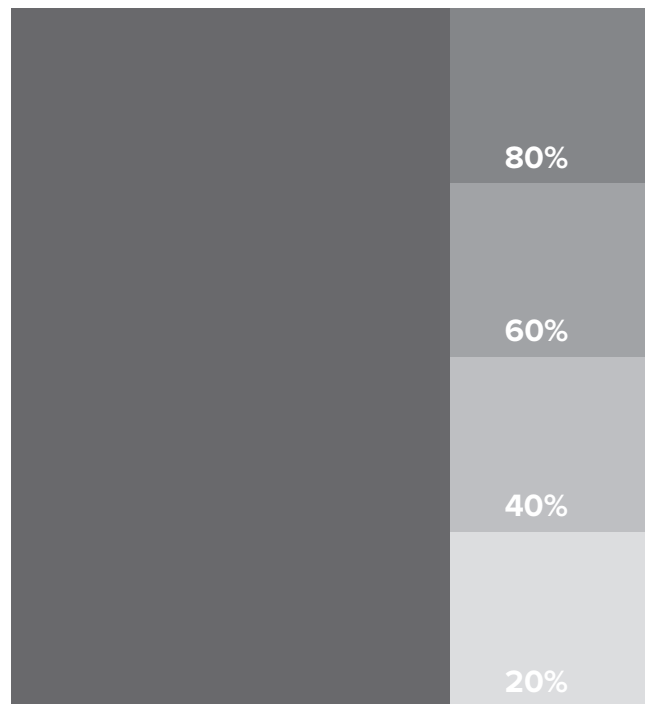
Our corporate colors are a distinct and crucial part of our identity as they make our brand instantly recognizable. When applied consistently, our Corporate colors also provide a strong visual link across various materials and communications and set our company apart from the competitors. No colors other than the ones specified below may be used. Specifications for reproduction of our Corporate colors are shown in the image below. The colors are specified for offset printing on white paper (CMYK and Pantone) and for use on computer monitors (RGB). When reproducing the Company colors on a different material, always make sure the colors visually match approved colors.

PRIMARY COLOR SYSTEM



WHITE GOLD

PMS 7535
CMYK 00 \ 03 \ 15 \ 20
RGB 211 \ 202 \ 183
HEX #D2CAB6

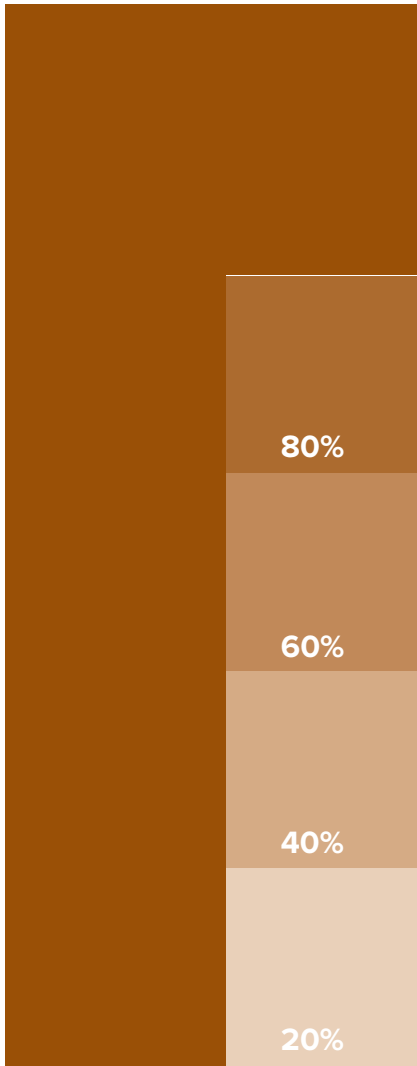


PEBBLE GREY

PMS 7540
CMYK 00 \ 00 \ 00 \ 72
RGB 105 \ 106 \ 109
HEX #696A6C

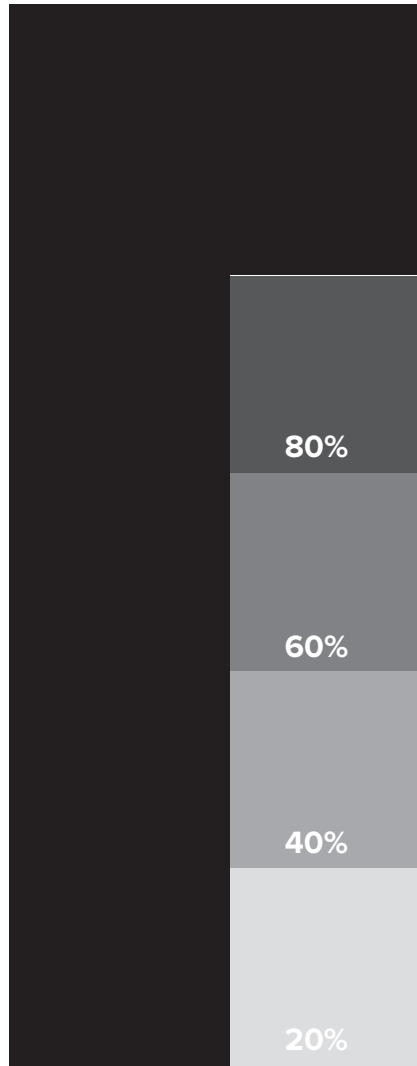


SECONDARY COLOR SYSTEM



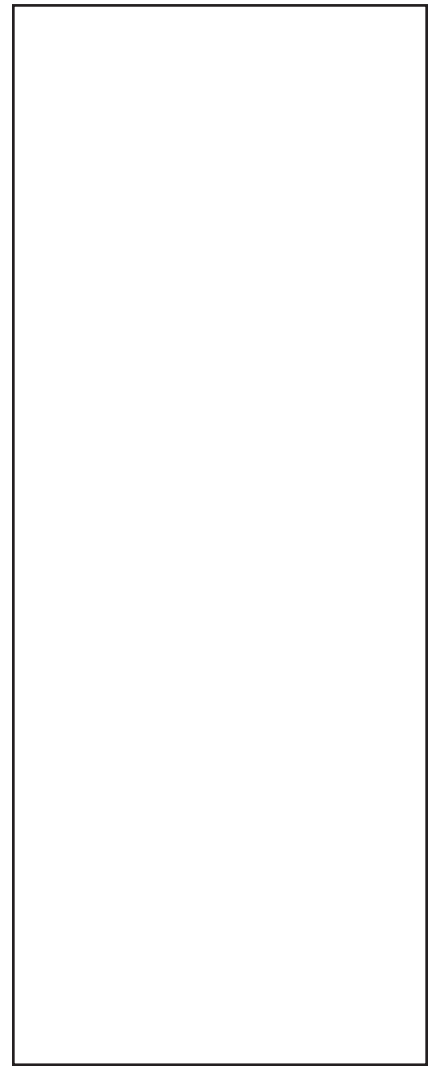
BRILLIANT BRONZE

PMS 7517
CMYK 00 \ 60 \ 100 \ 44
RGB 154 \ 81 \ 07
HEX #995007



BLACK

PMS N/A
CMYK 00 \ 00 \ 00 \ 100
RGB 00 \ 00 \ 00
HEX #000000



WHITE

PMS N/A
CMYK 00 \ 00 \ 00 \ 00
RGB 255 \ 255 \ 255
HEX #FFFFFF



6.0—TYPOGRAPHY

The Corporate fonts are a fundamental part of our visual style that help achieve a unique and consistent look across our materials. The fonts must be used on all printed materials and communications - and if possible, also on the website and online communication. The Corporate Fonts are Gotham and Gotham Narrow. The fonts are available in a wide range of weights which allow various typographic treatments, from bold headlines to easy-to-read body text. The Gotham font family can be purchased at typography.com/fonts/gotham. An Alternative font can be downloaded at fontquirrel.com/fonts/montserrat.

MAIN TYPEFACE CHOICES

GOTHAM, Purchase at typography.com/fonts/gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM NARROW, Purchase at typography.com/fonts/gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



ALTERNATIVE TYPEFACE CHOICES

PROXIMA NOVA, Purchase at fontshop.com/families/proxima-nova/buy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA EXTRA CONDENSED, Purchase at fontshop.com/families/proxima-nova/buy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FREE ALTERNATIVE TYPEFACE CHOICES

MONTERRAT, Download at fontquirrel.com/fonts/montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



7.0—USAGE AND PLACEMENT

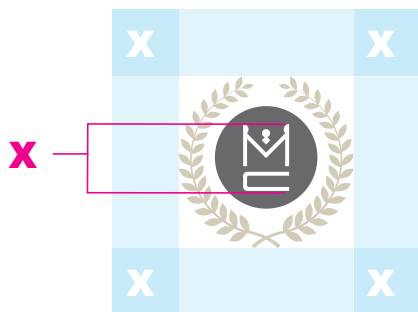
The Master Club signature should be reproduced from the final artwork files provided. Do not attempt to recreate the logo or make changes to the final art file. When enlarging the logo, please make sure to enlarge it proportionally in each direction (i.e. the same percentage horizontally and vertically).

BEST PRACTICES

DO: USE PROVIDED
LOGO FILES



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DO: INCORPORATE
APPROPRIATE CLEAR SPACE
AND MINIMUM SIZE



DO: USE CONTRAST WITH BACKGROUND



PHILANTHROPY

Due to the generous contributions and hard work of its Members, is annually the largest single contributor to the Salvation Army in the Sacramento area. It has been reported that our CanTree food drive accounted for approximately 75% of the canned food distributed by them last year.



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DO NOT: ALTER LOGO



DO NOT COLOR
CHANGES



DO NOT FORM
CHANGES



DO NOT ADD
TAGLINES





DO NOT CHANGE
PROPORTIONS

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DO NOT ADD
ELEMENTS

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8.0—DIGITAL BADGES

Digital badges are a validated indicator of accomplishment, skill, quality or interest that can be earned in various learning environments.

COPY AND PASTE APPROPRIATE CODE



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<a href="http://NEEDLINK" target="_blank"></a>
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**OUTSTANDING
LIFE MEMBER**

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<a href="http://NEEDLINK" target="_blank"></a>
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LIFE MEMBER

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<a href="http://NEEDLINK" target="_blank"></a>
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MEMBER

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<a href="http://NEEDLINK" target="_blank"></a>
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PAGE IS NOT FINAL



9.0—TERMINOLOGY

Color

4C: Four-color process (CMYK), a color system used for printing

BLK: Black, a color system for black & white use

KO: Knocked-out (negative) version for use on solid color backgrounds

HEX: Hexadecimal, an alternative base-16 red, green, blue color system primarily for online, mobile, multimedia and digital applications

PMS C: PANTONE Matching System® reference for coated paper stock

PMS U: PANTONE Matching System® reference for uncoated paper stock

REV (reverse): Color signature version for use on dark solid color backgrounds

RGB: Red, Green, Blue a color reference primarily for online, mobile, multimedia and digital applications

Typography

Font: A single style of a typeface family

Typeface: A visual representation/style of a set of characters (glyphs) comprising multiple fonts to form a typeface family

Resolution and File Types

AI (Adobe Illustrator): Application native, editable vector format used primarily for printing

EPS (Encapsulated Postscript): Vector format used primarily for printing, compatible with

HR: High-resolution (600 dpi)

JPG (Joint Photographic Experts Group): Raster (pixel) image format primarily for online, mobile, multimedia and digital applications

LR: Low-resolution (72 dpi)

PNG (Portable Network Graphics): Transparent raster (pixel) image format primarily for online applications

Logo Components

Emblem: A visual component used in the signature

PRI: Primary signature

Signature: A combination of emblem and wordmark, also referred to as a logo

Wordmark: A type component used in the signature



10.0—IDENTITY SUITE FILES

AI (VECTOR FILES)

MC_MAIN_PMS.ai	MC_OLM_PMS.ai	MC_LM_PMS.ai	MC_M_PMS.ai
MC_MAIN_4C.ai	MC_OLM_4C.ai	MC_LM_4C.ai	MC_M_4C.ai
MC_MAIN_RGB.ai	MC_OLM_RGB.ai	MC_LM_RGB.ai	MC_M_RGB.ai

EPS (PRINT FILES)

MC_MAIN_PMS.eps	MC_OLM_PMS.eps	MC_LM_PMS.eps	MC_M_PMS.eps
MC_MAIN_4C.eps	MC_OLM_4C.eps	MC_LM_4C.eps	MC_M_4C.eps
MC_MAIN_RGB.eps	MC_OLM_RGB.eps	MC_LM_RGB.eps	MC_M_RGB.eps

JPG (WEB FILES—WHITE BACKGROUND)

MC_MAIN_RGB-HR.jpg	MC_OLM_RGB-HR.jpg	MC_LM_RGB-HR.jpg	MC_M_RGB-HR.jpg
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PNG (WEB FILES—TRANSPARENT BACKGROUND)

MC_MAIN_RGB-HR.png	MC_OLM_RGB-HR.png	MC_LM_RGB-HR.png	MC_M_RGB-HR.png
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ADDITIONAL FILES

MC_EMBLEM_KO.ai	MC_EMBLEM_BLK.eps	MC_DB_MAIN.png
MC_EMBLEM_KO.eps	MC_EMBLEM_BLK-HR.jpg	MC_DB_OLM.png
MC_EMBLEM_KO-HR.png	MC_EMBLEM_BLK-HR.png	MC_DB_LM.png
MC_EMBLEM_BLK.ai		MC_DB_M.png

FILE NAME KEY

MAIN	Main Signature	2C lockup
OLM	Outstanding Life Member	1C lockup White Gold
LM	Life Member	1C lockup Pebble Grey
M	Member	1C lockup Brilliant Bronze
DB	Digital badge	







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