# Brand Guidelines

Visual Identity Guidelines

# Contents

01 An Overview

**PMRE** is the only conference exclusively dedicated to Real Estate Media professionals.

Our marquee event helps to shape the direction of the real estate media landscape, and provides a unique platform for industry leaders to converge and exchange insights.

Our brand image is a reflection of these values. We embody the core principles promoted by the conference: **professionalism**, **creative excellence**, and **collaborative growth**. By adhering to the brand guidelines outlined in this document, you will uphold the consistent and unified brand message of PMRE across all applications.

02 Logo

Our logo has two versions that give us the flexibility to choose the one that best fits the available space. The logo can be square or horizontal.

Clear space is the area around the logo that should not have text, distracting graphics, or other logos. This space ensures that nothing interferes with the visual impact of our logo.

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1x amount of space the exclusion zone should have. It is prohibited to use any type of artwork, typography or any other graphic artifact within this 1x exclusion zone.
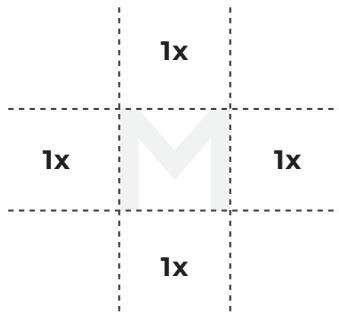
For visual presence, it's important that the PMRE logo meet minimum size requirements.

For print, the square logo should never show up smaller than 3 cm/1.25 in wide. For any online properties, the logo should not be smaller than 90 px wide.

For print, the horizontal logo should never show up smaller than 5 cm/2 in wide. For any online properties, the logo should not be smaller than 140 px wide.



**Print**
3 cm / 1.25 in

**Digital**
90 px



**Print**
5 cm / 2 in

**Digital**
140 px

**01.**

Color /
White background



**02.**

Color /
Black background



**03.**

White /
Black background



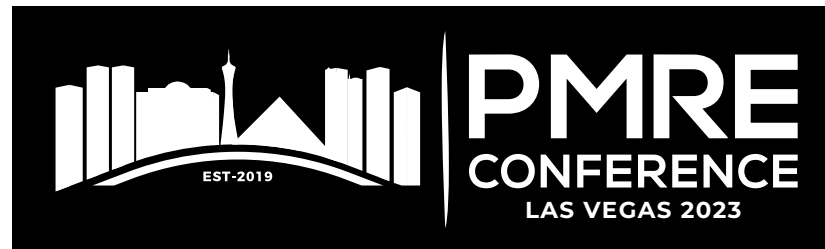**04.**

Black /
White background

**01.**

Color /
White background



**02.**

Color /
Black background



**03.**

White /
Black background



**04.**

Black /
White background

**01** Don't change letter spacing.

**02** Don't distort the logo in any way.

**03** Don't remove any part of the logo.

**04** Don't change the original solid color with an outline.

**05** Don't change the color.

**06** Don't reflect the logo.

**07** Don't add drop shadow.

**08** Don't add any kind of gradient.

**09** Don't change the official font.

**01**

**02**

**03**

**04**

**05**

**06**

**07**

**08**

**09**

Be careful when combining logos and photos to create well balanced and appropriately contrasted compositions.

For darker backgrounds, it is most appropriate to use the white logo.

For light backgrounds, it is most appropriate to use the full colour logo.

Co-branding shows a partnership between PMRE and another company and represents an exchange of credibility between brands. We use co-branded logos where both brands have ownership, like a collaborative whitepaper or presentation related to our partnership.

Before you use a co-branded logo, it is your responsibility to obtain and understand the right permissions from PMRE and the partner or customer.

Carefully follow the standards for using a partner's logo just as you would for PMRE's.
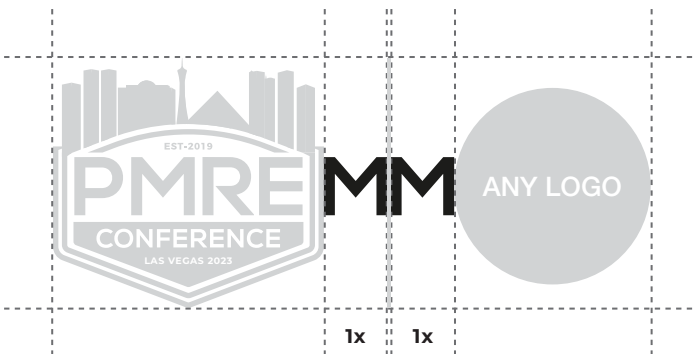


**01 .** Square Option



**02 .** Horizontal Option



1x 1x

03 Color

**CMYK:** 64/59/64/47
**RGB:** 69/66/61
**HEX:** #45423D

Here is our corporate color palette. Please carefully observe the color codes associated with each color as they are key to properly converting from CMYK to RGB.

The primary palette should be used for all of PMRE's marketing. The palette has been chosen to provide a bold, modern and vital look and feel.
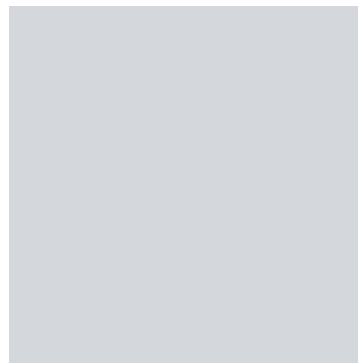
**CMYK:** 76/36/4/0
**RGB:** 53/138/194
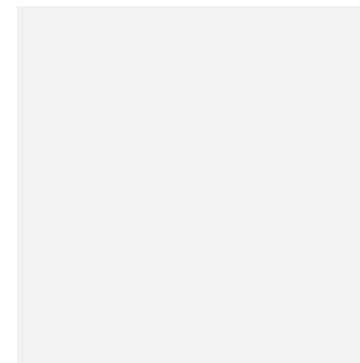**HEX:** #358AC2

**CMYK:** 75/68/67/90
**RGB:** 0/0/0
**HEX:** #000000

| **CMYK:** | 76/36/4/0 | **CMYK:** | 16/11/9/0 | **CMYK:** | 4/3/2/0 |
| **RGB:** | 53/138/194 | **RGB:** | 212/215/219 | **RGB:** | 241/241/242 |
| **HEX:** | #358AC2 | **HEX:** | #D4D7DB | **HEX:** | #F1F1F2 |

The design system also includes a secondary color palette you can use to accent and supplement the primary palette.

04 Typography

**Montserrat** is the typeface for PMRE's design system. It provides exceptional clarity, legibility, consistency and impact across a variety of digital applications, and supports the design system's bold, fresh, modern look and feel.

To ensure a cohesive brand experience, Gotham should be used by PMRE graphic designers for marketing communications, both online and off.

Use Montserrat Regular for most cases. Use Montserrat Bold for headlines and Montserrat Black for headlines and points of emphasis.

Aa

# Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890 !@#$%&*

05 Design
Elements

Our playful patterns complement the brand and extend its visual language. They express energy and direction.

We have patterns for use in your documents. Patterns should be used selectively and without visual conflict. They should add visual impact to your layout and reinforce the brand in a subtle way by showcasing brand colours and recognizable elements in an interesting way.

Patterns are used monochromatically as subtle textures (e.g. a divider slide in a presentation, environmental graphics, a high-impact graphic spread or in place of an image or header.)

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