MMS Logo System

MLS logo system
The MLS logo has been designed to serve as an easily recognizable and legible mark across all media platforms. It has been optimized to function as a mobile-friendly identity. The structure of the logo system has been updated to be more modern and fulfill ADA compliance to be more legible when used.

The Block ‘R’
The Block ‘R’ is one of the strongest brand elements associated with REALTORS® signaling years of trusted experience, a network-wide commitment to its Code of Ethics, and dedication to the community NAR serves.

REALTOR® Blue
REALTOR® Blue communicates trust, stability, and knowledge.

Non italicized font
To be recognized at a quick glance and legible when smaller in size.
**MLS Logo System**

**Available Versions**

**MLS Logo**
The MLS Logo consists of the block-R and the text lock-up. The block-R and text lock-up appear as defined and should always be in the same proportion to each other.

**REALTOR® Blue**
PANTONE 293 C
RBG: 00, 107, 183
CMYK: 90, 57, 0, 0
HEX: #006BB7

**White out**

**Black**
**MLS Logo System**

**Clear space**

The clear space is defined by half the width of the block-R. Clear space is maintained so that the Logo remains clear from additional text or other graphic/visual elements within a composition.

**Minimum Size**

When using the MLS Logo at very small sizes, ensure the logo is recognizable and the text is legible.

**Size Restrictions**

When met with size restrictions and the logo cannot meet the defined minimum size, find another hero space.

**Minimum size**

In any case, the MLS Logo should never be smaller than the defined minimum size.