

BRAND AND LOGO USAGE GUIDELINES

RASM Member Logo

Stand apart from the competition and use the RASM Member logo on your marketing and communications. The logo is a great way to help current and future clients recognize your commitment to professionalism and excellence.

For best results, follow the guidelines below. The preferred logo is the full color version, but an alternate black logo and white logo have been provided to only use when necessary.

Size Requirements

The minimum size guarantees the logo can be read and understood in all mediums.

Print Communication

- Standard size of the logo is 1.5” wide
- Minimum size of the logo is .875” wide

Digital Communication

- Standard size of the logo is 144 pixels wide
- Minimum size of the logo is 84 pixels wide

Space Requirements

No element(s) should be within “X” of the logo’s edges shown to the left. The “X” is proportional to the height of the words “of Sarasota and Manatee.” The clear space around the logo ensures that it can be seen and understood in any setting and stand out from competing visual elements.

Logo Restrictions

Please review the logo restrictions shown on page 2 for examples of logo uses that are NOT acceptable.



MEMBER of
REALTOR® ASSOCIATION
of Sarasota and Manatee
Reach Further.™



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Standard Size



1.5 inches
144 pixels

Minimum Size



.875 inches
84 pixels

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The logo should remain consistent throughout all communications. Use the RASM logo prominently in full color in print and digital.

- Use the logo at or larger than the standard size of 2.25” wide.
- It cannot be displayed or printed any smaller than the minimum size of 1.25” wide.

The logo restrictions shown here are examples of logo uses that are **NOT** acceptable.

Which logo format do I use?

Digital (Web, Email, etc.)	PNG
Embroidery	EPS
Microsoft Office	JPG
Print	EPS
Silkscreen	EPS

EPS and PNG files have no background.
JPG files have a white background.

Please note: EPS files may not open on your computer by simply clicking on them, but they can be inserted in any Microsoft Office product and viewed clearly. EPS files are vector based and will not pixelate when scaling to any size.

The icon should only be used alone, without the wordmark, in situations where the audience knows the RASM brand.

The wordmark should never exist without the icon.

Logo Restrictions



Do not reposition logo elements



Do not omit logo elements



Do not rotate the logo



Do not recolor the logo



Do not stretch or skew the logo



Do not use less than 100% opacity



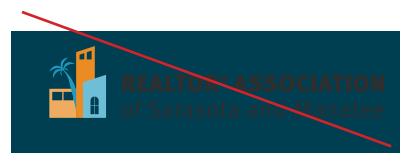
Do not crop logo elements



Do not make a pattern with the logo



Do not apply any effects



Do not place the logo on any background that doesn't provide enough contrast



Do not change the typeface



Do not replace the icon with another