



# Brand Guide

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# Who We Are



## Service

We deliver award-winning service to our brokerages, subscribers, and all end users. We embody the ideals of servant leadership.



## Data Caretaking

We provide secure access to the MLS system, and are steadfast guardians of MLS data use and distribution.



## Reliability

We provide dependable systems to access and utilize the MLS. Our data is trustworthy, accurate, timely, and usable, all in an environment that prioritizes user choice.



## Innovation

We seek out and drive a culture of innovation throughout our organization. To better serve our brokerages and end users, we reach out for input, respond to feedback, and thrive through collaboration.

# Who We Are

## **Tone of Voice**

MRED listens to brokers, first and foremost, while paying attention to changes in the marketplace as a result of new technology. Listening and collaboration are part of a methodical process:

- Listen to brokers
- Solve pain points through collaborating with the best and brightest
- Test solutions and revise iteratively

## **Key Tonal Words**

Listening, collaboration, reliability, empathy, security, innovation, measure, test, and verify customer satisfaction in all things.

# Logo



## Full-color Logo

- The primary, full-color logo should be used wherever possible.
- This logo should be used on a white background.
- In some cases it may be used on a very light background color, or a light and non-busy area of a photo.



## White Logo

- The white logo should only be used in specific cases that require an all-white version.
- This logo should be used on a dark background color or on a dark, non-busy area of a photo.



## Black Logo

- The black logo should only be used in specific cases that require an all-black version.
- This logo should be used for any collateral that must be black and white, or on promo items/clothing that require a logo with enough contrast.

# Logo

## Correct Usage



Full-color logo on white



Full-color logo on light color



White logo on dark color



Black logo on white



Logo is placed on light and non-busy area of a photo

## Incorrect Usage



Not enough contrast



Manipulated logo



Not enough contrast



Stretched logo



Logo is placed on dark or busy area of a photo

# Typography

## Davis Sans

Primary font to be used for headers, sub-headers, and body text on creative collateral.

### Font Specifications

When used in a weight less than Medium, the style of the “2” in Davis Sans font is not in line with our brand style. This specific case can be corrected to adhere to our brand style in multiple ways, including choosing a different font weight or using our other brand font, Calibri.

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

## Davis Sans Bold

## Davis Sans Medium

## Davis Sans Regular

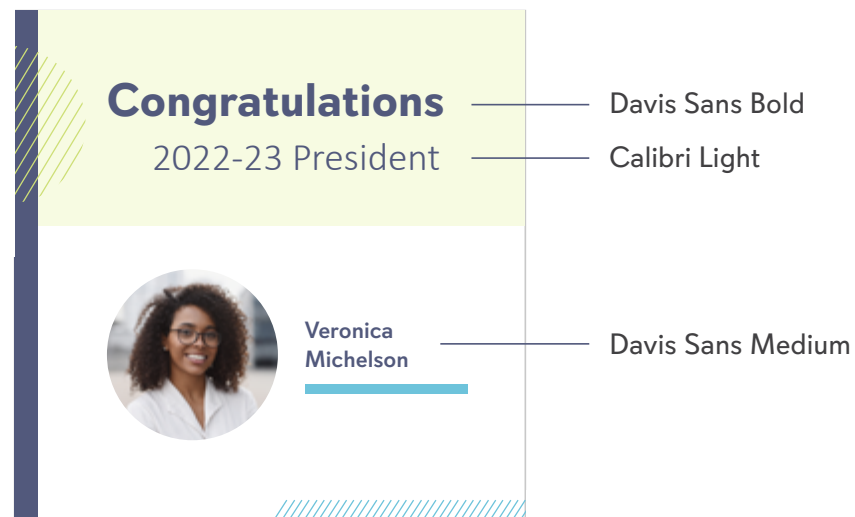
## Davis Sans Light

## Calibri

Microsoft-accessible font to be used in Word, PowerPoint, Excel, etc. This font is meant for standard documents, longer forms of body text, or if a less stylized font is needed.

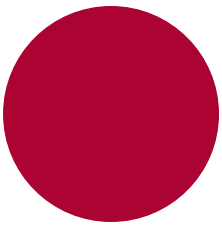
a b c d e f g h i j k l m      A B C D E F G H I J K L M  
n o p q r s t u v w x y z      N O P Q R S T U V W X Y Z

## Calibri Bold | Calibri Regular | Calibri Light

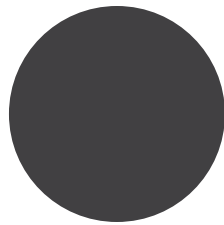


# Color Palette

## Logo and Text

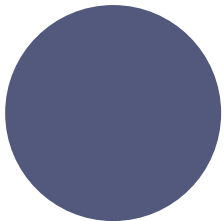


**Maroon**  
**RGB:** 171, 4, 51  
**CMYK:** 22, 100, 79, 15  
**HEX:** AB0433  
**PMS** 207C

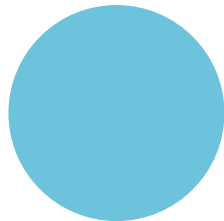


**Dark Gray**  
**RGB:** 65, 64, 66  
**CMYK:** 0, 0, 0, 90  
**HEX:** 414042  
**PMS** 446C

## Primary

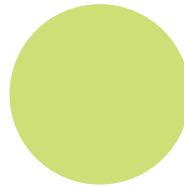


**Dark Blue**  
**RGB:** 82, 89, 124  
**CMYK:** 75, 66, 31, 12  
**HEX:** 52597C  
**PMS** 7673C

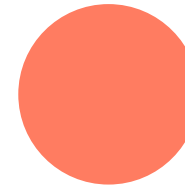


**Teal**  
**RGB:** 109, 195, 219  
**CMYK:** 53, 4, 10, 0  
**HEX:** 6DC3DB  
**PMS** 630C

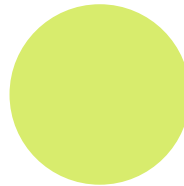
## Accent



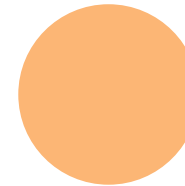
**Green**  
**RGB:** 206, 223, 119  
**CMYK:** 22, 0, 68, 0  
**HEX:** CEDF77  
**PMS** 373C



**Red Orange**  
**RGB:** 255, 124, 97  
**CMYK:** 0, 65, 60, 0  
**HEX:** FF7C61  
**PMS** 170C

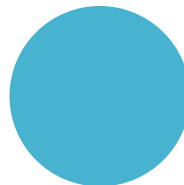


**Light Green**  
**RGB:** 216, 236, 189  
**CMYK:** 19, 0, 71, 0  
**HEX:** D8EC6D  
**PMS** 379C



**Light Orange**  
**RGB:** 252, 182, 117  
**CMYK:** 0, 33, 59, 0  
**HEX:** FCB675  
**PMS** 149C

## Teal and Green Dark Versions - to be used when more contrast is necessary



**Dark Teal**  
**RGB:** 71, 179, 209  
**CMYK:** 66, 10, 13, 0  
**HEX:** 47B3D1  
**PMS** 631C



**Dark Green**  
**RGB:** 180, 207, 48  
**CMYK:** 34, 2, 100, 0  
**HEX:** B4CF30  
**PMS** 583C



# Color Palette

Maroon is the logo color. Do not use dominantly.



Dark Gray should be used as a text color.



Dark Blue is the primary brand color to be used in collateral.



Teal is a primary color that may be used dominantly.



Green, Red Orange, Light Green and Light Orange may be used as accent colors, not dominantly.



These are darker versions of the Teal and Green, to be used when more contrast is needed.



Use on white backgrounds



Use on dark backgrounds



# Graphic Elements

## Design Style & Graphic Accent Specifications

- The overall design style is clean, modern, minimal, professional/corporate and eye-catching.
- Graphic accents used: hash mark bars, hash mark circles, shape outlines, accent bars, rectangle & circle shapes. Smaller triangle shapes are also used to draw attention to a call-out or point to specific content.

**Need help with something else?**  
We have answers and options

▶▶▶ **Get answers to common questions 24/7 in the [Knowledge Base](#).**

**Or Contact the Help Desk:**

- 630-955-2755
- [help.desk@MREDLLC.com](mailto:help.desk@MREDLLC.com)
- Help Desk hours are 8 a.m.- 6 p.m. M-F & 9 a.m.-3 p.m. Sat

▶ **Contact Rules and Regulations**

- 630-799-1471
- [rules.regs@MREDLLC.com](mailto:rules.regs@MREDLLC.com)

▶ [Request a meeting](#) with our Broker Outreach team to have all your questions answered and get connected to the resources you need.

▶ Sign up for training on MRED products and services. Visit [training.mredllc.com](http://training.mredllc.com).

**MRED**

**CONGRATULATIONS**  
2022-23 President

Theresa Hanson



	Private Listings	Standard Listings	Exempt Listings (not in MLS)
Requires a listing agreement.	●	●	●
Can be sent through IDX/Broker Reciprocity Programs, to clients through connectMLS and syndication websites. Clients can be sent Private listings via connectMLS if enabled by listing broker. Brokers can also receive their own Private listings in an office broker back feed.	●	●	
Can be marketed to the general public on an open website (Public Facebook page, Craigslist, etc). Publicly marketing exempt listings is a violation of MRED's rules.	●	●	
Requires an offer of compensation.	●	●	
Listings are required to be added within 48 hours of listing agreement or 24 hours of public marketing*, whichever comes first.	●	●	
Listings accrues market time.		●	
Requires listings to have photos.		●	
Where does your listing have to end up for you to get credit in the MLS?		●	
Requires a Private Listing Addendum.	●		
Requires an exemption form.			●

\*Public advertising includes any public-facing website or publicly accessible print advertising, including for sale signs.

**MRED**

# Graphic Elements

## Icon Style Specifications

- Simple, line icons (not too detailed)
- Not in a circle or a square
- Default icon color - dark teal to contrast the preferred white background and dark gray text that would likely be present



## Core Values Icons



**Service**



**Data Caretaking**



**Reliability**



**Innovation**

# Still Imagery

## Still Imagery Style Specifications

- When selecting images for use in MRED materials, choose that which feels natural, candid, and realistic, vs. staged, stylized, or cartoonish.
- MRED serves all markets and demographics in an unbiased manner.
- Organic tones and warm colors are preferred.
- Make minimal use of real estate stereotypes and cliches, such as an agent handing keys to buyers, “For Sale” signs, house keychains, and the like.
- Use photos of real people with real emotions where possible. When opting for something more graphical in nature, avoid jewel or neon tones, in favor of natural or pastel tones with a mid-range contrast.
- Keep in mind our tone of voice when selecting photos, and consider selections through the lens of Jennifer.



# Motion

## Motion Style Specifications

- File specifications: MRED masters content to 24p, with frame sizes of HD/1920 x 1080 for horizontal, or 1080 x 1920 for vertical.
  - However, we encourage filming at 4K or above, to allow for re-framing as needed. A Medium shot can be used as a Close-up if shot in 4k and mastered to 1080p.
  - Additionally, when applicable, please feel free to make liberal use of slow motion frame rates for b-roll purposes. We recommend 120fps or above.
- As we frequently deliver to the web, in Adobe Premiere, we typically leverage the standard Vimeo 1080p setting as a guideline; master to the highest quality your delivery medium permits.
- A .mov file using ProRes is preferred, but an .mp4 using h264 or h.265 is acceptable.
- Video Composition: On-camera talent should wear solids, avoiding busy or tight patterns. Please use standard four point lighting, erring on the side of softness over intensity.
- When angling, position the subject's face at the intersection of a grid dividing the screen into thirds (following the "Rule of Thirds"). This creates space to the left or right of the subject, allowing the person to "look into" the frame, and lends a more natural appearance to the shot.
- Avoid centering the subject in the frame for documentary style; for presentation style, centering is encouraged.
- Motion Graphics: Please adhere to all title safe guidelines for horizontal or traditional video content. For vertical content, please adhere to TikTok safe zones, as provided in the Helpful Links of this guide on (page).
- Motion Graphics should be mastered to 24p, using motion blur set to a 180 degree shutter angle.
- Lower thirds or chyrons may animate onto screen from left, right, or center, depending on the position of the subject. Lower thirds should be formatted in this way:
  - Full Name, Post-Nominal Letters (bolded)
  - Title, Company
  - E.g.,  
Ben Dewhurst, Esq., PMP  
Director of Creative, MRED
- Text: Ensure text is on screen long enough to be able to be easily read.
- Format: Please format textual and logo content as dictated by this guide.

# Formatting

## Writing Style

MRED adheres to the AP style of writing.

Exceptions include:

- MRED uses the serial comma, also known as the Oxford comma

## REALTOR®

Note that the correct way to write REALTOR®; all caps, followed by a registered trademark symbol. There is no space between “REALTOR” and the registered trademark symbol. “REALTORS®” is the correct plural.

## MLSs

The plural of the abbreviation for multiple listing services is “MLSs.” Note that there is no apostrophe.

## Association Names

Please use standard (style) guidelines for acronyms when working with the names of real estate Associations. For example, Central Illinois Board of REALTORS® would be “CIBOR.”

## URLs

All URLs should appear lowercase, and drop the “http://” as well as the “www.” For example, mredllc.com is correctly formatted; http://www.mredllc.com or www.mredllc.com would not be.

## Email Addresses

Always format email addresses all lowercase. For example, jennifer.smith@mredllc.com.

## Owners’ Meeting

MRED hosts an annual Owners’ Meeting. Note the apostrophe at the end of “Owners;” the word “owners” is a possessive, group noun.

## RESOURCES

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[Media Kit](#)

[MRED Website](#)

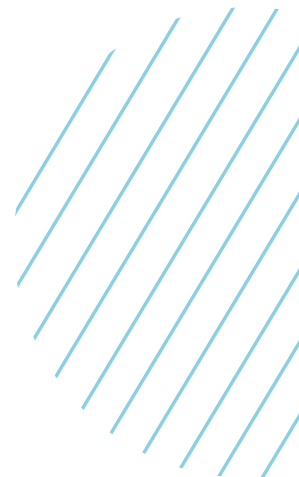
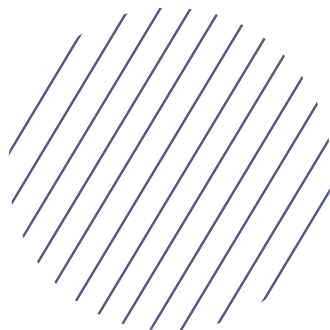
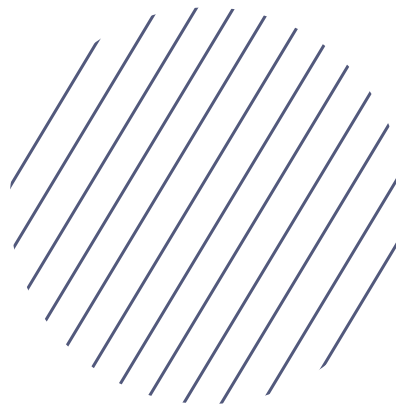
[MRED Training Website](#)

[connectMLS Login](#)

## CONTACT INFO

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For more information, please  
feel free to reach out to us at  
[help.desk@mredllc.com](mailto:help.desk@mredllc.com), or  
call us at 630-955-0011.



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