

MULTIPLE LISTING SERVICE
MLS LOGO
GUIDELINES

October 23, 2020 | V1

MLS 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.



Non italicized font

To be recognized at a quick glance and legible when smaller in size.

REALTOR® Blue

REALTOR® Blue communicates trusts, stability, and knowledge.

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

REALTOR® Blue



White out



Black



MLS Logo System

Clear space

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.

Clear space



Minimum size

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

