

Raleigh Regional Association of REALTORS® Logo Usage

As a REALTOR® Member, you can use the REALTOR® membership mark to help identify yourself as a member of the Raleigh Regional Association of REALTORS® (RRAR). To help protect the power the REALTOR® brand, please read and follow our guidelines.

License to Use Logo

The RRAR logo is specifically intended for use by members in good standing in connection with their business. Upon joining RRAR, members are granted a limited, nonexclusive, nontransferable license to use the RRAR logo dependent on the rules set forth in this document. Individuals who hold a REALTOR® membership are licensed to use the RRAR logo when identifying themselves as members of the Association.

Logo Color

The original color tones of the Raleigh Regional Association of REALTORS® logo is to remain constant in all uses. Please refer to the following for the original color codes for each:

- RRAR Blue – (PMS 293) (HEX: 0168b3) (CMYK: 90/60/0/0) (RGB: 0/105/180)
- RRAR Green – (PMS 339) (HEX: 05b086) CMYK: 78/3/63/0) (RGB: 5/176/134)

The only exception to the two-toned RRAR Logo is the usage of the logo in pure black (PMS Black 6, HEX: 000000) or pure white (HEX: ffffff).



Logo Fonts

When using the RRAR logo on any digital or print items, the official font of the RRAR logo (Sura Bold) or any of its font family derivatives may not be present on that same document. This is in place to limit confusion of design and where the logo may begin or end.

Logo Orientation

Correct use of the RRAR logo remains paramount to the Association and its members. Improper usage includes, but is not limited to: redraws, reshapes, tilts, intersects, digitally altered, or other distortions of the RRAR logo.

Logo Availability

The RRAR logo in its accepted forms will be made available online for download in its proper .JPG and .EPS formats for member use. Access to the logo for use should be drawn from this source, not third-party sources online (ie- Google Images or other search engines) as distortion and illegitimate logo structure may occur.

Please refer all questions or concerns to the Communications Department: (919) 654-5400.