



BRAND GUIDELINES



Stacked Logo

The "Stacked Logo Usage" is crucial as it dictates how the icon should be used to maintain brand consistency.

Cobalt center with "ASSOCIATION OF" should be used on lighter color backgrounds.

Sky Blue center with "ASSOCIATION OF" should be used on lighter colored backgrounds.

If Cobb Blue or REALTOR® Blue are the background color then a solid white or solid midnight logo should be used.

Solid white or solid midnight must be used for secondary colors Advocay and Lime as well.

COBALT CENTER

SKY BLUE CENTER

SOLID WHITE

SOLID MIDNIGHT

Icon Usage

The "Icon Usage" is crucial as it dictates how the icon should be used to maintain brand consistency.

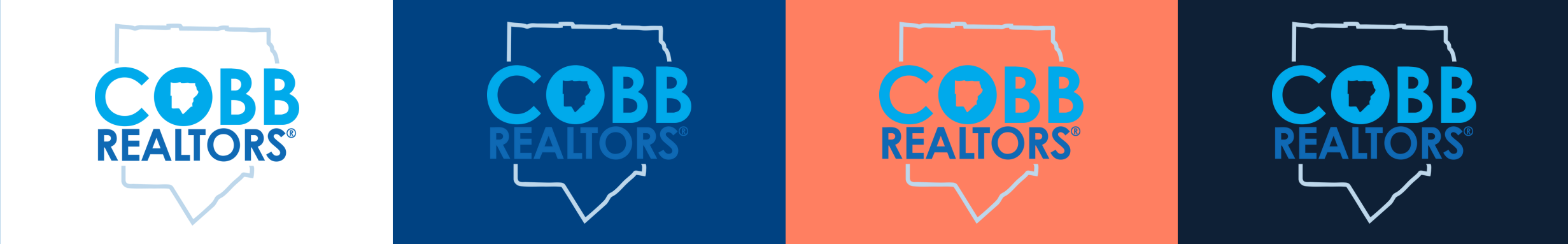
The Full Color Icon may be used on white, cobalt, coral, and midnight backgrounds.

The White Icon may be used on Cobb Blue, REALTOR® Blue, Cobalt, Coral, Sky Blue, Lime, Charcoal, and Advocacy.

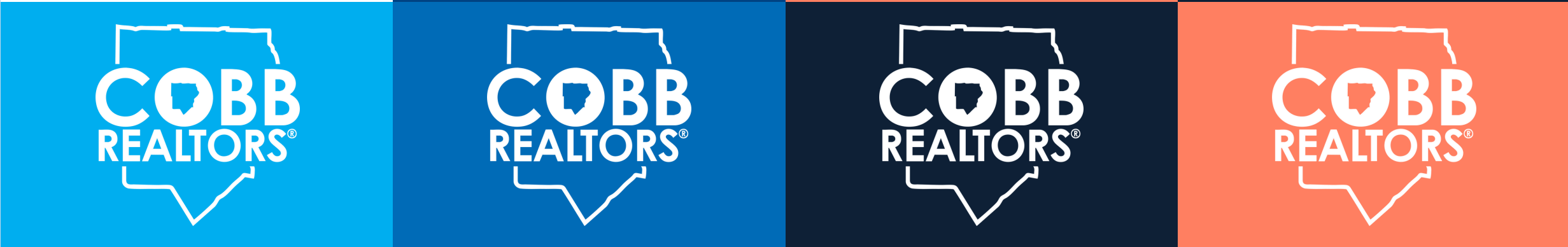
The Midnight Icon may be used on Cobb Blue, Coral, Sky Blue, Lime, and Chrome.

Only the Color Icon should be used on any white background.

FULL COLOR ICON



WHITE ICON



MIDNIGHT ICON



LINE LOGO USAGE

The "Line Logo Usage" is crucial as it dictates how the icon should be used to maintain brand consistency.

The Full Color Line Logo may be used on white, sky blue, midnight or coral backgrounds.

The White Line Logo may be used on all color backgrounds but white.

The Midnight Line Logo may be used on all color backgrounds but charcoal and midnight.

FULL COLOR LINE

COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®

WHITE LINE

COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®

MIDNIGHT LINE

COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®
COBBREALTORS®	COBBREALTORS®

PRIMARY COLORS

COBB BLUE
#00BAFF

REALTOR® BLUE
#006BB7

COBALT
#004282

MIDNIGHT
#0E2036

SKY BLUE
#BED7EA

CORAL
#FF7F61

SECONDARY COLORS

CHARCOAL
#58595B

CHROME
#A7A9AC

WHITE
#FFFFFF

LIME
#8DC63F

ADVOCACY
#A20388

CENTURY GOTHIC PRO

TYPE FACE

LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$

OVERVIEW

HEADLINES/TITLES

BLACK

Subtext/Callouts
BOLD

Body/Copy
REGULAR

Quotes
Light Italic

ADDITIONAL FONTS

MONTSERRAT

TYPE FACE

LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%

OVERVIEW

HEADLINES/TITLES

BLACK

Subtext/Callouts

BOLD

Body/Copy
REGULAR

*Quotes
Light Italic*

Body Text

Ad

Regular (24px)

Medium (60px)

Black (128px)

Title

Paragraph

Button

Link

GREAT DOCUMENTATION

Welcome to COBB REALTORS® Branding Guidelines. This document serves as your compass for understanding and implementing our brand's identity in every interaction and creation. Our brand is more than just a logo or a color palette; it's a representation of our values, mission, and the unique experience we offer to our customers.

GET STARTED

Learn More