

June 2025



SDAAR

GREATER SAN DIEGO ASSOCIATION OF REALTORS®

BRAND GUIDELINES



These guidelines are designed to bring the Greater San Diego Association of REALTORS® brand to life – a visual identity shaped by our deep roots in the San Diego community and driven by our mission to support REALTORS® in building thriving, connected neighborhoods. Grounded in the professionalism and innovation that define SDAR, this system balances consistency and flexibility to ensure impact across every touchpoint – from marketing materials to digital platforms like www.SDAR.com. Just like in real estate, there are lines to follow, but those boundaries aren't here to hold us back — they exist to highlight what's possible.



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PURPOSE OF THE STYLE GUIDE

The SDAR Brand Style Guide is designed to ensure clarity, consistency, and professionalism in all visual and written communications representing the Greater San Diego Association of REALTORS® (SDAR).

This guide serves as the definitive resource for using SDAR's brand elements correctly, including logos, colors, typography, tone of voice, and approved templates.

Key objectives:

- Maintain a unified and recognizable brand identity across digital, print, and in-person experiences
- Help internal teams, members, vendors, and partners create materials that reflect SDAR's core values
- Strengthen SDAR's position as a trusted leader in the San Diego real estate community

Whether you're designing a flyer, writing a social post, or representing SDAR at an event, this guide helps ensure that every piece of content is aligned with our mission and standards.

ABOUT SDAR

Since 1878, the Greater San Diego Association of REALTORS® has been a cornerstone of the region's real estate industry — from its origins as the Real Estate Association of San Diego to launching the Award of Excellence in 2016, which honors outstanding achievement in real estate. For nearly a hundred and fifty years, we've helped REALTORS® grow their businesses and reach new heights.

In 1885, the San Diego Real Estate Board, now SDAR, is credited with creating the first MLS, revolutionizing how real estate professionals share property information.

SDAR has played a key role in developing standardized forms for the California Association of REALTORS® (C.A.R.), ensuring consistency in real estate transactions.

BRAND MISSION, VALUES AND DIFFERENTIATION

Our Value Propositions

- Advocacy
- Education
- Ethics

Our Primary Differentiation

- Established in 1878

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Mission Statement

The Greater San Diego Association of REALTORS® is dedicated to the preservation of private property rights and to the promotion and protection of the business interests of our REALTOR® members.

Diversity Statement

To provide an all-inclusive environment that benefits from diversity at all levels, values individual differences, and enables all members and employees to develop and contribute to their full potential while meeting the needs of members.

The Greater San Diego Association of REALTORS®

HOW TO USE THIS GUIDE

How to Navigate

Each section builds on the last, but you don't need to read it front to back. Use the Table of Contents to quickly find the topic you need. If you're working on a specific project—like designing a flyer, writing copy, or creating a social media post—head directly to the relevant section.

Staying On Brand

Consistency is key to building brand recognition and trust. Before creating new materials or communicating on behalf of SDAR, refer to this guide to ensure alignment with our brand identity. If you're ever unsure about how to apply an element, reach out to the brand team for clarification.

Let this guide empower you to represent SDAR with integrity, creativity, and consistency.

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BRAND FOUNDATION

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MESSAGING PILLARS

BRAND PERSONALITY & ATTRIBUTES

SDAR is a professional advocate, trusted resource, and community-builder for REALTORS® and property owners in San Diego County. Our personality combines expertise and approachability rooted in decades of service.

- Professional – We lead with ethical standards and deep industry knowledge.
- Trusted – With over a century of dedication, we offer reliable tools, data, and support.
- Supportive – We guide members toward business growth through education and networking.
- Inclusive – We value diversity at all levels, fostering an environment where every member belongs.
- Advocacy-Minded – We champion private property rights and REALTOR® interests locally and statewide

BRAND VOICE & TONE

Voice: Authoritative • Supportive • Inclusive

Tone: Clear • Encouraging • Respectful

Our communications reflect leadership, while being grounded in member care and community values:

- Authoritative – We speak with the voice of a seasoned organization on policy, ethics, and market insights.
- Supportive – We empower members to thrive by sharing tools, education, and data.
- Inclusive – Our language respects diversity, inviting all voices to collaborate and contribute.

Tone by Audience:

- Policymakers & Press: Confident and professional, grounded in data and advocacy.
- REALTORS® Members and Affiliates: Uplifting, helpful, respectful, and professional.
- General Public: Accessible and trustworthy, highlighting SDAR's role in safeguarding homeownership and property rights.

MESSAGING PILLARS

These are the foundational ideas we return to in our storytelling, communications, and content. Every message we share should connect to one or more of these core pillars:

Every SDAR message ties back to one or more of our core pillars:

1. Property Rights & Advocacy

a. We are the trusted voice defending private property and REALTOR® interests throughout the region.

2. Member Success & Resources

a. We equip REALTORS® with tools, education, live support, and data to elevate their business and career.

3. Inclusivity & Belonging

a. By embracing and supporting diverse backgrounds and experiences, we foster a welcoming, all-inclusive community .

4. Ethics & Professional Standards

a. Upholding a strict code of ethics is at the heart of everything we do, reflecting integrity and demonstrating trustworthiness.

5. Data-Driven Insight & Leadership

a. We provide current market stats, reports, policy analysis, and advocacy guidance to position SDAR as a forward-thinking leader.

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LOGO USAGE

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PRIMARY LOGO

The full-color SDAR emblem — featuring blue and red on a white background — symbolizes strength and authority.



SDAR LOGO MONOCHROME

The black and white emblem may be applied to any solid colored background as long as visual integrity is maintained.

Black



White



CONSTRUCTION, ISOLATION AREA AND MINIMUM SIZE

The SDAR logo is constructed using a precise geometric grid to ensure visual balance and brand consistency. The height of the red triangle element is proportionally aligned with the stroke thickness of the SDAR letterforms. Maintain the original proportions at all times and do not alter the logo in any manner.

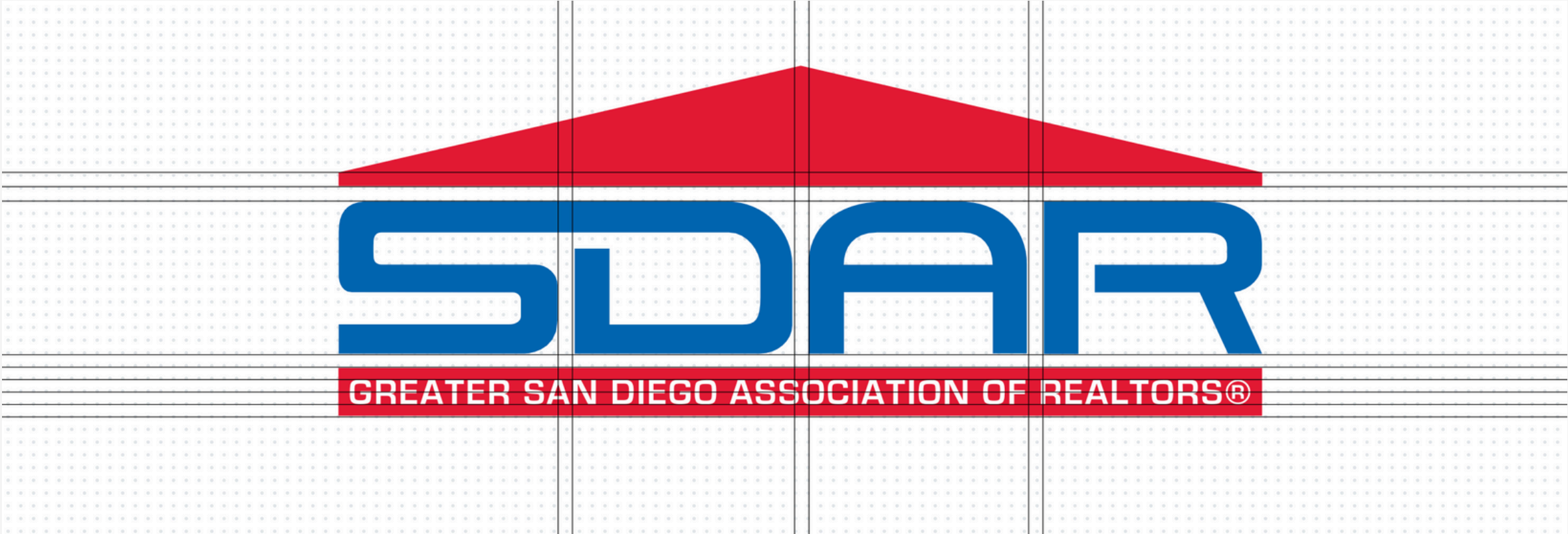
Isolation Area

To preserve visual clarity and brand integrity, the SDAR logo must always be surrounded by an isolation area equal to 1/4 the height of the entire logo. No text, images, or graphic elements may encroach on this clear space.

Minimum Size

The SDAR logo should never appear smaller than 30 pixels in width (for digital use) or 8 millimeters (for print). In special cases, exceptions may be made if legibility and visual integrity are preserved — subject to approval by SDAR’s brand management team.

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The Greater San Diego Association of REALTORS® Brand Guidelines

LOGO ON BACKGROUNDS

Full-color logo may be applied to white backgrounds only.
Black or white rings may be applied to any solid colored background as long as visual integrity and legibility are maintained.

White



Black



Blue



Red



PLACEMENT EXAMPLES

When placing the SDAR logo on a photograph, ensure legibility is maintained. Do not modify any colors within the logo to create contrast.

Applying on Light Backgrounds

The full-colour SDAR logo may be applied on light backgrounds in photographs as long as legibility is not impacted. As a general rule, a light background in a photograph should not include a tint of black that is darker than 5%.


For more information on applying the SDAR logo on light backgrounds, please refer to the SDAR Brand Guidelines.



LOGO INTEGRITY & USAGE


The SDAR logo should never be altered in any manner, including modifying the official colors, or the order of the colors.

Do not apply unauthorised one-color versions.




✗

Do not add drop shadow.




✗

Do not modify any colors.




✗

Do not rotate.




✗

Do not recreate with objects, shapes, people or products.




✗

Do not place any elements over the top of the logo.




✗

Do not fill with imagery.




✗

Do not add gradients.



✗

Do not distort.



✗

BRAND HIERARCHY

In all branded communications, the SDAR logo should be presented as the primary and dominant brand element. Any sub-brands or additional logos must be positioned as secondary, serving as supporting and aligned experience brands. This hierarchy should be clearly reflected in size, placement, and tone across all applications.

- SDAR always leads — it's the parent brand and must be visually dominant.
- Membership Advantage is secondary — positioned as a supportive brand identity.
- Partner brands never precede SDAR unless legally required.
- Alignment: Center or left-align all elements, with equal vertical spacing and visual balance.
- Size ratio: SDAR logo > Membership Advantage logo ≥ Partner logo (unless partner has prominence due to contractual terms).



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COLOR PALETTE

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PRIMARY COLORS

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SECONDARY/NEUTRAL COLORS (OPTIONAL)

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COLOR USAGE GUIDANCE

SDAR COLOR

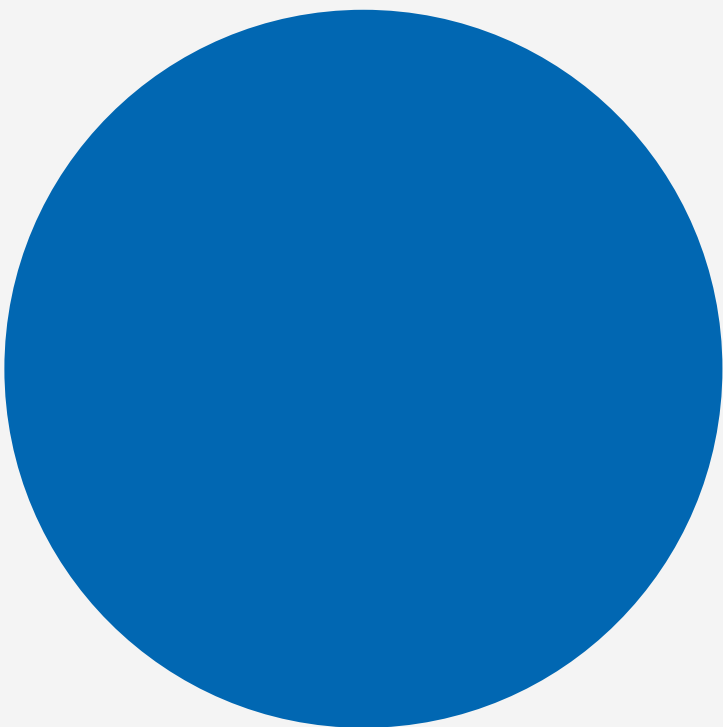
Our primary brand colors are red and blue. They form the foundation of everything SDAR. These colors are used to provide accessibility, simplicity and consistency throughout all brand communications.

Red



Color Model	Value
HEX	#E41936
RGB	R: 228, G: 25, B: 54
CMYK	C: 0%, M: 89%, Y: 76%, K: 11%
Pantone (closest)	Pantone 185 C
Textile Cotton (TPX)	Pantone 18-1664 TPX (Fiery Red)
Madeira Thread	1147 (Classic Rayon) or 2297 (Polyneon)
RAL	RAL 3020 – Traffic Red

Blue



Color Model	Value
HEX	#0167B2
RGB	R: 1, G: 103, B: 178
CMYK	C: 99%, M: 42%, Y: 0%, K: 30%
Pantone (closest)	Pantone 300 C
Textile Cotton (TPX)	Pantone 19-4052 TPX (Sodalite Blue)
Madeira Thread	1400 (Classic Rayon) or 1805 (Polyneon)
RAL (closest match)	RAL 5005 – Signal Blue

SECONDARY/ NEUTRAL COLORS

Black and white are essential for legibility, space, and balance—supporting the primary palette while ensuring clean, accessible design.

Black



Color Model	Value
HEX	#000000
RGB	R: 0, G: 0, B: 0
CMYK	C: 0%, M: 0%, Y: 0%, K: 100%
Pantone (closest)	Pantone Black C
Textile Cotton (TPX)	Pantone Black 6 TPX
Madeira Thread	2400 (Classic Rayon) or 2800 (Polyneon)
RAL (closest match)	RAL 9005 – Jet Black

White



Color Model	Value
HEX	#FFFFFF
RGB	R: 255, G: 255, B: 255
CMYK	C: 0%, M: 0%, Y: 0%, K: 0%
Pantone (closest)	Pantone White
Textile Cotton (TPX)	Pantone 11-0601 TPX (Bright White)
Madeira Thread	1000 (Classic Rayon) or 1050 (Polyneon)
RAL (closest match)	RAL 9010 – Pure White

COLOR USAGE GUIDANCE

Consistency creates recognition.

To maintain a cohesive and professional visual identity, all color applications should follow these guidelines:

Primary Colors

- Use primary brand colors (e.g., SDAR Blue) for major brand elements.
- Ensure strong contrast with background colors for readability and accessibility.

Secondary / Neutral Colors (Black & White)

- Use white as a clean, spacious background or to highlight key content areas.
- Use black primarily for body text, icons, and accents to ensure clarity and legibility.
- These neutrals provide visual balance and should support—not compete with—primary colors.

Accessibility

- Always maintain a minimum contrast ratio of 4.5:1 for text and interactive elements.
- Avoid using color alone to convey meaning—supplement with icons, labels, or textures when possible.

Do's

- Do prioritize primary colors for brand recognition.
- Do test color combinations for digital and print use.
- Do apply white space generously to keep designs open and uncluttered.

Don'ts

- Don't use unapproved colors that dilute the brand.
- Don't overcrowd designs with too many colors.
- Don't rely on color without checking accessibility standards.

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TYPOGRAPHY

THE INFLUENCE OF TYPE

HEADLINE STYLES AND USE

SUBTITLES AND PARAGRAPH STYLES AND USE

TRACKING AND KERNING

PARAGRAPH ALIGNMENT

RAGS AND WINDOWS

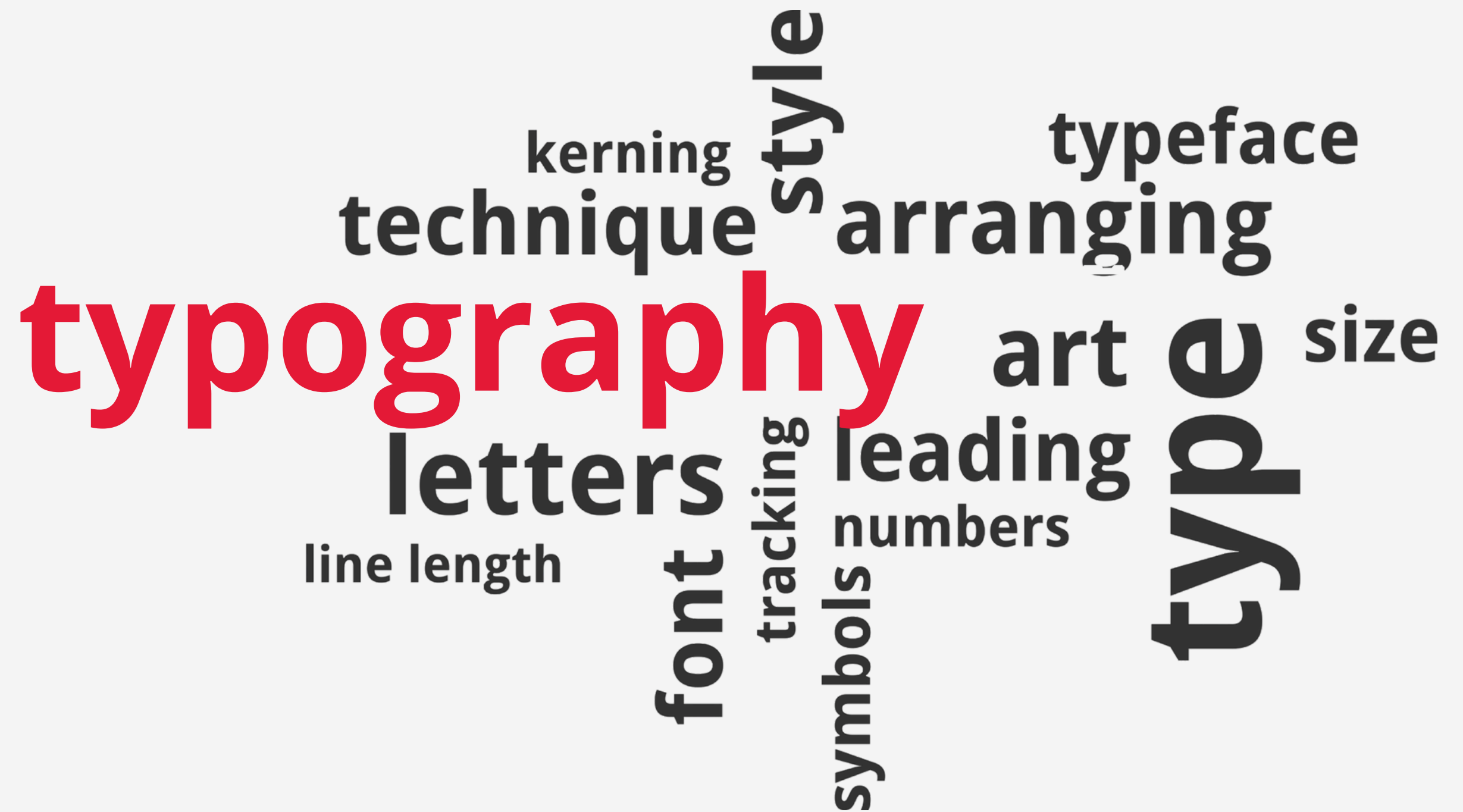
THE INFLUENCE OF TYPE

Typography is a key element in expressing SDAR's brand identity. It brings clarity, consistency, and professionalism to everything we create—from digital graphics to printed materials.

Our primary typefaces are:

- **Gotham Bold** – Used for headlines. Bold, athletic, and confident, it reflects the strength and forward-thinking nature of SDAR.
- **Avenir** – Used for long titles, subheadings, and body copy. Clean and legible, it supports clear, professional communication across all formats.

Together, these typefaces form a cohesive system that helps SDAR communicate with impact, integrity, and visual consistency.



HEADLINE STYLES AND USE

Styles

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

Gotham Bold is the primary style for SDAR headlines. With its clean geometry and open proportions, it delivers maximum impact while maintaining legibility. It should be used for short headlines—ideally 12 words or fewer—to preserve its visual strength.

For greater emphasis, **Gotham Black** or **Gotham Black Italic** may be used sparingly in titles of 6 words or fewer. These heavier styles add weight and urgency, particularly in high-visibility applications.

- Italics are reserved for emphasis on individual words and should not be applied to full headlines or titles for stylistic purposes.
- Gotham should be used selectively to highlight key messaging, calls to action, or attention-grabbing headers. Overuse reduces its effectiveness.

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Gotham Bold - Headline Regular

**Empowering San Diego
REALTORS® Since 1878**

Gotham Black - Under 6 words

Every Deal Starts With SDAR.

Gotham Black - Reserved for Emphasis

#SDARStrong

Reminder:

Gotham is a strong visual anchor in SDAR’s brand system—use it purposefully and with restraint to maintain its authority.

The Greater San Diego Association of REALTORS® Brand Guidelines

SUBTITLES AND PARAGRAPHS STYLES AND USE

Styles

- Avenir Regular
- Avenir Regular Italic
- Avenir Medium
- Avenir Medium Italic
- Avenir Bold
- Avenir Bold Italic
- Avenir Black
- Avenir Black Italic

Use

Avenir is SDAR’s secondary typeface and should be used to support and complement the Gotham family. It is best suited for subheads, longer headlines, supporting text, body copy, and other informational content where readability and a clean, modern tone are essential.

Italics should be used sparingly, and only to emphasise individual words. Italics should not be applied to entire headlines, subheads, or paragraphs solely for stylistic effect.

Case

Avenir Black should be set in sentence case for readability. All caps may be used sparingly in functional settings such as headers, button labels, and tables.

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Avenir Regular + Regular Italic

We provide the tools, training, and support REALTORS® need to grow their business and serve their clients with *confidence*. Our commitment to innovation and education ensures members stay ahead in a constantly evolving market.

Avenir Bold

ABOUT

SDAR has been empowering San Diego REALTORS® since 1878, providing unmatched support through training, resources, and advocacy. As the region’s leading real estate association, SDAR fosters a strong sense of community and professionalism, helping members navigate a competitive market with confidence. By offering innovative tools and educational opportunities, SDAR ensures its members are always prepared to succeed and deliver exceptional service to their clients.

MONTHLY SDAR		
BENEFIT/EVENT	DETAILS	FREQUENCY
Networking Events	 Lunch Included ▾	10
Educational Classes	 Presentation ▾	8
Community Outreach	 Accommodations ▾	7
Circle of Excellence	 Lunch Included ▾	11
C.A.R. Event	 Transportation ▾	2
SDMLS	 Presentation ▾	4
TOTAL		

TRACKING AND KERNING

Tracking adjusts the overall space between groups of letters, helping to control the density of text across a line or block. Kerning, on the other hand, fine-tunes the spacing between individual letter pairs to ensure visual consistency.

For most body text, the default tracking (0 units) should remain unchanged. Larger headline text can benefit from slightly tighter spacing—up to –15 units—to create a more compact, impactful look. For smaller elements like captions or footnotes, increasing tracking by up to +10 units can improve legibility.

Always set kerning to Metrics to preserve the typeface’s original design. Avoid using Optical kerning, which may produce inconsistent letter spacing.

Leading (Line Spacing)

Leading is the vertical space between lines of text and plays a key role in readability. As a general rule, larger text should have tighter leading, while smaller text needs more generous spacing. A line spacing of 1.4 is recommended for most paragraph text to ensure optimal legibility and flow.

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The tracking is just right.
In this example, tracking is at 0 units on all text.

WHO WE ARE

What We Stand For

The San Diego Association of REALTORS® (SDAR) is a member-focused organization supporting real estate professionals through advocacy, education, and innovation. Since 1878, SDAR has been a trusted voice and resource for San Diego’s REALTORS®, promoting excellence and professionalism across the industry.



The tracking is too tight,

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The leading is just right.
In this example, the body is 1.4pt.

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PARAGRAPH ALIGNMENT

Paragraph alignment refers to how text lines up along the left and right margins of a block of text.

Aligning paragraphs to the left creates a consistent starting point that helps readers easily track lines and improves overall clarity. This alignment style is the standard across the SDAR brand because it offers a clean, modern look that enhances readability and presents information in a clear, organized way.

RAGS AND WIDOWS

A rag is the uneven edge of a left-aligned paragraph, which should have gentle, consistent variations to avoid distracting white space.

A widow is a short line or single word at the end of a paragraph, which can disrupt reading flow. To fix widows, adjust line breaks or use hyphenation for words with eight or more letters. For more details, see the SDAR style guide.

Paragraphs as well as most titles should be left-aligned.

We uphold the highest ethical standards through adherence to the National Association of REALTORS® Code of Ethics. Our members pledge to act with honesty, integrity, and professionalism in every transaction, fostering trust and accountability within the community. This commitment strengthens SDAR’s reputation as a trusted leader in San Diego’s real estate market.



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Never justify paragraphs of text.

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This is a good rag where the paragraph is perfectly typeset as well.

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This is a bad rag.

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Do not leave widows at the end of paragraphs.

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LINE LENGTH

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EMPHASIS

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A widow is a short line or single word at the end of a paragraph, which can disrupt reading flow. To fix widows, adjust line breaks or use hyphenation for words with eight or more letters. For more details, see the SDAR style guide.

In these two examples, the line length is just right.

The San Diego Association of REALTORS® (SDAR) represents real estate professionals, offering tools, education, and support to help members succeed. With access to platforms like Paragon MLS, zipForm®, SDAR helps streamline business and boost professional credibility. Members also enjoy live support, business tools, and discounted services tailored to the real estate industry.

In addition to resources, SDAR advocates for property rights and REALTOR® interests at all levels of government. It provides risk management services, dispute resolution, and networking opportunities through events like pitch sessions and the Elevate Real Estate Expo. Community engagement and recognition programs, such as the Circle of Excellence, highlight SDAR’s commitment to leadership and service in San Diego’s real estate market.



In these two examples, the line length is too short above and too long below.

The San Diego Association of REALTORS® (SDAR) has been a cornerstone of the region’s real estate community for over a century, representing more than 13,000 professionals across San Diego County. As one of California’s largest REALTOR® associations, SDAR equips its members	with powerful tools, resources, and support to succeed in an evolving market. Through the SDAR EDGE dashboard, agents can access essential platforms like Paragon MLS, zipForm®, FastSTATS, and more, while also receiving exclusive benefits such as local forms, discounted	licensing, and printable marketing materials. SDAR offers continuous education, live customer service, and curated business applications designed to boost credibility, streamline transactions, and help real estate professionals build lasting, profitable careers.
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This is just the right amount of emphasis.

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This is far too much emphasis.

The **San Diego Association of REALTORS®** (SDAR) represents real estate professionals, offering tools, education, and support to help members succeed. With access to platforms like **Paragon MLS, zipForm®,** SDAR helps streamline business and boost professional credibility. Members also enjoy **live support, business tools,** and **discounted services** tailored to the real estate industry.



TYPOGRAPHY COLOR

Most text should be presented in black or white for clarity and consistency.

Headlines are typically shown in black or white but can occasionally use SDAR’s accent colors on a light background for distinction. Body text and supporting copy should remain in neutral tones without color.

Avoid placing colored text over photographic backgrounds to maintain readability.

Body text should be black or white.

TOOLS & SUPPORT

The San Diego Association of REALTORS® (SDAR) has been a cornerstone of the region's real estate community for over a century, representing professionals across San Diego County. As one of California's largest REALTOR® associations, SDAR equips its members with powerful tools, resources, and support to succeed in an evolving market.

Through the SDAR EDGE dashboard, agents can access essential platforms like Paragon MLS, zipForm®, FastSTATS, and more, while also receiving exclusive benefits such as local forms, discounted licensing, and printable marketing materials. SDAR offers continuous education, live customer service, and curated business applications designed to boost credibility, streamline transactions, and help real estate professionals build lasting, profitable careers.



Headlines should be black or white in most instances.

**2025
ADVOCACY & RISK
MANAGEMENT**

SDAR actively protects REALTOR® interests and private property rights through dedicated government affairs efforts, working at the local, state, and national levels to influence policy and legislation that impact the real estate industry. Members benefit from comprehensive risk management services, legal guidance, and expert-led training designed to minimize professional exposure. In addition, they have access to the Real Estate Mediation Center, which offers efficient, confidential, and cost-effective solutions for resolving disputes such as non-disclosures, contract disagreements, and commission conflicts. These services not only help reduce liability but also reinforce ethical standards and professionalism throughout the real estate community.



Headlines may be an SDAR color on white background, with exception to digital pages where they are either white or black on a white or black background.

NETWORKING & COMMUNITY

Through pitch sessions, industry expos, and recognition programs like the Circle of Excellence, SDAR fosters strong professional networks and community involvement. Events such as the Elevate Real Estate Expo provide opportunities for growth and exposure, while charitable programs reflect SDAR's broader commitment to service and leadership in the San Diego community.



Use white or black typography on photos.

CODE OF ETHICS



Body text should never be in color.

TOOLS & SUPPORT

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Do not use multiple vibrant colors in close proximity.

**2025
ADVOCACY & RISK
MANAGEMENT**

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Do not combine color text with color backgrounds.

NETWORKING & COMMUNITY

Through pitch sessions, industry expos, and recognition programs like the Circle of Excellence, SDAR fosters strong professional networks and community involvement. Events such as the Elevate Real Estate Expo provide opportunities for growth and exposure, while charitable programs reflect SDAR's broader commitment to service and leadership in the San Diego community.



Do not use color typography on photos.

CODE OF ETHICS



CONTACT

For any questions or concerns regarding the logo usage, please contact:

Viviana Mendez

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