TOP 250 2024 BRANDING GUIDE

YELLOW TINT	YELLOW	YELLOW SHADE	GOLD	NAHREP BLUE	BLACK
CMYK: 0, 0, 8, 0	CMYK: 3, 10, 54, 0	CMYK: 18, 19, 57, 0	CMYK: 30, 44, 91, 8	CMYK: 100, 55, 10, 48	CMYK: 75, 68, 67, 90
RGB: 254, 253, 237	RGB: 248, 222, 139	RGB: 212, 195, 131	RGB: 173, 133, 58	RGB: 0, 59, 111	RGB: 0, 0, 0
HEX: #FEFDED	HEX: #F8DE8B	HEX: #D4C383	HEX: #AD853A	HEX: #003b6f	HEX: #000000

PALETTE

GRADIENT

COLOR DISTRO 1

COLOR DISTRO 2

nahrep LATINO MORTGAGE ORIGINATORS TOP 250

HISPANIC REAL ESTATE'S

MOST PRESTIGIOUS AWARD

nahrep LATINO AGENTS AWARD TOP 250

HISPANIC REAL ESTATE'S

MOST PRESTIGIOUS AWARD

SOCIAL MEDIA SAMPLES

GRAPHICS

nahrep LATINO AGENTS & MORTGAGE ORIGINATORS TOP 250

nahrep LATINO AGENTS & MORTGAGE ORIGINATORS TOP 250

LOGOS

2024 nahrep LATINO AGENTS & MORTGAGE ORIGINATORS TOP 250 HISPANIC REAL ESTATE'S **MOST PRESTIGIOUS AWARD**

2024 nahrep LATINO AGENTS & MORTGAGE ORIGINATORS TOP 250 HISPANIC REAL ESTATE'S **MOST PRESTIGIOUS AWARD**

ITC Avant Garde Gothic Pro Bold

ITC Avant Garde Gothic Pro Medium

Gotham Book

FONTS

HEADING

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SUBHEADING

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concept

This luxurious branding concept takes inspiration from contemporary award shows. The trophy and dynamic lines highlight the importance of this award for Latino Agents and MO's. The line element is meant to give these visuals structure and organization and can be used as such in the reports themselves.