





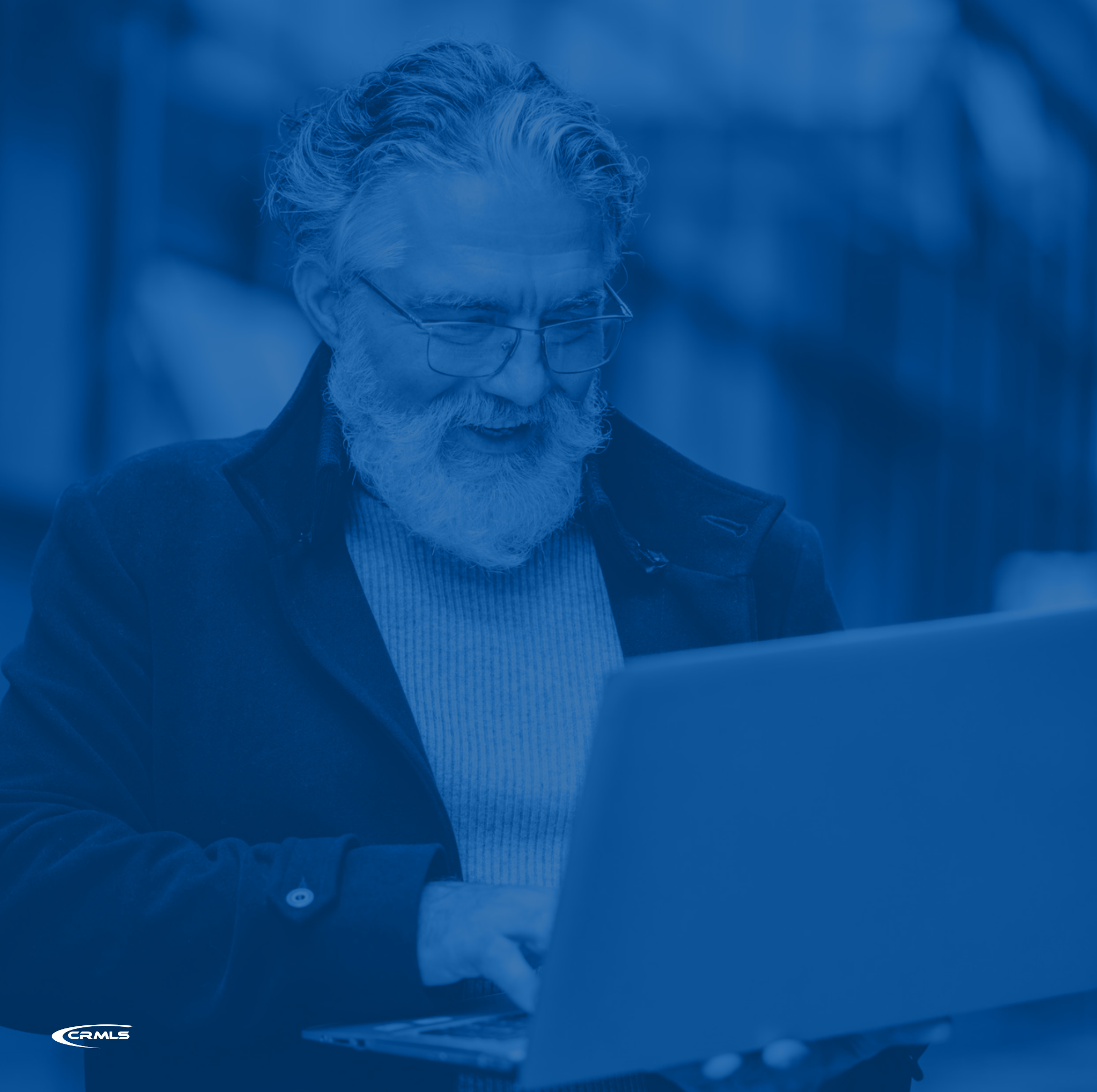
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Who we are

California Regional Multiple Listing Service (CRMLS) is the nation's most recognized subscriber-based multiple listing service. We are dedicated to serving more than 103,000 real estate professionals from 40 Associations, Boards, and MLS organizations.

Our mission

CRMLS provides accurate data through innovative technology solutions, empowering real estate professionals to cooperate and succeed.

Our vision

CRMLS is a broker-directed leader in the transformation of the real estate data industry, supporting development of data sharing services, tools and resources for the shared success of all our Associations, brokers, and agents.



Our core values

The foundation upon which CRMLS is built

Focused Transparency

By fostering trust and accountability, we empower our users to make informed decisions founded on integrity. We believe in open and honest communication, providing clear information about our products, services, and business practices.

Broker-First Philosophy

The needs of our brokerage community are always prioritized. We recognize the vital role they play in the industry and ensure we address their needs effectively.

User-Oriented Mindset

We maintain an unwavering commitment to our users' needs and experiences, placing them at the heart of every decision and consistently striving to exceed their expectations.

Proactive Vision

With an adaptable, future-ready approach, we are committed to anticipating opportunities and challenges to stay ahead and seize new possibilities.

The benefits we deliver

The foundation upon which CRMLS is built

Extensive, Property-Centric Data

With data that is organized and centered around individual properties rather than just transactions or listings, we provide some of the industry's most comprehensive data.

Property-centric data is important and valuable because it provides a complete and accurate view of the property's profile, allowing you to make informed decisions, assess a property's potential value, and predict future trends.

Choice

CRMLS recognizes the importance of flexibility and adaptability when it comes to your user experience.

- Choice in MLS Systems: We support three MLS front-end systems – Matrix, Paragon, and Flexmls. In 2025, Perchwell will be available as a fourth MLS front end option.
- Choice in State-of-the-Art Product Offerings: CRMLS provides our users with a carefully selected range of innovative products that offer unrivaled value. Currently, CRMLS users have access to 37 core product offerings spanning categories such as tax information, marketing, listing distribution, mobile solutions, finance, scheduling, rentals, and networking.

Comprehensive Compliance Oversight

The dedicated CRMLS Compliance Department works to ensure data is accurate and up to date while enforcing MLS rules. Compliance analysts work closely with brokers, agents, associations, and boards to investigate, clarify, and correct data inaccuracies.

Award-Winning Customer Care

Our top-notch customer care team has been certified as a Center of Excellence by BenchmarkPortal for six years running. We are committed to making your experience as seamless and frustration-free as possible, and our dedicated support team is there to ensure your success with swift, personalized, and expert assistance seven days a week.

Targeted Educational Resources

The CRMLS Education team provides you with the knowledge and skills to make informed decisions, maximize the use of the products available, and achieve ever-greater success. Through tailored live webinars, association-specific training, and a robust knowledgebase library, we commit to your long-term growth to ensure that you are well equipped to thrive in your business.

Value Redefined

Our 2025 campaign

Maintaining proper centering, clear space, and appropriate sizing is essential for effective logo reproduction. When placing the logo near other elements, ensure it has adequate space to maintain its integrity. The logo should never be smaller than 150 pixels or 1.15 inches to preserve legibility and impact. For smaller projects, consider using typography instead of our full lockup to maintain clarity and readability.




Fonts

Red Hat Display Black
Playfair DispLay Bold
Poppins Regular

Colors and Gradients

<p>CRMLS Blue</p> <p>CMYK 100.82.17.4</p> <p>Pantone #287 C</p> <p>RGB 0.70.139</p> <p>HEX #00468B</p>	<p>CMYK 9.20.93.0</p> <p>RGB 234.56.93</p> <p>HEX #EAC435</p>	<p>CMYK 6.0.0.0.</p> <p>RGB 236.249.255</p> <p>HEX #ECF9FF</p>	<p>CMYK 27.23.35.0</p> <p>RGB 190.183.164</p> <p>HEX #BEB7A4</p>

Graphic Standards

The background of the slide is a dark blue, monochromatic photograph of a beach at night. In the distance, a Ferris wheel and a roller coaster are visible, their lights reflecting on the dark water and sand. The overall mood is serene and modern.

What are graphic standards?

Graphic standards are a set of rules and general guides for effectively using CRMLS brand assets

How do they help?

Following these standards ensures the CRMLS brand assets are used in a unified manner, creating a single, cohesive look and feel across all communications

Our logo

Our logo is the first impression brokers, real estate professionals, Associations, Boards, and MLS organizations have of CRMLS. It embodies our identity, our mission, and our vision for the future. Therefore, it is crucial to use our logo assets accurately and consistently to maintain the integrity of our brand.

The California Regional MLS and CRMLS Only logos (“Logo” or “Logos”) are the exclusive property of California Regional MLS, Inc. The logos are provided in vector and raster formats and have been locked to prevent changes to the fonts and aspect ratio of the logos. The logos should never be redesigned or recreated for any purpose. When placing logos in your printed or online materials, please ensure that the logos have sufficient whitespace around them.

Logos can be downloaded at:

<https://go.crmls.org/crmls-media-kit/>

The logo is the first brand touchpoint for our audience

The logo is the first visual connection our audience has with our brand. It comprises two essential elements: the brand mark, which is the icon representing our identity, and the wordmark. Together, they form our logo lockup. While it's crucial to maintain consistency by always using the full lockup, there are instances where using the icon alone is acceptable, providing flexibility in design applications.

The CRMLS logo in all its color variations is the most powerful brand identifier for CRMLS. It is a valuable brand asset that must be used consistently in the approved forms to maintain integrity in our identity.

All CRMLS communications must contain the primary logo, or a secondary logo depending on the communication's background color.



Full Color Logo

Full Color Logo with Tag Line

Logo Variations



The primary logo consists of two graphic elements: the CRMLS “swoosh” and a typographic rendition of CRMLS. Some of the secondary logos also consist of the words “California Regional Multiple Listing Service, Inc.” underneath the typographic rendition of CRMLS.

Using the correct logo

Utilizing the correct logo variant is crucial for maintaining brand consistency and recognition. We offer three versions of our logo: the main version (preferred), the knockout version (slightly thinner for specific applications), and a mini logo optimized for smaller sizes. Consistency in logo usage across all platforms and materials ensures our brand remains cohesive and memorable to our audience.



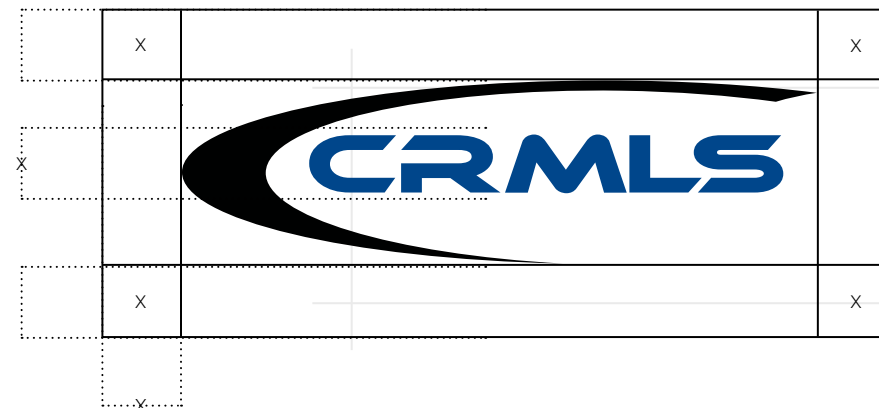
Standard duo-tone, for use Only on white fields.



Knockout, for use on color and photographic fields.

Centering, clear space, and appropriate sizes

Maintaining proper centering, clear space, and appropriate sizing is essential for effective logo reproduction. When placing the logo near other elements, ensure it has adequate space to maintain its integrity. The logo should never be smaller than 150 pixels or 1.15 inches to preserve legibility and impact. For smaller projects, consider using typography instead of our full lockup to maintain clarity and readability.



To ensure the legibility of the logo, it must be surrounded by a minimum amount of clearspace. Leaving clearspace allows the logo to be isolated from other text and elements. The clearspace minimum should be equivalent to the height of the CRMLS letters plus 1/16" padding or 5 pixels. Consistent use of the logo in this manner will help establish instant brand recognition.

The logo should always appear with at least space equal to one brand icon in context.



Minimum sizes: 150px / 1.15"

Logo don'ts

To ensure a unified brand experience, it's imperative to refrain from altering the logo files in any way. Using the logo incorrectly or modifying its elements diminishes brand recognition and compromises our brand image. Consistency in logo usage preserves our brand identity and strengthens our visual presence across all platforms.



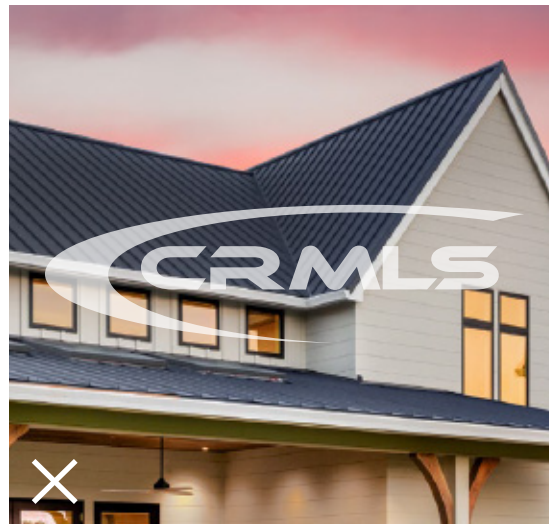
DO NOT use the wordmark alone



DO NOT stretch or skew the logo



DO NOT stack the logo



DO NOT use the logo as a watermark



DO NOT use drop shadows



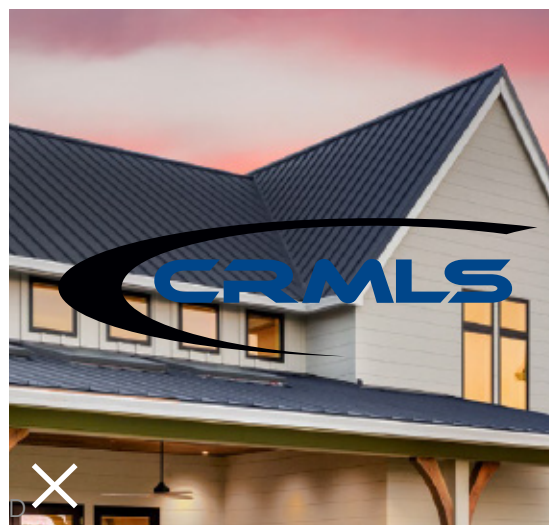
DO NOT change the logo in any way



DO NOT recreate the lockup using other fonts



DO NOT change the logo color



DO NOT use duo-tones on any background



DO NOT use similar background color



DO NOT outline the element or the CRMLS

Other brand uses

CRMLS Matrix



CRMLS Paragon



Typography

The importance of typography guidelines cannot be emphasized enough. Clear and legible typography is essential for effective communication with our audience. By adhering to typography guidelines, we ensure that our messaging is easily readable and impactful, enhancing the overall brand experience.

Brand font

This is the approved brand font for CRMLS. Consistent use of Plus Jakarta Sans ensures cohesive and recognizable brand communication across all materials and platforms.

Plus Jakarta Sans ABC123

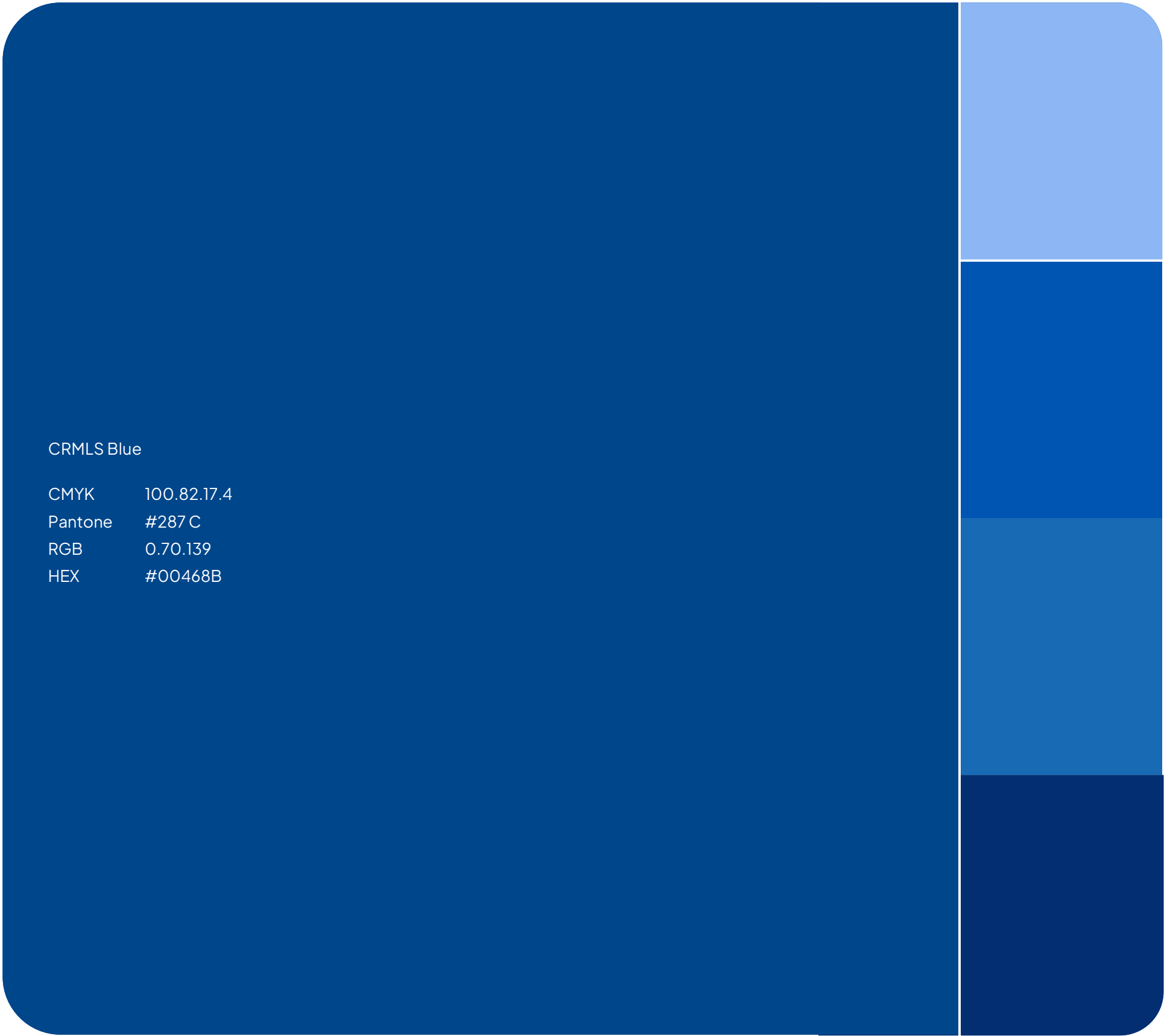
Plus Jakarta Sans Is For Use In Headlines And Sub-Headlines And Body Copy In All Contexts

Color system

Color plays a vital role in the CRMLS brand identity. Our CRMLS Blue is a defining element of our brand's visual identity, and adhering to these fundamental rules ensures its consistent and appropriate use.

Primary palette

Utilizing the colors from our primary palette ensures a consistent experience with CRMLS, bolstering brand recognition and fostering a unified brand identity across all touchpoints.



CRMLS Blue

CMYK	100.82.17.4
Pantone	#287 C
RGB	0.70.139
HEX	#00468B

Secondary palette

Our secondary palette resonates with the core concepts of our brand, reflecting the essence of real estate. Inspired by the comforting hues of a clear California sky and the warmth of sunlight, it features serene blues reminiscent of a tranquil sky at dusk and soft grays that evoke the timeless elegance of architectural structures. These colors are carefully chosen to infuse our brand with a sense of familiarity and reliability, enriching our visual identity and enhancing our brand storytelling.

Color	CMYK	Pantone	RGB	HEX
Yellow	9.20.93.0	#7406C	234.56.93	#EAC435
Black	0.0.0.0	0.0.0	0.0.0	#000000
Tan	27.23.35.0	#7535C	190.183.164	#BEB7A4
Light Blue	6.0.0.0.	#545C	236.249.255	#ECF9FF

Gray palette

Our gray palette is a reflection of the timeless elegance and reliability inherent in our brand. Inspired by the tranquil hues of a clear California sky and the subtle sophistication of architectural structures, these three shades of gray provide a versatile foundation for our branded pieces. Whether used for legal copy, outlines, or backgrounds, these grays ensure clear communication while drawing less attention to tertiary elements, maintaining focus on our primary messaging and brand identity.

<div>Gray 300</div> <div>CMYK 46.38.39.3</div> <div>Pantone Cool Gray 7</div> <div>RGB 143.143.143</div> <div>HEX #8f8f8f</div>	<div>Gray 200</div> <div>CMYK 16.12.13.0</div> <div>Pantone Cool Gray 4</div> <div>RGB 211.211.211</div> <div>HEX #d3d3d3</div>	<div>Gray 100</div> <div>CMYK 7.5.5.0</div> <div>Pantone Cool Gray 1</div> <div>RGB 234.234.234</div> <div>HEX #eaeaea</div>

Saturation alternatives

In addition to our main and secondary brand colors, these alternatives should be employed sparingly and exclusively as literal alternates to our primary palette. They are not intended to constitute a separate palette but rather to provide flexibility in digital applications while maintaining brand consistency and integrity.

<div></div> <div>CMYK 85.61.29.0 Pantone 2152 C RGB 70.108.158 HEX #466c9e</div>	<div></div> <div>CMYK 14.20.70.0 Pantone 1205 C RGB 241.214.118 HEX #f1d676</div>	<div></div> <div>CMYK 7.0.1.0 Pantone 656 C RGB 243.251.255 HEX #f3fbff</div>	<div></div> <div>CMYK 18.24.35.0 Pantone 7527 C RGB 211.201.172 HEX #d3c9ac</div>
<div></div>	<div></div>	<div></div>	<div></div>
<div></div> <div>CMYK 100.90.22.39 Pantone 294 C RGB 8.46.97 HEX #082e61</div>	<div></div> <div>CMYK 20.32.100.4 Pantone 1245 C RGB 194.157.25 HEX #c29d19</div>	<div></div> <div>CMYK 25.8.0.14 Pantone 644 C RGB 179.202.215 HEX #b3cad7</div>	<div></div> <div>CMYK 23.19.35.27 Pantone 7531 C RGB 150.142.117 HEX #968e75</div>



Brand Standards 2025

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Not sure about using a particular brand asset? Email marketing@crmls.org for direct guidance.