





**FLARECS**  
ATTORNEYS' REAL ESTATE  
COUNCILS OF FLORIDA

**Brand Specifications**

<p>fonts</p>	<p>Gotham Book</p> <p>A B C D E F G H I J K L M N O P Q R S T U V X Y Z a b c d e f g h i j k l m n o p q r s t u v x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Gotham Bold</p> <p>A B C D E F G H I J K L M N O P Q R S T U V X Y Z a b c d e f g h i j k l m n o p q r s t u v x y z 1 2 3 4 5 6 7 8 9 0</p>
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<p>colors</p>	 <p><b>FLAREC Green</b></p> <p><b>CMYK</b> C=55   M=0   Y=100   K=15</p> <p><b>PANTONE</b> PMS 369C</p> <p><b>RGB</b> R=100   G=167   B=11</p> <p><b>HTML HEX</b> #64A70B</p>	 <p><b>FLAREC Blue</b></p> <p><b>CMYK</b> C=100   M=55   Y=0   K=45</p> <p><b>PANTONE</b> PMS 2955C</p> <p><b>RGB</b> R=0   G=56   B=101</p> <p><b>HTML HEX</b> #003865</p>
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<p>logo</p>	 <p>FULL COLOR</p>	 <p>GRAYSCALE</p>	 <p>COLOR REVERSED</p>	 <p>GRAYSCALE REVERSED</p>
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When the FLARECS logo is displayed smaller than 1.5" the alternate logo (eliminating the small subtext) should be used in place of the original.

