

COLOR LOGO



rarebird

FONT = HELVETICA NEUE LT STD  
95 BLACK

FONT = HELVETICA NEUE LT STD  
33 THIN EXTENDED

REVERSE LOGO



GRAYSCALE LOGO



COLOR PALETTE



PANTONE  
Process Blue

COLOR SPACE:

C = 100 R = 0  
M = 35 G = 130  
Y = 8 B = 202  
K = 1

HEX = 0082BE

0082BE

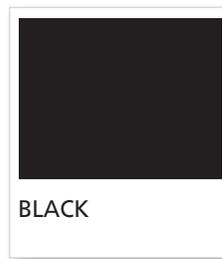


PANTONE  
Cool Grey 8

COLOR SPACE:

C = 48 R = 138  
M = 40 G = 138  
Y = 38 B = 141  
K = 30

HEX = 8A8A8D

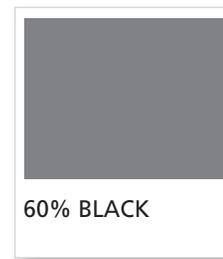


BLACK

COLOR SPACE:

C = 75 R = 0  
M = 68 G = 0  
Y = 67 B = 0  
K = 90

HEX = 000000



60% BLACK

COLOR SPACE:

C = 0 R = 128  
M = 0 G = 130  
Y = 0 B = 133  
K = 60

HEX = 808285

## EDITORIAL / COPY USAGE

When using the **RareBird** wordmark in normal copy writing or communications, it should, whenever possible, be written as one word where the first “**R**” and “**B**” are always capitalized.

## FONT FAMILY

- Helvetica Neue LT Std - 47 Light Condensed
- *Helvetica Neue LT Std - 47 Light Condensed Italic*
  
- Helvetica Neue LT Std - 67 Medium Condensed
- *Helvetica Neue LT Std - 67 Medium Condensed Italic*
  
- **Helvetica Neue LT Std - 87 Heavy Condensed**
- ***Helvetica Neue LT Std - 87 Heavy Condensed Italic***
  
- **Helvetica Neue LT Std - 107 Extra Black Condensed**
- ***Helvetica Neue LT Std - 107 Extra Black Condensed Italic***
  
- Helvetica Neue LT Std - 25 Ultra Light
- *Helvetica Neue LT Std - 26 Ultra Light Italic*
  
- Helvetica Neue LT Std - 55 Roman
- *Helvetica Neue LT Std - 56 Italic*
  
- **Helvetica Neue LT Std - 75 Bold**
- ***Helvetica Neue LT Std - 76 Bold Italic***
  
- **Helvetica Neue LT Std - 95 Black**
- ***Helvetica Neue LT Std - 96 Black Italic***
  
- Helvetica Neue LT Std - 33 Thin Extended
- *Helvetica Neue LT Std - 33 Thin Extended Oblique*
  
- Helvetica Neue LT Std - 53 Extended
- *Helvetica Neue LT Std - 53 Extended Oblique*
  
- **Helvetica Neue LT Std - 73 Bold Extended**
- ***Helvetica Neue LT Std - 73 Bold Extended Oblique***
  
- **Helvetica Neue LT Std - 93 Black Extended**
- ***Helvetica Neue LT Std - 93 Black Extended Oblique***

11PT HELVETICA NEUE LT STD -  
57 CONDENSED (16 PTS LEADING)

RareBirds are the best birds. We're better than fair. We're experts in all things real estate. We're mindful of what's best for our clients, their property, and our community. RareBirds are the best birds. We're better than fair. We're experts in all things real estate. We're mindful of what's best for our clients, their property, and our community.

10PT HELVETICA NEUE LT STD -  
43 LIGHT EXTENDED (15 PTS LEADING)

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**NOTE:** There are an additional 26 weights / faces in this font family. The fonts above are simply a cross-sampling for reference purposes.