Brand Guidelines

RETTC

Real Estate
Technology &
Transformation
Center

About RETTC

A subsidiary of the National Multifamily Housing Council (NMHC), the Real Estate Technology & Transformation Center (RETTC) brings together real estate companies and technology providers to blaze a path forward for digital transformation in America.

About the Brand Guidelines

In order to meet the challenge of swiftly launching the new center, the brand identity for RETTC was developed with three words in mind: buildable, flexible and lightweight. These guidelines provide foundational documentation on the brand identity for RETTC, including the logo, brand colors, typography, and the tagline.

What, How, Why?

What: Champion responsible technology innovation, adoption and policy to revolutionize rental real estate operations, elevate resident experiences, and address market challenges.

How: By connecting real estate and technology leaders to leverage their collective insight and intelligence for advocacy, research and thought leadership.

Why: To achieve better economic outcomes and community success by leveraging tech and innovation.

Top 3 Values

Innovative

Bold

Inspiring

Transformative

Collaborative

Industrious

Thought-Leader

Intelligence

Smart

Forward-Thinking

Fun

Bright

Exciting

Essential

Excellent

Experiential

Creative

Cutting Edge

Futuristic

Dynamic

Influential

Logo Master

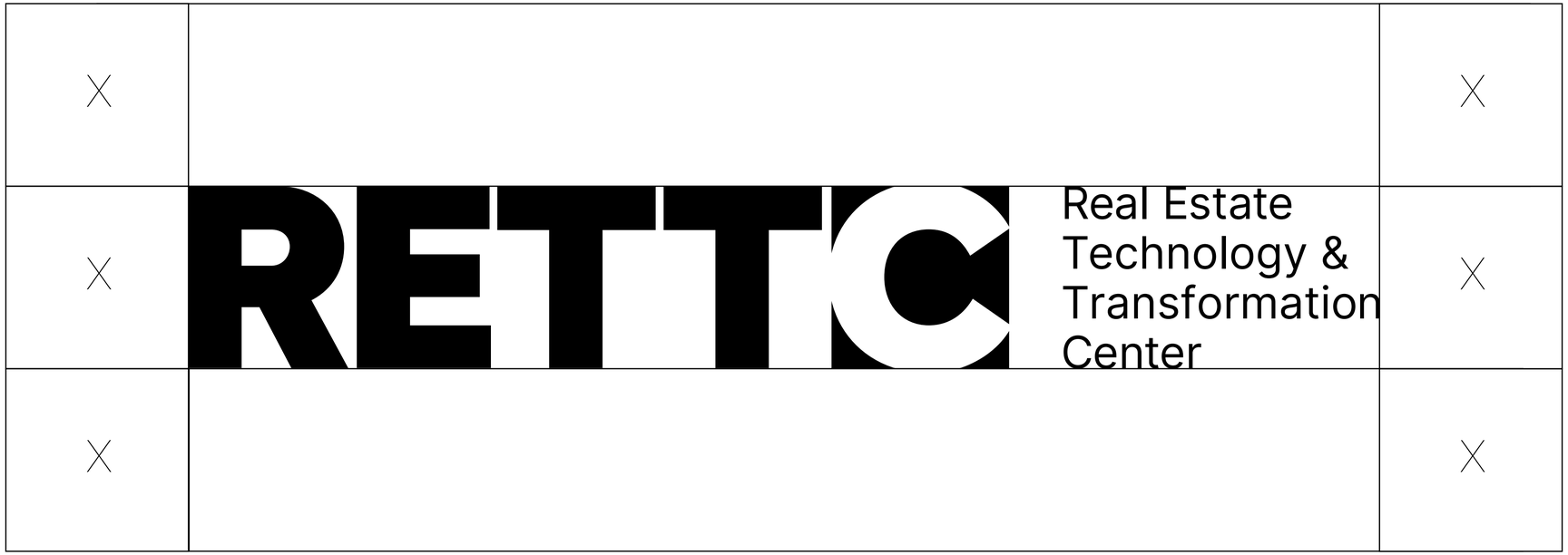


Logo Isolated

Isolated version for when space is limited or logo needs to appear at small size



Logo Clear Space



Logo Color

Logo should only be rendered in black or white













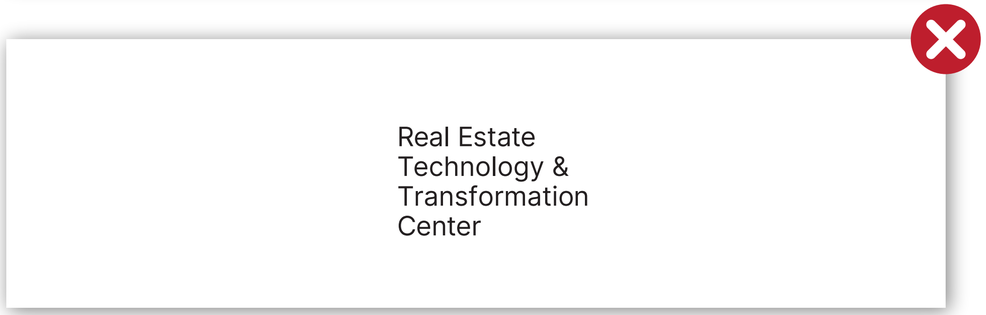
Logo Placement











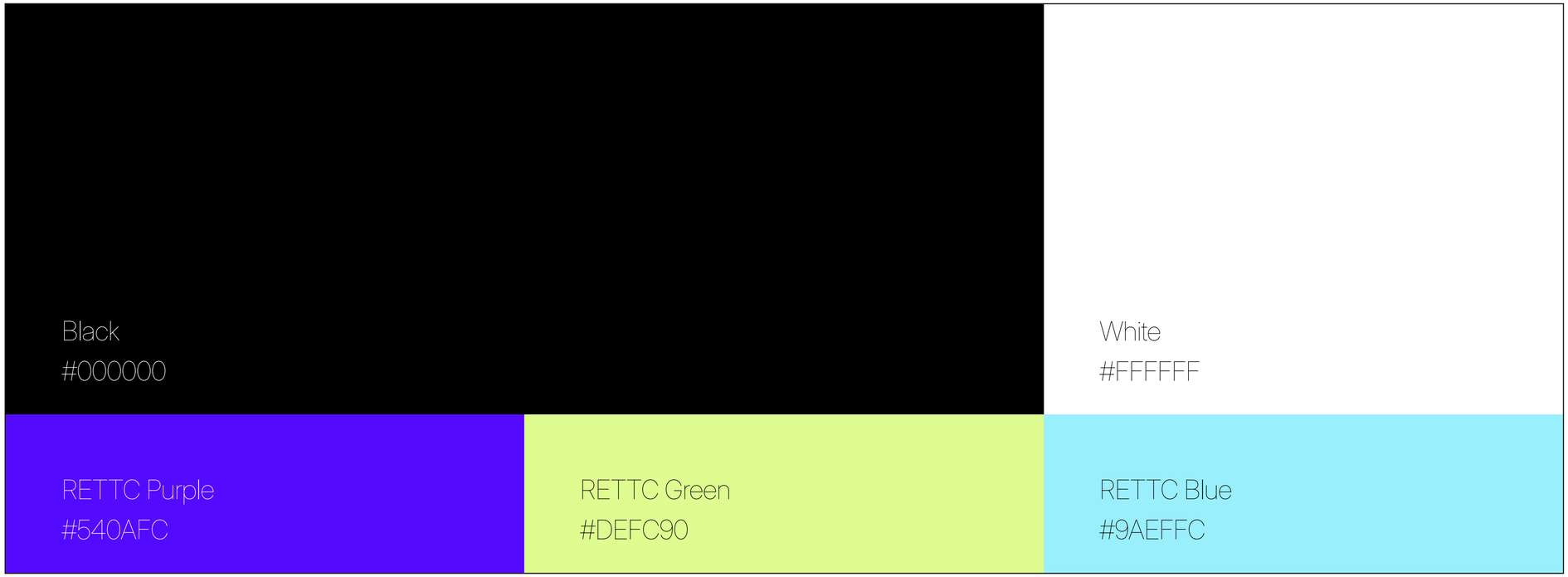


Brand Colors

RETTC's primary brand colors are black and white. The palette aligns RETTC with big tech, and supports seamless use of photography and video.

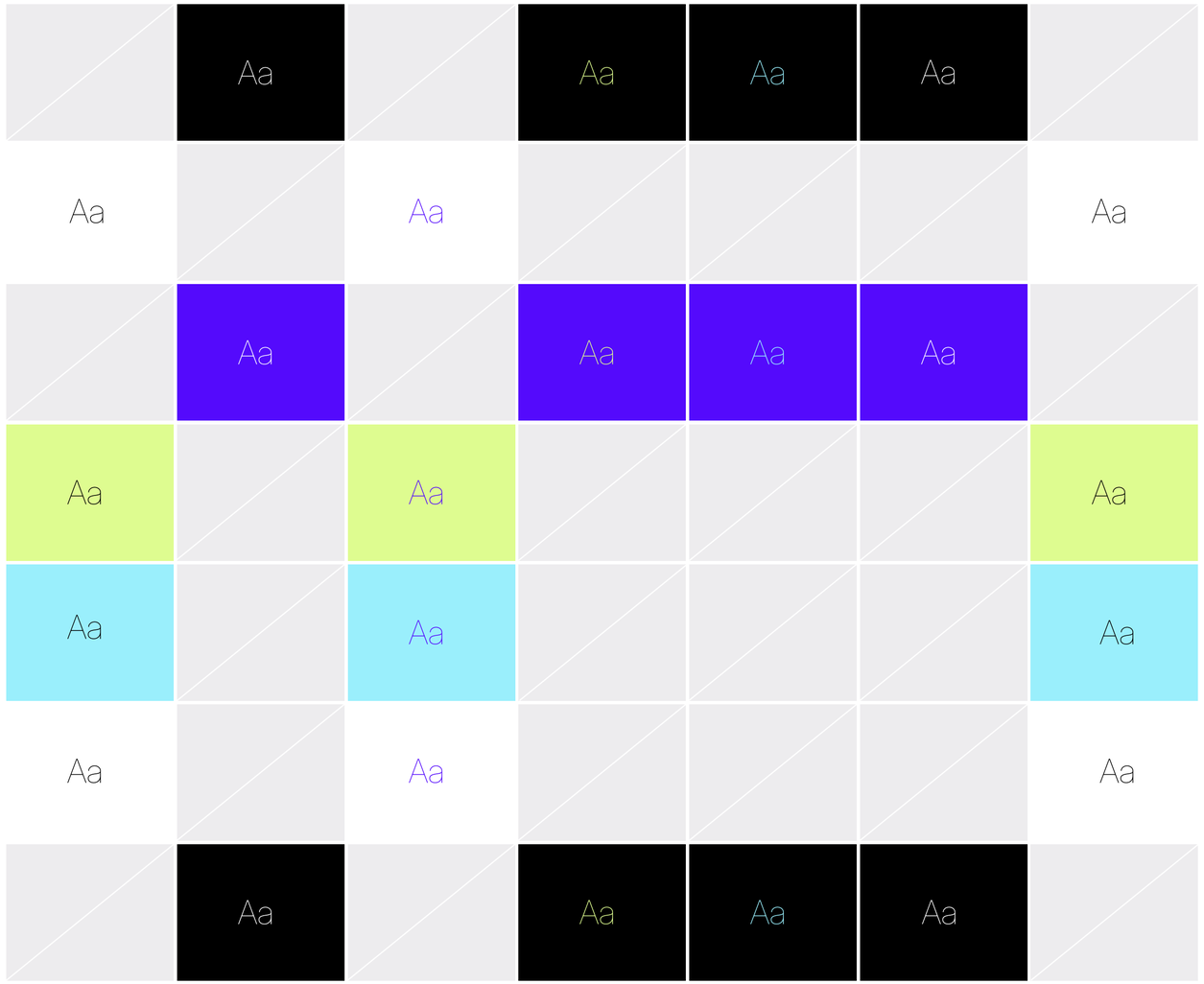
Primary Colors

Accent Colors



Color Contrast Chart

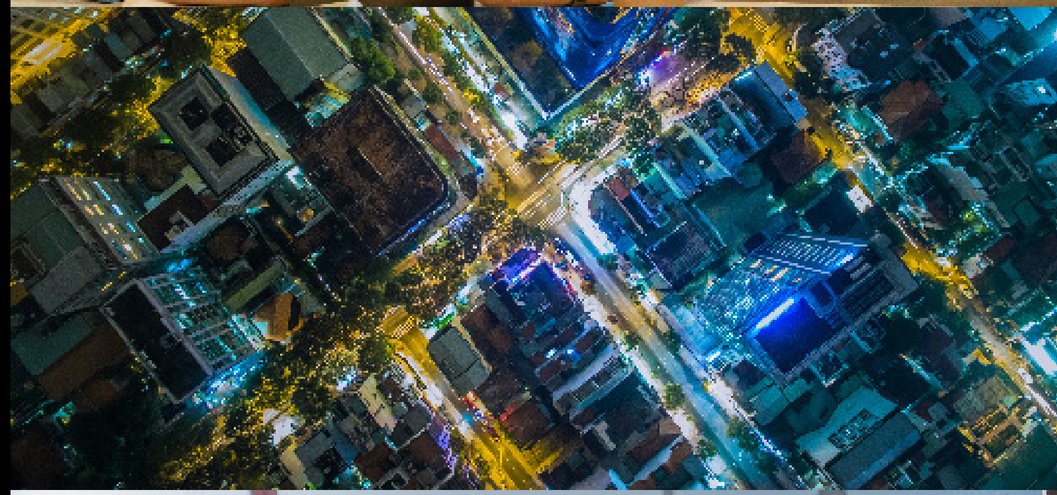
Accessible color pairs that meet a con-
trast ratio of 4.5:1



Photography & Video

Photography and video is an essential component of the RETTC brand, placing real people at the center of the brand and bringing the brand to life through motion.







Bold

Inter is the brand typeface

Medium

Inter is a variable font family carefully crafted & designed for computer screens.

Light

Available on Google Fonts & Adobe Fonts

Tagline

Unlocking the Future of Real Estate

RETTC

Real Estate
Technology &
Transformation
Center