

The logotype

The mark is type, not an image. There is no icon, no lockup file and no boxed letter — set the word and the logo exists.

TITLEMAN POSITIVE · #0A0C0B ON #FFFFFF	TITLEMAN REVERSED · #FFFFFF ON #0A0C0B
TITLEMAN ON DEEP GREEN · #FFFFFF ON #0D2A21 — PREFERRED	TITLEMAN ON DEEP GREEN · #E9F1EE — PRINT ALTERNATIVE
TITLEMAN AI FOR REAL ESTATE PROFESSIONALS LOCKUP · DESCRIPTOR CENTRED, 0.22EM	TITLEMAN AI FOR REAL ESTATE PROFESSIONALS LOCKUP REVERSED · DESCRIPTOR #AECBC0

SPECIFICATION		SIZES IN USE	
Typeface	Spectral (Google Fonts)	Web header	22 px
Weight	400 Regular — never 500+, never italic	Web footer	21 px
Case	All caps · text-transform: uppercase	Mobile header	21 px
		Product sidebar	17 px
Letter-spacing	0.16em	Minimum on screen	14 px
Word	TITLEMAN — one word, no full stop, no ".ai" in the mark	Minimum in print	9 pt / 12 mm wide
Markup	String stays TITLEMAN — spacing comes from CSS, never from typed spaces	Clear space	≥ cap height on all four sides
Descriptor	AI FOR REAL ESTATE PROFESSIONALS — IBM Plex Mono 400, caps, 0.22em, 38% of the mark's size		
Wrapping	white-space: nowrap · container flex: 0 0 auto		

COLOUR

	#0A0C0B ink — on white and light grounds
	#FFFFFF reversed — on #0A0C0B and #0D2A21
	#0D2A21 deep green — approved ground; mark in #FFFFFF (or #E9F1EE in print)

CSS

```
.wordmark{
  font-
  family:'Spectral',Georgia,serif;
  font-weight:400;
  font-size:22px;
  text-transform:uppercase;
  letter-spacing:.16em;
  color:#0A0C0B;
  white-space:nowrap;
}
```

Font link: [fonts.googleapis.com/css2?](https://fonts.googleapis.com/css2?family=Spectral:wght@400;500&display=swap)

[family=Spectral:wght@400;500&display=swap](https://fonts.googleapis.com/css2?family=Spectral:wght@400;500&display=swap)

CORRECT

TITLEMAN — caps, 0.16em, Spectral 400

Reversed in #FFFFFF on ink #0A0C0B or deep green #0D2A21

"Titleman.ai — AI for real estate professionals" in footers and captions, set in body type

Sentence case "Titleman" inside running copy

Descriptor "AI for real estate professionals" under the mark, or as a standalone caps line in eyebrows and footers

NEVER

No boxed "T", badge, circle or icon beside the word

No bold, italic, condensed or substituted face

No tracking below 0.12em, no tracking above 0.20em

No "TitleMan", "Title Man", "TITLEMAN.AI" as the mark

No shadow, outline, gradient, rotation or accent colour

No placement on a photograph without a solid ink plate behind it

Descriptor never in Spectral, never larger than half the mark, never a second colour