Stellar MLS®

We're For You

2026

THE STELLAR MLS BRAND COMPASS:

NAVIGATING OUR PURPOSE, VALUES, IDENTITY & VOICE

ABOUT US



Welcome to the world of easy-to-access and accurate real estate data. As one of the largest and most influential multiple listing services in the nation, Stellar MLS serves more than 75,000 customers and supports real estate agents and brokers across 20 REALTOR® associations in Central, Southwest and North Florida and Puerto Rico.

Stellar MLS is passionate about providing cutting-edge technology and services that help real estate professionals deliver **value** to their customers in a competitive market.

Stellar MLS supports brokers, agents, and all other industry partners throughout their business journeys. At Stellar MLS, we're proud to partner with over 21 REALTOR® organizations, offering access to the largest MLS coverage area in Florida and Puerto Rico. With additional data-sharing partnerships that span Georgia, Alabama, and even Central and South America, we're here to help expand reach and grow businesses. **Together, we're building a network that opens doors and creates lasting success.**

Guided by a board of directors, a dedicated leadership team, and best-in-class staff, Stellar MLS thrives amidst the industry's ever-evolving technologies and innovations, consistently creating new opportunities for real estate professionals.

Stellar MLS takes great pride in its significant growth in its **community service contributions**. Inspired by the local communities it serves, Stellar established Stellar Cares, a charitable organization dedicated to donating to initiatives that support affordable housing, areas in need after natural disasters, and programs that focus on community development.

Poised as a future leader in real estate, Stellar MLS continually adapts to technological and societal changes, ensuring its relevance and value in an evolving market. We are Stellar MLS and we're for you.

1993

- Stellar MLS, formally known as Central Florida Real Estate Information Services (CFIS), was formed.
- First shareholders to join: Orlando Regional Realtor® Association, Bartow Board of Realtors®, East Polk County Association of Realtors®, Lakeland Association of Realtors®, Realtor® Association of Lake and Sumter Counties, Osceola County Association of Realtors®

1995

- CFIS changes its name to Mid Florida Regional MLS, Inc.

1999

- West Volusia Association of Realtors® joins as a shareholder.

2003

- Greater Tampa Realtors® joins as a shareholder.

2007

- Englewood Area Board of Realtors®, Realtors® of Punta Gorda-Port Charlottle-North Port-DeSoto, Inc., Realtor® Association of Sarasota and Manatee, Venice Area Board of Realtors® joins as shareholders.

2011

- Pinellas Realtor® Organization and Central Pasco Realtor® Organization & West Pasco Board of Realtors® joins as shareholders.
- Lake Wales Association of Realtors® joins as a customer organization.

2015

- Stellar MLS achieves 80 percent excellent customer satisfaction with Stellar's technology, services, and support.

2016

- Stellar MLS developed and launched the CMLX MLS certification program in concert with CMLS.

2017

- Stellar MLS reached 50K subscribers, achieved Platinum Certification from RESO, launched the Water Fields Collaboration Workgroup to resolve field differences in Florida listing data, and took a board seat and ownership position in MLS Grid.

2018

- Mid Florida Regional MLS transitions to My Florida Regional MLS.
- Puerto Rico Association of Realtors® joins as a customer organization.
- Implemented the first instance of Core Logic's Matrix in Spanish in the United States and converted the Stellar MLS native database to RESO standard to enable front end of choice.

2019

- MFRMLS is rebranded to Stellar MLS.
- Okeechobee County Board of Realtors® joins as a customer organization.
- Ocala Marion County Association of Realtors® becomes a shareholder.
- Stellar MLS created Stellar Central, an integrated customer dashboard enabling single-click access to all products and one-to-one messaging.

2021

- Gainesville Alachua County Area Realtors® joins as a shareholder.

2022

- Flagler County Association of Realtors® and Okeechobee County Board of Realtors® join as shareholders.
- Stellar MLS is the first in Florida to offer 'Finding Homes' search by voice, invests in a new venture: REdistribute, and agrees to a data-sharing agreement with FMLS in Georgia.
- Also, Stellar MLS wins the Central Florida Top Workplaces award.

2023

- NSBBOR joins as a shareholder. Stellar MLS launched Universal Consulting Opportunities and Stellar Cares.
- Partnered with the Appraisal Institute to launch an online program and began data integration with Omni MLS.
- Attended the first International MLS Forum: Global Real Estate Standards.
- Reached 100 employees and was awarded the Central Florida Top Workplaces award for the second year in a row.

2024

- Stellar MLS collaborates 1000Watt to develop a new brand playbook and mantra.
- In the face of industry instability after the 2024 NAR settlement, Stellar MLS trailblazes in policy adjustments and customer communication
- Stellar MLS is the title sponsor of the second International MLS Forum, in Milan, Italy.
- UCO announces agreements with Arab MLS and NAR India.
- UCO becomes advisor to MLS Leader (Romania) and collaborates with Igluu.

2025

- Stellar MLS partners with Centris to launch an enhanced version of the Stellar Central dashboard with improved access to essential features, upgraded security measures, and Spanish language support.
- 2025 marks UCO's first international business engagement, starting with Igluu & ARK.



Stellar MLS invests in people and technology to give real estate professionals the access they deserve to pristine, standardized data and resources. **With over 75,000 customers and a passion for innovation, we are poised to help agents and brokers in Florida and beyond thrive in tomorrow's competitive market.**

We believe that actions speak louder than words. That's why we've spent the last thirty years building our organization into one of the fastest growing and nimble multiple listing services.

"We empower brokers and agents to prosper by turning **stellar data** into opportunities for growth and success"

BRAND MANTRA

We're For You.

MANIFESTO

A lot depends on the housing market. Jobs. Communities. The health of our economy.

But it's more than that. The housing market is about life. The aspirations of everyday people who want a place to call home. It's about the thousands upon thousands of pros who help those people achieve their aspirations — the real estate practitioners we are proud to call our customers.

That's who Stellar MLS is for: People who depend on reliable real estate information to do their jobs and improve their lives. We make the housing market work for all of them.

A housing market without accurate real estate data, and rules around how it can be used, is a housing market defined by chaos. A housing market without free and open access to homes for sale is a housing market that is less than fair.

At Stellar MLS, we stand for clarity, stability and fair housing for all.

We are Stellar. And we're for you.

ALWAYS PRINCIPLES

We succeed when brokers do. We always do the right thing for brokers, so that they can grow their business with impeccable data that is easily accessible.

We offer the best data. We always equip real estate professionals with the most accurate and comprehensive data available, so that every agent is best able to serve their client.

We listen before we speak. We always listen and learn about every issue before acting so that we can construct a solution that benefits our agents, brokers, shareholders and customer associations.

We deliver Stellar service. We always live and breathe for our customers because without them Stellar would not exist. We are eternally grateful for their trust and partnership.

We never accept the status quo. We always break down barriers, so that brokers don't have to participate in multiple MLSs to market their listings or waste money on technology.

We are leaders. We always thrive on innovation and leadership, and define, participate and chair industry initiatives that help brokers today and tomorrow.

We believe every broker deserves access to the best data.

Stellar MLS invests in people and technology to give brokers and agents the access they deserve to perfect, standardized data. With over 75,000 customers and a dynamic vision, we are poised to help brokers in Florida and beyond thrive in tomorrow's competitive market.

We believe that actions speak louder than words. That's why we've spent the last quarter century building our organization into one of the largest and most nimble multiple listing services in the country.

Simply put, we enable brokers and agents to prosper by putting stellar data to work in their businesses.

THE LOGO SIGNATURE

The word logo is really a slang term for the more formal and legal term trademark. In most cases, a logo or trademark is composed of two distinct elements: the symbol, which is the graphic element, and the wordmark, which is the lettered word (“logos” is Greek for “word”). When those elements are combined into one graphic, they are referred to as a signature.

Formed by the symbol and wordmark, the signature is the primary visual representation of the Stellar MLS brand.

Signature elements must always appear **crisp, clear and readable.** The colors must be consistent regardless of the medium, substrate or reproduction process. To ensure uniformity, use only the approved artwork.

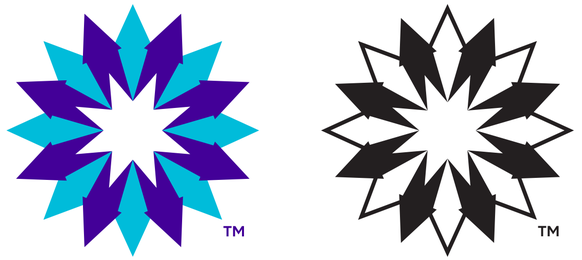


THE SYMBOL

When the full signature cannot be used because of size or design constraints, use the Stellar MLS symbol without the logotype.

Please don’t use the symbol as a replacement for the signature—use it for social media, favicons, interface design or other applications that require a small representation of our brand or where available space is a challenge. **The symbol should never be used without additional context that identifies the communication as authored by Stellar MLS.**

The symbol may be used as a background design element, but never use the symbol as an icon or bullet, which would dilute the symbol’s strength as the primary representation of the brand.



LOGOS

SIGNATURE VERSIONS

So that the brand looks great in any application, we have horizontal and vertical versions for both print and on-screen use.



SINGLE-COLOR LOGO

Use the full black or white logo only when only one color option is available, such as for single-color printing, or engraving on promo items.



REVERSE LOGOS

The Stellar MLS logo suite includes reverse signature versions for reproduction on a dark or photographic background that would otherwise render the color version of the signature unreadable. Depending upon application, CMYK, RGB, PMS coated and PMS uncoated versions are available.



GRAYSCALE LOGO

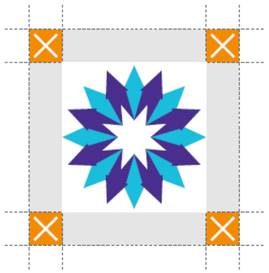
The Stellar MLS logo suite includes a grayscale version. Use the grayscale version for print applications where budget restrictions require 1-color printing, or for low-end reproduction methods, such as photocopies or facsimiles.



SPACE AROUND LOGO

A clear space equal to approximately 1/2 the height of the lower-case letters in the wordmark (indicated by the "X" in the depiction) must always be maintained around the signature and symbol. No other elements should appear within this space.





RESTRICTIONS

The StellarMLS signature has been carefully designed to work well in any design environment and across media. Do not modify the signature in any way, and use only the approved artwork. Here are some examples of signature modifications that are not allowed, and do not support our brand.



DON'T USE THE LOGO ON A BACKGROUND THAT DOESN'T HAVE SUFFICIENT CONTRAST



DON'T ADD A COLOR TO THE CENTER OF THE SYMBOL



DON'T CHANGE THE COLOR OF THE SIGNATURE, INCLUDING OTHER APPROVED PALETTE COLORS



DON'T RE-SET THE LOGOTYPE OR CHANGE THE LETTERCASE



DON'T REARRANGE OR ADD ELEMENTS TO THE SIGNATURE

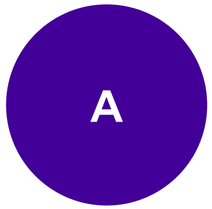


DON'T DISTORT THE LOGO OR APPLY DROP SHADOWS OR EFFECTS

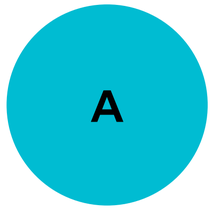
WEB COLOR PALETTE

This color palette was chosen to convey a serious tone with strategic pops of color, enhancing visual interest and engagement. Each color comes with a recommendation to use white or black text on top for ADA compliance, ensuring readability and accessibility for all users.

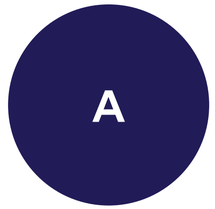
Main Colors



PURPLE
430098



TEAL
00BCDA

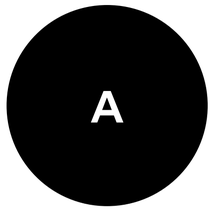


MIDNIGHT
211B57

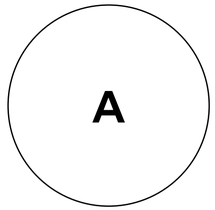
Black, White & Gray



GRAY
5C6670



BLACK
000000

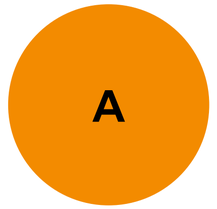


WHITE
FFFFFF

Secondary Colors



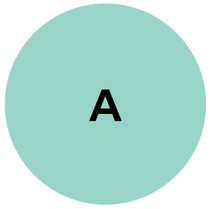
DEEP SEA
007985



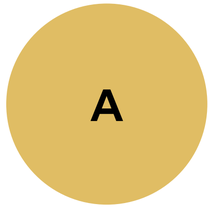
SUNBURST
F38B00



MERLOT
611856



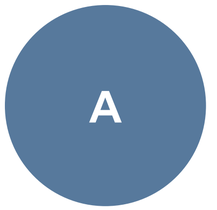
MINT
98D4C7



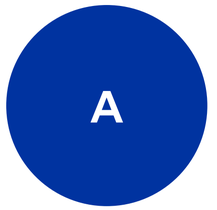
CARAMEL
E0BD64



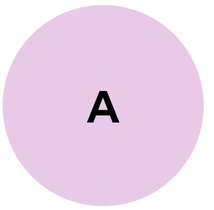
BERRY
9E1C64



SLATE
57799C



COBALT
0033A0

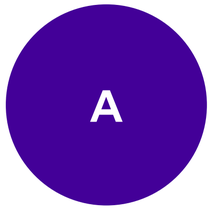


BLUSH
EAE2E8

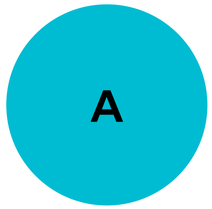
PRINT COLOR PALETTE

This color palette (CMYK) was chosen to convey a serious tone with strategic pops of color, enhancing visual interest and engagement. Each color comes with a recommendation to use white or black text on top for ADA compliance, ensuring readability and accessibility for all users.

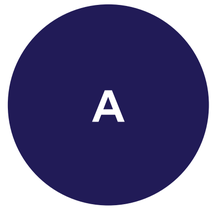
Main Colors



PURPLE
90 90 0 0



TEAL
70 10 10 0

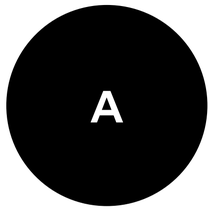


MIDNIGHT
62 69 0 66

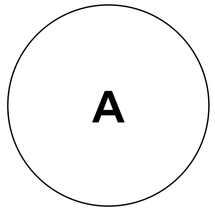
Black, White & Gray



GRAY
63 45 37 20



BLACK
0 0 0 100

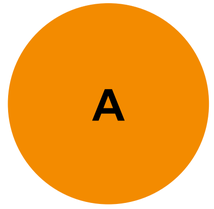


WHITE
0 0 0 0

Secondary Colors



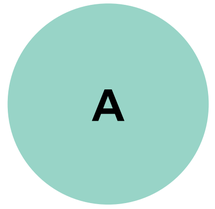
DEEP SEA
100 9 0 48



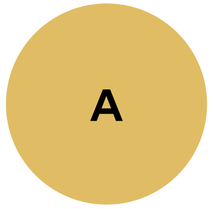
SUNBURST
100 9 0 48



MERLOT
0 75 11 62



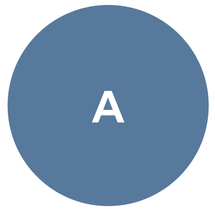
MINT
28 0 6 17



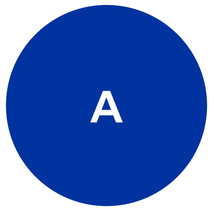
CARAMEL
0 16 55 12



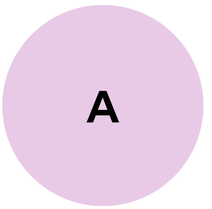
BERRY
46 94 0 0



SLATE
44 22 0 39



COBALT
99 70 0 0



BLUSH
0 13 1 9

SHADES & TINTS

PRIMARY TYPEFACE

We've chosen the Volte type family as our primary typeface (or font). Using the approved typeface in all Universal Consulting Opportunities communications materials will provide consistency and strengthen the brand. Volte is used both for print applications and as a webfont.

Licensing restrictions prevent UCO from distributing these fonts to contractors without risk of liability. The Volte type family is available at:
http://www.myfonts.com/fonts/indian-type-foundry/volte/.

Volte Light
Aa

Volte Regular
Aa

Volte Medium
Aa

Volte Semibold
Aa

Volte Bold
Aa

Volte Light Italic
Aa

Volte Regular Italic
Aa

Volte Medium Italic
Aa

Volte Semibold Italic
Aa

Volte Bold Italic
Aa

SECONDARY TYPEFACE

For electronic communications that will be distributed to outside audiences (such as a PowerPoint deck or non-PDF Word document), the Arial type family is our secondary typeface.

Arial is a cross-platform font that comes pre-loaded on Windows and Apple OS computers. By using a cross-platform font, you ensure that all of your hard work creating a nice looking document will be preserved when another user opens your file on their computer.

Arial Regular

Aa

Arial Italic

Aa

Arial Bold

Aa

Arial Bold Italic

Aa

WEB FONT

For fonts appearing on websites and other digital platforms, we have chosen Poppins, which is free and open-source, and can be downloaded on the Google fonts page.

Poppins Thin

Aa

Poppins Light

Aa

Poppins Regular

Aa

Poppins Medium

Aa

Poppins Semibold

Aa

Poppins Thin Italic

Aa

Poppins Light Italic

Aa

Poppins Regular Italic

Aa

Poppins Medium Italic

Aa

Poppins Semibold Italic

Aa

Connect With Us

stellarmls.com

linkedin.com/company/stellar-mls

facebook.com/StellarMLS

instagram.com/stellarmls/

youtube.com/@stellarmls7919

vimeo.com/stellarmls

threads.net/@stellarmls

x.com/StellarMLS

We strive to foster a culture of excellence, innovation, and unwavering commitment to our customers. Our goal is to solidify our position as a leading real estate MLS by consistently delivering **exceptional service, high-quality products, and reliable data.**

Through effective messaging, we aim to empower our agents, brokers, and their customers, **contributing to the success of the housing market and helping to fulfill the dream of homeownership.**

This brand guide serves as the **foundation of our brand identity**. By adhering to the principles outlined, we will continue to elevate the Stellar MLS brand and ensure consistent messaging, visuals, and overall brand experience.

We're for you.