



Better Homes and Gardens Real Estate LLC Brand Identity Guide - For Affiliates

March 2012

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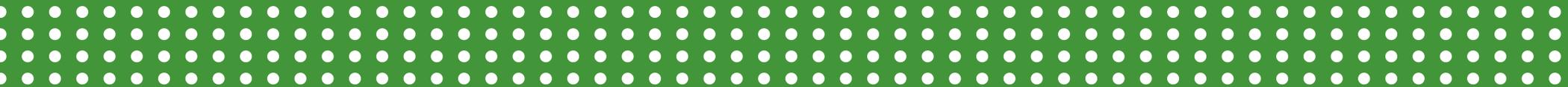
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- Welcome
- Our communication style



Brand guide



Welcome

Welcome to the Better Homes and Gardens® Real Estate family!

You may be wondering: why is a compelling corporate identity important to Better Homes and Gardens Real Estate? Simply put, it provides the ingredients that help communicate our brand image to the world.

Our brand image represents the intangible assets perceived by our world community. It helps us express our vibrant personality and leadership to the marketplace. It's as important as the services we provide.

Our identity is an integral aspect of our brand image. It is the consistent use of our logos, brand names, trademarks, communication style, core visual elements, advertisements, signs, brochures and presentations. By following the identity standards provided throughout this book, together we provide the structure necessary to create the best possible Better Homes and Gardens Real Estate brand going forward.

The Better Homes and Gardens Real Estate identity should never be compromised. This document provides all of the pertinent specifications you may need to maintain its integrity. The standards are meant to improve the creative process rather than inhibit it. By following them, the materials you create will better represent Better Homes and Gardens Real Estate to the world.

We have established these easy-to-follow guidelines to provide you with the tools that you need. Should questions arise, please contact our dedicated Client Services Phone Line at 1.866.616.4BHG (4244), e-mail help@bhgrealestate.com, or refer to the extranet site at www.mybhgreenhouse.com.

• Our communication style

Our brand personality hinges on our communication style. It sets the voice and tone that runs through all of our communications. All Better Homes and Gardens® Real Estate logos, messages, images, colors, and type styles must compose a consistent image that is vibrant, sparkling in clarity, and accessibly stylish, in order to help strengthen our brand personality.

Vibrant

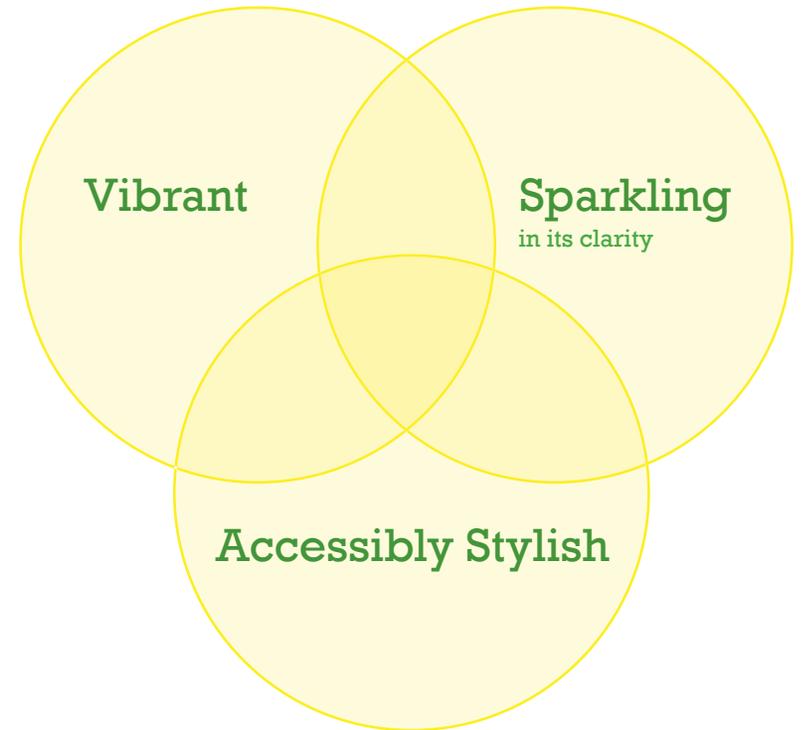
Spirited
Passionate
Stimulating

Sparkling in its clarity

Practical
Candid
Succinct
Topical
Timely

Accessibly Stylish

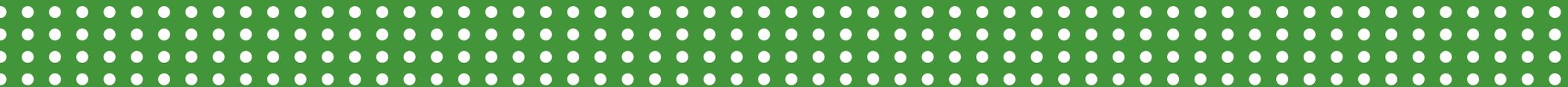
Fresh
Clean
Real Life



- Introduction
- Our signature
- Minimum clear space
- Using our bug
- Our name in writing
- Brand colors
- Supporting color palette
- Don't do it!
- Type for marketing applications
- Type for internal applications
- Image style
- Implementing our image style



Our identity system



Our identity system

One of the most important ways that we express and create a memorable brand experience is through the consistent use of our visual identity system.

Our visual identity system includes the Better Homes and Gardens® Real Estate logo (our signature) and core elements, such as primary and secondary color palettes, typography, photography and imagery. The consistent application of this system is in accordance with our licensing agreement with Meredith. Moreover, it establishes our brand with our audiences and helps strengthen our trademark claims.



• Our signature

Primary Color Application

In its primary application, our signature displays Better Homes and Gardens® Real Estate Green on a white background.

Better Homes and Gardens Real Estate Green

Coated Stock	Pantone® 363 C
Uncoated Stock	Pantone 362 U*
CMYK	C:68 M:00 Y:100 K:20*
RGB	HEX: 339933 (R:051 G:153 B:051)



Secondary Color Application

In its secondary application, our signature displays:
1. Black on a white background
2. Silver or foil-stamped silver on a white background

Black

Coated Stock	K: 100
Uncoated Stock	K: 100
CMYK	K: 100
RGB	HEX: 000000 (R:0 G:0 B:0)

Silver

Coated Stock	Pantone 877 C
Uncoated Stock	Pantone 877 U
Foil Stamping	Crown 100 (shiny); Crown 422 (matte)
RGB	HEX: c7c8ca (R:199 G:200 B:202)



Reverse Color Application

In its reversed application, our signature displays:
1. White on Better Homes and Gardens Real Estate Green background
2. White on black background

* Better Homes and Gardens Real Estate Green should always visually match Pantone 363C.



- Minimum clear space

The Better Homes and Gardens® Real Estate logo must be clearly visible wherever it appears. It should never be obstructed by distracting images, graphics, or type.

To protect the Better Homes and Gardens Real Estate logo from visual obstructions, a minimum amount of clear space has been established and must always be maintained.

The minimum area of clear space is determined by the height of the letter B in our signature, as it is shown below. Any deviation from the minimum area of clear space must be reviewed and approved by the Better Homes and Gardens Real Estate Marketing team, unless specified otherwise within a Better Homes and Gardens Real Estate guide.

When printed, the Better Homes and Gardens Real Estate logo should be placed whenever possible in the upper right corner. Alternate positions are upper centered or the lower right corner.

When embroidered (non-printed) on apparel, the Better Homes and Gardens Real Estate logo should be placed over the heart and should not appear with any competing logos.



- Using our bug

The Better Homes and Gardens® Real Estate bug may be used, but only in cases where it takes a secondary role to our main logo. The Better Homes and Gardens Real Estate logo must appear on any collateral that the Better Homes and Gardens Real Estate bug exists on.

To protect the Better Homes and Gardens Real Estate bug from visual obstructions, a minimum amount of clear space has been established and must always be maintained.

The minimum area of clear space is determined by half the width of the bug, as it is shown below. Any deviation from the minimum area of clear space must be reviewed and approved by the Better Homes and Gardens Real Estate Marketing team.

When printed, the Better Homes and Gardens Real Estate bug must be placed in a secondary role to the Better Homes and Gardens Real Estate logo.



- Our name in writing

In some instances, writing out the Better Homes and Gardens® Real Estate name will be essential. When administering our name in content, please follow these simple rules:

- Do not abbreviate the Better Homes and Gardens Real Estate name.
- Insert a registration mark—®— after the word “Gardens” in our name, as shown above on the first use of the name per page.
- Do not abbreviate as BHGRE in any external documents.
- When referencing the corporate entity, use Better Homes and Gardens Real Estate LLC, no ® is needed.
- When referencing a local brokerage name, e.g. Better Homes and Gardens Real Estate Smith & Smith, no ® is needed.

When joining our brand, a member of the Better Homes and Gardens Real Estate Transitions team will contact you about making important initial transitions to the Better Homes and Gardens Real Estate system. The Transitions team will work directly with you and your administrative staff to facilitate many of the changeover details.

Additional, valuable resources can be found by clicking on the “agent login” link on the consumer website or by direct URL at www.mybhggreenhouse.com.

If you have any questions, please contact our dedicated Client Services phone line at 1.866.616.4BHG (4244), or e-mail help@bhgrealestate.com.

• Brand colors

Better Homes and Gardens® Real Estate Primary Color Application

Better Homes and Gardens Real Estate Green

Coated Stock Pantone® 363 C
Uncoated Stock Pantone 362 U*
CMYK C:68 M:00 Y:100 K:20*
RGB HEX: 339933 (R:051 G:153 B:051)



Better Homes and Gardens Real Estate Secondary Color Application

Better Homes and Gardens Real Estate Silver

Coated Stock Pantone 877 C
Uncoated Stock Pantone 877 U
Foil Stamping Crown 100 (shiny);
 Crown 422 (matte)
RGB HEX: c7c8ca (R:199 G:200 B:202)



Better Homes and Gardens Real Estate Supporting Neutrals

Black

Coated Stock K: 100
Uncoated Stock K: 100
CMYK K: 100
RGB #000000
 (R:0 G:0 B:0)

Dark Gray

Pantone 425 C
Pantone 425 U
K: 75%
RGB #636466
(R:99 G:100 B:102)

Medium Gray

Pantone 430 C
Pantone 430 U
K: 45%
RGB #9d9fa2
(R:157 G:159 B:162)

Light Gray

Pantone 421 C
Pantone 421 U
K: 25%
RGB # c7c8ca
(R:199 G:200 B:202)



* Suggested CMYK. Better Homes and Gardens Real Estate Green should always visually match Pantone 363C.

• Supporting color palette

Our supporting color palette consists of colors that perform well alongside our Better Homes and Gardens® Real Estate Green by providing contrast without vibration.

These colors work well as tools for highlighting information, or adding small amounts of visual texture. In practice, they should be used sparingly with our primary brand colors.

Supporting Dark Colors

Dark Blue

Coated Stock Pantone® 285 C
Uncoated Stock Pantone 300 U
CMYK C:90 M:48 Y:00 K:00
RGB HEX: 1782c5

Dark Orange

Coated Stock Pantone 144 C
Uncoated Stock Pantone 130 U
CMYK C:00 M:52 Y:100 K:00
RGB HEX: f9a11e



Supporting Light Colors

Light Blue (Better Homes and Gardens Blue)

Coated Stock Pantone 2925 C
Uncoated Stock Pantone 2925 U
CMYK C:84 M:21 Y:00 K:00
RGB HEX: 0095d6

Light Orange

Coated Stock Pantone 123 C
Uncoated Stock Pantone 115 U
CMYK C:00 M:21 Y:88 K:00
RGB HEX: ffc514



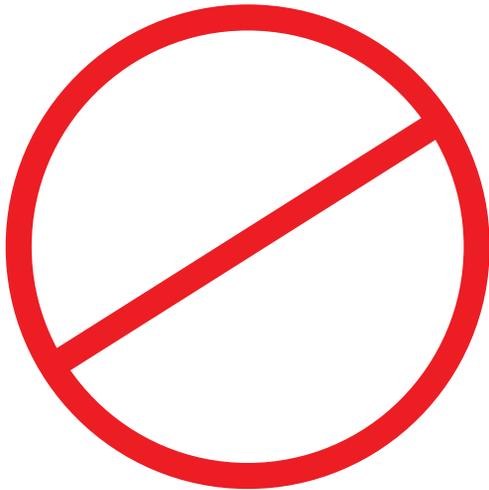
Light Green

Coated Stock Pantone 382 C
Uncoated Stock Pantone 382 U
CMYK C:20 M:00 Y:100 K:00
RGB HEX: C1D82F

• Don't do it!

The integrity of the Better Homes and Gardens® Real Estate signature must be respected at all times. **Do not alter, stretch, or change the structure of the logo.** Any modifications to the Better Homes and Gardens Real Estate signature confuses recognition and diminishes brand impact.

Don't do it!



Do not remove the grass symbol from the signature.



Do not alter the proportions of the elements that compose the signature.



Do not remove the real estate tag from the signature.



Do not place the signature on distracting backgrounds.



Do not use the signature in a color other than those in the primary brand color palette.



Do not add elements to the signature or interfere with the signature's clear space.



Do not reset or attempt to recreate the typeface of the signature.



Do not rotate the grass symbol.



- **Type for marketing applications**

Do not condense, compress, or modify any typeface.

If you're working on content for desktop or internal applications in Microsoft Office or Lotus Notes, or if you are working with live content that needs to format easily across variable networks, please refrain from using marketing fonts and use Arial or Times New Roman instead.

You can order the Corporate S BQ font from the following websites:

www.fonts.com

www.myfonts.com

www.itcfonts.com

The Corporate S BQ font is a versatile, sans serif typeface that should be used on all print marketing collateral and direct mail. Solid, uncomplicated, and highly legible, it is best for headlines, subheads, and body content.

Corporate S

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+***

- Type for marketing applications

The Rockwell font is a highly identifiable slab-serif typeface that should be used to highlight headlines on all marketing collateral and direct mail. Bold in appearance, it is best used for short headlines, subheads, or sentences to capture attention.

Do not condense, compress, or modify any typeface.

Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

• Type for internal applications

Use Arial or Times New Roman for content in desktop or internal applications, such as Microsoft Office, Lotus Notes and Web-based applications, where live content needs to format easily across variable networks.

Do not condense, compress or modify any typeface.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

• Image style

An image's style should demonstrate creative distinction and promote a style of communication. Better Homes and Gardens® Real Estate's creative style should convey a brand personality that is vibrant, sparkling in clarity, and accessibly stylish.



Shown here are some examples of approved images for your marketing to be used in mailings, websites, etc. Our free image library is available on the Greenhouse under 'Resources' for broker and agent use.

• Implementing our image style

While images are easily accessible and used by all, not all images reflect our brand personality. It is very important to represent the Better Homes and Gardens® Real Estate brand with a consistent look and feel. In those special situations, when selecting one-off images are required, please use the guidelines below to choose an appropriate image.

Do it!

Choose images that complement the Better Homes and Gardens Real Estate color palette.



Choose images that present agents, homes, and gardens as vibrant and stylish, yet natural and realistic.



Choose images that relay a clear message and visual tone.



Don't do it!

Do not use images that employ a dominant color that clashes or visually competes with the Better Homes and Gardens Real Estate color palette.



Do not use images that are cliché or culturally biased.



Do not use images that contain too many elements.

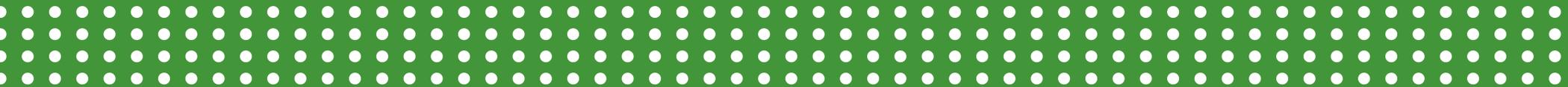


Do not use images that appear overly abstract.

- Introduction
- Affiliate DBA logo lock-up specifications
- Color application
- Minimum clear space



Affiliate DBA logo lock-up



Integration and affiliation with a world-class brand

The Better Homes and Gardens® Real Estate identity standards enable the seamless leverage of our world-class brand by providing affiliates with the tools to communicate a unified look and feel. To maintain the strength of our affiliations and our brand, the standards set forth here must be followed.

An approved vertical and horizontal DBA logo lock-up will be created for you during your transition to Better Homes and Gardens Real Estate. To uphold the prestigious reputation and integrity associated with Better Homes and Gardens Real Estate, be consistent in the use of the approved DBA logo lock-up.

The specific guidelines provided here explain the proper use of affiliate DBA logo lock-ups. Always refer to the guidelines when preparing DBA logo artwork for communication materials.

The guidelines in this document are meant to improve the creative process rather than inhibit it. By following these guidelines, the materials you create will represent our brand cohesively to the world.

Thank you for following these simple rules.

• Introduction

Better Homes and Gardens® Real Estate affiliate DBA logo lock-ups can be one or two lines depending on the length of your DBA (Doing Business As) name. Three line DBA logo lock-ups may be used in exceptional cases.

Once you have determined which option fits your requirements, a horizontal and vertical DBA Logo lock up will be created for you in one of the fashions below. There must be consistency in your choice of logos. In other words, if you choose a vertical DBA logo with a one line company name your horizontal DBA logo will also have a one line company name.

Once created, your affiliate DBA logo lock-up will be a custom-designed piece of artwork. Never attempt to redraw, change, or recreate the approved DBA logo.



COMPANYCO



COMPANYCO
COMPANYCO



COMPANYCO
COMPANYCO



COMPANYCO

• Color application

Primary Color Application

In its primary application, the affiliate logo lock-up prints all Better Homes and Gardens® Real Estate Green on a white background.

Better Homes and Gardens Real Estate Green

Coated Stock	Pantone® 363 C
Uncoated Stock	Pantone 362 U*
CMYK	C:68 M:00 Y:100 K:20*
RGB	HEX: 339933 (R:051 G:153 B:051)



COMPANYCO
COMPANYCO



Secondary Color Application

In its secondary application, the affiliate logo lock-up can print:

1. Black on a white background
2. Silver or foil-stamped silver on white background

Black

Coated Stock	K: 100
Uncoated Stock	K: 100
CMYK	K: 100
RGB	HEX: 000000 (R:0 G:0 B:0)



COMPANYCO
COMPANYCO



Dark Gray

Coated Stock	Pantone 425 C
Uncoated Stock	Pantone 425 U
CMYK	K: 75
RGB	HEX: 636466 (R:99 G:100 B:102)



COMPANYCO
COMPANYCO



Silver

Coated Stock	Pantone 877 C
Uncoated Stock	Pantone 877 U
Foil Stamping	Crown 100 (shiny); Crown 422 (matte)
RGB	HEX: c7c8ca (R:199 G:200 B:202)



COMPANYCO
COMPANYCO



Reverse Color Application

In its reversed application, the affiliate logo lock-up can print:

1. White on Better Homes and Gardens Real Estate Green background
2. White on black background



* Better Homes and Gardens Real Estate Green should always visually match Pantone 363C.

- Minimum clear space

For situations where the primary signature is used with an affiliate name, the approved affiliate logo lock-up should be utilized.

The Better Homes and Gardens® Real Estate affiliate logo lock-up must be clearly visible wherever it appears. It should never be obstructed by distracting images, graphics, or type.

When printed, the Better Homes and Gardens Real Estate affiliate logo lock-up should be placed whenever possible in the upper right corner. Alternate positions are upper centered or the lower right corner.

To protect the Better Homes and Gardens Real Estate affiliate logo lock-up from visual obstructions, a minimum amount of clear space has been established and must always be maintained. The minimum area of clear space is determined by the height of the letter B in our affiliate logo lock-up as it is shown below.

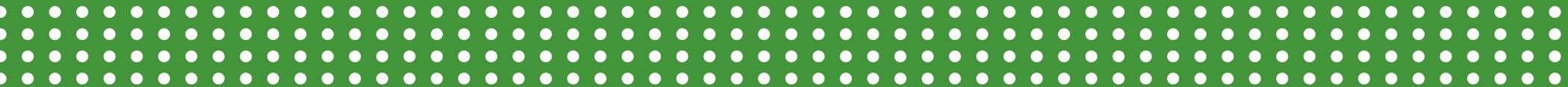
Any deviation from the minimum area of clear space must be reviewed and approved by the Better Homes and Gardens Real Estate Marketing Department.



- Our core stationery system
- Business cards
- Letterheads
- No. 10 envelopes
- Memorandum
- Facsimile
- Press folders
- Name badge
- Affiliate advertising
- Yard signs
- Rider examples
- Exterior signage



Key design items



• Our core stationery system

Shown here are examples of a few available designs for stationary items. Additional designs are available from the Print Marketing Center through the Greenhouse.

Better Homes and Gardens
REAL ESTATE

ANNE
ANDERSON, GRI, CRS

Title
first.last@affiliatenameshere.com

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
123 Main Street, Suite 123
City, State 12345
www.website1.com
www.website2.com

© All Rights Reserved. All Other Rights Reserved.

Better Homes and Gardens
REAL ESTATE

COMPANYCO
COMPANYCO

Better Homes and Gardens
REAL ESTATE

COMPANYCO
COMPANYCO

Address Line One
Address Line Two
City, State Zip Code

ANNE
ANDERSON, GRI, CRS
Descriptive Title
anne.anderson@anderson.com

Better Homes and Gardens
REAL ESTATE

COMPANYCO
COMPANYCO

Date

ANNE
ANDERSON, GRI, CRS
Descriptive Title
anne.anderson@anderson.com

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Addressed to Name
Addressed to Title
Company Name
Street Address
City, State and Zip Code

Salutation:

Addressed to Name
Addressed to Title
Company Name
Street Address
City, State and Zip Code

Date

Addressed to Name
Addressed to Title
Company Name
Street Address
City, State and Zip Code

Salutation:

The communication potential of a letter graphic, a letterhead design complements and typing format also make a strong content.

A well-designed stationery system does not only clean and well organized. The design you choose is also important.

Furthermore, this typing format has been used and Gardens' Real Estate stationery items, we recommend the adoption of this format, as it is a complementary close.

Addressed to Name
Addressed to Title
Company Name
Street Address
City, State and Zip Code

Salutation:

The communication potential of a letter graphic, a letterhead design complements and typing format also make a strong content.

A well-designed stationery system does not only clean and well organized. The design you choose is also important.

Furthermore, this typing format has been used and Gardens' Real Estate stationery items, we recommend the adoption of this format, as it is a complementary close.

Addressed to Name
Addressed to Title
Company Name
Street Address
City, State and Zip Code

Salutation:

The communication potential of a letter graphic, a letterhead design complements and typing format also make a strong content.

A well-designed stationery system does not only clean and well organized. The design you choose is also important.

Furthermore, this typing format has been used and Gardens' Real Estate stationery items, we recommend the adoption of this format, as it is a complementary close.

Sender's Name
JPK/as
encl.
cc: Person's Name

Sender's Name
JPK/as
encl.
cc: Person's Name

Sender's Name
JPK/as
encl.
cc: Person's Name

Better Homes and Gardens
REAL ESTATE

COMPANYCO
COMPANYCO

INDIVIDUAL'S FIRST NAME
INDIVIDUAL'S LAST NAME
Descriptive Title
firstname.lastname@bhgrealestate.com

000.000.0000 Office
000.000.0000 Mobile
000.000.0000 Fax
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com
DRE# 1234567

Affiliate Office Line 1
Affiliate Office Line 2

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• Business cards | Some front examples



ANNE
ANDERSON
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com

© An Independently Owned and Operated Franchise.




ANNE
ANDERSON
Agent Title
Agent Title / DRE#2
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
123 Main Street, Suite 123
City, State 12345
www.website1.com
www.website2.com

© An Independently Owned and Operated Franchise.



ANNE
ANDERSON
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com

© An Independently Owned and Operated Franchise.



ANNE
ANDERSON
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com

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ANNE
ANDERSON
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com

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ANNE ANDERSON
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH REALTY
Address Street
Address City, State 12345
www.website1.com
www.website2.com



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ANNE
ANDERSON
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
Address Street
Address City, State 12345
www.website1.com
www.website2.com



SMITH & SMITH

© An Independently Owned and Operated Franchise.



ANNE
ANDERSON
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
Address Street
Address City, State 12345
www.website1.com
www.website2.com



SMITH & SMITH

© An Independently Owned and Operated Franchise.

AGENT NAME
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME
Address Street
Address City, State 12345
www.website1.com
www.website2.com

TEAM PHOTO
GOES HERE



COMPANYNAME

© An Independently Owned and Operated Franchise.



COMPANYCO

AGENT NAME 1
AGENT NAME 2
Agent Title
Agent Title 2
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
DBA COMPANY NAME
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com
DRE# 1234567

© Each Franchise is Independently Owned and Operated.



**TEAM PHOTO
GOES HERE**

AGENT NAME 1
AGENT NAME 2
Agent Title
Agent Title 2/ DRE#
Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com

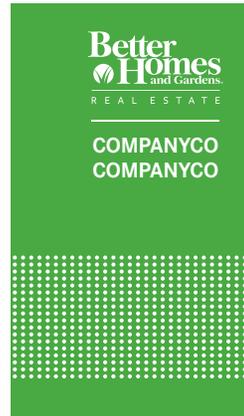
© An Independently Owned and Operated Franchise.

• Business cards | Some back examples

Vertical Business Card Backs



**Better Homes and Gardens®
Real Estate Official Photo-graphic
Grass**
www.gettyimages.com
Image number: 78735287



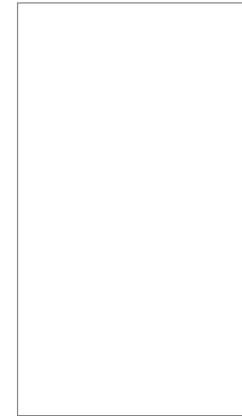
**Better Homes and Gardens
Real Estate
Iconic Grass**
Dots appear in proportion to the
following formula:
Stroke weight: 4.569 pt
Stroke gap: 9.72 pt



Photo
Agent to supply a high resolution,
300dpi, color or black and white
photograph

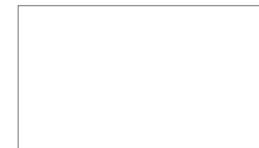


Photo with Name
Agent to supply a high resolution,
300dpi, color or black and white
photograph



Blank

Horizontal Business Card Backs



• Business card | Specifications | Front | Some vertical examples

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all business card applications.

Business Card Format

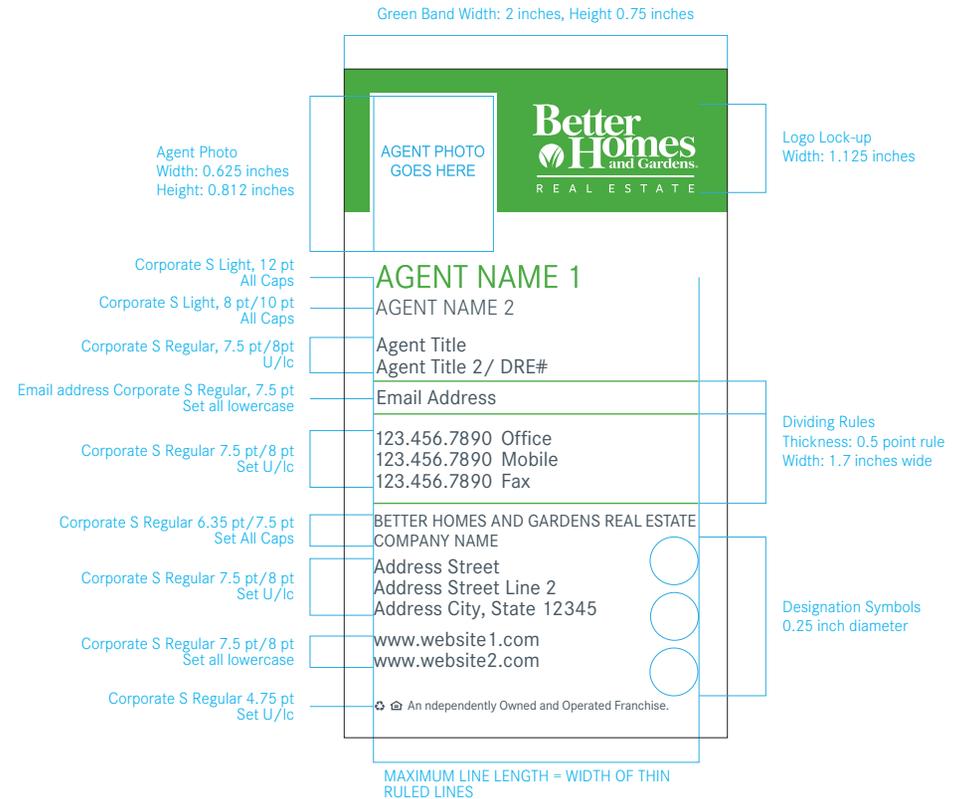
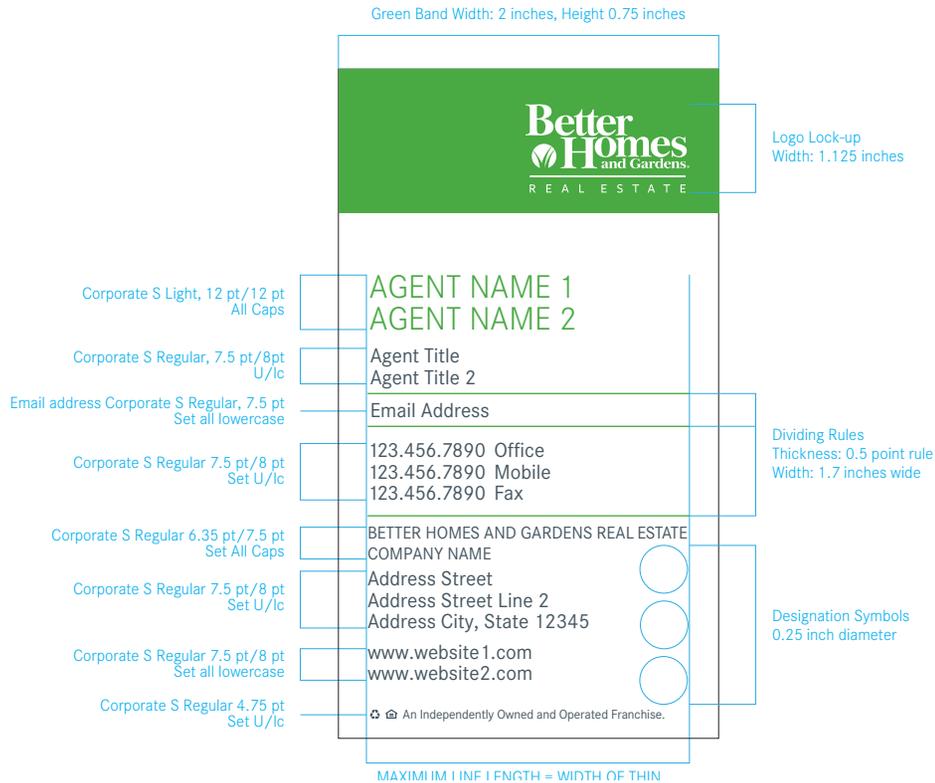
Card Size Width: 2 inches, Height: 3.5 inches

Typographic Specifications

- Font** Corporate S BQ Light (Agent Name)
Corporate S BQ Regular (All other text)
- Format**
- All caps for proper names
 - Sentence case for titles and mailing address
 - Lowercase for e-mail address

Colors and Imagery

- Signature** Green, Pantone® 362 U
- Agent's Name 1/2** Green, Pantone® 362 U
- Rule Lines** Green, Pantone® 362 U
- All other text** Gray, Pantone® 432 U
- Award Symbol** CMYK (percentages of black)



• Business card | Specifications | Front | Some horizontal examples

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all business card applications.

Business Card Format

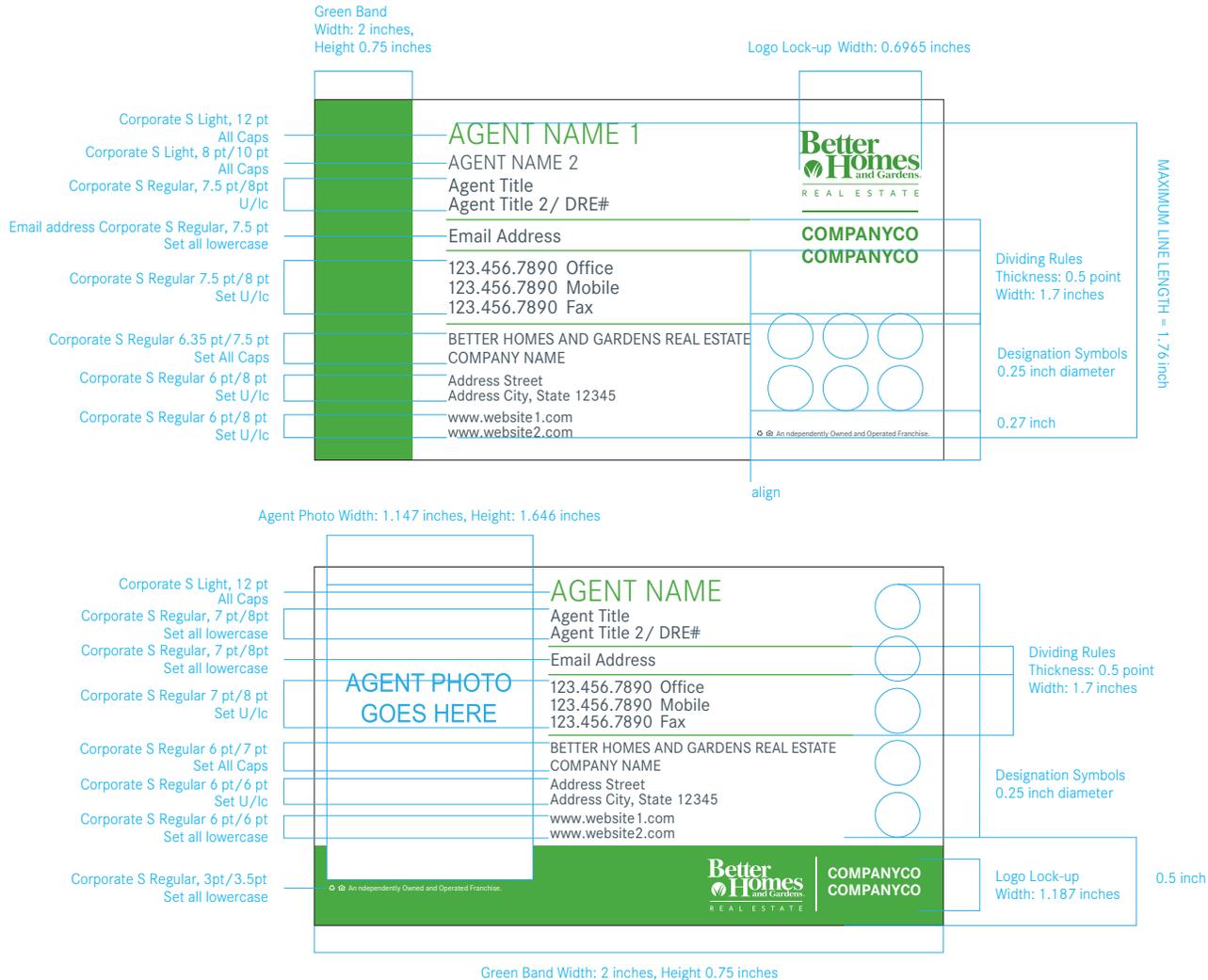
Card Size Width: 3.5 inches, Height: 2 inches

Typographic Specifications

- Font** Corporate S BQ Light (Agent Name)
Corporate S BQ Regular (All other text)
- Format**
- All caps for proper names
 - Sentence case for titles and mailing address
 - Lowercase for e-mail address

Colors and Imagery

- Signature** Green, Pantone® 362 U
Orange Pantone® 130 U
- Agent's Name 1** Green, Pantone® 362 U
- Rule Lines** Green, Pantone® 362 U
- All other text** Gray, Pantone® 432 U
- Designation** CMYK (percentages of black)
- Symbol**



• Designation symbol placement | Vertical business cards

The approved designation symbols must be correctly positioned on all business cards. See below for examples.

Typographic Specifications

For one, two, and three designation symbols

Size of symbol .25 inches in diameter

General placement The bottom right corner of business card layout

Alignment

One symbol Baseline of first website address

Two Symbols The first designation symbol is placed on the baseline of e-mail address, the second designation symbol is placed .04 inches directly below first symbol.

Three Symbols All designation symbols sit inline descending from the top of company name and each is spaced a distance of .04 from the other.

The image displays three business card templates illustrating different designation symbol placements. Each card contains the following text: Agent Title z, Email Address, 123.456.7890 Office, 123.456.7890 Mobile, 123.456.7890 Fax, BETTER HOMES AND GARDENS REAL ESTATE COMPANY NAME, Address Street, Address Street Line 2, Address City, State 12345, www.website1.com, www.website2.com, and An Independently Owned and Operated Franchise.

- Card 1 (One Symbol):** Shows a single CRS symbol placed on the baseline of the first website address. Callout: "Designation symbol has .25 inch diameter and sits on baseline of website address 1".
- Card 2 (Two Symbols):** Shows two CRS symbols. The first is on the baseline of the first website address, and the second is .04 inches above it. Callouts: "All designation symbols have a .25 inch diameter", "First designation symbol sits on baseline of website address 1", "Second symbol sits .04 inches above first designation symbol".
- Card 3 (Three Symbols):** Shows three symbols (MLS, R, CRS) descending from the top of the company name. Callouts: "All designation symbols have a .25 inch diameter", "Symbols descend from the top of company name", "Symbols sit .04 inches below each other".

• Designation symbol placement | Horizontal business cards

The approved designation symbols must be correctly positioned on all business cards. See below for examples.

Typographic Specifications

For one, two, and three designation symbols

Size of symbol .25 inches in diameter

General placement The bottom right side of business card layout



First designation symbol aligns to the left text justification. All other symbols are placed .05" away from previous symbol



First designation symbol aligns 2nd green rule of business card. All other symbols are placed .05" below from previous symbol



Designation sybols are placed above contact information

• Affiliate letterheads

Letterhead with white background



Letterhead with photographic grass



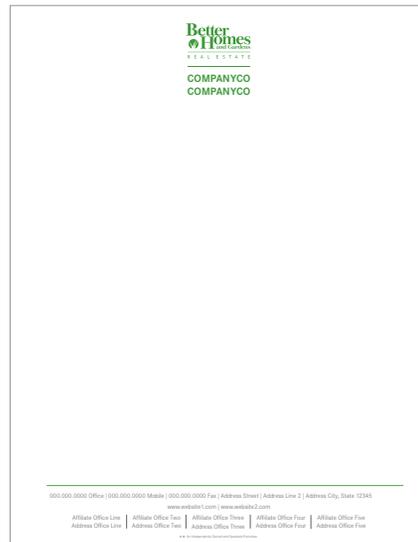
Letterhead with white background
With footer contact



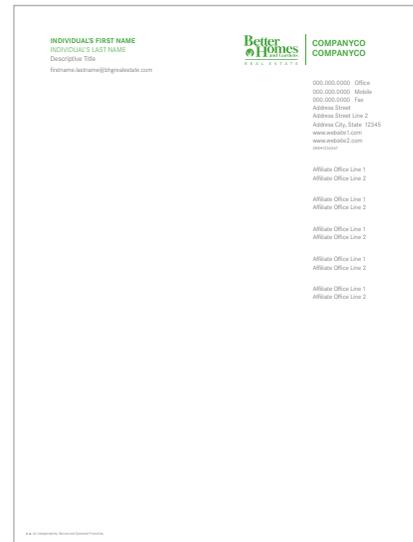
Letterhead with photographic grass
With footer contact



Letterhead with multiple affiliate offices



Letterhead with multiple affiliate offices



• **Affiliate letterheads** | Personalized | Specifications

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all core stationery applications.

Letterhead Format

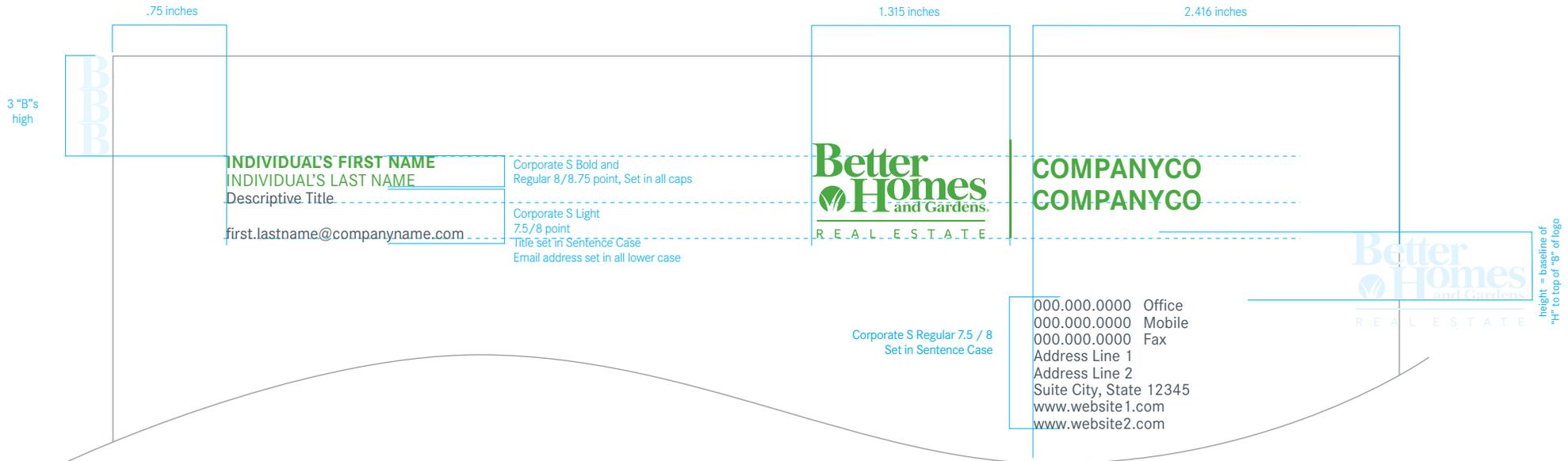
Page Size Width = 8.5 inches, Height = 11 inches

Typography Specifications

- Font**
- Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses
 - Corporate S BQ Bold for DBA individual's name
- Format**
- All caps for proper names
 - Sentence case for titles and mailing addresses
 - Lowercase for e-mail addresses

Colors and Imagery

- Affiliate Logo Lock-up** Green, Pantone® 362 U
- Individual's Name** Green, Pantone 362 U
- Title/Address** Gray, Pantone 432 U
- Photograph** Better Homes and Gardens Real Estate official photographic grass (optional)



• **Affiliate letterheads | Specifications**

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all core stationery applications.

Letterhead Format

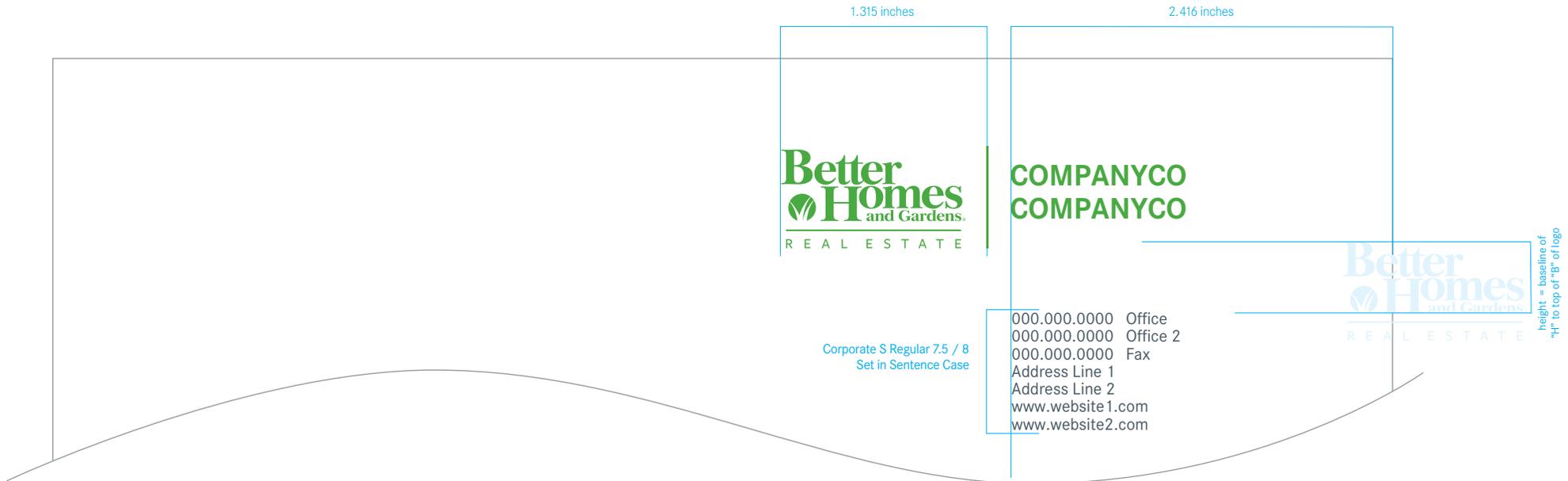
Page Size Width = 8.5 inches, Height = 11 inches

Typography Specifications

- Font**
- Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses
 - Corporate S BQ Bold for DBA individual's name
- Format**
- All caps for proper names
 - Sentence case for titles and mailing addresses
 - Lowercase for e-mail addresses

Colors and Imagery

Affiliate Logo Lock-up Address Green, Pantone® 362 U
Gray, Pantone 432 U



• **Affiliate letterheads** | Specifications | Footer Contact

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all core stationery applications.

Letterhead Format

Page Size Width = 8.5 inches, Height = 11 inches

Typography Specifications

- Font**
- Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses
 - Corporate S BQ Bold for DBA individual's name
- Format**
- All caps for proper names
 - Sentence case for titles and mailing addresses
 - Lowercase for e-mail addresses

Colors and Imagery

Title/Address Gray, Pantone 431 U



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Better Homes and Gardens Real Estate has purchased extensive rights to use this Getty photograph for a long, but limited, time. Always check copyright usage requirements before printing this photograph.

Getty Images
Image number: 78735287
www.gettyimages.com

Grass photograph prints CMYK and bleeds right, left and bottom.

• **Affiliate letterheads** | Specifications | Footer Contact

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all core stationery applications.

Letterhead Format

Page Size Width = 8.5 inches, Height = 11 inches

Typography Specifications

- Font**
 - Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses
 - Corporate S BQ Bold for DBA individual's name
- Format**
 - All caps for proper names
 - Sentence case for titles and mailing addresses
 - Lowercase for e-mail addresses

Colors and Imagery

Title/Address Gray, Pantone 431 U

Corporate S Regular 9 / 11 pt
Set in Sentence Case

000.000.0000 Office | 000.000.0000 Office 2 | 000.000.0000 Fax | Address Street | Address Street Line 2 | Address City, State 12345
www.website1.com | www.website2.com

Ⓜ An Independently Owned and Operated Franchise.

• Letterheads | Photographic grass bottom

All letterhead and press release options may display the official Better Homes and Gardens® Real Estate photographic grass as a band element at the bottom of the page. To present a consistent use of the band element, please follow specifications for the photographic grass on all letterhead and press release formats.

Pre-approved files have been created with the photographic grass band. Please order these materials from the Print Marketing Center accessible via the Greenhouse.



Better Homes and Gardens Real Estate has purchased extensive rights to use this Getty photograph for a long, but limited, time. Always check copyright usage requirements before printing this photograph.

Getty Images
Image number: 78735287
www.gettyimages.com

Grass photograph prints CMYK and bleeds right, left and bottom.

• **No. 10 affiliate envelopes | Front | Option 1**

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all core stationery applications.

In addition to offering legal size envelopes, we also offer additional sizes including #10 (legal), 9x12, and notecards. See the Print Marketing Center accessible via the Greenhouse for more options.

Envelope Format

Page Size Width: 9.5 inches, Height: 4.125 inches

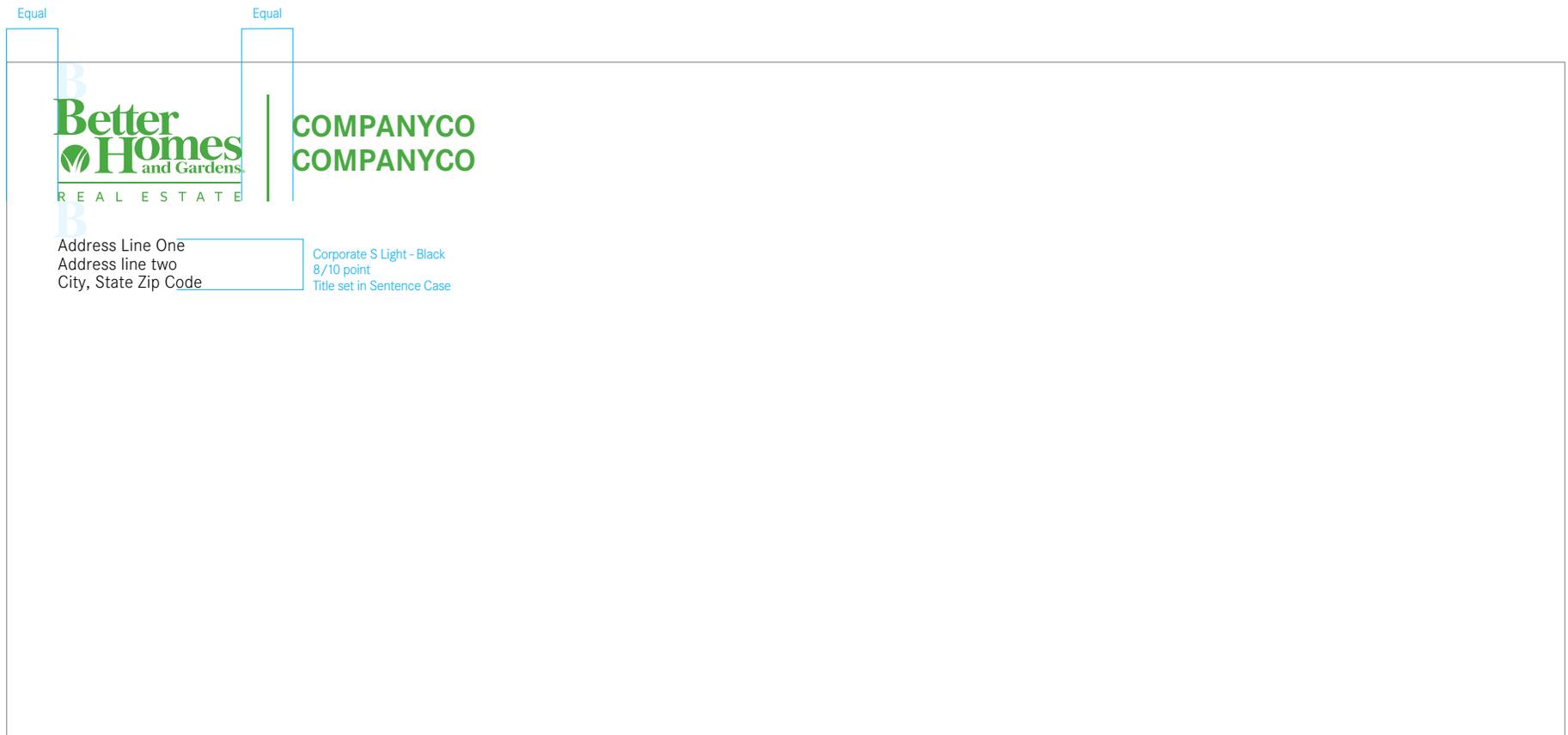
Typography Specifications

Font Corporate S BQ Regular

- Format**
- All caps for proper names
 - Sentence case for mailing addresses

Colors and Imagery

Affiliate Logo Lock-up Location and Date Green, Pantone® 362 U
Gray, Pantone 432 U



• **No. 10 affiliate envelopes | Front | Option 2**

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all core stationery applications.

In addition to offering legal size envelopes, we also offer additional sizes including #10 (legal), 9x12, and notecards. See the Print Marketing Center accessible via the Greenhouse for more options.

Envelope Format

Page Size Width: 9.5 inches, Height: 4.125 inches

Typography Specifications

Font Corporate S BQ Regular

Color Black

Format

- All caps for proper names
- Sentence case for mailing addresses

B BETTER HOMES AND GARDENS REAL ESTATE COMPANY NAME	Corporate S Regular 8 / 7 pt, Set in All Caps
Address Line 1 City, State Zip Code	Corporate S Regular 7.5 / 8 pt Set in Sentence Case

• Memorandum

Microsoft Word® files with the pre-approved memorandum and facsimile layouts have been developed for your use. Please contact your Better Homes and Gardens® Real Estate Transitions team for these pre-approved files.

Memorandum Format

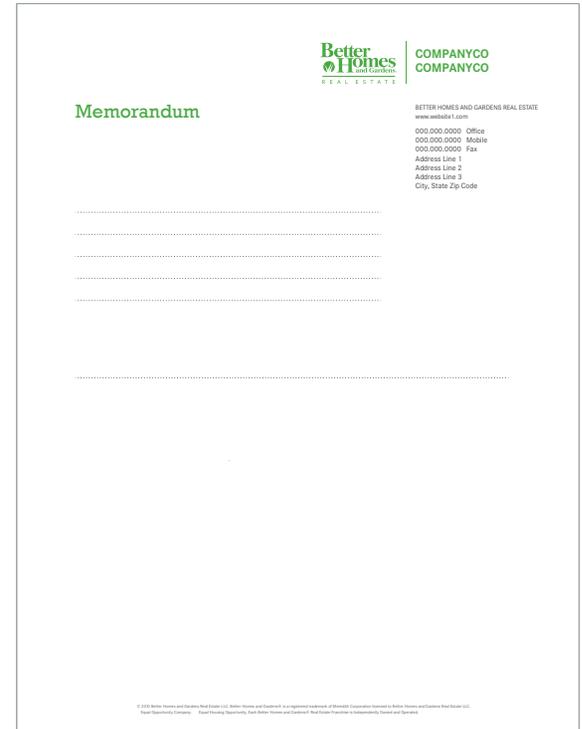
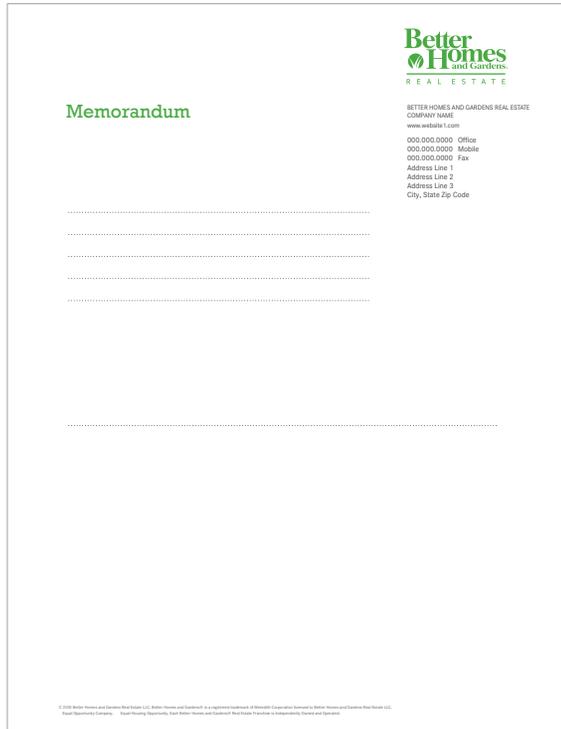
Page Size Width: 8.5 inches, Height: 11 inches

Typography Specifications

- Font**
- Corporate S BQ Light or Arial substitute for address block and content identifiers
 - Rockwell Regular for headline: “Memorandum”
- Format**
- All caps for proper names and “MESSAGE”
 - Sentence case for mailing address and headline

Colors and Imagery

- Affiliate Logo Lock-up** BHGRE Green, match Pantone® 362 U
 BHGRE Orange, match Pantone® 130 U
- “Memorandum”/“MESSAGE”** BHGRE Green, match Pantone 362 U
- Content identifiers** Gray, match Pantone 430 U



• **Folders** | Photographic grass option | Option 1

Please order these materials from the Print Marketing Center accessible via the Greenhouse.

Format

Composite size Width: 9 inches, Height: 12 inches
Folder height Width: 5.5 inches, no capacity
Number of sleeves Two

BHGRE Folder | Exterior

Better Homes and Gardens Real Estate signature appears on the front of the cover.

BHGRE Folder Option One | Interior

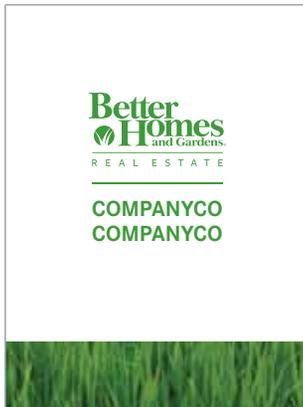
A white sleeve accommodates the Better Homes and Gardens Real Estate business card. The background appears as a full bleed.

Colors and Imagery

BHGRE Green: Pantone 363 C
 Gray: Pantone 427 C

BHGRE has purchased extensive rights to use this Getty photograph for a long, but limited time; always check copyright usage requirements before printing.

Getty Images Image number: 78735287
www.gettyimages.com



Cover Option



Cover Option



Cover Option



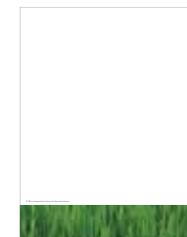
Cover Option



Inside: Vertical Business Card Option



Inside: Horizontal Business Card Option



Back

• **Folders** | **Graphic grass option** | **Option 2**

Please order these materials from the Print Marketing Center accessible via the Greenhouse.

Format

Composite size Width: 9 inches, Height: 12 inches
Folder height Width: 5.5 inches, no capacity
Number of sleeves Two

Colors and Imagery

BHGRE Green: Pantone 363 C
 Gray: Pantone 427 C

BHGRE Folder | Exterior

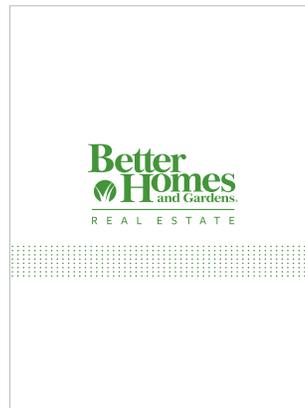
Better Homes and Gardens Real Estate signature appears on the front of the cover.

BHGRE Folder Option One | Interior

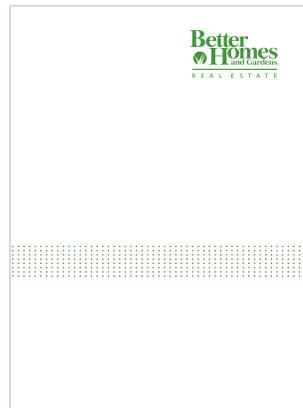
A white sleeve accommodates the Better Homes and Gardens Real Estate business card. The background appears as a full bleed.



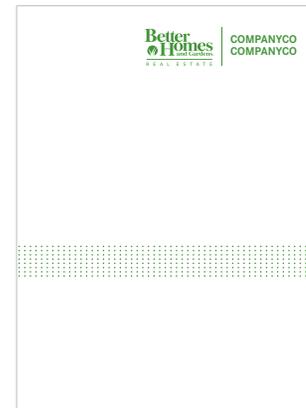
Cover Option



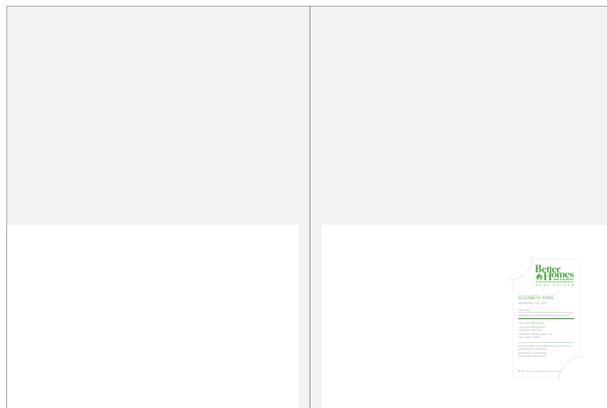
Cover Option



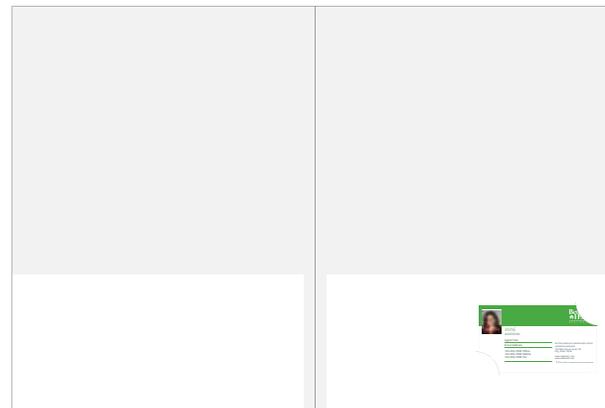
Cover Option



Cover Option



Inside: Vertical Business Card Option



Inside: Horizontal Business Card Option



Back

• Name Badges

Please visit americanimageawards.com to order badges.

Typographic Specifications

Beveled Acrylic Rectangular Frame

Font Corporate S BQ Bold (Agent Name)
 Font Size: 17.14pt
 Corporate S BQ Bold (All other text)
 Font Size: 10.29pt

Format • All caps for names and titles

Rounded Acrylic Rectangular Frame

Font Corporate S BQ Bold (Agent Name)
 Font Size: 17.14pt
 Corporate S BQ Bold (All other text)
 Font Size: 10.29pt

Format • All caps for names and titles

Slim Line Rectangular Frame

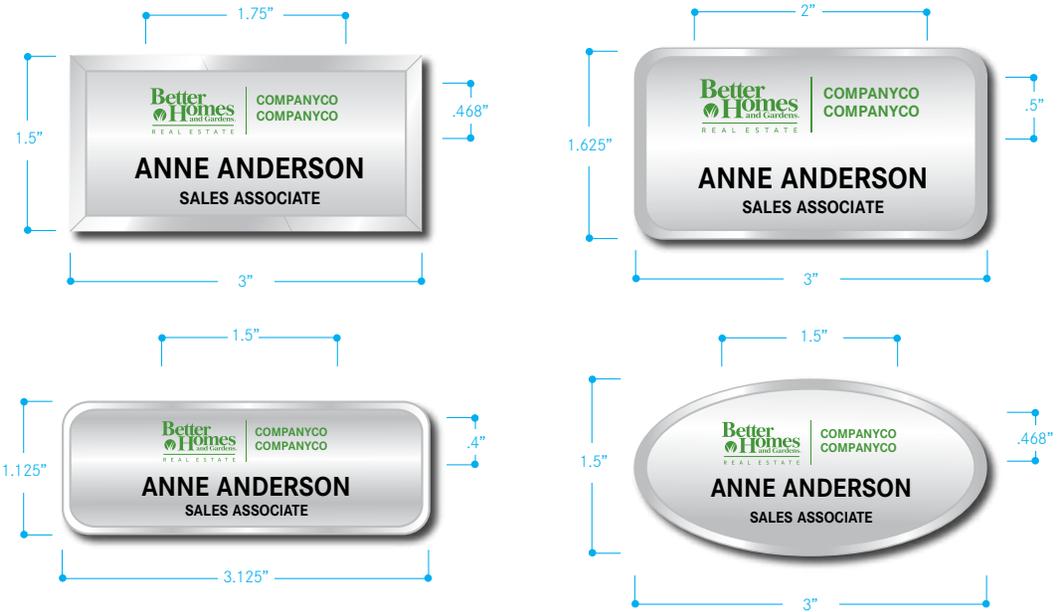
Font Corporate S BQ Bold (Agent Name)
 Font Size: 15.6pt
 Corporate S BQ Bold (All other text)
 Font Size: 9pt

Format • All caps for names and titles

Oval Acrylic Frame

Font Corporate S BQ Bold (Agent Name)
 Font Size: 15pt
 Corporate S BQ Bold (All other text)
 Font Size: 9pt

Format • All caps for names and titles



Additional Color Variations



• Affiliate advertising | Multiple listings

White background with large headline




Welcome to the neighborhood!

Stop by and plan on staying for a while.

NEW LISTINGS AS OF 00/00/08






Welcome to the neighborhood!

Stop by and plan on staying for a while.

NEW LISTINGS AS OF 00/00/08

Agent First and Last Name | Agent Title | Email Address
212.123.4567 Office | 212.123.4567 Mobile | 212.123.4567 Fax
123 Main Street, Suite 123, City, State 12345 | www.website.com

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Agent First and Last Name | Agent Title | Email Address
212.123.4567 Office | 212.123.4567 Mobile | 212.123.4567 Fax
123 Main Street, Suite 123, City, State 12345 | www.website.com

Grass background with small headline

White background with small headline




Welcome to the neighborhood!

Stop by and plan on staying for a while.

NEW LISTINGS AS OF 00/00/08






When using the Better Homes and Gardens Real Estate® signature on multiple listings advertisements, it is good to keep in mind the following rules:

- 1) Always allow at least a minimum amount of clear space around the logo, as required by the guidelines outlined in the “Core elements” section of this standards manual.
- 2) Always separate the identity from the main content with a rule line, above,1 or by a band of BHGRE Green, following page.2
- 3) Only use the BHGRE Grass photograph at the bottom of an advertisement (never on the top).
- 4) Use a minimal amount of BHGRE Green within the home description area to place visual emphasis on the headline and the Better Homes and Gardens signature.

The advertisement graphics are for example only.

• Affiliate advertising | Postcards

The following graphics are for example only.

See the Print Marketing Center accessible via the Greenhouse for more options.

Option 1

Option 1 is a postcard front featuring a large image of a house on the left. On the right, there is a green vertical banner with the 'Better Homes and Gardens REAL ESTATE' logo and 'COMPANYCO COMPANYCO'. Below the banner is a small photo of Elizabeth Anne Anderson, GRI, CRS, with the text 'Call me today!' and her contact information: 123.456.7890 Office, 123.456.7890 Mobile, 123.456.7890 Fax, 123 Main Street, Suite 123 City, State. At the bottom left, it says 'Just sold!' and 'FOR \$700 K 123 FLOWER STREET, LOCATION'.

Option 1 is a postcard back with a green header containing the 'Better Homes and Gardens REAL ESTATE' logo and 'COMPANYCO COMPANYCO'. The main body contains the price '\$700,000' followed by a placeholder for a house description. Below that is a 'Subhead goes here.' section, followed by a placeholder for message content. At the bottom, it asks 'Interested in selling your home? Contact me today!' and includes a small photo of Elizabeth Anne Anderson, GRI, CRS, with her contact information. A small square box is in the top right corner.

Option 2

Option 2 is a postcard front with a green background. It features a photo of a house on the left and a green vertical banner on the right with the 'Better Homes and Gardens REAL ESTATE' logo and 'COMPANYCO COMPANYCO'. The banner includes the text 'Just listed!', 'Asking \$550,000', and a placeholder for a message. Below the banner is a small photo of Elizabeth Anne Anderson, GRI, CRS, with her contact information: 123.456.7890 Office, 123.456.7890 Mobile, 123.456.7890 Fax, 123 Main Street, Suite 123 City, State. At the bottom left, it says '123 FLOWER STREET, LOCATION'.

Option 2 is a postcard back with a green header containing the 'Better Homes and Gardens REAL ESTATE' logo and 'COMPANYCO COMPANYCO'. The main body features the headline 'I've just listed a charming new home in your neighborhood!' followed by a placeholder for message content. At the bottom, it asks 'Some copy goes here to suggest calling this agent today.' and includes a small photo of Elizabeth Anne Anderson, GRI, CRS, with her contact information. A small square box is in the top right corner.

Option 3

Option 3 is a postcard front with a green background. It features a photo of a house on the left and a green vertical banner on the right with the 'Better Homes and Gardens REAL ESTATE' logo and 'COMPANYCO COMPANYCO'. The banner includes the text 'Welcome Statement!' and 'JUST SOLD!'. Below the banner is a small photo of Elizabeth Anne Anderson, GRI, CRS, with her contact information: 123.456.7890 Office, 123.456.7890 Mobile, 123.456.7890 Fax, 123 Main Street, Suite 123 City, State. At the bottom left, it says 'LOCATION: 123 FLOWER STREET, LOCATION' and 'ASKING: 450 K'.

Option 3 is a postcard back with a green header containing the 'Better Homes and Gardens REAL ESTATE' logo and 'COMPANYCO COMPANYCO'. The main body features the headline 'I've just sold at a great price in your neighborhood!' followed by a placeholder for message content. At the bottom, it asks 'Some copy goes here to suggest calling this agent today.' and includes a small photo of Elizabeth Anne Anderson, GRI, CRS, with her contact information. A small square box is in the top right corner.

Brokers and agents must adhere to these strict guidelines:

- Only one color choice of yard sign can be used within a single community.
- The affiliate broker establishes the boundaries for a community.
- Each company is responsible for using the chosen sign color.

To order signs go to the Approved Supplier section on the Greenhouse.

If you have any questions, please contact our dedicated Client Services phone line at 1.866.616.4BHG (4244), e-mail help@bhgrealestate.com or consult our Core Signage guide.



Positive sign — white face



Reverse sign — green face



Directional sign



Arrow directional sign

- Some rider examples

FOR SALE

**Better
Homes
and Gardens[®]**
REAL ESTATE

**COMPANYCO
COMPANYCO**

000.000.0000

www.website.com

© 2018 Better Homes and Gardens Real Estate

**AGENT NAME
000.000.0000**

SOLD

FOR SALE

**AGENT NAME
000.000.0000**

**AGENT PHOTO
AGENT NAME
000.000.0000**

There are a number of considerations one must take into account with regard to primary space signs. For example, the location of a property may determine size and materials—as when shopping mall regulations require a certain amount of conformity among their vendor’s store fronts. Additionally, large amounts of contact information displays poorly when viewed from a distance. Adding information only diminishes the size of content—and, if viewed from an automobile, increases the amount of stimulus absorbed by an already preoccupied driver.

Due to the constraints inherent to primary space signs, it is best to employ the use of the Better Homes and Gardens® Real Estate affiliate signature and brand colors with little (if any) additional content on primary space signs. This format will provide you with highly visible signs, rich in brand presence.

The following pages contain guidelines for how to produce the most optimal sign layouts, given variable environmental constraints. Please review these pages before developing Primary Space signs for your local offices. Because of the variable nature of outdoor signage, all exceptions to the following guidelines must be discussed and approved by the Better Homes and Gardens Real Estate Marketing team.

There is a preferred and alternate layout option for primary space signs.

Preferred Exterior Signs

Preferred primary space signs refer directly to the Better Homes and Gardens® Real Estate identity system by utilizing the affiliate signature lock-up framed in our brand colors, as shown below.



Preferred Exterior Signs

Alternate Exterior Signs
In cases where there is limited space, or where our affiliate's name needs to be additionally highlighted, the alternate primary space signs layout may be used. The real estate used for the affiliate names is increased by employing the Better Homes and Gardens® Real Estate primary signature and brand colors, as shown below.



• Exterior sign | Preferred

Please adhere to using our Corporate S BQ font face and a minimum area of clear space (determined by the height of the letter B in our signature) as referred to in the Affiliate Logo Lock-up section of this identity manual.

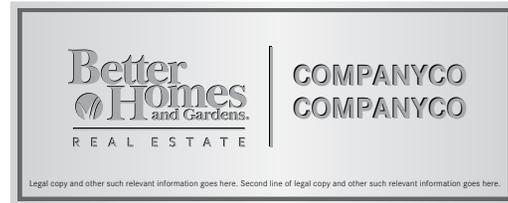
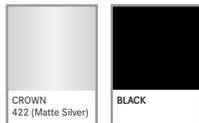
Please limit any additional copy to Web address/or phone number and one line of legal disclosure. When customizing content, please refer to the layout and material options below as your guide.



MINIMUM CLEAR SPACE



Note: Special clear space with regard to affiliate phone numbers on signs. Use cap B of our signature as clear space from baseline of third line of affiliate name.



Suggested production specifications

White signs:

Lettering and graphics specifications:

Option 1: Silk-screen graphics/lettering

Option 2: Acrylic pin graphics/lettering

Colors specifications:

- BHGRE Green BHGRE Affiliate Signature, outer-frame and all content
- White background (for metal or acrylic substrate only. Use sand-blasted glass as the white background when silk-screening onto glass.)

Substrate choices:

- Sand-blasted glass (for silk-screening only),
- Metal: Aluminum or stainless steel,
- Acrylic base (for pin lettering only)

BHGRE Green signs:

Lettering and graphics specifications:

Option 1: Silk-screen graphics/lettering

Option 2: Acrylic pin graphics/lettering

Colors specifications:

- BHGRE Green background and outer-frame
- White BHGRE Affiliate Logo Lock-up and all content

Substrate choices:

- Acrylic base (for pin graphics/ lettering)
- Metal base: Aluminum or stainless steel

Note: Pin lettering applies to our signature and large lettering only. All other content should silk-screen.

Silver signs:

Lettering and graphics specifications:

Etch and filled lettering/graphics

Colors specifications:

- Brushed aluminum or stainless steel background and outer-frame
- Etched inner frame (no fill)
- Matte silver etched and filled (or no fill) BHGRE Signature and rule
- Black etched and filled affiliate name and all content

Substrate choices:

- Brushed aluminum or brushed stainless steel

• Exterior sign | Alternate | Two tone

Please adhere to using our Corporate S BQ font face and a minimum area of clear space (determined by the height of the letter B in our signature) as referred to in the Our Brand Elements section of this identity manual.

Please limit any additional copy to Web address/or phone number and one line of legal disclosure. When customizing content, please refer to the layout and material options below as your guide.



Lower background is equal to approximately half of the overall sign height



Suggested production specifications

White signs:

Lettering and graphics specifications:

Option 1: Silk-screen graphics/lettering

Option 2: Acrylic pin graphics/lettering

Colors specifications:

- BHGRE Green BHGRE logo lock-up, lower background, outer-frame and Web address
- White upper background, affiliate name, affiliate phone number, and legal content (for metal or acrylic substrate only. Use sand blasted glass as the white background when silk-screening onto glass.)

Substrate choices:

- Sand-blasted glass (for silk-screening only),
- Metal: Aluminum or stainless steel,
- Acrylic base (for pin lettering only)

Note: Pin lettering applies to our signature and large lettering only. All other content should silk-screen.



MINIMUM CLEAR SPACE

• Exterior sign | Alternate | White

Please adhere to using our Corporate S BQ font face and a minimum area of clear space (determined by the height of the letter B in our signature) as referred to in the Our Brand Elements section of this identity manual.

Please limit any additional copy to Web address/or phone number and one line of legal disclosure. When customizing content, please refer to the layout and material options below as your guide.



Suggested production specifications

White signs:

Lettering and graphics specifications:

Option 1: Silk-screen graphics/lettering

Option 2: Acrylic pin graphics/lettering

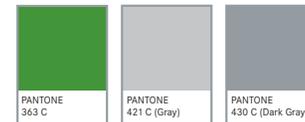
Colors specifications:

- BHGRE Green BHGRE Signature, rule line, outer-frame and legal content
- White background (for metal or acrylic substrate only. Use sand blasted glass as the white background when silk-screening onto glass.)
- Pantone 430 C (dark gray) affiliate name

Substrate choices:

- Sand-blasted glass (for silk-screening only),
- Metal: Aluminum or stainless steel,
- Acrylic base (for pin lettering only)

Note: Pin lettering applies to our signature and large lettering only. All other content should silk-screen.



MINIMUM CLEAR SPACE

• Exterior sign | Alternate | BHGRE Green

Please adhere to using our Corporate S BQ font face and a minimum area of clear space (determined by the height of the letter B in our signature) as referred to in the Our Brand Elements section of this identity manual.

Please limit any additional copy to Web address/ or phone number and one line of legal disclosure. When customizing content, please refer to the layout and material options below as your guide.



Suggested production specifications

White signs:

Lettering and graphics specifications:

Option 1: Silk-screen graphics/lettering

Option 2: Acrylic pin graphics/lettering

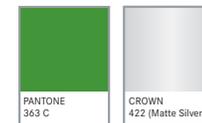
Colors specifications:

- BHGRE Green background and outer-frame
- Matte silver affiliate name (match Crown 422)
- White BHGRE Signature, rule line and all other content

Substrate choices:

- Acrylic base (for pin graphics/lettering)
- Metal base: Aluminum or stainless steel

Note: Pin lettering applies to our signature and large lettering only. All other content should silk-screen.



MINIMUM CLEAR SPACE

• Exterior sign | Alternate | Silver

Please adhere to using our Corporate S BQ font face and a minimum area of clear space (determined by the height of the letter B in our signature) as referred to in the Our Brand Elements section of this identity manual.

Please limit any additional copy to Web address/ or phone number and one line of legal disclosure. When customizing content, please refer to the layout and material options below as your guide.



Suggested production specifications

White signs:

Lettering and graphics specifications:

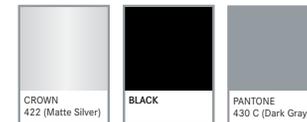
Etch and filled lettering/graphics

Colors specifications:

- Brushed aluminum or stainless steel background and outer-frame
- Etched inner frame (no fill)
- Etched BHGRE Signature and rule (no fill, or match dark gray, Pantone 430 C, depending upon the depth of etching and quality of base material)
- Black etched and filled affiliate name and content

Substrate choices:

- Brushed aluminum or brushed stainless steel

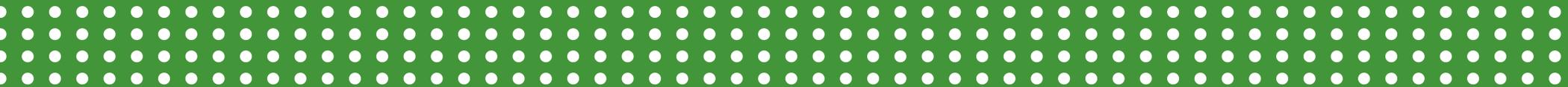


MINIMUM CLEAR SPACE

- Introduction
- Notecards



Direct mail and advertising



- Introduction

Agents spend a tremendous amount of time and effort winning new clients and crafting individual plans in order to deliver great service and build revenue. In their work, the quality of their message is an important ingredient for building trust. This program makes it a lot easier to help agents by providing them with a template for the personality, quality and consistency of message inherent to Better Homes and Gardens® Real Estate as a world class brand.

The following pages set an example of the high quality standards necessary for Better Homes and Gardens Real Estate advertising materials. Always consider a product suitability for the intended audience and the Better Homes and Gardens Real Estate brand.

To find pre-approved materials for affiliate brokerages, please contact your Transitions team, or refer to the extranet site at www.mybhgreenhouse.com.

If you have any questions, please contact our dedicated Client Services Phone Line at 1.866.616.4BHG (4244), or e-mail help@bhgrealestate.com.

hello!

• Notecards | Affiliate

The following graphics are for example only.

Please order these materials from the
Print Marketing Center accessible
via the Greenhouse.

Option 1



2 color spot

4 color process

Option 2



Option 3



The following graphics are for example only.

Please order these materials from the Print Marketing Center accessible via the Greenhouse.



Cover

Internal Options

