



R E A L E S T A T E

WATERFRONT
COLLECTION

BRAND IDENTITY GUIDE

Welcome

Welcome to Better Homes and Gardens® Real Estate Waterfront Collection. This offering provides the service and market experience you'd expect from a brand whose legacy was built upon a passion for the home.

Waterfront Collection provides you with an exclusive and unique way to successfully grow your oceanfront, lakefront and/or riverfront business. To succeed in today's dynamic marketplace, you need more opportunity to present new types of properties, generate fresh leads, and, ultimately generate additional income streams. That is why we have created Better Homes and Gardens Real Estate Waterfront Collection. Using the serene look and feel of water, we have provided a set of branding and marketing tools for your use in this space. Waterfront Collection provides a wide array of beautifully designed resources for all of your listing and personal marketing needs.

We established these guidelines to provide you with the tools that you need.

Should questions arise, please contact Client Services at 1.866.616.4BHG (4244), e-mail help@bhgrealestate.com, or refer to the extranet site at www.greenhousebhgre.com.

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OUR IDENTITY SYSTEM

Our Visual 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 Waterfront Collection logo (our signature) and core elements, such as primary and secondary color palettes, typography, photography, and imagery. The consistent application of this system establishes our brand with all audiences and helps strengthen our trademark claims.



Our Signature

PRIMARY COLOR APPLICATION

In its primary application, our signature displays gray and light teal on a white background.

GRAY:

Pantone® 425 C

CMYK: 0/0/0/77

RGB: 95/96/98

LIGHT TEAL:

Pantone® 7466 C

CMYK: 70/0/23/0

RGB: 28/190/202



SECONDARY COLOR APPLICATION

In its secondary application, our signature displays:

1. Gray on a white background



REVERSE COLOR APPLICATION

In its reversed application, our signature displays:

1. White and light teal on a gray background
2. White on a gray background



BLACK AND WHITE

In its black and white application, our signature displays:

1. White on a black background
2. Black on a white background



Our Signature

MINIMUM CLEAR SPACE

To protect the Better Homes and Gardens® Real Estate Waterfront Collection 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.



The minimum size should be 1.2785" wide



Our Signature

DON'T DO IT!

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

Do not remove any elements from the signature.



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



Do not separate the elements of the signature.



Do not place the signature on distracting backgrounds.



Do not use the signature in any colors other than those outlined on page 6.



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 signature.



Affiliate Company Name Integration

Affiliate company should follow approved templates used below for DBA logos.

**Better
Homes**
and Gardens.
REAL ESTATE
WATERFRONT
COLLECTION
COMPANY NAME
COMPANY NAME



**Better
Homes**
and Gardens.
REAL ESTATE
WATERFRONT
COLLECTION

COMPANY NAME
COMPANY NAME

**Better
Homes**
and Gardens.
REAL ESTATE
WATERFRONT
COLLECTION

COMPANY NAME
COMPANY NAME

KEY DESIGN ITEMS

Brand Colors

PRIMARY COLORS

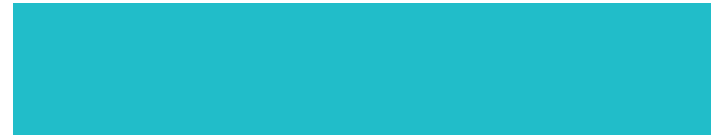
GRAY:

Pantone® 425 C
CMYK: 0/0/0/77
RGB: 95/96/98



LIGHT TEAL:

Pantone® 7466 C
CMYK: 70/0/23/0
RGB: 28/190/202



DARK TEAL:

Pantone® 7477 C
CMYK: 80/0/10/68
RGB: 0/85/104



ACCENT COLORS

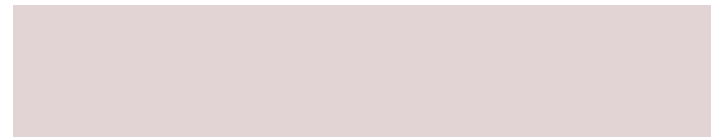
LIGHT BLUE:

Pantone® 5435 C
CMYK: 13/3/0/17
RGB: 185/199/212



BLUSH:

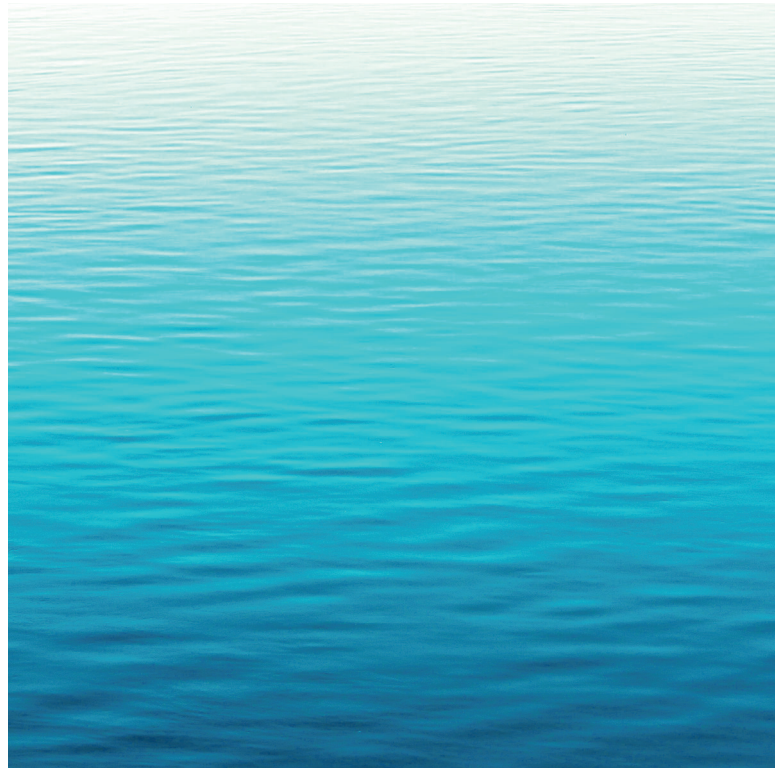
Pantone® 5235 C
CMYK: 10/15/10/0
RGB: 226/212/214



Using Our Pattern

A Better Homes and Gardens® Real Estate Waterfront Collection pattern has been created as a visual accent for collateral pieces. It is used throughout the brand as both a graphic accent and a background.

Never attempt to build the pattern on your own. Should you need the pattern, please contact the Better Homes and Gardens Real Estate marketing department for an art file.



Typography

If you're working on content for desktop or internal applications in Microsoft Office, 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.

The Avenir LT Std 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 subheadlines and body content.

Do not condense, compress, or modify any typeface.

Avenir LT Std 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123467890
!@#\$%^&*()_+

Avenir LT Std 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123467890
!@#\$%^&*()_+

Avenir LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123467890
!@#\$%^&*()_+

Avenir LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123467890
!@#\$%^&*()_+

Stationery

Below are examples of a few available designs for stationery items. For additional items contact Better Homes and Gardens® Real Estate marketing department.

LETTERHEAD



BUSINESS CARD



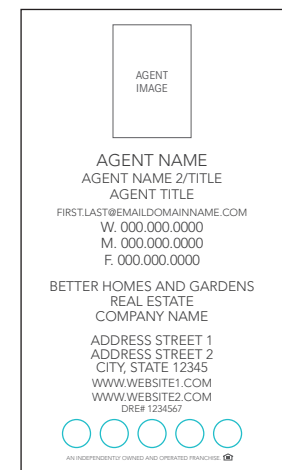
Front



Back - Option 1



Front




Back - Option 2

FLYERS

LISTING ADVERTISING

Below are examples of a few available designs for stationery items. For additional items contact Better Homes and Gardens® Real Estate marketing department.

POSTCARDS



Better
Homes & Real Estate

WATERFRONT
COLLECTION

COMPANY NAME
COMPANY NAME



JUST LISTED

STREET ADDRESS, CITY, STATE 12345



A large, modern, multi-story waterfront property with a swimming pool, palm trees, and a view of the ocean. The property is a multi-level modern building with large glass windows and balconies, situated on a waterfront with a swimming pool and palm trees in the foreground.

Better Homes
REAL ESTATE

**WATERFRONT
 COLLECTION**

COMPANY NAME
 COMPANY NAME

JUST SOLD

STREET ADDRESS, CITY, STATE 12345

Better Homes
and Gardens
REAL ESTATE

WATERFRONT
COLLECTION

COMPANY NAME
COMPANY NAME

**Better
Homes**
and Gardens

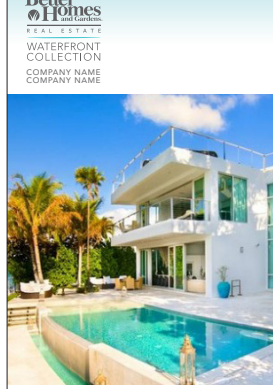
REAL ESTATE

WATERFRONT
COLLECTION

COPY NAME TYPE
COPY NAME TYPE

JUST SOLD

STREET ADDRESS, CITY, STATE 12345



**Better
Homes
& Gardens**
REALTY

**WATERFRONT
COLLECTION**

COMPANY NAME

HEADLINE GOES HERE

FOR MORE HOME LISTINGS VISIT US AT WWW.WERADIRECT.COM

Know those design styles
eminent que masques altitudo
que remanet quare. Smau, klau
neue apellatid pui ma diluqat
maone non platu.

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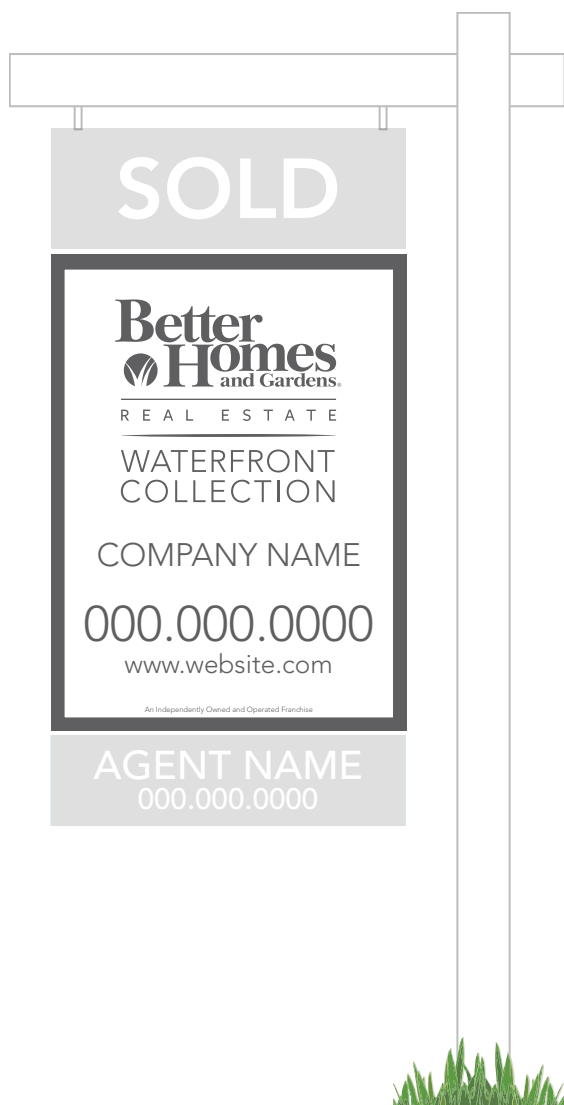
Know those design styles
eminent que masques altitudo
que remanet quare. Smau, klau
neue apellatid pui ma diluqat
maone non platu.

800-368-8882 • 800-600-0045
10000 DOWNEY, CRYSTAL CITY, TEXAS 77834
WWW.BETTERHOMESANDGARDENS.COM

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	BETTER HOMES AND GARDENS REAL ESTATE COMPANY NAME STREET ADDRESS CITY, STATE, ZIP
	(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)
COMPANY NAME	(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)
	
(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)	(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)
(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)	(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)
(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)	(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)
	(AGENT'S SIGNATURE) (AGENT'S NAME) (AGENT'S PHONE NUMBER) (AGENT'S FAX NUMBER) (AGENT'S E-MAIL ADDRESS)

Yard Signs and Riders



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), or e-mail help@bhgrealestate.com.



REVERSE SIGN



POSITIVE SIGN



DIRECTIONAL SIGN



DIRECTIONAL SIGN

Yard Signs and Riders



Brokers and agents must adhere to these strict guidelines:

- Only one color choice of rider 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 rider color.

To order riders, 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), or e-mail help@bhgrealestate.com.

SOLD

SALE PENDING

**BY APPOINTMENT
ONLY**

UNDER CONTRACT

FOR RENT

AGENT NAME
000.000.0000