



R E A L E S T A T E

RANCH & RESORT

BRAND IDENTITY GUIDE

Welcome

Welcome to the Better Homes and Gardens® Real Estate Ranch & Resort Brand Identity Guide.

Better Homes and Gardens Real Estate Ranch & Resort is the premiere resource for ranches, farms, land, rural properties, and resort properties for sale. To successfully grow your revenue in today's dynamic marketplace, you need more opportunity to present new types of properties, generate fresh leads, and, ultimately, generate additional income streams. Better Homes and Gardens Real Estate Ranch & Resort provides a unique look and feel for all of your listing and personal marketing needs – from signs to printed materials – which will be sure to stand out and attract this very exclusive client.

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 Ranch & Resort 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 brown on a white background.

GRAY:

Pantone® 425 C

CMYK: 0/0/0/77

RGB: 95/96/98

LIGHT BROWN:

Pantone® 154 C

CMYK: 0/46/100/34

RGB: 176/110/14



RANCH & RESORT

SECONDARY COLOR APPLICATION

In its secondary application, our signature displays:

1. Gray on a white background



RANCH & RESORT

REVERSE COLOR APPLICATION

In its reversed application, our signature displays:

1. White and light brown 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 Ranch & Resort 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 Ranch & Resort 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.



RANCH & RESORT

COMPANY NAME
COMPANY NAME



RANCH & RESORT

COMPANY NAME
COMPANY NAME



RANCH & RESORT

COMPANY NAME
COMPANY NAME



RANCH & RESORT

COMPANY NAME
COMPANY NAME

KEY DESIGN ITEMS

Brand Colors

PRIMARY COLORS

GRAY:

Pantone® 425 C

CMYK: 0/0/0/77

RGB: 95/96/98



DARK BROWN:

Pantone® 161 C

CMYK: 0/52/100/64

RGB: 117/66/0



LIGHT BROWN:

Pantone® 154 C

CMYK: 0/46/100/34

RGB: 176/110/14



ACCENT COLORS

LIGHT TEAL:

Pantone® 563 C

CMYK: 52/0/32/1

RGB: 117/199/185



DARK TEAL:

Pantone® 626 C

CMYK: 76/0/64/62

RGB: 0/92/66



GOLDEN GRADIENT:

CMYK: 0/0/56/27 > 0/0/34/8

RGB: 238/228/175 > 196/185/115

Should be used sparingly and only for highlights or brightening up a layout

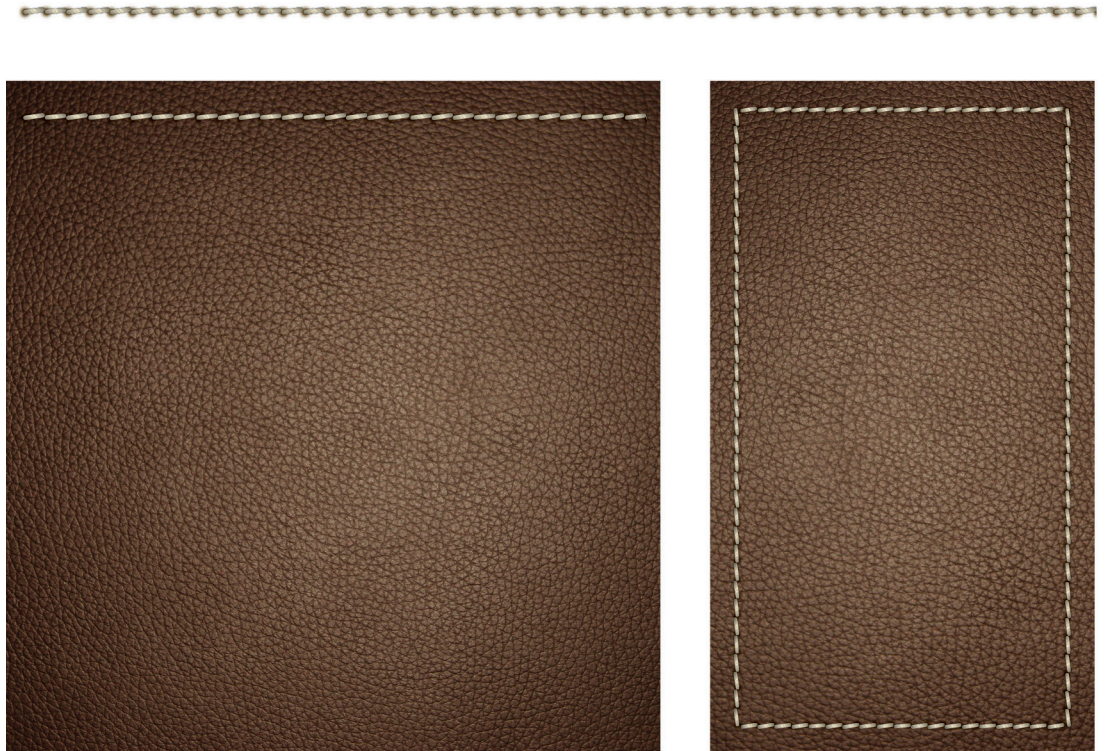


Using Our Pattern

A Better Homes and Gardens® Real Estate Ranch & Resort 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.

The stitching graphic should be used sparingly, and either as a border or a separator only.



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 DIN-Regular 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.

DIN-Regular

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

DIN-Bold

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

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

Marketing Materials

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

FLYERS

[illegible][illegible]

POSTCARDS



JUST SOLD
STREET ADDRESS CITY, STATE 12345
COMPANY NAME

**Better
Homes**
REAL ESTATE
RANCH & RESORT

Better Homes
and Gardens
REAL ESTATE

RANCH & RESORT

COMPANY NAME
COMPANY NAME

JUST SOLD
STREET ADDRESS, CITY, STATE 12345



JUST SOLD
 STREET ADDRESS CITY, STATE 12345
 COMPANY NAME

Better Homes
 & KUDER
 RANCH & RESORT



JUST LISTED

STREET ADDRESS CITY, STATE 12345

COMPANY NAME

Better
Homes
by **KELLER**
REALTY
RANCH & RESORT

LISTING ADVERTISING

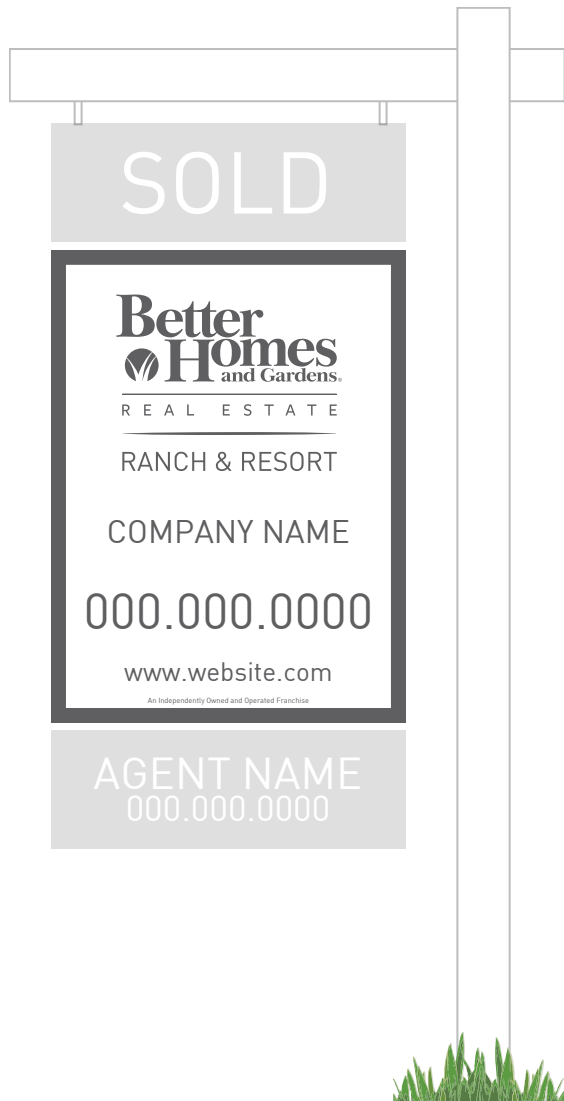
Better Homes & Gardens <small>REAL ESTATE</small>		COMPANY NAME COMPANY NAME	
RANCH & RESORT			
<h1>HEADLINE GOES HERE</h1> <p>FOR MORE HOME LISTINGS VISIT US AT WWW.BEADRESS.COM</p>			
 <p>BETTER HOMES AND GARDENS REAL ESTATE COMPANY NAME new dallas listing refers award top expires allready on reprogram team amount, dsl new apptions paid the dsluptat machine not public expert</p> <p>CITY NAME, STATE \$0.00,000</p>	 <p>BETTER HOMES AND GARDENS REAL ESTATE COMPANY NAME new dallas listing refers award top expires allready on reprogram team amount, dsl new apptions paid the dsluptat machine not public expert</p> <p>CITY NAME, STATE \$0.00,000</p>	 <p>BETTER HOMES AND GARDENS REAL ESTATE COMPANY NAME new dallas listing refers award top expires allready on reprogram team amount, dsl new apptions paid the dsluptat machine not public expert</p> <p>CITY NAME, STATE \$0.00,000</p>	
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[illegible]

 <p>Better Homes & Gardens REAL ESTATE</p> <p>RANCH & RESORT</p> <p>COMPANY NAME</p> <p>DOLUPTISI DE QUE MAXIMAE</p> <p>MUS DOLES DELUSI EVENTU QUI EADIAS ALTAUTU CON PURPUSUM EADIS EADISUM, QUO EADIS PELLUSUM. PER HA DOLUPTAT MAXIME NON PLATIS EODUS ACQUOHU QUO HOLLUM NON PELLUTAT, QUO EADIS EADIS HODIN EADIS OPTIMO RECIDENTIAT.</p> <p>*****</p>	<p>BETTER HOMES AND GARDENS REAL ESTATE</p> <p>COMPANY NAME</p> <p>1 STREET ADDRESS</p> <p>CITY, STATE 12345</p>
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 <p>Better Homes and Gardens REAL ESTATE</p> <p>RANCH & RESORT</p> <p>COMPANY NAME</p>	672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000 1001 1002 1003 1004 1005 1006 1007 1008 1009 1010 1011 1012 1013 1014 1015 1016 1017 1018 1019 1020 1021 1022 1023 1024 1025 1026 1027 1028 1029 1030 1031 1032 1033 1034 1035 1036 1037 1038 1039 1040 1041 1042 1043 1044 1045 1046 1047 1048 1049 1050 1051 1052 1053 1054 1055 1056 1057 1058 1059 1060 1061 1062 1063 1064 1065 1066 1067 1068 1069 1070 1071 1072 1073 1074 1075 1076 1077 1078 1079 1080 1081 1082 1083 1084 1085 1086 1087 1088 1089 1090 1091 1092 1093 1094 1095 1096 1097 1098 1099 1100 1101 1102 1103 1104 1105 1106 1107 1108 1109 1110 1111 1112 1113 1114 1115 1116 1117 1118 1119 1120 1121 1122 1123 1124 1125 1126 1127 1128 1129 1130 1131 1132 1133 1134 1135 1136 1137 1138 1139 1140 1141 1142 1143 1144 1145 1146 1147 1148 1149 1150 1151 1152 1153 1154 1155 1156 1157 1158 1159 1160 1161 1162 1163 1164 1165 1166 1167 1168 1169 1170 1171 1172 1173 1174 1175 1176 1177 1178 1179 1180 1181 1182 1183 1184 1185 1186 1187 1188 1189 1190 1191 1192 1193 1194 1195 1196 1197 1198 1199 1200 1201 1202 1203 1204 1205 1206 1207 1208 1209 1210 1211 1212 1213 1214 1215 1216 1217 1218 1219 1220 1221 1222 1223 1224 1225 1226 1227 1228 1229 1230 1231 1232 1233 1234 1235 1236 1237 1238 1239 1240 1241 1242 1243 1244 1245 1246 1247 1248 1249 1250 1251 1252 1253 1254 1255 1256 1257 1258 1259 1260 1261 1262 1263 1264 1265 1266 1267 1268 1269 1270 1271 1272 1273 1274 1275 1276 1277 1278 1279 1280 1281 1282 1283 1284 1285 1286 1287 1288 1289 1290 1291 1292 1293 1294 1295 1296 1297 1298 1299 1300 1301 1302 1303 1304 1305 1306 1307 1308 1309 1310 1311 1312 1313 1314 1315 1316 1317 1318 1319 1320 1321 1322 1323 1324 1325 1326 1327 1328 1329 1330 1331 1332 1333 1334 1335 1336 1337 1338 1339 1340 1341 1342 1343 1344 1345 1346 1347 1348 1349 1350 1351 1352 1353 1354 1355 1356 1357 1358 1359 1360 1361 1362 1363 1364 1365 1366 1367 1368 1369 1370 1371 1372 1373 1374 1375 1376 1377 1378 1
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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

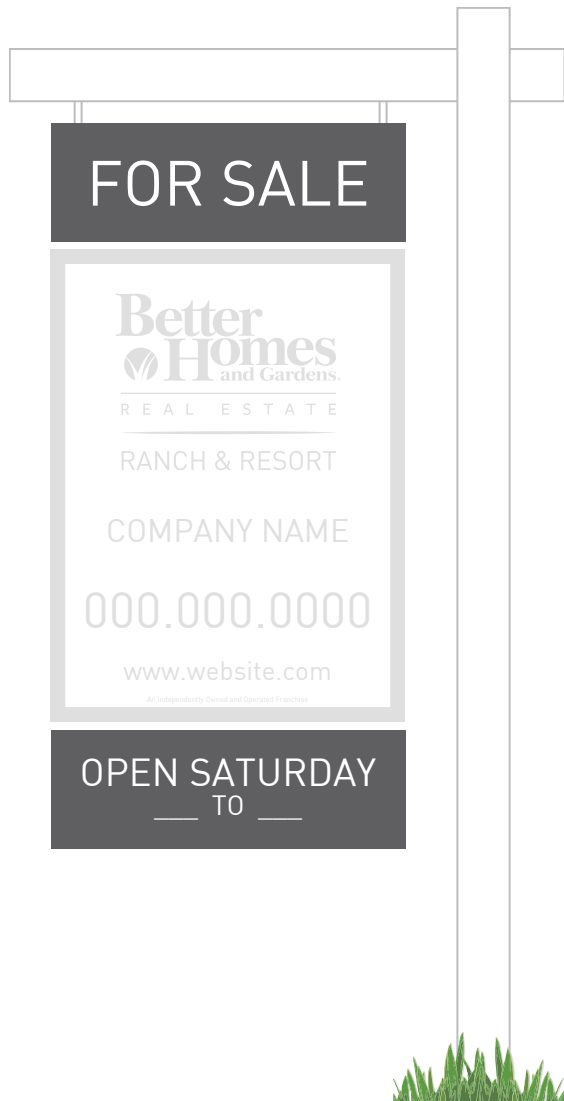


DIRECTIONAL SIGN



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