

DISTINCTIVE COLLECTION

by

**Better
Homes**
and Gardens
REAL ESTATE®

BRAND IDENTITY GUIDE

DISTINCTIVE
COLLECTION

by

Better
 **Homes**
and Gardens
REAL ESTATE®

INTRODUCTION

WELCOME

Welcome to Distinctive Collection by Better Homes and Gardens Real Estate®. This luxury offering provides the service and market experience you'd expect from a brand whose legacy was built upon a passion for the home. To qualify for the program, residential properties must be among the top 10 percent of all residential properties in the area.

You may be wondering: why is a compelling identity important to our brand. 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 guide, together we provide the structure necessary to create the best possible Distinctive Collection by Better Homes and Gardens Real Estate brand going forward.

The Distinctive Collection 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 the brand to the world.

We have 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.mybhgreenhouse.com.

TABLE OF CONTENTS

Introduction	02
Welcome	03
Our identity system	05
Introduction	06
Our signature	07
Minimum clear space	08
Our name in writing	09
Affiliate company name integration	10
Brand colors	11
Using our pattern	12
Signature variations	13
Brand paper	14
Don't do it!	15
Type for marketing applications	16
Type for internal applications	18
Key design items	19
Our core stationery system	20
Our core marketing system	21
Business cards	22
Yard signs	28
Rider examples	29

DISTINCTIVE
COLLECTION

by

Better
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OUR IDENTITY SYSTEM

- Introduction

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 Distinctive Collection by 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 establishes our brand with all audiences and helps strengthen our trademark claims.

DISTINCTIVE COLLECTION

by

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• Our signature

PRIMARY COLOR APPLICATION

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

Gray:

Coated Stock	Pantone® 425 C
Uncoated Stock	Pantone® 425 U*
CMYK	C:00 M:00 Y:00 K:77*
RGB	HEX: 5F6062 (R:095 G:096 B:098)

Green:

Coated Stock	Pantone® 376 C
Uncoated Stock	Pantone® 376 U*
CMYK	C:54 M:00 Y:100 K:00*
RGB	HEX: 82C341 (R:130 G:195 B:065)

DISTINCTIVE
COLLECTION



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 green 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



* Distinctive Collection green should always visually match Pantone 376.

- Minimum clear space

The Distinctive Collection by 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 Distinctive Collection by 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.

When printed, the Distinctive Collection logo should be placed centered both at the top and middle of the page whenever possible. Alternate positions are the upper left corner or the lower right corner.



- Our name in writing

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

- Do not abbreviate any part of the Distinctive Collection by Better Homes and Gardens Real Estate name.
- Insert a registered mark—®— after the word “Estate” in our name, as shown on the first use of the name on each page.
- Whenever possible, do not break the key elements of the brand name.

DO IT!

DISTINCTIVE COLLECTION BY BETTER HOMES AND GARDENS REAL ESTATE

DISTINCTIVE COLLECTION
BY BETTER HOMES AND GARDENS REAL ESTATE

DISTINCTIVE COLLECTION BY BETTER HOMES AND GARDENS
REAL ESTATE

DON'T DO IT!

DISTINCTIVE COLLECTION BY BHGRE

DISTINCTIVE
COLLECTION BY BETTER HOMES AND GARDENS REAL ESTATE

DISTINCTIVE COLLECTION BY BETTER
HOMES AND GARDENS REAL ESTATE

DISTINCTIVE COLLECTION BY BETTER HOMES AND
GARDENS REAL ESTATE

- Affiliate DBA name

AFFILIATE COMPANY NAME INTEGRATION

The Distinctive Collection by Better Homes and Gardens Real Estate® sub brand does not integrate logo “lock-ups” to communicate affiliate’s company name. Affiliates should never use their DBA logo lock-ups in close proximity to the Distinctive Collection logo, nor should an affiliate attempt to add their company name to the logo.

Affiliate company names can and should be written out underneath the Distinctive Collection by Better Homes and Gardens logo, as per the example below. The company name must be written out in all caps in the font Trajan Pro Regular.

When placing a company name below the Distinctive Collection by Better Homes and Gardens logo, it is important to observe the white space rule outlined on page 8.

If an affiliate company name is written out directly underneath the Distinctive Collection by Better Homes and Gardens Real Estate, affiliates need not write out “Better Homes and Gardens Real Estate” as part of their company name. For example, in the case of Better Homes and Gardens Real Estate Smith & Smith, “Smith & Smith” is all that is required under the logo. Should the affiliate name appear elsewhere on the collateral, the entire doing-business-as (DBA) name, Better Homes and Gardens Real Estate Smith & Smith, must be written out in full.

The company name may be written out on a single line, even if the affiliate’s traditional logo lock-up appears on two lines.



• Brand colors

DISTINCTIVE COLLECTION BY BETTER HOMES AND GARDENS REAL ESTATE[®] PRIMARY COLORS

Gray

Coated Stock Pantone[®] 425 C
 Uncoated Stock Pantone[®] 425 U*
 CMYK C:00 M:00 Y:00 K:77*
 RGB HEX: 5F6062 (R:095 G:096 B:098)



Cream

CMYK C:00 M:03 Y:08 K:01
 RGB HEX: FBF1E4 (R:251 G:241 B:228)



DISTINCTIVE COLLECTION BY BETTER HOMES AND GARDENS REAL ESTATE[®] ACCENT COLOR

Green

Coated Stock Pantone[®] 376 C
 Uncoated Stock Pantone[®] 376 U*
 CMYK C:54 M:00 Y:100 K:00*
 RGB HEX: 82C341 (R:130 G:195 B:065)



DISTINCTIVE COLLECTION BY 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)

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)

White

Coated Stock K: 000
 Uncoated Stock K: 000
 CMYK K: 000
 RGB # ffffff
 (R:255 G:255 B:255)



* Suggested CMYK. Distinctive Collection Green should always visually match Pantone 376.

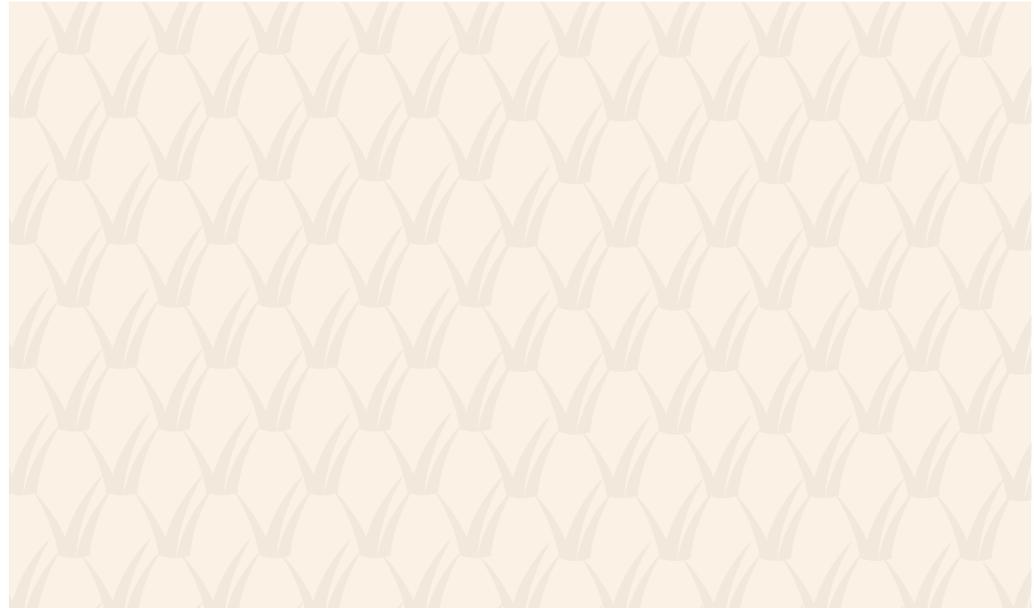
- Using our pattern

A Distinctive Collection by Better Homes and Gardens Real Estate 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. It may be used only in a secondary role to the Distinctive Collection logo and the message being communicated.

The pattern was designed to appear on collateral printed on natural linen paper (see Brand Paper pg.14). In this case, the pattern should always appear colorless, and be printed using transparent spot UV or spot varnish coating.

In instances where the pattern must appear on paper that is not natural linen (as in this manual), it should always appear as a transparent gray pattern (CMYK: 66 58 56 36/ RGB: 76 77 78/ HEX: 4C4D4E - 5% opacity) overlapping a cream colored background (CMYK: 00 03 08 01/ RGB 251 241 228 / HEX: FBF 1E4).

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



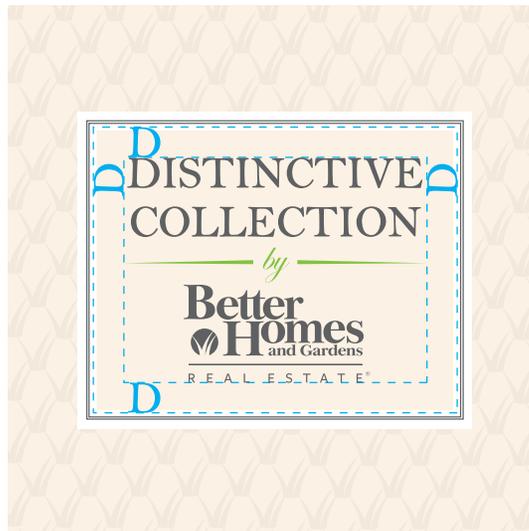
- Signature variations

In some cases, it may be necessary to place the Distinctive Collection by Better Homes and Gardens Real Estate® in a box. A box must only be used around the logo in instances where the logo is placed on top of a pattern or busy image. It should never be placed in a box for any other reason.

The box must be created to the following specifications;

- Logo white space rules must be observed in the box.
- Affiliate names can also be written out inside the box, and should be written out according to their DBA logos (either on one line or two), in Trajan Pro Regular font. The Company name cannot exceed the cap height of “D” in Distinctive
- Background of box must be Distinctive Collection by Better Homes and Gardens Real Estate Cream

SPACING REQUIREMENTS



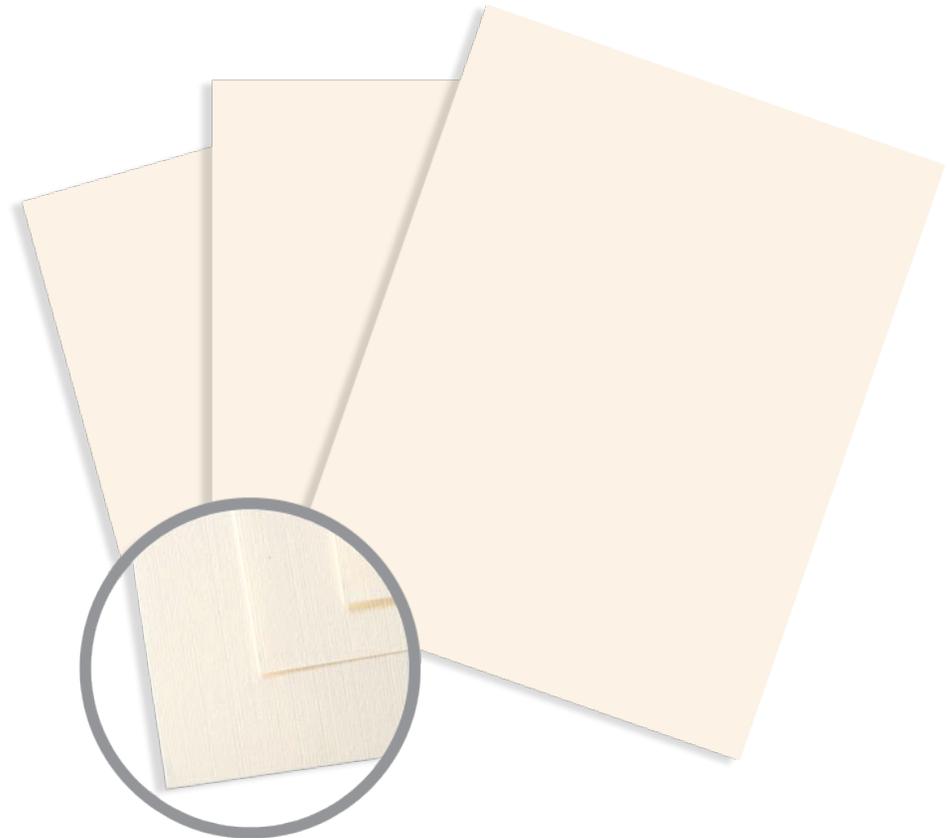
- Brand paper

DISTINCTIVE COLLECTION BY BETTER HOMES AND GARDENS REAL ESTATE PAPER

Paper Classic Linen
Paper Color Natural

The preferred paper for Distinctive Collection by Better Homes and Gardens Real Estate is a textured linen paper in natural color. The paper gives a high-end luxury feel to printed materials and allows our collateral pieces to be showcased on a cream colored background.

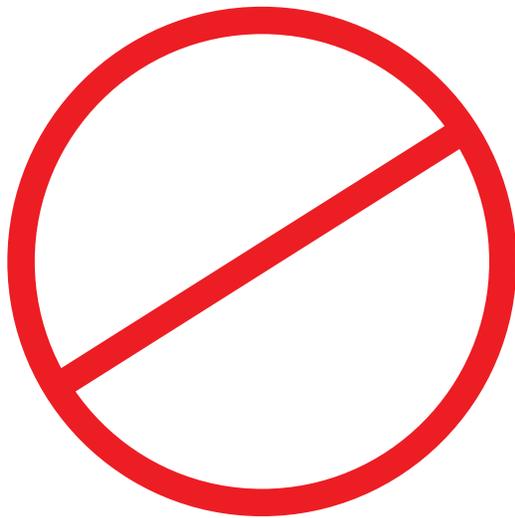
To ensure brand consistency, please order your brand paper materials through the Greenhouse.



- Don't do it!

The integrity of the Distinctive Collection by 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 logo confuses recognition and diminishes brand impact.

DON'T DO IT!



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 7.



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



- 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 SBQ
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 subheadlines and body content.

Corporate SBQ

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

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

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

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

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

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

- Type for marketing applications

The Trajan Pro font is a highly identifiable 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.

TRAJAN PRO

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

DISTINCTIVE
COLLECTION

by

**Better
Homes**
and Gardens
REAL ESTATE®

KEY DESIGN ITEMS

• Our core stationery system

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

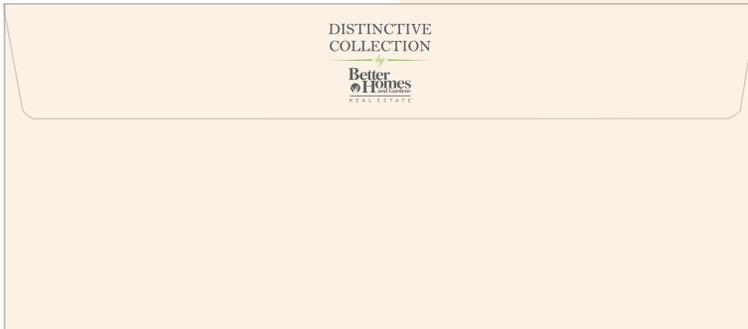
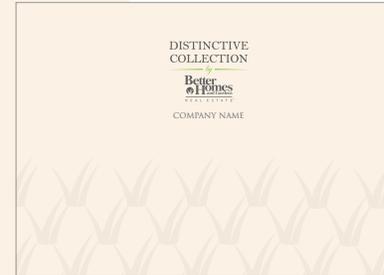
Business Cards



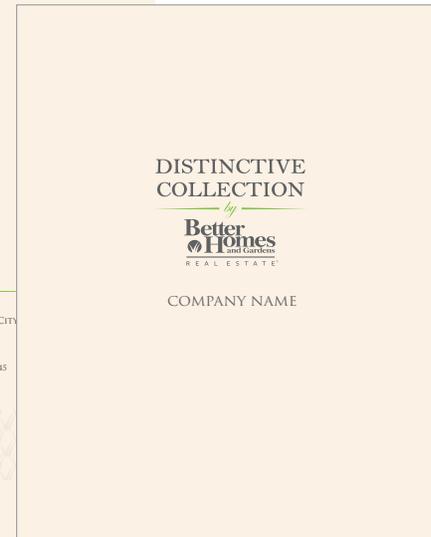
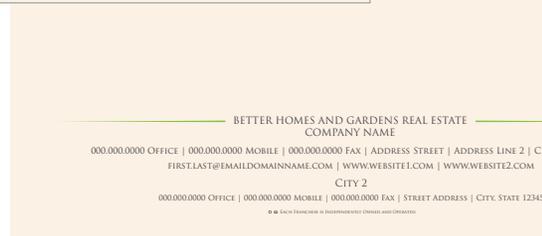
Letterhead



Notecards



Envelopes



Presentation Folders

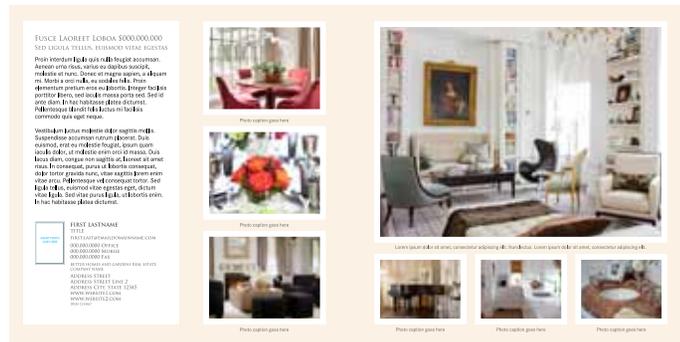


• Our core marketing system

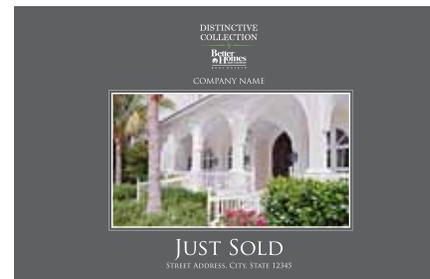
Shown here are examples of a few available designs for marketing items. Additional designs are available from the Print Marketing Center through the Greenhouse.

We also offer a wide variety of e-materials such as e-cards, slideshows, property brochures, and many other templates that can be personalized. These can be found in the Digital Marketing Center through the Greenhouse.

Property Brochures



Postcards



Listing Advertising

• Business cards | Some front examples



AGENT NAME
AGENT NAME 2/TITLE
AGENT TITLE
FIRST.LAST@EMAILDOMAINNAME.COM
W. 000.000.0000
M. 000.000.0000
F. 000.000.0000
BETTER HOMES AND GARDENS
REAL ESTATE
COMPANY NAME
ADDRESS STREET 1
ADDRESS STREET 2
CITY, STATE 12345
WWW.WEBSITE1.COM
WWW.WEBSITE2.COM
DRE# 1234567

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© Each Franchise is Independently Owned and Operated.

DISTINCTIVE
COLLECTION
by
**Better
Homes
and Gardens**
REAL ESTATE

AGENT NAME
AGENT NAME 2/TITLE
AGENT TITLE
FIRST.LAST@EMAILDOMAINNAME.COM
W. 000.000.0000
M. 000.000.0000
F. 000.000.0000
BETTER HOMES AND GARDENS
REAL ESTATE
COMPANY NAME
ADDRESS STREET 1
ADDRESS STREET 2
CITY, STATE 12345
WWW.WEBSITE1.COM
WWW.WEBSITE2.COM
DRE# 1234567

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AGENT NAME
AGENT NAME 2/TITLE
AGENT TITLE
FIRST.LAST@EMAILDOMAINNAME.COM
W. 000.000.0000
M. 000.000.0000
F. 000.000.0000
BETTER HOMES AND GARDENS
REAL ESTATE
COMPANY NAME
ADDRESS STREET 1
ADDRESS STREET 2
CITY, STATE 12345
WWW.WEBSITE1.COM
WWW.WEBSITE2.COM
DRE# 1234567

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AGENT NAME
AGENT NAME 2/TITLE
AGENT TITLE
FIRST.LAST@EMAILDOMAINNAME.COM
000.000.0000 OFFICE
000.000.0000 MOBILE
000.000.0000 FAX
BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME
ADDRESS STREET
CITY, STATE 12345
WWW.WEBSITE1.COM
WWW.WEBSITE2.COM
DRE# 1234567

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BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME

DISTINCTIVE
COLLECTION
by
**Better
Homes
and Gardens**
REAL ESTATE

COMPANYNAME
COMPANYNAME

AGENT NAME
AGENT NAME 2/TITLE
AGENT TITLE
FIRST.LAST@EMAILDOMAINNAME.COM
000.000.0000 OFFICE
000.000.0000 MOBILE
000.000.0000 FAX
BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME
ADDRESS STREET
CITY, STATE 12345
WWW.WEBSITE1.COM
WWW.WEBSITE2.COM
DRE# 1234567

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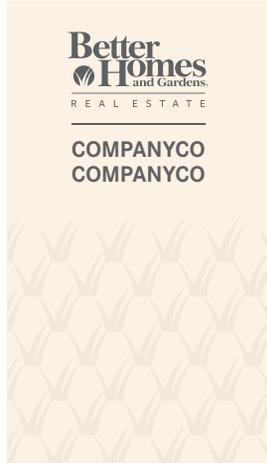
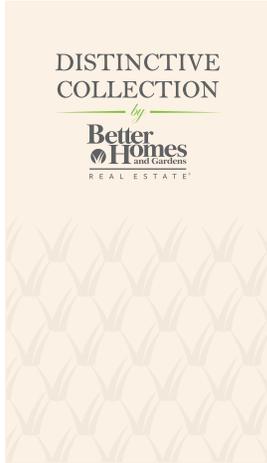
AGENT NAME
AGENT NAME 2/TITLE
AGENT TITLE
FIRST.LAST@EMAILDOMAINNAME.COM
000.000.0000 OFFICE
000.000.0000 MOBILE
000.000.0000 FAX
BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME
ADDRESS STREET
CITY, STATE 12345
WWW.WEBSITE1.COM
WWW.WEBSITE2.COM
DRE# 1234567

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BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME

• Business cards | Some back examples



• Business card | Specifications | Front | Some vertical examples

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

BUSINESS CARD FORMAT

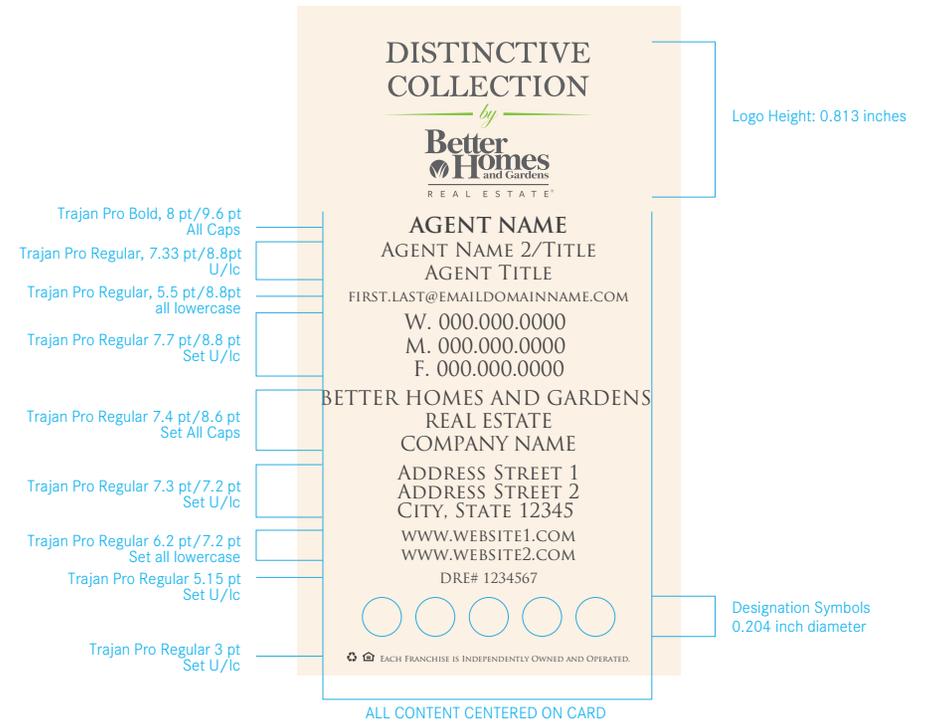
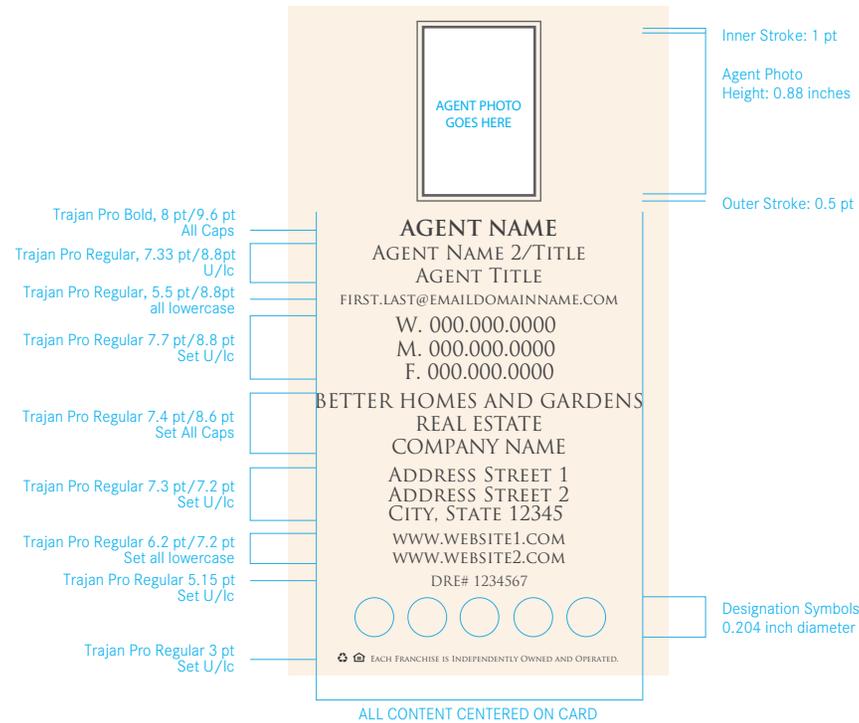
Card Size Width: 2 inches, Height: 3.5 inches

TYPOGRAPHIC SPECIFICATIONS

- Font** Trajan Pro Bold (Agent Name)
Trajan Pro 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** Gray, Pantone® 425
Green, Pantone® 376
- Agent's Name** Gray, Pantone® 425
- All other text** Gray, Pantone® 425
- Award Symbol** CMYK (percentages of black)



• Business card | Specifications | Front | Some horizontal examples

The approved corporate typography, colors, and imagery for linen 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** Trajan Pro Bold (Agent Name)
Trajan Pro 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** Gray, Pantone® 425
Green, Pantone® 376
- Agent's Name** Gray, Pantone® 425
- All other text** Gray, Pantone® 425
- Award Symbol** CMYK (percentages of black)



• Designation symbol placement | Vertical business cards

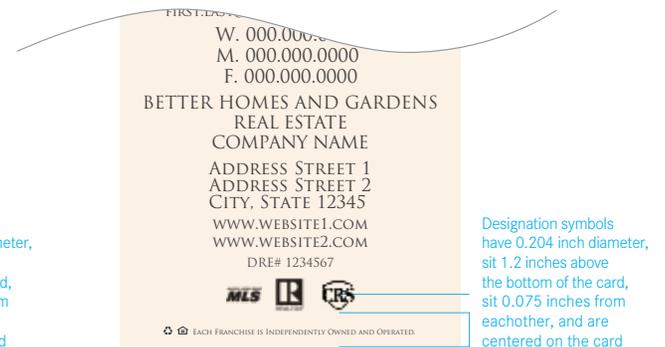
The approved designation symbols must be correctly positioned on all business cards. See below for examples.

TYPOGRAPHIC SPECIFICATIONS

FOR ONE, TWO, AND THREE DESIGNATION SYMBOLS

Size of symbol 0.204 inches in diameter

General placement Centered at the bottom of the business card layout



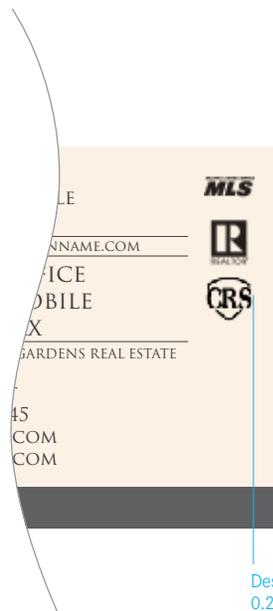
• Designation symbol placement | Horizontal business cards

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

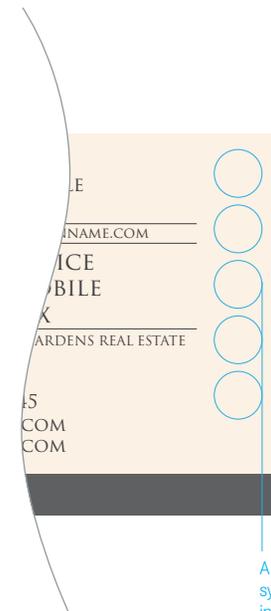
TYPOGRAPHIC SPECIFICATIONS FOR DESIGNATION SYMBOLS

Size of symbol .25 inches in diameter

General placement The top right side of business card layout



Designation symbols have 0.25 inch diameter, sit 0.082 inches below the top of the card, sit 0.038 inches below each other, and sit 0.13 inches from the right side of the card



A maximum of five designation symbols can be used on an individual business card

• Yard signs | Introduction

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 – gray face



Positive sign – two color



Arrow directional sign

- Some rider examples

SOLD

DISTINCTIVE
COLLECTION

by

**Better
Homes
and Gardens**
REAL ESTATE®

COMPANYCO

000.000.0000

WWW.WEBSITE.COM

AN INDEPENDENTLY OWNED AND OPERATED FRANCHISE.

AGENT NAME
000.000.0000

SOLD

FOR SALE

OPEN SATURDAY
_ TO _

AGENT PHOTO
AGENT NAME
000.000.0000