



Brand Identity Guide



Introduction

# Welcome

Welcome to Better Homes and Gardens Real Estate Commercial®. This commercial offering provides the service and market experience you'd expect from a brand whose legacy was built upon a passion for the home. Serving the needs of business owners large and small—bringing the best of a brand you know and trust with the specialized expertise of commercial markets designed to empower you to achieve your goals.

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 Commercial Properties by Better Homes and Gardens Real Estate sub brand going forward.

The Commercial Properties 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](mailto:help@bhgrealestate.com), or refer to the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

# Table of Contents

Introduction	02
Welcome	03
Our identity system	05
Introduction	06
Our logo	07
Minimum clear space	08
Affiliate company name integration	09
Brand colors	10
Don't do it!	11
Type for marketing applications	12
Type for internal applications	13
Key design items	14
Business cards	15
Our core marketing system	18
Yard signs	19
Rider examples	20



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



• Our logo

PRIMARY COLOR APPLICATION

In its primary application, the BHGRE Commercial® logo displays Green on a white background.

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 logo displays:

1. Black on a white background
2. Dark Gray 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)
Dark Gray	
Coated Stock	Pantone 325 C
Uncoated Stock	Pantone 425 U*
CMYK	K:75%
RGB	HEX: 5f6062 (R:095 G:096 B:098)



REVERSE COLOR APPLICATION

In its reversed application, our logo displays:

1. White on green background
2. White on dark gray background
3. White on black background



\* Suggested CMYK. BHGRE Commercial® Green should always visually match Pantone 363C.

- Minimum clear space

The BHGRE Commercial® logo must be clearly visible wherever it appears. It should never be obstructed by distracting images, graphics, or type.

To protect the BHGRE Commercial 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 BHGRE Commercial 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.





- Affiliate company name integration

The BHGRE Commercial® sub brand does not integrate logo “lock-ups” to communicate affiliate’s company name. Affiliates should never use their doing-business-as (DBA) logo lock-ups in close proximity to the BHGRE Commercial 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 BHGRE Commercial logo, as per the example below. The company name must be written out in all caps in the font Corporate S Bold.

When placing a company name below the BHGRE Commercial 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 BHGRE Commercial, affiliates need not write out BHGRE Commercial as part of their company name. For example, in the case of BHGRE Commercial Smith & Smith, “Smith & Smith” is all that is required under the logo. Should the affiliate name appear elsewhere on the collateral, the entire DBA name, BHGRE Commercial 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

BHGRE Commercial® Primary Color Application

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)



BHGRE Commercial Secondary Color Application

Dark Gray

Coated Stock	Pantone 325 C
Uncoated Stock	Pantone 425 U*
CMYK	K:77%
RGB	HEX: 5f6062 (R:095 G:096 B:098)



BHGRE Commercial 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)



\* Suggested CMYK. BHGRE Commercial Green should always visually match Pantone 363C.

- Don't do it!

The integrity of the BHGRE Commercial® 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 the grass symbol from the Better Homes and Gardens signature.



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



**Do not** remove elements from the signature.



**Do not** place the signature on distracting backgrounds.



**Do not** use the signature in a color 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

The Corporate S 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.

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.

To order Corporate S font  
(Source Foundry: URW++),  
please contact Fonts.com, or call  
1-800-424-8973.

## Corporate S

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

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

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

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

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

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

- Type for internal applications

Use Arial or Times New Roman fonts 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  
!@#\$%^&\*()\_+



Key Design Items

• Business cards | Front examples

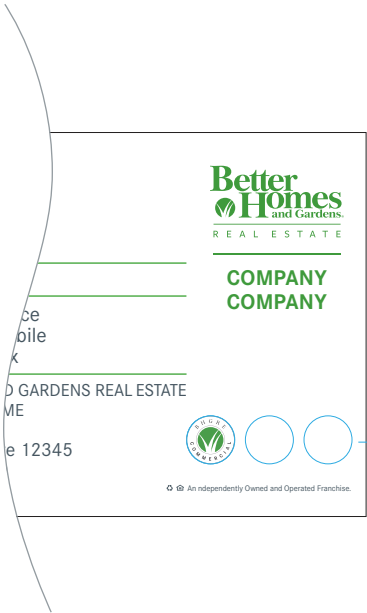
The BHGRE Commercial® sub brand uses the standard Better Homes and Gardens® Real Estate business card fronts with the addition of the BHGRE Commercial designation symbol.



• Designation symbol placement | Business cards

The BHGRE Commercial® designation symbol must be correctly positioned on all business cards. See below for examples.

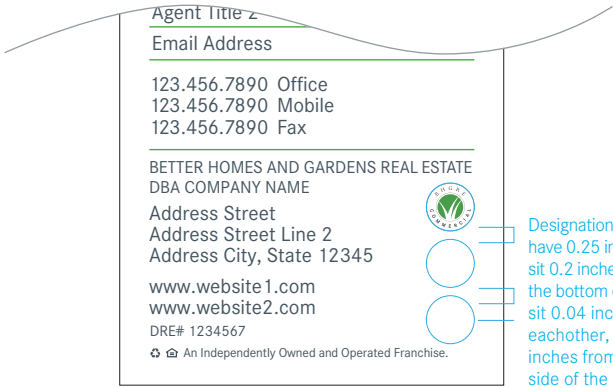
**Size of symbol**      0.25      inches in diameter



Designation symbols have 0.25 inch diameter, sit 0.27 inches above the bottom of the card, sit 0.04 inches from each other, and sit 0.07 inches from the right side of the card

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

Symbols should be added from the right of the card



Designation symbols have 0.25 inch diameter, sit 0.2 inches above the bottom of the card, sit 0.04 inches from each other, and 0.15 inches from the right side of the card



• Business cards | Optional back examples

The BHGRE Commercial® sub brand may use the standard Better Homes and Gardens® Real Estate business card backs, or may use the following BHGRE Commercial business card backs.



- # Property Brochure

## Listing Advertising

For more listings visit us at [www.optionalwebaddress.com](http://www.optionalwebaddress.com) [bhgrealestate.com](http://bhgrealestate.com) | Company Name

BHGRE Commercial®

- Yard signs



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 at 1.866.616.4BHG (4244), or e-mail [help@bhgrealestate.com](mailto:help@bhgrealestate.com).



**FOR SALE**



---

**COMPANYCO**  
**000.000.0000**  
[www.website.com](http://www.website.com)  
An Independently Owned and Operated Franchise.

**AGENT NAME**  
**000.000.0000**

**SOLD**

**FOR SALE**

**AGENT NAME**  
**000.000.0000**

**AGENT  
PHOTO**

**AGENT NAME**  
**000.000.0000**