



# Better Homes and Gardens Real Estate LLC Affiliate Identity Standards Manual

01.19.11



# Table of Contents

Introduction to our brand	05
Our communication style	06
Our identity system	07
Our signature	09
Minimum clear space	10
Using our Bug	11
Our name in writing	12
Brand colors	13
Supporting color palette	14
Don't do it!	15
Type for marketing applications	16
Type for internal applications	18
Image style	19
Affiliate DBA logo lock-up	21
Introduction	22
Specifications	24
Color application	28
Minimum clear space	30
Key design items	31
Our core stationery system	32
Business cards	33
Affiliate letterheads	54
Corporate letterheads	60
No. 10 affiliate envelopes	63
Memorandum	67
Facsimile	68

# Table of Contents

Folders	69
E-mail signatures	77
Name badge	79
Affiliate advertising	84
Yard signs	91
Rider options	114
Exterior signage	145
Open house directionals	153
Magnetic automobile signs	155
Open house directional signs	157
Arrow shape options	158
Direct mail and advertising	160
Introduction	161
Notecards	162
Holiday notecards	165

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

Thank you for following these simple rules.

- 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

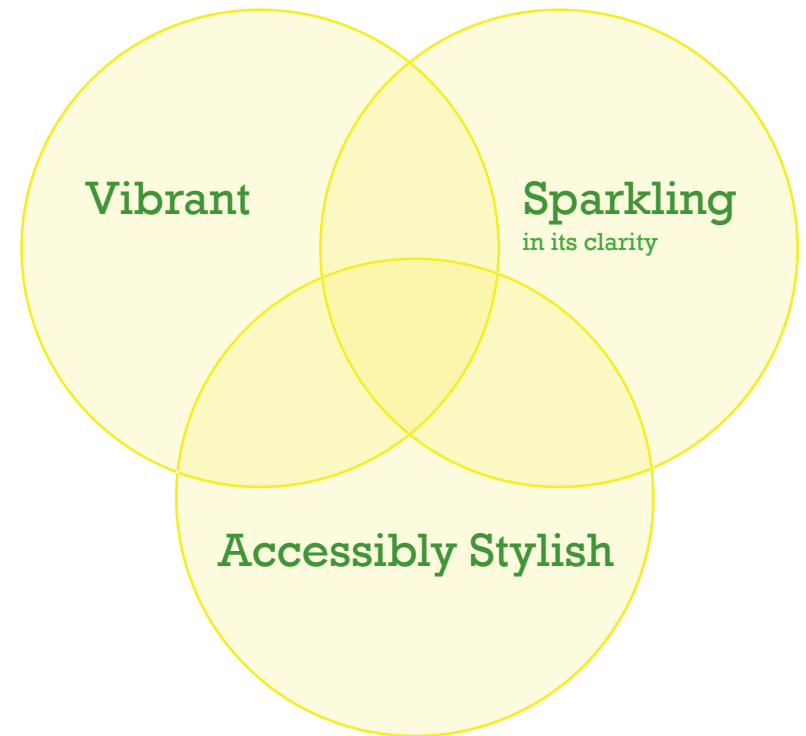
Spirited  
Passionate  
Stimulating

## 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
- Our disclaimers
- 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 establishes our brand with all 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.

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 BH&GRE 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](http://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](mailto: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	Dark Gray	Medium Gray	Light Gray
Coated Stock	Pantone 432 C	Pantone 430 C	Pantone 421 C
Uncoated Stock	Pantone 432 U	Pantone 430 U	Pantone 421 U
CMYK	K: 100	K: 75%	K: 25%
RGB	RGB #636466 (R:99 G:100 B:102)	RGB #9d9fa2 (R:157 G:159 B:162)	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.

**To order Corporate S BQ font (Source Foundry: Berthold), please contact [Fonts.com](https://www.fonts.com), or call 1-800-424-8973.**

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.**



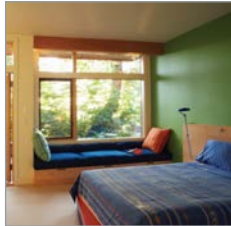
Shown here are some examples of approved images for your marketing to be used in mailings, websites, etc. Our free image library is available on the Greenhouse under 'Resources' for broker and agent use.

- 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!

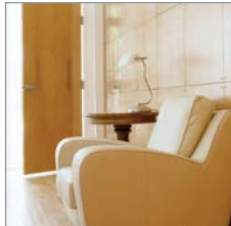
Choose images that complement the Better Homes and Gardens Real Estate color palette.



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!

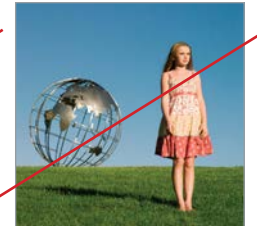
Do not use images that employ a dominant color that clashes or visually competes with the Better Homes and Gardens Real Estate color palette.



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.

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. Once you have determined which option fits your requirements, a DBA logo lock-up will be created for you in one of the fashions shown below.

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.

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 one line company name your horizontal DBA logo will also have a one line company name.





• Affiliate DBA logo horizontal lock-up specifications

x-height of r



Typographic specifications



Alignment

Height of vertical divider rule always extends past cap height of “B” in the Better Homes and Gardens Real Estate logo by three times the height of the dividing rule in the Better Homes and Gardens Real Estate logo.

Dividing rule in the Better Homes and Gardens Real Estate logo  
The bottom of the vertical dividing rule is flush with the bottom of Real Estate in the Better Homes and Gardens Real Estate logo.

The approved affiliate DBA logo lock-up must be used in all affiliate applications. The approved logo lock-up consists of the Corporate S BQ Regular font face in bold weight positioned flushed left to a central rule line. This configuration will be used in all DBA logo lock-up applications as shown below.

Horizontal Typographic Specifications

For one- and two-line affiliate names

Affiliates must use the same one- or two-line configuration for both vertical and horizontal DBA logo lock-ups.

Font	Corporate S BQ Bold
Format	Typeset all caps
Size	Cap height of affiliate name = x-height of “r” in Better in the Better Homes and Gardens® Real Estate logo
Line Spacing	2/3 x-height of “r” in Better in the Better Homes and Gardens Real Estate logo
Dividing Rule	Weight of dividing rule is equal to double the weight of the dividing rule in the Better Homes and Gardens Real Estate logo

Alignment for one-and two-line affiliate names

- Distance between right edge of Better Homes and Gardens Real Estate logo and dividing rule = x-height of “r” in Better
- Distance between left edge of affiliate name and dividing rule = x-height of “r” in Better
- The top of the dividing rule always extends past cap height of “B” in the Better Homes and Gardens Real Estate logo by three times the height of the dividing rule in the Better Homes and Gardens Real Estate logo. The bottom of the dividing rule is flush with the bottom of Real Estate in the Better Homes and Gardens Real Estate logo.

Specifications for an affiliate name with less than

6 characters per line

- Cap height for affiliate name = 3/4 the Cap height of “B” in Better in the Better Homes and Gardens Real Estate logo



Weight of dividing rule is equal to double the weight of the dividing rule in the Better Homes and Gardens Real Estate logo



Affiliate name with less than 6 characters per line



For two-line affiliate names, align BASE LINE of affiliate name with BASE LINE of signature to visually center.



COMPANY  
COMPANY



COMPANY

For a one-line affiliate name, align BASE LINE of affiliate name with BASE LINE of Homes to visually center.

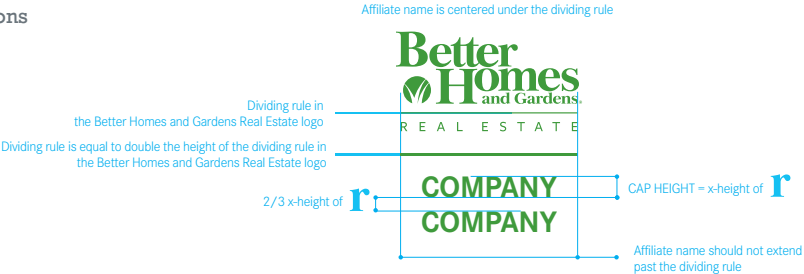
• Affiliate DBA logo vertical lock-up specifications

x-height of r



Typographic specifications

Alignment



The approved affiliate DBA logo lock-up must be used in all affiliate applications. The approved logo lock-up consists of the Corporate S BQ Regular font face in bold weight centred below a central rule line. This configuration will be used in all DBA logo lock-up applications as shown below.

Vertical Typographic Specifications

For one- and two-line affiliate names

Affiliates must use the same one- or two-line configuration for both vertical and horizontal DBA logo lock-ups.

Font	Corporate S BQ Bold
Format	Typeset all caps
Size	Cap height of affiliate name = x-height of “r” in Better in the Better Homes and Gardens® Real Estate logo
Line Spacing	2/3 x-height of “r” in Better in the Better Homes and Gardens Real Estate logo
Dividing Rule	Weight of dividing rule is equal to double the weight of the dividing rule in the Better Homes and Gardens Real Estate logo

Alignment for one- and two-line affiliate names

- Distance between bottom edge of Better Homes and Gardens Real Estate logo and dividing rule = x-height of “r” in Better
- Distance between top edge of affiliate name and dividing rule = x-height of “r” in Better
- Length of dividing rule = the length of the Better Homes and Gardens Real Estate logo from the left edge of the “R” in Real Estate to the right edge of the “E” in Real Estate

Specifications for a logo that due to the length of the name does not fit under the logo at the prescribed size

- The size of the affiliate name should be reduced to fit under the logo.
- This is to be used as an exception only if there are no other alternatives.

Specifications for an affiliate name with less than 6 characters per line

- Cap height for affiliate name = 3/4 the Cap height of “B” in Better in the Better Homes and Gardens Real Estate logo



• 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)



COMPANYNAME  
COMPANYNAME



COMPANYNAME  
COMPANYNAME

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)

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)



COMPANYNAME  
COMPANYNAME



COMPANYNAME  
COMPANYNAME



COMPANYNAME  
COMPANYNAME



COMPANYNAME  
COMPANYNAME

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.



COMPANYNAME  
COMPANYNAME



COMPANYNAME  
COMPANYNAME

• Color application

Secondary Color Application

In instances when only 1 color printing is available 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)

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, 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
- Affiliate letterheads
- No. 10 affiliate envelopes
- Memorandum
- Facsimile
- Press folders
- E-mail signatures
- Name badge
- Affiliate advertising
- Yard signs
- Sign options
- Exterior signage
- Open house directionals
- Automobile signs

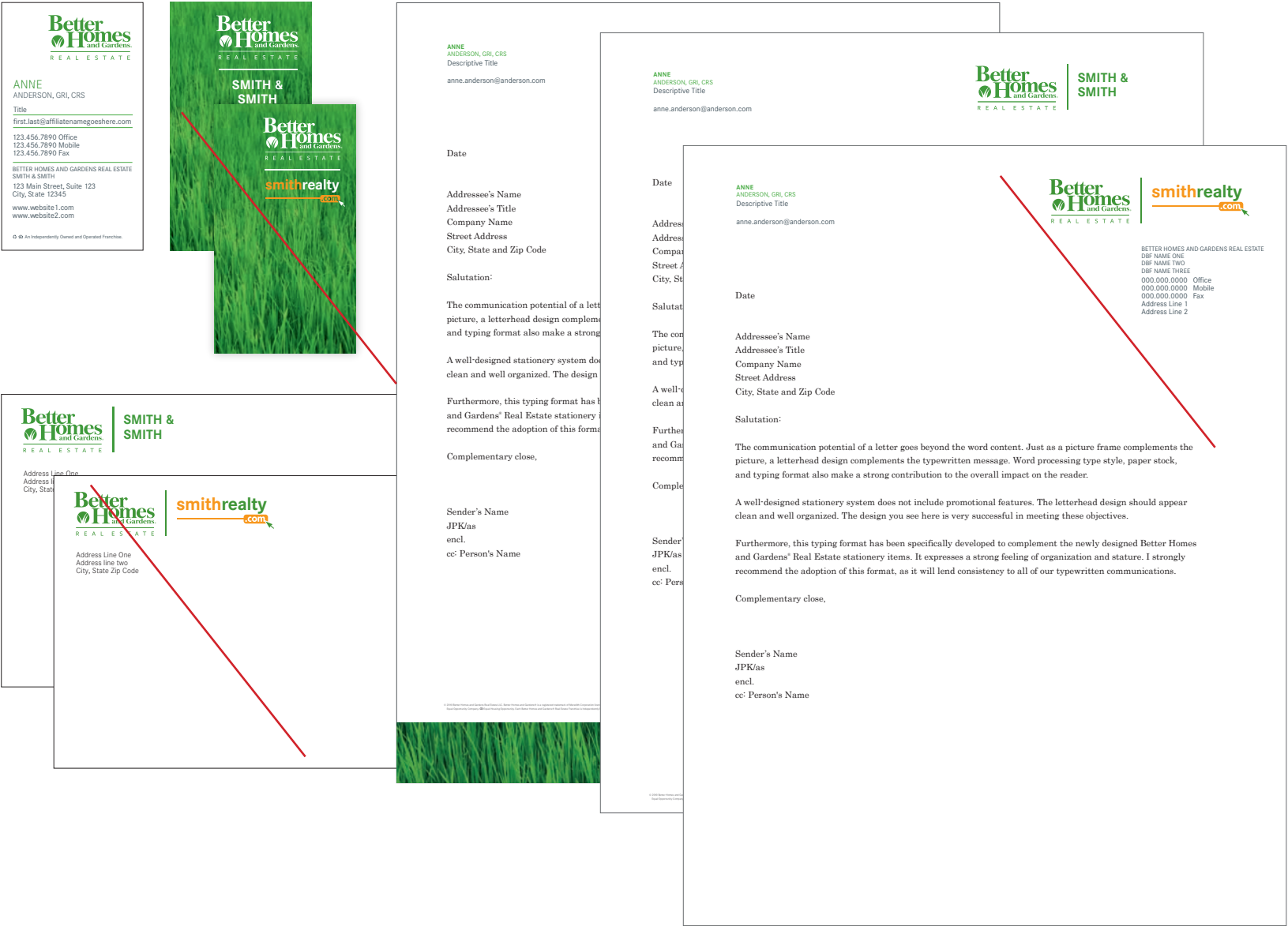


## Key design items



• Our core stationery system

Pre-approved mechanical files have been created for all stationery items. Please contact your Better Homes and Gardens® Real Estate Marketing team to facilitate your mechanical needs.





• Business cards | Front options



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

Ⓜ Ⓜ 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

Ⓜ Ⓜ 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

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www.website2.com

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SMITH  
& SMITH



ANNE  
ANDERSON

Agent Title  
Agent Title 2/ DRE#

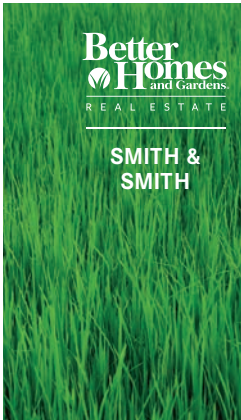
Email Address

123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax

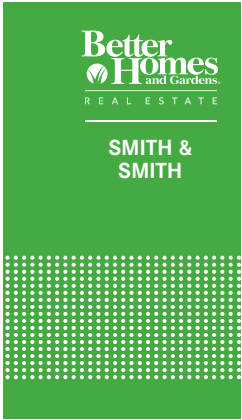
BETTER HOMES AND GARDENS REAL ESTATE  
SMITH & SMITH  
Address Street  
Address City, State 12345  
www.website1.com  
www.website2.com

Ⓜ Ⓜ An Independently Owned and Operated Franchise.

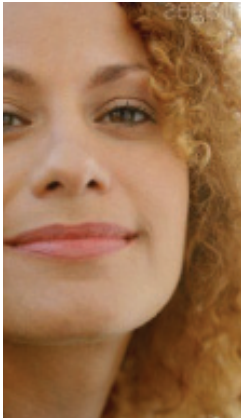
SMITH  
& SMITH



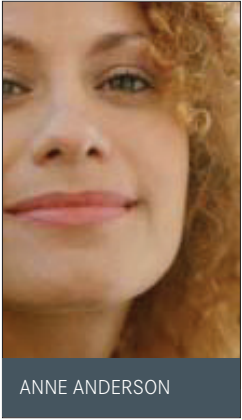
**Better Homes and Gardens®  
Real Estate Official Photo-  
graphic Grass**  
www.gettyimages.com  
Image number: 78735287



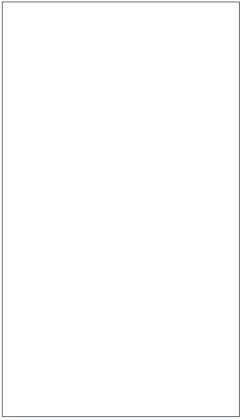
**Better Homes and Gardens  
Real Estate  
Iconic Grass**  
Dots appear in proportion to the  
following formula:  
Stroke weight: 4.569 pt  
Stroke gap: 9.72 pt



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



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



**Blank**

Horizontal Business Card Backs



• Business cards | Specifications | Front | Vertical | Option one

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

Artwork Specifications

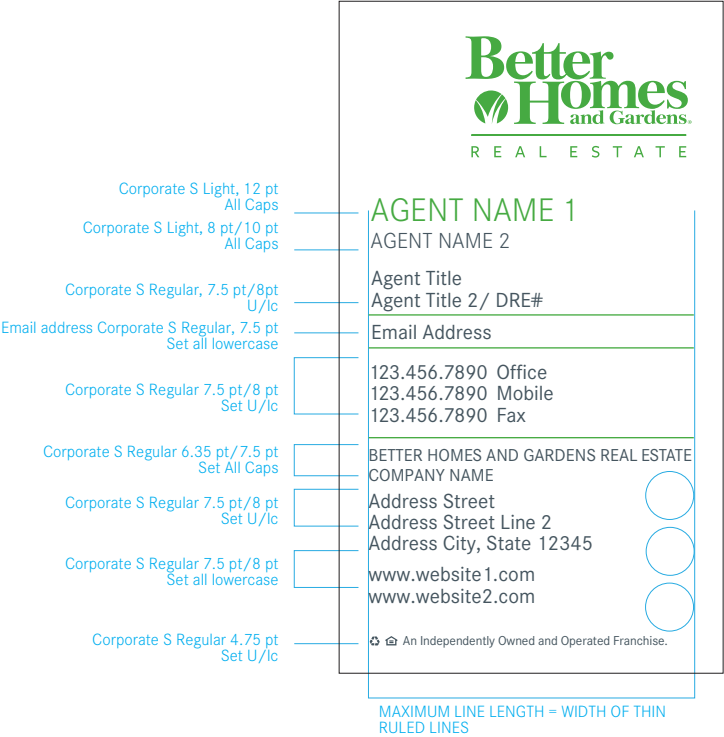
Logo Lock-up                      Width: 1.125 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• Business cards | Specifications | Front | Vertical | Option one | with photo

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

Artwork Specifications

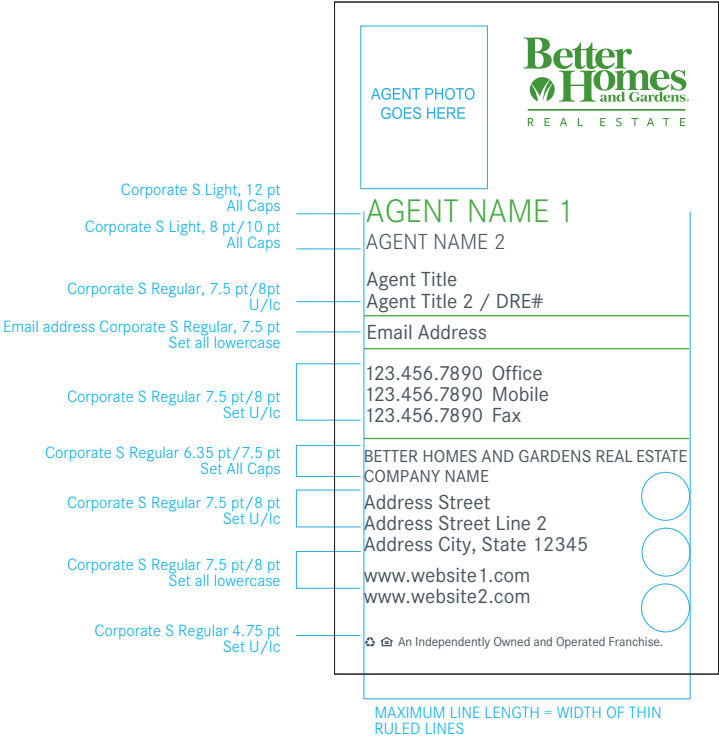
Logo Lock-up                      Width: 1.125 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• Business cards | Specifications | Front | Vertical | Option one | with team photo

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

Artwork Specifications

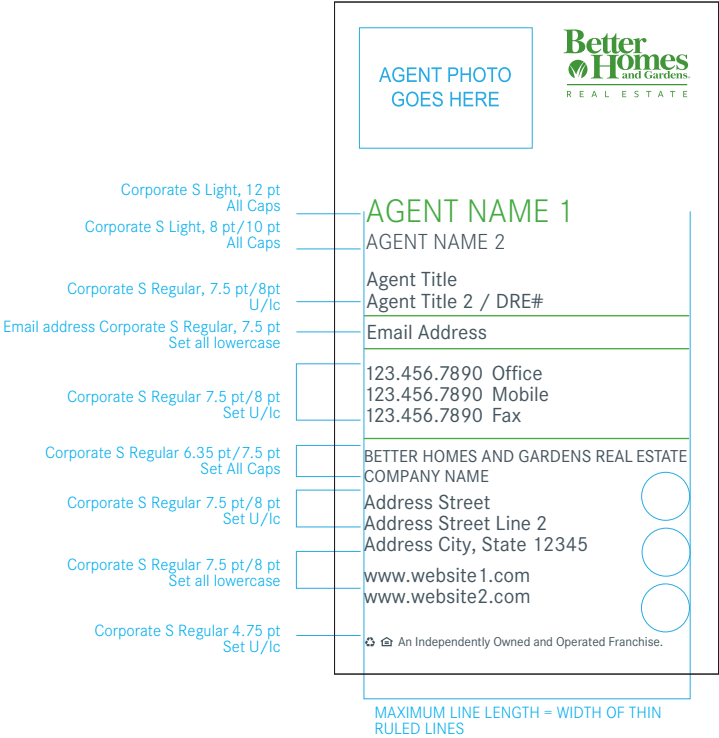
Logo Lock-up                      Width: 1.125 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• Business cards | Specifications | Front | Vertical | Option two

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

Artwork Specifications

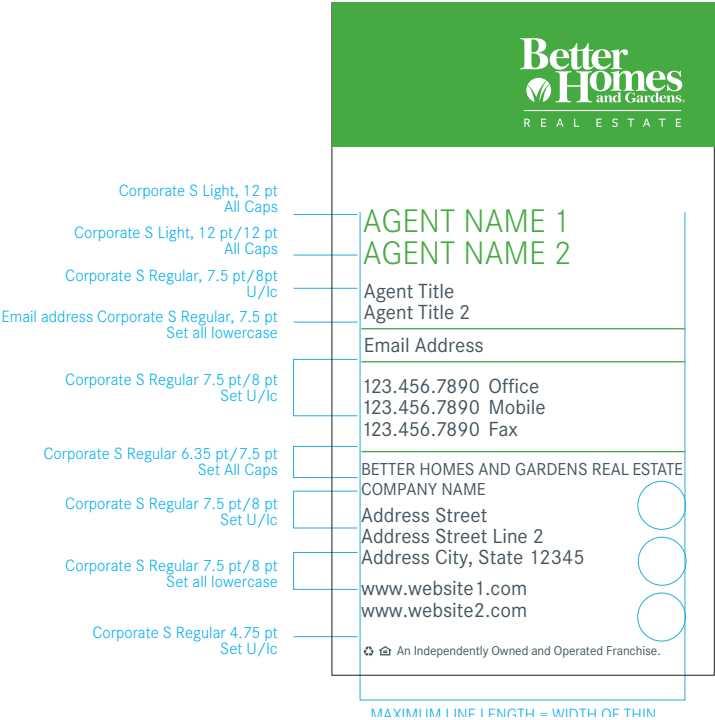
Logo Lock-up                      Width: 1.125 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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 cards | Specifications | Front | Vertical | Option two | with photo

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

Artwork Specifications

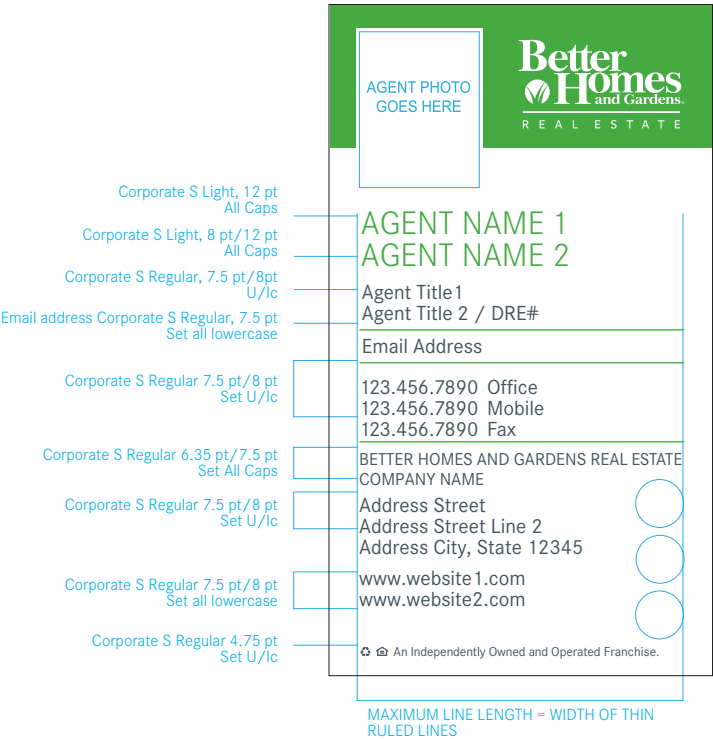
Logo Lock-up                      Width: 1.125 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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 cards | Specifications | Front | Vertical | Option three

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

Artwork Specifications

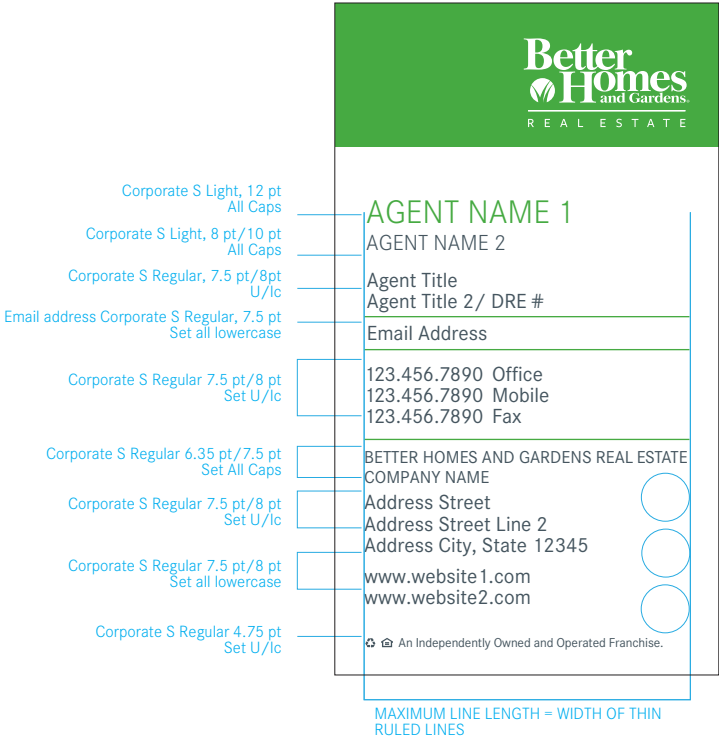
Logo Lock-up                      Width: 1.125 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• **Business cards** | **Specifications** | **Front** | **Vertical** | **Option three** | **with photo**

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

### Artwork Specifications

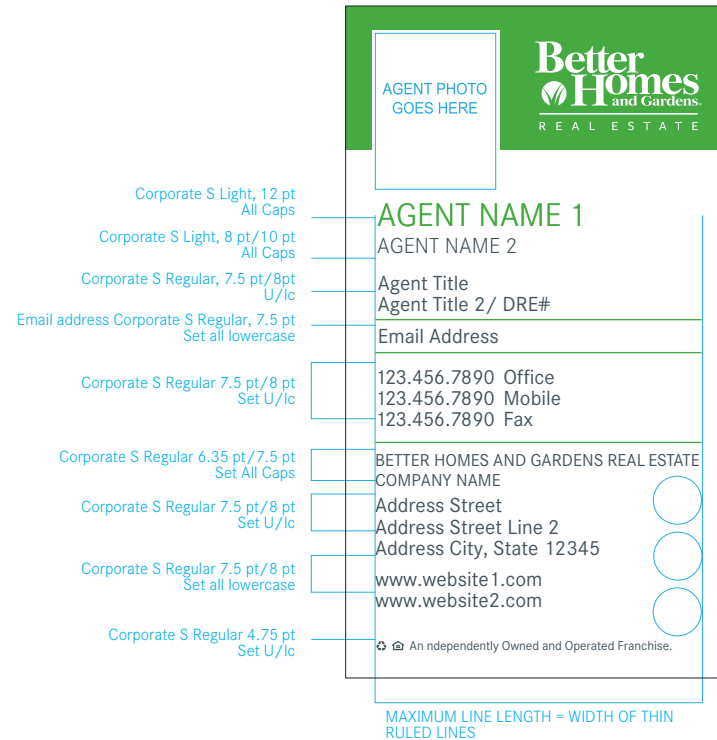
Logo Lock-up      Width: 1.125 inches  
Dividing Rules      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols      .25 inch in diameter

### 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      Green, Pantone® 362 U  
Rule Lines Green, Pantone® 362 U  
All other text      Gray, Pantone® 432 U  
Award Symbol      CMYK (percentages of black)



• Business cards | Specifications | Front | Vertical | Option three | with team photo

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

Artwork Specifications

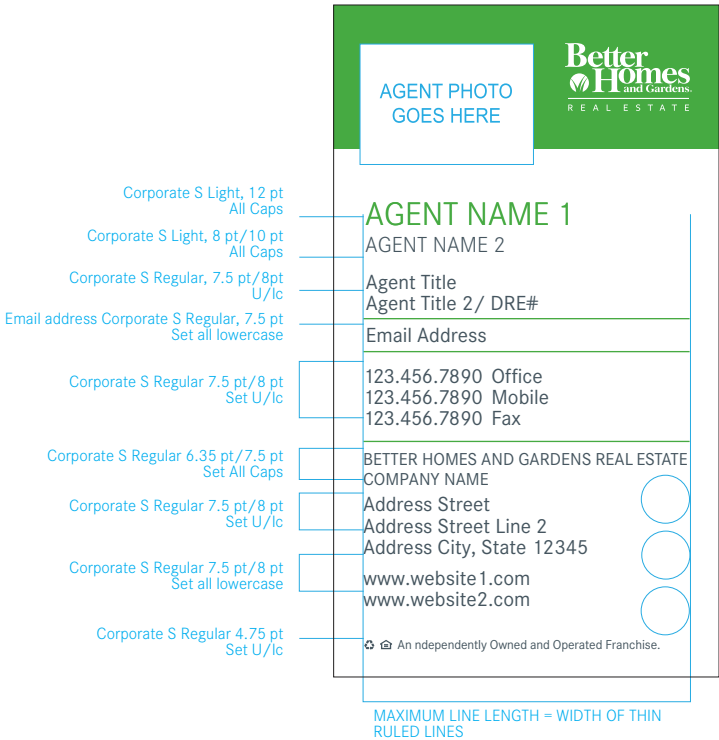
Logo Lock-up                      Width: 1.125 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• Business cards | Specifications | Front | Horizontal | Option one | with photo

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

Artwork Specifications

Logo Lock-up                      Width: 0.6965 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines                      Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• Business cards | Specifications | Front | Horizontal | Option one

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

Artwork Specifications

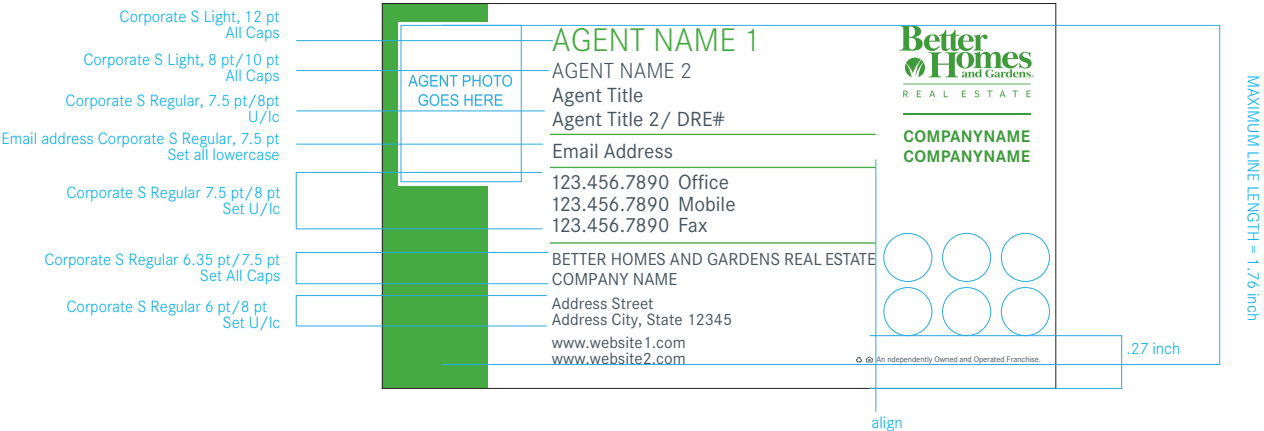
Logo Lock-up                Width: 0.6965 inches  
Dividing Rules              Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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            Green, Pantone® 362 U  
Rule Lines                  Green, Pantone® 362 U  
All other text                Gray, Pantone® 432 U  
Award Symbol              CMYK (percentages of black)



• Business cards | Specifications | Front | Horizontal | Option one | with photo | .com DBA

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

Artwork Specifications

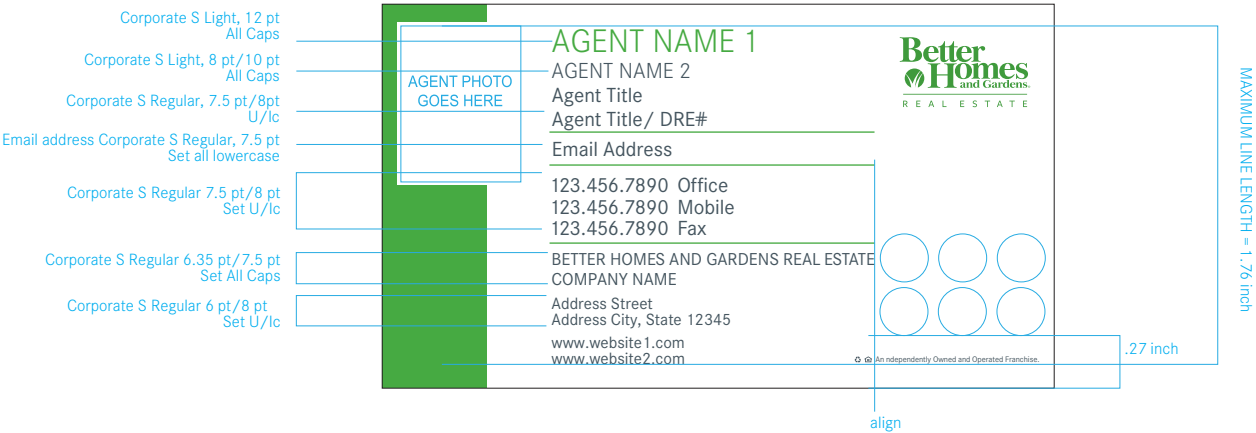
Logo Lock-up                      Width: 0.6965 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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 v  
Agent’s Name 1                      Green, Pantone® 362 U  
Rule Lines                      Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



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

Artwork Specifications

Logo Lock-up                      Width: 0.6965 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines                      Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• Business cards | Specifications | Front | Horizontal | Option two

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

Artwork Specifications

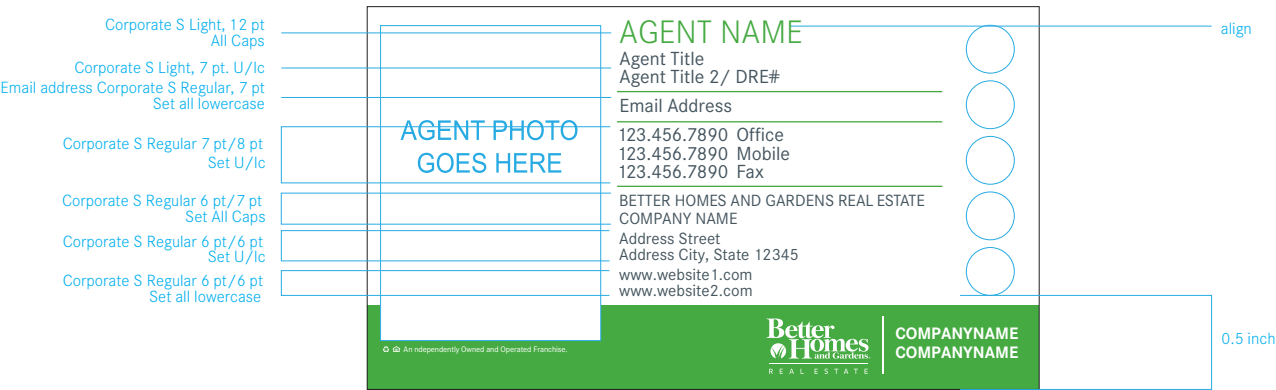
Logo Lock-up                      Width: 1.3116 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines                      Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)





• Business cards | Specifications | Front | Horizontal | Option one

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

Artwork Specifications

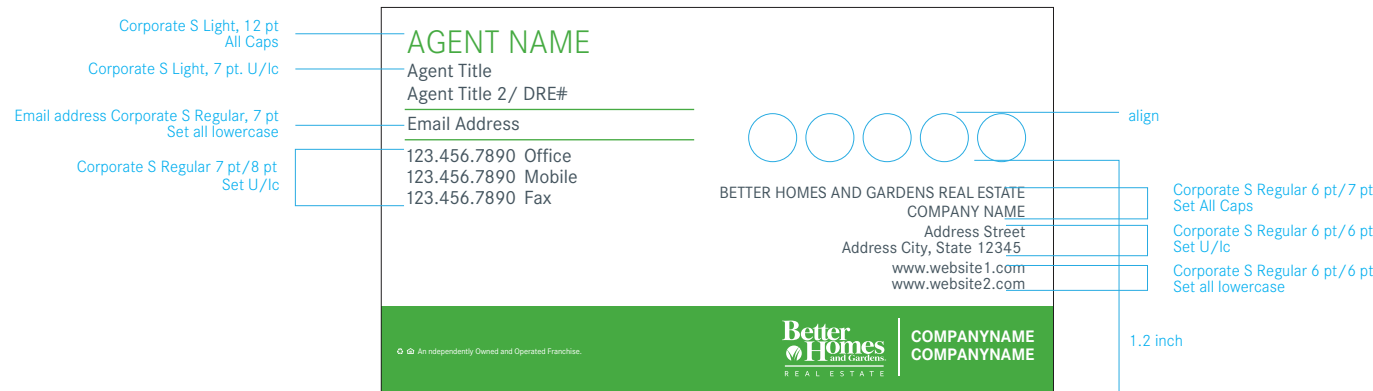
Logo Lock-up                      Width: 1.3116 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines                      Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• Business cards | Specifications | Front | Horizontal | Option one | with team photo

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

Artwork Specifications

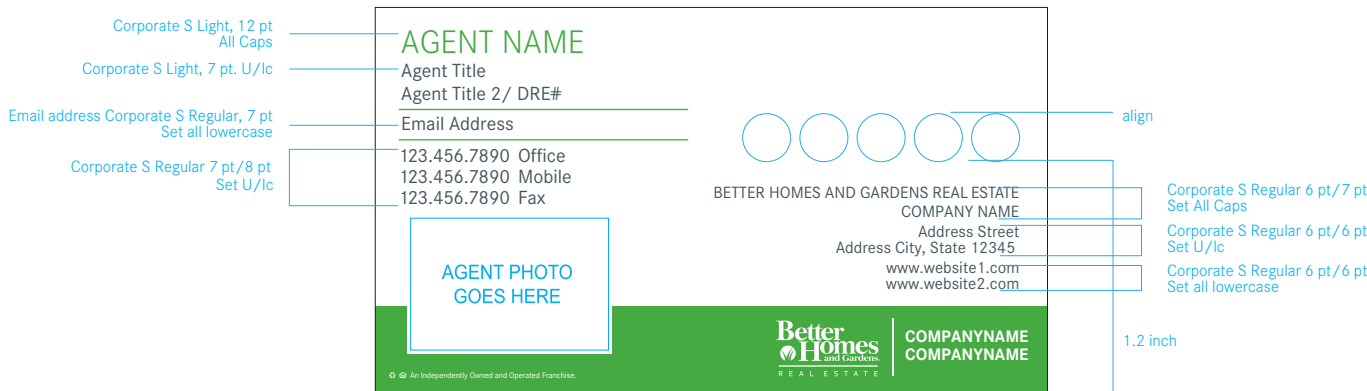
Logo Lock-up                      Width: 1.3116 inches  
Dividing Rules                      Thickness: .5 point rule, Width: 1.7 inches wide  
Award/Designation  
Symbols                      .25 inch in diameter

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                      Green, Pantone® 362 U  
Rule Lines                      Green, Pantone® 362 U  
All other text                      Gray, Pantone® 432 U  
Award Symbol                      CMYK (percentages of black)



• Award/Designation symbol placement | Vertical business cards

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

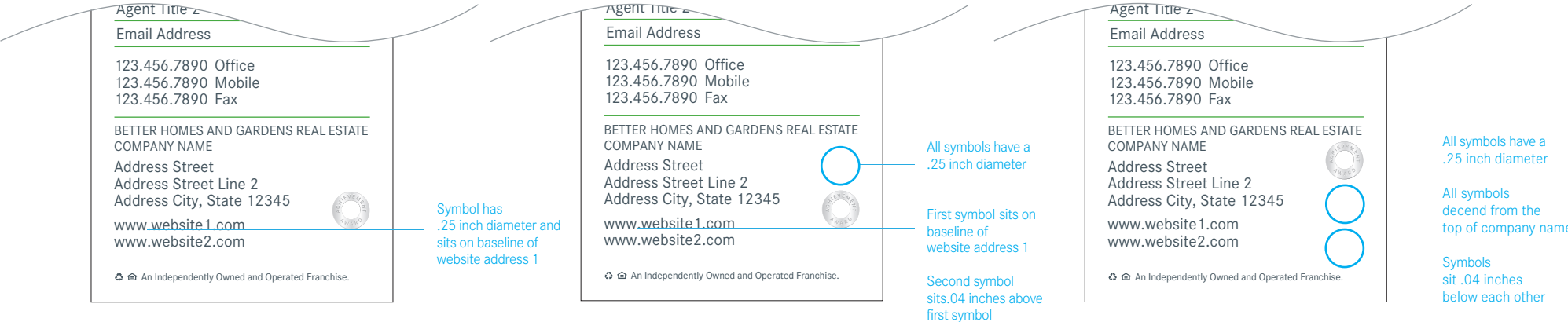
Typographic Specifications  
For one, two, and three award/designation symbols

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 symbol is placed on the baseline of e-mail address, the second award symbol is placed .04 inches directly below first symbol.
- Three symbols** All symbols sit inline descending from the top of company name and each is spaced a distance of .04 from the other.



• Award/Designation symbol placement | Horizontal business cards

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

Typographic Specifications  
For one, two, and three award/designation symbols

Size of symbol .23 inches in diameter

General placement The bottom right side of business card



• Affiliate letterheads

Letterhead with white background



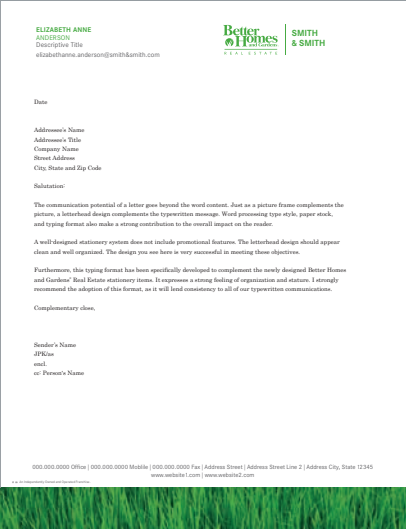
Letterhead with photographic grass



Letterhead with white background  
With footer contact



Letterhead with photographic grass  
With footer contact



• **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**

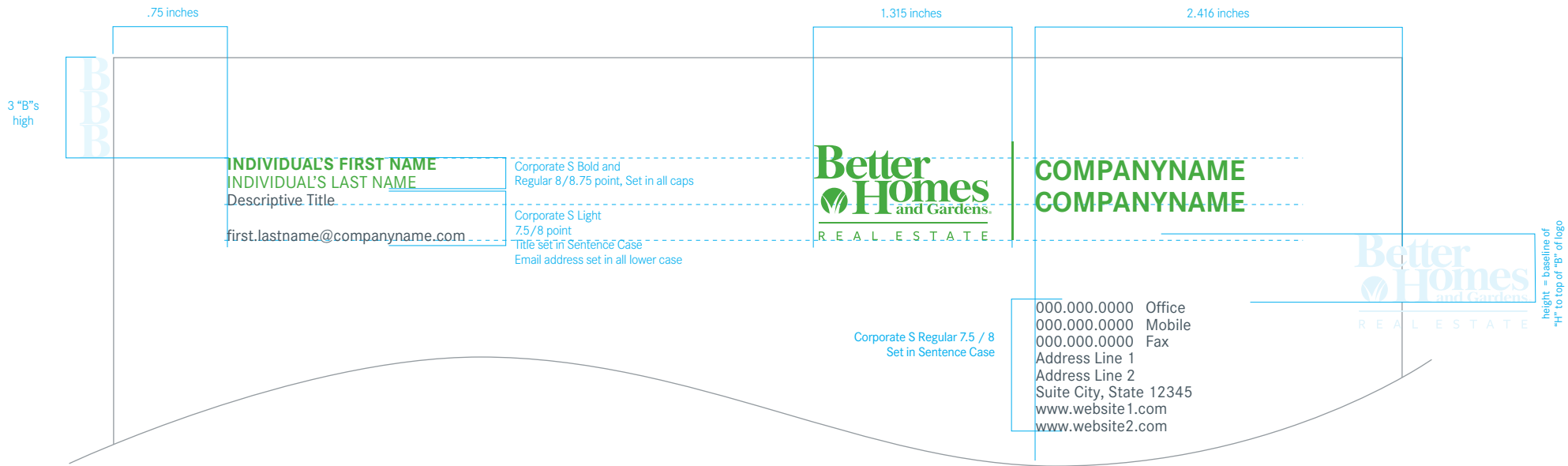
Page Size      Width = 8.5 inches, Height = 11 inches

**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**

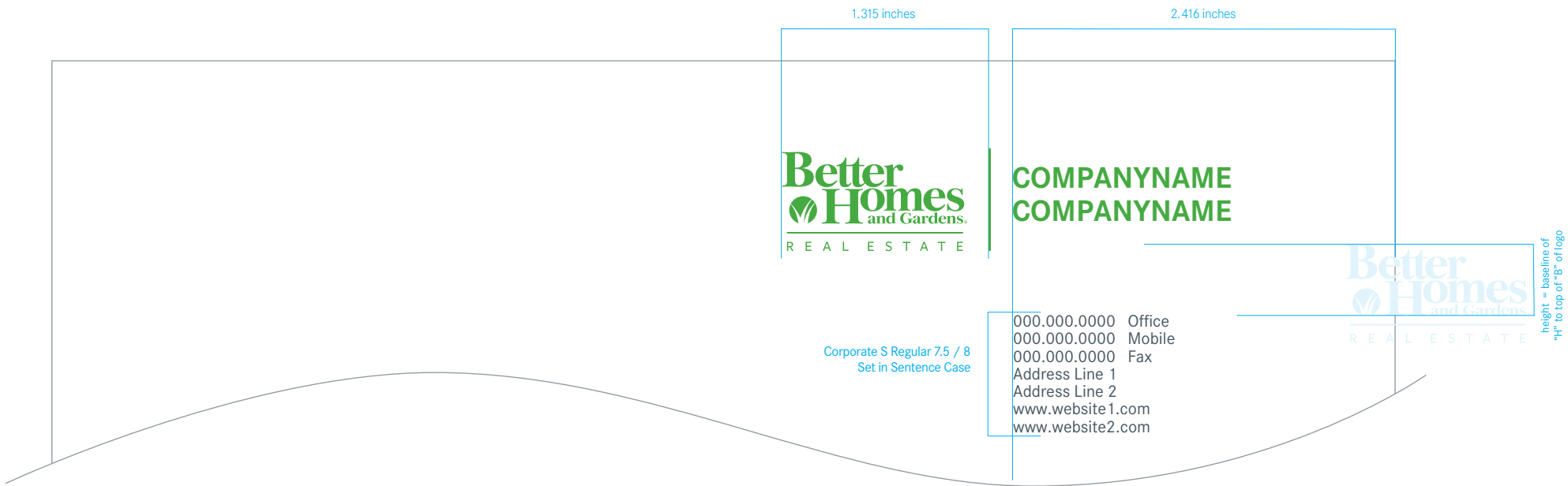
Page Size      Width = 8.5 inches, Height = 11 inches

**Typography Specifications**

- Font
- Format
- Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses
  - Corporate S BQ Bold for DBA individual's name
  - 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  
Address      Gray, Pantone 432 U



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

Colors and Imagery

Title/Address      Gray, Pantone 431 U

Typography Specifications

- |        |   |
|--------|---|
| Font   | <ul style="list-style-type: none"><li>• Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses</li></ul>   |
| Format | <ul style="list-style-type: none"><li>• Corporate S BQ Bold for DBA individual's name</li><li>• All caps for proper names</li><li>• Sentence case for titles and mailing addresses</li><li>• Lowercase for e-mail addresses</li></ul> |

Corporate S Regular 9 / 11 pt  
Set in Sentence Case

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

Ⓜ Ⓜ An Independently Owned and Operated Franchise.

.85 inches



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.



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

**Colors and Imagery**

Title/Address      Gray, Pantone 431 U

**Typography Specifications**

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


Corporate S Regular 9 / 11 pt  
Set in Sentence Case

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

Ⓢ Ⓜ An Independently Owned and Operated Franchise.

- Corporate letterheads


Letterhead with white background

	 BETTER HOMES and GARDENS. REAL ESTATE
	BETTER HOMES AND GARDENS REAL ESTATE LLC <a href="http://www.bhgrealstate.com">www.bhgrealstate.com</a>
Date _____	000.000.0000 Office 000.000.0000 Mobile 000.000.0000 Fax Address Line 1 Address Line 2 Address Line 3 City, State Zip Code
Addressee's Name _____ Addressee's Title _____ Company Name _____ Street Address _____ City, State and Zip Code _____	
Salutation: _____	
<p>The communication potential of a letter goes beyond the word content. Just as a picture frame complements the picture, a letterhead design complements the typewritten message. Word processing type style, paper stock, and typing format also make a strong contribution to the overall impact on the reader.</p> <p>A well-designed stationery system does not include promotional features. The letterhead design should appear clean and well organized. The design you see here is very successful in meeting these objectives.</p> <p>Furthermore, this typing format has been specifically developed to complement the newly designed Better Homes and Gardens® Real Estate stationery items. It expresses a strong feeling of organization and stature. I strongly recommend the adoption of this format, as it will lend consistency to all of our typewritten communications.</p> <p>Complementary close,</p>	
Sender's Name _____ JPK/as _____ encl. _____ cc: Person's Name _____	

Ⓜ Ⓢ An Independently Owned and Operated Franchise.

Letterhead with photographic grass

	 BETTER HOMES and GARDENS REAL ESTATE
	BETTER HOMES AND GARDENS REAL ESTATE LLC <a href="http://www.bhgrealstate.com">www.bhgrealstate.com</a>
Date _____	000.000.0000 Office 000.000.0000 Mobile 000.000.0000 Fax
Addressee's Name _____	Address Line 1 _____
Addressee's Title _____	Address Line 2 _____
Company Name _____	Address Line 3 _____
Street Address _____	City, State Zip Code _____
City, State and Zip Code _____	
Salutation: _____	
<p>The communication potential of a letter goes beyond the word content. Just as a picture frame complements the picture, a letterhead design complements the typewritten message. Word processing type style, paper stock, and typing format also make a strong contribution to the overall impact on the reader.</p> <p>A well-designed stationery system does not include promotional features. The letterhead design should appear clean and well organized. The design you see here is very successful in meeting these objectives.</p> <p>Furthermore, this typing format has been specifically developed to complement the newly designed Better Homes and Gardens® Real Estate stationery items. It expresses a strong feeling of organization and stature. I strongly recommend the adoption of this format, as it will lend consistency to all of our typewritten communications.</p> <p>Complementary close,</p> <p>_____ _____</p> <p>Sender's Name JPK/as encl. cc: Person's Name</p>	
❖ ❖ An Independently Owned and Operated Franchise.	



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

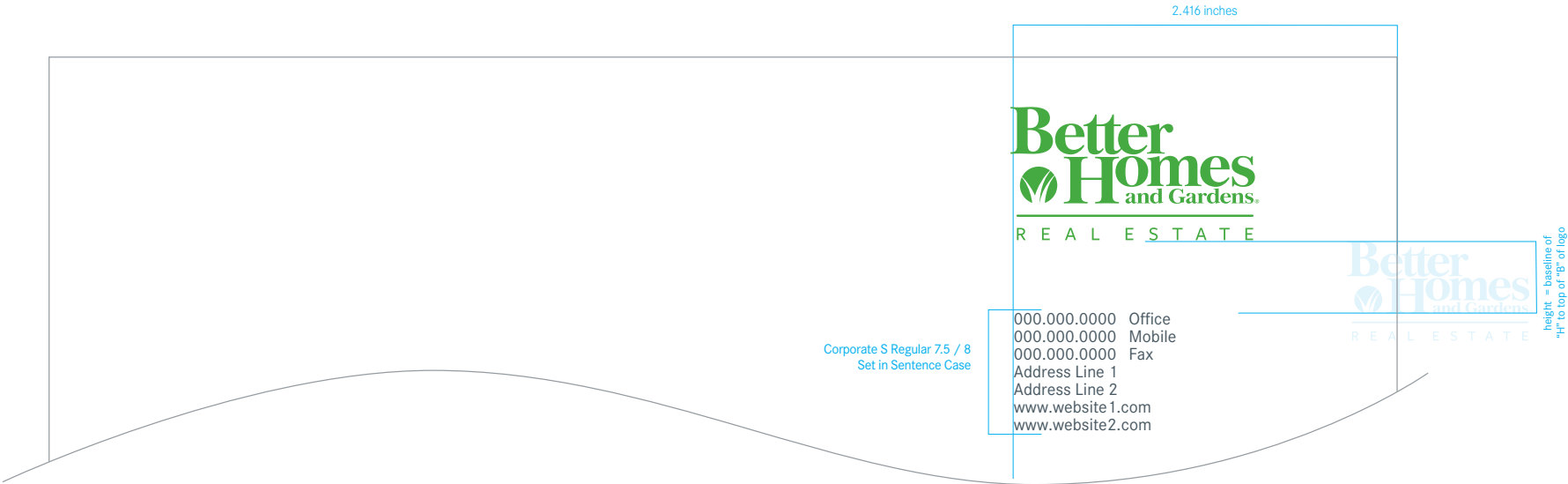
Colors and Imagery

Affiliate Logo Lock-up

Title/Address

Green, Pantone® 362 U

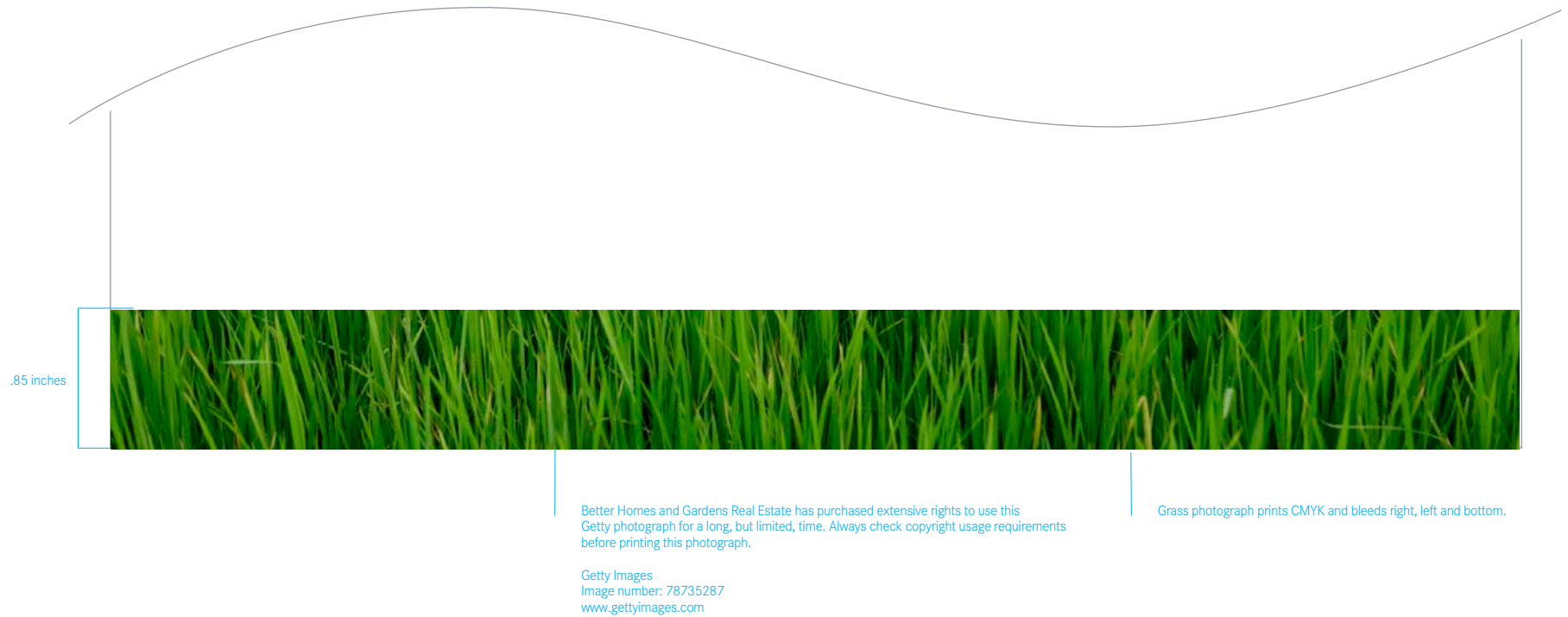
Gray, Pantone 432 U



• 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 mechanical files have been created with the photographic grass band. Please see your Better Homes and Gardens® Real Estate home office Marketing team to facilitate your mechanical needs.



• 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

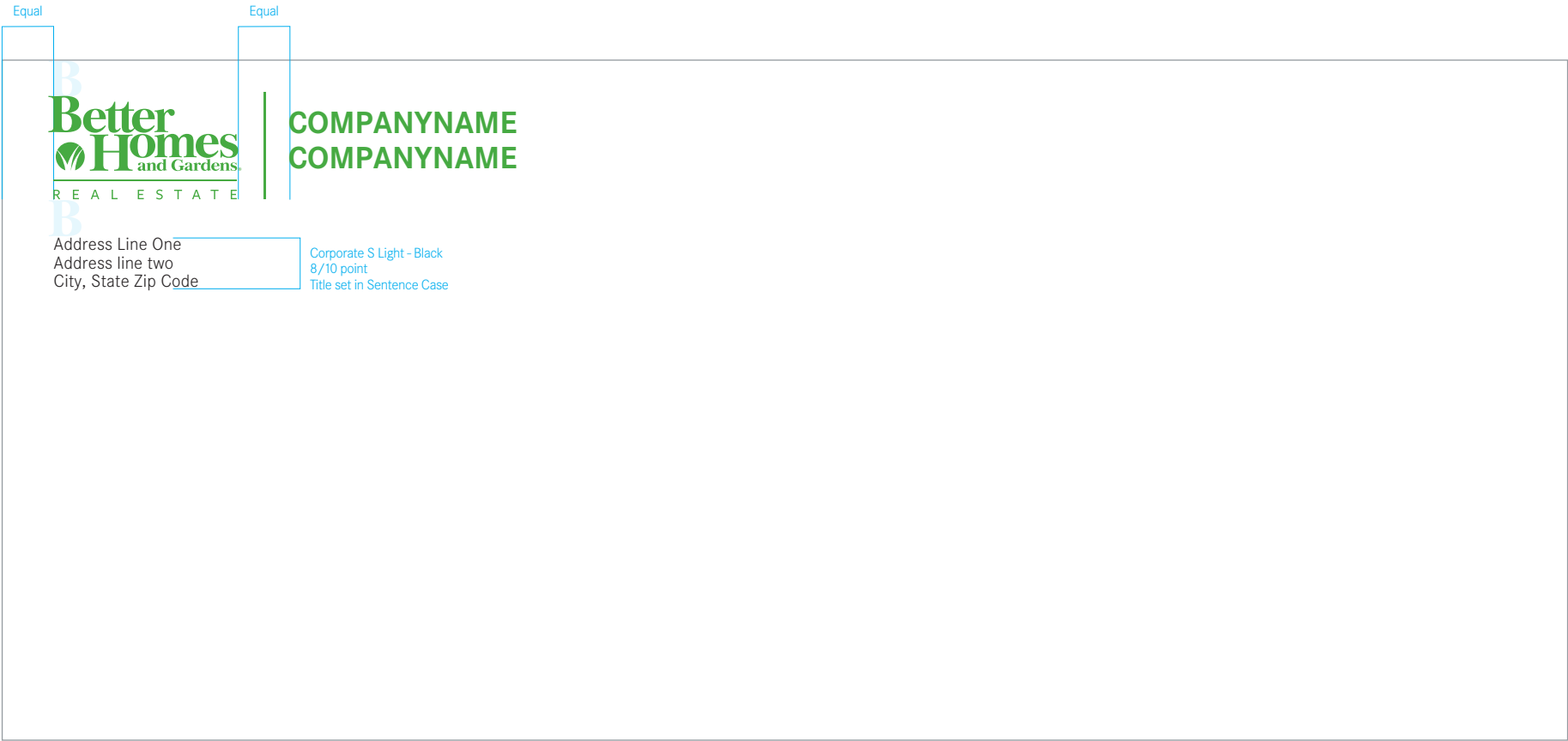
Page Size                      Width: 9.5 inches, Height: 4.125 inches

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                      Green, Pantone® 362 U  
Location and Date                            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.

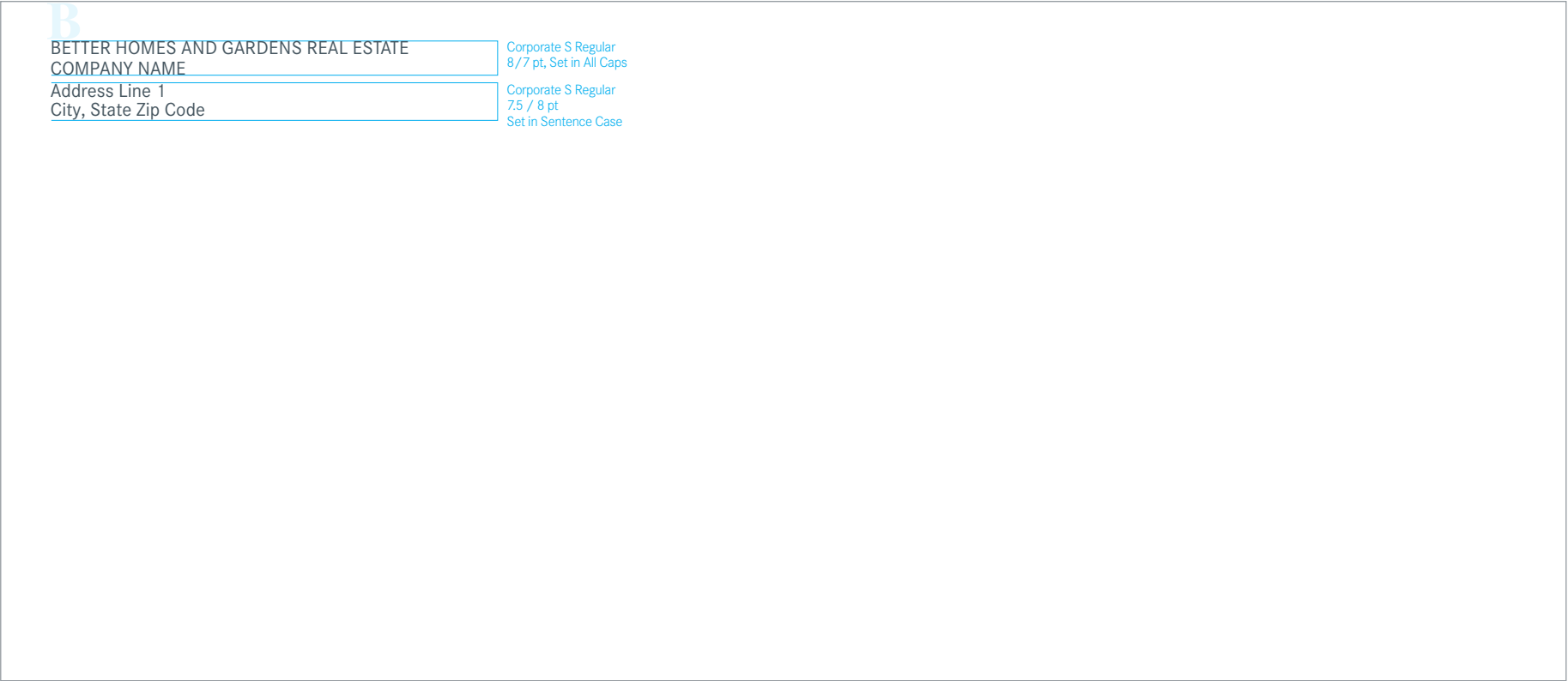
In addition to offering legal size envelopes, we also offer additional sizes including #10 (legal), 9x12, and notecards. See the Print Marketing Center accessible via the Greenhouse for more options.

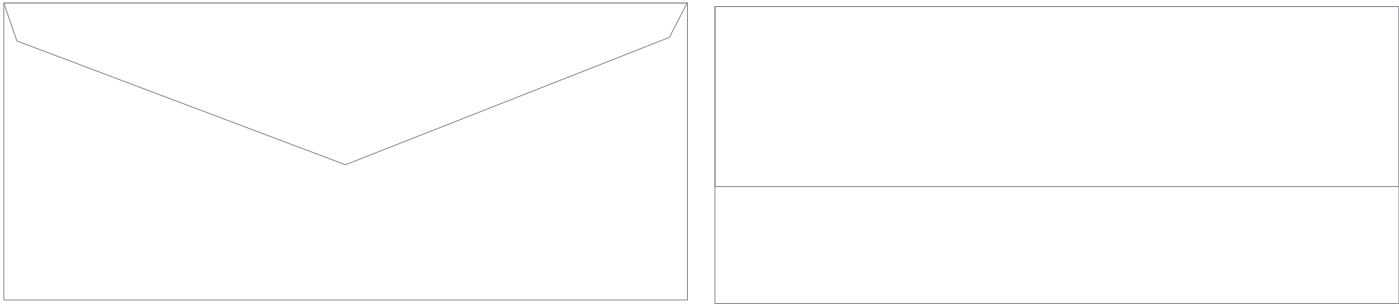
Envelope Format

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





• 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

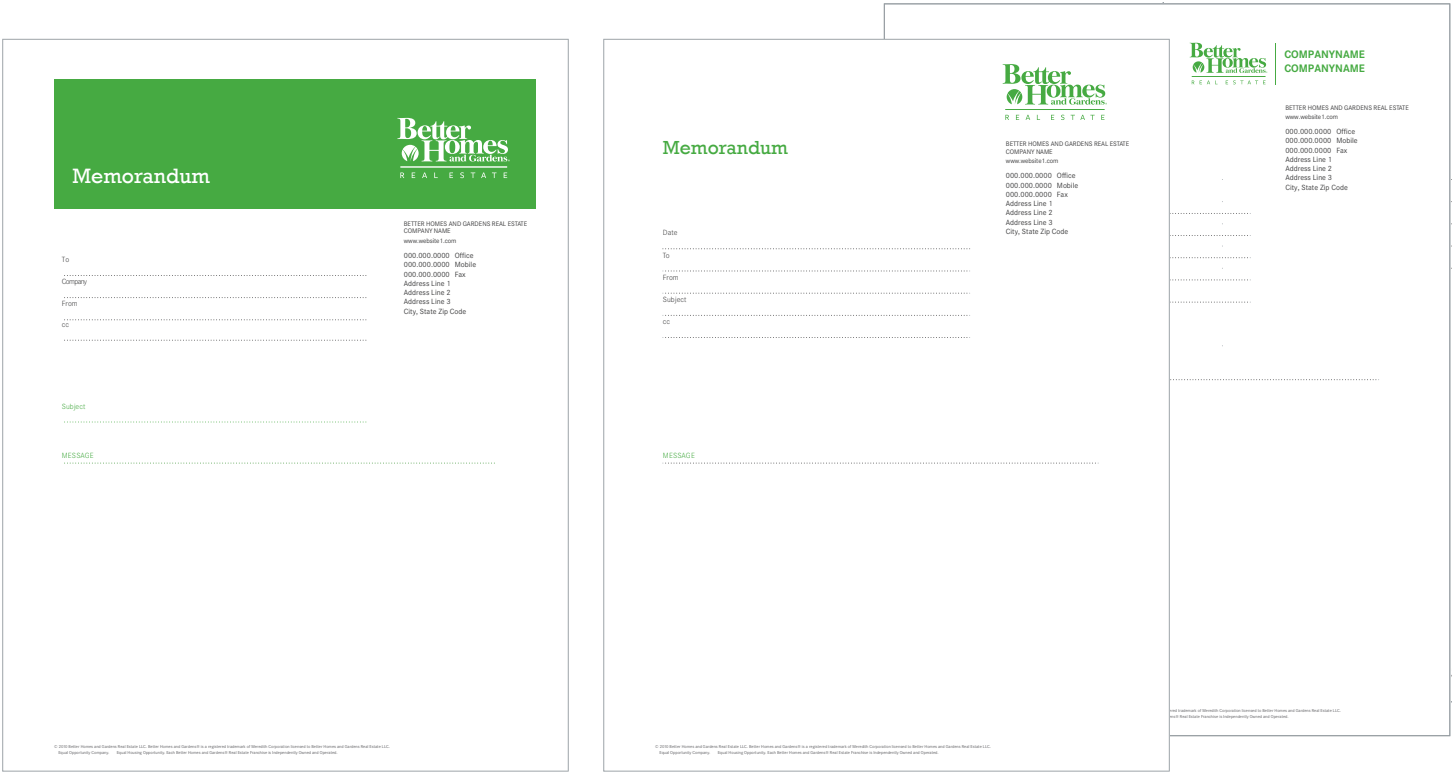
Page Size                      Width: 8.5 inches, Height: 11 inches

Typography Specifications

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

Colors and Imagery

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





- Facsimile

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.

## Facsimile Format

**Page Size** Width: 8.5 inches, Height: 11 inches

## Typography Specifications

## Fonts

- Corporate S BQ Light or Arial substitute for address block and content identifiers
- Rockwell Regular, for headline: “Facsimile”

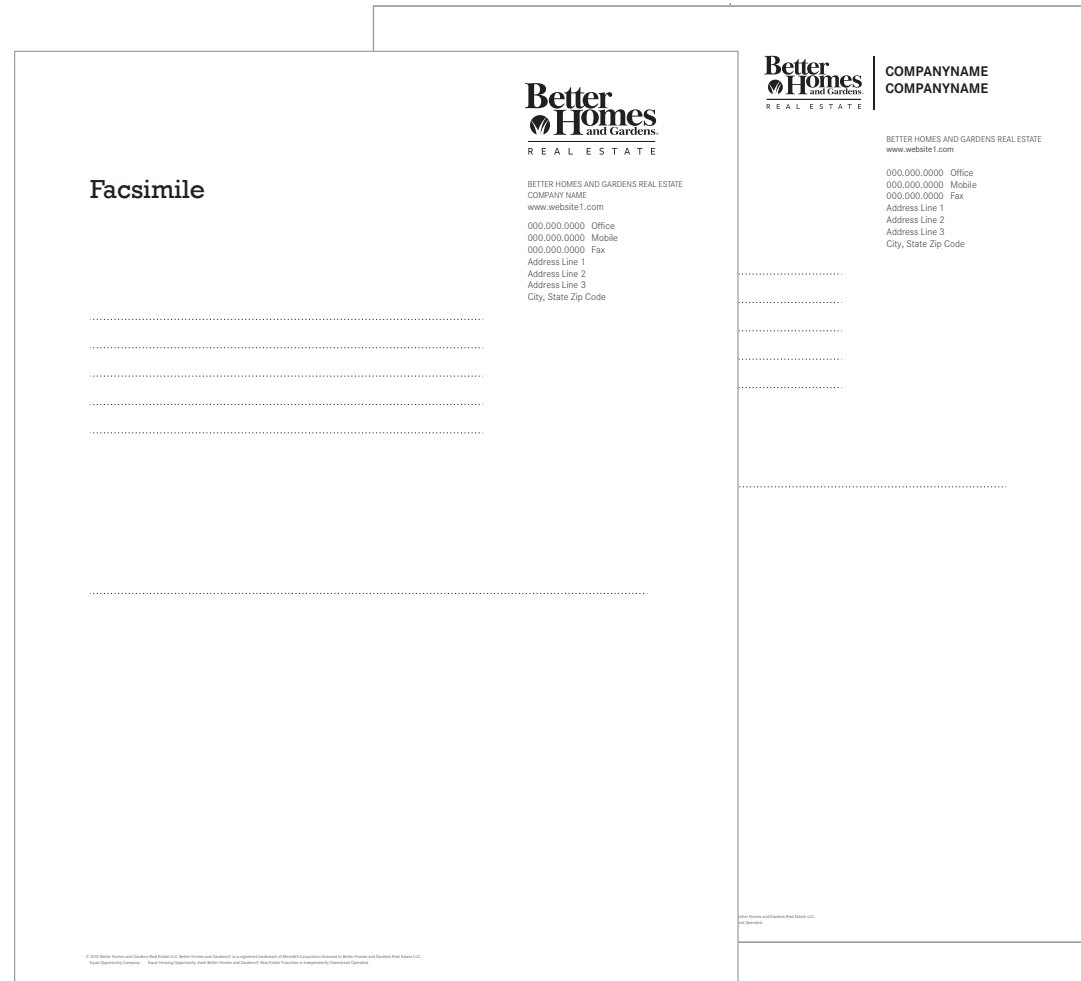
### Format

- All caps for proper names and “MESSAGE”
- Sentence case for mailing address and headline

## Colors and Imagery

## All content

100% Black



• Folders | Photographic grass option | With DBA | Option 1

Folder mechanicals have been developed for your use.  
Please contact your Better Homes and Gardens® Real Estate Transitions team for these pre-approved files.

Format

Composite size	Width: 9 inches, Height: 12 inches
Folder height	Width: 4 inches, no capacity
Number of sleeves	Two

Colors and Imagery

Five colors: BHGRE Green, Pantone 363 C and  
BHGRE official photographic grass (four colors)

BHGRE Folder Option One | Interior

A white sleeve accommodates the Better Homes and Gardens Real Estate business card. The official BHGRE photographic grass appears in the background as a full-bleed, four-color image.



• Folders | Photographic grass option | With DBA | Option 2

Folder mechanicals have been developed for your use.  
Please contact your Better Homes and Gardens® Real Estate Transitions team for these pre-approved files.

Format

- Composite size Width: 9 inches, Height: 12 inches
- Folder height Width: 4 inches, no capacity
- Number of sleeves Two

Colors and Imagery

Five colors: BHGRE Green, Pantone 363 C and BHGRE official photographic grass (four colors)

BHGRE Folder Option Two | Interior

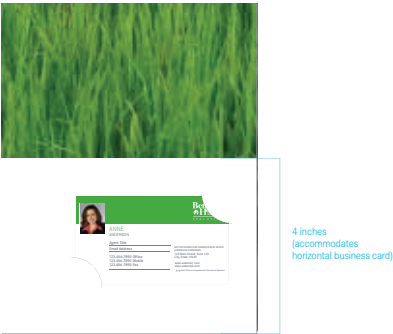
A white sleeve accommodates the Better Homes and Gardens Real Estate business card. The official BHGRE photographic grass appears in the background as a full-bleed, four-color image.



BHGRE 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

Horizontal Business Card Option



• Folders | Graphic grass options | with DBA | Option 1

Folder mechanicals have been developed for your use.  
Please contact your Better Homes and Gardens® Real Estate  
Transitions team for these pre-approved files.

Format

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

Colors and Imagery

Two colors: BHGRE Green, Pantone 363 C and Gray, Pantone 427 C

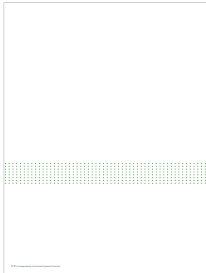
BHGRE Folder Option One | Exterior

4 inch width Better Homes and Gardens Real Estate signature appears centered on the front of the cover. BHGRE graphic grass band runs across the folder a third of the way from the bottom.

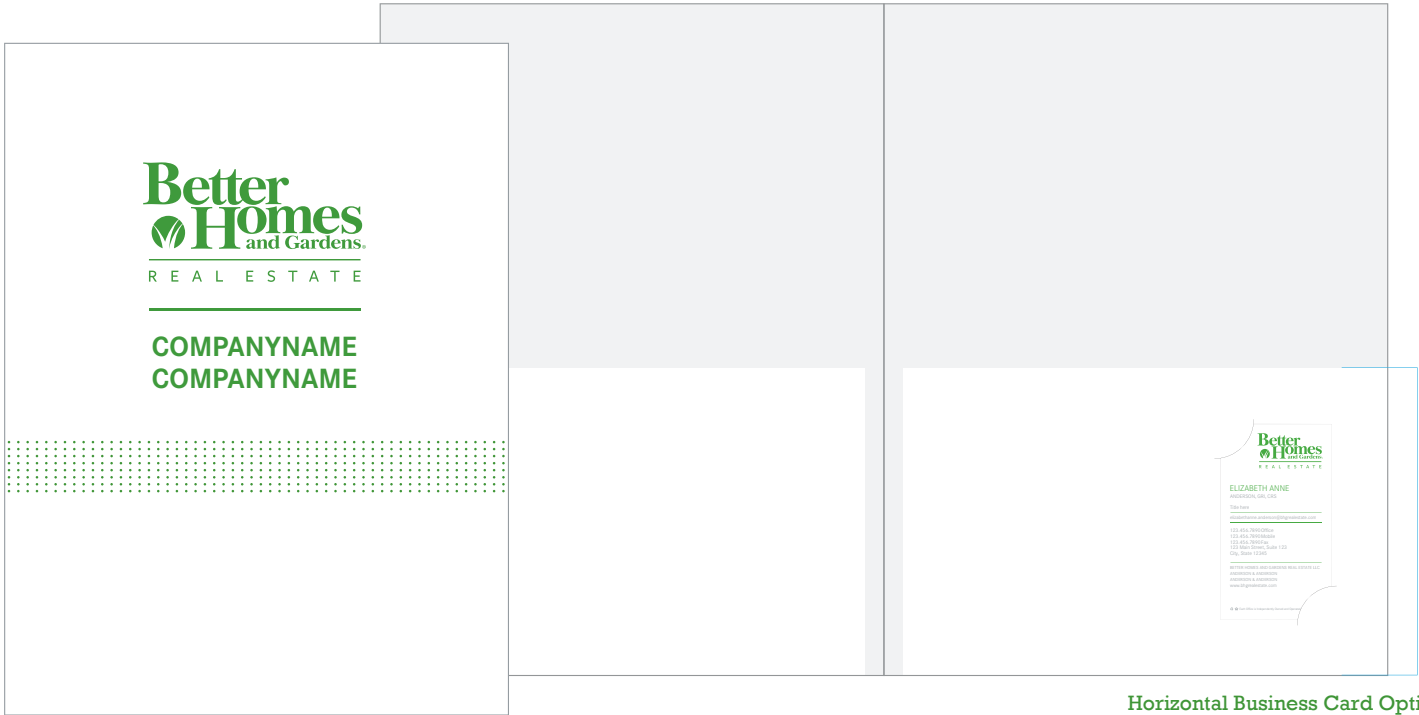
BHGRE Folder Option One | Interior

A white sleeve accommodates the Better Homes and Gardens Real Estate business card. A Pantone 427 C, gray tinted background appears in the background as a full bleed.

Back

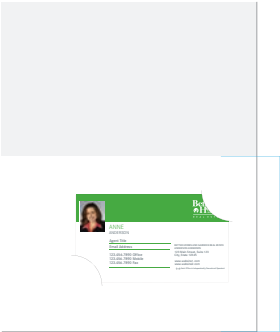


Disclaimer sits on the lower right side on the back of the presentation folder



5.5 inches (accommodates vertical business card)

Horizontal Business Card Option



4 inches (accommodates horizontal business card)

• Folders | Graphic grass options | with DBA | Option 2

Folder mechanicals have been developed for your use. Please contact your Better Homes and Gardens® Real Estate Transitions team for these pre-approved files.

Format

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

Colors and Imagery

Two colors: BHGRE Green, Pantone 363 C and Gray, Pantone 427 C

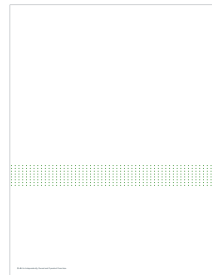
BHGRE Folder Option Two | Exterior

2.75 inch Better Homes and Gardens Real Estate signature appears in the upper left hand corner of the cover. BHGRE graphic grass band runs across the folder a third of the way from the bottom.

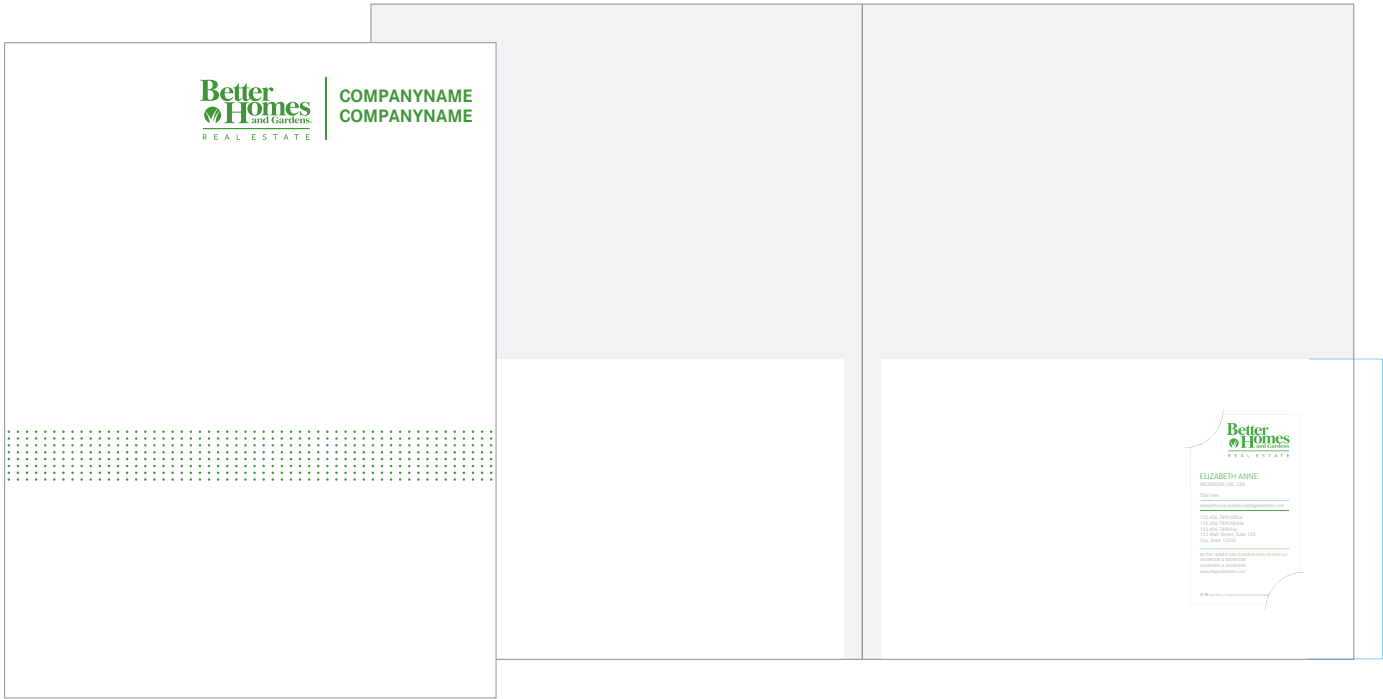
BHGRE Folder Option Two | Interior

A white sleeve accommodates the Better Homes and Gardens Real Estate business card. A Pantone 427 C, gray tinted background appears in the background as a full bleed.

Back

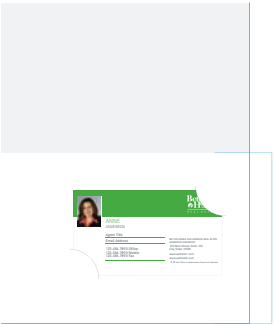


Disclaimer sits on the lower right side on the back of the presentation folder



5.5 inches (accommodates vertical business card)

Horizontal Business Card Option



4 inches (accommodates horizontal business card)

• Folders | Photographic grass options | Option 1

Folder mechanicals have been developed for your use.  
Please contact your Better Homes and Gardens® Real Estate Transitions team for these pre-approved files.

Format

- Composite size Width: 9 inches, Height: 12 inches
- Folder height Width: 4 inches, no capacity
- Number of sleeves Two

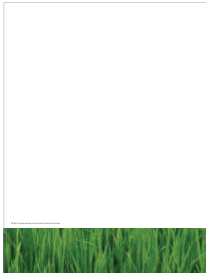
Colors and Imagery

Five colors: BHGRE Green, Pantone 363 C and  
BHGRE official photographic grass (four colors)

BHGRE Folder Option One | Interior

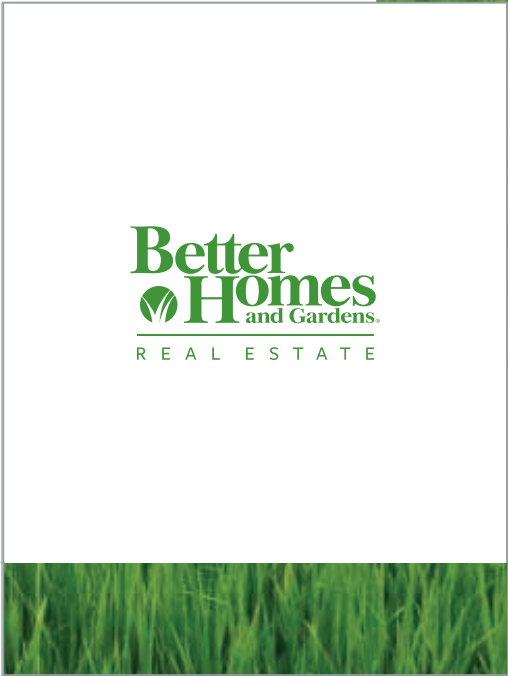
A white sleeve accommodates the Better Homes and Gardens Real Estate business card. The official BHGRE photographic grass appears in the background as a full-bleed, four-color image.

Back



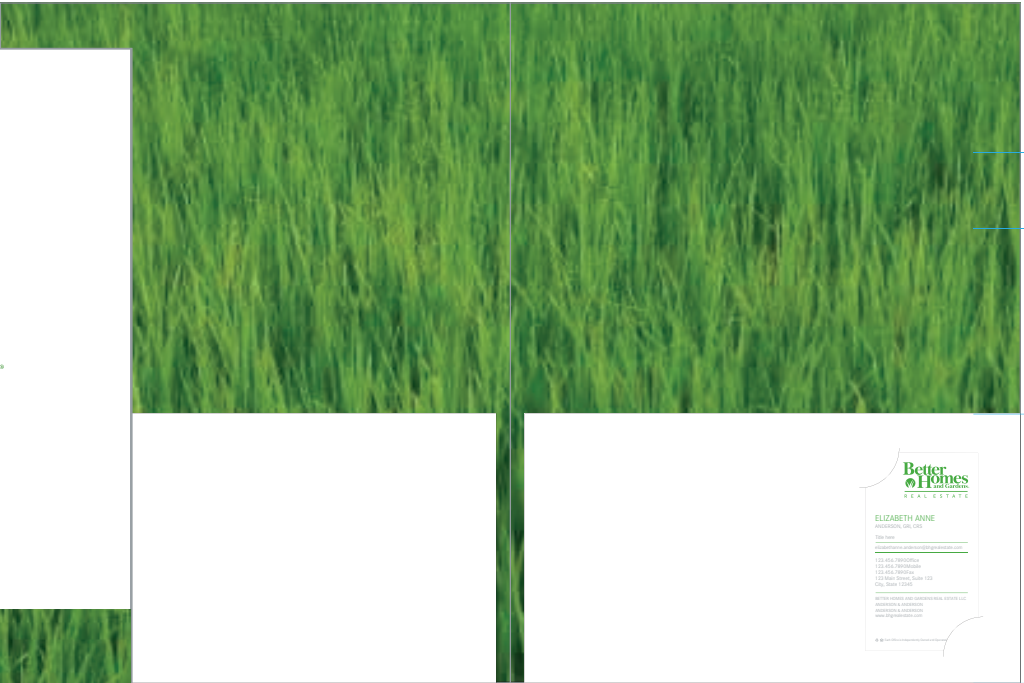
Disclaimer sits on the lower right side on the back of the presentation folder

2 inches



BHGRE 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 top.

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

4.75 inches  
(accommodates vertical business card)

Please note that mechanical files do not add capacity to folder sleeves.  
Additional capacity must be requested.

Horizontal Business Card Option



4 inches  
(accommodates horizontal business card)

• Folders | Photographic grass options | Option 2

Folder mechanicals have been developed for your use.  
Please contact your Better Homes and Gardens® Real Estate Transitions team for these pre-approved files.

Format

- Composite size Width: 9 inches, Height: 12 inches
- Folder height Width: 4 inches, no capacity
- Number of sleeves Two

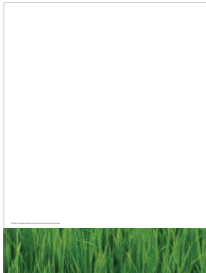
Colors and Imagery

Five colors: BHGRE Green, Pantone 363 C and  
BHGRE official photographic grass (four colors)

BHGRE Folder Option Two | Interior

A white sleeve accommodates the Better Homes and Gardens Real Estate business card. The official BHGRE photographic grass appears in the background as a full-bleed, four-color image.

Back



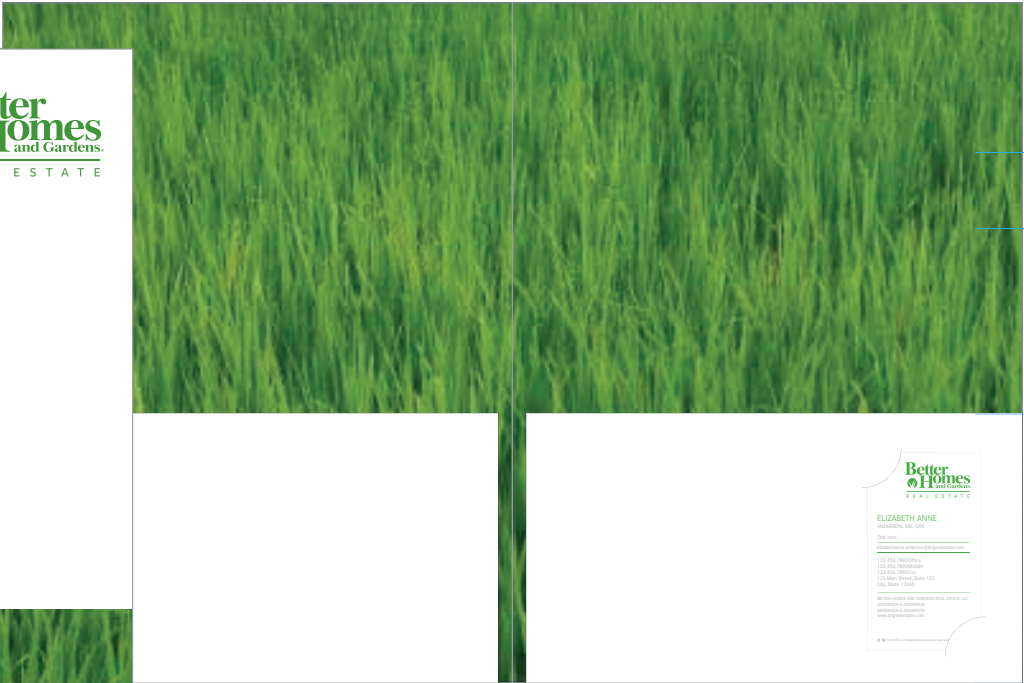
Disclaimer sits on the lower right side on the back of the presentation folder

2 inches



BHGRE 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](http://www.gettyimages.com)



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

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](http://www.gettyimages.com)

4.75 inches  
(accommodates vertical business card)

Please note that mechanical files do not add capacity to folder sleeves. Additional capacity must be requested.

Horizontal Business Card Option



4 inches  
(accommodates horizontal business card)



• **Folders | Graphic grass options | Option 3**

Folder mechanicals have been developed for your use.  
Please contact your Better Homes and Gardens® Real Estate  
Transitions team for these pre-approved files.

**Format**

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

**Colors and Imagery**

Two colors: BHGRE Green, Pantone 363 C and Gray, Pantone 427 C

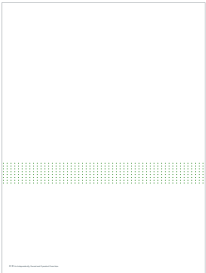
**BHGRE Folder Option Three | Exterior**

2.75 inch Better Homes and Gardens Real Estate signature appears in the upper left hand corner of the cover. BHGRE graphic grass band runs across the folder a third of the way from the bottom.

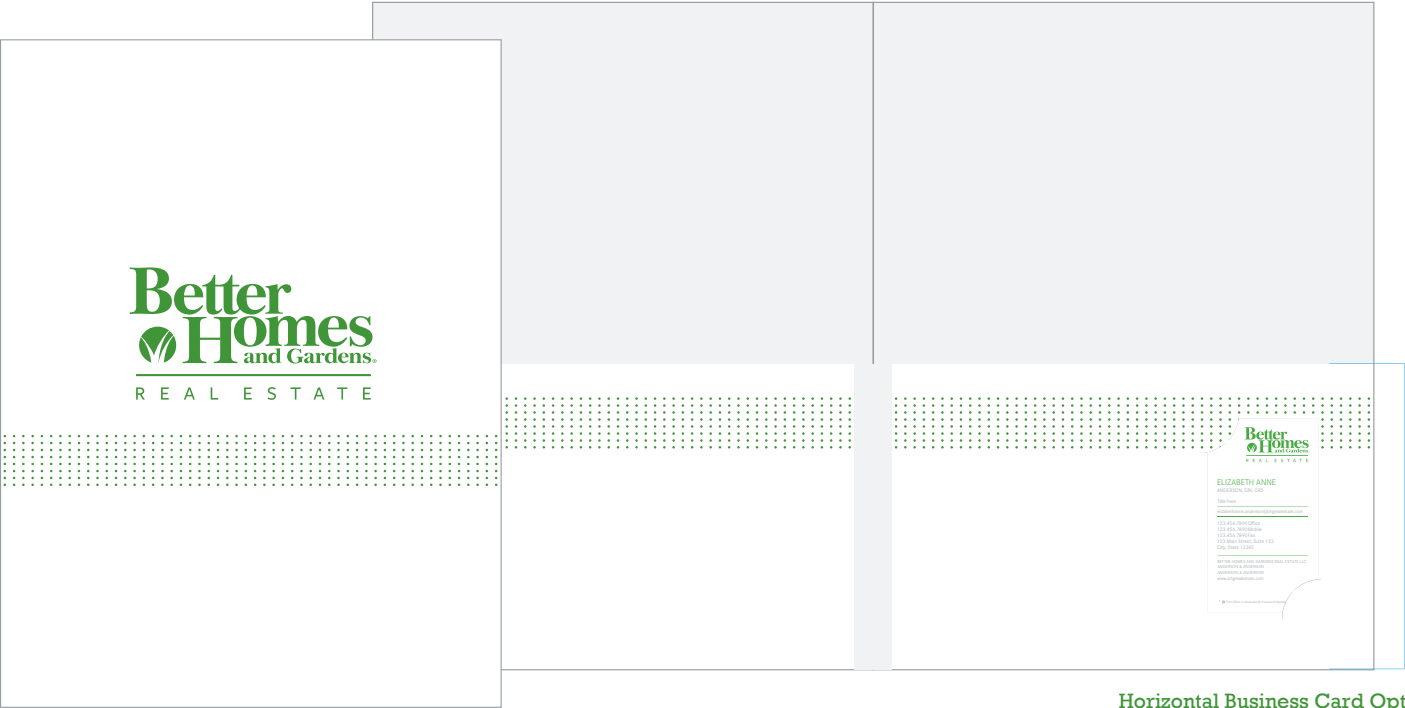
**BHGRE Folder Option Three | Interior**

A white sleeve accommodates the Better Homes and Gardens Real Estate business card. A Pantone 427 C, gray tinted background appears in the background as a full bleed.

**Back**

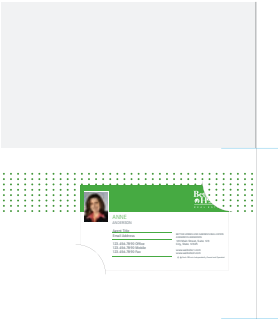


Disclaimer sits on the lower right side on the back of the presentation folder



5.5 inches (accommodates vertical business card)

**Horizontal Business Card Option**



4 inches (accommodates horizontal business card)



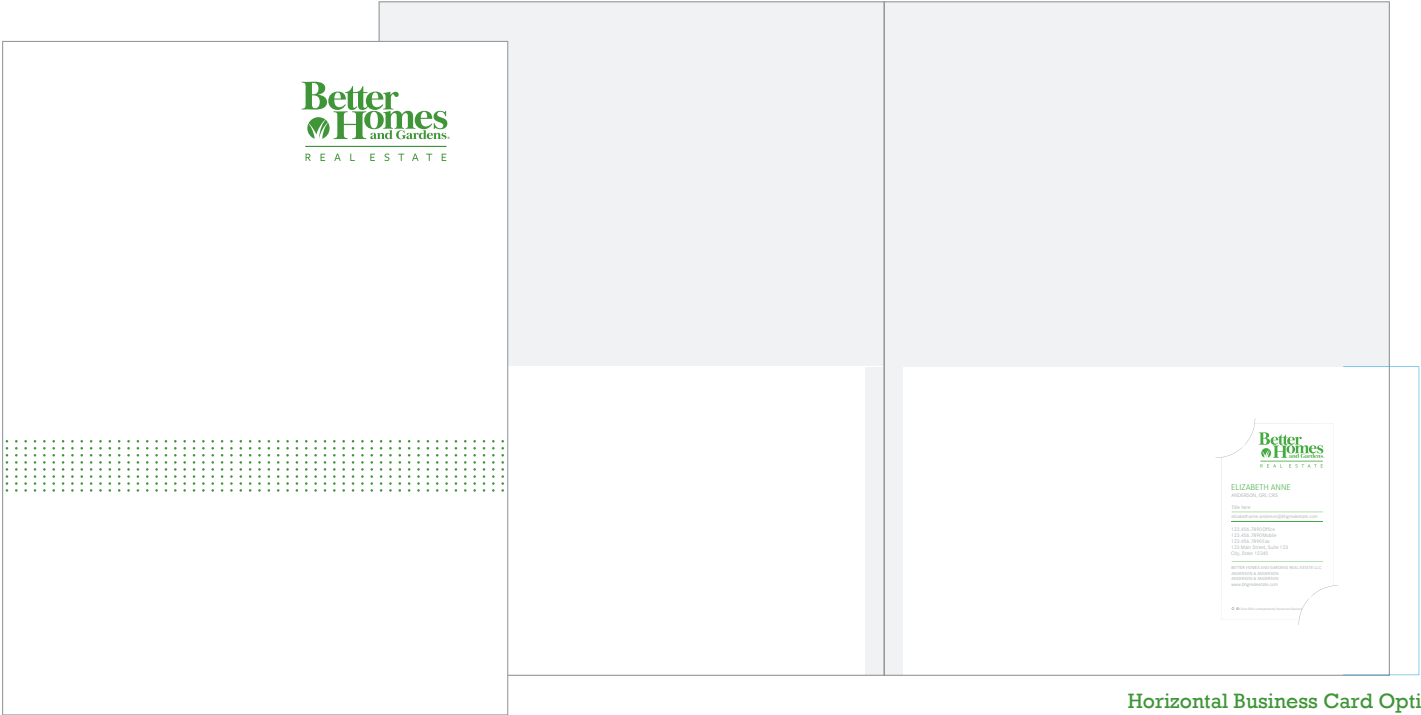
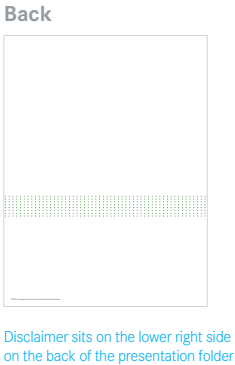
• Folders | Graphic grass options | Option 4

Folder mechanicals have been developed for your use. Please contact your Better Homes and Gardens® Real Estate Transitions team for these pre-approved files.

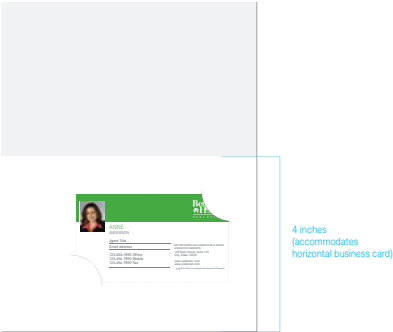
Format	
Composite size	Width: 9 inches, Height: 12 inches
Folder height	Width: 5.5 inches, no capacity
Number of sleeves	Two
Colors and Imagery	
Two colors: BHGRE Green, Pantone 363 C and Gray, Pantone 427 C	

**BHGRE Folder Option Four | Exterior**  
2.75 inch Better Homes and Gardens Real Estate signature appears in the upper left hand corner of the cover. BHGRE graphic grass band runs across the folder a third of the way from the bottom.

**BHGRE Folder Option Four | Interior**  
A white sleeve accommodates the Better Homes and Gardens Real Estate business card. A Pantone 427 C, gray tinted background appears in the background as a full bleed.



Horizontal Business Card Option



• E-mail signatures

HTML coding for e-mail signatures has been developed for your use. Please contact your Better Homes and Gardens® Real Estate Transitions team to learn more about acquiring these pre-approved formats.

Corporate Signature

Preferred and Alternative Formats

Our preferred e-mail signature provides a strong brand presence with our Better Homes and Gardens Real Estate signature. While this format is optimal, please employ the alternative e-mail signature (pure HTML) to ensure that the Better Homes and Gardens Real Estate name appears when image files are not accessible by the receiver.

ANNE ANDERSON

Title goes here  
BETTER HOMES AND GARDENS  
123 Main Street, Suite 123, City, State 123456  
  
123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax



Affiliate Signature

ANNE ANDERSON

Title goes here  
123 Main Street, Suite 123, City, State 123456  
123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax  
www.website1.com



COMPANYNAME  
COMPANYNAME

ANNE ANDERSON

Title goes here  
123 Main Street, Suite 123, City, State 123456  
  
123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax

Better Homes and Gardens  
R E A L E S T A T E L L C

ANNE ANDERSON

Title goes here  
123 Main Street, Suite 123, City, State 123456  
123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax

Better Homes and Gardens  
R E A L E S T A T E

COMPANY NAME

^

Preferred signature

with LLC in content area

^

Alternative signature in the event that logo art cannot be accessed by receiver.

with LLC in company name

Please follow these step-by-step instructions for Microsoft® Outlook when installing the preferred Better Homes and Gardens® Real Estate e-mail signature.

## Preferred Signatures

## Corporate Signature

### ANNE ANDERSON

Title goes here  
BETTER HOMES AND GARDENS LLC  
123 Main Street, Suite 123, City, State 123456

123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax



## Affiliate Signature

### ANNE ANDERSON

Title goes here  
123 Main Street, Suite 123, City, State 123456

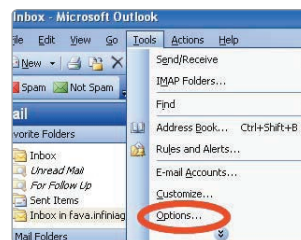
123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax



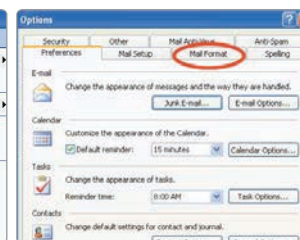
COMPANYNAME  
COMPANYNAME

1. Go to the TOOLS MENU in Microsoft® Outlook and select OPTIONS
2. When the Options menu comes up select MAIL FORMAT
3. Under Mail Format click on SIGNATURES
4. Now click on NEW...
5. Enter a name for your signature, such as Better Homes and Gardens Real Estate and make sure START WITH A BLANK SIGNATURE is checked. Then click on NEXT.
6. Click on ADVANCED EDIT, and Microsoft® Word will open.
7. Then copy and paste the email template. Now make changes to the information so that it matches your contact information. Then click on the floppy disk icon to save your signature.
8. Now go back to Microsoft® Outlook and follow Steps 1-3 to take you back to the MAIL FORMAT pane and select the Better Homes and Gardens Real Estate signature you just created under SIGNATURE FOR NEW MESSAGES and SIGNATURE FOR REPLIES AND FORWARDS. Then click OK and you are finished.

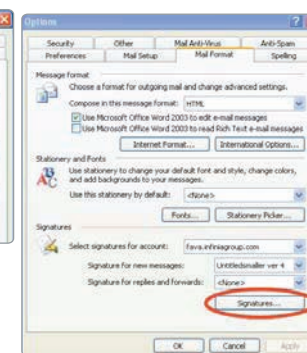
Step 1



Step 2



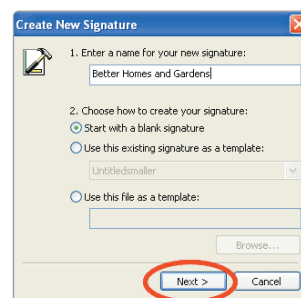
Step 3



Step 4



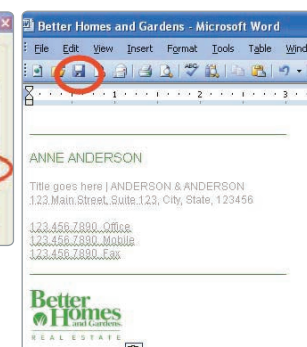
Step 5



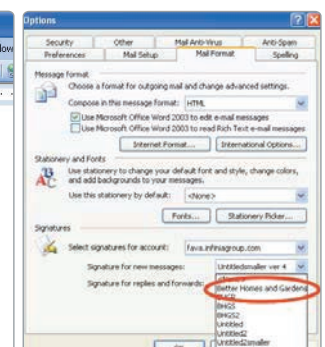
Step 6



Step 7



Step 8



• **Name Badge | Beveled frame acrylic | Option 1**

Please contact your Better Homes and Gardens® Real Estate Marketing team to facilitate your mechanical needs or visit [ammercianimageawards.com](http://ammercianimageawards.com)

**Typographic Specifications**

Font	Corporate S BQ Bold (Agent Name)
	Font Size: 17.14pt
	Corporate S BQ Bold (All other text)
Format	Font Size: 10.29pt
	• All caps for names and titles



**Additional Color Options**

Silver Frame



Silver Badge



BHGRE Green Badge



White Badge



Black Badge

• **Name Badge | Slim line framed acrylic | Option 2**

Please contact your Better Homes and Gardens® Real Estate Marketing team to facilitate your mechanical needs or visit [ammercianimageawards.com](http://ammercianimageawards.com)

**Typographic Specifications**

Font	Corporate S BQ Bold (Agent Name) Font Size: 15.6 pt Corporate S BQ Bold (All other text) Font Size: 9pt
Format	• All caps for names and titles



**Additional Color Options**

Slim Line Acrylic Frame



Silver Badge



BHGRE Green Badge



White Badge



Black Badge

• **Name Badge | Rounded frame acrylic | Option 3**

Please contact your Better Homes and Gardens® Real Estate Marketing team to facilitate your mechanical needs or visit [ammercianimageawards.com](http://ammercianimageawards.com)

**Typographic Specifications**

Font	Corporate S BQ Bold (Agent Name)
	Font Size: 17.14 pt
	Corporate S BQ Bold (All other text)
Format	Font Size: 10.29 pt
	• All caps for names and titles



**Additional Color Options**

Rounded Acrylic Frame



Silver Badge



BHGRE Green Badge



White Badge



Black Badge

• Name Badge | Oval frame acrylic | Option 4

Please contact your Better Homes and Gardens® Real Estate Marketing team to facilitate your mechanical needs or visit [ammercianimageawards.com](http://ammercianimageawards.com)

Typographic Specifications

Font	Corporate S BQ Bold (Agent Name)
	Font Size: 15 pt
	Corporate S BQ Bold (All other text)
Format	Font Size: 9 pt
	• All caps for names and titles



Additional Color Options

Oval Frame



• **Name Badge | Silver Brass | Option 5**

Please contact your Better Homes and Gardens® Real Estate Marketing team to facilitate your mechanical needs or visit [ammercianimageawards.com](http://ammercianimageawards.com)

**Typographic Specifications**

Font	Corporate S BQ Bold (Agent Name)
	Font Size: 17.14 pt
	Corporate S BQ Bold (All other text)
Format	Font Size: 10.29 pt
	• All caps for names and titles







When using the Better Homes and Gardens Real Estate® signature on multiple listings advertisements follow these simple 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, previous page,<sup>1</sup> or by a band of BHGRE Green, right.<sup>2</sup>
- 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 following advertisement graphics are for example only.

In addition to these multiple listing ads, we also offer virtual tours, powerpoint presentations, listing presentations, other marketing templates. For more examples, please see the Print and Digital Marketing Centers available through the GreenHouse.

# Welcome to the neighborhood!

Stop by and plan on staying for a while.



COMPANYNAME  
COMPANYNAME

NEW LISTINGS AS OF 00/00/08

Lorem ipsum dolor sit amet, consectetur  
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urpis. Donec ultricies dui in erat. Integer  
ultricies, mi et pharetra cursus, sem arc  
u consectetur neque, eget interdum

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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is a registered trademark of Meredith Corporation licensed to Better Homes and Gardens  
Real Estate LLC. Equal Opportunity Company. Equal Housing Opportunity. Each Better  
Homes and Gardens Real Estate Franchise is independently owned and operated.

Grass background with small headline

**Better  
Homes  
and Gardens**  
REAL ESTATE

**COMPANY NAME  
COMPANY NAME**

## Location, location, location!

Come and see this great investment opportunity!

### Subhead goes here.

Content for a message goes here and looks something like this. A message goes here and looks something like this. Content for a message goes here and looks something like this. Content for a message goes here and looks something like this. A message goes here and looks something like this. Content for a message goes here and looks something like this. Content for a message goes here and looks something like this. Content for a message goes here and looks something like this. Content for a message goes here and looks something like this. Content for a message goes here and looks something like this.

Content for a message goes here and looks something like this. A message goes here and looks something like this. Content for a message goes here and looks something like this. A message goes here and looks something like this. A message goes here and looks something like this. Content for a message goes here and looks something like this.

**\$700,000**

TWO BEDROOM, TWO BATH

INTERIOR 1

INTERIOR 2

House description goes here. House description goes here. More house description goes here. House description goes here. House description goes here.

#### AGENT NAME AGENT TITLE

Email Address  
123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax  
123 Main Street, Suite 123  
City, State 12345  
www.website1.com  
www.website2.com

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Affiliate lock-up with agent profile (preferred)

BetterHomesandGardens  
REAL ESTATE


COMPANY NAME  
COMPANY NAME

# Location, location, location!

Come and see this great investment opportunity!



INTERIOR 1      INTERIOR 2



**\$700,000**  
**TWO BEDROOM, TWO BATH**

Content for a message goes here and looks something like this.  
A message goes here and looks something like this. A message goes here and looks something like this. Content for a message goes here and looks something like this. A message goes here and looks something like this. Content for a message goes here and looks something like this. Content for a message goes here and looks something like this.

**AGENT NAME**  
**AGENT TITLE**  
Email Address  
123.456.7890 Office  
123.456.7890 Mobile  
123.456.7890 Fax  
123 Main Street, Suite 123  
City, State 12345  
www.website1.com  
www.website2.com

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Centred headline

The following advertisement graphics are for example only.

In addition to these multiple listing ads, we also offer virtual tours, powerpoint presentations, listing presentations, other marketing templates. For more examples, please see the Print and Digital Marketing Centers available through the GreenHouse.

• Affiliate advertising | Single listing, quarter page

The following advertisement graphics are for example only.

In addition to these multiple listing ads, we also offer virtual tours, powerpoint presentations, listing presentations, other marketing templates. For more examples, please see the Print and Digital Marketing Centers available through the GreenHouse.



COMPANY NAME  
COMPANY NAME

Address goes here



\$700,000  
TWO BEDROOM,  
TWO BATH  
  
INTERIOR  
House description goes here. House description goes here. More house description goes here. Description goes here.  
  
House description goes here. House description goes here. More house description goes here. Description goes here.

Content for a message goes here and looks something like this. Content for a message goes here and looks something like this. A message goes here.

CONTACT INFORMATION Agent First and Last Name | Email Address  
212.123.4567 Phone | www.website.com

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COMPANY NAME  
COMPANY NAME



Address goes here.

\$700,000  
TWO BEDROOM, TWO BATH  
Content for a message goes here and looks something like this. A message goes here and looks something like this. A message goes here and looks something like this. A message goes here and looks something like this.

CONTACT INFORMATION Agent First and Last Name | Email Address  
212.123.4567 Phone | www.website.com

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COMPANY NAME  
COMPANY NAME

Location, location, location!



\$700,000  
TWO BEDROOM, TWO BATH  
Content for a message goes here and looks something like this. A message goes here and looks something like this. A message goes here and looks something like this.

Agent First and Last Name | Email Address  
212.123.4567 Phone | www.website.com

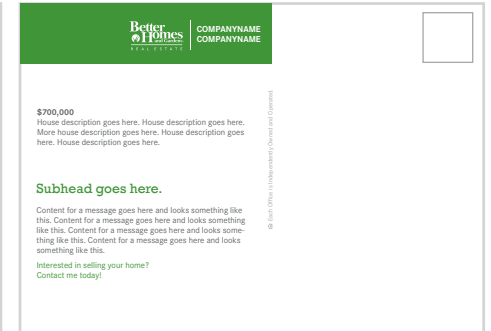
© 2010 Better Homes and Gardens Real Estate LLC. Better Homes and Gardens Real Estate® is a registered trademark of Meredith Corporation licensed to Better Homes and Gardens Real Estate LLC. Equal Opportunity Company. QD Equal Housing Opportunity. Each Better Homes and Gardens Real Estate® Franchise is Independently Owned and Operated.



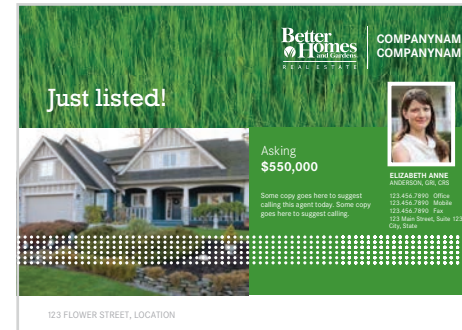
The following graphics are for example only.

To see more examples of postcard artwork, go to the [Print Marketing Center from the Greenhouse](#).

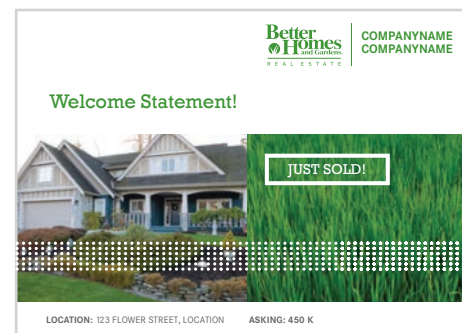
Option 1



Option 2



Option 3





For your convenience, five distinct yard sign color schemes are available to choose from.

However, 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

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](mailto:help@bhgrealestate.com).



Positive sign — white face



Reverse sign — green face

• Yard signs | Positive | Vertical | One-line name options

FOR SALE

Logo should have 1.9" spacing from the top of the white border

Logo should have a 15.9" width, centered

2.6" spacing

Corporate SBQ/Bold 189pt, 2"

Corporate SBQ/Bold 100pt 1.0"

Corporate SBQ/Light 30 pt .04"

Corporate SBQ Bold 184pt ( Approx. 2")

Corporate SBQ Bold 157pt ( Approx. 1.60")

Better Homes and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH

000.000.0000

Large format signs

Format: 24" x 30"

One Color

FOR SALE

Better Homes and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH

000.000.0000

Two Color

Small format signs

Format: 18" x 24"

FOR SALE

Logo should have 1.42" spacing from the top of the white border

Logo should have a 11.5" width, centered

2.7" spacing

Corporate SBQ/Bold 140pt, approx. 1.5"

Corporate SBQ/Bold 75pt .82"

Corporate SBQ/Light 20 pt .30"

Corporate SBQ Bold 128pt ( Approx. 1.43")

Corporate SBQ Bold 102pt ( Approx. 1")

Better Homes and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH

000.000.0000

One Color

FOR SALE

Better Homes and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH

000.000.0000

Two Color

• Yard signs | Positive | Vertical | Two-line name options

FOR SALE

Better

Homes

and Gardens.

REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate S BQ Bold  
250 pt, 2.47"

Logo should have 1.9" spacing  
from the top of the white border

Logo should have a 15.9" width, centered

1.54" spacing

Corporate SBQ/Bold 189pt, 2"

Corporate SBQ/Bold 100pt .69"

Corporate SBQ/Light 30pt .3"

Corporate SBQ Bold  
184pt ( Approx. 2")

Corporate SBQ Bold  
157pt ( Approx. 1.60")

Large format signs

Format: 24" x 30"

One Color

FOR SALE

Better

Homes

and Gardens.

REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Two Color

FOR SALE

Better

Homes

and Gardens.

REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate S BQ Bold  
158 pt, 1.6"

Logo should have 1.42" spacing  
from the top of the white border

Logo should have a 11.5" width, centered

1" spacing

Corporate SBQ/Bold 140pt, approx. 1.25"

Corporate SBQ/Bold 75pt .82"

Corporate SBQ/Light 20pt .30"

Corporate SBQ Bold  
128pt ( Approx. 1.43")

Corporate SBQ Bold  
102pt ( Approx. 1")

Small format signs

Format: 18" x 24"

One Color

FOR SALE

Better

Homes

and Gardens.

REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Two Color



- Yard signs | Positive | Horizontal | One-line name options



- Yard signs | Positive | Horizontal | Two-line name options



• Yard signs | Positive | One color sign options

Large format signs  
Format: 24" x 30"

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate SBQ/Bold 189pt, 2"

Corporate SBQ/Bold 100pt 1.0"

Corporate SBQ/Light 30 pt .04"

Corporate SBQ Bold 184pt ( Approx. 2")

Corporate SBQ Bold 157pt ( Approx. 1.60")

One-line

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate S BQ Bold 250 pt, 2.47"

Two-line

Small format signs  
Format: 18" x 24"

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate SBQ/Bold 140pt, approx. 1.5"

Corporate SBQ/Bold 75pt .82"

Corporate SBQ/Light 20 pt .30"

Corporate SBQ Bold 128pt ( Approx. 1.43")

Corporate SBQ Bold 102pt ( Approx. 1")

One-line

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate S BQ Bold 158 pt, 1.6"

Two-line

Better Homes and Gardens Real Estate LLC | Our brand guide | Key design items | 88 |

• Yard signs | Positive | Vertical | Two color sign options

Large format signs  
Format: 24" x 30"

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate SBQ/Bold 189pt, 2"

Corporate SBQ/Bold 100pt 1.0"

Corporate SBQ/Light 30 pt .04"

Corporate SBQ Bold 184pt ( Approx. 2")

Corporate SBQ Bold 157pt ( Approx. 1.60")

One-line

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate S BQ Bold 250 pt, 2.47"

Two-line

Small format signs  
Format: 18" x 24"

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate SBQ/Bold 140pt, approx. 1.5"

Corporate SBQ/Bold 75pt .82"

Corporate SBQ/Light 20 pt .30"

Corporate SBQ Bold 128pt ( Approx. 1.43")

Corporate SBQ Bold 102pt ( Approx. 1")

One-line

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate S BQ Bold 158 pt, 1.6"

Two-line

• Yard signs | Vertical | One-line name agent options

Logo should have 1.9" spacing from the top of the white border

Logo should have a 15.8" width, centered

Corporate SBQ/Regular 135 pt (Approx. 2")

Corporate SBQ/Bold 135 pt (Approx. 2")

Corporate SBQ Bold 85 pt (Approx. 0.98")

Corporate SBQ/Light 30pt (Approx. 0.46")

**Large format signs**  
Format: 24" x 30"

One Color



Corporate S BQ Bold 250 pt, 2.47"

**Two Color**



Logo should have 1.42" spacing from the top of the white border

Logo should have a 9.9" width, centered

Corporate SBQ/Regular 118 pt (Approx. 1.8")

Corporate SBQ/Bold 118 pt (Approx. 1.8")

Corporate SBQ Bold 62 pt (Approx. 0.5")

Corporate SBQ/Light 20pt (Approx. 0.3")

**Small format signs**  
Format: 18" x 24"

One Color



Corporate S BQ Bold 158 pt, 1.6"

**Two Color**





**Large format signs**

Format: 24" x 30"

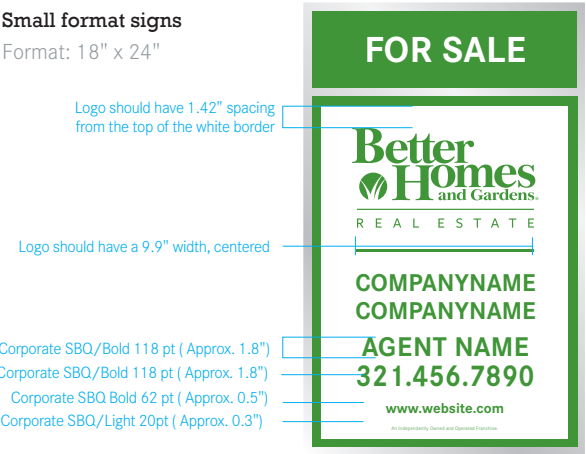
One Color



Two Color

**Small format signs**

Format: 18" x 24"



One Color



Two Color

• Yard signs | Vertical | One-line name with photo options

FOR SALE

Logo should have 1.9" spacing from the top of the white border

BetterHomesand Gardens.  
REAL ESTATE

Logo should have a 13.73" width, centered

COMPANYNAME

Corporate SBQ/Bold 125 pt ( Approx.1.22")

Corporate SBQ/Bold 140 pt ( Approx.1.34")

AGENT NAME

321.456.7890

Corporate SBQ Bold 98pt ( Approx. 1.1")

www.website.com

Corporate SBQ Bold 30pt ( Approx. 0.6")

An Independently Owned and Operated Franchise.

Large format signs  
Format: 24" x 30"

One Color

FOR SALE

Corporate S BQ Bold 250 pt, 2.47"

BetterHomesand Gardens.  
REAL ESTATE

COMPANYNAME

AGENT NAME

321.456.7890

www.website.com

An Independently Owned and Operated Franchise.

Two Color

Small format signs

Format: 18" x 24"

FOR SALE

Logo should have 1.42" spacing from the top of the white border

BetterHomesand Gardens.  
REAL ESTATE

Logo should have a 9.976" width, centered

COMPANYNAME

Corporate SBQ/Bold 90pt, ( Approx. 0.87")

Corporate SBQ/Bold 101pt ( Approx. 0.98")

AGENT NAME

321.456.7890

Corporate SBQ/Bold 71 pt ( Approx. 0.71")

Corporate SBQ/Bold 20pt ( Approx. 0.5")

www.website.com

An Independently Owned and Operated Franchise.

One Color

FOR SALE

Corporate S BQ Bold 158 pt, 1.6"

BetterHomesand Gardens.  
REAL ESTATE

COMPANYNAME

AGENT NAME

321.456.7890

www.website.com

An Independently Owned and Operated Franchise.

Two Color

• Yard signs | Vertical | Two-line name with photo options

FOR SALE

Logo should have 1.9" spacing from the top of the white border



Logo should have a 13.73" width, centered

COMPANYNAME  
COMPANYNAME

Corporate SBQ/Bold 125 pt ( Approx.1.22")

Corporate SBQ/Bold 140 pt ( Approx.1.34")



AGENT NAME  
321.456.7890

Corporate SBQ/Bold 98pt ( Approx. 1.1")

Corporate SBQ/Light 30pt ( Approx. 0.6")

www.website.com

An Independently Owned and Operated Franchise.

FOR SALE

Corporate S BQ Bold 250 pt, 2.47"



COMPANYNAME  
COMPANYNAME

AGENT NAME  
321.456.7890

www.website.com

An Independently Owned and Operated Franchise.

Large format signs

Format: 24" x 30"

One Color

Two Color

FOR SALE

Logo should have 1.42" spacing from the top of the white border



Logo should have a 9.976" width, centered

COMPANYNAME  
COMPANYNAME

Corporate SBQ/Bold 90pt, ( Approx. 0.87")

Corporate SBQ/Bold 101pt ( Approx. 0.98")



AGENT NAME  
123.456.7890

Corporate SBQ/Bold 71 pt ( Approx. 0.71")

Corporate SBQ/Light 20pt ( Approx. 0.5")

www.website.com

An Independently Owned and Operated Franchise.

FOR SALE

Corporate S BQ Bold 158 pt, 1.6"



COMPANYNAME  
COMPANYNAME

AGENT NAME  
123.456.7890

www.website.com

An Independently Owned and Operated Franchise.

Small format signs

Format: 18" x 24"

One Color

Two Color

Better Homes and Gardens Real Estate LLC | Our brand guide | Key design items | 93 |



Large format signs  
Format: 24" x 30"

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate SBQ/Bold 189pt, 2"  
Corporate SBQ/Bold 100pt 1.0"  
Corporate SBQ/Light 30 pt .04"  
Corporate SBQ Bold 184pt ( Approx. 2")  
Corporate SBQ Bold 157pt ( Approx. 1.60")

One-line

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate S BQ Bold 250 pt, 2.47"

Two-line

Small format signs  
Format: 18" x 24"

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

JOHN SMITH  
000.000.0000

Corporate SBQ/Bold 140pt, approx. 1.5"  
Corporate SBQ/Bold 75pt .82"  
Corporate SBQ/Light 20 pt .30"  
Corporate SBQ Bold 128pt ( Approx. 1.43")  
Corporate SBQ Bold 102pt ( Approx. 1")

One-line

FOR SALE

Better  
Homes  
and Gardens.  
REAL ESTATE

COMPANYNAME  
COMPANYNAME

000.000.0000

www.website.com

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JOHN SMITH  
000.000.0000

Corporate S BQ Bold 158 pt, 1.6"

Two-line

- Yard signs | Positive | Horizontal | One Color options



- Yard signs | Positive | Horizontal | Two color options



• Yard signs | 6" x 18" Rider options

18" x 6" Agent & Stock Riders

18" x 6" Agent Riders



Corporate S BQ Bold  
128/109pt ( Approx. 1.45")  
Corporate S BQ Bold  
102 pt ( Approx. 1")



Corporate S Regular  
110/99pt ( Approx. 1.0")  
Rockwell Regular  
88 pt ( Approx. .832")



Corporate S BQ Bold  
128/109pt ( Approx. 1.45")  
Corporate S BQ Bold  
102 pt ( Approx. 1")



Corporate S Regular  
110/99pt ( Approx. 1.0")  
Rockwell Regular  
88 pt ( Approx. .832")

6" x 18" Stock Riders



Corporate S BQ Bold  
250/152 pt  
(Approx. 1.5")



Top 20 Riders



24" x 6" Agent & Stock Riders

24" x 6" Agent Riders



Corporate S BQ Bold  
184/126 pt ( Approx. 3.26")

Corporate S BQ Bold  
157 pt ( Approx. 2.5")



Corporate S BQ Bold  
160/109pt ( Approx. 1.30")

Corporate S BQ Bold  
136 pt ( Approx. 1")



Corporate S BQ  
Bold 250/195 pt  
(Approx. 1.91")



Corporate S BQ Bold  
184/126 pt ( Approx. 3.26")

Corporate S BQ Bold  
157 pt ( Approx. 2.5")



Corporate S BQ Bold  
160/109pt ( Approx. 1.30")

Corporate S BQ Bold  
136 pt ( Approx. 1")



Top 20 Riders





To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

**Top Rider Signs – one-line DBA**

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Top Rider Content**

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 250 pt  
– 18 x 24 Signs: 158 pt

**Main Face Signs – one-line DBA**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

**Sign Content**

- 1) Better Homes and Gardens Real Estate DBA
- 2) Telephone Number  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 189 pt  
– 18 x 24 Signs: 140 pt
- 3) Web Site Address  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 100pt  
– 18 x 24 Signs: 75 pt
- 4) Legal Copy  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30pt  
– 18 x 24 Signs: 20 pt

**Bottom Rider Signs – one-line DBA**

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

**Bottom Rider Content**

- 1) Agent Name  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 184 pt  
– 18 x 24 Signs: 128 pt
- 2) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 157 pt  
– 18 x 24 Signs: 102 pt



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

**Top Rider Signs – one-line DBA**

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Top Rider Content**

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 250 pt  
– 18 x 24 Signs: 158 pt

**Main Face Signs – one-line DBA**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

**Sign Content**

- 1) Better Homes and Gardens Real Estate DBA  
Color: Black
- 2) DBA Name  
Color: Black
- 3) Telephone Number  
Color: Black  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 189 pt  
– 18 x 24 Signs: 140 pt
- 4) Web Site Address  
Color: Black  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 100pt  
– 24 x 18 Signs: 75 pt
- 5) Legal Copy  
Color: Black  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30pt  
– 18 x 24 Signs: 20 pt

**Bottom Rider Signs – one-line DBA**

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

**Bottom Rider Content**

- 1) Agent Name  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 184 pt  
– 18 x 24 Signs: 128 pt
- 2) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 157 pt  
– 18 x 24 Signs: 102 pt

• **Yard signs** | **Positive** | **Vertical** | **One-line name w/ agent info**

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.



To order signs, contact sign vendors listed on the extranet site at [www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

**Top Rider Signs – One-line DBA**

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Top Rider Content**

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 250 pt  
 – 18 x 24 Signs: 158 pt

**Main Face Signs – One-line DBA**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

**Sign Content**

- 1) **Better Homes and Gardens**  
Real Estate DBA
- 2) **DBA Name**  
Color: Green (match Pantone 363 C)
- 3) **Agent Name**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Bold, centered  
Set All-Caps  
– 24 x 30 Signs: 135 pt  
– 18 x 24 Signs: 118 pt
- 4) **Telephone Number**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 135 pt  
– 18 x 24 Signs: 118 pt
- 5) **Web Site Address**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 85 pt  
– 24 x 18 Signs: 62 pt
- 6) **Legal Copy**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30 pt  
– 18 x 24 Signs: 20 pt



• **Yard signs** | **Positive** | **Vertical** | **One-line name w/ agent info**

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.



To order signs, contact sign vendors listed on the extranet site at [www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

**Top Rider Signs – One-line DBA**

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Top Rider Content**

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 250 pt  
 – 18 x 24 Signs: 158 pt

**Main Face Signs – One-line DBA**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

**Sign Content**

- 1) **Better Homes and Gardens**  
 Real Estate DBA
- 2) **DBA Name**  
 Color: Black
- 3) **Agent Name**  
 Color: Black  
 Type: Corporate S BQ Bold, centered  
 Set All-Caps  
 – 24 x 30 Signs: 135 pt  
 – 18 x 24 Signs: 118 pt
- 4) **Telephone Number**  
 Color: Black  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 135 pt  
 – 18 x 24 Signs: 118 pt
- 5) **Web Site Address**  
 Color: Black  
 Type: Corporate S BQ Bold, centered  
 – 30 x 24 Signs: 85 pt  
 – 24 x 18 Signs: 62 pt
- 6) **Legal Copy**  
 Color: Black  
 Type: Corporate S BQ Light, centered  
 – 24 x 30 Signs: 30 pt  
 – 18 x 24 Signs: 20 pt

• **Yard signs** | **Positive** | **Vertical** | **Two-line name w/ agent info**

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

### Top Rider Signs – One-line DBA

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

#### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 250 pt  
 – 18 x 24 Signs: 158 pt

### Main Face Signs – One-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

#### Sign Content

- 1) Better Homes and Gardens Real Estate DBA
- 2) DBA Name  
 Color: Green (match Pantone 363 C)
- 3) Agent Photo  
 Color: CMYK  
 – 24 x 30 Signs: 5.6' x 3.7" (2:3 ratio)  
 – 18 x 24 Signs: 3.2" x 4.9" (2:3 ratio))
- 3) Agent Name  
 Color: Green (match Pantone 363 C)  
 Type: Corporate S BQ Bold  
 – 24 x 30 Signs: 125 pt  
 – 18 x 24 Signs: 90 pt
- 4) Telephone Number  
 Color: Green (match Pantone 363 C)  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 140 pt  
 – 18 x 24 Signs: 101 pt
- 5) Web Site Address  
 Color: Green (match Pantone 363 C)  
 Type: Corporate S BQ Bold, centered  
 – 30 x 24 Signs: 98 pt  
 – 24 x 18 Signs: 71 pt
- 6) Legal Copy  
 Color: Green (match Pantone 363 C)  
 Type: Corporate S BQ Light, centered  
 – 24 x 30 Signs: 30 pt  
 – 18 x 24 Signs: 20 pt

• **Yard signs** | **Positive** | **Vertical** | **Two-line name w/ agent info**

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

### Top Rider Signs – One-line DBA

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

#### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 250 pt  
 – 18 x 24 Signs: 158 pt

### Main Face Signs – One-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

#### Sign Content

- 1) Better Homes and Gardens Real Estate .DBA
- 2) DBA Name  
 Color: Black
- 3) Agent Photo  
 Color: CMYK  
 – 24 x 30 Signs: 5.6' x 3.7" (2:3 ratio)  
 – 18 x 24 Signs: 3.2" x 4.9" (2:3 ratio)
- 3) Agent Name  
 Color: Black  
 Type: Corporate S BQ Bold  
 – 24 x 30 Signs: 125 pt  
 – 18 x 24 Signs: 90 pt
- 4) Telephone Number  
 Color: Black  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 140 pt  
 – 18 x 24 Signs: 101 pt
- 5) Web Site Address  
 Color: Black  
 Type: Corporate S BQ Bold, centered  
 – 30 x 24 Signs: 98 pt  
 – 24 x 18 Signs: 71 pt
- 6) Legal Copy  
 Color: Black  
 Type: Corporate S BQ Light, centered  
 – 24 x 30 Signs: 30 pt  
 – 18 x 24 Signs: 20 pt

• **Yard signs** | **Reverse** | **Vertical** | **One-line name**



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

**Top Rider Signs – one-line DBA**

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Top Rider Content**

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 250 pt  
– 18 x 24 Signs: 158 pt

**Main Face Signs – one-line DBA**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) vertical panel with white DBA and lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Sign Content**

- 1) Better Homes and Gardens Real Estate DBA  
Color: White
- 2) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 189 pt  
– 18 x 24 Signs: 140 pt
- 3) Web Site Address  
Color: White  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 100pt  
– 24 x 18 Signs: 75 pt
- 4) Legal Copy  
Color: White  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30pt  
– 18 x 24 Signs: 20 pt

**Bottom Rider Signs – one-line DBA**

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

**Bottom Rider Content**

- 1) Agent Name  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 184 pt  
– 18 x 24 Signs: 128 pt
- 2) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 157 pt  
– 18 x 24 Signs: 102 pt

• **Yard signs** | **Positive** | **Vertical** | **Two-line name**



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

**Top Rider Signs – two-line DBA**

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Top Rider Content**

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 250 pt  
– 18 x 24 Signs: 158 pt

**Main Face Signs – two-line DBA**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

**Sign Content**

- 1) **Better Homes and Gardens Real Estate DBA**
- 2) **Telephone Number**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 189 pt  
– 18 x 24 Signs: 140 pt
- 3) **Web Site Address**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 100pt  
– 24 x 18 Signs: 75 pt
- 4) **Legal Copy**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30pt  
– 18 x 24 Signs: 20 pt

**Bottom Rider Signs – two-line DBA**

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

**Bottom Rider Content**

- 1) **Agent Name**  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 184 pt  
– 18 x 24 Signs: 128 pt
- 2) **Telephone Number**  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 157 pt  
– 18 x 24 Signs: 102 pt

• Yard signs | Positive | Vertical | Two-line name



To order signs, contact sign vendors listed on the extranet site at [www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

#### Top Rider Signs – two-line DBA

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

##### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 250 pt  
– 18 x 24 Signs: 158 pt

#### Main Face Signs – two-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

##### Sign Content

- 1) Better Homes and Gardens Real Estate DBA  
Color: Black
- 2) DBA Name  
Color: Black
- 3) Telephone Number  
Color: Black  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 189 pt  
– 18 x 24 Signs: 140 pt
- 4) Web Site Address  
Color: Black  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 100pt  
– 24 x 18 Signs: 75 pt
- 5) Legal Copy  
Color: Black  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30pt  
– 18 x 24 Signs: 20 pt

#### Bottom Rider Signs – two-line DBA

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

##### Bottom Rider Content

- 1) Agent Name  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 184 pt  
– 18 x 24 Signs: 128 pt
- 2) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 157 pt  
– 18 x 24 Signs: 102 pt

• **Yard signs** | **Positive** | **Vertical** | **Two-line name w/ agent info**

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.



To order signs, contact sign vendors listed on the extranet site at [www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

**Top Rider Signs – Two-line DBA**

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Top Rider Content**

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 250 pt  
– 18 x 24 Signs: 158 pt

**Main Face Signs – Two-line DBA**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

**Sign Content**

- 1) **Better Homes and Gardens**  
Real Estate DBA
- 2) **DBA Name**  
Color: Green (match Pantone 363 C)
- 3) **Agent Name**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Regular, centered  
– 24 x 30 Signs: 135 pt  
– 18 x 24 Signs: 118 pt
- 4) **Telephone Number**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Regular, centered  
– 24 x 30 Signs: 135 pt  
– 18 x 24 Signs: 118 pt
- 5) **Web Site Address**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 85 pt  
– 24 x 18 Signs: 62 pt
- 6) **Legal Copy**  
Color: Green (match Pantone 363 C)  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30 pt  
– 18 x 24 Signs: 20 pt

• **Yard signs** | **Positive** | **Vertical** | **Two-line name w/ agent info**

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.



To order signs, contact sign vendors listed on the extranet site at [www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

**Top Rider Signs – Two-line DBA**

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

**Top Rider Content**

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 250 pt  
 – 18 x 24 Signs: 158 pt

**Main Face Signs – Two-line DBA**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

**Sign Content**

- 1) **Better Homes and Gardens Real Estate DBA**
- 2) **DBA Name**  
Color: Black
- 3) **Agent Name**  
Color: Black  
Type: Corporate S BQ Regular, centered  
– 24 x 30 Signs: 135 pt  
– 18 x 24 Signs: 118 pt
- 4) **Telephone Number**  
Color: Black  
Type: Corporate S BQ Regular, centered  
– 24 x 30 Signs: 135 pt  
– 18 x 24 Signs: 118 pt
- 5) **Web Site Address**  
Color: Black  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 85 pt  
– 24 x 18 Signs: 62 pt
- 6) **Legal Copy**  
Color: Black  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30 pt  
– 18 x 24 Signs: 20 pt



• **Yard signs** | **Positive** | **Vertical** | **Two-line name w/ Agent info**

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.



To order signs, contact sign vendors listed on the extranet site at [www.mybhgggreenhouse.com](http://www.mybhgggreenhouse.com).

### Top Rider Signs – Two-line DBA

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

#### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 250 pt  
 – 18 x 24 Signs: 158 pt

### Main Face Signs – Two-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

#### Sign Content

- 1) Better Homes and Gardens Real Estate DBA
- 2) DBA Name  
 Color: Green (match Pantone 363 C)
- 3) Agent Photo  
 Color: CMYK  
 – 24 x 30 Signs: 5.6' x 3.7" (2:3 ratio)  
 – 18 x 24 Signs: 3.2" x 4.9" (2:3 ratio)
- 4) Agent Name  
 Color: Green (match Pantone 363 C)  
 Type: Corporate S BQ Bold  
 – 24 x 30 Signs: 125 pt  
 – 18 x 24 Signs: 90 pt
- 5) Telephone Number  
 Color: Green (match Pantone 363 C)  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 140 pt  
 – 18 x 24 Signs: 101 pt
- 6) Web Site Address  
 Color: Green (match Pantone 363 C)  
 Type: Corporate S BQ Bold, centered  
 – 30 x 24 Signs: 98 pt  
 – 24 x 18 Signs: 71 pt
- 7) Legal Copy  
 Color: Green (match Pantone 363 C)  
 Type: Corporate S BQ Light, centered  
 – 24 x 30 Signs: 30 pt  
 – 18 x 24 Signs: 20 pt

• **Yard signs** | **Positive** | **Vertical** | **Two-line name w/ Agent info**

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.



To order signs, contact sign vendors listed on the extranet site at [www.mybhgggreenhouse.com](http://www.mybhgggreenhouse.com).

### Top Rider Signs – Two-line DBA

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

#### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
 Type: Corporate S BQ Bold, centered  
 – 24 x 30 Signs: 250 pt  
 – 18 x 24 Signs: 158 pt

### Main Face Signs – Two-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

#### Sign Content

- 1) Better Homes and Gardens Real Estate DBA
- 2) DBA Name  
Color: Black
- 3) Agent Photo  
Color: CMYK  
– 24 x 30 Signs: 5.6" x 3.7" (2:3 ratio)  
– 18 x 24 Signs: 3.2" x 4.9" (2:3 ratio)
- 4) Agent Name  
Color: Black  
Type: Corporate S BQ Bold  
– 24 x 30 Signs: 125 pt  
– 18 x 24 Signs: 90 pt
- 5) Telephone Number  
Color: Black  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 140 pt  
– 18 x 24 Signs: 101 pt
- 6) Web Site Address  
Color: Black  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 98 pt  
– 24 x 18 Signs: 71 pt
- 7) Legal Copy  
Color: Black  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30 pt  
– 18 x 24 Signs: 20 pt

• Yard signs | Reverse | Vertical | Two-line name



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

#### Top Rider Signs – two-line DBA

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

#### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 250 pt  
– 18 x 24 Signs: 158 pt

#### Main Face Signs – two-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) vertical panel with white DBA and lettering.

The diagram to the left demonstrates the correct placement of main face signs.

#### Sign Content

- 1) Better Homes and Gardens Real Estate DBA
- 2) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 189 pt  
– 18 x 24 Signs: 140 pt
- 3) Web Site Address  
Color: White  
Type: Corporate S BQ Bold, centered  
– 30 x 24 Signs: 100pt  
– 24 x 18 Signs: 75 pt
- 4) Legal Copy  
Color: White  
Type: Corporate S BQ Light, centered  
– 24 x 30 Signs: 30pt  
– 18 x 24 Signs: 20 pt

#### Bottom Rider Signs – two-line DBA

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

#### Bottom Rider Content

- 1) Agent Name  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 184 pt  
– 18 x 24 Signs: 128 pt
- 2) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
– 24 x 30 Signs: 157 pt  
– 18 x 24 Signs: 102 pt

• **Yard signs** | **Positive** | **Horizontal** | **One-line name**



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The Alternate standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame. This Horizontal lawn sign is 24"x 18".

### Top Rider Signs

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone® 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

#### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 257pt

### Main Face Signs

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white horizontal panel.

The diagram to the left demonstrates the correct placement of main face signs.

#### Sign Content

- 1) **Better Homes and Gardens Real Estate DBA**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 257pt
- 2) **Agency Name**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 224 pt
- 3) **Telephone Number**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 184pt
- 4) **Web Site Address**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 129pt
- 5) **Legal Copy**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Light, centered  
- 24 x 18 Signs: 34pt

### Bottom Rider Signs

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

#### Bottom Rider Content

- 1) **Agent Name**  
Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 184pt
- 2) **Telephone Number**  
Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 159pt

• **Yard signs** | **Positive** | **Horizontal** | **One-line name**



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The Alternate standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame. This Horizontal lawn sign is 24"x 18".

#### Top Rider Signs

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone® 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

#### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 257pt

#### Main Face Signs

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white horizontal panel.

The diagram to the left demonstrates the correct placement of main face signs.

#### Sign Content

- 1) **Better Homes and Gardens Real Estate DBA**  
Color: Black
- 2) **Agency Name**  
Color: Black  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 200 pt
- 3) **Telephone Number**  
Color: Black  
Type: Corporate S BQ Bold, centered– 30  
- 24 x 18 Signs: 224 pt
- 5) **Web Site Address**  
Color: Black  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 129pt
- 5) **Legal Copy**  
Color: Black  
Type: Corporate S BQ Light, centered  
- 24 x 18 Signs: 34pt

#### Bottom Rider Signs

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

#### Bottom Rider Content

- 1) **Agent Name**  
Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 184pt
- 2) **Telephone Number**  
Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 159pt

• **Yard signs** | **Positive** | **Horizontal** | **Two-line name**



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The Alternate standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame. This Horizontal lawn sign is 24"x 18".

### Top Rider Signs

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone® 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 257pt

### Main Face Signs

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white horizontal panel.

The diagram to the left demonstrates the correct placement of main face signs.

### Sign Content

- 1) **Better Homes and Gardens Real Estate DBA**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 200 pt
- 2) **Agency Name**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 224 pt
- 3) **Telephone Number**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 224 pt
- 5) **Web Site Address**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Light, centered  
- 24 x 18 Signs: 129pt
- 5) **Legal Copy**  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Light, centered  
- 24 x 18 Signs: 34pt

### Bottom Rider Signs

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

### Bottom Rider Content

- 1) **Agent Name**  
Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 184pt
- 2) **Telephone Number**  
Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 159pt

• **Yard signs** | **Positive** | **Horizontal** | **Two-line name**



To order signs, contact sign vendors listed on the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

The Alternate standard affiliate yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame. This Horizontal lawn sign is 24"x 18".

### Top Rider Signs

Standard top rider signs consist of a Better Homes and Gardens Real Estate® Green (match Pantone® 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

#### Top Rider Content

There are eleven varieties of top riders signs to choose from:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 257pt

### Main Face Signs

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white horizontal panel.

The diagram to the left demonstrates the correct placement of main face signs.

#### Sign Content

- 1) **Better Homes and Gardens Real Estate DBA**  
Color: Black
- 2) **Agency Name**  
Color: Black  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 200 pt
- 3) **Telephone Number**  
Color: Black  
Type: Corporate S BQ Bold, centered– 30  
- 24 x 18 Signs: 224 pt
- 5) **Web Site Address**  
Color: Black  
Type: Corporate S BQ Light, centered  
- 24 x 18 Signs: 129pt
- 5) **Legal Copy**  
Color: Black  
Type: Corporate S BQ Light, centered  
- 24 x 18 Signs: 34pt

### Bottom Rider Signs

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

#### Bottom Rider Content

- 1) **Agent Name**  
Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 184pt
- 2) **Telephone Number**  
Color: White  
Type: Corporate S BQ Bold, centered  
- 24 x 18 Signs: 159pt

## • Exterior Signage | Introduction

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.



Alternate Exterior Signs

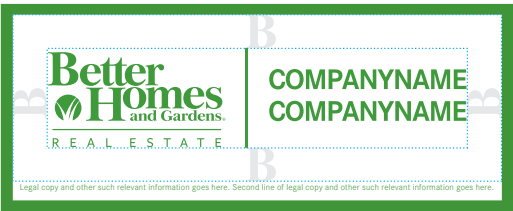
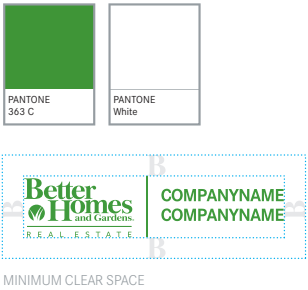
In cases where there is limited space, or where our affiliate’s name needs to be additionally highlighted, the alternate primary space signs layout may be used. The real estate used for the affiliate names is increased by employing the Better Homes and Gardens Real Estate primary signature and brand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



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 choice:**

- 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

Two-tone 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

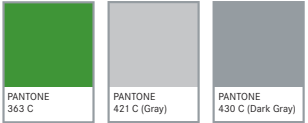
Colors specifications:

- 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

BHGRE Green signs:

Lettering and graphics specifications:

Option 1: Silk-screen graphics/lettering

Option 2: Acrylic pin graphics/lettering

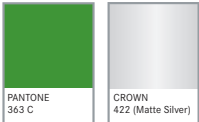
Colors specifications:

- BHGRE Green background and outer-frame
- 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 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

Silver signs:

Lettering and graphics specifications:

Etch and filled lettering/graphics

Colors specifications:

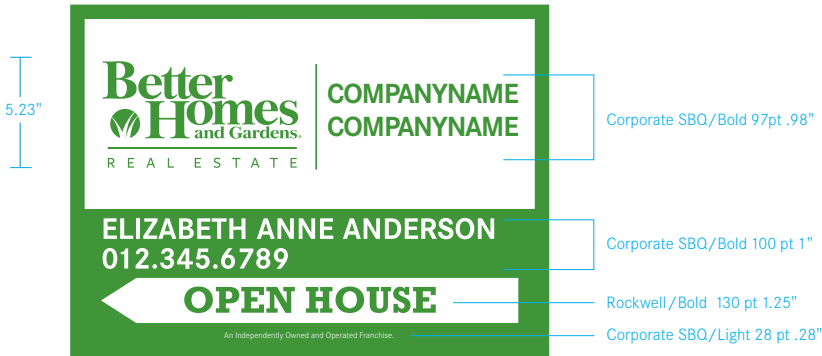
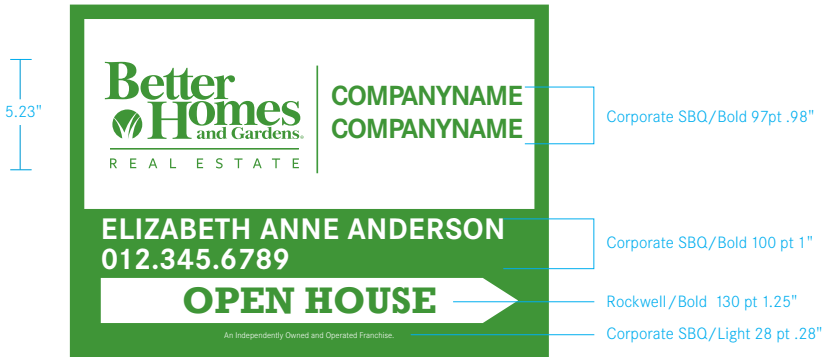
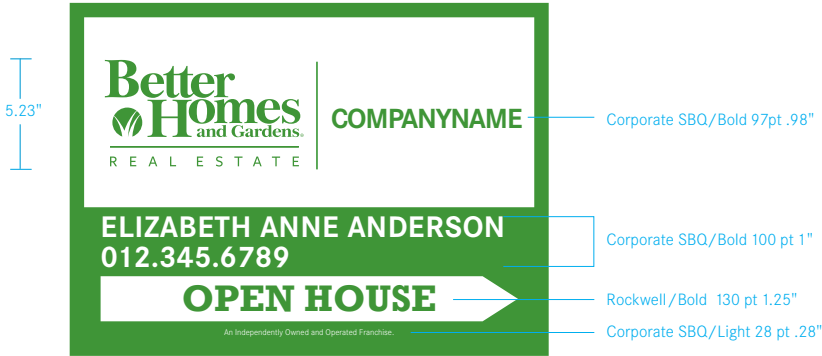
- Brushed aluminum or stainless steel background and outer-frame
- Etched inner frame (no fill)
- Etched BHGRE Signature and rule (no fill, or match dark gray, Pantone 430 C, depending upon the depth of etching and quality of base material)
- Black etched and filled affiliate name and content

Substrate choice:

- Brushed aluminum or brushed stainless steel



18" x 24" Directionals



Reverse Arrow



12" x 18" Magnetic





- Magnetic automobile signs



• Magnetic automobile signs | Open House Directional Signs



### Open House Directional Signs

Standard open house directional signs consist of a Better Homes and Gardens® Real Estate Green (match Pantone® 363 C) frame around a white horizontal panel over a green (Pantone 363 C) horizontal panel.

The diagram to the left demonstrates the correct placement of open house directional signs.

#### Sign Content

- 1) Better Homes and Gardens  
Real Estate Logo Lock-up  
Logo Size: 5.23" tall
- 2) Agency Name  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold  
Type size: 100 pt
- 3) Telephone Number  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Bold  
Type size: 100 pt
- 4) Open House  
Color: Green, match Pantone 363 C  
Type: Rockwell Bold  
Type size: 130 pt
- 5) Legal Copy  
Color: White  
Type: Corporate S BQ Light, centered  
Type size: 28 pt

### Magnetic Car Signs

Standard magnetic car signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) and frame around a white horizontal panel over a green (Pantone 363 C) horizontal panel.

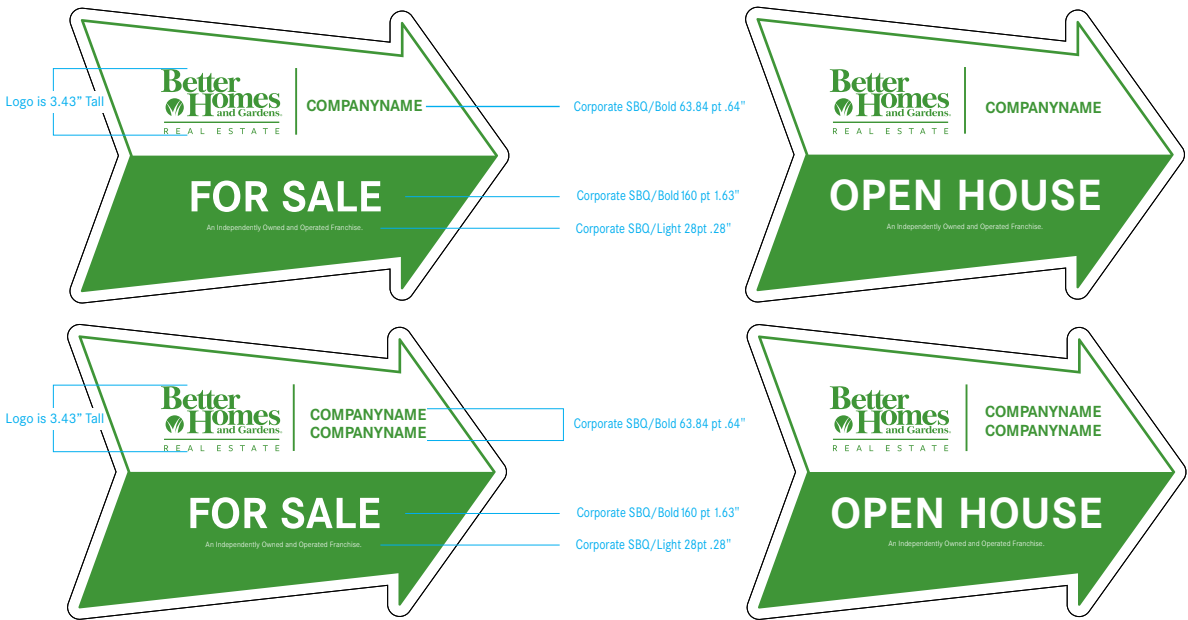
The diagram to the left demonstrates the correct placement of car signs.

#### Sign Content

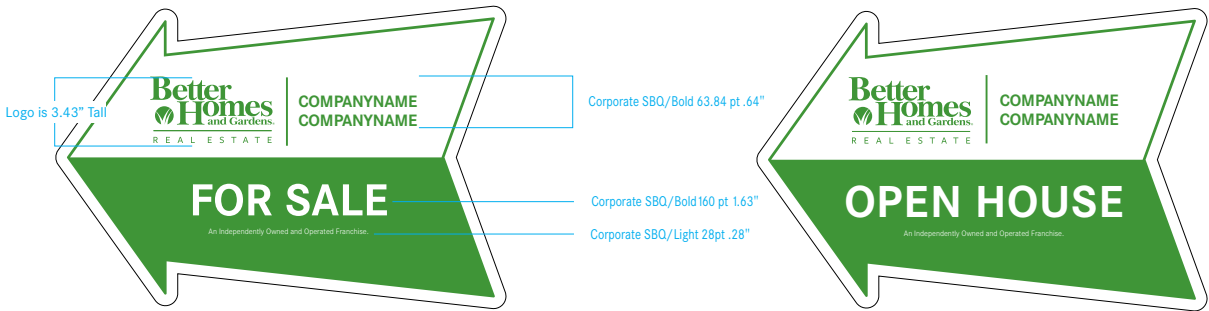
- 1) Better Homes and Gardens  
Real Estate Logo Lock-up  
Logo Size: 3.82" tall
- 2) Agency Name  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Light  
Type size: 71 pt
- 3) Agent Name  
Color: White  
Type: Corporate S BQ Bold  
Type size: 78 pt
- 4) Telephone Number  
Color: White  
Type: Corporate S BQ Bold  
Type size: 78 pt
- 5) Legal Copy  
Color: White  
Type: Corporate S BQ Light, centered  
Type size: 18 pt

To order signs, please contact your Better Homes and Gardens Real Estate® Transitions team, or visit the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

24" x 18" Arrow Shape with DBA on right



Reverse Arrow



## • Arrow Shape Signs



### Arrow Signs – one-line DBA, centered

Standard arrow signs consist of a Better Homes and Gardens® Real Estate Green (match Pantone® 363 C) frame around a white horizontal panel over a green (Pantone 363 C) horizontal panel.

The diagram to the left demonstrates the correct placement of arrow signs.

#### Sign Content

- 1) Better Homes and Gardens  
Real Estate DBA
- 2) Agency Name  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Light  
Type size: 63.84 pt
- 3) For Sale or Open House  
Color: White  
Type: Corporate S BQ Bold, centered  
Type size: 160 pt
- 4) Legal Copy  
Color: White  
Type: Corporate S BQ Light, centered  
Type size: 28 pt

### Arrow Signs – two-line DBA, centered

Standard arrow signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white horizontal panel and a green (Pantone 363 C) horizontal panel.

The diagram to the left demonstrates the correct placement of arrow signs.

#### Sign Content

- 1) Better Homes and Gardens  
Real Estate DBA
- 2) Agency Name  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Light  
Type size: 63.84 pt
- 3) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
Type size: 160 pt
- 4) Legal Copy  
Color: White  
Type: Corporate S BQ Light, centered  
Type size: 28 pt

### Arrow Signs – DBA on right

Standard arrow signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white horizontal top half and a green (Pantone 363 C) horizontal bottom half.

The diagram to the left demonstrates the correct placement of arrow signs.

#### Sign Content

- 1) Better Homes and Gardens  
Real Estate DBA
- 2) Agency Name  
Color: Green, match Pantone 363 C  
Type: Corporate S BQ Light  
Type size: 63.84 pt
- 3) Telephone Number  
Color: White  
Type: Corporate S BQ Bold, centered  
Type size: 160 pt
- 4) Legal Copy  
Color: White  
Type: Corporate S BQ Light, centered  
Type size: 28 pt

To order signs, please contact your Better Homes and Gardens Real Estate® Transitions team, or visit the extranet site at [www.mybhggreenhouse.com](http://www.mybhggreenhouse.com).

- Introduction
- Notecards
- Holiday 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](http://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](mailto:help@bhgrealestate.com).

# hello!

Option 1



The following graphics are for example only.

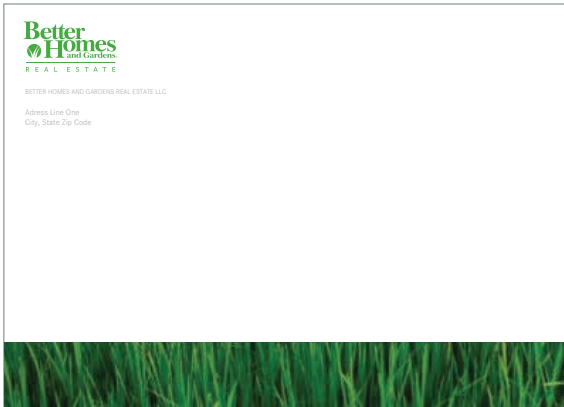
For notecard artwork, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at [www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

2 color spot

4 color process

To see more examples of designs, go to the Print Marketing Center from the Greenhouse.

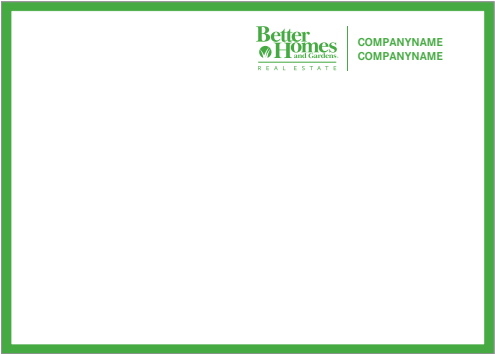
Option 2



Option 3



Option 1



The following graphics are for example only.

For notecard artwork, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at [www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

2 color spot

4 color process

To see more examples of designs, go to the Print Marketing Center from the Greenhouse.

Option 2



Option 3







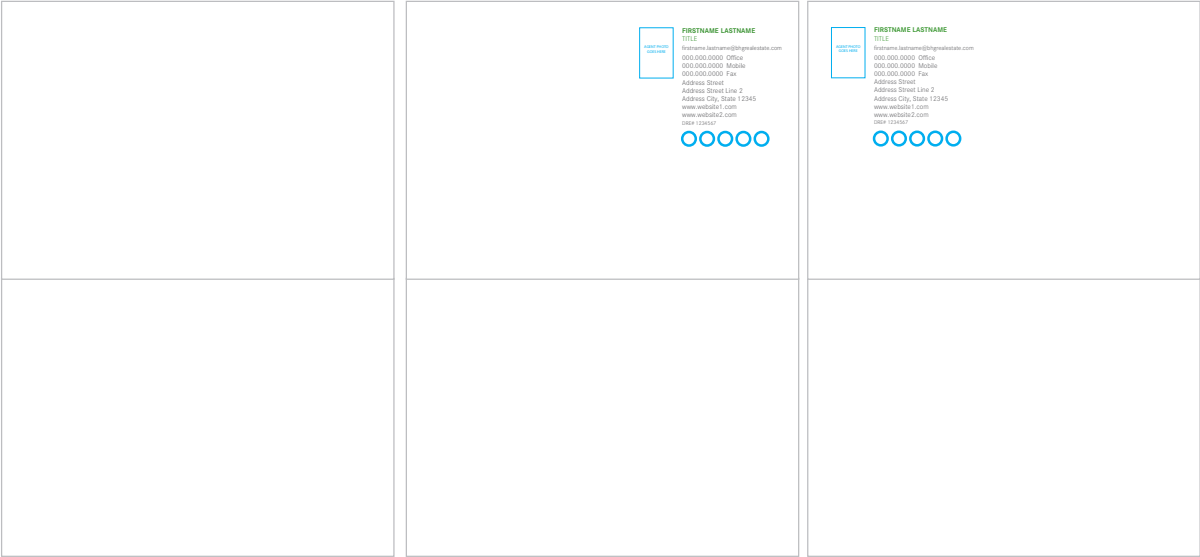
The following graphics are for example only.

For notecard artwork, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at [www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

Cover

Internal Options

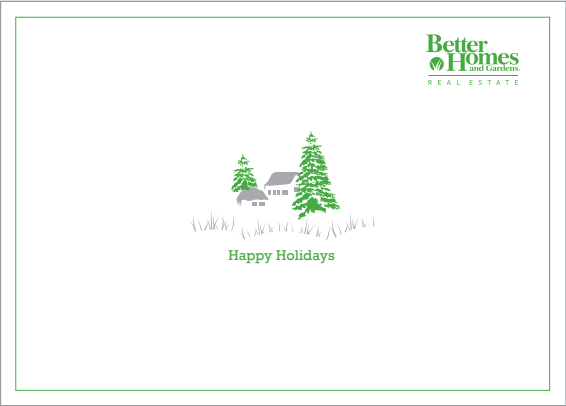
To see more examples of designs, go to the Print Marketing Center from the Greenhouse.



• Holiday notecards | Corporate: Happy holidays

The following graphics are for example only.  
For notecard artwork, please contact your  
Better Homes and Gardens® Real Estate  
Transitions team, or visit the extranet site at  
[www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

Option 1



Option 2



Option 3



• **Holiday notecards** | Corporate: Peace and prosperity

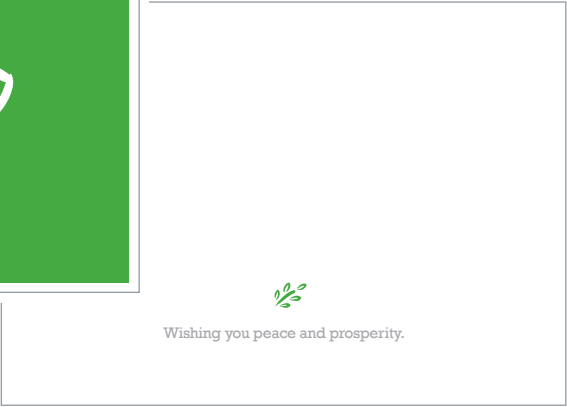
The following graphics are for example only.  
For notecard artwork, please contact your  
Better Homes and Gardens® Real Estate  
Transitions team, or visit the extranet site at  
[www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

Option 1



^ Envelope

Option 2



< Inside View

• **Holiday notecards** | Affiliate: Happy holidays

Option 1



Option 2



Option 3



The following graphics are for example only.  
For notecard artwork, please contact your  
Better Homes and Gardens® Real Estate  
Transitions team or visit the extranet site at  
[www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

• Holiday notecards | Affiliate: Peace and prosperity

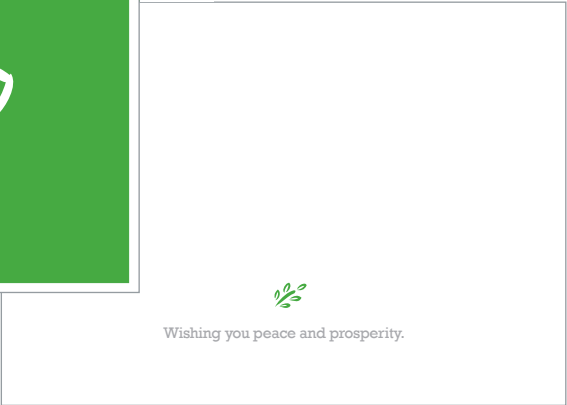
The following graphics are for example only.  
For notecard artwork, please contact your  
Better Homes and Gardens® Real Estate  
Transitions team, or visit the extranet site at  
[www.mybhgreenhouse.com](http://www.mybhgreenhouse.com).

Option 1



^ Envelope

Option 2



< Inside View