



R E A L E S T A T E

**URBAN
PROPERTIES**

BRAND IDENTITY GUIDE



INTRODUCTION

- Introduction

WELCOME

Welcome to Better Homes and Gardens® Real Estate Urban Properties. This urban offering provides the service and market experience you'd expect from a brand whose legacy was built upon a passion for the home. Urban Properties was designed for primary market, city-center locations and the specialized needs of the consumers who live in these locales.

You may be wondering: why is a compelling identity important to our brand. Simply put, it provides the ingredients that help communicate our brand image to the world.

Our brand image represents the intangible assets perceived by our world community. It helps us express our vibrant personality and leadership to the marketplace. It's as important as the services we provide.

Our identity is an integral aspect of our brand image. It is the consistent use of our logos, brand names, trademarks, communication style, core visual elements, advertisements, signs, brochures, and presentations. By following the identity standards provided throughout this guide, together we provide the structure necessary to create the best possible Better Homes and Gardens Real Estate Urban Properties sub brand going forward.

The Urban Properties identity should never be compromised. This document provides all of the pertinent specifications you may need to maintain its integrity. The standards are meant to improve the creative process rather than inhibit it. By following them, the materials you create will better represent the brand to the world.

We have established these guidelines to provide you with the tools that you need. Should questions arise, please contact Client Services at 1.866.616.4BHG (4244), e-mail help@bhgrealestate.com, or refer to the extranet site at www.mybhgreenhouse.com.

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OUR IDENTITY SYSTEM

- Introduction

OUR IDENTITY SYSTEM

One of the most important ways that we express and create a memorable brand experience is through the consistent use of our visual identity system.

Our visual identity system includes the Better Homes and Gardens® Real Estate Urban Properties 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 logo

PRIMARY COLOR APPLICATION

In its primary application, Better Homes and Gardens® Real Estate Urban Properties logo is dark gray with a green dividing line on a white background.

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

Green
Coated Stock Pantone 363 C
Uncoated Stock Pantone 362 U*
CMYK C:68 M:00 Y:100 K:20*
RGB HEX: 339933 (R:051 G:153 B:051)



SECONDARY COLOR APPLICATION

In its secondary application, our logo displays dark gray on a white background.

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



REVERSE COLOR APPLICATION

In its reversed application, our logo displays:

1. White and green on dark gray background
2. White on dark gray background



* Suggested CMYK. Better Homes and Gardens Real Estate® Urban Properties Green should always visually match Pantone 363C.

- Minimum clear space

The Better Homes and Gardens® Real Estate Urban Properties 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 Urban Properties 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 N 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 Urban Properties logo should be placed centered both at the top and middle of the page whenever possible. Alternate positions are the upper left corner or the lower right corner.



- Our name in writing

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

- Do not abbreviate any part of the Better Homes and Gardens Real Estate Urban Properties name.
- Whenever possible, do not break the key elements of the brand 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 IT!

BETTER HOMES AND GARDENS REAL ESTATE URBAN PROPERTIES

BETTER HOMES AND GARDENS REAL ESTATE
URBAN PROPERTIES

DON'T DO IT!

BHGRE URBAN PROPERTIES

BETTER HOMES
AND GARDENS REAL ESTATE URBAN PROPERTIES

BETTER HOMES AND GARDENS
REAL ESTATE URBAN PROPERTIES

BETTER HOMES AND GARDENS
REAL ESTATE
URBAN PROPERTIES

- Affiliate company name integration

AFFILIATE COMPANY NAME INTEGRATION

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

Affiliate company names can and should be written out underneath the Better Homes and Gardens Real Estate Urban Properties logo, as per the example below. The company name must be written out in all caps in the font Blair Regular.

When placing a company name below the Better Homes and Gardens Real Estate Urban Properties logo, it is important to observe the white space rule outlined on page 8.

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

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



• Brand colors

BETTER HOMES AND GARDENS® REAL ESTATE URBAN PROPERTIES

PRIMARY COLOR APPLICATION

Dark Gray

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



BETTER HOMES AND GARDENS REAL ESTATE URBAN PROPERTIES

ACCENT COLOR APPLICATION

Green

Coated Stock Pantone 363 C
 Uncoated Stock Pantone 362 U*
 CMYK C:68 M:00 Y:100 K:20*
 RGB HEX: 339933 (R:051 G:153 B:051)



BETTER HOMES AND GARDENS REAL ESTATE URBAN PROPERTIES

SUPPORTING NEUTRALS

Black

Coated Stock K: 100
 Uncoated Stock K: 100
 CMYK K: 100
 RGB #000000
 (R:0 G:0 B:0)

Medium Gray

Pantone 430 C
 Pantone 430 U
 K: 45%
 RGB #9d9fa2
 (R:157 G:159 B:162)

Light Gray

Pantone 421 C
 Pantone 421 U
 K: 25%
 RGB # c7c8ca
 (R:199 G:200 B:202)



* Suggested CMYK. Better Homes and Gardens® Real Estate Urban Properties Green should always visually match Pantone 363C.

- Don't do it!

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

Do not remove the grass symbol from the signature.



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

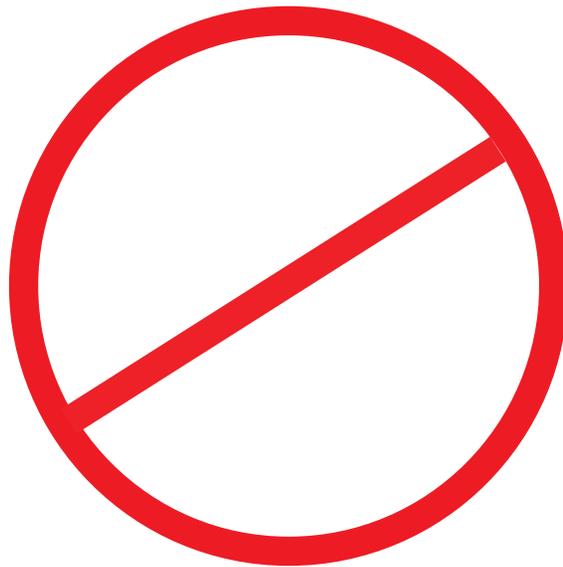
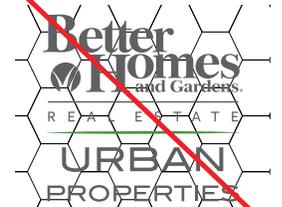


DON'T DO IT!

Do not remove elements from the signature.



Do not place the signature on distracting backgrounds.



Do not use the signature in a color other than those outlined on page 7.



Do not add elements to the signature or interfere with the signature clear space.



Do not reset or attempt to recreate the typeface of the signature.



Do not rotate the signature.



- Type for marketing applications

The Corporate S font is a versatile, sans serif typeface that should be used on all print marketing collateral and direct mail. Solid, uncomplicated, and highly legible, it is best for headlines, subheads, and body content.

Do not condense, compress, or modify any typeface.

If you're working on content for desktop or internal applications in Microsoft Office or Lotus Notes, or if you are working with live content that needs to format easily across variable networks, please refrain from using marketing fonts and use Arial or Times New Roman instead.

TO ORDER CORPORATE S FONT

(SOURCE FOUNDRY: URW++),

PLEASE CONTACT FONTS.COM, OR CALL

1-800-424-8973.

Corporate S

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

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

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

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

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

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

- Type for marketing applications

The Blair font is a highly identifiable sans 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.

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 BLAIR FONT

(SOURCE FOUNDRY: ITC),

PLEASE CONTACT FONTS.COM, OR CALL

1-800-424-8973.

BLAIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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

- Type for internal applications

Use Arial or Times New Roman fonts for content in desktop or internal applications, such as Microsoft Office, Lotus Notes and web-based applications, where live content needs to format easily across variable networks.

Do not condense, compress or modify any typeface.

Arial

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

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

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

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

Times New Roman

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

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

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

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



KEY DESIGN ITEMS

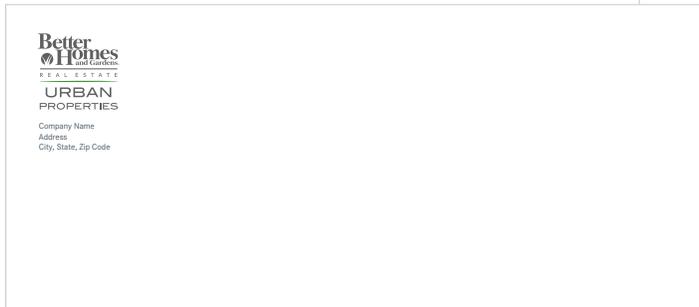
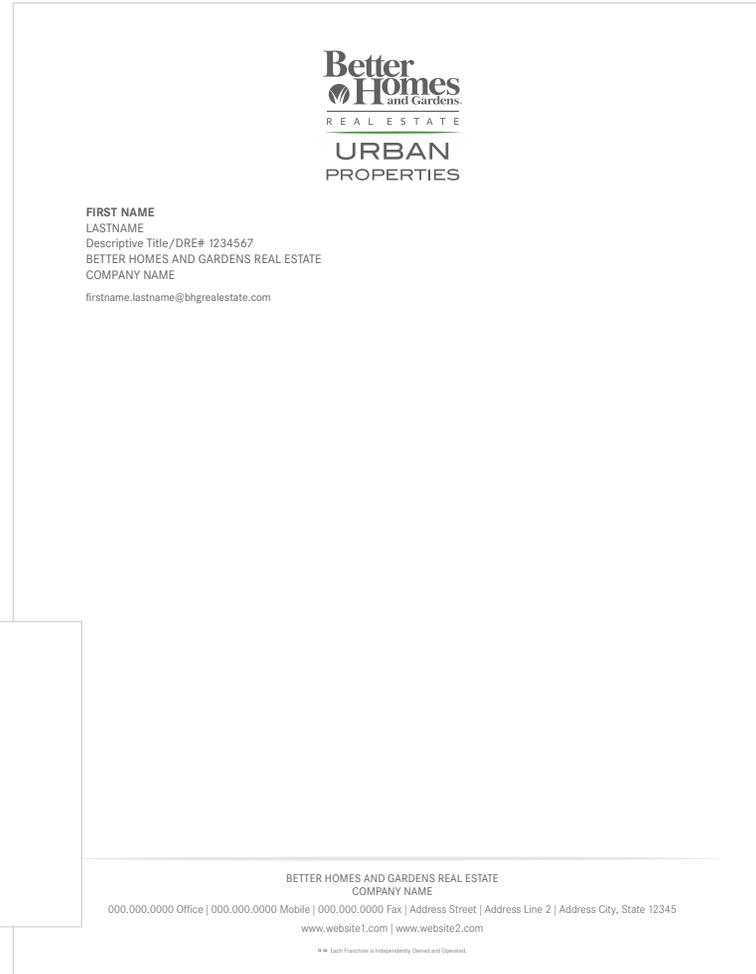
- Our core stationery system

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



Business Cards

Letterhead



Envelope

- Our core marketing system

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

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

Listing Advertising

BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME

HEADLINE GOES HERE

For more listings visit us at www.optionalwebaddress.com | bhgrealestate.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

FIRSTNAME LASTNAME TITLE
first.last@emaildomainname.com 000.000.0000 Mobile
DREA 1234567

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

FIRSTNAME LASTNAME TITLE
first.last@emaildomainname.com 000.000.0000 Mobile
DREA 1234567

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

FIRSTNAME LASTNAME TITLE
first.last@emaildomainname.com 000.000.0000 Mobile
DREA 1234567

Better Homes and Gardens Real Estate | Company Name | Address Street | Address Street Line 2 | Address City, State 12345

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Postcards

BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME

HEADLINE GOES HERE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

JUST LISTED!
STREET ADDRESS
CITY, STATE, 12345

JUST SOLD!
STREET ADDRESS
CITY, STATE, 12345

BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME

BETTER HOMES AND GARDENS REAL ESTATE
COMPANY NAME

HEADLINE GOES HERE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

JUST LISTED!
STREET ADDRESS
CITY, STATE, 12345

Better Homes and Gardens Real Estate | Company Name | Address Street | Address Street Line 2 | Address City, State 12345

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• Business cards | Some front examples



Better Homes and Gardens
REAL ESTATE
URBAN PROPERTIES

AGENT PHOTO GOES HERE

AGENT NAME 1
AGENT NAME 2

Agent Title
Agent Title 2

email address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
DBA COMPANY NAME
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com
DRE# 1234567

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Better Homes and Gardens
REAL ESTATE
URBAN PROPERTIES

AGENT NAME 1
AGENT NAME 2

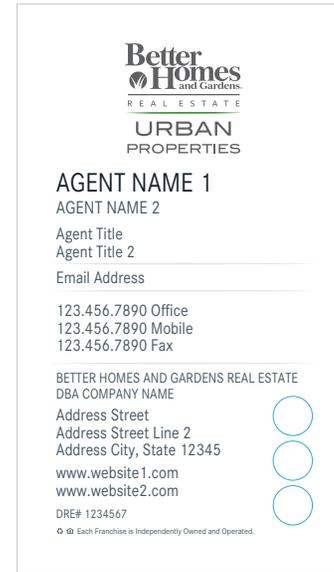
Agent Title
Agent Title 2

email address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
DBA COMPANY NAME
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com
DRE# 1234567

© Each Franchise is Independently Owned and Operated.



Better Homes and Gardens
REAL ESTATE
URBAN PROPERTIES

AGENT NAME 1
AGENT NAME 2

Agent Title
Agent Title 2

Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
DBA COMPANY NAME
Address Street
Address Street Line 2
Address City, State 12345
www.website1.com
www.website2.com
DRE# 1234567

© Each Franchise is Independently Owned and Operated.



AGENT PHOTO GOES HERE

Better Homes and Gardens
REAL ESTATE
URBAN PROPERTIES

AGENT NAME 1
AGENT NAME 2/TITLE
Agent Title

Email Address

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
DBA COMPANY NAME
Address Street
Address City, State 12345
www.website.com
DRE# 1234567

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AGENT NAME 1
AGENT NAME 2/TITLE
Agent Title

Email Address

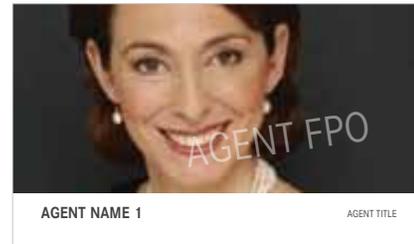
123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

Better Homes and Gardens
REAL ESTATE
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DBA COMPANY NAME
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Address City, State 12345
www.website.com
DRE# 1234567

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• Business cards | Some back examples



• Business card | Specifications | Front | Some vertical examples

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

BUSINESS CARD FORMAT

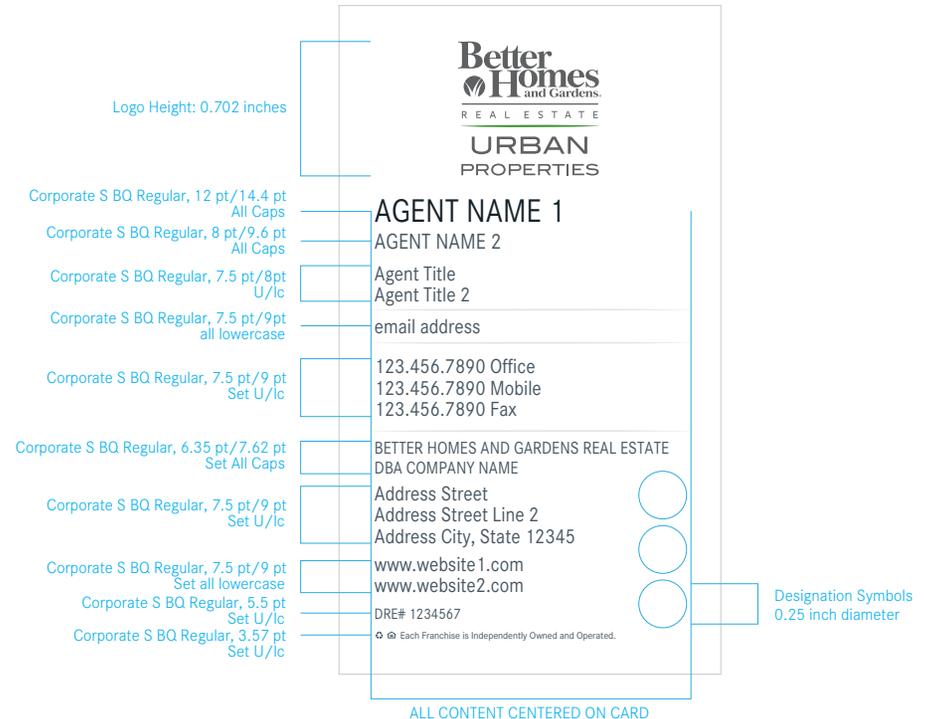
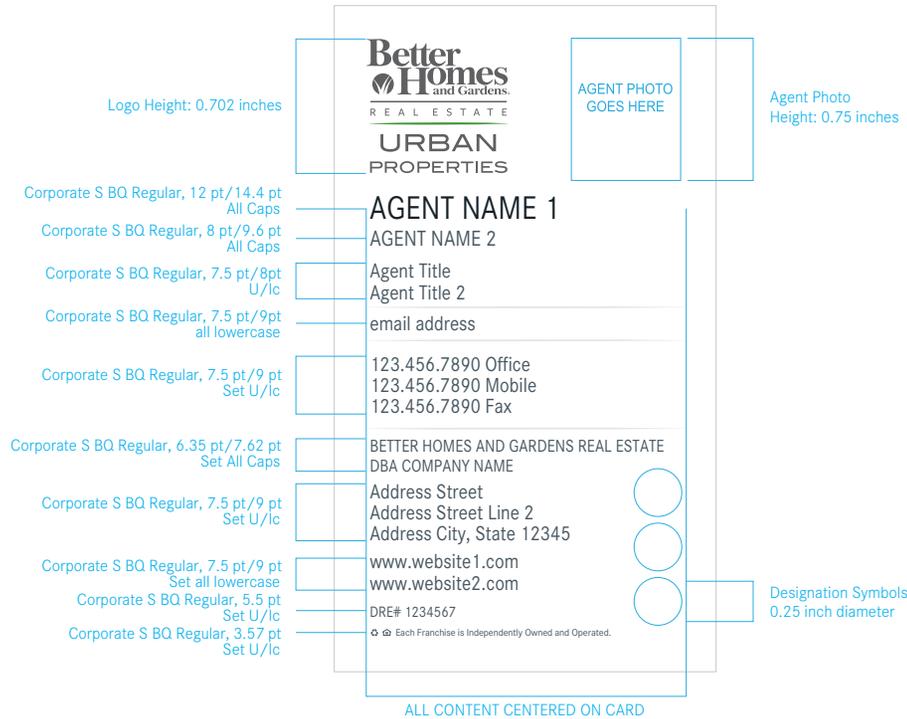
Card Size Width: 2 inches, Height: 3.5 inches

TYPOGRAPHIC SPECIFICATIONS

- Font** Corporate S Regular (Agent Name)
Corporate S 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** Dark Gray, Pantone® 325C
Green, Pantone 363C
- Agent's Name** Black, K: 100
- All other text** Dark Gray, Pantone 325C
- Award Symbol** CMYK (percentages of black)



• Business card | Specifications| Front | Some horizontal examples

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

BUSINESS CARD FORMAT

Card Size Width: 3.5 inches, Height: 2 inches

TYPOGRAPHIC SPECIFICATIONS

- Font** Corporate S Regular (Agent Name)
Corporate S 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** Dark Gray, Pantone® 325C
Green, Pantone 363C
- Agent's Name** Black, K: 100
- All other text** Dark Gray, Pantone 325C
- Award Symbol** CMYK (percentages of black)



• Designation symbol placement | Vertical business cards

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

TYPOGRAPHIC SPECIFICATIONS

FOR ONE, TWO, AND THREE DESIGNATION SYMBOLS

Size of symbol 0.204 inches in diameter

General placement Centered at the bottom of the business card layout



Designation symbol has 0.25 inch diameter, sits 0.25 inches above the bottom of the card, and 0.18 inches from the right side of the card



Designation symbols have 0.204 inch diameter, sit 1.2 inches above the bottom of the card, sit 0.04 inches from each other, and 0.18 inches from the right side of the card



Designation symbols have 0.204 inch diameter, sit 1.2 inches above the bottom of the card, sit 0.04 inches from each other, and 0.18 inches from the right side of the card

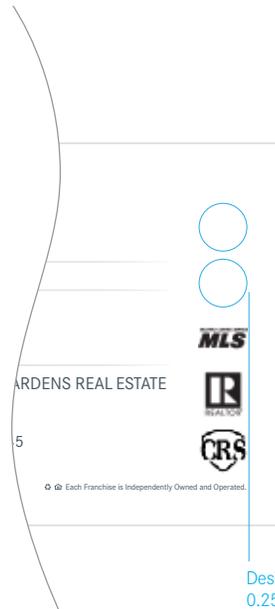
• Designation symbol placement | Horizontal business cards

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

TYPOGRAPHIC SPECIFICATIONS FOR DESIGNATION SYMBOLS

Size of symbol .25 inches in diameter

General placement The top right side of business card layout



Designation symbols have 0.25 inch diameter, sit 0.27 inches above the bottom of the card, sit 0.04 inches from each other, and sit 0.16 inches from the right side of the card

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

Symbols should be added from the bottom of the card



Designation symbols have 0.25 inch diameter, sit 0.27 inches above the bottom of the card, sit 0.04 inches from each other, and sit 0.28 inches from the right side of the card

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

Symbols should be added from the right of the card

• Yard signs

To order signs go to the Approved Supplier section on the Greenhouse.

If you have any questions, please contact our dedicated Client Services at

1.866.616.4BHG (4244), or e-mail help@bhgrealestate.com.



- Rider examples

FOR SALE

**Better
Homes
and Gardens**
REAL ESTATE

**URBAN
PROPERTIES**

COMPANYCO

000.000.0000

www.website.com

An Independently Owned and Operated Franchise.

AGENT NAME
000.000.0000

SOLD

FOR SALE

AGENT NAME
000.000.0000

AGENT NAME
000.000.0000

**AGENT
PHOTO**