



REAL ESTATE

RANCH & RESORT

## BRAND IDENTITY GUIDE

# Welcome

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

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

We established these guidelines to provide you with the tools that you need.

Should questions arise, please contact Client Services at 1.866.616.4BHG (4244), e-mail [help@bhgrealestate.com](mailto:help@bhgrealestate.com), or refer to the extranet site at [www.greenhousebhgre.com](http://www.greenhousebhgre.com).

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# OUR IDENTITY SYSTEM

## Our Visual Identity System

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

Our visual identity system includes the Better Homes and Gardens® Real Estate Ranch & Resort logo (our signature) and core elements, such as primary and secondary color palettes, typography, photography, and imagery. The consistent application of this system establishes our brand with all audiences and helps strengthen our trademark claims.



# Our Signature

## PRIMARY COLOR APPLICATION

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

GRAY:  
Pantone® 425 C  
CMYK: 0/0/0/77  
RGB: 95/96/98

LIGHT BROWN:  
Pantone® 154 C  
CMYK: 0/46/100/34  
RGB: 176/110/14



## SECONDARY COLOR APPLICATION

In its secondary application, our signature displays:  
1. Gray on a white background



## REVERSE COLOR APPLICATION

In its reversed application, our signature displays:  
1. White and light brown on a gray background  
2. White on a gray background



## BLACK AND WHITE

In its black and white application, our signature displays:  
1. White on a black background  
2. Black on a white background



# Our Signature

## MINIMUM CLEAR SPACE

To protect the Better Homes and Gardens® Real Estate Ranch & Resort logo from visual obstructions, a minimum amount of clear space has been established and must always be maintained.

The minimum area of clear space is determined by the height of the letter B in our signature, as it is shown below. Any deviation from the minimum area of clear space must be reviewed and approved by the Better Homes and Gardens Real Estate marketing team.



The minimum size should be 1.2785" wide



# Our Signature

## DON'T DO IT!

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

Do not remove any elements from the signature.



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



Do not separate the elements of the signature.



Do not place the signature on distracting backgrounds.



Do not use the signature in any colors other than those outlined on page 6.



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



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



Do not rotate the signature.



# Affiliate Company Name Integration

Affiliate company should follow approved templates used below for DBA logos.

**Better  
Homes**  
and Gardens®

R E A L E S T A T E

RANCH & RESORT

COMPANY NAME  
COMPANY NAME

**Better  
Homes**  
and Gardens®

R E A L E S T A T E

RANCH & RESORT

COMPANY NAME  
COMPANY NAME

**Better  
Homes**  
and Gardens®

R E A L E S T A T E

RANCH & RESORT

COMPANY NAME  
COMPANY NAME

**Better  
Homes**  
and Gardens®

R E A L E S T A T E

RANCH & RESORT

COMPANY NAME  
COMPANY NAME

## KEY DESIGN ITEMS

# Brand Colors

## PRIMARY COLORS

### GRAY:

Pantone® 425 C  
CMYK: 0/0/0/77  
RGB: 95/96/98



### DARK BROWN:

Pantone® 161 C  
CMYK: 0/52/100/64  
RGB: 117/66/0



### LIGHT BROWN:

Pantone® 154 C  
CMYK: 0/46/100/34  
RGB: 176/110/14



## ACCENT COLORS

### LIGHT TEAL:

Pantone® 563 C  
CMYK: 52/0/32/1  
RGB: 117/199/185



### DARK TEAL:

Pantone® 626 C  
CMYK: 76/0/64/62  
RGB: 0/92/66



### GOLDEN GRADIENT:

CMYK: 0/0/56/27 > 0/0/34/8  
RGB: 238/228/175 > 196/185/115  
Should be used sparingly and only for highlights or brightening up a layout



## Using Our Pattern

A Better Homes and Gardens® Real Estate Ranch & Resort pattern has been created as a visual accent for collateral pieces. It is used throughout the brand as both a graphic accent and a background.

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

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



# Typography

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

The DIN-Regular font is a versatile, sans serif typeface that should be used on all print marketing collateral and direct mail. Solid, uncomplicated, and highly legible, it is best for subheadlines and body content.

Do not condense, compress, or modify any typeface.

## DIN-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123467890  
!@#\$%^&\*()\_+

## DIN-Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123467890**  
**!@#\$%^&\*()\_+**

# Stationery

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

## LETTERHEAD



## BUSINESS CARD



Front



Back - Option 1



Front



Back - Option 2



# Yard Signs and Riders



Brokers and agents must adhere to these strict guidelines:

- Only one color choice of yard sign can be used within a single community.
- The affiliate broker establishes the boundaries for a community.
- Each company is responsible for using the chosen sign color.

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

If you have any questions, please contact our dedicated Client Services' phone line at 1.866.616.4BHG (4244), or e-mail [help@bhgrealestate.com](mailto:help@bhgrealestate.com).



REVERSE SIGN



POSITIVE SIGN

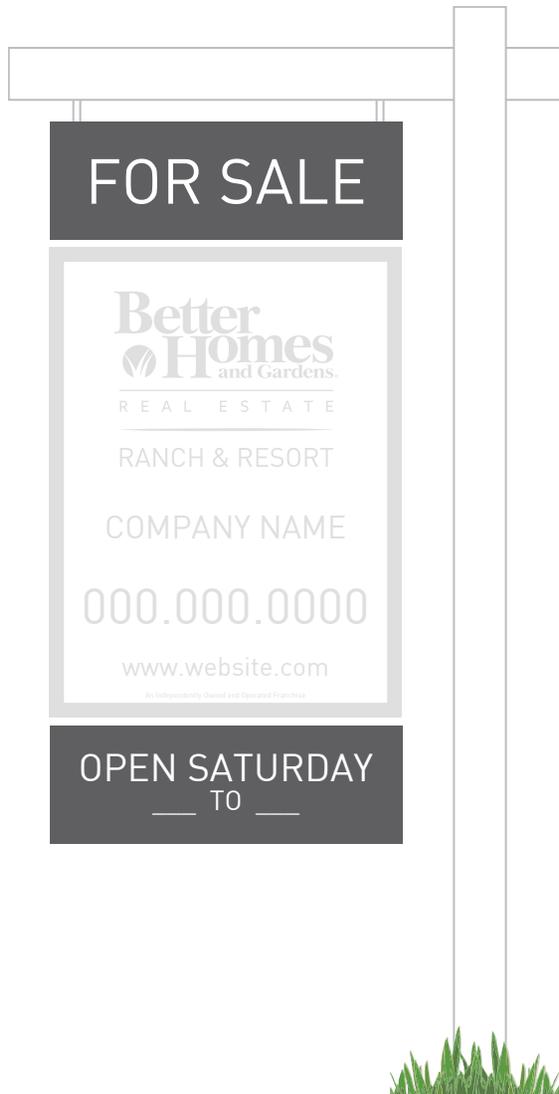


DIRECTIONAL SIGN



DIRECTIONAL SIGN

# Yard Signs and Riders



Brokers and agents must adhere to these strict guidelines:

- Only one color choice of rider sign can be used within a single community.
- The affiliate broker establishes the boundaries for a community.
- Each company is responsible for using the chosen rider color.

To order riders, go to the Approved Supplier section on the Greenhouse.

If you have any questions, please contact our dedicated Client Services' phone line at 1.866.616.4BHG (4244), or e-mail [help@bhgrealestate.com](mailto:help@bhgrealestate.com).

