



Better Homes and Gardens Real Estate LLC Affiliate Identity Standards Manual

01.19.11

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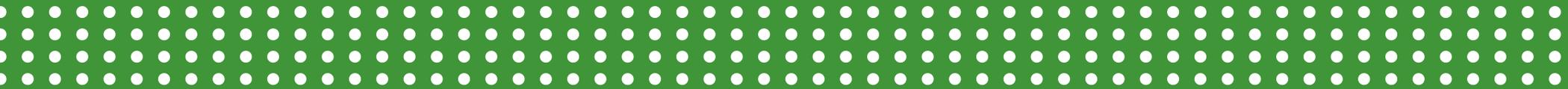
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- Welcome
- Our communication style



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, or refer to the extranet site at www.mybhgreenhouse.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

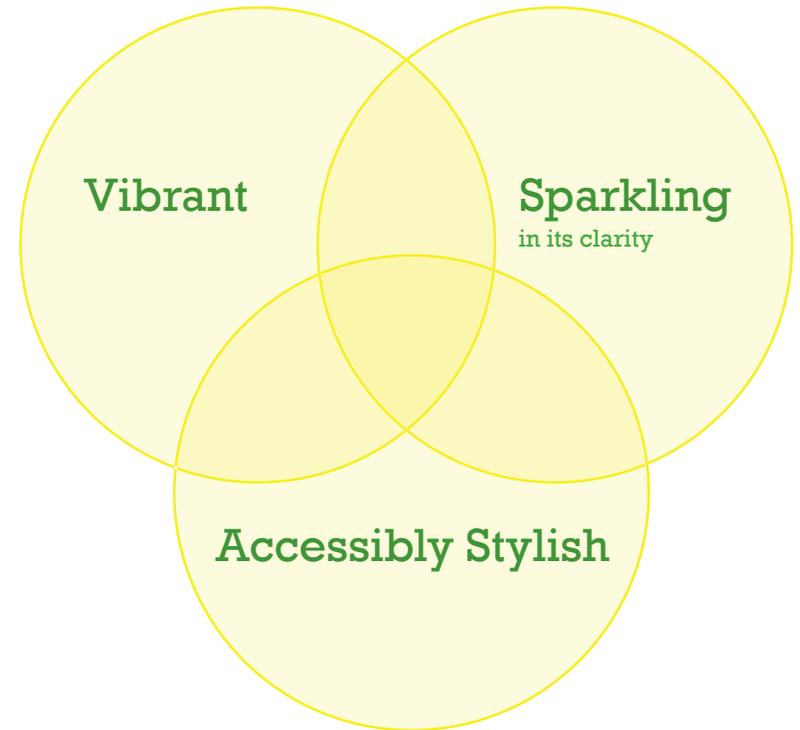
Spirited
Passionate
Stimulating

Sparkling in its clarity

Practical
Candid
Succinct
Topical
Timely

Accessibly Stylish

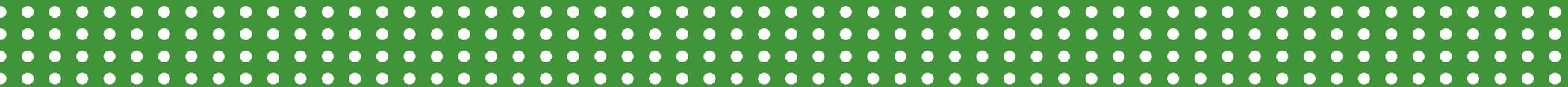
Fresh
Clean
Real Life



- 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.

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.

• 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

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

Dark Gray

Pantone 432 C
Pantone 432 U
K: 75%
RGB #636466
(R:99 G:100 B:102)

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 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



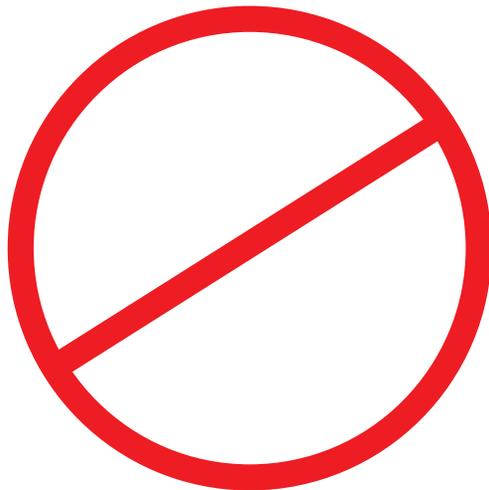
Light Green

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.

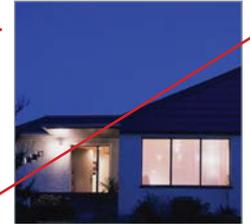


Choose images that relay a clear message and visual tone.



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.

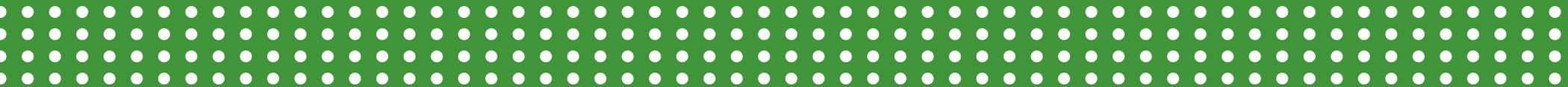


Do not use images that appear overly abstract.

- 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

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.

x-height of r



Horizontal Typographic Specifications

For one- and two-line affiliate names

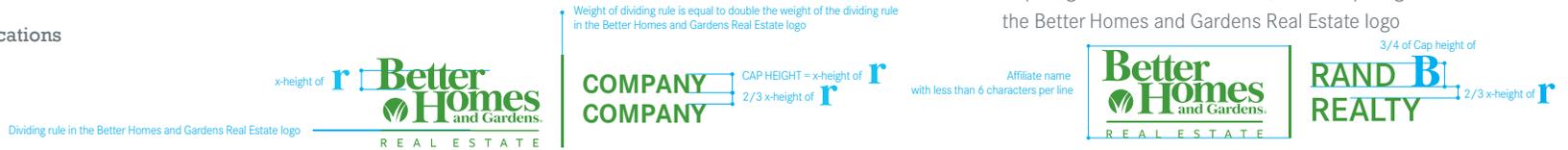
Affiliates must use the same one- or two-line configuration for both vertical and horizontal DBA logo lock-ups.

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.

Typographic specifications



Alignment



• Affiliate DBA logo vertical lock-up specifications

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.

x-height of r



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.

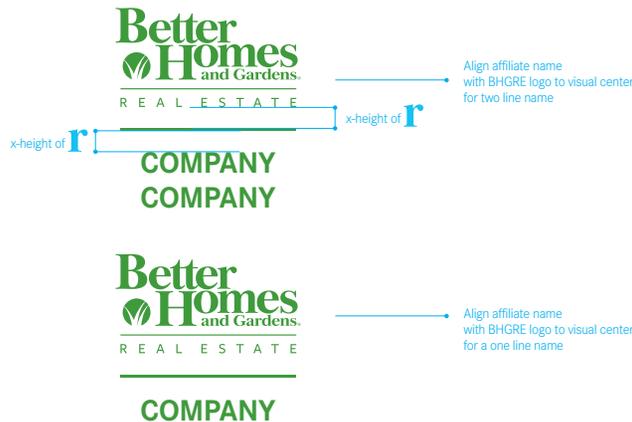
Specifications for an affiliate name with less than 6 characters per line

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

Typographic specifications



Alignment



• 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.

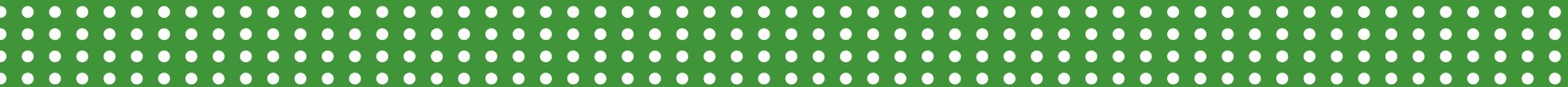
Any deviation from the minimum area of clear space must be reviewed and approved by the Better Homes and Gardens Real Estate Marketing Department.



- 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

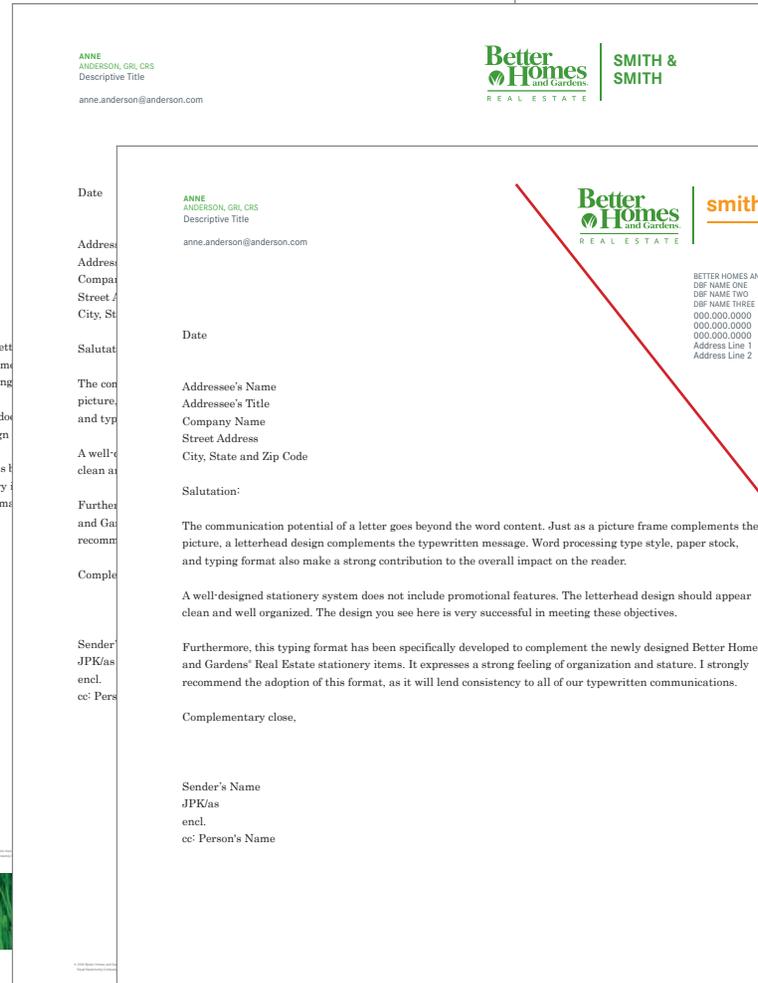
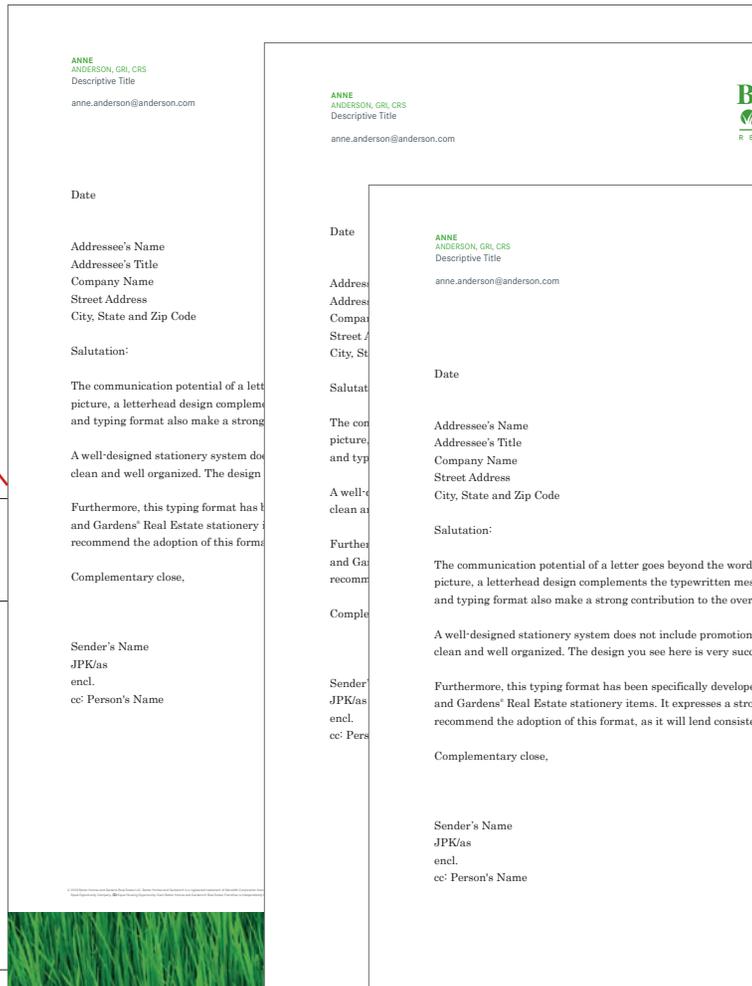


Key design items



• 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
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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.

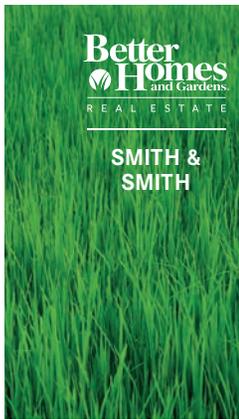


ANNE
ANDERSON
Agent Title
Agent Title 2 / DRE#
Email Address

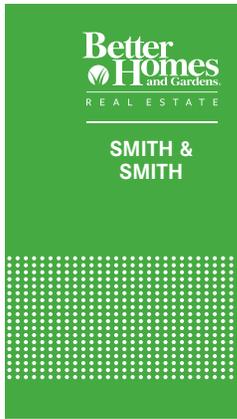
123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE
SMITH & SMITH
Address Street
Address City, State 12345
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www.website2.com
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• Business cards | Back options



Better Homes and Gardens® Real Estate Official Photographic Grass
 www.gettyimages.com
 Image number: 78735287



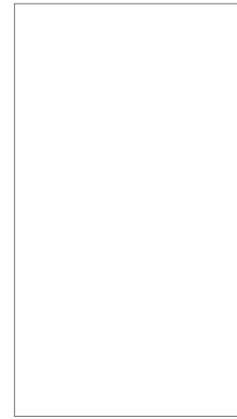
Better Homes and Gardens Real Estate Iconic Grass
 Dots appear in proportion to the following formula:
 Stroke weight: 4.569 pt
 Stroke gap: 9.72 pt



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

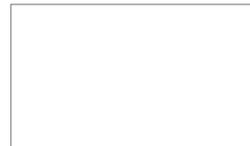


Agent Photo with Name
 Agent to supply a high resolution, 300dpi, color or black and white photograph



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

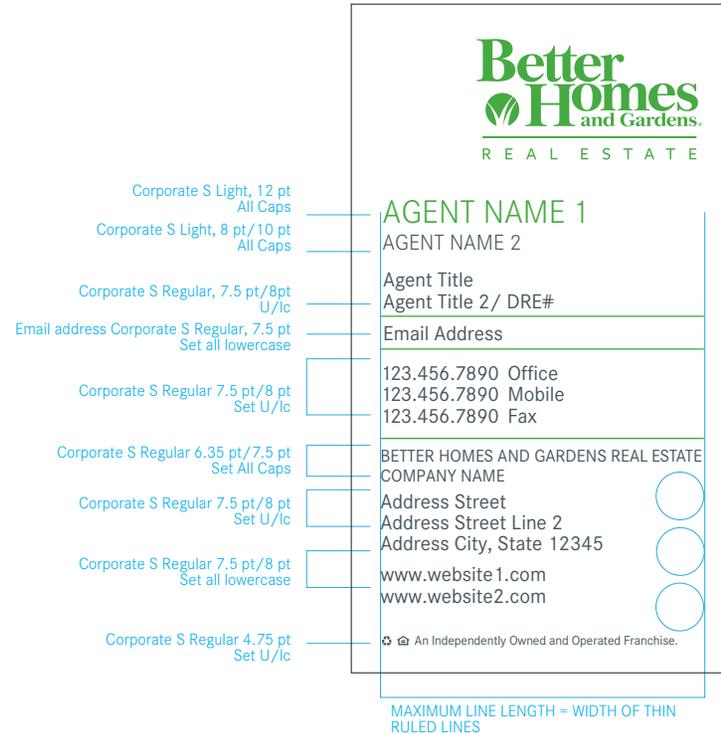
Font Corporate S BQ Light (Agent Name)
 Corporate S BQ Regular (All other text)

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

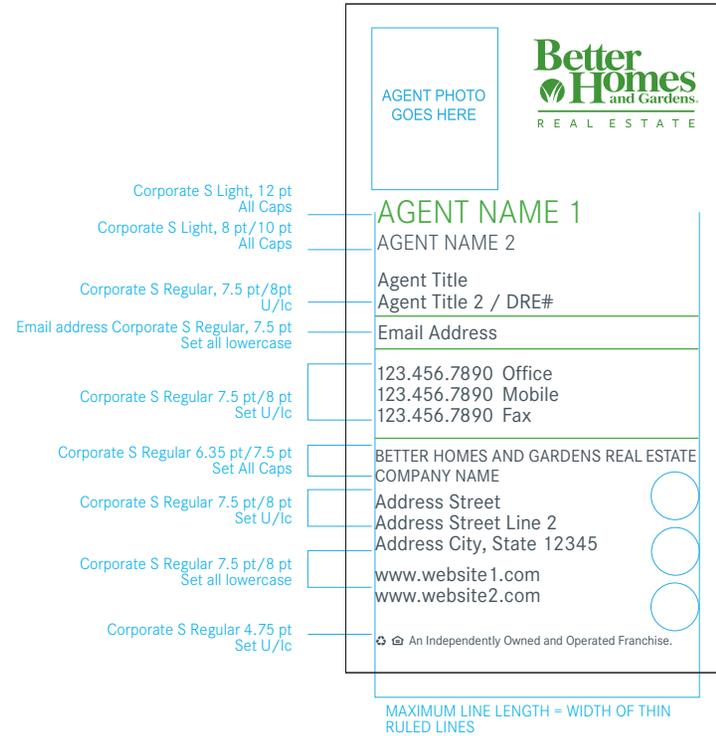
Logo Lock-up Width: 1.125 inches
 Dividing Rules Thickness: .5 point rule, Width: 1.7 inches wide
 Award/Designation
 Symbols .25 inch in diameter

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

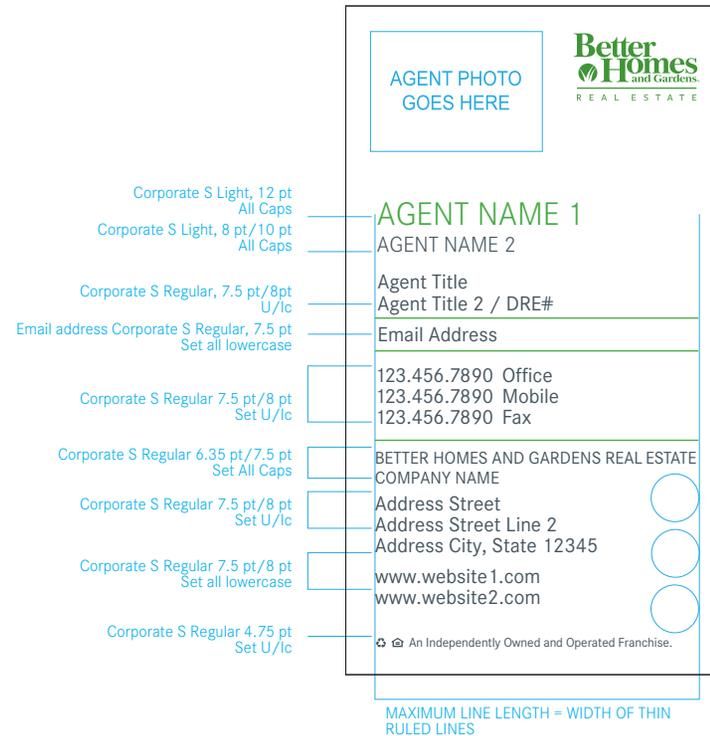
Logo Lock-up Width: 1.125 inches
 Dividing Rules Thickness: .5 point rule, Width: 1.7 inches wide
 Award/Designation
 Symbols .25 inch in diameter

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 | 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

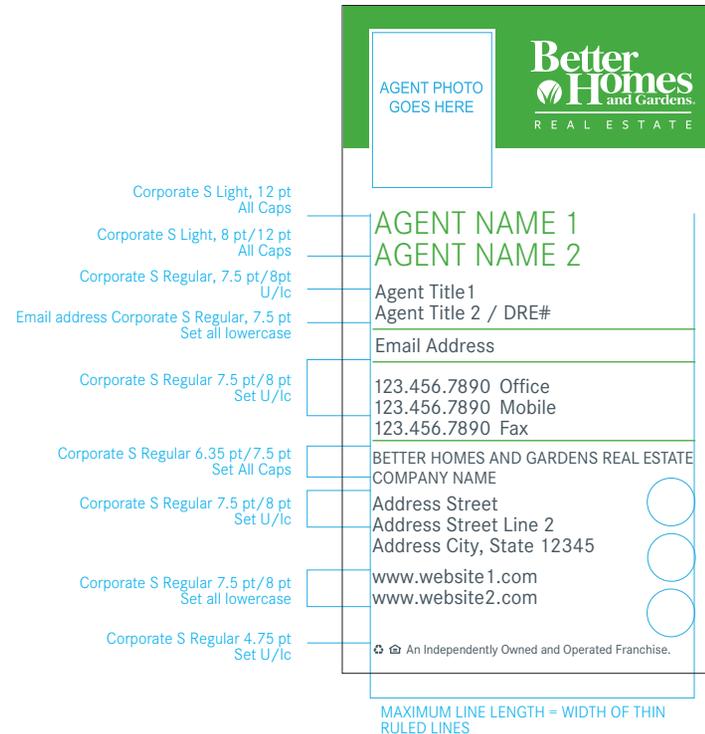
Font Corporate S BQ Light (Agent Name)
 Corporate S BQ Regular (All other text)

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

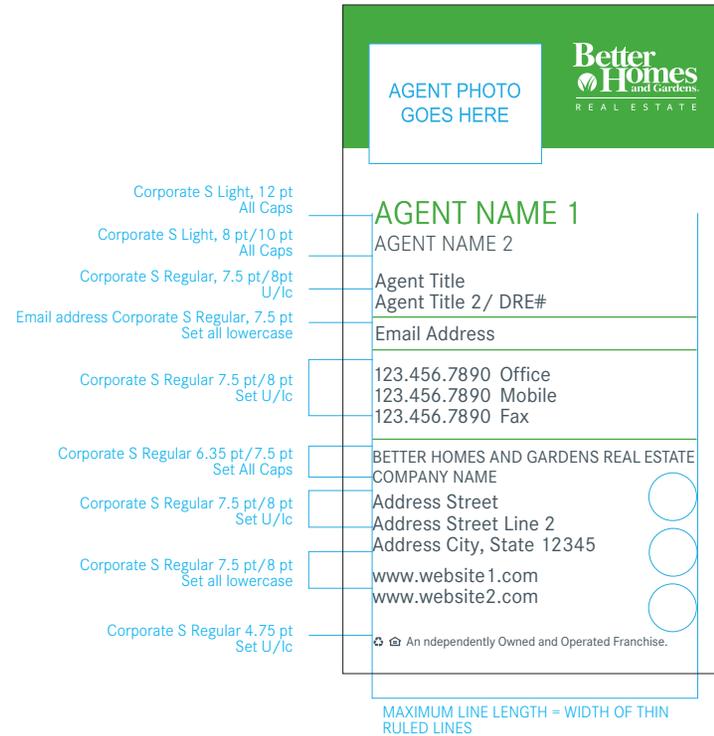
Font Corporate S BQ Light (Agent Name)
 Corporate S BQ Regular (All other text)

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)



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

Corporate S Light, 12 pt
All Caps
 Corporate S Light, 7 pt. U/lc
 Email address Corporate S Regular, 7 pt
Set all lowercase
 Corporate S Regular 7 pt/8 pt
Set U/lc
 Corporate S Regular 6 pt/7 pt
Set All Caps
 Corporate S Regular 6 pt/6 pt
Set U/lc
 Corporate S Regular 6 pt/6 pt
Set all lowercase



• 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

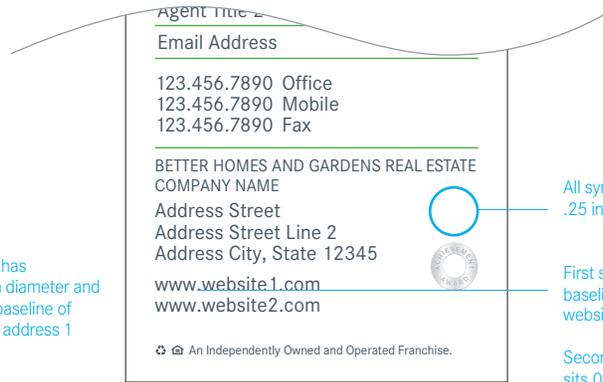
One symbol Baseline of first website address

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 inches from the other.



Symbol has .25 inch diameter and sits on baseline of website address 1



All symbols have a .25 inch diameter

First symbol sits on baseline of website address 1

Second symbol sits .04 inches above first symbol



All symbols have a .25 inch diameter

All symbols descend from the top of company name

Symbols sit .04 inches below each 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

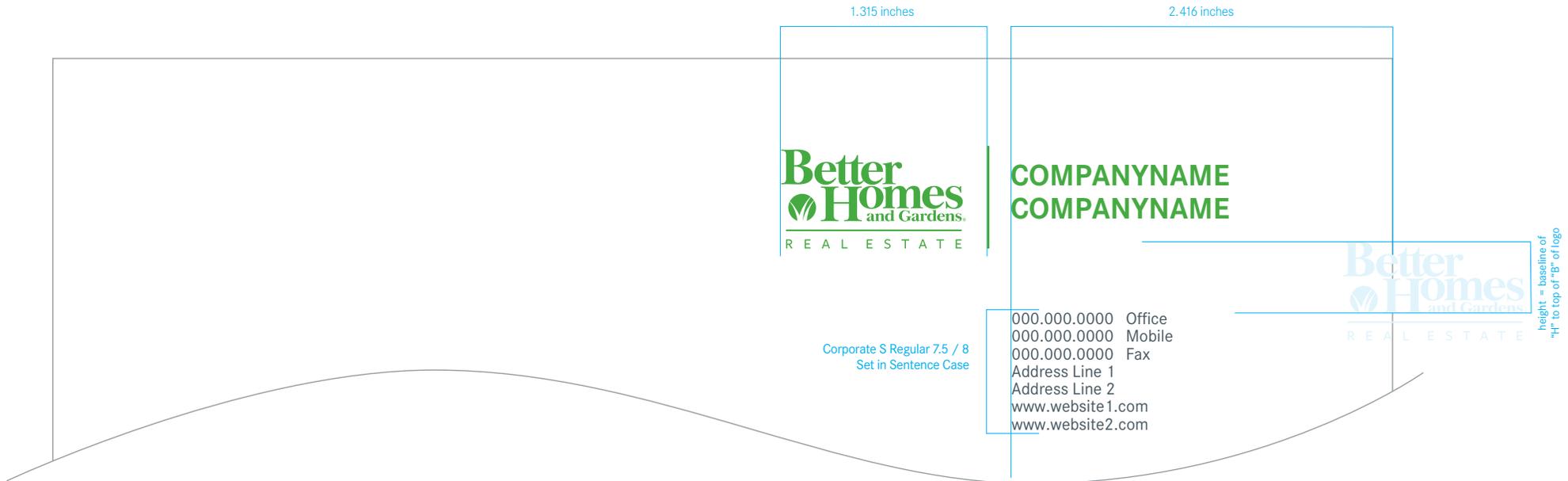
Page Size Width = 8.5 inches, Height = 11 inches

Typography Specifications

- Font
- 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
 Address Gray, Pantone 432 U



• **Affiliate letterheads** | Specifications | Footer Contact

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 | <ul style="list-style-type: none"> • Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses |
| Format | <ul style="list-style-type: none"> • 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

Title/Address Gray, Pantone 431 U



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.

• **Affiliate letterheads** | Specifications | Footer Contact

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 | <ul style="list-style-type: none">• Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses |
| Format | <ul style="list-style-type: none">• 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

Title/Address Gray, Pantone 431 U

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



Letterhead with photographic grass



• Corporate letterheads | Specifications

The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all core stationery applications.

Letterhead Format

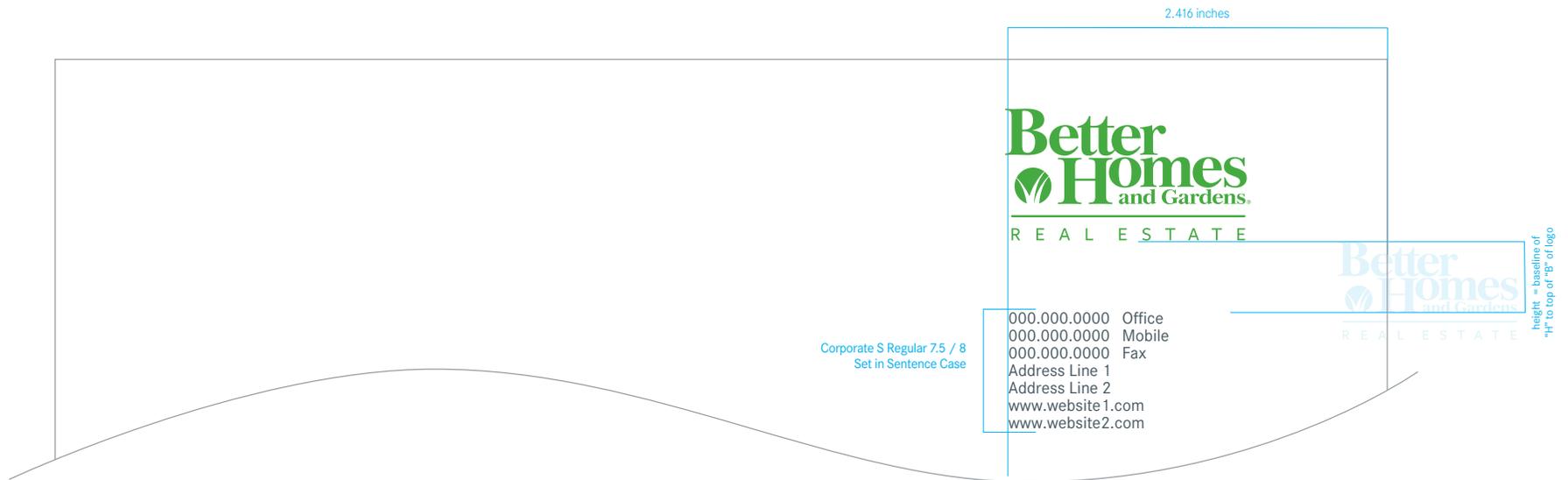
Page Size Width = 8.5 inches, Height = 11 inches

Typography Specifications

- Font
- 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

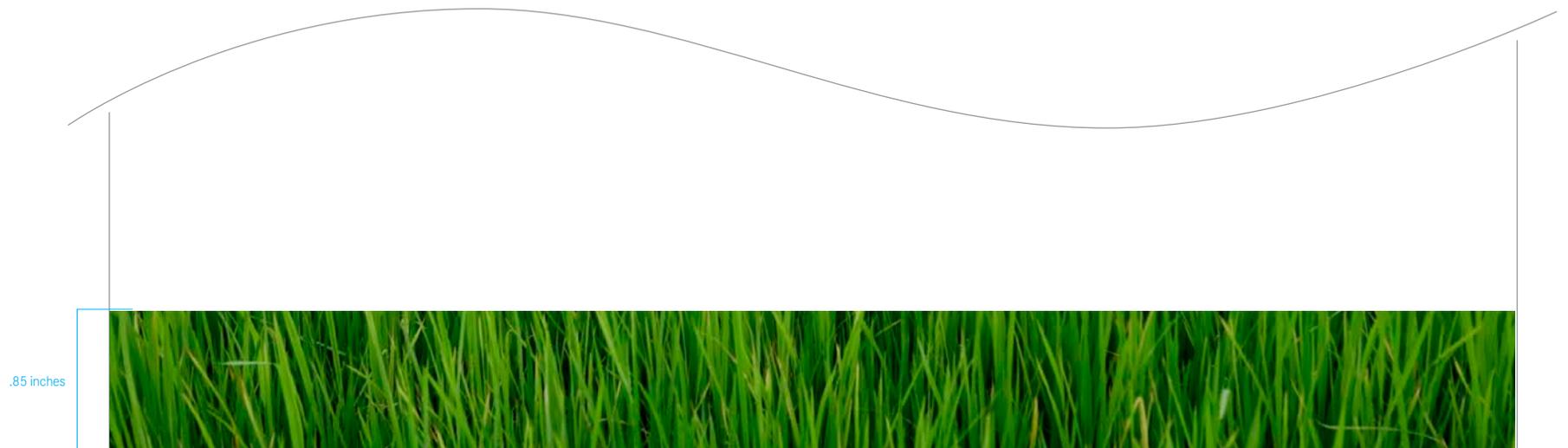
Affiliate Logo Lock-up Green, Pantone® 362 U
 Title/Address Gray, Pantone 432 U



• 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.



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.

• 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

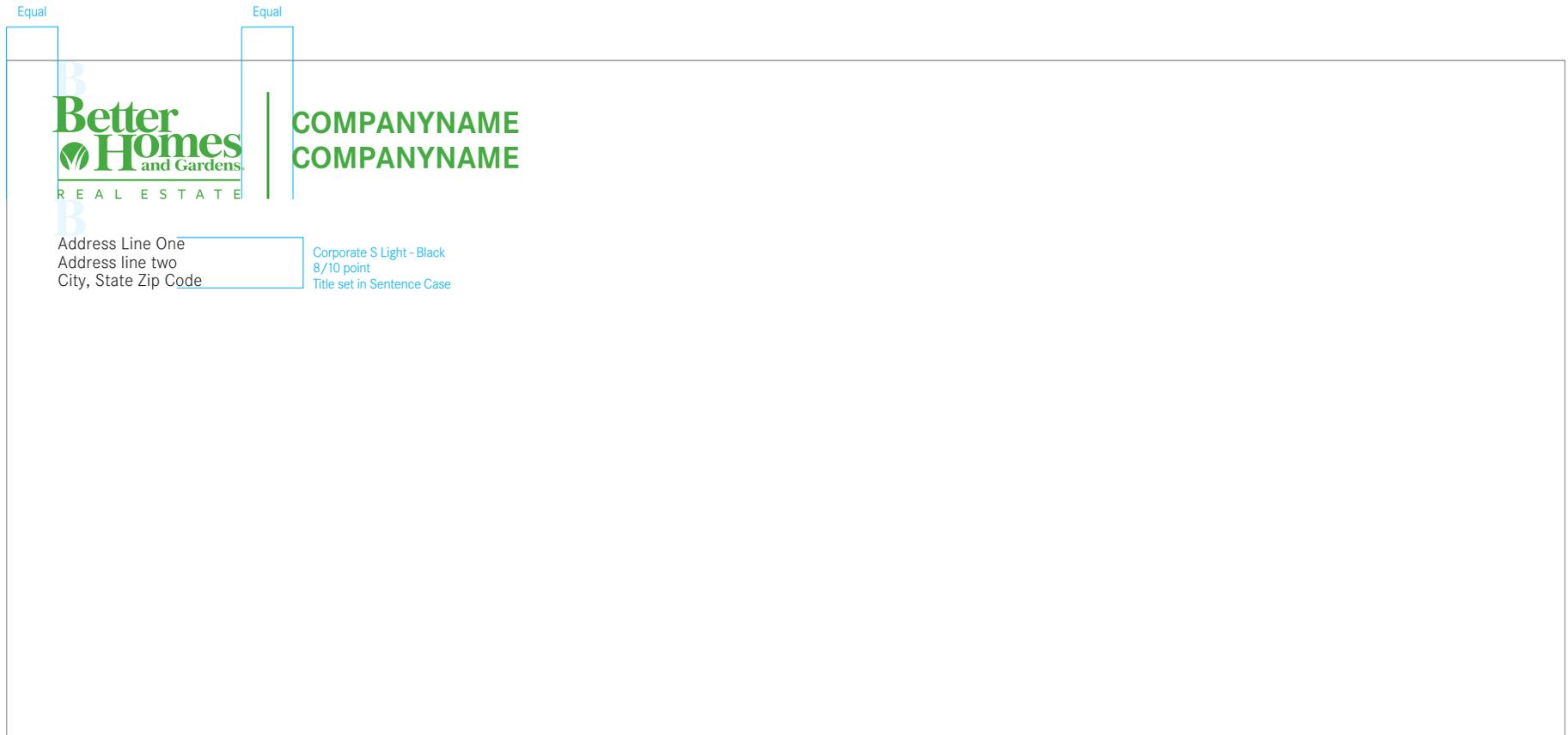
Page Size Width: 9.5 inches, Height: 4.125 inches

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.

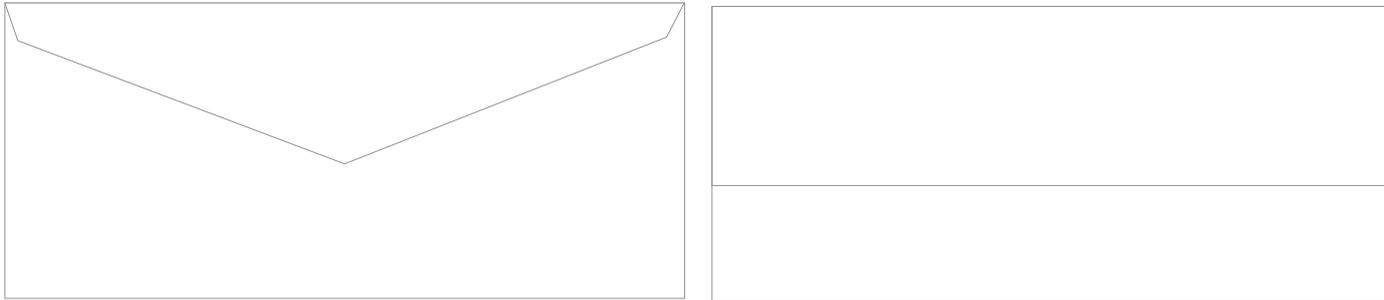
Envelope Format

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





• 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 and headline

Colors and Imagery

All content 100% Black

The image shows a facsimile layout template. On the left, the word "Facsimile" is written in a large, bold, serif font. Below it are several horizontal dotted lines for an address. On the right, there is a logo for "Better Homes and Gardens REAL ESTATE" and a contact information block. The contact information includes fields for "COMPANYNAME", "BETTER HOMES AND GARDENS REAL ESTATE", "www.website1.com", and phone numbers for Office, Mobile, and Fax. Below these are fields for "Address Line 1", "Address Line 2", "Address Line 3", and "City, State, Zip Code".

Facsimile

.....

Better Homes and Gardens
 REAL ESTATE

BETTER HOMES AND GARDENS REAL ESTATE
 COMPANY NAME
 www.website1.com
 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

BETTER HOMES AND GARDENS REAL ESTATE
 COMPANYNAME
 COMPANYNAME

BETTER HOMES AND GARDENS REAL ESTATE
 www.website1.com
 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

.....

.....

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Better Homes and Gardens Real Estate LLC and Gardens

• **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)

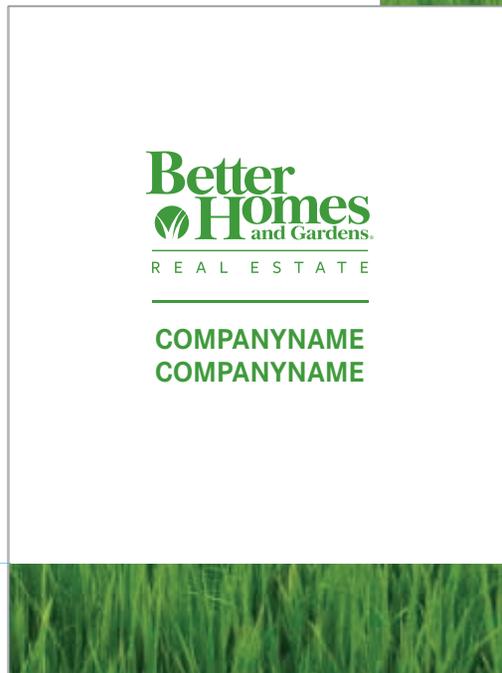
BHGRE Folder Option One | Interior

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.

Back



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



2 inches

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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 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

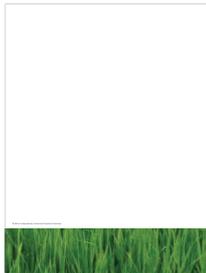
Colors and Imagery

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

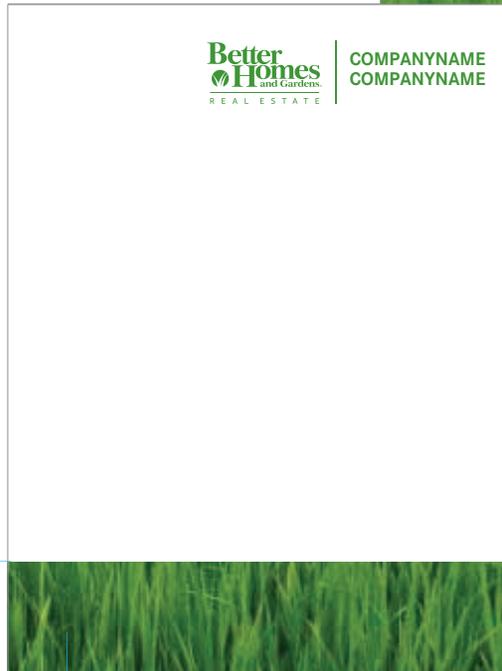
BHGRE Folder Option Two | Interior

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.

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 | 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

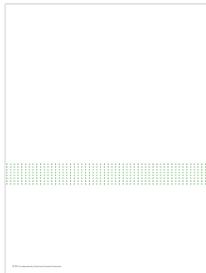
BHGRE Folder Option One | Exterior

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.

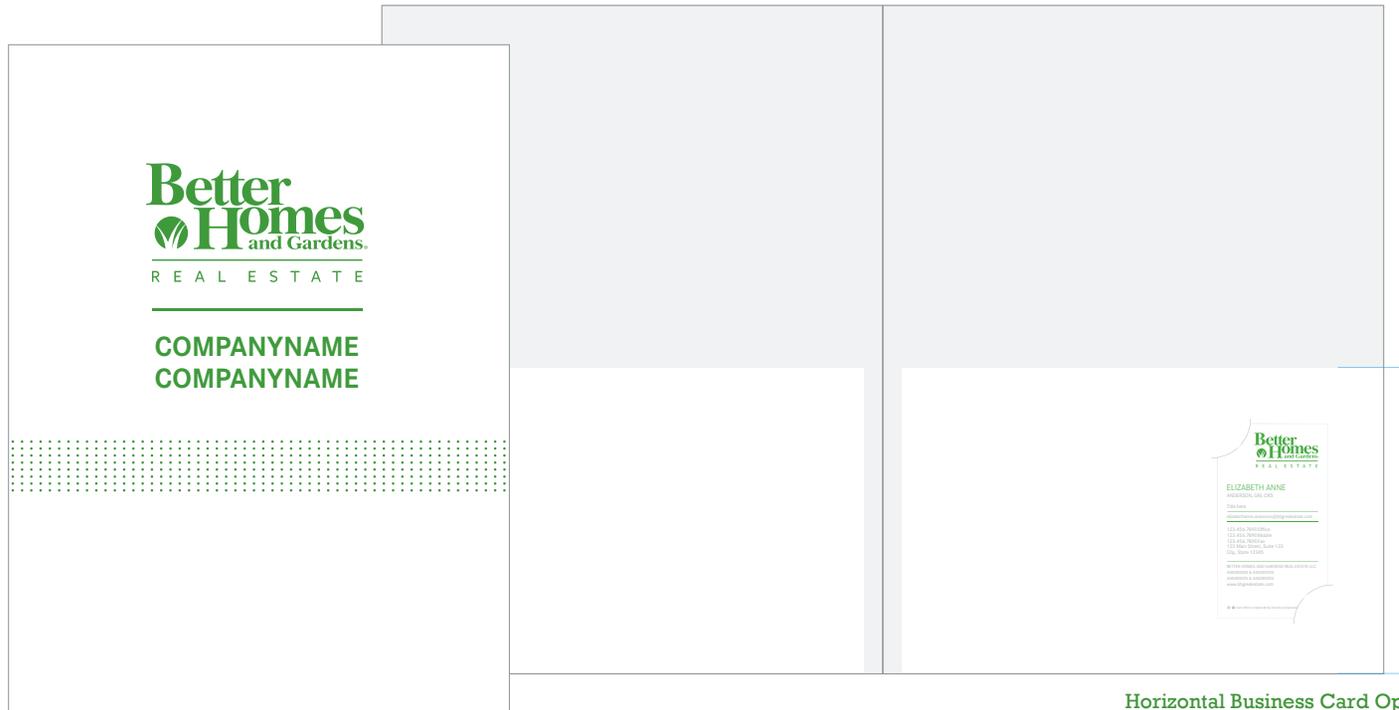
BHGRE Folder Option One | Interior

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

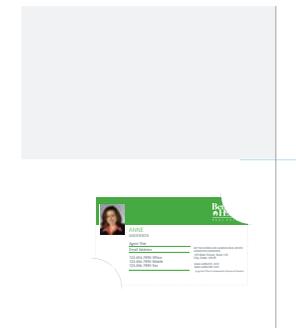


Disclaimer sits on the lower right side on the back of the presentation folder



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.

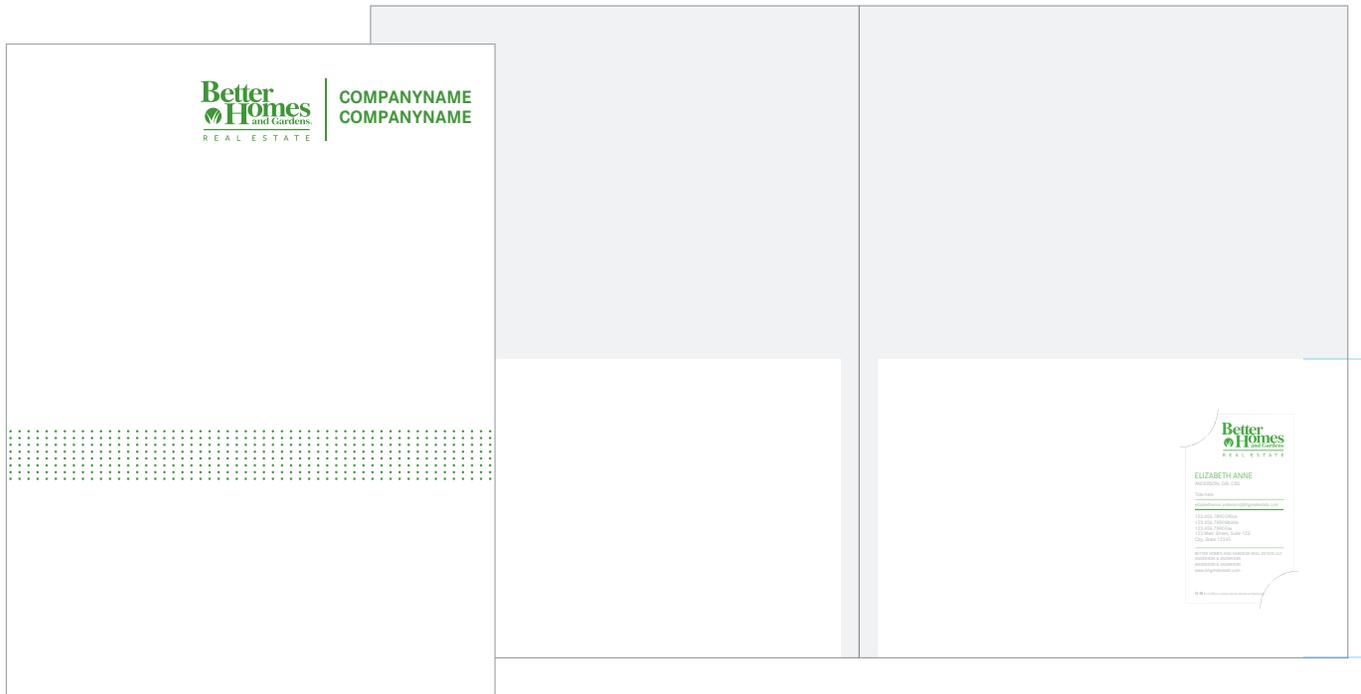
BHGRE Folder Option Two | Interior

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

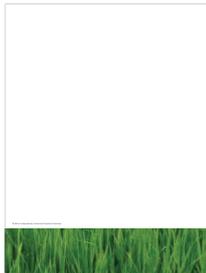
Colors and Imagery

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

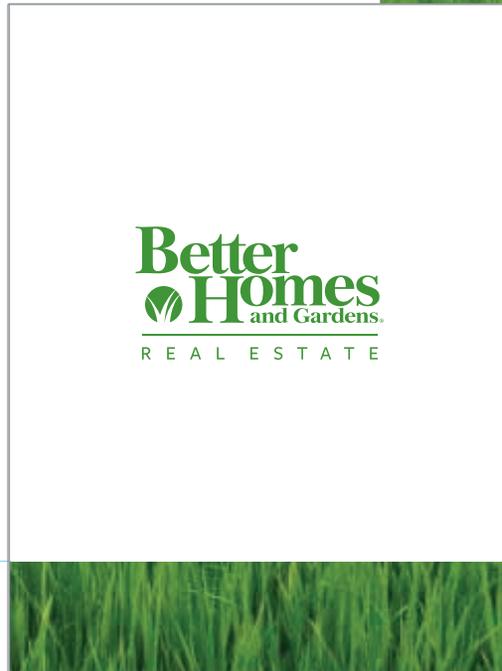
BHGRE Folder Option One | Interior

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



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 | 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

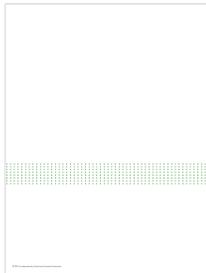
BHGRE Folder Option Three | Exterior

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.

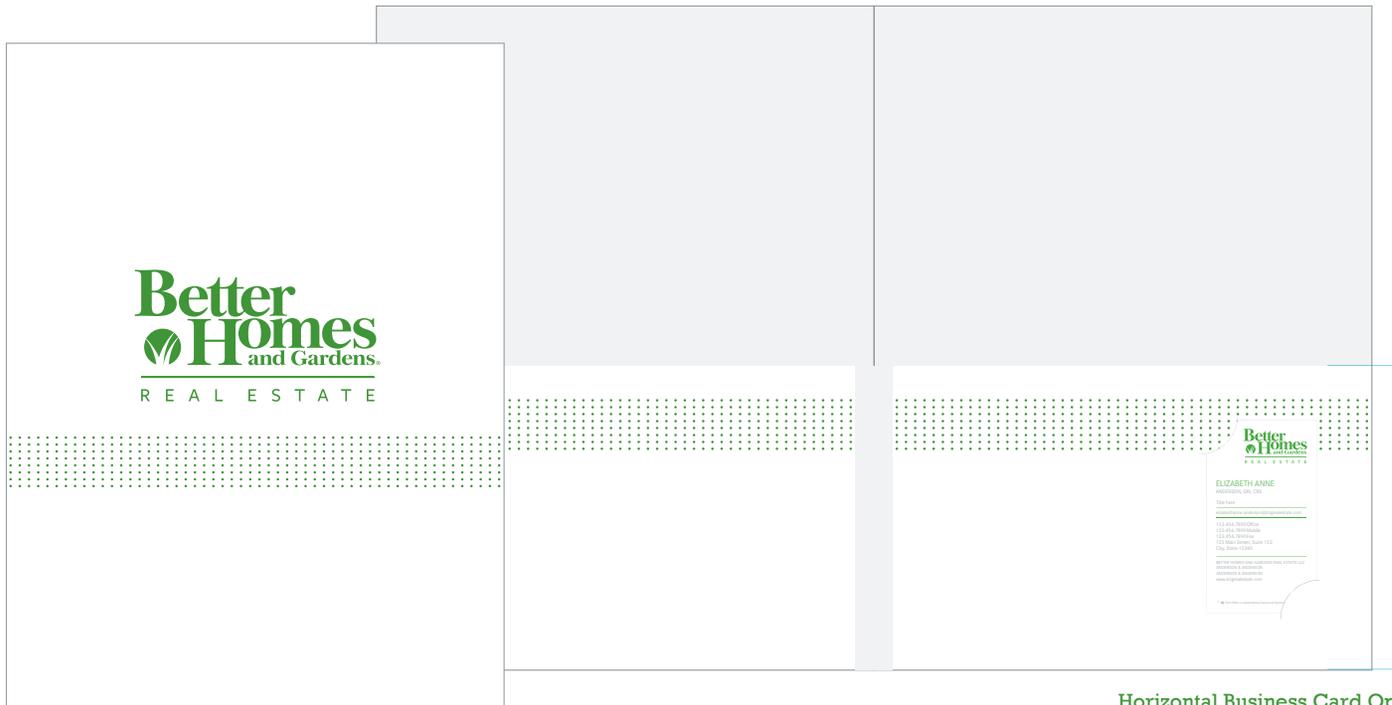
BHGRE Folder Option Three | Interior

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.

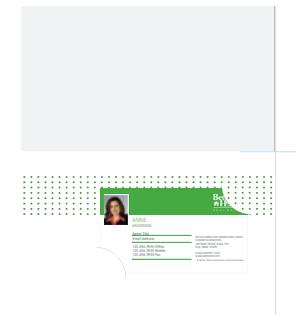
Back



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



Horizontal Business Card Option



• **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

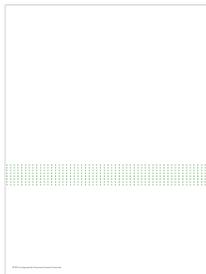
BHGRE Folder Option Four | Exterior

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.

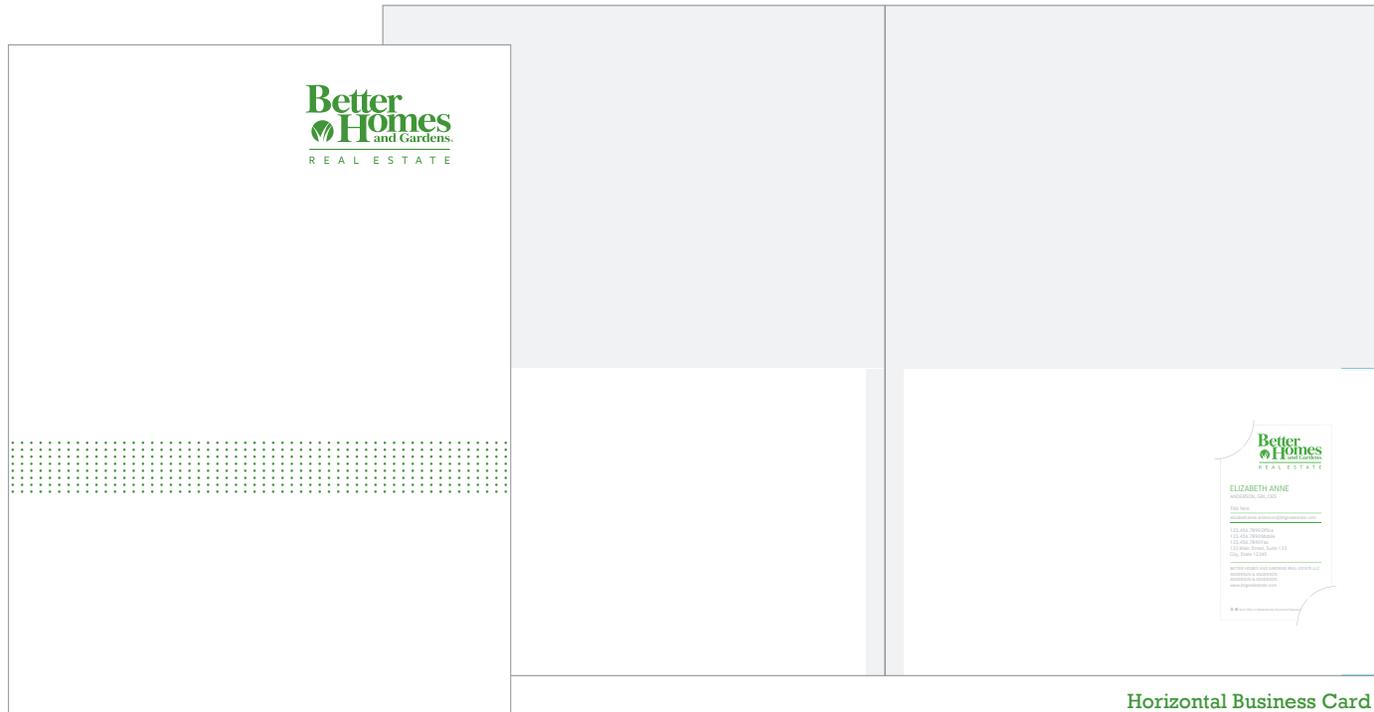
BHGRE Folder Option Four | Interior

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.

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)

• 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
REAL ESTATE LLC

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
REAL ESTATE

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.

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.

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



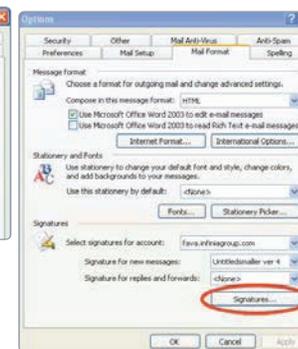
Step 1



Step 2



Step 3



Step 4



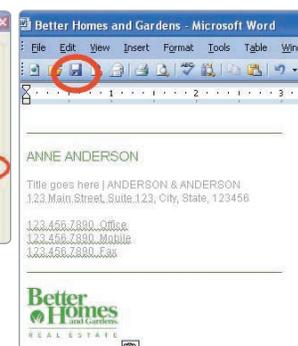
Step 5



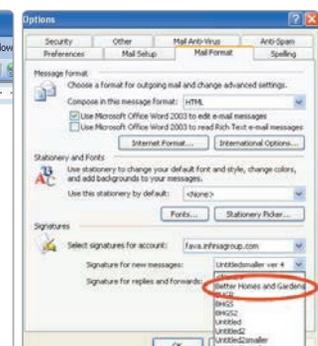
Step 6



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

Typographic Specifications

Font	Corporate S BQ Bold (Agent Name)
	Font Size: 17.14pt
	Corporate S BQ Bold (All other text)
	Font Size: 10.29pt
Format	• 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

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

Typographic Specifications

Font Corporate S BQ Bold (Agent Name)
 Font Size: 17.14 pt
 Corporate S BQ Bold (All other text)
 Font Size: 10.29 pt

Format

- 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

Typographic Specifications

Font	Corporate S BQ Bold (Agent Name)
	Font Size: 15 pt
	Corporate S BQ Bold (All other text)
	Font Size: 9 pt
Format	• 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

Typographic Specifications

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




COMPANYNAME
COMPANYNAME

Welcome to the neighborhood!

Stop by and plan on staying for a while.

NEW LISTINGS AS OF 00/00/08

			
<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>
			
<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>
			
<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>
			
<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	<p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>

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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White background with large headline


COMPANYNAME
COMPANYNAME

Welcome to the neighborhood!

Stop by and plan on staying for a while.

NEW LISTINGS AS OF 00/00/08

			
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White background with small headline

When using the Better Homes and Gardens Real Estate® signature on multiple listings advertisements, it is good to keep in mind the following 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, above,¹ or by a band of BHGRE Green, following page.²
- 3) 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.

• Affiliate advertising | Multiple listings

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,¹ or by a band of BHGRE Green, right.²
- 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

 <p style="font-size: 0.7em; margin-top: 5px;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	 <p style="font-size: 0.7em; margin-top: 5px;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	 <p style="font-size: 0.7em; margin-top: 5px;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>	 <p style="font-size: 0.7em; margin-top: 5px;">Lorem ipsum dolor sit amet, consectetur uer adipiscing elit. Quisque sed nisi ac quam tincidunt molestie. Curabitur ut t urpis. Donec ultrices dui in erat. Integer ultricies, mi et pharetra cursus, sem arc u consectetur neque, eget interdum</p>
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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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Grass background with small headline

• 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.

INTERIOR
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CONTACT INFORMATION Agent First and Last Name | Email Address
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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

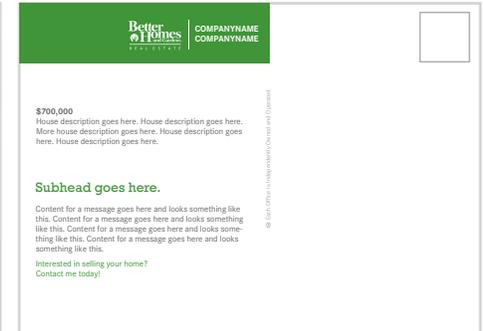
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• Affiliate advertising | Postcards

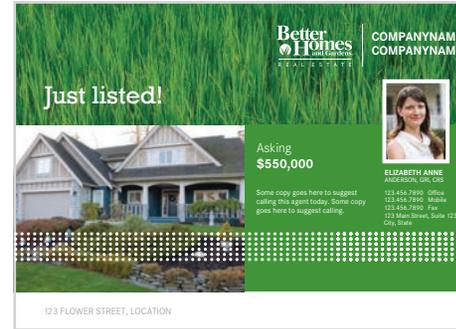
The following graphics are for example only.

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.



Positive sign — white face



Reverse sign — green face

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

FOR SALE

Corporate SBQ Bold 250 pt, 2.47"

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

Better Homes and Gardens.
REAL ESTATE

Logo should have a 15.9" width, centered

COMPANYNAME

2.6" spacing

Corporate SBQ/Bold 189pt, 2"

000.000.0000

Corporate SBQ/Bold 100pt 1.0"

www.website.com

Corporate SBQ/Light 30 pt .04"

An Independently Owned and Operated Franchise.

Corporate SBQ Bold 184pt (Approx. 2")

JOHN SMITH

Corporate SBQ Bold 157pt (Approx. 1.60")

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

FOR SALE

Corporate SBQ Bold 158 pt, 1.6"

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

Better Homes and Gardens.
REAL ESTATE

Logo should have a 11.5" width, centered

COMPANYNAME

2.7" spacing

Corporate SBQ/Bold 140pt, approx. 1.5"

000.000.0000

Corporate SBQ/Bold 75pt .82"

www.website.com

Corporate SBQ/Light 20 pt .30"

An Independently Owned and Operated Franchise.

Corporate SBQ Bold 128pt (Approx. 1.43")

JOHN SMITH

Corporate SBQ Bold 102pt (Approx. 1")

000.000.0000

Small format signs
Format: 18" x 24"
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

Corporate SBQ Bold 250 pt, 2.47"

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

Better Homes and Gardens.
REAL ESTATE

Logo should have a 15.9" width, centered

COMPANYNAME
COMPANYNAME

1.54" spacing

Corporate SBQ/Bold 189pt, 2"

000.000.0000

Corporate SBQ/Bold 100pt .69"

www.website.com

Corporate SBQ/Light 30pt .3"

JOHN SMITH
000.000.0000

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

JOHN SMITH
000.000.0000

Two Color

Small format signs

Format: 18" x 24"

FOR SALE

Corporate SBQ Bold 158 pt, 1.6"

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

Better Homes and Gardens.
REAL ESTATE

Logo should have a 11.5" width, centered

COMPANYNAME
COMPANYNAME

1" spacing

Corporate SBQ/Bold 140pt, approx. 1.25"

000.000.0000

Corporate SBQ/Bold 75pt .82"

www.website.com

Corporate SBQ/Light 20pt .30"

JOHN SMITH
000.000.0000

Corporate SBQ Bold 128pt (Approx. 1.43")

Corporate SBQ Bold 102pt (Approx. 1")

One Color

FOR SALE

Better Homes and Gardens.
REAL ESTATE

COMPANYNAME
COMPANYNAME

000.000.0000

www.website.com

JOHN SMITH
000.000.0000

Two Color



Horizontal signs

Format: 24" x 18"

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



Horizontal signs

Format: 24" x 18"

• Yard signs | Positive | One color sign options



Large format signs
Format: 24" x 30"

Small format signs
Format: 18" x 24"



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



Small format signs
Format: 18" x 24"



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



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 agent options



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



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 | Two-line name with photo options



Large format signs

Format: 24" x 30"

One Color



Two Color

Small format signs

Format: 18" x 24"



One Color



Two Color

- Yard signs | Reverse | Vertical | One color sign reversed options

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")

Corporate SBQ Bold 250 pt, 2.47"

Large format signs
Format: 24" x 30"

One-line

Two-line

Small format signs
Format: 18" x 24"

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")

Corporate SBQ Bold 158 pt, 1.6"

Small format signs
Format: 18" x 24"

One-line

Two-line

• Yard signs | Positive | Horizontal | One Color options



Horizontal signs

Format: 24" x 18"

- Yard signs | Positive | Horizontal | Two color options



Horizontal signs
Format: 24" x 18"

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")



ANNE ANDERSON
000.000.0000

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

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



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

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



ANNE ANDERSON
000.000.0000

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

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

6" x 24" Stock Riders



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



Top 20 Riders



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

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.

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: Green (match Pantone 363 C)
- 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

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

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.

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.

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.

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.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 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.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 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

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.

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.

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.

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.

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Top Rider Content

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

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- 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.



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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.mybhggreenhouse.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.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 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.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 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.

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
Color: White
- 2) Telephone Number
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

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”.



To order signs, contact sign vendors listed on the extranet site at www.mybhggreenhouse.com.

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**
- 2) **Agency Name**
 Color: Green, match Pantone 363 C
 Type: Corporate S BQ Bold, centered
 - 24 x 18 Signs: 257pt
- 3) **Telephone Number**
 Color: Green, match Pantone 363 C
 Type: Corporate S BQ Bold, centered- 30
 - 24 x 18 Signs: 224 pt
- 5) **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

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”.



To order signs, contact sign vendors listed on the extranet site at www.mybhggreenhouse.com.

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.

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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.

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.

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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.

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.

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Top Rider Content

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

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- 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.

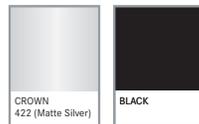
Please limit any additional copy to Web address/or phone number and one line of legal disclosure. When customizing content, please refer to the layout and material options below as your guide.



MINIMUM CLEAR SPACE



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.



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

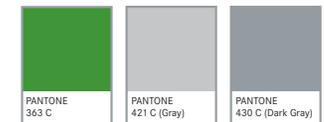
Colors specifications:

- 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

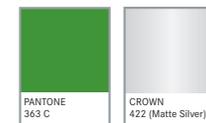
Colors specifications:

- 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:

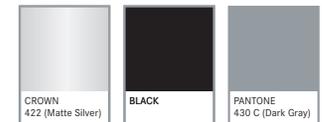
Etch and filled lettering/graphics

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

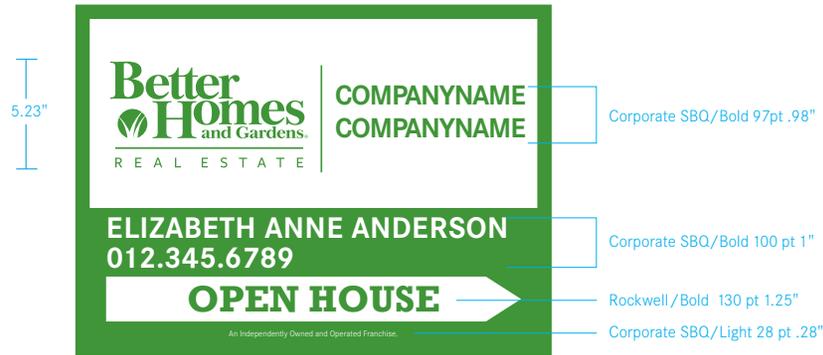
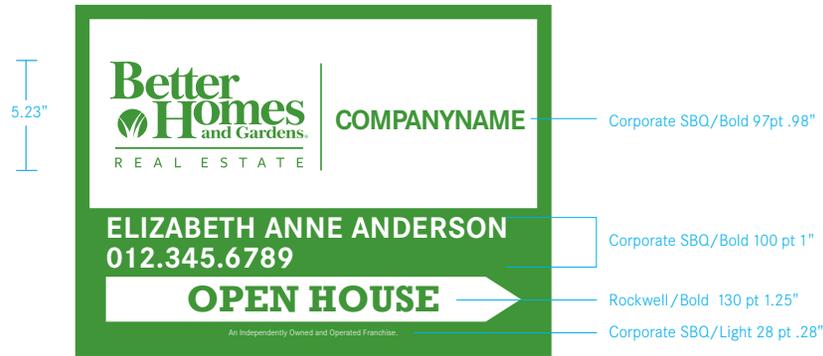
Substrate choice:

- Brushed aluminum or brushed stainless steel



MINIMUM CLEAR SPACE

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

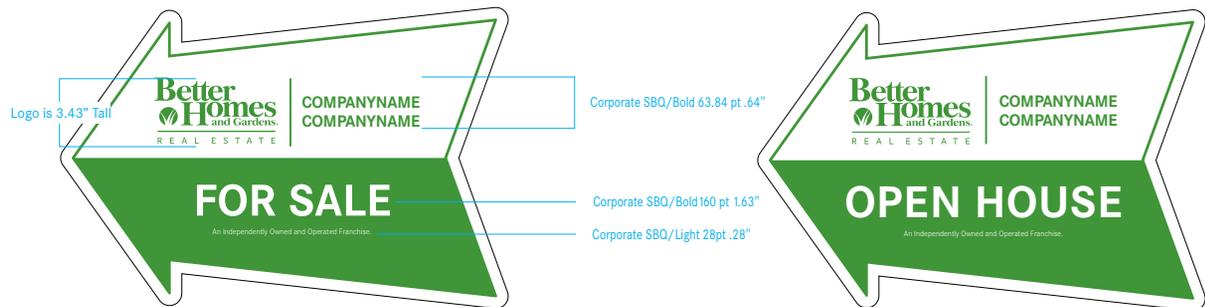
- 1) Better Homes and Gardens
Real Estate Logo Lock-up
Logo Size: 3.82" tall
- 2) Agency Name
Color: Green, match Pantone 363 C
Type: Corporate S BQ Light
Type size: 71 pt
- 3) Agent Name
Color: White
Type: Corporate S BQ Bold
Type size: 78 pt
- 4) Telephone Number
Color: White
Type: Corporate S BQ Bold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

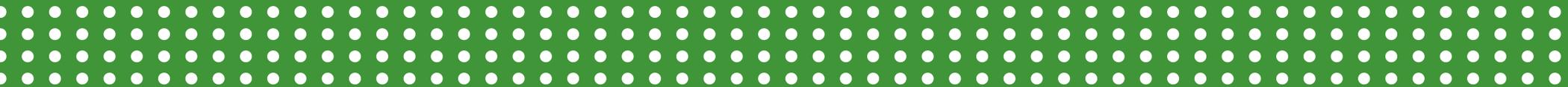
- 1) Better Homes and Gardens Real Estate DBA
- 2) Agency Name
Color: Green, match Pantone 363 C
Type: Corporate S BQ Light
Type size: 63.84 pt
- 3) Telephone Number
Color: White
Type: Corporate S BQ Bold, centered
Type size: 160 pt
- 4) Legal Copy
Color: White
Type: Corporate S BQ Light, centered
Type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

To order signs, please contact your Better Homes and Gardens Real Estate® Transitions team, or visit the extranet site at www.mybhgreenhouse.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.

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.

hello!

• Notecards | Corporate

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.

2 color spot

4 color process

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

Option 2

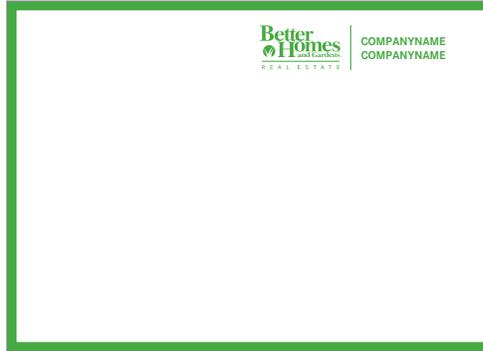


Option 3



• Notecards | Affiliate

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.

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



- Notecards | Affiliate | Personalised | Custom Greeting



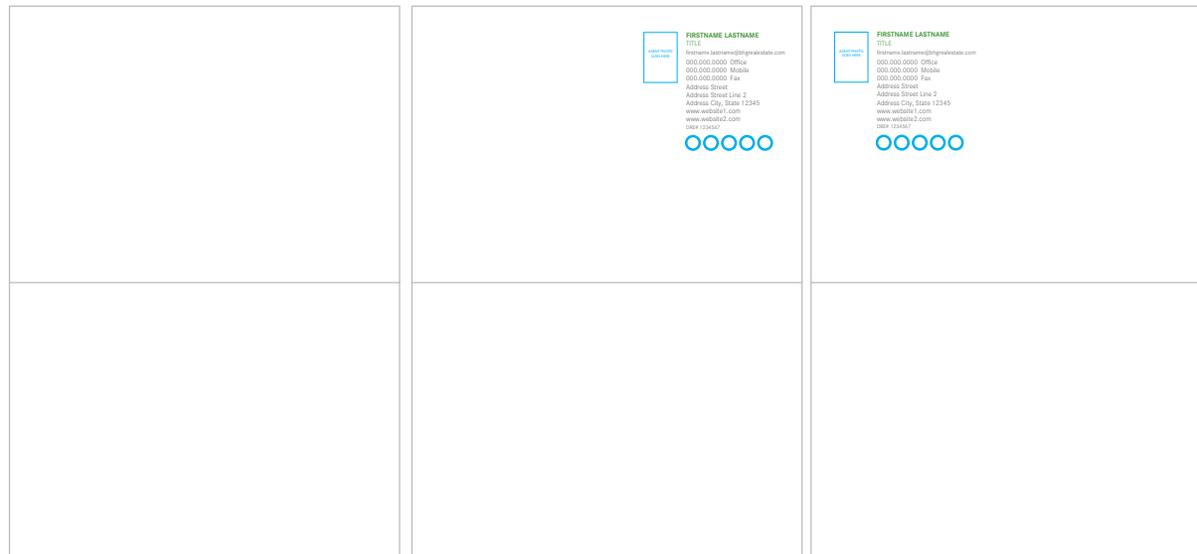
The following graphics are for example only.

For notecard artwork, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at www.mybhgreenhouse.com.

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.

Option 1



Option 2



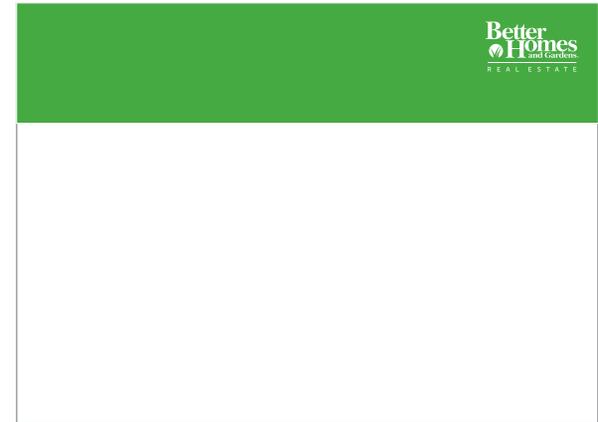
Option 3



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

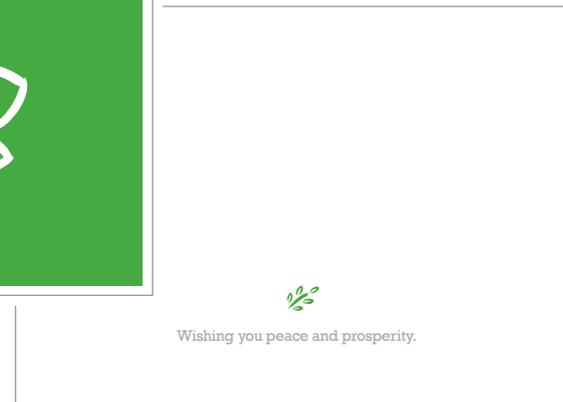
The following graphics are for example only.
For notecard artwork, please contact your
Better Homes and Gardens® Real Estate
Transitions team, or visit the extranet site at
www.mybhgreenhouse.com.

Option 1



^ Envelope

Option 2



< Inside View

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

Option 1



Option 2



Option 3

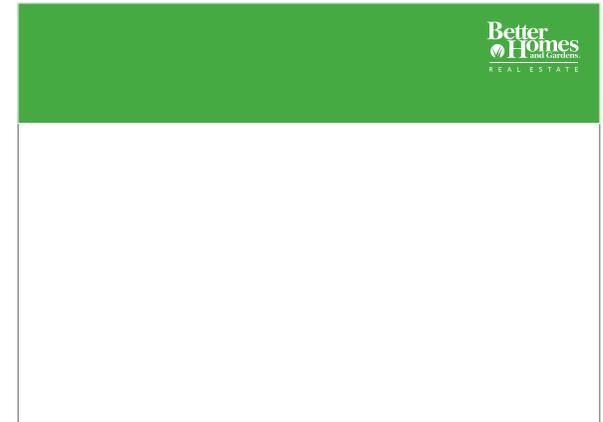


The following graphics are for example only.
For notecard artwork, please contact your
Better Homes and Gardens® Real Estate
Transitions team or visit the extranet site at
www.mybhgreenhouse.com.

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

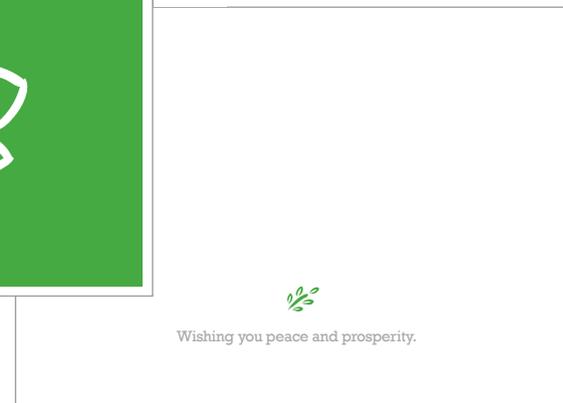
The following graphics are for example only.
For notecard artwork, please contact your
Better Homes and Gardens® Real Estate
Transitions team, or visit the extranet site at
www.mybhgreenhouse.com.

Option 1



^ Envelope

Option 2



< Inside View