Brand Guidelines

BERKSHIRE HATHAWAY
HomeServices
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INTRODUCTION TO THE BRAND AND BASIC BRAND GUIDELINES
Referencing Mr. Buffett In Marketing Collateral

References to Mr. Warren Buffett, chairman and CEO at Berkshire Hathaway Inc., whether in electronic, print and social media, and including references made by third parties and outside sources, plus photos, illustrations and graphics, are not allowed unless permission is specifically provided by HomeServices of America. Mention or references to Berkshire Hathaway Inc., outside of reference to Berkshire Hathaway HomeServices, also are not allowed.

Franchisees must not link to any webpage or website that refers to, describes or includes Berkshire Hathaway Inc. or Warren Buffett, unless the web address, text or graphics are provided by HomeServices of America.

Below you will find approved quotations from Mr. Buffett that may be used by the Berkshire Hathaway HomeServices franchisee network. Berkshire Hathaway, the owner of the marks, granted permission but ask we follow three requirements to use these quotes:

1. The quotes must be used in their entirety. They cannot be edited or revised in any way.
2. They must include the following attribution: – Warren Buffett, chairman and CEO, Berkshire Hathaway Inc.
3. Before they are used on materials, contact the Global Branding Department GlobalBranding@HSFranchise.com.

MR. BUFFETT QUOTATIONS:

“A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust.”

“Berkshire Hathaway wants to be in businesses that are enduring. Real estate brokerages will be around 100 years from now and HomeServices of America will be around 100 years from now. We love that HomeServices is part of Berkshire Hathaway and we would love to see it grow a lot.”

“I think you want to join a company that’s going to be around forever. Berkshire Hathaway is built to be forever, it’s true of all our businesses that we own. You want to be part of an organization that’s not looking to sell out next week or next month or next year or where the place will crumble when the founders leave. In terms of permanence, we can’t be beat. Not only can we not be topped by anyone, we can’t be matched by anyone.”

“HomeServices has proven itself big time. When others were contracting, HomeServices added a number of brokerage operations, there were certain markets that shrunk temporarily, but there was no financial pressure to do it. We were playing offense when the others were struggling to play defense.”

“HomeServices will be around tomorrow, next week, next month, and a century from now. If you’re making an investment in what could be the most important asset you’ll ever have, you should want to know that if you have any questions about anything, that you don’t find a sign on the door that says “out of business.” That will never happen with HomeServices.”

“We think the Berkshire Hathaway name will be good for HomeServices and HomeServices for Berkshire. When people are making the decision of the magnitude of buying a house, it’s the biggest decision a great many families will ever make. They want to know who they’re working with and we think that the Berkshire Hathaway name will be reassuring to many of those people.”

“I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity. What other quality would you want that Berkshire Hathaway HomeServices does not have; and I don’t think you could find one.”

“We employ over 300,000 people almost in the United States, and in market value Berkshire Hathaway is either third or fourth just in the country, so the name really means something. We love the fact that HomeServices is a part of Berkshire and we’d love to see it grow a lot. If having the Berkshire Hathaway name helps, I’m glad to have it out there.”
“In any operation join up with the best—you will gain from the strengths of those around you. Who else in the real estate brokerage business has the resources of a company that has [billions of] dollars of net worth? And we’re growing. So Get on a train that’s going 80 miles per hour; don’t get stuck on the sideline.”

“Get on a train that’s going 80 miles per hour; don’t get stuck on the sideline.”

“In [Berkshire Hathaway] HomeServices you’re dealing with the ultimate strength; HomeServices will be around tomorrow, next week, next month, and a century from now.”

“What a company stands for is key over time. We talk at Berkshire Hathaway all of the time about building culture, and culture counts. You can’t [build culture] in a day, or a week, or a month, it takes time. Berkshire Hathaway and [Berkshire Hathaway] HomeServices together will be building on values that are the kind you can put on the front page of a newspaper and everyone associated with the company can be proud of.”

“You can’t [build culture] in a day, or a week, or a month, it takes time but it’s a terrific asset when you get it. We will be building [culture] day after day, grain of sand after grain of sand. We will be building on values that are the kind you can put on the front page of a newspaper and everyone associated with the company can be proud of.”

“[In a home] You’re making an investment in what could be the most important asset you’ll ever have. The right moment is when you know where you’re going to live for a while, when you find the home that fits your family, and when it’s at level that fits in with your income and ability to make a down payment and then I would get a very long mortgage… 30-year mortgage and the rate will be fabulous, and there is no sense waiting if those conditions exist.”

“Berkshire is going to be around forever, and we want to be in the businesses that are very enduring. [In Berkshire Hathaway HomeServices] we have a rare one that’s going to be taking care of people 100 years from now. Real estate brokerage operations will always be a very important business. The ones that do the best job of serving their clientele are the ones that are going to expand.”

“Berkshire Hathaway wants to be in businesses that are enduring. Real estate brokerages will be around 100 years from now and [Berkshire Hathaway] HomeServices will be around 100 years from now. It will always be a very important business.”
Brand Identity Compliance

The protection of the Brand and its consistent use in accordance with established standards is critical to maintaining the value of our Network and the Brand. As such, we appreciate your cooperation toward these efforts. For Berkshire Hathaway HomeServices to maintain these standards, every franchisee is required to submit the following during the audit process:

- Sample of the business card format endorsed by your company.
- Three samples of marketing materials, which could include your company-approved brochure, radio or TV ads, flyers, listing presentation or magazine ads.
- A list of all company, office and sales professional URLs.
- A photo of the yard sign endorsed by your company.
- A photo of building signage in front of your office.

Once we receive the materials outlined above, all submissions, including the websites, will be reviewed for compliance relative to the established Brand Guidelines (see Operations Manual or RESource Center) and Fair Housing laws. You will be contacted if there are any items that need to be modified or converted. We understand that in many cases non-compliant materials are a result of misunderstanding of the Brand Guidelines. We trust that once we notify you of an outstanding issue, you will take care of it within a reasonable requested time frame. Since adherence to the Brand Guidelines is such an important issue for our Network, in those cases where efforts to resolve compliance problems are not evident, we will take stronger measures.

When a franchisee does not comply with our requests for materials or will not work with us to address a compliance issue, we will be forced to take the following steps until the situation is resolved:

- Franchisee will be considered "not-in-good-standing."
- Immediate de-linking from BHHS website.
- Suspension of eligibility to receive additional Relocation business.
- Loss of company and/or agent awards.
- Terminate for cause.
The Use Of “Berkshire Hathaway HomeServices”

The use of the abbreviation “BHHS” is only to be used in the Quality Seal and internally circulated documents that are only available to Franchisee and BHHS personnel. The abbreviation “BHHS” may never be used in marketing or advertising. The only acceptable use is with permission by BHHS for use in internet domain names. BHHS may closely monitor the logo to ensure its correct use. Any variation from exact and correct usage will weaken and corrode the identity of the network and may result in the loss of trademark protection.

NO VARIANCE FROM THE TERMS OF THE BRAND GUIDELINES IS PERMISSIBLE.

THE FOLLOWING GUIDELINES WILL HELP ENSURE CONSTANT AND CORRECT USAGE:

- Never separate the words Berkshire Hathaway and HomeServices or use them independently.
- The Logo may never be typeset and must be reproduced in strict accordance with the Brand Guidelines.
- Your company DBA name must be used once in its entirety in copy. Subsequent references can be shortened to your DBA name (i.e., Allison Doyle Real Estate.)
The Brand Background

Berkshire Hathaway HomeServices is doing everything we can to provide you with the elements, resources and tools that you'll need to deliver your advertising, name and message on brand. Because beyond our national and international advertising efforts, you are the face of the brand at a local level.

Through a united branding effort, we have created a globally renowned brand in which our color palette and styles are immediately recognized as carrying the Berkshire Hathaway HomeServices name. The credibility and values tied to that name will, in turn, be attributed to you.
We call it like it is. That means no inside jargon and no spin. Instead, we offer a genuine, refreshingly real voice. We are guided by a respectful candor, balancing timeless values with brave authenticity. Further, our brand voice should convey strength, as we are experienced, bold and reliable. It should be discerning, for we are intelligent, connected and forward thinking. And most importantly, at all times, it should convey assurance.

CONSUMER COMMUNICATIONS
Whether it’s their first or 10th purchase/sale, the consumers are overwhelmed and are looking to Berkshire Hathaway HomeServices for assurance. Consumer communication should answer this need by conveying the following brand attributes:

• Be confident
• Be genuine
• Be knowledgeable
• Be collaborative

TRADE COMMUNICATIONS
Real estate professionals want to know they are part of a credible, smart, stable and performance-driven brand. Trade communications should address these needs by conveying the following brand attributes:

• We are a global brand
• We are knowledgeable
• We offer long-term stability
• We support our franchisees
• We are a modern brand with timeless values
Good to know.®: The Idea

In real estate, knowledge means strength to the franchise, network broker and network agent. It means confidence to the network member buyers and it means comfort to the network member sellers. It implies a spirit of collaboration and a willingness to work together.

We position the brand as the go-to knowledge expert by consistently providing sound insights and genuine advice. Upon receiving those insights and advice, most respond with “good to know.” And we couldn’t agree more.

Our network brokers and network agents are good to know. Our market insights are good to know. Our network member’s buyers and sellers needs are good to know. Ultimately, Berkshire Hathaway HomeServices is good to know.
The words “good to know” can be used as a standalone tagline, per the rules outlined in the treatment on previous pages, or within a sentence. The specific usage within a sentence determines the rules.

When being used in a conversational manner, good to know may simply be written as part of the sentence.

When being used as a tagline, or in reference to the tagline, Good to know.® must be written with a capital “G”, a period and the registered trademark symbol.

When being used underneath a company logo, the tagline should be spaced away from the logo at a distance equaled to the “B” in the “Berkshire.”

EXAMPLES:
Used in a sentence, in reference to our tagline:
Introducing Berkshire Hathaway HomeServices. Good to know.® Good to know.® means strength for the network brokers. Good to know.® means confidence for network member buyers.

USED IN A SENTENCE, IN CONVERSATIONAL TERMS:
We offer unmatched stability, and that’s good to know.
It’s good to know people who know.
Experienced network agents? Good to know. Genuine advice? Good to know.

OTHER ACCEPTABLE USES:
Hashtags: #goodtoknow

DON’TS:
Don’t use the phrase in a sarcastic tone. It is meant to be pragmatic and genuine at all times.
Don’t change the phrasing. e.g.: It’s good to always know the answer.
The approved brand colors for Berkshire Hathaway HomeServices are BHHS "Cabernet" and BHHS "Cream." BHHS Cabernet is based on PMS (Pantone Matching System) 7659 C. BHHS Cream is based on PMS 9143 C. As there are very few instances when a printed piece will actually use PMS ink, the standard breakdowns for these colors are listed below.

CMYK is mentioned for the use of printed materials. RGB or HEX numbers are intended for online use. Because most design is achieved on a computer screen, we recommend working in RGB and letting the program convert those colors into a CMYK file for printing purposes. (The standard file format required by most printers is a high resolution PDF using the preset: PDF/X-1a:2001).

COLOR PALETTE:

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cabernet</td>
<td>C 62</td>
<td>R 85</td>
<td>#552448</td>
</tr>
<tr>
<td>Cream</td>
<td>C 08</td>
<td>R 234</td>
<td>#EAE3D4</td>
</tr>
<tr>
<td>White</td>
<td>C 00</td>
<td>R 255</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Black</td>
<td>C 00</td>
<td>R 0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

RECOMMENDED FOR DIGITAL / PRINT:

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cabernet</td>
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<td>R 255</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Black</td>
<td>C 00</td>
<td>R 0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

FONTS:

- **Proxima Nova**
  - Proxima Nova Thin
  - Proxima Nova Light
  - Proxima Nova Regular
  - Proxima Nova Regular Italic
  - Proxima Nova Semibold
  - Proxima Nova Semibold Italic
  - Proxima Nova Bold
  - Proxima Nova Bold Italic
  - Proxima Nova Extrabold
  - Proxima Nova Extrabold Italic
  - Proxima Nova Black
  - Proxima Nova Black Italic

- **Georgia Pro**
  - Georgia Pro Light
  - Georgia Pro Light Italic
  - Georgia Pro Regular
  - Georgia Pro Italic
  - Georgia Pro Semibold
  - Georgia Pro Semibold Italic
  - Georgia Pro Bold
  - Georgia Pro Bold Italic

*Legally, we cannot share the fonts Proxima Nova and Georgia Pro. In order to use them in your materials, you will need to purchase them. They can both be purchased from [myfonts.com](http://myfonts.com).

As an alternative to Proxima Nova, we recommend Montserrat, which is available to download for free from Google Fonts.
To maintain the design integrity of the BHHS logos, and to ensure consistent and easy reproduction, the logos have been built from a simple formula that correlates directly to the use of the Quality Seal.

For each instance of the logo, horizontal and vertical, please refer to the following guidelines for its construction.

**The Vertical Corporate Logo**

Vertical Stacked Logo, with Quality Seal

Vertical Stacked Logo, without Quality Seal
The Horizontal Corporate Logo

Horizontal Stacked Logo, with Quality Seal

Horizontal Stacked Logo, without Quality Seal

Horizontal Stacked Logo, with Quality Seal (no guides)

Horizontal Stacked Logo, without Quality Seal (no guides)
DBA must be centered along with the Berkshire Hathaway HomeServices logo.
DBA must not extend past the stacked Berkshire Hathaway HomeServices by more than 2Y on each side.
DBA must be centered along with the Berkshire Hathaway HomeServices logo. DBA must not extend beyond Z.
DBA must not extend beyond Z.
DBA must be centered on itself, and line up as a unit to the vertical Line 1.
Line 1 of DBA must be anchored along the baseline of “Berkshire.”
Line 2 of DBA must be anchored along the baseline of “Hathaway” (as needed).
The vertical rule line must be equal to the height of the stacked “Berkshire Hathaway.”

Vertical Stacked (side-by-side) Company Logo, with Quality Seal

Vertical Stacked (side-by-side) Company Logo, without Quality Seal
Only if a DBA is **less than 10 characters** (including spaces) the DBA can be centered, on the side-by-side logo, against the words Berkshire and Hathaway.
DBA must be no more than 85% X and no less than 66% X.
DBA must not extend beyond Z.
DBA must be centered on itself, and line up as a unit to the vertical dividing rule.
The DBA must be anchored along the baseline of “Berkshire Hathaway.”
The vertical rule line must be equal to the height of X.
The Horizontal Stack (Side-by-Side) Company Logo, 2 Line Example

DBA must be no more than 66% X.
DBA must not extend beyond Z.
DBA must be centered on itself, and line up as a unit to the vertical dividing rule.
Line 1 of DBA must be anchored along the baseline of “Berkshire Hathaway.”
Line 2 of DBA must be anchored along the baseline of “HomeServices.”
The vertical rule must be equal to the height of the horizontal “Berkshire Hathaway” + “HomeServices”.

Horizontal Stacked (side-by-side) Company Logo, 2 lines with Quality Seal

Horizontal Stacked (side-by-side) Company Logo, 2 lines without Quality Seal
The following examples show some of the possible misuses of the combined Berkshire Hathaway HomeServices company logo. To ensure correct, consistent usage, always adhere to the following rules.

- Do not use colors outside the approved palette.
- Do not combine color combinations.
- Do not use unapproved typefaces.
- Do not scale horizontally or vertically.
- Do not alter approved sizing and distance relationships.
- Do not alter logo elements.
Examples of Incorrect Uses of the Company Logo

Do not add special effects.

Do not alter alignment rules.

Franchisee DBA may not be in all caps.
Commercial network members or franchisees may use the company logo with the added "Commercial Division" tagline underneath. Commercial Services may not be used. See example below.

Send requests for this logo to the Global Branding Department GlobalBranding@HSFranchise.com.
The Quality Seal

Marketing materials and websites must always contain your company logo with or without the Quality Seal. The Quality Seal should never be used alone without your company logo being somewhere on the page. The following examples show some of the possible misuses of the Quality Seal.

- Do not use colors outside the approved palette.
- Do not scale horizontally or vertically.
- Do not add special effects.
- Do not crop.
- Do not tilt. Always use in upright position.
- Do not use as a watermark. Always use at 100% opacity.
When not using the specified logo lock ups (the Quality Seal and the company logo), the logo components may be used separately. When separated, the components should stand alone and work as individual elements. Therefore it is important to keep a healthy distance between components in order to differentiate the Quality Seal and the company logo. When the Quality Seal is separated from the lock up, it is to be placed a minimum of 5Q distance away from the company logo, with “Q” being the height of the Quality Seal. See example below and on the following page.
Just Listed

12345 Street Name | City Name

Mos maximilorum inulset facerup taectem taccusam nos dipsum eum aditnum-
quas unt, omnolen ecabo. Ut dus siparum quam hitatibus, invelen disquisquis
mveratur as volobus, ut que et evenum hit hillauda que omnis sequarapent, nos
ex eos dolor ma quodit mod everumque nonem aut ut ad ma et, sim nonse nobit
eumquia acceptia tationsecum laccabo. Itaque nes magnatur.

3,200 sq. ft
3 Bedrooms
2.5 Bath
2-carGarage

Offered by
Wendy Owens
Sales Professional Title
(555) 555-5555 Mobile
email@allisondoyle.com
allisondoyle.com

$380,000

© 2018 BHH Affiliates, LLC. Real Estate brokerage services are offered through affiliated member companies of BHH Affiliates, LLC. Most franchisee offices are independently owned and operated. Berkshire Hathaway HomeServices is a registered service mark of HomeServices of America, Inc. Equal Housing Opportunity.
To maintain consistency in usage, it is always important that the Berkshire Hathaway HomeServices logo be used the same way every time, and always given the proper amount of surrounding clear space to avoid it being lost on the page or in the layout. The following rules apply to the proper amount and usage of clear space to be left around the logo at all times. At no such time is the clear space to be violated by copy or graphic elements of any kind.

Berkshire Hathaway HomeServices Corporate logo

Berkshire Hathaway HomeServices Company logo
Georgia or Georgia Pro, our primary typeface, reflects the BHHS brand proposition. Its classic look speaks to trust; it is also a font designed for digital purposes.

For all uses and variations of the company logo, we use Georgia or Georgia Pro, Regular weight set with Optical Kerning and a Tracking Value of 0.

Georgia is a free web-friendly font and perfectly acceptable for all applications. Georgia Pro is a font that can be purchased. Georgia Pro includes a variety of advanced typographic features including true small capitals, ligatures, fractions, old style figures, lining tabular figures and lining proportional figures.
General Rules For All Applications

“X” is equal to the height of the “B” in “Berkshire.” “Y” is equal to the width of the “B” in “Berkshire”:

“Allison & Doyle Real Estate”

“Z” width is equal to the width of the words “Berkshire Hathaway” or the word “Berkshire”:

The height of the DBA must be no more than 85% and no less than 66% of “X.” A 2-line DBA must be the same size on both lines (as needed).

Franchisees DBAs are set in upper and lower case, with the exception of the word “REALTORS®” (where applicable.)

For side-by-side applications, the distance from the “E” in “Berkshire” to the vertical rule and the distance from the vertical rule to the first letter of the DBA is “Y,” while the width of the vertical rule itself is 5% of “Y.”
The following represents preferred color options on top of backgrounds. Please ensure the company logo is legible with the color option chosen.
Real Estate's **FOREVER** Brand℠

The more consumers recognize and respect a real estate brand – and the brokerages that bear its name – as representing their needs forever, the more significant meaning will be placed on the concept of a “real estate agent for life.”

To create lasting, forever value within a brand or brokerage means doing a whole lot more. Specifically, we must persuade consumers that our culture is an extension of the forever concept and, as trusted advisors, we extend value, skills and advice not only before or after a transaction, but also throughout a client’s entire life.

When using Real Estate’s FOREVER Brand℠ with your company logo, please follow the below artwork guidelines.

When using “Real Estate’s FOREVER Brand℠” tag artwork it must be used under your company logo only with the cabernet frame, as shown above. The artwork is the height of the “B” in Berkshire, and positioned exactly two “Bs” distance from the bottom edge of the DBA line of the company logo. It can be used in cabernet, cream, black and white, the same color you are using with the company logo.

It is available to download from Marketing REsource for use in print (EPS & JPG formats) and digital (PNG and SVG formats).
WHITE PAGES ADVERTISING

White Pages advertising includes paid listings and feature space ads. Specifications and availability of White Pages advertising differs greatly by publisher.

- White Pages listings direct potential clients to your business when they already know your name and are simply looking for a phone number or address. White Pages listings also control Caller information – 411.
- White Pages advertising is driven by your phone company records. You must have a listing established with the phone company as “BHHS Your Company DBA” for your advertising to print in the correct alphabetical position.
- Color for White Pages advertising includes font color and white page highlight usually a yellow splash of color over white.
- Fonts, other than those used in logos, are restricted to those choices offered by the publisher.
- Disclaimers are not necessary in white page representation.

**Example, Bold Listing:**

```
BHHS DBA Name Realty
1234 Main Street, Anytown........555-2368
```

**Example, Feature Listing:**

```
BHHS DBA Name Realty
1234 Main Street, Anytown........
```
In-column advertising includes listings, Space Ads and Trademark Ads. Due to limited space, publisher specifications require strict formatting for this type of advertising. Following are examples of acceptable in-column ads. The Trademark Ad on the left may only be used for multiple franchisees to list under the BHHS name. The ad on the right is an in-column Space Ad designed for an individual franchisee.

- The Quality Seal, the Corporate logo or the Company logo may be used for in-column advertising. Publisher specifications require that all logos appear at the top of the ad above listing information.
- Color is available in yellow pages advertising but may be very restrictive. The Corporate logo or the Company logo may print in black. Red is not to be used on the logo even if it’s the only enhancement color made available by the publisher.
- Fonts are restricted to publisher specifications. All text, other than the Corporate logo and Company logo, are subject to publisher criteria.
- Publishers require disclaimers to appear in the top portion of in-column ads above the listing information. Due to minimal space for in-column advertising, the “Independently Owned and Operated” shorter disclaimer is approved and required, if applicable.

<table>
<thead>
<tr>
<th>1HS — 1/2 Inch Space Listing</th>
<th>2HS — 1 Inch Space Listing</th>
<th>4HS — 2 Inch Space Listing with Art</th>
</tr>
</thead>
<tbody>
<tr>
<td>BHHS DBA Name Realty</td>
<td>BHHS DBA Name Realty</td>
<td>BHHS DBA Name Realty</td>
</tr>
<tr>
<td>Residential • Commercial</td>
<td>Residential • Commercial</td>
<td>Residential • Commercial</td>
</tr>
<tr>
<td>Independently Owned and Operated</td>
<td>Property Management</td>
<td>Relocation Referral Service</td>
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<tr>
<td>1234 Main Street Anytown</td>
<td>Investment Property</td>
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</tr>
<tr>
<td>123 456-7890</td>
<td>Relocation Referral Service</td>
<td></td>
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<tr>
<td>123 456-7890</td>
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</tr>
</tbody>
</table>

Berkshire Hathaway HomeServices Brand Guidelines. Updated: May 2020
DISPLAY ADVERTISING IS AVAILABLE IN MANY DIFFERENT SIZES AND PUBLISHERS OFFER FAR MORE FLEXIBILITY IN AD DESIGN.

- Only the Company logo is to be used for display advertising and it should be a dominating feature in ad design. Due to some spacing issues, horizontal placement of the Company logo is acceptable for yellow pages advertising.
- Multiple colors and White Knock-out (white background) are now available in most yellow pages directories. The Company logo is to be placed in black, BHHS Cabernet or BHHS Cream or black reverse.
- The disclaimer “An Independently Owned and Operated Member of BHHS Affiliates LLC.” must appear in all display advertising where space allows. In a smaller display ad, the disclaimer “Independently Owned and Operated” is required (where applicable.)
PLEASE USE THE FOLLOWING STANDARD DISCLAIMER FOR INDEPENDENTLY OWNED AND OPERATED FRANCHISEES:
© “insert year” BHH Affiliates, LLC. An independently owned and operated franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of Columbia Insurance Company, a Berkshire Hathaway affiliate. Equal Housing Opportunity.

PLEASE USE THE FOLLOWING STANDARD DISCLAIMER FOR COMPANY-OWNED AND OPERATED FRANCHISEES:
© “insert year” BHH Affiliates, LLC. An independently operated subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, and a franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of Columbia Insurance Company, a Berkshire Hathaway affiliate. Equal Housing Opportunity.

ADDITIONAL DISCLAIMER:
Information not verified or guaranteed. If your home is currently listed with a Broker, this is not intended as a solicitation

Where space is available, always use the entire disclaimer. The one line disclaimer may be used for yard signs, business cards and materials smaller than a quarter-page. Full disclaimers should be used whenever possible. The one line disclaimer is for both independents and HSoA owned companies. One line disclaimer is as follows:

 ба A member of the franchise system of BHH Affiliates, LLC
YOU MAY ADVERTISE INTERNATIONALLY AS LONG AS YOU FOLLOW THE BRAND GUIDELINES FOR MARKETING AND PROVIDED YOU FOLLOW TWO ADDITIONAL GUIDELINES:

1. The logo and your company DBA may NOT be translated and must always remain in English.

2. Any portion of your advertisement that is written in another language must be done by a reputable translation service company.
ADVERTISING REAL ESTATE RELATED BUSINESSES (RERB), INSURANCE RELATED BUSINESSES (IRB), AND THIRD-PARTY BUSINESSES ON YOUR WEBSITE AND PRINTED MATERIALS

RERBs include without limitation, mortgage, escrow, construction, development, appraisal, referral and consulting matters. IRBs include title insurance and property and casualty insurance.

Franchisees must disclose the ownership of any real estate related business or insurance related business to the HSF Affiliates LLC legal department.

You may advertise other businesses that are used in the process of buying or selling homes on your website and print material as long as the following rules are adhered to:

- **(Websites only)** The home page of the website may make generic references to third party services, but not the trade name of the RERB or IRB. For example, clickable links or icons for “Mortgage,” “Escrow,” or “Insurance Services” might be visible, but not the actual business name such as “Allison and Doyle Escrow.” The word “Partners” should never be used. Once a link or icon is clicked, an approved RERB or IRB name and/or logo can appear.

- Whether an ancillary business of your company or third-party relationship, the businesses may not use the BHHS cabernet and cream colors or look and must be identified both graphically and in the description as a separate entity from your Berkshire Hathaway HomeServices franchise.

- The company logo should always be the most prominent logo on the page and no other logo should be within a “B’s” distance of it.

- Any page bearing both the BHHS marks and a third-party company must display the approved BHHS co-branding disclaimer on the main part of the page. The co-branding disclaimer should not be placed in the page footer or be a part of the franchise disclaimer or any other disclaimer on the page.

- **CO-BRANDING DISCLAIMER:**
Berkshire Hathaway HomeServices does not endorse any of the products or vendors referenced on this material. Any mention of vendors, products or services is for informational purposes only.

- The font size of the disclaimer should be equal to the font size of the text on the page (not the text of the franchise disclaimer).

- Each RERB or IRB must have a separate telephone number and email to be used solely for each separate real estate related business or insurance related business to avoid confusion with the franchised business.

- Any telephone directory advertising for the franchised business must be separate from any listings for any RERB or IRB, and there shall be no cross referencing between the franchised business and any RERB or IRB.

- If the franchised business and RERB or IRB are located in the same premises, there must be separate signage identifying the RERB or IRB in a manner that makes it clear to a consumer that the RERB or IRB is separate and distinct from that of the franchised business.

- Businesses must only be those used in the process of purchasing or selling a home. HSF Affiliates LLC reserves the right to have you remove a company at our discretion without explanation or cause.
INTERNET GUIDELINES
Introduction

The internet provides an exciting opportunity for businesses to communicate and interact with existing and potential customers.

As internet commerce grows, maintaining an effective brand image on the web has become an enormous logistical and technical challenge. Accordingly, it is essential that franchisees apply these graphic standards whenever using the Berkshire Hathaway HomeServices name, Quality Seal and Logo on the internet. BHHS urges all franchisees to immediately review their existing websites to assure compliance with these standards.

Websites have the ability to reach more consumers than any other means of advertising and marketing. As such, the internet is not an exception to these Brand Guidelines; in many ways, it is the medium where the standards mean the most. Misuse of the BHHS brand can be the quickest way to tarnish the Brand’s image and strength. Proper use of the BHHS brand will enhance each franchisee business, as well as the value of the brand as a whole.

As part of our ongoing efforts to protect the strength of our brand, BHHS will be monitoring franchisee websites and will contact franchisees who require assistance in modifying their sites to comply with these standards. In addition, BHHS may issue revised sections to the Operations Manual and/or Brand Guidelines that set forth standards regarding the only permitted uses of BHHS Logos as domain names and other uses of these licensed marks on the internet.
The following are common errors we found on franchisee and sales professional websites. Please note that these errors are often found in printed advertisements, so you may want to review your overall marketing and advertising components.

1. **Compliant company logos must always be used.** The most common errors with company logos include:
   - Using the corporate logo. The company logo (includes your DBA) must always be used.
   - Incorrect format.
   - Font, size, and/or color are changed.
   - Not having at least X-Height (height of the "B") of clear space around the company logo or Quality Seal.
   - Using as wallpaper, which is not permitted.

   Compliant company logos can be found in BHHS REsource Center under Marketing/Brand. Your company logo must appear at least on the home page of your website.

2. **Using “Berkshire” or “HomeServices” in a generic reference.** References such as “Berkshire offices,” “Berkshire sales professional” or “Why Choose HomeServices?” becomes unclear as to whether you mean your company or one of the corporate entities. For that reason, use of the word Berkshire or HomeServices alone is prohibited. Be specific (Berkshire Hathaway HomeServices ABC Realty sales professional...”). After referencing the company DBA name in its entirety once in text, subsequent references may be shortened to your DBA name (i.e., Allison & Doyle Real Estate.)

3. **Not including the company disclaimer.** Often, the required disclaimer is not included in the site, or only part of the disclaimer is included. The entire disclaimer, including the copyright notice, must be included, at minimum on the home page. The required disclaimers can be found in the Marketing and Advertising section (as well as BHHS REsource Center).

4. **Use of the Logo or Quality Seal.** Neither the Logo nor the Quality Seal can be animated, used as wallpaper, or watermark. They may not be incorporated into another logo or graphic.

5. **On a technical note,** all links should have working destinations, and all images should load properly.

6. **References to Berkshire Hathaway.** Franchisees are prohibited from quoting company statistics or making statements regarding Berkshire Hathaway Inc. or HomeServices of America.

7. **Use of word “REALTORS®,”** Keeping in mind that the name “REALTOR®” is a registered mark of the National Association of REALTORS®, that name should not be used to generically refer to real estate professionals. Your use of the REALTOR® mark must comply with the specifications of the National Association of REALTORS®.

8. **Videos.** Videos should include an company logo and the appropriate disclaimers. Videos should be treated as a marketing piece.

   Compliant company logos, disclaimers and Brand Guidelines can be found on the REsource Center. [bhhsresource.com](http://bhhsresource.com), under Marketing / Brand > Brand Identity.

Contact the Global Branding Department at [GlobalBranding@HSFranchise.com](mailto:GlobalBranding@HSFranchise.com) for assistance.
Design Concepts

Web-based media are treated like advertising for purposes of applying the Brand Guidelines. Here are some things to consider when building your website:

GRAPHIC FORMAT:
- Your Company Logo must appear at least on the home page of your site.
- Your site must contain the appropriate disclaimer, at least on the home page.
- The Red/Green/Blue ("RGB") value for BHHS Cabernet is R:85, G:36, B:72.
- The Red/Green/Blue ("RGB") value for BHHS Cream is R:234, G:227, B:212.
- Neither your Company Logo nor the Quality Seal may be used as "wallpaper" or watermark.
- Neither the Quality Seal nor the Company Logo may be "animated."

CONTENT:
- Your Company DBA Name must be used once in its entirety in copy. Subsequent references can be shortened to your DBA name (i.e., Allison and Doyle Real Estate.)
- Keeping in mind that the name "REALTOR®" is a registered mark of the National Association of REALTORS®, that name should not be used to generically to refer to real estate professionals. Your use of the REALTOR® mark must comply with the specifications of the National Association of REALTORS®.
- If used, personal logos and slogans may not be larger than the BHHS Logo and must appear at least X-Height (Height of the "B") away from any BHHS Logo or Quality Seal.
WHAT DOMAIN NAMES CAN I USE?

Using Your Company DBA Name as Domain Name
The BHHS name and mark is used by franchisees as part of their Company DBA Name pursuant to the license set forth in each Franchisee Franchise Agreement. Franchisees who wish to create a website, including e-mail addresses, to conduct franchised business may use their approved DBA Name as their domain name. Franchisees may use Berkshire Hathaway HomeServices or BHHS in their domain names, no other abbreviations will be allowed.

COMPLIANT DOMAIN EXAMPLES:
Berkshire Hathaway HomeServices John Smith Realty
berkshirehathawayhomeservicesjsmithrealty.com
berkshirehathawayhomeservicesjohnsmithrealty.com
bhhsjsr.com
bhhsjsrealty.com
bhhsjohnsmithrealty.com

Company websites may add an extension to their URL after franchisees DBA name (i.e., bhhsjohnsmithrealtynewhomes.com, bhhsjohnsmithrealtycommercialdivision.com) must be approved by Brand Identity before use.

NONCOMPLIANT DOMAIN EXAMPLES:
Berkshire Hathaway HomeServices John Smith Realty
berkhsjsmith.com
berkhathservicesjsmithrealty.com
berkshirehsjohnsmith.com
berkshirehathawayhsjsr.com

Note: The use of Good to know.® in domain names is also prohibited.

All domains must be approved by the Global Branding Department, GlobalBranding@HSFranchise.com.
WHO WILL FILE AND OWN FRANCHISEES’ DOMAIN NAME REGISTRATIONS?

Franchisees are only allowed to use the Berkshire Hathaway HomeServices name and mark as licensees of BHHS. Accordingly, BHHS will own domain names used by franchisees which contain Berkshire Hathaway HomeServices or BHHS (or any abbreviation of BHHS if an abbreviation is authorized). Upon selection and approval of a domain name that meets the required standards, BHHS will register the domain name. The franchisee will be responsible for paying any costs associated with the registration and maintenance of the domain name. If you have already registered any domain name(s) which contain Berkshire Hathaway HomeServices or BHHS or any derivation of these names, you will be required to transfer ownership of such domain names to BHHS.

WHAT DOMAIN NAME DO I USE IF MY COMPANY DOMAIN NAME IS SHARED BY OTHER FRANCHISEES?

In general, the “first come, first served” rule will be applied. The company to first request registration of a domain will automatically be granted permission to use that domain name if deemed compliant. The remaining companies will be required to develop abbreviations of the name in order to come up with different domain names, e.g., (1) bhhssmithrealty.com; (2) bhhsjsrealty.com; or (3) bhhsjsmithrealty.com.

In all cases where something other than the full Company DBA Name is used and that domain name contains Berkshire Hathaway HomeServices or BHHS, the domain name must be approved in advance by the Global Branding Department, GlobalBranding@HSFranchise.com.

WHAT DOMAIN NAME CAN BE USED BY INDIVIDUAL SALES PROFESSIONALS?

Individual sales professionals are prohibited from using or registering domain names, social media handles, or e-mail addresses containing BHHS, Berkshire Hathaway HomeServices or any other form of the BHHS name.

Sales professionals may be given a separate page on an franchisee web page from franchise business and they may place the domain name for their page on business cards or other marketing materials, for example, bhhsjohnsmithrealty.com/john-anderson.

Sales professionals who currently own domain names that contain Berkshire Hathaway HomeServices or BHHS must immediately abandon those domain names. Those domains must be transferred to Berkshire Hathaway HomeServices. Contact Brand Identity for further instruction.
AGENT WEB LINKING

Sales associates are given the opportunity to “link” their website to the global site (www. berkshirehathawayhs.com). This means when a client looks up your name in the Agent Search section of the global site, they can click on “View My Website (or View My Profile)” and will be led to your website.

If you have a website you would like to web link, you may submit the following information to GlobalBranding@HSFranchise.com to begin processing:

1. Your agent name
2. Your company name
3. The website URL to be linked to the global site berkshirehathawayhs.com.

The process includes a website review for brand compliance. For quicker processing, please ensure your homepage includes a company logo and the appropriate Berkshire Hathaway HomeServices disclaimer.

Please note that the ongoing linkage of your website is conditional on your acceptance of the following terms and conditions:

1. Your website must at all times remain in compliance with the Berkshire Hathaway HomeServices Brand Guidelines. The Brand Guidelines may be found on REsource Center (bhhsresource.com) in the Marketing/Brand section. Berkshire Hathaway HomeServices reserves the right to review your website for compliance at any time, and to require you to make changes to bring your website in conformity with the Brand Guidelines in our sole and absolute discretion.

2. Either party may terminate the linking arrangement at any time, for any reason or no reason.

3. From time to time, our websites will be unavailable, whether for maintenance or for other reasons beyond our control. By your continued linking of your website from ours, you expressly release Berkshire Hathaway HomeServices from any liability in association with any interruption of access.

Note: Though web linking is available to our agents, using an external domain that directs consumers off the Berkshire Hathaway HomeServices global site (berkshirehathawayhs.com) will cause some of the Seller Advantage features to not work properly. If you would like more details, please contact the Customer Success Team at (855) 422-9052.
SOCIAL MEDIA

Franchisees may use BHHS in their URLs; however, network agents are prohibited from using or registering URLs that bear the marks. All should follow the URL guidelines in the Internet Guidelines section.

If you use your company logo as your profile picture it should not be cut off. If it does not fit, please select another photo, use just the Quality Seal or a yard sign graphic.

If you use a BHHS logo in your social media content, please use your company logo (includes your DBA name) not the corporate logo.

You should not mix your company and personal pages, they should remain separate. Exception to “BHHS” rule: Twitter/Instagram handles for REthink Council Chapters can include “BHHS,” but must also include “REthink.” A reference to the area may be added as well, such as @BHHSREthinkOrlando.

APPROVED HASHTAGS:

#goodtoknow
#goodtoask
#BHHS
#BHHSrealestate
#FOREVERbrand

For Facebook, your entire company name must be on the page and the acronym BHHS must never be used.

MLS FEEDS

If space allows, please use your entire company name in the company name field in MLS. Due to field character limitations you may use the acronym BHHS with your DBA. BHHS should be in all caps. Your company logo or your fully spelled out company name should be found elsewhere on the listing itself when the consumer views it. This is important as the public does not relate the acronym BHHS with Berkshire Hathaway HomeServices.

E-MAIL SIGNATURES

Compliant Example:
John Smith
Berkshire Hathaway HomeServices Allison & Doyle Real Estate
888-888-8888
JSmith@email.com

Noncompliant Example:
John Smith
Berkshire Hathaway Allison & Doyle Real Estate
888-888-8888
JSmith@email.com
AUDIO/VIDEO GUIDELINES

In keeping with our brand guidelines for audio/video content, please refer to the following important requirements, which will ensure that your audio/video materials are in compliance with branding and legal guidelines:

• When referring to your company name, ALWAYS say your full DBA. (i.e. Berkshire Hathaway HomeServices John Smith Realty.)

• Refrain from saying anything about Warren Buffett.

• Please don’t refer to “BHHS” (always say entire company name Berkshire Hathaway HomeServices.)

• In addition to the above audio/video guidelines, all other marketing guidelines must be followed.
STATIONERY GUIDELINES
Business Card

- Business card should be printed on cream or white paper stock. Cream is preferred.
- Business card is set in Georgia or Georgia Pro font, Regular weight, 8-points over 10-point leading, set with Optical Kerning and a Tracking Value of 0.
- Network Agents must use the address of their business office location, not their home address.
- Two blank lines must be left after name and title for spacing. One blank line after name and title is acceptable only for exceptionally long DBA names, network agent names or addresses.
- A minimum of eight lines of information is required, with a maximum of 10 lines. Required items are name, title, DBA, address and phone. Acceptable additional items are e-mail address and/or website.
- If a professional headshot is added to the card, the corporate logo without the Quality Seal must be used.
  If a professional head shot is not added, the corporate logo with the Quality Seal must be used.
- Acceptable options for the back side of the card are:
  - Solid color BHHS cabernet with Quality Seal in BHHS cream or white.
  - Blank.
  - Company logo.
  - Additional office addresses.
  - Dual-sided cards for teams or husband/wife.
  - Alternate language (i.e., Spanish, Chinese, etc.)
  - QR code in lieu of and no larger than the space allotted for the Quality Seal.
- See options on the following page. Please note the different formats of business cards, page 50-53 are mix and match front and back business cards and pages 54-57 are non-interchangeable front and back business cards.
BACKS

BHHS Cabernet cream seal:

BHHS Cabernet white seal:

BHHS Cabernet no seal:

BHHS Cream with BHHS Cabernet seal:

BHHS Cream without BHHS Cabernet seal:

White with BHHS Cabernet seal:

White without BHHS Cabernet seal:
NON-INTERCHANGEABLE - FULL PHOTO

BHHS Full Photo | Front

Catherine Realtor
Title
1234 Main Street
Anytown, ST 12345
000-000-0000 dir
000-000-0000 fax
email@emailaddress.com
berkshirehathawayhs.com
bre #1234567890

Catherine Realtor
Title
1234 Main Street
Anytown, ST 12345
000-000-0000 dir
000-000-0000 fax
email@emailaddress.com
berkshirehathawayhs.com
bre #1234567890

BHHS Full Photo | Back

BHHS Full Photo with Name and Title | Back

Catherine Realtor
Title
1234 Main Street
Anytown, ST 12345
000-000-0000 dir
000-000-0000 fax
email@emailaddress.com
berkshirehathawayhs.com
bre #1234567890

BHHS Full Photo Team | Front

John Agent
Sales Professional
Allison & Doyle Real Estate
1234 Main Street
Anytown, ST 12345
Office: +1 (000) 000-0000
Mobile: +1 (000) 000-0000
dir
email@emailaddress.com
berkshirehathawayhs.com
bre #1234567890

John Agent, Owner
Christine Agent, Realtor
Wendy Owens, Realtor
James Dow, Realtor

BHHS Full Photo Team | Back

A member of the franchise system of BHH Affiliates, LLC

BHHS Full Photo Team

A member of the franchise system of BHH Affiliates, LLC
Icons of commercial real estate industry organizations may be used on commercial division business cards.
Personal Logos and Slogans

Personal logos and slogans detract from the professional image and quality that consumers associate with the BHHS name and logo. Accordingly, BHHS strongly discourages the use of both.

If, despite this discouragement, network brokers or their sales professionals wish to use personal logos or slogans, both may not be used on signage. Furthermore, personal logos and slogans must appear at least an X-height away from any of the BHHS logos and may not be larger than the BHHS logos. Personal logos and slogans may not include symbols, graphic elements or phrases that have political, religious, ideological or other general connotations. Personal slogans must be real estate related.

**CORRECT USE OF PERSONAL LOGO**

An example of an acceptable use of a personal logo on a business card

![Business Card Example]
The design of the letterhead is intended to retain as much of the center-balance employed throughout the brand’s design language as well as make best use of the equity of the BHHS name as it applies to our franchisees.

The following examples show the design and layout of the printed letterhead as well the text settings to use for letters and formal communications. Letterhead can be printed on either white or off-white stock.
Dear Mr. Sample,


Sincerely,

Wendy Owens

Wendy Owens
Allison & Doyle Real Estate
213-234-4567 Voice
213-234-4599 Cell
wendyo@allisondoyle.com
allisondoyle.com

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Letterhead Example with 1 Office Location, Commercial Division
Letterhead Example with Multiple Office Locations, Commercial Division

Address and Contact Information Contained Within This Space

Commercial Division

Berkshire Hathaway HomeServices Brand Guidelines. Updated: May 2020
The A10 sized envelope is the most commonly used envelope for business and formal written communications. It’s a standard size and is available “off-the-shelf” at any business supplies or stationery store. The following is the approved example for the design and layout incorporating the BHHS company logo, DBA name, and address.
The A2 sized notecard (5.5" x 4.25") and accompanying A2 envelope (5.75" x 4.375") provide the perfect vehicle for handwritten, personal correspondence such as “thank you” or congratulatory notes.

The following examples show the design and layout for both.
A2 Envelope

Berkshire Hathaway HomeServices
Allison & Doyle Real Estate
1234 Main Street, Suite 1234
Anytown, ST 12345

Address Line is Set in Georgia Pro Regular,
8 Point Over 10 Point Leading
RESIDENTIAL YARD SIGNAGE
The following pages show layouts and standards for yard signs, riders, open house signs, and commercial site signs. To ensure that your sign is correctly designed and produced, you are strongly encouraged to use a Preferred Supplier. The Brand Guidelines have been provided to our Preferred Suppliers. Information on Preferred Suppliers is available in the Supplier Directory on REsource Center.

If you should choose not to use a Preferred Supplier, a to-scale drawing must be submitted for approval to the Global Branding Department prior to manufacturing, GlobalBranding@HSFranchise.com.
General Rules For Signage Applications

In keeping with brand consistency, the same general rules that apply to the logos will also apply to the design and layout of the yard signs. In addition, please refer to the following general (and on the subsequent pages, corresponding case-specific) rules for further clarity and consistency.

- You are strongly encouraged to use a BHHS Preferred Supplier as they have already determined the mix of paint colors to achieve our brand colors.
- DBA size must be no more than 85% of “X” and no less than 66% of “X.”
  - DBA must be same size on both lines (as needed.)
  - DBA must not extend outside the working area (black dashed line.)
  - DBA and contact information must be centered horizontally along with the BHHS logo, and vertically within the working area.
- Franchisee DBAs are set in upper and lower case, with the exception of the word “REALTORS®” (where applicable.)
- Signage information must include DBA and phone number.
  - Additional options to include are network agent or team name, phone number, website or cell number.
- Network Agent photo option is only to be used on the larger yard signs (24” x 30” dome or rectangular signs, 24” x 32” dome or rectangular signs, and 30” x 24” horizontal rectangular signs.)
- Signage must be produced in BHHS cabernet/BHHS cream or BHHS cabernet/white, including all sign riders.

Due to the limited space on a yard sign, the following abridge version of the disclaimer may be used by all Berkshire Hathaway HomeServices franchisee:

 direccion

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See the signage examples on the following pages.
The blue shaded area in the examples below indicate where additional information may be placed. This example shows network agent phone number and name. A network agent photo option is available with either BHHS cream or white backgrounds on each version.

Only if a DBA is less than 10 characters (including spaces) the example below may be used.
The blue shaded area in the examples below indicate where additional information may be placed. This example shows network agent phone number and name. A network agent photo option is available with either BHHS cream or white backgrounds on each version.

Only if a DBA is less than 10 characters (including spaces) the example below may be used.
The blue shaded area in the examples below indicate the area in which additional information may be placed. This example shows company phone number, network agent name and phone number. A network agent photo option is available with either BHHS cream or white backgrounds on each version.

These signs are available in horizontal 32" x 24", 30" x 24", 24" x 18", 7.5" x 5.5" and vertical 24" x 32" sizes.
SPECIAL APPLICATION SIGNAGE
As with the yard signs, the same general rules that apply to the logos will also apply to the design and layout of all special application signage (open house signs, special shape open house signs, listing signs, stock and riders, QR riders, magnetic signs, feather flags, license plate covers, brochure boxes, and pennant flags.)

Additionally, please refer to the following general rules for further clarity and consistency.

- Please provide your sign vendor with a color swatch from your Color Book so they can print to a visual reference and be correct. All Berkshire Hathaway HomeServices preferred sign companies have been provided with the Color Books and have already determined the mix of paint to achieve the approved colors.

- The size of the DBA must be no more than 85% of “X” and no less than 66% of “X.”

- Franchisee DBAs and corresponding contact information are set in upper and lower case, with the exception of the word “REALTORS®” (where applicable.)

- A network agent photo option is only to be used on the 24” x 32” listing signs and the 6” x 24” stock and riders.

- Signs can be produced in BHHS Cabernet/BHHS Cream or BHHS Cabernet/White only.
12" X 24" And 14" X 18" Open House Signs

12" X 24" open house sign

14" X 18" open house sign rounded corners
OPEN HOUSE
Allison & Doyle Real Estate
Wendy Owens

A member of the franchise system of BHH Affiliates, LLC
General Rules for Sign Riders

Font size is limited only to the width of the rider and does not relate to the height of the “B” in the BHHS logo like the residential signage.

**Please note:** as in the residential signage and the brand in general, the DBA name cannot be condensed or extended to fill or reduce space on the rider.

Sign riders can be 6” to 9” high and can be the width of the yard sign.

The same color scheme used in the residential signage must be followed: BHHS cabernet/ BHHS cream or BHHS cabernet/white with the option to reverse out the type in white or BHHS cream on BHHS cabernet.

The same color scheme used in the sign the rider is attached to must be followed. **For example:** if the sign is produced in BHHS cabernet/BHHS cream, then the rider must use BHHS cabernet/BHHS cream.

“SOLD” riders must be produced in BHHS cabernet/BHHS cream or BHHS cabernet/white only.

Riders can have anything related to the home or agent contact information and may also have the network agents personal logo as long as it is produced in BHHS cabernet/BHHS cream or BHHS cabernet/white.

The next page shows some examples of sign rider design.
SOLD

Wendy Owens
213-234-4567

SOLD

Wendy Owens
213-234-4567

Wendy Owens
213-234-4567
Call or Text
213-234-4567
Enter Code: 1201
COMMERCIAL DIVISION YARD SIGNAGE
The blue shaded area in the examples below indicate where additional information may be placed. This example shows network agent phone number and name. A network agent photo option is available with either BHHS cream or white backgrounds on each version.
24" x 30" Commercial Division Rectangular Sign with Rider

The blue shaded area in the examples below indicate where additional information may be placed. This example shows network agent phone number and name. A network agent photo option is available with either BHHS cream or white backgrounds on each version.
Example with DBA + phone number. Shown with BHHS cabernet/BHHS cream.
LUXURY COLLECTION GUIDELINES
To differentiate the premium identity of the Luxury Collection from the experiential qualities of the Residential Collection, this additional mark and identity was established. Both the BHHS brand and the Luxury Collection mark represent quality and high standards. This stylized Luxury Collection mark represents the highest in quality standards, locale, and affluence.

To ensure consistent and easy reproduction, follow the guidelines on the proceeding pages.

Do not separate the Quality Seal from the Luxury Collection Mark.
**COLOR PALETTE:**

<table>
<thead>
<tr>
<th>CABERNET</th>
<th>40% BLACK</th>
<th>60% BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7659C</td>
<td>Pantone Cool Gray 6C</td>
<td>Pantone 8400C*</td>
</tr>
<tr>
<td>R 85, G 36, B 72</td>
<td>R 167, G 169, B 172</td>
<td>R 128, G 130, B 133</td>
</tr>
<tr>
<td>M 91, Y 43, K 39</td>
<td>M 28, Y 27, K 0</td>
<td>M 43, Y 41, K 06</td>
</tr>
<tr>
<td>#55244be</td>
<td>#a7a9ac</td>
<td>#808285</td>
</tr>
</tbody>
</table>

**WHITE**

<table>
<thead>
<tr>
<th>BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>R 255, G 255, B 255</td>
</tr>
<tr>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

**BLACK**

<table>
<thead>
<tr>
<th>R 0, G 0, B 0, K 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>#000000</td>
</tr>
</tbody>
</table>

*Special colors to be used only as a spot color with a professional offset printer.*

**FONT:**

- **Gotham Thin**
- **Gotham Thin Italic**
- **Gotham Light**
- **Gotham Light Italic**
- **Gotham Book**
- **Gotham Book Italic**
- **Gotham Medium**
- **Gotham Medium Italic**
- **Gotham Bold**
- **Gotham Bold Italic**
- **Gotham Black**
- **Gotham Black Italic**
- **Gotham Ultra**
- **Gotham Ultra Italic**

Legally, we cannot share the font Gotham. In order to create your own Luxury Collection materials, you will need to own or purchase it.
Rules For Locking Up The Luxury Collection Mark

- “X” height is equal to the height of the “B” in “Berkshire.”
- “H” height is equal to the height of the “H” in “HomeServices.”
In order to maintain consistency in usage, it is always important that the Luxury Collection mark be used the same way every time, and always given the proper amount of surrounding clear space in order to avoid it being lost on the page or in the layout. The following rules apply to the proper amount and usage of clear space to be left around the mark at all times. At no such time is the clear space to be violated by copy or graphic elements of any kind.

The mark showing minimum clear space: When possible, keep any copy or graphic elements at least the width of the Quality Seal away from the Luxury Collection mark. When placing the Luxury Collection mark within a graphic element (like a header or footer panel), there should be at least .375" surrounding space.

When using the Luxury Collection mark, your company logo (without the Quality Seal) needs to be located somewhere on the piece in order to maintain proper branding consistencies.
The mark showing minimum clear space: When possible, keep any copy or graphic elements at least the width of the Quality Seal away from the Lock-Up Luxury Collection mark. When placing the Lock-Up Luxury Collection mark within a graphic element (like a header or footer panel), there should be at least .375" surrounding space.

Note: When using the Lock-up Luxury Collection mark, your DBA must be elsewhere on the page in text.
When locking the Luxury Collection mark with the company logo, it is important to keep a healthy distance between components in order to differentiate the two marks.

The Luxury Collection "rule" element should be placed at 2L distance away from the lowermost line of the DBA name, with "L" being the height of the "L" in "Luxury".

Example of the minimum distance the Luxury Collection element can be from the company logo.

Should you want to use the elements further away than 2L from each other, you must use the Luxury Collection mark and the Horizontal company logo without Quality Seal.

The Luxury Collection mark and the horizontal stack company logo without Quality Seal:
The following examples show some of the possible misuses of the Luxury Collection mark. To ensure correct, consistent usage, always follow the preceding rules. These rules also apply to the use of the Lock-up mark.

**Examples of Incorrect Uses of The Luxury Collection Mark**

- Do not use colors other than the approved palette.
- Do not combine color combinations.
- Do not scale horizontally or vertically.
- Do not alter alignment rules.
- Do not alter any elements of the Mark.
- Do not alter approved distance relationships of elements.
- Do not add special effects.
- Do not separate Quality Seal from the Luxury Collection mark.
The Luxury Collection business cards are designed to communicate the attributes and quality that are synonymous with the Luxury Collection. Therefore franchisees are provided an elegant solution that can best convey the premium standards expected.

The following options are designed to allow the franchisee to communicate their curriculum vitae and contact information quickly and tastefully using the BHHS cabernet color already established by the BHHS brand, with additional colors and fonts exclusively for use with the Luxury Collection for an extra touch of select branding and a premium feel to help set it apart from the residential or commercial programs.
Horizontal Luxury Collection Business Cards

Horizontal card front: Option 1
Type, DBA and disclaimer: 40% Black

Horizontal card back: Option 1
PMS COOL GRAY 6C on white background

Horizontal card front: Option 2 (with photo)

Horizontal card back: Option 2
White on BHHS Cabernet background

Horizontal card back: Option 3
PMS COOL GRAY 6C on black background

Horizontal card back: Option 4
White on Pantone 8400C
Vertical Luxury Collection Business Cards

Vertical card front: Option 1
Wendy Owens
Luxury Collection Specialist

Allison & Doyle Real Estate
O 000.000.0000
C 000.000.0000
wendyowens@berkshirehathawayhs.com
berkshirehathawayhs.com
1234 Main Street
Anytown, ST 12345

Vertical card front: Option 2
(with photo)

Vertical card back: Option 1
PMS COOL GRAY 6C on white background

Vertical card back: Option 2
White on BHHS Cabernet background

Vertical card back: Option 3
PMS COOL GRAY 6C on black background
LUXURY COLLECTION YARD SIGNAGE
Luxury Collection yard signs can be BHHS cabernet/white or black/white. The blue shaded shapes in the following examples indicate the area in which any information may be placed - in addition to the mandatory logo and DBA - as long as it follows the guidelines for element sizes and spacing.

To ensure that your sign is correctly designed and produced, you are strongly encouraged to use a Preferred Supplier. The Brand Guidelines have been provided to our Preferred Suppliers. Information on Preferred Suppliers is available in the Supplier Directory on REsource Center.

Example with DBA + phone number + network agent name + website.
24" X 30" Luxury Collection Rectangular Yard Sign
Luxury Collection Open House signs can be BHHS cabernet/white or black/white and come in a variety of sizes.
**Glossary**

**BHHS** – The abbreviation for Berkshire Hathaway HomeServices.

**Lock-up** – Spacing of elements within BHHS Logos.

**REsource Center** – Private extranet site for franchisees, located at bhhsresource.com

**Quality Seal** –

**BHHS LOGOS:**

**Corporate Logo** – The Quality Seal and the words “Berkshire Hathaway HomeServices.”

**Company Logo** – The corporate Logo with the franchise DBA name below or beside it.

**CUSTOMER SUCCESS TEAM:**

Monday – Friday, 5:00 a.m. Pacific – 6:00 p.m. Pacific

phone number: +1 855.422.9052
email: BHHSsupport@HSFranchise.com

**GLOBAL BRANDING DEPARTMENT:**

email: GlobalBranding@HSFranchise.com