



Brand Guidelines

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Introduction

When it comes to our brand identity, each of its elements were carefully designed to bring it to life, create effective communication, and convey and support the Berkshire Hathaway HomeServices brand and messaging.

Consistency of visual impression builds and strengthens our brand — creating communication that is clear, memorable and distinct, and directly translates to building both mind and market share. That's why it's essential to always use the original visual identity assets, and to follow the application rules outlined in this guideline.

1.0

Brand Foundations

Brand Foundations

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.

Brand Identity Compliance

In order for Berkshire Hathaway HomeServices to maintain these standards, from time to time every franchisee will be required to submit the following items for review:

- 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 requirements. You will be contacted if there are any items that need to be modified or converted.

Brand Foundations

Brand Identity Compliance (cont.)

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 Berkshire Hathaway HomeServices website.
- Suspension of eligibility to receive third-party referrals directed by Berkshire Hathaway HomeServices.
- Loss of company and/or sales professional awards.
- Terminate for cause.

Brand Foundations

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 Berkshire Hathaway HomeServices for use in internet domain names. Global Branding 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 name must be used once in its entirety in copy. Subsequent references can be shortened to your company name (i.e., Allison & Doyle Real Estate.)

Brand Foundations

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.

Brand Foundations

Vision & Mission

Vision

Guided by the Berkshire Hathaway principles of trust, integrity, stability and longevity, we empower people to achieve their dreams.

Mission

We help people achieve their goals faster than they would in our absence.

2.0

Referencing Mr. Buffett

Referencing Mr. Buffett

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.

Overview

On the next pages 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. Prior to use, all materials that use a quote from Mr. Buffett must be submitted to the Global Branding Department at GlobalBranding@HSFranchise.com.

Referencing Mr. Buffett

Approved 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."

Referencing Mr. Buffett

Approved Quotations (cont.)

"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."

Referencing Mr. Buffett

Approved Quotations (cont.)

"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."


3.0

Marketing and Advertising


Marketing and Advertising

Disclaimers - For Use in the United States

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:

 A member of the franchise system of BHH Affiliates, LLC

Marketing and Advertising

Disclaimers - For Use in the United States (cont.)

Independent franchisee disclaimer:

- Option 1: An independently owned and operated franchisee of BHH Affiliates, LLC 🏠
- Option 2: An independently owned and operated franchisee of BHH Affiliates, LLC. Equal Housing Opportunity.

HomeServices-owned franchisee disclaimer:

- Option 1: An independently operated franchisee of BHH Affiliates, LLC 🏠
- Option 2 : An independently operated franchisee of BHH Affiliates, LLC. Equal Housing Opportunity.

Marketing and Advertising

Disclaimers - For Use Outside of the United States

Canada

© "insert year" BHH Affiliates, LLC. An independently owned and operated franchisee of BHH Affiliates, LLC. Trademarks owned by Columbia Insurance Company. Used under license.

French Speaking Provinces

© "insert year" BHH Affiliates, LLC. Franchisé indépendant et autonome de BHH Affiliates, LLC. Les marques de commerce appartenant à Columbia Insurance Company. Sont utilisées sous licence

One line disclaimer:

Membre du système de franchise de BHH Affiliates, LLC

Outside of Canada and the United States

© "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.

For Canada and Outside of the United States

Where space is available, always use the entire disclaimer. The one-line disclaimer may be used for property signs, business cards and materials smaller than a quarter-page. Full disclaimers should be used whenever possible.

One line disclaimer:

A member of the franchise system of BHH Affiliates, LLC

Marketing and Advertising

Translations

You may advertise in any language as long as you follow the Brand Guidelines for marketing and provided you follow two additional guidelines:

- The logo and your company name may NOT be translated and must always remain in English.
- Any portion of your advertisement that is written in another language must be done by a reputable translation service company.

Marketing and Advertising

Good to know[®]

THE IDEA

In real estate, knowledge means strength to the franchise, network broker and sales professional. It means confidence to buyers and it means comfort to the 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 sales professionals are good to know. Our market insights are good to know. Our network’s buyers and sellers needs are good to know. Ultimately, Berkshire Hathaway HomeServices is good to know.

Marketing and Advertising

Good to know[®] (cont.)

USAGE

The phrase “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 2x the “H” in the “HATHAWAY.”

Examples:

Used in a sentence, in reference to our tagline:

- Good to know.[®] means strength for network brokers and sales professionals.
- Good to know.[®] also gives confidence for buyers and sellers.

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.

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.*

Marketing and Advertising

Selecting photography that aligns with the Berkshire Hathaway HomeServices brand is key. Photographs should always look premium and feel authentic. Images should never look contrived, pedestrian or what could be considered stock photography.

Both exteriors and interiors should strike the right balance of aspirational yet attainable. Homes should look lived-in, but not at the expense of appearing messy or unappealing. When selecting images of people, make sure that their emotions, gestures, and body language feel candid. Avoid images of people looking directly at the camera.

All photos and images may only be used with the permission of their owners. Photos must not be downloaded from the internet without obtaining the proper permissions from the rights owners first.

Photography Usage

EXAMPLES



Marketing and Advertising

Photography Misuse

MISUSE EXAMPLES



Living area appears messy



Living area looks unlived, empty



Subject is looking directly at the camera



Photo is contrived

4.0

Internet and Social Media

Internet and Social Media

Introduction

It is essential to apply these graphic standards whenever using the Berkshire Hathaway HomeServices name and logo on the internet. Berkshire Hathaway HomeServices urges all 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 brand can be the quickest way to tarnish the brand's image and strength. Proper use of the brand will enhance each franchisee's business, as well as the value of the brand as a whole.

As part of our ongoing efforts to protect the strength of the brand, Berkshire Hathaway HomeServices will be monitoring network websites and will contact those who require assistance in modifying their sites to comply with these standards. In addition, Berkshire Hathaway HomeServices may issue revised sections to the Operations Manual and/or Brand Guidelines that set forth standards regarding the only permitted uses of Berkshire Hathaway HomeServices logos as domain names and other uses of these licensed marks on the internet.

Internet and Social Media

Common Errors

The following are common errors we find 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 global logo. The company logo (includes your company name) must always be used.
- Incorrect format.
- Font, size, and/or color are changed.
- Not having at least X-Height (height of the "H" in Hathaway) of clear space around the company logo. Using as wallpaper, which is not permitted.

Compliant company logos can be found on the REsource Center.

Your company logo must appear at a minimum 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 name in its entirety once in text, subsequent references may be shortened to your company name (i.e., Allison & Doyle Real Estate).

Internet and Social Media

Common Errors (cont.)

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 a minimum on the home page. The required disclaimers can be found in the Marketing and Advertising section (as well as the REsource Center).

4. Use of the Logo. The logo cannot be animated, used as wallpaper, or watermark. It 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 the 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 a 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, under Marketing > Brand Usage

Contact the Global Branding Department at GlobalBranding@HSFranchise.com for assistance.

Internet and Social Media

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 RGB (Red/Green/Blue) value for Cabernet is R:103, G:0, B:56.
- Your company logo may not be used as “wallpaper” or watermark.
- Your company logo may not be “animated.”

Content:

Your company name must be used once in its entirety in copy (i.e., Berkshire Hathaway HomeServices Allison & Doyle Real Estate). Subsequent references can be shortened to your company name (i.e., Allison & 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 company logo and must appear at least X-Height (Height of the “H” in Hathaway) away from any company logo.

Internet and Social Media

Domain Names

USAGE

Using Your Company Name as Domain Name

The BHHS name and mark is used by franchisees as part of their company name pursuant to the license set forth in each Franchisee Franchise Agreement. Franchisees who wish to create a website, including email addresses, to conduct franchised business may use their approved company 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 their franchisee company name (i.e., bhhsjohnsmithrealtynewhomes.com, bhhsjohnsmithrealtycommercialdivision.com), but only with the approval of the Global Branding Department before use,

GlobalBranding@HSFranchise.com.

Internet and Social Media

Domain Names (cont.)

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 prohibited.

All domains must be approved by the Global Branding Department,
GlobalBranding@HSFranchise.com.

Who Will Register 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.

Internet and Social Media

Domain Names (cont.)

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 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 email addresses containing BHHS, Berkshire Hathaway HomeServices or any other form of the BHHS name.

Sales professionals may be given a separate page on a 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 Global Branding Department for further instruction.

Internet and Social Media

Miscellaneous

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 company name. 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.

Email 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

Internet and Social Media

Web Linking

Sales professionals 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 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.

Internet and Social Media

Web Linking (cont.)

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 these Berkshire Hathaway HomeServices Brand Guidelines. The most recent version of the Brand Guidelines may be found on the REsource Center in the Marketing 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 sales professionals, using an external domain that directs consumers off the Berkshire Hathaway HomeServices global site will cause some features to not work properly. If you would like more details, please contact the Customer Success Team at (855) 422-9052.

Internet and Social Media

You should not mix your company and personal pages, they should remain separate.

For all social media channels, your entire company name must be on the page and the acronym BHHS must never be used.

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

Social Media

DESIGN GUIDELINES

Photography

Utilize stock photography that follows our general photography guidelines. Reminder: Photos should not be downloaded from the internet without permission to use.

Typeface

Use the Marcellus typeface for headlines.

Tone

Headlines and post copy should abide by voice and tone guidelines, keeping relevant audiences in mind.

When writing copy, use the idea of home as the underlying theme of your post (when relevant and appropriate).

Reminder: If utilizing content from a copyrighted source, remember to cite where the content originated.

Internet and Social Media

The images to the right are examples of a social media profile and static posts.

Profile Guidelines

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.

Static Post Guidelines

It is recommended to use your company logo when possible.

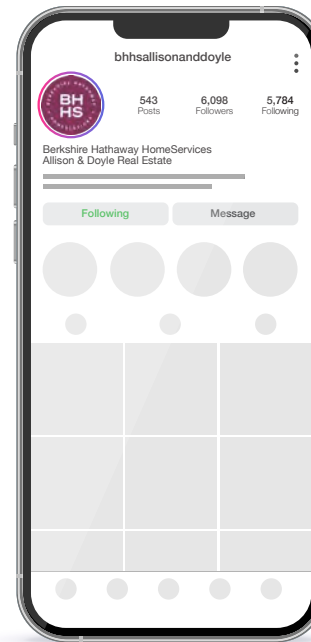
When using your company logo as part of design for static social media posts, please explore using the templates located in Marketing REsource.

Stories and Reels Guidelines

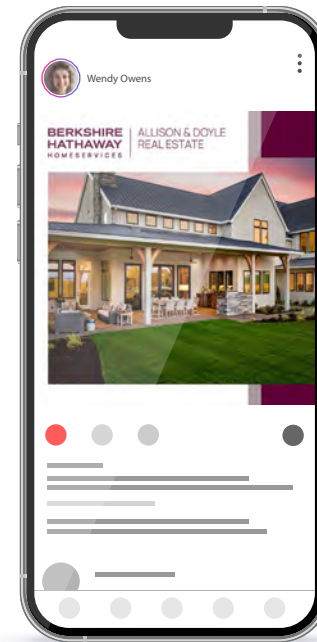
Do not place your company logo anywhere where it can be hidden by text and symbols that auto populate as part of the platform user interface, including the account profile name, caption, buttons, and titles.

Social Media (cont.)

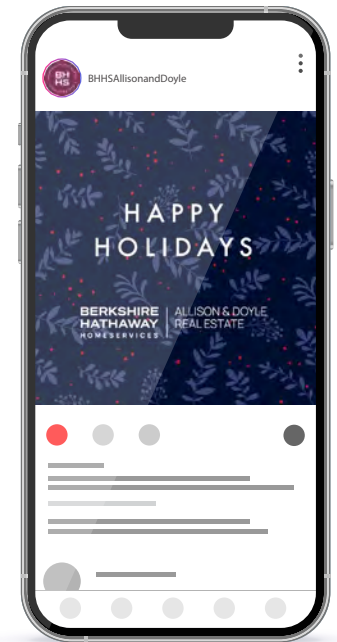
EXAMPLES



Example of company social media profile



Example of agent social media post



Example of company social media post

Internet and Social Media

A hashtag is a word, phrase, or acronym with the pound symbol (#) in front of it. On social media platforms, if you tap or click on a hashtag, you'll be shown all of the posts on that platform containing that hashtag. This makes it easy for users to categorize their content and to find specific content in the vast sea of social posts. It helps to draw attention to your posts and encourage interaction.

Hashtags

APPROVED BERKSHIRE HATHAWAY HOMESERVICES HASHTAGS

#goodtoknow
#goodtoask
#GTK
#BHHS
#BHHSrealestate
#RealEstatesForeverBrand
#ForeverBrand
#ForeverAgent
#YourForeverAgent
#ForEveryone

These hashtags are based on words and phrases that are the intellectual property of Berkshire Hathaway HomeServices and should not be modified or used other than in connection with posts relating to the Berkshire Hathaway HomeServices network.

In addition, create hashtags that are local to your market (i.e. city names, community, neighborhood, etc.), real estate related or otherwise are relevant to your post.

Internet and Social Media

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 company name (i.e. **Berkshire Hathaway HomeServices Allison & Doyle Real Estate**).
- Refrain from saying anything about Warren Buffett and/or using his image.
- Please don't refer to "BHHS" (always say entire company name **Berkshire Hathaway HomeServices**).
- When creating video content, it is recommended to use your company logo as a bumper. The BHHS disclaimer must be displayed at the end of your video in a legible typeface. In addition to the above audio/video guidelines, all other marketing guidelines must be followed.

For approved video content available for use, please go to Marketing REsource.

5.0

Logos

Global Logo

The logo is the most important expression of the Berkshire Hathaway HomeServices brand and should be treated with the greatest care.

The Berkshire Hathaway HomeServices logo is a proprietary artwork, and original files should always be used.

The allowed brand colors for the global logo are Cabernet, Black and White.

You always should use your company logo.

The Foundation

BERKSHIRE HATHAWAY HOMESERVICES GLOBAL LOGO

**BERKSHIRE
HATHAWAY**
HOMESERVICES

Cabernet

**BERKSHIRE
HATHAWAY**
HOMESERVICES

Black

**BERKSHIRE
HATHAWAY**
HOMESERVICES

White

Global Logo

Clear Space

The Berkshire Hathaway HomeServices logo should always be surrounded by a generous amount of clear space. The minimum amount of clear space around the logo is equal to the height and width of the “H” in HATHAWAY. When we resize the logo, the amount of clear space will change proportionally.

Minimum Size

The global logo should never be smaller than 0.75 inch or 54 pixels in width. Always resize the logo preserving the original artwork proportions.

MINIMUM SIZE REQUIREMENTS

**BERKSHIRE
HATHAWAY**
HOMESERVICES



0.75 inch or 54 pixels

Clear Space and Minimum Size

REQUIRED CLEAR SPACE



Wordmark height = “H” in HATHAWAY



Clear space should be maintained between objects in photography as well

Global Logo

The following represents preferred color options on top of backgrounds. Please ensure the global logo is legible with the color option chosen.

Usage

COLORWAYS



Cabernet logo on white background



White logo on cabernet background



Cabernet logo on light area of image



Black logo on white background



White logo on black background



White logo on dark area of image

Company Logo

The following represents preferred color options on top of backgrounds. Please ensure your company logo is legible with the color option chosen.

Usage

COLORWAYS



**BERKSHIRE
HATHAWAY**
HOMESERVICES | ALLISON & DOYLE
REAL ESTATE

Cabernet logo on white background



**BERKSHIRE
HATHAWAY**
HOMESERVICES | ALLISON & DOYLE
REAL ESTATE

White logo on cabernet background



**BERKSHIRE
HATHAWAY**
HOMESERVICES | ALLISON & DOYLE
REAL ESTATE

Black logo on white background



**BERKSHIRE
HATHAWAY**
HOMESERVICES | ALLISON & DOYLE
REAL ESTATE

White logo on black background



**BERKSHIRE
HATHAWAY**
HOMESERVICES | ALLISON & DOYLE
REAL ESTATE

Cabernet logo on light area of image



**BERKSHIRE
HATHAWAY**
HOMESERVICES | ALLISON & DOYLE
REAL ESTATE

White logo on dark area of image

Company Logo

The primary logo is the principle logo that should be used. If space does not allow for the primary logo, then use of the secondary logo is permitted.

For company names less than 10 characters (including spaces), the company name is centered against the words Berkshire Hathaway HomeServices.

For company names 11 characters and longer, the company name is top aligned with the word Berkshire.

For franchisees with multiple company names, examples to the right show two-line, three-line and four-line logos.

Primary Company Logo

EXAMPLES

**BERKSHIRE
HATHAWAY**
HOMESERVICES

CHICAGO

**BERKSHIRE
HATHAWAY**
HOMESERVICES

CALIFORNIA PROPERTIES

**BERKSHIRE
HATHAWAY**
HOMESERVICES

CALIFORNIA REALTY
PERRIE MUNDIE REALTY GROUP

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ARIZONA PROPERTIES
CALIFORNIA PROPERTIES
NEVADA PROPERTIES

**BERKSHIRE
HATHAWAY**
HOMESERVICES

CAROLINAS REALTY
YORK SIMPSON UNDERWOOD REALTY
YOST & LITTLE REALTY
PINEHURST REALTY GROUP

Company Logo

The secondary company logo uses a maximum allowable width. The company name scales proportionally to that width or break onto additional lines, depending on its length.

A company name can fit on one or two lines depending on the length of its character count. The company name is left-aligned underneath the words Berkshire Hathaway HomeServices.

For franchisees with multiple company names, examples to the right show two-line, three-line and four-line logos.

The maximum width of the company name (or multiple company names) does not extend past the additional space, equal 50% of the width of “BERKSHIRE”, that sits to the right.

Secondary Company Logo

EXAMPLES

**BERKSHIRE
HATHAWAY**
HOMESERVICES

CHICAGO

**BERKSHIRE
HATHAWAY**
HOMESERVICES

CALIFORNIA REALTY
PERRIE MUNDIE REALTY GROUP

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ARIZONA PROPERTIES
CALIFORNIA PROPERTIES
NEVADA PROPERTIES

**BERKSHIRE
HATHAWAY**
HOMESERVICES

CAROLINAS REALTY
YORK SIMPSON UNDERWOOD REALTY
YOST & LITTLE REALTY
PINEHURST REALTY GROUP

Company Logo

The tertiary logo should be used only when height space is severely limited. Whenever possible, the primary logo should be used.

Original company logo files are provided by the Global Branding Department and available for download through the REsource Center.

Tertiary Company Logo

EXAMPLES

BERKSHIRE HATHAWAY
HOMESERVICES | CHICAGO

BERKSHIRE HATHAWAY
HOMESERVICES | CALIFORNIA PROPERTIES

BERKSHIRE HATHAWAY
HOMESERVICES | CALIFORNIA REALTY
PERRIE MUNDIE REALTY GROUP

BERKSHIRE HATHAWAY
HOMESERVICES | ARIZONA PROPERTIES
CALIFORNIA PROPERTIES
NEVADA PROPERTIES

BERKSHIRE HATHAWAY
HOMESERVICES | CAROLINAS REALTY
YORK SIMPSON UNDERWOOD REALTY
YOST & LITTLE REALTY
PINEHURST REALTY GROUP

Company Logo

Clear Space

Company logos should always be surrounded with a generous amount of clear space. The minimum amount of clear space around the logo is equal to the height of the “H” in HATHAWAY. When the logo is resized, the amount of clear space will change proportionally.

Clear Space

REQUIRED CLEAR SPACE AROUND COMPANY LOGO



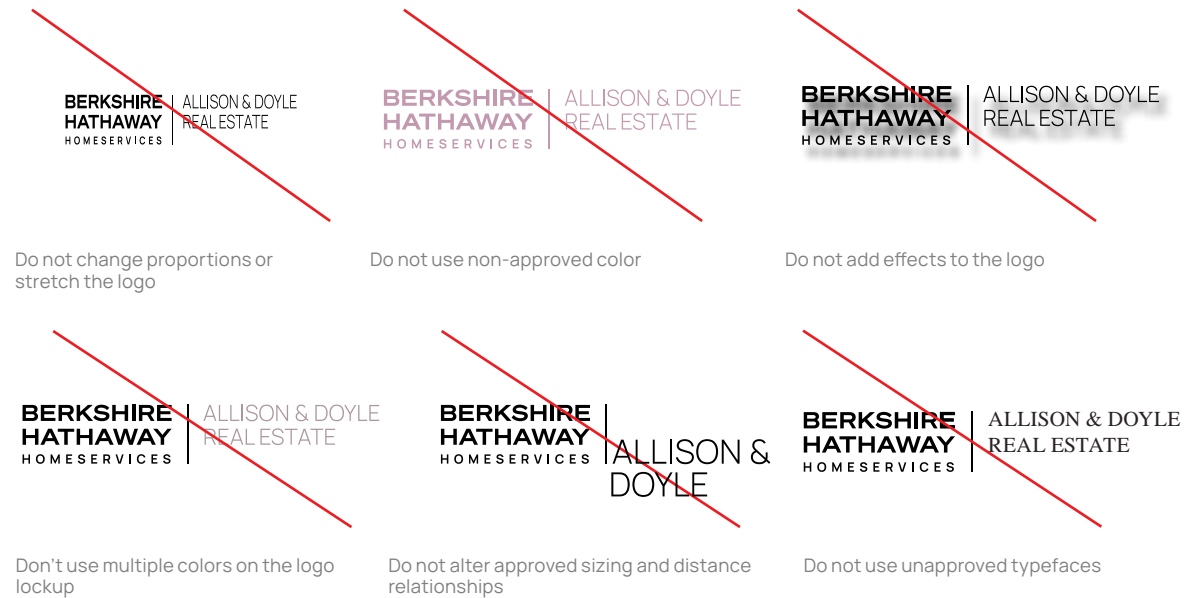
Company Logo

We are guardians of the Berkshire Hathaway HomeServices brand and brand identity and great care should be taken to preserve its integrity. Consistency is the key to building a strong and lasting impression of our brand in the minds of our audience.

To uphold the quality of applications, always use the original files, and do not alter them. For resizing, always use the vector (.eps) files.

Misuse

EXAMPLES



Quality Seal

General Use

Marketing materials and websites must always contain your company logo with or without the Quality Seal.

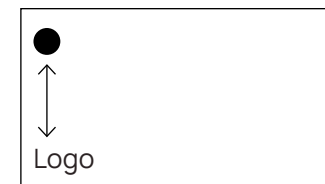
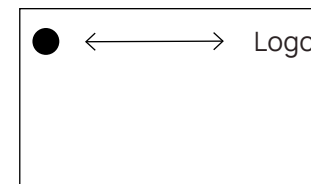
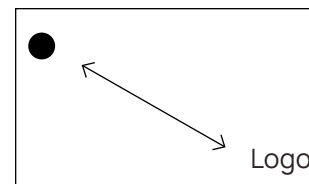
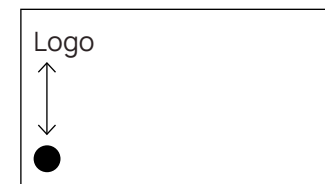
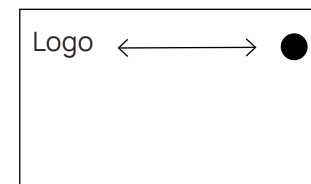
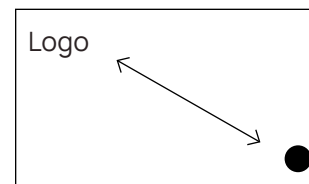
When using the Quality Seal within a layout we should adhere to these rules:

The Quality Seal should never be used alone without your company logo being somewhere on the page. To maintain this, the Quality Seal should always live on the opposite side from your company logo.



Usage

QUALITY SEAL PLACEMENT



Here are some examples to show how the Quality Seal can live with the company logo

Quality Seal

The following represents preferred color options on top of backgrounds. Please ensure the Quality Seal is legible with the color option chosen. We should always be sure to adhere to the rules of Quality Seal usage to maintain consistency.

The Quality Seal should never be used alone without your company logo being somewhere on the page.

Colorways



Cabernet Quality Seal on white background



White Quality Seal on cabernet background



Cabernet Quality Seal on light area of an image



Black Quality Seal on white background



White Quality Seal on black background



White Quality Seal on dark area of an image

Quality Seal

Clear Space

The Berkshire Hathaway HomeServices Quality Seal should always be surrounded with a generous amount of clear space. The minimum amount of clear space around the Quality Seal is equal to the height of the icon. The amount of clear space will change proportionally as the Quality Seal is resized.

Minimum Size

The Quality Seal should never be smaller than 1 inch or 72 pixels in width. Always resize the seal preserving the original artwork proportions.

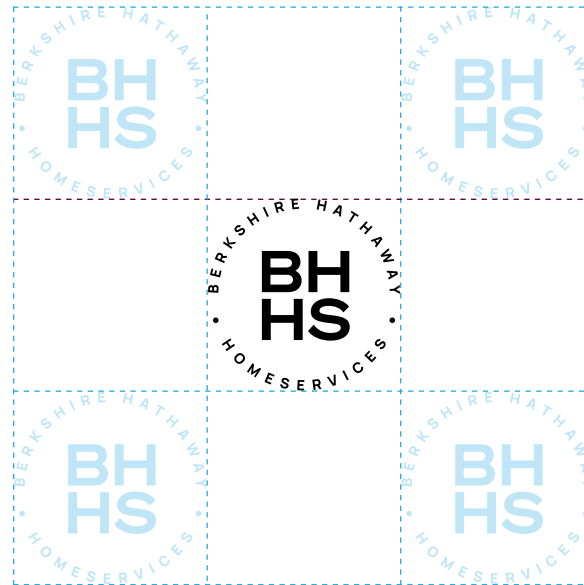
MINIMUM SIZE REQUIREMENTS



1 inch or 72 pixels

Clear Space & Minimum Size

CLEAR SPACE



Seal width space all around



Clear space should be maintained between objects in photography as well

Quality Seal

General Use

The Quality Seal should be used similarly to an ink stamp. Placement should be perfectly aligned within the frame and in an upright position.

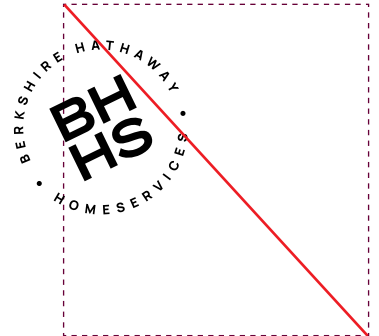
Uses to Avoid

Avoid placing the Quality Seal casually tilted at an angle. It also shouldn't break or overlap the frame.

Placement & Alignment



Always perfectly align the Quality Seal. The Quality Seal should be placed in an upright position



Avoid casually placing or tilting the Quality Seal

Quality Seal

Watermark General Use

The Quality Seal may be used at a minimum of 30% opacity as a watermark when appropriate.

In this application, the Quality Seal should be used in a transparent format.

As a watermark, the Quality Seal should always be surrounded by a generous amount of clear space. The minimum amount of clear space around the watermark Quality Seal is equal to the height of the icon.

Motion Design Effects General Use

The Quality Seal may have a motion design effect, such as rotation, added to it for use in video and GIF's.

Please abide by the Brand Guidelines as the Quality Seal should not be cropped, shown at an angle, stretched, etc. See misuse examples in the following pages.

Watermark and Motion Design Effects



Use of the Quality Seal on an image as a watermark

Quality Seal

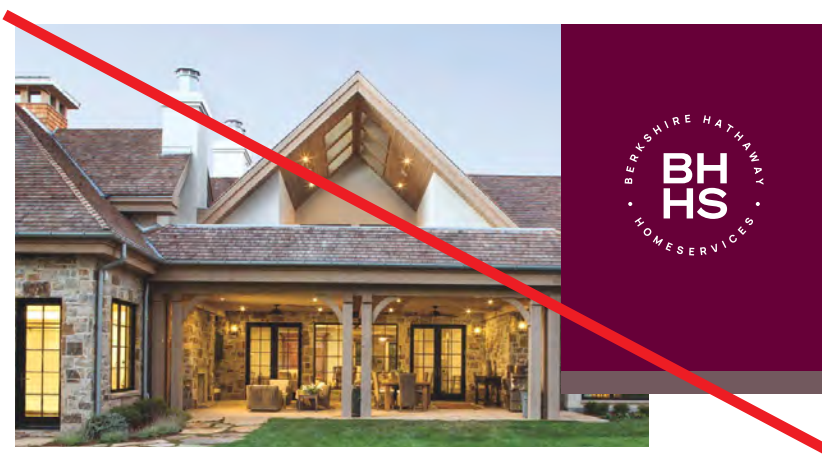
The Berkshire Hathaway HomeServices Quality Seal is a decorative element that can be used as a brand reminder.

Misuse

BERKSHIRE HATHAWAY HOMESERVICES QUALITY SEAL



Never lockup the Berkshire Hathaway HomeServices logo with the Quality Seal



Never use the Quality Seal in a design layout without the logo

Quality Seal

We are guardians of the Berkshire Hathaway HomeServices brand and brand identity and great care should be taken to preserve its integrity. Consistency is the key to building a strong and lasting impression of the brand in the minds of the audience. We can ensure it by following simple rules for the use of brand assets outlined in the guideline.

To uphold the quality of applications, always use the original identity assets and files, and do not alter the original files. For re-sizing, always use the vector (.eps) files.

Misuse (cont.)



Do not change proportions or stretch the mark



Do not use non-approved colors



When used as a watermark, never use at less than 30% opacity



Do not tilt. Always use in upright position



Do not crop

Forever Brand

The more consumers recognize and respect a real estate brand – and the network 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.”

As trusted advisors, we extend value, skills and advice not only before or after a transaction, but also throughout a client’s entire life.

Real Estate’s Forever BrandSM, Your Forever Agent[®] and Forever AgentSM are certified registered trademark and service mark phrases and must be written correctly on all marketing materials.

The first letter in every word of “Real Estate’s Forever BrandSM” should always be capitalized and accompanied by a “SM” symbol. The phrase “Your Forever Agent[®]” should always be capitalized and accompanied by a “[®]” symbol. When the word “Your” does not precede “Forever AgentSM” the phrase should still be capitalized but accompanied by a “SM” symbol instead.

Forever Usage

Real Estate’s **FOREVER** BrandSM

Your **Forever** Agent[®]

Forever AgentSM

Examples of Use in Sentences

Berkshire Hathaway HomeServices, Real Estate’s Forever BrandSM.

You’d never settle for anything else. Neither does Your Forever Agent[®].

You’d never settle for anything else. Neither does a Forever AgentSM.

Forever Brand

When using Real Estate's FOREVER BrandSM with your company logo, please follow the below artwork guidelines.

If you would like to use the "Real Estate's Forever BrandSM" tag with your company logo, then the tag must be placed beneath and centered to your company logo.

However, you can use the "Real Estate's Forever BrandSM" tag as a standalone item on marketing pieces, as it does not have to be locked up with your company logo.

Real Estate's FOREVER BrandSM

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ALLISON & DOYLE
REAL ESTATE

Real Estate's FOREVER BrandSM

150% of the "H" in HATHAWAY

75% of the height of "H" in HATHAWAY

When using "Real Estate's FOREVER BrandSM" tag artwork with your primary company logo it must be used underneath only with the cabernet frame, as shown above. The artwork is the height of the 75% of the "H" in HATHAWAY, center aligned to your company logo, and positioned 150% of the height of the "H" in HATHAWAY from the bottom edge of your company logo. It can be used in cabernet, black or white, the same color you are using with your company logo.

It is available to download from the Resource Center for use in print (EPS & JPG formats) and digital (PNG and SVG formats).

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ALLISON & DOYLE
REAL ESTATE

Real Estate's FOREVER BrandSM

150% of the "H" in HATHAWAY

When using "Real Estate's FOREVER BrandSM" tag artwork with your secondary company logo it must be used underneath only with the cabernet frame, as shown above. The artwork is the width of the BERKSHIRE HATHAWAY HOMESERVICES portion of your company logo, left aligned to your company logo, and positioned 150% of the height of the "H" in HATHAWAY from the bottom edge of your company logo. It can be used in cabernet, black or white, the same color you are using with your company logo.

It is available to download from the Resource Center for use in print (EPS & JPG formats) and digital (PNG and SVG formats).

Forever Brand

A Forever AgentSM understands the concept of home is predicated on the many changes life can bring and that it doesn't start—or end—with the transaction. That's what we want consumers to associate with Berkshire Hathaway HomeServices.

However, you can use the "Your Forever Agent[®]" tag as a standalone item on marketing pieces, as it does not have to be locked up with your company logo.

Your Forever Agent[®]

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ALLISON & DOYLE
REAL ESTATE

Your Forever Agent[®] 

When using "Your Forever Agent[®]" tag artwork with your primary company logo it must be used underneath only with the cabernet frame, as shown above. The artwork is the height of the 150% of the "H" in HATHAWAY, center aligned to your company logo, and positioned 150% of the height of the "H" in HATHAWAY from the bottom edge of your company logo. It can be used in cabernet, black or white, the same color you are using with your company logo.

It is available to download from the REsource Center for use in print (EPS & JPG formats) and digital (PNG and SVG formats).

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ALLISON & DOYLE
REAL ESTATE

 150% of the "H"
in HATHAWAY
Your Forever Agent[®]

When using "Your Forever Agent[®]" tag artwork with your secondary company logo it must be used underneath only with the cabernet frame, as shown above. The artwork is the width of the BERKSHIRE HATHAWAY HOMESERVICES portion of your company logo, left aligned to your company logo, and positioned 150% of the height of the "H" in HATHAWAY from the bottom edge of your company logo. It can be used in cabernet, black or white, the same color you are using with your company logo.

It is available to download from the REsource Center for use in print (EPS & JPG formats) and digital (PNG and SVG formats).

6.0

Logos

(Canada Only)

Global Logo

The logo is the most important expression of the Berkshire Hathaway HomeServices brand and should be treated with the greatest care. The Berkshire Hathaway HomeServices logo is a proprietary artwork and original files should always be used.

The allowed brand colors for the global logo are Cabernet, Black and White.

You must use the registered trademark “®” with the logo after “HomeServices” for all company material in Canada. In Provinces where French is the primary language, you should use the Marque de Commerce “MC” on all material with the Berkshire Hathaway HomeServices marks. The global and company logos should always have appropriate mark after the word “HomeServices” even when in writing.

Franchisees should always use their company logo.

For Use in Canada Only

**BERKSHIRE
HATHAWAY**
HOMESERVICES®

Cabernet logo with Trademark (to be used in English-speaking Provinces)

**BERKSHIRE
HATHAWAY**
HOMESERVICES®

Black logo with Trademark (to be used in English-speaking Provinces)

**BERKSHIRE
HATHAWAY**
HOMESERVICES®

White logo with Trademark (to be used in English-speaking Provinces)

**BERKSHIRE
HATHAWAY**
HOMESERVICES^{MC}

Cabernet logo with Marque de Commerce (to be used in French-speaking Provinces)

**BERKSHIRE
HATHAWAY**
HOMESERVICES^{MC}

Black logo with Marque de Commerce (to be used in French-speaking Provinces)

**BERKSHIRE
HATHAWAY**
HOMESERVICES^{MC}

White logo with Marque de Commerce (to be used in French-speaking Provinces)

Company Logo

The Berkshire Hathaway HomeServices company logos are used by our network members.

These logos are the most important expression of the Berkshire Hathaway HomeServices brand in local markets and should be treated with the greatest care.

The allowed brand colors for your company logo are Cabernet, Black and White.

The primary logo is the principle logo that should be used.

For company names less than 10 characters (including spaces), the company name is centered against the words Berkshire Hathaway HomeServices.

For company names 11 characters and longer, the company name is top aligned with the word Berkshire.

The Berkshire Hathaway HomeServices logo is proprietary artwork and original files should always be used.

Original company logo files are provided by the Global Branding Department and available for download through the REsource Center.

For Use in Canada Only

EXAMPLE: PRIMARY COMPANY LOGO



Primary Cabernet logo with Trademark



Primary Cabernet logo with Marque de Commerce



Primary Black logo with Trademark



Primary Black logo with Marque de Commerce



Primary White logo with Trademark



Primary White logo with Marque de Commerce

Company Logo

The secondary company logo uses a maximum allowable width. The company name scales proportionally to that width or break onto additional lines, depending on its length.

A company name can fit on one or two lines depending on the length of its character count.

The company name is left-aligned underneath the words Berkshire Hathaway HomeServices.

The maximum width of the company name does not extend past the additional space, equal 50% of the width of "BERKSHIRE", that sits to the right.

For Use in Canada Only

EXAMPLE: SECONDARY COMPANY LOGO

**BERKSHIRE
HATHAWAY**
HOMESERVICES®

ALLISON & DOYLE
REAL ESTATE

Secondary Cabernet logo with Trademark

**BERKSHIRE
HATHAWAY**
HOMESERVICES^{MC}

ALLISON & DOYLE
REAL ESTATE

Secondary Cabernet logo with Marque de Commerce

**BERKSHIRE
HATHAWAY**
HOMESERVICES®

ALLISON & DOYLE
REAL ESTATE

Secondary Black logo with Trademark

**BERKSHIRE
HATHAWAY**
HOMESERVICES^{MC}

ALLISON & DOYLE
REAL ESTATE

Secondary Black logo with Marque de Commerce

**BERKSHIRE
HATHAWAY**
HOMESERVICES®

ALLISON & DOYLE
REAL ESTATE

Secondary White logo with Trademark

**BERKSHIRE
HATHAWAY**
HOMESERVICES^{MC}

ALLISON & DOYLE
REAL ESTATE

Secondary White logo with Marque de Commerce

Company Logo

The tertiary logo should be used only when height space is severely limited. Whenever possible, the primary logo should be used.

Original company logo files are provided by the Global Branding Department and available for download through the RSource Center.

Tertiary Company Logo

EXAMPLE: TERTIARY COMPANY LOGO

BERKSHIRE HATHAWAY
HOMESERVICES® | ALLISON & DOYLE
REAL ESTATE

Tertiary Cabernet logo with Trademark

BERKSHIRE HATHAWAY
HOMESERVICES® | ALLISON & DOYLE
REAL ESTATE

Tertiary Cabernet logo with Marque de Commerce

BERKSHIRE HATHAWAY
HOMESERVICES® | ALLISON & DOYLE
REAL ESTATE

Tertiary Black logo with Trademark

BERKSHIRE HATHAWAY
HOMESERVICES® | ALLISON & DOYLE
REAL ESTATE

Tertiary Black logo with Marque de Commerce

BERKSHIRE HATHAWAY
HOMESERVICES® | ALLISON & DOYLE
REAL ESTATE

Tertiary White logo with Trademark

BERKSHIRE HATHAWAY
HOMESERVICES® | ALLISON & DOYLE
REAL ESTATE

Tertiary White logo with Marque de Commerce

Disclaimers

For Use in Canada Only

CANADA DISCLAIMERS

English speaking provinces:	© "insert year" BHH Affiliates, LLC. An independently owned and operated franchisee of BHH Affiliates, LLC. Trademarks owned by Columbia Insurance Company. Used under license.
One line disclaimer:	A member of the franchise system of BHH Affiliates, LLC
French speaking provinces:	© "insert year" BHH Affiliates, LLC. Franchisé indépendant et autonome de BHH Affiliates, LLC. Les marques de commerce appartenant à Columbia Insurance Company. Sont utilisées sous licence.
French one line disclaimer:	Membre du système de franchise de BHH Affiliates, LLC

7.0

Typography & Color Palettes

Typography

Marcellus

Marcellus is a font that exudes a feeling of elegance and is best used for expressive language to achieve a high-end look and feel.

Marcellus is best used in headlines and for emphasis.

To download this font, visit:

<https://fonts.google.com/specimen/Marcellus>

Manrope

Manrope is a font that is flexible enough to be used in a variety of formats and styles, from print to digital work.

Manrope is best used in body copy or paragraphs of text, subheads, captions, links or numbers.

To download this font, visit:

<https://fonts.google.com/specimen/Manrope>

Note: The Manrope font does not offer italics, but most applications (e.g.: Microsoft Word) can italicize any selection by clicking on the *I* in the text editor. When using InDesign, skew the selection 12°.

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

Marcellus is best used in headlines and for emphasis

AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

Manrope is best used in body copy or paragraphs of text, subheads, captions, links or numbers

AaBb

Typography

Pairing Examples

TYPEFACE FAMILY IN USE

Headline
Marcellus, Regular

Forever investing

Body
Manrope, Regular

We have a passion for relationships, as that is the very nature and essence of our business and our lives.

Our vision is a more personally connected world with fewer barriers and more prosperity.

Subhead
Manrope, Extra Bold, All Caps

HOW WE HELP YOU BUY A HOME

Headline
Manrope, Bold

A smarter way to sell

Body
Manrope, Regular

By supporting and elevating each individual, we empower them with what they need to change lives, shape communities, and enrich the world.

Typography

The fall-back font is only to be used when the brand fonts are unavailable, as is the case with email design.

Arial

Arial is considered one of the most ubiquitous system fonts and is generic enough to work in most situations.

Fall-back Font

FALL-BACK TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

AaBb

Color Palettes

The Traditional palette is inspired by colors that pay respect to where the Berkshire Hathaway HomeServices brand came from and how it can be elevated into a fresh look for the future.

Primary Colors

The primary colors are Cabernet and White. The main brand color, Cabernet, is reinvigorated to be warmer. It's a bold, unique color that represents creativity and imagination.

Secondary Colors

Espresso, Earth, Dove, and Pearl make up the secondary colors. These colors complement the richness of Cabernet with softer, subtler tones, helping the palette to feel mature and refined.

Accent Colors

Rosé and Blush are accent colors. These colors should be used in small amounts, to add emphasis.

Traditional Theme

COLOR PALETTE

PRIMARY	<div>CABERNET</div>	HEX: #670038 RGB: 103_0_56 CMYK: 42_100_51_44
	<div>WHITE</div>	HEX: FFFFFFFF RGB: 255_255_255 CMYK: 0_0_0_0
SECONDARY	<div>ESPRESSO</div>	HEX: #2A2223 RGB: 42_34_35 CMYK: 66_68_64_71
	<div>EARTH</div>	HEX: #72595E RGB: 114_89_94 CMYK: 50_58_47_17
	<div>DOVE</div>	HEX: #AA979C RGB: 170_151_156 CMYK: 36_40_32_1
	<div>PEARL</div>	HEX: #F5F1F2 RGB: 245_241_242 CMYK: 3_4_2_0
ACCENT	<div>ROSÉ</div>	HEX: #ECE3E5 RGB: 236_227_229 CMYK: 6_9_5_0
	<div>BLUSH</div>	HEX: #C299AF RGB: 194_153_175 CMYK: 24_43_16_0

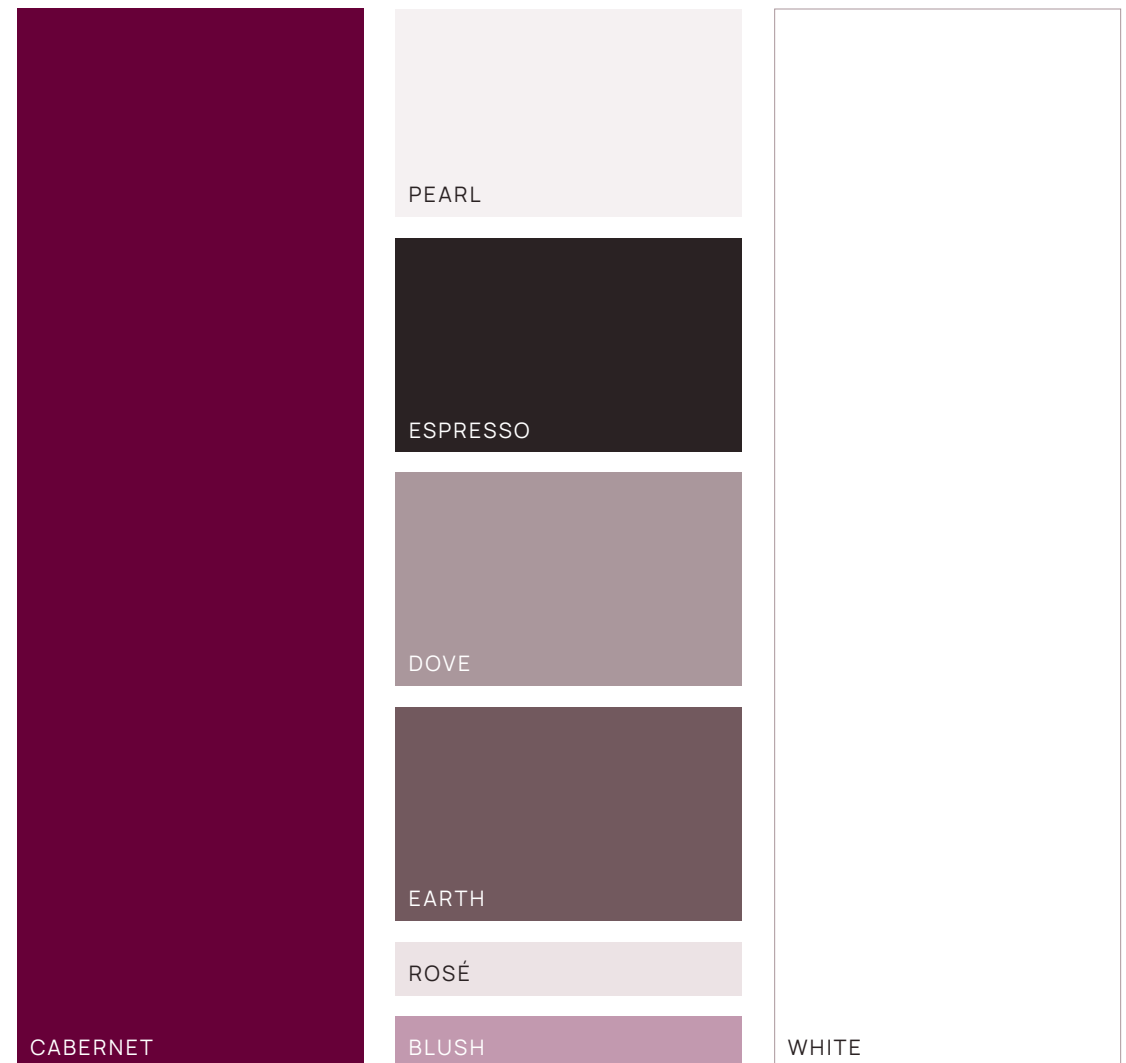
Color Palettes

The Traditional palette may appear simple; however, there are mechanics to follow in order to maintain appropriate balance with the colors.

The swatches here attempt to demonstrate the relationship among our colors in terms of hierarchy and application. The large swatch represents the dominant color in any given design, while the accompanying swatches correspond to the ratio of supporting and accent colors that work best. Take note of the sizes shown in each relationship: those help guide how much of that color should make an appearance.

Traditional Theme

COLOR HEIRARCHY



Color Palette

The color themes allow flexibility for network franchisees to be unique in their marketplace and highlight their personal style.

The Modern Theme uses only three colors: Black, White and Cabernet.

Modern Theme

COLOR PALETTE

BLACK

HEX: 000000

RGB: 0_0_0

CMYK: 74_52_71_90

WHITE

HEX: FFFFFFFF

RGB: 255_255_255

CMYK: 0_0_0_0

CABERNET

HEX: #670038

RGB: 103_0_56

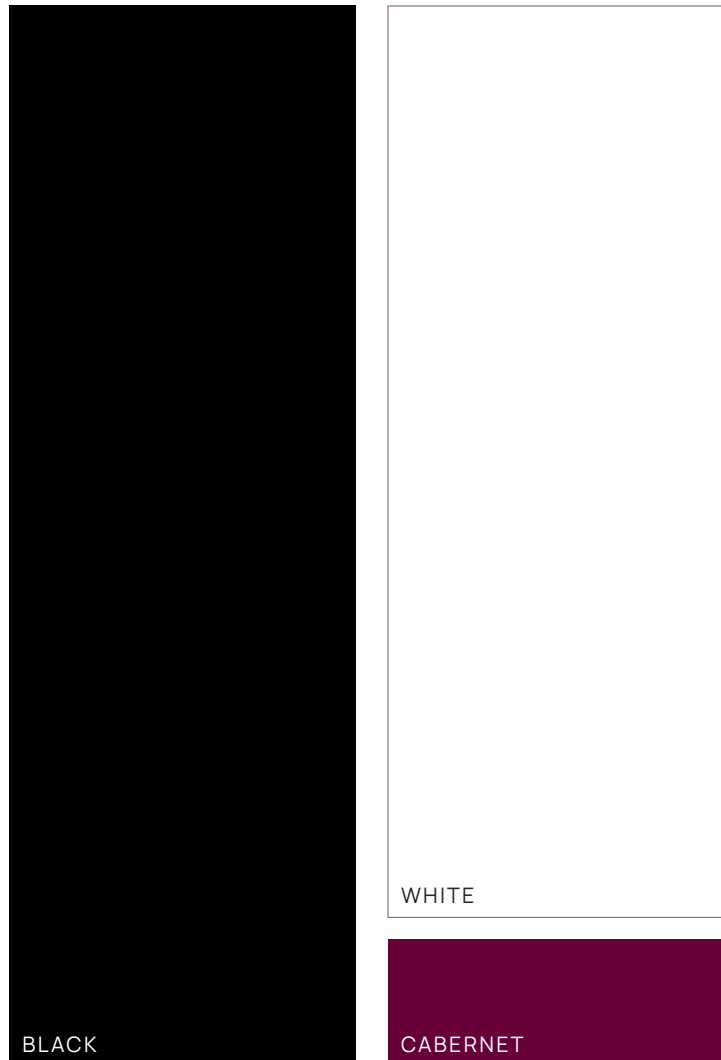
CMYK: 42_100_51_44

Color Palette

For this palette, Black is the main color, supported by White. This is the only palette where Cabernet is used as an accent color.

Modern Theme

COLOR HIERARCHY



Color Palette

The color themes allow flexibility for network franchisees to be unique in their marketplace and highlight their personal style.

The Vibrant Theme uses four colors: Cabernet, Spruce, Cobalt and White - and is supported by Black.

Vibrant Theme

COLOR PALETTE

CABERNET

HEX: #670038
RGB: 103_0_56
CMYK: 42_100_51_44

SPRUCE

HEX: #004B45
RGB: 0_75_69
CMYK: 91_48_66_42

COBALT

HEX: #005D7D
RGB: 0_93_125
CMYK: 94_58_34_13

WHITE

HEX: FFFFFFFF
RGB: 255_255_255
CMYK: 0_0_0_0

BLACK

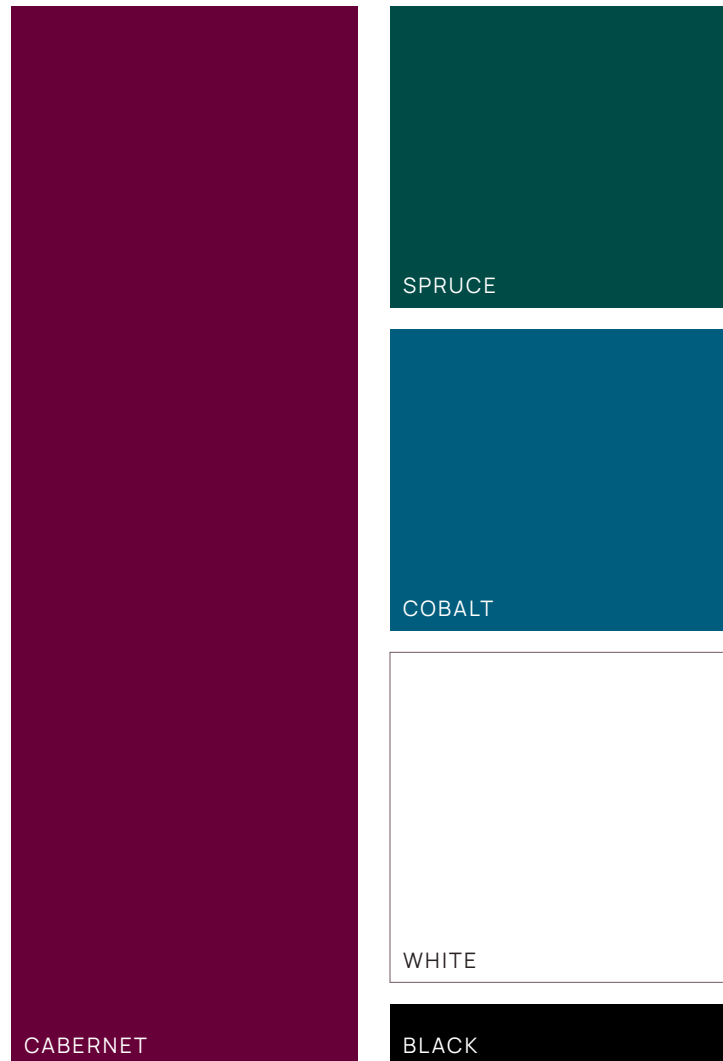
HEX: 000000
RGB: 0_0_0
CMYK: 74_52_71_90

Color Palette

For this palette, Cabernet remains the main color, supported by Spruce, Cobalt and White. Black is used in this palette for text and should be treated as a functional color over an expressive color in the palette.

Vibrant Theme

COLOR HIERARCHY



Color Palette

The color themes allow flexibility for network franchisees to be unique in their marketplace and highlight their personal style.

The Calm Theme uses four colors: Cabernet, Fern, Sky and White — and is supported by Black.

Calm Theme

COLOR PALETTE

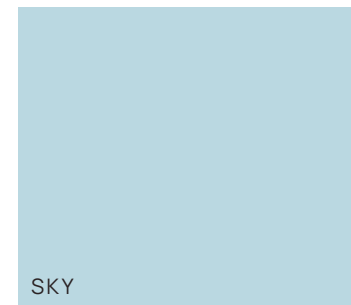
CABERNET	HEX: #670038 RGB: 103_0_56 CMYK: 42_100_51_44
FERN	HEX: #8AA954 RGB: 138_169_82 CMYK: 51_18_86_1
SKY	HEX: #BAD8E1 RGB: 186_216_225 CMYK: 26_5_8_0
WHITE	HEX: FFFFFFFF RGB: 255_255_255 CMYK: 0_0_0_0
BLACK	HEX: 000000 RGB: 0_0_0 CMYK: 74_52_71_90

Color Palette

For this palette, Cabernet remains the main color, supported by Fern, Sky and White. Black is used in this palette for text and should be treated as a functional color over an expressive color in the palette.

Calm Theme

HIERARCHY



8.0

Stationery

Guidelines

Business Cards

Overview

Business cards are essential brand touch points and as such, call for a thoughtful system that responds to the various needs and demands of business.

It is important to use preferred suppliers for your business cards.

Print guidelines: Business cards should be printed on a natural paper stock. The paper should be at least a 100lb cover weight.

Guidelines

- Business card fronts must include the one line disclaimer.
- Sales professionals and real estate teams must use the address of their business office location, not their home address.
- Required items include: name, title, address and phone number.
- Acceptable additional items: email address, website, license number, real estate credentials and affiliations. For real estate credentials and affiliations, no more than five should be included.

Business Cards

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

If, despite this discouragement, sales professionals wish to use personal or team logos or slogans, these are acceptable with restrictions.

Guidelines

- Logos are allowed only on the front of the business card. Slogans are allowed on the front or on the back. See this section for examples.
- Logos and slogans may not include symbols, graphic elements or phrases that have political, religious, ideological or other general connotations.
- Acceptable colors for personal logos and slogans are Cabernet, Black or White.
- Slogans must be real estate related.
- Slogans must use the fonts Manrope or Marcellus.

Personal and Team Logos and Slogans

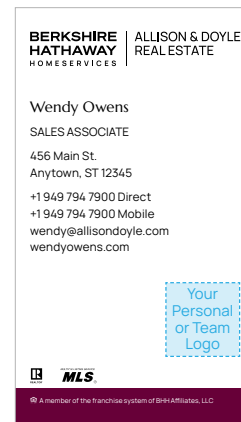
EXAMPLES OF ACCEPTABLE USE



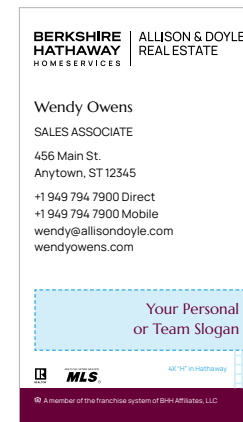
Personal or team logo on a horizontal business card



Personal or team slogan on a horizontal business card



Personal or team logo on a vertical business card



Personal or team slogan on a vertical business card

Business Cards

Design Specifics

- Manrope font for text, regular weight, 7 point over 10 point leading with Optical Kerning and a Tracking Value of 0.
- A minimum of five lines of information is required, with a maximum of nine lines.

Horizontal - Fronts

SINGLE AGENT, CABERNET BAND



Text only



Photo



Text only with QR code



Photo with QR code

Business Cards

Horizontal - Fronts (cont.)

SINGLE AGENT, BLACK & WHITE



Text only



Photo



Text only with QR code



Photo with QR code

Business Cards

Horizontal - Fronts (cont.)

SINGLE AGENT, CABERNET LOGO WITH BLACK TEXT



Text only



Photo



Text only with QR code



Photo with QR code

Business Cards

Horizontal with Full Photo

SINGLE AGENT, FULL PHOTO BACK



Text only



Full photo - back



Text only



Full photo with name and recommended tagline. A personal slogan, however can be used in this area.

Business Cards

Horizontal - Team

TWO-AGENT TEAM, CABERNET BAND



Text only



Text only with QR code



Text with photos

Business Cards

Horizontal - Team (cont.)

TWO-AGENT TEAM, CABERNET LOGO WITH BLACK TEXT



Text only



Text only with QR code



Text with photos

Business Cards

Horizontal - Team (cont.)

TEAM, FULL PHOTO BACK



Text only



Full team photo - back



Text only



Full team photo with slogan

Business Cards

Horizontal - Backs

TRADITIONAL THEME



Business Cards

Horizontal - Backs (cont.)

MODERN, VIBRANT AND CALM THEMES



Modern Theme



Vibrant Theme



Calm Theme



Business Cards

Vertical - Fronts

SINGLE AGENT, CABERNET BAND



Text only



Photo



Text only with QR code

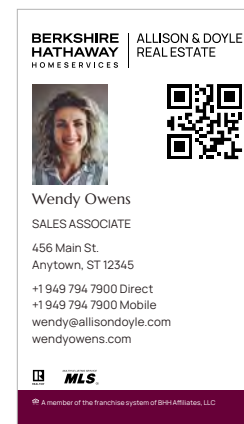
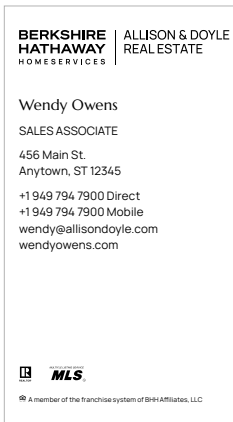


Photo with QR code

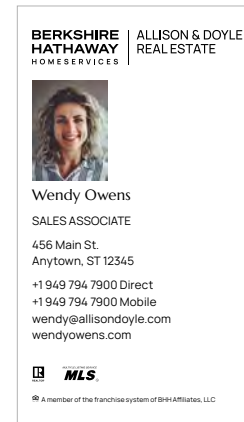
Business Cards

Vertical - Fronts (cont.)

SINGLE AGENT, BLACK & WHITE



Text only



Photo



Text only with QR code

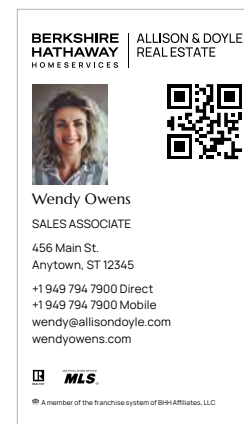


Photo with QR code

Business Cards

Vertical - Fronts (cont.)

SINGLE AGENT, CABERNET LOGO WITH BLACK TEXT



Text only



Photo



Text only with QR code

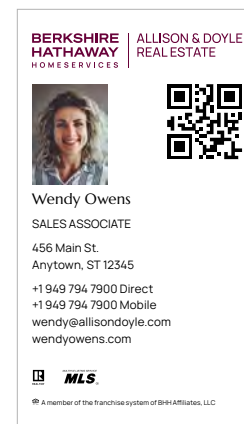
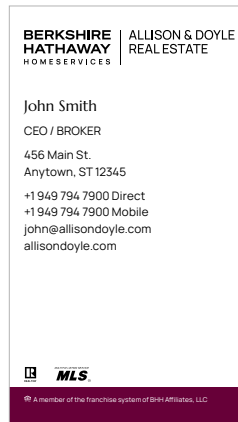


Photo with QR code

Business Cards

Vertical with Full Photo

SINGLE AGENT, FULL PHOTO BACK



Text only



Full photo - back



Text only



Full photo with name and recommended tagline. A personal slogan, however can be used in this area.

Business Cards

Vertical - Team

TWO-AGENT TEAM, CABERNET BAND



Text only



Text only with QR code



Text with photos

Business Cards

Vertical - Team (cont.)

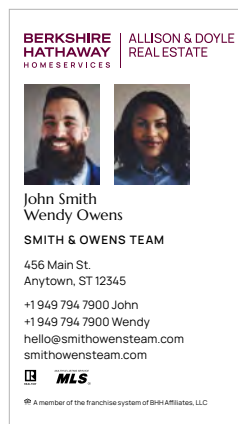
TWO-AGENT TEAM, CABERNET LOGO WITH BLACK TEXT



Text only



Text only with QR code



Text with photos

Business Cards

Vertical - Team (cont.)

TEAM, FULL PHOTO BACK



Text only



Full team photo - back



Text only



Full team photo with slogan

Business Cards

Vertical - Backs

TRADITIONAL THEME



Business Cards

Vertical - Backs (cont.)

MODERN, VIBRANT AND CALM THEMES



Modern Theme



Vibrant Theme



Calm Theme



Letterhead

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 Berkshire Hathaway HomeServices name as it applies to our network franchisees.

The following example shows the design and layout of the letterhead.

Guidelines

- Your primary company logo should be utilized on letterhead.
- Text is set in 10/14pt Manrope.
- A disclaimer must be included on your letterhead.

US Letter

EXAMPLE



Letterhead

Guidelines

- Your primary company logo should be utilized on letterhead.
- Text is set in 10/14pt Manrope.
- A disclaimer must be included on your letterhead.

A4

EXAMPLE

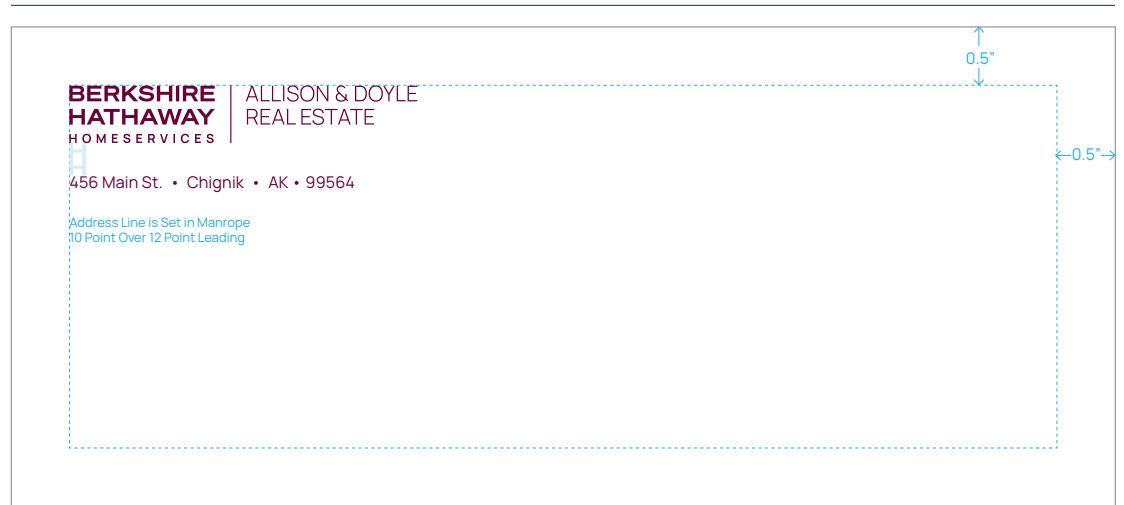


Envelope

#10

The following example shows the design and layout of the #10 envelope.

Address line is set in 10pt/12pt Manrope.

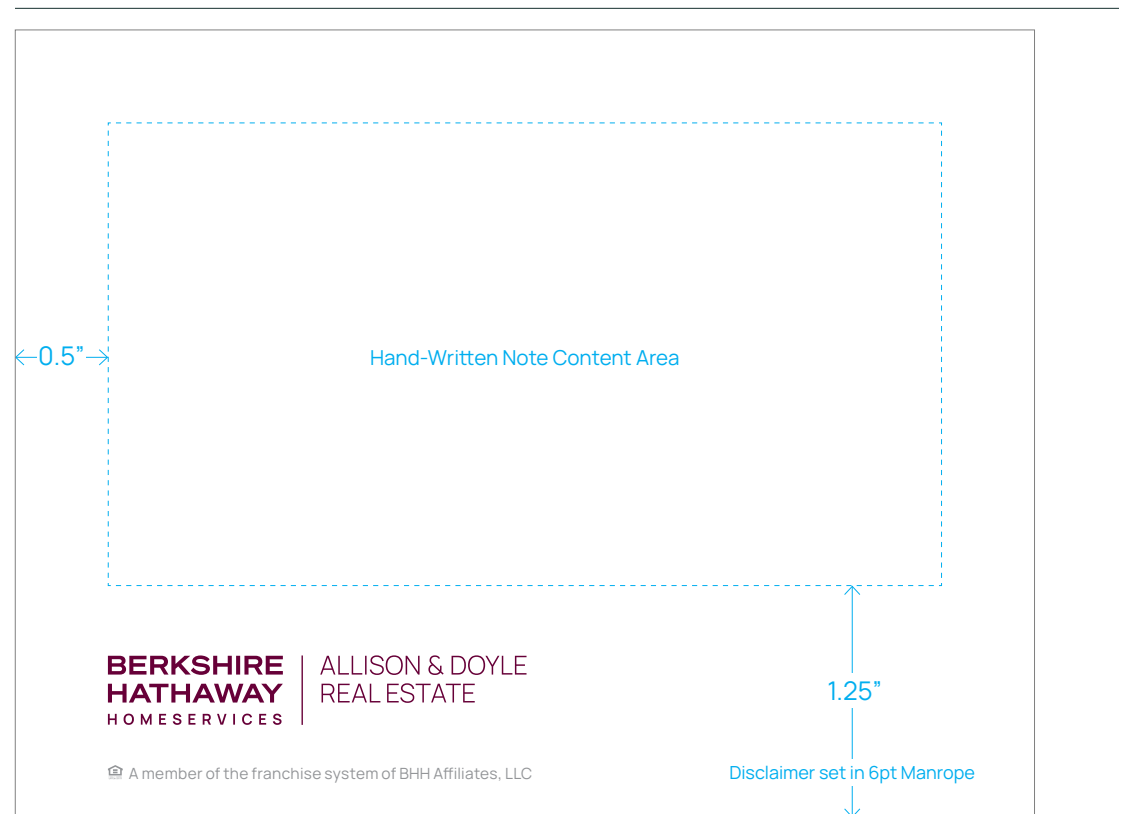


Notecard

The A2 sized notecard (5.5" x 4.25") provides the perfect vehicle for handwritten, personal correspondence such as "thank you" or congratulatory notes.

The following example shows the design and layout.

A2

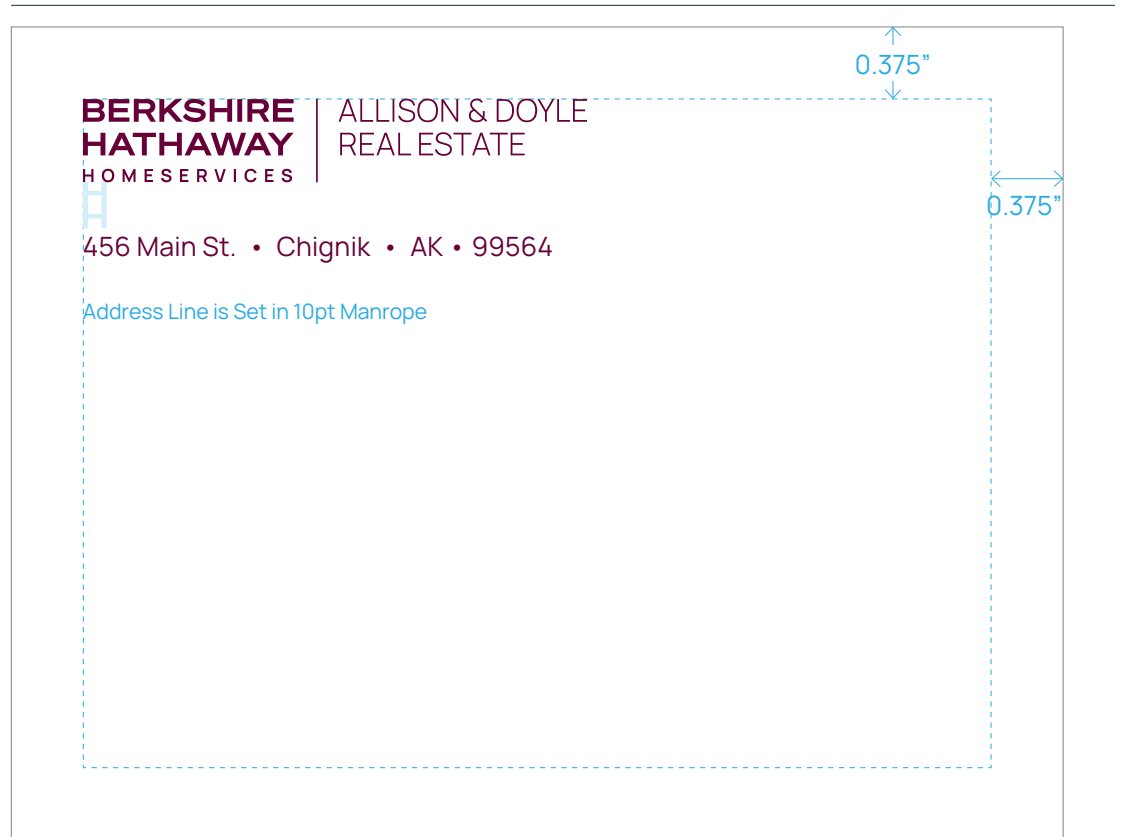


Notecard Envelope

The following is the design and layout for the A2 envelope (5.75" x 4.375").

Address line is set in 10pt Manrope.

A2

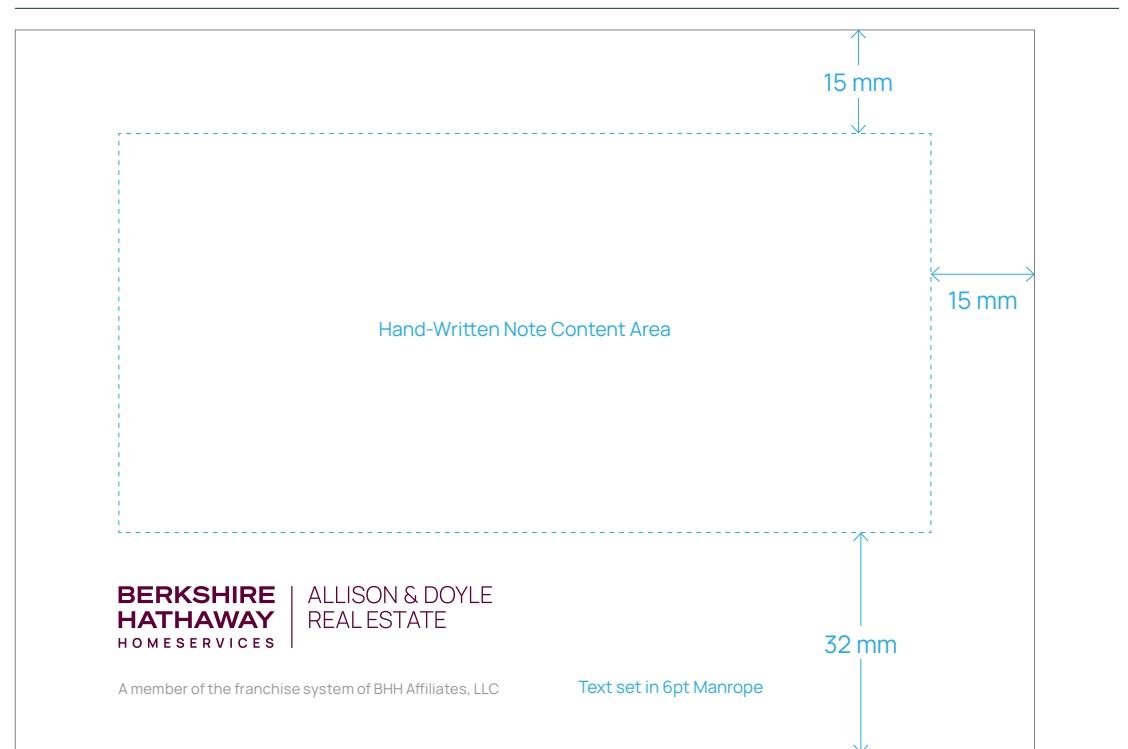


Notecard

The European metric A6 sized notecard (148 mm x 105 mm) provides the perfect vehicle for handwritten, personal correspondence such as “thank you” or congratulatory notes.

The following example shows the design and layout.

A6

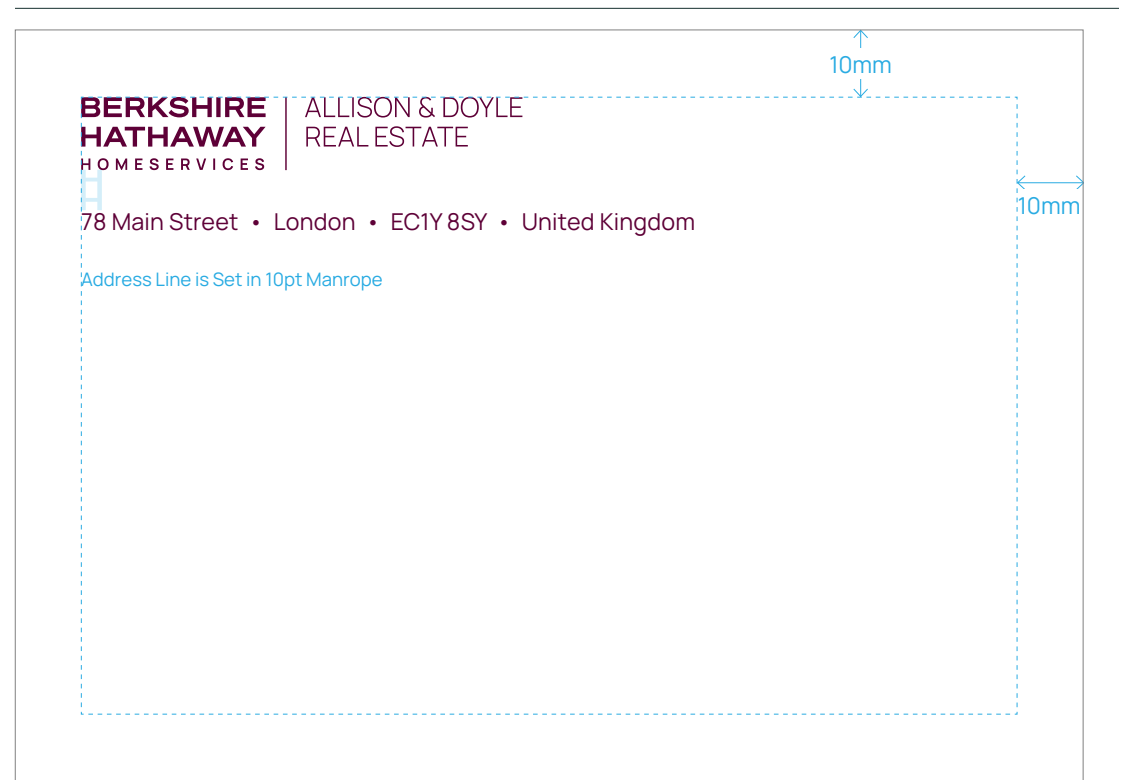


Notecard Envelope

The following is the design and layout for a C6 envelope (162 mm x 114 mm) incorporating the company logo and address. The C6 envelope is sized to accommodate the A6 notecard.

Address line is set in 10pt Manrope.

C6



9.0

Residential Yard Signage

Residential Yard Signage

Berkshire Hathaway HomeServices signs are an essential brand touch point and as such, require a diligent approach to ensuring consistency. A persistent sameness in the handling of our signs will lead to greater recognition within your market.

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 rules for further clarity and consistency.

General Rules

You are strongly encouraged to use a preferred supplier. The Marketing Department works with these vendors to ensure that sign color production is consistent with the brand color palettes.

If you choose not to use a preferred supplier, you will need to provide a to-scale rendering to the Global Branding Department at GlobalBranding@HSFranchise.com for approval prior to manufacturing the sign.

Guidelines

- The yard sign version of your company logo eps files must be used to create yard signs.
- Company name must not extend into the 1.5" margins on the left and right sides.
- Signage information must include the company logo and phone number. Additional options can include the sales professional and/or team name, phone number, email, website, license number or mobile number.
- Signage must be produced in the Berkshire Hathaway HomeServices Traditional Theme or Modern Theme, Cabernet & White or Black & White, including all sign riders.

It is recommended that you work directly with a preferred supplier of your choice to determine what information is allowable or required on signage in your market, and in what manner the information needs to be displayed.

Yard signs must include the one line disclaimer.

Residential Yard Signage

The dome yard sign is intended for use with vendors who supply a metal dome-shaped frame into which the sign fits. It can also be used to hang from a yard arm as long as the chain used to hang it is the correct length to avoid the top of the sign hitting the yard arm.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Dome Yard Sign

**BERKSHIRE
HATHAWAY
HOMESERVICES
ALLISON & DOYLE REAL ESTATE**

Wendy Owens
949 794 7900
wendy@allisondoyle.com

BH HS wendyowens.com
® A member of The Bancorp Bank, a subsidiary of Bank of America, N.A. Member FDIC. #BerkshireAgent/CAT #Berkshire

Single agent

**BERKSHIRE
HATHAWAY
HOMESERVICES
ALLISON & DOYLE REAL ESTATE**

Wendy Owens
949 794 7900
wendy@allisondoyle.com

BH HS wendyowens.com
® A member of The Bancorp Bank, a subsidiary of Bank of America, N.A. Member FDIC. #BerkshireAgent/CAT #Berkshire

Single agent with headshot

**BERKSHIRE
HATHAWAY
HOMESERVICES
ALLISON & DOYLE REAL ESTATE**

Wendy Owens
949 794 7900
wendy@allisondoyle.com

BH HS wendyowens.com
® A member of The Bancorp Bank, a subsidiary of Bank of America, N.A. Member FDIC. #BerkshireAgent/CAT #Berkshire

Single agent with cutout photo

**BERKSHIRE
HATHAWAY
HOMESERVICES
ALLISON & DOYLE REAL ESTATE**

949 794 7900
info@allisondoyle.com
allisondoyle.com

BH HS wendyowens.com
® A member of The Bancorp Bank, a subsidiary of Bank of America, N.A. Member FDIC. #BerkshireAgent/CAT #Berkshire

Company

Residential Yard Signage

The following examples show the design and layout of the dome residential yard sign in the Modern Theme.

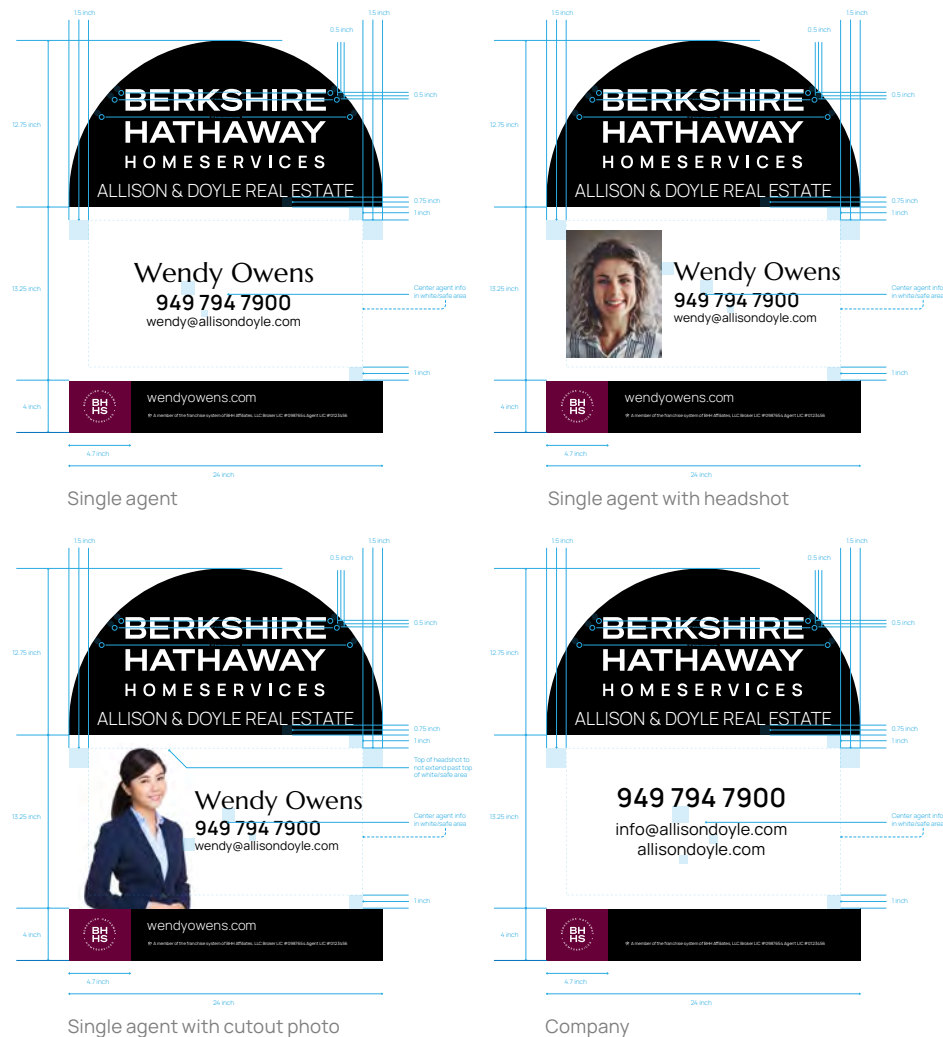
The dome yard sign is intended for use with vendors who supply a metal dome-shaped frame into which the sign fits. It can also be used to hang from a yard arm as long as the chain used to hang it is the correct length to avoid the top of the sign hitting the yard arm.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Dome Yard Sign

MODERN THEME



Residential Yard Signage

The following examples show the design and layout of the dome residential yard sign in Cabernet & White.

The dome yard sign is intended for use with vendors who supply a metal dome-shaped frame into which the sign fits. It can also be used to hang from a yard arm as long as the chain used to hang it is the correct length to avoid the top of the sign hitting the yard arm.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Dome Yard Sign

CABERNET & WHITE



Single agent



Single agent with headshot



Single agent with cutout photo



Company

Residential Yard Signage

The following examples show the design and layout of the dome residential yard sign in Black & White.

The dome yard sign is intended for use with vendors who supply a metal dome-shaped frame into which the sign fits. It can also be used to hang from a yard arm as long as the chain used to hang it is the correct length to avoid the top of the sign hitting the yard arm.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Dome Yard Sign

BLACK & WHITE



Single agent



Single agent with cutout photo



Single agent with headshot



Company

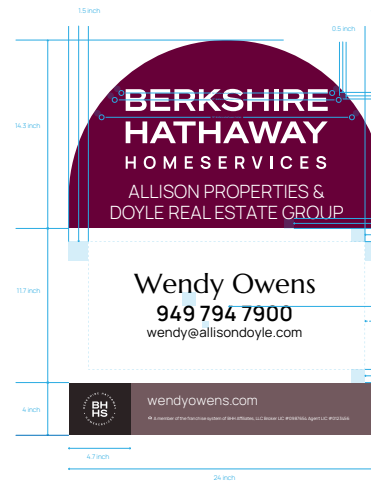
Residential Yard Signage

The following examples show the design and layout of the dome residential yard sign with a two line company logo in each theme.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Dome Yard Sign

TWO LINE COMPANY LOGO



Traditional Theme



Modern Theme



Cabernet & White



Black & White

Residential Yard Signage

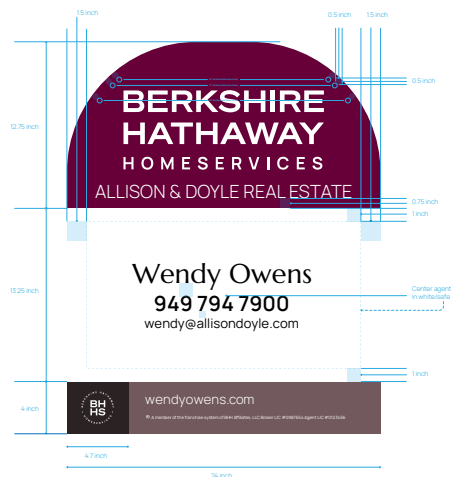
The following examples show the design and layout of the residential yard arm dome sign in the Traditional Theme.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Yard Arm Dome Sign

TRADITIONAL THEME



Single agent



Single agent with headshot



Single agent with cutout photo



Company

Residential Yard Signage

The following examples show the design and layout of the residential yard arm dome sign in the Modern Theme.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Yard Arm Dome Sign

MODERN THEME



Single agent



Single agent with headshot



Single agent with cutout photo



Company

Residential Yard Signage

The following examples show the design and layout of the residential yard arm dome sign in Cabernet & White.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Yard Arm Dome Sign

CABERNET & WHITE



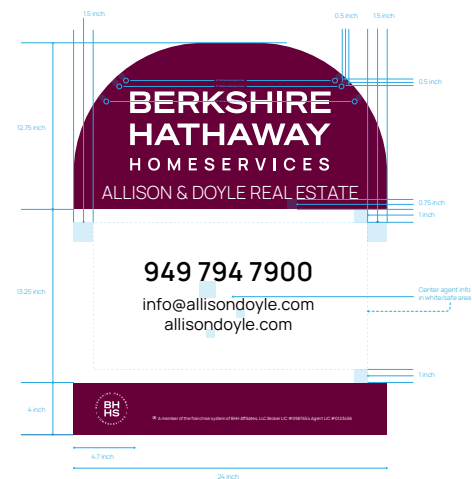
Single agent



Single agent with headshot



Single agent with cutout photo



Company

Residential Yard Signage

The following examples show the design and layout of the residential yard arm dome sign in Black & White.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Yard Arm Dome Sign

BLACK & WHITE



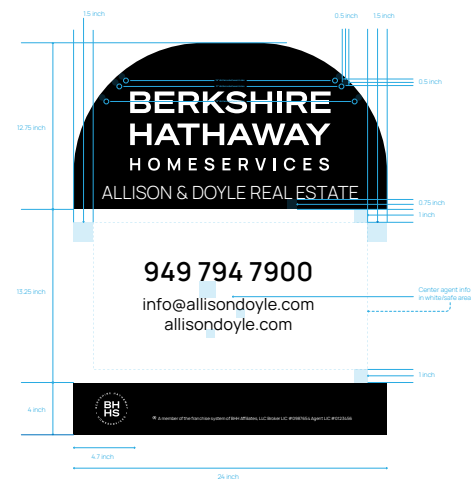
Single agent



Single agent with headshot



Single agent with cutout photo



Company

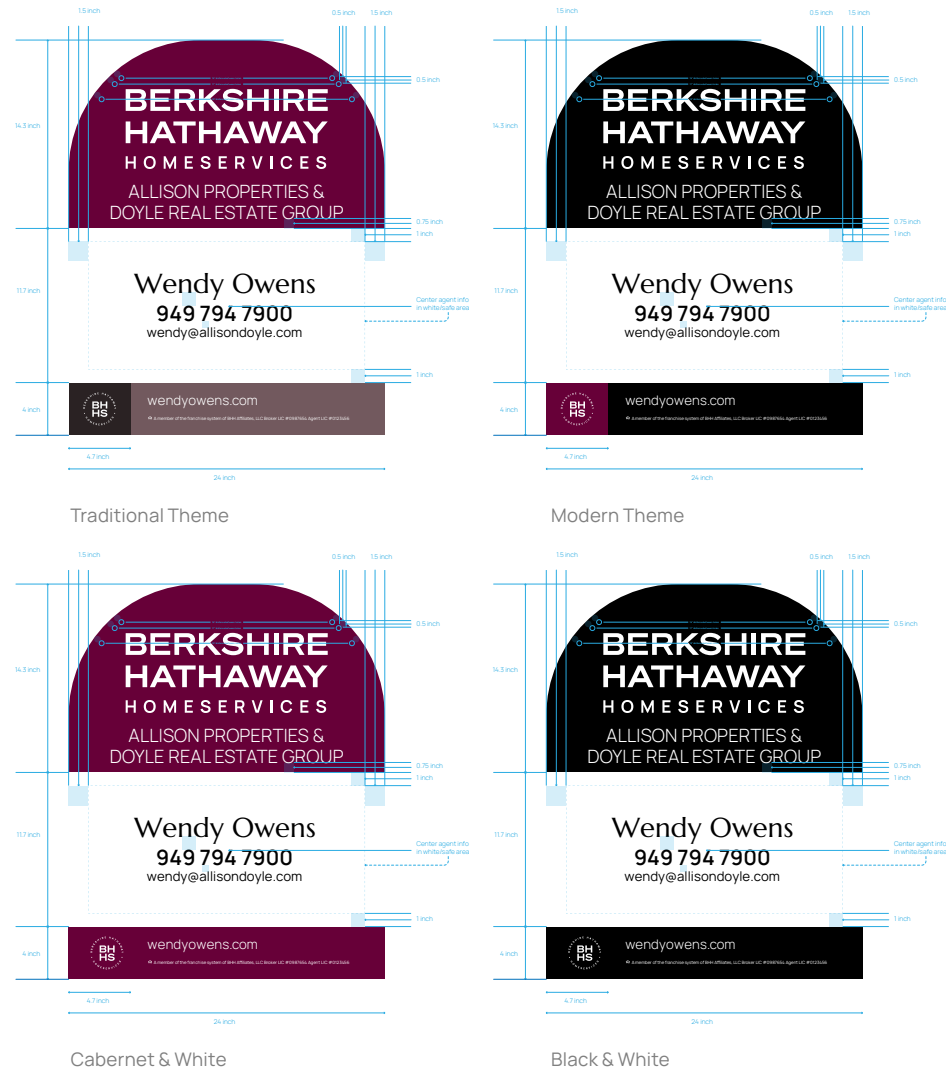
Residential Yard Signage

The following examples show the design and layout of the residential yard arm dome sign with a two line company logo in each theme.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Yard Arm Dome Sign

TWO LINE COMPANY LOGO



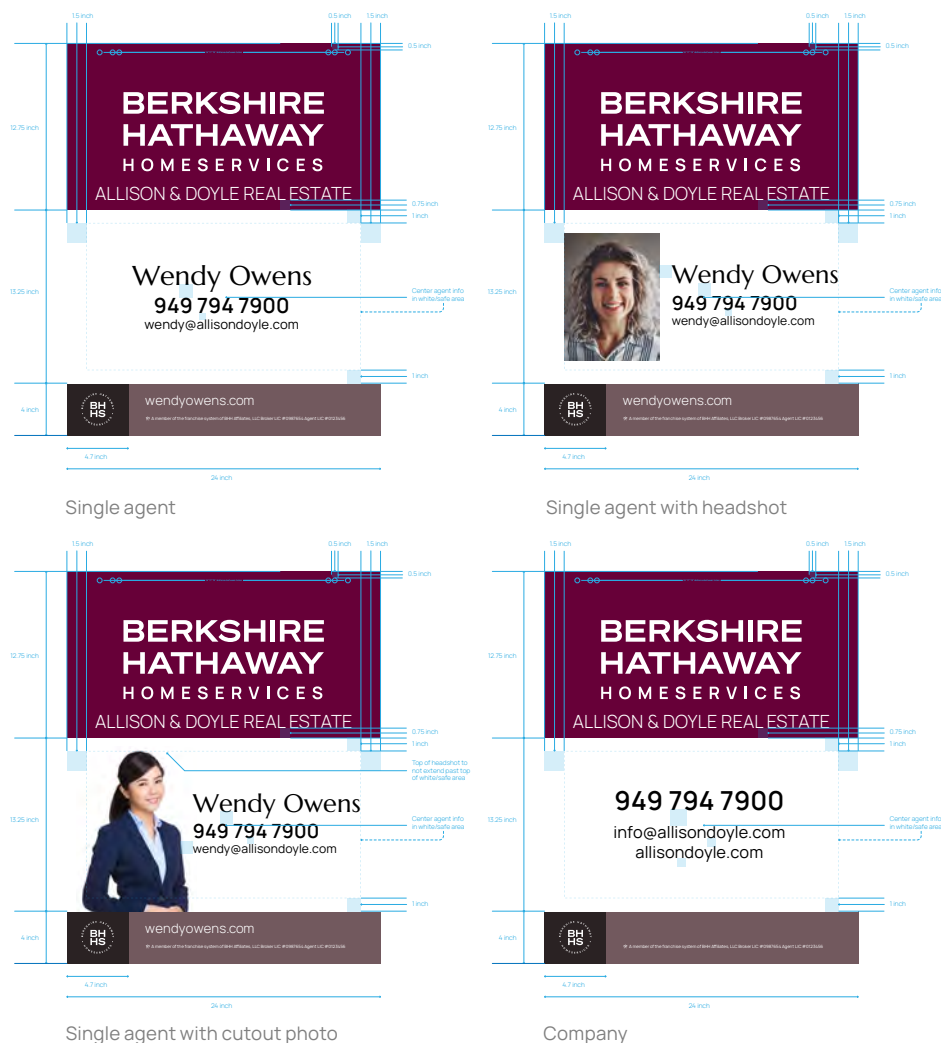
Residential Yard Signage

The rectangular yard sign can be used with either a frame or yard arm.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Rectangular Yard Sign

TRADITIONAL THEME



Residential Yard Signage

The following examples show the design and layout of the rectangular residential yard sign in the Modern Theme.

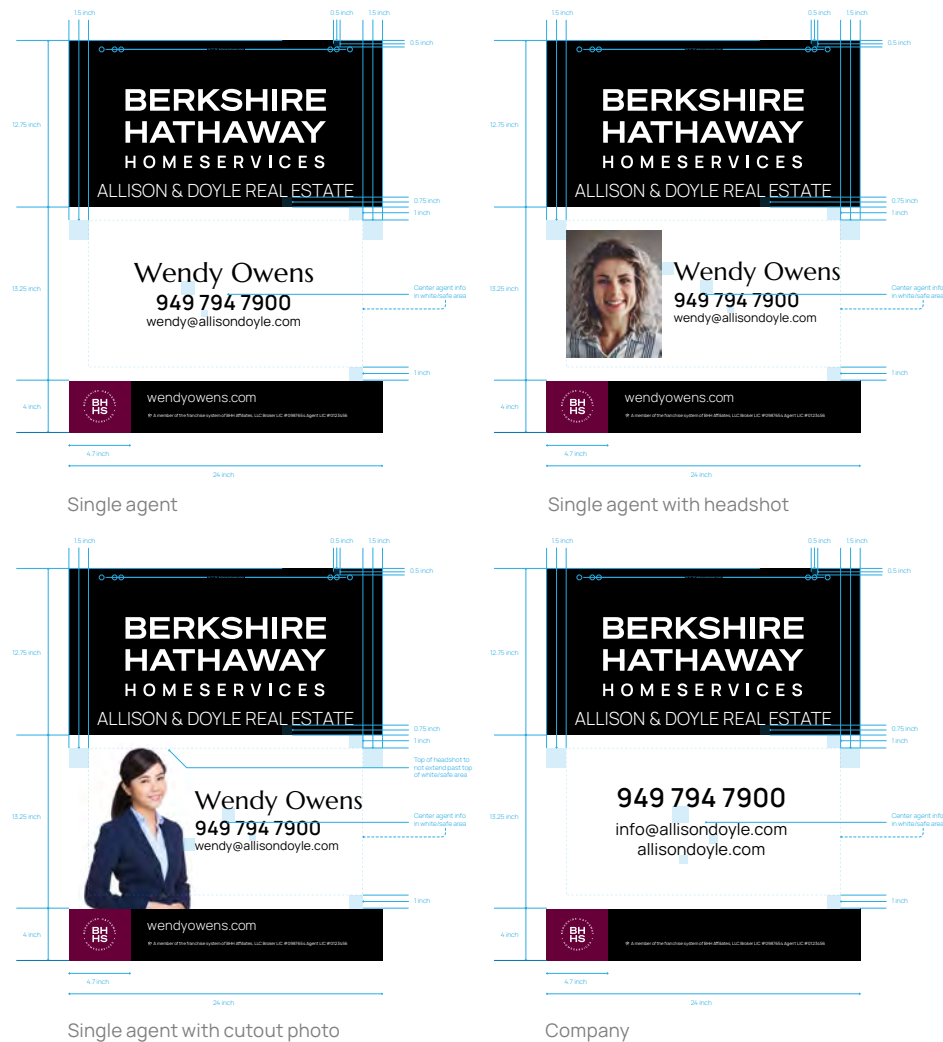
The rectangular yard sign can be used with either a frame or yard arm.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Rectangular Yard Sign

MODERN THEME



Residential Yard Signage

The following examples show the design and layout of the rectangular residential yard sign in Cabernet & White.

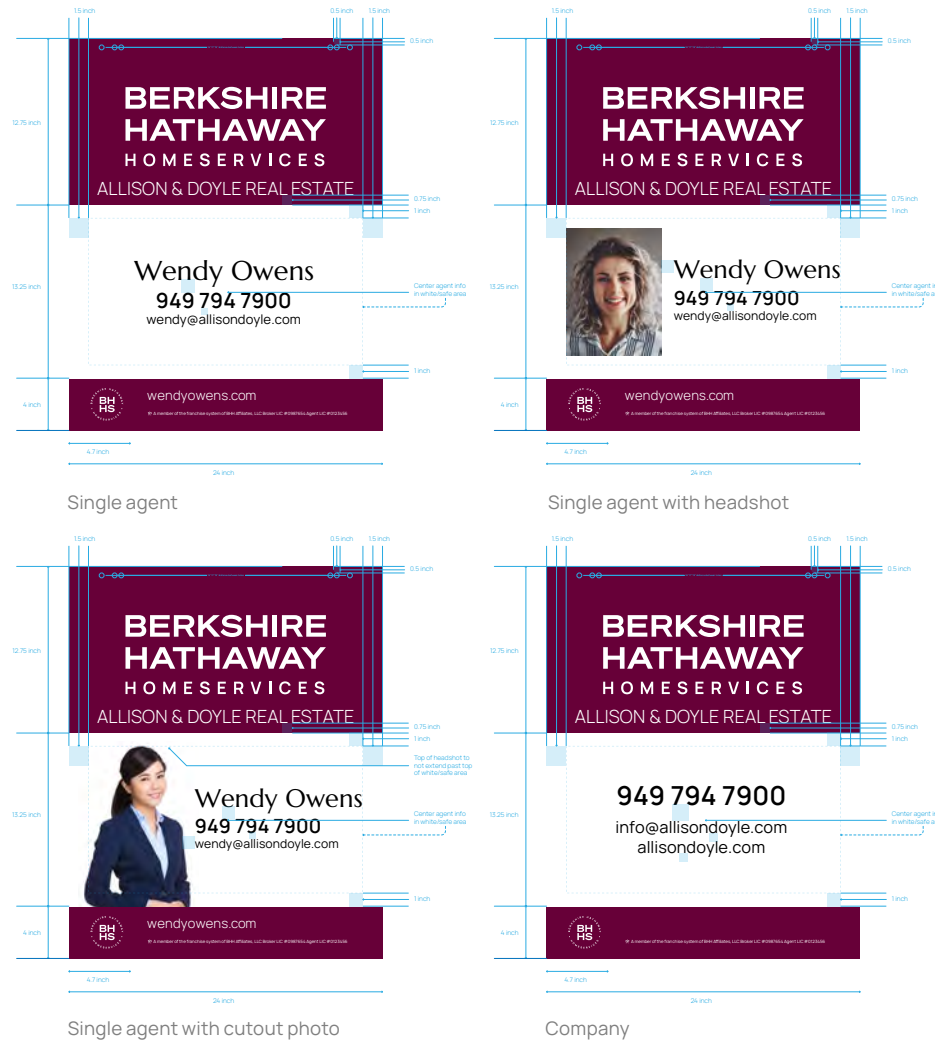
The rectangular yard sign can be used with either a frame or yard arm.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Rectangular Yard Sign

CABERNET & WHITE



Residential Yard Signage

The following examples show the design and layout of the rectangular residential yard sign in Black & White.

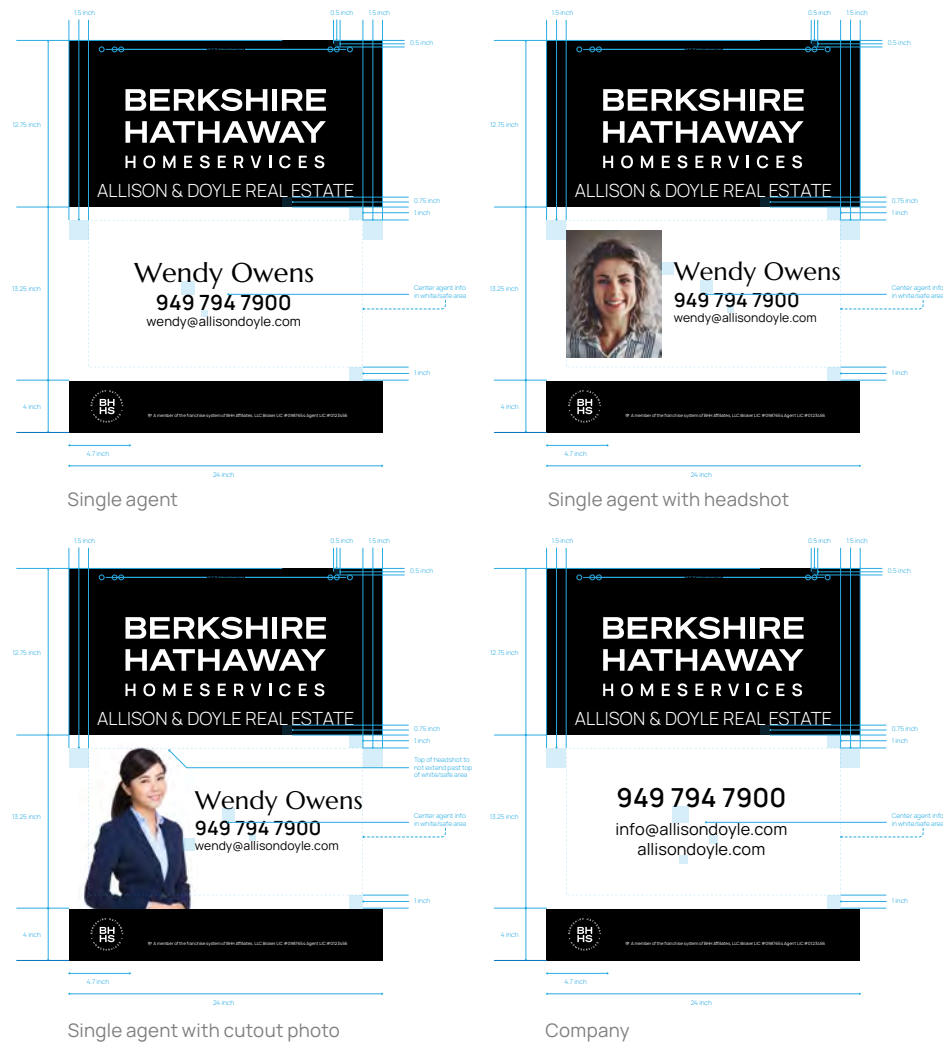
The rectangular yard sign can be used with either a frame or yard arm.

Single agent with cutout photo yard sign layout is best suited for a half upper body photo headshot.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Rectangular Yard Sign

BLACK & WHITE



Residential Yard Signage

The following examples show the design and layout of the rectangular residential yard sign with a two line company logo in each theme.

The rectangular yard sign can be used with either a frame or yard arm.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Rectangular Yard Sign

TWO LINE COMPANY LOGO



Traditional Theme

Modern Theme



Cabernet & White

Black & White

Residential Yard Signage

The following examples show the design and layout of the dome, yard arm dome and rectangular residential signs in the Traditional Theme for real estate teams. The team yard sign can also be created in the Modern Theme, Cabernet & White and Black & White.

A team logo can be added to the panel. The area for a team logo is where an agent photo typically would be placed.

The allowed brand colors for the team logos are Cabernet and Black.

The informational text in the yard sign can be any size - up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated. These examples are for illustrative purposes only, and do not represent a required text size. Please work with your preferred sign vendor to establish a layout that fits within these size/area restrictions.

Team Yard Sign



10.0

Special Application Signage

Special Application Signage

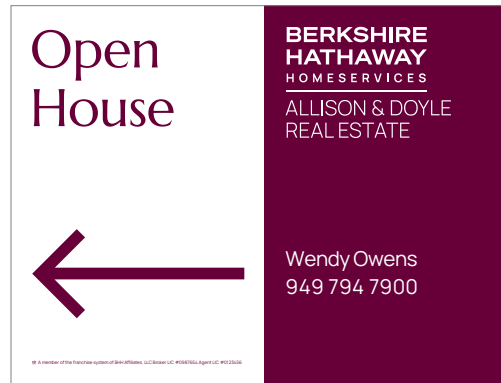
General Rules

GENERAL RULES

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, riders, magnetic signs, feather flags and pennant flags).

Special Application Signage

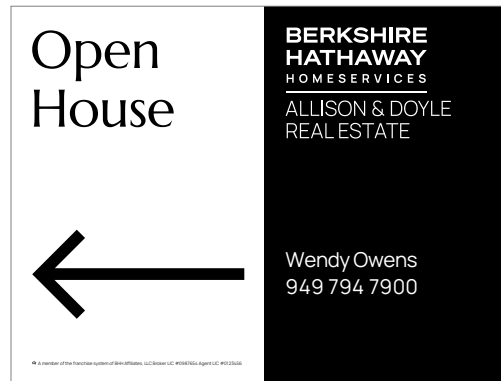
24" x 18" Open House Signs



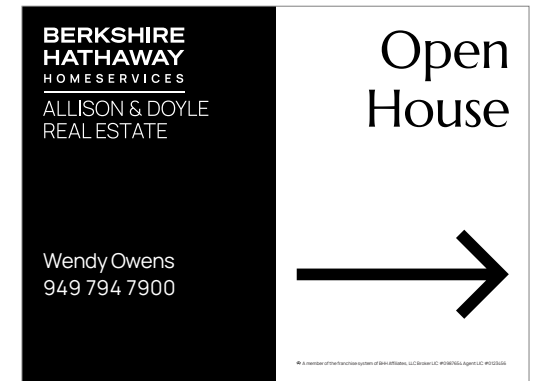
Cabernet Open House sign - left direction



Cabernet Open House sign - right direction



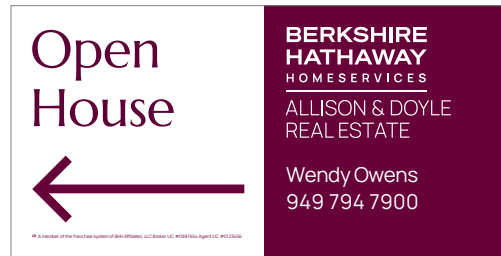
Black Open House sign - left direction



Black Open House sign - right direction

Special Application Signage

24" x 12" Open House Signs



Cabernet Open House sign - left direction



Cabernet Open House sign - right direction



Black Open House sign - left direction



Black Open House sign - right direction

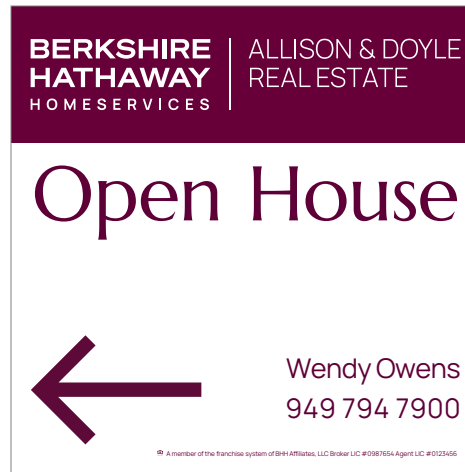
Special Application Signage

18" x 14" Open House Signs



Special Application Signage

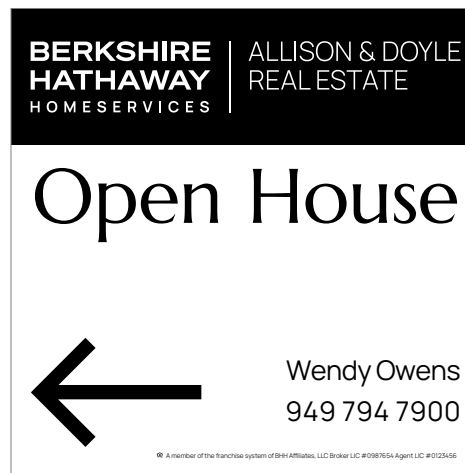
24" x 24" Open House Signs



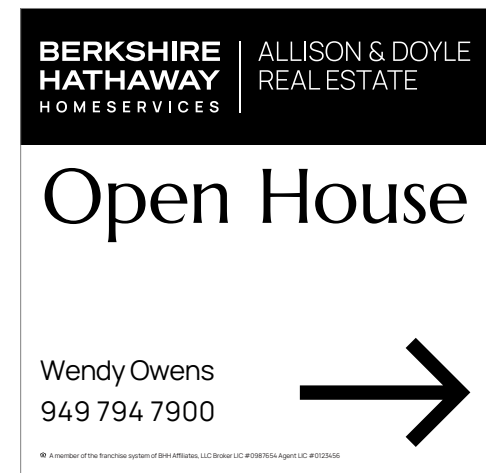
Cabernet Open House sign - left direction



Cabernet Open House sign - right direction



Black Open House sign - left direction



Black Open House sign - right direction

Special Application Signage

Sign Riders

General rules

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

The name cannot be condensed or extended to fill or reduce space on the rider.

The same color scheme used in the residential signage must be followed: Cabernet & White or Black & White, with the option to reverse out the type in white.

The color scheme used in the sign must be used on the rider. See below.

For example: if the sign is produced in Cabernet & White, then the rider must use Cabernet & White. For Traditional Theme sign, rider should be Cabernet & White.

- “SOLD” riders must be produced in Cabernet & White or Black & White only.
- Sign riders can be 6” to 9” high and can be the width of the yard sign.
- Riders can have anything related to the home or agent contact information and may also have the sales professional’s personal logo as long as it is produced in Cabernet & White or Black & White.






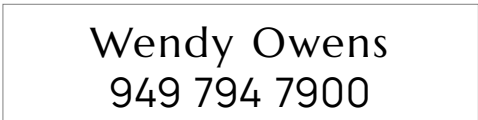

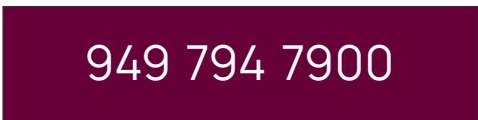
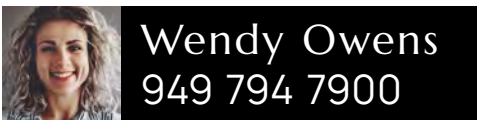
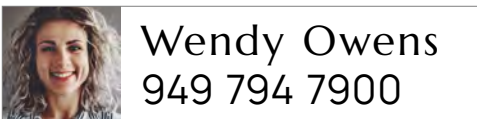
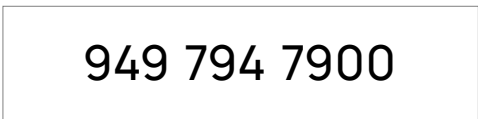
Special Application Signage

This page shows some examples of sign rider designs.

Riders can have anything related to the home or a sales professional's contact information and may also have the sales professional's personal logo as long as it is produced in Cabernet & White or Black & White.

Permitted fonts on sign riders are Marcellus and/or Manrope.

Sign Riders (cont.)

Special Application Signage

This page shows some examples of Open House, Sold, QR code and personal URL rider designs.

QR code sign riders are 8"x (up to) 24".

Sign Riders (cont.)

OPEN HOUSE

SOLD

OPEN HOUSE

SOLD

OPEN HOUSE

SOLD



CALL OR TEXT

949 794 7900

ENTER CODE: 1201

1234MainStreet.com



CALL OR TEXT

949 794 7900

ENTER CODE: 1201

1234MainStreet.com



CALL OR TEXT

949 794 7900

ENTER CODE: 1201

1234MainStreet.com

11.0

Commercial

Commercial

Commercial network members or franchisees may use the company logo with the added "Commercial Division" tagline underneath it. Commercial Services may not be used.

The allowed brand colors for the Commercial Division company logo are Cabernet, Black and White.

Send requests for this logo to the Global Branding Department:

GlobalBranding@HSFranchise.com

Logo with Commercial Division Tagline

EXAMPLES

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ALLISON & DOYLE
REAL ESTATE

COMMERCIAL DIVISION

Primary company logo with Commercial Division tagline

Space below logo = 2X 100% "H".

Tagline = Manrope Light ; 100% height of DBA.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ALLISON & DOYLE
REAL ESTATE

COMMERCIAL DIVISION

Secondary company logo with Commercial Division tagline

Space below logo = 2X 100% "H".

Tagline = Manrope Light ; 100% height of DBA.

Commercial

Business card fronts must include the one-line disclaimer: A member of the franchise system of BHH Affiliates, LLC

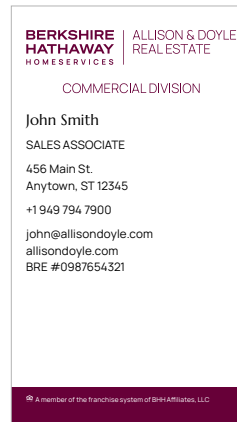
Design Specifics

The following must be adhered to:

- Manrope font for text, regular weight, 7 point over 10 point leading with Optical Kerning and a Tracking Value of 0.
- Sales professionals must use the address of their business office location, not their home address.
- A minimum of five lines of information is required, with a maximum of nine lines.
- Required items include: name, title, address and phone number.
- Acceptable additional items: email address, website, license number and credentials. For credentials, no more than five should be included.

Business Card - Fronts

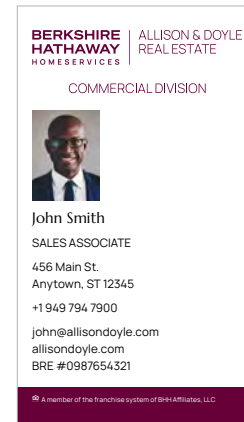
CABERNET BAND



Text only



Text only with QR code



Photo

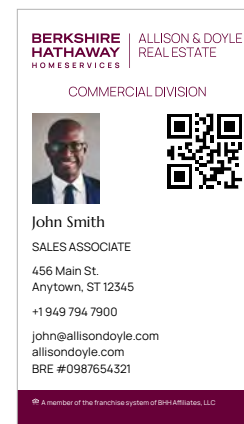
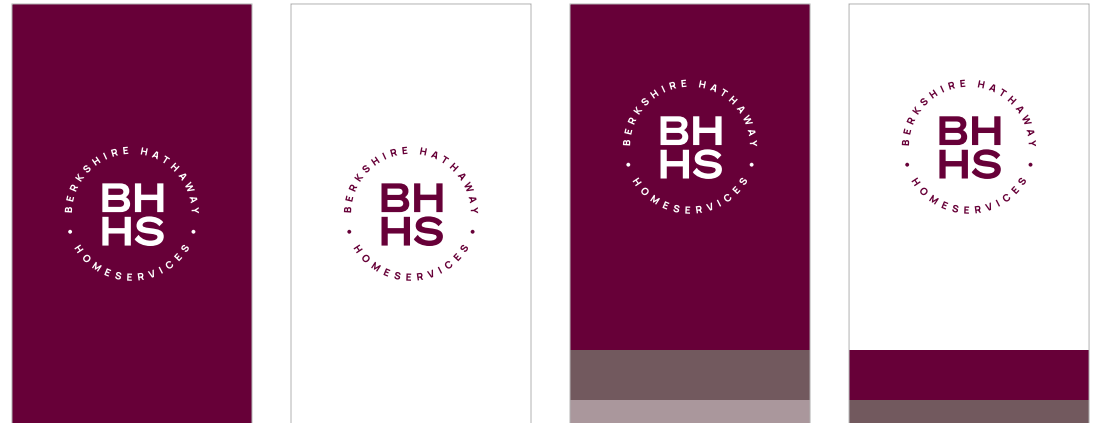


Photo with QR code

Commercial

Business Card - Backs

TRADITIONAL THEME



Commercial

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 Berkshire Hathaway HomeServices name as it applies to our network franchisees.

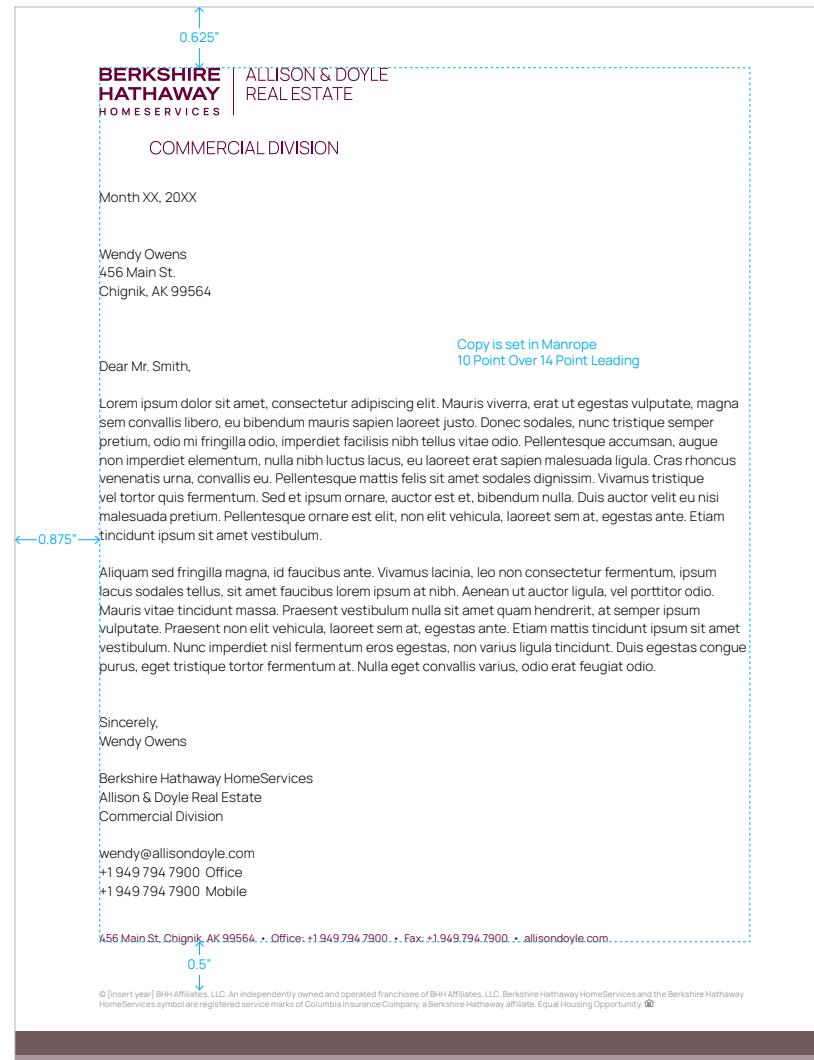
The following example shows the design and layout of the letterhead.

Guidelines

- Your commercial company logo should be utilized on letterhead.
- Text is set in 10/14pt Manrope.
- A disclaimer must be included on your letterhead. Reference disclaimer section in these Guidelines.

US Letter

EXAMPLE



Commercial

Guidelines

- Your commercial company logo should be utilized on letterhead.
- Text is set in 10/14pt Manrope.
- A disclaimer must be included on your letterhead. Reference disclaimer section in these Guidelines.

A4 Letterhead

EXAMPLE

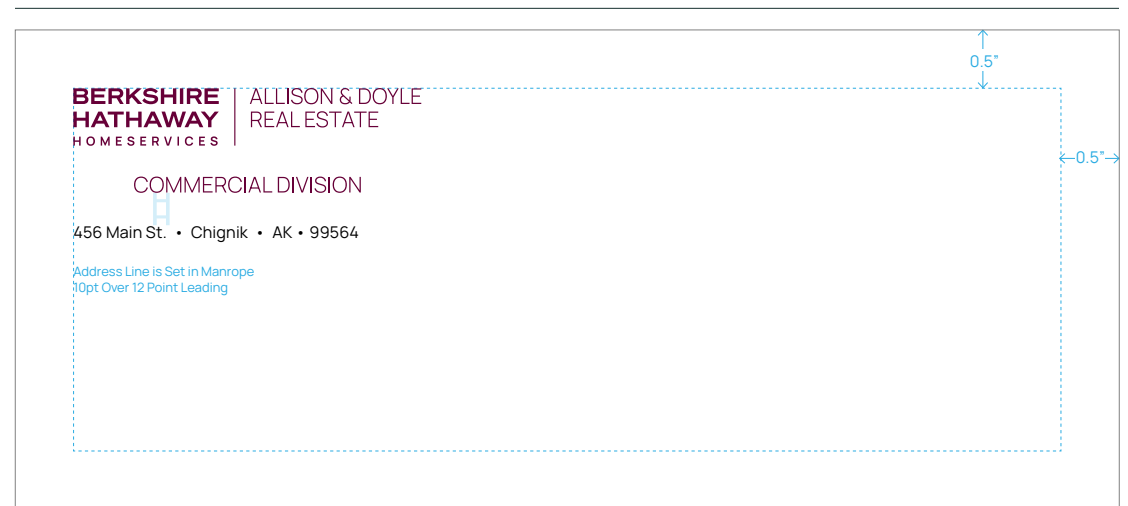


Commercial

#10 Envelope

The following is the approved design and layout incorporating the commercial company logo and address.

Address line is set in 10/12pt Manrope.

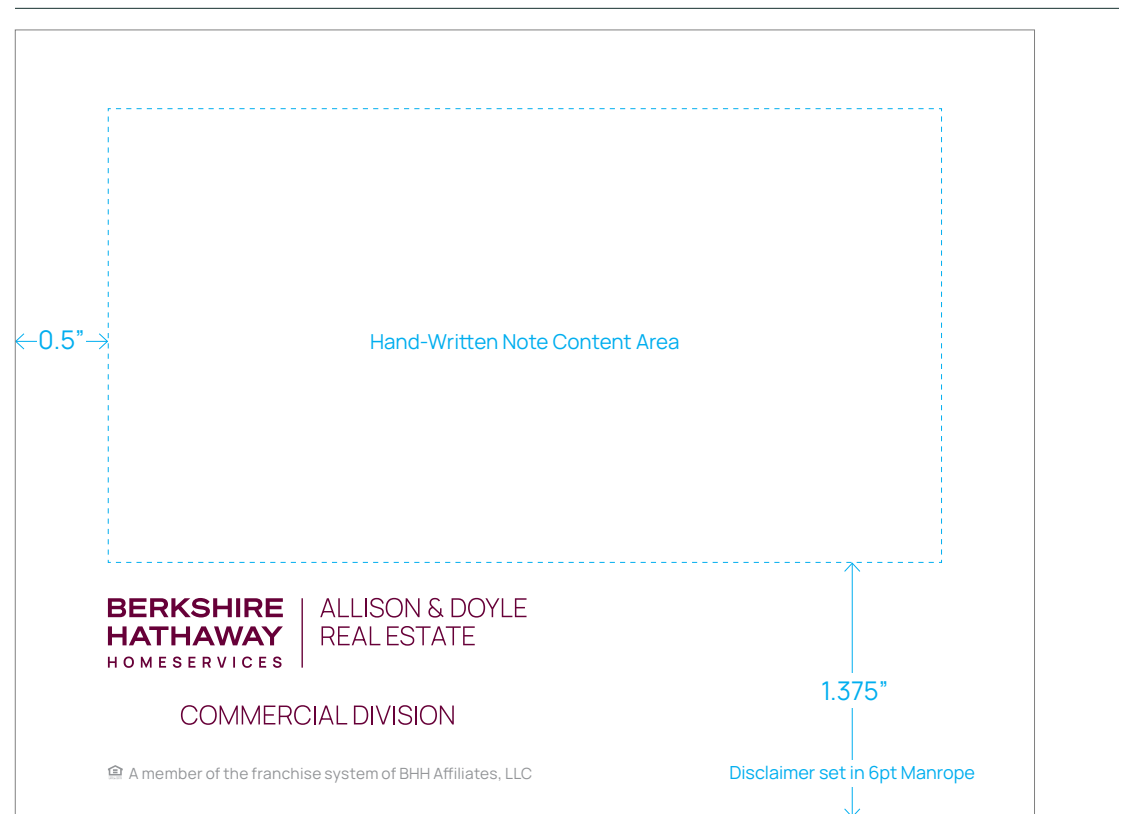


Commercial

The A2 sized notecard (5.5" x 4.25") provides the perfect vehicle for handwritten, personal correspondence such as "thank you" or congratulatory notes.

The following example shows the design and layout.

A2 Notecard

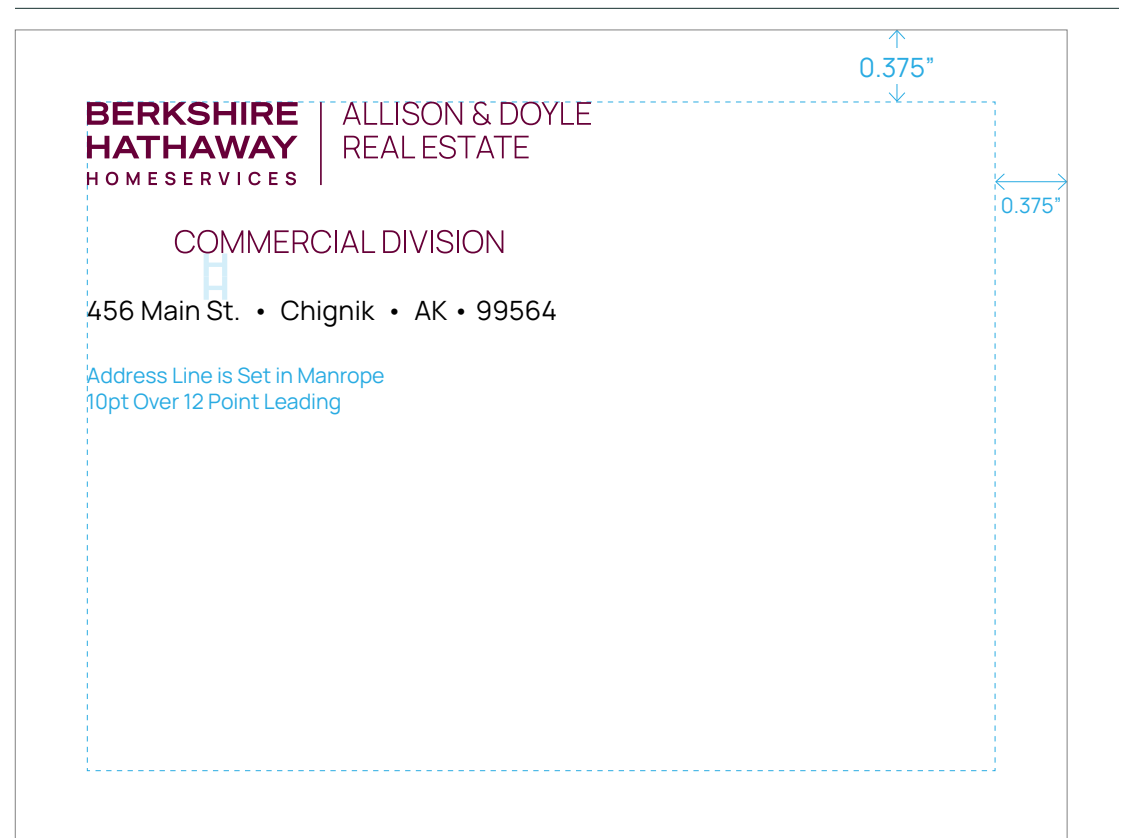


Commercial

The following is the design and layout for the A2 envelope (5.75" x 4.375") incorporating the commercial company logo and address.

Address line is set in 10/12pt Manrope.

A2 Notecard Envelope

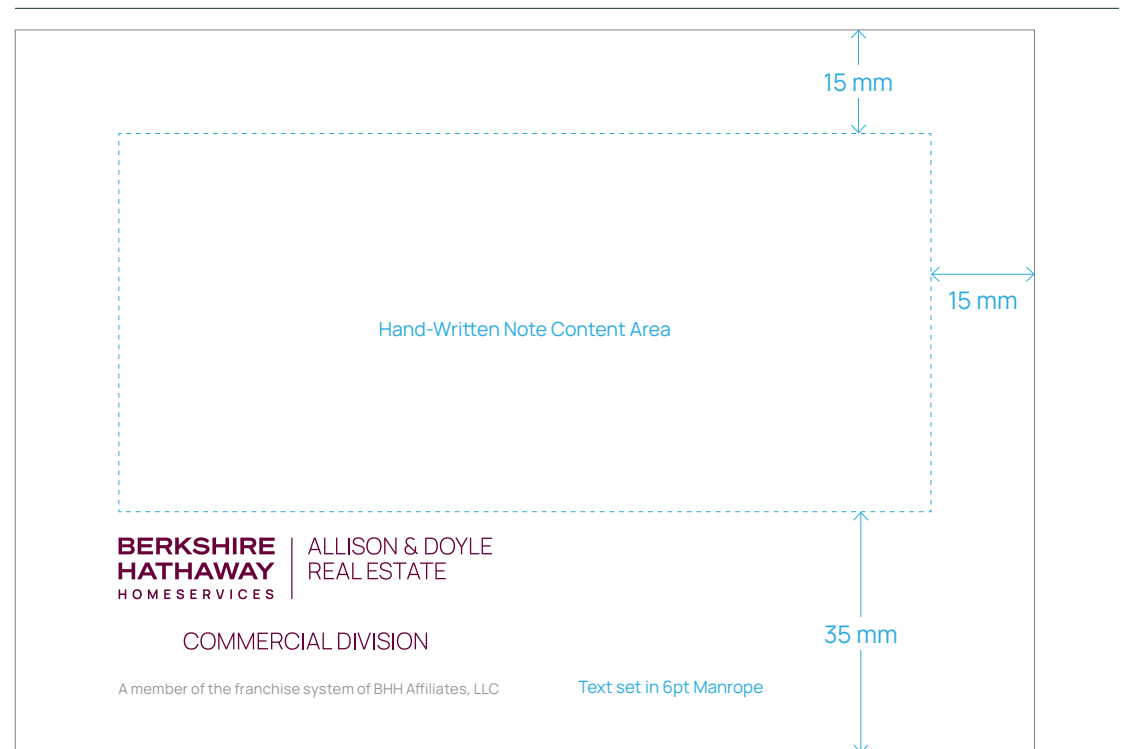


Commercial

The European metric A6 sized notecard (148 mm x 105 mm) provides the perfect vehicle for handwritten, personal correspondence such as “thank you” or congratulatory notes.

The following example shows the design and layout.

A6 Notecard

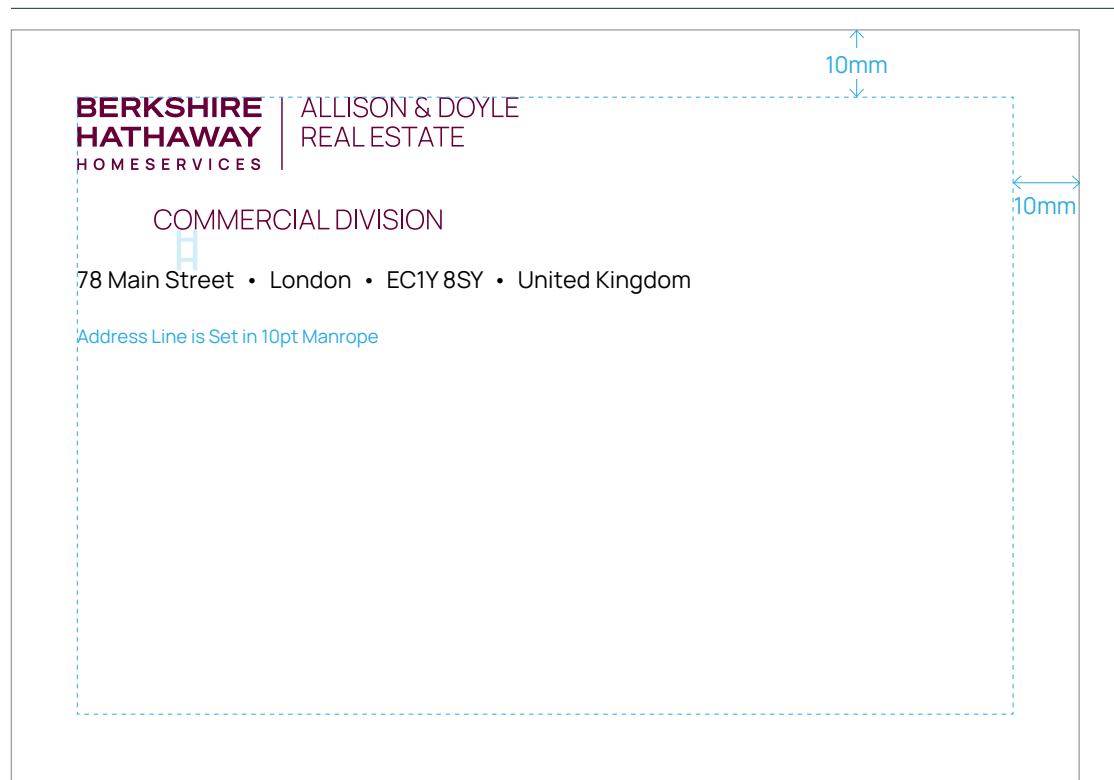


Commercial

The following is the design and layout for a C6 envelope (162 mm x 114 mm) incorporating the commercial company logo and address. The C6 envelope is sized to accommodate the A6 notecard.

Address line is set in 10/12pt Manrope.

C6 Notecard Envelope



Commercial

The following example shows the design and layout of a commercial sign in the Traditional Theme.

This is also available in Black & White.

Rectangular Sign



