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Brand guide
Welcome to the Better Homes and Gardens® Real Estate family!

You may be wondering: why is a compelling corporate identity important to Better Homes and Gardens Real Estate? Simply put, it provides the ingredients that help communicate our brand image to the world.

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

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

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

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

Thank you for following these simple rules.
Our brand personality hinges on our communication style. It sets the voice and tone that runs through all of our communications. All Better Homes and Gardens® Real Estate logos, messages, images, colors, and type styles must compose a consistent image that is vibrant, sparkling in clarity, and accessibly stylish, in order to help strengthen our brand personality.

**Vibrant**
- Spirited
- Passionate
- Stimulating

**Sparkling in its clarity**
- Practical
- Candid
- Succinct
- Topical
- Timely

**Accessibly Stylish**
- Fresh
- Clean
- Real Life
Our identity system

- Introduction
- Our signature
- Minimum clear space
- Our name in writing
- Brand colors
- Supporting color palette
- Don’t do it!
- Type for marketing applications
- Type for internal applications
- Image style
- Implementing our image style
Our identity system

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

Our visual identity system includes the Better Homes and Gardens® Real Estate logo (our signature) and core elements, such as primary and secondary color palettes, typography, photography, and imagery. The consistent application of this system establishes our brand with all audiences and helps strengthen our trademark claims.
**Primary Color Application**
In its primary application, our signature displays Better Homes and Gardens® Real Estate Green on a white background.

**Better Homes and Gardens Real Estate Green**
- Coated Stock: Pantone® 363 C
- Uncoated Stock: Pantone 362 U*
- CMYK: C:68 M:00 Y:100 K:20*
- RGB: HEX: 339933 (R:051 G:153 B:051)

**Secondary Color Application**
In its secondary application, our signature displays:
1. Black on a white background
2. Silver or foil-stamped silver on a white background

**Black**
- Coated Stock: K: 100
- Uncoated Stock: K: 100
- CMYK: K: 100

**Silver**
- Coated Stock: Pantone 877 C
- Uncoated Stock: Pantone 877 U
- Foil Stamping: Crown 100 (shiny); Crown 422 (matte)

**Reverse Color Application**
In its reversed application, our signature displays:
1. White on Better Homes and Gardens Real Estate Green backgrounds
2. White on the official Better Homes and Gardens Real Estate grass photograph
3. White on black backgrounds

* Better Homes and Gardens Real Estate Green should always visually match Pantone 363C.
• Minimum clear space

The Better Homes and Gardens® Real Estate signature must be clearly visible wherever it appears. It should never be obstructed by distracting images, graphics, or type.

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

The minimum area of clear space is determined by the height of the letter B in our signature, as it is shown below. Any deviation from the minimum area of clear space must be reviewed and approved by the Home Office Marketing Department.

When printed, the Better Homes and Gardens Real Estate signature should be placed whenever possible in the upper right corner. Alternate positions are upper centered or the lower right corner.

When embroidered (non-printed) on apparel, the Better Homes and Gardens Real Estate signature should be placed over the heart and should not appear with any competing logos.
In some instances, writing out the Better Homes and Gardens® Real Estate name will be essential. When administering our name in content, please follow these simple rules:

• **Write out Better Homes and Gardens® Real Estate in its entirety**

• **Insert a registration mark—®— after the word “Gardens” of our name, as shown above on the first use of the name per page**

• **Do not abbreviate the name as BHGRE or BH&GRE in any external documents**

When joining our brand as a franchisee, a member of the Better Homes and Gardens Real Estate Transitions team will contact you about making important initial transitions to the Better Homes and Gardens Real Estate system. The Transitions team will work directly with you and your administrative staff to facilitate many of the changeover details. Additional valuable resources can be found by clicking on the “agent login” link on the consumer website or by direct URL at www.mybhggreenhouse.com.

If you have any questions, please contact our dedicated Client Services Phone Line at 1.866.616.4BHG (4244), or e-mail help@bhgrealestate.com.
Brand colors

Better Homes and Gardens® Real Estate Primary Color Application

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

Better Homes and Gardens Real Estate Secondary Color Application

Better Homes and Gardens Real Estate Silver
Coated Stock: Pantone 877 C
Uncoated Stock: Pantone 877 U
Foil Stamping: Crown 100 (shiny); Crown 422 (matte)

Better Homes and Gardens Real Estate Supporting Neutrals

Black
Coated Stock: K: 100
Uncoated Stock: K: 100
CMYK: K: 100

Dark Gray
Pantone 432 C

Medium Gray
Pantone 430 C

Light Gray
Pantone 421 C
**Supporting color palette**

Our supporting color palette consists of colors that perform well alongside our Better Homes and Gardens® Real Estate Green by providing contrast without vibration.

These colors work well as tools for highlighting information, or adding small amounts of visual texture. In practice, they should be used sparingly with our primary brand colors.

### Supporting Dark Colors

**Dark Blue**

- Coated Stock: Pantone® 285 C
- Uncoated Stock: Pantone 300 U
- CMYK: C:90, M:48, Y:00, K:00
- RGB: HEX: #1782c5

**Dark Orange**

- Coated Stock: Pantone 144 C
- Uncoated Stock: Pantone 130 U
- CMYK: C:00, M:52, Y:100, K:00
- RGB: HEX: #f9a11e

### Supporting Light Colors

**Light Blue (Better Homes and Gardens Blue)**

- Coated Stock: Pantone 2925 C
- Uncoated Stock: Pantone 2925 U
- CMYK: C:84, M:21, Y:00, K:00
- RGB: HEX: #0095d6

**Light Orange**

- Coated Stock: Pantone 123 C
- Uncoated Stock: Pantone 115 U
- CMYK: C:00, M:21, Y:88, K:00
- RGB: HEX: #ffe514

**Light Green**

- Coated Stock: Pantone 390 C
- Uncoated Stock: Pantone 397 U
- CMYK: C:24, M:00, Y:98, K:09
- RGB: HEX: #b6bf00
The integrity of the Better Homes and Gardens® Real Estate signature must be respected at all times. Do not alter, stretch, or change the structure of the logo. Any modifications to the Better Homes and Gardens Real Estate signature confuses recognition and diminishes brand impact.

• Don’t do it!

- Don’t remove the grass symbol from the signature.
- Don’t remove the real estate tag from the signature.
- Don’t use the signature in a color other than those in the primary brand color palette.
- Don’t reset or attempt to recreate the typeface of the signature.
- Don’t alter the proportions of the elements that compose the signature.
- Don’t place the signature on distracting backgrounds.
- Don’t add elements to the signature or interfere with the signature’s clear space.
- Don’t rotate the grass symbol.
The Corporate S BQ font is a versatile, sans serif typeface that should be used on all print marketing collateral and direct mail. Solid, uncomplicated, and highly legible, it is best for headlines, subheads, and body content.

Corporate S

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

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

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

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

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

To order Corporate S BQ font (Source Foundry: Berthold), please contact Fonts.com, or call 1-800-424-8973.
The Rockwell font is a highly identifiable slab-serif typeface that should be used to highlight headlines on all marketing collateral and direct mail. Bold in appearance, it is best used for short headlines, subheads, or sentences to capture attention.

**Rockwell**

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

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+
```
Type for internal applications

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

**Arial**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>@#$%^&amp;*()_+</td>
<td>@#$%^&amp;*()_+</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>@#$%^&amp;*()_+</td>
<td>@#$%^&amp;*()_+</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>@#$%^&amp;*()_+</td>
<td>@#$%^&amp;*()_+</td>
<td></td>
</tr>
</tbody>
</table>

**Times New Roman**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>@#$%^&amp;*()_+</td>
<td>@#$%^&amp;*()_+</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>@#$%^&amp;*()_+</td>
<td>@#$%^&amp;*()_+</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>@#$%^&amp;*()_+</td>
<td>@#$%^&amp;*()_+</td>
<td></td>
</tr>
</tbody>
</table>
An image's style should demonstrate creative distinction and promote a style of communication. Better Homes and Gardens® Real Estate's creative style should convey a brand personality that is **vibrant, sparkling in clarity, and accessibly stylish.**
While images are easily accessible and used by all, not all images reflect our brand personality.

It is very important to represent the Better Homes and Gardens® Real Estate brand with a consistent look and feel. Please use the guidelines below to choose an appropriate image.

**Do it!**

Choose images that complement the Better Homes and Gardens Real Estate color palette.

Choose images that present agents, homes, and gardens as vibrant and stylish, yet natural and realistic.

Choose images that relay a clear message and visual tone.

**Don’t do it!**

Do not use images that employ a dominant color that clashes or visually competes with the Better Homes and Gardens Real Estate color palette.

Do not use images that are cliché or culturally biased.

Do not use images that contain too many elements.

Do not use images that appear overly abstract.
Franchisee signature lock-up
Integration and affiliation with a world-class brand

The Better Homes and Gardens® Real Estate identity standards enable the seamless leverage of our world-class brand by providing franchisees with the tools to communicate a unified look and feel. To maintain the strength of our affiliations and our brand, the standards set forth here must be followed.

An approved lock-up has been created to represent all franchisees with Better Homes and Gardens Real Estate. To uphold the prestigious reputation and integrity associated with Better Homes and Gardens Real Estate, consistent use of the approved signature lock-up is required.

The specific guidelines provided here explain the proper use of franchisee signature lock-ups. Always refer to the guidelines when preparing signature artwork for communication materials.

The guidelines in this document are meant to improve the creative process rather than inhibit it. By following these guidelines, the materials you create will represent our brand cohesively to the world.

Thank you for following these simple rules.
• Introduction

Better Homes and Gardens® Real Estate franchisee signatures can be one, two, or three lines depending on the length of your DBA (Doing Business As) name. Once you have determined which option fits your requirements, a signature lock-up will be created for you in the fashion shown below.

Once created, your franchisee signature lock-up will be a custom-designed piece of artwork. Never attempt to redraw, change, or recreate the approved signature art.
The approved signature style must be used in all franchisee signature applications. The approved signature style consists of the Corporate S BQ Regular font face in bold weight positioned flushed left to a central rule line. This configuration should be used in all franchisee signature applications as shown below.

**Typographic Specifications**

*For one-, two-, and three-line franchisee names*

- **Font**: Corporate S BQ Bold
- **Format**: Typeset all caps, one name per line
- **Size**: Cap height of franchisee name = x-height of “r” in Better Homes and Gardens® Real Estate logo
- **Line Spacing**: 2/3 x-height of “r” in Better Homes and Gardens Real Estate
- **Dividing Rule**: Visually equal to the weight of franchisee name, 3.6 pt

**Alignment for one-, two-, and three-line franchisee names**

- x-height of “r” in Better Homes and Gardens Real Estate = Distance between right edge of Better Homes and Gardens Real Estate logo and divider line
- x-height of “r” in Better Homes and Gardens Real Estate = Distance between left edge of franchisee name and divider line
- Height of divider line extends below third franchisee name by 1/3 x-height of “r” in Better Homes and Gardens Real Estate
- Height of divider line always extends past cap height of “B” on Better Homes and Gardens Real Estate logo, so that three-line and one-line franchisee names appear vertically centered with rule.
• Color application

**Primary Color Application**
In its primary application, the franchisee signature prints all Better Homes and Gardens® Real Estate Green on a white background.

**Better Homes and Gardens Real Estate Green**

<table>
<thead>
<tr>
<th>Coated Stock</th>
<th>Uncoated Stock</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pantone 363 C</td>
<td>C:68 M:00 Y:100 K:20*</td>
</tr>
<tr>
<td></td>
<td>Pantone 362 U*</td>
<td></td>
</tr>
</tbody>
</table>

**Secondary Color Application**
In its secondary application, the franchisee signature can print:
1. Black on a white background
2. Silver or foil-stamped silver on white background

**Black**

<table>
<thead>
<tr>
<th>Coated Stock</th>
<th>Uncoated Stock</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>K: 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 100</td>
<td></td>
</tr>
</tbody>
</table>

**Silver**

<table>
<thead>
<tr>
<th>Coated Stock</th>
<th>Uncoated Stock</th>
<th>Foil Stamping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 877 C</td>
<td>Pantone 877 U</td>
<td>Crown 100 (shiny); Crown 422 (matte)</td>
</tr>
</tbody>
</table>

**Reverse Color Application**
In its reversed application, the franchisee signature can print:
1. White on Better Homes and Gardens Real Estate Green backgrounds
2. White on the official Better Homes and Gardens Real Estate grass photograph
3. White on black backgrounds

* Better Homes and Gardens Real Estate Green should always visually match Pantone 363 C.
For situations where the primary signature is used with a franchisee name, the approved franchisee signature should be utilized.

The Better Homes and Gardens® Real Estate franchisee signature must be clearly visible wherever it appears. It should never be obstructed by distracting images, graphics, or type.

When printed, the Better Homes and Gardens Real Estate franchisee signature should be placed whenever possible in the upper right corner. Alternate positions are upper centered or the lower right corner.

To protect the Better Homes and Gardens Real Estate franchisee signatures from visual obstructions, a minimum amount of clear space has been established and must always be maintained.

The minimum area of clear space is determined by the height of the letter B in our franchisee signature, as it is shown below.

Any deviation from the minimum area of clear space must be reviewed and approved by the Home Office Marketing Department.
Key design items

• Our core stationery system
• Business cards
• Corporate letterheads
• Franchisee letterheads
• No. 10 corporate envelopes
• No. 10 franchisee envelopes
• Lawn signs
• Our core stationery system

Pre-approved mechanical files have been created for all of your stationary needs. Please see your Better Homes and Gardens Real Estate Transitions team to facilitate your mechanical needs.
• Business cards | Front options

Available with one or two e-mail addresses

ANNE ANDERSON
Agent Title
Email Address
123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

BETTER HOMES AND GARDENS REAL ESTATE AFFILIATE NAME GOES HERE
Address Street
Address Street Line 2
Address City, State 12345
www.bhgrealestate.com
www.franchiseename.com

An Independently Owned and Operated Franchise.
• Business cards | Back options

Better Homes and Gardens® Real Estate

Official Photographic Grass
www.gettyimages.com
Image number: 78735287

Better Homes and Gardens Real Estate

Iconic Grass
Dots appear in proportion to the following formula:
Stroke weight: 4.569 pt
Stroke gap: 9.72 pt

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

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

AFFILIATE NAME
ANNE ANDERSON
• Business cards | Specifications | Front | Option One

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

Business Card Format
Card Size
Width: 2 inches, Height: 3.5 inches

Artwork Specifications
Signature Width: 1.125 inches
Dividing Rules Thickness: .5 point rule, Width: 1.7 inches wide
Award Symbols .25 inch in diameter

Typographic Specifications
Font
Corporate S BQ Light (Agent Name)
Corporate S BQ Regular (All other text)
Format
• All caps for proper names
• Sentence case for titles and mailing address
• Lowercase for e-mail address

Colors and Imagery
Signature Green, Pantone® 362 U
Agent’s Name Green, Pantone® 362 U
Rule Lines Green, Pantone® 362 U
All other text Gray, Pantone® 432 U
Award Symbol CMYK (percentages of black)
The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all business card applications.

**Business Card Format**

**Card Size**
Width: 2 inches, Height: 3.5 inches

**Artwork Specifications**
- **Signature**: Width: 1.125 inches
- **Dividing Rules**: Thickness: .5 point rule, Width: 1.7 inches wide
- **Award Symbols**: .25 inch in diameter

**Typographic Specifications**
- **Font**: Corporate S BQ Light (Agent Name), Corporate S BQ Regular (All other text)
- **Format**: All caps for proper names, Sentence case for titles and mailing address, Lowercase for e-mail address

**Colors and Imagery**
- **Signature**: Green, Pantone® 362 U
- **Agent's Name 1**: Green, Pantone® 362 U
- **Rule Lines**: Green, Pantone® 362 U
- **All other text**: Gray, Pantone® 432 U
- **Award Symbol**: CMYK (percentages of black)
The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all business card applications.

**Artwork Specifications**
- **Signature**: Width: 1.125 inches
- **Dividing Rules**: Thickness: .5 point rule, Width: 1.7 inches wide
- **Award Symbols**: .25 inch in diameter

**Typographic Specifications**
- **Font**
  - Corporate S BQ Light (Agent Name)
  - Corporate S BQ Regular (All other text)
- **Format**
  - All caps for proper names
  - Sentence case for titles and mailing address
  - Lowercase for e-mail address

**Colors and Imagery**
- **Signature**: Green, Pantone® 362 U
- **Agent's Name 1/2**: Green, Pantone® 362 U
- **Rule Lines**: Green, Pantone® 362 U
- **All other text**: Gray, Pantone® 432 U
- **Award Symbol**: CMYK (percentages of black)
**Business cards | Specifications | Front | Option Two | with Photo**

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

### Business Card Format

<table>
<thead>
<tr>
<th>Card Size</th>
<th>Width: 2 inches, Height: 3.5 inches</th>
</tr>
</thead>
</table>

### Artwork Specifications

<table>
<thead>
<tr>
<th>Signature</th>
<th>Width: 1.125 inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dividing Rules</td>
<td>Thickness: .5 point rule, Width: 1.7 inches wide</td>
</tr>
<tr>
<td>Award Symbols</td>
<td>.25 inch in diameter</td>
</tr>
</tbody>
</table>

### Typographic Specifications

<table>
<thead>
<tr>
<th>Font</th>
<th>Corporate S BQ Light (Agent Name)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>All caps for proper names</td>
</tr>
<tr>
<td></td>
<td>Sentence case for titles and mailing address</td>
</tr>
<tr>
<td></td>
<td>Lowercase for e-mail address</td>
</tr>
</tbody>
</table>

### Colors and Imagery

<table>
<thead>
<tr>
<th>Signature</th>
<th>Green, Pantone® 362 U</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agent's Name 1/2</td>
<td>Green, Pantone® 362 U</td>
</tr>
<tr>
<td>Rule Lines</td>
<td>Green, Pantone® 362 U</td>
</tr>
<tr>
<td>All other text</td>
<td>Gray, Pantone® 432 U</td>
</tr>
<tr>
<td>Award Symbol</td>
<td>CMYK (percentages of black)</td>
</tr>
</tbody>
</table>

---

**One email address**

AGENT NAME 1

AGENT NAME 2

Agent Title 1

Agent Title 2

Email Address

123.456.7890 Office

123.456.7890 Mobile

123.456.7890 Fax

**Two email address**

AGENT NAME 1

AGENT NAME 2

Agent Title 1

Agent Title 2

Email Address

Email Address 2

123.456.7890 Office

123.456.7890 Mobile

123.456.7890 Fax

---

**MAXIMUM LINE LENGTH = WIDTH OF THIN RULED LINES**

---

An Independently Owned and Operated Franchise.

Better Homes and Gardens Real Estate www.bhgrealestate.com

Agent Title

Agent Title

Email Address

Email Address

123.456.7890 Office

123.456.7890 Mobile

123.456.7890 Fax

---

An Independently Owned and Operated Franchise.

Better Homes and Gardens Real Estate www.bhgrealestate.com

Agent Title

Agent Title

Email Address

Email Address

123.456.7890 Office

123.456.7890 Mobile

123.456.7890 Fax

---

An Independently Owned and Operated Franchise.

Better Homes and Gardens Real Estate www.bhgrealestate.com

Agent Title

Agent Title

Email Address

Email Address

123.456.7890 Office

123.456.7890 Mobile

123.456.7890 Fax

---

An Independently Owned and Operated Franchise.

Better Homes and Gardens Real Estate www.bhgrealestate.com

Agent Title

Agent Title

Email Address

Email Address

123.456.7890 Office

123.456.7890 Mobile

123.456.7890 Fax

---

An Independently Owned and Operated Franchise.

Better Homes and Gardens Real Estate www.bhgrealestate.com

Agent Title

Agent Title

Email Address

Email Address

123.456.7890 Office

123.456.7890 Mobile

123.456.7890 Fax

---

An Independently Owned and Operated Franchise.

Better Homes and Gardens Real Estate www.bhgrealestate.com

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

### Business Card Format

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Card Size</strong></td>
<td>Width: 2 inches, Height: 3.5 inches</td>
</tr>
</tbody>
</table>

### Artwork Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Signature</strong></td>
<td>Width: 1.125 inches</td>
</tr>
<tr>
<td><strong>Dividing Rules</strong></td>
<td>Thickness: .5 point rule, Width: 1.7 inches wide</td>
</tr>
<tr>
<td><strong>Award Symbols</strong></td>
<td>.25 inch in diameter</td>
</tr>
</tbody>
</table>

### Typographic Specifications

<table>
<thead>
<tr>
<th>Font</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agent Name 1 and 2</strong></td>
<td>Corporate S Light, 12 pt All Caps</td>
</tr>
<tr>
<td><strong>Agent Name 2</strong></td>
<td>Corporate S Light, 8 pt/10 pt All Caps</td>
</tr>
<tr>
<td><strong>All other text</strong></td>
<td>Corporate S Regular, 7.5 pt/8pt U/lc</td>
</tr>
</tbody>
</table>

### Colors and Imagery

<table>
<thead>
<tr>
<th>Font</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Signature</strong></td>
<td>Green, Pantone® 362 U</td>
</tr>
<tr>
<td><strong>Agent's Name 1</strong></td>
<td>Green, Pantone® 362 U</td>
</tr>
<tr>
<td><strong>Rule Lines</strong></td>
<td>Green, Pantone® 362 U</td>
</tr>
<tr>
<td><strong>All other text</strong></td>
<td>Gray, Pantone® 432 U</td>
</tr>
<tr>
<td><strong>Award Symbol</strong></td>
<td>CMYK (percentages of black)</td>
</tr>
</tbody>
</table>

### Award Symbol

- Green, Pantone® 362 U
- Knocks-out to white
- Gray, Pantone 432 U
- CMYK

---

**Agent Name 1**

**Agent Name 2**

**Agent Title**

**Agent Title 2**

**Email Address**

123.456.7890 Office
123.456.7890 Mobile
123.456.7890 Fax

**Address**

Address Street
Address Street Line 2
Address City, State 12345

**Website Address**

www.bhgreal estate.com
www.franchise name.com

---

**Better Homes and Gardens Real Estate LLC**
• Business cards | Specifications | Front | Option Three | with Photo

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

Business Card Format
Card Size          Width: 2 inches, Height: 3.5 inches

Artwork Specifications
Signature          Width: 1.125 inches
Dividing Rules     Thickness: .5 point rule, Width: 1.7 inches wide
Award Symbols      .25 inch in diameter

Typographic Specifications
Font               Corporate S BQ Light (Agent Name)
                   Corporate S BQ Regular (All other text)
Format             • All caps for proper names
                   • Sentence case for titles and mailing address
                   • Lowercase for e-mail address

Colors and Imagery
Signature          Green, Pantone® 362 U
Agent’s Name 1     Green, Pantone® 362 U
Rule Lines         Green, Pantone® 362 U
All other text     Gray, Pantone® 432 U
Award Symbol       CMYK (percentages of black)
• Franchisee letterheads

Letterhead with white background

Letterhead with grass photograph
• Franchisee letterheads | Specifications

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

Letterhead Format

Page Size
Width = 8.5 inches, Height = 11 inches

Typography Specifications

Font
• Corporate S BQ Regular for Better Homes and Gardens® Real Estate name, title, and addresses
• Corporate S BQ Bold for DBA individual’s name

Format
• All caps for proper names
• Sentence case for titles and mailing addresses
• Lowercase for e-mail addresses

Colors and Imagery

Franchise Signature
Green, Pantone® 362 U

Individual’s Name
Green, Pantone 362 U

Title/Address
Gray, Pantone 432 U

Photograph
Better Homes and Gardens Real Estate official photographic grass (optional)
All letterhead and press release options may display the official Better Homes and Gardens® Real Estate photographic grass as a band element at the bottom of the page. To present a consistent use of the band element, please follow specifications for the photographic grass on all letterhead and press release formats.

Pre-approved mechanical files have been created with the photographic grass band. Please see your Better Homes and Gardens Real Estate Transitions team to facilitate your mechanical needs.
The approved corporate typography, colors, and imagery for uncoated paper stock should be utilized for all core stationery applications.

### Envelope Format

**Page Size**
- Width: 9.5 inches, Height: 4.125 inches

### Typography Specifications

**Font**
- Corporate S BQ Regular

**Format**
- All caps for proper names
- Sentence case for mailing addresses

### Colors and Imagery

**Franchise Signature**
- Green, Pantone® 362 U

**Location and Date**
- Gray, Pantone 432 U

---

**Equal**

**DBA NAMEONE**
- Corporate S Regular
- 6.35/7.5 pt, Set in All Caps

**DBA NAMETWO**
- Corporate S Regular
- 7.5 / 8 pt
- Set in Sentence Case

**& DBA NAMETHREE**

**Address Line 1**
- City, State Zip Code

Better Homes and Gardens Real Estate

BETTER HOMES AND GARDENS REAL ESTATE

DBA NAME ONE, DBA NAME TWO, DBA NAME THREE
• **No. 10 franchisee envelopes** | Front | Option 2

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

<table>
<thead>
<tr>
<th>Envelope Format</th>
<th>Colors and Imagery</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Size</strong></td>
<td>Franchise Signature</td>
</tr>
<tr>
<td>Width: 9.5 inches, Height: 4.125 inches</td>
<td>Green, Pantone® 362 U</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Typography Specifications</strong></th>
<th>Location and Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Font</strong> Corporate S BQ Regular</td>
<td>Gray, Pantone 432 U</td>
</tr>
<tr>
<td><strong>Format</strong></td>
<td></td>
</tr>
<tr>
<td>• All caps for proper names</td>
<td></td>
</tr>
<tr>
<td>• Sentence case for mailing addresses</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Address Line 1</strong></th>
<th><strong>City, State Zip Code</strong></th>
<th><strong>Franchise Signature</strong></th>
<th><strong>Location and Date</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>BETTER HOMES AND GARDENS REAL ESTATE DBA NAME ONE, DBA NAME TWO, DBA NAME THREE</td>
<td>Corporate S Regular 6.35/7.5 pt, Set in All Caps</td>
<td>Green, Pantone® 362 U</td>
<td>Gray, Pantone 432 U</td>
</tr>
<tr>
<td><strong>Address Line 1</strong></td>
<td><strong>City, State Zip Code</strong></td>
<td><strong>Franchise Signature</strong></td>
<td><strong>Location and Date</strong></td>
</tr>
<tr>
<td>Address Line 1</td>
<td>City, State Zip Code</td>
<td>Corporate S Regular 7.5 / 8 pt, Set in Sentence Case</td>
<td></td>
</tr>
</tbody>
</table>
- No. 10 franchisee envelopes

Back | Option 2
For your convenience, two distinct yard sign color schemes available to choose from. However, brokers and agents must adhere to these strict guidelines:

- Only one color choice of yard sign can be used within a single community.
- The franchisee broker establishes the boundaries for a community.
- Each agent will be held accountable for using the chosen yard sign color and maintaining usage guidelines herein.

If you have any questions, please contact our dedicated Client Services Phone Line at 1.866.616.4BHG (4244), or e-mail help@bhgrealestate.com.
• Lawn signs | Positive | One-line name options

Three Color Two Color

Large format signs
Format: 30" x 24"

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
<th>Approx. Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate SBQ/Bold</td>
<td>143pt (large DBA) or 162pt (small DBA)</td>
<td>1.5&quot;</td>
</tr>
<tr>
<td>Corporate SBQ/Light</td>
<td>Same point size as DBA</td>
<td>1.5&quot;</td>
</tr>
<tr>
<td>Corporate SBQ/Light 75 pt</td>
<td>82&quot;</td>
<td></td>
</tr>
<tr>
<td>Corporate SBQ/Light 30 pt</td>
<td>.30&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Three Color

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
<th>Approx. Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate SBQ/Bold</td>
<td>110 (large DBA)</td>
<td>1.25&quot;</td>
</tr>
<tr>
<td>Corporate SBQ/Light</td>
<td>Same point size as DBA</td>
<td>1.25&quot;</td>
</tr>
<tr>
<td>Corporate SBQ/Light 75 pt</td>
<td>82&quot;</td>
<td></td>
</tr>
<tr>
<td>Corporate SBQ/Light 30 pt</td>
<td>.30&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Two Color

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
<th>Approx. Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockwell Regular</td>
<td>202 pt, Tracked 30</td>
<td>1.91&quot;</td>
</tr>
</tbody>
</table>

Three Color

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
<th>Approx. Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate SBQ/Bold</td>
<td>143pt (large DBA) or 162pt (small DBA)</td>
<td>1.5&quot;</td>
</tr>
<tr>
<td>Corporate SBQ/Light</td>
<td>Same point size as DBA</td>
<td>1.5&quot;</td>
</tr>
<tr>
<td>Corporate SBQ/Light 75 pt</td>
<td>82&quot;</td>
<td></td>
</tr>
<tr>
<td>Corporate SBQ/Light 30 pt</td>
<td>.30&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Two Color

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
<th>Approx. Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockwell Regular</td>
<td>147 pt, Tracked 30</td>
<td>1.39&quot;</td>
</tr>
</tbody>
</table>

Agent Name: ANDERSON
Phone: 012.345.6789
Website: www.optionalweb.com
Office: www.bhgrealestate.com

FOR SALE

Agent Name: ANDERSON
Phone: 012.345.6789
Website: www.optionalweb.com
Office: www.bhgrealestate.com

An Independently Owned and Operated Franchise.
• Lawn signs | Positive | Two-line name options

**Large format signs**
Format: 30” x 24”
- Corporate SBQ/Bold 143pt (large DBA) or 162pt (small DBA), approx. 1.5”
- Corporate SBQ/Light, Same point size as DBA, approx. 1.5”
- Corporate SBQ/Light 97 pt 1.0”
- Corporate SBQ/Light 40 pt .04”

**Small format signs**
Format: 24” x 18”
- Corporate SBQ/Bold 110 (large DBA) 120 pt (small DBA), approx. 1.25”
- Corporate SBQ/Light, Same point size as DBA, approx. 1.25”
- Corporate SBQ/Light 75 pt .82”
- Corporate SBQ/Light 30 pt .30”

Three Color
- Rockwell Regular 202 pt, Tracked 30, 1.91”
- Rockwell Regular 147 pt, Tracked 30, 1.39”
- Rockwell Regular 202 pt, Tracked 30, 1.91”
- Rockwell Regular 202 pt, Tracked 30, 1.91”

Two Color
Lawn signs | Positive | Three-line name options

Large format signs
Format: 30” x 24”

Small format signs
Format: 24” x 18”
• Lawn signs | Positive | Three color sign options

**FOR SALE**

**Better Homes and Gardens.**

**REAL ESTATE**

**ANDERSON**

012.345.6789

[www.optionalweb.com](http://www.optionalweb.com)  
[www.bhgreal estate.com](http://www.bhgreal estate.com)

**AGENT NAME**  
123.456.7890

Large format signs  
Format: 30” x 24”

One-line

Small format signs  
Format: 24” x 18”

One-line

Corporate SBQ/Bold 143pt (large DBA) or 162pt (small DBA), approx. 1.5”

Corporate SBQ/Light, Same point size as DBA, approx. 1.5”

Corporate SBQ/Light 98 pt 1.0”

Corporate SBQ/Light 40 pt .04”

Corporate SBQ/Light 75 pt .82”

Corporate SBQ/Light 30 pt .30”

Rockwell/Regular 202 pt, Tracking 30, 1.91”

Rockwell/Regular 158 pt, Tracking 30, 1.5”

...
• Lawn signs | Positive | Two color sign options

**Large format signs**
Format: 30” x 24”

- Corporate SBQ/Bold 143pt (large DBA) or 162pt (small DBA), approx. 1.5”
- Corporate SBQ/Light, Same point size as DBA, approx. 1.5”
- Corporate SBQ/Light 98 pt 1.0”
- Corporate SBQ/Light 40 pt 0.4”

**Small format signs**
Format: 24” x 18”

- Corporate SBQ/Bold 110 (large DBA) 120 pt (small DBA), approx. 1.25”
- Corporate SBQ/Light, Same point size as DBA, approx. 1.25”
- Corporate SBQ/Light 75 pt 0.82”
- Corporate SBQ/Light 30 pt 0.30”

---

FOR SALE

Better Homes and Gardens
REAL ESTATE

AGENT NAME
123.456.7890

ANDERSON
012.345.6789

ANDERSON & ANDERSON
012.345.6789

ANDERSON, ANDERSON & ANDERSON
012.345.6789

www.optionalweb.com
www.bhgreal estate.com

FOR SALE

Better Homes and Gardens
REAL ESTATE

AGENT NAME
123.456.7890

ANDERSON
012.345.6789

ANDERSON & ANDERSON
012.345.6789

ANDERSON, ANDERSON & ANDERSON
012.345.6789

www.optionalweb.com
www.bhgreal estate.com
• Lawn signs | Reverse | Two color sign options

**Large format signs**
Format: 30” x 24”

**Small format signs**
Format: 24” x 18”
• Lawn signs | One-line name with photo options

Large format signs
Format: 30” x 24”
Three Color

Small format signs
Format: 24” x 18”
Three Color

Corporate SBQ/Bold 143pt (large DBA) or 162pt (small DBA), approx. 1.5”
Corporate SBQ/Light, Same point size as DBA, approx. 1.5”
Corporate SBQ/Light 98 pt 1.0”
Corporate SBQ/Light 40 pt .04”

Corporate SBQ/Bold 110 (large DBA) 120 pt (small DBA), approx. 1.25”
Corporate SBQ/Light, Same point size as DBA, approx. 1.25”
Corporate SBQ/Light 81 pt .82”
Corporate SBQ/Light 30 pt .30”

AGENT NAME
123.456.7890

ANDERSON
123.456.7890

www.optionalweb.com
www.bhgrealestate.com
An Independently Owned and Operated Franchise.
- **Lawn signs** | Two-line name with photo options

**Large format signs**
Format: 30" x 24"
- Corporate SBQ/Bold 143pt (large DBA) or 162pt (small DBA), approx. 1.5"
- Corporate SBQ/Light, Same point size as DBA, approx. 1.5"
- Corporate SBQ/Light 109pt 1.07"
- Corporate SBQ/Light 40pt 0.4" 

**Small format signs**
Format: 24" x 18"
- Corporate SBQ/Bold 110 (large DBA) 120 pt (small DBA), approx. 1.25"
- Corporate SBQ/Light, Same point size as DBA, approx. 1.25"
- Corporate SBQ/Light 81 pt 0.82"
- Corporate SBQ/Light 30 pt 0.30"

Three Color

Two Color
• Lawn signs | Three-line name with photo options

**Large format signs**
Format: 30" x 24"

**Small format signs**
Format: 24" x 18"

Corporate SBQ/Bold 143pt (large DBA) or 162pt (small DBA), approx. 1.5"
Corporate SBQ/Light, Same point size as DBA, approx. 1.5"
Corporate SBQ/Light 109 pt 1.07"
Corporate SBQ/Light 40 pt .04"
Corporate SBQ/Bold 110 (large DBA) 120 pt (small DBA), approx. 1.25"
Corporate SBQ/Light, Same point size as DBA, approx. 1.25"
Corporate SBQ/Light 81 pt .82"
Corporate SBQ/Light 30 pt .30"
• Lawn signs | 6" x 18" Rider options

6" x 18" Agent & Stock Riders

6" x 18" Agent Riders

ANNE ANDERSON 123.456.7890

Corporate S Regular 120/109pt (Approx. 1.30")
Rockwell Regular 103 pt (Approx. 1")

ANNE ANDERSON 123.456.7890

Corporate S Regular 110/99pt (Approx. 1.0")
Rockwell Regular 88 pt (Approx. .83")

Photo Rider Options are available. Please consult your Better Homes and Gardens® Real Estate Transition team to find out what images are available for your community.

6" x 18" Stock Riders

BUY ME!

Rockwell Regular 108/102 pt (Approx. 1.5")

SOLD

POOL

FOR SALE

UNDER CONTRACT

SALE PENDING

OPEN SATURDAY

OPEN SUNDAY

COMING SOON

Photo Rider Options are available. Please consult your Better Homes and Gardens® Real Estate Transition team to find out what images are available for your community.
Lawn signs | 6" x 24" Riders Options

6" x 24" Agent & Stock Riders

6" x 24" Agent Riders

Corporate S Regular
164/126 pt (Approx. 1.6")
Rockwell Regular
119 pt (Approx. 1.25")

ANNE ANDERSON
123.456.7890

ANNE ANDERSON
123.456.7890

6" x 24" Stock Riders

BUY ME!

Rockwell Regular
202/195 pt (Approx. 1.91")

POOL

FOR SALE

SALE PENDING

OPEN SATURDAY

OPEN SUNDAY

COMING SOON

UNDER CONTRACT

Photo Rider Options are available. Please consult your Better Homes and Gardens® Real Estate Transition team to find out what images are available for your community.
The standard franchisee yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

**Top Rider Signs**

Standard top rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone® 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

Rockwell is the approved typeface for all customized sign content on top rider signs.

Sign Content:
1) For Sale
2) Buy Me!
3) Under Contract
4) In Escrow
5) New Price
6) Sold
7) Pool
8) Sale Pending
9) Open Saturday
10) Open Sunday
11) Coming Soon

**Main Face Signs**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) and gray (match Pantone 421 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

Corporate S BQ is the approved typeface for all customized sign content on main face signs.

**Bottom Rider Signs**

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

Rockwell and Corporate S BQ are the approved typefaces for all customized sign content on bottom rider signs.

**Sign Content:**
1) Telephone Number
   - Color: White
   - Type: Rockwell Regular, centered
   - 30 x 24.5: Signs: 70 pt/84 pt
   - 24 x 18: Signs: 52 pt/63 pt

2) Agent Name
   - Color: White
   - Type: Corporate S BQ Regular, centered
   - 30 x 24.5: Signs: 70 pt/84 pt
   - 24 x 18: Signs: 52 pt/63 pt

3) Better Homes and Gardens Real Estate Web Site
   - Color: Green, match Pantone 363 C
   - Type: Corporate S BQ Light, centered
   - 30 x 24.5: Signs: 98 pt/117 pt
   - 24 x 18: Signs: 75 pt/89 pt

4) Legal Copy
   - Color: Black
   - Type: Corporate S BQ Light, centered
   - 30 x 24.5: Signs: 40 pt/48 pt
   - 24 x 18: Signs: 30 pt/36 pt

*To order signs, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at www.mybhgreenhouse.com.*
• Lawn signs | Positive | One- and two-line name, two colors

The standard franchisee yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

### Top Rider Signs

Standard top rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone® 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

Rockwell is the approved typeface for all customized sign content on top rider signs.

Sign Content:
- There are eleven varieties of top riders signs to choose from.
- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

### Main Face Signs

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) and gray (match Pantone 421 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

Corporate S BQ is the approved typeface for all customized sign content on main face signs.

Sign Content:
- 1) Better Homes and Gardens Real Estate Signature
  - Color: Green, match Pantone 363 C
  - Type: Corporate S BQ Bold, centered
    - 30 x 24.5 Signs: 143 pt/172 pt
    - 24 x 18 Signs: 110 pt/127
- 2) Agency Name
  - Color: Green, match Pantone 363 C
  - Type: Corporate S BQ Regular, centered
    - 30 x 24.5 Signs: 70 pt/84 pt
    - 24 x 18 Signs: 52 pt/63 pt
- 3) Telephone Number
  - Color: Green, match Pantone 363 C
  - Type: Corporate S BQ Light, centered
    - 30 x 24.5 Signs: 110 pt/117 pt
    - 24 x 18 Signs: 75 pt/89 pt
- 4) Better Homes and Gardens Real Estate Web Site
  - Color: Green, match Pantone 363 C
  - Type: Corporate S BQ Light, centered
    - 30 x 24.5 Signs: 30 pt/36 pt
    - 24 x 18 Signs: 30 pt/36 pt
- 5) Legal Copy
  - Color: Green, match Pantone 363 C
  - Type: Corporate S BQ Light, centered
    - 30 x 24.5 Signs: 40 pt/48 pt
    - 24 x 18 Signs: 30 pt/36 pt

### Bottom Rider Signs

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

Rockwell and Corporate S BQ are the approved typefaces for all customized sign content on bottom rider signs.

Sign Content:
- 1) Telephone Number
  - Color: White
  - Type: Rockwell Regular, centered
    - 30 x 24.5 Signs: 159 pt/191 pt
    - 24 x 18 Signs: 118 pt/142 pt
- 2) Agent Name
  - Color: White
  - Type: Corporate S BQ Regular, centered
    - 30 x 24.5 Signs: 70 pt/84 pt
    - 24 x 18 Signs: 52 pt/63 pt

To order signs, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at www.mybhgreenhouse.com.
The standard franchisee yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

### Top Rider Signs

Standard top rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone® 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

Rockwell is the approved typeface for all customized sign content on top rider signs.

**Sign Content:**

1. **For Sale**
2. **Buy Me!**
3. **Under Contract**
4. **In Escrow**
5. **New Price**
6. **Sold**
7. **Pool**
8. **Sale Pending**
9. **Open Saturday**
10. **Open Sunday**
11. **Coming Soon**

### Main Face Signs

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) and gray (match Pantone 421 C) frame around a Green (match Pantone 363 C) vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

Corporate S BQ is the approved typeface for all customized sign content on main face signs.

**Sign Content:**

1. **Better Homes and Gardens Real Estate Signature**
2. **Agent Name**

### Bottom Rider Signs

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

Rockwell and Corporate S BQ are the approved typefaces for all customized sign content on bottom rider signs.

**Sign Content:**

1. **Telephone Number**
2. **Agent Name**
3. **Better Homes and Gardens Real Estate Web Site**
4. **Legal Copy**

To order signs, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at www.mybhggreenhouse.com.
The standard franchisee yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

**Top Rider Signs**

Standard top rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone® 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

Rockwell is the approved typeface for all customized sign content on top rider signs.

Sign Content:

- 1) For Sale
- 2) Buy Me!
- 3) Under Contract
- 4) In Escrow
- 5) New Price
- 6) Sold
- 7) Pool
- 8) Sale Pending
- 9) Open Saturday
- 10) Open Sunday
- 11) Coming Soon

**Main Face Signs**

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) and gray (match Pantone 421 C) frame around a white vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

Corporate S BQ is the approved typeface for all customized sign content on main face signs.

Sign Content:

1) Better Homes and Gardens Real Estate Signature
2) Agency Name
   Color: Black
   Type: Corporate S BQ Bold, centered
   — 30˝x 24.5˝ Signs: 1 26 pt/1 51 pt
   — 24˝x 1 8˝ Signs: 94 pt/11 3 pt
3) Telephone Number
   Color: Black
   Type: Corporate S BQ Light, centered
   — 30˝x 24.5˝ Signs: 97pt/102pt
   — 24˝x 1 8˝ Signs: 74 pt/78 pt
4) Better Homes and Gardens Real Estate Web Site
   Color: Green, match Pantone 363 C
   Type: Corporate S BQ Light, centered
   — 30˝x 24.5˝ Signs: 97pt/102pt
   — 24˝x 1 8˝ Signs: 74 pt/78 pt
5) Legal Copy
   Color: Black
   Type: Corporate S BQ Light, centered
   — 30˝x 24.5˝ Signs: 40pt/48pt
   — 24˝x 1 8˝ Signs: 30 pt/36 pt

**Bottom Rider Signs**

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of bottom rider signs.

Rockwell and Corporate S BQ are the approved typefaces for all customized sign content on bottom rider signs.

Sign Content:

1) Telephone Number
   Color: White
   Type: Rockwell Regular, centered
   — 30 x 24.5 Signs: 120 pt/125 pt
   — 24 x 18 Signs: 87 pt/92 pt
2) Agent Name
   Color: White
   Type: Corporate S BQ Regular, centered
   — 30 x 24.5 Signs: 164 pt/125 pt
   — 24 x 18 Signs: 120 pt/92 pt

To order signs, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at www.mybhgreenhouse.com.
The standard franchisee yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

### Top Rider Signs

Standard top rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone® 363 C) horizontal rectangular panel with white lettering. The diagram to the left demonstrates the correct placement of top rider signs.

Better Homes and Gardens Real Estate has provided approved artwork for all top rider signs. Additional top rider signs may only be introduced by the Home Office Marketing Department at Better Homes and Gardens Real Estate.

Rockwell is the approved typeface for all customized sign content on top rider signs.

**Sign Content:**

1. **For Sale**  
2. **Buy Me!**  
3. **Under Contract**  
4. **In Escrow**  
5. **New Price**  
6. **Sold**  
7. **Pool**  
8. **Sale Pending**  
9. **Open Saturday**  
10. **Open Sunday**  
11. **Coming Soon**

### Main Face Signs

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) and gray (match Pantone 421 C) frame around a white vertical panel. The diagram to the left demonstrates the correct placement of main face signs.

Corporate S BQ is the approved typeface for all customized sign content on main face signs.

**Sign Content:**

1. **Better Homes and Gardens Real Estate Signature**  
2. **Agency Name**  
   - Color: Green, match Pantone 363 C  
   - Type: Corporate S BQ Bold, centered  
   - 30 x 24.5: Signs: 126 pt/151 pt  
   - 24 x 18: Signs: 94 pt/113 pt
3. **Telephone Number**  
   - Color: Green, match Pantone 363 C  
   - Type: Corporate S BQ Light, centered  
   - 30 x 24.5: Signs: 126 pt/151 pt  
   - 24 x 18: Signs: 94 pt/113 pt
4. **Better Homes and Gardens Real Estate Web Site**  
   - Color: Green, match Pantone 363 C  
   - Type: Corporate S BQ Light, centered  
   - 30 x 24.5: Signs: 97 pt/117 pt  
   - 24 x 18: Signs: 74 pt/89 pt
5. **Legal Copy**  
   - Color: Green, match Pantone 363 C  
   - Type: Corporate S BQ Light, centered  
   - 30 x 24.5: Signs: 40 pt/48 pt  
   - 24 x 18: Signs: 30 pt/36 pt

### Bottom Rider Signs

Standard bottom rider signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) horizontal rectangular panel with white lettering. The diagram to the left demonstrates the correct placement of bottom rider signs.

Rockwell and Corporate S BQ are the approved typefaces for all customized sign content on bottom rider signs.

**Sign Content:**

1. **Telephone Number**  
   - Color: White  
   - Type: Rockwell Regular, centered  
   - 30 x 24.5: Signs: 159 pt/191 pt  
   - 24 x 18: Signs: 118 pt/142 pt
2. **Agent Name**  
   - Color: White  
   - Type: Corporate S BQ Regular, centered  
   - 30 x 24.5: Signs: 70 pt/84 pt  
   - 24 x 18: Signs: 52 pt/63 pt
• Lawn signs | Reverse | Three-line name

The standard franchisee yard sign consists of three panel faces: the top rider, the main face, and the bottom rider, fitted to a white Thor-style sign frame.

Main Face Signs – one-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone® 363 C) vertical rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

Corporate S BQ is the approved typeface for all customized sign content on main face signs.

Sign Content:
1) Better Homes and Gardens Real Estate Signature
   Color: White
   Type: Corporate S BQ Bold, centered
   - 30 x 24.5 Signs: 143 pt/172 pt
   - 24 x 18 Signs: 105 pt/127 pt

2) Agency Name
   Color: White
   Type: Corporate S BQ Bold, centered
   - 30 x 24.5 Signs: 143 pt/172 pt
   - 24 x 18 Signs: 105 pt/127 pt

3) Telephone Number
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 97 pt/117 pt
   - 24 x 18 Signs: 74 pt/89 pt

4) Better Homes and Gardens Real Estate Web Site
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 97 pt/117 pt
   - 24 x 18 Signs: 74 pt/89 pt

5) Legal Copy
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 40 pt/48 pt
   - 24 x 18 Signs: 30 pt/36 pt

Main Face Signs – two-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) and gray (match Pantone 421 C) frame around a Green (match Pantone 363 C) vertical panel.

The diagram to the left demonstrates the correct placement of main face signs.

Corporate S BQ is the approved typeface for all customized sign content on main face signs.

Sign Content:
1) Better Homes and Gardens Real Estate Signature
   Color: White
   Type: Corporate S BQ Bold, centered
   - 30 x 24.5 Signs: 126 pt/151 pt
   - 24 x 18 Signs: 94 pt/113 pt

2) Agency Name
   Color: White
   Type: Corporate S BQ Bold, centered
   - 30 x 24.5 Signs: 126 pt/151 pt
   - 24 x 18 Signs: 94 pt/113 pt

3) Telephone Number
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 97 pt/117 pt
   - 24 x 18 Signs: 74 pt/89 pt

4) Better Homes and Gardens Real Estate Web Site
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 97 pt/117 pt
   - 24 x 18 Signs: 74 pt/89 pt

5) Legal Copy
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 40 pt/48 pt
   - 24 x 18 Signs: 30 pt/36 pt

Main Face Signs – three-line DBA

Standard main face signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) vertical rectangular panel with white lettering.

The diagram to the left demonstrates the correct placement of main face signs.

Corporate S BQ is the approved typeface for all customized sign content on main face signs.

Sign Content:
1) Better Homes and Gardens Real Estate Signature
   Color: White
   Type: Corporate S BQ Bold, centered
   - 30 x 24.5 Signs: 143 pt/172 pt
   - 24 x 18 Signs: 105 pt/127 pt

2) Agency Name
   Color: White
   Type: Corporate S BQ Bold, centered
   - 30 x 24.5 Signs: 143 pt/172 pt
   - 24 x 18 Signs: 105 pt/127 pt

3) Telephone Number
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 97 pt/117 pt
   - 24 x 18 Signs: 74 pt/89 pt

4) Better Homes and Gardens Real Estate Web Site
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 97 pt/117 pt
   - 24 x 18 Signs: 74 pt/89 pt

5) Legal Copy
   Color: White
   Type: Corporate S BQ Light, centered
   - 30 x 24.5 Signs: 40 pt/48 pt
   - 24 x 18 Signs: 30 pt/36 pt

To order signs, please contact your Better Homes and Gardens® Real Estate Transitions team, or visit the extranet site at www.mybhgreenhouse.com.
• Lawn signs | Open House Directionals

18" x 24" Directionals

Reverse Arrow
• Automobile signs | Magnetic options

12" x 18" Magnetic

NAME LINE ONE

NAME LINE TWO

ELIZABETH ANNE ANDERSON 012.345.6789

An Independently Owned and Operated Franchise.
• Open House Directional Signs

Open House Directional Signs

Standard open house directional signs consist of a Better Homes and Gardens Real Estate Green (match Pantone® 363 C) and gray (match Pantone 421 C) frame around a white horizontal panel over a green (Pantone 363 C) horizontal panel.

The diagram to the left demonstrates the correct placement of open house directional signs.

Corporate S BQ is the approved typeface for all customized sign content on open house directional signs.

Sign Content:
1)  Better Homes and Gardens Real Estate Signature Lock-up
   Logo Size: 5.23" tall
2)  Agency Name
   Color: Green, match Pantone 363 C
   Type: Corporate S BQ Bold
   Type size: 100 pt
3)  Telephone Number
   Color: Green, match Pantone 363 C
   Type: Corporate S BQ Bold
   Type size: 100 pt
4)  Open House
   Color: Green, match Pantone 363 C
   Type: Rockwell Bold
   Type size: 130 pt
5)  Legal Copy
   Color: White
   Type: Corporate S BQ Light, centered
   Type size: 28 pt

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

Magnetic Car Signs

Standard magnetic car signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) and gray (match Pantone 421 C) frame around a white horizontal panel over a green (Pantone 363 C) horizontal panel.

The diagram to the left demonstrates the correct placement of car signs.

Corporate S BQ is the approved typeface for all customized sign content on car signs.

Sign Content:
1)  Better Homes and Gardens Real Estate Signature Lock-up
   Logo Size: 3.82" tall
2)  Agency Name
   Color: Green, match Pantone 363 C
   Type: Corporate S BQ Light
   Type size: 71 pt
3)  Agent Name
   Color: White
   Type: Corporate S BQ Bold
   Type size: 78 pt
4)  Telephone Number
   Color: White
   Type: Corporate S BQ Bold
   Type size: 78 pt
5)  Legal Copy
   Color: White
   Type: Corporate S BQ Light, centered
   Type size: 18 pt
• Lawn signs | Arrow shape options

18" x 24" Arrow Shape
18" x 24" Arrow Shape with DBA on right

Reverse Arrow
• Arrow Shape Signs

Arrow Signs – one-line DBA, centered
Standard arrow signs consist of a Better Homes and Gardens Real Estate Green (match Pantone® 363 C) frame around a white horizontal panel over a green (Pantone 363 C) horizontal panel.

The diagram to the left demonstrates the correct placement of arrow signs.

Corporate S BQ is the approved typeface for all customized sign content on arrow signs.

Sign Content:
1) Better Homes and Gardens Real Estate Signature Lock-up
   Logo Size: 3.68” tall
2) Agency Name
   Color: Green, match Pantone 363 C
   Type: Corporate S BQ Light, centered
   Type size: 11 5 pt
3) For Sale or Open House
   Color: White
   Type: Corporate S BQ Bold, centered
   Type size: 160 pt
4) Legal Copy
   Color: White
   Type: Corporate S BQ Light, centered
   Type size: 28 pt

Arrow Signs – two-line DBA, centered
Standard arrow signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white horizontal panel and a green (Pantone 363 C) horizontal panel.

The diagram to the left demonstrates the correct placement of arrow signs.

Corporate S BQ is the approved typeface for all customized sign content on arrow signs.

Sign Content:
1) Better Homes and Gardens Real Estate Signature Lock-up
   Logo Size: 3.68” tall
2) Agency Name
   Color: Green, match Pantone 363 C
   Type: Corporate S BQ Light
   Type size: 94 pt
3) Telephone Number
   Color: White
   Type: Corporate S BQ Bold, centered
   Type size: 160 pt
4) Legal Copy
   Color: White
   Type: Corporate S BQ Light
   Type size: 28 pt

Arrow Signs – DBA on right
Standard arrow signs consist of a Better Homes and Gardens Real Estate Green (match Pantone 363 C) frame around a white horizontal top half and a green (Pantone 363 C) horizontal bottom half.

The diagram to the left demonstrates the correct placement of arrow signs.

Corporate S BQ is the approved typeface for all customized sign content on arrow signs.

Sign Content:
1) Better Homes and Gardens Real Estate Signature Lock-up
   Logo Size: 3.43” tall
2) Agency Name
   Color: Green, match Pantone 363 C
   Type: Corporate S BQ Light
   Type size: 63.84 pt
3) Telephone Number
   Color: White
   Type: Corporate S BQ Bold, centered
   Type size: 160 pt
4) Legal Copy
   Color: White
   Type: Corporate S BQ Light
   Type size: 28 pt

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