

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

# Brand Guidelines

# Brand Guidelines

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# 1.0 Brand Foundations

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.

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 Foundations

## 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.

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.

## 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.)

# 2.0 Marketing & Advertising

Marketing and social media are crucial for brand promotion and engagement. Consistency in branding across all marketing and social media platforms ensures that a brand remains recognizable, trustworthy, and engaging. The following guidelines offer guidance on disclaimer usage, taglines, photography, and best practices to effectively manage and use brand assets in marketing, on websites, in digital executions, and social media. Always use your company logo without distortion and adhere to the brand's color palette, typography, and visual style.

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.

# Marketing & 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 HomeServices of America-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 independent and HSoA-owned companies.

### One line disclaimer:

🏠 A member of the franchise system of BHH Affiliates, LLC

### 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 of America-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 & Advertising

## Disclaimers - For Use Outside the United States

### Canada

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

## 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.
- We recommend your advertisement written in another language must be done by a reputable translation service company.

## 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 of or references to Berkshire Hathaway Inc., outside of references 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.



# Marketing & 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.

### Usage

The phrase “good to know” can be used as a standalone tagline, per the rules outlined on the previous page, 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 & Advertising

## Photography

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.



# 3.0 Online & Social Media

It is essential to apply these graphic standards whenever using the Berkshire Hathaway HomeServices name and logo online. 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, online and social media 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 online.

# Online & Social Media

## Common Errors

The following are common errors we find on franchisee and sales professional websites, as well as in advertisements:

### 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.

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 Allison & Doyle Real Estate 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).

**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.

Note: Compliant company logos, disclaimers and Brand Guidelines can be found on REsource Center.

For assistance, contact the Global Branding Department at [GlobalBranding@HSFranchise.com](mailto:GlobalBranding@HSFranchise.com).

# Online & 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 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.

## Domain Names

### 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 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 company name (i.e., bhhsjohnsmithrealtynewhomes.com, bhhsjohnsmithrealtycommercialdivision.com), but only with the approval of the Global Branding Department before use.

### Noncompliant Domain Examples:

#### **Berkshire Hathaway HomeServices John Smith Realty**

berkhsjsmith.com  
berkhathservicesjsmithrealty.com  
berkshirehsjohnsmith.com  
berkshirehathawayhsjsr.com

# Online & Social Media

## Domain Names *(continued)*

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

### What Domain Name Do I Use if My Company Domain Name is Shared by Other Franchisees?

In general, the “first come, first served” rule will be applied. The company to first request registration of a domain will automatically be granted permission to use that domain name if deemed compliant.

The remaining companies will be required to develop abbreviations of the name in order to come up with different domain names, e.g., (1) [bhhsjohnsmithrealty.com](http://bhhsjohnsmithrealty.com); (2) [bhhsjsrealty.com](http://bhhsjsrealty.com); or (3) [bhhsjsmithrealty.com](http://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](mailto: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](http://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.

## Miscellaneous

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.

# Online & Social Media

## Web Linking

Sales professionals are given the opportunity to “link” their website to the global site ([www.BerkshireHathawayHS.com](http://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](mailto: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](http://BerkshireHathawayHS.com).

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

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

1. Your website must at all times remain in compliance with 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.

# Online & Social Media

## 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

## Photography

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

## 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.

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.

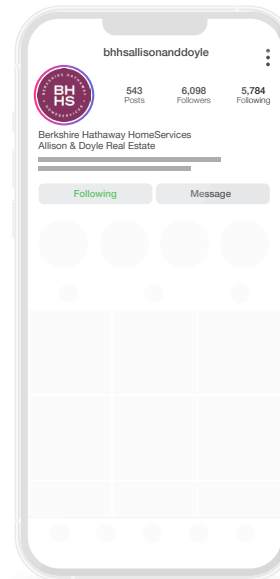
## Static Post Guidelines

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

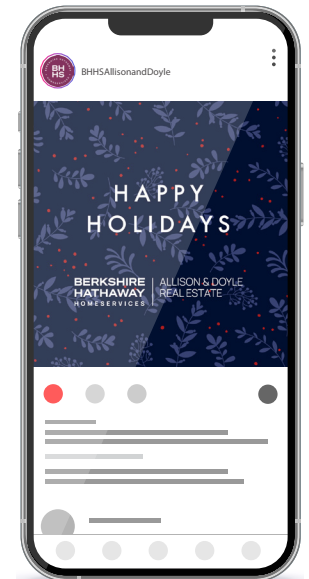
Do not place your company logo anywhere where it can be hidden by text and symbols that auto populate as part of the platform user interface, including the account profile name, caption, buttons, and titles.



Company social media profile



Agent social media post



Company social media post



# Online & Social Media

## Hashtags

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.

### 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.

## Audio & Video

Please reference the following requirements to help ensure that your audio/video materials are in compliance with branding and legal guidelines:

- When referring to your company, 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.
- Don't use "BHHS" (always say and display the entire brand 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.

# 4.0 Logos

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 and company logos are Cabernet, Black or White.

You should always use your company logo.

# Logos

# Global Logo

## Colorways

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



Cabernet



Black



White



# Logos

# 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 the logo is resized, the amount of clear space will change proportionally.

## Minimum Size

The global logo should never be smaller than 0.3 inch or 22 pixels in height. Always resize the logo preserving the original artwork proportions.



Clear space should be maintained between objects in photography as well



Height of Global Logo: 0.3 inch or 22 pixels

## The Primary 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.

If the company name is long, it can be broken onto a second line.

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



## The Secondary Company Logo

The secondary company logo uses a maximum allowable width. The company name scales proportionally to that width or can 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 (or multiple company names) can not extend past the additional space, equal to 50% of the width of the word BERKSHIRE.

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

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES  
ALLISON & DOYLE

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



**BERKSHIRE  
HATHAWAY**  
HOMESERVICES  
FIRST COMPANY  
SECOND COMPANY

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES  
FIRST COMPANY NAME  
SECOND COMPANY NAME  
THIRD COMPANY NAME

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES  
FIRST COMPANY NAME  
SECOND COMPANY NAME  
THIRD COMPANY NAME  
FOURTH COMPANY NAME

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES  
FIRST COMPANY NAME  
SECOND COMPANY NAME  
THIRD COMPANY NAME  
FOURTH COMPANY NAME  
FIFTH COMPANY NAME

# Logos

# Company Logo

## The Tertiary Company Logo

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

Your original company logo files are provided by the Global Branding Department and available for download through RResource Center.

**BERKSHIRE HATHAWAY** | ALLISON  
HOMESERVICES

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

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

**BERKSHIRE HATHAWAY** | FIRST COMPANY NAME  
HOMESERVICES SECOND COMPANY NAME

**BERKSHIRE HATHAWAY** | FIRST COMPANY NAME  
HOMESERVICES SECOND COMPANY NAME  
THIRD COMPANY NAME

**BERKSHIRE HATHAWAY** | FIRST COMPANY NAME  
HOMESERVICES SECOND COMPANY NAME  
THIRD COMPANY NAME  
FOURTH COMPANY NAME

**BERKSHIRE HATHAWAY** | FIRST COMPANY NAME  
HOMESERVICES SECOND COMPANY NAME  
THIRD COMPANY NAME  
FOURTH COMPANY NAME  
FIFTH COMPANY NAME

# Logos

# Company Logo

## Colorways

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



Cabernet logo



Black logo



White logo





## Clear Space

The Berkshire Hathaway HomeServices company logos 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 the logo is resized preserving the original artwork proportions, the amount of clear space will change accordingly.

## Minimum Size

The primary and secondary company logos should never have the global logo smaller than 0.3 inch or 22 pixels in height. The tertiary logo should never have the global logo smaller than 0.1667 inch or 12 pixels in height. Always resize the logo preserving the original artwork proportions.



Clear space should be maintained between objects in photography as well



Minimum size based on height of Global Logo: 0.3 inch or 22 pixels



Minimum size based on height of Global Logo: 0.1667 inch or 12 pixels

# Logos

# Company Logo

## Misuse

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.



Do not change proportions or stretch the logo



Do not use non-approved color



Do not add effects to the logo



Don't use multiple colors on the logo lockup



Do not alter approved sizing and distance relationships



Do not use unapproved typefaces

# Logos

## Colorways

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.

# Quality Seal



Cabernet



Black



White



## 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.

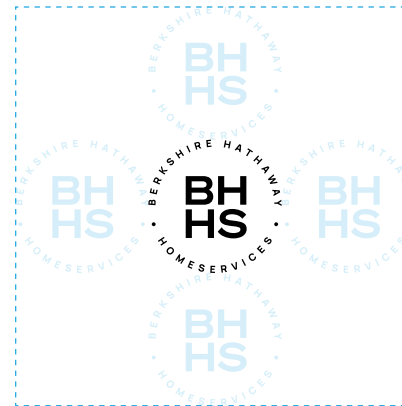
## Placement & Alignment

The Quality Seal placement should be perfectly aligned within the frame and in an upright position.

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

## Minimum Size

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



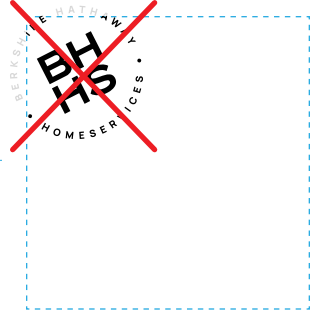
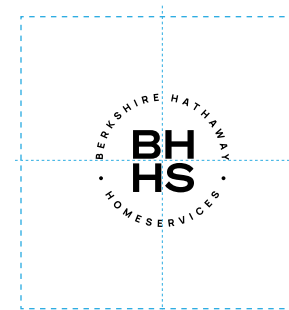
Seal width space all around



Clear space should be maintained between objects in photography as well



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



Avoid casually placing or tilting the Quality Seal

\*Reduced in size for illustrative purposes only.



Minimum height of Quality Seal: 1 inch or 72 pixels

## General Usage

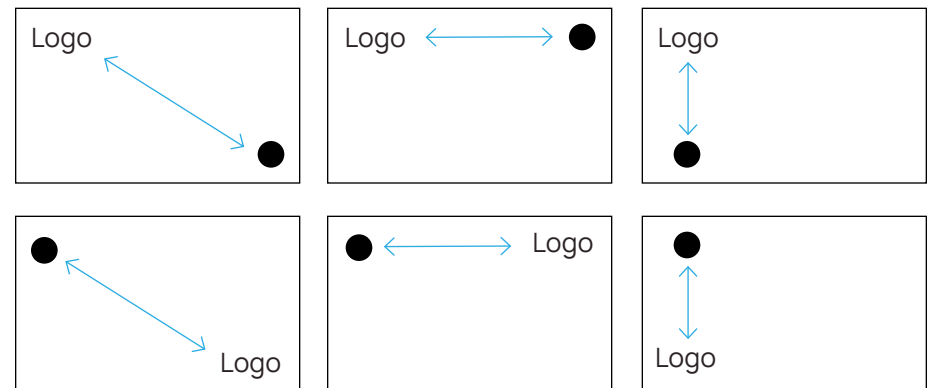
Marketing materials and websites must always contain your company logo with or without the Quality Seal.

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.



Example: If the company logo is on the right side of a layout, the Quality Seal should be on the left. They can also be placed diagonally from each other.



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

## 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.

## Misuse

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



Use of the Quality Seal on an image as a watermark



Never lockup the Berkshire Hathaway HomeServices logo with the Quality Seal



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

## Misuse (continued)

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.



Do not change proportions or stretch the seal



Do not use non-approved color



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



Do not tilt. Always use in upright position



Do not crop

## Forever Usage

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 Brand<sup>SM</sup>, Your Forever Agent<sup>®</sup>, Forever Agent<sup>SM</sup> and Forever Agents<sup>SM</sup> 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 Brand<sup>SM</sup>” should always be capitalized and accompanied by a “<sup>SM</sup>” symbol. The phrase “Your Forever Agent<sup>®</sup>” should always be capitalized and accompanied by a “<sup>®</sup>” symbol. When the word “Your” does not precede “Forever Agent<sup>SM</sup>” the phrase should still be capitalized but accompanied by a “<sup>SM</sup>” symbol instead.

### Examples of Use in Sentences

Berkshire Hathaway HomeServices, Real Estate’s Forever Brand<sup>SM</sup>.  
You’d never settle for anything else. Neither does Your Forever Agent<sup>®</sup>.  
You’d never settle for anything else. Neither does a Forever Agent<sup>SM</sup>.

When using Real Estate’s Forever Brand<sup>SM</sup> with your company logo, please follow the below artwork guidelines.

Real Estate’s Forever Brand<sup>SM</sup>

Your Forever Agent<sup>®</sup>

Forever Agent<sup>SM</sup>

Forever Agents<sup>SM</sup>



# 5.0 Canada Logos

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 and company logos are Cabernet, Black or White.

You should always use your company logo.

# Canada Logos

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, except in Quebec, where you need to use the Marque de Commerce “MC” on all material with the Berkshire Hathaway HomeServices marks.

The global and company logos should always have the appropriate mark after the word “HomeServices” even when in writing.

Franchisees should always use their company logo.

# Global Logo (Canada Only)



Cabernet



Black



White



\*Registered trademark for use throughout Canada, except Quebec.

\*Marque de Commerce for use in Quebec.

# Canada Logos

# Company Logo (Canada Only)

## Primary Company Logo (Canada Only)

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.



ALLISON & DOYLE  
REAL ESTATE



ALLISON & DOYLE  
REAL ESTATE

Cabernet



ALLISON & DOYLE  
REAL ESTATE



ALLISON & DOYLE  
REAL ESTATE

Black



ALLISON & DOYLE  
REAL ESTATE



ALLISON & DOYLE  
REAL ESTATE

White

# Canada Logos

## Secondary Company Logo (Canada Only)

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.

# Company Logo (Canada Only)



Cabernet



Black



White



# Canada Logos

# Company Logo (Canada Only)

## Tertiary Company Logo (Canada Only)

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.



Cabernet



Black



White

# 6.0 Typography

The official brand fonts for Berkshire Hathaway HomeServices are **Marcellus** and **Manrope**.

These fonts are integral to maintaining our brand identity and should be used in all of your communications and marketing materials whenever possible. However, we understand that some platforms may have limitations and only allow the use of specific fonts. In such cases, please use **Arial** as the substitute typeface to ensure consistency and readability.

Both [Marcellus](#) and [Manrope](#) are available for free download from Google Fonts.

## 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°.

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

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

- Manrope Extra Light / 200 Consistency of visual impression builds and stre
- Manrope Light / 300 Consistency of visual impression builds and str
- Manrope Regular / 400 Consistency of visual impression builds and st
- Manrope Medium / 500 Consistency of visual impression builds and s
- Manrope Semibold / 600 **Consistency of visual impression builds and**
- Manrope Bold / 700 **Consistency of visual impression builds and**
- Manrope Extra Bold / 800 **Consistency of visual impression builds an**

Manrope comes in a variety of typefaces / numeric values

## 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>

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

Marcellus is best used in headlines and for emphasis

Marcellus Regular / 400    Your local real estate expert.

Marcellus is available in only one typeface / numeric value



## Headline Styles

Headline styles are used primarily for website design to enhance the modular scale effect across different devices, but the style system can also be applied to any design or layout.

These styles are used on the current franchisor and franchisee websites available through AEM.

Marcellus is best used for larger headlines, whereas Manrope is better suited for smaller headlines.

It is preferable that Marcellus is used in sentence case only and not used in uppercase (all caps).

Title	<h1>Your local</h1> <p>Marcellus. Sentence case. Size: 76px. Line height: 120% or 91px.</p>
h1	<h1>Your local re</h1> <p>Marcellus. Sentence case. Size: 57px. Line height: 130% or 74px.</p>
h2	<h2>Your local real e</h2> <p>Marcellus. Sentence case. Size: 43px. Line height: 130% or 56px.</p>
h3	<h3>Your local real estate</h3> <p>Manrope Semibold. Sentence case. Size: 32px. Line height: 130% or 42px.</p>
h3 Serif	<h3>Your local real estate</h3> <p>Marcellus. Sentence case. Size: 32px. Line height: 130% or 42px.</p>
h4	<h4>Your local real estate exper</h4> <p>Manrope Bold. Sentence case. Size: 24px. Line height: 130% or 31px.</p>
h5	<h5>Your local real estate expert.</h5> <p>Manrope Extrabold. Sentence case. Size: 18px. Line height: 130% or 23px.</p>
h6	<h6>YOUR LOCAL REAL ESTATE EXPERT.</h6> <p>Manrope Extrabold. Uppercase. Size: 12px. Line height: 150% or 18px.</p>

## Typeface Pairing Examples

Headline: (h3 Serif)  
Marcellus

# 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: (h6)  
Manrope Extrabold,  
Uppercase.

## HOW WE HELP YOU BUY A HOME

Headline (h5):  
Manrope Extrabold

## 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.

## Arial

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

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

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

Arial Regular / 400

We have a passion for relationships, as that is t

Arial Bold / 700

**We have a passion for relationships, as that**

Arial comes in 2 typefaces / numeric values

# 7.0 Colors & Themes

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

Brand colors are currently available in five themed collections. Color themes have been applied to marketing assets throughout Marketing REsource templates, for both print and digital use.

Themes can also be applied to company and agent websites.

Theme color palettes have been updated to include additional color and neutral tints within each palette. These tints should be used sparingly—and only for solid background areas behind darker text.

# Colors & Themes

## The Traditional Theme

The Traditional theme 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.

The main brand color, Cabernet, is a warm, bold, unique color that represents creativity and imagination.

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

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

Tints and neutral colors should be used mainly as background colors. Pearl is the only color in this palette that is an accent color and a neutral tint.



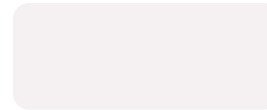
**CABERNET**  
HEX: #670038  
RGB: 103\_0\_56  
CMYK: 42\_100\_51\_44



**BLUSH**  
HEX: #C299AF  
RGB: 194\_153\_175  
CMYK: 24\_43\_16\_0



**ROSÉ**  
HEX: #ECE3E5  
RGB: 236\_227\_229  
CMYK: 6\_9\_5\_0



**PEARL**  
HEX: #F5F1F2  
RGB: 245\_241\_242  
CMYK: 3\_4\_2\_0



**WHITE**  
HEX: FFFFFFFF  
RGB: 255\_255\_255  
CMYK: 0\_0\_0\_0



**ESPRESSO**  
HEX: #2A2223  
RGB: 42\_34\_35  
CMYK: 66\_68\_64\_71

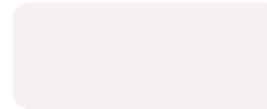


**EARTH**  
HEX: #72595E  
RGB: 114\_89\_94  
CMYK: 50\_58\_47\_17

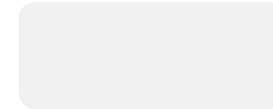


**DOVE**  
HEX: #AA979C  
RGB: 170\_151\_156  
CMYK: 36\_40\_32\_1

Neutral tints



**PEARL**  
HEX: #F5F1F2  
RGB: 245\_241\_242  
CMYK: 3\_4\_2\_0



**05 BLACK**  
HEX: #F2F2F2  
RGB: 242\_242\_242  
CMYK: 0\_0\_0\_5

Note: We cannot provide Pantone Matching System (PMS) colors, as there is no acceptable match to the Cabernet color in that system. Most vendors should be able to reproduce any of these colors using the specifications provided here.

# Colors & Themes

## The Modern Theme

The Modern theme uses three main colors: Black, White and Cabernet, along with a neutral tint that can add tonality to a design.

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

The neutral tint should be used mainly as a background color.

## The Black & White Theme

The Black & White theme removes Cabernet and any tints from the above mentioned palette.



**BLACK**  
HEX: #000000  
RGB: 0\_0\_0  
CMYK: 0\_0\_0\_100

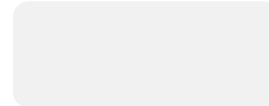


**WHITE**  
HEX: FFFFFFFF  
RGB: 255\_255\_255  
CMYK: 0\_0\_0\_0



**CABERNET**  
HEX: #670038  
RGB: 103\_0\_56  
CMYK: 42\_100\_51\_44

Neutral tint



**05 BLACK**  
HEX: #F2F2F2  
RGB: 242\_242\_242  
CMYK: 0\_0\_0\_5

Note: We cannot provide Pantone Matching System (PMS) colors, as there is no acceptable match to the Cabernet color in that system. Most printing vendors should be able to reproduce the colors using the color specifications provided here.

# Colors & Themes

## The Vibrant Theme

The Vibrant theme uses Cabernet and White – supported by Black – along with Spruce and Cobalt.

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 rather than an expressive color in the palette.

Tints of Spruce and Cobalt bring tonal variety to the theme and should be used sparingly. Tints should be used mainly as background colors.



**CABERNET**  
HEX: #670038  
RGB: 103\_0\_56  
CMYK: 42\_100\_51\_44



**WHITE**  
HEX: FFFFFFFF  
RGB: 255\_255\_255  
CMYK: 0\_0\_0\_0



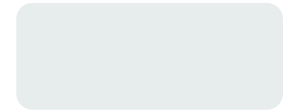
**BLACK**  
HEX: #000000  
RGB: 0\_0\_0  
CMYK: 0\_0\_0\_100



**SPRUCE**  
HEX: #004B45  
RGB: 0\_75\_69  
CMYK: 91\_48\_66\_42



**SPRUCE TINT 40**  
HEX: #99B7B4  
RGB: 153\_183\_180  
CMYK: 41\_17\_28\_0



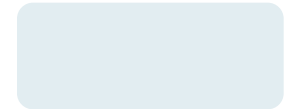
**SPRUCE TINT 10**  
HEX: #E6EDEC  
RGB: 230\_237\_236  
CMYK: 9\_3\_6\_0



**COBALT**  
HEX: #005D7D  
RGB: 0\_93\_125  
CMYK: 94\_58\_34\_13

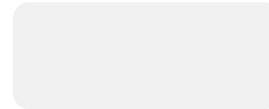


**COBALT TINT 40**  
HEX: #99BECB  
RGB: 153\_190\_203  
CMYK: 40\_14\_15\_0



**COBALT TINT 10**  
HEX: #E4EEF1  
RGB: 228\_238\_241  
CMYK: 10\_2\_3\_0

Neutral tint



**05 BLACK**  
HEX: #F2F2F2  
RGB: 242\_242\_242  
CMYK: 0\_0\_0\_5

Note: We cannot provide Pantone Matching System (PMS) colors, as there is no acceptable match to the Cabernet color in that system. Most printing vendors should be able to reproduce the colors using the color specifications provided here.

# Colors & Themes

## The Calm Theme

The Calm theme uses Cabernet and White—supported by Black—along with Fern and Sky.

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 rather than an expressive color in the palette.

Tints of Fern and Sky bring tonal variety to the theme and should be used sparingly. Tints should be used mainly as background colors.



**CABERNET**  
HEX: #670038  
RGB: 103\_0\_56  
CMYK: 42\_100\_51\_44



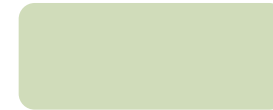
**WHITE**  
HEX: FFFFFFFF  
RGB: 255\_255\_255  
CMYK: 0\_0\_0\_0



**BLACK**  
HEX: #000000  
RGB: 0\_0\_0  
CMYK: 0\_0\_0\_100



**FERN**  
HEX: #8AA954  
RGB: 138\_169\_82  
CMYK: 51\_18\_86\_1



**FERN TINT 40**  
HEX: #D0DCBA  
RGB: 208\_220\_186  
CMYK: 19\_5\_31\_0



**FERN TINT 20**  
HEX: #E8EDDD  
RGB: 232\_237\_221  
CMYK: 9\_2\_14\_0



**SKY**  
HEX: #BAD8E1  
RGB: 186\_216\_225  
CMYK: 26\_5\_8\_0

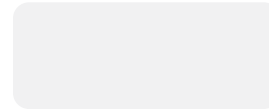


**SKY TINT 40**  
HEX: #E8F0F2  
RGB: 232\_240\_242  
CMYK: 8\_2\_3\_0



**SKY TINT 20**  
HEX: #F1F7F9  
RGB: 241\_247\_249  
CMYK: 4\_1\_1\_0

Neutral tint



**05 BLACK**  
HEX: #F2F2F2  
RGB: 242\_242\_242  
CMYK: 0\_0\_0\_5

Note: We cannot provide Pantone Matching System (PMS) colors, as there is no acceptable match to the new Cabernet color in that system. Most printing vendors should be able to reproduce the brand refresh colors using the color specifications provided here.



# 8.0 Stationery

Business cards and letterhead 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.

\*For more detailed examples of the various approved stationery designs and color options available, please refer to the **Brand Stationery Guidelines**. Available in REsource Center.

# Stationery

## Business Card Fronts

### Print Guidelines

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

### Design Guidelines

The following must be adhered to:

10 pt Marcellus Regular for name. 7 pt Manrope Medium for all text.


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.

A minimum of five lines of information is required, with a maximum of nine lines allowed.

Required items include: name, title, phone number and address.

Acceptable additional items: email address, website, social media handle, license number and credentials.

For credentials (eg: ) , no more than five logos should be included.

# Business Cards



Horizontal card / vertical logo / text only



Horizontal card / vertical logo / agent photo



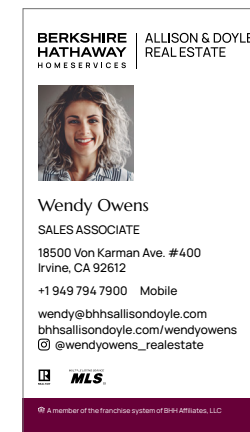
Horizontal card / horizontal logo / text only



Horizontal card / horizontal logo / agent photo



Vertical card / horizontal logo / text only



Vertical card / horizontal logo / agent photo

# Stationery

# Business Cards

## Business Card Backs

The back of your business card can utilize any of the available front designs.

\*Please refer to the **Brand Stationery Guidelines** for additional approved design and color options. Available in REsource Center.



## US Letter

The design of the letterhead is intended to retain as much of 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.

### Design Guidelines

Your primary company logo should be utilized on letterhead.

A full disclaimer must be included on your letterhead.

Text is set in 10 pt Manrope Light.

Address line is set in 8 pt Manrope Semibold.

\*Please refer to the **Brand Stationery Guidelines** for additional approved design, color and size options. Available in REsource Center.

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

Month XX, 20XX

Wendy Owens  
18500 Von Karman Ave. #400  
Irvine, CA 92612

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra, erat ut egestas vulputate, magna sem convallis libero, eu bibendum mauris sapien laoreet justo. Donec sodales, nunc tristique semper pretium, odio mi fringilla odio, imperdiet facilisis nibh tellus vitae odio. Pellentesque accumsan, augue non imperdiet elementum, nulla nibh luctus lacus, eu laoreet erat sapien malesuada ligula. Cras rhoncus venenatis urna, convallis eu. Pellentesque mattis felis sit amet sodales dignissim. Vivamus tristique vel tortor quis fermentum. Sed et ipsum ornare, auctor est et, bibendum nulla. Duis auctor velit eu nisi malesuada pretium. Pellentesque ornare est elit, non elit vehicula, laoreet sem at, egestas ante. Etiam tincidunt ipsum sit amet vestibulum.

Aliquam sed fringilla magna, id faucibus ante. Vivamus lacinia, leo non consectetur fermentum, ipsum lacus sodales tellus, sit amet faucibus lorem ipsum at nibh, Aenean ut auctor ligula, vel porttitor odio. Mauris vitae tincidunt massa. Praesent vestibulum nulla sit amet quam hendrerit, at semper ipsum vulputate. Praesent non elit vehicula, laoreet sem at, egestas ante. Etiam mattis tincidunt ipsum sit amet vestibulum. Nunc imperdiet nisi fermentum eros egestas, non varius ligula tincidunt. Duis egestas congue purus, eget tristique tortor fermentum at. Nulla eget convallis varius, odio erat feugiat odio.

Sincerely,  
Wendy Owens

Berkshire Hathaway HomeServices  
Allison & Doyle Real Estate

wendy@bhhsallisondoyle.com  
+1 949 794 7900 Office  
+1 949 794 7900 Mobile

18500 Von Karman Ave. #400, Irvine, CA 92612 • Office: +1 949 794 7900 • Fax: +1 949 794 7900 • bhhsallisondoyle.com

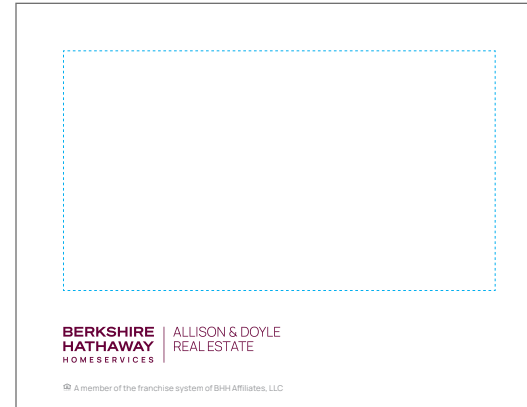
© [insert year] BHH Affiliates, LLC. An independently owned and operated franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of Columbia Insurance Company, a Berkshire Hathaway affiliate. Equal Housing Opportunity 

# Stationery

# Notecards & Envelopes

## A2 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.



## #10 Envelope

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

Address line is set in 8 pt Manrope Semibold.

\*Please refer to the **Brand Stationery Guidelines** for additional approved design, color and size options. Available in REsource Center.



# 9.0 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.

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](mailto:GlobalBranding@HSFranchise.com) for approval prior to manufacturing the sign.

\*For more detailed examples of the various approved signage designs and color options available, please refer to the **Brand Signage Guidelines**. Available in REsource Center.

# Signage

## Residential Yard Signs

The yard sign version of your company logo EPS file must be used for yard signs. (eg: AK703\_yard\_sign\_wht.eps)

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, Modern Theme, Cabernet & White or Black & White, including all sign riders.

Yard signs must include the one line disclaimer ([see page 7](#)).

### Design Guidelines

Approved yard sign designs are available in three different shapes: Full Dome, Yard Arm Dome, Rectangle.

**Full Dome:** Intended for use with a metal dome-shaped frame into which the sign fits.

**Yard Arm Dome:** Intended to hang from a yard arm - with the top of the dome leveled off to accommodate the space beneath the arm.

**Rectangle:** Intended to hang from a yard arm or fit in a frame.

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. 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.



Traditional theme / Full Dome



Modern theme / Yard Arm Dome



Cabernet & White theme / Rectangular



Black & White theme / Yard Arm Dome

These examples are for illustrative purposes only, and do not represent a required text size.

# Signage

## Open House Signs

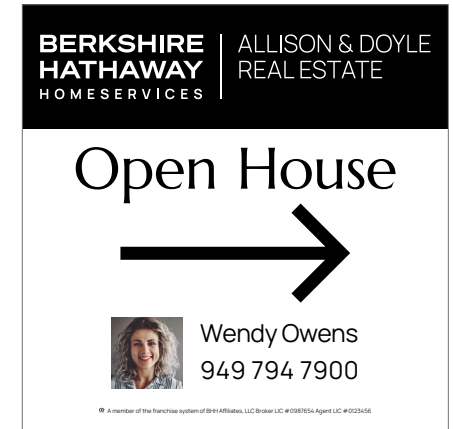
Open House signage uses the primary or secondary company logo EPS files.

As with the yard signs, the same general rules apply to the design and layout of all additional signage (open house signs, special shape open house signs, listing signs, riders, magnetic signs, feather flags and pennant flags).

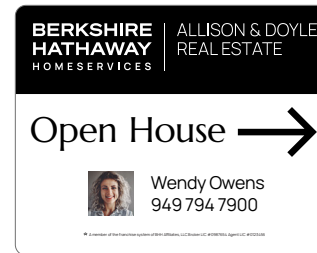
\*Please refer to the **Brand Signage Guidelines** for additional approved design, color and size options. Available in REsource Center.



24 X 24 Cabernet



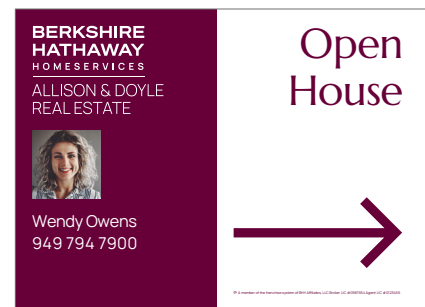
24 X 24 Black with agent photo



18 X 14 Black with agent photo



18 X 14 Cabernet



24 X 18 Cabernet with agent photo



24 X 18 Black



# Signage

## Sign Riders

Font size is limited to the live/safe area 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, eg: if the sign is produced in Cabernet & White, then the rider must use Cabernet & White. For a Traditional theme sign, the rider should be Cabernet & White.

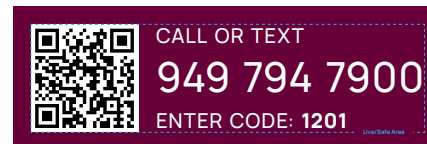
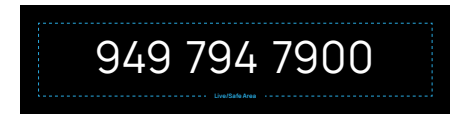
“SOLD” riders must be produced in Cabernet & White or Black & White only.

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

QR code sign riders are 8” high.

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.

\*Please refer to the **Brand Signage Guidelines** for additional approved color and size options. Available in REsource Center.



# 10.0 Luxury Collection

The Berkshire Hathaway HomeServices Luxury Collection comprises an exclusive group of real estate professionals and an unparalleled portfolio of the most magnificent homes around the globe.

Our Luxury Collection Specialists are among the most revered in the industry for their unwavering commitment to excellence and an undeniable passion to serve. They provide white glove service for those seeking or selling homes. Powered by a brand that offers what no other can, Berkshire Hathaway HomeServices Luxury Collection has a distinct look and feel to convey the level of sophistication displayed by professionals and the real estate that they represent.

# 10.1 Luxury Collection Marks

The Berkshire Hathaway HomeServices Luxury Collection Mark signifies the high level of experience and quality of service provided by those that have achieved the Luxury Collection Specialist designation and preeminent real estate offerings represented by network members.

The Luxury Collection Mark may be used by network members who have an active Luxury Collection Specialist Designation to market themselves or to market a property that is classified as a Luxury Collection property. If a network member is representing a Luxury Collection property and does not hold the designation, they are able to utilize the Luxury Collection Mark and subsequent materials to promote the property.

Luxury Collection properties meet or surpass the luxury minimum thresholds that are established and maintained by Berkshire Hathaway HomeServices companies and the Global Marketing Team. You can check that a property qualifies as luxury by ensuring that it appears with the Luxury Collection banner on the BerkshireHathawayHS.com website.

The Berkshire Hathaway HomeServices Luxury Collection Mark is available in three designs—The Contemporary, The Classic, and The Refined. They are inspired by the attributes that each Luxury Collection Specialist possesses, and capture the manner in which they conduct their business—contemporary, yet classic, and always refined. The three Marks can be utilized interchangeably—in some instances in conjunction with your company logo—to create the most desirable aesthetic.

# Luxury Collection

# Luxury Collection Mark

## The Contemporary Mark

Bold, modern and designed to draw the eye to the word luxury. This edition of the Mark complements your company logo by mirroring its shape.



## The Classic Mark

Elegant, sophisticated and pays homage to the original Luxury Collection logo. It is designed to be used in pieces that are more vertically structured, and when using the Luxury Collection Mark without your company logo.



## The Refined Mark

Streamlined, sleek and designed to be utilized in pieces that call for a more compact iteration.



# Luxury Collection

## Colorways

Displayed are the approved colorways for Luxury Collection Mark.

Always be sure to adhere to the rules of usage to maintain consistency.

# Luxury Collection Mark



Black Mark on White background



Dark Platinum Mark on White background



Silver Mark on White background  
\*(approved for printed materials only)



White Mark on Silver background  
\*(approved for printed materials only)



White Mark on Dark Platinum background



White Mark on Black background

## Clear Space

The Berkshire Hathaway HomeServices Luxury Collection Mark should always be surrounded with a generous amount of clear space. The minimum amount of clear space around the Luxury Collection Mark is equal to the height of the circular element of that Mark. The amount of clear space will change proportionally as the Luxury Collection Mark is resized.

## Minimum Size

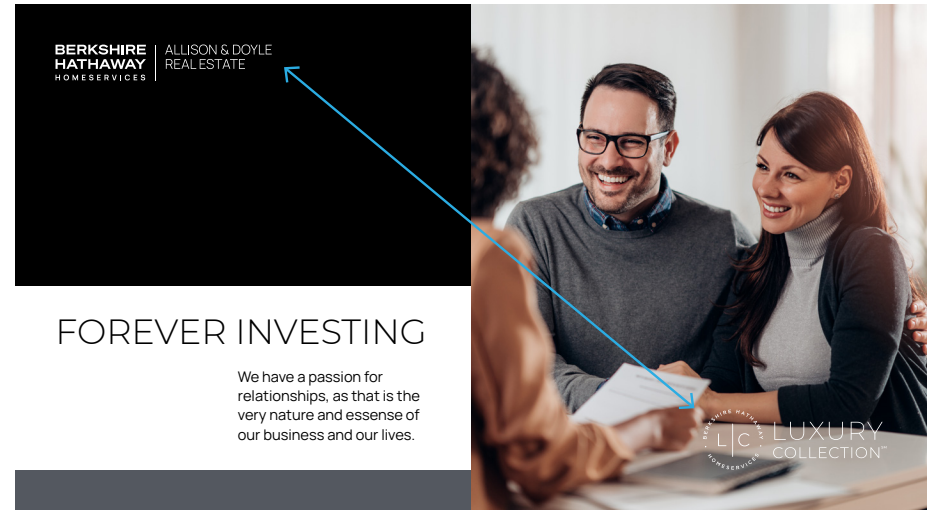
The minimum size of the Luxury Collection mark should never be smaller than 1 inch or 72 pixels for most materials including printed and websites. Please refer to social media examples on the following pages.

Always resize the logo preserving the original artwork proportions.

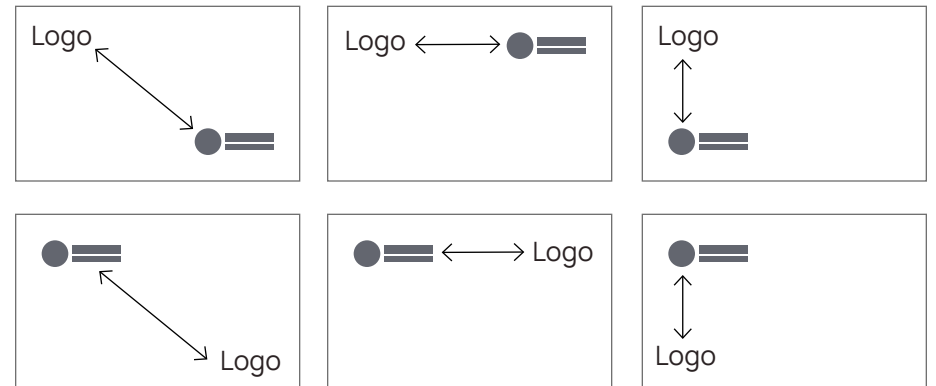


## In Conjunction With Company Logo

When using the Luxury Collection Mark on marketing materials, websites and more, your company logo must appear on the page. To ensure a pleasing aesthetic, the Luxury Collection Mark should be placed an appropriate distance from the company logo. Please follow the guidelines showcased here.



Example: If the company logo is on the right side of a layout, the Luxury Collection Mark should be on the left. They can also be placed diagonally from each other.



Here are some examples to show how the Luxury Collection Mark can live with the company logo

# Luxury Collection

## Overlaying Mark On Imagery

When applying the Luxury Collection Mark over an image, it is paramount to ensure its integrity with the placement allowing for the Mark to be legible. When applying the Mark to a lighter background, use Black or Dark Platinum. When applying the Mark on a darker background, use White, Silver, or Light Platinum.

## Watermark General Use

The Luxury Collection Marks may also be used at a minimum of 30% opacity as a watermark when appropriate.

In this application, the Luxury Collection Mark should be used in a transparent format, with no block background color.

## Logo & Mark Lockup

Should you wish to connect a luxury mark with your company logo, you must use the Primary company logo with the Refined Luxury Collection Mark.

The mark should align left beneath the company logo at a distance of 2xH in Hathaway.

# Luxury Collection Mark



Use Black or Dark Platinum Mark on light area of image



Use White, Silver, or Light Platinum Mark on dark area of image



White Mark at minimum 30% opacity

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

  
LUXURY COLLECTION<sup>SM</sup>



## Social Media Stories and Reels

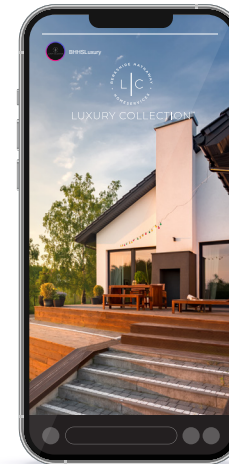
The Contemporary, The Classic, and The Refined Luxury Collection Marks can be utilized in social media stories and reels without your company logo. The recommended placement of the Luxury Collection Mark is at the top of the story or reel.

Recommended colorways are White, Black, and Dark Platinum—depending on the imagery the Mark will overlay.

The Luxury Collection Mark is permitted when used by a Luxury Collection Specialist marketing themselves or a network member or company marketing a home that is designated as luxury.



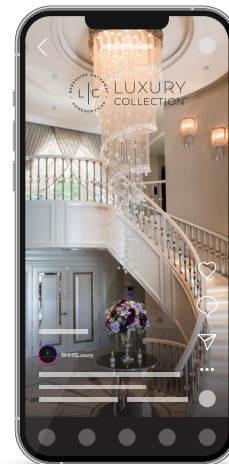
The Contemporary Mark in a story



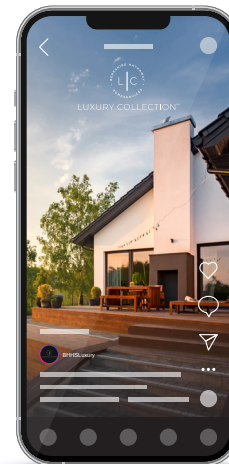
The Classic Mark in a story



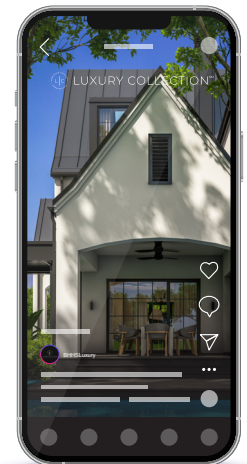
The Refined Mark in a story



The Contemporary Mark in a reel



The Classic Mark in a reel



The Refined Mark in a reel

## Social Media Stories and Reels Misuse

Do not place the Luxury Collection Mark 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. Refer to Luxury Collection Mark placement on the preceding page.



## Static Social Media Posts

For static social media posts, it is optional to utilize your company logo with the Luxury Collection Mark. You may use the Luxury Collection Mark as a standalone in this application.

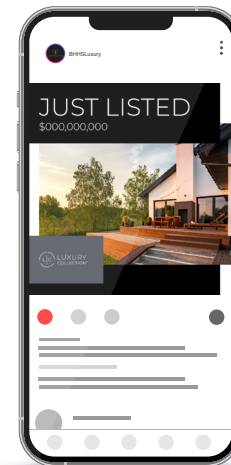
Example #1. When using the Luxury Collection Mark as part of design for static social media posts, please explore using the customizable templates located within Marketing REsource.

Example #2. You may incorporate your company logo in the design of a static post. Customizable templates are also available in Marketing REsource. When creating a static post with your company logo and the Luxury Collection Mark, be mindful of not overcrowding a small space.

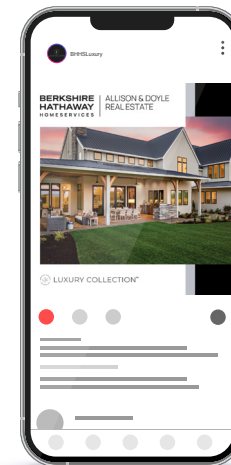
Example #3. The Luxury Collection Mark may be used as a watermark for a static post, with or without your company logo. Please refer to watermark guidelines on page 68.

## Video

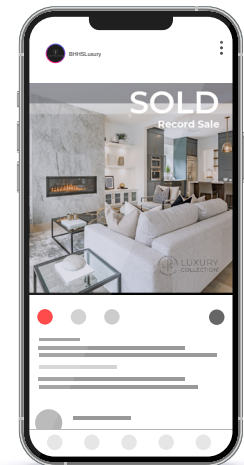
It is recommended to use approved Luxury Collection bumpers when creating video content. These are available to download from Marketing REsource. It is recommended to use the Luxury Collection bumper at the start of the video, and your company logo at the end of the video. Luxury Collection bumpers are available for both The Contemporary and The Classic Marks.



Example #1 - Social media template in Marketing REsource.



Example #2 - Template available in Marketing REsource that incorporates the Luxury Collection Refined Mark and your company logo.



Example #3 - The Luxury Collection Contemporary Mark watermark.



## Ensuring Integrity

The Berkshire Hathaway HomeServices Luxury Collection Mark is the recognizable symbol to distinguish elite real estate professionals within the network and to identify top tier listings within the Collection. Therefore, the utmost care must be taken to preserve the representation of the Mark to ensure its impact and brand recognition.

The rules outlined throughout these guidelines must be followed. Incorrect applications are demonstrated here. These, and other adjustments to the Mark, are not permitted.

Additionally, to uphold the quality of Mark, always use the original files, and do not alter the original files. For re-sizing, always use the vector (.eps) files.



Do not use the circular portion of the Mark only.



Do not use the word element of the Mark only.



Do not change proportions or stretch the Mark.



Do not use non-approved color Mark. Note: Cabernet is not permitted for the Luxury Collection Mark.



Do not add effects to the Mark.



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



Do not tilt. Always use the Mark in upright position.



Do not crop the Mark.

# 10.2 Typography & Colors

The official brand fonts for Berkshire Hathaway HomeServices Luxury Collection are **Montserrat** and **Manrope**.

These fonts are integral to maintaining our brand identity and should be used in all of your communications and marketing materials whenever possible. However, we understand that some platforms may have limitations and only allow the use of specific fonts. In such cases, please use **Arial** as the substitute typeface to ensure consistency and readability.

Both [Montserrat](#) and [Manrope](#) are available for free download from Google Fonts.

## Montserrat

The Luxury Collection font for headlines is Montserrat, a free Google Font. Montserrat is easy to read, elegant, and complements the Luxury Collection Mark, additional fonts, and the fonts established within the Berkshire Hathaway HomeServices Brand Guidelines.

Montserrat may be used in the nine weights shown here and may be displayed in Black, Dark Platinum, Silver and Light Platinum. Light Platinum is not recommended on white or light backgrounds. White is permitted when applied on the darker backgrounds of Black, Silver, and Dark Platinum—as long as legibility is ensured.

Luxury Collection type cannot be displayed in the Cabernet color including, but not limited to, headlines, subheads, contact information, captions, and body copy.

Cabernet can be used only as an accent within design elements.

To download this font, visit:

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

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

Montserrat should be used only in headlines and for emphasis

Montserrat Thin / 100	Explore the exceptional.
Montserrat Extra Light / 200	Explore the exceptional.
Montserrat Light / 300	Explore the exceptional.
Montserrat Regular / 400	Explore the exceptional.
Montserrat Medium / 500	<b>Explore the exceptional.</b>
Montserrat Semibold / 600	<b>Explore the exceptional.</b>
Montserrat Bold / 700	<b>Explore the exceptional.</b>
Montserrat Extra Bold / 800	<b>Explore the exceptional.</b>
Montserrat Black / 900	<b>Explore the exceptional.</b>

Montserrat comes in a variety of typefaces / numeric values

## Manrope

The Luxury Collection font for body copy, subheads, captions, numbers, and links is Manrope, a free Google Font.

Manrope is used across all Berkshire Hathaway HomeServices collateral—including the Luxury Collection—to create a seamless synergy throughout the brand and a unified aesthetic.

Manrope is flexible enough to be used in the seven varieties displayed here, in both print to digital work.

Manrope may be used in Black, Silver, Dark Platinum, and Light Platinum. Light Platinum is not recommended on white or light backgrounds. White is permitted when applied on the darker backgrounds of Black, Silver, and Dark Platinum—as long as legibility is ensured.

Cabernet font is not permitted. It is to be used as an accent within design elements.

To download this font, visit:

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

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

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

Manrope Extra Light / 200

The Berkshire Hathaway HomeServices Luxury Colle

Manrope Light / 300

The Berkshire Hathaway HomeServices Luxury Colli

Manrope Regular / 400

The Berkshire Hathaway HomeServices Luxury Col

Manrope Medium / 500

The Berkshire Hathaway HomeServices Luxury Cc

Manrope Semibold / 600

**The Berkshire Hathaway HomeServices Luxury C**

Manrope Bold / 700

**The Berkshire Hathaway HomeServices Luxury C**

Manrope Extra Bold / 800

**The Berkshire Hathaway HomeServices Luxury**

Manrope comes in a variety of typefaces / numeric values

## Headline Styles

Headline styles are used primarily for website design to enhance the modular scale effect across different devices, but the style system can also be applied to any design or layout.

These styles are used on the current franchisor and franchisee websites available through AEM.

Montserrat is used for all headlines in Luxury Collection branded materials.

Title Explore t

Montserrat Extralight 200. Sentence case. Size: 76px. Line height: 120% or 94px.

h1 Explore the

Montserrat Extralight 200. Sentence case. Size: 57px. Line height: 130% or 74px.

h2 Explore the exc

Montserrat Light 300. Sentence case. Size: 43px. Line height: 130% or 57px.

h3 Explore the excepti

Montserrat Regular 400. Sentence case. Size: 32px. Line height: 130% or 43px.

h4 Explore the exceptional.

Montserrat Medium 500. Sentence case. Size: 24px. Line height: 130% or 32px.

h5 **Explore the exceptional.**

Montserrat Bold 700. Sentence case. Size: 18px. Line height: 130% or 24px.

h6 **EXPLORE THE EXCEPTIONAL.**

Montserrat Bold 700. Uppercase. Size: 12px. Line height: 150% or 18px.



## Typeface Pairing Examples

Montserrat and Manrope are to be used for headlines and body copy respectively. The styles of Montserrat and Manrope are to be applied in the previously outlined formats to achieve the desired aesthetic. Examples are displayed here.

Headline:  
Montserrat Light

— 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:  
Montserrat Extrabold,  
Uppercase.

— **HOW WE HELP YOU BUY A HOME**

Headline (h5):  
Montserrat 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.

## Arial

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

Arial is considered one of the most ubiquitous system fonts, and is generic enough to work in most situations while still preserving the integrity of the Luxury Collection aesthetic.

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890?!&%\$

Arial Regular / 400

We have a passion for relationships, as that is t

Arial Bold / 700

**We have a passion for relationships, as that**

Arial comes in 2 typefaces / numeric values

## Modern Hues

The Luxury Collection color palette is inspired by modern hues that pay respect to the evolution of the Berkshire Hathaway HomeServices brand and the style and sophistication of the Luxury Collection. With subtle nods to Cabernet, the Luxury Collection introduces the staple of Black & White, and blends shades of Dark Platinum, Silver, Light Platinum, and eye-catching Metallic\*.

The Luxury Collection palette is designed to maintain an elegant and sophisticated aesthetic, while applying the Berkshire Hathaway HomeServices distinguishable Cabernet as an accent color for brand continuity and recognition.

\*Metallic ink may be used under the right circumstances on printed materials. We recommend using it sparingly, to further enhance its exclusivity.

Please note: The Luxury Collection Marks will NOT PRINT in metallic ink, as the details are too fine for that printing process. This also applies to reversing the marks out of metallic ink.



**BLACK**  
HEX: #000000  
RGB: 0\_0\_0  
CMYK: 0\_0\_0\_100



**WHITE**  
HEX: FFFFFFFF  
RGB: 255\_255\_255  
CMYK: 0\_0\_0\_0



**DARK PLATINUM**  
HEX: #63666F  
RGB: 99\_102\_111  
CMYK: 63\_53\_44\_17



**SILVER**  
HEX: #A7A9B4  
RGB: 167\_169\_180  
CMYK: 36\_28\_21\_0



**LIGHT PLATINUM**  
HEX: #D9DAE4  
RGB: 217\_218\_218  
CMYK: 13\_10\_4\_0



**CABERNET**  
HEX: #670038  
RGB: 103\_0\_56  
CMYK: 42\_100\_51\_44



**METALLIC\***  
Pantone 877C

# 10.3 Stationery

The Luxury Collection stationery suite is elegantly designed to communicate the attributes that are synonymous with Luxury Collection Specialists.

These forthcoming options are designed exclusively using the Luxury Collection Marks and fonts, and only those with an active Luxury Collection Specialist designation are permitted to utilize these designs.

It is important to use preferred suppliers to maintain the highest printing quality for stationery items.

\*For more detailed examples of approved stationery designs and color options, please refer to the **Brand Stationery Guidelines**. Available in REsource Center.

# Stationery

# Business Cards

## Business Card Fronts

### Print Guidelines

Luxury Collection business cards should be printed on a natural paper stock. The paper should be at least a 100lb cover weight.

### Design Guidelines

The following must be adhered to:

10 pt Montserrat Semibold font for name. 7 pt Montserrat Medium font for all text.


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.

A minimum of five lines of information is required, with a maximum of nine lines allowed.

Required items include: name, title, phone number and address.

Acceptable additional items: email address, website, social media handle, license number and credentials.

For credentials (eg: ) , no more than five logos should be included.

\*Please refer to the **Brand Stationery Guidelines** for additional approved color and size options. Available in Resource Center.



Horizontal card / vertical logo / text only



Horizontal card / vertical logo / agent photo



Horizontal card / horizontal logo / agent photo



Horizontal card / horizontal logo / text only



Vertical card / horizontal logo



# Stationery

## Business Card Backs

The back of your business card can utilize any of the available front designs.

Only The Contemporary and The Classic Marks are to be used in this application.

As previously noted, the Luxury Collection marks will not print in metallic ink, as the details are too fine for that printing process. This also applies to reversing the marks out of metallic ink.

\*Please refer to the **Brand Stationery Guidelines** for additional approved color and size options. Available in REsource Center.

# Business Cards



## US Letter

The design of the Luxury Collection letterhead is intended to retain as much of 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.

### Design Guidelines

Your primary company logo should be utilized on all letterhead. It must be placed on the top left corner, and the Luxury Collection Mark in the bottom right. The Contemporary or The Classic Luxury Collection Marks are permitted in this design in Black on White, Dark Platinum on White, and Silver on White.

A full disclaimer must be included on your letterhead.

Text is set in 10 pt Manrope Light.

Address line is set in 8 pt Manrope Semibold.

### Print Guidelines

Letterhead should always be printed on a natural, uncoated paper stock.

\*Please refer to the **Brand Stationery Guidelines** for additional approved color and size options. Available in Resource Center.

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

Month XX, 20XX

Wendy Owens  
18500 Von Karman Ave. #400  
Irvine, CA 92612

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra, erat ut egestas vulputate, magna sem convallis libero, eu bibendum mauris sapien laoreet justo. Donec sodales, nunc tristique semper pretium, odio mi fringilla odio, imperdiet facilisis nibh tellus vitae odio. Pellentesque accumsan, augue non imperdiet elementum, nulla nibh luctus lacus, eu laoreet erat sapien malesuada ligula. Cras rhoncus venenatis urna, convallis eu. Pellentesque mattis felis sit amet sodales dignissim. Vivamus tristique vel tortor quis fermentum. Sed et ipsum ornare, auctor est et, bibendum nulla. Duis auctor velit eu nisi malesuada pretium. Pellentesque ornare est elit, non elit vehicula, laoreet sem at, egestas ante. Etiam tincidunt ipsum sit amet vestibulum.

Aliquam sed fringilla magna, id faucibus ante. Vivamus lacinia, leo non consectetur fermentum, ipsum lacus sodales tellus, sit amet faucibus lorem ipsum at nibh. Aenean ut auctor ligula, vel porttitor odio. Mauris vitae tincidunt massa. Praesent vestibulum nulla sit amet quam hendrerit, at semper ipsum vulputate. Praesent non elit vehicula, laoreet sem at, egestas ante. Etiam mattis tincidunt ipsum sit amet vestibulum. Nunc imperdiet nisl fermentum eros egestas, non varius ligula tincidunt.

Sincerely,  
Wendy Owens

Berkshire Hathaway HomeServices  
Allison & Doyle Real Estate

wendy@bhhsallisondoyle.com  
+1 949 794 7900 Office  
+1 949 794 7900 Mobile

18500 Von Karman Ave. #400, Irvine, CA 92612  
Office: +1 949 794 7900 • Fax: +1 949 794 7900  
hello@bhhsallisondoyle.com



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## A2 Notecard

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

The Contemporary Luxury Collection Mark in the bottom right hand corner of the notecard in Black on White is recommended in this application. Refer to approved colorways for additional options. Your company logo is required on the bottom left-hand side of the notecard. Black on White is the recommended colorway for your company logo in this application.

A one line disclaimer must be included on your notecard.

### Print Guidelines

Notecards should always be printed on a natural, uncoated paper stock.

## #10 Envelope

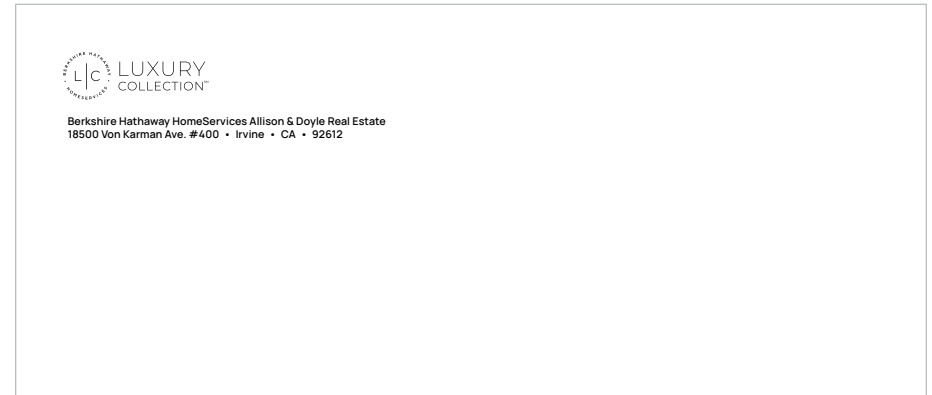
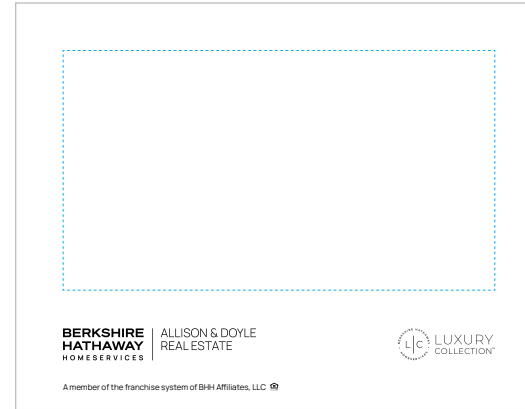
The following example shows the design and layout of the Luxury Collection #10 envelope.

Address line is set in 8 pt Manrope Light.

### Print Guidelines

Envelopes should be printed on a natural, uncoated paper stock.

\*Please refer to the **Brand Stationery Guidelines** for additional approved color and size options. Available in REsource Center.





# 10.4 Signage

The Berkshire Hathaway HomeServices Luxury Collection yard signs are a recognizable symbol that demonstrates the property that is offered for sale is determined as luxury by the parameters set by local companies and the Berkshire Hathaway HomeServices Global Marketing Team.

Luxury Collection Specialists who are representing a property that does not qualify as a Luxury Collection property may use a brand sign and add a Luxury Collection Specialist Rider to identify themselves as such.

Network members who are representing a Luxury Collection property but who are not Luxury Collection Specialists may use a Luxury Collection sign or a brand sign and add a Luxury Collection Rider to identify the property as such.

In keeping with brand consistency, the same general rules that apply to The Luxury Collection Marks will also apply to the design and layout of Luxury Collection signage.

\*For more detailed examples of approved signage designs and color options, please refer to the **Brand Signage Guidelines**. Available in REsource Center.

## Residential Yard Signs

You are strongly encouraged to use a preferred supplier. The Global Marketing Team 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 for approval prior to manufacturing the sign. Email: [GlobalBranding@hsfranchise.com](mailto:GlobalBranding@hsfranchise.com)

### Design Guidelines

Your Primary company logo EPS file must be used to create yard signs

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 “live/safe area” indicated.

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 approved Luxury Collection Black & White, Dark Platinum or Black, Cabernet & White colorways, including all sign riders.

Yard signs must include the one line disclaimer ([see page 7](#)).

\*Please refer to the **Brand Signage Guidelines** for additional approved design, color and size options. Available in REsource Center.



Black & White / Full Dome



Dark Platinum & White / Yard Arm Dome



Black, Cabernet & White / Rectangular

These examples are for illustrative purposes only, and do not represent a required text size.

# Signage

## Open House Signs

Open House signage can use the Primary or Secondary company logo EPS files.

As with the yard signs, the same general rules apply to the design and layout of all additional signage (open house signs, special shape open house signs, listing signs, riders, magnetic signs, feather flags and pennant flags).

\*Please refer to the **Brand Signage Guidelines** for additional approved design, color and size options. Available in REsource Center.

# Open House Signs



24 X 24 Cabernet



24 X 24 Black with agent photo



18 X 14 Black



18 X 14 Dark Platinum with agent photo



24 X 18 Cabernet with agent photo



24 X 18 Black

## Sign Riders

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

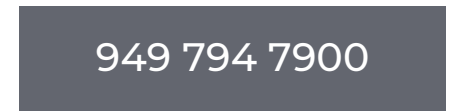
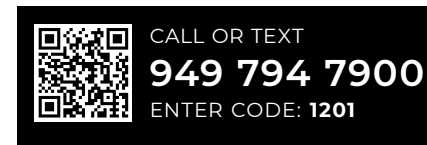
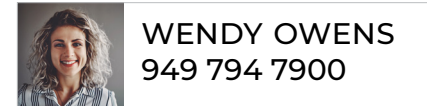
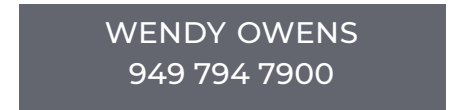
The same color scheme used in the sign that the rider is attached to must be followed. For example: if the sign is produced in Black & White, then the rider must use Black & White.

Riders should include information relating to the home or contact information for the agent and may also have the network agent's personal logo as long as it is produced in Dark Platinum & White or Black & White.

<sup>1</sup> Network members who are representing a Luxury Collection property but who are not Luxury Collection Specialists may use a brand sign and add a Luxury Collection Rider to identify the property as such. The rider must utilize The Refined Luxury Collection Mark in the approved colorway.

<sup>2</sup> Luxury Collection Specialists who are representing a property that does not qualify as a Luxury Collection property, may use a brand sign and add a Luxury Collection Specialist Rider to identify themselves as such.

\*Please refer to the **Brand Signage Guidelines** for additional approved design, color and size options. Available in REsource Center.



<sup>1</sup> Luxury Collection Rider

<sup>2</sup> Luxury Collection Specialist Rider

# 11.0 Commercial

As a Berkshire Hathaway HomeServices network commercial real estate specialist, it is essential to uphold a clear and consistent communication style. Adhering to the visual identity outlined in the Berkshire Hathaway HomeServices guidelines—which includes the Commercial Mark—is crucial to maintaining a cohesive presence across all products, services, and solutions offered under the network franchise.

Commercial real estate marks and taglines can be seamlessly integrated—either independently or in conjunction with your company logo—to maximize the visual impact.

### Company Logo with Tagline

Commercial network members or franchisees may use their company logo with an added “Commercial ...” tagline underneath it.

The tagline is spaced 2XH in HATHAWAY beneath the company logo.

“Commercial Services” may not be used as a tagline or mark.

The allowed brand colors for the Company logo with Commercial tagline are Cabernet, Black or White.

Send requests for this logo to the Global Branding Department:

[GlobalBranding@HSFranchise.com](mailto:GlobalBranding@HSFranchise.com)



Primary company logo with Commercial tagline.

Tagline should be 100% height of H in Hathaway.



Secondary company logo with Commercial tagline

# Commercial

# Commercial Mark

Designed to complement your company logo and improve visual consistency, the Commercial Mark enables network members with an active Commercial Division or certified Commercial Specialist status to effectively promote themselves and market commercial properties. For maximum impact, utilize the Commercial Mark alongside your company logo, or display in proximity or sequentially. This ensures a cohesive and professional presentation across marketing materials.

## The Primary Commercial Mark

The Primary Commercial Mark can denote either Commercial Division or Commercial Advisors.

## The Secondary Commercial Mark

The Secondary Commercial Mark can denote either Commercial Division or Commercial Advisors.



Primary Commercial Marks



Secondary Commercial Marks

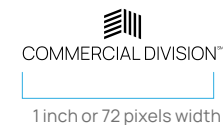
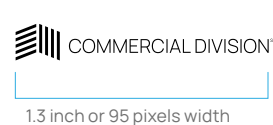
## Clear Space

The Berkshire Hathaway HomeServices Commercial Marks should always be surrounded with a generous amount of clear space. The Marks must always be accompanied by your company logo somewhere in the layout. The minimum amount of clear space around the Commercial Marks is equal to 2XH from HATHAWAY. The amount of clear space will change proportionally as the Commercial Mark is resized.

## Minimum Size

The minimum size of the Primary Commercial mark should never be smaller than 1.3 inch or 95 pixels in width for printed materials and websites. The minimum size of the Secondary Commercial mark should never be smaller than 1 inch or 72 pixels in width.

Always resize the logo preserving the original artwork proportions.





# Commercial

## Colorways

# Commercial Mark



Black



Cabernet



White on Black



White on Cabernet



White on Cobalt



White on Spruce



White on image

## Company Logo with Commercial Mark

Displayed is an example of a company logo with attached Commercial Mark. Only the Primary company logo and the Primary Commercial Mark can be used together in this way.

Approved colors for the company logo with commercial mark are Cabernet, Black or White.

Always be sure to adhere to the rules of usage to maintain consistency.

The Commercial Mark should be sized so that the words are no larger than the H in Hathaway and placed left-aligned, and spaced 2xH in Hathaway beneath the company logo.



Primary company logo with Primary Commercial Mark.

Commercial Mark words should be 100% height of H in Hathaway.



In addition to the Traditional color theme, the Commercial color palette may also utilize Spruce and Cobalt from the Vibrant theme: Spruce, Cobalt, Cabernet and White—supported by Black.



**SPRUCE**  
HEX: #C299AF  
RGB: 194\_153\_175  
CMYK: 24\_43\_16\_0



**COBALT**  
HEX: #C299AF  
RGB: 194\_153\_175  
CMYK: 24\_43\_16\_0

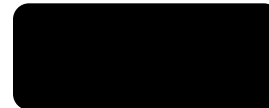


**CABERNET**  
HEX: #670038  
RGB: 103\_0\_56  
CMYK: 42\_100\_51\_44

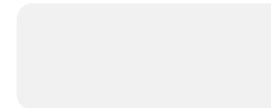


**WHITE**  
HEX: FFFFFFFF  
RGB: 255\_255\_255  
CMYK: 0\_0\_0\_0

Neutral:



**BLACK**  
HEX: #000000  
RGB: 0\_0\_0  
CMYK: 0\_0\_0\_100



**05 BLACK**  
HEX: #F2F2F2  
RGB: 242\_242\_242  
CMYK: 0\_0\_0\_5

## Business Cards with Commercial Tagline

### Design Guidelines

The following must be adhered to:

10 pt Montserrat Semibold font for name. 7 pt Montserrat Medium font for all text.


Business card fronts must include the one-line disclaimer.

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, phone number and address.

Acceptable additional items: email address, website, social media handle, license number and credentials.

For credentials (eg: ) , no more than five logos should be included.

In addition to the Traditional color theme, Commercial business cards may also utilize Spruce or Cobalt from the Vibrant color theme.



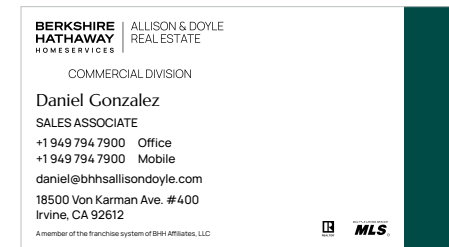
Horizontal card / commercial tagline / text only



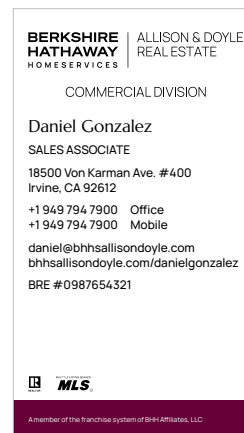
Horizontal card / commercial tagline / agent photo



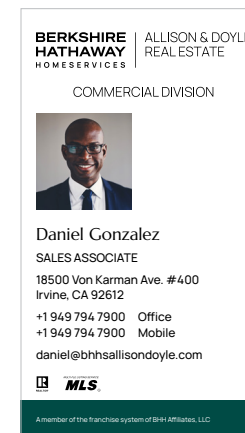
Horizontal card / commercial tagline / agent photo



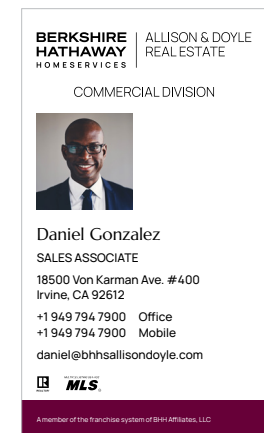
Horizontal card / commercial tagline / text only



Vertical card / text only



Vertical card / agent photo



Vertical card / agent photo

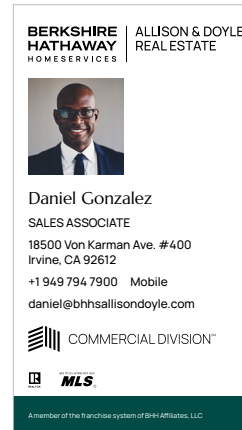
## Business Cards with Commercial Mark

Commercial business cards using the Commercial Mark are not available in a horizontal format due to space restrictions.

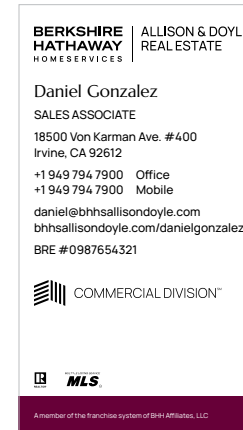
As previously noted, the Commercial Mark can denote either Commercial Division or Commercial Advisors. The Marks can be used separately in the layout or attached to the company logo (see details on [page 94](#)).

Please refer to Design Guidelines from the previous page.

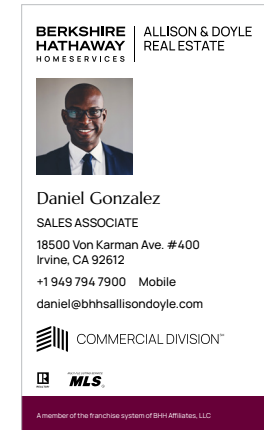
\*Please refer to the **Brand Stationery Guidelines** for additional approved design and color options. Available in REsource Center.



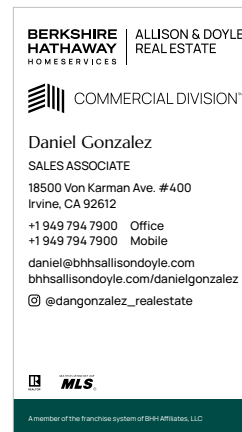
Vertical card / agent photo



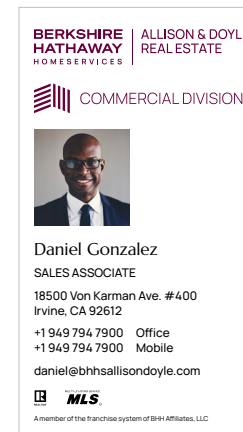
Vertical card / text only



Vertical card / agent photo



Vertical card / text only



Vertical card / agent photo



Vertical card / text only

## US Letter

The design of the letterhead is intended to retain 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.

In addition to the Traditional color theme, Commercial stationery may also utilize Spruce or Cobalt from the Vibrant color theme.

### Design Guidelines

Your Primary company logo should be utilized on letterhead. When used with the Commercial tagline, the tagline should be attached to the logo.

Use the Commercial Mark according to Commercial Mark usage indicated on previous pages.

A full disclaimer must be included on your letterhead.

Text is set in 10 pt Manrope Light.

Address line is set in 8 pt Manrope Semibold.

\*Please refer to the **Brand Stationery Guidelines** for additional approved design, color and size options. Available in REsource Center.

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



Month XX, 20XX

Wendy Owens  
18500 Von Karman Ave. #400  
Irvine, CA 92612

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra, erat ut egestas vulputate, magna sem convallis libero, eu bibendum mauris sapien laoreet justo. Donec sodales, nunc tristique semper pretium, odio mi fringilla odio, imperdiet facilisis nibh tellus vitae odio. Pellentesque accumsan, augue non imperdiet elementum, nulla nibh luctus lacus, eu laoreet erat sapien malesuada ligula. Cras rhoncus venenatis urna, convallis eu. Pellentesque mattis felis sit amet sodales dignissim. Vivamus tristique vel tortor quis fermentum. Sed et ipsum ornare, auctor est et, bibendum nulla. Duis auctor velit eu nisi malesuada pretium. Pellentesque ornare est elit, non elit vehicula, laoreet sem at, egestas ante. Etiam tincidunt ipsum sit amet vestibulum.

Aliquam sed fringilla magna, id faucibus ante. Vivamus lacinia, leo non consectetur fermentum, ipsum lacus sodales tellus, sit amet faucibus lorem ipsum at nibh. Aenean ut auctor ligula, vel porttitor odio. Mauris vitae tincidunt massa. Praesent vestibulum nulla sit amet quam hendrerit, at semper ipsum vulputate. Praesent non elit vehicula, laoreet sem at, egestas ante. Etiam mattis tincidunt ipsum sit amet vestibulum. Nunc imperdiet nisl fermentum eros egestas, non varius ligula tincidunt. Duis egestas congue purus, eget tristique tortor fermentum at. Nulla eget convallis varius, odio erat feugiat odio.

Sincerely,  
Wendy Owens

Berkshire Hathaway HomeServices  
Allison & Doyle Real Estate  
Commercial Division

wendy@bhhsallisondoyle.com  
+1 949 794 7900 Office  
+1 949 794 7900 Mobile

18500 Von Karman Ave. #400, Irvine, CA 92612 • Office: +1 949 794 7900 • Fax: +1 949 794 7900 • bhhsallisondoyle.com

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## A2 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 incorporating the Commercial tagline and Commercial Mark.

When used with the Commercial tagline, the tagline should be attached to the logo.

Use the Commercial Mark according to Commercial Mark usage indicated on previous pages.

A one line disclaimer must be included on your notecard.

### Print Guidelines

Notecards should always be printed on a natural, uncoated paper stock.

\*Please refer to the **Brand Stationery Guidelines** for additional approved color and size options. Available in REsource Center.



## #10 Envelope

The following example shows the design and layout incorporating the Commercial tagline and Commercial Mark.

When used with the Commercial tagline, the tagline should be attached to the logo.

Use the Commercial Mark according to Commercial Mark usage indicated on previous pages.

Address line is set in 8 pt Manrope Semibold.

### Print Guidelines

Envelopes should be printed on a natural, uncoated paper stock.

\*Please refer to the **Brand Stationery Guidelines** for additional approved color and size options. Available in REsource Center.



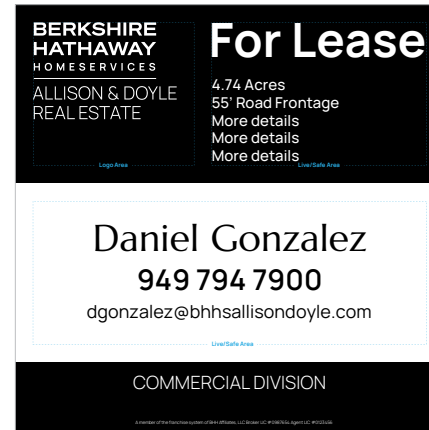


Colorways for Commercial signage are Black & White or Cabernet & White.

### 48”x48” Sign with Tagline

The following example shows the design and layout of a generic 48”x48” (4’x4’) commercial sign using the Commercial Division tagline.

The tagline should be no larger than the words of the company name.



48”x48” Commercial (Generic) signs with Tagline

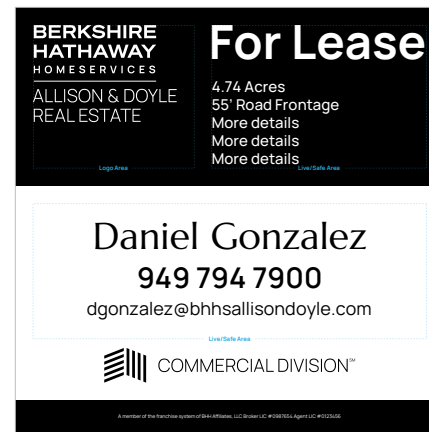


### 48”x48” Sign with Commercial Mark

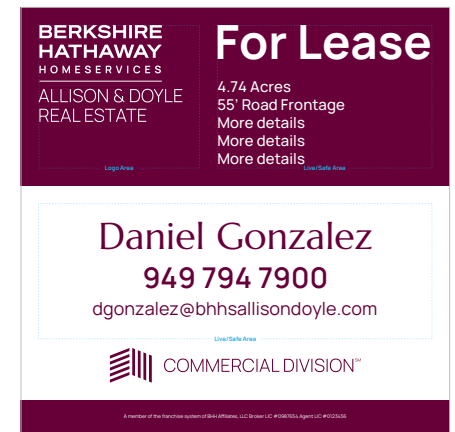
The following example shows the design and layout of a property specific 48”x48” (4’x4’) sign using the Primary Commercial Mark.

Property specific information should be restricted to the live/safe area indicated to the right of the company logo.

The words in the Commercial Mark should be no larger than the words of the company name.



48”x48” Commercial (Property specific) signs with Commercial Mark



\*Please refer to the **Brand Stationery Guidelines** for additional approved color and size options. Available in REsource Center.

# BERKSHIRE HATHAWAY HOMESERVICES