



LUXURY
COLLECTIONSM

Berkshire Hathaway HomeServices Luxury Collection Guidelines

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Introduction

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.

The rules contained within these Guidelines must be adhered to maintain the integrity of the Berkshire Hathaway HomeServices Luxury Collection and are to be followed in conjunction with the Berkshire Hathaway HomeServices Brand Guidelines.

1.0

Luxury Collection Mark

Overview

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 Mark

The Contemporary Luxury Collection Mark is bold and modern and is designed to draw the eye to the word luxury. This edition of the Mark complements your company logo by mirroring its shape, and is recommended for use in pieces where your company logo will be placed in close proximity.

The Contemporary



LUXURY
COLLECTIONSM

Luxury Collection Mark

Displayed are the approved colorways for The Contemporary Luxury Collection Mark. Always be sure to adhere to the rules of usage to maintain consistency.

See page 19 for guidelines on the application of the Luxury Collection Mark over imagery.

The Contemporary



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



White Mark on Dark Platinum background



White Mark on Black background



Metallic Mark on Black background



Metallic Mark on White background

Luxury Collection Mark

The Classic Luxury Collection Mark is elegant and 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 Classic



LUXURY COLLECTIONSM

Luxury Collection Mark

Displayed are the approved colorways for The Classic Luxury Collection Mark. Always be sure to adhere to the rules of usage to maintain consistency.

See page 19 for guidelines on the application of the Luxury Collection Mark over imagery.

The Classic



LUXURY COLLECTION™

Black Mark on White background



LUXURY COLLECTION™

Dark Platinum Mark on White background



LUXURY COLLECTION™

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



LUXURY COLLECTION™

White Mark on Silver background



LUXURY COLLECTION™

White Mark on Dark Platinum background



LUXURY COLLECTION™

White Mark on Black background



LUXURY COLLECTION™

Metallic Mark on Black background



LUXURY COLLECTION™

Metallic Mark on White background

Luxury Collection Mark

The Refined Luxury Collection Mark is streamlined and sleek and designed to be utilized in pieces that call for a more compact iteration.

The Refined



LUXURY COLLECTIONSM

Luxury Collection Mark

Displayed are the approved colorways for The Refined Luxury Collection Mark. Always be sure to adhere to the rules of usage to maintain consistency.

See page 19 for guidelines on the application of the Luxury Collection Mark over imagery.

The Refined



LUXURY COLLECTION™

Black Mark on White background



LUXURY COLLECTION™

Dark Platinum Mark on White background



LUXURY COLLECTION™

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



LUXURY COLLECTION™

White Mark on Silver background



LUXURY COLLECTION™

White Mark on Dark Platinum background



LUXURY COLLECTION™

White Mark on Black background



LUXURY COLLECTION™

Metallic Mark on Black background



LUXURY COLLECTION™

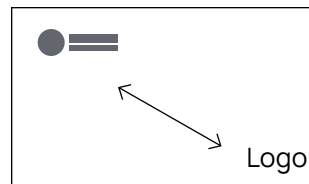
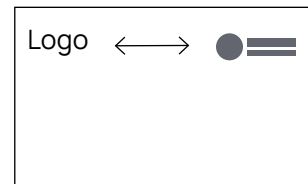
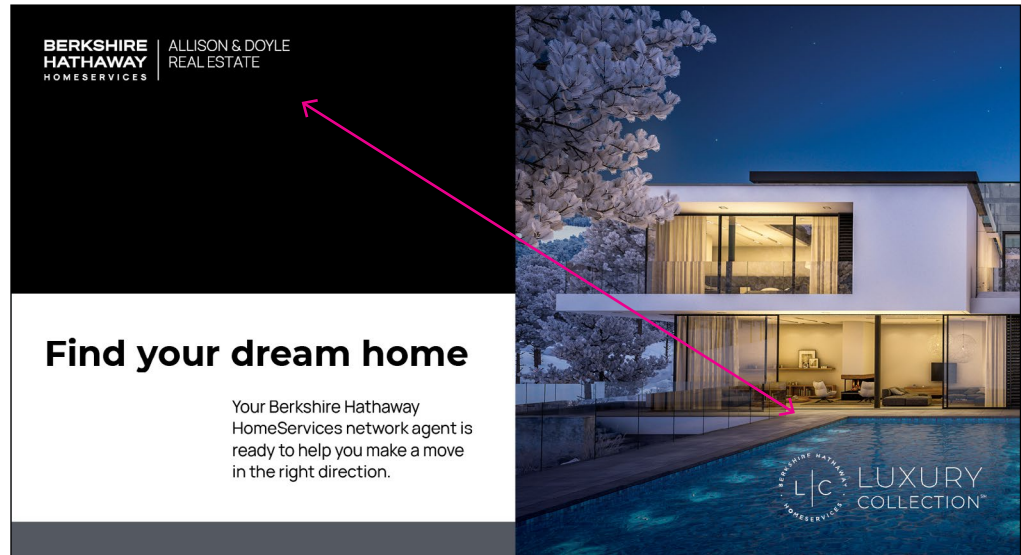
Metallic Mark on White background

Luxury Collection Mark

Usage

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. Exceptions to this rule are identified in subsequent pages. 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.

Luxury Collection Mark

Usage

Watermark

The Contemporary, The Classic, and The Refined 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.



The Contemporary



The Classic



The Refined

Luxury Collection Mark

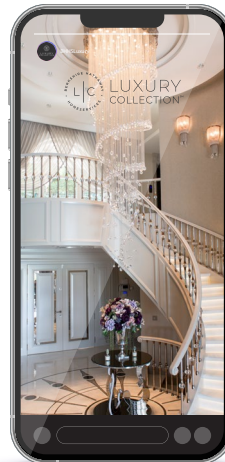
Usage

Social Media Stories and Reels

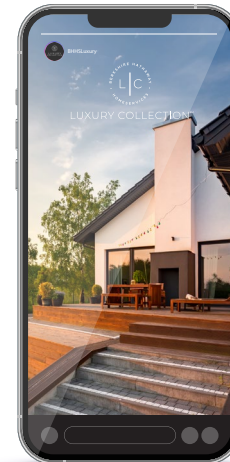
The Contemporary, The Classic, and The Refined Luxury Collection Marks can be utilized in social media stories and reels without your company logo. The recommended placement of the Luxury Collection Mark is at the top of the story or reel.

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

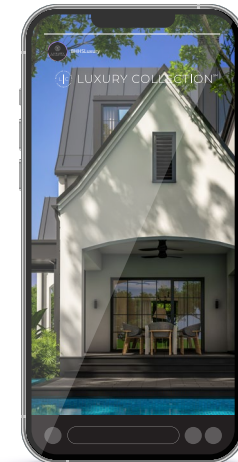
The Luxury Collection Mark is permitted when used by a Luxury Collection Specialist marketing themselves or a network member or company marketing a home that is designated as luxury.



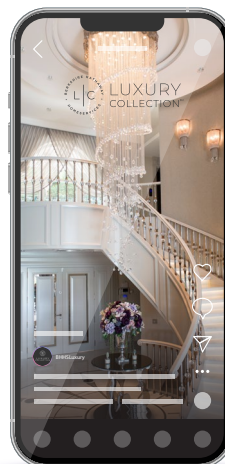
The Contemporary in a story



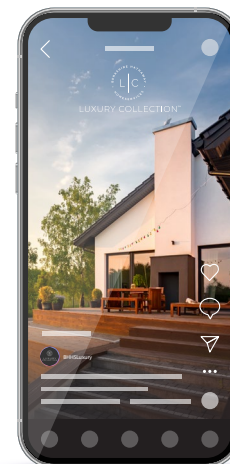
The Classic in a story



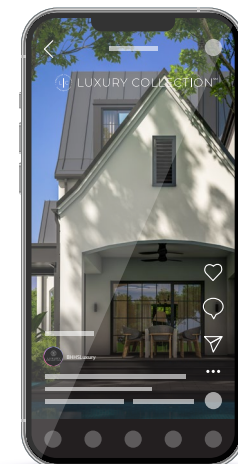
The Refined in a story



The Contemporary in a reel



The Classic in a reel



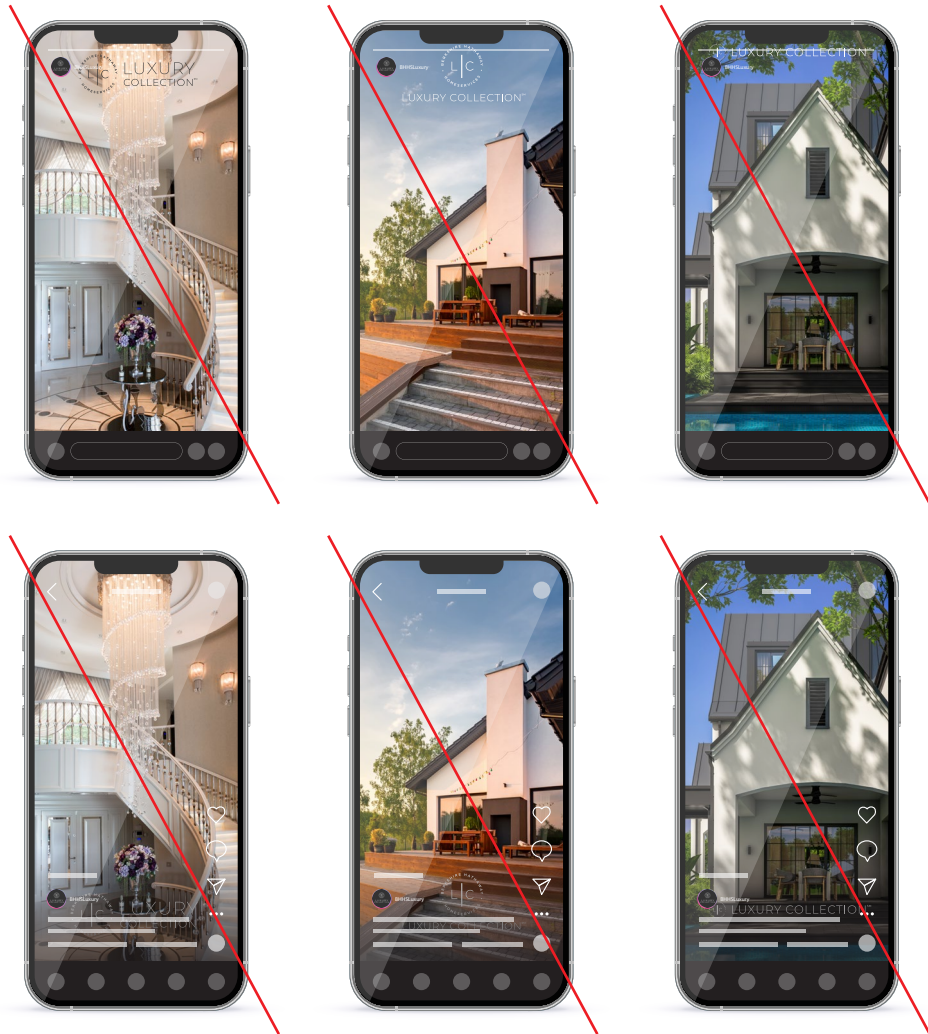
The Refined in a reel

Luxury Collection Mark

Usage

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.



Luxury Collection Mark

Usage

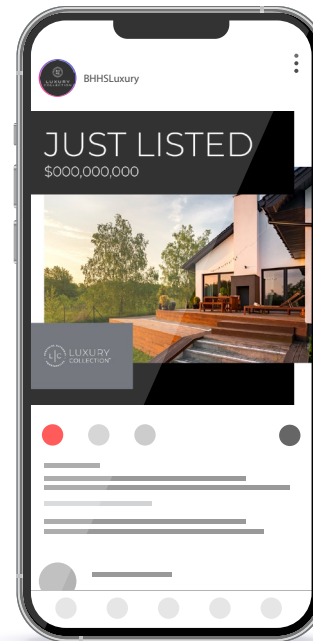
Static Social Media Posts

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.

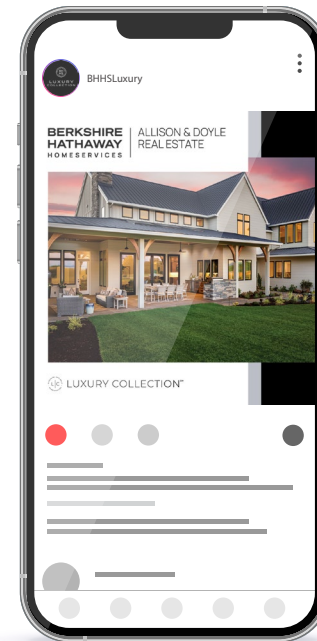
When using the Luxury Collection Mark as part of design for static social media posts, please explore using the customizable templates located within Marketing REsource. Example #1.

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

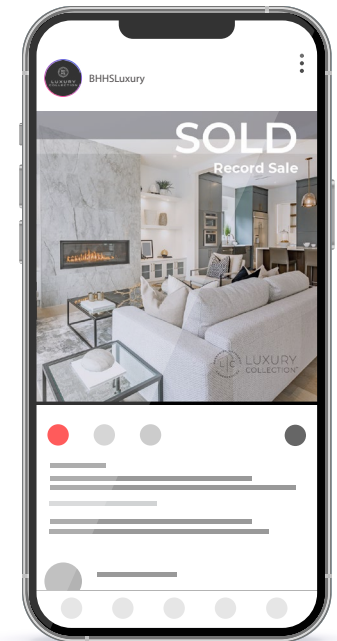
The Luxury Collection Mark may be used as a watermark for a static post, with or without your company logo. Please refer to watermark guidelines on page 13. Example #3.



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.

Luxury Collection Mark

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.

Usage

VIDEO



Luxury Collection Mark

Design Best Practices

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 pages 14-16. Always resize the logo preserving the original artwork proportions.



MINIMUM SIZE REQUIREMENTS



Luxury Collection Mark

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 on a darker background, use White, Silver, or Light Platinum. When applying the Mark to a lighter background, use Black or Dark Platinum.

Design Best Practices



Use Black or Dark Platinum Mark on light area of image



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



Luxury Collection Mark

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.

Misuse



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.

2.0

Typography & Color Palette

Typography

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 typefaces that are demonstrated here and may be displayed 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 including, but not limited to, headlines, subheads, contact information, captions, and body copy. It is to be used as an accent within design elements.

To download this font, visit:

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

Fonts

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz

1234567890?!&%\$

Montserrat should be used in headlines and for emphasis

Aa Bb

Montserrat comes in a wide variety of typefaces:

| | |
|------------------------|---------------------------------|
| Montserrat Thin | Explore the exceptional. |
| Montserrat Extra Light | Explore the exceptional. |
| Montserrat Light | Explore the exceptional. |
| Montserrat Regular | Explore the exceptional. |
| Montserrat Medium | Explore the exceptional. |
| Montserrat Semibold | Explore the exceptional. |
| Montserrat Bold | Explore the exceptional. |
| Montserrat Extra Bold | Explore the exceptional. |
| Montserrat Black | Explore the exceptional. |

Typography

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>

Fonts

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz

1234567890?!&%\$

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

AaBb

Manrope comes in a wide variety of typefaces:

Manrope Extra Light

Manrope Light

Manrope Regular

Manrope Medium

Manrope Semibold

Manrope Bold

Manrope Extra Bold

The Berkshire Hathaway HomeServices Luxury Collection comprises ar
The Berkshire Hathaway HomeServices Luxury Collection comprises a
The Berkshire Hathaway HomeServices Luxury Collection comprises
The Berkshire Hathaway HomeServices Luxury Collection comprise
The Berkshire Hathaway HomeServices Luxury Collection compris
The Berkshire Hathaway HomeServices Luxury Collection compri
The Berkshire Hathaway HomeServices Luxury Collection compri

Typography

Typeface Family In Use

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.

Pairing Examples

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 Extra Bold, All Caps

————— **HOW WE HELP YOU BUY A HOME**

Headline
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.

Typography

Arial

The substitute alternative font of Arial is only to be used when Montserrat and Manrope are unavailable—as in 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.

Substitute Alternative Font

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz

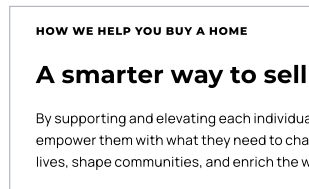
1234567890?!&%\$

AaBb

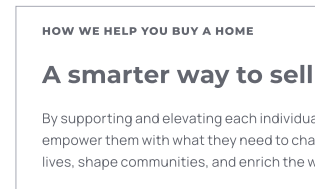
Typography

These are the approved colorways for use of typography. Always be sure to adhere to the rules of typography usage to maintain consistency.

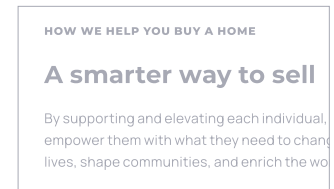
Colorways



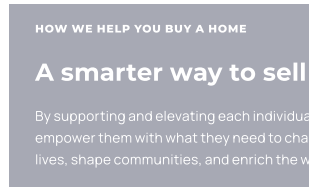
Black text on White background



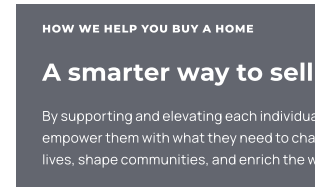
Dark Platinum text on White background



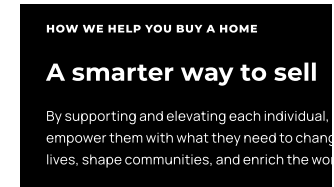
Silver text on White background
(approved for printed materials only)



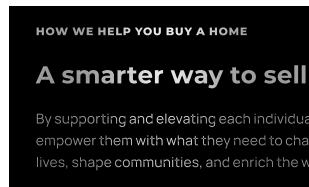
Black text on Silver background



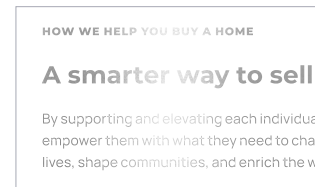
White text on Dark Platinum background



White text on Black background



Metallic text on Black background
(approved for printed materials only)



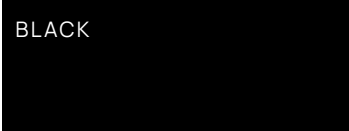


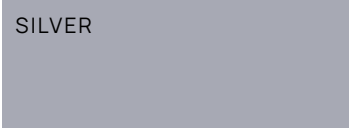
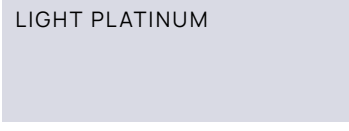

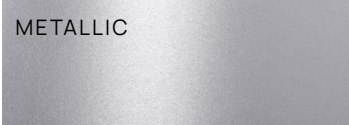
Metallic text on White background
(approved for printed materials only)

Color Palette

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 the eye-catching Metallic.

Luxury Collection

| | |
|--|---|
|  | BLACK HEX: #000000 RGB: 0_0_0 CMYK: 74_52_71_90 |
|  | WHITE HEX: #FFFFFF RGB: 255_255_255 CMYK: 0_0_0_0 |
|  | DARK PLATINUM HEX: #63666F RGB: 99_102_111 CMYK: 57_46_40_25 |
|  | SILVER HEX: #A7A9B4 RGB: 167_169_180 CMYK: 33_24_20_2 |
|  | LIGHT PLATINUM HEX: #D9DAE4 RGB: 217_218_228 CMYK: 10_7_5_0 |
|  | CABERNET HEX: #670038 RGB: 103_0_56 CMYK: 42_100_51_44 |
|  | METALLIC Pantone 877 C |

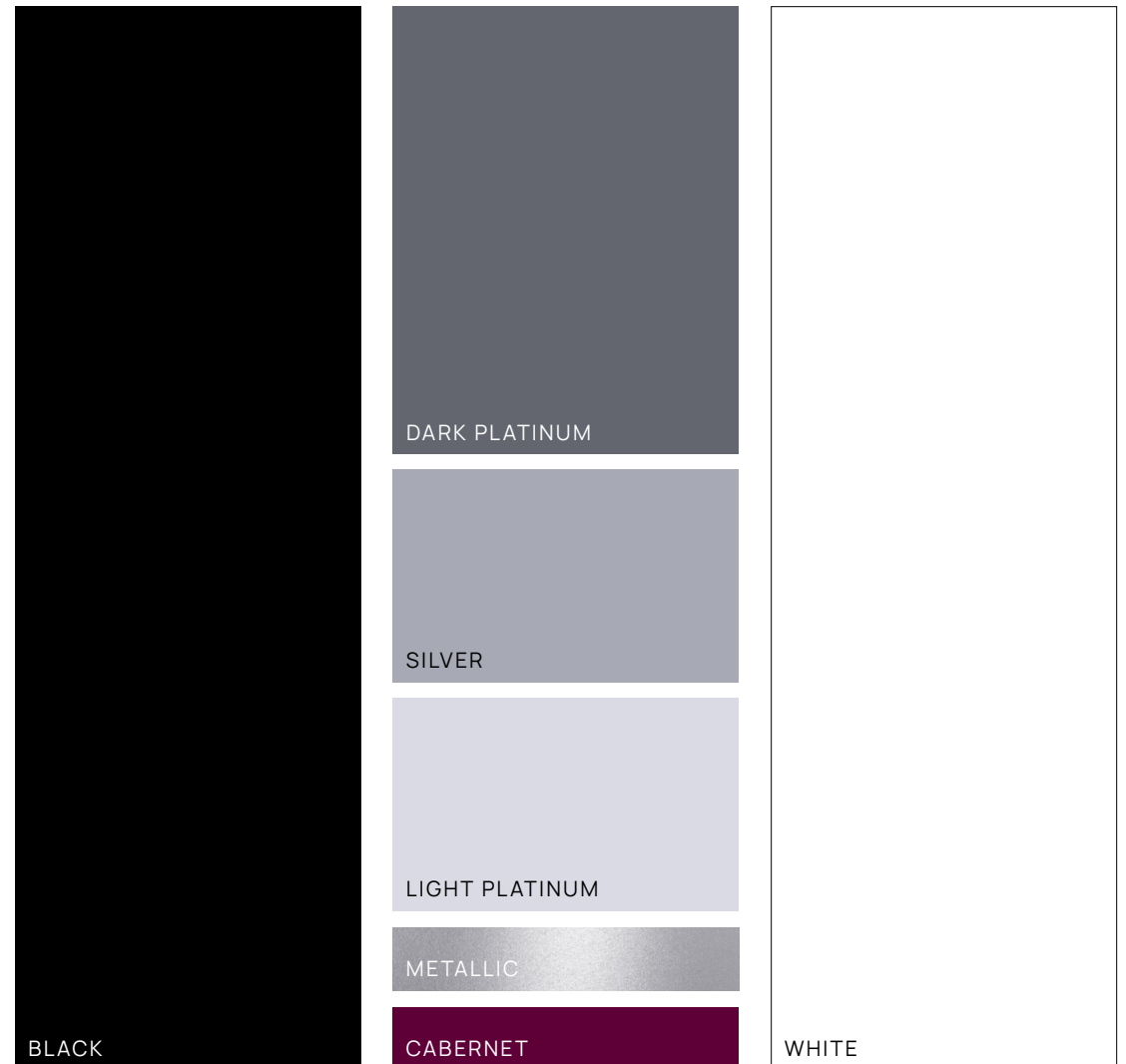
Color Palette

Color Hierarchy

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.

The color hierarchy demonstrates the relationship between the Luxury Collection colors in terms of their prominence within the palette scope and application. Use the sizes shown as a guide to how much of each color should make an appearance within any given design.

Luxury Collection



3.0

Stationery

Stationery

Overview

The Luxury Collection stationary 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.

Business Cards

Design Specifics

The following must be adhered to:

- Montserrat font text, regular weight, 7 point over 10 point leading with optical kerning and a tracking value of 0.
- Network agents must use the address of their business office location, not their home address.
- A minimum of five lines of information is required, with a maximum of nine lines.
- Required items include—name, title, address and phone number.
- Acceptable additional items—email address, website and license number.

Print Specifics

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

Horizontal Fronts

SINGLE AGENT



Silver on White background



White on Silver background



Dark Platinum on White background



White on Dark Platinum background



Black on White background



White on Black background

Business Cards

Horizontal Fronts

SINGLE AGENT WITH HEADSHOT



Silver on White background



White on Silver background



Dark Platinum on White background



White on Dark Platinum background



Black on White background



White on Black background

Business Cards

Horizontal Fronts

SINGLE AGENT AS PART OF A TEAM



Silver on White background



White on Silver background



Dark Platinum on White background



White on Dark Platinum background



Black on White background



White on Black background

Business Cards

Horizontal Fronts

SINGLE AGENT AS PART OF A TEAM WITH HEADSHOT



Silver on White background



White on Silver background



Dark Platinum on White background



White on Dark Platinum background



Black on White background



White on Black background

Business Cards

Horizontal Fronts

TWO-AGENT TEAM WITH TEXT ONLY



Silver on White background



White on Silver background



Dark Platinum on White background



White on Dark Platinum background



Black on White background



White on Black background

Business Cards

Horizontal Fronts

TWO-AGENT TEAM WITH TEXT AND QR CODE



Silver on White background



White on Silver background



Dark Platinum on White background



White on Dark Platinum background



Black on White background



White on Black background

Business Cards

Horizontal Fronts

TWO-AGENT TEAM WITH TEXT AND HEADSHOTS



Silver on White background



White on Silver background



Dark Platinum on White background



White on Dark Platinum background



Black on White background



White on Black background

Business Cards

The showcased business card backs are approved for use. Only The Contemporary and The Classic Marks are to be used in this application. Please follow printing specifics on preceding pages to ensure a premium quality product.

Horizontal Backs

THE CONTEMPORARY LUXURY COLLECTION MARK



Silver Mark on White background



Dark Platinum Mark on White background



Black Mark on White background



White Mark on Silver background



White Mark on Dark Platinum background



White Mark on Black background



Metallic Mark on Black background



Metallic Mark on White background

Business Cards

Horizontal Backs

THE CLASSIC LUXURY COLLECTION MARK



Silver Mark on White background



Dark Platinum Mark on White background



Black Mark on White background



White Mark on Silver background



White Mark on Dark Platinum background



White Mark on Black background



Metallic Mark on Black background



Metallic Mark on White background

Business Cards

Vertical Fronts

SINGLE AGENT



Silver on White background



Dark Platinum on White background



Black on White background



White on Silver background



White on Dark Platinum background



White on Black background

Business Cards

Vertical Fronts

SINGLE AGENT WITH HEADSHOT



Silver on White background



Dark Platinum on White background



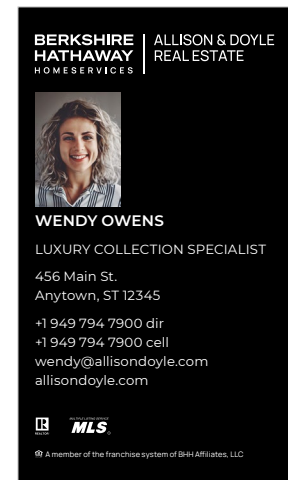
Black on White background



White on Silver background



White on Dark Platinum background



White on Black background

Business Cards

Vertical Fronts

SINGLE AGENT AS PART OF A TEAM



Silver on White background



Dark Platinum on White background



Black on White background



White on Silver background



White on Dark Platinum background



White on Black background

Business Cards

Vertical Fronts

SINGLE AGENT AS PART OF A TEAM WITH HEADSHOT



Silver on White background



Dark Platinum on White background



Black on White background



White on Silver background



White on Dark Platinum background



White on Black background

Business Cards

Vertical Fronts

TWO-AGENT TEAM WITH TEXT ONLY



Silver on White background



Dark Platinum on White background



Black on White background



White on Silver background



White on Dark Platinum background



White on Black background

Business Cards

Vertical Fronts

TWO-AGENT TEAM WITH TEXT AND QR CODE



Silver on White background



Dark Platinum on White background



Black on White background



White on Silver background



White on Dark Platinum background



White on Black background

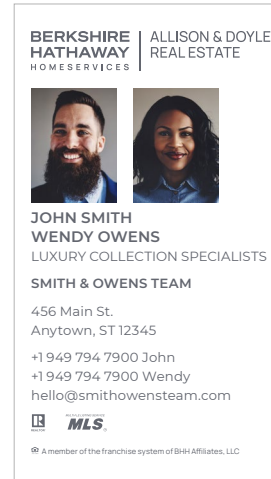
Business Cards

Vertical Fronts

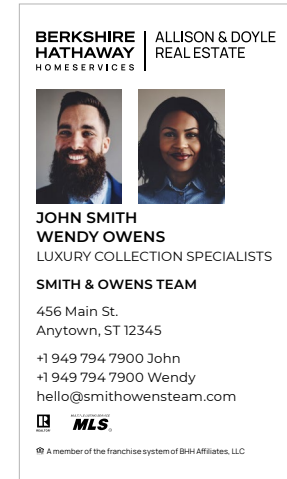
TWO-AGENT TEAM WITH TEXT AND HEADSHOTS



Silver on White background



Dark Platinum on White background



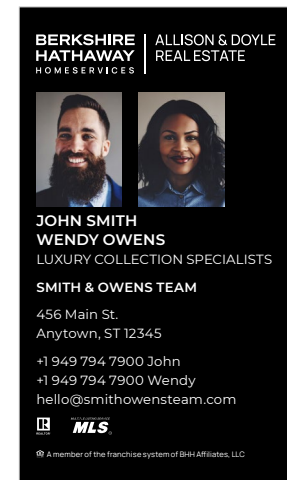
Black on White background



White on Silver background



White on Dark Platinum background



White on Black background

Business Cards

The showcased business card backs are approved for use. Only The Contemporary and The Classic Marks are to be used in this application. Please follow printing specifics on preceding pages to ensure a premium quality product.

Vertical Backs

THE CONTEMPORARY LUXURY COLLECTION MARK



Silver Mark on White background



Dark Platinum Mark on White background



Black Mark on White background



Metallic Mark on White background



White Mark on Silver background



White Mark on Dark Platinum background



White Mark on Black background



Metallic Mark on Black background

Business Cards

Vertical Backs

THE CLASSIC LUXURY COLLECTION MARK



Silver Mark on White background



Dark Platinum Mark on White background



Black Mark on White background



Metallic Mark on White background



White Mark on Silver background



White Mark on Dark Platinum background



White Mark on Black background



Metallic Mark on Black background

Stationery

U.S. Letter Size

The example shown here displays the design of the printed letterhead for U.S. Letter Size (8.5" x 11"). Your company logo must be placed on the top left corner, and the Luxury Collection Mark in the bottom right. The Contemporary and The Classic Luxury Collection Marks are permitted in this design in Black on White, Dark Platinum on White, and Metallic on White. Please refer to approved font colors and colorways in the preceding pages.

The Refined Luxury Collection Mark is not recommended in this application.

Recommended text size is 10/14 Manrope Light.

A disclaimer must be included on your letterhead. Please reference the Berkshire Hathaway HomeServices Brand Guidelines.

Print Guidelines

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

Letterhead



Stationery

A4 Size

The example shown here displays the design of the printed letterhead for A4 size (210 mm x 297 mm). Your company logo must be placed on the top left corner, and the Luxury Collection Mark in the bottom right. The Contemporary and The Classic Luxury Collection Marks are permitted in this design in Black on White, Dark Platinum on White, and Metallic on White. Please refer to approved font colors and colorways in the preceding pages.

The Refined Luxury Collection Mark is not recommended in this application.

Recommended text size is 10/14 Manrope Light.

A disclaimer must be included on your letterhead. Please reference the Berkshire Hathaway HomeServices Brand Guidelines.

Print guidelines

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

Letterhead



Stationery

Size #10

The example shown here displays the design for the #10 envelope.

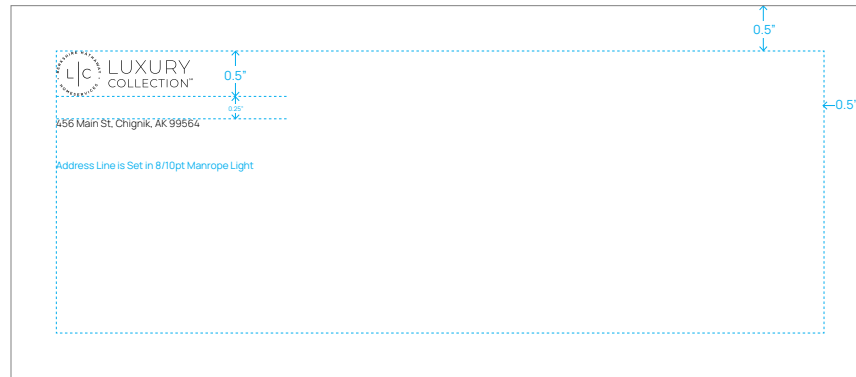
The Contemporary Luxury Collection Mark in the top left hand corner of the envelope in Black on White is recommended in this application. Refer to approved colorways for additional options. Your company logo is not required in this design.

Address line is set in 8/10pt Manrope Light.

Print Guidelines

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

Envelope



Stationery

A2 Size

The example shown here displays the design of the A2 sized notecard (5.5" x 4.25").

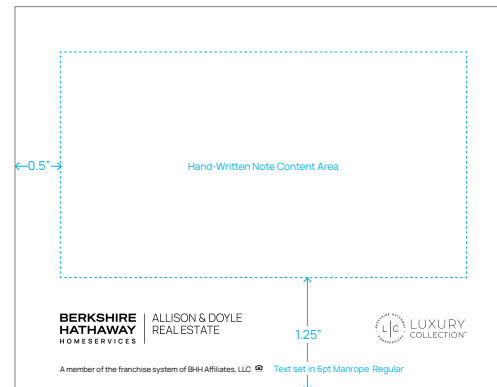
The Contemporary Luxury Collection Mark in the bottom right hand corner of the notecard in Black on White is recommended in this application. Refer to approved colorways for additional options. Your company logo is required on the bottom left-hand side of the notecard. Black on White is the recommended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

A disclaimer must be included on your letterhead. Please reference the Berkshire Hathaway HomeServices Brand Guidelines.

Print Guidelines

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

Notecard



Stationery

A2 Size

The example shown here displays the design for the A2 sized envelope.

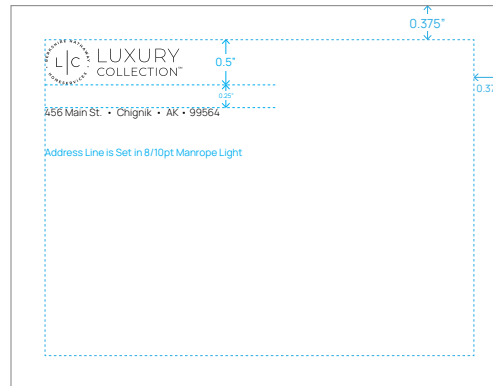
The Contemporary Luxury Collection Mark in the top left hand corner of the envelope in Black on White is recommended in this application. Refer to approved colorways for additional options. Your company logo is not required in this design.

Address line is set in 8/10pt Manrope Light.

Print Guidelines

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

Envelope



Stationery

A6 Size

The example shown here displays the design for the European metric A6 sized notecard (148 mm x 105 mm).

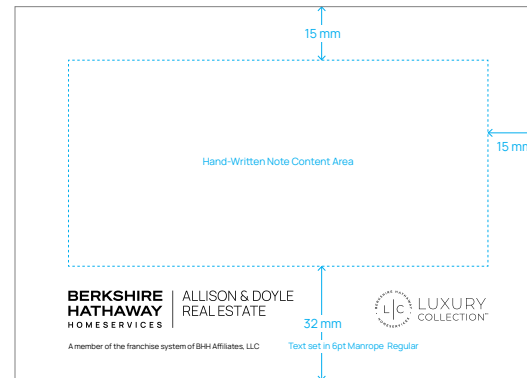
The Contemporary Luxury Collection Mark in the bottom right hand corner of the notecard in Black on White is recommended in this application. Refer to approved colorways for additional options. Your company logo is required on the bottom left-hand side of the notecard. Black on White is the recommended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

A disclaimer must be included on your letterhead. Please reference the Berkshire Hathaway HomeServices Brand Guidelines.

Print Guidelines

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

Notecard



Stationery

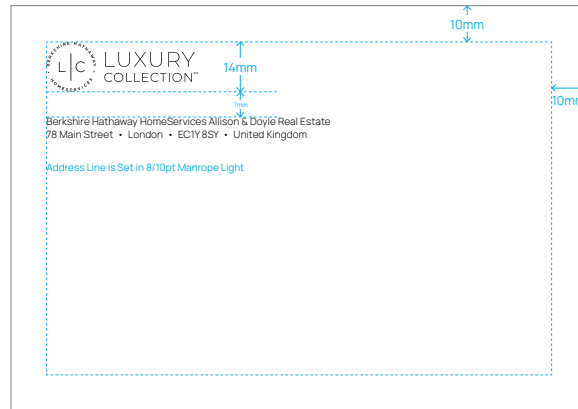
C6 Size

The following is the approved design and layout for a European metric C6 envelope.

The Contemporary Luxury Collection Mark in the top left hand corner of the envelope in Black on White is recommended in this application. Refer to approved colorways for additional options. Your company logo is not required in this application.

Address line is set in 8/10pt Manrope Light.

Envelope



4.0

Residential Yard Signage

Overview

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. These approved signs are displayed on pages 59 - 67.

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. These riders are showcased on pages 75.

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. These riders are showcased on page 76.

Yard Sign

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 the Luxury Collection yard signs. In addition, please refer to the following general (and on the subsequent pages, corresponding case-specific) rules for further clarity and consistency.

See the signage examples on the following pages.

General Rules

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 at GlobalBranding@hsfranchise.com for approval prior to manufacturing the sign.

Guidelines

- Your company logo eps file must be used to create yard signs
- Company name must not extend into the 1.5" margins on the left and right sides
- Signage information must include the company logo and phone number. Additional options can include the sales professional and/or team name, phone number, email, website, license number or mobile number.
- Signage must be produced in the Luxury Collection Dark Platinum theme or Black & White theme, including all sign riders.

All yard signs must include the one line disclaimer. Please reference the Berkshire Hathaway HomeServices Brand Guidelines.

Yard Signage

Luxury Rectangular Sign

RECTANGULAR YARD SIGNS IN BLACK & WHITE



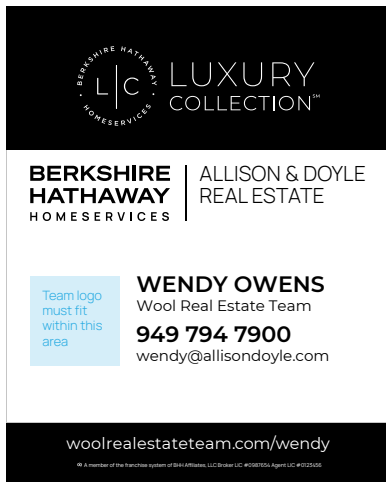
Single agent



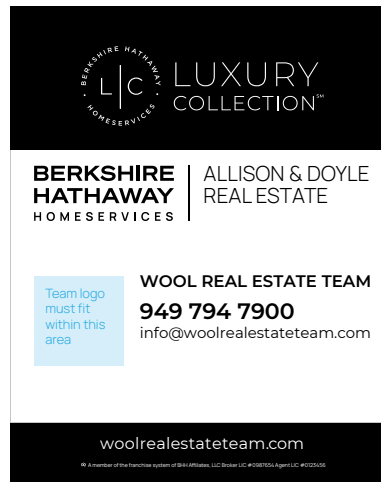
Single agent with headshot



Single agent with cutout headshot



Single agent as part of a team with logo



Team name only with logo

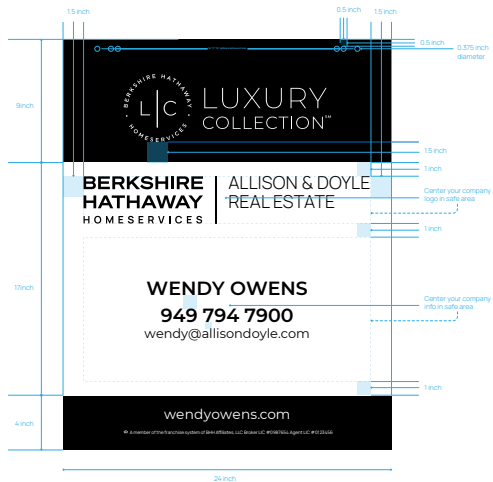


Company

Yard Sign

Luxury Rectangle Sign

24"X30" RECTANGULAR YARD SIGNS IN BLACK & WHITE



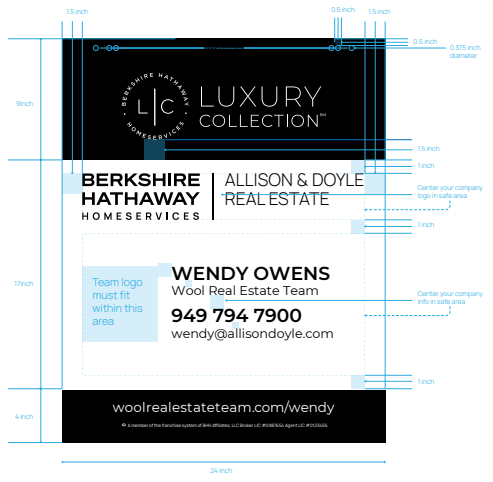
Single agent



Single agent with headshot



Single agent with cutout headshot



Single agent as part of a team with logo



Team name only with logo



Company

Yard Sign

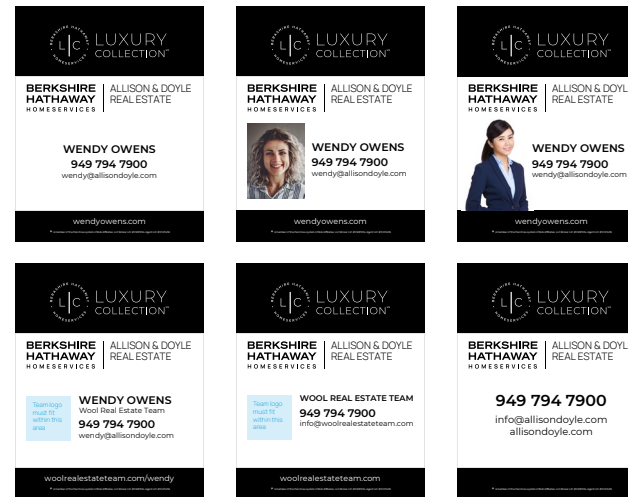
The signs displayed here are the approved Luxury Collection yard signs. Dark Platinum & White and Black & White are permitted in the Rectangular format (shown here) for a single agent, single agent with headshot, single agent as part of a team with team logo, and company.

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

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

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

Luxury Rectangular Sign



Black



Dark Platinum

Yard Signage

Luxury Dome Sign

DOME YARD SIGNS IN BLACK & WHITE



Single agent



Single agent with headshot



Single agent with cutout headshot



Single agent as part of a team with logo



Team name only with logo

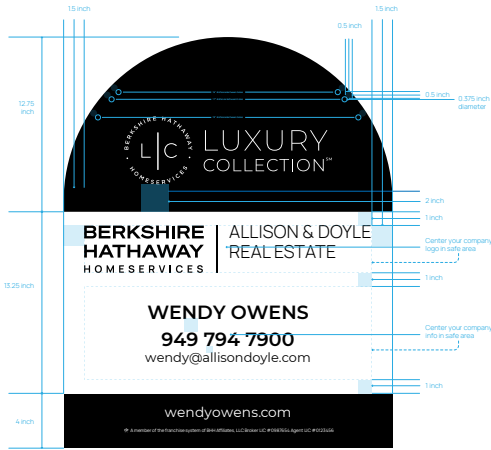


Company

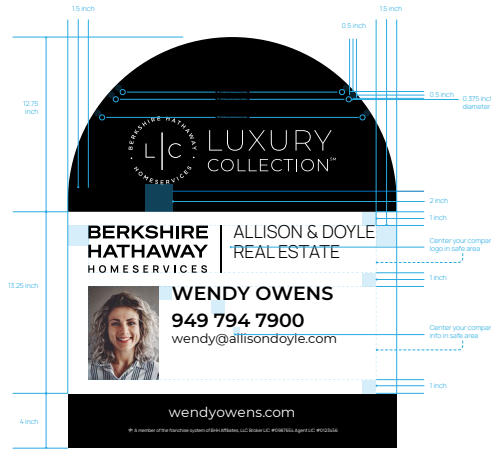
Yard Sign

Luxury Dome Sign

24"X30" DOME YARD SIGNS IN BLACK & WHITE



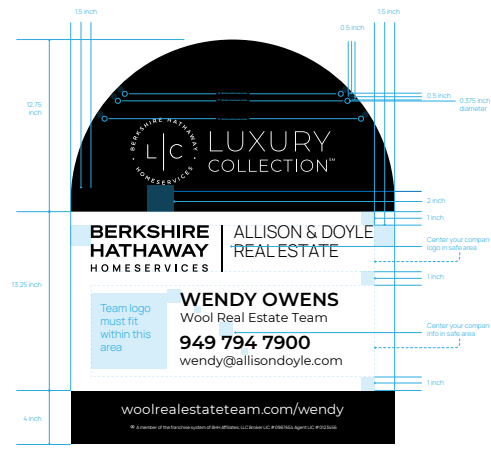
Single agent



Single agent with headshot



Single agent with cutout headshot



Team name only with logo



Team name only with logo



Company

Yard Sign

The signs displayed here are the approved Luxury Collection yard signs. Dark Platinum & White and Black & White are permitted in the Dome (shown here), Yard Arm Dome or Rectangular format for a single agent, single agent with headshot, single agent as part of a team with team logo, and company.

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

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

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

Luxury Dome Sign



Black



Dark Platinum

Yard Signage

Luxury Dome Sign

DOME YARD SIGNS IN BLACK & WHITE



Single agent



Single agent with headshot



Single agent with cutout headshot



Single agent as part of a team with logo



Team name only with logo

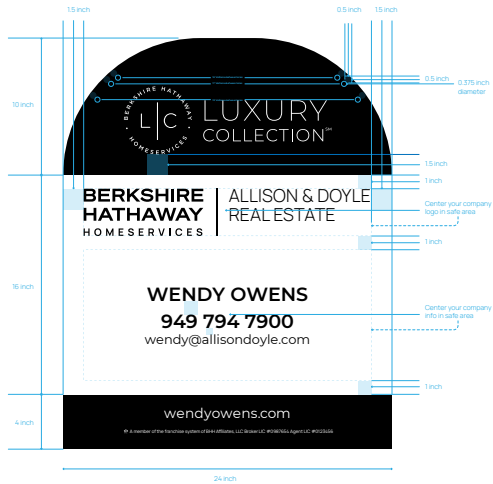


Company

Yard Sign

Luxury Yard Arm Dome Sign

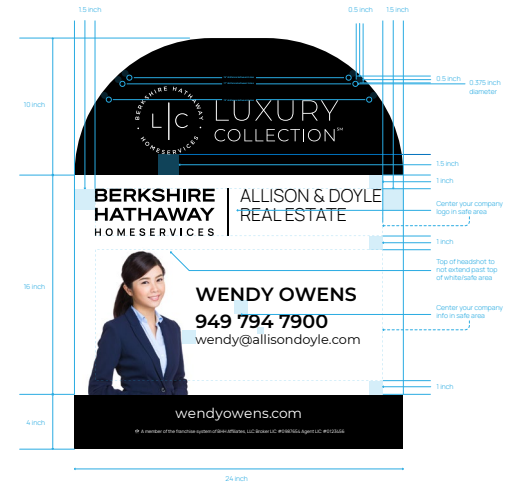
24"X30" YARD ARM DOME YARD SIGNS IN BLACK & WHITE



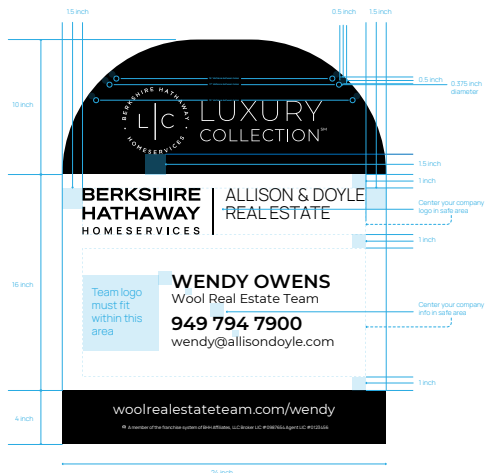
Single agent



Single agent with headshot



Single agent with cutout headshot



Single agent as part of a team with logo



Team name only with logo



Company

Yard Sign

The signs displayed here are the approved Luxury Collection yard signs. Dark Platinum & White and Black & White are permitted in the Yard Arm Dome format (shown here) for a single agent, single agent with headshot, single agent as part of a team with team logo, and company.

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

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

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

Luxury Yard Arm Dome Sign



Black



Dark Platinum

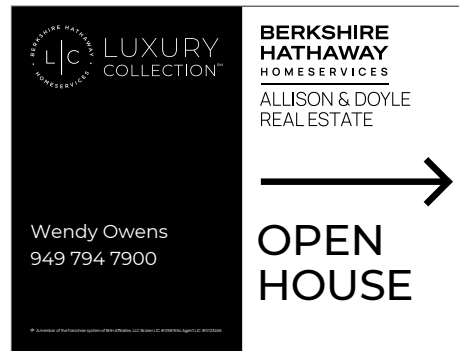
5.0 Special Application Signage

Special Application Signage

As with the yard signs, the same general rules that apply to the Marks will also apply to the design and layout of all special application signage (open house signs, special shape open house signs, listing signs, stock and riders, QR riders, magnetic signs, feather flags, license plate covers, brochure boxes, and pennant flags).

Open House Sign

24" X 18" EXAMPLE OPEN HOUSE SIGNS



Black & White



Dark Platinum & White

Special Application Signage

Open House Sign

24"X12" EXAMPLE OPEN HOUSE SIGNS



Black & White



Dark Platinum & White

Special Application Signage

Open House Sign

18"X14" EXAMPLE OPEN HOUSE SIGNS



Black & White



Dark Platinum & White

Special Application Signage

Open House Sign

24" X 24" EXAMPLE OPEN HOUSE SIGNS



Black & White



Dark Platinum & White

Special Application Signage

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.


This and the following page show some examples of Luxury Collection sign rider designs.

Sign Riders

EXAMPLE SIGN RIDERS



WENDY OWENS



WENDY OWENS
949 794 7900



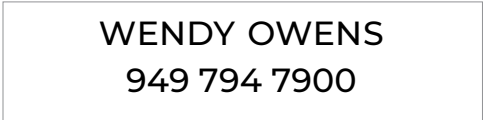
WENDY OWENS



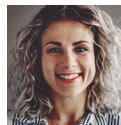

WENDY OWENS
949 794 7900



WENDY OWENS



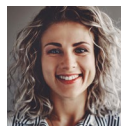

WENDY OWENS
949 794 7900

WENDY OWENS
949 794 7900



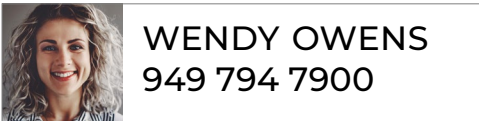
OPEN HOUSE

WENDY OWENS
949 794 7900



OPEN HOUSE

WENDY OWENS
949 794 7900



OPEN HOUSE

Special Application Signage

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

Sign Riders

EXAMPLE SIGN RIDERS

949 794 7900

949 794 7900

949 794 7900



CALL OR TEXT

949 794 7900

ENTER CODE: 1201



CALL OR TEXT

949 794 7900

ENTER CODE: 1201



CALL OR TEXT

949 794 7900

ENTER CODE: 1201

Special Application Signage

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.

Sign Riders

LUXURY COLLECTION SPECIALIST



WENDY OWENS
Luxury Collection Specialist

WENDY OWENS
Luxury Collection Specialist



WENDY OWENS
Luxury Collection Specialist

WENDY OWENS
Luxury Collection Specialist



WENDY OWENS
Luxury Collection Specialist

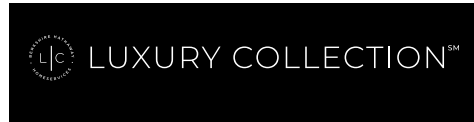
WENDY OWENS
Luxury Collection Specialist

Special Application Signage

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 colorways shown here.

Luxury Collection Rider

LUXURY COLLECTION PROPERTY



Black Luxury Collection rider



White Luxury Collection rider

