

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.

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.

The Contemporary

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

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.



Black Mark on White background



White Mark on Silver background



Dark Platinum Mark on White background



White Mark on Dark Platinum background



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



White Mark on Black background



Metallic Mark on Black background

^{e^{e⁴N^{BE} H₄} _{γ₄} LUXURY ^a L C³, LUXURY ^s₉ ₄_{6∈R^N} ^{c⁶} COLLECTION⁶⁰}

Metallic Mark on White background

The Classic

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.

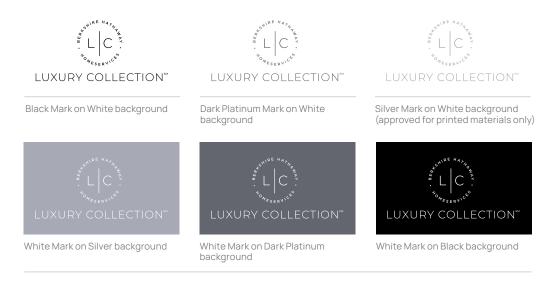


LUXURY COLLECTIONSM

The Classic

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.





Metallic Mark on Black background

LUXURY COLLECTION

Metallic Mark on White background

The Refined

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

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.

(c) LUXURY COLLECTION"	() LUXURY COLLECTION"	() LUXURY COLLECTION"
Black Mark on White background	Dark Platinum Mark on White background	Silver Mark on White background (approved for printed materials only)
C LUXURY COLLECTION*	() LUXURY COLLECTION"	LUXURY COLLECTION"
White Mark on Silver background	White Mark on Dark Platinum background	White Mark on Black background

LUXURY COLLECTION*

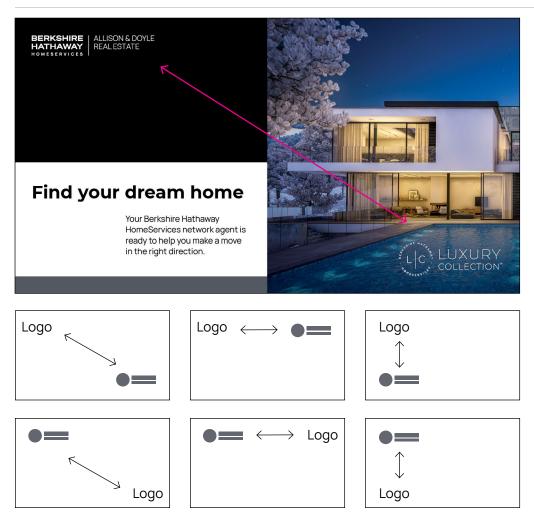
Metallic Mark on Black background

Metallic Mark on White background

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.

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.





LUXURY COLLECTION





The Refined

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 Th







The Classic in a reel



The Refined in a story

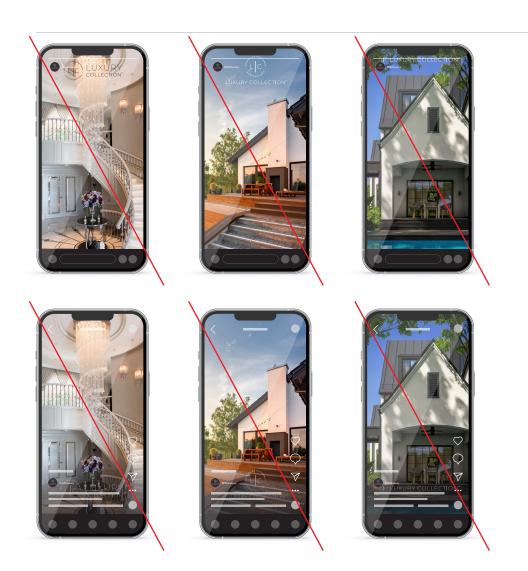


The Refined in a reel

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.



Usage

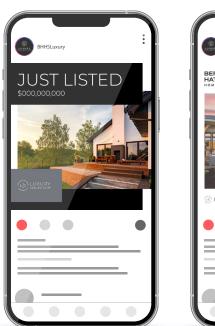
Static Social Media Posts

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.

cample #3 - The Luxury

Example #3 - The Luxury Collection Contemporary Mark watermark.

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



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



1 inch or 72 pixels width







Design Best Practices

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.



Use Black or Dark Platinum Mark on light area of image



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



Misuse

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 change proportions or stretch the Mark.



Do not use the word element of the Mark only.



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

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

AaBb

1234567890?!&%\$

Montserrat should be used in headlines and for emphasis

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.

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

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz

Fonts

Manrope Extra Light

Manrope Light

Manrope Regular

Manrope Medium

Manrope Semibold

Manrope Extra Bold

Manrope Bold

AaBb

1234567890?!&%\$

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

Manrope comes in a wide variety of typefaces:

The Berkshire Hathaway HomeServices Luxury Collection comp
The Berkshire Hathaway HomeServices Luxury Collection compri-
The Berkshire Hathaway HomeServices Luxury Collection compris
The Berkshire Hathaway HomeServices Luxury Collection comprise
The Berkshire Hathaway HomeServices Luxury Collection comprises
The Berkshire Hathaway HomeServices Luxury Collection comprises $\boldsymbol{\epsilon}$
The Berkshire Hathaway HomeServices Luxury Collection comprises ar

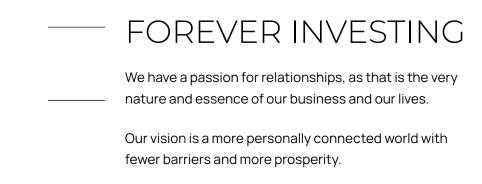
Pairing Examples

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.

Headline	
Montserrat Lig	ht

Body Manrope Regular



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.

Substitute Alternative Font

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.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz

1234567890?!&%\$

AaBb

Colorways

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

HOW WE HELP YOU BUY A HOME HOW WE HELP YOU BUY A HOME HOW WE HELP YOU BUY A HOME A smarter way to sell A smarter way to sell A smarter way to sell By supporting and elevating each individual, By supporting and elevating each individual, By supporting and elevating each individual, empower them with what they need to change empower them with what they need to change lives, shape communities, and enrich the wo lives, shape communities, and enrich the wo Black text on White background Dark Platinum text on White Silver text on White background background (approved for printed materials only) HOW WE HELP YOU BUY A HOME HOW WE HELP YOU BUY A HOME A smarter way to sell A smarter way to sell A smarter way to sell By supporting and elevating each individual empower them with what they need to change lives, shape communities, and enrich the wo Black text on Silver background White text on Dark Platinum White text on Black background background

HOW WE HELP YOU BUY A HOME

A smarter way to sell

By supporting and elevating each individual empower them with what they need to char lives, shape communities, and enrich the wo

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

HOW WE HELP YOU BUY A HOME

A smarter way to sell

By supporting and elevating each individual, empower them with what they need to chang lives, shape communities, and enrich the wo

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

Color Palette

Luxury Collection

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.

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

Luxury Collection

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.

	DARK PLATINUM	
	SILVER	
	LIGHT PLATINUM	
BLACK	METALLIC	WHITE

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.

Horizontal Fronts

Design Specifics

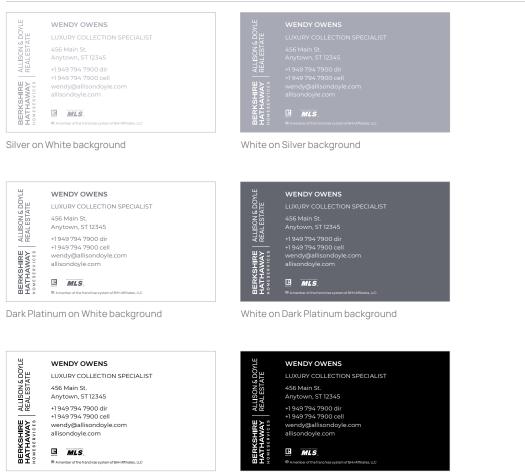
The following must be adhered:

- 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.

SINGLE AGENT





Horizontal Fronts

SINGLE AGENT WITH HEADSHOT





BERKSHIRE | ALLISON & DOYLE HATHAWAY | REALESTATE HOMESERVICES







WENDY OWENS

Anytown, ST 12345

+1 949 794 7900 dir

allisondoyle.com

MLS.

de Arme

wendy@allisondoyle.com

456 Main St.

LUXURY COLLECTION SPECIALIST

White on Dark Platinum background



WENDY OWENS

+1 949 794 7900 dir +1 949 794 7900 cell wendy@allisondoyle.com allisondoyle.com

456 Main St. Anytown, ST 12345

I MLS @ Americ

Dark Platinum on White background

LUXURY COLLECTION SPECIALIST



White on Black background

ALLISON & DOYI REAL ESTATE

BERKSHIRE HATHAWAY

Horizontal Fronts

SINGLE AGENT AS PART OF A TEAM



Horizontal Fronts

SINGLE AGENT AS PART OF A TEAM WITH HEADSHOT





JOHN SMITH

456 Main St. Anytown, ST 12345

SMITH & OWENS TEAM

+1 949 794 7900 dir

+19497947900 cell

allisondoyle.com

MLS

john@allisondoyle.com

A member of the franchise system of RHH Affiliates LLC

LUXURY COLLECTION SPECIALIST



ALLISON & DOYLE REAL ESTATE

BERKSHIRE | HATHAWAY | F

Black on White background

Silver on White background





White on Dark Platinum background



Horizontal Fronts

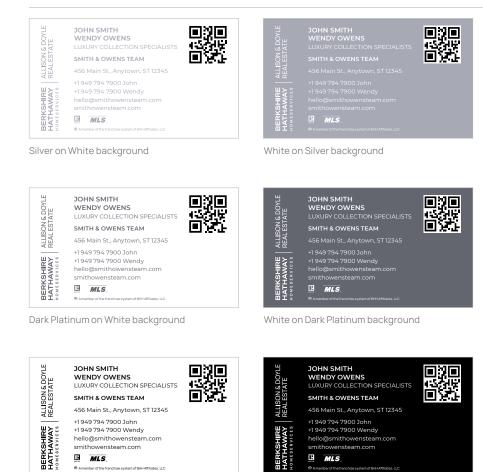
TWO-AGENT TEAM WITH TEXT ONLY



Black on White background

Horizontal Fronts

TWO-AGENT TEAM WITH TEXT AND QR CODE





Horizontal Fronts

TWO-AGENT TEAM WITH TEXT AND HEADSHOTS





Dark Platinum on White background



Black on White background

White on Silver background



White on Dark Platinum background



White on Black background

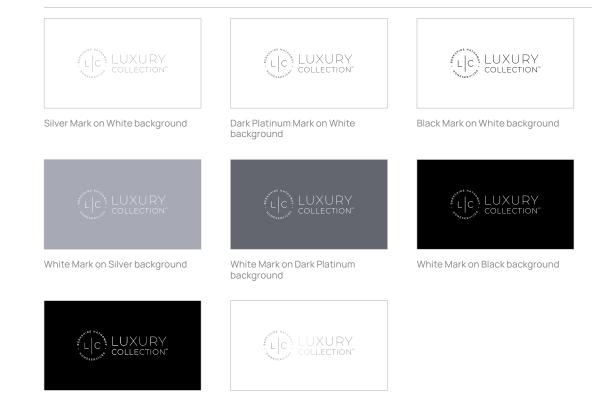
The showcased business card backs are approved for use. Only The Contemporary and The Classic Marks are to be used in this

application. Please follow printing specifics on preceding pages to ensure a premium

quality product.

Horizontal Backs

THE CONTEMPORARY LUXURY COLLECTION MARK

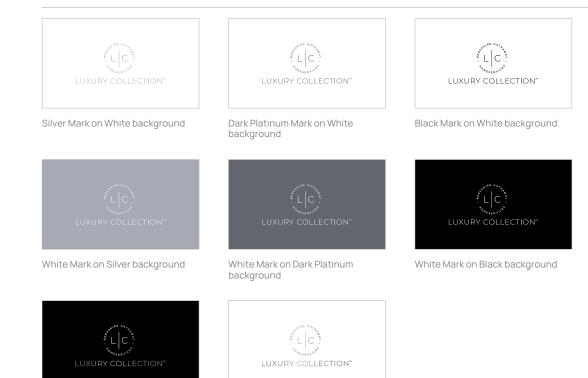


Metallic Mark on Black background

Metallic Mark on White background

Horizontal Backs

THE CLASSIC LUXURY COLLECTION MARK



Metallic Mark on White background

Metallic Mark on Black background

Vertical Fronts

SINGLE AGENT

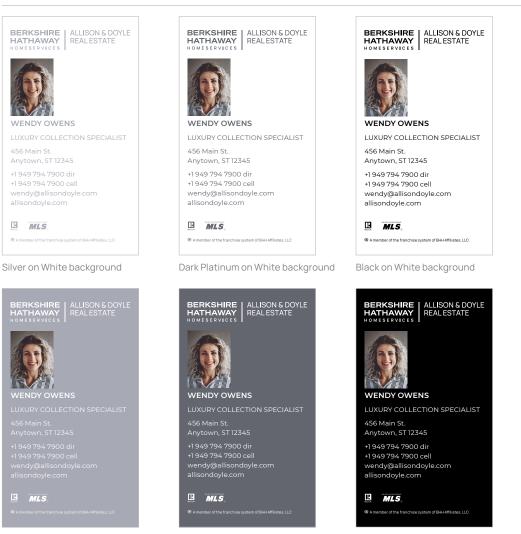
RKSHIRE ALLISON & DOYLE REAL ESTATE ESERVICES	BERKSHIRE HATHAWAY HOMESERVICES	BERKSHIRE HATHAWAY HOMESERVICES
NDY OWENS	WENDY OWENS	WENDY OWENS
XURY COLLECTION SPECIALIST	LUXURY COLLECTION SPECIALIST	LUXURY COLLECTION SPECIALIST
6 Main St. Iytown, ST 12345	456 Main St. Anytown, ST 12345	456 Main St. Anytown, ST 12345
949 794 7900 dir 949 794 7900 cell andy@allisondoyle.com Isondoyle.com	+1949 794 7900 dir +1949 794 7900 cell wendy@allisondoyle.com allisondoyle.com	+1 949 794 7900 dir +1 949 794 7900 cell wendy@allisondoyle.com allisondoyle.com
		D with the second sec
	MLS. A member of the franchise system of BH4 Affiliates, LLC Dark Platinum on White background	MES, A member of the franchise system of BHAMilates, LLC Black on White background
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REKSHIRE ALLISON & DOYLE REKSHIRE ALLISON & DOYLE REALESTATE REALESTATE REAL ESTATE IXURY COLLECTION SPECIALIST 16 Main St.	© A member of the franchise system of BielrAffildes. LLC Dark Platinum on White background BERKSHIRE HOMESERVICES REALESTATE WENDY OWENS	© A member of the franchise system of B#1Affliates, LLC Black on White background BERKSHIRE HATHAWAY HOMESERVICES WENDY OWENS
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White on Silver background

White on Dark Platinum background V

Vertical Fronts

SINGLE AGENT WITH HEADSHOT



White on Silver background

White on Dark Platinum background

Vertical Fronts

SINGLE AGENT AS PART OF A TEAM

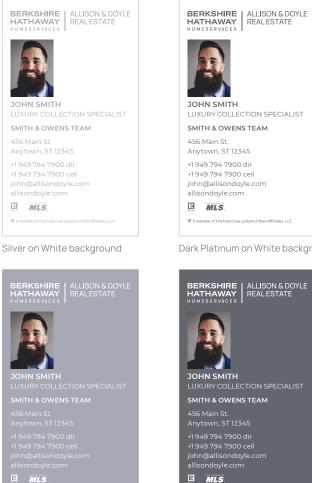
BERKSHIRE	BERKSHIRE ALLISON & DOYLE	BERKSHIRE
HATHAWAY	HATHAWAY	HATHAWAY
HOMESERVICES	Homeservices REALESTATE	HOMESERVICES
JOHN SMITH	JOHN SMITH	JOHN SMITH
LUXURY COLLECTION SPECIALIST	LUXURY COLLECTION SPECIALIST	LUXURY COLLECTION SPECIALIST
SMITH & OWENS TEAM	SMITH & OWENS TEAM	SMITH & OWENS TEAM
456 Main St.	456 Main St.	456 Main St.
Anytown, ST 12345	Anytown, ST 12345	Anytown, ST 12345
+1 949 794 7900 dir	+1 949 794 7900 dir	+1 949 794 7900 dir
+1 949 794 7900 cell	+1 949 794 7900 cell	+1 949 794 7900 cell
john@allisondoyle.com	john@allisondoyle.com	john@allisondoyle.com
allisondoyle.com	allisondoyle.com	allisondoyle.com
III MLS.	III MLS.	I MLS
A member of the franchise system of BHH Affiliates, LLC	A member of the franchise system of BHH Affiliates, LLC	A member of the franchise system of BHH Affiliates, LLC
BERKSHIRE ALLISON & DOYLE	BERKSHIRE ALLISON & DOYLE	BERKSHIRE
HATHAWAY REAL ESTATE	HATHAWAY	HATHAWAY
Homeservices	HOMESERVICES	HOMESERVICES
JOHN SMITH	JOHN SMITH	JOHN SMITH
LUXURY COLLECTION SPECIALIST	LUXURY COLLECTION SPECIALIST	LUXURY COLLECTION SPECIALIST
SMITH & OWENS TEAM	SMITH & OWENS TEAM	SMITH & OWENS TEAM
456 Main St.	456 Main St.	456 Main St.
Anytown, ST 12345	Anytown, ST 12345	Anytown, ST 12345
+1 949 794 7900 dir	+1 949 794 7900 dir	+1 949 794 7900 dir
+1 949 794 7900 cell	+1 949 794 7900 cell	+1 949 794 7900 cell
john@allisondoyle.com	john@allisondoyle.com	john@allisondoyle.com
allisondoyle.com	allisondoyle.com	allisondoyle.com
MLS MLS Amember of the franchise system of BHH Affiliates, LLC	MLS MLS	Manual Matter Mat
/hite en Oilver heelverreverd	W/hite an Dark Disting on healteness and	W/bite en Die els beelsenes und

White on Silver background

White on Dark Platinum background

Vertical Fronts

SINGLE AGENT AS PART OF A TEAM WITH HEADSHOT



Dark Platinum on White background

White on Dark Platinum background

BERKSHIRE | ALLISON & DOYLE HATHAWAY | REAL ESTATE HOMESERVICES



JOHN SMITH LUXURY COLLECTION SPECIALIST

SMITH & OWENS TEAM 456 Main St.

Anytown, ST 12345

+1 949 794 7900 dir +1 949 794 7900 cell john@allisondoyle.com

allisondoyle.com MLS.

A member of the franchise system of BHH Affiliates, LLC

Black on White background



White on Silver background

Vertical Fronts

TWO-AGENT TEAM WITH TEXT ONLY

ERKSHIRE ALLISON & DOYLE IATHAWAY REAL ESTATE	BERKSHIRE ALLISON & DOYLE HATHAWAY HOMESERVICES	BERKSHIRE ALLISON & DOYL HATHAWAY HOMESERVICES
OHN SMITH VENDY OWENS	JOHN SMITH WENDY OWENS	JOHN SMITH WENDY OWENS
UXURY COLLECTION SPECIALISTS	LUXURY COLLECTION SPECIALISTS	LUXURY COLLECTION SPECIALIST
MITH & OWENS TEAM	SMITH & OWENS TEAM	SMITH & OWENS TEAM
56 Main St. nytown, ST 12345	456 Main St. Anytown, ST 12345	456 Main St. Anytown, ST 12345
9497947900 John 9497947900 Wendy ello@emithowensteam.com nithowensteam.com	+1949 794 7900 John +1949 794 7900 Wendy hello@smithowensteam.com smithowensteam.com	+1 949 794 7900 John +1 949 794 7900 Wendy hello@smithowensteam.com smithowensteam.com
MES.	MLS Amender of the franchise system of BH4 Affiliates, UC	MLS Anember of the franchise system of BH4 Affinities, LLC
er on White background	Dark Platinum on White background	Black on White background
ERKSHIRE ALLISON & DOYLE ATHAWAY REAL ESTATE	Dark Platinum on White background BERKSHIRE ALLISON & DOYLE HATHAWAY HOMESERVICES REAL ESTATE	_
ERKSHIRE ATHAWAY MEESERVICES OHN SMITH	BERKSHIRE ALLISON & DOYLE HATHAWAY REALESTATE	BERKSHIRE ALLISON & DOYL HATHAWAY REALESTATE
ERKSHIRE ATHAWAY REALESTATE DHN SMITH ZENDY OWENS	BERKSHIRE HATHAWAY HOMESERVICES JOHN SMITH	BERKSHIRE HATHAWAY HOMESERVICES JOHN SMITH WENDY OWENS
ERKSHIRE ATHAWAY REALESTATE DHN SMITH ZENDY OWENS IXURY COLLECTION SPECIALISTS	BERKSHIRE HATHAWAY HOMESERVICES JOHN SMITH WENDY OWENS	BERKSHIRE HATHAWAY HOMESERVICES JOHN SMITH WENDY OWENS
ERKSHIRE ALLISON & DOYLE ATHAWAY REALESTATE OHN SMITH JAURY COLLECTION SPECIALISTS JXURY COLLECTION SPECIALISTS MITH & OWENS TEAM 36 Main St. S6 Main St.	BERKSHIRE HATHAWAY NOMESERVICES JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS	BERKSHIRE HATHAWAY HOMESERVICES JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALIST
ALLISON & DOYLE ATHAWAY MESSERVICES ATHAWAY PREALESTATE CHN SMITH VENDY OWENS JXURY COLLECTION SPECIALISTS MITH & OWENS TEAM 56 Main St. nytown, ST 12345 949 794 7900 John 949 794 7900 John 949 794 7900 John 949 794 7900 John 949 794 7900 John	BERKSHIRE HATHAWAY NOMESERVICES JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS SMITH & OWENS TEAM 456 Main St.	BERKSHIRE HATHAWAY HOMESERVICES JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS SMITH & OWENS TEAM 456 Main St.
	BERKSHIRE HATHAWAY NOMESERVICES JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS SMITH & OWENS TEAM 456 Main St. Anytown, ST 12345 +1 949 794 7900 John +1 949 794 7900 Wendy hello@smithowensteam.com	BERKSHIRE HATHAWAY HOMESERVICES JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALIST SMITH & OWENS TEAM 456 Main St. Anytown, ST 12345 +1 949 794 7900 John +1 949 794 7900 John +1 949 794 7900 Wendy hello@smithowenstearn.com

White on Silver background

White on Dark Platinum background

Vertical Fronts

TWO-AGENT TEAM WITH TEXT AND QR CODE

BERKSHIRE | ALLISON & DOYLE HATHAWAY | REALESTATE JOHN SMITH WENDY OWENS SMITH & OWENS TEAM Anytown, ST 12345 B MLS ⊛ ∆ mi

Silver on White background

BERKSHIRE | ALLISON & DOYLE HATHAWAY | REALESTATE

I MLS

White on Silver background

BERKSHIRE | ALLISON & DOYLE HATHAWAY | REALESTATE HOMESERVICES

JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS

SMITH & OWENS TEAM

456 Main St. Anytown, ST 12345

+1 949 794 7900 John +1949 794 7900 Wendy hello@smithowensteam.com



MLS.

A member of the franchise system of BHH Affiliates, LLC

Dark Platinum on White background

BERKSHIRE ALLISON & DOYLE HATHAWAY REAL ESTATE

JOHN SMITH WENDY OWENS

SMITH & OWENS TEAM



MLS

R

White on Dark Platinum background

BERKSHIRE | ALLISON & DOYLE HATHAWAY | REALESTATE HOMESERVICES

JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS

SMITH & OWENS TEAM

456 Main St. Anytown, ST 12345

+1 949 794 7900 John +1 949 794 7900 Wendy hello@smithowensteam.com



MLS. A member of the franchise system of BHH Affiliates, LLC

Black on White background

BERKSHIRE HATHAWAY HOMESERVICES

JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS

SMITH & OWENS TEAM

456 Main St. Anytown, ST 12345

+1 949 794 7900 John +1 949 794 7900 Wendy hello@smithowensteam.com



R MLS A member of the franchise system of BHH Affiliates, LLC

Vertical Fronts

TWO-AGENT TEAM WITH TEXT AND HEADSHOTS



SMITH & OWENS TEAM

Anvtown, ST 12345

I MLS

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

Silver on White background

ALLISON & DOYLE REAL ESTATE ERKSHIRE WENDY OWENS LUXURY COLLECTION SPECIALISTS

BERKSHIRE | ALLISON & DOYLE HATHAWAY REALESTATE HOMESERVICES



JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS

SMITH & OWENS TEAM

456 Main St. Anytown, ST 12345

+1 949 794 7900 John +19497947900 Wendy hello@smithowensteam.com

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

JOHN SMITH

WENDY OWENS

SMITH & OWENS TEAM

+1 949 794 7900 John +1 949 794 7900 Wendy

White on Dark Platinum background

MLS

R

Dark Platinum on White background

BERKSHIRE ALLISON & DOYLE HATHAWAY REAL ESTATE

BERKSHIRE | ALLISON & DOYLE HATHAWAY | REAL ESTATE HOMESERVICES



JOHN SMITH WENDY OWENS LUXURY COLLECTION SPECIALISTS

SMITH & OWENS TEAM

456 Main St. Anytown, ST 12345

+1 949 794 7900 John +1 949 794 7900 Wendy

hello@smithowensteam.com MLS.

A member of the franchise system of BHH Affiliates, LLC

Black on White background

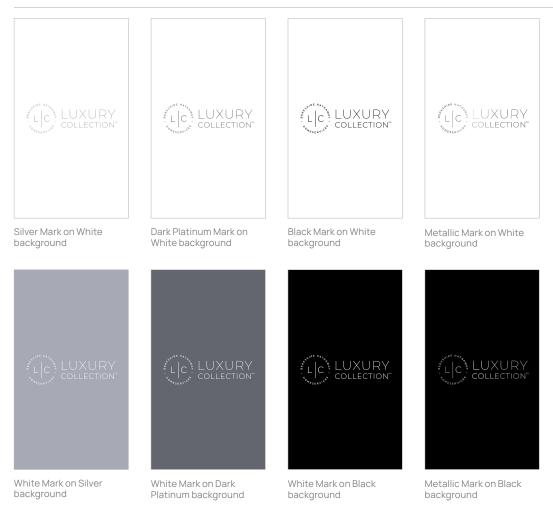


White on Silver background

Vertical Backs

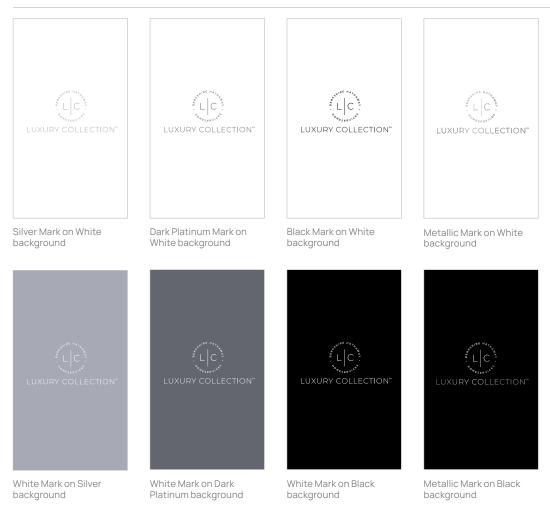
THE CONTEMPORARY LUXURY COLLECTION MARK

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 CLASSIC LUXURY COLLECTION MARK



Letterhead

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.

0.6	25"			
DEDVOLU		/C ==		
BERKSHI				
HOMESERVIC			ny logo must be ne upper left corner	
HOMESERVIC	23 1	prosentinte		
Month XX, 20XX				
Wendy Owens				
456 Main St.				
Chignik, AK 9956	34			
or ngrind, r it o o o o				
	Сору	is set in 10/14pt Manrop	e Light	
Dear Mr. Smith,				
	or sit amet, consectetur ad			
	ero, eu bibendum mauris sa			
	fringilla odio, imperdiet faci			
	ementum, nulla nibh luctus			
	convallis eu. Pellentesque n			
	rmentum. Sed et ipsum orn			
the second second	um. Pellentesque ornare es sit amet vestibulum.	it elit, non elit venicula, la	aoreet sem at, egestas a	inte. Etiam
75"	sit amet vestibulum.			
Aliquam sod frin	gilla magna, id faucibus ante	e Vivamus lacinia. Jeo no	n consectetur fermentu	m insum
	llus, sit amet faucibus loren			
	idunt massa. Praesent vest		0 1	
vulputate. Praes	ent non elit vehicula, laoree	et sem at, egestas ante.	Etiam mattis tincidunt ip	sum sit amet
vestibulum. Nun	c imperdiet nisl fermentum	eros egestas, non varius	ligula tincidunt.	
Sincerely,				
Wendy Owens				
Barkabira Listis	unu Llomo Convince			
Allison & Doyle R	way HomeServices			
Anison a Doyle R				
wendy@bhhsalli	sondoyle.com			
+19497947900	,			
+1 949 794 7900				
			and the second	
456 Main St, Chigni			₹LIC [®]	LUXURY
Office: +1 949 794 7 hello@bhhsallisond	900 • Fax: +1 949 794 7900 loyle.com		To Mean Andread	COLLECTION"
0.	Ê Î			
0.	5 [
© [insert year] BHH Affiliate HomeServices symbol are	es, LLC. An independently owned and operat registered service marks of Columbia Insura	ed franchisee of BHH Affiliates, LLC. Be ance Company, a Berkshire Hathaway af	rkshire Hathaway HomeServices and th filiate. Equal Housing Opportunity 🏟	e Berkshire Hathaway
r announ vices syllibul die	egeneration and the manager contribution include	o nee waaropherry, te over her nie o net helwedy di		
0.6	25"			

Letterhead

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.



Envelope

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.

	 ↑ 0.5" ↓
LUXURY 0.5	
456 Main St, Chignik, AK 99564	€0.5
Address Line is Set in 8/10pt Manrope Light	
L	

Notecard

A2 Size

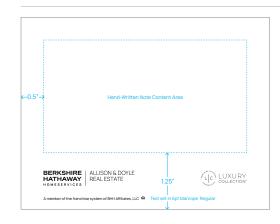
The example shown here displays the design of the A2 sized notecard $(5.5" \times 4.25")$.

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.



Envelope

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.

	0.375° ₩
	×
256 Main St. • Chignik • AK • 99564	0.37
Address Line is Set in 8/10pt Manrope Light	

Notecard

A6 Size

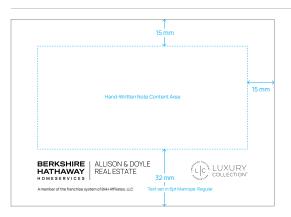
The example shown here displays the design for the European metric A6 sized notecard (148 mm x 105 mm).

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.



Envelope

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.

	↑ 0mm ↓
Bérkshiré Hátháwáy PloméServicés Xillisón & Doyle Real Estate 28 Main Street + London + ECIYBSY + United Kingdom	÷
Address Line is Set in 8/10pt Manrope Light	

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

General Rules

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.

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 <u>GlobalBranding@hsfranchise.com</u> for approval prior to manufacturing the sign.

Guidelines

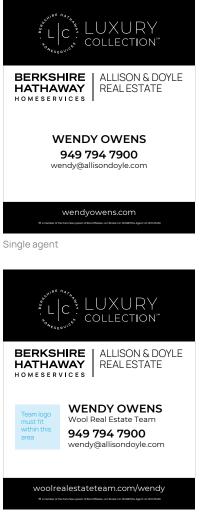
- Your company logo eps file must be used to create yard signs
- Company name must not extend into the 1.5" margins on the left and right sides
- Signage information must include the company logo and phone number. Additional options can include the sales professional and/or team name, phone number, email, 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 as part of a team with logo

^{e^{ov}} LC ² LUXURY ⁿ LC ² COLLECTION [®]
BERKSHIRE HATHAWAY HOMESERVICES
WENDY OWENS 949 794 7900 wendy@allisondoyle.com
Wendyowens.com
Single agent with headshot
COLLECTION"

*o_{4¢serv}.c[®] COLLECTION

BERKSHIRE ALLISON & DOYLE HATHAWAY HOMESERVICES





Team name only with logo



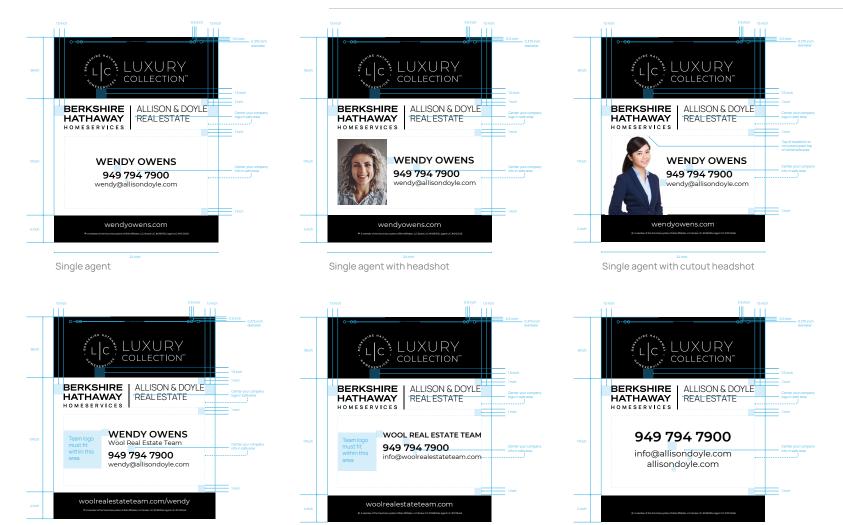


Company

Yard Sign

Luxury Rectangle Sign

24"X30" RECTANGULAR YARD SIGNS IN BLACK & WHITE



Single agent as part of a team with logo

Team name only with logo

Company

Yard Sign

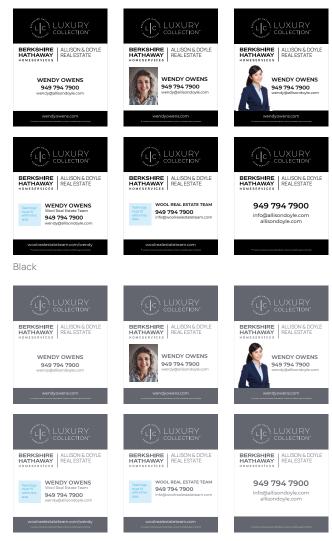
Luxury Rectangular Sign

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.



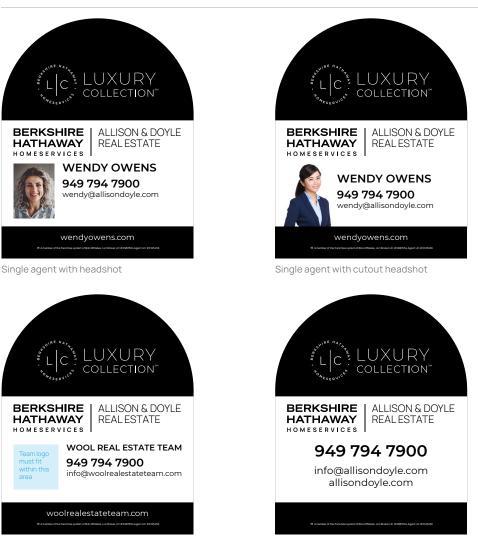
Yard Signage

Luxury Dome Sign

DOME YARD SIGNS IN BLACK & WHITE

HATHAWAY

HOMESERVICES



Company



Single agent as part of a team with logo

Team name only with logo

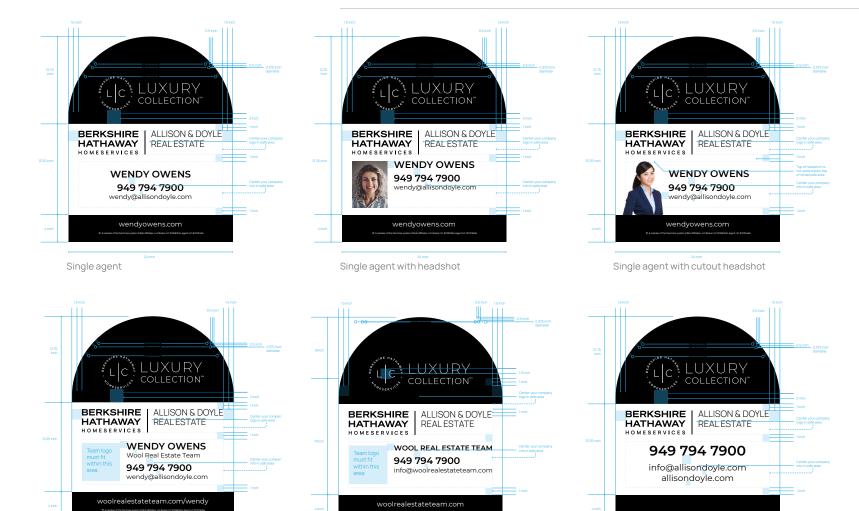
HATHAWAY

HOMESERVICES

Yard Sign

Luxury Dome Sign

24"X30" DOME YARD SIGNS IN BLACK & WHITE



Team name only with logo

Team name only with logo

Company

Yard Sign

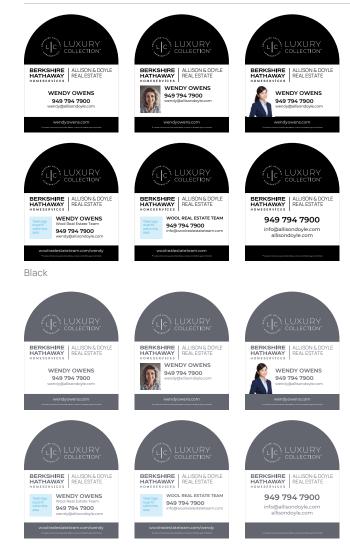
Luxury Dome Sign

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.

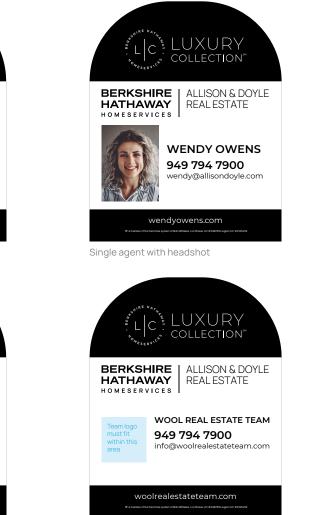
The informational text in the yard sign can be any size—up to, but not exceeding, the height of the "H" in HATHAWAY. Each line of text must fit within the "safe" area indicated on the previous page. These examples are for illustrative purposes only, and do not represent a required text size. Please work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



Yard Signage

Luxury Dome Sign

DOME YARD SIGNS IN BLACK & WHITE





Company



Single agent as part of a team with logo

Team name only with logo

Yard Sign

Luxury Yard Arm Dome Sign

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





Single agent with cutout headshot



Single agent as part of a team with logo



Team name only with logo



99

Yard Sign

Luxury Yard Arm Dome 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.



Dark Platinum

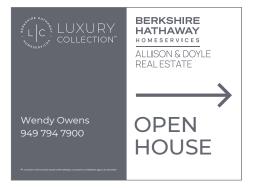
Open House Sign

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).

24"X18" EXAMPLE OPEN HOUSE SIGNS



Black & White



Dark Platinum & White

Open House Sign

24"X12" EXAMPLE OPEN HOUSE SIGNS



Black & White



Dark Platinum & White

Open House Sign

18"X14" EXAMPLE OPEN HOUSE SIGNS



Black & White



Dark Platinum & White

Open House Sign

24"X24" EXAMPLE OPEN HOUSE SIGNS



Black & White



Dark Platinum & White

Sign Riders

EXAMPLE 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.

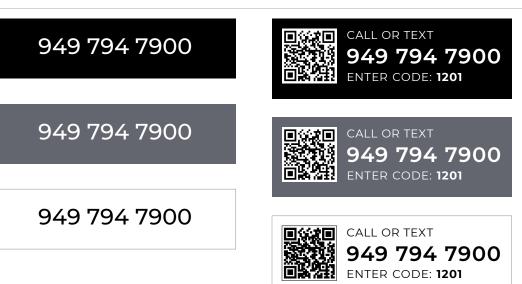
This and the following page show some examples of Luxury Collection sign rider designs.

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

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

Sign Riders

EXAMPLE SIGN RIDERS



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





Luxury Collection Specialist

Luxury Collection Specialist

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

LUXURY COLLECTION™

White Luxury Collection rider

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