

**BERKSHIRE
HATHAWAY**
HOMESERVICES

Architectural Brand Guidelines

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Introduction

Consistency of signage is absolutely critical to maintain the integrity of the Berkshire Hathaway HomeServices brand.

These Architectural Guidelines must be used by all franchisees in the network who are changing locations, opening new offices or rebranding existing ones.

To ensure signage consistency, franchisees are required to send all sign specs to the Global Branding Department for approval at GlobalBranding@HSfranchise.com.

1. Style Guide

Company Logos

The franchisee name may be positioned in three ways with the Berkshire Hathaway HomeServices brand. The following pages illustrate the correct use for positioning the company name.

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Primary - Vertical Stack (Side-by-Side)

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REAL ESTATE

Secondary - Vertical Stack

BERKSHIRE HATHAWAY
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Tertiary - Horizontal Stack (Side-by-Side)

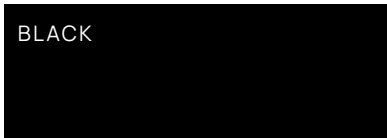
Color Palette

The official colors for the Berkshire Hathaway HomeServices brand are defined as Cabernet, Black, and White.

The sign manufacturer shall use these specifications to ensure a consistent palette. To ensure signage consistency, franchisees are required to send all sign specs to the Global Branding Department for approval at GlobalBranding@HSfranchise.com.



CMYK: C:42 M:100 Y:51 K:44
RGB: 103, 0, 56
HEX: #670038



CMYK: C:74 M:52 Y:71 K:90
RGB: 0, 0, 0
HEX: #000000



CMYK: C:0 M:0 Y:0 K:0
RGB: 255, 255, 255
HEX: #FFFFFF

Typography

Manrope

Manrope is a neo-grotesque sans-serif typeface and is flexible enough to be used in a variety of formats and styles, from print work to digital work.

To download, visit:

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

Typeface

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz

1234567890?!&%\$

AaBb

Sign Design

Margins Around the Logo

The Berkshire Hathaway HomeServices company logo shall have adequate margin space surrounding the logo. The space is calculated by using the vertical and horizontal dimensions of the "H" in HATHAWAY as a benchmark.

Guiding Principles



Sign Family

The following is an overview of the key Berkshire Hathaway HomeServices sign family and how it has been designed as an integrated system. These signs have been created to address different situations to maintain proper brand representation and a consistent appearance throughout the system.

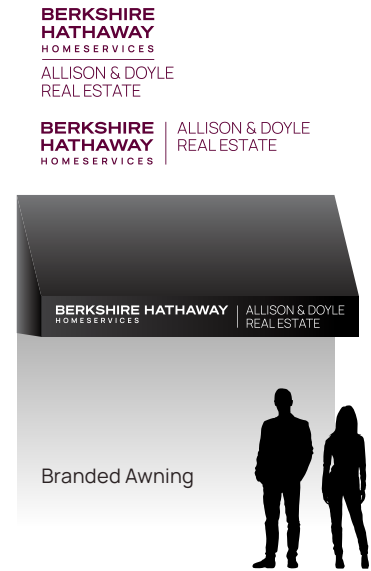
Examples



Horizontal Monument



Vertical Monument



Branded Awning



Vertical Wall Panel



Horizontal Wall Panel

2. Sign Standards Exterior

Monument Sign

Margins Around the Logo

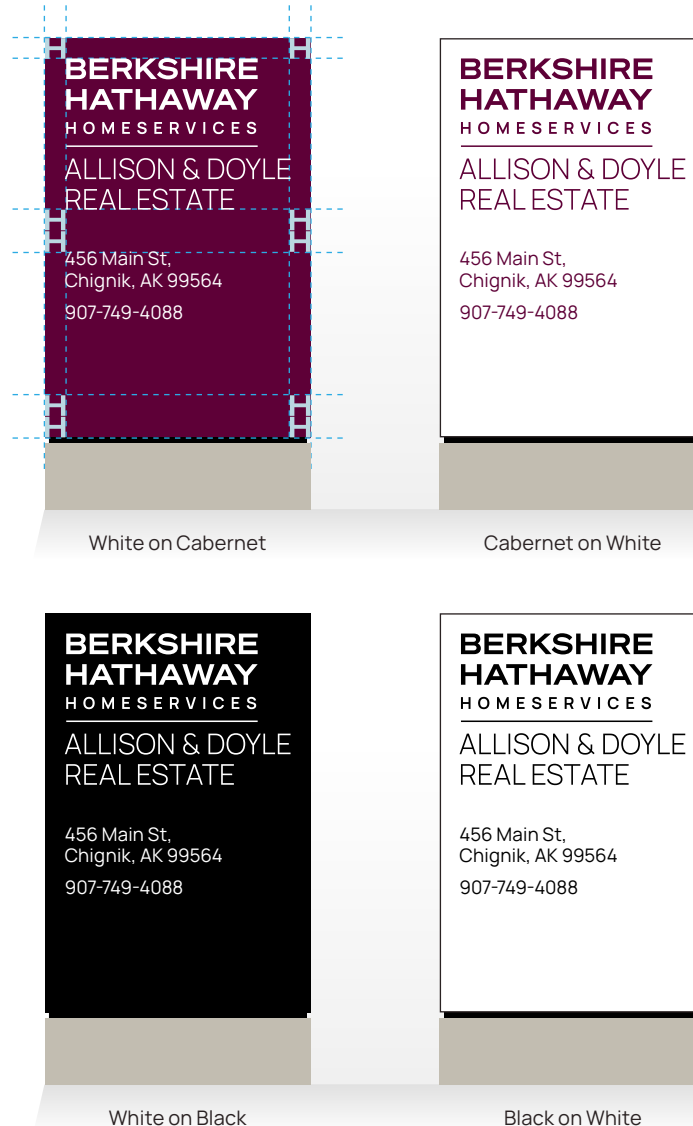
The Berkshire Hathaway HomeServices company logo shall have adequate margin space surrounding the logo. This space is calculated by using the vertical and horizontal dimensions of the “H” in HATHAWAY as a benchmark.

Additional Information

If additional location or contact information is added to the monument sign, it should be added below the company logo. The spacing between the bottom of the company logo and the first line of additional information should be 2X the vertical dimensions of the “H” in HATHAWAY.

The font for additional information is Manrope Regular. On a Cabernet or Black monument sign, the additional information should be displayed in White. On a White monument sign, the additional information should be in Cabernet or Black, whichever matches the company logo color. Font size of additional information should not appear any larger than the font size of the DBA name in the company logo.

Vertical Orientation



Monument Sign

Margins Around the Logo

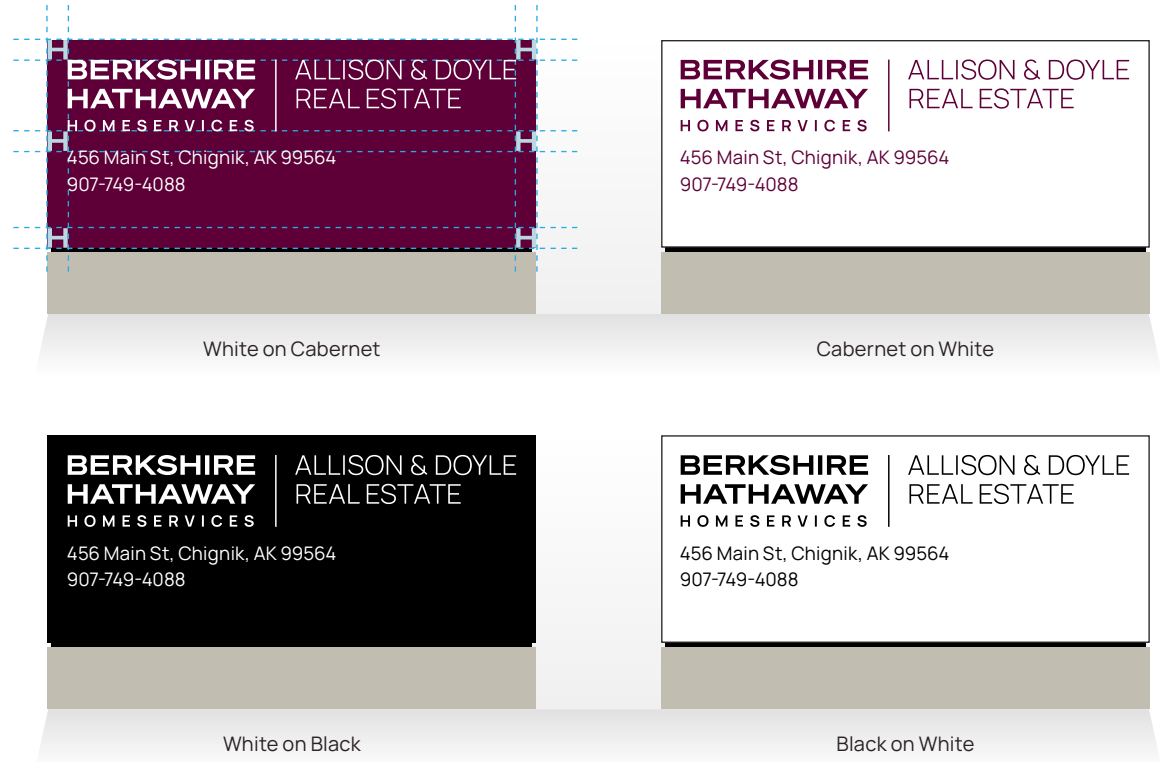
The Berkshire Hathaway HomeServices company logo shall have adequate margin space surrounding the logo. This space is calculated by using the vertical and horizontal dimensions of the “H” in HATHAWAY as a benchmark.

Additional Information

If additional location or contact information is added to the monument sign, it should be added below the company logo. The spacing between the bottom of the company logo and the first line of additional information should be the vertical dimensions of one “H” in HATHAWAY.

The font for additional information is Manrope Regular. On a Cabernet or Black monument sign, the additional information should be displayed in White. On a White monument sign, the additional information should be in Cabernet or Black, whichever matches the company logo color. Font size of additional information should not appear any larger than the font size of the DBA name in the company logo.

Horizontal Orientation



Wall Mounted Sign

The Berkshire Hathaway HomeServices company logo shall have adequate margin space surrounding the logo. This space is calculated by using the horizontal dimensions of the “H” in HATHAWAY as a benchmark.

The company logo should always appear top-aligned to the sign.

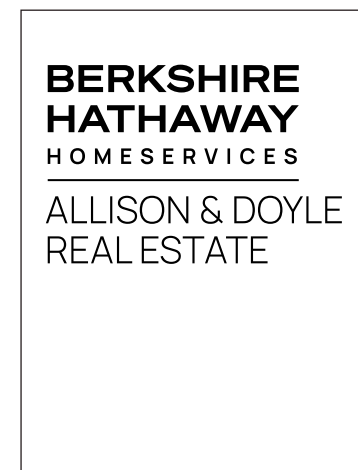
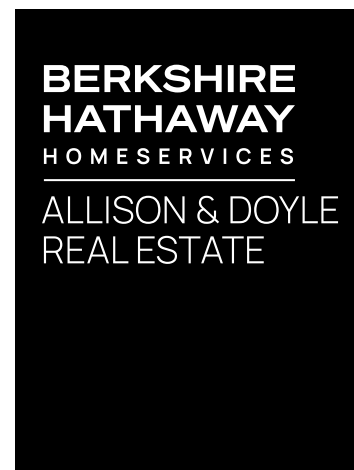
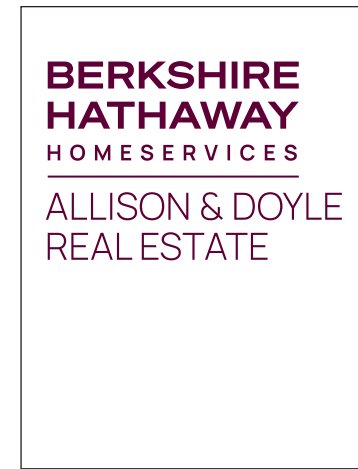
Margins Above and Below the Logo

The margin along the top of the company logo should be 2X the vertical dimensions of the “H” in HATHAWAY. The margin along the bottom of the company logo should never be less than 2X the vertical dimensions of the “H” in HATHAWAY.

Margins to the Left and Right of the Logo

The margins along the left and right edges of the company logo should be the horizontal dimensions of one “H” in HATHAWAY.

Vertical Orientation



Wall Mounted Sign

The Berkshire Hathaway HomeServices company logo shall have adequate margin space surrounding the logo. This space is calculated by using the horizontal dimensions of the “H” in HATHAWAY as a benchmark.

Margins Above and Below the Logo

The margin along the top of the company logo should never be less than the vertical dimensions of the “H” in HATHAWAY.

Margins to the Left and Right of the Logo

The margins along the left and right edges of the company logo should be the horizontal dimensions of one “H” in HATHAWAY.

Horizontal Orientation



White on Cabernet



Cabernet on White



White on Black



Black on White

Horizontal Channel Letters

The Berkshire Hathaway HomeServices company logo shall have adequate margin space surrounding the logo. This space is calculated by using the horizontal dimensions of the “H” in HATHAWAY as a benchmark.

Margins Above and Below the Logo

The margin along the top of the company logo should never be less than the vertical dimensions of the “H” in HATHAWAY.

Margins to the Left and Right of the Logo

The margins along the left and right edges of the company logo should be the horizontal dimensions of one “H” in HATHAWAY.



White on Cabernet

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Cabernet on White

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REAL ESTATE

Black on White

Door Mounted

A full company logo and disclaimer is required on the door or window, if there is no availability on the window or door, then you may post it in a fully visible area on the reception desk. You may use vinyl on the windows or a small placard on the door or outside of the office entrance. Reception desk signage may be in a picture frame.

Independent Franchisee Disclaimer:

Option 1: An independently owned and operated franchisee of BHH Affiliates, LLC. 🏠

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

Out of the U.S.: An independently owned and operated franchisee of BHH Affiliates, LLC.

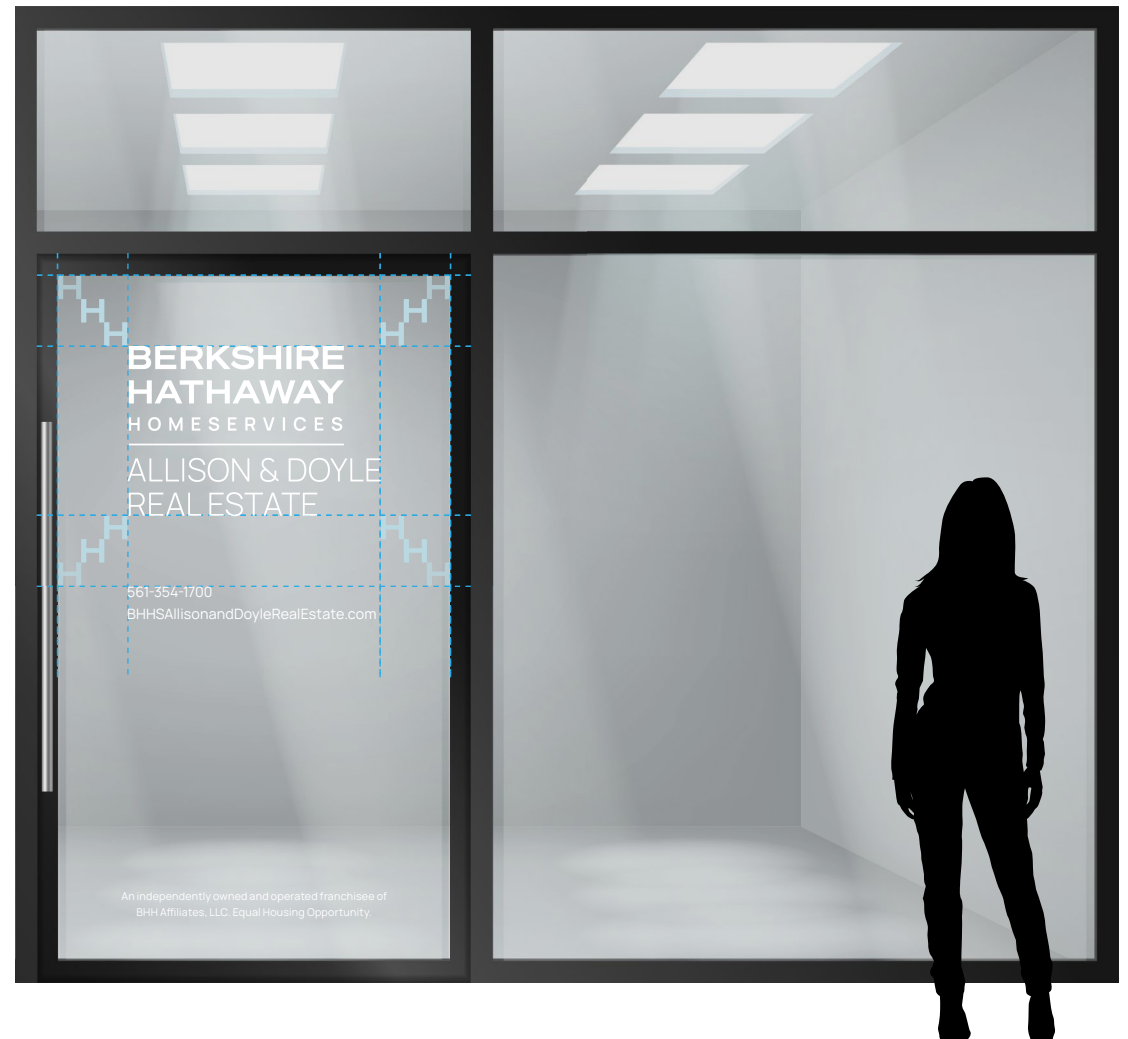
HomeServices-Owned Franchisee Disclaimer:

Option 1: An independently operated franchisee of BHH Affiliates, LLC. 🏠

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

Out of the U.S.: An independently operated franchisee of BHH Affiliates, LLC.

Disclaimer on Office Space



Door Mounted

Margins Around the Logo

The Berkshire Hathaway HomeServices company logo shall have adequate margin space surrounding the logo. This space is calculated by using the vertical and horizontal dimensions of 3X the "H" in HATHAWAY as a benchmark.

Company Logo



Door Mounted

For additional location or contact information added to the sign, it should be added below the company logo. The spacing between the bottom of the company logo and the first line of additional information should be 3X the vertical dimensions of the “H” in HATHAWAY.

The font family for additional information is Manrope Regular. Font size of additional information should not appear any larger than the font size of the DBA name in the company logo.

Company Logo with Information



Door Mounted

If displaying the Quality Seal on your office door, your company logo must still be used. Utilization of the Quality Seal requires that your logo be displayed near it, however the Quality Seal should not be locked up with your logo.

The minimum amount of clear space around the Quality Seal is equal to the height and width of the icon. The amount of clear space will change proportionally as the Quality Seal is resized. Quality Seal clear space must be maintained.

The clear spacing around your company logo should be 3X the vertical and horizontal dimensions of the “H” in HATHAWAY.

Quality Seal



Branded Awning

The Berkshire Hathaway HomeServices logo shall have adequate margin space surrounding the lockup. This space is calculated by using the horizontal dimensions of the “H” in HATHAWAY as a benchmark.

Permitted awning colors can be Black (preferred), Cabernet, or White.

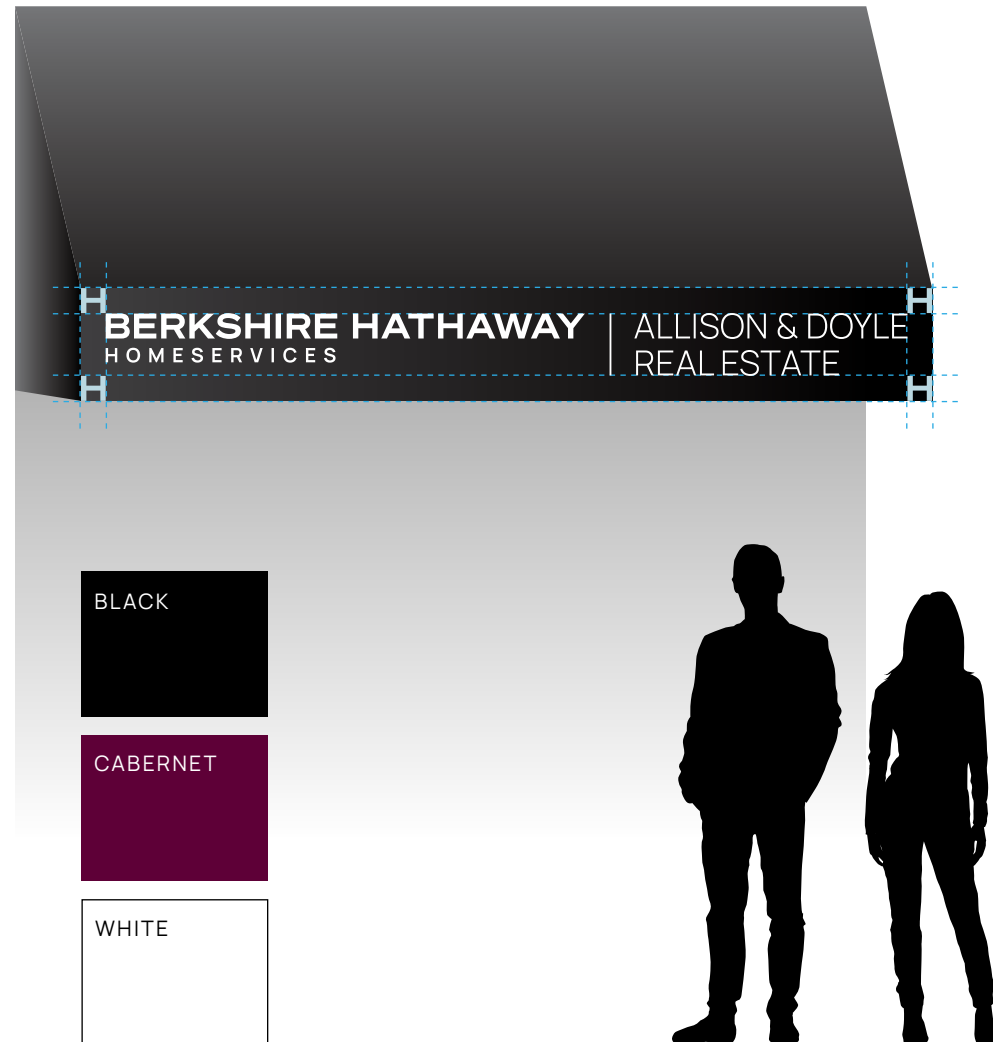
Margins Above and Below the Logo

The margin along the top of the company logo should never be less than the vertical dimensions of the “H” in HATHAWAY.

Margins to the Left and Right of the Logo

The margins along the left and right edges of the company logo should be the horizontal dimensions of one “H” in HATHAWAY.

Company Logo



3. Sign Standards Interior

Interior Cut Out Letters

The Berkshire Hathaway HomeServices company logo can be positioned to use 75% of the wall width behind the reception desk. 75% is a good rule of thumb, however the size can be less than 75%.

Wherever possible the standard sized 3.5", 5.5" and 7.5" letter sets should be used if they are a reasonably good fit to the 75% rule before using a custom size.

Company Logo

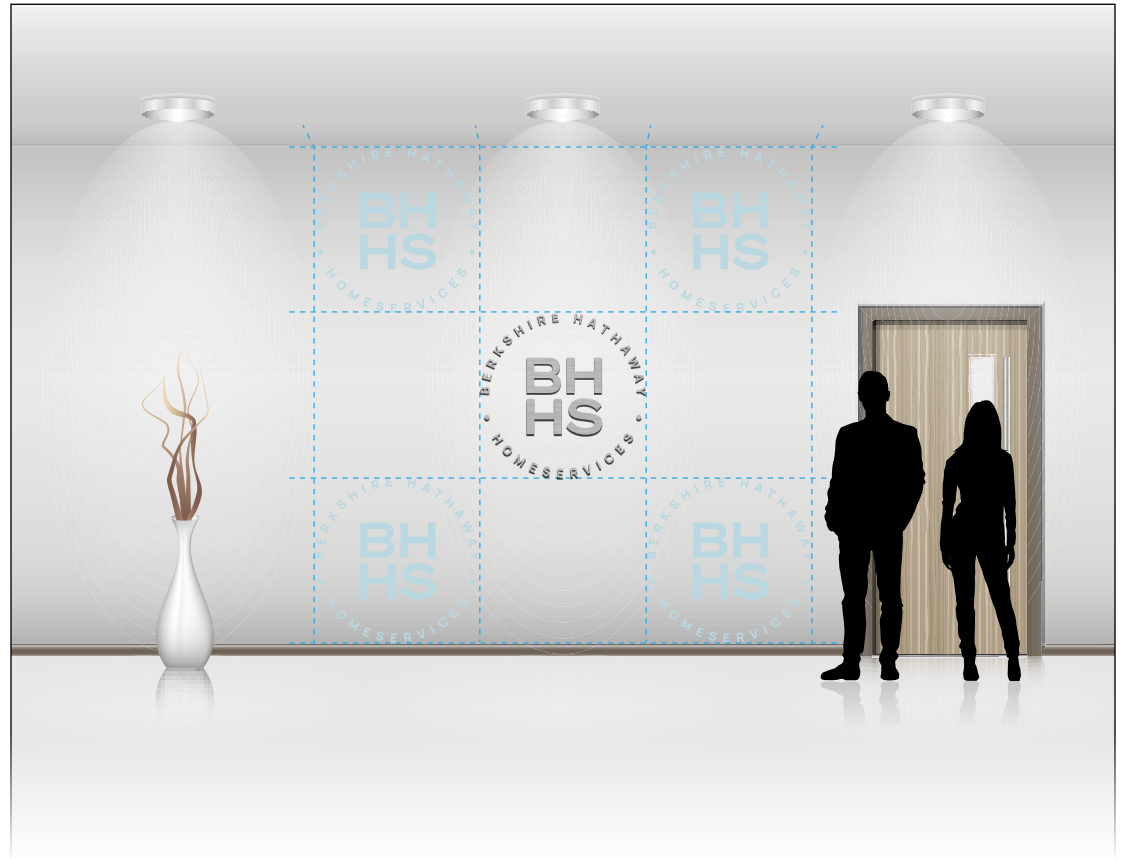


Interior Cut Out Letters

The minimum amount of clear space around the Quality Seal is equal to the height and width of the icon. The amount of clear space will change proportionally as the Quality Seal is resized. Minimum size requirement of the Quality Seal is 24 inches in width/height.

Placement of the Quality Seal must be at or near eye-level.

Quality Seal



Interior Wall Applied Vinyl Graphic

The minimum amount of clear space around the Quality Seal is equal to the height and width of the icon. The amount of clear space will change proportionally as the Quality Seal is resized. Minimum size requirement of the Quality Seal is 24 inches in width/height.

Placement of the Quality Seal must be at or near eye-level.

Quality Seal



Thank You