

Introduction

The Better Homes and Gardens® Real Estate identity standards enable the seamless leverage of our world-class brand by providing affiliates with the tools to communicate a unified look and feel. To maintain the strength of our affiliations and our brand, the standards set forth here must be followed. An approved vertical and horizontal DBA (Doing Business As) logo lock-up will be created for you during your transition to Better Homes and Gardens Real Estate. To uphold the prestigious reputation and integrity associated with Better Homes and Gardens Real Estate, be consistent in the use of the approved DBA logo lock-up. The specific guidelines provided here explain the proper use of affiliate DBA logo lock-ups. Always refer to the guidelines when preparing DBA logo artwork for communication materials. The guidelines in this document are meant to improve the creative process rather than inhibit it. By following these guidelines, the materials you create will represent our brand cohesively to the world.

Better Homes and Gardens Real Estate affiliate DBA logo lock-ups can be one or two lines depending on the length of your DBA name. Three-line DBA logo lock-ups may be used in exceptional cases. Once you have determined which option fits your requirements, a horizontal and vertical DBA logo lock-up will be created for you in one of the fashions below. There must be consistency in your choice of logos. In other words, if you choose a vertical DBA logo with a one-line company name, your horizontal DBA logo will also have a one-line company name. Once created, your affiliate DBA logo lock-up will be a custom-designed piece of artwork. Never attempt to redraw, change, or recreate the approved DBA logo.



COMPANYNAME
COMPANYNAME



LOGO USAGE GUIDELINES:

GREEN LOGO:

The green logo is the preferred color to use on most pieces the color doesn't clash with the background.

WHITE LOGO:

The white logo is available for you to use as knockout white on color backgrounds.

BLACK LOGO:

The black logo can be used for black and white materials.

GREY LOGO:

Grey logo can be used in cases when the product being printed is in black and white and 100% black is considered too heavy. Grey logo also could be used when shown together with other logos in the same color. (e.g. news articles featuring multiple logos, press releases featuring multiple articles).

GUIDELINES FOR USING DBA WITH OTHER LOGOS – i.e., The Good Life Group:

- Team logos must not be larger than the BHGRE DBA logo
- The BHGRE DBA logo must be the prominent logo on all pieces
- Please use the colors outlined in the Brand Identity Guide for the logo
- Please use proper clear space when situating the logo under the BHGRE DBA
- The team logo should never be used alone without the BHGRE DBA logo
- The team logo should never be combined with the BHGRE DBA logo

Examples of other agents and how logo is incorporated with Better Homes and Gardens logo/The Good Life Group:



