



# BERKSHIRE HATHAWAY

## HomeServices

BASIC LOGO, DBA GUIDELINES AND YARD SIGN GUIDELINES

*Updated 8/12/13*

## INTRODUCTION

Berkshire Hathaway HomeServices (BHHS), brings to the real estate market a definitive mark of stability, strength, and, above all, quality. Our vision identity – from our distinctive colors and Quality Seal to our dignified, unpretentious typography – reflects our timeless character. We believe in being refreshingly real, whether we are operating in the high-end residential markets, in commercial real estate, or in the kind of middle-class, middle-market communities that are so integral to society.

Wherever Berkshire Hathaway HomeServices is, our brand identity communicates our commitment to integrity, our intelligence, and our straightforward approach, inspiring the best in our affiliates, and delivering the best to our customers. Use these guidelines to ensure you are representing Berkshire Hathaway HomeServices to the best of your ability, every time you communicate on our behalf.

### **In regards to referencing Warren Buffett**

References to Mr. Buffett, whether in electronic, print and social media, and including references made by third parties and outside sources, plus photos, illustrations and graphics, are not allowed unless specifically provided by HomeServices of America. Mention or references to Berkshire Hathaway Inc., outside of reference to Berkshire Hathaway HomeServices<sup>SM</sup>, also are not allowed.

Affiliates must not link to any webpage or website that refers to, describes or includes Berkshire Hathaway Inc. or Warren Buffett, unless the web address, text or graphics are provided by HomeServices of America.

## GLOSSARY

**BHHS** – The abbreviation for Berkshire Hathaway HomeServices.

**Lock-up** – Spacing of elements within BHHS Signatures.

**RSource Center** – Private extranet site for affiliates, located at [www.bhhsRSourcecenter.com](http://www.bhhsRSourcecenter.com).

**Quality Seal** – The logo consists of a circular seal with "BERKSHIRE HATHAWAY" at the top and "HOME SERVICES" at the bottom, with "BH HS" in the center.

### **BHHS Signatures:**

*Corporate Signature* – The Quality Seal and the words “Berkshire Hathaway HomeServices.”

*Affiliate Signature* – The corporate Signature with the affiliate DBA Name below or beside it.

## BRAND IDENTITY COMPLIANCE

Every affiliate is required to submit the following during the audit process:

- Sample of the business card format endorsed by your company.
- Sample of marketing materials, which could include your company approved brochure, radio or TV ads, flyers, listing presentation or magazine ads.
- A list of all company, office and sales professional URLs.
- A photo of the yard sign endorsed by your company.

Once we receive the materials outlined above, all submissions, including the websites, will be reviewed for compliance relative to the established Brand Identity Standards (see Operations Manual or REsource Center) and Fair Housing laws. You will be contacted if there are any items that need to be modified or converted. We understand that in many cases non-compliant materials are a result of a misunderstanding of the Brand Identity Standards. We trust that once we notify you of an outstanding issue, you will take care of it within a reasonable requested timeframe. Since adherence to the Brand Identity Standards is such an important issue for our Network, in those cases where efforts to resolve compliance problems are not evident, we will take stronger measures. When an affiliate does not comply with our requests for materials or will not work with us to address a compliance issue, we will be forced to take the following steps until the situation is resolved:

- Affiliate will be considered not-in-good-standing.
- Immediate de-linking from BHHS website.
- Suspension of eligibility to receive additional Relocation business.
- Loss of company and/or agent awards.
- Terminate for cause.

The protection of the Brand and its consistent use in accordance with established standards is critical to maintaining the value of our Network and the Brand. We appreciate your cooperation toward these efforts.

## THE BRAND COLOR PALETTE

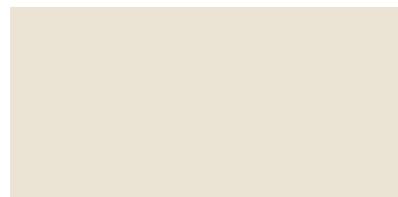
The approved colors for the Berkshire Hathaway HomeServices brand have been defined as Cabernet Pantone 7659 and Cream Pantone 9143. In order to truly match these Pantone colors, we have also defined a custom CMYK mix for process printing and a custom RGB mix for electronic deliveries. Below are these custom mixes for BHHS Cabernet and BHHS Cream. These mixes do vary from the standard mixes you will find in your graphics programs. Please override those numbers with the ones below to get a better match to the Pantone colors indicated above.

Additionally, each office will be provided with a printed color swatch book which you can use as a visual reference to match to when producing branded materials.



**BHHS Cabernet**

CMYK: 48/90/10/55  
RGB: 85/36/72  
PowerPoint RGB: 67/23/58  
Hex: 552448



**BHHS Cream**

CMYK: 0/2/14/5  
RGB: 234/227/212  
PowerPoint RGB: 237/228/214  
Hex: EAE3D4



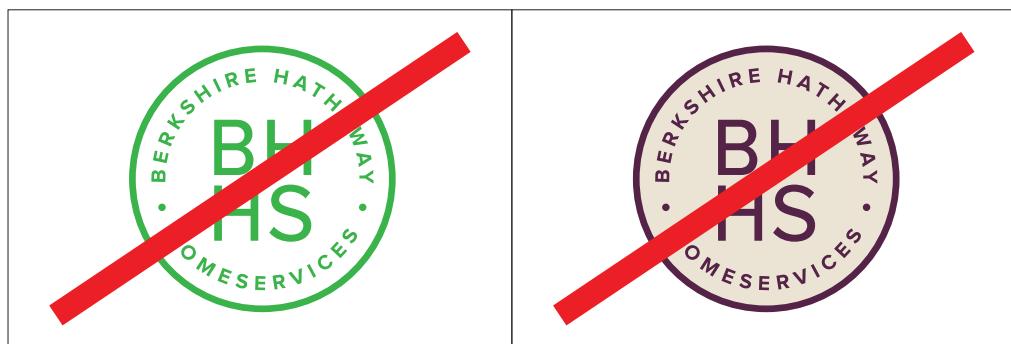
**Black**

CMYK: 0/0/0/100  
RGB: 0/0/0  
PowerPoint RGB: 0/0/0

## THE QUALITY SEAL

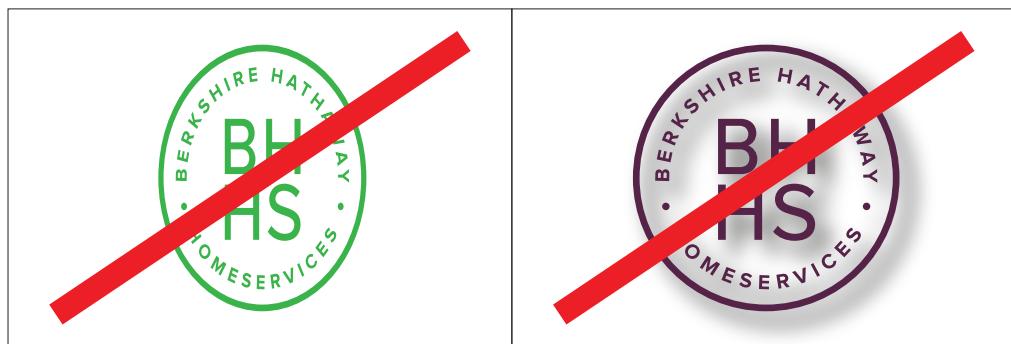
Marketing materials and websites must always contain your customized wordmark logo with or without the Quality Seal. The Quality Seal should never be used alone without your logo being somewhere on the page.

The following examples show some of the possible misuses of the Quality Seal. To ensure correct, consistent usage, always follow these examples.



Do not use colors outside  
the approved palette.

Do not combine color  
combinations.



Do not scale horizontally  
or vertically.

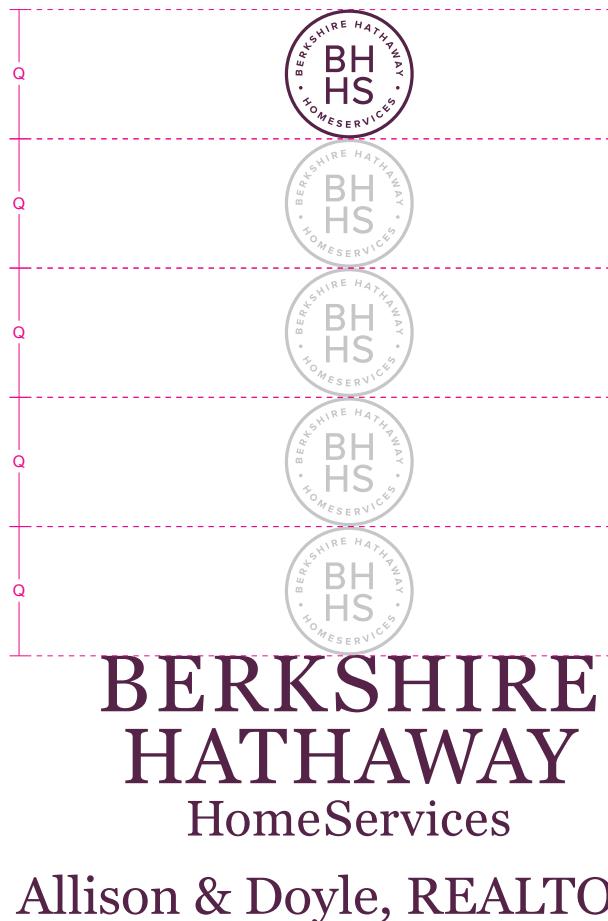
Do not add special effects.



Do not use as a watermark.  
Always use at 100% opacity.

## SEPARATING THE QUALITY SEAL FROM THE LOGOMARK

When not using the specified logo lock ups (the Quality Seal and the BHHS wordmark), the logo components may be used separately. When separated, the components should stand alone and work as individual elements. Therefore it is important to keep a healthy distance between components in order to differentiate the Quality Seal and the logo. When the Quality Seal is separated from the lock up, it is to be placed a minimum of 5Q distance away from the wordmark, with “Q” being the height of the Quality Seal. See example below and on the following page.



# Just Listed



12345 Strathmore Lake Drive | Owens Creek

Nestled On Quiet Cul-De-Sac In Gated Community. Facing The Golf Course Fairway And 7th Green. This Home Has The Feel of A Park Like Setting. Inside The Home There Are 3 Bedrooms And A Den With French Doors Vaulted Ceilings In The Living Room With A Ceiling Fan. The Master Bedroom Has 2 Closets. A Fenced Back Yard And 2 Sheds For Storage. The Composition Roof Is 2 Years New.

- 3,200 sq. ft.
- 3 bedrooms
- 2.5 bathrooms
- Pool/spa
- 2-car garage



Berkshire Hathaway HomeServices Allison & Doyle Real Estate  
12345 Robinson Blvd., Anytown, US 12345

Copyright 2013 Real Estate Brokerage Services are offered through the network member franchisees of BHHS Affiliates, LLC. Most franchisees are independently owned and operated. Equal Housing Opportunity.

Want more info?



BERKSHIRE HATHAWAY  
HomeServices  
Allison & Doyle, REALTORS®

Offered by



**Wendy Owens**

ID12345

wowens@allisondoyle.com

(123) 456-7890

<http://www.allisondoyle.com>

Offered at

**\$123,567**

MLS# 12345

## CLEAR SPACE

In order to maintain consistency in usage, it is always important that the Berkshire Hathaway HomeServices logomark be used the same way everytime, and always given the proper amount of surrounding clear space in order to avoid it being lost on the page or in the layout. The following rules apply to the proper amount and usage of clear space to be left around the logomark at all times. At no such time is the clear space to be violated by copy or graphic elements of any kind.

*Berkshire Hathaway HomeServices logomark:*



*Berkshire Hathaway HomeServices logomark and DBA:*



## TYPOGRAPHY

Georgia or Georgia Pro, our primary typeface, reflects the BHHS brand proposition. Its classic look speaks to trust; it is also a font designed for digital purposes.

For all uses and variations of the BHHS logo with DBA name, we will be using Georgia or Georgia Pro, Regular weight set with Optical Kerning and a Tracking Value of 0.



BERKSHIRE HATHAWAY  
HomeServices

Allison & Doyle, REALTORS®

Georgia Pro, Regular Weight  
Optically Kerned  
Tracking Value = 0

## GENERAL RULES FOR ALL APPLICATIONS

- “X” height is equal to the height of the “B” in “Berkshire.”
- “Y” width is equal to the width of the “B” in “Berkshire.”



- “Z” width is equal to the width of the words “Berkshire Hathaway” or the word “Berkshire.”



- The size of the DBA must be no more than 85% of “X” and no less than 66% of “X.”
- The DBA must be same size on both lines (as needed).
- Affiliate DBAs are set in upper and lower case, with the exception of the word “REALTORS®” (where applicable).



**BERKSHIRE  
HATHAWAY**  
HomeServices

Between 66-85% X → **Allison & Doyle, REALTORS®** ← 50% X  
Same Size as First Line → **Additional Line (as needed)**

DBA Set in Georgia Pro Font, Regular Weight, 0 Tracking

- For side-by-side applications, the distance from the “E” in “Berkshire” to the vertical rule and the distance from the vertical rule to the first letter of the DBA is “Y,” while the width of the vertical rule itself is 5% of “Y.”

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HATHAWAY**  
HomeServices

Allison & Doyle,  
REALTORS®

 A diagram illustrating the vertical alignment for side-by-side applications. It shows the Berkshire Hathaway logo at the top left. To its right, the company name "BERKSHIRE HATHAWAY" and "HomeServices" are stacked vertically. To the right of that, the DBA "Allison & Doyle, REALTORS®" is positioned. A vertical line labeled "Vertical Rule Line" runs through the center of the logo and the company name. Above the DBA, there are two dashed vertical lines labeled "Y" on each side of the rule line. A small dashed rectangle above the rule line is labeled "5% Y". Arrows point from the text "Vertical Rule Line" and "5% Y" to their respective elements in the diagram.

## VERTICAL STACK WITH QUALITY SEAL

- DBA must be centered along with the Berkshire Hathaway logomark.
- DBA must not extend past the stacked Berkshire Hathaway by more than 2Y on each side.



## VERTICAL STACK WITHOUT QUALITY SEAL

- DBA must be centered along with the Berkshire Hathaway logomark.
- DBA must not extend past the stacked Berkshire Hathaway by more than 2Y on each side.



BERKSHIRE  
HATHAWAY  
HomeServices  
Allison & Doyle, REALTORS®

## HORIZONTAL STACK WITH QUALITY SEAL

- DBA must be centered along with the Berkshire Hathaway logomark.
- DBA must not extend beyond Z.



## HORIZONTAL STACK WITHOUT QUALITY SEAL

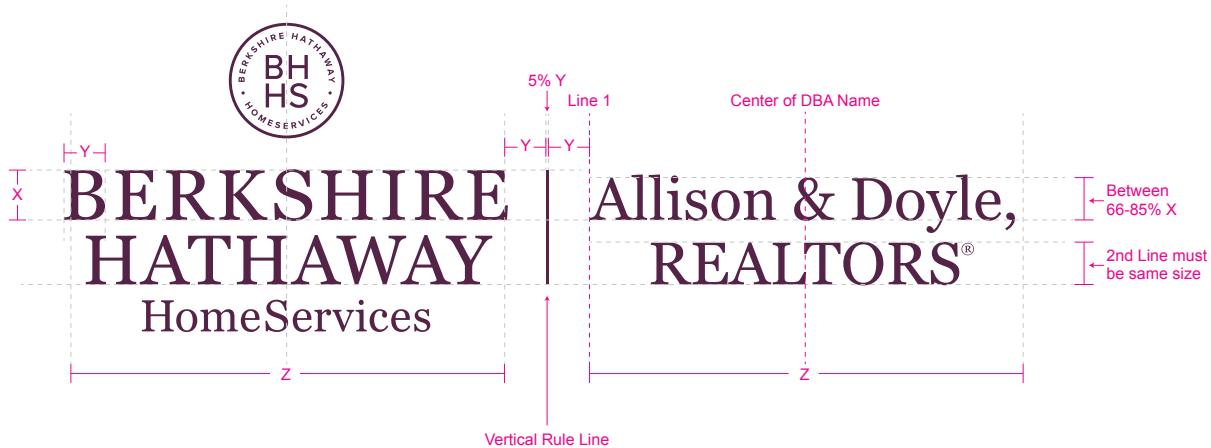
- DBA must be centered along with the Berkshire Hathaway logomark.
- DBA must not extend beyond Z.



BERKSHIRE HATHAWAY  
HomeServices  
Allison & Doyle, REALTORS®

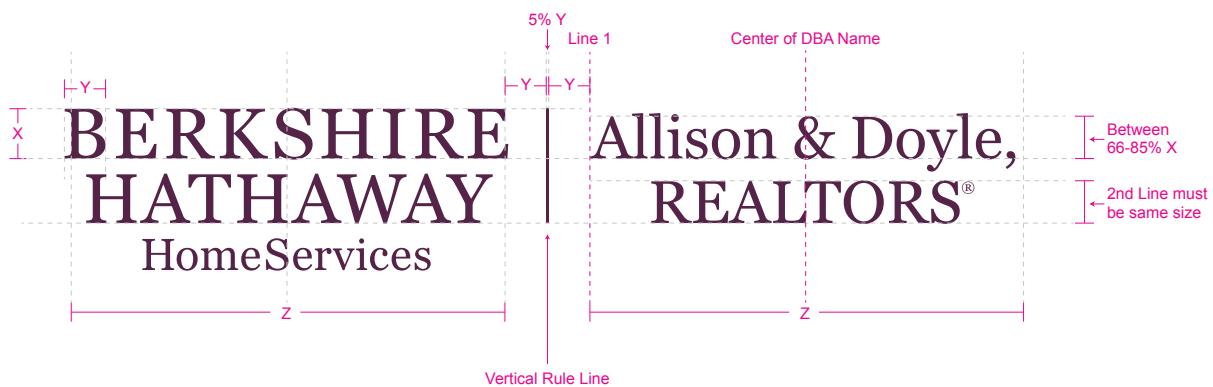
## VERTICAL STACK (SIDE BY SIDE) WITH QUALITY SEAL

- DBA must not extend beyond Z.
- DBA must be centered on itself, and line up as a unit to the vertical Line 1.
- Line 1 of DBA must be anchored along the baseline of “Berkshire.”
- Line 2 of DBA must be anchored along the baseline of “Hathaway” (as needed).
- The vertical rule line must be equal to the height of the stacked “Berkshire Hathaway.”



## VERTICAL STACK (SIDE BY SIDE) WITHOUT QUALITY SEAL

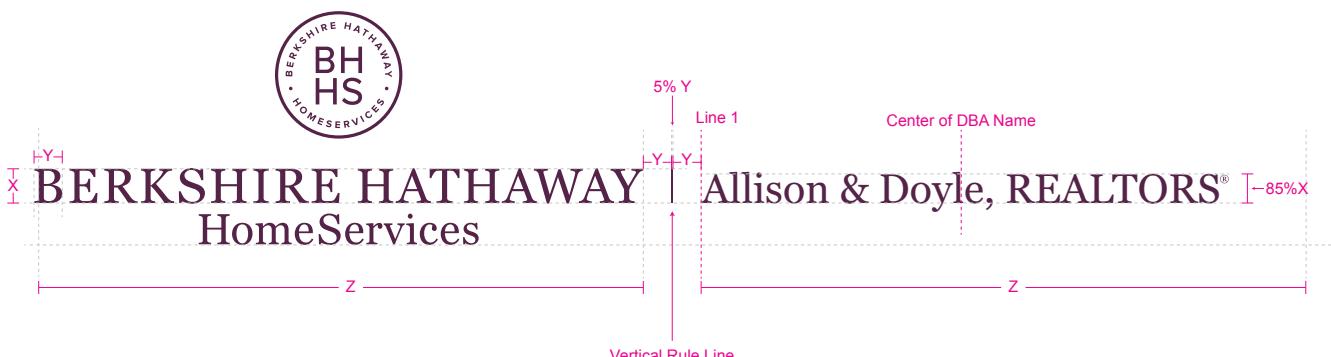
- DBA must not extend beyond Z.
- DBA must be centered on itself, and line up as a unit to the vertical Line 1.
- Line 1 of DBA must be anchored along the baseline of “Berkshire.”
- Line 2 of DBA must be anchored along the baseline of “Hathaway” (as needed).
- The vertical rule line must be equal to the height of the stacked “Berkshire Hathaway.”



BERKSHIRE  
HATHAWAY | Allison & Doyle,  
HomeServices REALTORS®

## HORIZONTAL STACK (SIDE BY SIDE) WITH QUALITY SEAL

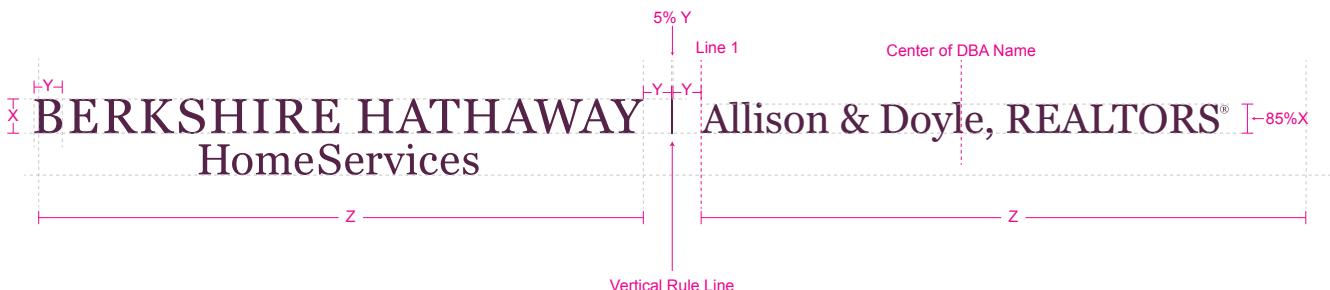
- DBA must be no more than 85% X and no less than 66% X.
- DBA must not extend beyond Z.
- DBA must be centered on itself, and line up as a unit to the vertical Line 1.
- Line 1 of DBA must be anchored along the baseline of “Berkshire Hathaway.”
- Line 2 of DBA must be anchored along the baseline of “HomeServices” (as needed).
- For a 1-line DBA:
  - The vertical rule line must be equal to the height of the horizontal “Berkshire Hathaway.”
- For a 2-line DBA:
  - The vertical rule line must be equal to the height of the horizontal “Berkshire Hathaway” + “HomeServices” (not shown).



BERKSHIRE HATHAWAY | Allison & Doyle, REALTORS®  
HomeServices

## HORIZONTAL STACK (SIDE BY SIDE) WITHOUT QUALITY SEAL

- DBA must be no more than 85% X and no less than 66% X.
- DBA must not extend beyond Z.
- DBA must be centered on itself, and line up as a unit to the vertical Line 1.
- Line 1 of DBA must be anchored along the baseline of “Berkshire Hathaway.”
- Line 2 of DBA must be anchored along the baseline of “HomeServices” (as needed).
- For a 1-line DBA:
  - The vertical rule line must be equal to the height of the horizontal “Berkshire Hathaway.”
- For a 2-line DBA:
  - The vertical rule line must be equal to the height of the horizontal “Berkshire Hathaway” + “HomeServices” (not shown).



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## ADDITIONAL COLOR OPTIONS

Vertical stack with Quality Seal.



Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

## ADDITIONAL COLOR OPTIONS

Vertical stack without Quality Seal.



Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

## ADDITIONAL COLOR OPTIONS

Horizontal stack with Quality Seal.



Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

## ADDITIONAL COLOR OPTIONS

Horizontal stack without Quality Seal.



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HomeServices  
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BERKSHIRE HATHAWAY  
HomeServices  
Allison & Doyle, REALTORS®

Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

## ADDITIONAL COLOR OPTIONS

Vertical stack (side by side) with Quality Seal.



## ADDITIONAL COLOR OPTIONS

Vertical stack (side by side) without Quality Seal.



Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

## ADDITIONAL COLOR OPTIONS

Horizontal stack (side by side) with Quality Seal.



Black and white color options are for marketing/advertising materials only  
and are not to be used for yard signs.

## ADDITIONAL COLOR OPTIONS

Horizontal stack (side by side) without Quality Seal.



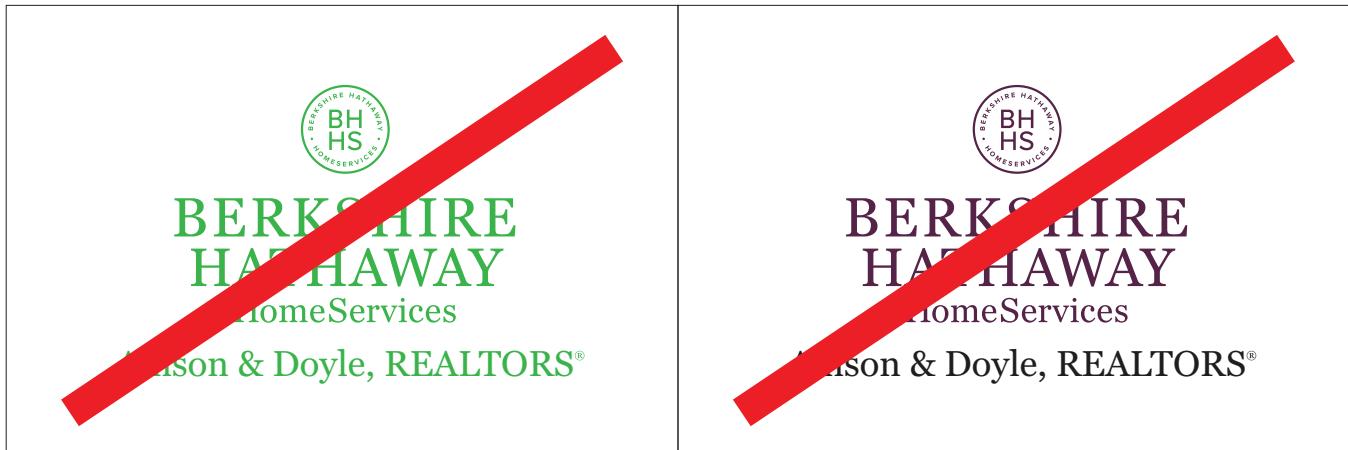
BERKSHIRE HATHAWAY | Allison & Doyle, REALTORS®  
HomeServices



Black and white color options are for marketing/advertising materials only  
and are not to be used for yard signs.

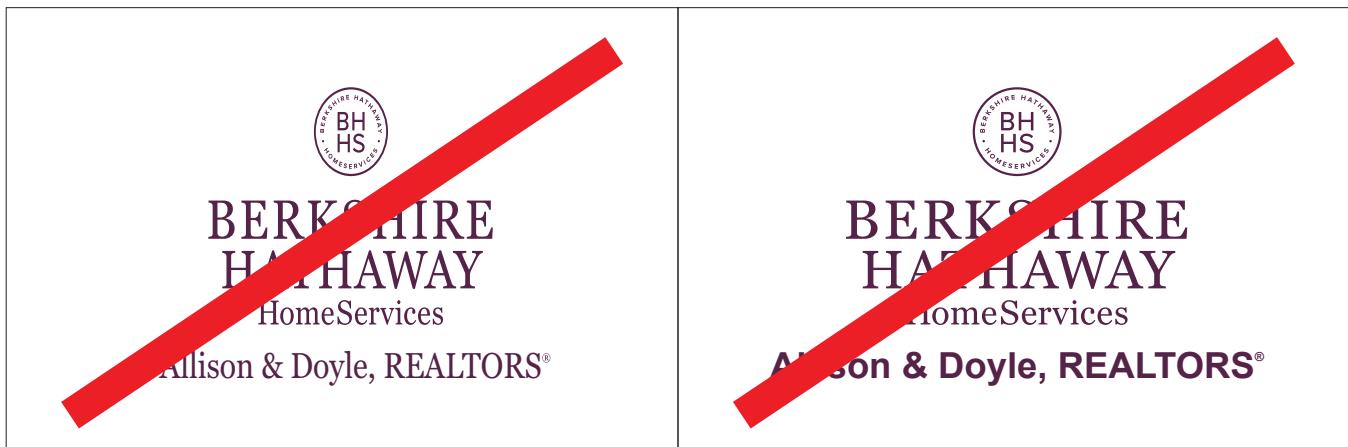
## INCORRECT USE

The following examples show some of the possible misuses of the combined Berkshire Hathaway HomeServices and DBA Name logo. To ensure correct, consistent usage, always follow the preceding rules.



Do not use colors outside the approved palette.

Do not combine color combinations.



Do not scale horizontally or vertically.

Do not use unapproved typefaces.



BERKSHIRE  
HATHAWAY  
HomeServices  
**Allison & Doyle,  
REALTORS®**



BERKSHIRE  
HATHAWAY  
HomeServices  
**Allison & Doyle,  
REALTORS®**

Do not alter approved sizing and distance relationships.

Do not alter logos.



BERKSHIRE  
HATHAWAY  
HomeServices  
**Allison & Doyle, REALTORS®**



BERKSHIRE  
HATHAWAY  
HomeServices  
**Allison & Doyle,  
REALTORS®**

Do not add special effects.

Do not alter alignment rules.



BERKSHIRE  
HATHAWAY  
HomeServices  
**ALLISON & DOYLE, REALTORS®**

Affiliates DBA may not be in all caps

## **MARKETING AND ADVERTISING – DISCLAIMERS**

**Please use the following standard disclaimer for independently owned and operated affiliates:**

© “insert year” BHH Affiliates, LLC. An independently owned and operated franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Equal Housing Opportunity.

**Please use the following standard disclaimer for company owned and operated affiliates:**

© “insert year” BHH Affiliates, LLC. An independently operated subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, and a franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Equal Housing Opportunity.

*Where space is available, always use the entire disclaimer. The one line disclaimer may be used for yard signs, business cards and materials where space is very limited. Full disclaimers should be used whenever possible.*

**The one line disclaimer is for both independents and HSoA owned companies.  
One line disclaimer is as follows:**

An Independently owned and operated franchisee of BHH Affiliates, LLC

## INTERNET

The World Wide Web provides an exciting vehicle for businesses to communicate and interact with existing and potential customers.

As Internet commerce grows, maintaining an effective brand image on the Web has become an enormous logistical and technical challenge. Accordingly, it is essential that affiliates apply these graphic standards whenever using the Berkshire Hathaway HomeServices name, Quality Seal and Logomark on the Internet. BHHS urges all affiliates to immediately review their existing websites to assure compliance with these standards.

Websites have the ability to reach more consumers than any other means of advertising and marketing. As such, the Internet is not an exception to these Identity Standards; in many ways, the Internet is the medium where the standards mean the most. Misuse of the BHHS brand on the Web can be the quickest way to tarnish the Brand's image and strength. Proper use of the BHHS brand on the Web will enhance each affiliate's business, as well as the value of the Brand as a whole.

As part of our ongoing efforts to protect the strength of our brand, BHHS will be monitoring affiliate websites and will contact affiliates who require assistance in modifying their sites to comply with these standards. In addition, BHHS may issue revised sections to the Operations Manual and/or Identity Standards that set forth standards regarding the only permitted uses of BHHS Logomarks as domain names and other uses of these licensed marks on the Internet.

## INTERNET – COMMON ERRORS

The following are common errors we see repeatedly on affiliate and sales professional websites. Please note that these errors are often found in printed advertisements as well, so you may want to review your overall marketing and advertising components.

- 1. Not using your correct company Logomark.** Compliant company Logomarks must always be used. The most common errors with company Logomarks include:

- Incorrect format.
- Font, size and/or color are changed.
- Not having at least X-Height (Height of the B) of clear space around the BHHS Logomark or Quality Seal.
- Used as wallpaper, which is not permitted.

Compliant logos can be found on the BHHS REsource Center under Marketing.

Your company Logomark must appear at least on the home page of your website.

- 2. Graphic Format:**

- The Red/Green/Blue (“RGB”) value for BHHS Cabernet Pantone 7659 is R:85, G:36, B:72.
- The Red/Green/Blue (“RGB”) value for BHHS Cream 9143 is R:234, G:277, B:212.

- 3. Using “Berkshire” or “HomeServices” in a generic reference.**

References such as “Berkshire offices,” “Berkshire sales professional” or “Why Choose HomeServices” becomes unclear as to whether you mean your company or one of the corporate entities. For that reason, use of the word Berkshire or HomeServices alone is prohibited. Be specific (Berkshire Hathaway HomeServices ABC Realty sales professional....”).

- 4. Not including the company disclaimer.** Often, the required disclaimer is not included in the site, or only part of the disclaimer is included. The entire disclaimer, including the copyright notice, must be included, at minimum on the home page. The required disclaimers can be found in the Identity Standards Manual/Marketing and Advertising section (as well as BHHS REsource Center).

- 5. Use of the Logomark or Quality Seal.** Neither the Logomark nor the Quality Seal can be animated or used as wallpaper. They may not be incorporated into another logo or graphic.

- 6. Banner advertising.** Advertising other businesses under the BHHS Logomark or Quality Seal, as described in the Franchise Agreement, is not permitted on your website. If you choose to include banner advertisements on your website, they should be “generic” in nature and may not include the logos or brand identifiers for the other business. For example, your site may contain a banner ad for a bookstore that reads, “Looking for the latest best-seller?” rather than “Barnes & Noble has what you’re looking for.”
- 7. Advertising other businesses on your website.** Your Franchise Agreement states that advertising any business that is not completely within the scope of the franchised business under the BHHS Logomark or Quality Seal is prohibited. You may, however, set up a link to a separate page displaying information about the other companies on the conditions that:
  - a.** Any references to your franchised business on this separate page is made by your company’s legal name as opposed to the DBA;
  - b.** The BHHS Quality Seal or Logomark does not appear in that page;
  - c.** Any phone numbers on the new page are not answered with the company’s DBA;
  - d.** You have disclosed your ownership in any real estate related business to the legal department.
- 8. On a technical note,** all links should have working destinations, and all images should load properly.
- 9. References to Berkshire Hathaway.** Affiliates are prohibited from quoting company statistics or making statements regarding Berkshire Hathaway Inc. or HomeServices of America.

**10. Use of word “REALTORS®.”** Keeping in mind that the name “REALTOR®” is a registered mark of the National Association of REALTORS®, that name should not be used to generically refer to real estate professionals. Your use of the REALTOR® mark must comply with the specifications of the National Association of REALTORS®.

**Compliant logos, disclaimers and Identity Standards can be found on the REsource Center.**

**Brand Identity contacts:**

**Monica Drenner**  
(800) 999-1120 ext. 7910  
Email: monicadrenner@HSFranchise.com

**Sara Flammang**  
(800) 999-1120 ext. 9611  
Email: saraflammang@HSFranchise.com