



NextHome®

BRANDING GUIDELINES
V7_01

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Welcome

Welcome to NextHome

We are excited to have you as a part of our family and look forward to helping you grow your business. NextHome has spent considerable time and resources working with some of the most prestigious design firms in the world to create the NextHome logo and brand identity. In order to ensure brand consistency for all members, it's important you follow each guideline accurately.

This manual will provide you guidance on the purchase and use of marketing materials, products, and services in your daily business. It will also familiarize you with proper trademark usage through examples.

Things Our Attorneys Make Us Tell You

All advertising and promotion you undertake, whether through conventional media, the Internet, or by any other means, must be completely truthful, conform to the highest standard of ethical advertising, meet the specifications for use of the NextHome Marks as to artwork, lettering, colors, size, construction, and overall appearance as stated below and comply with any applicable laws and regulations. NextHome reserves the exclusive right to conduct or control Internet promotion and marketing, including the right to control the use of our Trade Name or Marks in any social media and any other existing media whether it now exists or is developed in the future.

You may not use our Marks in any manner that may mislead or deceive the public regarding your office location, the scope of the geographic area your office services, your relationship to NextHome, or any purpose other than the promotion of the services provided by your office.

Except for marketing artwork we supply, the approved guidelines below, and material created through our proprietary software or ordered through our designated suppliers, you must submit copies of all other custom promotional and advertising materials to marketing@nexthome.com at least 14 days before the proof approval deadline. We will review the materials within a reasonable time and will promptly notify you of their approval or denial. If we approve or have provided specified materials, we reserve the right to later withdraw our approval if we reasonably believe it is necessary to make the advertising conform to changes in the System, to correct unacceptable features of the advertising, or for any other reason.

- You must include the name and address of your office on all marketing and advertising materials.
- We will not approve materials that publicize fees or commission rates for your services.
- You must include the disclaimer "Each office is independently owned and operated" on all consumer-facing marketing or advertising.
- All advertising, marketing, public relations, and promotional activities you undertake must comply with the criteria specified below.

Welcome

Our “Designated Suppliers”

A “Designated Supplier” means a supplier of specified Proprietary Products that we have designated as the sole source of those products. All “Designated Supplier” products conform to our branding guidelines, use high-quality materials, and create consistency in the materials used across offices, and markets. **When our guidelines state something must be ordered through a Designated Supplier, you cannot use or order that product through any other vendor or supplier.** If we do not state you must order a product through a Designated Supplier below, then you can have that product made through another vendor, but all proofs must be submitted to marketing@nexthome.com for review before ordering.

The Reason For Our Branding Guidelines

The NextHome branding guidelines were created in partnership with Pentagram, one of the most prestigious design firms in the world. When we designed the NextHome brand, the goals were to create something consumer-centric, have a set of standards to use across the whole franchise, and raise the bar in our industry by creating a stronger consumer understanding of our company value and what we as agents do as a profession. Through our consumer research, we found the perception of real estate brands varied extensively from market to market due to the inconsistency of branding by each local office, and more significantly, by each agent within an office. Without a level of branding consistency, the value, perception, and reputation of that brand and all agents within it are compromised.

NextHome strives to create a balance between standardizing our branding throughout each city and state and custom marketing to highlight our members and their local businesses. Through our continued efforts, we have created a strong consumer perception of our brand by standardizing the key elements of our marketing, while allowing offices and agents to keep the local branding and name recognition they have developed over the years. Our minimum marketing standards benefit every NextHome member, and more importantly, help each NextHome office become the premier local real estate company.

Please Remember

If for any reason you do not follow our branding guidelines, you will be required to discard the material and incur the expense of replacing it with compliant material. If you are ever concerned about something meeting our required specifications, please email the proof to marketing@nexthome.com at least 14 days prior to the approval deadline. We will respond within 2 business days as to whether it is approved, or what corrections need to be made. If you have not heard from us, please re-submit the material. If we send you corrections, you will need to resubmit the material for review and approval after they have been made.

Colors & Fonts

Primary Colors

Our three primary colors are orange, gray, and blue. Orange reflects our energy and warmth. Gray provides balance and professionalism. Blue conveys trust and expertise. These colors are the foundation of our brand and should be used most prominently.

See the Secondary Colors section for guidance on supporting colors and when to use them.



NextHome Orange

Pantone Orange 021 U
HEX Color: #FF6C2C
RGB: 255 / 108 / 44
CMYK: 0 / 60 / 100 / 0



NextHome Blue

Pantone 3015 U
HEX Color: #236A95
RGB: 35 / 106 / 149
CMYK: 89 / 48 / 14 / 2

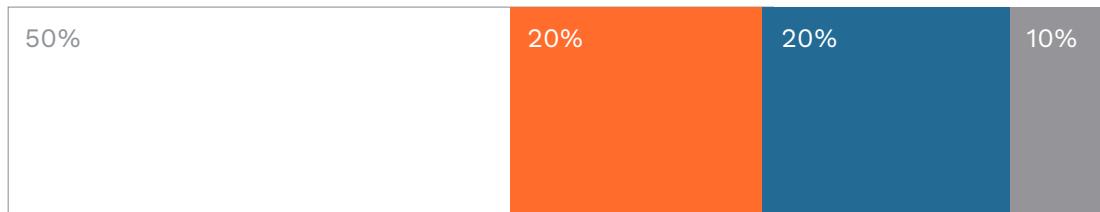


NextHome Gray

Pantone Cool Gray 8 U
HEX Color: #959499
RGB: 149 / 148 / 153
CMYK: 44 / 36 / 35 / 1

Color Proportions

Proportionally, white should be the dominant color in most print and digital applications. This is followed by (in order of amount) blue, gray, and orange.



Company Fonts

The NextHome identity system uses several typefaces:

- Libre Baskerville for headlines
- Work Sans for subtitles and body text
- Fort is used in the logo only.

Libre Baskerville and Work Sans are available through Google Fonts:
<https://fonts.google.com/specimen/Libre+Baskerville>
<https://fonts.google.com/specimen/Work+Sans>

LIBRE BASKERVILLE

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

WORK SANS

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

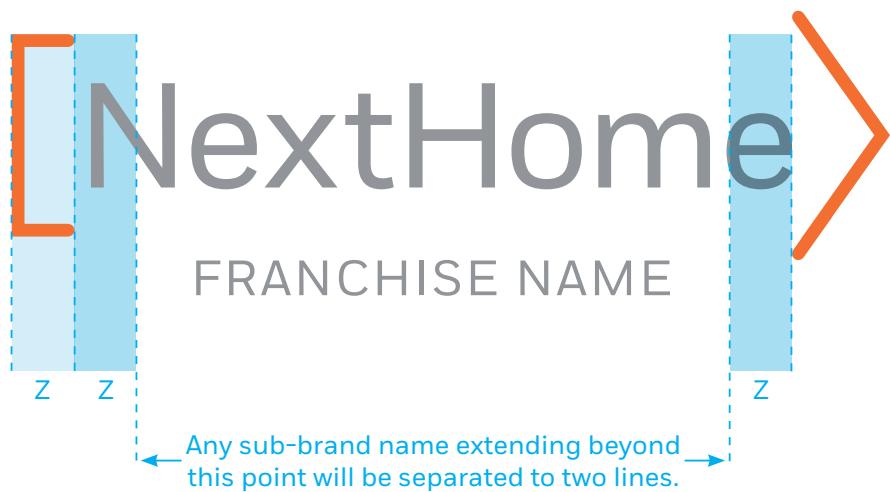
Logo Usage

Horizontal Logo

The NextHome horizontal logo uses the typeface Fort in Book weight. Logo files with your Franchise Name are created by NextHome Corporate and are available to download in your Intranet account.



In the horizontal logo, the sub-branding limit will be determined by the width of the left bracket. Any sub-brand name extending beyond this point will be separated into two lines. The sub-brand name must be displayed in all caps.



Correct Placement:



Incorrect Placement:



Logo Usage

Vertical Logo

The NextHome vertical logo uses the typeface Fort in Book weight. Logo files with your Franchise Name are created by NextHome Corporate and are available to download in your Intranet account.



In the vertical logo, the sub-branding limit will be set at the ends of the “N” and “e.” Any sub-brand name extending beyond this point will be separated into two lines. The sub-brand name must be displayed in all caps.



Logo Usage

Logo Misuse

- You must use the horizontal and vertical logos provided by NextHome Corporate.
- The logo must be kept proportional and should not be recreated or edited in any way.
- Do not stretch or modify the shape and spacing in any way.



Do not stretch the logo



Do not alter the size and placement of the Franchise Name (DBA)

- Your NextHome franchise logo must be used on all personal, property, and office marketing.
- You must display your franchise DBA on all material (unless approved by Corporate due to program or system limitations).
- Provide a margin of clear space on all sides of your NextHome franchise logo, so it appears clean and uncluttered. No other elements (text, images, other logos, etc.) can be displayed inside this clear space.
- The orange and gray NextHome logo can only be used over a solid white background.
- The all-white logo can be used over the NextHome orange, but you must match our NextHome orange exactly.
- The all-white logo can also be used over a full-color image.



Two-color logo always on white background



All-white logo on orange background

- In special cases, the all-white logo can be used over our NextHome gray. Promotional materials (such as t-shirts, hats, tote bags, and pens) can display the all-white logo over a gray background. While it may be difficult to match our NextHome gray exactly, the color of the promotional material must be as close as possible to our company color. Before proceeding, you must request approval from NextHome Corporate by contacting marketing@nexthome.com.
- Using the all-white logo over a gray background is not allowed on print or digital marketing and advertising materials. For example, this version of the logo cannot be used in flyers, brochures, websites, social media, etc.

Logo Usage

Logo Misuse

- When using the NextHome logo on a window, mirror or anything translucent, it must be the all-white version of the logo.
- If using the logo on stainless steel, you must use the all-white logo.
- Etching the NextHome logo on glass surfaces is allowed.
- Custom agent and team logos must be used in combination with your NextHome franchise logo. They cannot exceed 75% of the width or height of the NextHome logo. See the Custom Logos section in this document for more information.
- Please remember that producing marketing material with any alteration of the NextHome logo will result in having that material thrown out and reproduced at the expense of the agent or broker.
- The following are additional examples of misusing the NextHome logo:



Do not place logo in
a solid color



Do not alter the color of
the brackets



Do not change typeface



Do not alter capitalization



Do not alter placement of
"NextHome" within brackets



Do not alter placement
of brackets



Do not place "NextHome"
above the logo

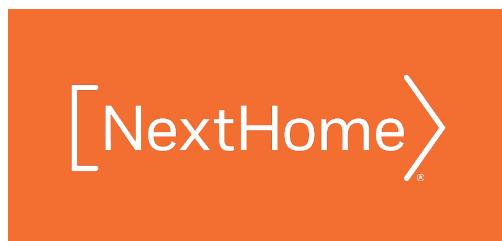
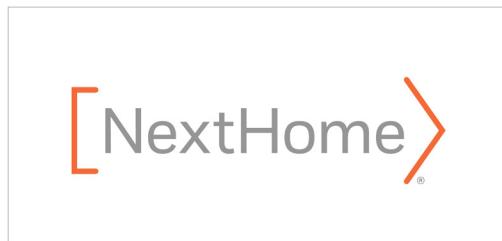


Do not change the spacing between
the mark and "NextHome"

Registered Trademark & Franchise Disclaimer

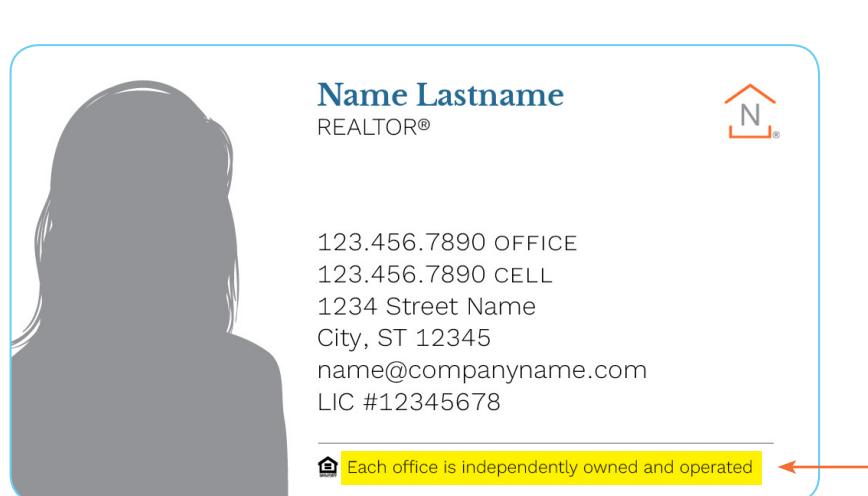
Registered Trademark

- In the horizontal logo, the registered trademark is placed along the bottom right portion of the logo.
- In the vertical logo, the ® is placed along the upper right of “NextHome.”
- Special attention should be given when working with the logo at a smaller size, as the size of the ® may need to be adjusted to be legible.
- When producing marketing or swag materials that cannot accommodate the registered trademark, please contact marketing@nexthome.com for approval before proceeding.



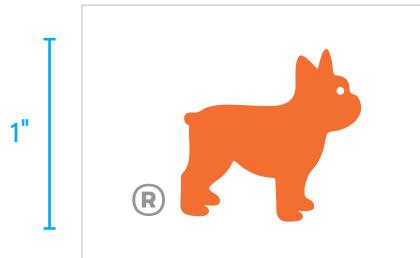
Franchise Disclaimer

- Must be on all consumer-facing marketing materials.
- Must read as: “Each office is independently owned and operated.”



NextHome Mascot “Luke”

- We recommend using Luke in all advertising material. .
- Luke must be used together with the NextHome logo. He should be the same size or smaller than the logo.
- Luke cannot be modified, stretched, or altered in any way and must remain proportional.
- Luke can be orange with a gray registered trademark over a solid white background or all-white over a solid orange background. No other background colors can be used.
- When using Luke on a window, mirror, or anything translucent, he can be orange or white with no background.
- When using Luke on stainless steel/aluminum, you must use the all-white Luke.
- To ensure that the ® is always legible, Luke comes in two versions. The smaller version is appropriate for email, web, social media, and other applications where he is under 1" tall. The larger version is appropriate for high-resolution print projects, advertisements, and marketing materials where he is over 1" tall. The ® is adjusted accordingly.



Small version of mascot to be used
in applications under 1" tall

Large version of mascot to be used
in applications over 1" tall

Humans Over Houses® & Photographic Style

Humans Over Houses®

- We recommend using the Humans Over Houses® artwork in your advertising material.
- The orange and gray version must be displayed over a solid white background.
- The all-white version of the trademark can be placed over full-color images, solid orange, or solid gray background.
- You can also display the orange and white version over blue.



Photographic Style

- The preferred photographic style for marketing material is a silhouette headshot presented in black-and-white over a solid white background.
- Other styles include a full-color silhouette headshot and a full-color headshot with a background.
- Recommended resolution is 300 dpi (dots per inch) or higher, especially for business cards and other print projects.



NextHome Wallpaper

- The NextHome wallpaper **must be ordered from our designated supplier.**
- One of the four designs must be installed on at least one wall in the primary NextHome location. Highly recommended but not required for branch locations.
- There is a 75 sq ft minimum for the wallpaper. It must be installed professionally in a prominent location such as the reception area or conference room.

NextHome Pattern A Orange



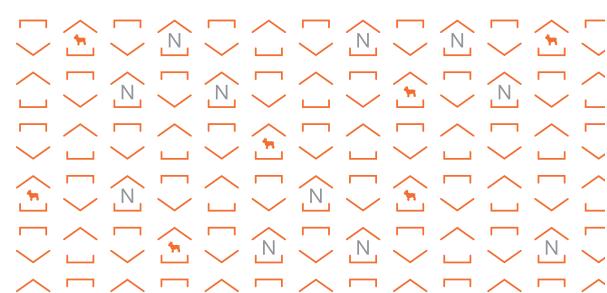
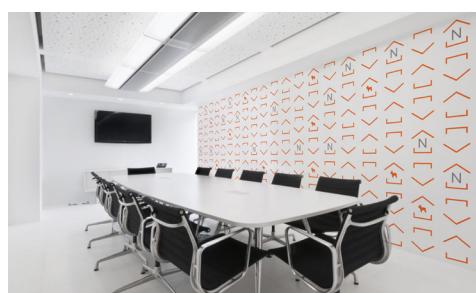
NextHome Pattern A White



NextHome Pattern B Orange



NextHome Pattern B White



Signs

Residential Listing Signage

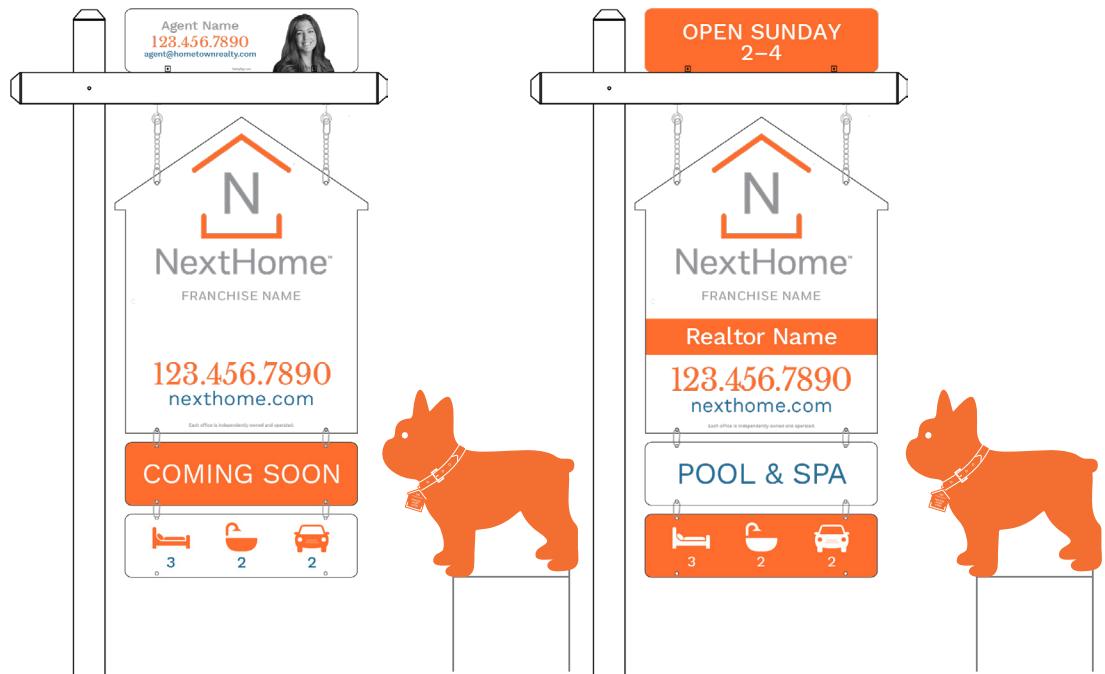
- Yard signs, sign riders, open house or a-frame signs, directional signs, feather flags, metal frames, and Luke signs **must be ordered from our designated supplier.**
- Approved designs cannot be modified. Agent name(s), phone number, and/or website/email addresses are the only items that can be changed on the panels.
- Agent headshots or custom logos can only be displayed on sign riders. Headshots or custom logos are not allowed on the panels, sidewalk signs, or directional signs.
- Sign posts, frames, and brochure boxes must be white. No other color is allowed.
- Posts/frames must be clean and in good condition, with no scratches or paint chipping off.
- Approved hardware must be used with the signs. Hanging hardware is provided with listing sign orders only. Additional packages and heavy-duty hardware options are available for purchase.
- We highly recommend that each yard sign setup (whether using the sign post or the metal frame) include a Bed/Bath/Parking rider matching the features of the property.
- Directional signs do not replace standard listing signage. They can be used with metal wire stakes or white stakes only.
- The use of stickers and/or magnets is not permitted on main panels, riders, sidewalk signs, or directional signs.
- The Luke signs are designed to accompany our listing signs and should be staked in the ground next to our signs whenever possible. They can also be used in other places or locations where desired and permitted.
- Every Luke sign is required to have a sticker put on the orange house-shaped dog tag. To learn more about the Luke stickers, visit <https://intranet.nexthome.com/Marketing/Luke>

Commercial, Large & Field Signs

- Commercial, large, and field signs are available through our designated suppliers, but can also be ordered and produced through local vendors due to their size.
- If working with a local vendor, proofs must be submitted to marketing@nexthome.com for review and approval prior to producing or installing the signs.
- White sign frames/posts are required for installation.

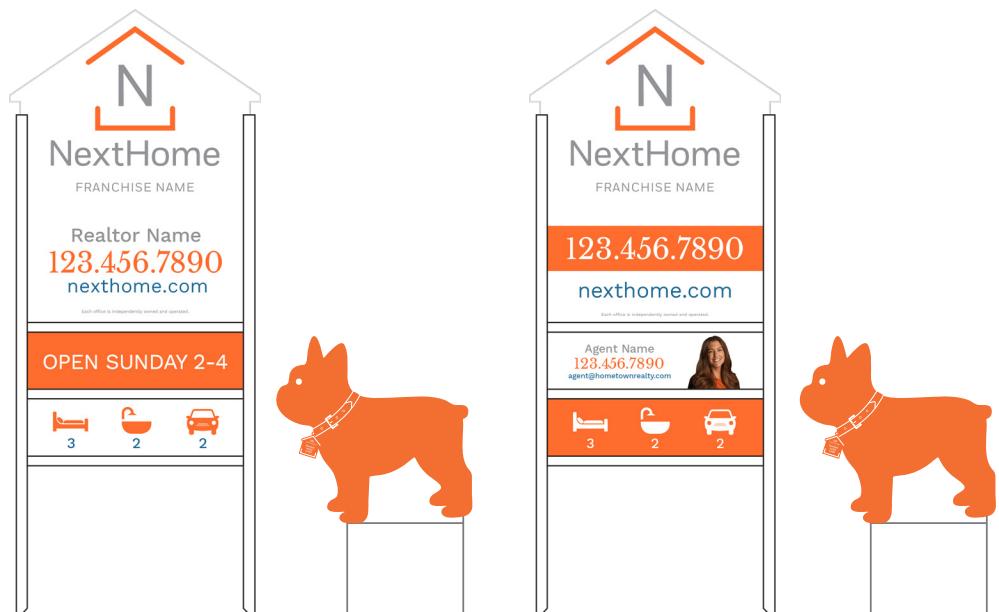
Signs

Sign Assembly Examples



A. Office sign 1, agent rider with photo,
Coming Soon rider,
Bed/Bath/Parking rider

B. Agent sign 2, open house rider,
Pool & Spa rider,
Bed/Bath/Parking rider



C. Agent sign 2, Open Sunday,
Bed/Bath/Parking rider

D. Office sign 2, agent rider with
photo, Bed/Bath/Parking rider

Stationery

- Business cards and all stationery **must be ordered from our designated supplier.**
- The front side (with agent or team contact information) can be customized. It must include the approved office address for consumer protection and franchise compliance.
- The back side (with the brokerage logo) cannot be altered. No additions, modifications, or changes are allowed.
- Custom business cards must be designed by our preferred design partner, Colby Design, and ordered through our designated suppliers.
- NextHome official letterhead should be used for all professional business correspondence, such as letters to clients, presentations, and prospecting. It is not intended for interoffice memos or other internal documents.
- NextHome official envelopes should be used for mail or items needing an envelope (plain envelopes, or envelopes with stickers are not permitted).
- NextHome notecard kits should be used for all professional needs.

Business Cards

FRONT



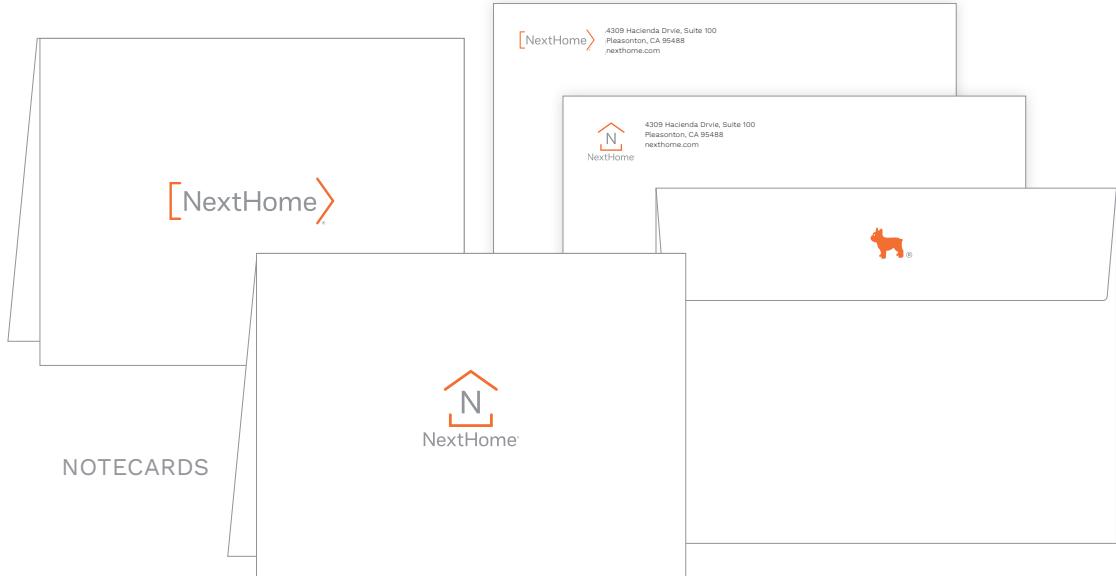
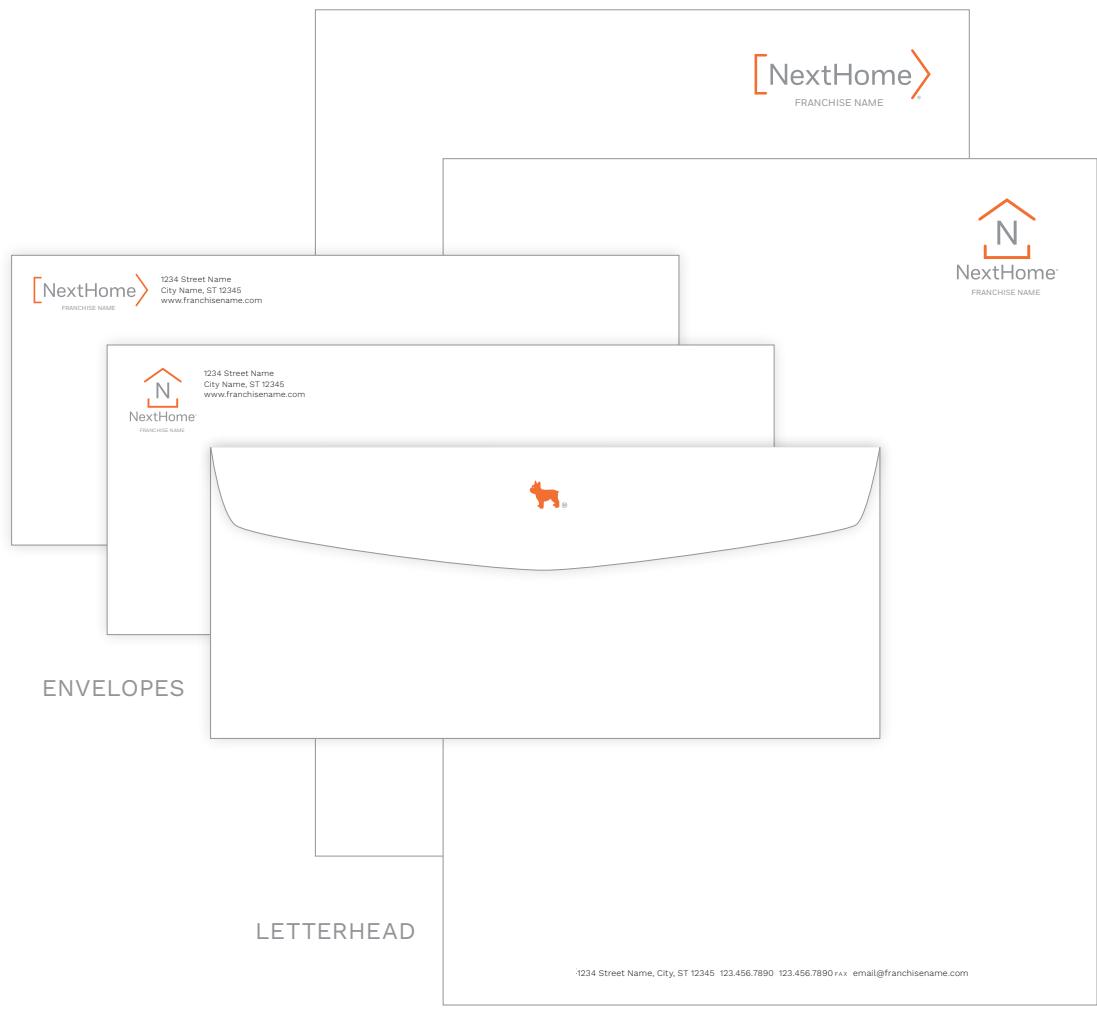
Place black-and-white REALTOR®
portrait with white background

BACK



Stationery

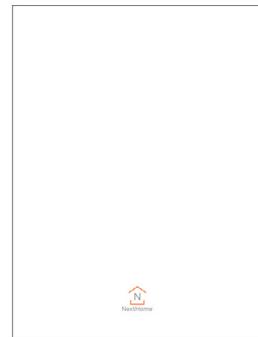
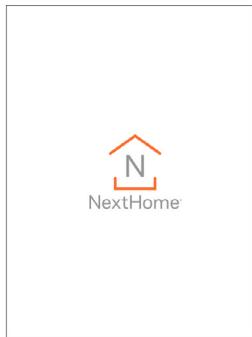
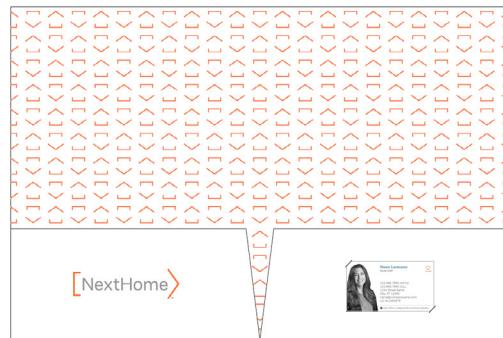
Stationery



Folders, Presentations & Brochures

Folders

- Folders **must be ordered from our designated supplier.**
- NextHome folders must be used for listing or buyer presentations, meetings, correspondence, and providing documents to clients, colleagues, vendors, or any public persons. Plain or non-branded folders are not allowed.



Listings & Buyer Presentations

- You can use any program to create listing and buyer presentations. NextHome's Presentation Builder by CORE Present is the preferred and recommended option.
- They must be presented in a NextHome folder or NextHome Unibind book covers.

Property Flyers, Postcards, Brochures, Direct Mail

- You can use any company or program to create property flyers, postcards, brochures, and direct mail. Professionally printed material is strongly encouraged to maintain quality and consistency (NextHome's Design Center is the recommended program).
- All printed material must be in full color. No black-and-white printing of material is allowed.
- Do not use colored paper. Only white paper can be used for all marketing material.

Domain Names

Domain Names & Email Addresses

While we encourage you to use the NextHome name and trademarks, it is important to understand that domain names using the NextHome name must follow the guidelines outlined in this section. Please read them thoroughly, as violating these guidelines will result in having to turn over the ownership of any non-compliant domain names to corporate at the owner's cost.

If you are concerned about a domain name or would like corporate feedback, please submit your desired domain name to marketing@nexthome.com for review.

- We recommend franchise owners use the name of their NextHome franchise as their domain name. It will help the consumer remember your website address and help grow your brand awareness.

✓ www.nexthomefranchisename.com ✓ www.nhfranchisename.com

- Domain names cannot be the current or future name of a NextHome franchise (unless it is your own franchise name). Should a franchise exist or be created with that name, you will have to turn over the ownership of the domain name, unless the same franchise name is used in two different markets.

- Any domain names or email addresses with “NextHome” will become the property of NextHome, Inc. should the franchisee or any of its agents leave and no longer affiliate with an active NextHome franchise.

- **Domain names with “NextHome” cannot be used in combination with a state, state abbreviation, city, city abbreviation, county, and county abbreviation.** In addition, they cannot be used in combination with airport codes, zip codes, area codes, local sports teams, school districts, and other indirect references to specific geographic areas.

✗ www.nexthomecalifornia.com

✗ www.nexthomesfo.com

✗ www.nexthomebayarea.com

✗ www.nexthome415.com

- **Domain names with “NextHome” cannot be used in combination with general terms, such as “agents,” “brokers,” “company,” “real estate,” “culture,” “marketing,” etc.** This guideline benefits all members by preventing a single office, broker, or agent from implying they represent the entire NextHome franchise.

✗ www.nexthomebroker.com

✗ www.nexthomerealestate.com

✗ www.nexthomedeals.com

✗ www.findyournexthome.com

Domain Names

Domain Names & Email Addresses

- Since domain names with “NH” imply the NextHome name, there are no restrictions to referencing geographic areas or generic terms.

✓ www.nhlasvegas.com

✓ www.nhrealestate.com

✓ www.nhgolfproperties.com

✓ www.nhbeachhomes.com

- We encourage NextHome members to use their first and/or last name, or an abbreviation of their name, as the domain name of their agent website.

✓ www.josephsmith.com

✓ www.joesmith.com

- If using your first and/or last name in combination with “NextHome,” please keep in mind that you will need to turn over the ownership of the domain name should you leave the company. As a federally trademarked name, “NextHome” can only be used by active members of the franchise.

⚠ www.nexthomejosephsmith.com

⚠ www.nexthomejoesmith.com

- We recommend using .com as the domain name extension since alternative options (such as .net and .biz) are less common and often harder to remember. Best practices also advise against using numbers and dashes as part of the domain name.

⚠ www.josephsmith.biz

⚠ www.joseph-smith.com

- Since domain names and email addresses need to fit on yard signs and marketing materials, be mindful of their length. Consideration should be given to the consumer, and if the name is too long or hard to remember, marketing effectiveness and brand awareness can be diminished.

⚠ www.joesmithsfolsomproperties.com ⚠ www.re4ubyjoesmith.com

Advertising & Marketing

Email Signatures

- If you use the NextHome franchise logo in your email signature, it cannot be distorted, stretched, or modified in any way. All logo usage guidelines apply.
- Keep in mind varying email platforms. Too many images or attachments can cause your emails to be blocked by spam filters or look distorted on the receiving end.
- Email signatures must stay within the NextHome color palette.
- Custom agent or team logos must not exceed 75% of the height or width of the NextHome logo.

Social Media

- Names, pages, handles with “NextHome,” “NH” or any abbreviation implying the NextHome name and trademarks cannot be used in combination with a state or city. In addition, a geographic area can only be used with an additional word after it such as “Homes,” “Area” or “Properties.”
- Names, pages, and handles cannot be the current or future name of a NextHome franchise (unless it is your own franchise name). Should a franchise exist or be created with that name, the franchisee will have to turn over or shut down the name, page, or handle, unless two franchisees are using the same name in different markets.
- Any names, pages, and handles with “NextHome,” “NH” or any abbreviations implying the NextHome name and trademarks will become the property of NextHome, Inc. should the franchisee or any of its agents leave and no longer affiliate with an active NextHome franchise.

Custom Marketing Materials

- Custom advertisements can be done at the discretion and cost of all NextHome members.
- Advertisements, custom graphics, and design elements must stay within the NextHome color palette.
- If you are concerned about adhering to our branding guidelines or would like feedback, we highly recommend submitting advertisements for review to marketing@nexthome.com.
- Any custom materials (including branded merchandise items such as pens, shirts, etc.) being ordered that are not previously approved or ordered through a designated supplier or approved vendor must be submitted for corporate approval to marketing@nexthome.com.
- Materials using the NextHome brand, trademarks, and logos should be made of quality materials with high-resolution graphics and professional design.

Custom Logos & Secondary Colors

Custom Agent & Team Logos

A custom logo is a graphic mark or symbol that represents an individual agent or team. This logo is different from your NextHome brokerage logo. The custom logo reflects personal branding.

When creating or converting a custom logo, NextHome agents and teams must adhere to the guidelines in this section. By using the right terminology, size, colors, and placement, custom logos can help distinguish you and your team – all while meeting NextHome branding standards and various state association of REALTORS® regulations.

Terminology

Team names must include one or more of the following terms: “group” and/or “team.” In addition, the surname of the salesperson(s) is not required except when the name includes “real estate” or “realty” – and must also include “group” or “team.”

Team names cannot include the following terminology: agency, associates, brokerage, broker(s), company (or co), corporation (or corp), firm, Inc., LLC, LP, LLP or partnership, properties or property or homes, real estate, realty, or other similar words suggesting the team or group is a separate real estate brokerage or company. The team name cannot suggest independence from the broker.

To ensure custom agent and team logos adhere to our branding guidelines, all custom logos must be submitted to marketing@nexthome.com for corporate approval.

 Smith Group

 Smith Real Estate Group

 Smith Real Estate

 Four Arrows Team

 Four Arrows Realty Team

 Four Arrows Homes

Size & Placement

Use of custom agent and team logos in marketing, advertising, and promotional materials must always be accompanied by the NextHome logo. In all instances, the custom logo cannot exceed 75% of the height or width of the NextHome logo.

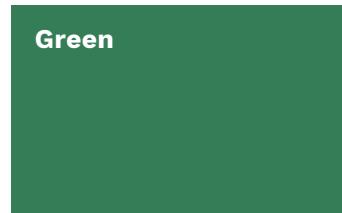
Custom Logos & Secondary Colors

Secondary Colors

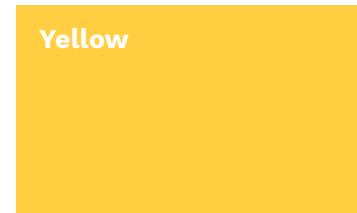
Our secondary colors were chosen to complement the NextHome brand identity. Custom agent and team branding can use any combination of NextHome's primary and/or secondary colors. No other colors are permitted.



Purple



Green

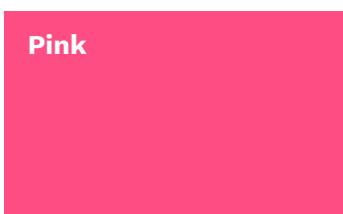


Yellow

Pantone 2607 U
HEX Color: #825CA7
RGB: 130 / 92 / 167
CMYK: 56 / 79 / 0 / 0

Pantone 356 U
HEX Color: #357D57
RGB: 53 / 125 / 87
CMYK: 79 / 13 / 82 / 19

Pantone 7404 U
HEX Color: #FFCF41
RGB: 255 / 207 / 65
CMYK: 0 / 15 / 82 / 0



Pink



Dark Gray

Pantone 212 U
HEX Color: #FE4D82
RGB: 254 / 77 / 130
CMYK: 0 / 70 / 49 / 0

Pantone Cool Gray 11 U
HEX Color: #7C7C81
RGB: 124 / 124 / 129
CMYK: 52 / 40 / 36 / 15

Interior Office Decoration

In addition to custom logos, our secondary colors can also be used when decorating your NextHome office. While interior updates must primarily use our NextHome orange and gray, introducing one or two of the secondary colors into your office color palette can enhance the ambiance of the space.

Consider adding accent pieces in our secondary colors, such as chairs, lamp shades, side tables, and couch pillows.

Use of the secondary colors in interior decoration cannot exceed 20% of the colors in the office.



Welcome to the Casan Collection

The Casan Collection is the new benchmark for how luxury real estate is represented, marketed, and sold. It is an exclusive marketing and advertising suite designed for properties in the top 10% of your market, as measured by the Institute for Luxury Home Marketing, and equal to or above the \$500,000 price point. While NextHome can work in any price category, luxury clients are looking for something exclusive and unique. They want their home marketed and shown differently than every other home for sale.

Most real estate companies take the same brand identity they use on every home they sell and simply alter the colors slightly, add “luxury division” or something similar underneath the sign, and define the resulting product as their luxury real estate experience. Nothing about that process is exclusive, unique, or luxurious in nature. Nothing about that mindset presents high-end marketing, international advertising, or the best agents to represent the sale of an affluent client’s home. Luxury buyers and sellers expect better which is why every NextHome agent who wants to represent the Casan Collection must be certified through the Institute of Luxury Home Marketing, as well as follow the minimum marketing and advertising standards addressed below.

The Casan Collection is what sophisticated buyers and sellers view as exclusive, different, and luxurious, from the first time they see your listing presentation to the moment the yard sign is put in the ground.

To create the best luxury real estate experience possible, we collaborated with Pentagram to build the Casan Collection. It’s different and exclusive in every way, but still ties in the NextHome branding at the core of our organization. The Casan Collection delivers a completely different sign, property marketing package, listing presentation, hardcover presentation books, and more. Everything about it is elevated — and that is the goal.

Colors & Fonts

Main Colors

When we designed the brand identity for the Casan Collection, we started with the NextHome orange and gray color scheme, then added an extra color to make the luxury collection stand out. The additional color differentiates the luxury line, yet keeps the visuals anchored to NextHome.

The main brand colors for the Casan Collection are Pantone 294 C and Pantone Cool Gray 8. All stationery, formal communication, and brand extensions should use these colors.



Pantone 294 C
HEX Color: #002F6C
RGB: 0 / 47 / 108
CMYK: 0 / 74 / 0 / 45



Pantone Cool Gray 8 U
HEX Color: #959499
RGB: 149 / 148 / 153
CMYK: 44 / 36 / 35 / 1

Colors & Fonts

Accent Color

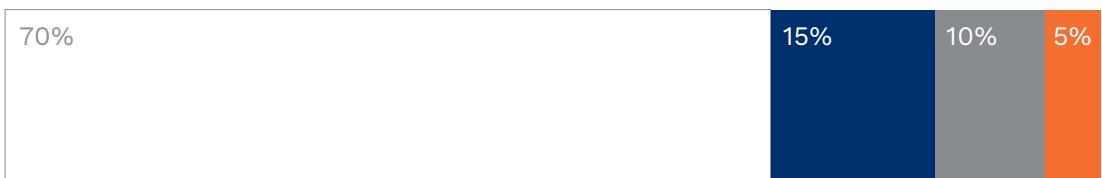
The accent color for the Casan identity is Pantone Orange 021 U. It should be used sparingly to accent the primary Casan colors.



Pantone Orange 021 U
HEX Color: #FF6C2C
RGB: 255 / 108 / 44
CMYK: 0 / 60 / 100 / 0

Color Proportions

Proportionally, white should be the dominant color in most print and digital applications. This is followed by (in order of amount) blue, gray, and orange.



Main Typography

The Casan Collection uses several typefaces:

- Work Sans for headlines, subtitles, and body text
- Plain for text on yard sign panels and riders
- Beatrice for numbers on yard sign panels and riders

The Plain font license can be purchased from Optimo:
<https://optimo.ch/typefaces/plain>

The Beatrice font license can be purchased from Sharp Type:
<https://sharptype.co/typefaces/beatrice/#buy>

WORK SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

PLAIN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

BEATRICE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Logos & Patterns

Logos Overview

The Casan Collection logo is composed of a large “C” mark placed next to a wordmark. The terminals of the “C” incorporate a house shape. The Casan Collection wordmark is set in a modified version of the typeface Beatrice.

The Casan Collection includes two logo options: a horizontal logo and a vertical logo. The horizontal logo should be used on all stationery items and most brand extensions. The vertical logo is reserved for yard signs and other usage cases.

The Casan Certified mark can be applied to self-promotional items, such as business cards, email signatures, and social media posts.

Use the small version of the logos for instances where a logo has to be placed at a smaller scale. This version has been optically optimized to ensure legibility.



Horizontal Logo



Vertical Logo



Small Horizontal Logo
(For use when <1.5" wide)



Small Vertical Logo
(For use when <1" wide)

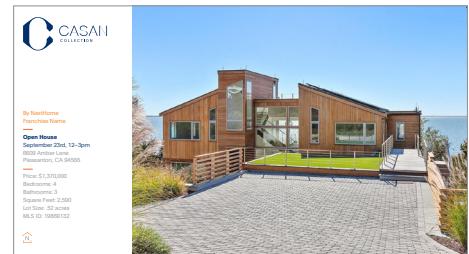


Small Certified Mark
(For use when <1" wide)

Logos & Patterns

By NextHome

The Casan Collection is anchored in the NextHome brand, therefore, placing “By NextHome Franchise Name” in orange in immediate proximity to the Casan Collection marks is required. In addition, the NextHome icon is often used in the luxury line’s marketing and advertising pieces to tie the two identities even closer together. Depending on the final dimensions of the collateral, the NextHome Franchise Name logo is often displayed near the brokerage address and/or agent contact information.



Clear Space

The area around the logo should be kept clear of any competing elements. For both logos, the clear area should be equal to $\frac{1}{3}$ the height of the logo.

Horizontal Logo



Vertical Logo



Logos & Patterns

Logo Use

- You may only use approved vertical or horizontal logos provided by NextHome Corporate.
- If you place the logo over an image, the logo must be 100% opaque in either blue or white.
- You can use the Casan Collection logo as a watermark over photos when needed. The logo must be in all white, at least 40% opaque, and set in the lower left or right corner.
- The logo must be kept proportional and should not be recreated or edited in any way. Do not stretch or modify the shape and spacing in any way.
- The use of personal or team logos is not permitted.
- The use of the Casan Collection trademark on hard goods, branded apparel, and other promotional items is not permitted. While qualifying properties can be marketed as part of the Casan Collection, promotional items remain branded to your NextHome franchise.
- Please remember that publishing marketing material with any alteration of the Casan Collection logo will result in a request that the material be withdrawn from public display.

Examples of Logo Misuse



Do not change the letterspacing
in the wordmark



Do not change the spacing
between the mark and CASAN



Do not change the typeface of
the wordmark



Do not omit any elements
of the logo



Do not distort the logo



Do not re-arrange the mark
and CASAN

Logos & Patterns

Logo Use (cont'd)

Examples of Logo Misuse (cont'd)



Do not outline the logo



Do not place the logo over a busy image



Do not fill the logo with an image



Do not fill the logo with a gradient



Do not crop the logo



Do not rotate the logo



Do not fill the logo with any unapproved colors



Do not add a drop shadow to the logo



Do not place logo within a frame

Logos & Patterns

Logo Color Applications

The blue logo over a solid white background is the preferred color combination whenever possible. The white logo can be displayed on either of the primary brand colors — blue or gray.

The use of any other colors or combinations of colors does not conform to the brand identity.

Acceptable



Blue logo on white background

Unacceptable



Do not place logo in two different colors



White logo on blue background



Do not place blue logo on gray background



White logo on gray background

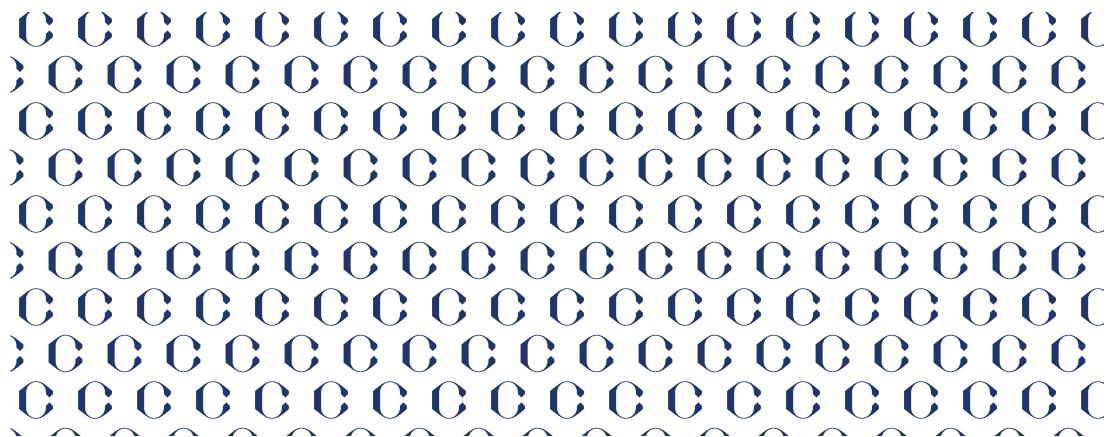


Do not place the logo in the NextHome Orange color

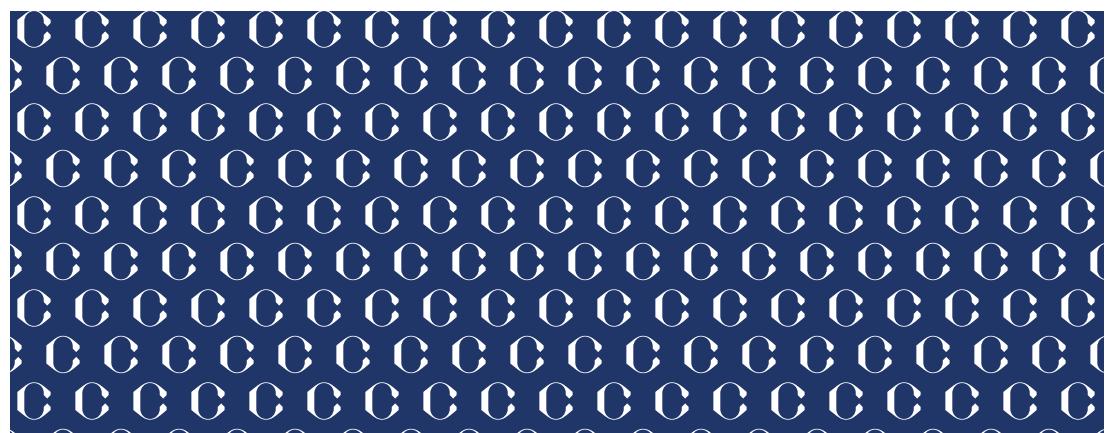
Logos & Patterns

Pattern

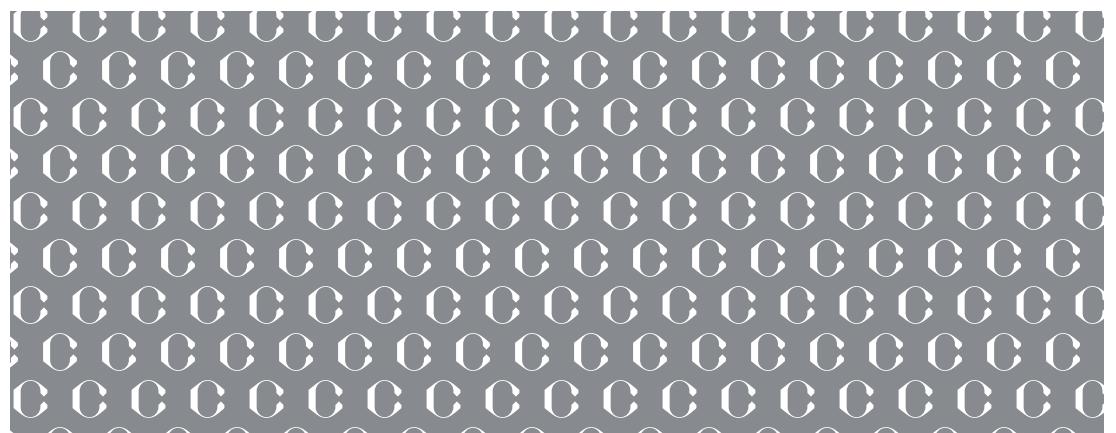
The Casan Collection pattern is made up of the mark in a step and repeat arrangement. It is available in both blue and white. The white version can be placed over either of the primary brand colors — blue or gray.



Blue Pattern



White Pattern on Blue



White Pattern on Gray

Business Cards & Stationery

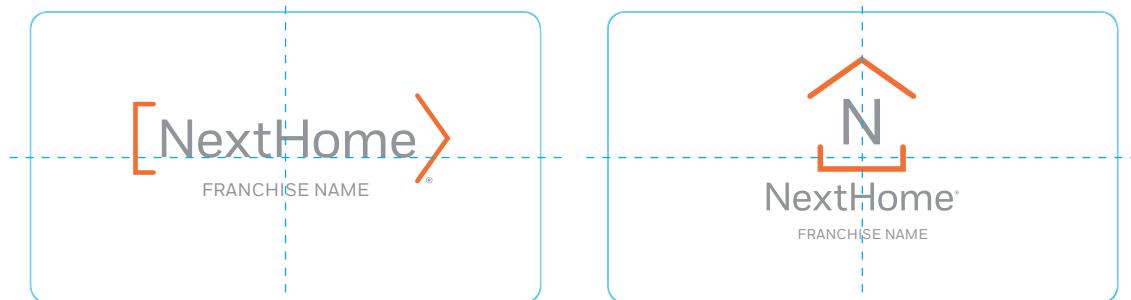
Business Cards

- Business cards **must be ordered from our designated supplier.**
 - The front side (agent information) displays the Casan Certified badge. No headshots, agent or team logos are allowed.
 - The back side (NextHome logo) displays the corresponding franchise name. No additions, modifications or changes of any kind are allowed.
 - Casan Collection business cards must be Luxe Line, soft-touch finish.

Front Side:



Back Side:



Business Cards & Stationery

Letterhead & Envelopes

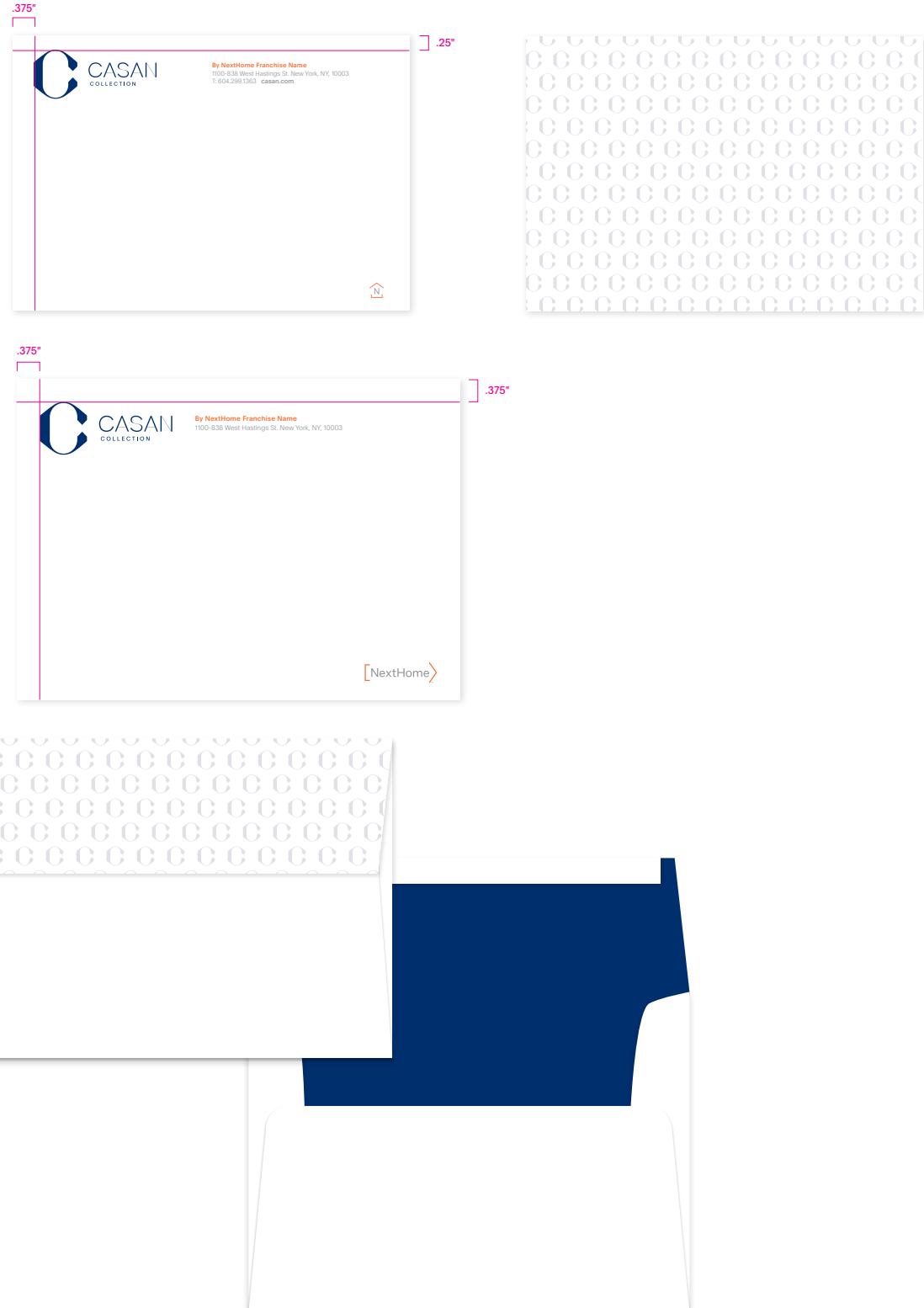
- Letterhead **must be ordered from our designated supplier.**
 - Casan letterhead should be used for all professional business correspondence regarding properties in the collection, such as letters to elite clients, presentations, and prospecting.
 - It is not intended for interoffice memos or internal documents.
- Envelopes **must be ordered from our designated supplier.**
 - Casan envelopes should be used for mail or items needing an envelope.
 - Plan envelopes, or envelopes with stickers for the return address, are not permitted.



Business Cards & Stationery

Notecard Kits

- Notecards and notecard envelopes **must be ordered from our designated supplier.**



Yard Signs

Signs

- Signage **must be ordered from our designated supplier.**
 - The shape of the Casan Collection main panel is taken from the shape of the “C” mark.
 - Main panels cannot be modified. The franchise name, brokerage phone number, and broker’s license number are the only items that can be changed on the main panels.
 - If desired, an additional rider with the agent’s contact information can be added. The agent or team name, agent or team phone number, and email address or website are the only items that can be changed on the agent riders.
 - The use of headshots, custom agent, or team logos is not permitted.
 - The use of metal frames is not permitted. Casan Collection signage must be displayed using a clean, white sign post. No other colors are allowed. Sign posts can be ordered locally, as long as they follow these guidelines.
 - Only approved hardware must be used with the signs. Hardware should be metal or white, no other colors are allowed.
 - Note that the riders are solid, with no hole pattern, since they can only be displayed on the sign post above the main panel. Riders cannot hang from the main panel.
 - The use of stickers, or other ways of modifying signs, is not permitted.

Local Ordinances & Large Signs

- In cases where local ordinances and special regulations ask for custom signage, please send supporting documentation to marketing@nexthome.com. We will work with you on a custom sign that meets local needs as well as maintains brand standards. Proofs must be approved by Marketing prior to producing or installing the signs.
- For large and field signs, please send desired dimensions to marketing@nexthome.com. We will work with you on a custom sign that follows brand standards. Proofs must be approved by Marketing prior to producing or installing the signs.



Yard Signs



Rider Dimensions

22 x 6 in.

Paint color to match

Pantone 294 C
Pantone Cool Gray 8 C
Pantone Orange 021 C

Typography

Agent name: 64pt Plain Regular, centered /
Pantone 294 C / Track: 50
Telephone number: 98pt Beatrice Light, centered /
Pantone Orange 021 C
Website: 48pt Plain Medium, centered /
Pantone Cool Gray 8 C / Track: 70

C-Sign Dimensions

22 x 26.5 in.

Paint color to match

Pantone 294 C
Pantone Cool Gray 8 C
Pantone Orange 021 C

Typography

Franchise name: 76/92pt Plain Regular, centered / Pantone Orange 021 C / Track: 50
Telephone number: 145pt Beatrice Light, centered /
Pantone Cool Gray 8 C
Disclaimer: 25/43pt Plain Medium, centered /
Pantone Cool Gray 8 C / Track: 125

Domain Names

The Casan Collection trademark should not be used as part of a domain name or email address. For qualifying properties, we recommend using the street address (123mainstreet.com) as the domain name for the single property website.

Listing Qualifications

Minimum Marketing & Advertising Standards

The Casan Collection is an exclusive marketing and advertising suite designed for properties in the top 10% of your market, as measured by the Institute for Luxury Home Marketing, and equal to or above the \$500,000 price point. Given the unique needs of clients and their residences in this top tier, one of the most important things about our luxury line is the minimum marketing and advertising standards that are required on every listing. The remainder of this section covers these standards in detail.

Casan Certification

Casan Collection agents are required to complete the prestige luxury real estate training course offered through the Institute for Luxury Home Marketing and maintain membership in order to become Casan Certified. Visit the NextHome Intranet for more information on this required training course.

In addition, agents who sell three or more luxury properties within a two-year period become eligible for their Certified Luxury Home Marketing Specialist™ (CLHMS) designation — an opportunity to showcase their qualifications in working with luxury buyers and sellers. If you already serve the luxury market and have sold three luxury properties in the last two years, you can apply for the CLHMS designation as soon as you complete the online training program.

Completing the Institute's course is the key to unlocking the Casan Collection, as well as the Casan Certified badge to use in your personal marketing, on business cards, and more.



INSTITUTE for
LUXURY HOME
MARKETING®



Listing Qualifications

Presentations

Listing and Buyer Presentations must be created through NextHome's Presentation Builder where you have access to custom Casan Collection content, as well as MLS-enabled dynamic pages. They must be printed professionally, in full color, and presented to your elite clients bound in a Casan Collection soft-touch hardcover book.



Welcome to Casan Next Level in Luxury Real Estate

We at NextHome have always been about covering new ground. Our goal from the beginning has been about innovation. Our passion is redefining the real estate experience in ways that make it easier to realize the value of the human relationships that are ultimately at the heart of every transaction.

We are established industry leaders, but our advances are always in better serving people. By connecting you with the right agent, we're not only looking to sell your home, but are looking to do so with the greatest ease and placing trust in the experts you choose to work with.

Our agents rank in the top percentile in the nation in closing more deals, securing new strategies for success in a field that includes

established corporate giants. We are honored with the number-one standing in owner satisfaction among real estate franchises nationwide.

The Casan Collection was created to meet the needs of the top 10 percent of the market—where our certified professionals can deliver every aspect of personal attention you and your home deserve.

The 360-degree identity, advertising, and marketing plan, co-developed with Pentagram, the world's largest independent design consultancy, attracts a refined set of local and international buyers through a curated experience.

Casan is the new benchmark in luxury real estate.

[NextHome]

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

Listing Qualifications

Yard Signs

When collaborating with Pentagram on the design of our Casan Collection yard signs, we put a lot of thought and research into the final product. It's an elegant, unique shape that stands out against all other listings in a neighborhood or city. Luxury tends to have a minimalist feel, a "less is more" approach, which is why we require the use of a sign post with only one rider sitting at the top. The rider can have your name and contact information, but no photos or other information can be displayed. Keeping the layout minimalist results in a luxurious feel when people are driving through the neighborhood and see your yard sign.

Along the same lines, we are also discouraging the use of our corrugated Luke cutout signs for Casan Collection properties. Affluent sellers are looking for a different experience when selling their home, and recognizing that their needs are different comes with marketing their residence in a different way than you would other properties.



Listing Qualifications

Staging

Every vacant home must be staged for two important reasons. First, according to the International Association of Home Staging Professionals, a non-staged home stays on the market up to 30 times longer compared to a professionally staged home. And second, a well-staged home has the perfect balance of looking at its best, while at the same time looking neutral — allowing the buyer to easily visualize themselves living there instead of the current owner.

Vacant Casan Collection listings must be staged until they go pending or for a period of 60 days, whichever occurs first. Any rooms or areas that will be photographed for use in marketing or advertising must be staged.



Before



After

Photography, 3D Tours & Floor Plans

In real estate, we rely on visual content to reach potential buyers in a deeper, more meaningful way. The Casan Collection delivers above and beyond on this concept. Every listing must be photographed professionally, as well as enhanced with a 3D home tour and floor plan.

Professional photography will ensure that your automated print marketing materials reach their fullest potential. Uploading at least 30 of the well-staged, well-composed photos to our Intranet will also ensure optimum results with your LUXVT media kit and ads, as well as the automated digital storybook for the property.

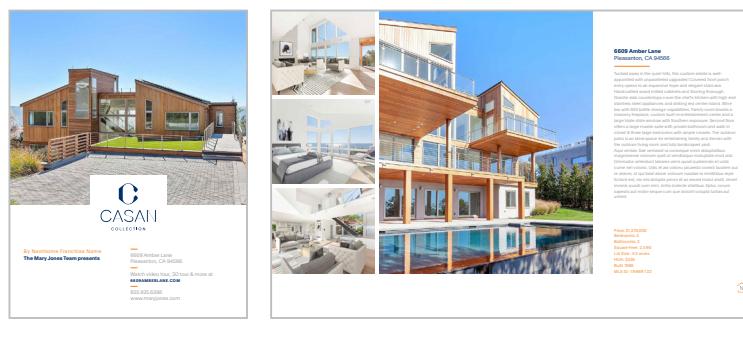
We want the seller to be impressed with your digital marketing as much as we want the potential buyer to know all the features and benefits of the home, experiencing the property at a distance. An immersive 3D home tour is required for all Casan Collection listings, in addition to a detailed floor plan. Note that Matterport is the preferred vendor for all 3D home tours, while Box Brownie is the preferred option for floor plans.

Listing Qualifications

Property Marketing

As a NextHome member, you already enjoy marketing automation through our Design Center platform. Working with Pentagram on the templates, your Casan Collection listings will utilize premier designs for brochures, postcards, and social media pieces that are guaranteed to impress your sellers. To deliver the best experience possible, we do not allow single-sided or double-sided 8.5 in. by 11 in. flyers as the larger 11 in. by 17 in. brochures offer a more elevated design. As always, we require that any printed materials are printed professionally and in full color.

For custom property marketing collateral, please send proofs to marketing@nexthome.com.



Listing Qualifications

LUXVT

The LUXVT marketing and advertising package is required for all Casan Collection listings. Billed separately through LUXVT, their platform will syndicate your listing to top-tier media outlets such as The New York Times, The Wall Street Journal, Robb Report, Mansion Global, and duPont REGISTRY. They will also create a high-end video tour with a Google Earth flyover, publish international ads so the home, your name, and expertise have a global reach, and provide weekly activity reports to you and your clients.



Listing Qualifications

Summary

Our commitment to elevating the highly specialized sale of luxury homes translates to Casan being available only to NextHome members who have completed the training and certification course through the Institute for Luxury Home Marketing.

- The listing agent is Casan Certified, an active member of the Institute for Luxury Home Marketing.
- The property satisfies the top 10% of market and minimum \$500,000 price point criteria, as confirmed by the Institute's luxury threshold lookup.

Each Casan listing must adhere to the outlined minimum marketing requirements:

- Install Casan signage
- Stage vacant home
- Arrange professional photography
- Create 3D home tour
- Generate detailed floor plan
- Print marketing collateral
- Order LUXVT package



4900 Hopyard Road, Suite 100, Pleasanton, CA 94588