



NextHome®

BRANDING GUIDELINES  
V4\_0.3

# Table of Contents

|                                    |    |
|------------------------------------|----|
| Welcome                            | 3  |
| Colors & Fonts                     | 5  |
| Logo Usage                         | 6  |
| Registered Trademark Placement     | 10 |
| Franchise Disclaimer               | 11 |
| NextHome Mascot “Luke”             | 12 |
| Photographic Style                 | 13 |
| NextHome Wallpaper                 | 14 |
| NextHome Illustrations             | 15 |
| Signs                              | 18 |
| Stationery                         | 22 |
| Folders, Presentations & Brochures | 29 |
| Domain Names                       | 30 |
| Advertising & Marketing            | 32 |
| Appendix                           | 33 |

# 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.

The purpose of this manual is to ensure the consistent use and application of the NextHome identity system. It 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 the identity and use of our brand 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](mailto: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 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 material 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](mailto: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. They have helped create some of the most widely known consumer brands we use today. 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 to 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 is compromised.

NextHome wanted 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 development 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 standards will benefit every NextHome member, and more importantly, will 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](mailto: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

## Company Colors

Our primary company colors are an essential component of the NextHome brand identity. The combination of orange and gray is elegant, yet powerful. Associated with warmth and joy, orange represents enthusiasm, happiness, creativity, and success.

In special cases, the use of secondary colors is permitted. Please see Appendix at the end of this document for details.



NextHome Orange  
Pantone Orange 021 U  
HEX Color: #FF6C2C

C = 0  
M = 60  
Y = 100  
K = 0

R = 255  
G = 108  
B = 44



NextHome Gray  
Pantone Cool Gray 8 U  
HEX Color: #959499

C = 44  
M = 36  
Y = 35  
K = 1

R = 149  
G = 148  
B = 153

## Company Fonts

The NextHome identity system uses the typefaces Fort and Fort XCond. Font licenses can be purchased from Village Type & Design, LLC:  
<http://vllg.com/mckl/fort/buy>  
<http://vllg.com/mckl/fort-xcond/buy>

Purchasing the Fort font license is not required. Using Arial typeface is a comparable, free alternative.

### FORT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### FORT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### FORT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### FORT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

### FORT XCOND MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

# Logo Usage

**Horizontal Logo** The NextHome horizontal logo uses the typeface Fort in Book weight.



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 to 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.



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 to 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 two-color 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.
- You can use the all-white NextHome logo as a watermark over photos, if needed. The logo must be at least 40% opaque and set in the lower left or lower right corner.



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](mailto: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 and wooden 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 Appendix at the end of this document for more information on custom logos.
- 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 Placement

- 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](mailto: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. Over time, Luke will become known to the public as a brand identity for NextHome. This will be achieved through our consumer advertising campaigns and brand awareness.
- When used together with the NextHome logo, Luke must be the same size or smaller.
- Luke cannot be modified in shape or format. He cannot be stretched or altered in any way and must remain proportional.
- Luke can be orange over a solid white background or 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 displaying Luke on stainless steel/aluminum, he must be all white.
- To ensure that the ® is always legible, Luke comes in two versions. The smaller version is appropriate for email, web, social media, and other small file applications. The larger version is appropriate for high-resolution print projects, advertisements and marketing materials. 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

# Photographic Style

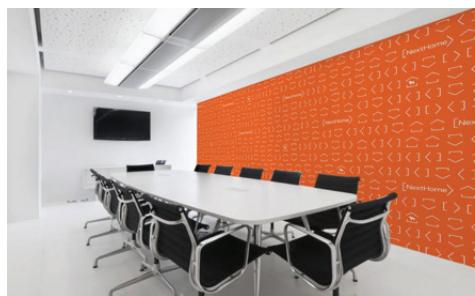
- Preferred photographic style for stationery, signs and marketing products is a silhouette portrait presented in black-and-white photography on a white background.
- Other styles include a full color silhouette portrait and a color square photograph.
- Recommended resolution is 300 dpi (dots per inch) or higher, especially for business cards and other print projects.



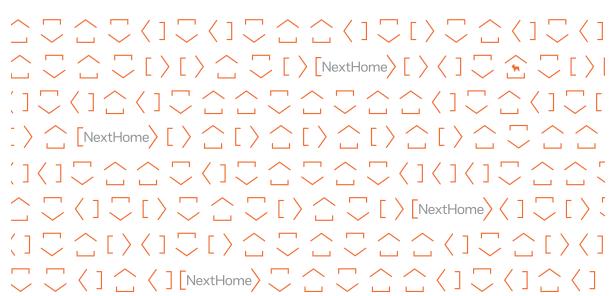
# NextHome Wallpaper

- The NextHome wallpaper **must be ordered from our designated supplier.**
- One of the four design options must be installed on at least one wall in all physical NextHome offices (conference wall preferred).
- To view examples of the wallpaper in our offices follow our Pinterest board:  
<http://bit.ly/1E8MOuY>

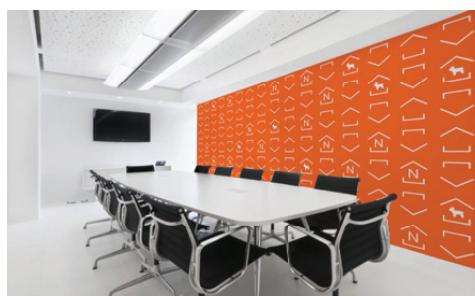
NextHome Pattern A Orange



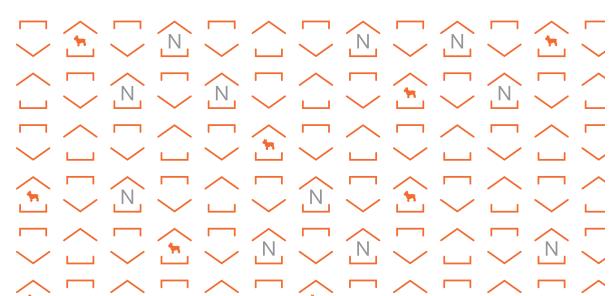
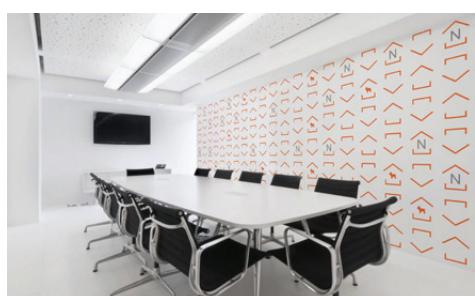
NextHome Pattern A White



NextHome Pattern B Orange



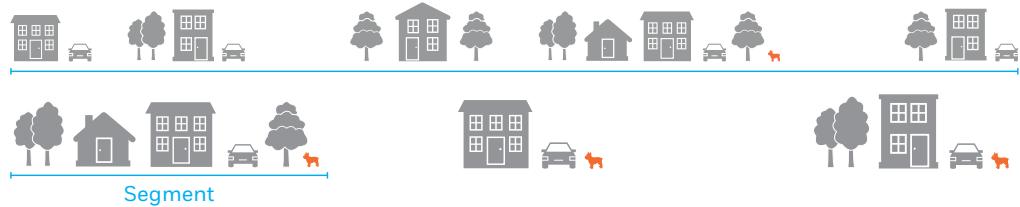
NextHome Pattern B White



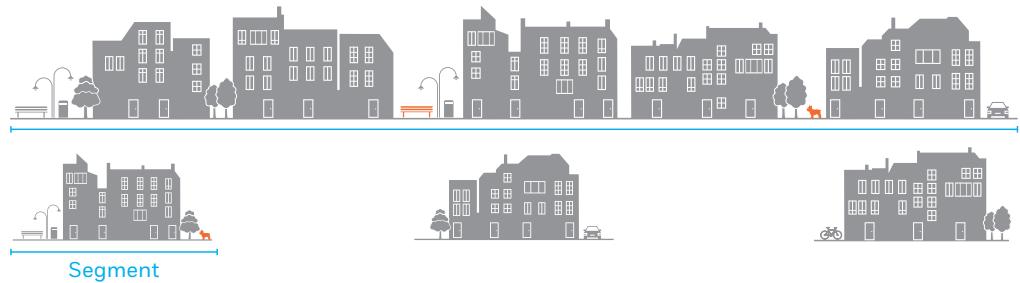
# NextHome Illustrations

- NextHome Illustrations can be used for marketing, office and branding materials, either in full length or broken up into segments.
- The illustrations should always appear in our company orange and grey. The colors should not be altered.
- Illustrations should remain on a white background.
- When using the illustrations on a window, mirror or anything translucent, they must be orange and grey with no background.
- The illustrations should be kept proportional. Do not recreate, stretch or compress the images to modify the shapes.

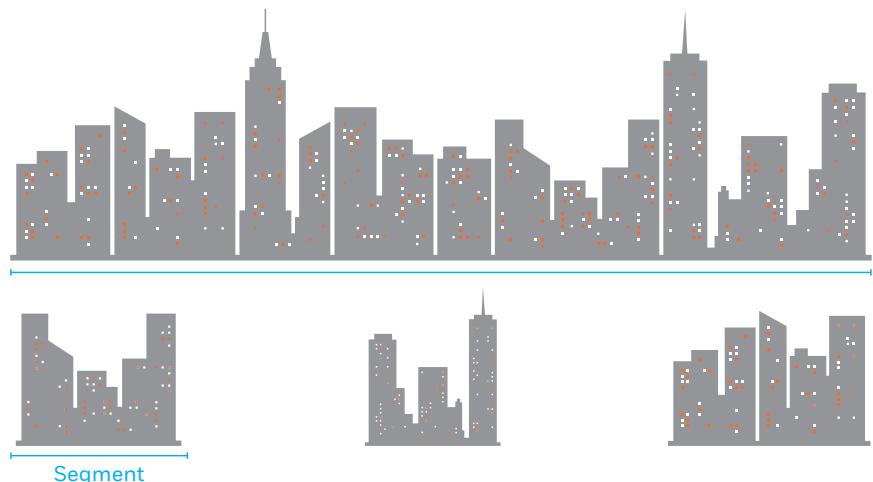
NextHome Suburban



NextHome City

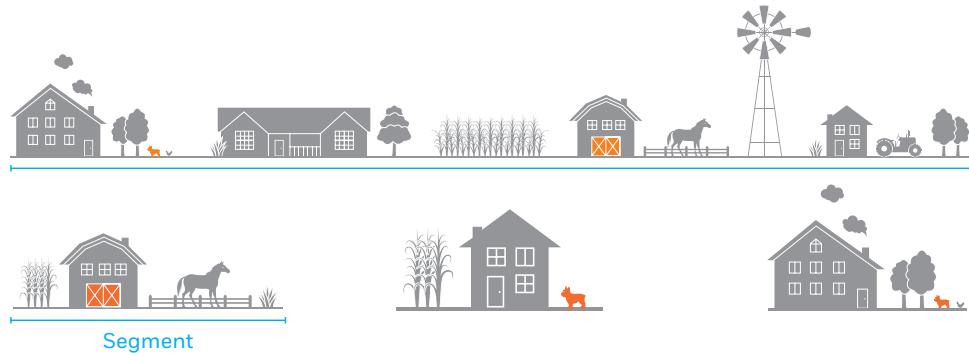


NextHome Skyline

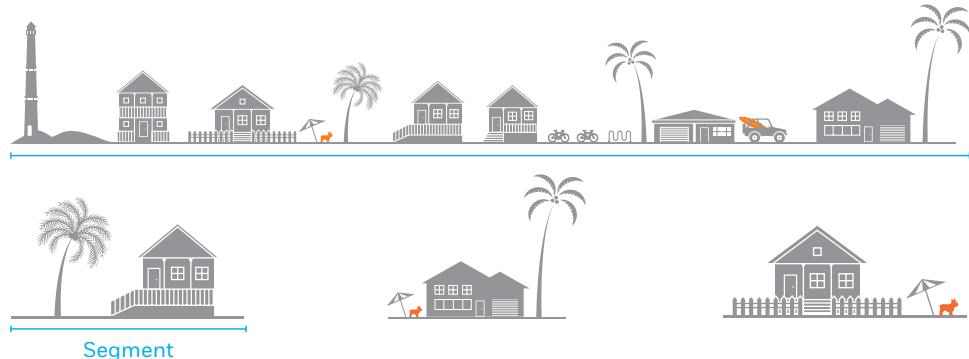


# NextHome Illustrations

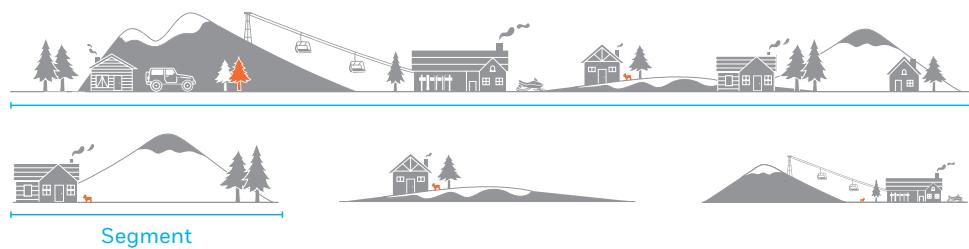
NextHome Rural



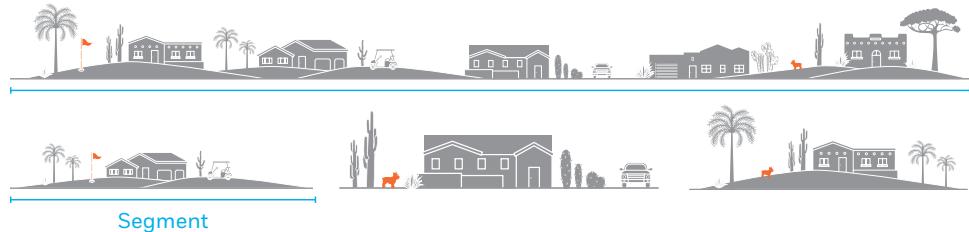
NextHome Coastal



NextHome Mountain



NextHome Desert

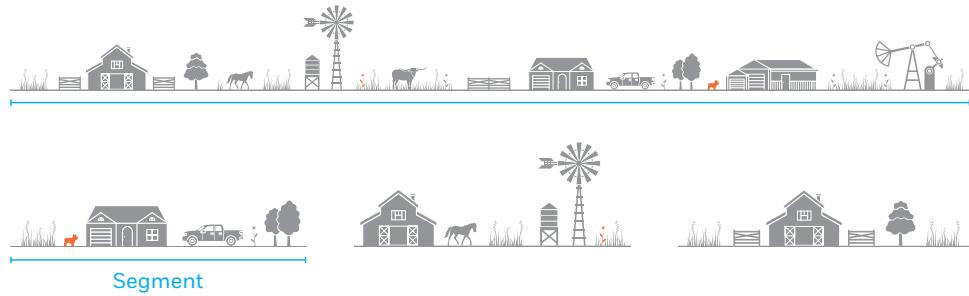


# NextHome Illustrations

NextHome Golf



NextHome Southern Plains



# Signs

## Yard Signs

- Yard Signs **must be ordered from our designated supplier.**
  - Main panels cannot be modified. Agent name(s), phone number and/or website addresses are the only items that can be changed on the panels.
  - Can be ordered in PVC or reflective PVC.
  - 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. White must not be fading.
  - 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.
  - To preview the design options visit: <http://www.oakleysign.com/nexthome>

## Open House or A-Frame

- Open House or A-Frame Signs **must be ordered from our designated supplier.**
  - Main panel designs cannot be modified. Agent name(s), phone number and/or website addresses are the only items that can be changed on the panels.

## Directional Signs

- Directional Signs **must be ordered from our designated supplier.**
  - If you use directional signs in your market, our NextHome pre-approved directional signs must be used.
  - Offered in both pre-made stock and customizable options.
  - Cannot replace or be used as listing/property signage.
  - Can be used with metal wire stakes or white stakes only.

## Open House Flags

- Open House Flags **must be ordered from our designated supplier.**
  - If you use open house flags in your market, our NextHome pre-approved flags must be used.

## Commercial, Large and Field Signs

- Commercial, Large and Field Signs
  - All commercial, large, field or specialty signs for NextHome offices, properties or other uses must be approved prior to making or installing the signs.
  - Any personalized or custom logo must not exceed 75% of the size of the NextHome logo.
  - Artwork and proofs need to be submitted at least 14 days prior to creation for approval.
  - The Bed/Bath/Parking riders are not required on commercial, land, large and field signs.

# Signs

## Yard Signs

**Dimensions** 24 x 30

### Paint color to match

Pantone Orange 021 U

Pantone Cool Gray 8 U

### Typography

Franchise name: 84/101pt Fort Book / Pantone Cool Gray 8 U / Track: 50

Telephone number: 327/392pt Fort XCond Medium / Pantone Orange 021 U / Track: 20

Website: 147/176pt Fort Light / Pantone Cool Gray 8 U / Track: 10

Office Sign 1



Office Sign 2



Agent Sign 1



Agent Sign 2



# Signs

## Sign Riders

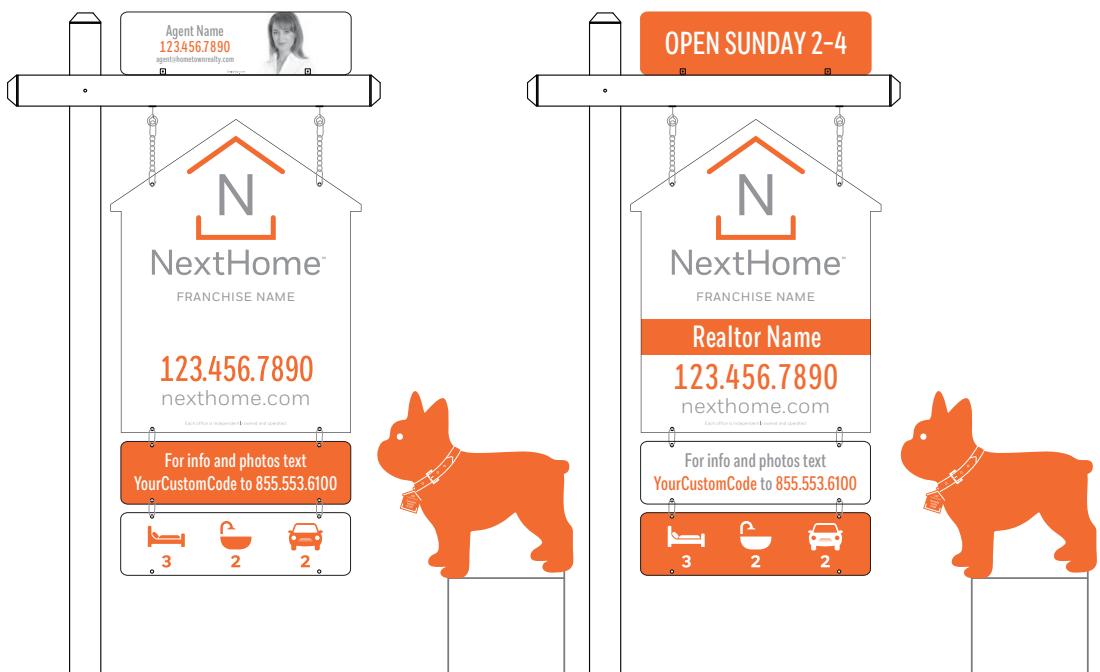
- Sign Riders **must be ordered from our designated supplier.**
  - The Bed/Bath/Parking rider is required when using both the regular sign post and the metal sign frame.
  - Custom Sign Riders
    - Must stay within the NextHome color palette
    - Any personalized or custom logo must not exceed 75% of the size of the NextHome logo
  - Rider designs featuring an agent photo require a high resolution, professional headshot. Recommended resolution is 300 dpi or higher.
  - Additional rider designs are available and can be viewed at  
<http://www.oakleysign.com/NextHome>

## Luke Signs

- Luke signs and accompanying stickers **must be ordered from our designated supplier.**
  - 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.
  - The Luke signs are meant to be popular in the neighborhood, especially with children, and are likely to be taken home.
  - The custom order dog tag on the sign has contact information for the agent or office. This will allow clients in the neighborhood or the parents whose children took Luke home to contact the agent/office.
  - Every Luke sign is required to have a sticker put on the orange house-shaped dog tag. The sticker must either be ordered by the agent with custom contact information or by the office with office information.
  - To learn more about the Luke signs, stickers and ordering process visit:  
<https://intranet.nexthome.com/Marketing/LogosAndFiles>

# Signs

## Sign Assembly Examples



**A.** Office sign 1, agent rider with photo,  
Mobile Connect rider,  
Bed/Bath/Parking rider

OPEN SUNDAY 2-4

NextHome<sup>®</sup>

FRANCHISE NAME

Realtor Name  
123.456.7890  
nexthome.com

For info and photos text  
YourCustomCode to 855.553.6100

3 2 2

**B.** Agent sign 2, open house rider,  
Mobile Connect rider,  
Bed/Bath/Parking rider



**C.** Agent sign 1, Mobile Connect rider,  
Bed/Bath/Parking rider



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

# Stationery

## Business Cards

- Business Cards **must be ordered from our designated supplier.**
  - Front side (NextHome logo) cannot be altered. No additions, modifications or changes of any kind are allowed.
  - Back side offers template designs and/or can be customized.
  - Custom graphics or solid colors must stay within the NextHome color palette.
  - Personal or custom logo must not exceed 75% of the size of the NextHome logo.

## Typography

Name: 8/11pt Fort Bold, Flush Left / Pantone Orange 021 U

Professional Title & Address block: 8/11pt Fort Light, Flush Left / Black

Legal Text: 5.25/10pt Fort Light Flush Left / Pantone Cool Gray 8 U

## Print Process and Paper Stock

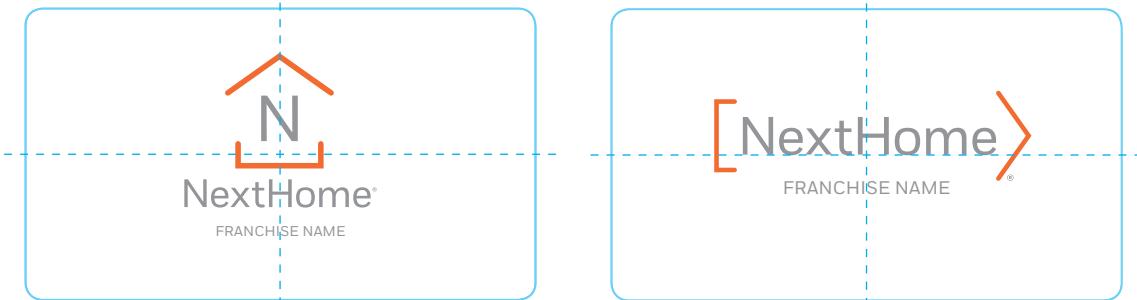
Four color process

16 point C2S cover

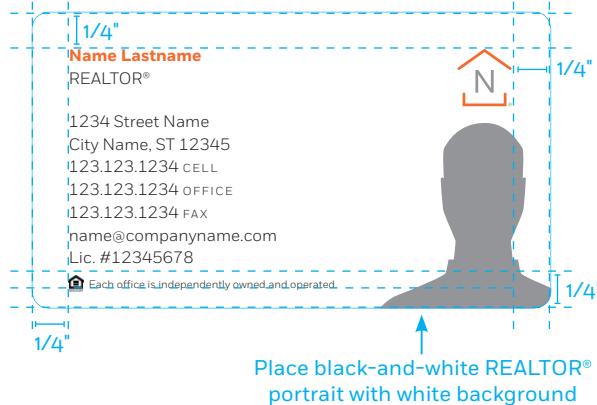
Matte finish

Rounded corners

## Front Side:



## Back Side:



# Stationery

## Letterhead

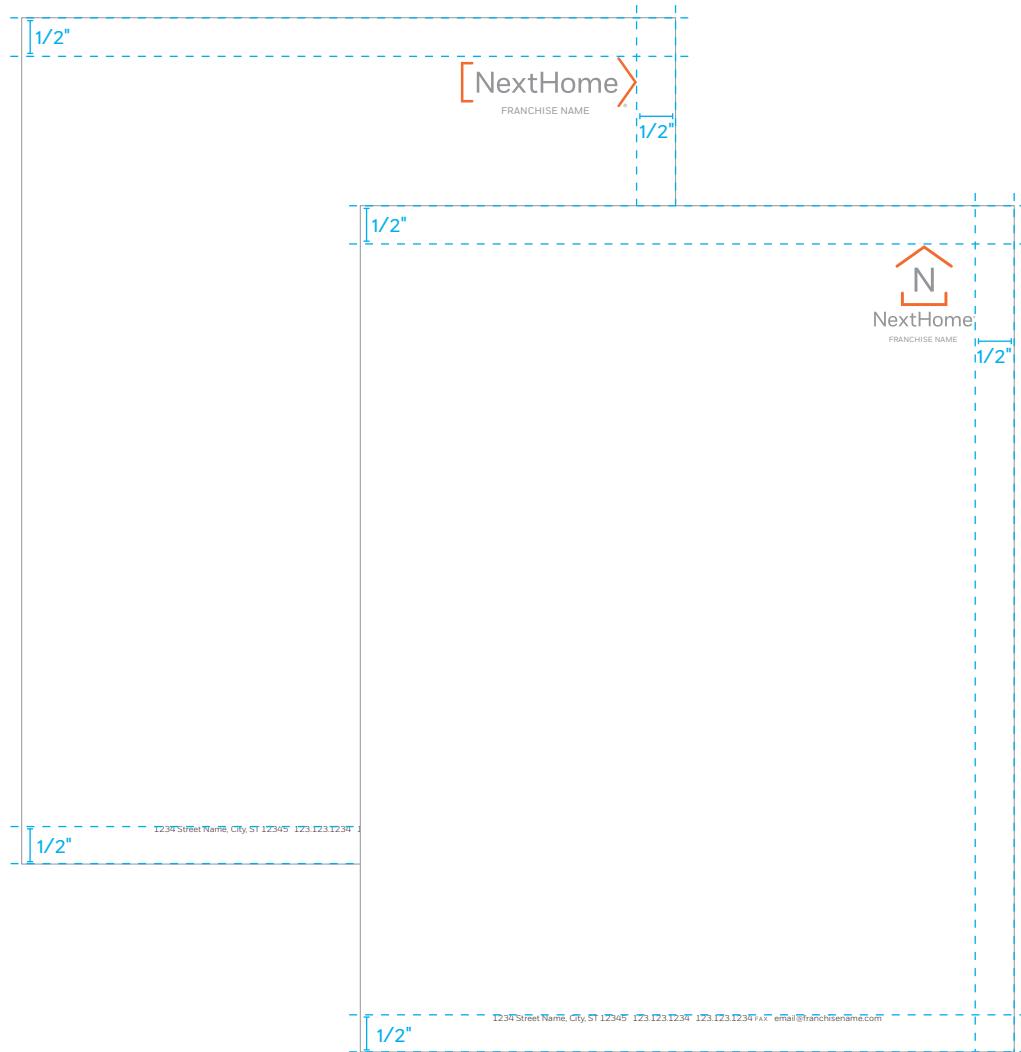
- Letterhead **must be ordered from our designated supplier.**
  - NextHome official letterhead should be used for all professional business correspondence, such as letters to clients, presentations and prospecting.
  - It is not intended for interoffice memos or other internal documents.

## Typography

Franchise Name: 7/9pt Fort Book, all caps, centered / Pantone Cool Gray 8 U / Track: 10  
Contact Information: 8/11pt Fort Light, Centered / Black

## Print Process and Paper Stock

Offset 3 spot colors  
Mohawk Superfine Ultrawhite Smooth, 80lb Text



# Stationery

## Envelopes

- Envelopes **must be ordered from our designated supplier.**
  - NextHome official envelopes should be used for mail or items needing an envelope (plain envelopes, or envelopes with stickers are not permitted).

## Typography

Franchise Name: 5/7pt Fort Book, centered / Pantone Cool Gray 8 U  
Return Address: 8/11pt Fort Light, Flush Left / Pantone Cool Gray 8 U

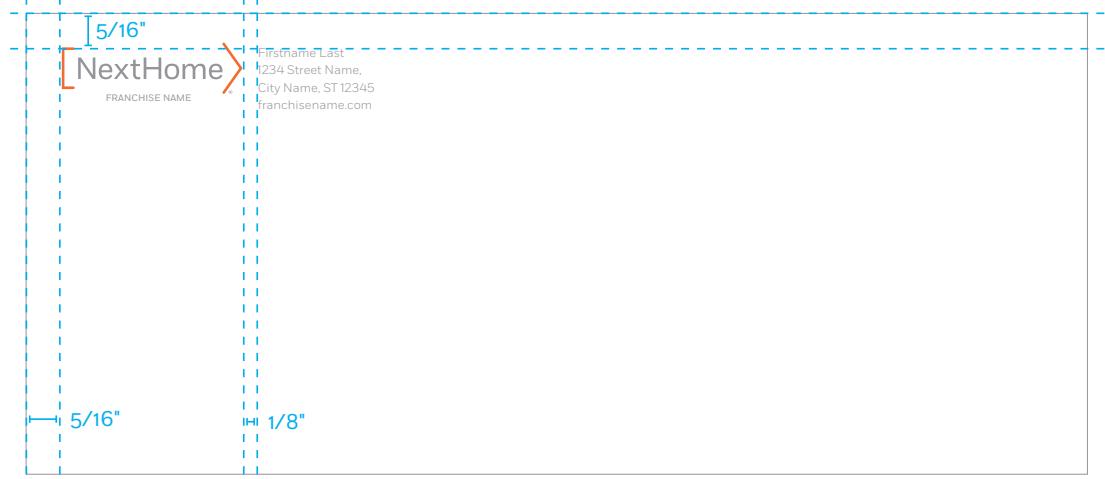
## Print Process and Paper Stock

Offset 3 spot colors  
Mohawk Superfine, Ultrawhite Smooth

### Front of Envelope Vertical Logo



### Front of Envelope Horizontal Logo



# Stationery

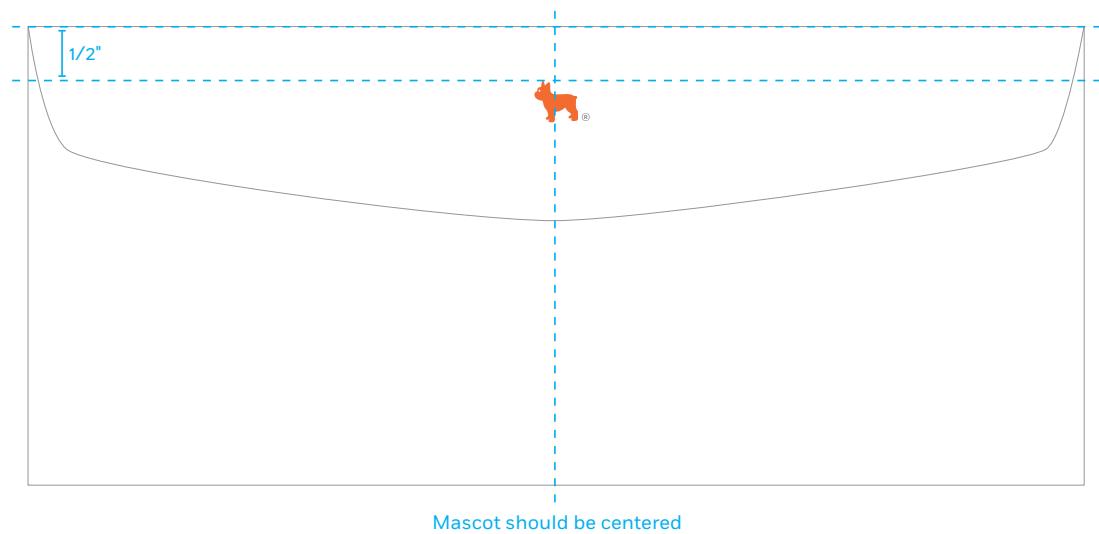
## Typography

Franchise Name: 5/7pt Fort Book, centered / Pantone Cool Gray 8 U  
Return Address: 8/11pt Fort Light, Flush Left / Pantone Cool Gray 8 U

## Print Process and Paper Stock

Offset 3 spot colors  
Mohawk Superfine, Ultrawhite Smooth

**Back of Envelope**



# Stationery

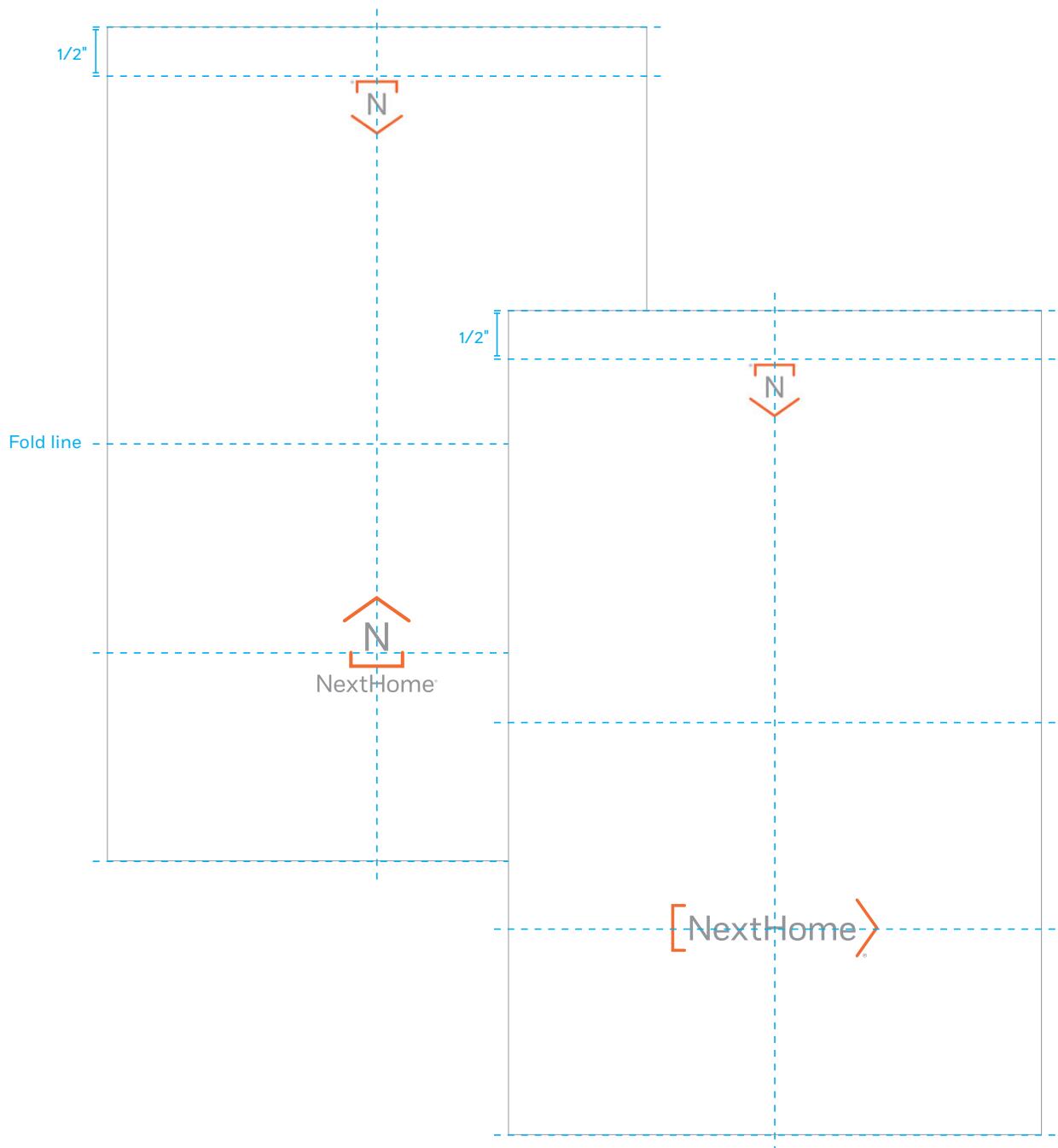
## Notecards

Notecards **must be ordered from our designated supplier.**

### Print Process and Paper Stock

Offset 2 spot colors

Mohawk Superfine Ultrawhite Smooth, 80lb Text



# Stationery

## Notecard Envelopes

Notecard envelopes **must be ordered from our designated supplier.**

### Typography

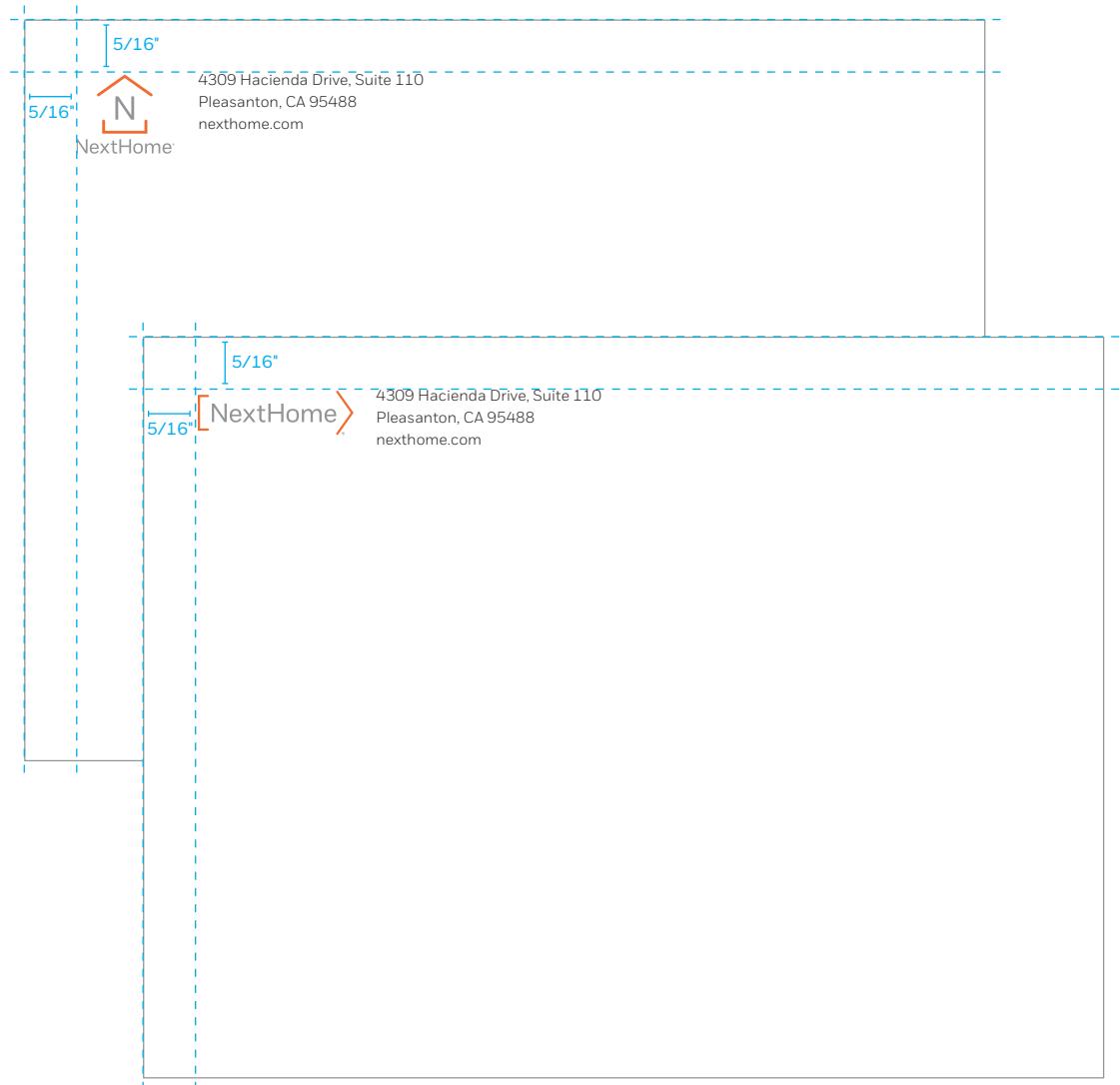
Return Address: 6/8.5pt Fort Light, Flush Left / Black

### Print Process and Paper Stock

Offset 3 spot colors

Mohawk Superfine, Ultrawhite Smooth

### Front of Notecard Envelope



# Stationery

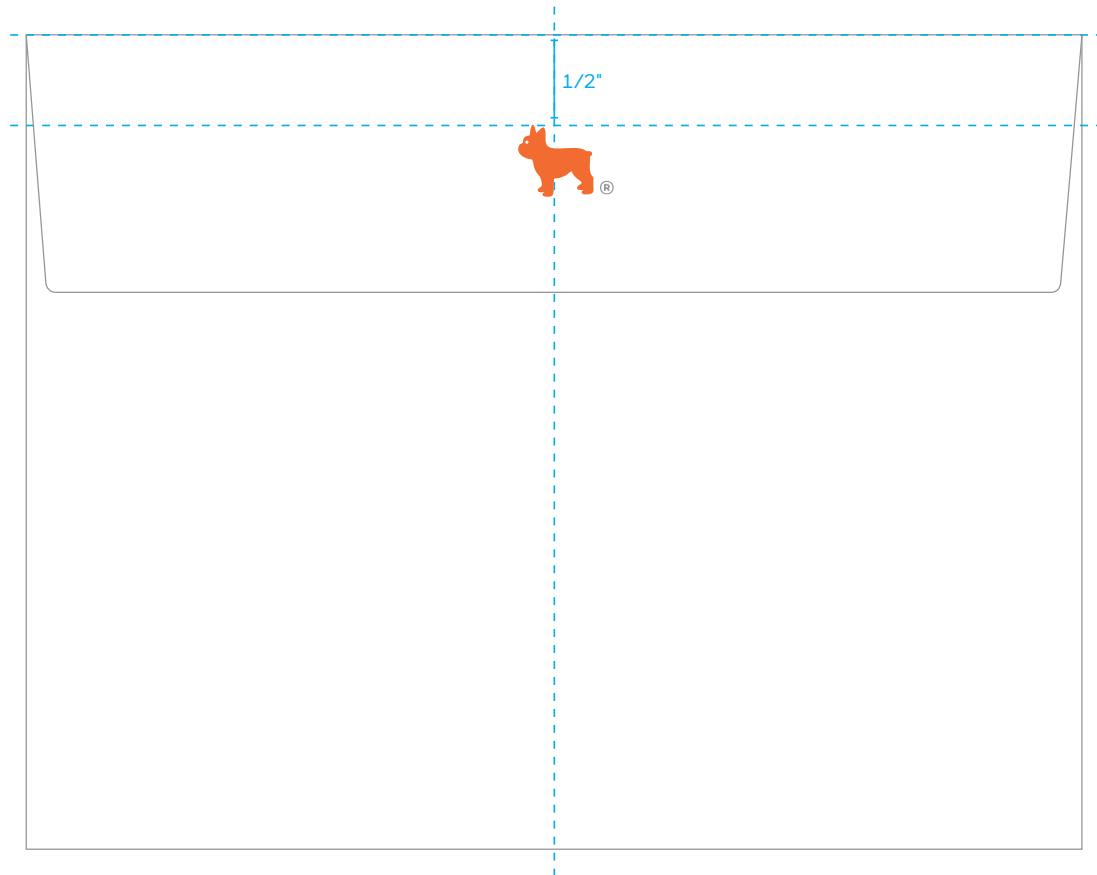
## Notecard Envelopes

### Print Process and Paper Stock

Offset 3 spot colors

Mohawk Superfine, Ultrawhite Smooth

### Back of Notecard Envelope

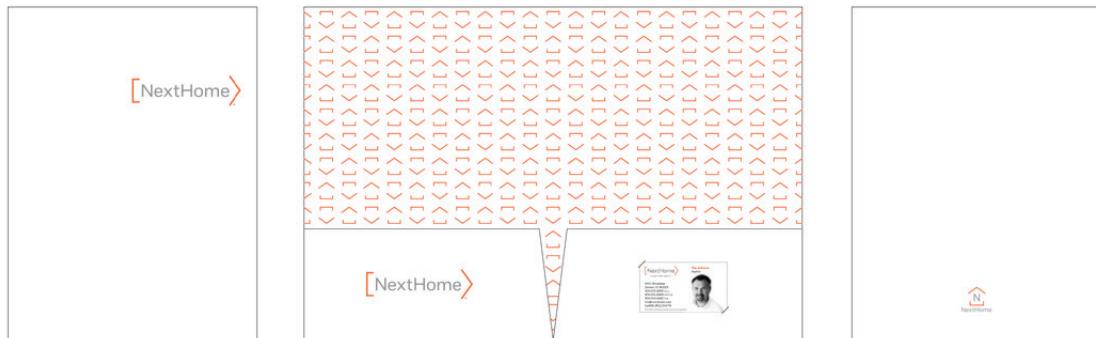


# Folders, Presentations & Brochures

## Folders

- Folders **must be ordered from our designated supplier.**
  - NextHome folders are to 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 to be used.

### Folder 1



### Folder 2



## **Listing & Buyer Presentations**

- You can use any program to create Listing & Buyer Presentations (NextHome's Presentation Builder is the preferred and recommended option).
- They must be presented in a NextHome Folder or NextHome Unibind Book Covers.
- Personal or custom logos used in presentation materials must not exceed 75% of the size of the NextHome logo.

## **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 & white printing/photocopying of material is allowed.
- Do not use colored paper. Only white paper can be used for all marketing material.
- Personal or custom logos must not exceed 75% of the height or width of the NextHome logo.

# 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](mailto: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](http://www.nexthomefranchisename.com)

✓ [www.nhfranchisename.com](http://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 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](http://www.nexthomecalifornia.com)  
✗ [www.nexthomebayarea.com](http://www.nexthomebayarea.com)

✗ [www.nexthomesfo.com](http://www.nexthomesfo.com)  
✗ [www.nexthome415.com](http://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](http://www.nexthomebroker.com)  
✗ [www.nexthomedeals.com](http://www.nexthomedeals.com)

✗ [www.nexthomerealestate.com](http://www.nexthomerealestate.com)  
✗ [www.findyournexthome.com](http://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](http://www.nhlasvegas.com)

✓ [www.nhgolfproperties.com](http://www.nhgolfproperties.com)

✓ [www.nhrealestate.com](http://www.nhrealestate.com)

✓ [www.nhbeachhomes.com](http://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](http://www.josephsmith.com)

✓ [www.joesmith.com](http://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](http://www.nexthomejosephsmith.com)

⚠ [www.nexthomejoesmith.com](http://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](http://www.josephsmith.biz)

⚠ [www.joseph-smith.com](http://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](http://www.joesmithsfolsomproperties.com)

⚠ [www.re4ubyjoesmith.com](http://www.re4ubyjoesmith.com)

# Advertising & Marketing

- |   |   |
|---|---|
| <b>Email Signatures</b>                           | <ul style="list-style-type: none"><li>● If you use the NextHome franchise logo in your email signature, it cannot be distorted, stretched or modified in any way. All logo requirements apply.</li><li>● 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.</li><li>● Email signatures must stay within the NextHome color palette.</li><li>● Personal or custom logo must not exceed 75% of the height or width of the NextHome logo.</li></ul>  |
| <b>Social Media</b>                               | <ul style="list-style-type: none"><li>● 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.”</li><li>● Names, Pages, 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, franchisee will have to turn over or shut down the Name, Page, Handle, unless two franchisees are using the same name in different markets.</li><li>● Any Names, Pages, Handles with “NextHome,” “NH” or any abbreviations implying the NextHome name and trademarks will become the property of NextHome, Inc. should franchisee or any of its agents leave and no longer affiliate with an active NextHome franchise.</li></ul>   |
| <b>Custom Advertising and Marketing Materials</b> | <ul style="list-style-type: none"><li>● Custom advertisements can be done at the discretion and cost of all NextHome members.</li><li>● Advertisements, custom graphics or colors must stay within the NextHome color palette.</li><li>● Personal or custom logos must not exceed 75% of the height or width of the NextHome logo.</li><li>● Any custom materials (including swag items such as pens, shirts, etc.) being ordered that are not previously approved or ordered through a designated supplier must be submitted for corporate approval to <a href="mailto:marketing@nexthome.com">marketing@nexthome.com</a>.</li><li>● Materials using the NextHome brand, trademarks and logos should be made in quality materials with high-resolution graphics and printing.</li><li>● If you are concerned about adhering to our branding guidelines or would like feedback, we highly recommend submitting advertisements for review to <a href="mailto:marketing@nexthome.com">marketing@nexthome.com</a>.</li></ul> |

# Appendix

## Secondary Colors

Our secondary colors were chosen to complement the NextHome brand identity. They are designed to accommodate a growing trend in the real estate industry — custom agent and team branding.

The secondary colors are intended for use in custom agent and team logos only. **Using our secondary colors on printed or digital materials (such as brochures, flyers, websites or promotional products) is not permitted.**

When creating or converting their custom logo, agents and teams can use any combination of the secondary colors and/or primary company colors. No other colors are permitted.

Using the primary NextHome colors (see page 5) is not required. While there is no maximum number of colors that can be used in a custom logo, selecting two to three colors is recommended.

The secondary colors can be used in different tints — 100%, 70%, and 40%. Our primary NextHome colors cannot be modified and can only be displayed at 100%.

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, where state regulations allow.

To ensure custom agent and team logos adhere to our branding guidelines, **all custom logos must be submitted to [marketing@nexthome.com](mailto:marketing@nexthome.com) for corporate approval.**

## Interior Office Decoration

In addition to custom logos, the 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.

# Appendix

## Secondary Colors



Purple  
Pantone 2607 U  
Tint = 100%  
HEX #825CA7

C = 56  
M = 79  
Y = 0  
K = 0

R = 130  
G = 92  
B = 167



Purple  
Pantone 2607 U  
Tint = 70%  
HEX #A387B3

C = 39.2  
M = 55.3  
Y = 0  
K = 0

R = 163  
G = 135  
B = 179



Purple  
Pantone 2607 U  
Tint = 40%  
HEX #CBB9D3

C = 22.4  
M = 31.6  
Y = 0  
K = 0

R = 203  
G = 185  
B = 211



Blue  
Pantone 3015 U  
Tint = 100%  
HEX #236A95

C = 89  
M = 48  
Y = 14  
K = 2

R = 35  
G = 106  
B = 149



Blue  
Pantone 3015 U  
Tint = 70%  
HEX #6E94B4

C = 62.3  
M = 33.6  
Y = 9.8  
K = 1.4

R = 110  
G = 148  
B = 180



Blue  
Pantone 3015 U  
Tint = 40%  
HEX #ADCOD3

C = 35.6  
M = 19.2  
Y = 5.6  
K = 0.8

R = 173  
G = 192  
B = 211



Turquoise  
Pantone 7466 U  
Tint = 100%  
HEX #00B2BF

C = 76  
M = 0  
Y = 28  
K = 0

R = 0  
G = 178  
B = 191



Turquoise  
Pantone 7466 U  
Tint = 70%  
HEX #60CAD1

C = 53.2  
M = 0  
Y = 19.6  
K = 0

R = 96  
G = 202  
B = 209



Turquoise  
Pantone 7466 U  
Tint = 40%  
HEX #ABE1E4

C = 30.4  
M = 0  
Y = 11.2  
K = 0

R = 171  
G = 225  
B = 228

# Appendix

| Secondary Colors |  | Green<br>Pantone 356 U<br>Tint = 100%<br>HEX #357D57              | C = 79<br>M = 13<br>Y = 82<br>K = 19        | R = 53<br>G = 125<br>B = 87   |
|------------------|--|---|---|-------------------------------|
|                  |  | Green<br>Pantone 356 U<br>Tint = 70%<br>HEX #73A386               | C = 55.3<br>M = 9.1<br>Y = 57.4<br>K = 13.3 | R = 115<br>G = 163<br>B = 134 |
|                  |  | Green<br>Pantone 356 U<br>Tint = 40%<br>HEX #AFCAB8               | C = 31.6<br>M = 5.2<br>Y = 32.8<br>K = 7.6  | R = 175<br>G = 202<br>B = 184 |
|                  |  | Yellow<br>Pantone 7404 U<br>Tint = 100%<br>HEX #FFCF41            | C = 0<br>M = 15<br>Y = 82<br>K = 0          | R = 255<br>G = 207<br>B = 65  |
|                  |  | Yellow<br>Pantone 7404 U<br>Tint = 70%<br>HEX #FFDD7F             | C = 0<br>M = 10.5<br>Y = 57.4<br>K = 0      | R = 255<br>G = 221<br>B = 127 |
|                  |  | Yellow<br>Pantone 7404 U<br>Tint = 40%<br>HEX #FFEBB6             | C = 0<br>M = 6<br>Y = 32.8<br>K = 0         | R = 255<br>G = 235<br>B = 182 |
|                  |  | Dark Gray<br>Pantone Cool Gray 11 U<br>Tint = 100%<br>HEX #7C7C81 | C = 52<br>M = 40<br>Y = 36<br>K = 15        | R = 124<br>G = 124<br>B = 129 |
|                  |  | Dark Gray<br>Pantone Cool Gray 11 U<br>Tint = 70%<br>HEX #A2A1A5  | C = 36.4<br>M = 28<br>Y = 25.2<br>K = 10.5  | R = 162<br>G = 161<br>B = 165 |
|                  |  | Dark Gray<br>Pantone Cool Gray 11 U<br>Tint = 40%<br>HEX #C9C8CA  | C = 20.8<br>M = 16<br>Y = 14.4<br>K = 6     | R = 201<br>G = 200<br>B = 202 |



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