BBG
REAL ESTATE SERVICES

Brand Standards Guide

2021

This document is your guide to understanding the usage standards for the **BBG** identity program across a variety of applications — from print advertising and collateral materials to website and stationery. The graphic identity program supports our overall branding strategy and will help build recognition for **BBG**.

Building equity in the brand involves a significant investment of resources on the part of the company. To help us all realize the best return on our investment, we ask that you follow the standards outlined here. By doing your part to ensure consistency, you will maximize the effectiveness of the graphic identity and enhance the value of the brand.

QUESTIONS & APPROVALS

+ Please contact **Patricia Anderson** at **214-269-0538** or email **panderson@bbgres.com** with any questions or approval needs.

LOGO USAGE

The BBG logo is the most fundamental element of our identity. When used according to corporate guidelines, it establishes continuity and maximizes BBG's brand. The BBG logo should be placed on a white background only. However, when a white background cannot be used, choose either the 100% black or knockout version, depending on which is most readable. It's important to use the combination that gives the highest contrast between the logo and the background, as shown here. Always use the authorized artwork, which can be scaled as needed. Do not redraw, modify or change the logo in any way. Do not typeset the logo with existing typefaces.

100% BLACK
Use for 1 color (black) printing on a white background.

KNOCKOUT
Use for printing on a background of any color, including black.

COLORS
The logo may be reproduced in the corporate color: BBG prints PMS 308 on uncoated stock or PMS 7708 on coated stock.

LOGO SCALE & CLEAR SPACE

The BBG logo must be scaled proportionally and should never be used smaller than .5 inches in height. Use any smaller and legibility will be compromised. Logo proportions must remain fixed and a minimum clear space must be maintained, as shown.

Smallest usage size: .5" in height.

BBG
REAL ESTATE SERVICES

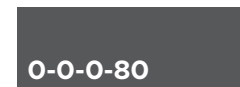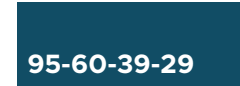Clear space is equal to the logo height.

BBG
REAL ESTATE SERVICES

COLORS

Following is the corporate color palette for BBG.

PRINT COLORS FOR USE ON **COATED** STOCK:

PMS

CMYK

| 7708C | 95-60-39-29 |

| 7576C | 9-56-76-1 |

| 7710C | 79-17-33-0 |

| 425C | 0-0-0-80 |

PRINT COLORS FOR USE ON **UNCOATED** STOCK:

PMS

CMYK

| 308U | 99-10-14-39 |

| 716U | 3-60-73-0 |

| 7711U | 79-21-30-0 |

| 425U | 0-0-0-80 |
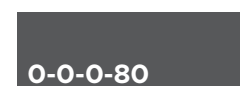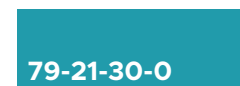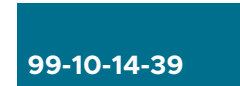
TYPOGRAPHY

Font usage for creating a consistent look for all BBG communications. A limited number of approved typefaces have been selected for all print applications. They have been identified as compatible with the BBG signature to ensure maximum legibility.

Microsoft Word font usage, for internal/office use only (if needed):

Arial Regular (sans serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()_+

Calisto MT (serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()_+

BBG CORPORATE TYPEFACES:

Metropolis Font Family (sans serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()_+

Minion 3 Font Family (serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()_+

TYPOGRAPHY

In most cases, the main sans serif typeface, Metropolis should be used. To create distinction for main headlines or text callouts, a second serif typeface, Minion 3, can be used. (See below for an example.)

BUNDLED DUE DILIGENCE SERVICES

BBG is one of the only national firms offering comprehensive due diligence services with the ability to bundle third-party reports for maximum efficiency.

Headlines:

ALL UPPER CASE, MEDIUM WEIGHT, BLUE (Metropolis font)

ALL UPPER CASE, MEDIUM WEIGHT, BLUE (Minion 3 font)

Subheads:

ALL UPPER CASE, MEDIUM WEIGHT, BLACK (Metropolis font)

ALL UPPER CASE, MEDIUM WEIGHT, BLACK (Minion 3 font)

(two point sizes smaller than headline)

Body Copy:

Regular Weight, Black

Bulleted Lists:

+ Always use orange plus sign for bullets

Bulleted List Header:

Bold Weight, Orange

PAPER STOCK

Printing of BBG materials should always conform to the paper sources listed here.

STATIONERY:

Stock: Neenah Classic Crest Solor White Writing Weight Uncoated

Envelope:

Size: #10

Stock: Neenah Classic Crest Solar White

MAILING LABEL:

Size: 4" x 3.25" (6 up on a sheet)

Stock: Neenah Classic Crest Solar White Sticker Stock

BUSINESS CARDS:

Sourced from: Moo.com

Stock: Original Matte with Rounded Corners