

# BRAND GUIDELINES

FOR HIGHGARDEN COMMERCIAL REAL ESTATE



**H**  
HIGHGARDEN  
— COMMERCIAL REAL ESTATE —



# BRINGING OUR BRAND TO LIFE

The Highgarden Commercial Real Estate logos are designed specifically for our Commercial Division and are part of the broader Highgarden Real Estate brand. To maintain a strong and unified identity, we've established distinct logos for use in marketing materials. Please follow our standard Logo Usage Guidelines to ensure proper and consistent usage.

## GENERAL MARKETING GUIDELINES

- All marketing must use the proper company trademarks, logos, and disclosures in accordance with state and local licensing laws, Equal Housing Organization regulations, and REALTOR® advertising guidelines.
- Agents must use the company logo, Equal Housing Organization logo, and applicable REALTOR® logo.
- All direct marketing pieces must include any required agency relationship disclosure (e.g., "If you are currently in an agency relationship with another REALTOR®, please disregard this advertisement").
- The company name, Highgarden Commercial Real Estate, must be prominently displayed in all advertising and easily identifiable to the public.
- All advertising quoting payments must include the required Truth in Lending disclosures..
- **All real estate-related advertising must be sent to the National Director of Marketing at [marketing@highgarden.com](mailto:marketing@highgarden.com) for Corporate approval prior to printing and distribution.**

## APPEARANCE OF COMPANY NAME

The Company Names should always appear as shown in bold below. Correct spelling is essential.

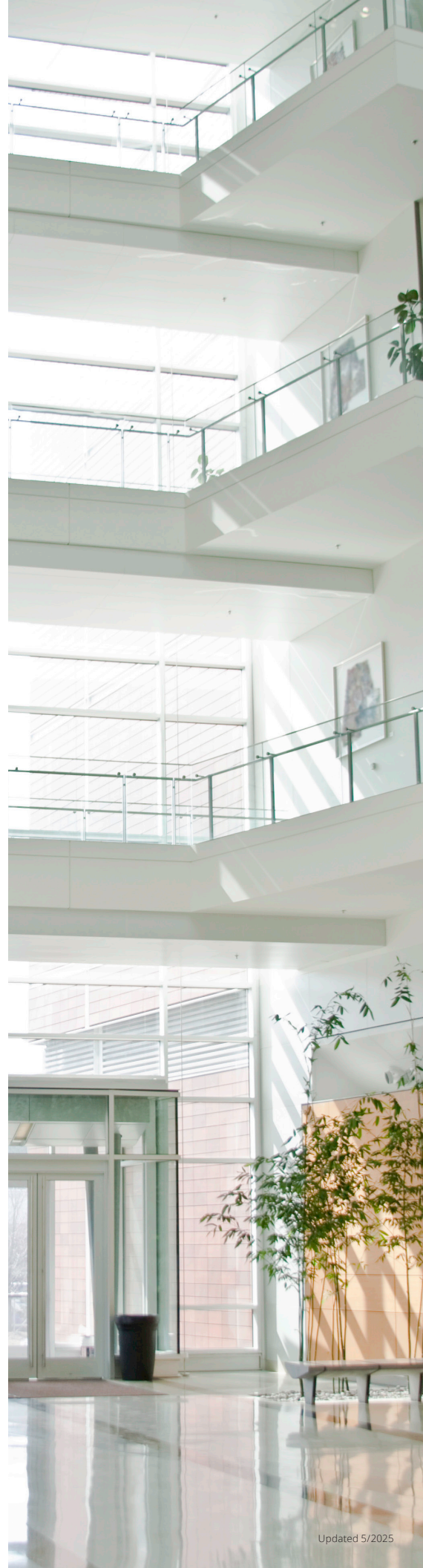
### **Highgarden Real Estate**

Note: It is Highgarden Real Estate, not Highgarden Realty.

### **Highgarden Commercial Real Estate**

Note: It is Highgarden Commercial Real Estate, not Highgarden Commercial.

When using acronyms for the companies, **HRE** and **HCRE** should be used.



# HIGHGARDEN COMMERCIAL REAL ESTATE LOGO

The Highgarden Commercial Real Estate logo is required on all marketing materials. Below are the two versions of the logo that can be utilized.

## STACKED LOGO



## HORIZONTAL LOGO



## USAGE GUIDELINES



### CLEAR SPACE

Maintaining the appropriate clear space around the logo is vital to ensure that other graphic elements do not compromise its visual impact. Please leave a minimum clear space of 20 pixels around the logo. If resizing is necessary, make sure to maintain the original dimensions proportionately.

### ASPECT RATIO

It is crucial to preserve the original aspect ratios of all logo types. Do not stretch or skew any company logo image. If a specific file dimension is necessary and the original file is being distorted to fit the template, please contact the marketing department. They will provide a properly adjusted image with the required dimensions and/or DPI for your use.



**THE LOGO SHOULD  
BE NO SMALLER THAN  
1 INCH IN WIDTH.**

## LOGO COLOR VARIATIONS

The logo offers four approved color variations: full color (branded green and black), all black, all white, or white with a green “H.” Any color variation beyond these options will not receive approval.



## THE HIGHGARDEN COMMERCIAL REAL ESTATE LOGOTYPE

The stacked or horizontal versions of the Highgarden Commercial Real Estate logo are the preferred choices. While there are specific instances where the Highgarden Commercial Real Estate logotype can be utilized, it is advised to **contact the Marketing Department before using this element.**



## LOGO FILE TYPES

To prevent white or black squares around the logo, it is advisable to utilize the .PNG file format, which includes a transparent background. When providing images to companies for product manufacturing, it is recommended to supply vector images in .EPS format to achieve the best quality outcome.

## IMAGE RESOLUTION

For optimal image quality in print, the logo files are configured at 300 DPI (dots per inch), and it is crucial to maintain this resolution. To adhere to this guideline, it is recommended to consistently utilize the original files instead of clipping or screenshotting them from any company website or marketing materials.

## THE HIGHGARDEN “H” SYMBOL

The Highgarden “H” is a design element, not the logo.

**Please use the stacked or horizontal logos on all your marketing materials.**





## HCRE COLORS

This is the primary color palette used in Highgarden Commercial Real Estate's branding and marketing materials.



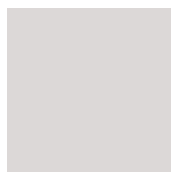
**DARK GREEN**  
PMS 7733 C  
RGB 0-151-17  
CMYK 100-0-89-41  
HEX 00713F



**CHARCOAL**  
PMS Black 7 C  
RGB 58-58-58  
CMYK 69-62-61-52  
HEX 3A3A3A



**LIGHT GREEN**  
PMS 802 C  
RGB 0-229-0  
CMYK 68-0-100-0  
HEX 00E500



**LIGHT GRAY**  
PMS Cool Gray 1 C  
RGB 224-222-223  
CMYK 11-9-8-0  
HEX E0E0DF

## HCRE FONTS

These are the fonts incorporated within the Highgarden Commercial Real Estate branding. In case Trajan Pro and Open Sans are not accessible, alternative font options are also available.

### TRAJAN PRO

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

**Alternative font for Trajan Pro: Cinzel**  
*Cinzel is a Google font and can be downloaded  
from this site: [fonts.google.com](https://fonts.google.com)*

USED FOR HEADLINES AND PULL QUOTES

### OPEN 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

**Alternative fonts for Open Sans: Lato**  
*Open Sans and Lato are both Google fonts and can  
be downloaded from this site: [fonts.google.com](https://fonts.google.com)*

USED FOR SUBHEADS AND BODY COPY