

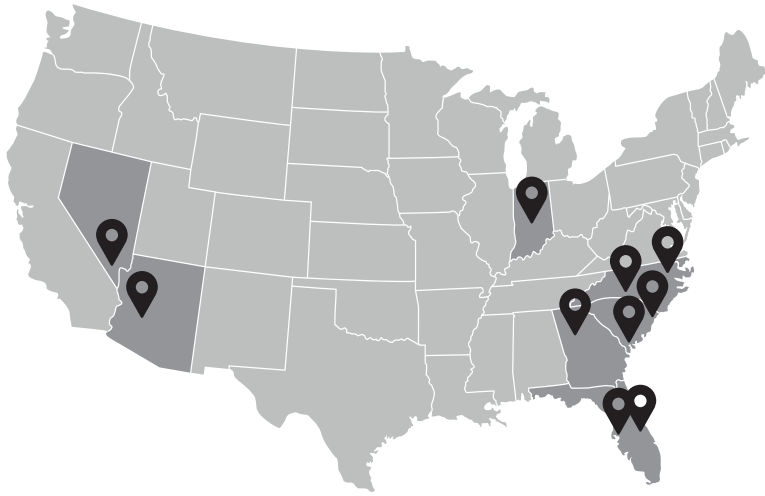
# BRAND GUIDELINES

FOR HIGHGARDEN REAL ESTATE & EASYSTREET REALTY



**H**  
HIGHGARDEN  
REAL ESTATE

**E**  
EASYSTREET  
REALTY



## OUR STORY

Founded in 2000 in Indianapolis, Indiana, by Steve Robbins, Chris Kukelhan, and Brian Holle, our journey began as EasyStreet Realty. From the start, the vision was clear: bring a fresh, progressive approach to the industry. Rather than reinventing the wheel, the founders focused on refining and elevating the real estate experience to build a brokerage designed for long-term growth.

As the company expanded, our brand needed to reflect the increasingly premium experience we were delivering. We sought a name that conveyed elegance, abundance, and a higher standard. Inspired by the prosperous and refined realm in Game of Thrones, the name Highgarden Real Estate was chosen.

This was more than a simple rebrand, it was a strategic evolution aligned with our commitment to top-tier buyer and seller representation. We first introduced this elevated identity by launching our Phoenix market as Highgarden in 2012. Following its success, the company officially rebranded to Highgarden Real Estate in 2013.

Today, that founding vision has fully matured. Highgarden stands as a proven leader in residential real estate, built on innovation, exceptional service, and a commitment to raising the bar for agents and clients alike.

## CORE VALUES

- Collaborative Spirit
- Empathy and Care
- Openness and Inclusivity
- Supportive Growth
- Community Engagement

## NATIONWIDE CONNECTIONS

Your business extends far beyond your local market. Seamlessly refer out-of-state clients to trusted Highgarden Real Estate or EasyStreet Realty agents across our established national network:

## HIGHGARDEN REAL ESTATE

- Center Grove, Indiana
- Charleston, South Carolina
- Charlotte, North Carolina
- Fishers, Indiana
- Greenwood, Indiana
- Indianapolis, Indiana
- Mooresville, Indiana
- Myrtle Beach, South Carolina
- Phoenix, Arizona
- Raleigh, North Carolina

## EASYSTREET REALTY

- Atlanta, Georgia
- Las Vegas, Nevada
- Orlando, Florida
- Tampa, Florida

# BRINGING OUR BRAND TO LIFE

The Highgarden Real Estate and EasyStreet Realty logos are trademarks of Highgarden Real Estate, Inc. and EasyStreet Realty, Inc.. To protect and grow the Highgarden Real Estate and EasyStreet Realty brands, we have distinguishable logos that can be used in marketing. Please follow our standard Logo Usage Guidelines when displaying the Highgarden Real Estate and/or EasyStreet Realty logos. The following pages will be giving you all the details on the requirements of our brand.

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## GENERAL MARKETING GUIDELINES TO FOLLOW

All marketing materials must utilize the proper corporate trademarks, logos, and disclosures per regional state license laws, governing real estate commissions, Equal Housing Opportunity regulations, and national advertising guidelines. By adhering to these standards, you protect your license and ensure a unified brand presence across our entire nationwide network.

### 1 APPEARANCE OF COMPANY NAME

Correct spelling and formatting are essential to comply with corporate trademark registrations across all active states. The company names and acronyms must appear exactly as below.

#### **Highgarden Real Estate**

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

#### **EasyStreet Realty**

Note: There is no space between the words Easy and Street, and both words are capitalized.

When utilizing shorthand acronyms, only **HRE** and **ESR** are permitted.



## 2 PROFESSIONAL STATUS DISCLOSURE

You must always make your status as a licensed real estate professional readily apparent in all marketing mediums, including print, digital, video, and social media. Your licensed name must always be prominently paired with the full corporate brokerage name (Highgarden Real Estate or EasyStreet Realty) to satisfy National Association of REALTORS® (NAR) Article 12 advertising regulations and prevent blind advertising violations under your state's real estate commission guidelines.

### STATE LICENSE NUMBER RULE (NEVADA)

If you are licensed in a state that legally mandates the public disclosure of license numbers, such as **Nevada**, your current state-issued real estate license number and professional designation must be clearly and conspicuously visible on all physical marketing pieces and clearly stated within your digital or social media profile bios.

### ✓ CORRECT

- ✓ REALTOR®
- ✓ REALTORS®

### ✗ INCORRECT

- ~~Realtor®~~
- ~~Realtor~~
- ~~REALTOR~~

## 3 BROKERAGE LOGO REQUIREMENT

The official company logo is required on all marketing materials to establish a clear agency relationship with the public. To protect our corporate trademark and comply with strict state-level advertising laws regarding brokerage visibility, the logo must be no smaller than 1 inch in width, preserve its original proportionate aspect ratio (never stretched or skewed), and maintain at least 20 pixels of clear space around all edges.



## 4 FAIR HOUSING AND COMPLIANCE LOGOS

Alongside the company logo, all real estate marketing materials must utilize the proper industry compliance markers, specifically the official Equal Housing Opportunity logo and the applicable REALTOR® logo. These logos protect the public and guarantee that your advertising aligns with the National Association of REALTORS® and federal regulatory standards across all regional markets.



## 5 TEAM ADVERTISING REGULATIONS

If you market your business as an official team, your marketing must always ensure the public knows you are affiliated with Highgarden Real Estate or EasyStreet Realty, rather than operating as an independent, standalone firm.

### PROHIBITED WORD RESTRICTIONS (STATE-SPECIFIC)

If you operate a team in **Colorado, Georgia, Nevada, or North Carolina**, your team name is legally prohibited by your state's real estate commission from using words like Realty, Real Estate, Company, Corporation, or LLC. If you are an agent in Indiana, these word restrictions do not apply to your team name, but you must still follow the standard rule below.

**FOR SALE**

**PROPERTY ADDRESS**  
CITY, STATE ZIP

2 BED • 2 BATH • 2500 SQFT

AGENT NAME  
REALTOR®  
000-000-0000  
Email@highgarden.com  
website.com

CUSTOM LOGO | HIGHGARDEN REAL ESTATE

Dual logo present

**FOR SALE**

123 MAIN ST • CARMEL, IN 46032

HIGHGARDEN REAL ESTATE

**BEAUTIFUL HOME IN [INSERT NEIGHBORHOOD NAME]!**

2 BED • 2 BATH • 2500 SQFT • 2 CAR GARAGE

AGENT NAME  
REALTOR®  
000-000-0000  
Email@highgarden.com  
website.com

CUSTOM LOGO

Your custom logo

### VISUAL SCALING RULE

Across all states, the primary brokerage logo must always be displayed clearly and conspicuously alongside your team name to ensure the holding firm is easily identifiable to consumers.

### Dual logo Example



## 6

### CONTACT INFORMATION AND OFFICE LOCATION

To maintain a highly professional public image and build local consumer trust, it is strongly encouraged as a national brand best practice to include a complete, clear contact block on all marketing pieces and digital footprints. **Your contact block should explicitly include your professional phone number, your corporate email address, and your approved real estate website URL.**

#### STATE-SPECIFIC DIGITAL DISCLOSURES - OFFICE LOCATION

If you are marketing in **Colorado, Nevada, South Carolina, or Florida**, your state's real estate commission legally mandates that all digital media, internet websites, and electronic blast emails clearly and conspicuously display the city and state of your affiliated physical branch office alongside your standard contact information.

#### CONTACT REQUIREMENT

Across all markets, ensuring consumers have a direct, clear path to contact you or the brokerage is an essential component of a transparent, professional advertisement. Leaving off these core pieces of contact information compromises the transparency and compliance of your marketing.



The following contact information must be included on all your marketing pieces:

- Name
- Title
- Phone Number
- Email Address
- Website
- Office Address (only certain markets)

## 7

### FAIR HOUSING LANGUAGE AND VOCABULARY

All advertising copy must strictly adhere to federal, state, and local Equal Housing Opportunity regulations. Marketing must describe the property and its physical features, never the ideal buyer or tenant. Please reach out to your marketing department if you have any questions about this.

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### TRUTH IN LENDING (TIL) DISCLOSURES

Any advertising quoting financial details, such as specific monthly payments, down payment amounts, or interest rates, must legally include the required Truth in Lending Act (TILA) disclosures, including the Annual Percentage Rate (APR). To remain safe and compliant under federal finance laws, avoid quoting raw monthly figures in a vacuum without full loan terms.

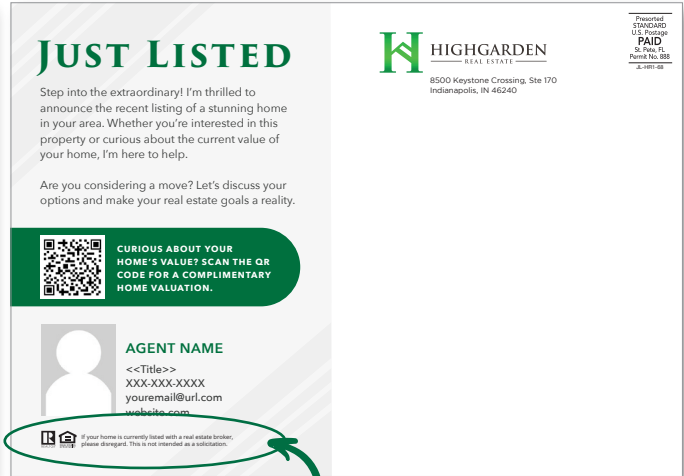
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### DIRECT MAIL AND OUTREACH DISCLOSURES

All direct marketing, postcards, and geographic farming pieces must include the required agency relationship disclosure as seen below. This fine print must be clearly legible and properly placed within the margins or layout of the advertisement to comply with state advertising guidelines.



If your home is currently listed with a real estate broker, please disregard. This is not intended as a solicitation.



Direct mail disclosure on the back

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### CORPORATE APPROVAL PROCESS (REQUIRED)

Marketing customized using the pre-approved, turnkey company templates provided on TheAgentLocker.com is pre-cleared for corporate compliance and brand standards. However, **any completely custom real estate-related advertising must be submitted to marketing@highgarden.com or marketing@easystreetrealty.com for review and written approval prior to printing, online publishing, or public distribution.**

# HIGHGARDEN REAL ESTATE LOGO

The Highgarden 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 LOGOTYPE

The stacked or horizontal versions of the Highgarden logo are the preferred choices. While there are specific instances where the Highgarden 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.**





# HIGHGARDEN COLORS

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



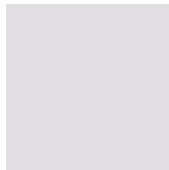
**DARK GREEN**  
PMS 7733 C  
RGB 0-151-17  
CMYK 100-0-89-41  
HEX 00713F



**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 E0DEDF

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# HIGHGARDEN FONTS

These are the fonts incorporated within the Highgarden 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

# EASYSTREET REALTY LOGO

The EasyStreet Realty 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, all black, all white, or all white with the symbol in color. Any color variation beyond these options will not receive approval.



## EASYSTREET LOGOTYPE

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

EASYSTREET  
REALTY

EASYSTREET  
REALTY

## 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 EASYSTREET SYMBOL



The EasyStreet symbol is a design element, **not the logo.**

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





# EASYSTREET COLORS

This is the primary color palette used in EasyStreet's branding and marketing materials.



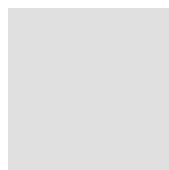
**GRASS GREEN**  
PMS 7495 C  
RGB 135-150-55  
CMYK 30-4-85-30  
HEX 879637



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



**SKY BLUE**  
PMS 5425 C  
RGB 125-154-170  
CMYK 44-15-7-22  
HEX 7D9AAA



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

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# EASYSTREET FONTS

These are the fonts incorporated within the EasyStreet branding. In case Libre Caslon and Open Sans are not accessible, alternative font options are also available.

## LIBRE CASLON

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

**Alternative font for Libre Caslon: Caslon**  
*Libre Caslon 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

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

**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