

BRAND GUIDELINES

FOR HIGHGARDEN REAL ESTATE & EASYSTREET REALTY



H
HIGHGARDEN
REAL ESTATE

E
EASYSTREET
REALTY

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.

GENERAL MARKETING GUIDELINES

- All marketing must utilize the proper company trademarks, logos, and disclosures per state and local license law, Equal Housing Organization regulations, and advertising guidelines.
- Agents must utilize the proper company logo, Equal Housing Organization logo, and applicable REALTOR® logo.
- All direct marketing pieces must include any required agency relationship disclosure (i.e., If you are currently in an agency relationship with another REALTOR®, please disregard this advertisement.)
- All advertising quoting payments must include the required truth in lending disclosure(s).
- **All real estate-related advertising must be sent to marketing@highgarden.com or marketing@easystreetrealty.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.

EasyStreet Realty

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

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



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

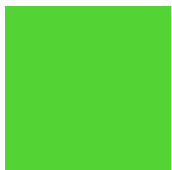
This is the primary color palette used in Highgarden's branding and marketing materials.



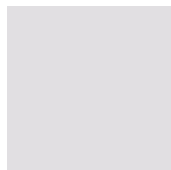
DARK GREEN
PMS 2272 C
RGB 0-151-17
CMYK 100-0-89-41
HEX 009711



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

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

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

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.**



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.



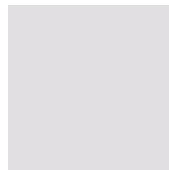
GRASS GREEN
PMS 7495 C
RGB 135-150-55
CMYK 30-4-85-30
HEX 879637



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 E0EDEF

EASTSTREET 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

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

USED FOR SUBHEADS AND BODY COPY