

Highgarden Real Estate / EasyStreet Realty

MARKETING & LOGO USE GUIDELINES

The Highgarden Real Estate and EasyStreet Realty logos are trademarks of Highgarden Real Estate, Inc. and EasyStreet Realty, Inc.. In order to protect and grow the Highgarden Real Estate and EasyStreet Realty brands, we have distinguishable logos that can be used in marketing. When displaying the Highgarden Real Estate and/or EasyStreet Realty logos, please follow our standard Logo Usage Guidelines.

Marketing Approval

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.

Standard Logos

Stacked Logos for White/Light Colored Backgrounds



Stacked Logos for Black/Dark Colored Backgrounds



Horizontal Logos for White/Light Colored Backgrounds



Horizontal Logos for Black/Dark Colored Backgrounds



Symbols



Wordmarks



Logo Types

When possible, the .png logo type (with transparent background) should be used to avoid white or black squares around the logo. Vector Images (.eps) should be provided to companies for product manufacturing to ensure the highest quality result.

Image Resolution

The highest possible file size should always be used in order to maintain the best image resolution. To ensure this rule is followed, please always use original files rather than clipping from any company website or marketing.

Aspect Ratio

The original aspect ratios for any logo type should always be maintained. Do not stretch or skew any company logo image. If specific dimensions are required for a file and the original file is being stretched or skewed to fit the template in use, please contact the marketing department with required file dimensions and/or DPI to get a properly adjusted image for use.

Clear Space

To ensure that other graphic elements do not crowd or weaken the impact of the identity mark, leave a minimum clear space of 20 pixels around the mark. If it is resized, it should be done proportionately to maintain original dimensions.

Complimentary Colors

Highgarden Real Estate Color Palette

	HEX	Pantone	RGB	CMYK
Dark Green	009711	2272	0,151,17	100,0,89,41
Light Green	00e500	802	0,229,0	68,0,100,0
Charcoal	3a3a3a	7	58,58,58	69,62,61,52
Light Grey	e0dedf	1c	224,222,223	11,9,8,0

Easy Street Realty Color Palette

	HEX	Pantone	RGB	CMYK
Grass Green	879637	7495 C/U	135, 150, 55	30, 4, 85, 30
Sky Blue	7d9aaa	5425 C/U	125, 154, 170	44, 15, 7, 22
Black	000000	Black	0, 0, 0	0, 0, 0, 100

By signing below you agree to abide by the standard marketing, trademark, and logo usage guidelines above and to withhold from any marketing distribution without written approval for each individual marketing design on behalf of the Highgarden Real Estate / EasyStreet Realty Corporate Marketing Department.

Agent/Employee Signature

Printed Name

Date