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Welcome

Welcome to NextHome

We are excited to have you as a part of our family and look forward to helping you grow your business. NextHome has spent considerable time and resources working with some of the most prestigious design firms in the world to create the NextHome logo and brand identity. In order to ensure brand consistency for all members, it's important you follow each guideline accurately.

The purpose of this manual is to ensure the consistent use and application of the NextHome identity system. It will provide you guidance on the purchase and use of marketing materials, products, and services in your daily business. It will also familiarize you with the identity and use of our brand through examples.

Things Our Attorneys Make Us Tell You

All advertising and promotion you undertake, whether through conventional media, the Internet or by any other means, must be completely truthful, conform to the highest standard of ethical advertising, meet the specifications for use of the NextHome Marks as to artwork, lettering, colors, size, construction and overall appearance as stated below and comply with any applicable laws and regulations. NextHome reserves the exclusive right to conduct or control Internet promotion and marketing, including the right to control the use of our Trade Name or Marks in any social media and any other existing media whether it now exists or is developed in the future.

You may not use our Marks in any manner that may mislead or deceive the public regarding your office location, the scope of the geographic area your office services, your relationship to NextHome or any purpose other than the promotion of the services provided by your office. Except for marketing artwork we supply, the approved guidelines below, and material created through our proprietary software or ordered through our designated suppliers, you must submit copies of all other custom promotional and advertising materials to marketing@nexthome.com at least 14 days before the proof approval deadline. We will review the materials within a reasonable time and will promptly notify of their approval or denial. If we approve or have provided specified materials, we reserve the right to later withdraw our approval if we reasonably believe it is necessary to make the advertising conform to changes in the System, to correct unacceptable features of the advertising or for any other reason. You must include the name and address of your office on all marketing and advertising materials. We will not approve materials that publicize fees or commission rates for your services. You must include the disclaimer "Each office is independently owned and operated" on all consumer-facing marketing or advertising. All advertising, marketing, public relations and promotional activities you undertake must comply with the criteria specified below.

Welcome

Our “Designated Suppliers”

A “Designated Supplier” means a supplier of specified Proprietary Products that we have designated as the sole source of those products. All “Designated Supplier” products conform to our branding guidelines, use high quality material and create consistency in the materials used across offices, and markets. When our guidelines state something must be ordered through a Designated Supplier, you cannot use or order that product through any other vendor or supplier. If we do not state you must order a product through a Designated Supplier below, then you can have that product made through another vendor, but all proofs must be submitted to marketing@nexthome.com for review before ordering.

The Reason For Our Branding Guidelines

The NextHome branding guidelines were created in partnership with Pentagram, one of the most prestigious design firms in the world. They have helped create some of the most widely known consumer brands we use today. When we designed the NextHome brand, the goals were to create something consumer-centric, have a set of standards to use across the whole franchise, and to raise the bar in our industry by creating a stronger consumer understanding of our company value and what we as agents do as a profession. Through our consumer research, we found the perception of real estate brands varied extensively from market to market due to the inconsistency of branding by each local office, and more significantly, by each agent within an office. Without a level of branding consistency, the value, perception and reputation of that brand and all agents within it is compromised.

NextHome wanted to create a balance between standardizing our branding throughout each city and state and custom marketing to highlight our members and their local businesses. Through our development efforts, we have created a strong consumer perception of our brand by standardizing the key elements of our marketing, while allowing offices and agents to keep the local branding and name recognition they have developed over the years. Our minimum standards will benefit every NextHome member, and more importantly, will help each NextHome office become the premier local real estate company.

Please Remember

If for any reason you do not follow our branding guidelines, you will be required to discard the material and incur the expense of replacing it with compliant material. If you are ever concerned about something meeting our required specifications, please email the proof to marketing@nexthome.com at least 14 days prior to the approval deadline. We will respond within 2 business days as to whether it is approved, or what corrections need to be made. If you have not heard from us, please re-submit the material. If we send you corrections, you will need to resubmit the material for review and approval after they have been made.

Colors & Fonts

Company Colors

Our primary company colors are an essential component of the NextHome brand identity. The combination of orange and gray is elegant, yet powerful. Associated with warmth and joy, orange represents enthusiasm, happiness, creativity, and success.

In special cases, the use of secondary colors is permitted. Please see Appendix at the end of this document for details.



NextHome Orange
Pantone Orange 021 U
HEX Color: #FF6C2C

C = 0
M = 60
Y = 100
K = 0

R = 255
G = 108
B = 44



NextHome Gray
Pantone Cool Gray 8 U
HEX Color: #959499

C = 44
M = 36
Y = 35
K = 1

R = 149
G = 148
B = 153

Company Fonts

The NextHome identity system uses the typefaces Fort and Fort XCond.

Font licenses can be purchased from Village Type & Design, LLC:

<http://vllg.com/mckl/fort/buy>

<http://vllg.com/mckl/fort-xcond/buy>

Purchasing the Fort font license is not required. Using Arial typeface is a comparable, free alternative.

FORT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FORT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FORT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FORT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FORT XCOND MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Logo Usage

Horizontal Logo The NextHome horizontal logo uses the typeface Fort in Book weight.



In the horizontal logo, the sub-branding limit will be determined by the width of the left bracket. Any sub-brand name extending beyond this point will be separated to two lines. The sub-brand name must be displayed in all caps.



Correct Placement:



Incorrect Placement:



Logo Usage

Vertical Logo

The NextHome vertical logo uses the typeface Fort in Book weight.



In the vertical logo, the sub-branding limit will be set at the ends of the “N” and “e.” Any sub-brand name extending beyond this point will be separated to two lines. The sub-brand name must be displayed in all caps.



Any sub-brand name extending beyond this point will be separated to two lines.

Correct Placement:



Incorrect Placement:



Logo Usage

Logo Misuse

- You must use the horizontal and vertical logos provided by NextHome Corporate.
- The logo must be kept proportional and should not be recreated or edited in any way.
- Do not stretch or modify the shape and spacing in any way.



Do not stretch the logo



Do not alter the size and placement of the Franchise Name (DBA)

- Your NextHome franchise logo must be used on all personal, property, and office marketing.
- You must display your franchise DBA on all material (unless approved by Corporate due to program or system limitations).
- Provide a margin of clear space on all sides of your NextHome franchise logo, so it appears clean and uncluttered. No other elements (text, images, other logos, etc.) can be displayed inside this clear space.
- The two-color NextHome logo can only be used over a solid white background.
- The all-white logo can be used over the NextHome orange, but you must match our NextHome orange exactly.
- You can use the all-white NextHome logo as a watermark over photos, if needed. The logo must be at least 40% opaque and set in the lower left or lower right corner.



Two-color logo always on white background



All-white logo on orange background

- In special cases, the all-white logo can be used over our NextHome gray. Promotional materials (such as t-shirts, hats, tote bags, and pens) can display the all-white logo over a gray background. While it may be difficult to match our NextHome gray exactly, the color of the promotional material must be as close as possible to our company color. Before proceeding, you must request approval from NextHome Corporate by contacting marketing@nexthome.com.
- Using the all-white logo over a gray background is not allowed on print or digital marketing and advertising materials. For example, this version of the logo cannot be used in flyers, brochures, websites, social media, etc.

Logo Usage

Logo Misuse

- When using the NextHome logo on a window, mirror or anything translucent, it must be the all-white version of the logo.
- If using the logo on stainless steel, you must use the all-white logo.
- Etching the NextHome logo on glass surfaces is allowed.
- Custom agent and team logos must be used in combination with your NextHome franchise logo. They cannot exceed 75% of the width or height of the NextHome logo. See Appendix at the end of this document for more information on custom logos.
- Please remember that producing marketing material with any alteration of the NextHome logo will result in having that material thrown out and reproduced at the expense of the agent or broker.
- The following are additional examples of misusing the NextHome logo:



Do not place logo in a solid color



Do not alter the color of the brackets



Do not change typeface



Do not alter capitalization



Do not alter placement of "NextHome" within brackets



Do not alter placement of brackets



Do not place "NextHome" above the logo



Do not change the spacing between the mark and "NextHome"

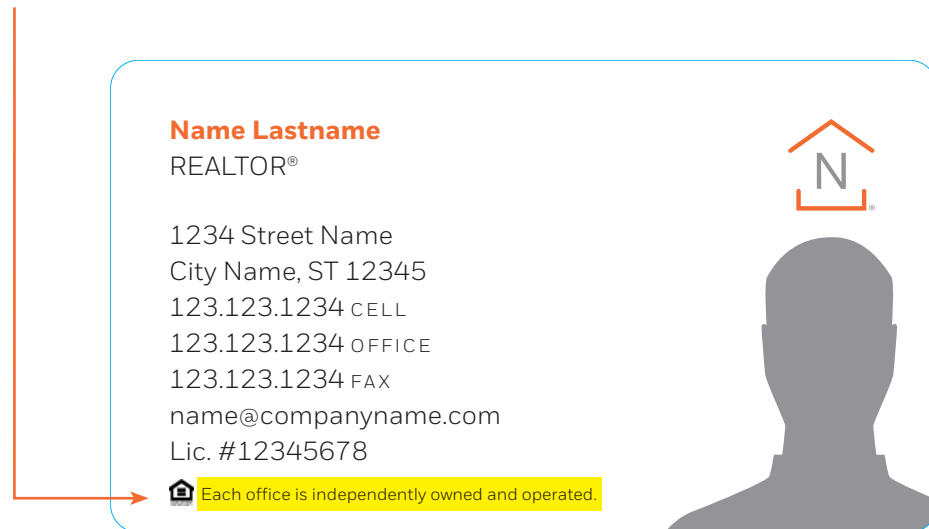
Registered Trademark Placement

- In the horizontal logo, the registered trademark is placed along the bottom right portion of the logo.
- In the vertical logo, the ® is placed along the upper right of “NextHome.”
- Special attention should be given when working with the logo at a smaller size, as the size of the ® may need to be adjusted to be legible.
- When producing marketing or swag materials that cannot accommodate the registered trademark, please contact marketing@nexthome.com for approval before proceeding.



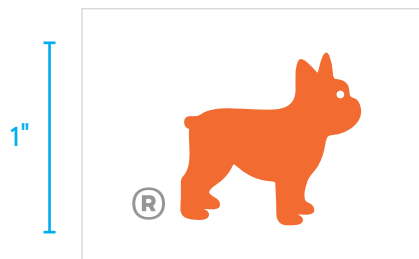
Franchise Disclaimer

- Must be on all consumer-facing marketing materials.
- Must read as: “Each office is independently owned and operated.”



NextHome Mascot “Luke”

- We recommend using Luke in all advertising material. Over time, Luke will become known to the public as a brand identity for NextHome. This will be achieved through our consumer advertising campaigns and brand awareness.
- When used together with the NextHome logo, Luke must be the same size or smaller.
- Luke cannot be modified in shape or format. He cannot be stretched or altered in any way and must remain proportional.
- Luke can be orange over a solid white background or white over a solid orange background. No other background colors can be used.
- When using Luke on a window, mirror or anything translucent, he can be orange or white with no background.
- When using Luke on stainless steel/aluminum, you must use the all-white Luke.
- To ensure that the ® is always legible, Luke comes in two versions. The smaller version is appropriate for email, web, social media, and other small file applications. The larger version is appropriate for high-resolution print projects, advertisements and marketing materials. The ® is adjusted accordingly.



Small version of mascot to be used
in applications under 1" tall



Large version of mascot to be used
in applications over 1" tall

Photographic Style

- Preferred photographic style for stationery, signs and marketing products is a silhouette portrait presented in black-and-white photography on a white background.
- Other styles include a full color silhouette portrait and a color square photograph.
- Recommended resolution is 300 dpi (dots per inch) or higher, especially for business cards and other print projects.



NextHome Wallpaper

- The NextHome wallpaper **must be ordered from our designated supplier.**
- One of the four design options must be installed on at least one wall in all physical NextHome offices (conference wall preferred).
- To view examples of the wallpaper in our offices follow our Pinterest board:
<http://bit.ly/1E8MouY>

NextHome Pattern A Orange



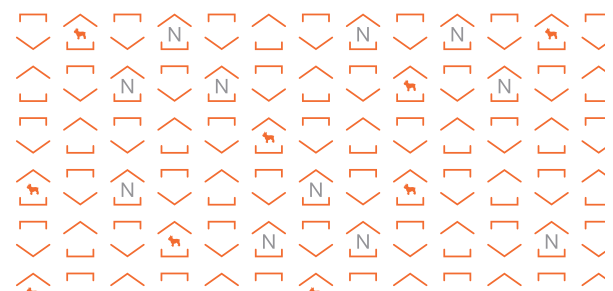
NextHome Pattern A White



NextHome Pattern B Orange



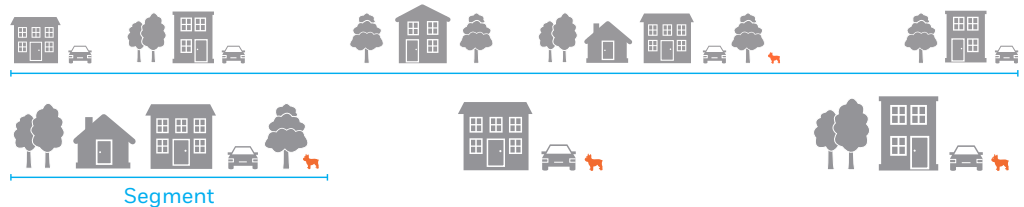
NextHome Pattern B White



NextHome Illustrations

- NextHome Illustrations can be used for marketing, office and branding materials, either in full length or broken up into segments.
- The illustrations should always appear in our company orange and grey. The colors should not be altered.
- Illustrations should remain on a white background.
- When using the illustrations on a window, mirror or anything translucent, they must be orange and grey with no background.
- The illustrations should be kept proportional. Do not recreate, stretch or compress the images to modify the shapes.

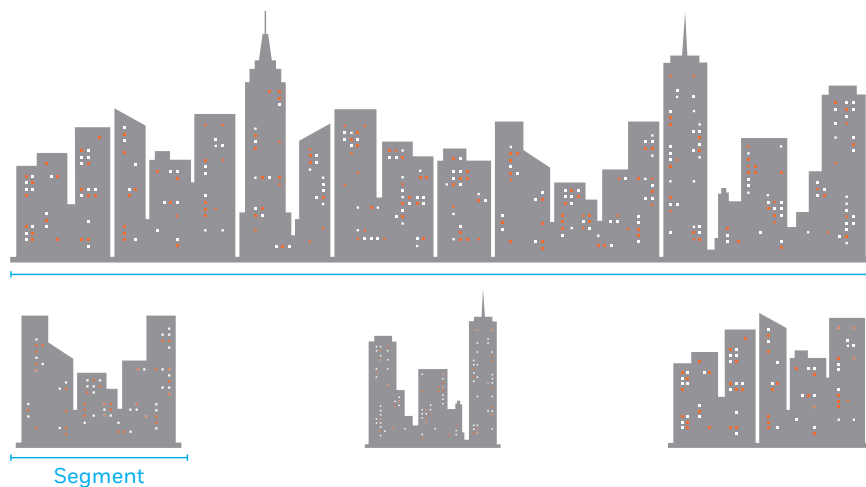
NextHome Suburban



NextHome City

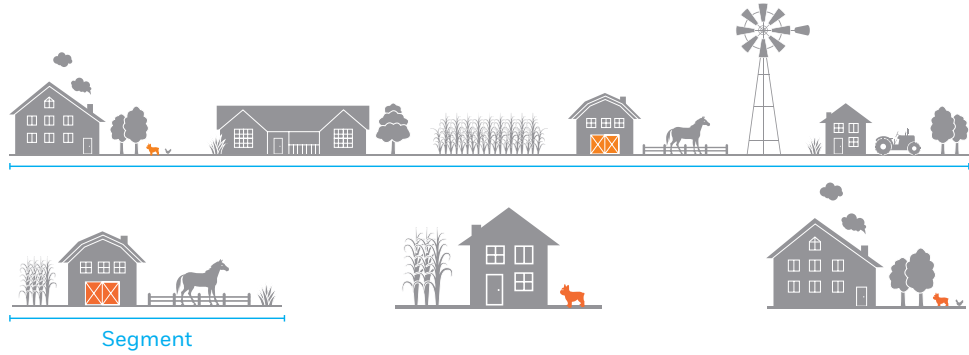


NextHome Skyline



NextHome Illustrations

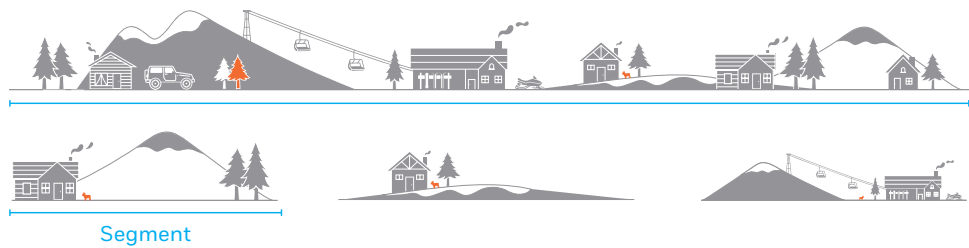
NextHome Rural



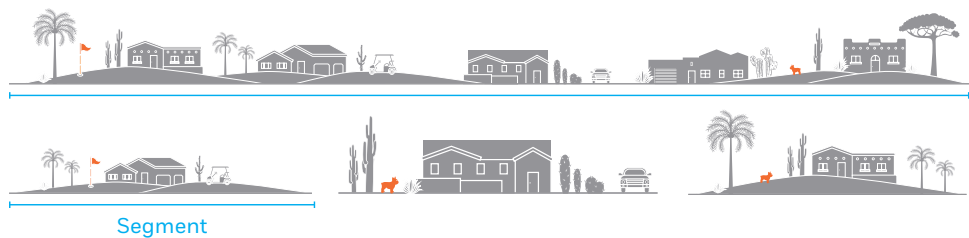
NextHome Coastal



NextHome Mountain



NextHome Desert



NextHome Illustrations

NextHome Golf



Segment



NextHome Southern Plains



Segment



Signs

Yard Signs

- Yard Signs **must be ordered from our designated supplier.**
 - Main panels cannot be modified. Agent name(s), phone number and/or website addresses are the only items that can be changed on the panels.
 - Can be ordered in PVC or reflective PVC.
 - Sign posts, frames and brochure boxes must be white. No other color is allowed. Posts/frames must be clean and in good condition, with no scratches or paint chipping off. White must not be fading.
 - Approved hardware must be used with the signs. Hanging hardware is provided with listing sign orders only. Additional packages and heavy duty hardware options are available for purchase.
 - To preview the design options visit: <http://www.oakleysign.com/nexthome>

Open House or A-Frame

- Open House or A-Frame Signs **must be ordered from our designated supplier.**
 - Main panel designs cannot be modified. Agent name(s), phone number and/or website addresses are the only items that can be changed on the panels.

Directional Signs

- Directional Signs **must be ordered from our designated supplier.**
 - If you use directional signs in your market, our NextHome pre-approved directional signs must be used.
 - Offered in both pre-made stock and customizable options.
 - Cannot replace or be used as listing/property signage.
 - Can be used with metal wire stakes or white stakes only.

Open House Flags

- Open House Flags **must be ordered from our designated supplier.**
 - If you use open house flags in your market, our NextHome pre-approved flags must be used.

Commercial, Large and Field Signs

- Commercial, Large and Field Signs
 - All commercial, large, field or specialty signs for NextHome offices, properties or other uses must be approved prior to making or installing the signs.
 - Any personalized or custom logo must not exceed 75% of the size of the NextHome logo.
 - Artwork and proofs need to be submitted at least 14 days prior to creation for approval.
 - The Bed/Bath/Parking riders are not required on commercial, land, large and field signs.

Signs

Yard Signs

Dimensions 24 x 30

Paint color to match

Pantone Orange 021 U

Pantone Cool Gray 8 U

Typography

Franchise name: 84/101pt Fort Book / Pantone Cool Gray 8 U / Track: 50

Telephone number: 327/392pt Fort XCond Medium / Pantone Orange 021 U / Track: 20

Website: 147/176pt Fort Light / Pantone Cool Gray 8 U / Track: 10

Office Sign 1



Office Sign 2



Agent Sign 1



Agent Sign 2



Signs

Sign Riders

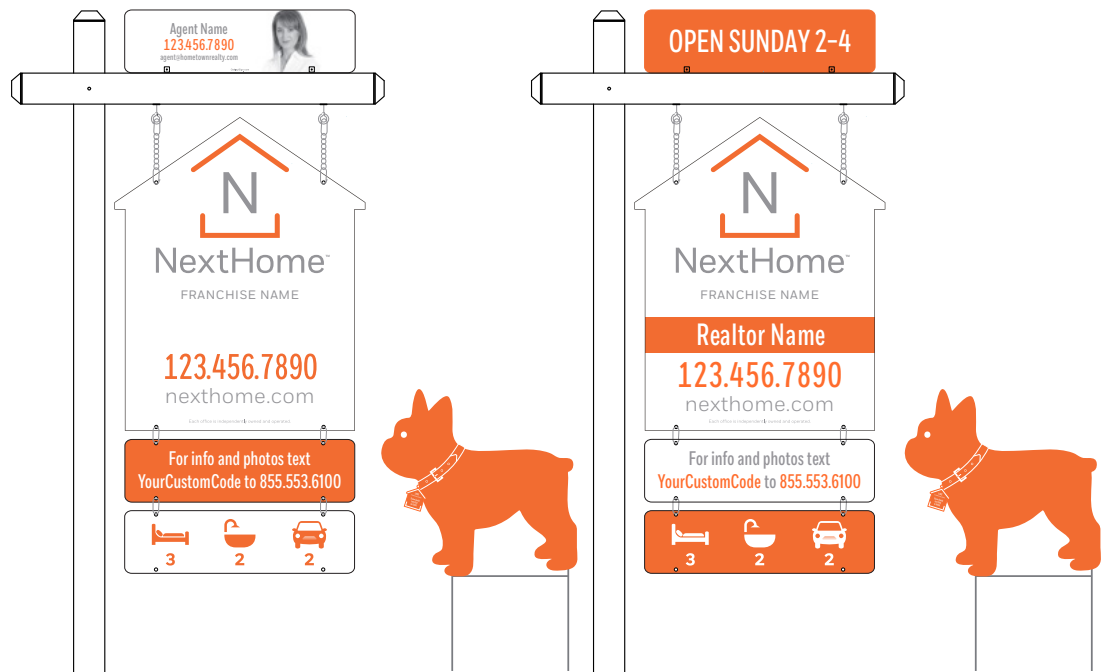
- Sign Riders **must be ordered from our designated supplier.**
 - Regular Sign Post (where it can hold three riders)
 - Must include Bed/Bath/Parking Sign Rider
 - Metal Sign Frame (where it can hold two sign riders)
 - Must include Bed/Bath/Parking Sign Rider
 - Custom Sign Riders
 - Must stay within the NextHome color palette
 - Any personalized or custom logo must not exceed 75% of the size of the NextHome logo
 - Rider designs featuring an agent photo require a high resolution, professional headshot. Recommended resolution is 300 dpi or higher.
 - Additional rider designs are available and can be viewed at <http://www.oakleysign.com/NextHome>

Luke Signs

- Luke signs and accompanying stickers **must be ordered from our designated supplier.**
 - The Luke signs are designed to accompany our listing signs and should be staked in the ground next to our signs whenever possible. They can also be used in other places or locations where desired and permitted.
 - The Luke signs are meant to be popular in the neighborhood, especially with children, and are likely to be taken home.
 - The custom order dog tag on the sign has contact information for the agent or office. This will allow clients in the neighborhood or the parents whose children took Luke home to contact the agent/office.
 - Every Luke sign is required to have a sticker put on the orange house-shaped dog tag. The sticker must either be ordered by the agent with custom contact information or by the office with office information.
 - To learn more about the Luke signs, stickers and ordering process visit: <https://intranet.nexthome.com/Marketing/LogosAndFiles>

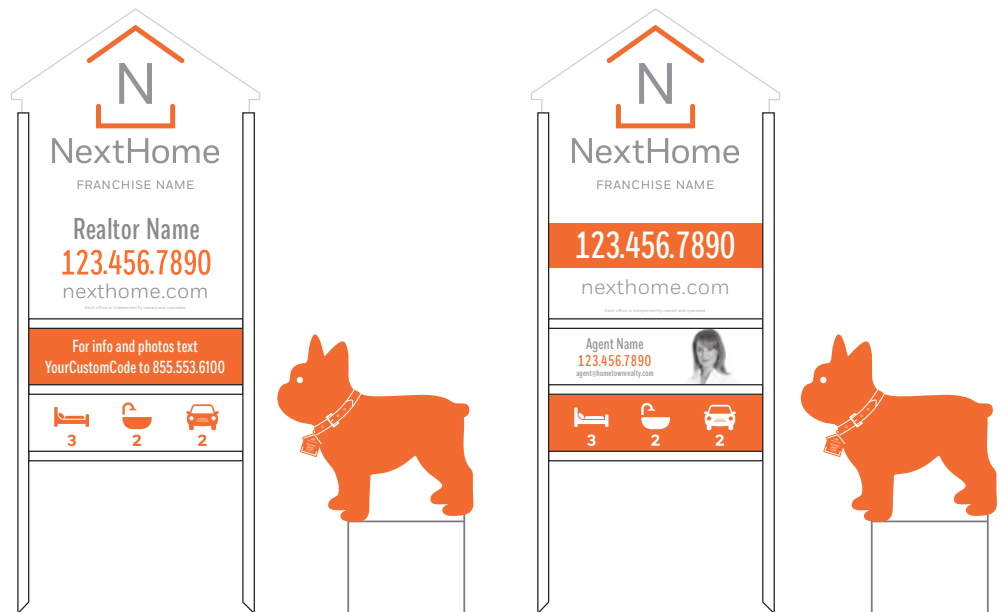
Signs

Sign Assembly Examples



- A. Office sign 1, agent rider with photo, Mobile Connect rider,
- Bed/Bath/Parking rider

- B. Agent sign 2, open house rider, Mobile Connect rider,
- Bed/Bath/Parking rider



- C. Agent sign 1, Mobile Connect,
- Bed/Bath/Parking rider

- D. Office sign 2, agent rider with photo, Mobile Connect rider

Stationery

Business Cards

- Business Cards **must be ordered from our designated supplier.**
 - Front side (NextHome logo) cannot be altered. No additions, modifications or changes of any kind are allowed.
 - Back side offers template designs and/or can be customized.
 - Custom graphics or solid colors must stay within the NextHome color palette.
 - Personal or custom logo must not exceed 75% of the size of the NextHome logo.

Typography

Name: 8/11pt Fort Bold, Flush Left / Pantone Orange 021 U

Professional Title & Address block: 8/11pt Fort Light, Flush Left / Black

Legal Text: 5.25/10pt Fort Light Flush Left / Pantone Cool Gray 8 U

Print Process and Paper Stock

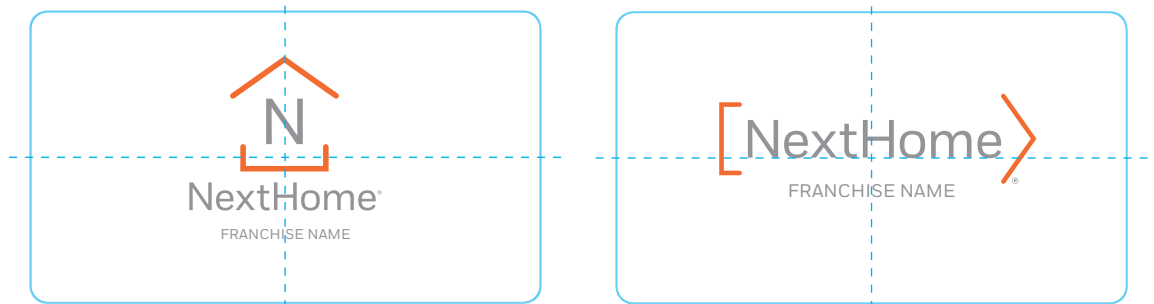
Four color process

16 point C2S cover

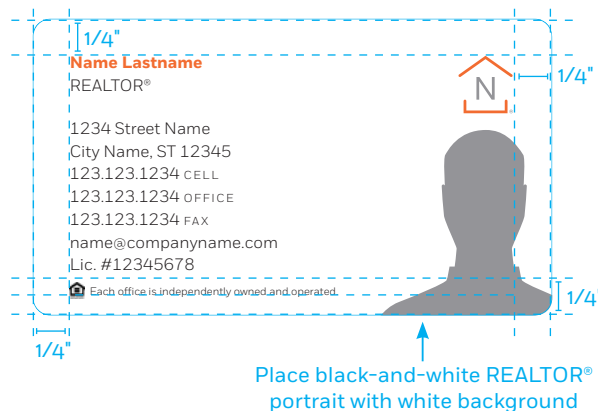
Matte finish

Rounded corners

Front Side:



Back Side:



Stationery

Letterhead

- Letterhead **must be ordered from our designated supplier.**
 - NextHome official letterhead should be used for all professional business correspondence, such as letters to clients, presentations and prospecting.
 - It is not intended for interoffice memos or other internal documents.

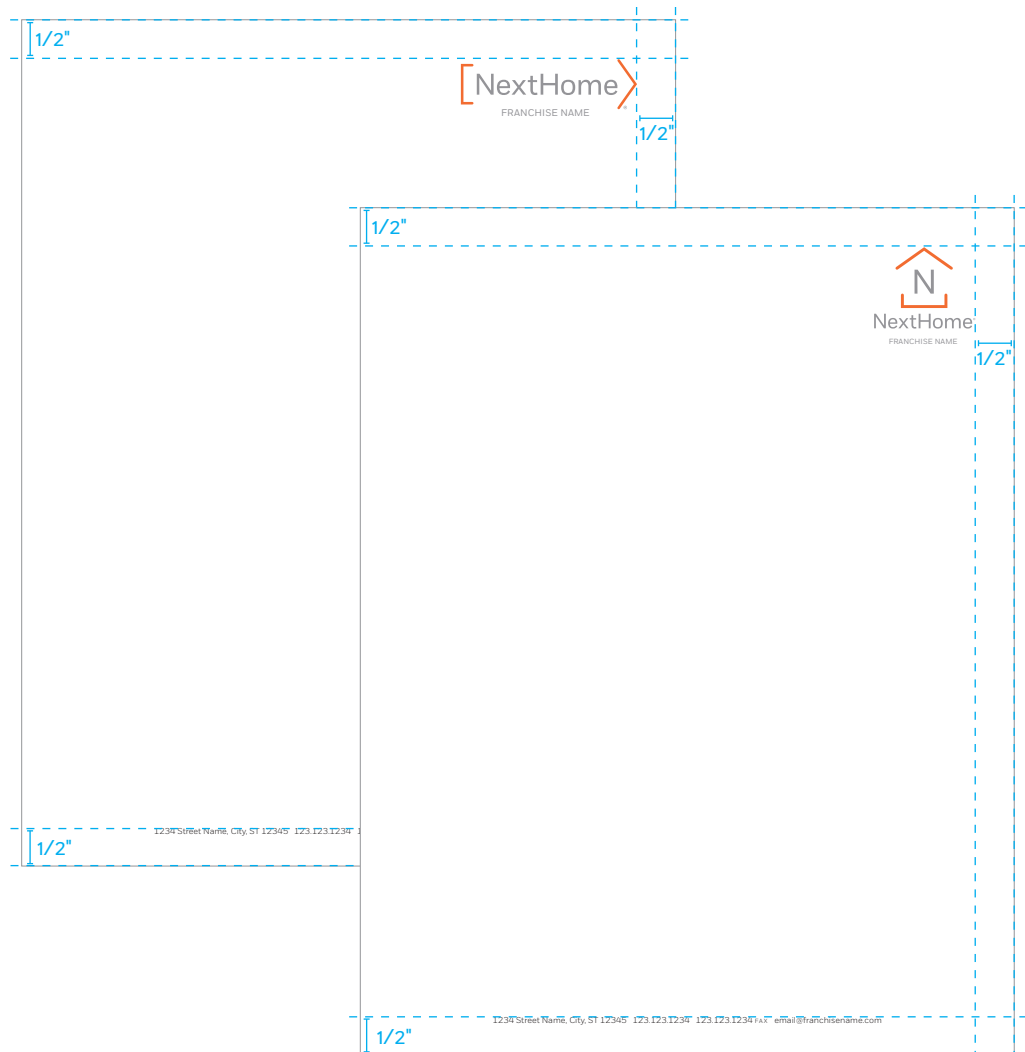
Typography

Franchise Name: 7/9pt Fort Book, all caps, centered / Pantone Cool Gray 8 U / Track: 10
Contact Information: 8/11pt Fort Light, Centered / Black

Print Process and Paper Stock

Offset printing/Pantone colors

Mohawk Superfine Ultra White 80# Text



Stationery

Envelopes

- Envelopes **must be ordered from our designated supplier.**
 - NextHome official envelopes should be used for mail or items needing an envelope (plain envelopes, or envelopes with stickers are not permitted).

Typography

Franchise Name: 5/7pt Fort Book, centered / Pantone Cool Gray 8 U

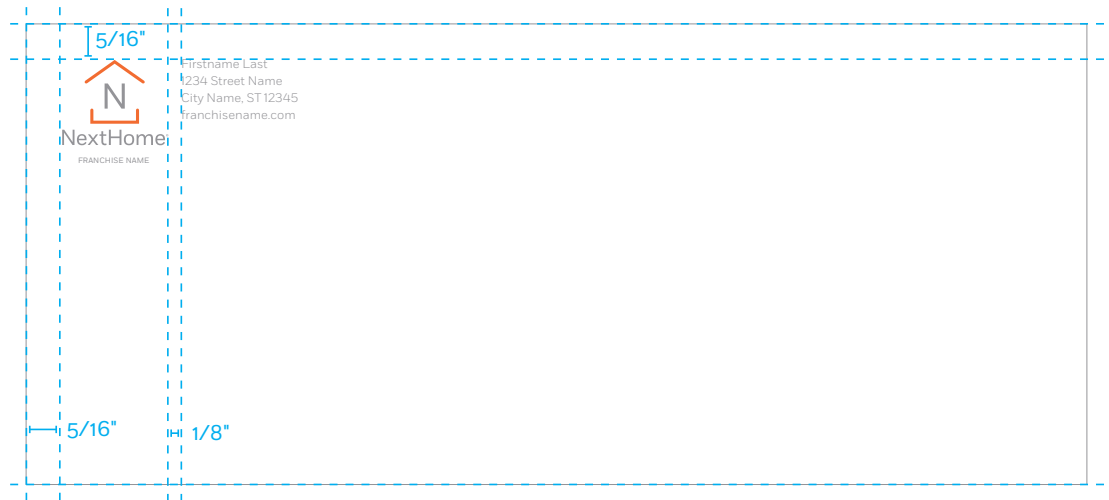
Return Address: 8/11pt Fort Light, Flush Left / Pantone Cool Gray 8 U

Print Process and Paper Stock

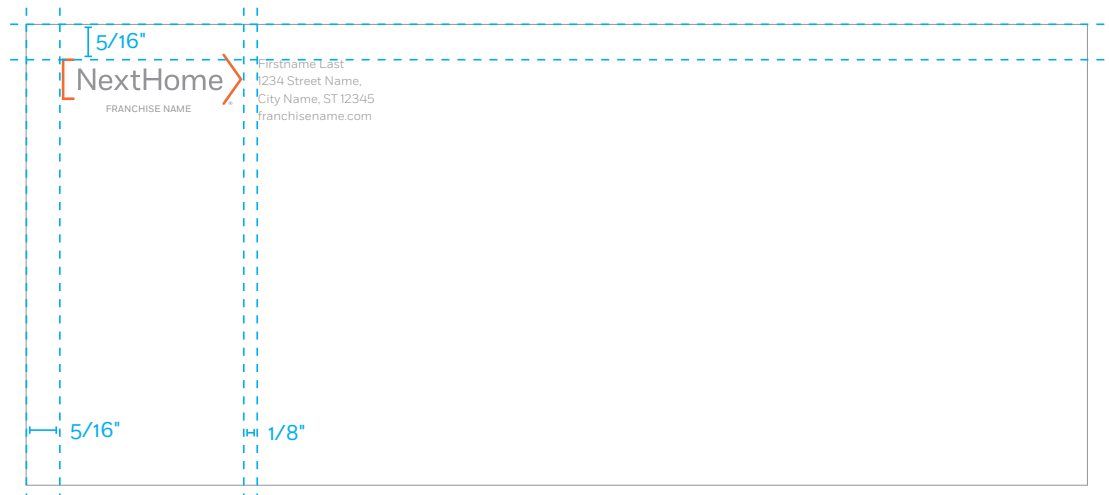
Offset printing/Pantone colors

Mohawk Superfine Ultra White 70# Text

Front of Envelope Vertical Logo



Front of Envelope Horizontal Logo



Stationery

Typography

Franchise Name: 5/7pt Fort Book, centered / Pantone Cool Gray 8 U

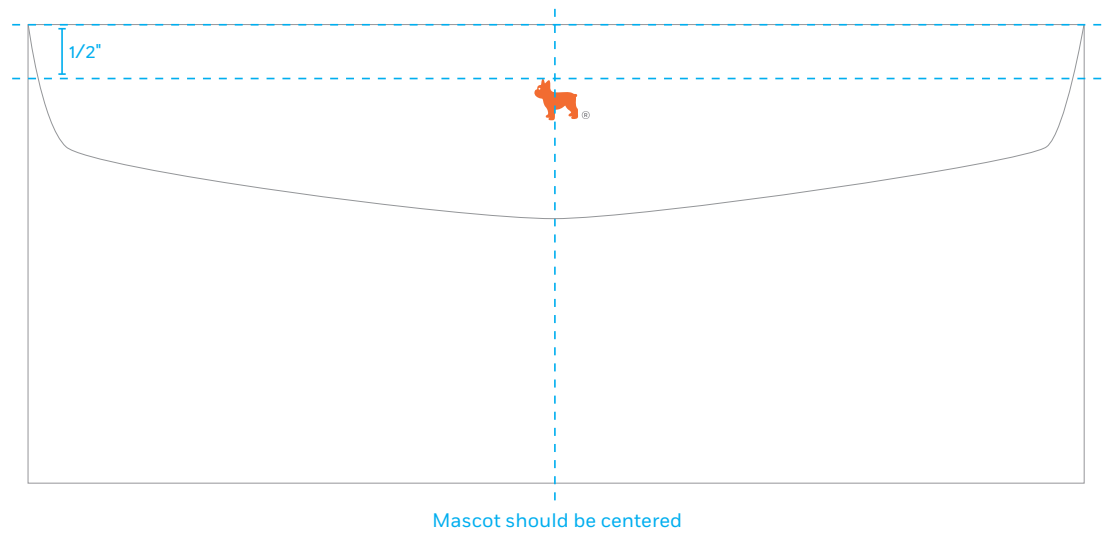
Return Address: 8/11pt Fort Light, Flush Left / Pantone Cool Gray 8 U

Print Process and Paper Stock

Offset printing/Pantone colors

Mohawk Superfine Ultra White 70# Text

Back of Envelope



Stationery

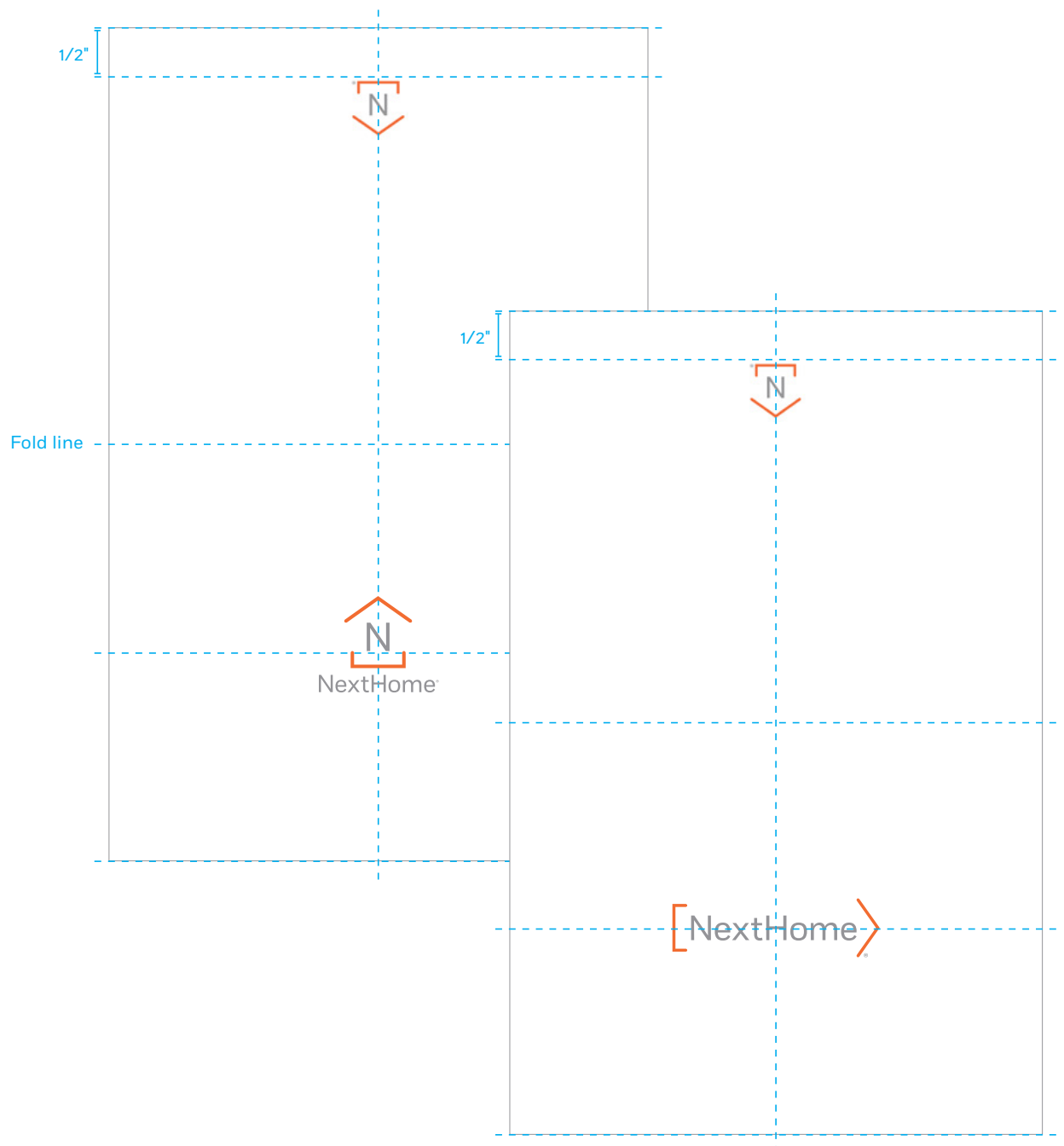
Notecards

Notecards **must be ordered from our designated supplier.**

Print Process and Paper Stock

Offset printing/Pantone colors

Mohawk Superfine Ultra White 130# Cover



Stationery

Notecard Envelopes

Notecard envelopes **must be ordered from our designated supplier.**

Typography

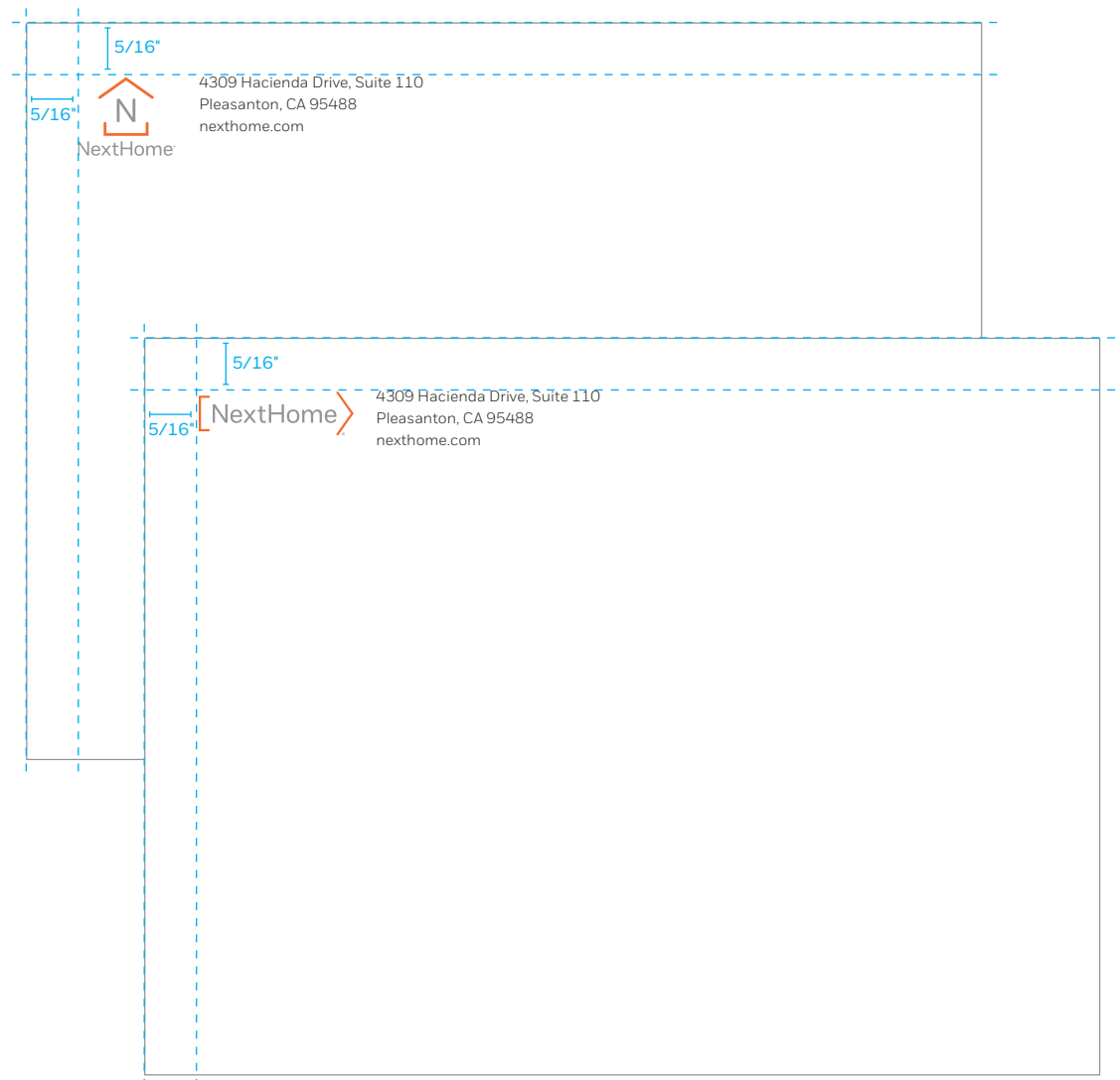
Return Address: 6/8.5pt Fort Light, Flush Left / Black

Print Process and Paper Stock

Offset printing/Pantone colors

Mohawk Superfine Ultra White 100# Text

Front of Notecard Envelope



Stationery

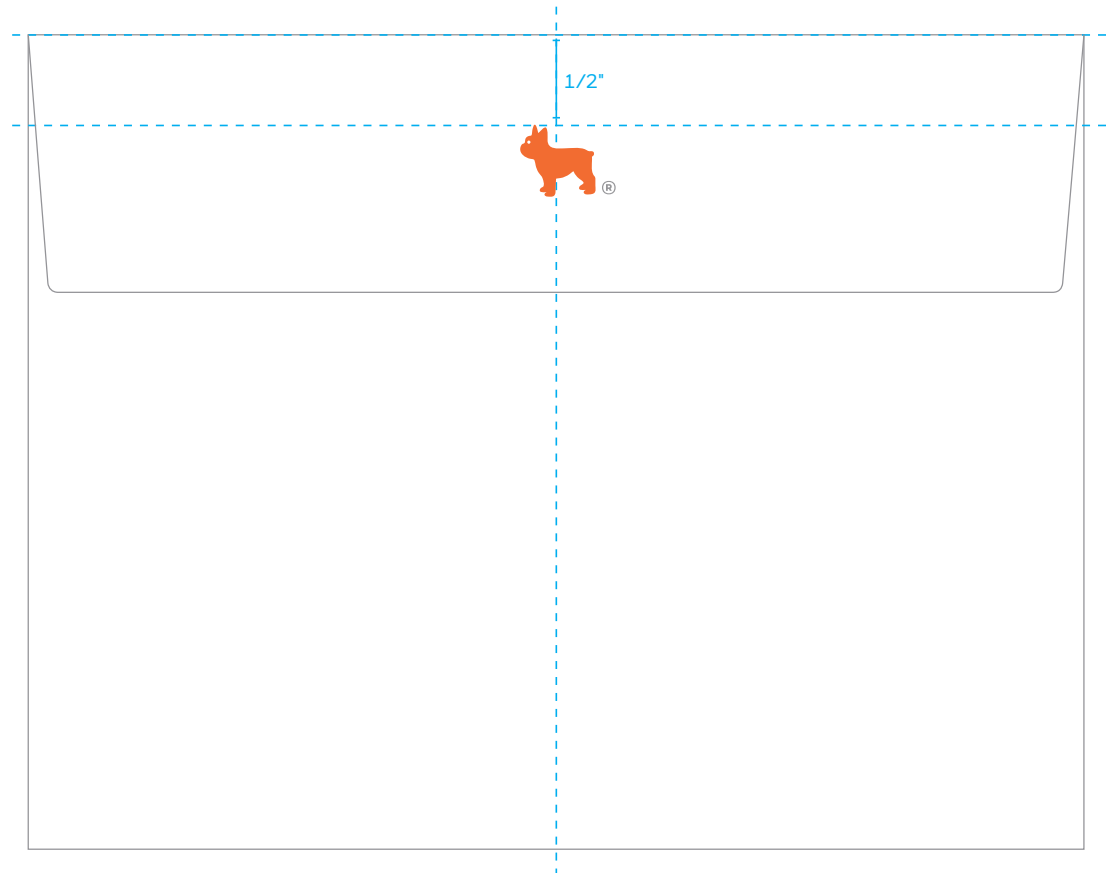
Notecard Envelopes

Print Process and Paper Stock

Offset printing/Pantone colors

Mohawk Superfine Ultra White 100# Text

Back of Notecard Envelope

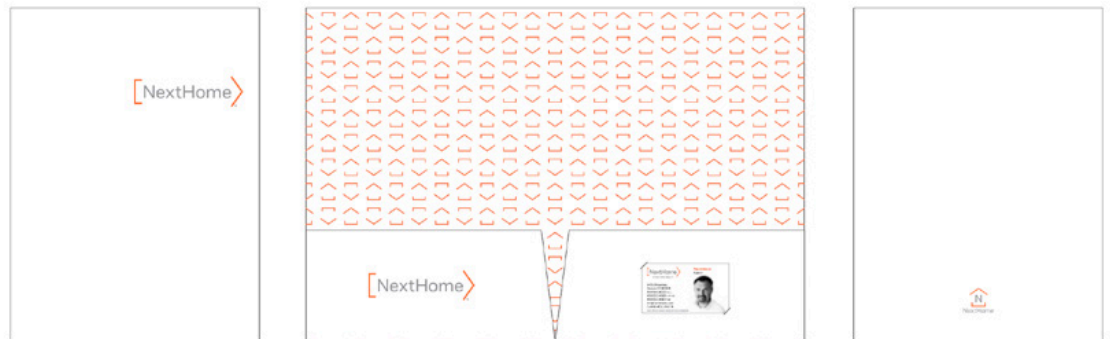


Folders, Presentations & Brochures

Folders

- Folders **must be ordered from our designated supplier.**
 - NextHome folders are to be used for listing or buyer presentations, meetings, correspondence and providing documents to clients, colleagues, vendors or any public persons.
 - Plain or non-branded folders are not to be used.

Folder 1



Folder 2



Listing & Buyer Presentations

- You can use any program to create Listing & Buyer Presentations (NextHome's Presentation Builder is the preferred and recommended option).
- They must be presented in a NextHome Folder or NextHome Unibind Book Covers.
- Personal or custom logos used in presentation materials must not exceed 75% of the size of the NextHome logo.

Property Flyers, Postcards, Brochures, Direct Mail

- You can use any company or program to create property flyers, postcards, brochures and direct mail. Professionally printed material is strongly encouraged to maintain quality and consistency (NextHome's Design Center is the recommended program).
- All printed material must be in full color. No black & white printing/photocopying of material is allowed.
- Do not use colored paper. Only white paper can be used for all marketing material.
- Personal or custom logos must not exceed 75% of the height or width of the NextHome logo.

Domain Names

Domain Names & Email Addresses

While we encourage you to use the NextHome name and trademarks, it is important to understand that domain names using the NextHome name must follow the guidelines outlined in this section. Please read them thoroughly, as violating these guidelines will result in having to turn over the ownership of any non-compliant domain names to corporate at the owner's cost.

If you are concerned about a domain name or would like corporate feedback, please submit your desired domain name to marketing@nexthome.com for review.

- We recommend franchise owners use the name of their NextHome Franchise as their domain name. It will help the consumer remember your website address and help grow your brand awareness.

✓ www.nexthomefranchisename.com ✓ www.nhfranchisename.com

- Domain names cannot be the current or future name of a NextHome Franchise (unless it is your own franchise name). Should a franchise exist or be created with that name, you will have to turn over the ownership of the domain name, unless the same franchise name is used in two different markets.
- Any domain names or email addresses with "NextHome" will become the property of NextHome, Inc. should franchisee or any of its agents leave and no longer affiliate with an active NextHome franchise.
- Domain names with "NextHome" cannot be used in combination with a state, state abbreviation, city, city abbreviation, county, and county abbreviation. In addition, they cannot be used in combination with airport codes, zip codes, area codes, local sports teams, school districts, and other indirect references to specific geographic areas.

✗ www.nexthomecalifornia.com ✗ www.nexthomesfo.com

✗ www.nexthomebayarea.com ✗ www.nexthome415.com

- Domain names with "NextHome" cannot be used in combination with general terms, such as "agents," "brokers," "company," "real estate," "culture," "marketing," etc. This guideline benefits all members by preventing a single office, broker or agent from implying they represent the entire NextHome franchise.

✗ www.nexthomebroker.com ✗ www.nexthomerealestate.com

✗ www.nexthomedeads.com ✗ www.findyournexthome.com

Domain Names

Domain Names & Email Addresses

- Since domain names with “NH” imply the NextHome name, there are no restrictions to referencing geographic areas or generic terms.

✓ www.nhlasvegas.com ✓ www.nhrealstate.com

✓ www.nhgolfproperties.com ✓ www.nhbeachhomes.com

- We encourage NextHome members to use their first and/or last name, or an abbreviation of their name, as the domain name of their agent website.

✓ www.josephsmith.com ✓ www.joesmith.com

- If using your first and/or last name in combination with “NextHome,” please keep in mind that you will need to turn over the ownership of the domain name should you leave the company. As a federally trademarked name, “NextHome” can only be used by active members of the franchise.

⚠ www.nexthomejosephsmith.com ⚠ www.nexthomejoesmith.com

- We recommend using .com as the domain name extension, since alternative options (such as .net and .biz) are less common and often harder to remember. Best practices also advise against using numbers and dashes as part of the domain name.

⚠ www.josephsmith.biz ⚠ www.joseph-smith.com

- Since domain names and email addresses need to fit on yard signs and marketing materials, be mindful of their length. Consideration should be given to the consumer, and if the name is too long or hard to remember, marketing effectiveness and brand awareness can be diminished.

⚠ www.joesmithsellsfolsomproperties.com ⚠ www.re4ubyjoesmith.com

Advertising & Marketing

Email Signatures

- If you use the NextHome franchise logo in your email signature, it cannot be distorted, stretched or modified in any way. All logo requirements apply.
- Keep in mind varying email platforms. Too many images or attachments can cause your emails to be blocked by spam filters or look distorted on the receiving end.
- Email signatures must stay within the NextHome color palette.
- Personal or custom logo must not exceed 75% of the height or width of the NextHome logo.

Social Media

- Names, Pages, Handles with “NextHome,” “NH” or any abbreviation implying the NextHome name and trademarks cannot be used in combination with a state or city. In addition, a geographic area can only be used with an additional word after it such as “Homes,” “Area” or “Properties.”
- Names, Pages, Handles cannot be the current or future name of a NextHome Franchise (unless it is your own franchise name). Should a franchise exist or be created with that name, franchisee will have to turn over or shut down the Name, Page, Handle, unless two franchisees are using the same name in different markets.
- Any Names, Pages, Handles with “NextHome,” “NH” or any abbreviations implying the NextHome name and trademarks will become the property of NextHome, Inc. should franchisee or any of its agents leave and no longer affiliate with an active NextHome franchise.

Custom Marketing Materials

- Custom advertisements can be done at the discretion and cost of all NextHome members.
- Personal or custom logos must not exceed 75% of the height or width of the NextHome logo.
- Advertisements, custom graphics or colors must stay within the NextHome color palette.
- If you are concerned about adhering to our branding guidelines or would like feedback, we highly recommend submitting advertisements for review to marketing@nexthome.com.
- Any custom materials (including swag items such as pens, shirts, etc.) being ordered that are not previously approved or ordered through a designated supplier must be submitted for corporate approval to marketing@nexthome.com.
- Materials using the NextHome brand, trademarks and logos should be made in quality materials with high-resolution graphics and printing.

Secondary Colors

Secondary Colors

Our secondary colors were chosen to complement the NextHome brand identity. They are designed to accommodate a growing trend in the real estate industry — custom agent and team branding.

When creating or converting their custom logo, agents and teams can use any combination of the secondary colors and/or primary company colors. No other colors are permitted.

Using the primary NextHome colors (see *page 5*) is not required. While there is no maximum number of colors that can be used in a custom logo, selecting two to three colors is recommended.

The secondary colors can be used in different tints — 100%, 70%, and 40%. Our primary NextHome colors cannot be modified and can only be displayed at 100%.

Use of custom agent and team logos in marketing, advertising and promotional materials must always be accompanied by the NextHome logo. In all instances, the custom logo cannot exceed 75% of the height or width of the NextHome logo, where state regulations allow.

To ensure custom agent and team logos adhere to our branding guidelines, **all custom logos must be submitted to marketing@nexthome.com for corporate approval.**

In addition to custom logos, the secondary colors can also be used when decorating your NextHome office. While interior updates must primarily use our NextHome orange and gray, introducing one or two of the secondary colors into your office color palette can enhance the ambiance of the space.

Interior Office Decoration

Consider adding accent pieces in our secondary colors, such as chairs, lamp shades, side tables, and couch pillows.

Use of the secondary colors in interior decoration cannot exceed 20% of the colors in the office.

Secondary Colors

Secondary Colors



Purple
Pantone 2607 U
Tint = 100%
HEX #825CA7

C = 56
M = 79
Y = 0
K = 0

R = 130
G = 92
B = 167



Purple
Pantone 2607 U
Tint = 70%
HEX #A387B3

C = 39.2
M = 55.3
Y = 0
K = 0

R = 163
G = 135
B = 179



Purple
Pantone 2607 U
Tint = 40%
HEX #CBB9D3

C = 22.4
M = 31.6
Y = 0
K = 0

R = 203
G = 185
B = 211



Blue
Pantone 3015 U
Tint = 100%
HEX #236A95

C = 89
M = 48
Y = 14
K = 2

R = 35
G = 106
B = 149



Blue
Pantone 3015 U
Tint = 70%
HEX #6E94B4

C = 62.3
M = 33.6
Y = 9.8
K = 1.4

R = 110
G = 148
B = 180



Blue
Pantone 3015 U
Tint = 40%
HEX #ADC0D3

C = 35.6
M = 19.2
Y = 5.6
K = 0.8

R = 173
G = 192
B = 211



Turquoise
Pantone 7466 U
Tint = 100%
HEX #00B2BF

C = 76
M = 0
Y = 28
K = 0

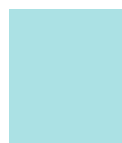
R = 0
G = 178
B = 191



Turquoise
Pantone 7466 U
Tint = 70%
HEX #60CAD1

C = 53.2
M = 0
Y = 19.6
K = 0

R = 96
G = 202
B = 209



































































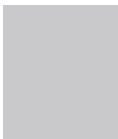







Turquoise
Pantone 7466 U
Tint = 40%
HEX #ABE1E4

C = 30.4
M = 0
Y = 11.2
K = 0

R = 171
G = 225
B = 228

Secondary Colors

Secondary Colors

| | | | |
|---|---|--|---|
|  | Green Pantone 356 U Tint = 100% HEX #357D57 |  C = 79  M = 13  Y = 82  K = 19 |  R = 53  G = 125  B = 87 |
|  | Green Pantone 356 U Tint = 70% HEX #73A386 |  C = 55.3  M = 9.1  Y = 57.4  K = 13.3 |  R = 115  G = 163  B = 134 |
|  | Green Pantone 356 U Tint = 40% HEX #AFCAB8 |  C = 31.6  M = 5.2  Y = 32.8  K = 7.6 |  R = 175  G = 202  B = 184 |
|  | Yellow Pantone 7404 U Tint = 100% HEX #FFCF41 |  C = 0  M = 15  Y = 82  K = 0 |  R = 255  G = 207  B = 65 |
|  | Yellow Pantone 7404 U Tint = 70% HEX #FFDD7F |  C = 0  M = 10.5  Y = 57.4  K = 0 |  R = 255  G = 221  B = 127 |
|  | Yellow Pantone 7404 U Tint = 40% HEX #FFEBB6 |  C = 0  M = 6  Y = 32.8  K = 0 |  R = 255  G = 235  B = 182 |
|  | Dark Gray Pantone Cool Gray 11 U Tint = 100% HEX #7C7C81 |  C = 52  M = 40  Y = 36  K = 15 |  R = 124  G = 124  B = 129 |
|  | Dark Gray Pantone Cool Gray 11 U Tint = 70% HEX #A2A1A5 |  C = 36.4  M = 28  Y = 25.2  K = 10.5 |  R = 162  G = 161  B = 165 |
|  | Dark Gray Pantone Cool Gray 11 U Tint = 40% HEX #C9C8CA |  C = 20.8  M = 16  Y = 14.4  K = 6 |  R = 201  G = 200  B = 202 |



Welcome to the Casan Collection

Casan is the new benchmark for how luxury real estate is represented, marketed, and sold. It is an exclusive marketing and advertising suite designed for properties in the top 10% of your market, as measured by the Institute for Luxury Home Marketing, and equal to or above the \$500,000 price point. While NextHome can work in any price category, luxury clients are looking for something exclusive and unique. They want their home marketed and shown differently than every other home for sale.

Most real estate companies take the same brand identity they use on every home they sell and simply alter the colors slightly, add “luxury division” or something similar underneath the sign, and define the resulting product as their luxury real estate experience. Nothing about that process is exclusive, unique, or luxurious in nature. Nothing about that mindset presents high-end marketing, international advertising, or the best agents to represent the sale of an affluent client’s home. Luxury buyers and sellers expect better which is why every NextHome agent who wants to represent the Casan Collection must be certified through the Institute of Luxury Home Marketing, as well as follow the minimum marketing and advertising standards addressed below.

Casan will become what sophisticated buyers and sellers see as exclusive, different, and luxurious, from the first time they see your listing presentation to the moment the yard sign is put in the ground.















To create the best luxury real estate experience possible, we went back to our roots — Pentagram — the world-class design firm that helped create the NextHome brand you love today. We collaborated with Pentagram to build the Casan Collection. It’s different and exclusive in every way, but still ties in the NextHome branding at the core of our organization. Casan delivers a completely different sign, property marketing package, listing presentation, hardcover presentation books, and more. Everything about it is elevated — and that is the goal.

Colors & Fonts

Main Colors

When we designed the brand identity for Casan, we started with the NextHome orange and gray color scheme, then added an extra color to make the luxury collection stand out. The additional color differentiates Casan, yet keeps the visuals anchored to NextHome.

The main brand colors for the Casan identity are Pantone 294 C and Pantone Cool Gray 8. All stationery, formal communication, and brand extensions should use these colors.

| | | |
|--|---|--|
| CASAN Blue Pantone 294 C |  C = 100 |  R = 0 |
| |  M = 74 |  G = 47 |
| |  Y = 0 |  B = 108 |
| |  K = 45 | |
| | HEX Color: #002F6C | |
| CASAN Gray Pantone Cool Gray 8 U |  C = 44 |  R = 149 |
| |  M = 36 |  G = 148 |
| |  Y = 35 |  B = 153 |
| |  K = 1 | |
| | HEX Color: #959499 | |

Colors & Fonts

Accent Color

The accent color for the Casan identity is Pantone Orange 021 U. It should be used sparingly to accent the primary Casan colors.

NextHome Orange
Pantone Orange 021 U

C = 0

M = 60

Y = 100

K = 0

R = 255

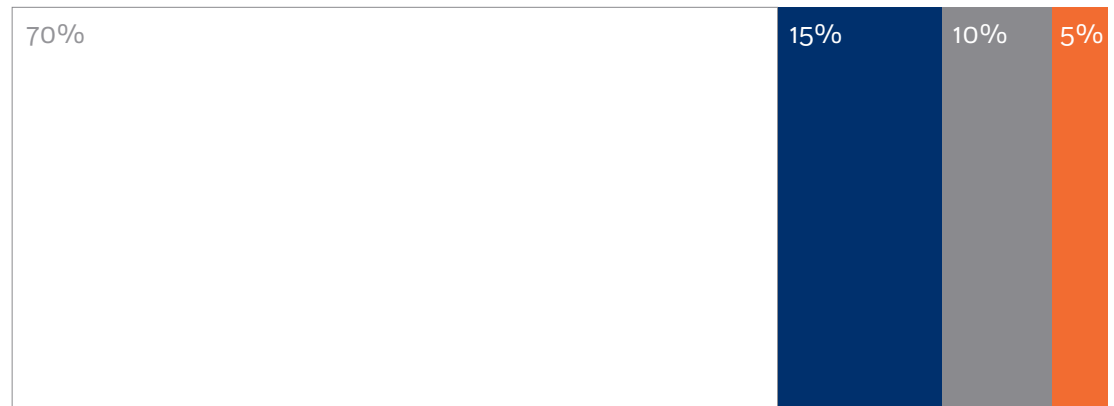
G = 108

B = 44

HEX Color: #FF6C2C

Color Proportions

Proportionally, white should be the dominant color in most print and digital applications. This is followed by (in order of amount) blue, gray, and orange.



Colors & Fonts

Main Typography

The Casan identity uses the typeface Plain as the primary typeface. Font licenses can be purchased from Optimo: <https://optimo.ch/typefaces/plain>

PLAIN ULTRATHIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PLAIN ULTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PLAIN THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

PLAIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

PLAIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

PLAIN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

PLAIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Accent Numbers

In certain instances when phone numbers are displayed at a large scale (such as on the Casan main panel), the typeface Beatrice is used in the Light weight. Font licenses can be purchased from Sharp Type: <https://sharptype.co/typefaces/beatrice/#buy>

BEATRICE LIGHT

1234567890

Logos & Patterns

Logos Overview

The Casan logo is composed of a large “C” mark placed next to a wordmark. The terminals of the “C” incorporate a house shape. The Casan wordmark is set in a modified version of the typeface Beatrice.

The Casan logo system includes 2 logo options: a horizontal logo and a vertical logo. The horizontal logo should be used on all stationery items and most brand extensions. The vertical logo is reserved for yard signs and other usage cases.

The Casan Certified mark can be applied to self-promotional items, such as business cards, email signatures, and social media posts.

Use the small version of the logos for instances where a logo has to be placed at a smaller scale. This version has been optically optimized to ensure legibility.



Horizontal Logo



Vertical Logo



Small Horizontal Logo
(For use when <1.5" wide)



Small Vertical Logo
(For use when <1" wide)



Certified Mark

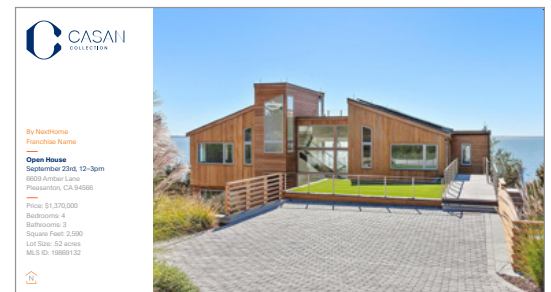


Small Certified Mark
(For use when <1" wide)

Logos & Patterns

By NextHome

The Casan Collection is anchored in the NextHome brand, therefore, placing “By NextHome Franchise Name” in orange in immediate proximity to the Casan marks is required. In addition, the NextHome icon is often used in Casan marketing and advertising pieces to tie the two identities even closer together. Depending on the final dimensions of the collateral, the NextHome Franchise Name logo is often displayed near the brokerage address and/or agent contact information.



Logos & Patterns

Clear Space

The area around the logo should be kept clear of any competing elements. For both logos, the clear area should be equal to $\frac{1}{3}$ the height of the logo.

Horizontal Logo



Vertical Logo



Logos & Patterns

Logo Use

- You may only use approved vertical or horizontal logos provided by NextHome Corporate.
- If you place the logo over an image, the logo must be 100% opaque in either blue or white.
- You can use the Casan logo as a watermark over photos when needed. The logo must be in all white, at least 40% opaque and set in the lower left or right corner.
- The logo must be kept proportional and should not be recreated or edited in any way. Do not stretch or modify the shape and spacing in any way.
- The use of personal or team logos is not permitted.
- The use of the Casan trademark on hard goods, branded apparel, and other promotional items is not permitted. While qualifying properties can be marketed as part of the Casan Collection, promotional items remain branded to your NextHome franchise.
- Please remember that publishing marketing material with any alteration of the Casan logo will result in a request that the material be withdrawn from public display.

Examples of Logo Misuse



Do not change the letterspacing in the wordmark



Do not change the spacing between the mark and CASAN



Do not change the typeface of the wordmark



Do not omit any elements of the logo



Do not distort the logo



Do not re-arrange the mark and CASAN

Logos & Patterns

Logo Use (cont'd)

Examples of Logo Misuse (cont'd)



Do not outline the logo



Do not place the logo over a busy image



Do not fill the logo with an image



Do not fill the logo with a gradient



Do not crop the logo



Do not rotate the logo



Do not fill the logo with any unapproved colors



Do not add a drop shadow to the logo



Do not place logo within a frame

Logos & Patterns

Logo Color Applications

The blue logo over a solid white background is the preferred color combination whenever possible. The white logo can be displayed on either of the primary brand colors — blue or gray.

The use of any other colors or combinations of colors does not conform to the brand identity.

Acceptable



Blue logo on white background



White logo on blue background



White logo on gray background

Unacceptable



Do not place logo in two different colors



Do not place blue logo on gray background

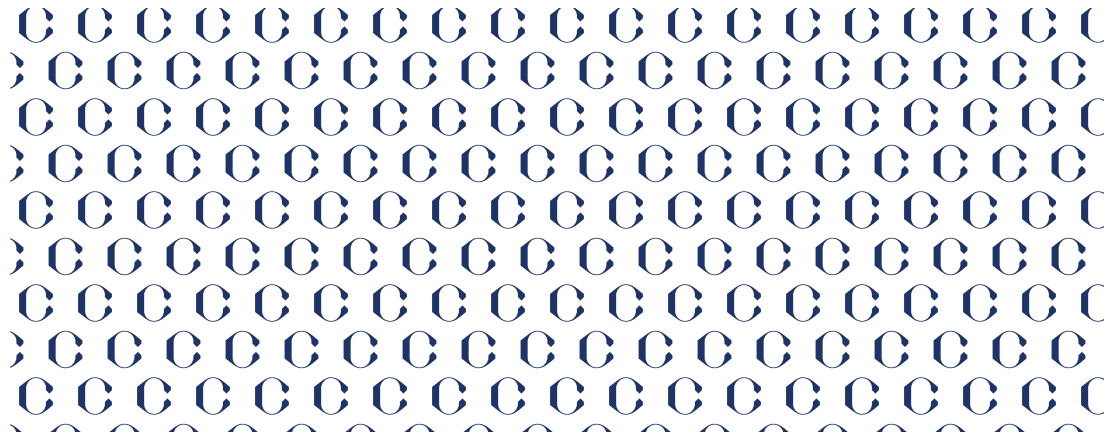


Do not place the logo in the NextHome Orange color

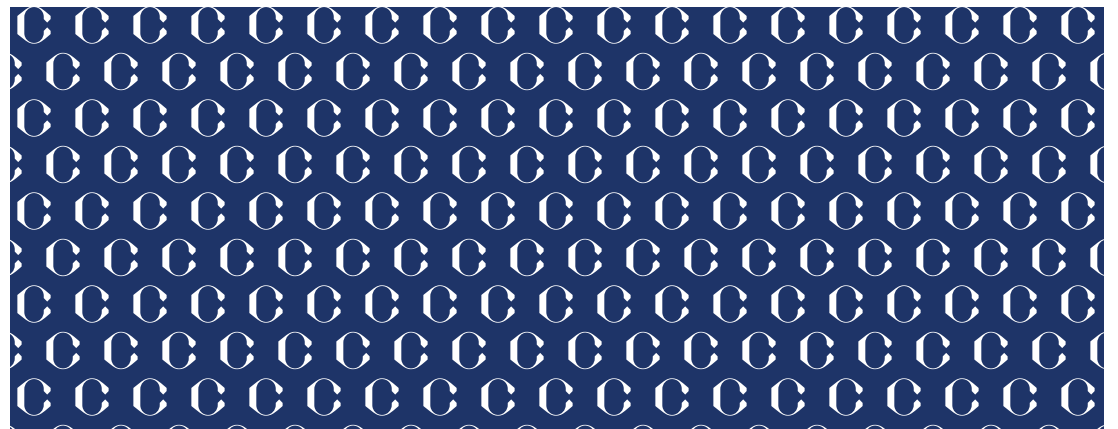
Logos & Patterns

Pattern

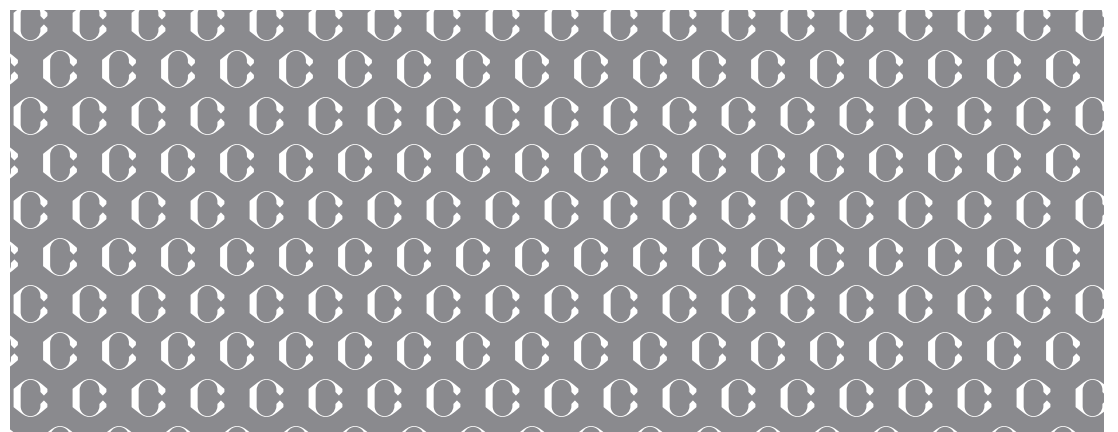
The Casan pattern is made up of the mark in a step and repeat arrangement. It is available in both blue and white. The white version can be placed over either of the primary brand colors — blue or gray.



Blue Pattern



White Pattern on Blue



White Pattern on Gray

Business Cards & Stationery

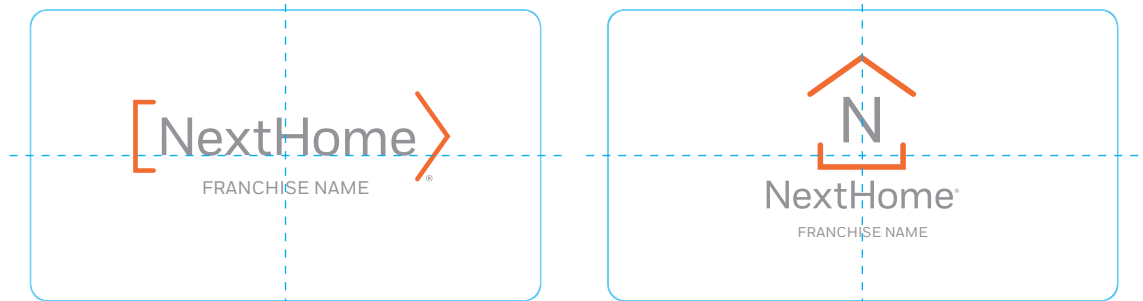
Business Cards

- Business cards **must be ordered from our designated supplier.**
 - The front side (agent information) displays the Casan Certified badge. No headshots, agent or team logos are allowed.
 - The back side (NextHome logo) displays the corresponding franchise name. No additions, modifications or changes of any kind are allowed.
 - Casan business cards must be Luxe Line, soft-touch finish.

Front Side:



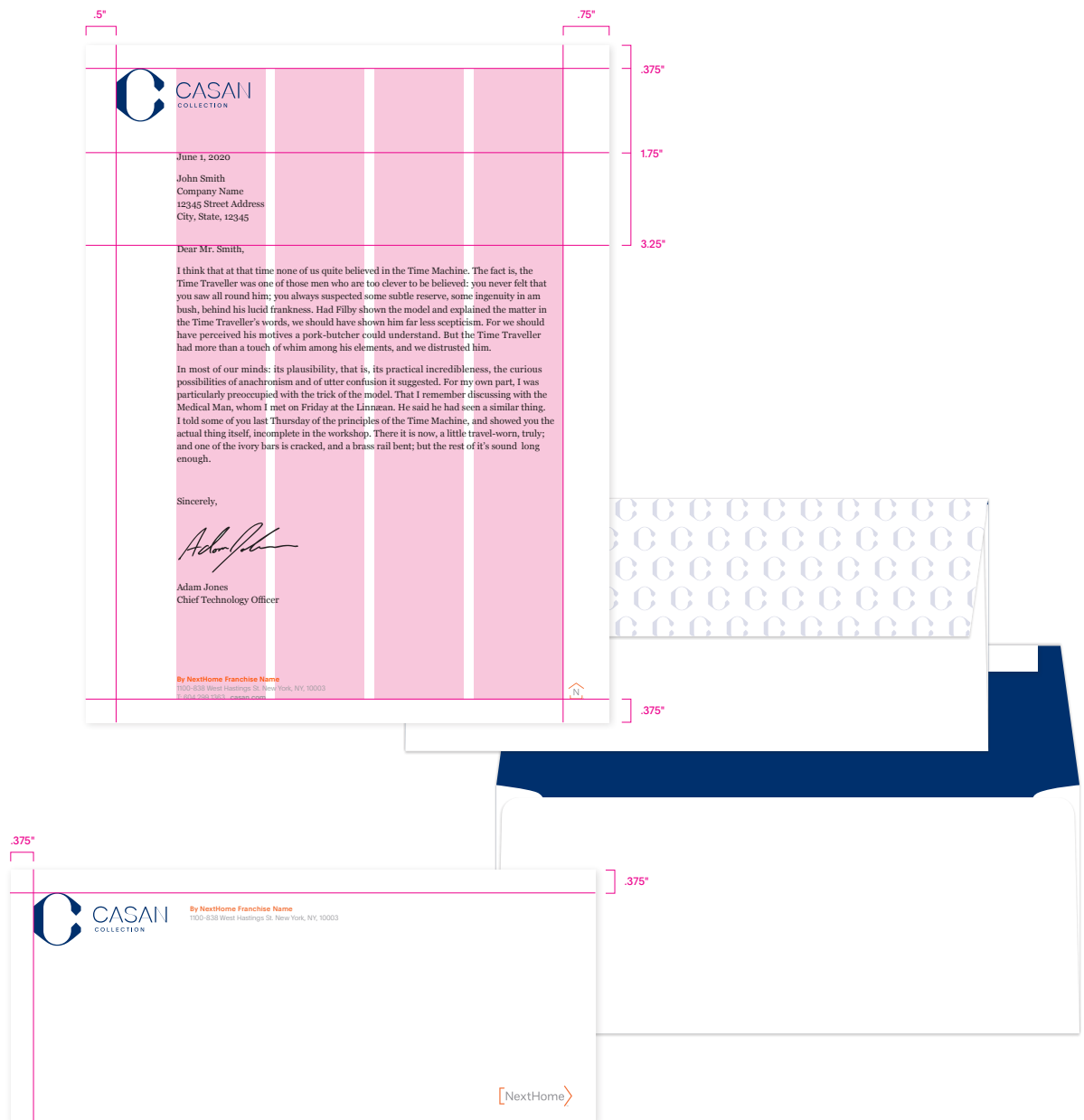
Back Side:



Business Cards & Stationery

Letterhead & Envelopes

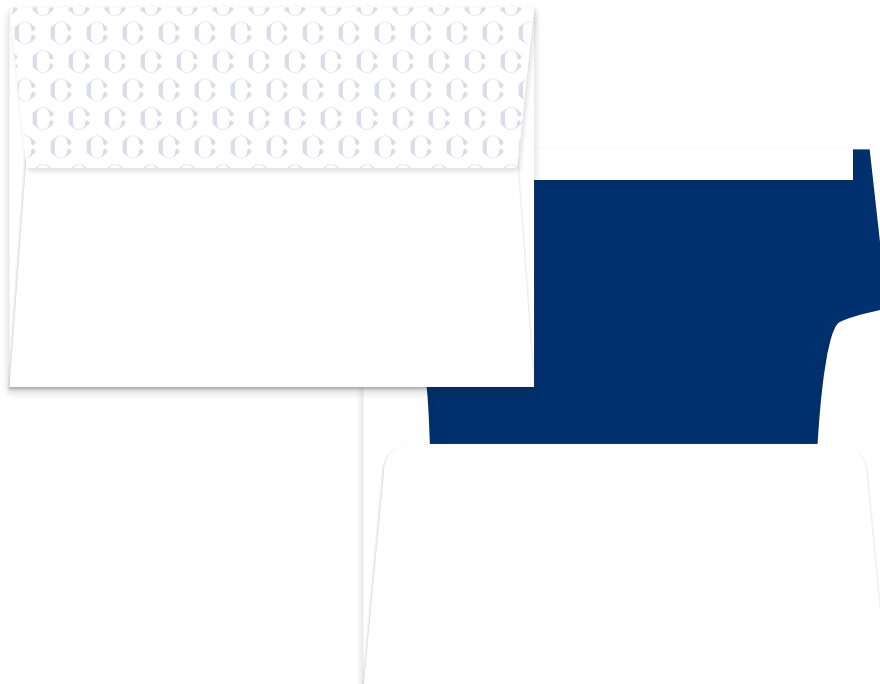
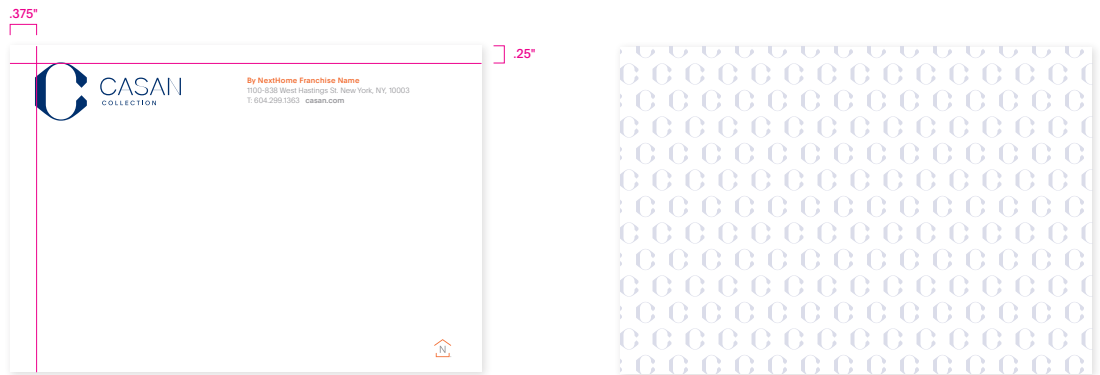
- Letterhead **must be ordered from our designated supplier.**
 - Casan letterhead should be used for all professional business correspondence regarding properties in the collection, such as letters to elite clients, presentations, and prospecting.
 - It is not intended for interoffice memos or internal documents.
- Envelopes **must be ordered from our designated supplier.**
 - Casan envelopes should be used for mail or items needing an envelope.
 - Plan envelopes, or envelopes with stickers for the return address, are not permitted.



Business Cards & Stationery

Notecard Kits

- Notecards and notecard envelopes **must be ordered from our designated supplier.**



Yard Signs

Signs

- Signage **must be ordered from our designated supplier.**
 - The shape of the Casan main panel is taken from the shape of the “C” mark. Main panels cannot be modified. The franchise name, brokerage phone number, and broker’s license number are the only items that can be changed on the main panels.
 - If desired, an additional rider with the agent’s contact information can be added. The agent or team name, agent or team phone number, and email address or website are the only items that can be changed on the agent riders.
 - The use of headshots, personal or team logos is not permitted.
 - The use of metal frames is not permitted. Casan signage must be displayed using a clean, white sign post. No other colors are allowed. Sign posts can be ordered locally, as long as they follow these guidelines.
 - Only approved hardware must be used with the signs. Hardware should be metal or white, no other colors are allowed.
 - Note that the riders are solid, no hole pattern, since they can only be displayed on the sign post above the main panel. Riders cannot hang from the main panel.
 - The use of stickers, or other ways of modifying signs, is not permitted.

Local Ordinances & Large Signs

- In cases where local ordinances and special regulations ask for custom signage, please send supporting documentation to marketing@nexthome.com. We will work with you on a custom sign that meets local needs as well as maintains brand standards. Proofs must be approved by Marketing prior to producing or installing the signs.
- For large and field signs, please send desired dimensions to marketing@nexthome.com. We will work with you on a custom sign that follows brand standards. Proofs must be approved by Marketing prior to producing or installing the signs.



Yard Signs



Rider Dimensions

22 × 6 in.

Paint color to match

Pantone 294 C

Pantone Cool Gray 8 C

Pantone Orange 021 C

Typography

Agent name: 64pt Plain Regular,
centered /

Pantone 294 C / Track: 50

Telephone number: 98pt Beatrice
Light, centered /

Pantone Orange 021 C

Website: 48pt Plain Medium,
centered /

Pantone Cool Gray 8 C / Track: 70

C-Sign Dimensions

22 × 26.5 in.

Paint color to match

Pantone 294 C

Pantone Cool Gray 8 C

Pantone Orange 021 C

Typography

Franchise name: 76/92pt Plain
Regular, centered / Pantone
Orange 021 C / Track: 50

Telephone number: 145pt Beatrice
Light, centered /

Pantone Cool Gray 8 C

Disclaimer: 25/43pt Plain Medium,
centered /

Pantone Cool Gray 8 C / Track: 125

Domain Names

The Casan trademark should not be used as part of a domain name or email address. For qualifying properties, we recommend using the street address (123mainstreet.com) as the domain name for the single property website or Studeo storybook.

Listing Qualifications

Minimum Marketing & Advertising Standards

Casan is an exclusive marketing and advertising suite designed for properties in the top 10% of your market, as measured by the Institute for Luxury Home Marketing, and equal to or above the \$500,000 price point. Given the unique needs of clients and their residences in this top tier, one of the most important things about Casan is the minimum standards that are required on every listing.

Casan is the new benchmark that every buyer and seller will see as the premier way to market and advertise luxury real estate. Minimum marketing and advertising standards are something no other real estate company requires. Others don't set the bar high enough, and we want you to be able to not only justify your commission, but feel confident going into your listing presentations. These minimum marketing standards achieve this goal.

Listing Qualifications

Casan Certification

Casan agents are required to complete the prestige luxury real estate training course offered through the Institute for Luxury Home Marketing and maintain membership in order to become Casan Certified. Visit the NextHome Intranet for more information on this required training course.

In addition, Casan agents who sell three or more luxury properties within a two-year period become eligible for their Certified Luxury Home Marketing Specialist™ (CLHMS) designation — an opportunity to showcase their qualifications in working with luxury buyers and sellers. If you already serve the luxury market and have sold three luxury properties in the last two years, you can apply for the CLHMS designation as soon as you complete the online training program.

Completing the Institute's course is the key to unlocking the Casan Collection, as well as the Casan Certified badge to use in your personal marketing, on business cards, and more.



INSTITUTE *for*
LUXURY HOME
MARKETING®



Listing Qualifications

Presentations

Listing and Buyer Presentations must be created through NextHome's Presentation Builder where you have access to custom Casan Collection content, as well as MLS-enabled dynamic pages. They must be printed professionally, in full color, and presented to your elite clients bound in a Casan soft-touch hardcover book.



Listing Qualifications

Yard Signs

When collaborating with Pentagram on the design of our Casan yard signs, we put a lot of thought and research into the final product. It's an elegant, unique shape that stands out against all other listings in a neighborhood or city. Luxury tends to have a minimalist feel, a "less is more" approach, which is why we require the use of a sign post with only one rider sitting at the top. The rider can have your name and contact information, but no photos or other information can be displayed. Keeping the layout minimalist results in a luxurious feel when people are driving through the neighborhood and see your yard sign.

Along the same lines, we are also discouraging the use of our corrugated Luke cutout signs for Casan properties. Affluent sellers are looking for a different experience when selling their home, and recognizing that their needs are different comes with marketing their residence in a different way than you would other properties.



Listing Qualifications

Staging

Every vacant home must be staged for two important reasons. First, according to the International Association of Home Staging Professionals, a non-staged home stays on the market up to 30 times longer compared to a professionally staged home. And second, a well-staged home has the perfect balance of looking at its best, while at the same time looking neutral — allowing the buyer to easily visualize themselves living there instead of the current owner.

Vacant Casan Collection listings must be staged until they go pending or for a period of 60 days, whichever occurs first. Any rooms or areas that will be photographed for use in marketing or advertising must be staged.



Before



After

Photography, 3D Tours & Floor Plans

In real estate, we rely on visual content to reach potential buyers in a deeper, more meaningful way. Casan delivers above and beyond on this concept. Every listing must be photographed professionally, as well as enhanced with a 3D home tour and floor plan.

Professional photography will ensure that your automated print marketing materials reach their fullest potential. Uploading at least 30 of the well-staged, well-composed photos to our Intranet will also ensure optimum results with your LUXVT media kit and ads, as well as the automated digital storybook for the property.

Listing Qualifications

Photography, 3D Tours & Floor Plans (cont'd)

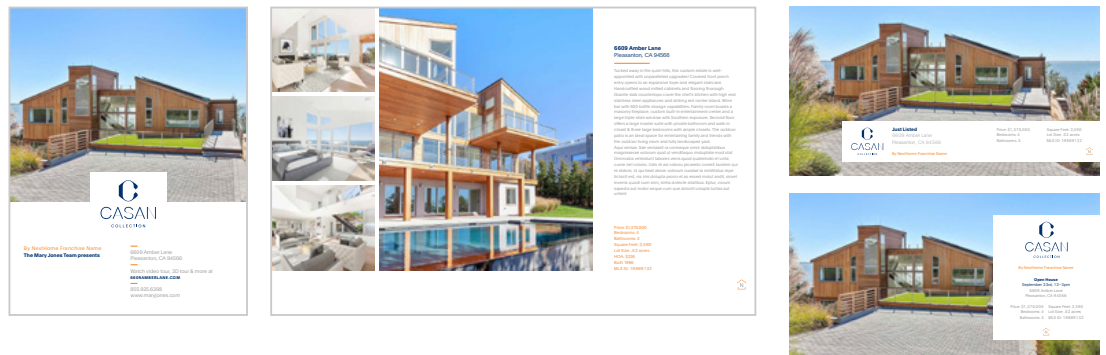
We want the seller to be impressed with your digital marketing as much as we want the potential buyer to know all the features and benefits of the home, experiencing the property at a distance. An immersive 3D home tour is required for all Casan listings, in addition to a detailed floor plan. Note that Matterport is the preferred vendor for all 3D home tours, while Box Brownie is the preferred option for floor plans. Based on the Design Center templates, we recommend a 8.5 in. tall by 11 in. wide proportion for the floor plans so they display at their best in all print materials.



Property Marketing

As a NextHome member, you already enjoy marketing automation through our Design Center platform. Working with Pentagram on the templates, your Casan listings will utilize premier designs for brochures, postcards, and social media pieces that are guaranteed to impress your sellers. To deliver the best experience possible, we do not allow single-sided or double-sided 8.5 in. by 11 in. flyers as the larger 11 in. by 17 in. brochures offer a more elevated design. As always, we require that any printed materials are printed professionally and in full color.

For custom property marketing collateral, please send proofs to marketing@nexthome.com.



Listing Qualifications

LUXVT

The LUXVT marketing and advertising package is required for all Casan listings. Billed separately through LUXVT, their platform will syndicate your listing to top-tier media outlets such as The New York Times, The Wall Street Journal, Robb Report, Mansion Global, and duPont REGISTRY. They will also create a high-end video tour with a Google Earth flyover, publish international ads so the home, your name and expertise have a global reach, and provide weekly activity reports to you and your clients.



Listing Qualifications

Studeo

Through our partnership with Studeo, each NextHome and Casan listing that meets the predetermined criteria will receive an automated digital storybook through our system integration. Making this storytelling platform part your marketing strategy is a Casan requirement. Uploading at least 30 professional photos of the home to our Intranet is the recommended route for the best storybook experience. Among other features, upgrading to the full Studeo account will also allow you to create a community storybook to immerse potential clients in the neighborhood. The possibilities are endless with digital storytelling solution.



Listing Qualifications

Summary

Our commitment to elevating the highly specialized sale of luxury homes translates to Casan being available only to NextHome members who have completed the training and certification course through the Institute for Luxury Home Marketing.

- ☐ The listing agent is Casan Certified, an active member of the Institute for Luxury Home Marketing.
- ☐ The property satisfies the top 10% of market and minimum \$500,000 price point criteria, as confirmed by the Institute's luxury threshold lookup.

Each Casan listing must adhere to the outlined minimum marketing requirements:

- ☐ Install Casan signage
- ☐ Stage vacant home
- ☐ Arrange professional photography
- ☐ Create 3D home tour
- ☐ Generate detailed floor plan
- ☐ Print marketing collateral
- ☐ Order LUXVT package
- ☐ Distribute Studeo storybook



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