



Best
Choice
REALTY

BRAND MANUAL

Best Choice
REALTY

ABOUT US

Our visual identity reflects and represents our image from our unique color of teal and umbrella symbol to our professional typography. We believe in being genuine and transparent while operating in various types of price points and demographics. Unique to our firm, Best Choice Realty allows independent real estate agents two options for branding, “Best Choice Realty Standard Branding” or “Best Choice Realty Custom Branding.”

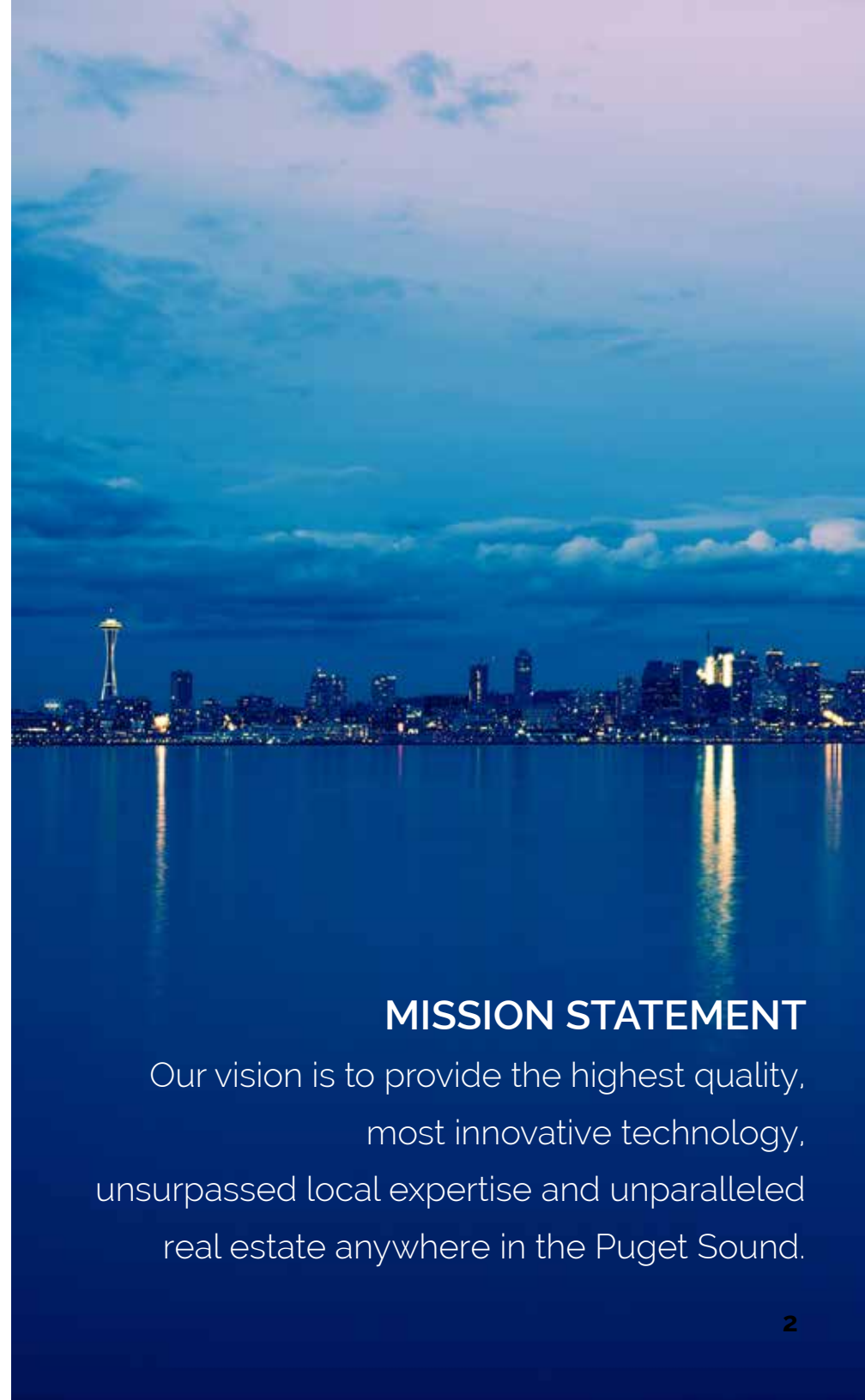
Best Choice Realty Custom Branding must be approved by the Department of Licensing as an Assumed Name or “Doing Business As” (DBA). Both branding options must adhere to the compliance rules and regulations set forth by the Department of Licensing (DOL) and Northwest Multiple Listing Service (NWMLS).

INTRODUCING OUR BRAND

This manual outlines the standards for successful brand management, function, usage and compliance.

The purpose for creating this brand manual is to establish consistent brand standards that adhere to compliance regulations set forth by the Department of Licensing (DOL) and Northwest Multiple Listing Service (NWMLS) as well as Federal trademark and copyright laws. This manual is intended to protect Best Choice Realty Agents as well as provide them with the tools necessary for successful personal branding.

The Best Choice Realty marketing department has developed a media kit that includes all of the downloadable files. It also has established processes intended to streamline and aid in the effectiveness of promoting the Best Choice Realty Standard Brand or Custom Branding options.



MISSION STATEMENT

Our vision is to provide the highest quality, most innovative technology, unsurpassed local expertise and unparalleled real estate anywhere in the Puget Sound.



CONTENT

1.0

SECTION ONE

Our Brand Identity

2.0

SECTION TWO

Media & Marketing

3.0

SECTION THREE

Custom Branding

4.0

SECTION FOUR

Resources & FAQs

BRAND IDENTITY

Best Choice personal
brand, our brand
guidelines, and
our mission statement

1.0

COMPANY LOGOS

Approved logos to be used in print and digital media are available in the resource guide for download. Logos are to be displayed in high resolution and cannot be altered or modified.

HORIZONTAL LOGO

Primary Design _____

Alternate Color Options _____



SQUARE LOGO

Primary Design _____

Alternate Color Options _____



Aa

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

1 2 3 4 5 6 7 8 9 0

PRIMARY FONT USED FOR
PRINT HEADLINES
AND WEBSITE TITLE TAGS

THIN
EXTRA-LIGHT
LIGHT
REGULAR
MEDIUM.
SEMI-BOLD
BLACK
EXTRA-BOLD.

Usage: For print semi-bold headlines
and website H1 semi-bold,
H2 semi-bold, H3 medium,
H4 regular, H5 light title tags

FONT NAME

RALEWAY

Aa

PRIMARY FONT USED FOR
PRINT AND WEBSITE
PARAGRAPHS

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

EXTRA-LIGHT
LIGHT
REGULAR
SEMI-BOLD
BLACK

1 2 3 4 5 6 7 8 9 0

Usage: Font used for body text
in both print and web purposes

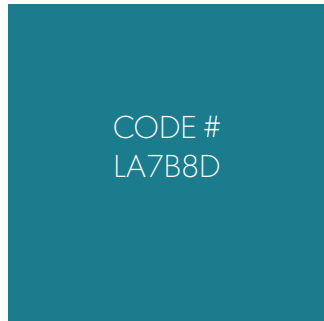
FONT NAME

Source Sans Pro

OUR MAIN COLORS

Approved logos to be used in print and digital media are available in the resource guide for download.

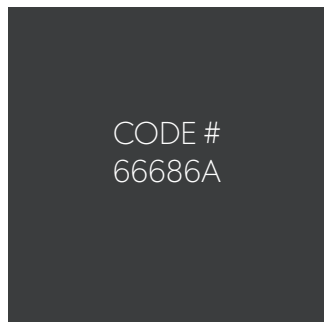
Logos are to be displayed in high resolution and cannot be altered or modified.



PRIMARY

RGB = R: 26. G: 123. B: 141

CMYK= 082C. 032M. 035Y. 014K



SECONDARY

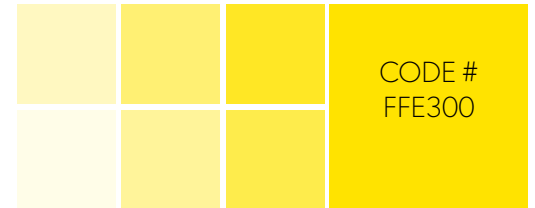
RGB = R: 102, G: 104, B: 106

CMYK= 060C. 051 M. 049Y. 018K

ACCENTS

These accent colors may be used in specific situations to draw attention or highlight elements.

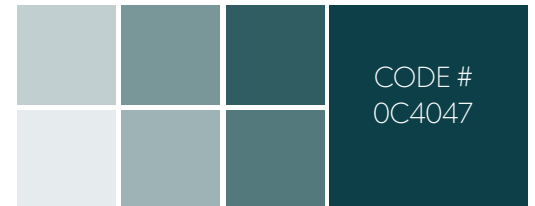
This yellow color is only used for Calls to Action (CTAs)



RGB

R: 225, G: 227, B: 0

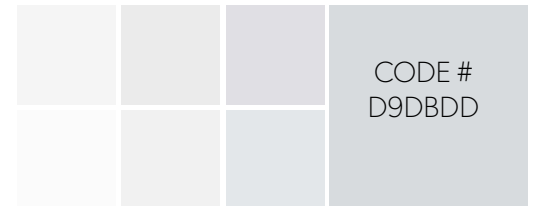
The dark teal shade is used in lieu of black as a shadow



RGB

R: 12, G: 64, B: 71

Light gray is used as a background alternative to white



RGB

R: 217, G: 219, B: 221

COLOR COMBOS

These background combinations can be paired with coinciding logo color options

Pairing our logo variations with the corresponding background color provides additional design options that can be used for print or digital media. Other logo and background combinations should not be used.

Note: Our accent yellow color is only to be used for calls to action (CTAs) and for no other purpose.

ADDITIONAL
COLORS CAN
BE USED



MEDIA & MARKETING

The Best Choice Realty
brand standards and
usage guidelines for
photography, websites,
business cards, and other
marketing materials

2.0

PHOTOGRAPHY STANDARDS

Professional photos represent your real estate business in a professional manner.

PROFESSIONAL PHOTOGRAPHS

- Professional photographs are necessary in order to be used in Best Choice Realty's media, marketing collateral, and promotional materials.
- Photographs should have a neutral background, gray, or in a natural setting that is blurred, consider a contrast color for clothing
- Photos with other individuals and children are not allowed
- High resolution photos with professional lighting are required
- Landing page photograph size is 1.75 inches wide x 2.25 inches tall
- No selfies are allowed
- Alternatives to professional photography include using a high resolution camera, a gray background or nature setting, and full sunlight. Photos not taken by professional photographers will need to be approved by the Best Choice Realty marketing department.

BEST PRACTICES

- Have an updated photograph that is representative of your current style and appearance in full front view of the head and mid-torso area 2/3 shot.
- Professional or business casual attire
- Classic, simplified attire and accessories photograph best

ACCEPTED



NOT ACCEPTED



NOT ACCEPTED





WEBSITE & LANDING PAGES

Best Choice Realty offers agents landing pages on the choicehomes4sale.com site. Agents may complete the information form to request landing page setup. For any external websites designed and hosted by 3rd party vendors, Best Choice Realty must approve IDX feed requests, platform providers, and unique URLs/ domains.

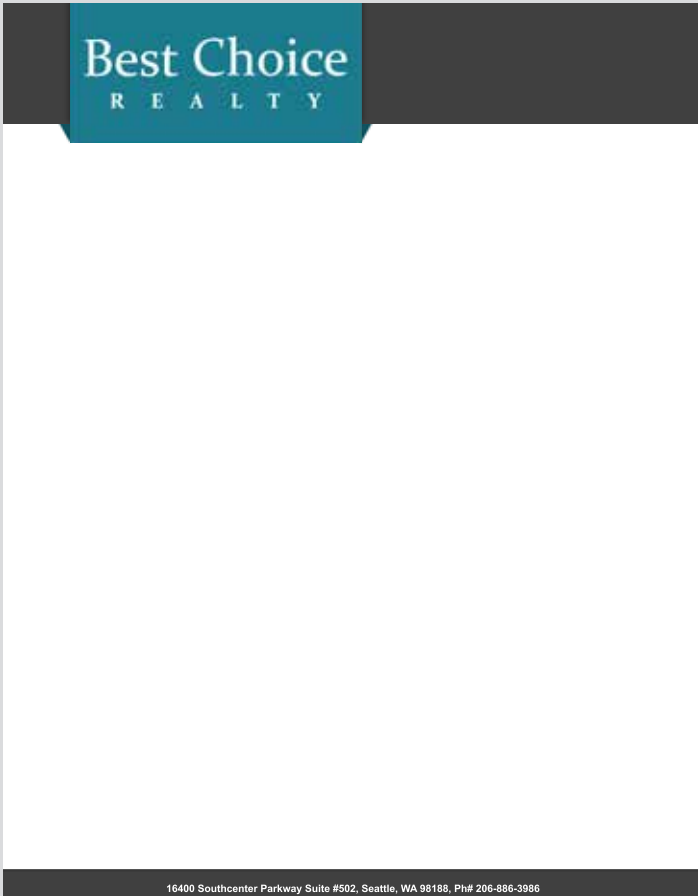
EXTERNAL WEBSITE

External websites are not supported or updated by Best Choice Realty. It is the agents responsibility to work with their designated provider to ensure all compliance requirements are met. External websites must also adhere to these standards:

- A horizontal Best Choice Realty logo must be prominently displayed in the header of the website. The logo should be colored if on white background or white if on a dark colored background.
- The website theme colors must be consistent with the choicehomes4sale.com colors.
- All websites need to be responsive, rendering visually and functioning using all mobile devices (smart phones, tablets, laptops, etc.)
- A link to the DMCA notice/ verbiage needs to be included in the footer of a website or landing page. The DMCA verbiage can be downloaded from the Best Choice Realty Resource guide.
- “Licensed with Best Choice Realty” text added to the footer

RACHELLE WILLHITE
 Designated Broker, Owner

📞 206.947.0811
 ✉️ rachel@bestchoicerealtywa.com
 🌐 choicehomes4sale.com
 📍 16400 Southcenter Pkwy. Ste. 502
 Seattle, WA 98188

BUSINESS CARD DESIGN

Business cards can be purchased from House of Magnets using the approved templates. Stock and Grade can be selected. Custom designs may be purchased through the Best Choice Realty Marketplace.

*No unauthorized business cards may be used

LETTERHEAD DESIGN

The Best Choice letterhead can be used for professional communication and can be included in listing presentations. This can be downloaded from the Resource Guide.

SIGNATURE BLOCKS

Email Correspondence

There are two options for agents to select, one that features a photo and one that does not. These signature blocks are to be used for email correspondence.

Without a signature block and for cell phone signatures, you must include agent name, agent title, if applicable the agent phone number, and website URL and Best Choice Realty logo. Signature blocks are completed by the marketing department.

*No unauthorized signature blocks may be used



- If selecting the option with a photo, a professional high resolution photo that adheres to the photo standards in this manual is required.
- Agent titles must meet compliance regulations and cannot include leasing specialist/ agent/ representative/ expert/realtor.
- Social media outlets and physical address are optional.
- Performance recognition symbols and icons are allowed.
- Other membership or non-Best Choice Realty award symbols may be approved by Owner on a case by case basis. If approved symbols/ icons must be high resolution and on transparent background. They must be uploaded and included with the information provided on the request form.



NEW LISTING

CONDO IN THE HEART OF REDMOND

13680 NE 69th St. #645, Redmond WA 98052



Top in state, Lake WA school district. 24-hour security, 2-bedroom, 1.75-bath condo in heart of Redmond. Corner unit with hardwood floors, updated doors, vinyl windows, fresh paint, new carpet, toilet and W/D in unit. Two private balconies and newer appliances. Open floor layout w/ living room, dining space and lots of closets.

AMENITIES INCLUDE:

- Private Garage
- 4 Pools
- Gyms
- Guest Parking
- 3 Lakes on 89 Acres
- Gated Entry
- Secure Storage Unit
- Restaurant
- Bar

OFFERED AT \$369,000

MLS 1452318



Allison Fasnacht | Luxury Specialist

206.715.7322

allison@anfstates.com

www.anfstates.com

Best Choice
R E A L T Y

FLYERS

Standards and best practices when printing in-house and resources available

Listing flyers and other branding materials may be printed in-house or purchased through the Marketplace. Marketing collateral, other than listing flyers, must be approved by the marketing department prior to being printed either in-house or through other vendors.

- Titles and heading must use approved typography and brand colors.
- Best Choice Realty logo must be used in high resolution with transparent background.
- Agent professional photo must be high resolution.

CUSTOM BRANDING

Compliance with DOL,
NWMLS, copyright &
trademark rules and
regulations along with
Best Choice Realty's
best practices.

3.0

ASSUMED NAME SETUP

This only applies to agents and teams who are utilizing the custom branding option where their brand is prominent.

STEP ONE

Choosing your Assumed Name

- Think about your identity, your clientele, and your business goals. Having a brand identity match will help set yourself apart and set you on the right course.
- Best Choice Realty and the DOL Real Estate Regulatory does extensive research for each name submitted for approval and names containing the following terms will be denied: “REALTY,” “REAL ESTATE,” “REALTOR ®,” “FIRM.” The usage of “GROUP” is advised against as a best practice.
- Remember: An Assumed Name name must not mislead or confuse consumers. This includes exaggerating the size of the team or the geographic area in which the team’s full services are available. Assumed Names must not suggest the agent or team is a brokerage entity or other business entity separate from Best Choice Realty.

STEP TWO

Purchase your Assumed Name

- Visit Best Choice Realty’s marketplace and add the Assumed Name to your cart and check out.
- Our staff will process your request and complete all the necessary paperwork with the DOL and the DOR. Once approved, you will receive confirmation from our staff.

STEP THREE

Have a logo designed with your accepted Assumed Name

- You are welcome to design your own logo or have our in-house designer create one for you. For the latter, visit Best Choice Realty’s Marketplace.
- Review Co-Branding Guidelines

STEP FOUR

Use new logo to order all your marketing and branding pieces

- Signage, Business Cards, Signature Block, Website/Landing Page



CUSTOM BRANDING COMPLIANCE RULES: PRINT

These rules and restrictions apply to any and all print collateral and promotional marketing material. Custom branding best practices are highly recommended and advised, as shown on right.

MARKETING MATERIALS AND SIGNAGE

- Custom Brands with approved Assumed Names are allowed to be prominently displayed on print materials such as, but not limited to: business cards, flyers, brochures, post cards, posters, magnets, automobile wraps, etc.
- Custom brands with approved Assumed Names are allowed to be displayed on all signage including, but not limited to: For Sales Signs, Open House Signs, Directionals, Feather Flags, etc.

SYMBOL USAGE

- EQUAL HOUSING OPPORTUNITY: Used to signify compliance with equal housing laws. It is best practice to include and display this symbol in all advertising and promotional material.
- NWMLS: Signifies membership in a local Multiple Listing Service.
- REALTORS®: This federally registered mark may only be used by members of the NATIONAL ASSOCIATION OF REALTORS® who are actively engaged in the real estate business and authorized to use the mark to indicate their membership. Use of the term “REALTOR(S) ®” or the trademark symbol in any material or collateral is restricted to current and active members, otherwise it is strictly prohibited. Best Choice Realty is not a member of the NAR; therefore the use of Realtor® is not allowed.
- Best Choice Realty Recognition icons and symbols may be included and displayed on promotional material. The marketing department will provide the approved symbol or icon at time of recognition.

ACCEPTED PRINT EXAMPLES



ACCEPTED DIGITAL EXAMPLES



CUSTOM BRANDING COMPLIANCE RULES: DIGITAL

These rules and restrictions apply to any and all digital distribution outlets including website, landing pages, all social media channels, digital videos and emails. Misusing the Best Choice Realty brand online or not following the Co-Branding Guidelines in this manual could mean automatic fines. As part of our ongoing efforts to protect our agents from compliance infractions, Best Choice Realty will monitor websites to ensure compliance standards are being met. Websites and landing pages designed or hosted by 3rd party vendors will be the agent's responsibility to update. Best Choice Realty will revise our Policies and Procedures handbook to address any domain names or logos that may not be used on the Internet.

WEBSITES AND LANDING PAGES

- A Co-Branded logo with "A Best Choice Realty Company" is required by the NWMLS to be prominently displayed in the header of a website or landing page. (See Co-Branding Guidelines).
- A link to the DMCA notice/verbiage needs to be included in the footer of a website or landing page. The DMCA verbiage can be downloaded from the Best Choice Realty Resource Guide.

SOCIAL MEDIA

- All social media channels are required to have predominantly displayed a co-branded logo with "A Best Choice Realty Company" either in the profile picture/image or banner/header image.
- Digital promotional material such as videos, snaps, or presentations uploaded and displayed on the Internet or social media outlets are required to include a Co-Branded logo with "A Best Choice Realty Company" (See Co-Branding Guidelines).

CO-BRANDING GUIDELINES

- Co-branding includes adding text in a custom logo that reads “A Best Choice Realty Company” in a font and color that is consistent with the custom brand.
- Adding a Best Choice Realty logo is NOT in alignment with the co-branding standards.
- Co-branding is not allowed on car magnets, wraps, or any other automobile signage.
- Co-branding is highly recommended and advised for all signage including Agent For Sale Signs, Open House Signs, Feather Signs, Directionals, etc.



CO-BRANDING PHILOSOPHY

The overarching goal and idea behind co-branding is to alleviate any confusion on behalf of consumers, agents, or the community. The approach of aligning custom brands with the established Best Choice Realty brokerage brand has proven to deliver positive and impactful results, not limited to, but including the following:

- Utilizing the brand recognition of Best Choice Realty
- Taking advantage of the Best Choice Realty marketing & promotional efforts
- Capitalizes on the marketshare that Best Choice Realty has established
- Deters brand oversaturation and competition
- Aligns with and doesn't distract from the standards of the custom brand by retaining brand consistency and integrity
- Continual DOL, NWMLS, trademark, and copyright compliance

RESOURCES & FAQs

Available resources,
supplement downloads
and frequently
asked questions.

4.0

RESOURCES

1.0

OUR BRAND IDENTITY

Best Choice Realty Resource guide:
<https://bestchoicerealtyhomes.com/marketing/>

Logo download:
<https://bestchoicerealtyhomes.com/logos/>

Font download:
https://www.fontsquirrel.com/fonts/raleway?q%5Bterm%5D=raleway&q%5Bsearch_check%5D=Y
<https://www.fontsquirrel.com/fonts/source-sans-pro>

Business card download:
<https://bestchoicerealtyhomes.com/marketing/business-cards/>

2.0

MEDIA & MARKETING

Best Choice Realty Marketplace: Products and Services:
<https://bestchoicerealtyhomes.com/marketplace/>

Business Cards: House of Magnets:
<https://www.houseofmagnets.com/business-cards!bestchoice-realty!>

Best Choice Realty Marketing Department:
marketing@bestchoicerealtyhomes.com

choicehomes4sale.com

3.0

CUSTOM BRANDING

Assumed name for custom branding:
<https://bestchoicerealtyhomes.com/product/assumed-name/>

Equal Housing Opportunity & NWIBA symbol
<https://bestchoicerealtyhomes.com/branding/>