

Brand Guidelines

We've got you covered.

Best Choice
R E A L T Y

- 01 | Brand Identity
- 02 | Marketing
- 03 | Custom Branding
- 04 | Resources



OUR MISSION

is to provide the highest quality, most innovative technology, unsurpassed local expertise and unparalleled real estate services anywhere in the Pacific Northwest.

OUR VALUES

- Service
- Hard Work
- Professionalism
- Experience
- Integrity
- Cooperation

Best Choice
R E A L T Y

01

Our visual identity reflects and represents our image with our unique color of teal and gray and our professional typography.

We believe in being genuine and transparent while operating in various types of price points and demographics.

BRAND IDENTITY

COMPANY LOGOS | COLORS

Approved logos to be used in print and digital media are available on Best Choice Realty’s website for download. Logos are to be displayed in high resolution and cannot be altered or modified. The accent colors may be used in specific situations to draw attention or highlight elements: yellow is only used for Calls to Action (CTAs); dark teal is used in lieu of black as a shadow; light gray is used as a background alternative to white.



HORIZONTAL LOGO

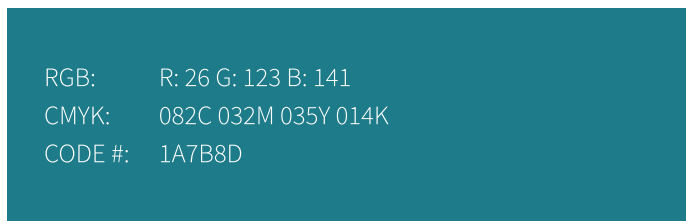


SQUARE LOGO

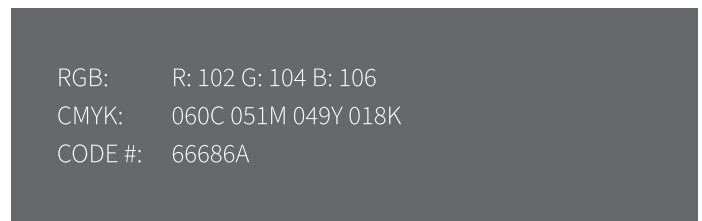
COLOR COMBINATIONS



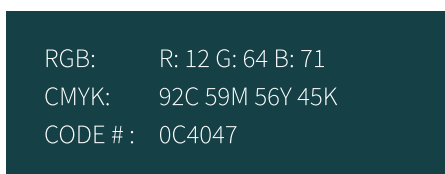
PRIMARY COLOR



SECONDARY COLOR



ACCENT COLOR



FONT NAME

Raleway

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789!@#%&

Print: Headlines bold;
subheadings semi-bold
Website: 1 bold; H2 semi-bold; H3
medium; H4 regular; H5 light title tags

Primary font used for print
headlines and website title tags

THIN

LIGHT

REGULAR

MEDIUM

SEMI-BOLD

BOLD

FONT NAME

Source Sans Pro

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789!@#%&

Font used for body text in both
print and web purposes

Primary font used for print and
website paragraphs

EXTRA-LIGHT

LIGHT

REGULAR

SEMI-BOLD

BOLD

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

PRINT AND DIGITAL COMPLIANCE

WEBSITE, SOCIAL MEDIA & PRINT COMPLIANCE

Best Choice Realty's logo, or "A Best Choice Realty Company" if broker has an established DBA, is required by the NWMLS to be prominently displayed in the header of a website or landing page. (Review MLS rules for details).

All web-based media channels, including social media, are required to have Best Choice Realty, or "A Best Choice Realty Company" if broker has an established DBA, at least one-click away. It's easiest to place this in the profile picture/image/banner/header image, as a title under your name, or in the footer of a website.

For Websites & Landing Pages: A link to the DMCA notice is required to be included in the footer of the page. The DMCA verbiage can be downloaded from Best Choice Realty's website.

BADGES & ADDITIONAL LOGOS

Allowed Logos and Badges:

1. MLS Logo: Signifies membership in your respective Multiple Listing Service.
2. Equal Housing Opportunity Logo: Used to signify compliance with equal housing laws.
3. Best Choice Realty Recognition icons and symbols: Top Producer, Broker of the Year, Rookie of the Year badges and more. Best Choice Realty will provide the approved symbol or icon at time of recognition.
4. NWIBA logo: Signifies membership in the Northwest Independent Broker Association. All Best Choice Realty brokers are members.
5. REALTOR® badge if a member of the NATIONAL ASSOCIATION OF REALTORS®.

Allowed Titles:

Western Washington Brokers | Members of the NWMLS

Brokers belonging to the NWMLS use the title, Real Estate Broker. These brokers are NOT members of the members of the NATIONAL ASSOCIATION OF REALTORS®, and are NOT allowed to use the term "Realtor" or use the trademark symbol in any marketing materials.

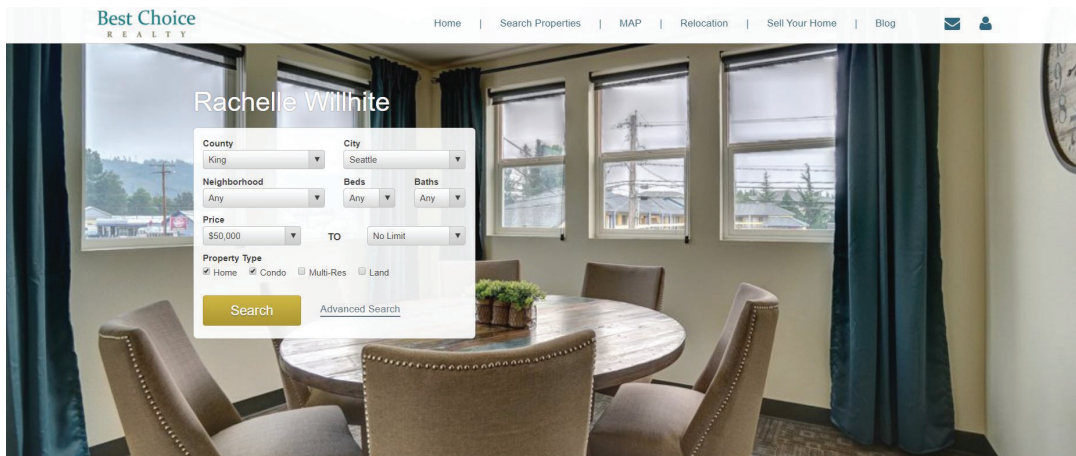
Vancouver and Eastern Washington Brokers | Members of the Spokane MLS or RMLS

Brokers belonging to the RMLS or Spokane MLS use the title, REALTOR®. These brokers ARE members of the members of the NATIONAL ASSOCIATION OF REALTORS®, and may use the title REALTOR® in any marketing materials.

LANDING PAGE | EXTERNAL WEBSITE

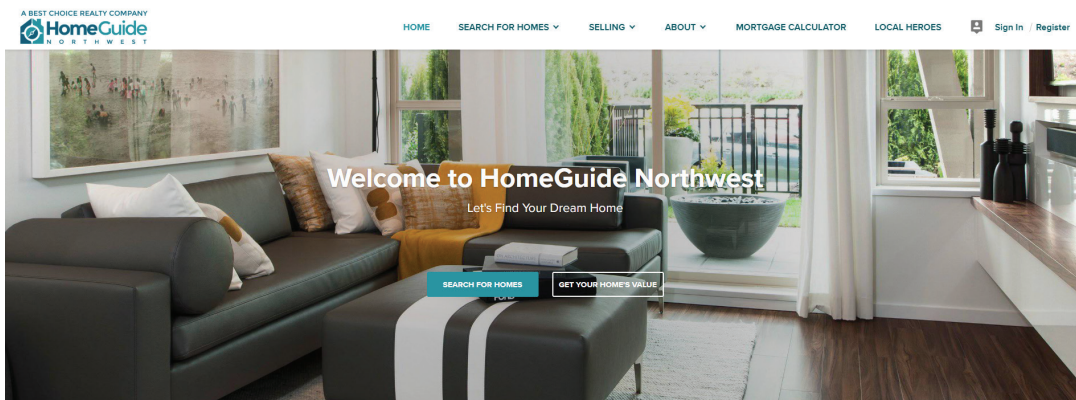
LANDING PAGE

Best Choice Realty offers brokers landing pages for purchase when they have an established domain name. We recommend GoDaddy to purchase a domain name.



EXTERNAL WEBSITE

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 websites are not supported or updated by Best Choice Realty. It is the broker's responsibility to work with their designated provider to ensure all compliance requirements are met. External websites must also adhere to our brand standards.



PHOTOGRAPHY | BUSINESS CARDS

BUSINESS CARDS

Professional photos and business cards represent our real estate business in a professional manner. Standard business cards may be purchased through Best Choice Realty's Marketing Department. Custom designs are available at a competitive rate. Professional photographs are recommended when using Best Choice Realty's media, print, digital, and promotional materials. High resolution photos with professional lighting are recommended. No selfies. All business cards must be approved by Best Choice Realty's Marketing Department.

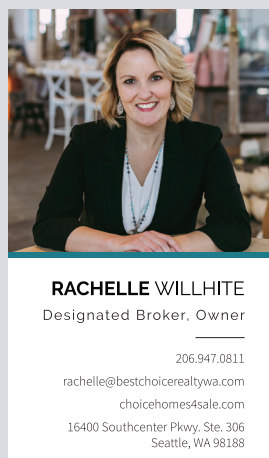
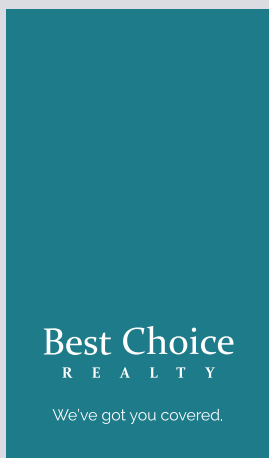


PHOTO GUIDELINES

1. An updated photo that represents your current appearance and style.
2. Full front view of the head and mid-torso area 2/3 shot.
3. Professional or business casual attire.
4. Classic, simplified attire and accessories photograph best.
5. Neutral background, gray background, or in a natural setting.

SIGNATURE BLOCK | LETTERHEAD

RACHELLE WILLHITE
Designated Broker, Owner

206.947.0811
rachelles@bestchoicerealtywa.com
choicehomes4sale.com
16400 Southcenter Pkwy, Suite 306
Seattle, WA 98188

Best Choice
REALTY

We've got you covered

bestchoicerealtyllc best.choice.realty Please Review us on Google ★★★★★

RACHELLE WILLHITE
Designated Broker, Owner

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REALTY

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bestchoicerealtyllc best.choice.realty Please Review us on Google ★★★★★

Best Choice
REALTY

We've got you covered.

16400 Southcenter Pkwy, Ste. 306
Seattle, WA 98188
206.886.3986
support@bestchoicerealtywa.com

SIGNATURE BLOCK GUIDELINES

Best Choice Realty will provide you with a signature block. Email and cell phone signatures require broker name, title and phone number. Other signature blocks must be approved by Best Choice Realty's Marketing Department.

1. Broker titles must meet compliance regulations and cannot include leasing specialist.
2. Social media outlets and physical address are allowed, but optional.
3. Performance recognition symbols and icons are allowed. Other membership or non-Best Choice Realty award symbols must be approved by Best Choice Realty's Marketing Department. Symbols, icons, and logos must be high resolution and on a transparent background.

COMPANY LETTERHEAD

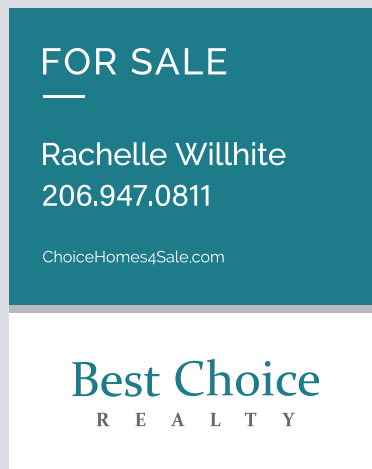
Letterhead may be used for professional communication and commonly used in listing presentations. It can be downloaded from Best Choice Realty's website.

SIGNAGE | LISTING FLYERS

SIGNAGE & LISTING FLYERS

Real estate signage, listing flyers and other branding materials may be ordered through Best Choice Realty's Marketing Department. Marketing materials, other than listing flyers, must be approved by the Marketing Department prior to being printed either in-house or through other vendors.

YARD SIGNS | RIDERS & DIRECTIONALS



FLYER GUIDELINES

1. Titles and heading should use approved typography.
2. Design should comply with brand colors.
3. Best Choice Realty's logo should be used in high resolution with a transparent background.
4. Broker's professional photo should be in high resolution.

CUSTOM BRANDING

03

Unique to the industry, Best Choice Realty allows its real estate brokers the option to personalize and co-brand with Best Choice Realty or create their own unique brand identity using a purchased DBA.

CO-BRANDING GUIDELINES

CO-BRANDING PHILOSOPHY

The overarching goal of co-branding is to allow brokers the ability to reflect their unique personality in branding and marketing efforts and help connect them with their clients while utilizing Best Choice Realty's established brokerage branding and marketing efforts. This is an affordable way to showcase personal designs without having to purchase a DBA.

CO-BRANDING REQUIREMENTS

A Best Choice Realty approved logo must be used in conjunction with a co-branded broker logo. Fonts, Color and Compliance Guidelines listed in this Brand Guide must be followed.

CO-BRANDING MARKETING

When choosing your co-branded name, think about your identity, clientele, and business goals. Have a logo designed to coordinate with Best Choice Realty's logo. You are welcome to design your own logo to be used in conjunction with Best Choice Realty's or have our Marketing Department create one for you. Don't forget to order marketing and branding pieces with the co-branded logos: Signage, Business Cards, Signature Block, Website/Landing Page, etc.

CO-BRANDED YARD SIGN



CO-BRANDED A-BOARD



CO-BRANDED SIGNATURE BLOCK



DOING BUSINESS AS (DBA)



JOHN KIM HOMES

a best choice realty company



childers davidson homes

A BEST CHOICE REALTY COMPANY



ALHUDA

REAL ESTATE GROUP

A BEST CHOICE
REALTY COMPANY



MORROW
premier homes

A BEST CHOICE REALTY COMPANY

DOING BUSINESS AS PHILOSOPHY

The idea behind a DBA is to provide real estate brokers the freedom to establish a targeted brand identity to capture additional business in the marketplace. DBAs allow brokers to spend their energy and hard-earned income on creative marketing efforts they choose while still contributing to the overall Best Choice Realty mission.

DOING BUSINESS AS SETUP

1. Choose your DBA Name: Think about your identity, clientele, and business goals.*
2. Purchase your DBA Name: Contact Best Choice Realty's Marketing Department. Our staff will complete all the necessary paperwork with the DOL and the DOR. Once approved, you will receive confirmation.
3. Have a logo designed with your DBA name. You are welcome to design your own logo or have our Marketing Department create one for you.
4. Order marketing and branding pieces with the approved DBA name and logo: Signage, Business Cards, Signature Block, Website/Landing Page, etc.

* Extensive research is done for each name submitted for approval with the Department of Licensing and names containing the following terms will likely be denied: "REALTY," "REAL ESTATE," "REALTOR®," "FIRM." The name must not mislead or confuse consumers, such as exaggerating the size or the geographic area in which services are available or suggest the agent/team is a brokerage or business entity separate from Best Choice Realty (e.g. Smith Realty, Smith Real Estate, or Smith Group).

DOING BUSINESS AS (DBA)

DOING BUSINESS AS REQUIREMENTS

It is not required to have Best Choice Realty's logo on marketing materials. For the NWMLS, all DBA logos must contain "A Best Choice Realty Company" in a font and color that is consistent with the DBA's logo. This serves to solve the NWMLS's requirement for the firm name to be "prominently displayed" on website headers. This also deters over-saturation in perceived market share, and capitalizes on Best Choice Realty's brand recognition, marketing and promotional efforts.

Brokers with DBAs may create/design their own print materials to display their DBA logo on business cards, postcards, flyers, brochures, postcards, posters, magnets, autowraps, signage, etc. Compliance Guidelines listed in this Brand Guide must be followed.

For the continual use of the DBA license, a renewal cost will apply every 2 years when Best Choice Realty's brokerage license is renewed, regardless of when the original DBA order was purchased.

DOING BUSINESS AS MARKETING

Yard Sign

Business Card

Email Signature

Business Card

A-Board

Marketing Flyer

Listing Presentation

Visit our member website for all of your branding and marketing needs. Access free downloadable forms, presentations, products and services, and links to helpful information.

Create your free account at:

[BestChoiceRealtyHomes.com](https://www.BestChoiceRealtyHomes.com)

We've got you covered.

Office Locations

Marketing

Education

Vendors

Title & Escrow

Recruiting Info

Quick Links

Forms

Buyer Presentation

Seller Presentation

Policies And Procedures

County Links & HUD

Real Geeks Demo

Logo Downloads

Landing Page

Commercial Real Estate

Facebook Group

Recognition

Memberships & Community

License Renewal

Brand Manual

Real Estate Signage