

# Brand Guidelines

BestChoiceRealtyHomes.com

Best Choice  
R E A L T Y

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## **Our Mission**

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

## **Our Values**

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

# 01

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

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

# Brand Identity

# Logos | Color Palette

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.

## Horizontal | Primary Logo

**Best Choice**  
R E A L T Y

## Square | Secondary Logo

**Best Choice**  
R E A L T Y

## Tagline | Optional Usage

We've got you covered.

## Color Combinations



## Primary Colors

Brand Teal

RGB: R: 26 G: 123 B: 141  
CMYK: 082C 032M 035Y 014K  
CODE #: 1A7B8D

Brand Dark Grey

RGB: R: 102 G: 104 B: 106  
CMYK: 060C 051M 049Y 018K  
CODE #: 66686A

Used as primary logo colors, background colors, text colors or design elements.

## Secondary Colors

Brand Dark Teal

RGB: R: 12 G: 64 B: 71  
CMYK: 92C 59M 56Y 45K  
CODE #: 0C4047

Black

RGB: R: 0 G: 0 B: 0  
CMYK: 0C 0M 0Y 100K  
CODE #: 000000

Used as background colors with white logo, text or design elements.

## Accent Colors

Brand Light Grey

RGB: R: 217 G: 219 B: 221  
CMYK: 2C 1M 0Y 13K  
CODE #: D9DBDD

Brand Yellow

RGB: R: 255 G: 227 B: 0  
CMYK: 0C 11M 100Y 0K  
CODE #: FFE300

Light Grey used as a background alternative to white. Yellow used on call-to-action buttons, highlighting copy.

## Font Name

# Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Headlines

Bold

Extra Bold

Black

## Subheadings

Semi Bold

Medium

## Body Text

Light

Regular

Poppins is an open-source Google sans-serif typeface with a large font family. It is a modern, geometric typeface with clean lines and a variety of weights. Used for print and websites.

THIN

EXTRA LIGHT

LIGHT

REGULAR

MEDIUM

SEMI-BOLD

BOLD

EXTRA BOLD

BLACK

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

# Washington Compliance

## Website, Social Media and Print Compliance

Agents are responsible for their own marketing and advertising. Washington State Department of Licensing Real Estate Advertising Guidelines can be found at [dol.wa.gov](http://dol.wa.gov). Agents are required to follow the rules of the MLS to which they belong.

## Badges & Additional Logos Usage Requirements

- MLS Logo: Signifies membership in a respective Multiple Listing Service
- Equal Housing Opportunity Logo: Used to signify compliance with equal housing laws.
- Best Choice Realty Recognition Badges: Top Producer, Broker of the Year, Rookie of the Year
- IBA Logo: Signifies membership in the Independent Broker Association at no cost to agent
- REALTOR® Logo: Can ONLY be used when agent is a member of the NATIONAL ASSOCIATION OF REALTORS®

## Real Estate Titles used in Marketing

### Real Estate Broker or Real Estate Agent

This title can be used for any licensee in Washington.

### Managing Broker

A Washington broker must have completed the Managing Brokers courses, passed the exam and have an approved Managing Broker license with the Department of Licensing Washington State.

### REALTOR®

Agent must be a member of the NATIONAL ASSOCIATION OF REALTORS® to use this title.





# Oregon and Idaho Compliance

## Website, Social Media and Print Compliance

Agents are responsible for their own marketing and advertising.

More information can be found at Oregon Real Estate Agency, [oregon.gov](http://oregon.gov) or the Idaho Real Estate Commission, [dopl.idaho.gov](http://dopl.idaho.gov). Licensees are required to follow the rules of the MLS's to which they belong.

## Badges & Additional Logos Usage Requirements

- MLS Logo: Signifies membership in a respective Multiple Listing Service
- Equal Housing Opportunity Logo: Used to signify compliance with equal housing laws.
- Best Choice Realty Recognition Badges: Top Producer, Broker of the Year, Rookie of the Year
- REALTOR® Logo: Can ONLY be used when agent is a member of the NATIONAL ASSOCIATION OF REALTORS®

## Real Estate Titles used in Marketing

### Real Estate Broker or Real Estate Agent

This title can be used for any licensee in Oregon.

### Real Estate Salesperson

This title can be used for any licensee in Idaho.

### REALTOR®

Agent must be a member of the NATIONAL ASSOCIATION OF REALTORS® to use this title.

### Principal Broker

In Oregon, brokers are required to work under a principal broker for at least 3 years before they are allowed to earn their own Principal Broker's license.

### Broker

In Idaho, a real estate salesperson must have completed a broker's course, passed the exam, and have an approved license signed by the designated broker.





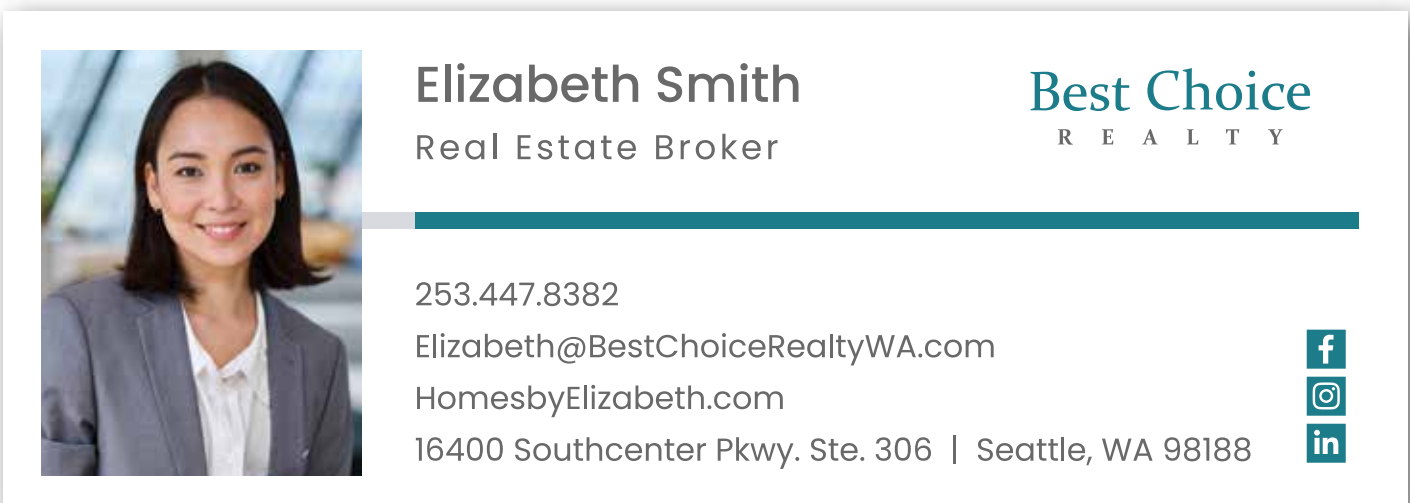
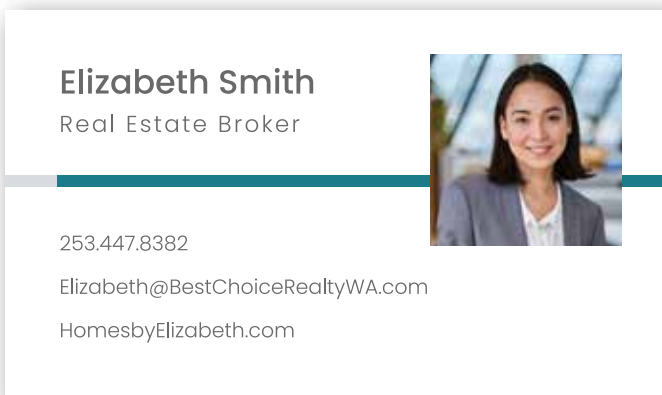
# Business Cards | Email Signature

## Business Cards

Standard business cards may be purchased through Best Choice Realty's Marketing Department. Professional, high-resolution photographs are recommended. All personal business card designs must be approved by Best Choice Realty's Marketing Department.

## Email Signature

Best Choice Realty will provide you with an email signature. All personal email signature designs must be approved by Best Choice Realty's Marketing Department.



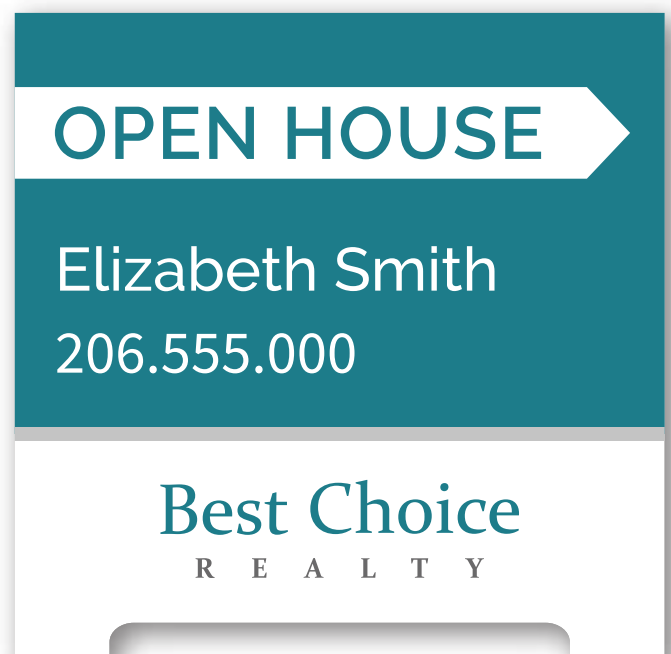
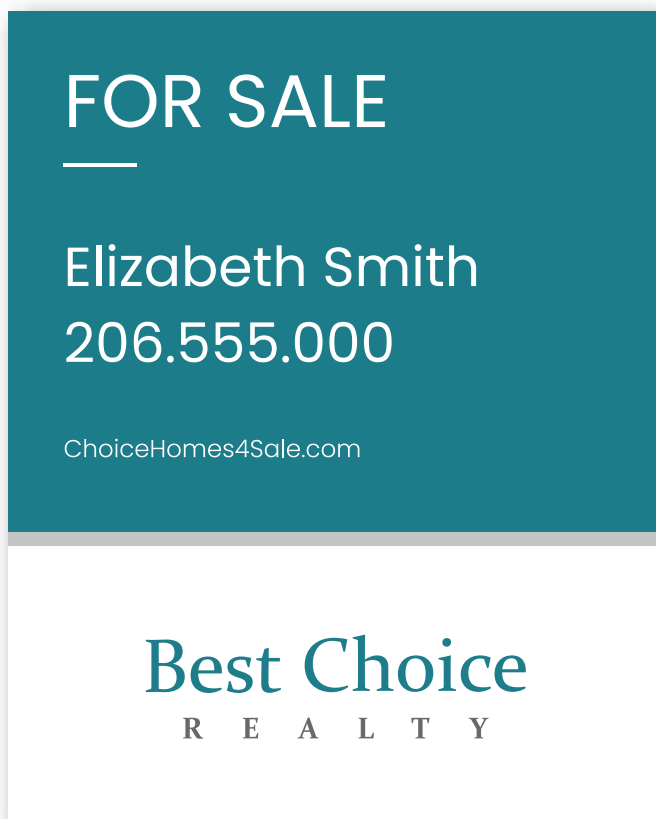
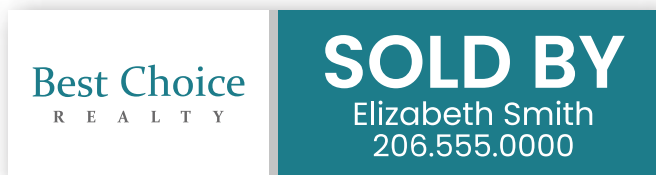
# Signage | Listing Flyers

## Real Estate Signage

Real estate signage may be ordered through Best Choice Realty's Marketing Department. Custom designed signage must be approved by the Marketing Department prior to being printed either in-house or through other local or online vendors.

## Listing Flyers

Listing flyers must adhere to Best Choice Realty brand guidelines.



# Landing Page | External Website

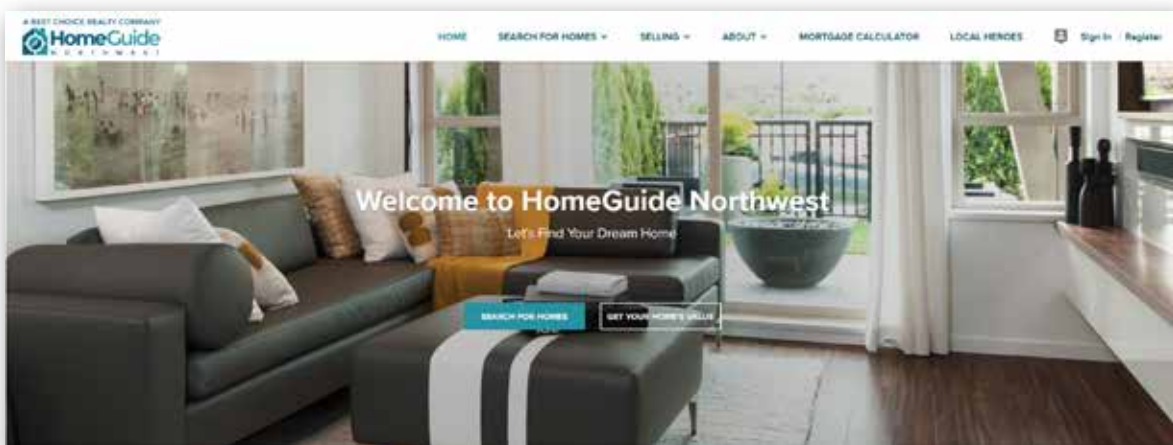
## Landing Page

Best Choice Realty's landing pages display the agent's contact information, a bio, head shot, and reviews. It features a property search bar and an IDX feed for lead generation. This page is used in conjunction with the RealGeeks CRM. A personal domain name may be purchased through a domain provider and redirected to the landing page.



## External Website

External websites are not managed, supported or updated by Best Choice Realty. It is the agent's responsibility to ensure the page meets compliance requirements and Best Choice Realty brand standards. For any external websites designed and hosted by 3rd party vendors, Best Choice Realty must approve IDX feed requests (IDX is optional).



# Custom Branding

## 03

Unique to the industry, Best Choice Realty allows its agents the option to personalize and co-brand with Best Choice Realty or create their own brand identity using a purchased DBA/RBN, if allowed by the state that holds their license.

# Co-Branding Guidelines

## Co-Branding

Co-branding allows agents to use personal logos in their marketing efforts, while still utilizing Best Choice Realty's established brokerage identity.

## Requirements and Usage

It is strongly suggested to use Best Choice Realty colors to capitalize on brand recognition. If a color is used outside of the brand guidelines, the Best Choice Realty logo must be displayed in either black, white, or grey. Best Choice Realty's Marketing Department must approve existing logos to be used in co-branded marketing.

An agent may use an existing logo in conjunction with Best Choice Realty's standard marketing designs for business cards, email signatures or signage.

Agents may work with the Best Choice Realty's Marketing Department to create custom marketing pieces.

## Co-Branding Design Examples



# DBA | RBN | Washington & Oregon

## Doing Business As (DBA) and Registered Business Name (RBN)

A DBA or RBN provides real estate brokers in Washington and Oregon the freedom to establish a targeted brand identity.

- Choose a name: consider identity, clientele, and business goals
- Washington agents can apply for a DBA through Best Choice Realty's Marketing Department, who will facilitate the application process and communicate licensing approval
- Oregon agents can apply for a RBN at Oregon.gov
- Work with a graphic designer to develop a logo and branded marketing materials

## Requirements and Usage

Agents with DBAs or RBNs may design their own marketing materials. Brand guidelines must be followed in addition to advertising requirements for local, state and respective MLS's.

### DBA Design Examples



# 04

Visit our member website for all of your  
branding and marketing needs

Access free downloadable forms,  
presentations, products and services  
options, and links to helpful information.

**BestChoiceRealtyHomes.com**

bestchoicerealtyllc



best.choice.realty



best-choice-realty



@bestchoicerlty



bestchoicerealtyumbrellalearning



# Resources



# Best Choice

R E A L T Y

We've got you covered.