

Quality Seal

General Use

Marketing materials and websites must always contain your company logo with or without the Quality Seal.

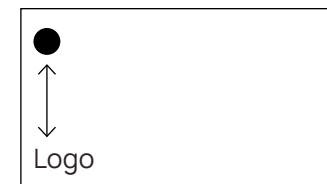
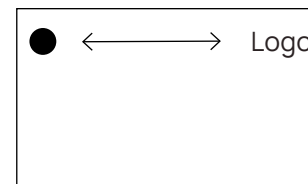
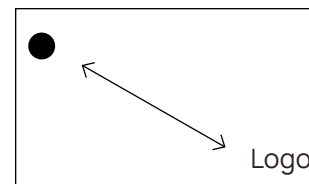
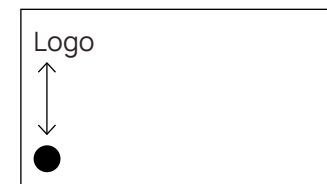
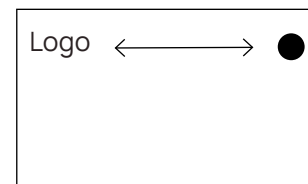
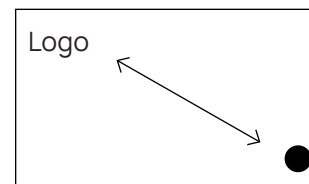
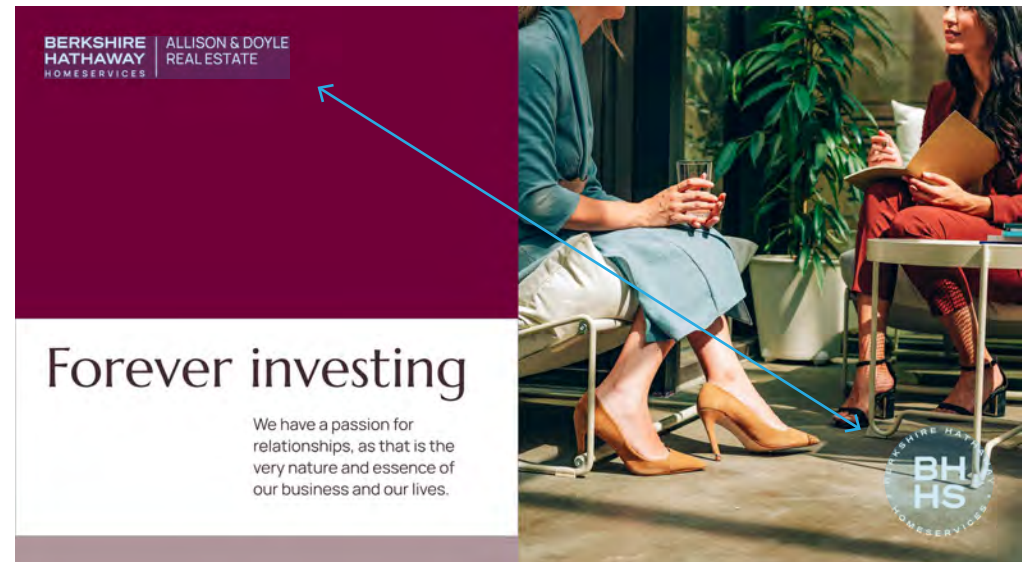
When using the Quality Seal within a layout we should adhere to these rules:

The Quality Seal should never be used alone without your company logo being somewhere on the page. To maintain this, the Quality Seal should always live on the opposite side from your company logo.



Usage

QUALITY SEAL PLACEMENT



Here are some examples to show how the Quality Seal can live with the company logo

Quality Seal

The following represents preferred color options on top of backgrounds. Please ensure the Quality Seal is legible with the color option chosen. We should always be sure to adhere to the rules of Quality Seal usage to maintain consistency.

The Quality Seal should never be used alone without your company logo being somewhere on the page.

Colorways



Cabernet Quality Seal on white background



White Quality Seal on cabernet background



Cabernet Quality Seal on light area of an image



Black Quality Seal on white background



White Quality Seal on black background



White Quality Seal on dark area of an image

Quality Seal

Clear Space

The Berkshire Hathaway HomeServices Quality Seal should always be surrounded with a generous amount of clear space. The minimum amount of clear space around the Quality Seal is equal to the height of the icon. The amount of clear space will change proportionally as the Quality Seal is resized.

Minimum Size

The Quality Seal should never be smaller than 1 inch or 72 pixels in width. Always resize the seal preserving the original artwork proportions.

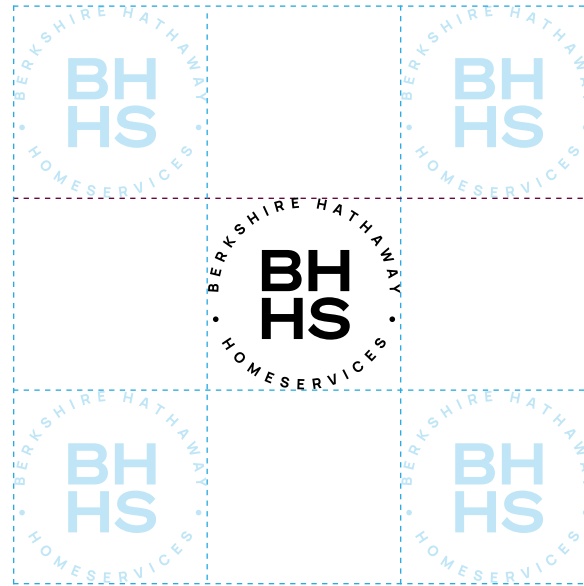
MINIMUM SIZE REQUIREMENTS



1 inch or 72 pixels

Clear Space & Minimum Size

CLEAR SPACE



Seal width space all around



Clear space should be maintained between objects in photography as well

Quality Seal

General Use

The Quality Seal should be used similarly to an ink stamp. Placement should be perfectly aligned within the frame and in an upright position.

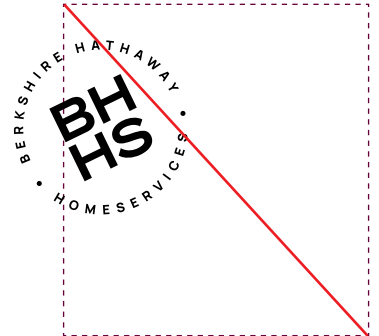
Uses to Avoid

Avoid placing the Quality Seal casually tilted at an angle. It also shouldn't break or overlap the frame.

Placement & Alignment



Always perfectly align the Quality Seal. The Quality Seal should be placed in an upright position



Avoid casually placing or tilting the Quality Seal

Quality Seal

Watermark General Use

The Quality Seal may be used at a minimum of 30% opacity as a watermark when appropriate.

In this application, the Quality Seal should be used in a transparent format.

As a watermark, the Quality Seal should always be surrounded by a generous amount of clear space. The minimum amount of clear space around the watermark Quality Seal is equal to the height of the icon.

Motion Design Effects General Use

The Quality Seal may have a motion design effect, such as rotation, added to it for use in video and GIF's.

Please abide by the Brand Guidelines as the Quality Seal should not be cropped, shown at an angle, stretched, etc. See misuse examples in the following pages.

Watermark and Motion Design Effects



Use of the Quality Seal on an image as a watermark

Quality Seal

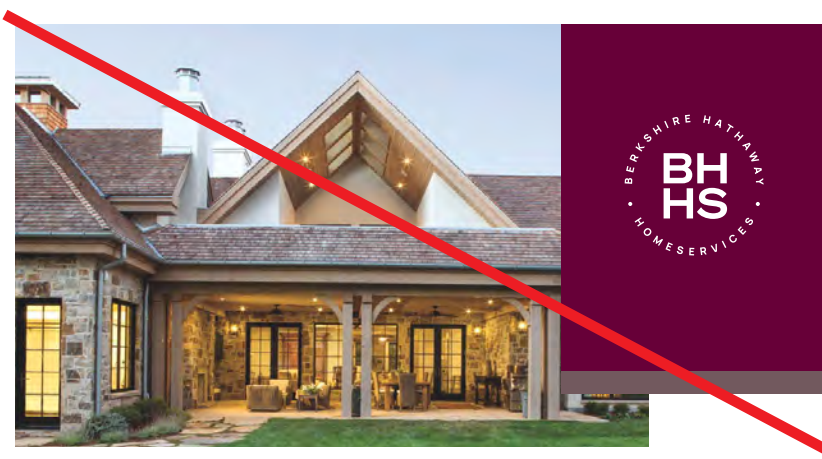
The Berkshire Hathaway HomeServices Quality Seal is a decorative element that can be used as a brand reminder.

Misuse

BERKSHIRE HATHAWAY HOMESERVICES QUALITY SEAL



Never lockup the Berkshire Hathaway HomeServices logo with the Quality Seal



Never use the Quality Seal in a design layout without the logo

Quality Seal

We are guardians of the Berkshire Hathaway HomeServices brand and brand identity and great care should be taken to preserve its integrity. Consistency is the key to building a strong and lasting impression of the brand in the minds of the audience. We can ensure it by following simple rules for the use of brand assets outlined in the guideline.

To uphold the quality of applications, always use the original identity assets and files, and do not alter the original files. For re-sizing, always use the vector (.eps) files.

Misuse (cont.)



Do not change proportions or stretch the mark



Do not use non-approved colors



When used as a watermark, never use at less than 30% opacity



Do not tilt. Always use in upright position



Do not crop