

Brand Guidelines

Introduction

The Forbes Global Properties brand is one of our most vital assets. It is a key asset in advancing the reputation of our network and members, building relationships, and attracting buyers and sellers of luxury homes. Being a strong brand requires that we provide a sense of who we are and how that distinguishes us from competitors.

It's important that members are unified in the way we use the Forbes Global Properties brand. Using our colors, fonts and messages consistently will strengthen brand recognition and create impact.

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1

Brand Messaging

1.1

Brand Attributes

Our brand promise centers on the idea that we are a trusted authority, with the emotional undercurrent of being a dedicated ally and an indispensable partner.

Mission

To establish a consumer marketplace, broker network, and innovative platform for engaging luxury real estate buyers and sellers.

Brand Promise

To showcase a collection of the world's finest homes and the stories behind them for discerning and qualified luxury home buyers.

Brand DNA

- Timeless yet contemporary
- Authoritative yet approachable
- Definitive yet personal
- Indulgent yet fun

1.2

Brand Idea

Winning phrases are suggested phrases and words that you may use to integrate the Forbes Global Properties brand into your communications.

Winning Phrases

Experience what you've earned.

With Forbes as your guide, celebrate life's accomplishments.

The trusted real estate authority for those seeking the best.

Providing unrivaled access to the world's most discerning homebuyers.

Showcasing the world's finest homes and the stories behind them.

Providing exceptional access to the world's finest homes

1.3

Brand Idea

Here's how to summarize the Forbes Global Properties brand and our unique value proposition to home buyers, sellers, and agents.

B2C Message to Consumers

With Forbes as your guide, celebrate life's accomplishments. We are comprised of a network of leading brokerages who share the power of their expert perspectives, and ensure that their clients have access to the world's most discerning buyers and the best luxury residences.

B2B Message to Agents

Around the world, Forbes is synonymous with success. A natural extension of the time-honored brand, Forbes Global Properties is an invitation-only association of international real estate experts and a consumer marketplace of the world's finest homes. Membership is reserved for the most distinguished brokerages and offers exclusive marketing tools as well as unrivaled access to discerning potential home buyers across the globe.

1.4

Tone of Voice and Writing Style

Editorial Style

Forbes Global Properties uses the Associated Press Style Guide and the Forbes Contributor Style Guide, which is regularly updated and available through our member portal.

Abbreviations

Never use “FGP” or “Forbes” when referring to Forbes Global Properties. When referencing forbesglobalproperties.com, it must always appear in lower case with no spaces and no “www.”

Tone of Voice

Headlines and key messaging should be clear, confident, concise, and informative. Property descriptions and body copy should avoid flowery language and tell a story that engages and delights readers.

1.5

Member Nomenclature and Co-branding

How to describe your company's membership in Forbes Global Properties

Your company is a *member* of Forbes Global Properties, not a franchisee, partner, or affiliate.

Do:

1. Refer to your company as a:
 - “Forbes Global Properties member”
 - “exclusive member of Forbes Global Properties”
 - “exclusive/proud member of Forbes Global Properties in *your exclusive location*”
2. Use the Forbes Global Properties name and logo with your company's name or logo, never by itself.
3. Use one of the disclaimers below on your company website and marketing materials:
 - a) “*Your company name* is an exclusive member of Forbes Global Properties. Forbes® is a registered trademark used under license.”
 - b) “*Your company name* is an exclusive member of Forbes Global Properties in *your exclusive location*. Forbes® is a registered trademark used under license.”

Don't:

Don't use “Forbes” or “Forbes Global Properties” in their your trade or doing-business-as (DBA) name.

Forbes Global Properties New York
Forbes ABC Realty

Don't use a backslash or ampersand with your company name and Forbes or Forbes Global Properties.

ABC Realty /Forbes Global Properties
Melbourne Realty & Forbes



Wordmark

2.1

Wordmark

The Forbes Global Properties logo is made up of three integrated elements with established proportions:

1. **Forbes name, a direct link to the Forbes media organization**
2. **Vector graphic represents our forward focus, reach and ability to guide**
3. **Global Properties signifies the international reach of our real estate network**

The logo is to be used in its primary configuration or in relationship with a member logo in all print and digital communications.

Any use of the wordmark and lock-up outside of these recommendations must be approved by Forbes Global Properties prior to use.



2.2

Alternate Wordmark Minimum Size

Alternate logos

Two horizontal versions of the Forbes Global Properties logo exist. These are intended to be used when space is restricted. **Alternate Wordmarks are to be used sparingly and require approval when used.**

Minimum size

The minimum size of the logo has a height of 0.25 inches. Never use the logo smaller than this measurement to avoid improper reproduction of the elements.

Horizontal
Alternate Logo



The image shows a large horizontal alternate logo. The word "Forbes" is in a large, bold, serif font. To its right is a thick, black horizontal bar that tapers slightly to the right. Below the bar, the words "GLOBAL PROPERTIES" are written in a smaller, bold, sans-serif font.



The image shows a smaller horizontal alternate logo. A vertical bracket on the right side of the logo indicates its minimum height. The text next to the bracket reads ".15" or 25 px Minimum Size".

Stacked
Alternate Logo



The image shows a stacked alternate logo. The word "Forbes" is above a thick, black horizontal bar, which is above the words "GLOBAL PROPERTIES". A vertical bracket on the right side of the logo indicates its maximum height. The text next to the bracket reads ".5" or 100 px Maximum Size".



The image shows a smaller stacked alternate logo. A vertical bracket on the right side of the logo indicates its minimum height. The text next to the bracket reads ".25" or 50 px Minimum Size".

2.3

Don'ts

Don't alter the opacity of the logomark



Don't improperly lock up the Wordmark with another logo



Don't show the logo in unapproved colors



Don't type out the logo



Don't show the logomark vertically



Don't crop the logomark



Don't use a container around the logomark



Don't increase spacing between the logomark elements





Logomark
and
Lock-Up

3.1

Member Logo Lock-up

Developing a consistent placement and proportion between a member brand and the Forbes Global Properties brand requires care and attention. Please refer to the following guidelines for **position, spacing and sizing** to ensure the greatest impact for your communications.

To clearly communicate our membership relationship to consumers, your logo must always be displayed as the primary logo (shown to the left or above our logo) in all branding materials.

3.2

Member Co-Branding Lock-Ups Horizontal Orientation

Both a vertical and horizontal logo relationship is provided. An optional vertical divider rule may be used in the horizontal logo lock-up.

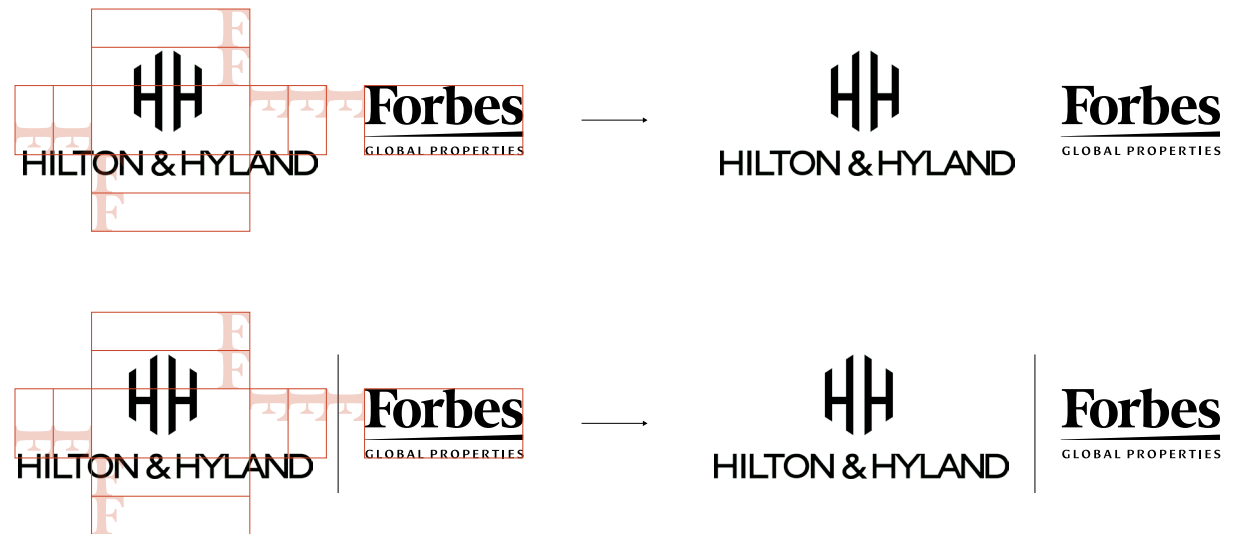
Please note **60%/40%** is the preferred sizing relationship between your company logo and the Forbes Global Properties logo, with your logo at 60%. However, the relationship may range between **50%/50%** to **70%/30%** among members.

Once you've selected a sizing relationship, please maintain a consistent proportion in all materials.

Using the "F" in Forbes as a unit of measure, try to maintain about 1 unit of space between logos in the horizontal orientation.

The guides shown here are intended to aid in determining the size relationship between a member logo and the Forbes Global Properties wordmark. The size and spacing should be adjusted as needed to create an optically sized and spaced lock-up.

Horizontal Orientation (60%/40% example shown)



3.3

Member Co-Branding Lock-Ups Vertical Orientation

An optional horizontal divider rule may be used in the vertical logo lock-up.

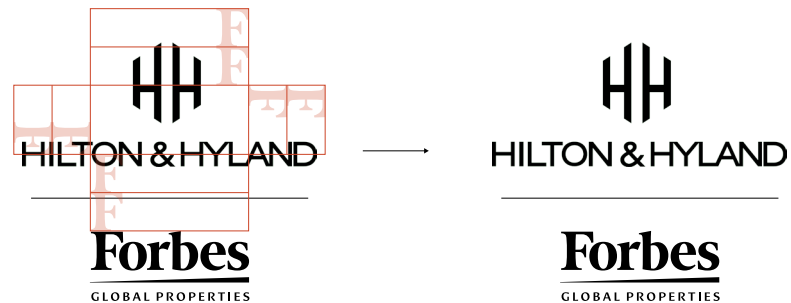
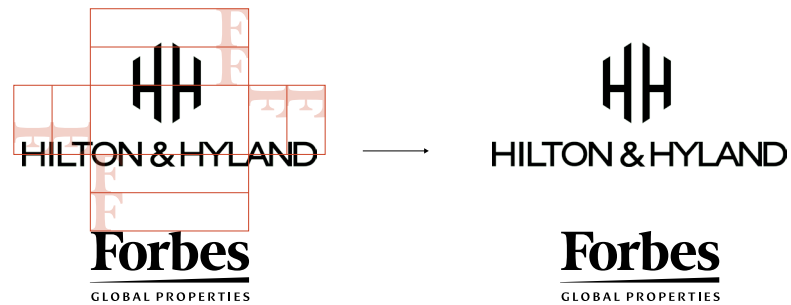
Please note **60%/40%** is the preferred sizing relationship between your company logo and the Forbes Global Properties logo, with your logo at 60%. However, the relationship may range between **50%/50%** to **70%/30%** among members.

Once you've selected a sizing relationship, please maintain a consistent proportion in all materials.

Using the "F" in Forbes as a unit of measure, try to maintain about 2 units of space between logos in the vertical orientation.

The guides shown here are intended to aid in determining the size relationship between a member logo and the Forbes Global Properties wordmark. The size and spacing should be adjusted as needed to create an optically sized and spaced lock-up.

Vertical Orientation (60%/40% example shown)



3.4

Member Co-Branding Exclusive Member Logo

We have also created two versions of the primary Forbes Global Properties Logomark, one denoting “Exclusive member of” and a second reserved for founding members only. This logo can only be used in a lock-up relationship (vertical or horizontal) with your company’s logo. It cannot be used as a stand alone logo.

Using the “F” in Forbes as a unit of measure, maintain about .5 units of space between logo and the pretext.

Affiliate Message Placement

Message length ends at the inside counter of the “e”



Spacing equal to 50% width of “F”

Minimum Size



Example



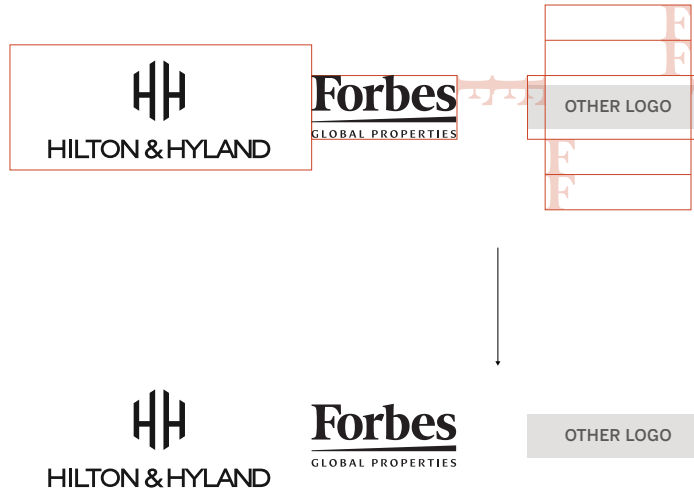
3.5

Member Co-Branding Proximity to other Logos

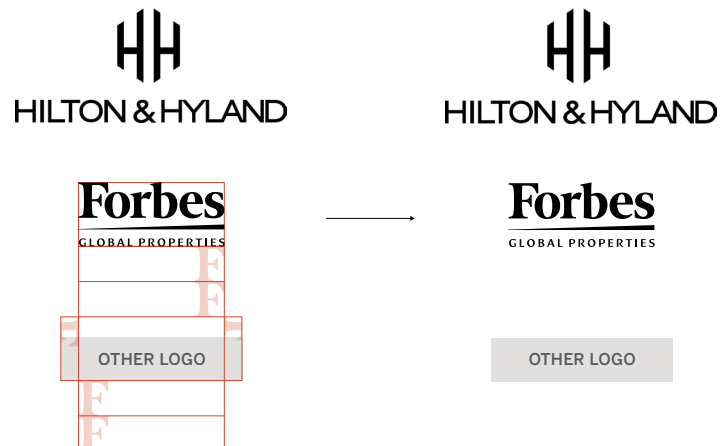
As an exclusive member of Forbes Global Properties, you may display our logo alongside other company affiliations and accolades, but Forbes Global Properties should always be the first or the most prominent brand.

Using the “F” in Forbes as a unit of measure, try to maintain about 2 units of space between logos.

Horizontal Placement



Vertical Placement



4

Typeface
and
Typography

4.1

Primary Type Family Freight Neo Pro and Work Sans

Freight Neo Pro was designed by Phil's Fonts and is available for purchase from Garagefonts. The lighter weights of Freight Neo Pro are well suited for web, magazine, and printed collateral section heads, headlines and covers while the book and medium weights are geared for extended reading.

Work Sans is used to build our digital applications, supplementing the use of Freight Neo Pro. Work Sans is a free typeface from Google.

System Fonts

Georgia and Verdana are pre-installed on virtually all devices and operating systems, and should be used when custom typefaces aren't available, such as in some email campaigns or presentations.

Georgia is used as the replacement font for Freight Neo Pro. Verdana is the replacement font for Work Sans.

The same typesetting rules apply to their replacement fonts.

Freight Neo

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Work Sans

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Georgia

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Verdana

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

4.2

Typesetting Freight Neo Pro Type Size

Freight Neo Pro
Light
50pt / 47.5pt

*For type sizes
over 100pt, leading
should be considered
based on column
width, length,
weight, and most
importantly, context.

If the font size is above 50pt, multiply it by .95 to get the leading.*

Freight Neo Pro
Book
35pt / 36.75pt

If the font size is between 30pt and 50pt, multiply it by 1.05 To get the leading.

Freight Neo Pro
Semi
20pt / 23pt

When the font size is between 20pt and 29pt, multiply it by 1.15 to get the leading.

Freight Neo Pro
Book
11pt / 13.2pt

When the font size is below 20pt, the leading should be considered based on column width, length, weight, and most importantly, context. Multiplying by 1.20 to get the leading is a good starting point.

4.3

Typesetting Freight Neo Pro Weight Choice

Freight Neo Pro
Light

Freight Neo Pro Light is best used for large text and headers. It retains its elegance at large sizes at this weight and keeps the space feeling light despite its size.

Freight Neo Pro
Book

Freight Neo Pro Book should be used for large bodies of text. The book weight is the perfect balance of legibility

Freight Neo Pro
Semi

Freight Neo Pro Semi is perfect for subheads, numbers, and section breaks.

Freight Neo Pro
Bold

Freight Neo Pro Bold should be used sparingly, but works exceptionally well at small sizes.

4.4

Typesetting Work Sans Type Size

Work Sans
Light
35pt / 36.75pt

If the font size is between 30pt and 50pt, multiply it by 1.05 To get the leading.

Work Sans
Regular
20pt / 23pt

When the font size is between 20pt and 29pt, multiply it by 1.15 to get the leading.

Work Sans
Semibold
11pt / 13.2pt

When the font size is below 20pt, the leading should be considered based on column width, length, weight, and most importantly, context. Multiplying by 1.20 to get the leading is a good starting point.

4.5

Typesetting Work Sans Weight Choice

Work Sans
Light

Work Sans Light is best used for UI elements alongside the bold weight to show selected/unselected items.

Work Sans
Regular

Work Sans Regular is used for body text for online articles as it is exceedingly legible for longform text on screens.

Work Sans
Semi

Work Sans Semibold is used often on the site for UI elements, header and footer items, and credits.

5

Color

5.1

Color Palette

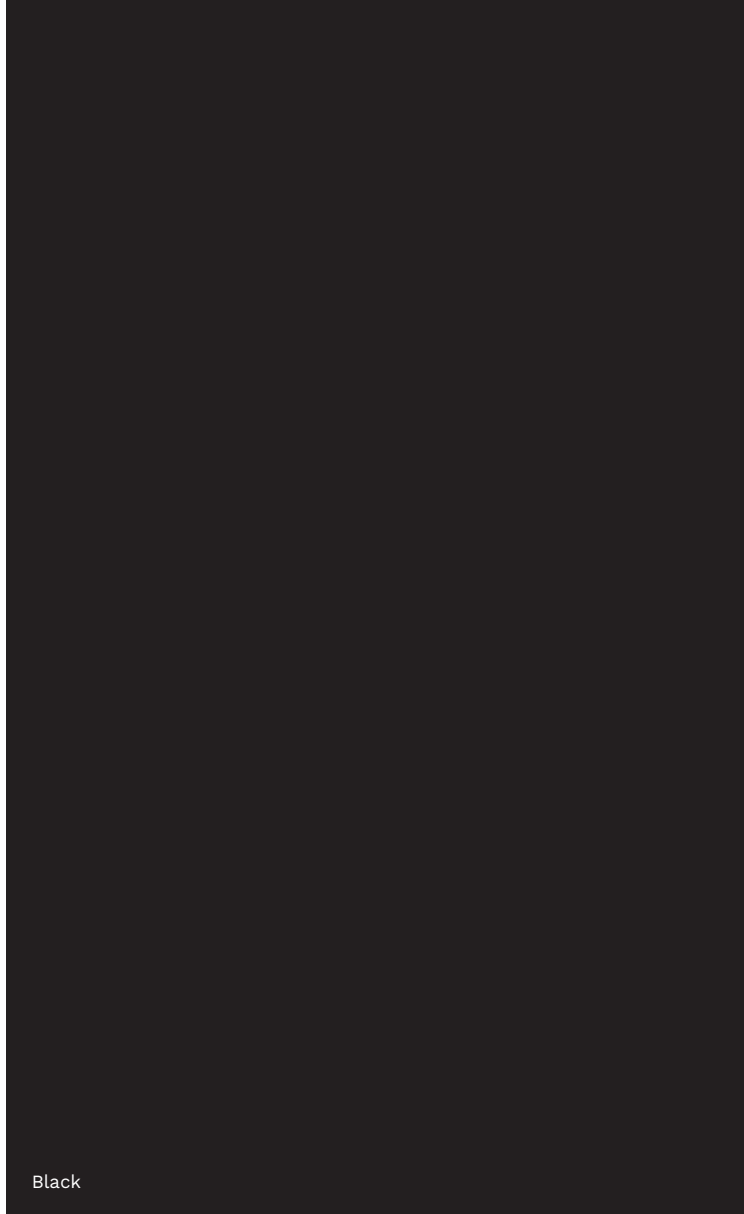
The Forbes Global Properties color palette is an integral part of the brand identity for both print and on-screen applications. **Our palette relies primarily on the timeless elegance of black and white** as anchor colors, supported by a warm vermilion, and subdued gold and several grays for an additional richness. These secondary colors support the core colors throughout our brand identity.

5.2

Color Palette Usage Ratio

The colors are shown here in the proportions by which they should be used. Black and white are our core colors. Our secondary colors include vermilion and gold, which are ideal for highlighting text or creating graphic elements such as thin lines and bullets. Several neutrals are included for use in secondary text or for backgrounds, provided there is optimal contrast in any given situation.

Core Colors



Black

White

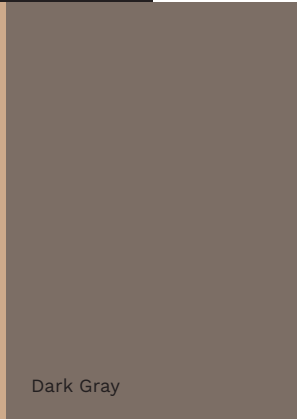
Secondary Colors



Vermilion



Gold



Dark Gray



Mid Gray



Light Gray

5.3

Color Palette

Primary Colors

Black

C 65
M 66
Y 68
K 82

R 0
G 0
B 0

PMS
(Pantone)
Black U
Black C

HEX #
000000

RAL
RAL 9005

White

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

PMS
(Pantone)
(Pantone)
—

HEX #
FFFFFF

RAL
—

5.4

Color Palette

Secondary Colors

Vermilion

C 0
M 67
Y 84
K 19

R 207
G 69
B 33

PMS (Pantone)
173 C
173 U

HEX #
cf4521

RAL
RAL 040 50 70

Gold

C 0
M 17
Y 32
K 20

R 205
G 170
B 139

PMS (Pantone)
P 50-10 C
P 50-10 U

HEX #
cdaa8b

RAL
RAL 780-4

Dark Gray

C 0
M 11
Y 19
K 51

R 124
G 110
B 101

PMS (Pantone)
Warm Gray 10 C
Warm Gray 10 U

HEX #
7c6e65

RAL
RAL 7006

Mid Gray

C 0
M 8
Y 14
K 31

R 176
G 162
B 152

PMS (Pantone)
408 C
408 U

HEX #
b0a298

RAL
RAL 070 70 10

Light Gray

C 0
M 4
Y 7
K 15

R 217
G 209
B 202

PMS (Pantone)
Warm Gray 2 C
Warm Gray 2 U

HEX #
d9d1ca

RAL
RAL 9002

5.5

Color Versions

The logo can be used in the color versions presented on this page. These color combinations should be adhered to, including and especially with member lock-ups.



Forbes
GLOBAL PROPERTIES



Forbes
GLOBAL PROPERTIES

Artwork formats

In the set of artwork provided you will find files in different color systems, Pantone and CMYK for print use and RGB for digital applications. RAL is provided for international use.



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Forbes
GLOBAL PROPERTIES



Forbes
GLOBAL PROPERTIES

6

Photography



6.1

Property Photography

High-quality property photos are crucial to the integrity of the Forbes Global Properties experience. Whether displayed in an online advertisement or inside printed materials, it's important to be discerning in your selection and thoughtful in your ordering of property photos.

The examples shown here demonstrate how photography can evoke a place, a feeling, or lifestyle rather than simply documenting a property.

Limit your selection to fewer, high-impact photos that entice the potential buyer to contact you.

Watermarks

No watermarks are to be visible on photographs posted on forbesglobalproperties.com.



Natural lighting indoors



Balanced sunset/twilight lighting



Showing decor/inspiration



Incorporating landscaping/geography

6.2

Property Photography

Nighttime and twilight shots are helpful in providing a full representation of a luxury property. Photos taken at night or during twilight can highlight meticulous lighting, the setting for a celebration, or simply show the warmth of the home at night. These opportunities are lost if the only photographs shown are those during a sunny day.

Image Rights

You must obtain appropriate rights to use property photos in marketing promotions on Forbes and Forbes Global Properties. If art is identifiable, you must obtain permission from the artist or acquire the rights to use it (art may also be blurred). You may also credit the photographer in the property description on forbesglobalproperties.com.

Composition

Don't use photography with unnecessary clutter, empty floors or tables. Avoid including people or pets. And always make sure that toilets and television screens aren't the focal points in bathroom or living room shots.

Photography Style

Avoid fisheye lenses, filters, and extreme contrast or saturated colors.

Night Shot



Twilight Shot



6.3

Property Video Logo Lock-up Usage

Property videos should engage and inspire potential homebuyers with high-quality cinematography highlighting the home's most compelling features. Consider adding a 1-3 minute professionally shot video to every listing details page on forbesglobalproperties.com.

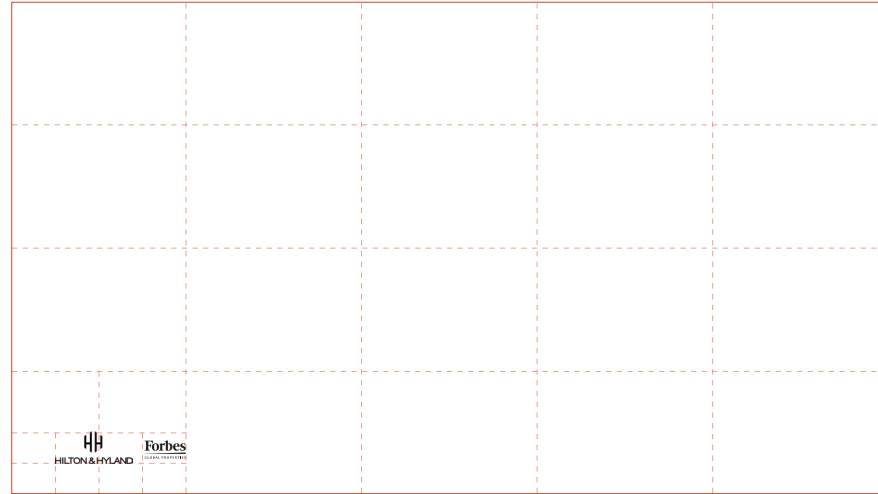
Videos should include 'live' footage of the home and not comprise a slideshow of still photography.

If the wordmark needs to be visible during property shots, interviews, or other promotional videos posted on the website. Keep the lockup in the lower left during the run per the guidance shown here.

A video bumper can be displayed at the end of videos by following the guidelines here.

Images and videos should maintain a 16:9 aspect ratio. Videos should be uploaded in at least 1080 resolution.

Video Logo Placement



Video Bumper



6.4

Agent Portraits Treatment and Crop

Agent headshots should conform as closely as possible to both these guidelines and each other. The lower the quality of the provided headshot, the more out of place it will look compared to the professionally shot photos that neighbor it on the site.

To achieve our desired effect, follow the directions laid out here.

Consistency

Agent headshots must be uniform in quality and style. While this treatment can be done to existing photographs, it would be best to take new photographs under similar conditions so that the effect and quality of the images is unified.

As headshots will need to have their background removed and color modified, it is advisable to photograph agents in a studio setting rather than outdoors.



1. Take original image and open in Photoshop. Remove the background **carefully**



2. Desaturate the image in order to create consistency with all agent portrait image styles. Raise the shadow output levels slightly.



3. Now add a layer of #7c6e65 set to overlay over the desaturated image. The result is an on brand Forbes Global Property portrait



Keep eyes centered in the upper thirds of the image

Head should roughly fill the top 2/3's of the headshot



Applications

7.1

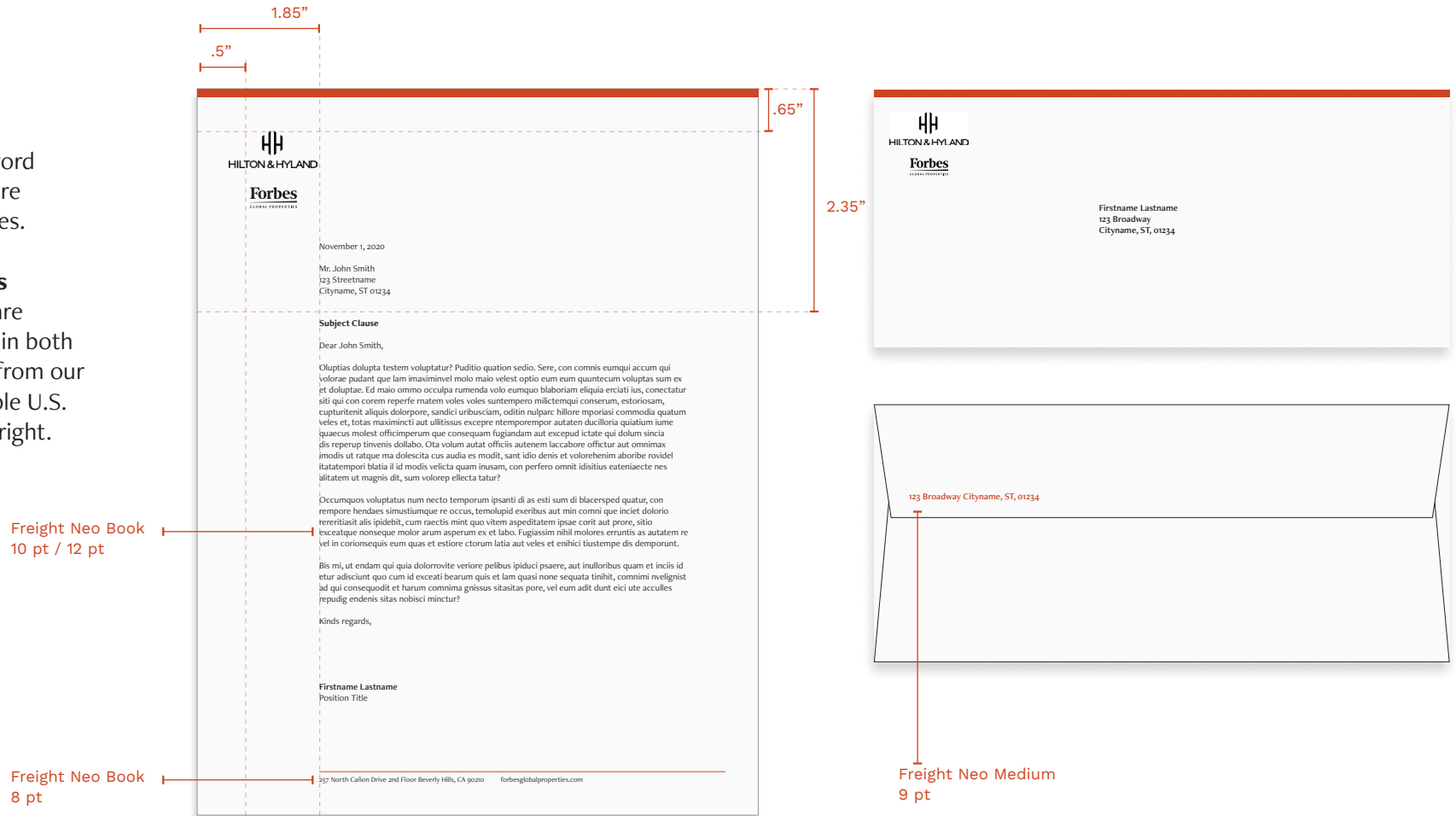
Stationery Letterhead

Files

Always use approved word document files to ensure the integrity of your files.

International Versions

Letterhead templates are available for download in both U.S. and A4 templates from our Member Portal. A sample U.S. letterhead is shown at right.



Freight Neo Book
10 pt / 12 pt

Freight Neo Book
8 pt

Freight Neo Medium
9 pt

7.2

Stationery Business Card

Artwork

Always use approved business card artwork files to ensure the integrity of your files.

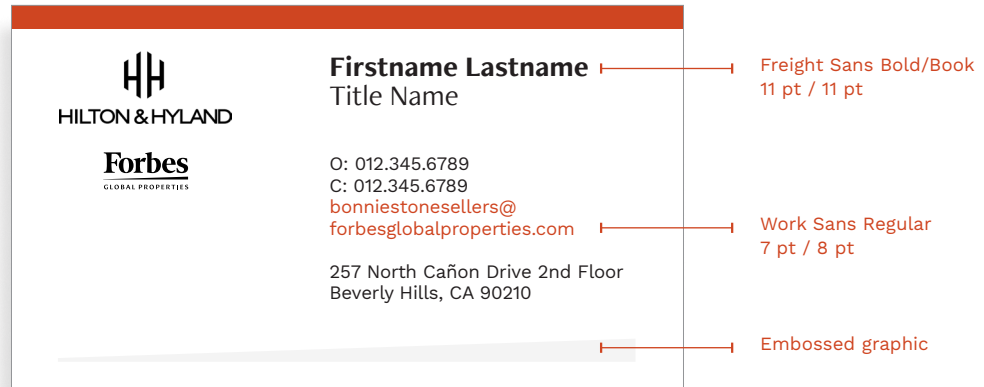
The vector graphic shown at right is optional and is embossed (raised).

Card backs are meant to remain blank.

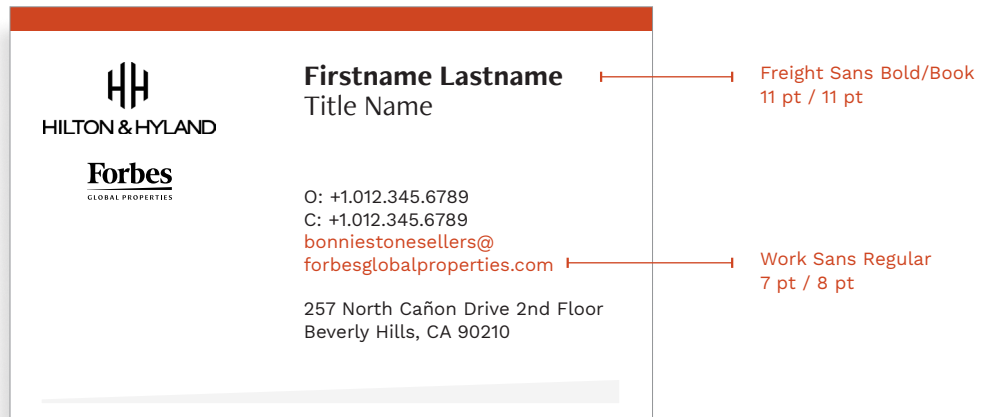
Addresses and phone numbers should adhere to the following format:

+ 1.000.000.0000
123 Street Name
City, State, (Country), ZIP/Postcode

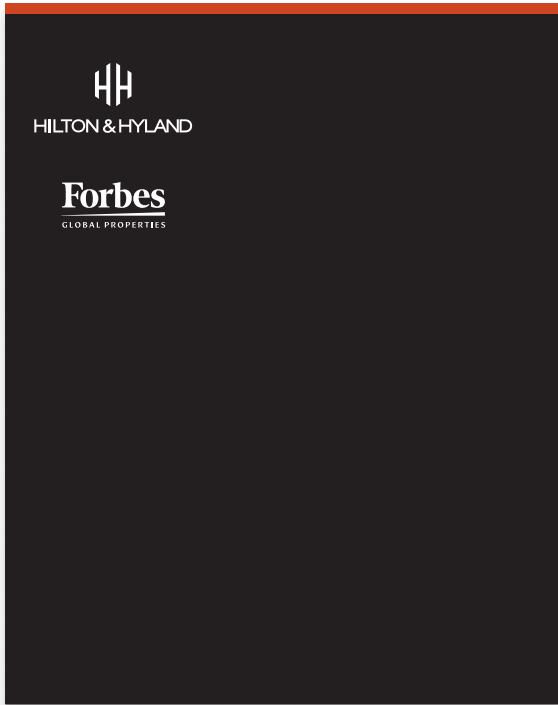
Standard US Business Card
3.5" x 2"



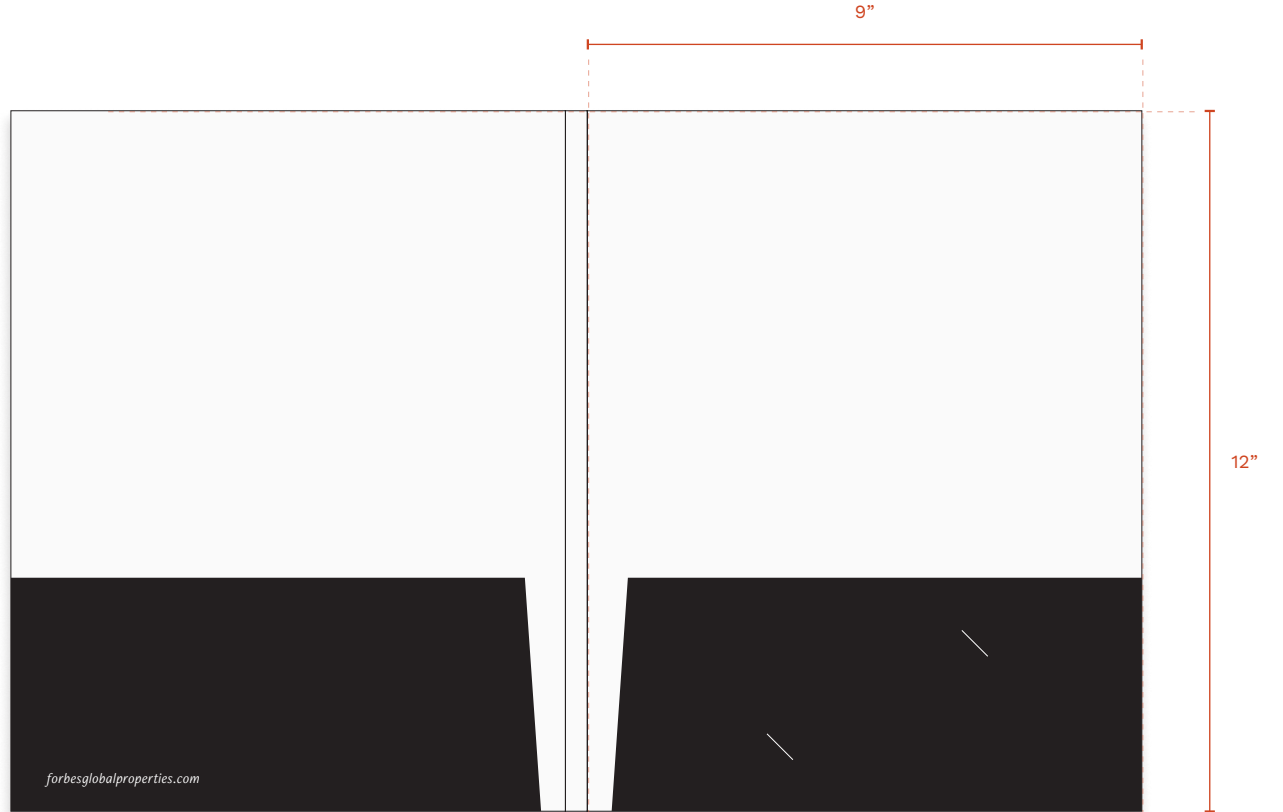
Standard European Business Card
85mm x 55 mm



7.3 Stationery Folder



Front



Inside

7.4

Property Marketing Vertical Brochure

Designed to showcase a luxury property to discerning potential buyers, single property brochures should include a mix of striking photography, compelling selling points, and relevant agent contact information.

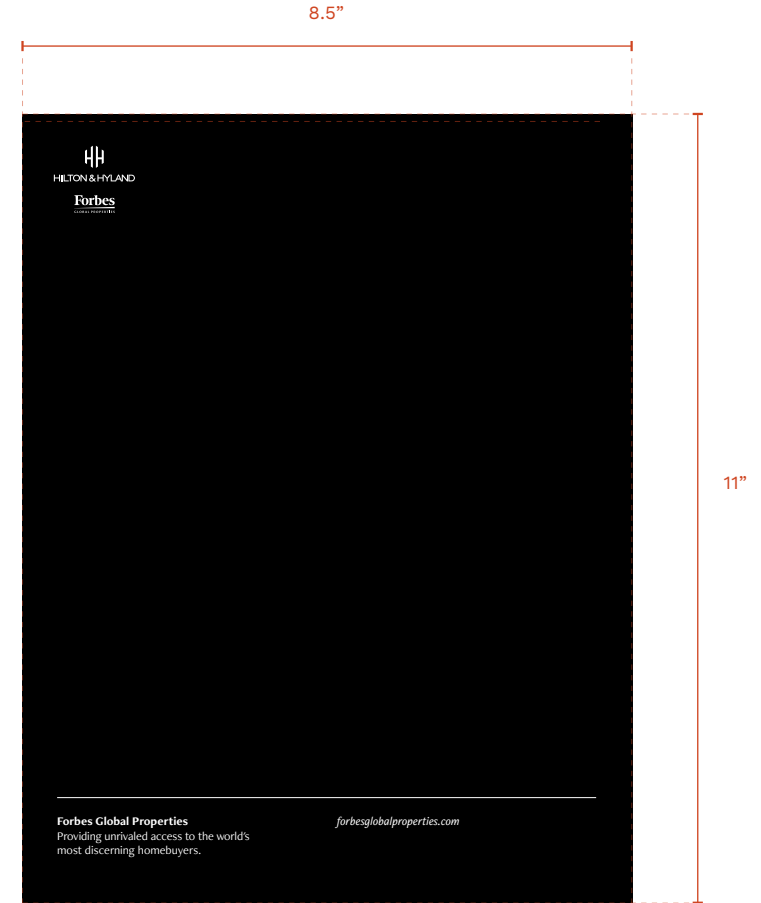
Brochures may be presented either vertically or horizontally and can span several pages. An example four-page vertical brochure in U.S. format is shown at right.

The front cover may include a 'headline' or title in addition to the property address.

The back cover must contain all required disclaimers.




Front Cover



Back Cover

7.5 Property Marketing Vertical Brochure (Inside Pages)



One-of-a-kind trophy estate

\$160,000,000
Los Angeles, California

On over nine acres, accessed by its own street, this one-of-a-kind property took over seven years to create. Expansive gates open to a 30-car courtyard surrounded by 40-foot tall Canary Island palms and a setting worthy of the best Italian palazzo. Inside the mansion, approximately 20,000 square feet afford every possible amenity from high ceilings to large and formal gathering areas to small and intimate spaces. A four plus acre backyard offers views to a pool with pool house, two-story guesthouse, tennis court, two bedroom guest house and a walking/jogging trail that surrounds the estate.

HH HILTON & HYLAND **Forbes**
GLOBAL PROPERTIES

.35"




Spread

Freight Neo Light
38 pt / 35 pt

Freight Neo Book
11 pt / 13 pt

8.5"

.4375"

20 **23** **20,000** **9+**
Bedrooms Bathrooms Square Feet Acres

Agentname Lastname
Hilton & Hyland
firstname@membername.com
310.858.5474

© 2019 HILTON & HYLAND REAL ESTATE CORPORATION. ALL RIGHTS RESERVED. FORBES GLOBAL PROPERTIES IS A REGISTERED TRADEMARK AND SERVICE MARK.

11"

7.6

Property Marketing Landscape Brochure

Brochures may be presented either vertically or horizontally and can span several pages. An example four-page brochure in U.S. landscape format is shown at right.



Front Cover

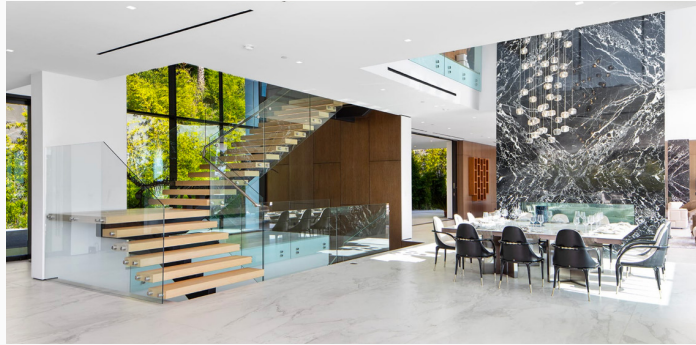


Back Cover

7.7

Property Marketing Landscape Brochure (Inside Pages)

11"



One-of-a-kind trophy estate

\$160,000,000
Los Angeles, California




On over nine acres, accessed by its own street, this one-of-a-kind property took over seven years to create. Expansive gates open to a 30-car courtyard surrounded by 40-foot tall Canary Island palms and a setting worthy of the best Italian palazzo. Inside the mansion, approximately 20,000 square feet afford every possible amenity from high ceilings to large and formal gathering areas to small and intimate spaces. A four plus acre backyard offers views to a pool with pool house, two-story guesthouse, tennis court, two bedroom guest house and a walking/jogging trail that surrounds the estate.

HILTON & HYLAND **Forbes**
GLOBAL PROPERTIES

Spread

Freight Neo Light
38 pt / 35 pt

Freight Neo Book
11 pt / 13 pt

20
Bedrooms

23
Bathrooms

20,000
Square Feet

9+
Acres

Agentname Lastname
Hilton & Hyland
firstname@membername.com
310.858.5474

8.5"

7.8

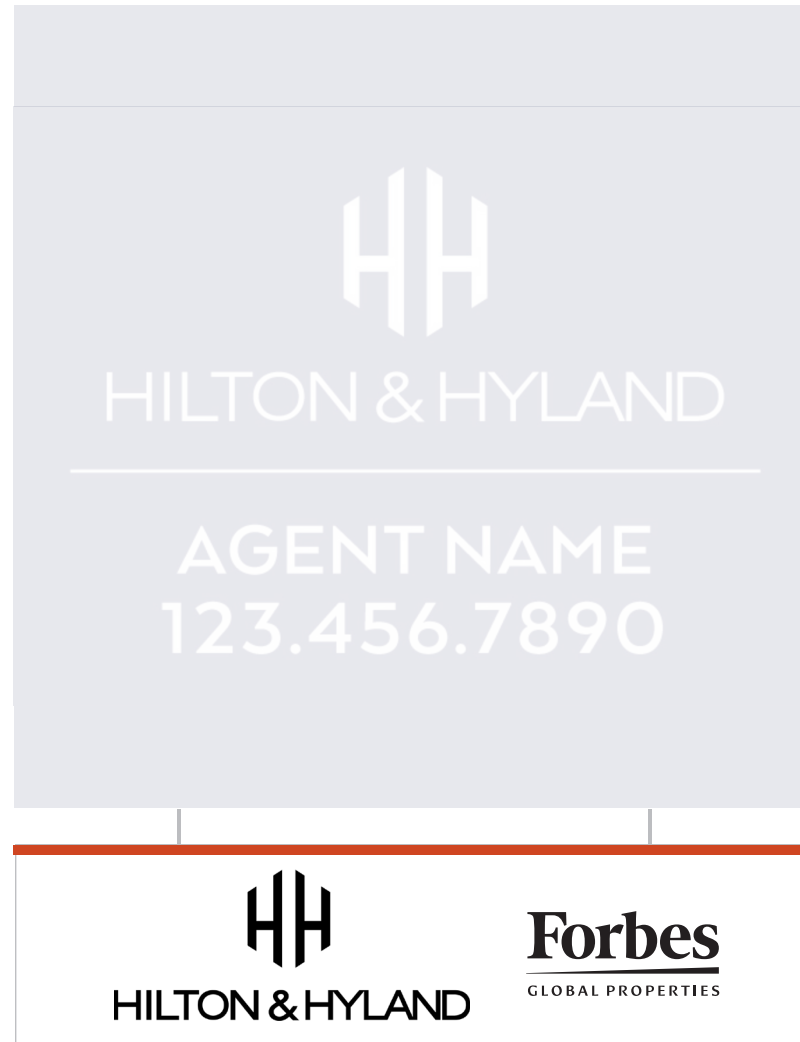
Property Signage Sign Rider

You may use the Forbes Global Properties logo lock-up on your yard signs. It is your responsibility to ensure you and your agents comply with local real estate regulations.

As signage specifications and regulations vary significantly by market and geography, we haven't developed specific guidelines for individual yard signs templates. Instead we've provided guidance on a sign rider that you may add to luxury listings.

Please contact us if you'd like us to create a custom yard sign that meets your local specifications with the Forbes Global Properties branding.

Example Yard Sign



----- Standard brokerage
sign size shown here

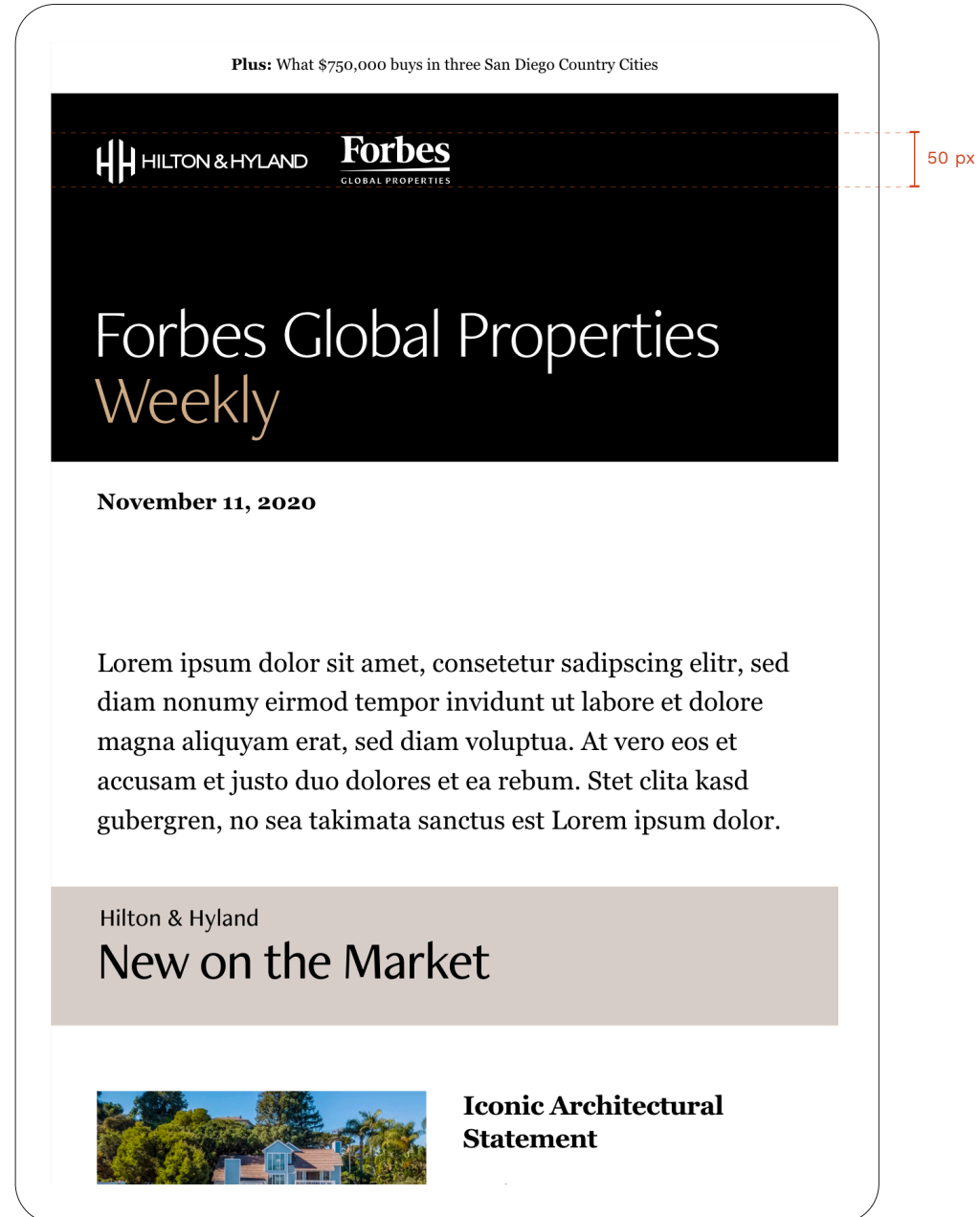
----- Sign Rider 6" x 24"

Sign rider should
always be the
same size as and
placed beneath
the existing sign

7.9

Email Newsletter Header

The lock-up at the top has been prepared using the guidance on horizontal lock-ups and is 55px tall. The size relationship between the lock-up and the title must be maintained as to not overshadow the title of the newsletter.

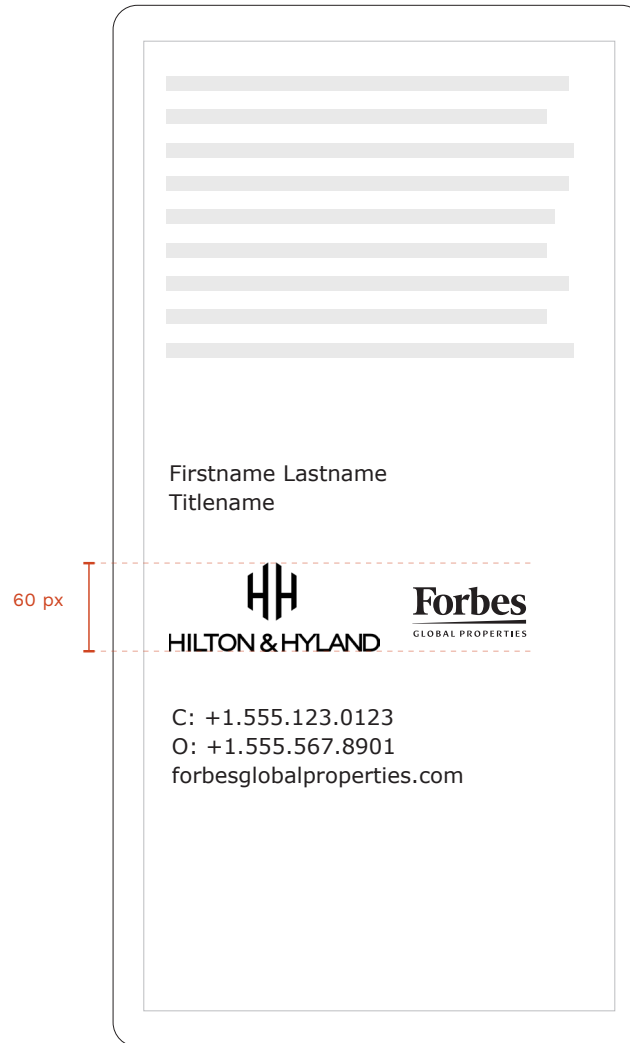


7.10

Email Signature

The use of Verdana as a system font on email signatures is important since custom fonts will not load on every device your emails will be received on.

Address, phone number, and URL should adhere to this format if used, but their inclusion are not mandatory.



7.11

Website Banner

There are three opportunities to show your Forbes Global Properties membership on your member site. There are two full-width inline options, a header option, and a footer option.

In a gallery format of logos like in the footer, be sure to use the horizontal lock-up and maintain a greater distance away from other logos that the distance between the Forbes Global Properties logo and your own. The relationship of the lock-up shouldn't be confused by having other logos too close.

Your company website homepage should prominently feature the Forbes Global Properties logo (using option 1, 2, or 3) and must include a link back to forbesglobalproperties.com. You may also incorporate Forbes Global Properties in your company's "About Us" page or on a dedicated page to showcase your membership. Up-to-date copy is available from the Member Portal.

1. Website header
2. Homepage banner (full-width inline), option a or b
3. Website footer



