

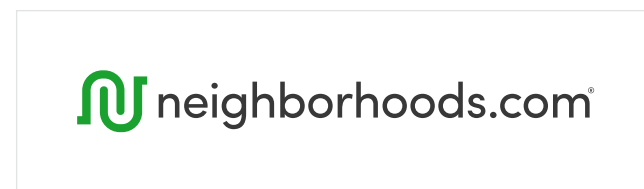
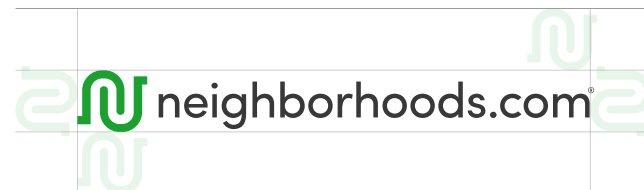
# Visual Identity

As a Partner Agent, you have access to a variety of logos. This section exists to help navigate which logos should be used, and when. Follow these guidelines to ensure proper usage and don't hesitate to reach out with any questions.

## Logo Usage

The neighborhoods.com and 55places.com brand logos, which contains both a logotype and logomark, is a single element. That means the green neighborhoods “N” should not be separated from the “neighborhoods.com” text, nor should the red pin be separated from 55places.com or 55places Mortgage.

To maintain the integrity of the logo, a clear space must be allowed around the logomark. By securing a certain amount of “breathing room”—which is a clear space, equal to one unit on all sides—more attention is drawn to the logo itself. This should not be infringed upon or framed by copy or other graphic elements. When in doubt, air on the side of more space than less.

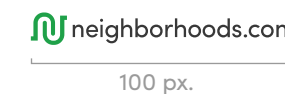


The size of the logo depends on where you are using it, and should never be smaller than one inch for print purposes, or 100 pixels for digital.

Minimum Scale for Print



Minimum Scale for Digital



### Keep the following in mind when using logos.

- There should be adequate space or “breathing room” around the logo.
- When adjusting the logo, it should be no smaller than one inch or 100 pixels.
- When adjusting the logo, make sure the logo is scaled proportionally so as not to distort the image.
- Logos should never be placed on colors other than white or light grey; they should always be clear and visible.
- The logo should not appear blurry, which means taking a screenshot of the logo applied somewhere else is strictly prohibited. If the logo appears blurry, either make it smaller or select a larger file.
- Do not change the color or spacing of the logos. Only use the files provided in the Huddle library.
- As a Partner Agent, you have access to PNG and JPEG files. The PNG has a transparent background and the JPEG has a white background. Pay attention to the application of the logo in order to determine which should be used.

If you ever have any questions about logo usage or need help locating the files, reach out to the sales administration team.

# Visual Identity

## neighborhoods.com Logo

The neighborhoods.com logo should be used when referencing the neighborhoods.com website and/or the company. The logo is a single element and should always contain the green “N” and the logotype.



## Co-Branded Logo

When referring to both neighborhoods.com and 55places.com, use the co-branded logo. There are two versions: a horizontal lock-up and a stacked vertical lock up. Use whatever version best fits the application, but do not adjust the provided spacing.



## 55places.com Logo

The 55places.com logo should be used when talking about 55places.com. The logo is a single element and should always contain the red pin and the logotype.



## Partner Agent Logos

The Partner Agent logos were created to give an identity to the Partner Agent Program. These logos are only to be used in email signatures or as part of your personal branding (like your Facebook profile picture, for example). For more information, go to the “Email” section of this guide.



# Visual Identity

## Typography

Helvetica should be used for all Partner Agent materials. This includes, but is not limited to emails, documents, presentations, sales collateral, etc. Use size 12 font in either black or dark grey.

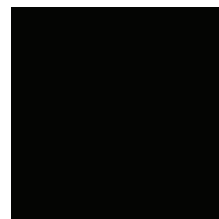
**Aa** Aa Aa

### Helvetica

Bold, Regular, Light

## Colors

All text should be dark grey or black. If you would like to use a color, please reference the palette below. If you are creating materials relating to 55places please use the greys and red, and if you are creating materials for neighborhoods.com please use the greys and the green. Colors should be used as an accent, not as your primary color. Please use discretion.



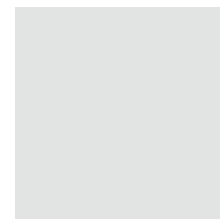
#000000



#333333



#999999



#e1e1e1



#1aa130



#ba2a23