



# Brand Guide



Let's turn  
impossible into  
already done

## Our Purpose

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At BH, we're here to do big things and we're going for it.

We're fearless innovators and relentless overachievers, who believe boundaries are meant to be pushed.

Our collective brainpower is our superpower, and we think magic happens when people are encouraged to ask, "What if...?"

Our unique experiences and diverse perspectives are woven into the fabric of our culture, allowing us to see the world with fresh eyes.

We have an instinct for awesomeness, always evolving our craft to make BH a better place to work and live.



# Get to Know BH

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Go back to '93. Harry Bookey launches a bold startup with just five apartment communities. The company was small, but hungry, fueled by entrepreneurial spirit and a scrappy team of employees. From the start, Harry guided BH with two simple principles. One, do business the right way. Two, invest in your team because they ARE the company. With these straightforward ideas and Harry at the helm, BH grew fast and became what it is today - the 8th largest multifamily management company, and the 22nd largest multifamily owner-operator in the nation. With over 2,400 thriving employees, BH pushes itself to new heights daily and believes success is only limited by the bounds of innovation.



**Joanna Zabriskie | CEO**



**Harry Bookey | Founder**

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# 01. Brand Message



## Our Mission

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To create spaces where people live and thrive.

## Our Vision

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A smarter way to live, invest, manage, and grow.

## Our Promise

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To make living here mean living **more**.

More **intelligent**.  
More **real**. More **alive**.

# 02. Brand Voice & Character



# Core Values

**Core Values are the building blocks for our culture. These are the nonnegotiable beliefs that guide how we engage with our work, each other, our residents, and our clients.**



## **Hear Every Voice**

We're anything but ho-hum. We're a diverse team that celebrates its differences and looks for ways to understand and support others. Inclusion and connection mean a lot to us, so we stop at nothing to ensure that every person gets the mic.

## **Embrace Evolution**

We have an unshakable desire to chart new territory because we're just not OK with the status quo. Innovation is the heartbeat of our team, inspiring us to roll up our sleeves and take on big things.

## **Create Community**

We are in the business of putting people first, both in our communities and at work. Compassion and humility light our way, allowing us to foster growth, connectedness, and a better livelihood for our residents and employees.

## **Have the Guts for Greatness**

Our work matters. It is complex and challenging. And that's why we love it. It takes smarts and grit to do what we do. It isn't easy, but that's our jam and what makes us experts in our field.

## **Do Business the Right Way**

We're proactive, honest, and trustworthy. We do what's right because we believe that's the right way to do business.



# Brand Characteristics

Characteristics are the list of behaviors that describe how we work. They are action-oriented and prescribe how we hold up to our Core Values.

- Asking why
- Acting with integrity
- Being nice
- Having a growth mindset
- Speaking up
- Embracing change
- Giving thanks
- Being tenacious

# Brand Voice & Tone

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Words matter. We use real words that real people say in simple, crisp sentences. We don't try to sugar-coat it or sound fancy. We aren't cheesy or lame or trying to sound cool. We use the best words to make the most impact. If you can say it with a straight face, then you're on the right path. And for the love of what's good, we avoid exclamation points unless we really need to yell at someone.

## Brand Voice Characteristics



### **This is how we speak to the world:**

You've come to the right place. Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

# 03. Brand Architecture

# One Brand. One Name.

Unifying capabilities and expertise under a single brand architecture:

- Speaks to multiple audiences
- Strengthens brand
- Provides flexibility when adding expertise
- Simplifies brand usage guidelines

**Brand Name:** BH

**Usage:**

“BH” will be used on all marketing materials including the website, social media channels, corporate pitch materials, and internal branding.





# 04. Brand Colors

# Rhythm & Blue

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Like a classic rock song remake: it's a modern twist on a familiar hit. These colors offer a subtle energy that inspire and propel. This palette is a balance of tradition and steadiness, accented with a fresh radiance that sparks creativity. It is trustworthy and refreshing, but not youthful. It conveys confidence and intelligence, while giving a nod to our forward-moving energy.

## Our Palette

**ETERNAL  
INK**

**MINT  
CONDITION**

**GREY  
STREET**

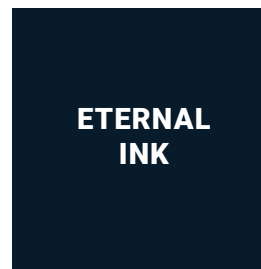
# The Details

**Eternal Ink:** Confident and steady, it makes the brand trustworthy.

**Mint Condition:** Fresh and vibrant, it adds energy and creativity.

**Grey Street:** Sophisticated and strong, it adds dimension to our brand.

## Our Palette



ETERNAL  
INK

PANTONE  
296 C

CMYK  
C90 M75 Y55 K68

RGB  
R5 G28 B44

HEX  
#051C2C



MINT  
CONDITION

PANTONE  
353 C

CMYK  
C47 M0 Y47 K0

RGB  
R128 G224 B167

HEX  
#80E0A7



GREY  
STREET

PANTONE  
426 C

CMYK  
C74 M65 Y62 K67

RGB  
R37 G40 B42

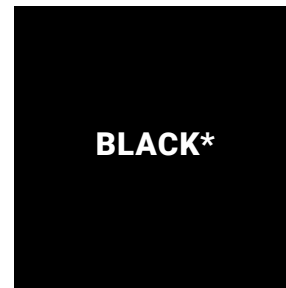
HEX  
#25282A

## Color Proportions



# Secondary Colors

The secondary colors add dimension to the palette and provide neutral alternatives when mint condition or eternal ink are not suitable.



CMYK  
C0 M0 Y0 K100

RGB  
R0 G0 B0

HEX  
#000000



CMYK  
C21 M16 Y18 K0

RGB  
R200 G201 B199

HEX  
#C8C9C7



CMYK  
C0 M0 Y K0

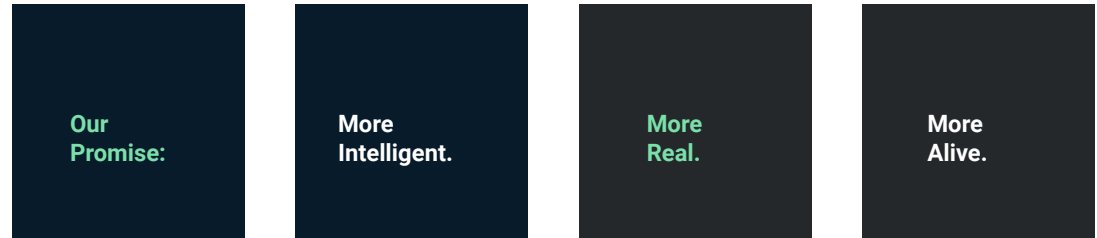
RGB  
R255 G255 B255

HEX  
#FFFFFF

\*When printing use  
Pantone Black 6 C.



Do use combinations of the Primary color palette.



Do use contrasting colors for type.

## The Do's

Good color usage makes good design and we like that. Follow our rules and we'll like you too.

### You've come to the right place

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

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### You've come to the right place

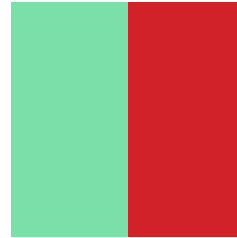
Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

Do use contrasting colors for type.



# The Don'ts

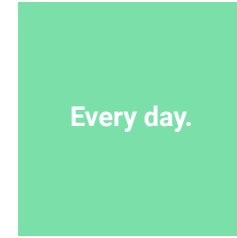
Here are our rules. We think they're pretty easy. Please follow them and don't make us queasy.



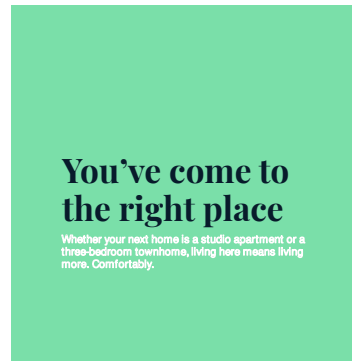
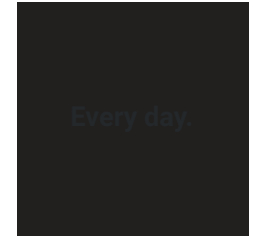
Don't use other colors



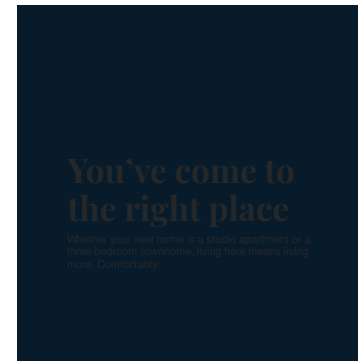
Don't use too much of Mint Condition



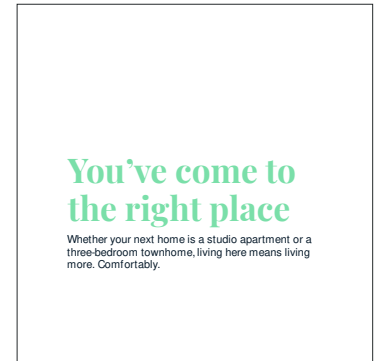
Don't use non-contrasting color for type



Don't use mint condition as a background color



Don't use non-contrasting colors



Don't use mint condition on white in a header

# 05. Logo & Usage

# Logo Concept

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## Our Frame

The new BH logo frames who we are. It brings key moments and messages into focus.

By tying in the ball, the logo unites our future with our heritage, making a statement about our steady confidence and bold energy.





Brand Colors



Inverted Colors



All Black



All White

# Logo Size & Spacing

We want our logo to always be visible and legible. So we've created rules about how big or small our logo can be. We also want to let our logo stand out, so we've set a standard for space around the logo.

A small square icon containing the letters 'bh' in a serif font.

24 px  
25 in.





# Logo Misuse

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We've worked hard to create our logo and would hate to see it get mistreated. Be careful with our logo.



**Don't:** Add any other BH departments to logos. Or anything in general. We are one company.

bh. Management

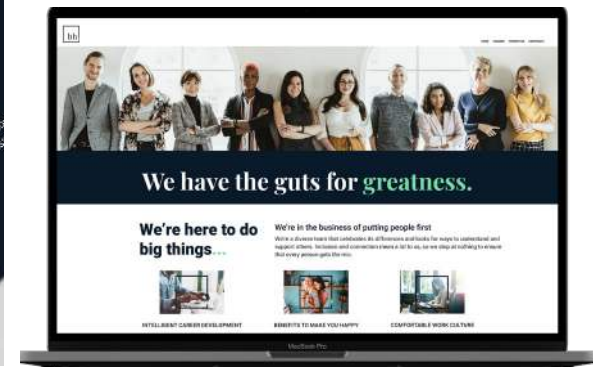
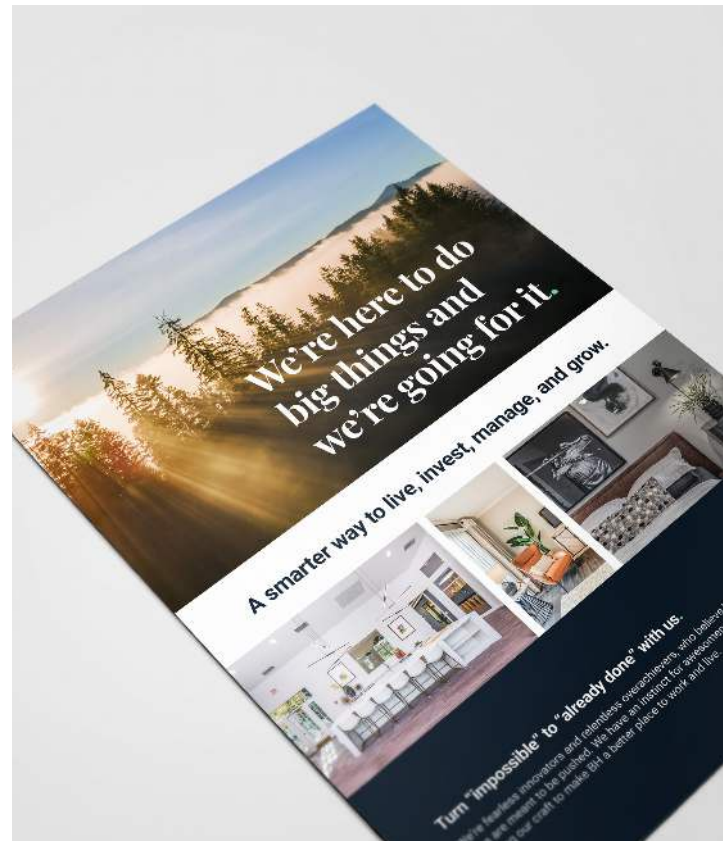
The image shows an incorrect logo usage where the 'bh.' logo is placed inside a square box, and the word 'Management' is added to the right of the box.

bh. Equities

The image shows another incorrect logo usage where the 'bh.' logo is placed inside a square box, and the word 'Equities' is added to the right of the box.

# Logo Placement

We want our logo featured on the top left of the grid. If the logo can't be used on the top left, it should be placed in the bottom left corner. We know sometimes there will be exceptions to the rule.



06.

Typography

# All The Fonts

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**Primary Font:** Roboto

**Secondary Font:** Playfair Display

**Websafe Font:** Roboto

Boundaries are  
meant to be  
pushed...

**Living here is just the beginning.**

Chuck Norris doesn't churn butter. He roundhouse kicks the cows, and the butter comes straight out. Chuck Norris doesn't read books. He stares them down until he gets the information he wants.

Aa

Playfair Display Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Living here means  
living more.

Header

Usage: Headlines/ H1

Family: Playfair Display

Weight: Bold

Size: 48 pt / 64 px



**Aa**

**Roboto Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Living here means  
living more. Happily.**

**Subtitle/Intro**

Usage: Subhead/ H2

Family: Roboto

Weight: Bold

Size: 18 pt / 32 px

**Aa**

**Roboto Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Living here means  
living more. Happily.**

**Subtitle/Intro**

Usage: Subhead/ H3

Family: Roboto

Weight: Bold

Size: 18 pt / 32 px

Aa

Roboto Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Whether your next home is  
a studio apartment or a  
three-bedroom townhome,  
living here means living  
more. Comfortably.

### Body

Usage: Body Copy  
Family: Roboto  
Weight: Regular  
Size: 12 pt / 16 px

# Typographic Scale

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We love big, bold fonts. But don't overdo it. Use this scale to keep our type looking snazzy.

**I am a header font.  
Hear me roar.**

H1 | Playfair Display Bold | 48 pt | 64 px

**I am a subhead but not sub par.**

H2 | Roboto Bold | 24 pt | 32 px

**I am smaller but still significant.**

H3 | Roboto Bold | 18 pt | 24 px

**Let me tell you something else.**

H4 | Roboto Bold | 15 pt | 20 px

I have all the information.

Paragraph | Roboto Regular | 12 pt | 16 px

# All The Rules

We've carefully selected these fonts and think they're very pretty. Please follow our rules and don't make it messy.

## Alignment

**Do:** Align left because it's easy on the eyes.

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

**Don't:** Center text.

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

## Kerning

**Do:** Leave the kerning alone. Christian Robertson did a good job.

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

**Don't:** Mess with the kerning.

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

## Leading

**Do:** Ensure the leading is always set to 17 pt.

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

**Don't:** Use too little or too much leading.

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

## Capitalization

**Do:** Use all caps in subheads.

**You've come to the right place.**

**LIVING HERE MEANS LIVING MORE.**

Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

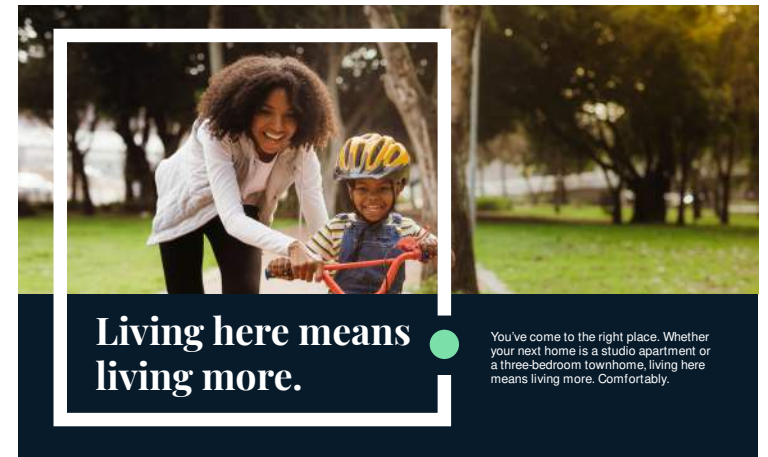
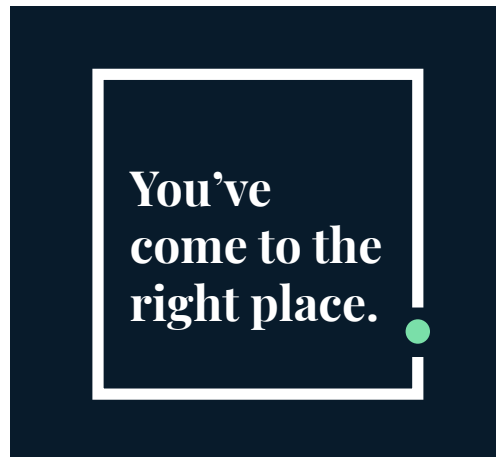
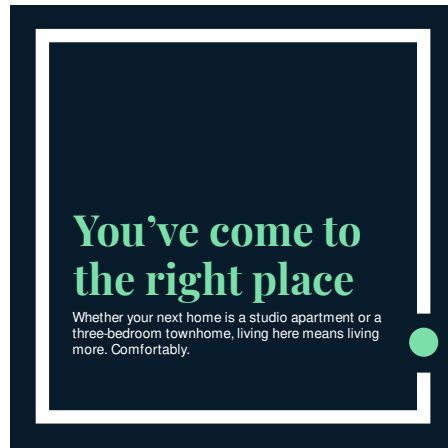
**Don't:** Use all caps in any other way.

**Leading**

# 07. Graphic Treatments

# More Than Just A Logo

We use elements from the BH logo to frame key messages or imagery. This element is used to highlight an expression or emotion, drawing attention to key focal points.



**Living here means  
living more.**

You've come to the right place. Whether your next home is a studio apartment or a three-bedroom townhome, living here means living more. Comfortably.

# How to Use With Text

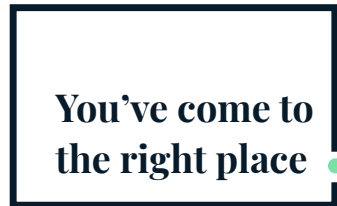
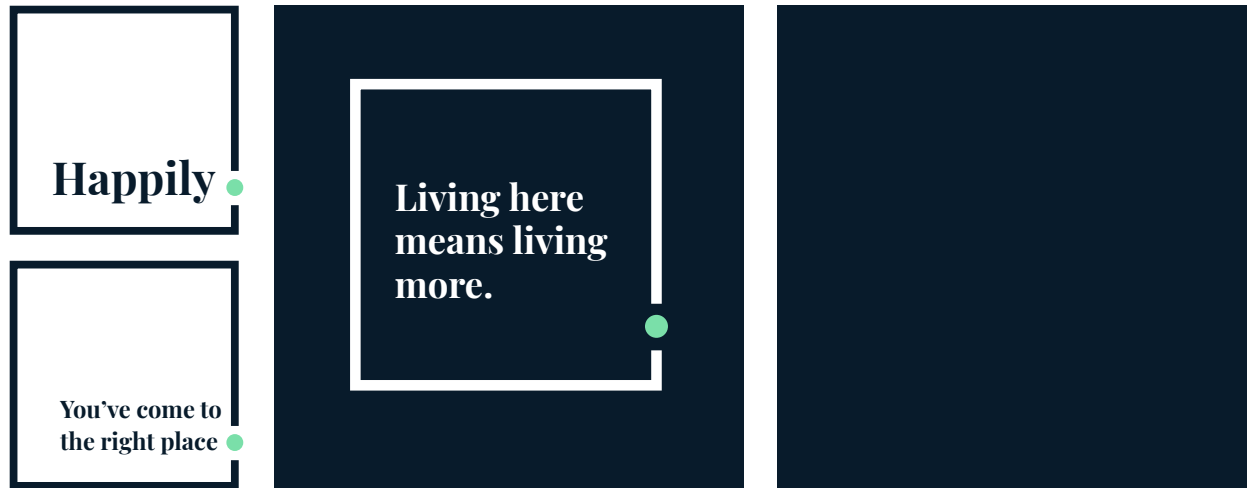
---

## Do:

- Use frame to enclose HI/ Headlines
- Align text in the box the following ways:
  - Centered within the frame
  - When using the dot as a period, align text on the right or left depending on length of headline
- Use a white frame on contrasting background or navy frame

## Don't:

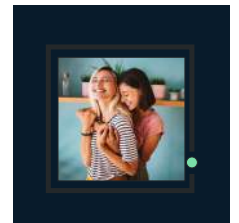
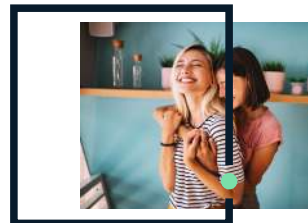
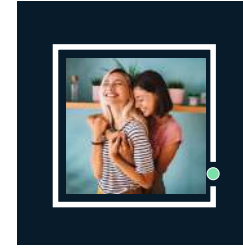
- Change the shape of the frame
- Place paragraphs of text within the frame
- Color the frame mint condition, grey street, etc.





# Use on Photos

Frames can enclose an entire image or frame-in a focal point. Frame color may be navy, white, or dark grey, depending on the color contrast in the photo.



# 08. Image Guidelines

# Photo Style

We curate images to reflect our unique personality. It is warm, lively, and relatable.

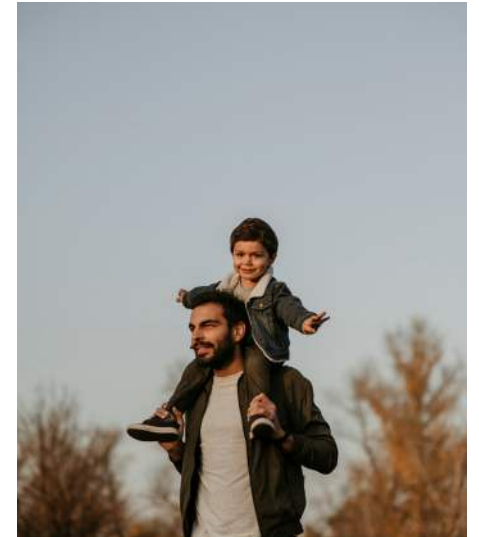


# 01

## Authentic Moments

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Photos capture a diversity of people in authentic and happy moments. We minimize the use of staged interiors and opt to show people living in those spaces. The feeling is joyous and genuine.

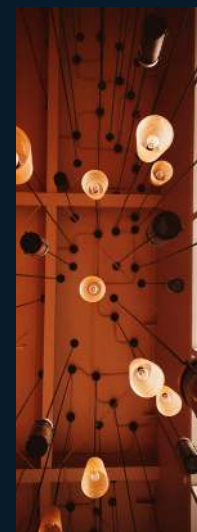




# 02

## Unexpected Elements

Imagery makes a statement. It captures the feeling that this is where you live your best life. Images are clean and simple, yet look real and lived-in. Unexpected colors or shapes tie into places that are familiar.



# 03

## Homescapes

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We show the spaces in which people live. Places are warm, inviting, and real. Trendy, staged interiors are out; real, well-styled, and lived-in homes are in.



# 04

## Innovation

Imagery makes a statement. It is modern, clean and simple. Unexpected colors or shapes tie into places that are familiar.

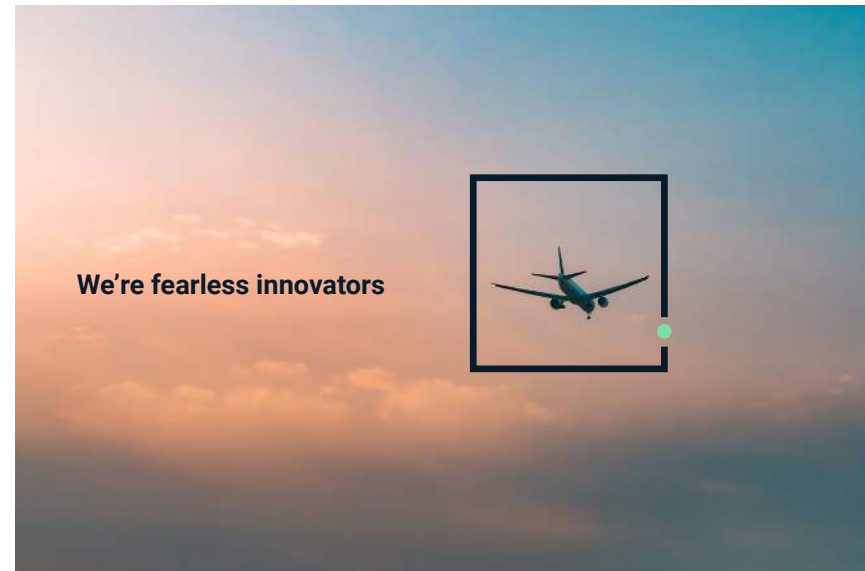


# Photos & Type Treatments

Our photos and our type are both focal points. But we never want them competing for attention. We like to think of photos and type like fries and ketchup. You never want too much or too little of either. You want the right balance to enhance each morsel.

**Do:**

- Only use Roboto Bold when a frame can be used to place emphasis on a focal point.
- Only use Playfair Display Bold when using a frame would clutter the image too much.



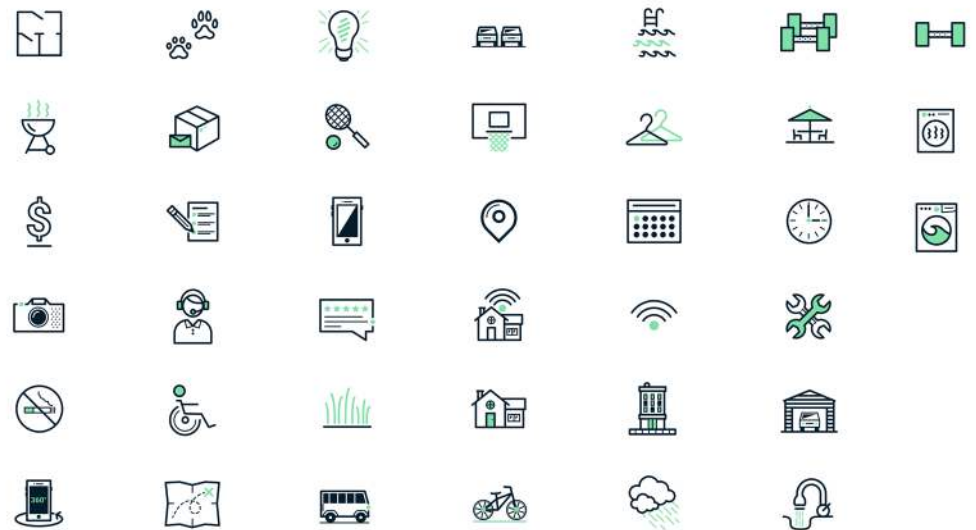


09.

Iconography

# We've Got Our Icons

BH iconography is used to simplify our messaging and support communication. All icons should be pulled from our design library, to ensure the design is consistent.



# Website UX

BH iconography is used to simplify our messaging and support communication. All icons should be pulled from our design library, to ensure the design is consistent.

## Forms:

### Join Our Team

The work we do is rocket science. It is complex and challenging. And that's why we love it. It isn't easy, but that's our jam and what makes us experts in our field.

### Join Our Team

The work we do is rocket science. It is complex and challenging. And that's why we love it. It isn't easy, but that's our jam and what makes us experts in our field.

## Buttons:

HOVER

DISABLED

HOVER

DISABLED