



## Brand Standards Guide





## LOGO USAGE

everRange's logo suite provides many file formats that suit a variety of uses:

**AI: Adobe Illustrator.** This is the native file type that we used to create your logo, and it is saved in the most current version of Adobe Illustrator. Because Illustrator saves the artwork as vector, it can be reproduced at any size without becoming pixelated.

**EPS: Encapsulated Postscript.** This is another widely-used vector file format for reproducing your logo at any size without deteriorating the quality. It is saved down to be compatible with Adobe Illustrator as far back as version CS6.

**PDF: Portable Document Format.** This file format features the benefits of vector artwork, but unlike AI and EPS files, requires no expensive design software to open and view. This file format may be viewed with the free Adobe Reader app available at: [get.adobe.com/reader/](https://get.adobe.com/reader/).

**JPG: Joint Photographic Experts Group.** This is the most common file format used on the web, and it is perfect for use on social media or in Microsoft Office documents. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements.

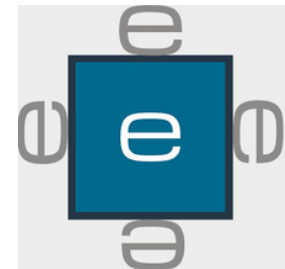
**PNG: Portable Network Graphics.** This is another file format that is widely used on the web. The benefit of the PNG file format over JPG is that it supports transparency, so if the logo is placed over another image it will not have a white box around the logo. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements.



## LOGO USAGE

The following are footnotes and rules for using the logo.

- a.** This is the primary logo. Unless there is a conflict with other rules on this list, this logo should be used by default.
- b.** The secondary logo can only be used over approved brand colors.
- c.** The primary icon may be used to add subtle branding to any piece.
- d.** The secondary icon can only be used over approved brand colors.
- e.** Use the height of the “e” of the logo at any scale to guide you in correct spacing around the logo mark.





## LOGO USAGE

The everRange brand is rustic and modern. There are specific rules to keep in mind when using it in application. These are the acceptable ways to display the logo:

- a. **Primary** – When displayed on a white background, it is best to show the primary logo.
- b. **White on Brand Colors** – It is acceptable to show the logo completely in white, as long as it is shown against one of the approved brand colors.
- c. **White on Black** – The logo may also be shown completely white against a black background.
- d. **Black** – In instances where the logo cannot be shown or printed in color, it is acceptable to display the logo as all black.
- e. **Over Photography** – The logo may also be shown over photographs, as long as it is in white. Make sure the placement of the logo is over a section of the photo that is not too complex.



a.



d.



b.



e.



c.





## LOGO USAGE

In addition to rules of acceptable usage, there are also guidelines for how the logo should not be used. Here are the colors and applications that should be avoided:

- a. **DO NOT** change the logo colors.
- b. **DO NOT** place the primary logo on a dark background.
- c. **DO NOT** place the logo on a photo if it is too complex.
- d. **DO NOT** distort or stretch the logo.
- e. **DO NOT** place the logo over colors that are not part of the approved brand color palette.
- f. **DO NOT** place graphics or text within the clear space of the logo.
- g. **DO NOT** alter the logo font.
- h. **DO NOT** rotate the logo at any angle.



a.



e.



b.



f.



This text is too close



c.



g.



d.



h.





## COLOR

everRange's analogous primary colors visually reflect the rustic and modern brand.

### Primary Colors



Navy  
Pantone 7546 C, 547 U  
RGB: 37, 55, 71  
CMYK: 86, 70, 50, 45  
HEX: #253646



Blue  
Pantone 7706 C, 7706 U  
RGB: 0, 106, 142  
CMYK: 100, 50, 29, 7  
HEX: #00698d



Green  
Pantone 5615 C, 5615 U  
RGB: 94, 116, 97  
CMYK: 19, 0, 16, 55  
HEX: #5e7461

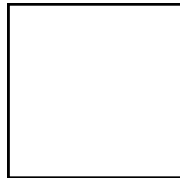
### Secondary Colors



Black  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
HEX: #000000



Dark Gray  
Pantone Cool Gray 11  
RGB: 64, 64, 64  
CMYK: 0, 0, 0, 90  
HEX: #404040



White  
RGB: 256, 256, 256  
CMYK: 0, 0, 0, 0  
HEX: #ffffff



# TYPOGRAPHY

## Logo Font

- a. **Michroma Regular** - This font is used in the logo and should not be used anywhere else.

## Primary Font

- b. **Montserrat Regular** - This font is used in headlines, as well as in all body copy and call-outs.
- c. **Montserrat SemiBold** - This font is typically used in body copy to highlight particular text.

- a. **MICROMA REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

- b. **Montserrat Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

- c. **Montserrat SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



# TYPOGRAPHY

## Substitute Font

In instances where Montserrat cannot be used, such as email, and Microsoft Word documents, it is acceptable to use Helvetica as a substitute.

This font should ONLY be used if Montserrat is not available in that particular media:

- a. **Helvetica Regular** - This font is used in headlines, as well as in all body copy and call-outs.
- b. **Helvetica Bold** - This font is typically used in body copy to highlight particular text.

If Montserrat and Helvetica are unavailable, use Arial.

### a. Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### b. Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz





# GUIDELINES FOR TRADEMARK USE

As an EverRange land owner, you are a licensed user of the EverRange® trademark and have the right to incorporate the specific neighborhood name assigned to you in your marketing materials. To ensure brand consistency and compliance with trademark regulations, please adhere to the following guidelines:

## General Trademark Usage

- EverRange® is a registered trademark. All uses of the name and any associated intellectual property must comply with trademark rules and regulations.
- Land owners may only use the EverRange name in connection with the specific neighborhood they have been assigned.
- For proper usage of the EverRange logo, please refer to **pages 3-5**.

***All marketing materials that include EverRange-branded intellectual property must be submitted to [marketing@parcgroup.net](mailto:marketing@parcgroup.net) for approval before use.***

## Website + Design Presence

- The EverRange name **cannot** be used as part of a root domain (e.g., **EverRangeHomes.com** is not permitted).
- Land owners may use EverRange within subpages of their existing websites, as long as the page structure clearly links back to their brand (e.g., **LandOwnerName.com/EverRange**).

## Social Media, Zillow and Google Listings

To maintain clarity and brand alignment, follow these naming guidelines when referencing EverRange in online listings and profiles:

**Allowed:** *ICI Homes in Mariposa at EverRange* (Links to the land owner's page once approved.)

**Not Allowed:** *Mariposa at EverRange* (if it links directly to a private land owner page).



# GUIDELINES FOR TRADEMARK USE (CONT.)

## Social Media Guidelines

Land owners referencing EverRange on social media platforms must follow these guidelines:

- **Profile Naming & Handles:** Land owners **cannot** create social media profiles that include "EverRange" in the username or handle (e.g., @EverRangeHomes is not allowed).
- **Brand Mentions & Tags:** Land owners are encouraged to tag the official EverRange social media accounts in posts where appropriate. However, EverRange should not be positioned as an independent builder brand (e.g., "Find your home at EverRange by [Land Owner Name]" is **not allowed**).
- **Co-Branded Graphics:** Any social media graphics featuring the EverRange logo or branding elements must comply with the official brand standards (see **pages 3-5**) and receive prior approval from **marketing@parcgroup.net**.

## Logo + Brand Element Usage

To maintain the integrity of the EverRange brand, all uses of the EverRange logo and brand elements must follow these rules:

- **Do not** modify, distort, or recolor the EverRange logo.
- **Do not** overlay text or graphics on the logo.
- **Do not** combine the EverRange logo with another company's branding without prior approval.
- **Do not** use EverRange-branded design elements (such as fonts, color schemes, or patterns) in a way that misrepresents the relationship between the builder and EverRange. See the EverRange Brand Standards Guide for more information.

## Prohibited Uses of the EverRange Trademark

To prevent misuse, land owners **cannot**:

- **Use EverRange in a misleading way** that suggests your company owns or exclusively represents the brand.
- **Create merchandise, promotional materials, or advertisements** using EverRange branding without prior approval.
- **Use EverRange as a standalone marketing identity** separate from your land owner brand (e.g., EverRange cannot be presented as the primary brand in a land owner's marketing materials).

Following these guidelines ensures brand consistency while allowing land owners to effectively market their homes and businesses within EverRange. For any questions or approvals, please contact **marketing@parcgroup.net**.