



RESORTS

Brand Style Guide

Why Brand Bluegreen®?



Companies brand themselves and their products in order to identify themselves or their products, to differentiate themselves from the competition, and to consolidate their product attributes with one easy-to-remember label.

There are three famous names on this page. Each is a well-known brand that illustrates the basic principles of branding. Good branding conveys a clear and consistent message about what your product is and what your company stands for. A good brand inspires trust and validates a customer's buying decision.

Ultimately, whether toothpaste or track shoes, pickles or pick-up trucks, a brand is the reason a consumer thinks of one company first when considering a purchase.

Bluegreen is Being Recognized as a Brand

AND A BRAND HAS A POSITIONING STATEMENT

A brand positioning statement sums up the way a company wants a consumer to think about its product. A brand positioning statement becomes a guidepost for all marketing communications. We may not use the same words, but the spirit of the brand positioning statement should be apparent in all our communication about the product.

THE BLUEGREEN BRAND POSITIONING STATEMENT

For the value-minded vacationer, Bluegreen offers a lifetime of flexible, affordable, resort-quality vacation choices in all the places vacationers want to be, so that year after year, they are guaranteed a great vacation experience with their family and friends.

The Bluegreen® Logo

THE ONE THAT STARTED IT ALL

Our parent company is Bluegreen Corporation. Its symbol, or logo, is:

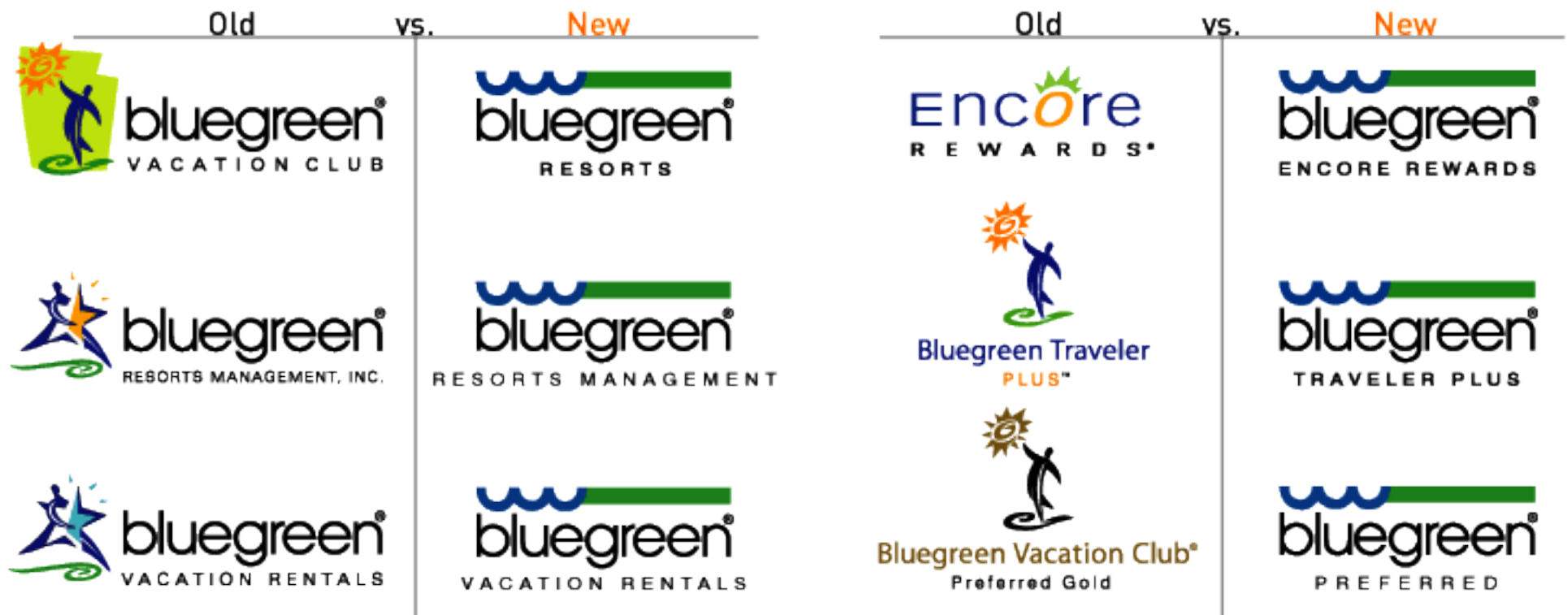


Think of this logo as the patriarch of the family. Use it with or without its accompanying tag line:



Use it for corporate communications, correspondence from the parent company, financial documents, investor-related materials, and company-wide initiatives.

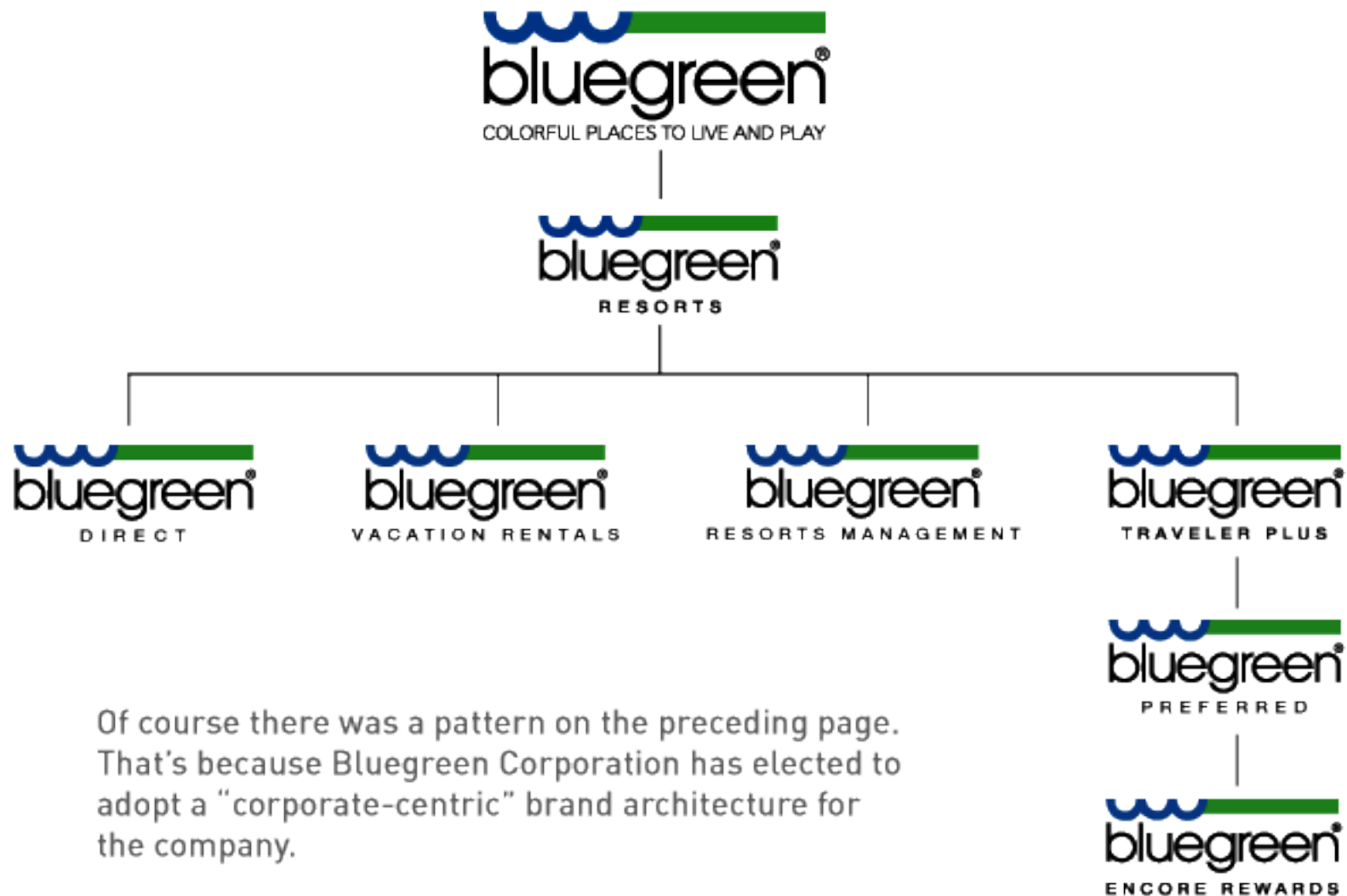
New Logos Reflect the Bluegreen® Brand



Joining the time-honored Bluegreen Corporation logo are a variety of other logos for other areas of the company, subsidiaries, and marketing programs.

Did you notice a pattern?

Introducing Bluegreen® Brand Architecture



The Bluegreen[®] Brand Strategy



vs.



A corporate-centric brand strategy means that, like American Express, every product and service we offer carries the corporate name. This tactic maximizes the impact the company makes from a promotional or name-recognition standpoint.

While some companies, like Procter & Gamble, may choose to assign a unique brand name to each of their products (Bounce, Bounty, Cascade, Cheer, Clairol, Crest, Folgers, Tide, etc.), it takes incredible resources to promote those brands. Therefore, for Bluegreen, with limited resources to promote our brand, it just makes sense to adopt a corporate-centric model.

New Bluegreen® Brand Strategy **CONTINUED**

Each time a consumer sees or hears our name, we are promoting our Bluegreen brand and our family of Bluegreen products and services.

For this reason, Bluegreen has elected to “retire” the former Bluegreen Vacation Club logo in favor of the Bluegreen Resorts logo. This new identity conforms to the corporate-centric model and infuses our vacation business with all the permanence and credibility of the corporation, all the glamour of the vacation business, and all the brick-and-mortar stability of our resort real estate.

While Bluegreen Vacation Club remains the legal name of our vacation ownership product, the public perception of the “vacation club” is not as favorable as it once was. Therefore, it is in the best interest of the corporation to use Bluegreen Resorts to publicly identify our resort division.

Bluegreen® Logos

USAGE & GRAPHIC STANDARDS

The Bluegreen identity relies upon some basic guidelines, which apply equally to all logos in the Bluegreen family. Whether you're using the Bluegreen corporate logo, the Bluegreen Resorts logo, or any other logo based on the corporate name and identity, the same color specifications, size limitations and margin boundaries apply.

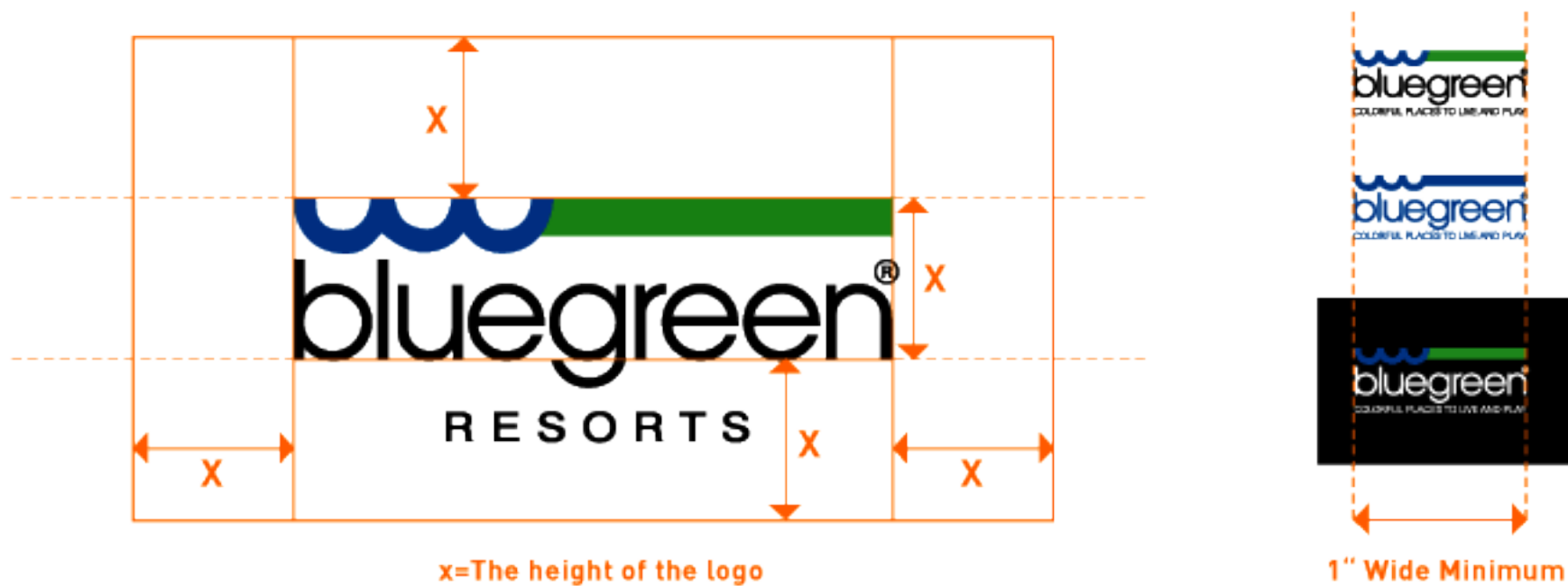
The only exceptions to these guidelines are the individual, triangular-shaped resort logos and those logos used for our Welcome Centers and direct marketing programs. These will be discussed separately to avoid confusion.

Remember, the strength of the Bluegreen brand is based on the repetitive nature of our logos. **They cannot be changed or altered in any way.** In order to effectively promote Bluegreen, logos must be consistent.



Bluegreen logos and images can be downloaded here:
<http://www.bluegreenowner.com/corporate/prGraphicsConfirm.aspx>

The Bluegreen® Logo Family: Margin Boundaries and Size Requirements



The Margin Boundary: The margin boundary is the space surrounding the logo that is required to remain blank. Think of it as a “force field” that surrounds the logo to keep it isolated so that its integrity and readability are not compromised. In this case, the margin boundary (x) equals the height of the logo from the top of the green bar to the baseline of the type.

Minimum Size Requirements: Any logo in the entire family of Bluegreen logos may not be used below 1” in width. This rule pertains to all versions of the logo – one color, four colors or reversed out of another color.

Color Specifications

FOUR COLOR PROCESS (CMYK)

Color Indications



Use this logo when printing in four color process. It should be used when printing brochures or any materials that contain photography.

PANTONE (PMS)

Color Indications



This logo is most commonly used for stationary, embroidery on apparel, signage applications or silkscreen printing (most printing applications that do not include photography).

Color Usage

USING THE FOUR-COLOR (CMYK) LOGO ON COLORED BACKGROUNDS

The most common use of the four color version of the logo is on a white background.



When used on a black background the Bluegreen black type and register mark are reversed to white.



The only acceptable use of the four color logo on a color background is when the background is a light neutral color which does not compete with the colors in the logo.

