

Brand Bible
Moss Real Estate Group, Inc.

moss



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Introduction

Why Re-Brand Now?

Since our founding, we have been engaged in a process of self-definition. This has led us to understand our unique place in the business landscape more clearly than ever. We are driven by our belief that all real estate is part of one living organism — the planet we live on, and so are we. We believe that by promoting better use of our planet and its resources, we can make a difference for generations to come.

We also believe these values resonate with the market realities, global imperatives, and an evolving consciousness among consumers of our service. In other words, acting on our own beliefs makes us a better real estate brokerage.

A brand is not a name or a logo. It resides in the minds of consumers, accrued over time. A brand exists when consumers begin to understand and identify with who you really are.

It's time to adopt a set of words, symbols, colors, typefaces, and designs that tell our story, so that everything we say telegraphs our values, reinforcing the unique essence of our brand, and differentiating us in the marketplace at a glance.

This book is an explanation of the elements of our new brand identity system. It includes verbal and visual components, as well as a catalog of all the resources you have at your disposal, which will make your job easier and more rewarding than before.

Verbal Components





Verbal Components

Guidelines: What Kind of Writing is Moss-Like?

Our verbal tone is about honesty, intelligence, warmth and humor. It's the voice of a good friend telling it like it is. If we're more about T-shirts and sneakers than polo shirts and loafers in the office, we should sound that way on the page. Here are a few things to keep in mind:

1. Readers are Your Friends

Honesty and frankness are warmer than verbosity and hyperbole. Always ask yourself if your words are absolutely true.

2. The Customers We Want are Well-Educated

Never talk down to your audience.

3. Decide Who Wants the Property, and Write Directly to Them

Zero in on the concerns and cultural references of your intended reader. No other reader matters as much.

4. Not Too Formal

Don't be afraid of informality, or the occasional contractions it can bring to our written voice. It makes us feel warm, friendly, human. And while the formal rules of grammar shouldn't be abandoned, if following them makes us sound arch or school-marmish, we need to consider other ways. Even if it means splitting the infinitive.

5. Avoid Abbreviations

Avoid the clunky, clichéd abbreviations so common in the Real Estate world. If you wouldn't say "1/2 Ba" out loud, don't write it. Instead, work to be personable and focused on what's truly unique about the environment. While it may take some extra time to avoid the shorthand, it will ultimately make the listing – and Moss – stand out more.

6. Even Legal Should Be Friendly

A no-nonsense approach that favors clarity and directness over legalese says we believe our deals need to be clearly articulated and fair. Our clients are our friends and equals. Let's explain what needs to be explained the way we might over a dinner and a good bottle of wine.

7. Stay Within Our Values

Remember that Moss is about reconsidering what real estate is. About the environment, not simply square footage. Whenever possible, use language that reflects these principles.



Verbal Components

Our Brand Essence Statement: Who We Are

There is a new generation of homeowners and Real Estate investors in America today; sophisticated, liberal, green — they seek to build a better world. Moss is a new kind of Real Estate Brokerage, founded to serve these new consumers and break real estate stereotypes by finding better, fairer, greener ways to do business. At Moss, we believe it all hinges on a few basic truths: Real Estate is not all about money. Ownership is custody. Cities exist because our planet's ecology feeds them. The planet is a sublime work of art and it's our job to make it better.

That's why we're committed to rewriting the process of buying and selling for all parties, our communities, and our planet by reducing paperwork, forging alliances with green developers, and taking a position of

leadership in the ethical business community. Moss brokers are professional but not bourgeois, helpful but not pushy, and can be observed more often in T-shirts and tattoos than polo shirts and tasseled loafers. Moss speaks to consumers as friends and equals, with no-nonsense language that invites people to be part of a new understanding of what real estate needs to be; sustainable, interdependent, and worthy of reconsideration.



Verbal Components

Our Mission Statement: What We're Here to Do

It starts with a wall. One side is yours. The other side isn't. It's easy to think that the two sides aren't connected. But they are. By that wall. It's the thing that makes spaces separate and shared. That wall is everywhere. On sidewalks. In subways. Even the line at the corner deli where we get our roast beef on rye. When we show you a space, we're not just showing you the space on your side of the wall. We're showing you something we share. Something the wall makes you part of. Something we think is worth taking care of. By recycling. By reusing. By reducing. By reconsidering how we buy and sell the environment we live in. And own. And share.

Verbal Components

How We Talk to Consumers

By saying things that communicate our core values and speaking in the right tone, we express, reinforce, and build our brand. Here are some taglines and headlines, which are approved for use.

Taglines

Real estate. Reconsidered.

::::::::::::

We live here too.

::::::::::::

Buy. Sell. Sustain.

Headlines

New Yorkers have been sharing the same ecosystem for years.

Just look in the subway.

::::::::::::

Looking for a powerful
Real Estate broker?

Consider one who works with the
forces of nature.

::::::::::::

The average real estate deal takes
thousands of sheets of paper.

No wonder people want
a place with trees.

Visual Identity System



Visual System Elements

Introduction

The following pages are devoted to giving a full understanding of the rationale behind the building blocks that make up our new visual identity system.

Visual System Elements

Our Logo



moss

Our logo is based on a typeface mixed with handwriting. Its consistent use builds recognition and credibility for Moss, while its idiosyncratic form feels humanistic, organic, and surprising, reinforcing the core values of our business.

Visual System Elements

Our Name

Our full name is often used in conjunction with our logo, and is always set exactly this way, in Gotham Book, the brand typeface.

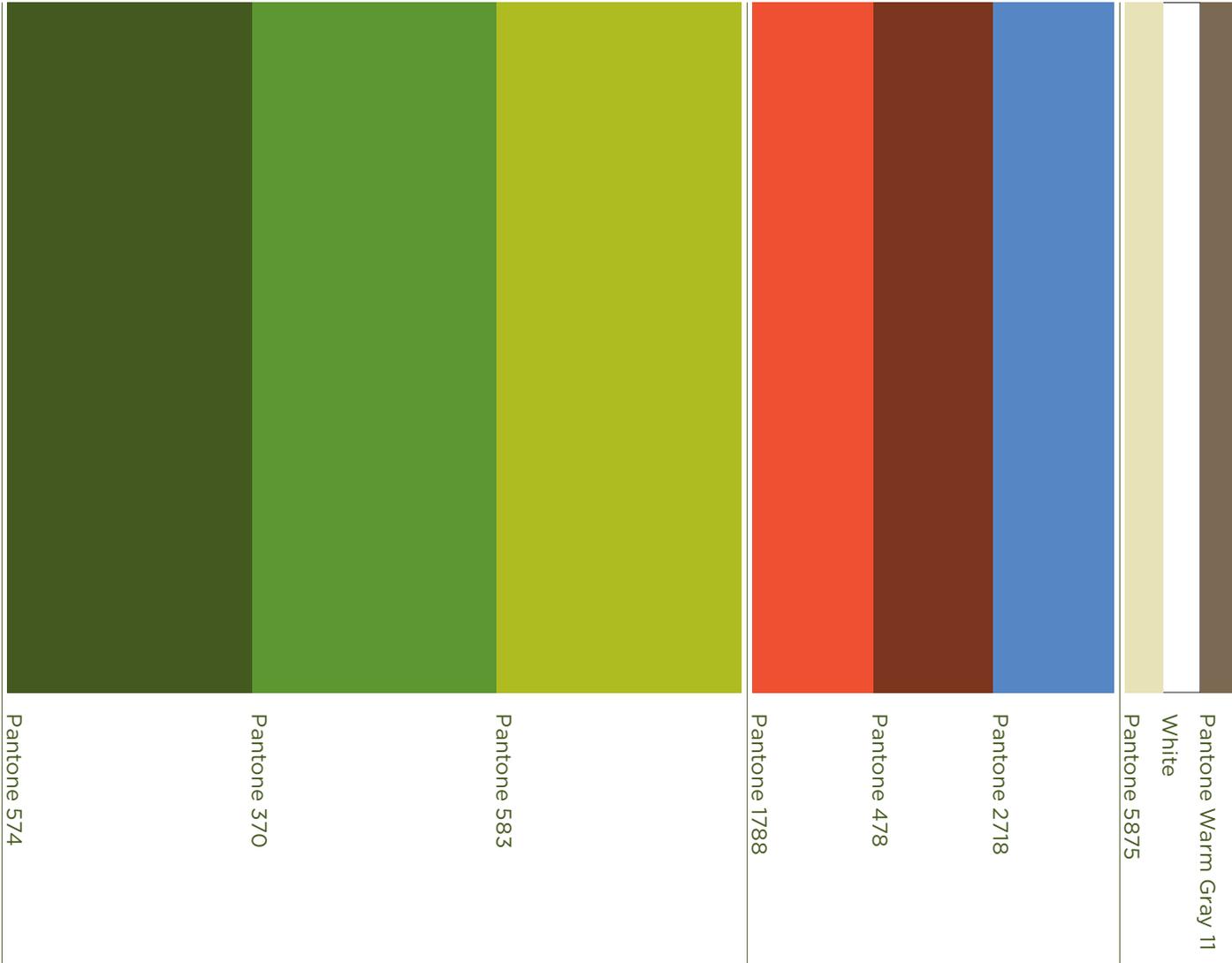
Moss Real Estate Group , Inc .

moss

Moss Real Estate Group , Inc .

Visual System Elements

Our Colors



Although our dominant colors are all greens, an array of other colors are sometimes used to add variety and interest to 4-color printed pieces and on-screen designs.



Visual System Elements

Our Typefaces

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>/?

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>/?

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>/?

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>/?

Verdana
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>/?

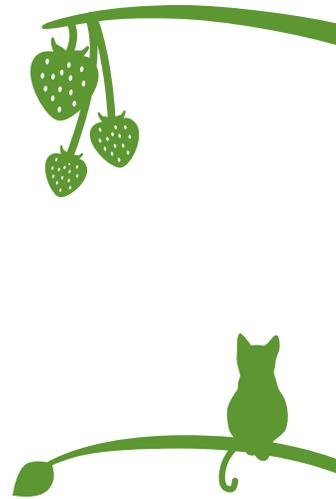
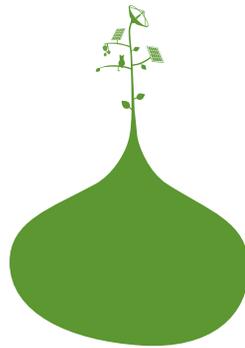
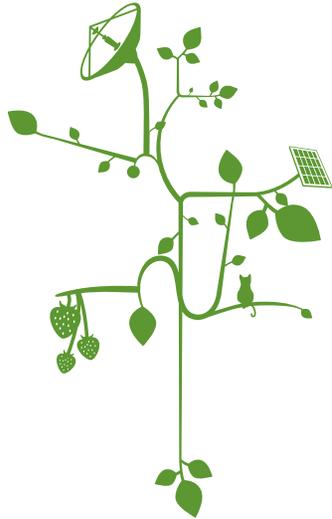
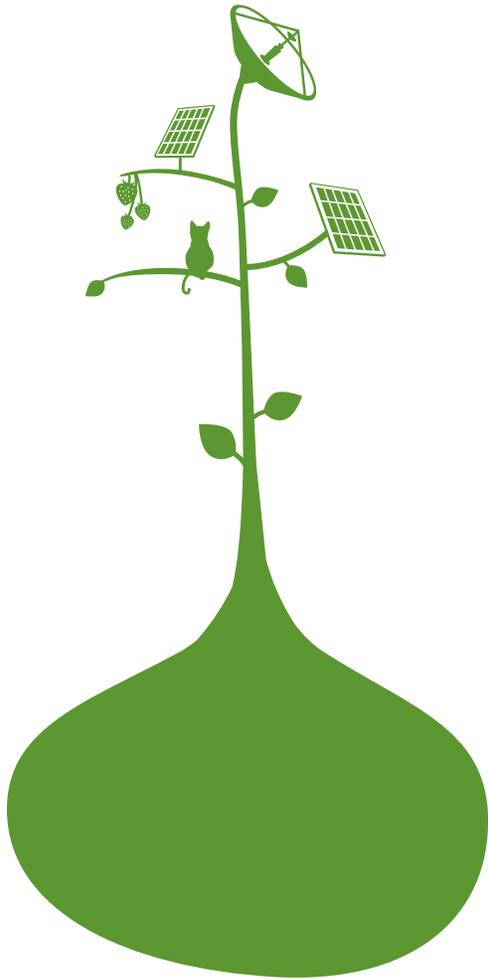
Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>/?

The Gotham font family has been chosen for its clean, modern, yet humanistic forms. It may be purchased from The Hoefler Type Foundry at <http://typography.com>.

The Verdana font family has been chosen because it harmonizes easily with Gotham, and is included in all Windows and Mac operating systems.

Visual System Elements

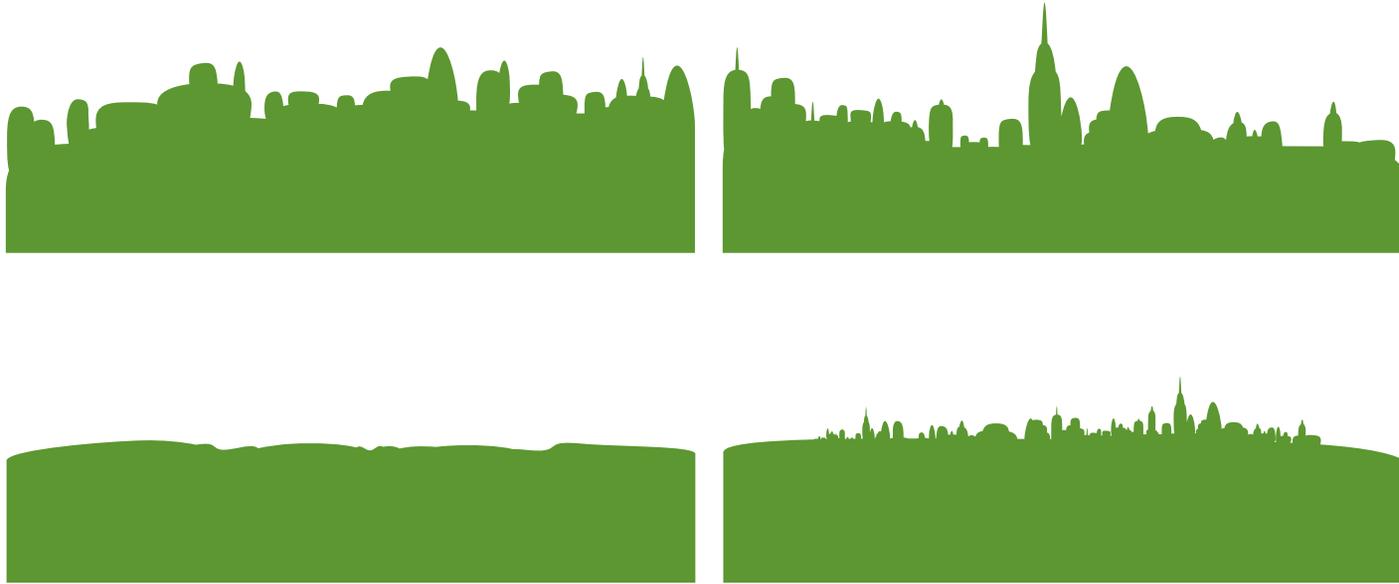
Plant Forms with Technology



We combine plant forms with technology references to express a sense of oneness with our surroundings. Additional references to tasty food and cuddly animals adds another layer of surprise, lightness, and joy.

Visual System Elements

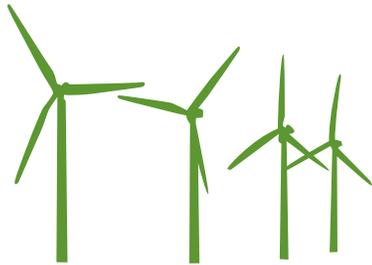
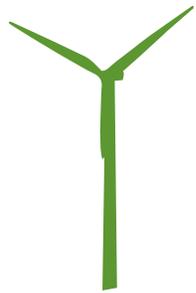
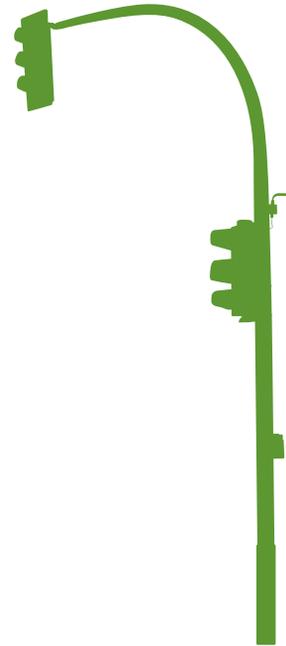
Cityscapes and Horizon Lines



Our landscape elements are a direct reference to what we do, help people buy and sell environments.

Visual System Elements

Technology



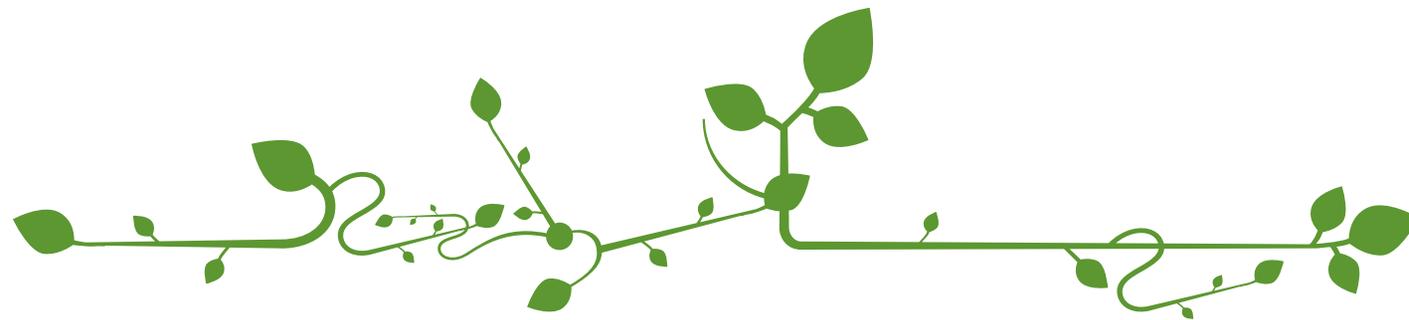
Our technology symbols add meaning and context to our landscapes, while often expressing our preference for green technologies, like solar and wind-power.

Visual System Elements

Sold Label and Vine



When a property is sold, postcards and listing sheets featuring the property are adorned with the Sold Label. Prior to selling, the Vine is used instead.



Visual System Elements

Board Buddha Logo

BoardBuddha

BoardBuddha.com

Board Buddha, a paperless, online, database-driven coop board package service, is a wholly-owned subsidiary of Moss Real Estate Group, Inc.

The Board Buddha logo is designed to feel like it comes from the same brand universe as Moss, but will not be used in conjunction with the Moss identity, so that other brokerages may subscribe to the service.

Our Stationery System



Our Stationery System Letterhead

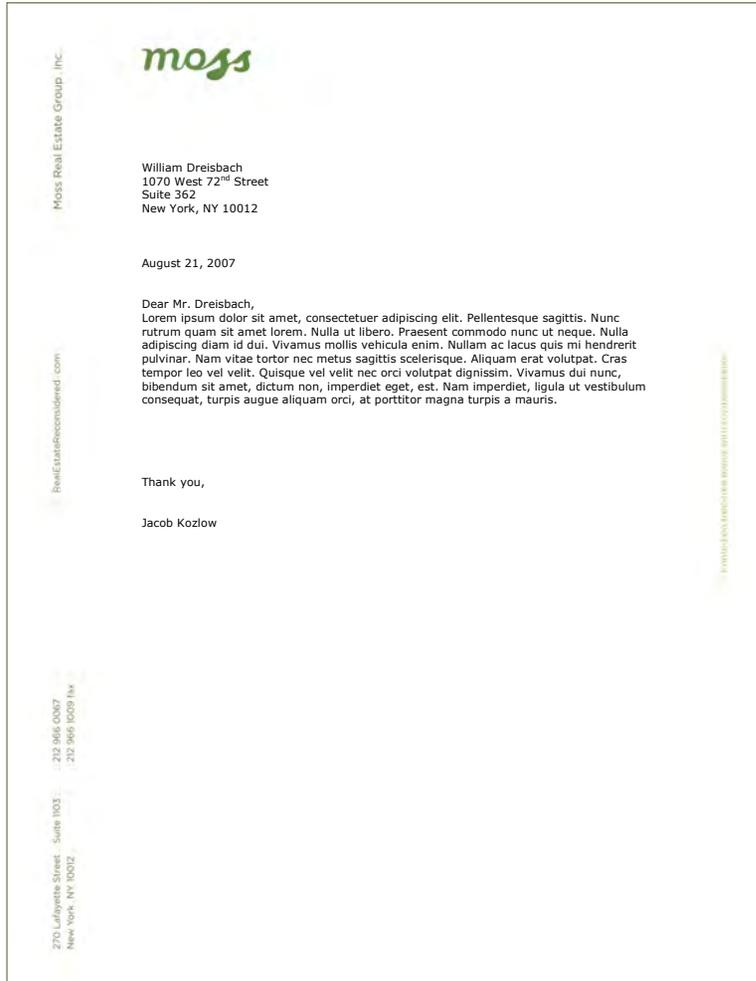


Fig. 1 MS Office Template (Moss_Letterhead_Templ.dot) after data entry

Our letterhead has been designed as a Microsoft Word template, which may be printed on any color printer. It looks the best when printed via inkjet, on Monadock Astrolite PC 100, which has been provided by our printer.

This template is entitled: **Moss_Letterhead_Templ.dot** and can be found on the Moss Brand System CD, in the “Our Stationary System” folder.

Our Stationery System Envelopes

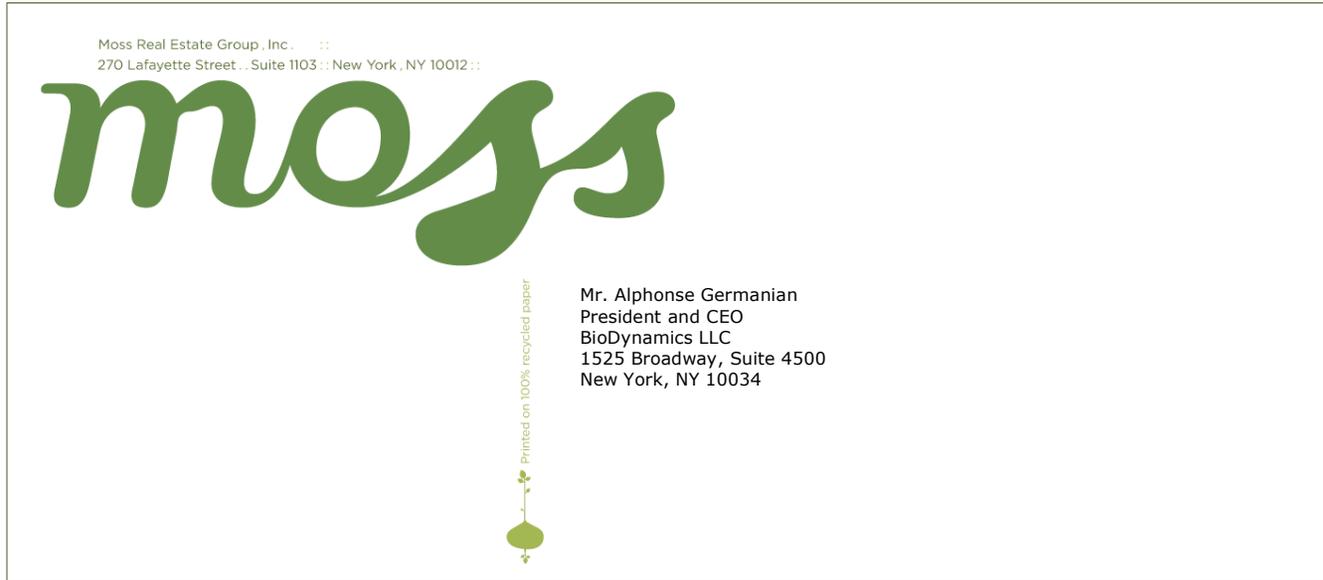


Fig. 1 MS Office Template after data entry

Our No. 10 envelope has been designed as a Microsoft Word template, which may be printed on any color printer. It looks the best when printed via inkjet, on Monadock Astrolite PC 100, which has been provided by our printer.

This template is entitled: **Moss_Envelope_Templ.dot** and can be found on the Moss Brand System CD, in the "Our Stationary System" folder.

Larger envelopes are provided by our printer as blanks, with which our mailing labels [see next page] should be used.

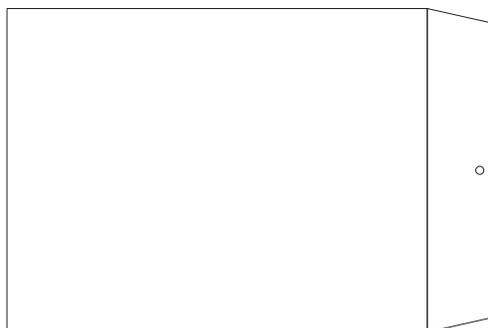


Fig. 2 10" x 13" blank envelope

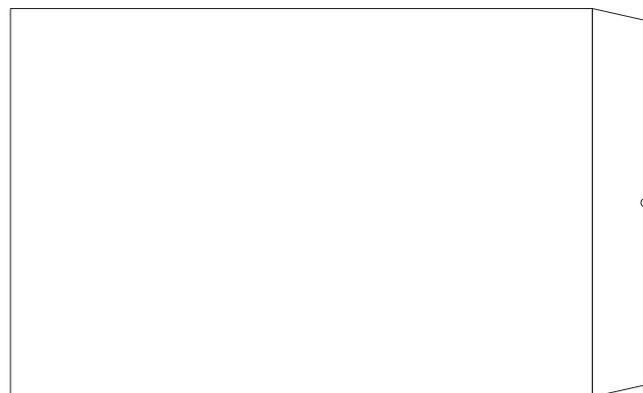


Fig. 3 12" x 18" blank envelope

Our Stationery System

Mailing Label



Fig. 1 Mailing Label at 100%

Our mailing label is set up as a Microsoft Word template, into which you may type the recipient's address, and print from any printer.

This template for this file is: **Moss_MailingLabel_Templ.dot** and can be found on the Moss Brand System CD, in the "Our Stationery System" folder.

The template works with Avery White Mailing Labels Form 5168, which is available online or at most office supply stores.

Below, is our suggested centered placement for mailing labels on large envelopes.



Fig. 2 Label centered on 10" x 13" blank envelope



Fig. 3 Label centered on 12" x 18" blank envelope

Our Stationery System Pocket Folder



This pocket folder is handy for preparing presentations and pitch packages. It should be used whenever you give a stack of papers to a client.

Our Forms System



Our Forms System Fax Cover Sheet

Facsimilie Transmittal

Date _____

Sender _____

Recipient _____

Company _____

Fax _____

Phone _____

Total Pages _____

Subject _____

URGENT
 FOR REVIEW
 PLEASE COMMENT
 PLEASE REPLY
 PLEASE RECYCLE

270 Lafayette Street, Suite 1103, New York, NY 10012
 212-966-0067
 212-966-1009 fax
 RealEstateReconsidered.com

Fig. 1 Form as seen in Adobe Acrobat

Facsimilie Transmittal

Date **11/07/2007**

Sender **Chris Moss**

Recipient **Noble Cumming**

Company **Barry Deck LLC**

Fax **646-206-8852**

Phone **212-537-9057**

Total Pages **3**

Subject **Moss Car Graphics**

URGENT
 FOR REVIEW
 PLEASE COMMENT
 PLEASE REPLY
 PLEASE RECYCLE

Once I approve the design for the car graphics, we'll need to take some measurements. Just letting you know in advance so we won't be stuck looking for a time to do it. Otherwise, thanks for all your hard work. -c

270 Lafayette Street, Suite 1103, New York, NY 10012
 212-966-0067
 212-966-1009 fax
 RealEstateReconsidered.com

Fig. 2 Form after data entry

This template is entitled: **Moss_FaxSheet.pdf** and can be found on the Moss Brand System CD, in the "Our Forms System" folder.

Our Forms System

Transaction Sheet, page 1

Transaction Information :: Terms page 1 of 2

moss

Date _____

Property _____

Purchase Price _____ Maintenance _____

Down Payment _____ Commission _____

Closing Date _____

Comments _____

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RealEstateReconsidered.com
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212 966 0009 fax
270 Lafayette Street, Suite 1103
New York, NY 10022

Fig. 1 Form as seen in Adobe acrobat

Transaction Information :: Terms page 1 of 2

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Date 11/07/2007

Property 115 E 9th St, New York, NY 10003 Apartment 14J

Purchase Price \$3,100,000.00 Maintenance 10% down on signing of contract.

Down Payment \$3,520/month Commission 3%

Closing Date ASAP

Comments
Purchase includes all appliances.
Delivered broom-swept and vacant, in as-is condition.
Additional lines as needed.

Moss Real Estate Group, Inc.
RealEstateReconsidered.com
212 966 0067
212 966 0009 fax
270 Lafayette Street, Suite 1103
New York, NY 10022

Fig. 2 Form after data entry

Our transaction sheet has been designed as an editable Adobe Acrobat pdf form, allowing you to enter all data before printing. It may be passed around via email, allowing each party to fill in their own portion. It looks the best when printed via inkjet, on Monadock Astrolite PC 100, which has been provided by our printer.

This template is entitled: **Moss_TransactionSheet_2pg.pdf** and can be found on the Moss Brand System CD, in the "Our Forms System" folder.

Our Forms System

Transaction Sheet, page 2



Transaction Information :: Contacts page 2 of 2

Buyer(s)

SS Home Office Email

SS Home Office Email

Buyer's Attorney

Office Fax Email

Buyer's Broker

Office Mobile Fax Email

Seller

SS Home Office Email

Seller's Attorney

Office Fax Email

Seller's Broker

Office Mobile Fax Email

Managing Agent

Office Fax Email

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RealEstateReconsidered.com
270 Lafayette Street, Suite 1003
New York, NY 10012
212 566 0067
212 566 0009 fax

Fig. 1 Form as seen in Adobe Acrobat



Transaction Information :: Contacts page 2 of 2

Buyer(s)

Buyer Name One SS 000-00-0000
Buyer Address One Home 212 555-1212
Buyer City, State 10001 Office 212 555-1212
Email sample.address@genericdomain.com

Buyer Name Two SS 000-00-0000
Buyer Address Two Home 212 555-1212
Buyer City, State 10001 Office 212 555-1212
Email sample.address@genericdomain.com

Buyer's Attorney
Buyer Attorney Name Office 212 555-1212
Law Firm Name Fax 212 555-1212
Buyer Attorney Address Email sample.address@genericdomain.com
City, State 10001

Buyer's Broker
Buyer Broker Name Office 212 555-1212
Real Estate Brokerage Mobile 212 555-1212
Buyer Broker Address Fax 212 555-1212
City, State 10001 Email sample.address@genericdomain.com

Seller

Seller Name One SS 000-00-0000
Seller Address One Home 212 555-1212
Seller City, State 10001 Office 212 555-1212
Email sample.address@genericdomain.com

Seller's Attorney
Seller Attorney Name Office 212 555-1212
Law Firm Name Fax 212 555-1212
Buyer Attorney Address Email sample.address@genericdomain.com
City, State 10001

Seller's Broker
Seller Broker Name Office 212 555-1212
Real Estate Brokerage Mobile 212 555-1212
Seller Broker Address Fax 212 555-1212
City, State 10001 Email sample.address@genericdomain.com

Managing Agent
Managing Agent Name Office 212 555-1212
Managing Agent Company Fax 212 555-1212
Managing Agent Address Email sample.address@genericdomain.com
City, State 10001

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212 566 0009 fax

Fig. 2 Form after data entry

How We Talk To Sellers



How We Talk To Sellers

Postcards [front side]



When a property is offered or sold, we mail postcards to nearby property owners, to keep Moss in their minds.

These designs come in generic or photo versions, and have been provided as Adobe Illustrator templates. The back [see next page] contains listing information.

For production and printing contacts, talk to your office manager.

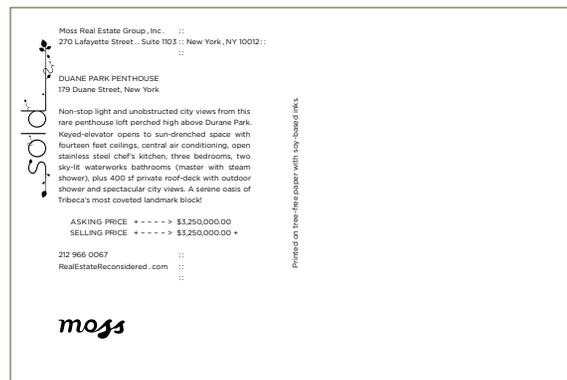
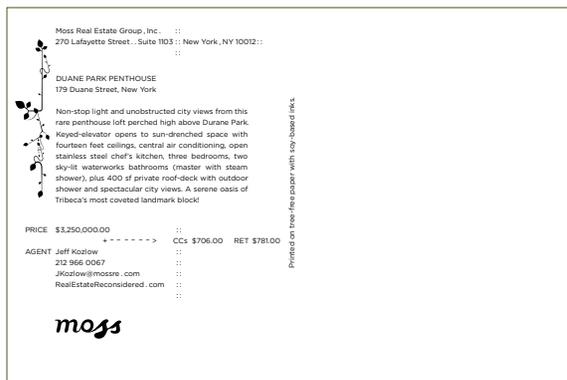


How We Talk To Sellers Postcards [back Side]



Adobe Illustrator templates for postcard backs exist in color or black, offered, and sold.

They can be found on the Moss Brand System CD, in the "How We Talk To Sellers" folder.



How We Talk To Sellers Promotional Handout Card

The Choice is Yours. **Mmm,
Om, or
Ahh?**

It's easy.
Meet adorable Moss broker.
Learn what your property's worth.
Choose free gift.

- 1 Huge Organic, Chocolate Chocolate Chip Cookie from Build a Green Bakery.
- 2 Dharmariffic Yoga Class at Bodhisattva Yoga.
- 3 Organic Pampering Session for Your Hands at Priti.

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Printed on 100% recycled paper with soy-based inks.

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::

Moss is a new kind of Real Estate Brokerage, founded to break real estate stereotypes by finding better, fairer, greener ways to do business. We're committed to rewriting the process of buying and selling by reducing paperwork, forging alliances with green developers, and taking a position of leadership in the ethical business community. Moss invites you to be part of a new understanding of what real estate needs to be: sustainable, interdependent, and worthy of reconsideration.

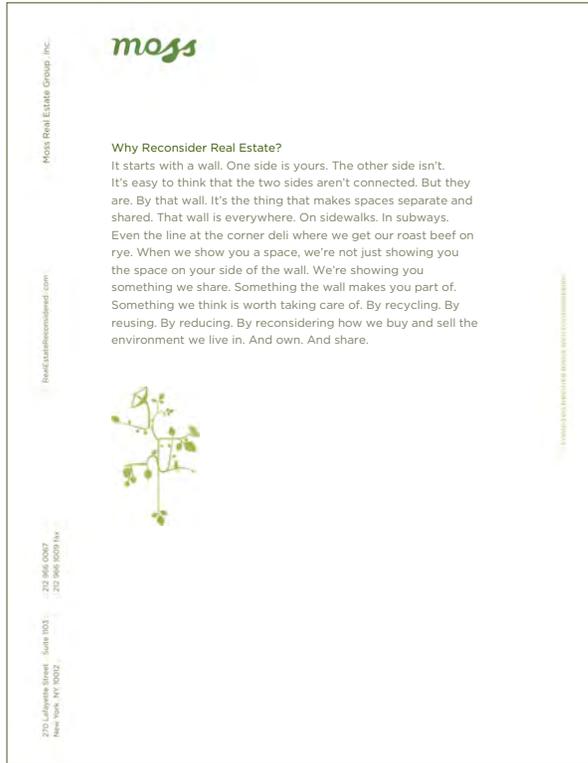
212 966 0067
RealEstateReconsidered.com

moss

This handout can be distributed by mail or directly, and is designed to generate warm leads and new relationships with sellers.

How We Talk To Sellers

MS Word Templates for Pitch Packages



Pitch packages are generated using Microsoft Word templates, designed in a number of editable page configurations. They look the best when printed via inkjet, on Monadock Astrolite PC 100, which has been provided by our printer.

This template is entitled: **Moss_Pitch_Templ_vertical.dot** and can be found on the Moss Brand System CD, in the "How We Talk To Sellers" folder.

There is also a horizontal pitch template entitled: **Moss_Pitch_Templ_horizontal.dot** which can also be found on the Moss Brand System CD, in the "How We Talk To Sellers" folder.



How We Talk To Buyers



How We Talk To Buyers Listing Sheet

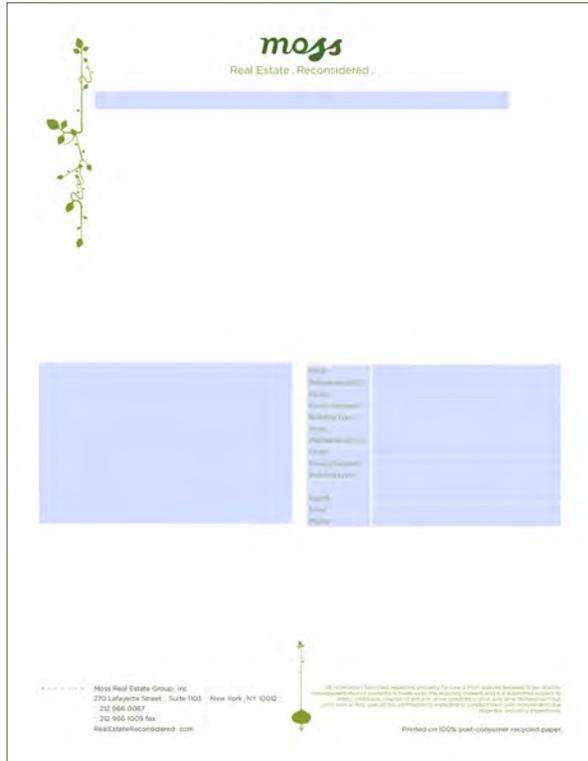


Fig. 1 Form as seen in Adobe Acrobat



Fig. 2 Form after data entry

Our listing sheet has been designed as an editable Adobe Acrobat pdf form, allowing you to enter all data before printing. It looks the best when printed via inkjet, on Monodock Astrolite PC 100, which has been provided by our printer.

This template is entitled: **Listing_Res_Open.pdf** and can be found on the Moss Brand System CD, in the "Listing Sheet Forms" folder, within the "How We Talk To Buyers" folder.

The back side with floorplan is a template entitled: **Listing_Floorplan.pdf** and is found together with the other Listing Sheets.

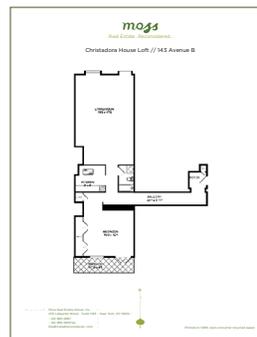


Fig. 3 Back Side with floorplan

How We Talk To Buyers

Listing Sheet [with “sold” label]

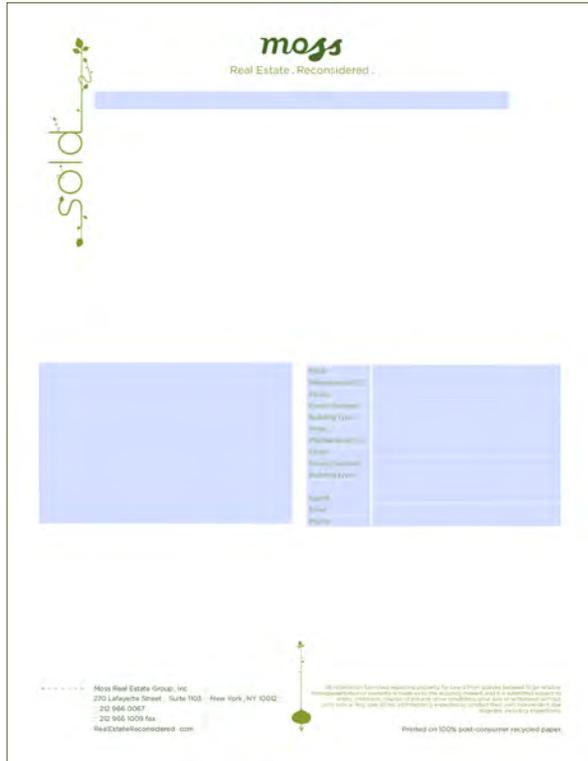


Fig. 1 Form as seen in Adobe Acrobat

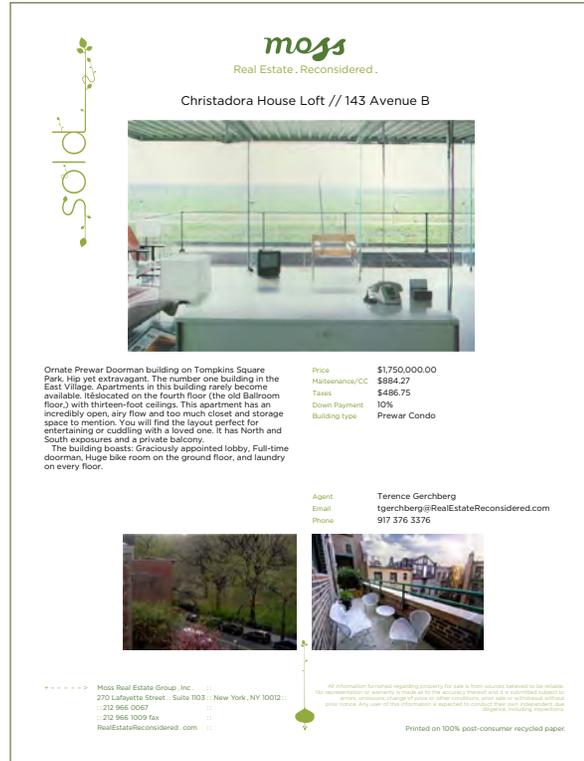


Fig. 2 Form after data entry

This template is entitled: **Listing_Res_Sold.pdf** and can be found on the Moss Brand System CD, in the “Listing Sheet Forms” folder, within the “How We Talk To Buyers” folder.

The back side with floorplan is a template entitled: **Listing_Floorplan.pdf** and is found together with the other Listing Sheets.

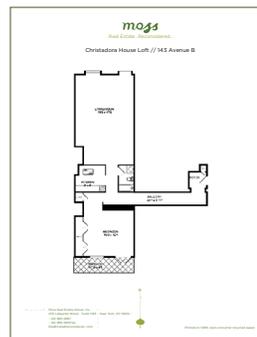


Fig. 3 Back Side with floorplan

How We Talk To Buyers Commercial Listing Sheet

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212 966 1009 fax
RealEstateReconsidered.com

Printed on 100% post-consumer recycled paper.

Fig. 1 Form as seen in Adobe Acrobat

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Real Estate. Reconsidered.

Renovate Here. // 372 Broome Street

Ornate Prewar Doorman building on Tompkins Square Park. Hip yet extravagant. The number one building in the East Village. Apartments in this building rarely become available. Located on the fourth floor (the old Bathroom floor) with thirteen-foot ceilings. This apartment has an incredibly open, airy flow and too much closet and storage space to mention. You will find the layout perfect for entertaining or cuddling with a loved one. It has North and South exposures and a private balcony.

The building boasts: Graciously appointed lobby, Full-time doorman, Huge bike room on the ground floor, and laundry on every floor. Re tie commodiamet accummy nonsequat. Ut dolorit onsequis eumsan ullamet lumsan enim zzzitit aut dolore eugue mod tet at lor sim ad dolor augait torperio od tem nonnullit saret et lore tisi.

Ignis etue feu feacum dusciduali inssed do ero odo otipsum quisit uile feu ble feu faci balancan sequat ut wismodolore commolobore vendreet wissemiam, velis nullibore molore corperure dolorem augait.

Erostrud dolorpers non ud lan vel dissectem dit rit lor senibh elesendre molobore molorem quation sendre dolorper susito et dolorer rclum deismodit orat augera esquis eratur vel ulputatur feugait ad dolobore magna feugue faccum iticidit dio dolum inusto estrud eu faculum iriliquate tat.

Price	\$1,750,000.00
Maintenance/CC	\$884.27
Taxes	\$486.75
Down Payment	10%
Building type	Prewar Condo
Price	\$1,750,000.00
Maintenance/CC	\$884.27
Taxes	\$486.75
Down Payment	10%
Building type	Prewar Condo
Price	\$1,750,000.00
Maintenance/CC	\$884.27
Taxes	\$486.75
Down Payment	10%
Building type	Prewar Condo

Agent: Terence Gerchberg
Email: tgerchberg@RealEstateReconsidered.com
Phone: 917 376 3376

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212 966 1009 fax
RealEstateReconsidered.com

Printed on 100% post-consumer recycled paper.

Fig. 2 Form after data entry

For commercial listings, the lower third has been opened up for more data and description, instead of photos. If you want photos instead, using the residential form is always an option.

This template is entitled: **Listing_Com_Open.pdf** and can be found on the Moss Brand System CD, in the "Listing Sheet Forms" folder, within the "How We Talk To Buyers" folder.

The back side with floorplan is a template entitled: **Listing_Floorplan.pdf** and is found together with the other Listing Sheets.

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Christiana House Loft // 143 Avenue B

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Printed on 100% post-consumer recycled paper.

Fig. 3 Back Side with floorplan

How We Talk To Buyers Signs



Our signs have been written and designed to signal that Moss is different from other brokerages.

Fig. 1 RENTthisSTORE_1x1.ai

How We Talk To Buyers Signs



Fig. 1 RENTthisSTORE_1x1.ai



Fig. 2 RENTthisSTORE_3x1.ai

More than 75 sign designs and templates have been pre-made for your convenience. All designs can be seen in the accompanying Signage System Guide, which is on the Moss Brand System CD with the Sign files, in the "How We Talk To Buyers" folder.



Fig. 3 RENTthisSTORE_1x2.ai



Fig. 4 RENTthisSTORE_2x3.ai



Fig. 5 RENTthisSTORE_2x1.ai



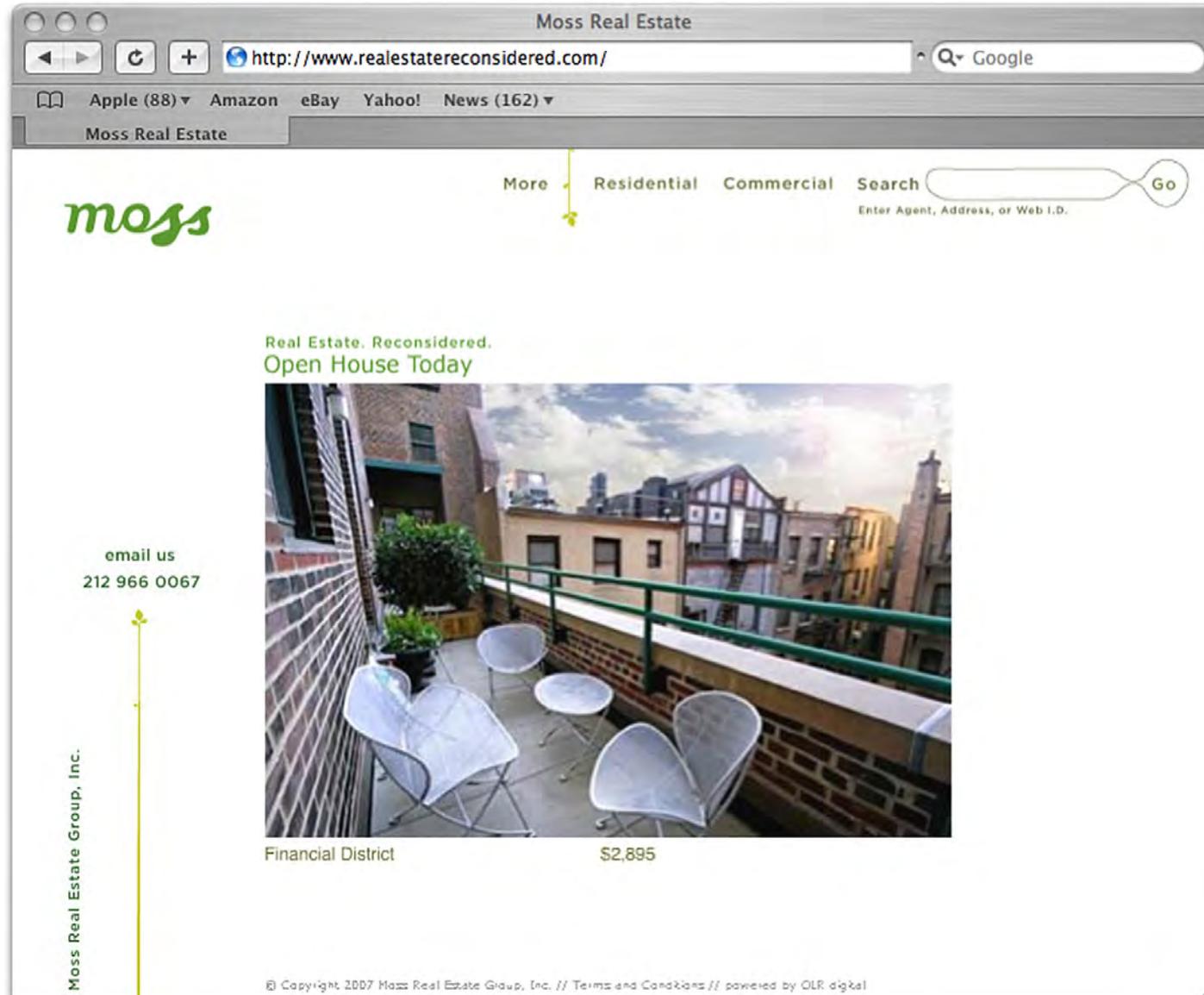
Fig. 6 RENTthisSTORE_3x2.ai

How We Communicate Online



How We Communicate Online

1. RealEstateReconsidered.com



The new Moss web site is designed to resonate with the other brand materials, while providing a clean frame for property photos and listing information.

How We Communicate Online

2. Moss Real Estate Email Blast

Moss Real Estate Group, Inc.

moss

Real Estate . Reconsidered .

Christadora House Loft // 143 Avenue B // Web ID: 12345




Ornate Prewar Doorman building on Tompkins Square Park. Hip yet extravagant. The number one building in the East Village. Apartments in this building rarely become available. It's located on the fourth floor (the old Ballroom floor,) with thirteen-foot ceilings. This apartment has an incredibly open, airy flow and too much closet and storage space to mention. You will find the layout perfect for entertaining or cuddling with a loved one. It has North and South exposures and a private balcony.

The building boasts: Graciously appointed lobby, Full-time doorman, Huge bike room on the ground floor, and laundry on every floor.

Price	\$2,500,000
Maintenance/CC	\$3.150
Taxes	000
Down Payment	000
Building type	000
Ammenities	000
Agent	000
Email	000
Phone	000



Moss Real Estate Group, Inc. ::
 419 Lafayette Street . 2nd Floor :: New York, NY 10003 ::
 :: 212 966 0067 ::
 :: 212 966 1009 fax ::
 RealEstateReconsidered.com ::

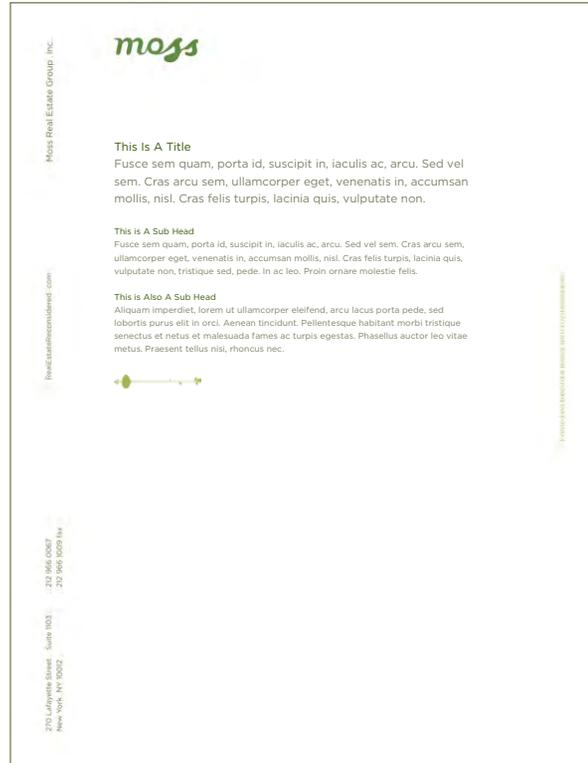
All information furnished regarding property for sale is from sources believed to be reliable. No representation or warranty is made as to the accuracy thereof, and it is submitted subject to errors, omissions, change of price or other conditions, prior sale or withdrawal without prior notice. Any user of this information is expected to conduct their own independent due diligence, including inspections.

HTML/DB Template is provided by Gotham Photography.

How We Deliver Miscellaneous Messages



How We Deliver Miscellaneous Messages MS Word Templates



Miscellaneous information is generated using Microsoft Word templates, designed in a number of editable page configurations. They look the best when printed via inkjet, on Monadock Astrolite PC 100, which has been provided by our printer.

This template is entitled: **Moss_Misc_Templ.dot** and can be found on the Moss Brand System CD, in the “How We Deliver Misc Messages” folder.

