BRAND GUIDELINES

ANDERSONS
LUXURY REAL ESTATE

Stay classy.

After all the hard work put into creating cohesive brand design, we want to make sure it stays that way when it heads out into the world. Following these guidelines will ensure the logo is used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent.
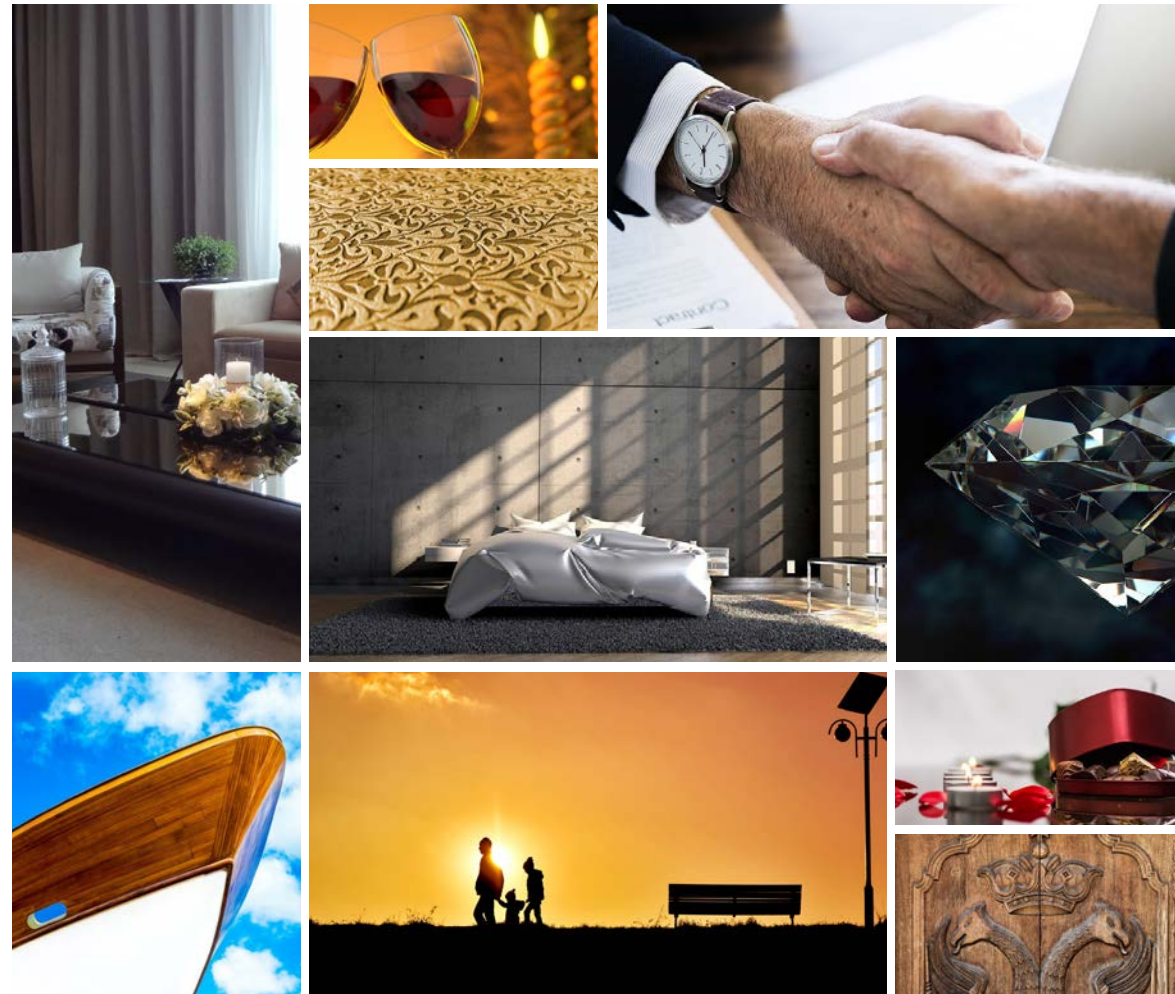
Moodboard

Classy.

Friendly.

Minimalist.

The inspiration for Andersons Luxury Real Estate is refreshing and luxarious with a touch of rustic-pattern feel. It is professional, dedicated and passionate. With the wood accents to keep it feeling warm, friendly and inviting.

Logo

Andersons Luxury Real Estate logo is a wordmark and icon. The main lettering style has a serious, elegant logo vibe. The sharp edges and all caps letters gives the sense of dominance and professionalism. The "A" symbol for Anderson with swirly vine on it gives the feeling of alive and refreshed on all the houses that the company offers. This icon makes the brand recognisable and memorable.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify Andersons offices, signboards, web presence and advertisement across Australia with the same feel of professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

Minimum size

The smallest logo should be represented is 50mm.

Secondary Logo

ANDERSONS
LUXURY REAL ESTATE

Secondary logo

The "A" symbol for Anderson with swirly vine on it gives the feeling of alive and refreshed on all the houses that the company offers. This icon makes the brand recognisable and memorable.

This secondary logo can be use for Social Media and other portrait layouts/designs for any company collaterral.

Logo Typography

ANDERSONS
LUXURY REAL ESTATE

Font used:

CONSTANTINE

Please remember, only use the artwork files supplied by Digital Central. Never attempt to recreate or modify the logotype in any way.

Fonts

Constantia

Bold   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
                  abcdefghijklmnopqrstuvqxyz
                  1234567890!@#$%^&*()

Regular   ABCDEFGHIJKLMNOPQRSTUVWXYZ
                 abcdefghijklmnopqrstuvqxyz
                 1234567890!@#$%^&*()

Bold   **Bold to be used for heading.**

Regular   Regular font to be used for body text.

Lorem Impsum
Sequae con consequi ullatem ea sitam, at im eosae molum esti diciis
aliquo modiciust, sitasperupta suntur aut aliquiat acescil iquatusame
lam, cones que providit laut aped qui arionsequam ernatusam sim am
comnimin plandit, ati num estotat emporer atibus sum am, suntemod
que officil laborit qui ratque nonsed que por amenist, quae. Temque
volorrorem ex estrum reperis nonse pliqui unt, vidi saestinto coreper
itibusc iatiuntem conecte ndaero moloreptur miliae excersperro om-
nihitis demodigenda sim eum veligna tusdae di bea nis apientoresti
con niandam, autem dolore eicatibus, iusandit quiderum restruntecae

Colour Guide

C 0
M 0
Y 0
K 80

C 16
M 21
Y 58
K 2

GREY

#575756

YELLOW

#DCC27D

Colour Application

The color usage for the Andersons Luxury Real Estate is fairly minimal. The logo will mostly be use in a white background or photo with with accent.

A1. It can also be use for white background and use the black version of the logo.

A1. It can also be use for black background and use the white version of the logo.

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B1.

B2.

Photo Background

B1. It can also be use for black background and use the white version of the logo.

B2. It can also be use for darker background photo and use the white version of the logo.

Clear Space

To ensure legibility, always keep a
minimum clear space around the logo.
This space isolates the mark from any
competing graphic elements like other
logos or body copy that might conflict
with, overcrowd and lessen the impact
of the mark.
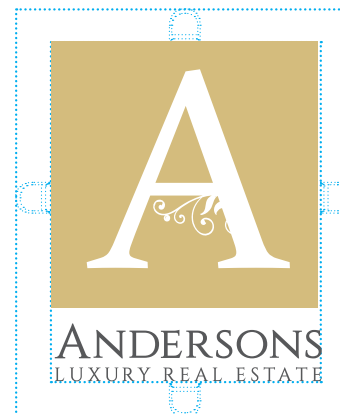
Unacceptable Usage

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo.

A. Do not rotate the logo.

B. Do not squash or stretch.

C. Don't place elements in the logo clear space.

D. Don't resize any part.

E. Don't rearrange parts or create compositions that are not already provided.

F. Don't add unofficial graphics to the logo.

G. Don't use off-brand colors, Refer to page 8.

H. Don't add dropshadows or other text styles.

A.

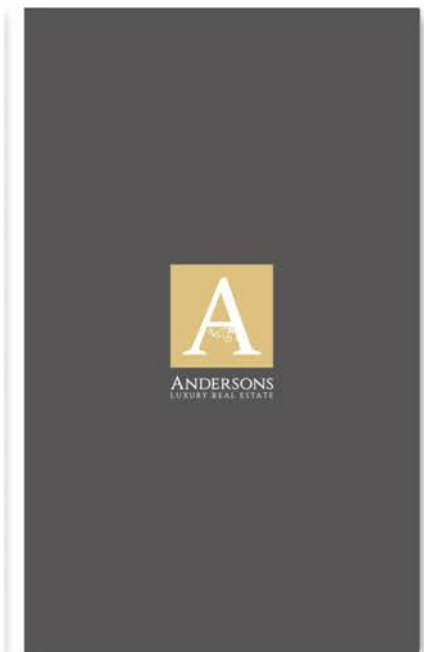B.

C.

D.

E.

F.

G.

H.

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Corporate Applications

With Comp Slip
DL Envelopes

Business Cards

John Smith
Principal & Director

M   0401 123 456
E   john@andersons.com

1/22 Varley St, Yeerongpilly, QLD, 4105

The rectangular logo should be used for all corporate communications.

Size: 90mm(w) x 55mm (h)

See illustration above.

Letterhead

TEL. 0046123425
FAX. 0046123425
WWW. 00.ASCA.UK

Lorem Ipsum is simply dummy text of the printing.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Wassim Awadallah
General Manager

Corporate
Folder

ANDERSONS
LUXURY REAL ESTATE

Photo Signboards

Follow these basic rules to ensure effective reproduction of our identity:

Logo

Horizontal version (Full color)

Colour: C16 M21 Y58 K2

Property Images

Variations 1 or 3 images

Type of Sale

Variations: Auction/Sale

Font weight: Regular

Colour: C16 M21 Y58 K2

Icons

Font weight: Regular

Colour: C16 M21 Y58 K2

Headline

Font weight: Regular

Colour: White

Max # lines: 1

Max characteer count: 50

Viewing / Auction Times

Font weight: Regular

Colour: C16 M21 Y58 K2

Agent Photo

Colour: Black and White

Agent / Office Contact Details

Font weight: Regular

Colour: C16 M21 Y58 K2

Email Address / Office URL

Font weight: Light

Colour: C16 M21 Y58 K2

Sale
Lovely and Relaxing Place

View: Satuday 3:00-4:30pm
Sunday 3:30-4:30pm

4 | 3 | 2

Anna Smith
0401 123 456
anna@andersons.com

andersons.com.au
0412 345 6789
1/22 Varley St, Yeerongpilly, QLD, 4105

Andersons Luxury Real Estate
Brand Guidelines V.1.0

Please remember, only use the artwork files supplied by Digital Central. Never attempt to recreate or modify the logotype in any way.

Text Signboards

Follow these basic rules to ensure effective reproduction of our identity:

Logo

Horizontal version (Full color)

Colour: C16 M21 Y58 K2

Property Images

Variations 1 or 3 images

Type of Sale

Variations: Auction/Sale

Font weight: Regular

Colour: C16 M21 Y58 K2

Icons

Font weight: Regular

Colour: C16 M21 Y58 K2

Headline

Font weight: Regular

Colour: White

Max # lines: 1

Max characteer count: 50

ANDERSONS
LUXURY REAL ESTATE

Sale

4 🛏 3 🛁 2 🚗

Lovely and Relaxing Place

View: **Sataday 3:00-4:30pm**
Sunday 3:30-4:30pm

Anna Smith
0401 123 456
anna@andersons.com

andersons.com.au
0412 345 6789
1/22 Varley St, Yeerongpilly, QLD, 4105

Sold Stickers

Size: W350mm x H160mm

Standard Signboard stickers are the preferred
option to be used across all signboard sizes.
The options available for Standard Sold
Signboard Stickers are as follows:

SOLD!

LEASED

Sale

4 🛏 3 🛁 2 🚗

Lovely and Relaxing Place

View: Saturday 3:00-4:30pm
Sunday 3:30-4:30pm

Anna Smith
0401 123 456
anna@andersons.com

andersons.com.au
0412 345 6789
1/22 Varley St, Yeerongpilly, QLD, 4105

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