philly
property management

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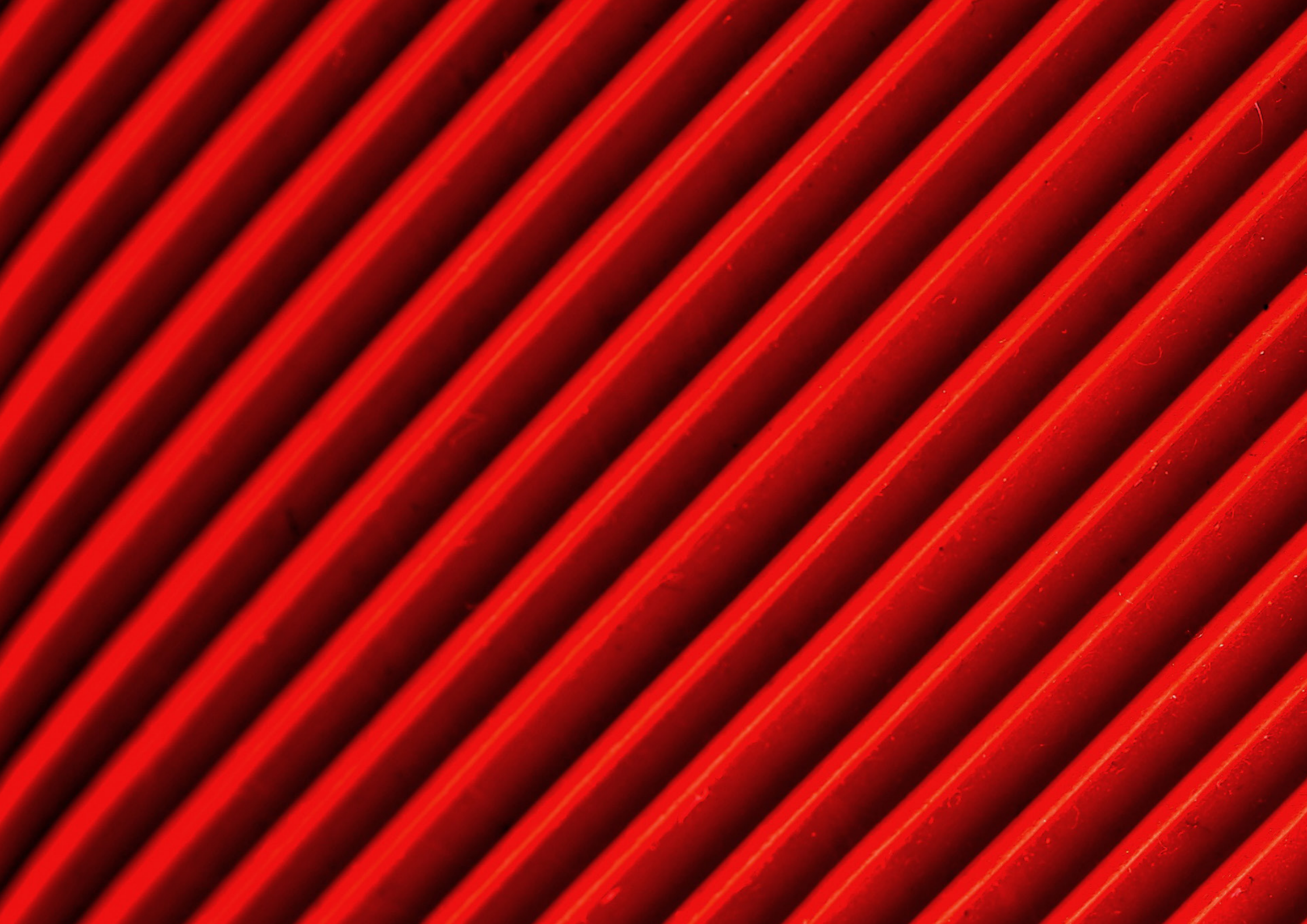

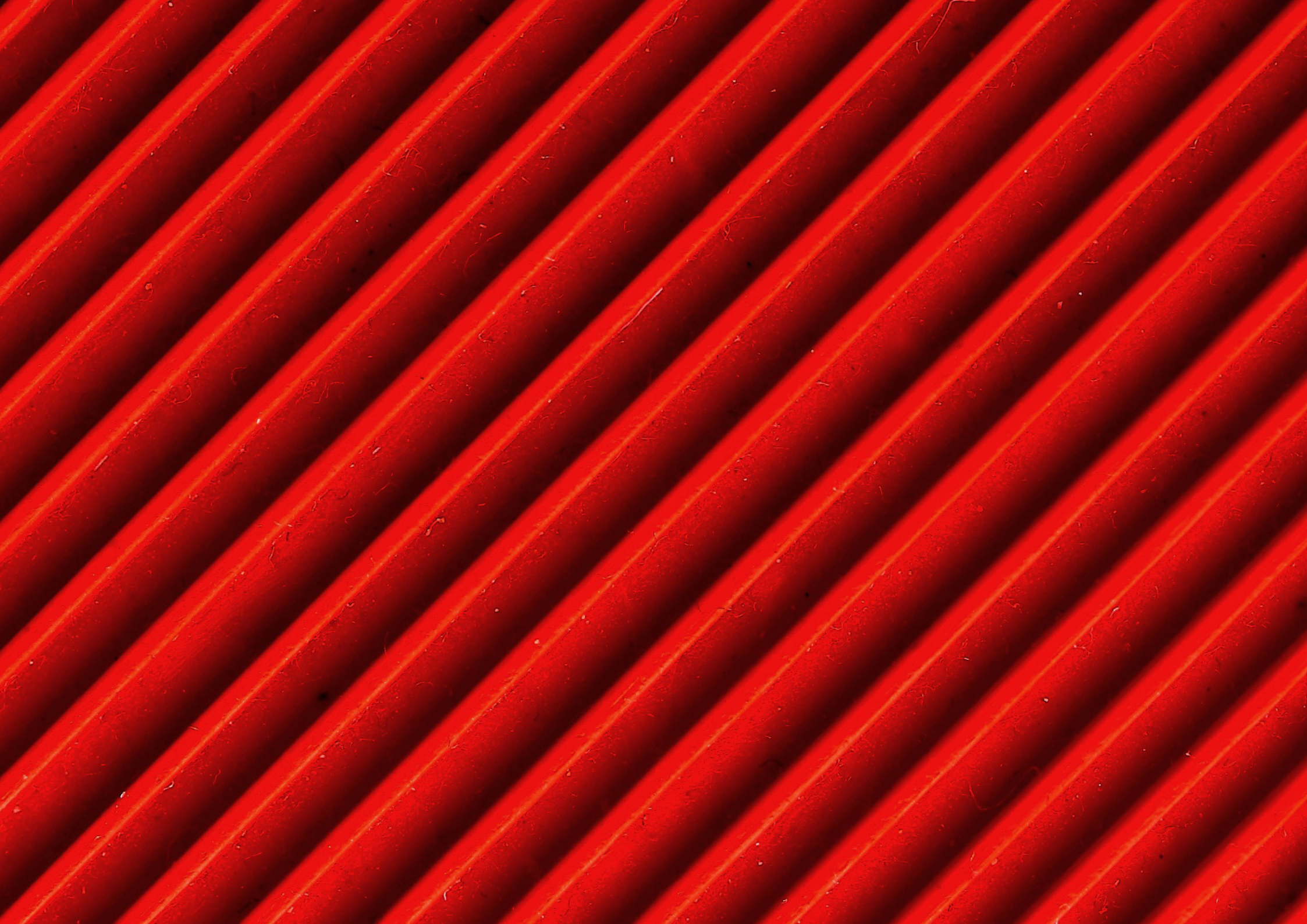

Stay awesome.

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.

Our Brand

Brand Essence

Our mission's brand is to make the people find their home. We sell not just a house, we sell home. This way are maximising and straighten the family comfort and living the life to the fullest. This gives the family a better community and peace of mind.

Brand Purpose

To bring to the world a lifestyle of convinience, warm, friendly and fun. An integrated real estate services business, Philly operates five business units providing residential property sales, property management, mortgage broking, auction services and career training.

What is our look and feel?

Energetic.
Passionate.
Minimalist.

The inspiration for Philly Property Management is passionate and energetic but bounded with a set of values. It is professional, dedicated and passionate. With the wood accents to keep it feeling warm, friendly and inviting.

Mood Board

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Our Logo

Logo Concept

Primary logo

Philly Property Management logo is a typeface with icon. The main lettering style has a serious and professional vibe. The icon 'P' 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 Philly Property Management 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.

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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.

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Minimum Size

The smallest logo should be represented is 50mm.

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Prohibited Use

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.

X A.

X B.

X C.

X D.

X E.

X F.

X G.

X H.

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Colour Guide

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C 0
M 0
Y 0
K 80

GREY
#575756

C 15
M 100
Y 100
K 0

RED
#E30613

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Colour Application

The colour usage for the Philly Property Management is fairly minimal. The logo will mostly be use in a white background or photo with accent.

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

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

A1.

A2.

B1.

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.

B2.

Typography

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Logo Typography

Font used:

Avant Guard - Bold

Avant Guard -Regular

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Fonts

Avant Guard - Bold

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

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

Regular Regular font to be used for body text.

Avant Guard - Regular

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

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 omnihitis demodigenda sim eum veligna tusdae di bea nis apientoresti con niandam, autem dolore eicatibus, iusandit quiderum restruntecae earchil mil ipis eum volore non nones aut ad ut enectis dio.

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Corporate Application

The rectangular logo should be used for all corporate communications.

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

See illustration above.

Business Cards

With Comp Slips

Letterhead

Lorem ipsum dolor sit amet,

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Massa ultricies mi quis hendrerit dolor magna. Tortor condimentum lacinia quis vel. Convallis a cras semper auctor neque vitae tempus. Justo eget magna fermentum iaculis eu non diam. Egestas tellus rutrum tellus pellentesque eu tincidunt tortor aliquam nulla. Nunc sed augue lacus viverra vitae congue eu consequat. Sed risus pretium quam vulputate dignissim. Tempus egestas sed sed risus pretium quam. Mauris commodo quis imperdiet massa tincidunt nunc pulvinar sapien et. Nec feugiat in fermentum posuere. Tincidunt vitae semper quis lectus. Elementum facilisis leo vel fringilla est ullamcorper eget nulla facilisi. Feugiat pretium nibh ipsum consequat nisl vel.

Amet mauris commodo quis imperdiet massa tincidunt nunc pulvinar. Congue eu consequat ac felis donec et odio pellentesque. Curabitur gravida arcu ac tortor dignissim convallis aenean. Vel fringilla est ullamcorper eget nulla facilisi etiam. Dignissim enim sit amet venenatis urna cursus. Sit amet est placerat in egestas erat imperdiet. Pulvinar neque laoreet suspendisse interdum consectetur libero id. Viverra aliquet eget sit amet tellus cras adipiscing enim. Dui faucibus in ornare quam viverra. Volutpat maecenas volutpat blandit aliquam etiam. Euismod elementum nisi quis eleifend quam adipiscing vitae. Diam ut venenatis tellus in metus vulputate eu scelerisque. Nibh mauris cursus mattis molestie a iaculis at erat.

Elementum pulvinar etiam not gravida cum sociis natoque penatibus et. Lacus sed viverra tellus in hac. Fringilla phasellus faucibus scelerisque eleifend. Augue interdum velit euismod in pellentesque. Orci phasellus egestas tellus rutrum. Risus nec feugiat in fermentum posuere urna nec tincidunt. Ac auctor augue mauris augue neque gravida in. Semper risus in hendrerit gravida rutrum quisque non tellus. Ali-

Ekementum
Nunc sed augue lacus viverra

1/22 Varley St, Yeerongpilly, QLD, 4105

Corporate Folder

Photo Signboards

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

Logo
Horizontal version (Full color)
Colour: Red

Property Images
Variations 1 or 3 images

Type of Sale
Variations: Auction/Sale
Font weight: Regular
Colour: Red

Icons
Font weight: Regular
Colour: White

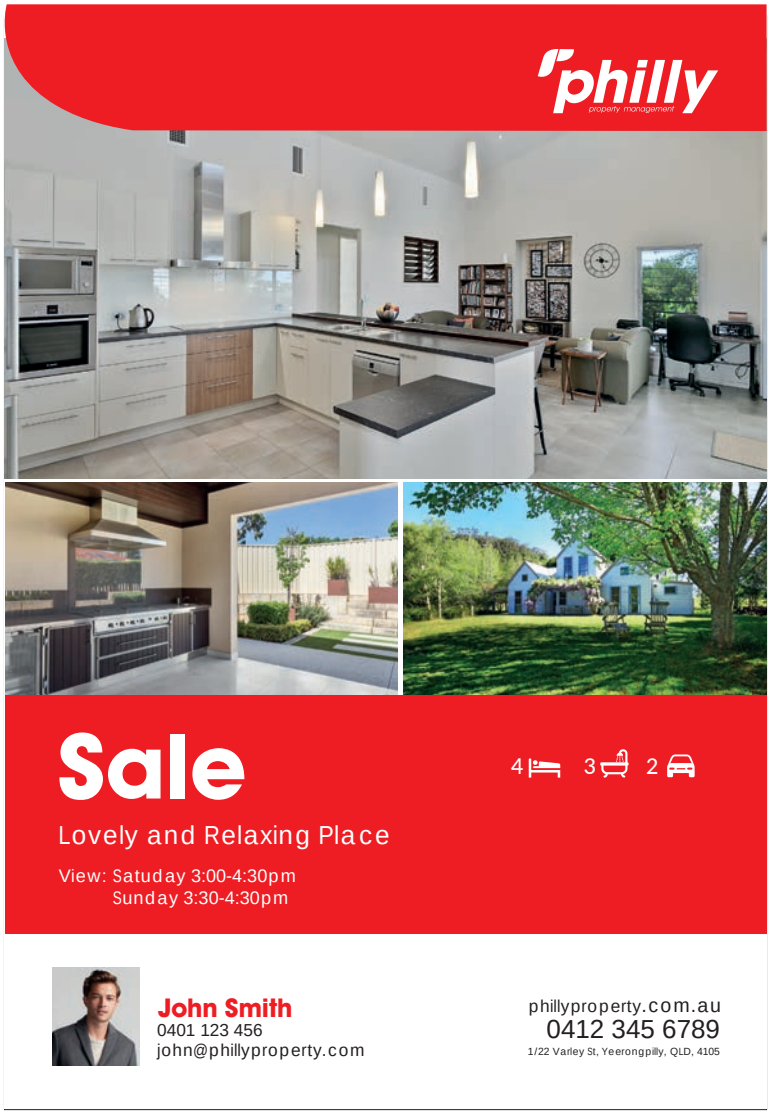
Headline
Font weight: Regular
Colour: White
Max # lines: 1
Max characteer count: 50

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



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: White

Type of Sale

Variations: Auction/Sale

Font weight: Bold

Colour: White

Icons

Font weight: Regular

Colour: White

Headline

Font weight: Regular

Colour: White

Max # lines: 1

Max characteer count: 50

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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!

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