

Strickland
estate agents



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Stay loyal.

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.

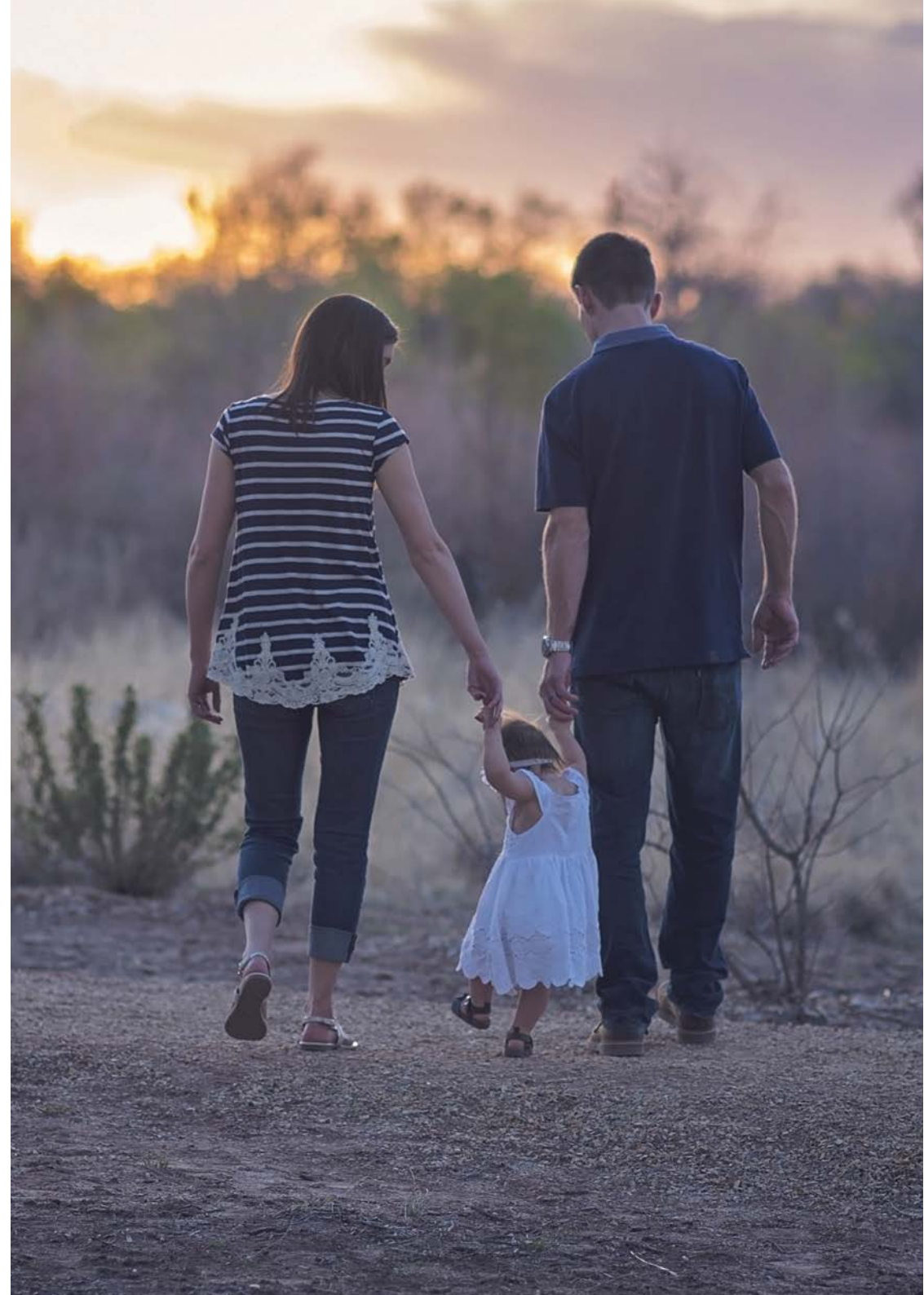


**Our
Brand.**



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 convenience, warm, friendly and fun.

An integrated real estate services business, Strickland operates five business units providing residential property sales, property management, mortgage broking, auction services and career training.

What is our look and feel?

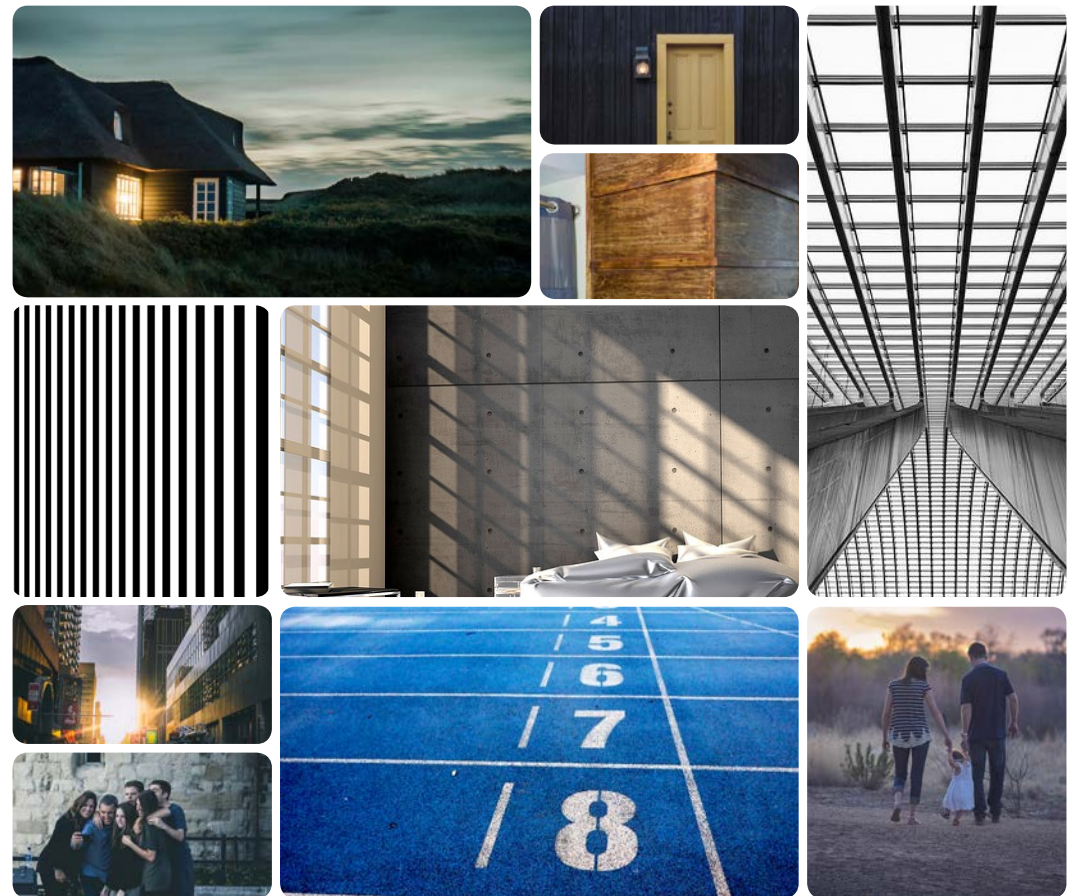
Energetic.

Friendly.

Minimalist.

The inspiration for Strickland Real Estate is comfort and playful 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



Our
Logo.



Logo Concept

Primary logo

Strickland Real Estate logo is a typeface.

The main lettering style has a serious and professional vibe. The extended “L” symbol for going beyond the expectation it gives the feeling of over the limits. 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 Strickland 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.

The logo features the word "Strickland" in a bold, sans-serif typeface. A vertical line extends from the top of the letter 'l' down to the baseline, creating a distinctive icon. Below "Strickland", the words "estate agents" are written in a smaller, lowercase, sans-serif font.

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.





Minimum Size

The smallest logo should be represented is 50mm.

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.

**Colour
Guide.**



C 0
M 0
Y 0
K 100

Black

#1D1D1B

Colour Application

The color usage for the Strickland 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.

A1.



A2.

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.

Typography.



Logo Typography



Fonts

Circular Std

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Bold

Bold to be used for heading.

Regular

Regular font to be used for body text.

Century Gothic

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Lorem Ipsum

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esti diciis aliquo modiciust, sitasperupta suntur aut aliquiat
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aut ad ut enectis dio.

**Corporate
Applications.**



DL Cards
& Envelopes

Business Cards



The rectangular logo should be used
for all corporate communications.

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

See illustration above.



With Comp Slips

Letterhead

Strickland
estate agents

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

Corporate Folder



Photo Signboards

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

Logo

Horizontal version (Full color)

Colour: Black

Property Images

Variations 1 or 3 Images

Type of Sale

Variations: Auction/Sale

Font weight: Regular

Colour: Black

Icons

Font weight: Regular

Colour: White

Headline

Font weight: Regular

Colour: White

Max # lines: 1

Max character 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

Strickland
estate agents



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

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 character count: 50

Strickland
estate agents

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

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:



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Sale

4 3 2

Lovely and Relaxing Place

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

Sold!

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