

**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?

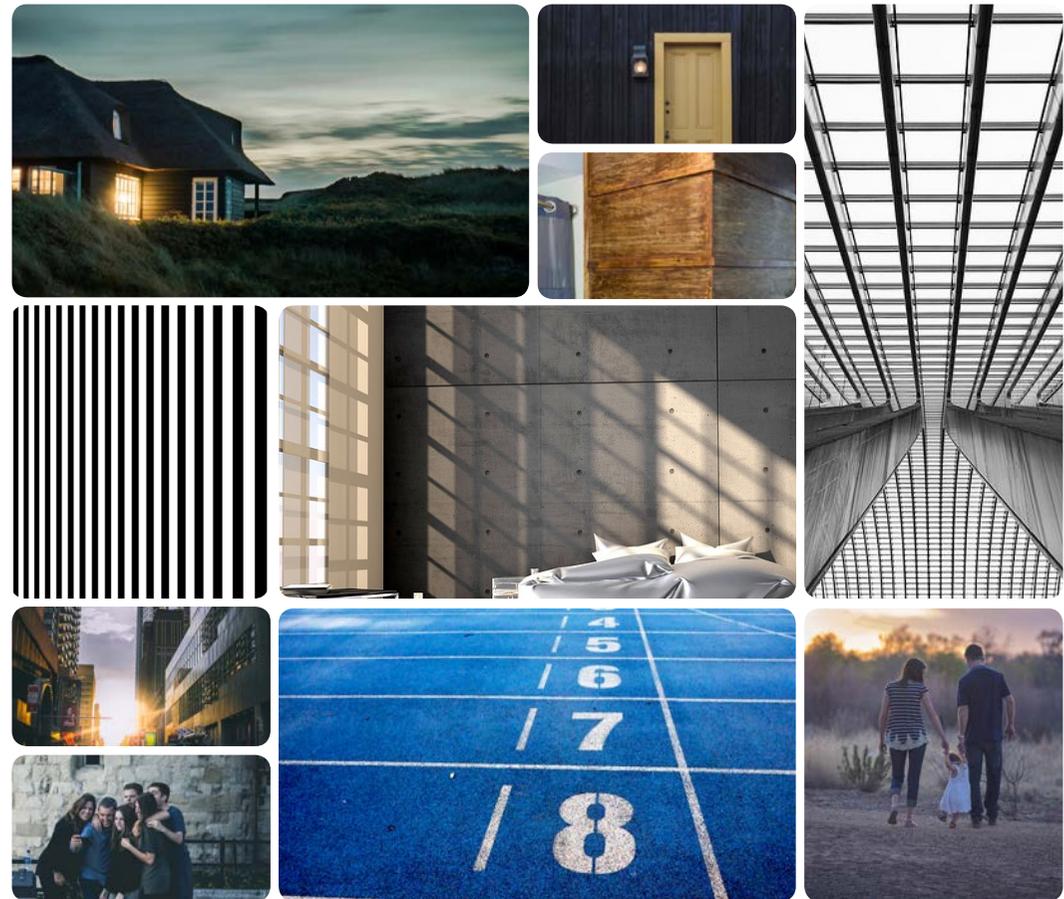
Energetic.

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. The letter "l" in "Strickland" is significantly extended to the right, acting as a vertical separator between "Strick" and "land". 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.

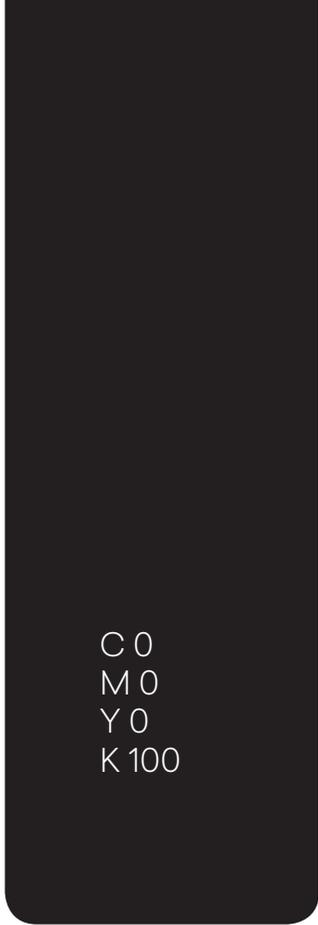
F. Don't add unofficial graphics to the logo.

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

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



**Colour  
Guide.**



C O  
M O  
Y O  
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

Font used:

- Circular Std Book
- Circular Std Bold
- Century Gothic Regular

# Fonts

## Circular Std

**Bold**      **ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvqxyz**  
**1234567890!@#\$\$%^&\*()**

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

Regular      Regular font to be used for body text.

## Century Gothic

Regular      **ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvqxyz**  
**1234567890!@#\$\$%^&\*()**

### Lorem Ipsum

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**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

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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-

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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:



**Strickland**  
estate agents

# Sale

4 3 2

Lovely and Relaxing Place

**Sold!**

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

