BRAND IDENTITY VISUAL IDENTITY

### REAL ESTATE STATIONARY

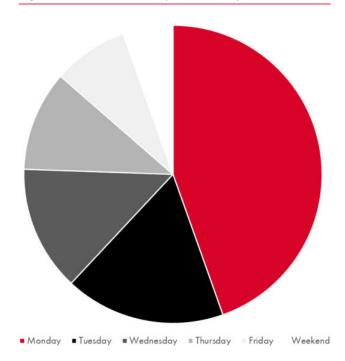
### COMMUNICATIONS PHOTOGRAPHY

**APPENDICES** 

# CONTENTS

BRAND IDENTITY	5
VISUAL IDENTITY	6
Logo	6
l Colour	13
l Typography	20
Ilcons	22
I Programme logos	23
REAL ESTATE	24
I House style characteristics	24
Customer Guiding System	32
I Partnership signage	46
I EV charging	51
I A1 frames	54
STATIONARY	56
I Digital stationary	56
I Printed stationary	58
COMMUNICATIONS	63
I Tangible guidelines	63
Digital guidelines	71
I Tools	73
l Jargon	75
I Marketing Communications Code	76
I Tone of voice	77
I Punctuation	78
PHOTOGRAPHY	79
APPENDICES	98
GLOSSARY	104

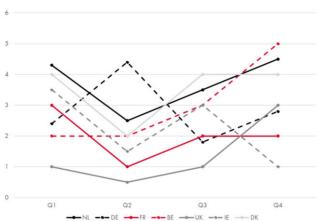
Figure 25: Pie chart example - 6 data points



# Colour scheme - 7 data points (customise)

- Play with colour black, red and grey
- Play with line weights and dashes
- I Additional grey tones:
  - Mid-dark grey RGB 135-135-135
  - Mid-light grey RGB 215-215-215

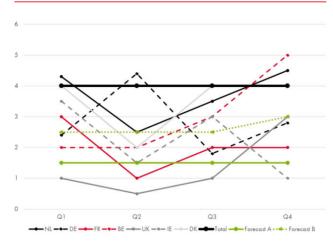
Figure 26: Line graph example - 7 data points



## Colour scheme - z data points (customise)

- Play with colour black, red, grey and green
- I Play with line weights and dashes

Figure 27: Line graph example - z data points



### **RGB** overview

Q-Park Microsoft Office Applications have a default colour theme. If you need more colours:

Select ... More colours (in Font colour, Shape Fill or Shape Outline)

Select ... Colour model RGB\*

Fill out R, G and B numbers of desired colour

Select ... Custom tab

Colours	R	G	В	
	Standard			
Red	217	3	39	
Black	0	0	0	
Dark grey	90	90	90	
Mid grey	180	180	180	
Light grey	240	240	240	
	Customised			
Mid-dark grey	135	135	135	
Mid-light grey	215	215	215	
Green	139	182	17	
Blue	0	56	123	

ī

<sup>\*</sup> RGB is a colour scheme for your monitor, the three colours Red, Green and Blue produce over 16 million hues of light (if you need other colour schemes such as CMYK, PMS, RAL, HEX of 3M – click here).