

---

# CONTENTS

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

---

# PUNCTUATION

## Type A - items as independent full sentences

The introductory sentence terminates in a colon that introduces a vertical list. Each of the items in the list is a complete sentence that stands independently, opening with an uppercase letter and concluding in a full stop.

These are the basic house rules:

- I Animals are not allowed on the property.
- I Vehicles must be parked in the allocated bays.
- I Household refuse must be placed in the refuse yard on Monday evenings.
- I Residents must not disturb the peace after 22:00.

## Type B - items as run-on, incomplete sentences

The introductory sentence terminates in a colon that introduces a vertical list. Each item is required to run on from and complete the introductory sentence. Each therefore opens with a lowercase letter and concludes in a semicolon, except for the final item.

The basic house rules require residents (whether owners or tenants):

- I not to allow animals onto the property;
- I to park their vehicles only in the allocated bays;
- I to place their house refuse in the refuse yard on Monday evenings;
- I not to disturb the peace after 22:00.

## Type C - items as single words or brief phrases (sentence fragments)

In such lists, the introductory sentence terminates in a colon and each item opens with a lowercase letter, with no end punctuation except for the final full point.

Legislation will be effective only if it is:

- I reasonable
- I closely monitored
- I comprehensive
- I strictly enforced.

Where possible, choose a system and be consistent in its usage throughout a manuscript; however, in a publication with many diverse lists it may be better to allow all three types rather than to impose an artificial uniformity. Do not allow end-punctuation systems in vertical lists inconsistently.