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

# DIGITAL GUIDELINES

## Online advertising

## **Bannering**

### Website

## **Social**

## Job advertisements

A case study to recruit KE@Work students for two Business Intelligence projects.

