creating a strong visual identity

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EG Group Branding Style

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INTRODUCTION 01

EG Group Branding Style Guide

A firm foundation

A Brand is the foundation upon which a successful business is built. So, it's paramount that we put the right building blocks in place to make it strong.

These guidelines will help you

Whether you're putting together on an advert, designing a brochure, submitting a proposal, writing a report, or even composing a letter, use this as a toolkit – a place where you can find everything you need to promote our visual identity.

step by step

What exactly is a brand?

A brand isn't a logo, a colour, a typeface or an advert. It's all these things and more.

The Estates Gazette Group brand is composed of all the different experiences people have with us, be it a brochure, a letter, a phone call, reception lobby or face to face meeting. As its heart must be a clear positioning, the template against we measure everything we do.

Why is a brand so important?

It demonstrates what's special about us and why customers should choose us rather than one of our competitors. Used correctly, our visual and verbal identities are the symbols of what we stand for and, as such, help us be more efficient, attractive and competitive. As we grow to become an increasingly global business, it is evermore important to apply them clearly and consistently.

Why guidelines matter?

A brand is like a person; if it doesn't behave consistently, we don't believe it. It's the same for a brand. To build recognition, trust and loyalty, we must project a consistent image. EG Group has many people talking to many audiences in many places. These guidelines ensure that wherever we are and whoever we're talking to, it will always be clear for our customers to identify the linkage with the EG Group.

our positioning

the hard hat

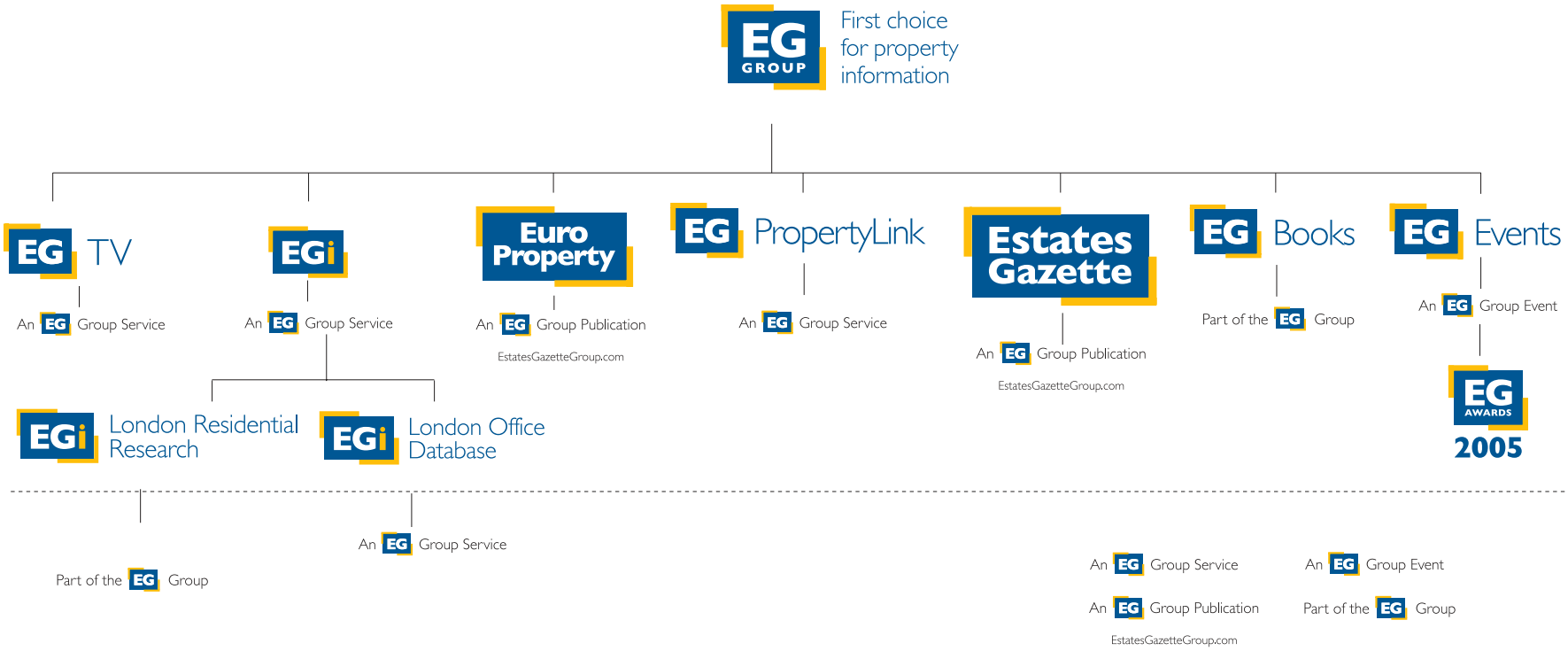
A brand is a bit like a hard hat. It protects you when you work. So make sure you pick it up before you start.

The EG Group brand encompasses who we are, what we stand for and why we are different. At its heart is our branding positioning. Use this as your guide when you're producing anything and as a benchmark if you are unsure.

We are a professional, multi-dimensional provider of world class information. We are genuinely different because of the depth of experience (dating back to 1858) that we can draw on; we always consider innovative ways to help meet our customers needs and objectives, we understand that our customers have a choice which they can and do exercise by buying our products and services, we always work within a set of values that ensures we live up to our vision –

'to become the first choice for property information through being the authoritative independent source of news, data and analysis in order to help our customers operate more effectively.'

EG Group family tree



our positioning

our values

Putting the client first

- Understanding our clients' needs;
- Responding promptly
- Always looking for ways to improve what we do; and
- Improving customer care

The quality of our people

- Employing the best;
- A commitment to training;
- Developing careers based on merit; and
- Rewarding achievement

Innovation and creativity in everything we do

- Encouraging ideas and acting on them;
- Questioning established thinking
- Embracing technology
- Not being afraid to try something new; and
- Investing in the future

A culture of openness and sharing

- Being honest with our customers and ourselves
- An open-book approach to business
- Sharing information to create efficiency; and
- Developing effective business relationships



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TOOLKIT 02

EG Group Branding Style Guide

Estates Gazette

LOGO AT 100%



clear space

Clear space is the minimum "breathing room" maintained around the EG brandmark. It should be kept free from graphics, text and other marks.

It also defines the minimum distance from the brandmark to the edge of the printed piece.

The clear space is represented by the use of the capital G of EG. This is then the white space which needs to be kept clear. The cap G at the bottom of the logo will also be the calculated space for the strapline to be slotted in.



width of CAP G = 10.5mm in both directions or 42pt

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Estates Gazette

Small (sml)



Medium (med)



Large (lge)



minimum size

Minimum size refers to the smallest dimensions allowed for brandmark versions. The minimum size included here should accommodate most applications, but whatever the reproduction technique, be sure our signature is never smaller than what can be clearly executed. Applications such as the web, signage or merchandise may require larger sizes. In this case, always refer to the eps vector file.

NOTE – Every brandmark comes with three sizes, small medium and large. Choose an appropriate size brandmark accordingly. If in doubt, please contact the Creative department.

unacceptable uses



Never substitute type in the brandmark



Never alter the colours in the brandmark



Never add elements inside the brandmark



Never rearrange the elements of the brandmark



Never tilt the brandmark



Never distort the shape of the brandmark



Never distort the shape of the brandmark



Never put other words or phrases inside the brandmark



Never add elements over the brandmark



Never alter the shape of the brandmark in any way



Never alter the shape of the brandmark in any way

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EG Group

logo – full colour

The full-colour version of the EG Group is the primary brandmark of the identity system. It is strongly recommended that this verion be used in branded applications whenever possible.

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Pantone (2 colour), CMYK (full colour) and RGB reproduction files are also available for specific application requirements.

NOTE – As one of our most important assets, the brandmark must always appear as shown on this page or in one of the colour variations described in these guidelines. Never attempt to redraw the brandmark or add another graphic element to its presentation.

1 colour





NOTE – These brandmarks should never appear on a website, four-colour brochure, advertisement or any other application where another brandmark is appropriate.

One colour brandmarks may not be reproduced in any colour other than the specified EG black or white reversed out of the specified EG Blue.

Estates Gazette

logo – full colour

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Estates Gazette

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Estates Gazette

Estates Gazette

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Euro Property

logo – full colour

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Euro Property

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logo – full colour

The full-colour version of the EGi is the primary brandmark of the identity system. It is strongly recommended that this verion be used in branded applications whenever possible.



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EGi London Office Database

logo – full colour

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EGi London Office Database

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EGi London Residential Research

logo – full colour

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EG TV

logo – full colour

The full-colour version of the EG TV is the primary brandmark of the identity system. It is strongly recommended that this verion be used in branded applications whenever possible.

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EG PropertyLink

logo – full colour

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EG Books

logo – full colour

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EG Events

logo – full colour

The full-colour version of the Estates Gazette is the primary brandmark of the identity system. It is strongly recommended that this verion be used in branded applications whenever possible.



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EG Awards

logo – full colour

The full-colour version of the EG Awards 2005 is the primary brandmark of the identity system. It is strongly recommended that this verion be used in branded applications whenever possible.

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straplines

logo – full colour

The full-colour version of the strapline is the primary brandmark of the identity system. It is strongly recommended that this verion be used in branded applications whenever possible.

An EG Group Event

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1 colour

An EG Group Event

An EG Group Event

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straplines

logo – full colour

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An EG Group Publication

EstatesGazetteGroup.com

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An EG Group Publication

EstatesGazetteGroup.com

An EG Group Publication

EstatesGazetteGroup.com

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straplines

logo – full colour

The full-colour version of the strapline is the primary brandmark of the identity system. It is strongly recommended that this verion be used in branded applications whenever possible.

An EG Group Service

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1 colour

An EG Group Service

An EG Group Service

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straplines

logo – full colour

The full-colour version of the strapline is the primary brandmark of the identity system. It is strongly recommended that this verion be used in branded applications whenever possible.

Part of the EG Group

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1 colour



Part of the EG Group

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SUPPORT ELEMENTS 03

EG Group Branding Style Guide

typography

Gill Sans Alt One MT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans Alt One MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans Alt One MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans Alt One MT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

fonts

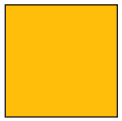
There is one standardized typeface that has been chosed to represent the EG Brand Identity. This is to be used on all printed and online communications. This font has been chosen because of its easy legibility and it conveys a personality which is consistent with our brand. Only use the weights and styles shown on this page.

NOTE – Restrictions apply to copying font software for use by a service provider. you are required to comply with apllicable copyright law and the terms of your license agreement. For font software licensed from Adobe. your license agreement provides that you may take a copy of the font(s) you have used for a particular file to a commercial printer or other service provider, and the provider may use the font(s) to process your file, provided the provider has informed you that it has the right to use that particular software. For other font software, please obtain permission from your vendor.

colour palette



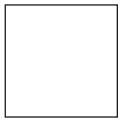
EG BLUE
PANTONE 280C
C=100 **M**=72 **Y**=18 **K**=0
R=0 **G**=88 **B**=148
Web Hex # 005894



EG YELLOW
PANTONE 130C
C=0 **M**=27 **Y**=100 **K**=0
R=254 **G**=190 **B**=16
Web Hex # FEBE10



BLACK
PANTONE 419C (rich black for 3 colour job)
C=29 **M**=0 **Y**=36 **K**=100
R=3 **G**=24 **B**=13
Web Hex # 03180D



WHITE
C=0 **M**=0 **Y**=0 **K**=0
R=255 **G**=255 **B**=255
Web Hex # FFFFFF

colour specifications

It is important that the EG Branding is maintained with a consistent appearance of the brand mark /logo across various media types and materials. Using colours consistently in all communications will strengthen brand recognition, create impact and differentiate our brand from the rest.

The EG Brand colour palette is comprised of colours used in the EG brandmark/ logo. On this page you will find specification breakdowns for reproducing the EG colours in a variety of ways. We also have included a black and white which is to be used in one-colour (mono) scenarios.

NOTE – The colours shown on this page and throughout this manual have not been evaluated by Pantone, Inc, for accuracy and may not match the PANTONE Colour Standards. For accurate PANTONE Colour Standards, refere to the current edition.

artwork finder

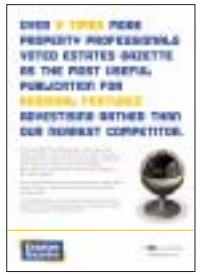
4 colour process Refer to EG Brand colour palette for colour specifications **File name: EG_4c_lge_vrsn9.eps**	
2 colour spot Refer to EG Brand colour palette for colour specifications **File name: EG_spot_lge_vrsn9.eps**	
RGB colour (Red, Green, Blue) Web/Screen only) Refer to EG Brand colour palette for colour specifications **File name: EG_rgb_lge.jpg**	
1 colour Refer to EG Brand colour palette for colour specifications **File name: EG_blk_lge_vrsn9.eps**	
Reversed Out White Refer to EG Brand colour palette for colour specifications **File name: EG_wht_lge_vrsn9.eps**	

Reproduction artwork for the EG Brand is available for both Mac and PC in eps format.

Files have been named sml, med, lge for different uses (please see minimum size page in Toolkit section) The files are available on the EG Brand Identity Guidelines CD. Please ensure you use the file name next to each brandmark variation to properly identify the file you need.









the band

The band should be featured at the bottom of every advertisement. This area is for the sole use of the product brnadmark being advertised and its associated strapline. Depending on the size of the advertisment a general rule using the cap height of the 'G' (except in Euro Property where the 'P' is used) will give you the measurement needed to correctly place the brandmark from the edge of the ad.

The strapline also uses the measurement of the 'G' cap height but then centres itself against the height of the brandmark.



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SAMPLE APPLICATIONS 04

EG Group Branding Style Guide