

optimum

BRANDING GUIDELINES

LOGOTYPE A DESCRIPTION OF THE MAIN LOGO, INCLUDING THE COLOUR BREAKDOWNS

COLOUR USE HOW TO SUPPORT THE BRAND WHEN USING COLOUR

SAFE AREAS/MINIMUM SIZE HOW TO DEAL WITH LOGO POSITIONING AND SIZE

SINGLE COLOUR LOGOS THE USE OF THE LOGO ON NON-BRAND BACKGROUNDS

TYPEFACES THE TYPEFACE USED FOR OPTIMUM

BRANDING RULES BASIC RULES GUARANTEED TO MAINTAIN BRAND STRENGTH

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optimum Estate Agents

optimum Independent
Mortgage Advisers

optimum Independent
Financial Advisers

TO ACHIEVE THE GREATEST IMPACT FROM
THE BRANDING THESE VERSIONS MUST BE
USED AT ALL TIMES ACROSS ALL MEDIA.
POSSIBLE EXCEPTIONS DUE TO PRESS
LIMITATIONS ARE SHOWN IN 1.3 & 1.4

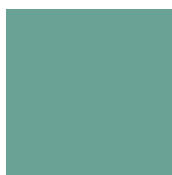
LOGO

BOLD, CONFIDENT USE OF FLAT COLOUR AREAS THROUGH ALL COMMUNICATIONS WILL HELP TO STRENGTHEN THE MESSAGE OF THE BRAND. THESE BRAND COLOURS REINFORCE THE CLEAN, MODERN AND CONFIDENT LOOK.

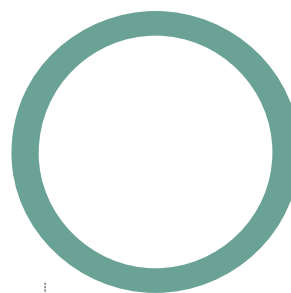
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PANTONE® 3435 U
PROCESS COLOUR
100c 81y 66b
RGB COLOUR
124 G 145 B 208
HTML VALUE #00301C



PANTONE® 556 U
PROCESS COLOUR
45c 31y 27b
RGB COLOUR
R 102 G 152 B 121
HTML VALUE #669879



ADDITIONAL BRANDING DEVICE
Can appear solid or reversed out.
To be used sparingly as a bullet
point.

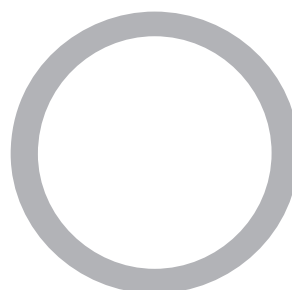
LOGO

THE LOGO IS THE CENTRAL FOCUS OF THE BRAND. IT IS SUPPLIED ON THE CD AS BOTH AN ADOBE ILLUSTRATOR® EPS AND A 72 DPI GIF FILE

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PROCESS COLOUR
80% black



PROCESS COLOUR
45% black

GREYSCALE POSITIVE

FOR USE IN A GREYSCALE ENVIRONMENT.



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Safe Area

Other than allied branding elements nothing should come within the X height of the logo all round.



Reversed Logo

A reversed logo is supplied for use in situations where similar tones in an image may lead to unclear branding. If the logo has to appear on a complex, multicoloured background the reversed logo should be used.

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Minimum Size

The logo must not appear smaller than the example above. This logo measures 25mm across.

LOGO

DO NOT ENCROACH UPON THE LOGO'S SAFE AREA. IT MUST STAND ALONE AT ALL TIMES AND NOT COMPETE FOR SPACE WITH OTHER ELEMENTS ON THE PAGE.

THE LOGO SHOULD NOT APPEAR ON THE SAME OR TONALLY SIMILAR BACKGROUNDS A REVERSED LOGO IS SUPPLIED FOR THIS PURPOSE

PROHIBITED USE OF LOGO



optimum Estate Agents never put their logo in a headline as it weakens the brand and it appears smaller than the recommended 25mm.

Avant Garde book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Imago book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Helvetica (in-house)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Typefaces

The typefaces shown on this page are for use in all print and TV media. For Optimum communications Helvetica is to be used at all times. See 2.4 for type settings and margins.

OTHER CONSIDERATIONS

- DON'T ALTER THE LOGO, REDRAW IT OR MOVE ELEMENTS WITHIN THE LOGO AROUND.
- DON'T OVERLAY THE LOGO WITH OTHER TYPE/LOGOS OR LOGOS AT ANGLES.
- DO NOT SPLIT THE COMPANY NAME OVER TWO LINES.
- UNDER NO CIRCUMSTANCES ARE OTHER COLOURS TO BE USED.



DIMENSIONS 90 x 55 mm

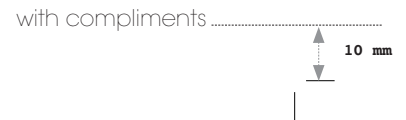
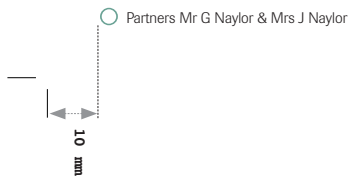
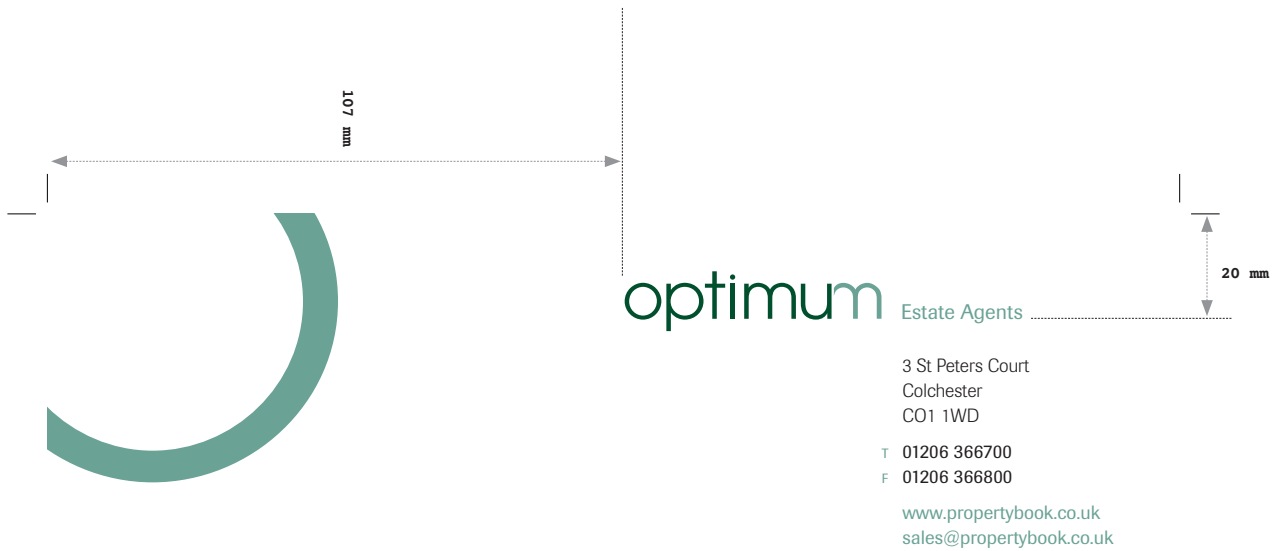
STOCK 335 gsm Grosvenor Ivory

NAME AVANT GARDE EXTRA LIGHT 8.5/9 PT
100% BLACK

POSITION AVANT GARDE BOOK 6/9 PT
100% BLACK

ADDRESS IMAGO LIGHT 6/8 PT
BLACK 100%

ONLINE IMAGO LIGHT 6/8 PT
PMS 556 U



DIMENSIONS 210 x 100 mm

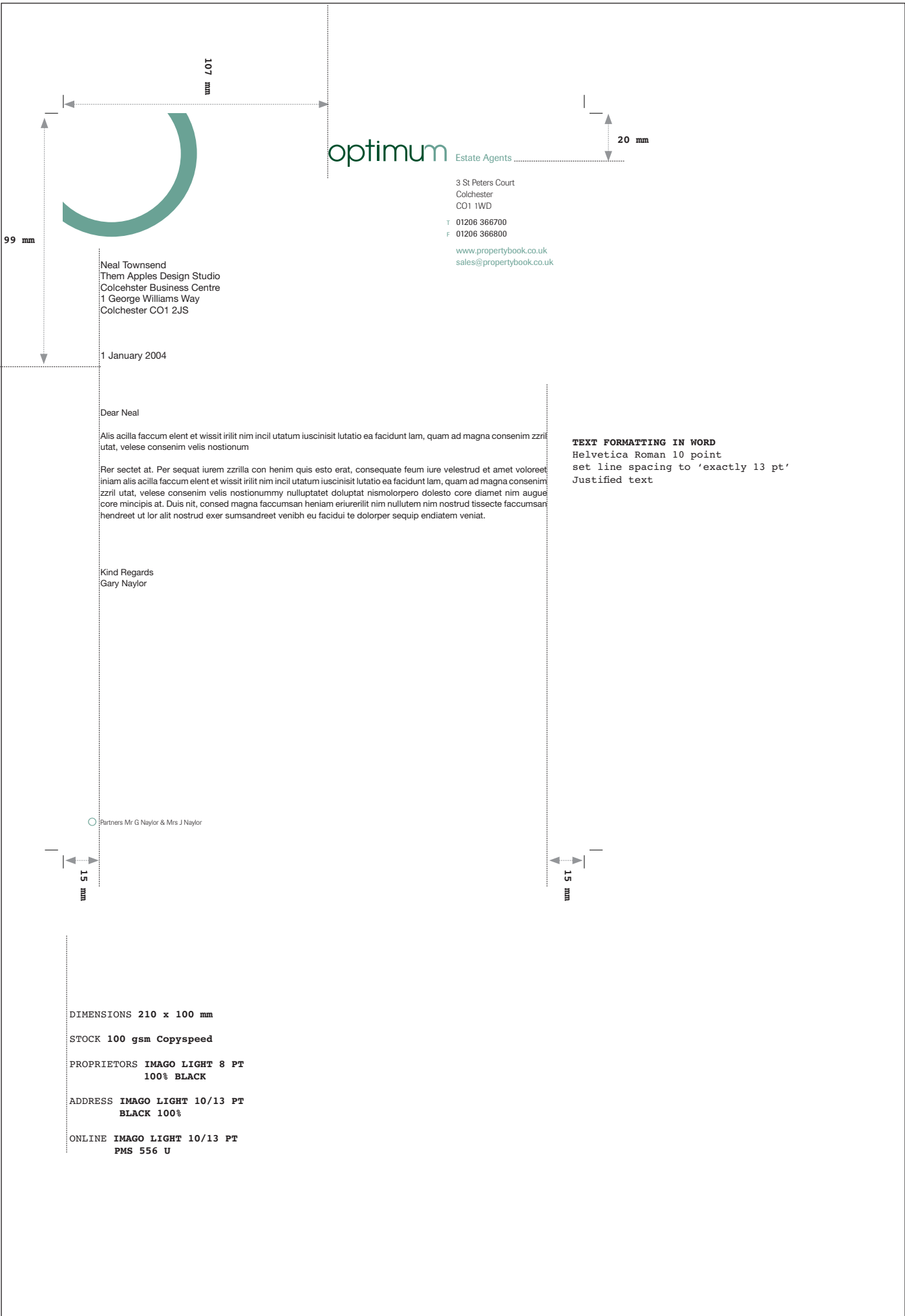
STOCK 100 gsm Copyspeed

PROPRIETORS IMAGO LIGHT 8 PT
100% BLACK

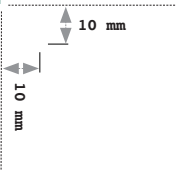
COMPLIMENTS AVANT GARDE EXTRA LIGHT 12 PT
100% BLACK

ADDRESS IMAGO LIGHT 10/13 PT
BLACK 100%

ONLINE IMAGO LIGHT 10/13 PT
PMS 556 U



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DIMENSIONS 210 x 297 mm

STOCK 100 gsm Copyspeed

PROPRIETORS IMAGO LIGHT 8 PT
100% BLACK



DIMENSIONS 85 x 55 mm

STOCK 5mm polyboard

POSTS white wood

ONLY USE ARTWORK SUPPLIED ON CD!

FOR SALE/SOLD BOARDS

THE FOR SALE AND SOLD BOARDS SERVE AS THE COMPANY'S MOST VISIBLE SYMBOL. TWO SEPARATE BOARDS ARE SPECIFIED RATHER THAN USING THE MORE TRADITIONAL SOLD SLIPS.



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