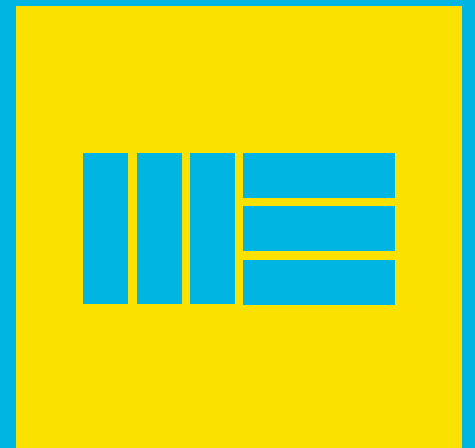


MONTAGU EVANS PRESENTS... OUR BRAND GUIDELINES

V1.0 JANUARY 2020



**MONTAGU EVANS
EXPLAINS...
WHO WE ARE**

TOGETHER WE ARE MONTAGU EVANS

OUR BRAND, OUR STORY

"Montagu Evans is a property consultancy. A partnership, that means the people that run the business do the work. That means we care. We're a group of people that are excellent individually and exceptional together. We're people that care about people, not just bricks and mortar. We care about our legacy. About spaces that people use to live, work, communicate and connect."

Together we are Montagu Evans.

**MONTAGU EVANS
EXPLAINS...
HOW WE LOOK**

THE IDENT

This is our ident. It's been at the heart of our brand for decades and is something we now use in isolation of the wordmark.



LOGO VS IDENT

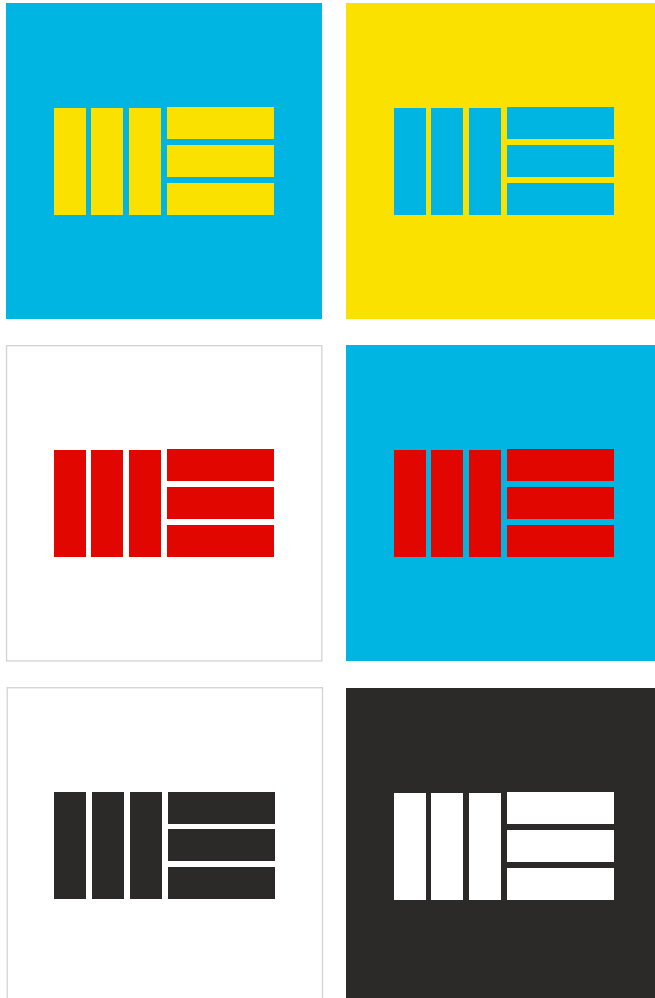
Our default is to always use the ident in any communications unless there are specific guidelines or formalities that requires our wordmark. We will also use the combined ident and wordmark if we're concerned that the target market / recipient doesn't know us well enough so the wordmark is necessary.



Ident



Logotype



IDENT FAMILY

The Montagu Evans brand is unique because we've created an identity system that can be dialled up or down depending on the audience. This is a sophisticated way of approaching the market and offers a more tailored experience.

The top two idents are the primary versions that we like to lead with. The other options are the secondary variations. The black and white idents are for times when you need a simple, yet high quality, mark.



LOGO FAMILY

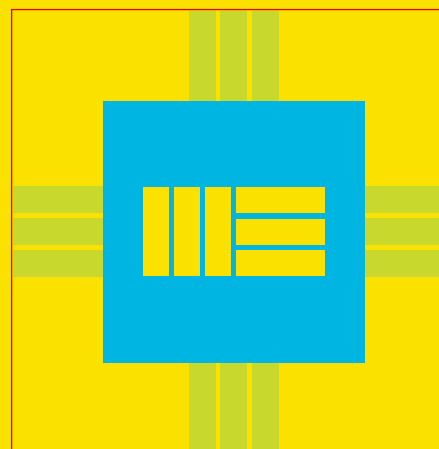
Like the ident, we have colour variations of the full logo too.

The top two logos are the primary versions that we like to lead with, while the black and white logos are for times when you need a simple, yet high quality, mark.

EXCLUSION ZONE

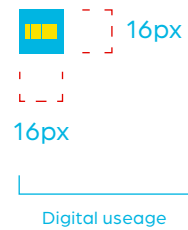
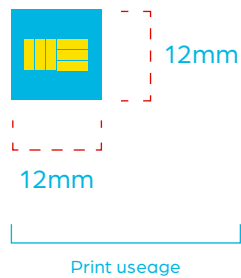
We have restrictions around leaving plenty of space around the idents to maintain quality and impact. The exclusion zone is the equivalent height and width of the 3 rectangles within the logo.

NB: We do not have set rules around the maximum required amount of space around the idents.

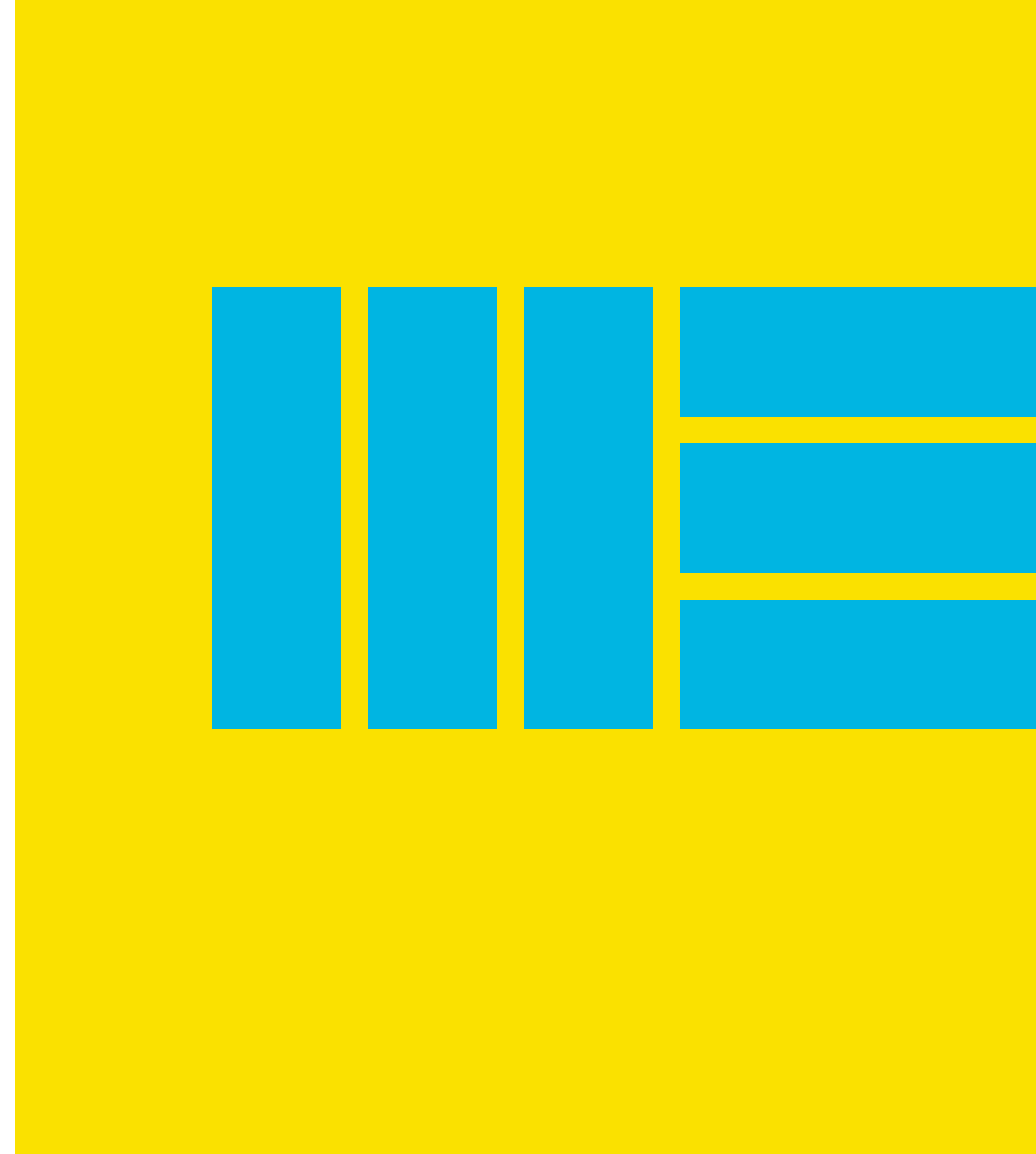


MINIMUM SIZE

We have restrictions around the minimum sizing of our idents or logos to ensure quality across all digital devices and print documents. We like to use our idents at bigger sizes than the ones stated below. These are for minimum size purposes only.



NB: We do not have set rules around the maximum size of the idents.



**MONTAGU EVANS
EXPLAINS...**

**OUR COLOUR
PALETTE**

PRIMARY COLOUR

PRIMARY COLOUR

SECONDARY COLOUR

SECONDARY COLOUR

SECONDARY COLOUR

COLOUR PALETTE

Our brand identity is made up of two primary colours and three secondary colours.

We have chosen this colour palette to be:

- Vibrant and bold
- Visually distinctive
- Represent being human and accessible

We've included a black and white back-up within our brand palette. This is only to be used at the discretion of the Marketing Team and will be employed into markets where we feel it is appropriate or to fulfill specific print / production requirements

R 0 G 181 B 226 • HTML 00B5E2 • C 75 M 0 Y 5 K 0 • PANTONE 306 C

R 250 G 225 B 0 • HTML FAE100 • C 0 M 0 Y 100 K 0 • PANTONE PROCESS YELLOW C

R 255 G 6 B 0 • HTML E10600 • C 0 M 88 Y 100 K 0 • PANTONE 2347 C

R 255 G 225 B 255 • HTML FFFFFFFF • C 0 M 0 Y 0 K 0

R 44 G 42 B 41 • HTML 2C2A29 • C 0 M 0 Y 0 K 100 • PANTONE PROCESS BLACK C

HOW WE USE COLOUR

Colour combinations

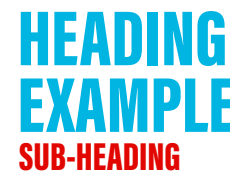
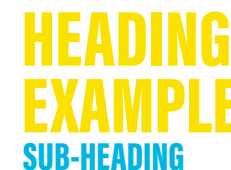
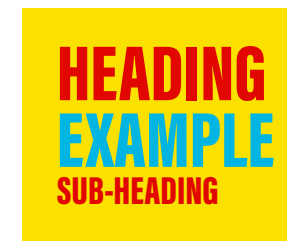
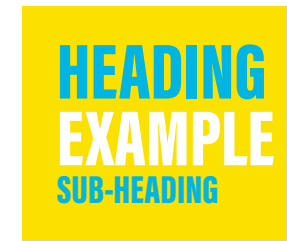
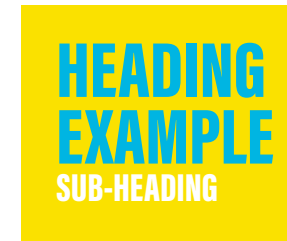
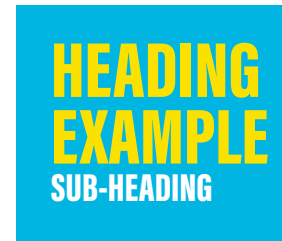
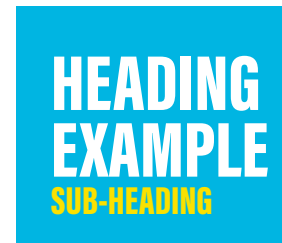
We have specific rules around which colours are used for certain background colours due to legibility. We do not like to mix the vibrant colours with the black and white palette.

In headlines

Where we have headlines across multiple lines, we like to use two colours from our palette, depending on the background colour. This allows us to use the colours to highlight important parts of the headline.

Backgrounds

We use flat solid colours in large blocks. We never use gradients.



**MONTAGU EVANS
EXPLAINS...
OUR FONTS**

A B C D E G

K L M N O

PRIMARY FONT...

**ACUMIN PRO EXTRA
CONDENSED BLACK**

PRIMARY FONT

This is the font we predominantly use across our brand and marketing materials. We use this font for all headings, sub-headings, testimonials, call to action links and text that we want to stand out.

The Acumin font family has multiple weights. We only use Acumin Pro Extra Condensed Black in uppercase format. This is an Adobe Originals font that can be activated with a Creative Cloud account. <https://fonts.adobe.com/fonts/acumin>.

Internal Montagu Evans staff should speak to the marketing team before downloading this font.

ACUMIN
PRO EXTRA
CONDENSED
BLACK

Tracking 0

A B C D

E G H I J K L

Secondary
font...

Arboria

SECONDARY FONT

This is the font we use across our brand and marketing materials for all body copy text, large copy instances and for examples when we need to balance smaller text against the larger, bolder primary font.

The Acumin font family has multiple weights. We only use Arboria Book and Aroria Bold, in sentence case format. This is an Adobe font that can be activated with a Creative Cloud account.

<https://fonts.adobe.com/fonts/arboria>

Internal Montagu Evans staff should speak to the marketing team before downloading this font.

Arboria
Arboria

Tracking 0 or 20

SYSTEM FONT

This is the microsoft font we use across our brand and marketing material that is created internally, as well as our formal and legal correspondences.

Headings and sub-headings should be Arial Bold, in uppercase format. All other copy should be Arial Regular in sentence case format.

ARIAL
Arial

Tracking 0

HEADING EXAMPLE ONE

HEADING EXAMPLE TWO

SUB-HEADING EXAMPLE

Headings and sub-heading should always be our primary font with the tracking set as 0.

The leading depends on the size of the heading but it should be kept tight.

We have multiple colour options for headings and sub-headings, depending on the background. Please see the colour section for more information.

Body copy example one

Lorem ipsum unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Body copy example two

- Lorem ipsum unde
- Omnis iste natus error sit voluptatem
- Accusantium doloremque laudantium
- Totam rem aperiam

Body copy should always be our secondary font. Tracking can be set as 0 or 20 to allow for better legibility on smaller areas of copy.

The leading depends on the size of the copy, but for legibility purposes, we like to ensure there is a good gap between the lines as the weight is quite thin.

Sub-headings within body copy should be bold, while the main body copy is the weight "book".

We have some rules around colour variations for body copy, depending on the background:

- Black or blue on white backgrounds
- White or black on blue background
- Black on yellow backgrounds
- White on blue or red backgrounds

TYPOGRAPHY USAGE

