



Landmark

BRAND GUIDELINES

2020

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LOGO VARIATIONS - STACKED

The stacked version is the primary logo. This version should be used wherever possible



STACKED LOGO- BRONZE HIGHLIGHT

Bronze highlight to be used where appropriate in print or digital formats



STACKED LOGO- BRONZE FLAT COLOUR

Full colour logo bronze or orange to be used wherever possible, when on a white or pale background



STACKED LOGO REVERSED - BRONZE HIGHLIGHT

Bronze highlight reversed to be used where appropriate in print or digital formats



STACKED LOGO REVERSED- BRONZE FLAT COLOUR

Reversed bronze flat colour to be used wherever possible on an orange or solid colour background

LOGO VARIATIONS - STACKED

The stacked version is the primary logo. This version should be used wherever possible



STACKED LOGO- ORANGE

Full colour logo bronze or orange to be used wherever possible, when on a white or pale background



STACKED LOGO- MONOTONE

Mono version in black – to be used on white or pale backgrounds when colour is not available



STACKED LOGO REVERSED - ORANGE

Reversed orange flat colour to be used wherever possible on an bone or solid colour background



STACKED LOGO- MONOTONE REVERSED

Mono version in white reverse to be used on dark background when colour is not available

LOGO VARIATIONS - HORIZONTAL

Use the horizontal version where space does not allow for the stacked logo



HORIZONTAL LOGO BRONZE-BRONZE HIGHLIGHT

Horizontal bronze highlight to be used where appropriate in print or digital formats



HORIZONTAL LOGO - BRONZE FLAT COLOUR

Full colour logo bronze or orange to be used wherever possible, when on a white or pale background



STACKED LOGO REVERSED - BRONZE HIGHLIGHT

Bronze highlight reversed to be used where appropriate in print or digital formats



STACKED LOGO REVERSED- BRONZE FLAT COLOUR

Reversed bronze flat colour to be used wherever possible on an orange or solid colour background

LOGO VARIATIONS - HORIZONTAL

Use the horizontal version where space does not allow for the stacked logo



HORIZONTAL LOGO - ORANGE FLAT COLOUR

Full colour logo bronze or orange to be used wherever possible, when on a white or pale background



HORIZONTAL LOGO - MONOTONE

Mono version in black – to be used on white or pale backgrounds when colour is not available.



STACKED LOGO REVERSED- ORANGE FLAT COLOUR

Reversed orange flat colour to be used wherever possible on an orange or solid colour background



STACKED LOGO REVERSED- MONOTONE

Mono version in white reversed to be used on dark backgrounds when colour is not available

BRAND ICON



BRONZE HIGHLIGHT



BRONZE FLAT COLOUR



ORANGE FLAT COLOUR



MONOTONE



BRONZE HIGHLIGHT



BRONZE FLAT COLOUR



ORANGE FLAT COLOUR

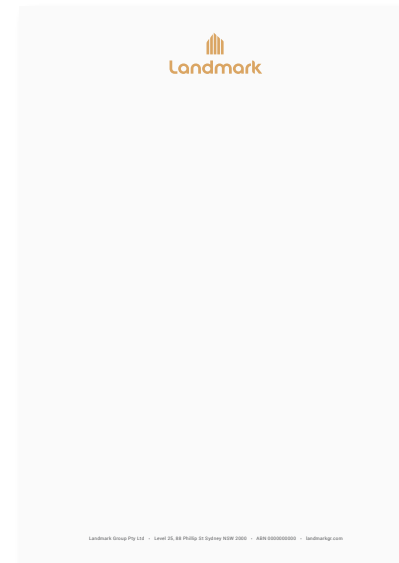


MONOTONE REVERSED

BRAND ICON



The Landmark icon may be used as a small device or large watermark to enhance branding.



LOGO - SPACE REQUIREMENTS



Clear space is the area around the Landmark logo that should be free of all other logos, symbols, text or other graphic elements.

LOGO - MINIMUM SIZE



25mm



25mm



3.5mm

Minimum size refers to the smallest size at which the Landmark logo may be reproduced and still maintain legibility. To ensure its legibility on print applications, the minimum reproduction size of the Landmark stacked logo (stacked and horizontal) is 25mm in length.

The logo should always scale proportionally and never be stretched or distorted in any way.

BRAND TYPEFACE

ROBOTO REGULAR

Roboto is an open-source, grotesque sans-serif typeface designed by Christian Robertson in 2011 and released through Google

Roboto is well suited to the Landmark brand. While encouraging a sense of playfulness, its versatile and legible nature make it an excellent typeface to suit all brand materials.

ROBOTO BOLD

Roboto is available in six weights—thin, light, regular, medium, bold and black—each with matching italics.

SIMILAR FONTS WHEN ROBOTO IS UNAVAILABLE

DIN
Akkurat

WEIGHTS AND STYLES

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Roboto - Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Roboto - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Roboto - Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Roboto - Bold

BRAND TYPEFACE

MICROSOFT APPLICATIONS

GADUGI REGULAR

Gadugi is the font selected to represent the brand in Microsoft applications, including, Word, Excel, Powerpoint and Outlook.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()

Gadugi - Regular

GADUGI BOLD

Gadugi is the font selected to represent the brand in Microsoft applications, including, Word, Excel, Powerpoint and Outlook.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()

Roboto - Medium

PARAGRAPH STYLING

MAIN HEADINGS ROBOTO REGULAR	UPPER CASE
SUB HEADINGS ROBOTO LIGHT	UPPER CASE
Body Copy -header Robto Bold	Sentence case
Body Copy Roboto Regular	Sentence case

ABOUT

Building our future communities

Landmark is rapidly becoming a leading name in the Sydney residential apartment market, recognised for its high-quality design and finish at an affordable price point.

In addition to developing apartments to sell to investors and owner occupiers, Landmark also develops apartments to hold and rent for the medium-to-long term; commonly referred to as build to rent.

Our fully integrated property model has been proven and refined over 20 years on dozens of projects across Sydney; from the upper and lower North Shores, to the Eastern Suburbs, the Shire and the Western suburbs.

Landmark creates superior value and returns through tightly controlling and leveraging the full residential apartment life-cycle.

Landmark

Corporate Profile

Typographical embellishments
Roboto Regular - Tracking 200

HEADLINES | ROBOTO REGULAR

Paragraph Header | Roboto Bold

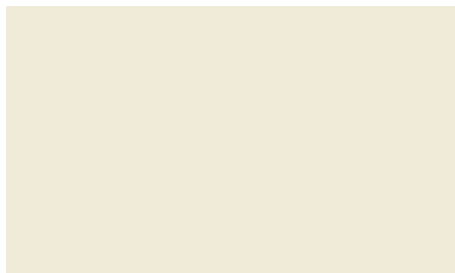
Paragraph Body Copy | Roboto Regular

COLOUR PALETTE

PRIMARY



PMS UNCOATED: 158 U
PMS COATED: 158 C
UNCOATED: C:5 M:73 Y:100 K:5
COATED: C:1 M:72 Y:100 K:7
R:214 G:96 B:44
HEX: d6602c



PMS UNCOATED: 9184 U
PMS COATED: 9184 C
UNCOATED: C:5 M:6 Y:14 K:0
COATED: C:5 M:6 Y:14 K:0
R:240 G:234 B:216
HEX: f0ead8



PMS UNCOATED: 2333 U
PMS COATED: 2333 C
UNCOATED: C:2 M:0 Y:0 K:70
COATED: C:66 M:55 Y:58 K:10
R:108 G:112 B:104
HEX: 6d6f71



PMS UNCOATED: 7563 U
PMS COATED: 7563 C
UNCOATED: C:0 M:30 Y:82 K:6
COATED: C:0 M:32 Y:87 K:8
R:205 G:163 B:101
HEX: cda365
GOLD FOIL: LUXOR KURZ - 420
BJ BALL API FOILS: 4007 - EUROPEAN GOLD

SECONDARY



PMS UNCOATED: 5155 U
PMS COATED: 5155 C
UNCOATED: C:11 M:34 Y:1 K:15
COATED: C:13 M:31 Y:2 K:8
R:174 G:154 B:174
HEX: b19fae



PMS UNCOATED: 501 U
PMS COATED: 501 C
UNCOATED: C:2 M:34 Y:11 K:4
COATED: C:1 M:39 Y:11 K:5
R:209 G:164 B:170
HEX: d1a4aa



PMS UNCOATED : 2187 U
PMS COATED: 2187 C
UNCOATED: C:100 M:38 Y:0 K:41
COATED: C:100 M:47 Y:0 K:48
R:47 G:104 B:146
HEX: 2f6892



PMS UNCOATED: 2177 U
PMS COATED: 2177 C
UNCOATED: C:35 M:0 Y:4 K:29
COATED: C:54 M:20 Y:24 K:3
R:133 G:160 B:166
HEX: 85a0a6



PMS UNCOATED: 563 U
PMS COATED: 563 C
UNCOATED: C:48 M:0 Y:26 K:0
COATED: C:54 M:0 Y:29 K:2
R:140 G:192 B:174
HEX: 8cc0ae

Note: When printing, colours may vary slightly based on printer and substrate. Where possible, tests should be conducted to verify the colour prior to approving a full print run.

PRINT FINISHES

Gold foil to be used on print materials wherever possible to enhance brand aesthetic. Materials such as business cards, brochures, direct mail and letterheads can utilise a gold foiled logo or brand icon as a premium finish. A printed version can be used in circumstances where foil is not possible



GOLD FOIL: KURZ LUXOR 420

Landmark



VECTOR GRADIENT

Printed CMYK use
Gold Patina logo file

Landmark



BUSINESS CARDS



Recommended stock for business cards:
Knight Smooth / Cream / 350GSM

GOLD FOIL: KURZ Luxor 420

ORANGE: Pantone 158 U

GREY FRONT: Pantone 2333 U

WHITE: Knight Smooth Cream

REVERSE TEXT: Pantone 2336 U

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LETTERHEAD

Recommended stock for letterhead:
Knight Smooth / Cream / 100GSM

Font: Gadugi for Microsoft application



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COMPLIMENT SLIP

Recommended stock for letterhead:
Knight Smooth / Cream / 100GSM



With compliments

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SIGNAGE - LAYOUT REQUIREMENTS

Section of 25m X 1.8m



Developed by Landmark lockup should always have sufficient space between to ensure elements are not visually overcrowded.

A good indicator to use is the text of the landmark logo inbetween the icon and 'developed by'. Sufficient clear space should also surround the lockup as indicated by the a above.





Landmark