

COHEN HANDLER

BRAND GUIDELINES

OUR LOGOTYPE

The Cohen Handler logotype has been created especially.
To insure quality and consistency are maintained, the logotype
must never be redrawn or recreated.

COHEN HANDLER

OUR LOGOTYPE ON CH GREY

The Cohen Handler logotype should be used predominantly reversed white out of CH Grey.

COHEN HANDLER

OUR LOGOTYPE ON WHITE

The Cohen Handler logotype can be used in CH Grey on a white background.

COHEN HANDLER

OUR MONOGRAM

The Cohen Handler monogram has been created especially. To insure quality and consistency are maintained, the logotype must never be redrawn or recreated.

The monogram is secondary to the logotype, and should only be used on applications where the logotype is too large to be legible at a small size. Eg: Social media 'squares', cuff links etc.

The logotype and monogram should never appear together on the same page.



OUR MONOGRAM ON CH GREY

The Cohen Handler logotype should be used predominantly reversed white out of CH Grey.



OUR MONOGRAM ON WHITE

The Cohen Handler logotype can be used in CH Grey on a white background.



MONOGRAM FOR SOCIAL MEDIA

The Cohen Handler monogram is to be used in this square format on social media platforms where branding is restricted to a square. Eg: Facebook, Instagram, Pinterest etc.



INCORRECT USAGE

Examples of incorrect logotype and monogram usage.

~~COHEN HANDLER~~

~~COHEN HANDLER~~

~~CH
COHEN HANDLER~~

~~COHEN HANDLER~~

~~CH COHEN HANDLER~~

~~CH~~

OUR COLOURS

Our primary brand colour is CH Grey.
The production specifications for print
and digital reproduction are shown here.

CH Grey is complemented by the
use of CH Green and white.

CH Green is to be used sparingly
and only as a highlight colour.

The colours shown throughout these guidelines are not intended to match
the PANTONE®Colour Standards. For accurate PANTONE®Colour Standards,
refer to the current edition of the PANTONE®Colour Formula Guide.
PANTONE® is a registered trademark of PANTONE®INC.

Coated Stock
Pantone®PMS Cool Gray 11 C

Uncoated Stock
Pantone®PMS 433 U

4 Colour Process
C44 M34 Y22 K77

RGB
R83 G86 B90

HTML
HTML 53565A

Coated Stock
Pantone®PMS 326 C

Uncoated Stock
Pantone®PMS 326 U

4 Colour Process
C81 M0 Y39 K0

RGB
R0 G178 B169

HTML
HTML 4ec3b3

OUR TYPEFACES

Our corporate typeface is ITC Legacy Sans.

Weights to be used are shown here.

The fonts can be purchased at <http://www.linotype.com/722/itclegacysans-family.html>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Sans Bold

OUR TYPEFACES

The italic version of ITC Legacy Sans Book and ITC Legacy Sans Medium can be used to highlight words or paragraphs.

The fonts can be purchased at <http://www.linotype.com/722/itclegacysans-family.html>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Sans Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Sans Medium Italic

OUR TYPEFACES

Examples of our typefaces and colours in use.

WELCOME TO THE BUYER'S SIDE. LET'S START PLANNING YOUR JOURNEY.

*We are a purpose driven property group at Cohen Handler.
We believe that for too long there has been a gross imbalance
in the market, with vendors being professionally represented
at every turn, leaving buyers at a distinct disadvantage
throughout the purchase process.*

*Our singular focus is offering buyers the professional
support they need to consistently achieve results well beyond
their expectations and it would be our pleasure to put this
commitment and expertise to work for you.*

“It was so fast and efficient I didn't even have time to get stressed and best of all I didn't have to talk to one single sales agent. Due to Tom's amazing negotiating skills he saved us between \$25,000 and \$60,000...maybe even more and we got a great property!”

Sophie and Rob, Newtown

“We have absolutely no hesitation in saying that bringing Robert in on our purchasing journey was the best decision we made.”

Ros and Bruce, Seaforth

“From start to finish the whole process exceeded our expectations. We could not ask for any more and would highly recommend Alex and the Cohen Handler team.”

Shelly and Kevin, Vaucluse

“His superior negotiation skills secured us our property which matched all of our requirements. The end result saved us a material amount of money and was a pleasurable experience rather than a stressful one. We highly recommend using Simon to purchase any properties.”

Ben Williams, Hong Kong

“Simon and Alexandra quickly grasped exactly what we were after and within a week had found that property for us. But it was in clinching the deal where their market expertise really shone through. They helped us keep a cool head while they skillfully negotiated the deal. We couldn't be happier.”

Karen and Len, Bondi Beach

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