



London Branding Guide

Martin & Co

London Branding Guide

Welcome to your new-look Martin & Co brand.

Upon completion of the Xperience acquisition in 2014, parties from Martin & Co and Ellis & Co agreed that our shared foothold in London would be best served by combining our brand names to sell our position as a joint market leader, essentially doubling each brand's size in the region.

We are confident that the partnership between Ellis & Co and Martin & Co will be a lucrative one, and one that is benefitted by combining the brands in this way.

Martin & Co **The Logo**

To deliver a strong and lasting brand that communicates professionalism and expertise, the reproduction of the Martin & Co London logos must always be consistent.

There are basically two logo types for use:

Martin & Co Logo - CENTERED

MARTIN&CO
Sales & Lettings

Martin & Co Logo - RIGHT

MARTIN&CO
Sales & Lettings

Variations of the Martin & Co Logo are strictly prohibited with the exception of the left aligned version for email signatures.

Martin & Co **Using The Logo**

Exclusion Zone:

The logo must always be surrounded by a clean area that is free from all other graphical elements with the only exception of the approved London Skyline. This area is known as the 'Exclusion Zone'.

The width of the Exclusion Zone is dictated by the ampersand. The Exclusion Zone also applies to the edge of the page.



The new Martin & Co logo has been created to be used on a white background or above the 40% black skyline only. There is no reversed version of the logo available.

Minimum Sizes:

The Martin & Co logo must never appear smaller than 35mm in width.

For online use, the minimum logo width should be 180 pixels. Logos that are required to be smaller than specified are available on request but are not for general use.

MARTIN&CO
Sales & Lettings

Minimum width
35mm or 180pixels

MARTIN&CO
Sales & Lettings

Printed Logo:

When the Martin & Co logo is used in print, a corresponding coloured band is required across the bottom of the page of which it is printed upon.

See the example below:

Standard templates for various sized documents are available from Tinstar Design.



Light grey block:

Left hand edge to align with left of ampersand.
Right had edge to be halfway between ampersand and C.

Light blue block:

Left hand edge to meet right had edge of grey block. Right had edge to align with right of O.

Dark blue band:

This should span the width of the page at 3mm high.

Variations of the Martin & Co Logo are strictly prohibited with the exception of the left aligned version for email signatures.

Martin & Co **Standard Footer**

A standard footer template has been created for use on Martin & Co artwork where applicable. The only part of the template that should be modified is the contact details for offices.

Typography:

The typography style and size that is used in the footer template should not be altered.

Logos:

Space should be made available when creating artwork to incorporate logos i.e. Rightmove, DPS, Ombudsman etc... These should not be placed into the footer area.

Skyline:

The colour, size and design the Martin & Co London skyline should not be altered in any form.

The example used here has been created with the longest London office name to display how the final artwork should look.



NOTE: This example is set up on a landscape A5 or A4 portrait document.
This area will increase if used on an A4 landscape document.



There is a process in place for the approval of all Martin & Co marketing materials. If you need further information or clarification on any aspect of the Martin & Co brand, please contact Lucy Wooldridge t: 01202 638945 e: lucy.wooldridge@martinco.com or Keren Moseley t: 01202 405544 e: keren.moseley@martinco.com.

Martin & Co **Colours**

CMYK - Print

DARK BLUE

100 Cyan
0 Magenta
10 Yellow
45 Black

LIGHT BLUE

50 Cyan
0 Magenta
5 Yellow
0 Black

LIGHT GREY

0 Cyan
0 Magenta
0 Yellow
40 Black

BLACK

0 Cyan
0 Magenta
0 Yellow
100 Black

RGB - Web

DARK BLUE

0 Red
104 Green
139 Blue
00688b

LIGHT BLUE

132 Red
207 Green
237 Blue
84cfec

LIGHT GREY

178 Red
178 Green
178 Blue
b2b2b1

BLACK

0 Red
0 Green
0 Blue
000000

Pantone

DARK BLUE

PMS 7468C

LIGHT BLUE

PMS 297C

LIGHT GREY

PMS 421

BLACK

PMS Black

BLISS LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ -=

BLISS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ -=

BLISS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ -=

BLISS EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ -=

*also includes italic font for each weight where required



PC Internal Fonts

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ -=

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ -=

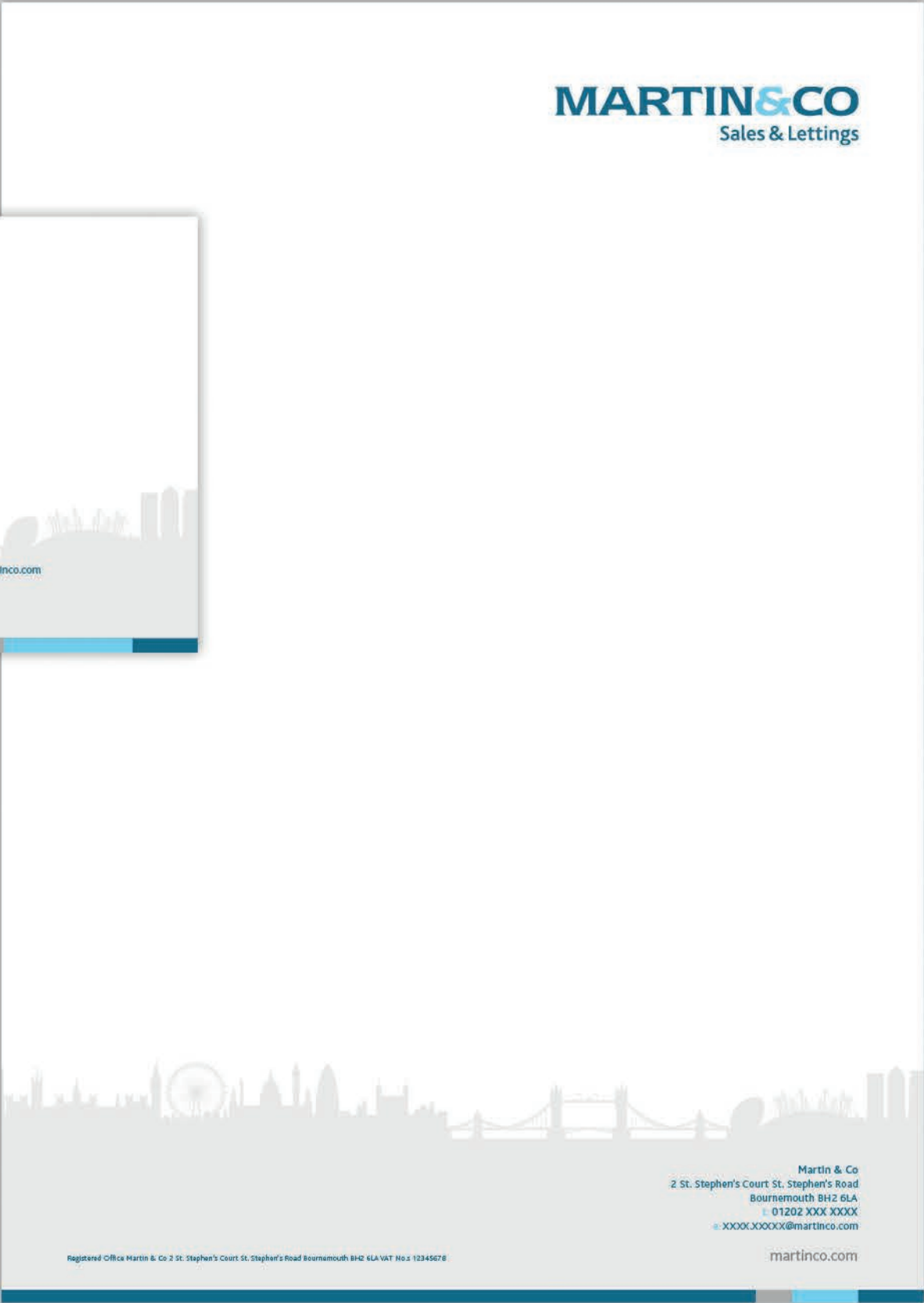
Arial Bold
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Arial Bold Italic
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Arial Black
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Martin & Co Stationery

All stationery is now branded under the new directives, and all the letterheads, business cards and compliments slips are all available on your Property Logic Hub.



Martin & Co **Boards**

To place your order for boards please contact Kremer Signs
on **01635 46125** (yes, it is a short number!)

SIZE: 813mm height
X 610mm width
SUPPLIED
WITH/WITHOUT
WHITE POSTS

MARTIN&CO

FOR **SALE**

012 3456 7891
martinco.com

MARTIN&CO

TO **LET**

012 3456 7891
martinco.com

SIZE: 180mm height
X 610mm width
SINGLE SIDED SLIP

SOLD
S.T.C

LET

Martin & Co **Car Wrap**

The preferred supplier arrangement is in place
with Joyce Design and 3M local vehicle wrappers.

Telephone: **01245 283 843**

E-mail: **katherine@joycedesign.co.uk**



Martin & Co Sales Particulars 2pp A4

You can use the Property Logic Digital Hub to access these and build via the new templates.





£Price

90 Walnut Terrace

MARTIN&CO

Sales & Lettings

Cover



90 Walnut Terrace

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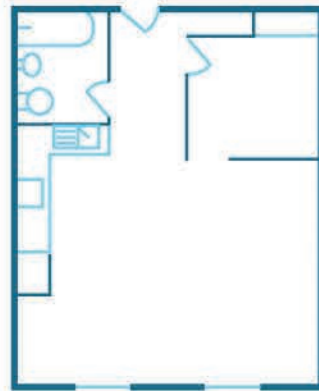
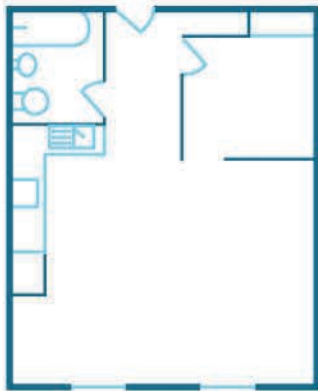
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Martin & Co OFFICE

01234 567 890

re: OFFICE@martinco.com w: OFFICE.martinco.com

Address 1, Address 2, POST CODE

MARTIN&CO

Sales & Lettings

Agents Note: Whilst every care has been taken to prepare these sales particulars, they are for guidance purposes only. All measurements are approximate and for general guidance purposes only and whilst every care has been taken to ensure their accuracy, they should not be relied upon and potential buyers are advised to recheck the measurements.

Back

Martin & Co Sales Particulars 2pp A5

You can use the Property Logic Digital Hub to access these and build via the new templates.



Cover

[Back](#)



Martin & Co Sales Particulars 4pp A4 Leaflet - V1

You can use the Property Logic Digital Hub to access these and build via the new templates.



Martin & Co OFFICE
01234 567 890
Address 1, Address2, Address 3, POST CODE
OFFICE@martinco.com OFFICE.martinco.com

MARTIN&CO
Sales & Lettings

£Price
90 Walnut Terrace

MARTIN&CO
Sales & Lettings

Front & Back

MARTIN&CO
Sales & Lettings

The Vendor of the property was asked why it's such a fantastic place to live;

"It's ere officis quibusam unem lam vero minton comita aut et veris alibero es te doluptas eat a volonupta cor sam, te dolupti volo dis mos conest dolorit molupta. Nequam quia non prem fugitis de rescimalo mossi dolorum fuga. Nam rehtuae.

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Welcome to XXXXXXXX

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A gentle reminder that while we have taken care to prepare these sales particulars, they are for guidance purposes only. All measurements are approximate and for general guidance purposes only and whilst every care has been taken to ensure their accuracy, they should not be relied upon and potential buyers are advised to check the measurements.

Centre Spread

Martin & Co Sales Particulars 4pp A4 Leaflet - V2

You can use the Property Logic Digital Hub to access these and build via the new templates.



Martin & Co OFFICE
01234 567 890
Address 1, Address2, Address 3, POST_CODE
OFFICE@martinc.co
OFFICE.martinc.co

MARTIN&CO
Sales & Lettings

£Price
90 Walnut Terrace

MARTIN&CO
Sales & Lettings

Front & Back

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Environmental Impact (CO2) Rating	Energy Efficiency Rating
61	42

England & Wales

England & Wales

Centre Spread

Martin & Co **Sales A4 Folder**

You can order these from the Property Logic Digital Hub.



Back

Front

Martin & Co **Social Media Graphics**

These are downloadable from the Property Logic hub

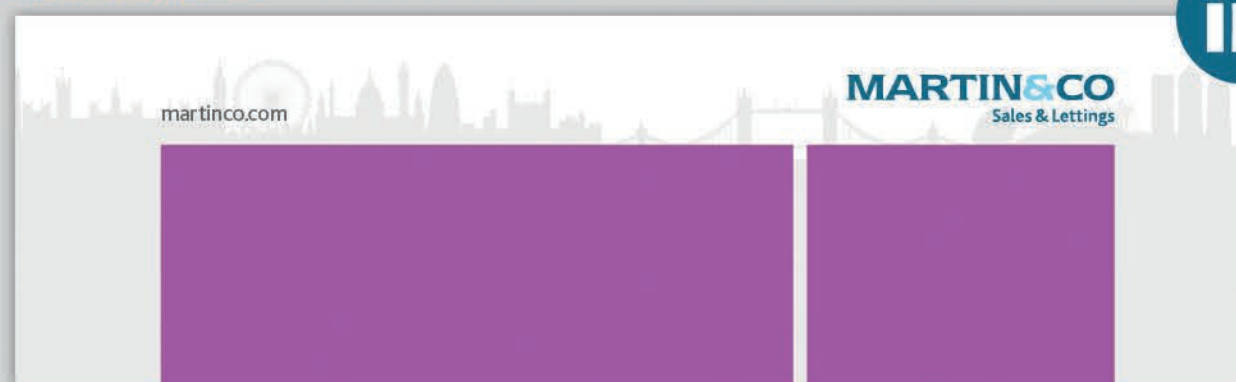
Twitter graphic



Facebook graphic



LinkedIn graphic



Google+ graphic



Email footer graphic



Rightmove graphic

