

2014

CORPORATE IDENTITY & BRANDING GUIDE

VANTAGE

COMMERCIAL REAL ESTATE

WHAT IS CORPORATE IDENTITY?

Corporate identity is the 'persona' or visual depiction of an organisation, designed to increase recognition and to strategically build perceptions of that organisation. This generally includes a logo and supporting devices commonly assembled within a set of guidelines. These guidelines govern how the identity is applied and conform colour palettes, typefaces, page layouts and other such methods of maintaining visual continuity and brand recognition across all visual media.

WHY YOUR COMPANY NEEDS A CORPORATE IDENTITY SYSTEM.

Your Company needs to manage the way in which it is presented visually across all media at local, national and international levels. The VANTAGE corporate identity is an integrated system for branding the operations carried out by VANTAGE.

Visual consistency plays a fundamental role in increasing recognition of the services and products provided by VANTAGE. The purpose of this manual is to provide a holistic standard for the implementation of the VANTAGE corporate identity across a range of visual media.

GUIDELINES
RATIONALE
CONSTRUCTION
LOGOTYPE
FAMILY
CLEAR-SPACE
MINIMUM SIZE
COLOUR TREATMENT

LOGO

GUIDELINES

The logo should never use colours other than those specified in this manual and should always be created from original, digital artwork and never redrawn.

It should never be reproduced at a size smaller than the specified minimum size described.

All elements within the logo variations must remain at their fixed proportions and should not be scaled, re-positioned, or altered in any way.

RATIONALE

The VANTAGE logo was developed to be bold, creative and disrupting for the real estate industry. It is a minimalist, confident, distinctive brand that seeks to present VANTAGE as a professional, modern identity.

CONSTRUCTION

The graphic element is made up of two parts. The first is the typographic representation of the company name in Nevis Font. The second is the typographic representation of the industry in capital letters Helvetica Neue Italic Light.

The type treatment is simple, strong and modern, designed to compliment the brand name.

LOGOTYPE

To ensure brand consistency, the letterforms of the logotype should never be retyped or auto-kerned. The logo should always be created from original, digital artwork and never redrawn. All elements within the logo must remain at their fixed proportions and should not be scaled, re-positioned, or altered in any way.

FAMILY

The VANTAGE logo only exists in landscape version.

CLEAR-SPACE

The minimum clear-space margin of 4 mm on all side minimum is required for all VANTAGE logos.



MINIMUM SIZE

VANTAGE logo must not be reproduced at a size smaller than 12.5 mm in height and 50 mm in length.



COLOUR TREATMENT

The VANTAGE logo on the white field should be used whenever possible.

Two single-colour variations exist. They are for use on black or orange backgrounds.

The VANTAGE logo should never be placed on another colour background.

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COLOURS

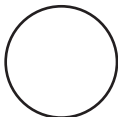
TYPOGRAPHY



cmYk 0 : 75 : 100 : 0
rgb 241 : 101 : 33
hex # f16521



cmYk 0 : 50 : 50 : 100
rgb 35 : 31 : 32
hex # 000000



cmYk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # ffffff

Helvetica Neue Roman

Helvetica Neue Bold

Helvetica Neue Light

Helvetica Neue Italic

Helvetica Neue Black

Alternative: Arial

COLOURS

Colour is an integral component of the VANTAGE brand. In fact, the brand relies upon the bold and generous application of the corporate orange.

Besides the corporate orange, VANTAGE's primary corporate colours are black and white. Care should be taken to ensure that all print materials use 100K black in original artwork, although the re-calibration to rich-black is acceptable, and indeed recommended, by printers or other third-party providers. When using black in screen or web applications, care must be taken to ensure that the black remains faithful and normal shifts in colour are accounted for when preparing artwork. In screen or web applications, the black should be equivalent to hex #000000.

Where possible, The VANTAGE logo should be reproduced in the CMYK colour process.

Equivalent colours can be composed using 3 color RGB values when the VANTAGE is reproduced digitally.

PRINT TYPEFACES

The VANTAGE corporate typeface for body text is Helvetica Neue. The light weight is preferred for body text, while the bold weight is used for highlight and emphasis. The text size should be 10 and heading size should be 11 used with capitalisation.

If Helvetica Neue is unavailable, Arial may be substituted.

WEB TYPEFACES

When technology allows for it, Helvetica Neue should be used for body text in any web applications. The VANTAGE default fall-back corporate font is Arial.

TYPOGRAPHY

Text for VANTAGE correspondence and publications should preferably be set in upper-and lower-case, and flush left with ragged right. Capitalisation should never be used for body text, but is used for headings. Whenever it is reproduced 'VANTAGE' name should always be reproduced in full and all-caps.

BRAND STYLE

PHOTOGRAPHY

SUPPORT GRAPHICS

WEBSITE

CHECK LIST

THE LOGO

Logos should always be complete and in an appropriate version, created from digital artwork. Check that you have respected the minimum size and clear-space requirements.

BACKGROUNDS

The logo should not appear on 'busy' images.

GRAPHICS

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower the VANTAGE corporate identity.

TYPEFACES

Check that the corporate typefaces have been used by the service provider.

DESIGN WORK

Be sure to provide the relevant corporate identity guidelines to external providers.

BRAND DESIGN STYLE

Whenever possible, VANTAGE collateral should maintain a recognisable influence from the Helvetica Neue typography (Swiss typography), which emphasizes cleanliness, readability and objectivity.

At a minimum, all VANTAGE collateral should include generous amounts of white space, both in and around text.

It is recommended that body text be in Helvetica Neue Light and black in all applications. The headings and highlights, be in Helvetica Neue Bold and orange in all applications. Limiting the use of additional colour serves to strengthen the bold but simple and consistent application of the brand's corporate colours.

PHOTOGRAPHIC STYLE

To create and maintain a classic, high end and emotive photographic style for VANTAGE, it is recommended that photography be restricted contrasted black and white. All photography must be of a high quality. It is expected that images be clean, crisp and in focus. The subject matter of imagery should be relevant to the real estate industry or emotion; with care taken to ensure an artistic composition to avoid 'snapshot' like images.

Images of equipment or people should never be cut and pasted onto another background, rather, photographed in place to maintain the quality in VANTAGE photographic style.

SUPPORT GRAPHICS

It is important to use the VANTAGE typographic logo as a stand-alone support graphic in marketing collateral.

It is recommended that large, attention-drawing banners and graphics (like ribbons and arrows) should be avoided, as they will lessen the quality and value of the VANTAGE brand.

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