



BRAND GUIDELINES

With the focus shifted to consumer guidance and protection, consumers will be actively looking out for the NAEA Propertymark Protected logo.

You are heartily encouraged to co-brand your stationery, advertisements, boards and other consumer-facing items. Propertymark is investing in the promotion of the brand, in turn aiming to benefit you, our members.

It is natural for there to be a transition period while you are using up stock of stationery and your other branded materials. If you have any questions, please do not hesitate to get in touch.

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COLOUR PALETTE

These are the Propertymark corporate colours. To encourage members to use the logos as much as possible, the member logos may be used in your own corporate colours, as shown in the example on page 3.



Propertymark Green
C95 M5 Y82 K24
R0 G122 B83
Web 007A53



ARLA Blue
C100 M73 Y0 K10
R29 G79 B145
Web 1D4F91



NAEA Red
C7 M100 Y68 K32
R157 G34 B53
Web 9D2235



NAVA Gold
C0 M30 Y100 K0
R234 G170 B0
Web EAAA00

NB

All litho stationery printing should use Pantone spot colours when possible. Otherwise CMYK may be used.

Digital and in-house printing will be in CMYK.

The colour breakdowns shown correspond to Pantone coated colour chips, which tend to be more vibrant than the uncoated chips.

YOU CAN USE THE LOGO IN YOUR OWN BRAND COLOUR

The member logos can be used on co-branded stationery in full colour, grey scale or your own brand colour.

Stationery can either be replaced or updated when stock is used up.



THE LOGO

This is the primary version of the logo.



The stacked version is to be used when there is not enough horizontal space to use the primary version.



COLOUR VARIATIONS

Full colour logo



Black logo



White on Primary Green background



White on black background



White on an image



NB

The logo must not be used with over-complex imagery that will affect the legibility of the logo.

CORRECT LOGO USE

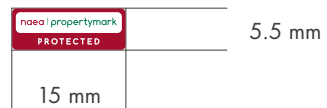
Minimum logo spacing



Minimum stacked logo spacing



Minimum logo size (print)



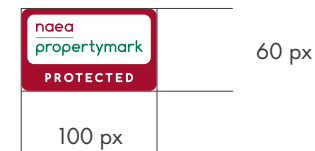
Minimum stacked logo size (print)



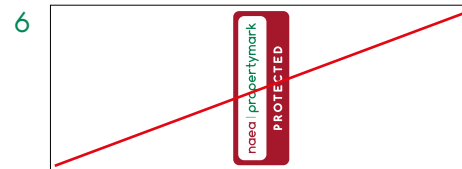
Minimum logo size (digital)



Minimum stacked logo size (digital)



INCORRECT LOGO USE



- 1 Do not outline logo
- 2 Do not recreate the logo
- 3 Do not alter the logo composition
- 4 Do not stretch or condense the logo

- 5 Do not add drop shadows
- 6 Do not rotate logo
- 7 Make sure logo is clear on background
- 8 Do not crop logo

- 9 Do not lay copy over or behind logo
- 10 Do not tint logo
- 11 Logo must not be warped to shape
- 12 Use logo in its entirety

- 13 Do not alter scale of part of the logo
- 14 Do not change logo fonts
- 15 Do not apply outer glow to logo
- 16 Do not gradient fill the logo