



BRAND MANUAL

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1.0 Introduction

Logo meaning

The LandPartners logo was designed to create strong visual impact and to convey an impression of strength, dynamism and integration of services.

The symbol implies the synergy of combined disciplines, reflecting the diverse services brought together by the firm and creating a dynamic whole. The colours also connote the amalgamation of disciplines.

Purpose

The purpose of this visual standards manual is to provide clear guidelines for reproduction of the logo and other branding elements. The following pages indicate how these are to be applied to various applications and the necessary standards required to ensure the corporate identity is portrayed with clarity and consistency.

Policy

To achieve fidelity of brand management, the following policies have been adopted:

- a copy of this manual will be made available online
- no alterations are to be made without the express permission of Marketing and Communications
- the standards and specifications in the manual are to be followed precisely in any application of the company's image and branding
- branding applications that do not conform to this manual will not be permitted.

Company name

In written form, LandPartners must be referred to as LandPartners, LANDPARTNERS, LandPartners Limited or LANDPARTNERS LIMITED. Both the L and the P must be capitalised when using mixed case. The name must always be rendered as one word only. Under no circumstances shall the name be broken into two words. When using the full legal name the suffix Limited must be used in its entirety. The abbreviation Ltd must never be used. When using initials to denote the company. LPL shall be used.

1.1 Visual impact

The visual impact and integrity of a logo can be damaged if it is displayed too small, or too close to other graphic elements. This page specifies the minimum size at which the logo may be displayed, and the minimum area of clear space that must be maintained around it.

Logo integrity

The logo will be displayed as shown in this manual. No alteration of the logo is permitted. This includes the separation of the name and tagline from the graphical part of the logo. The only instance where the graphical part of the logo may be shown separate from the textual part is where the logo is used as a watermarking feature.



1.2 Minimum distance

The diagram below shows the minimum distance at which the logo may be placed next to other graphic elements. The width of the minimum clear space border must always equal the height of the trading name text block.



1.3 Minimum display size

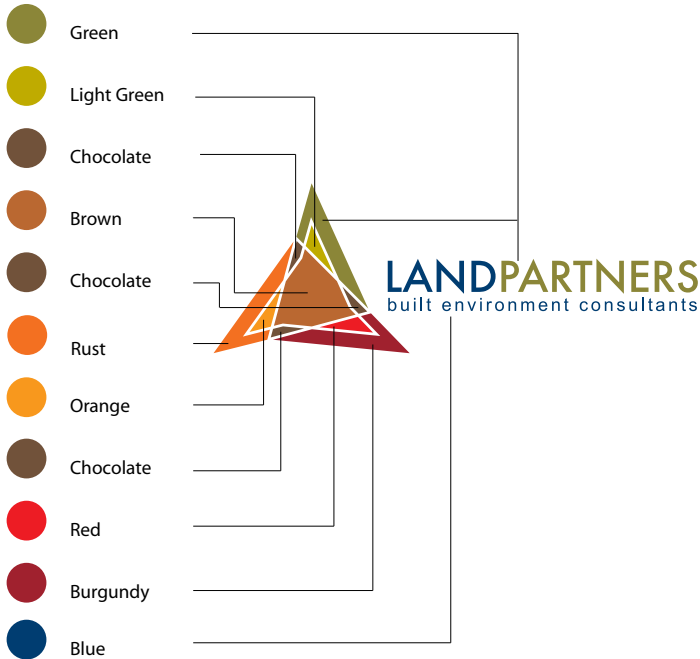
The logo must never be displayed at a size smaller 50mm (inclusive of logo and text).

There is no restriction on the maximum display size of the logo.

The logo may only ever be scaled (up or down) proportionally. Stretching or compressing the logo is not permitted.



1.4 Colour logo reproduction



Reproduction as a full-colour image

Consistent application and reproduction of corporate colours can strengthen the presence of a brand logo in the marketplace. Research has proven that distinctive colours can evoke immediate brand recognition. This page details specifications for reproducing the logo as a full-colour image.

Printed communications applications

It is preferred that the logo is always printed in process (CMYK) colour. If this is not possible, the logo may be printed in Pantone colours. Specifications for both colour models are listed on the next page.

It should be noted that each colour model will deliver slightly different results. Different printing processes and stocks may also affect colour hue and tone. The CMYK colour specifications listed below are suitable for printing the logo on all types of stock.

The coated Pantone specifications must be used when printing the logo on gloss or satin stock. The uncoated Pantone specifications must be used when printing the logo on matt stock.

Digital communications applications

For digital communication applications such as the internet, or audio-visual presentations, the logo must be reproduced in RGB or hexadecimal colour. Specifications for these colour models are listed on the next page.

1.4 Colour logo reproduction



Colour	PMS Coated	PMS UnCoated	CMYK	RGB	Web Safe-Hexidecimal
Blue	PMS 294C	PMS294U	100C, 75M, 15Y, 30K	0R, 61G, 113B	003D71
Green	PMS 5825C	PMS105U	50C, 40M, 100Y, 5K	139R, 133G, 56B	8B8538
Brown	PMS 159C	PMS1595U	30C, 70M, 100Y, 0K	186R, 104G, 49B	BA6831
Rust	PMS 1585C	PMS1585U	0C, 70M, 100Y, 0K	243R, 112G, 33B	F37021
Orange	PMS 137C	PMS137U	0C, 48M, 100Y, 0K	248R, 152G, 29B	F8981D
Burgundy	PMS 201C	PMS201U	30C, 100M, 90Y, 15K	160R, 133G, 45B	A0212D
Chocolate	PMS 469C	PMS469U	70C, 80M, 100Y, 0K	113R, 81G, 58B	71513A
Red	PMS 186C	PMS186U	0C, 100M, 100Y, 0K	237R, 28G, 36B	ED1C24
Light Green	PMS 397C	PMS397U	0C, 5M, 100Y, 30K	192R, 172G, 0B	COAC00

1.5 Mono-logo reproduction

Colour	Single colour tint equivalent
Blue	100% Black
Green	50% Black
Brown	70% Black
Rust	50% Black
Orange	25% Black
Burgundy	80% Black
Chocolate	93%
Red	45% Black
Light Green	35% Black

Reproducing the logo as a single-colour screened (toned) image

Certain applications will not enable full-colour reproduction of the logo. In these cases, the logo may be reproduced in a single colour only. This page details specifications for reproducing the logo as a single colourscreened image.

Screen colour considerations

The mono screen values for Blue, Green, Brown, Rust, Orange, Burgundy, Chocolate, Red and Light Green must be applied when reproducing the logo as a single-colour screened image. Black is the preferred colour for reproducing the logo as a single-colour screened

image. In cases where it is not possible to reproduce the logo in black, any other dark colour may be used. Please note that light colours are not acceptable.

- Green
- Light Green
- Chocolate
- Brown
- Chocolate
- Rust
- Orange
- Chocolate
- Red
- Burgundy
- Blue

