

## Corporate logo

### Usage includes:

- All company communication
- Promotional / marketing material
- Corporate stationery
- Corporate brochures / flyers
- Website / email signature
- Signage

## Identity Guidelines:

### Logos and usage

**Logos:** the logos must NOT be re-created under any circumstances. The original logo files must not be distorted or modified in any way.

**Minimum size:** the logo must not be used at a size smaller than 30mm across. This allows the sign-off text to be readable at all times.

**Mono/greyscale logo:** on items where only black and white printing is available.

**Reversed out:** the logo should only be used on a white or light background. If it needs to appear on a dark background the reversed-out version can be used.

TEL: 020 7486 3531  
FAX: 020 7935 3074  
[www.breckergrossmith.co.uk](http://www.breckergrossmith.co.uk)



**Corporate 50> logo:** To be used on any promotional material as a graphic to highlight the fact that Brecker Grossmith has been in the W1 area for more than 50 years.



**Corporate logo without sign-off text:** The logo can appear without the sign-off text on promotional material where 'chartered surveyors' and 'commercial property consultants' are mentioned elsewhere or if the logo needs to appear smaller than 30mm wide.



## Exclusion zone



## Identity Guidelines: Logo exclusion Zone

**Zone:** the green box shows the safe area, where no other elements should intrude. Any text must be kept a minimum of 5mm away from the logo. The center circle of the Brecker Grossmith icon is to be used as a guide for the width and height of the exclusion zone.

**Logo over an image:** If the image is dark the logo will need to appear in a white box or alternatively the reversed out white logo can be used. The full colour logo can only be used over a light or tinted image.



**Full colour logo within a box:** correct usage of the full colour logo over a dark image / background.



**Alternative reversed logo:** correct usage of the alternative reversed out white logo over a dark image / background.



**Full colour logo:** correct usage of the full colour logo over a light or tinted image / background.

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**Brecker Grossmith**  
 63 Wigmore Street  
 London W1U 1BQ

## Identity Guidelines:

### Brand fonts and colours

**Font:** Avalon / Arial

Avalon is the primary font but due to the fonts availability for in-house stationery such as faxes, memos, letters etc Arial is used as a secondary font.

**Colour:** the logo is produced from RED (Pantone 484), BLACK and GREY.

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## Fonts

### Primary Font: Avalon

Avalon Normal  
ABCDEFGHIJKLMNO  
abcdefghijklmno  
12345678910

Avalon Bold  
**ABCDEFGHIJKLMNO**  
**abcdefghijklmno**  
**12345678910**

*Avalon Italic*  
*ABCDEFGHIJKLMNO*  
*abcdefghijklmno*  
*12345678910*

*Avalon Bold Italic*  
***ABCDEFGHIJKLMNO***  
***abcdefghijklmno***  
***12345678910***

### Secondary Font: Arial

Arial Normal  
ABCDEFGHIJKLMNO  
abcdefghijklmno  
12345678910

Arial Bold  
**ABCDEFGHIJKLMNO**  
**abcdefghijklmno**  
**12345678910**

*Arial Italic*  
*ABCDEFGHIJKLMNO*  
*abcdefghijklmno*  
*12345678910*

*Arial Bold Italic*  
***ABCDEFGHIJKLMNO***  
***abcdefghijklmno***  
***12345678910***

## Colours

### Brecker Grossmith RED

RED Pantone PMS 484 / C0 M90 Y84 K32 / R174 G45 B37

### Brecker Grossmith BLACK

BLACK: 100% BLACK / C0 M0 Y0 K100 / R35 G31 B32

### Brecker Grossmith GREY

GREY: 60% BLACK / C0 M0 Y0 K60 / R128 G130 B133

## Identity Guidelines: Letting Boards

**Size:** 4x5 portrait / landscape

**Colour:**  
Background: PMS 484 or BLACK  
Text and logo: WHITE

**Placement:** letting message to appear at the top or left of the board, followed by the Brecker Grossmith logo, telephone number, then website address.

**Letting message examples:**

- To Let
- For Sale
- Shop To Let
- Office To Let
- Freehold for Sale
- 1500 sq ft office to let
- Freehold for sale with full VP

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**Example:** 4x5 portrait / PMS 484



**Example:** 4x5 portrait BLACK



**Example:** 4x5 landscape / PMS 484



**Example:** 4x5 landscape / BLACK