

# Brand standards

## Our brand

## Our logo

Our Harcourts mark is a handcrafted solution which has been registered in all countries we operate. The registered mark, ®, is not required to appear on our logo.

We go into more detail on the logo, its colours, uses and options a bit later in this section, but this is our standard logo and the features that go together to make it up.

**Capital H** keeps the correct structure for a name which in turn keeps the equity we have built upon since 1888.

**Lower case** letters keeps the same word format as our previous logo.

**Curved edges** on selected letters give a softer, more approachable feeling.



# Harcourts

**Underscore** this is always displayed in cyan (with the exception of the one colour logo) and represents importance as well as being a cursor, as the start of things to come.

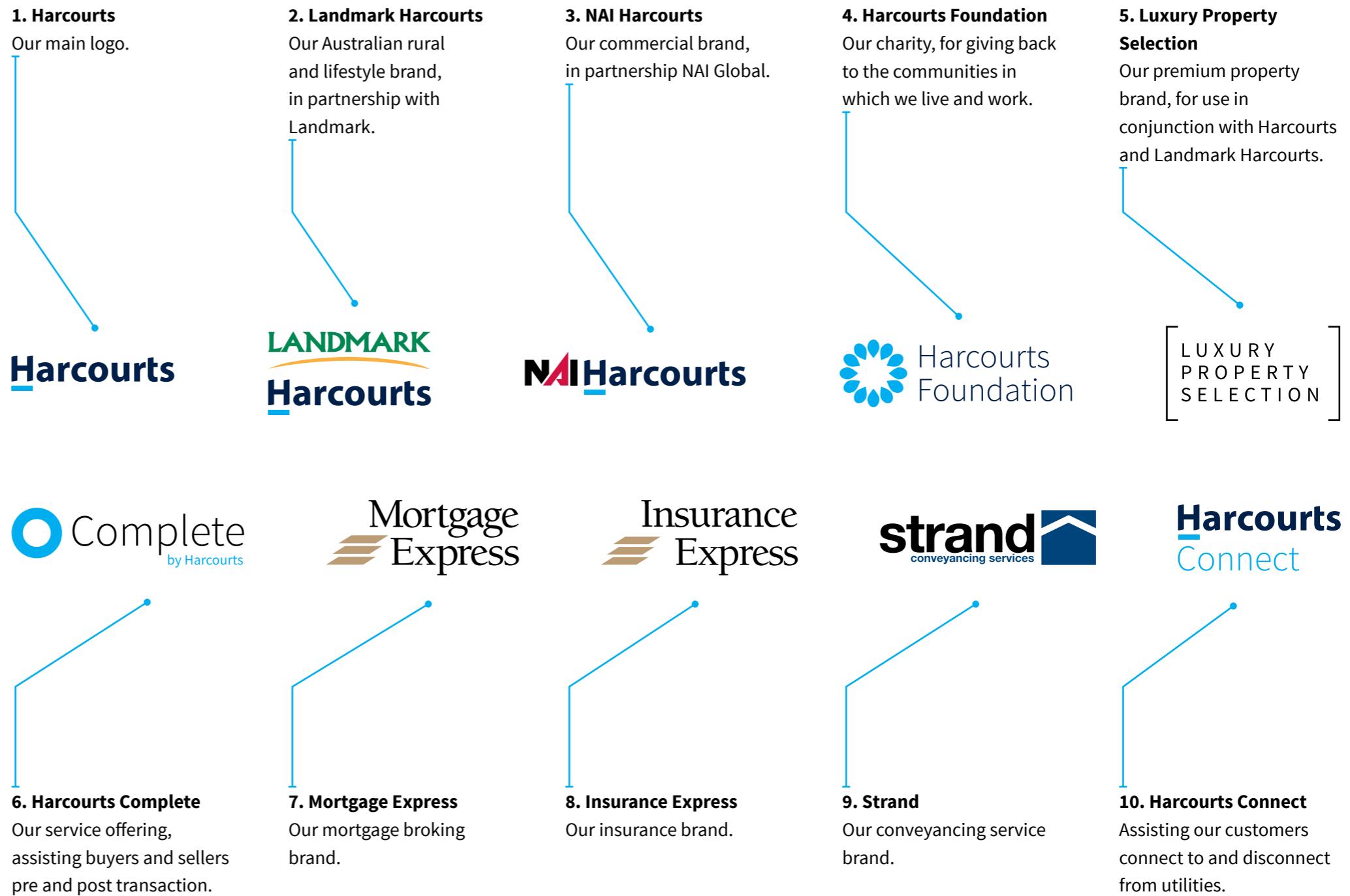
**Harcourts Blue** is a darker shade of our previous blue, for a more premium look and feel.

**Reduced crossbar** on the 't' is a feature that harks back to our previous logo, allowing us to carry over equity from our history.

## Our global family of logos

This is our family of logos. They are a very important part of our business and so must be displayed in the order as shown here. Clear space should always be respected as well as consideration given to the background colour to ensure clarity and legibility.

For further details on how to treat each logo, please see the relevant guidelines.



## Our 10 pillars

Our 10 pillars have been developed to define what we believe are the 10 reasons why our customers choose us. They define 'Why Harcourts?'

These 10 pillars form a solid foundation to our brand and provide the core to our pre-listing material, our marketing campaigns and recruitment strategies.

We should be referring to these pillars daily, and measuring ourselves on these to gauge our performance as individuals and as a brand.

<p><b>1. Purpose</b> <b>We create success</b></p>	<p><b>2. People</b> <b>People may shop by brand but they list with you</b></p>
<p><b>3. Performance</b> <b>Our results speak for themselves</b></p>	<p><b>4. Service</b> <b>What we pride ourselves on</b></p>
<p><b>5. Marketing</b> <b>High quality, high performance marketing</b></p>	<p><b>6. Expertise</b> <b>The best trained agents in the industry</b></p>
<p><b>7. Technology / innovation</b> <b>Industry-leading technology</b></p>	<p><b>8. Foundation / community</b> <b>Evident in the local community</b></p>
<p><b>9. Global reach</b> <b>Global network of agents and buyers</b></p>	<p><b>10. Our Promise</b> <b>Our guarantee of service</b></p>

## Our personality

We have always been represented by our logo, fonts and colours. In our refreshed brand we have added a whole new depth of design that adds real personality and emotion, and allows for a higher level of creativity than you have ever experienced before.

Our personality is designed to supplement and extend on what is Harcourts. The types of images and textures we use add a layer of emotion and feeling.

The first part of building our brand personality was to identify a texture. A texture that can be recognised as Harcourts and adds a sense of life. When the public and our people start to see blue and white stripes they think of Harcourts.

By starting to implement stripes they begin to perform the job they are designed to do; become recognised as our brand even without our logo. Removing the need to plaster everything with our logo, we become recognisable by our pattern.

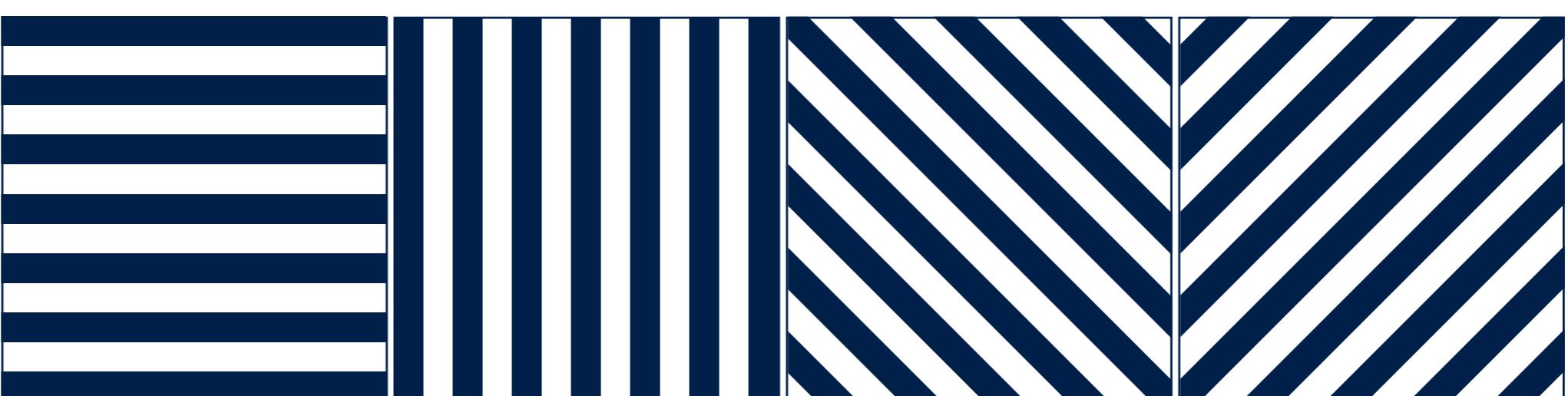
Areas where the blue and white stripe **can** be used:

- Office interiors
- Merchandise
- Cars
- Accessories
- Imagery

Areas where the blue and white stripe **can not** be used:

- Property marketing (printed and signage)
- Office exteriors
- Stationery

**Please note** the stripes can be used in any orientation. If we're creating our stripe, the blue and white should be in equal widths to gain the boldest representation of this texture.



## Our brand colour palette

### Primary colours – Harcourts brand



Harcourts Blue

**Pantone** 7463C

**CMYK** 100/57/0/75

**RGB** 0/31/73

**HEX** #001f49

For paint and vinyl  
specifications, please see  
the office signage section.

**IMPORTANT:** Use the above CMYK breakdown  
for conversions. **Do not** use any other version.

Harcourts Cyan

**Pantone** Process Cyan C

**CMYK** 100/0/0/0

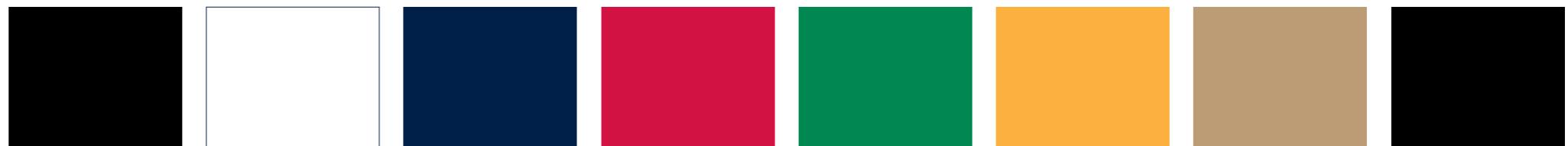
**RGB** 0/173/239

**HEX** #00adef

For paint and vinyl  
specifications, please see  
the office signage section.

**IMPORTANT:** Harcourts Cyan is an  
accent colour and to be used sparingly  
in any layout. It is never to be the  
majority colour.

### Secondary colours – Harcourts group brands



Harcourts  
Black

**Pantone** Black

**CMYK** 0/0/0/100

**RGB** 0/0/0

**HEX** #000000

Harcourts  
White

**Pantone** White

**CMYK** 0/0/0/0

**RGB** 255/255/255

**HEX** #ffffff

NAI Harcourts  
Blue

**Pantone** 7463C

**CMYK** 100/57/0/75

**RGB** 0/31/73

**HEX** #001f49

NAI Harcourts  
Red

**Pantone** 193C

**CMYK** 0/100/66/13

**RGB** 209/18/66

**HEX** #d11242

Landmark  
Harcourts  
Green

**Pantone** 348C

**CMYK** 100/0/85/24

**RGB** 0/135/82

**HEX** #008752

Landmark  
Harcourts  
Yellow

**Pantone** 143C

**CMYK** 0/35/85/0

**RGB** 251/176/64

**HEX** #fbb040

Mortgage  
Express Gold

**Pantone** 7562C

**CMYK** 20/32/54/10

**RGB** 187/156/117

**HEX** #bb9c75

Luxury Property  
Selection Black

**Pantone** Black C

**CMYK** 60/40/40/100

**RGB** 0/0/0

**HEX** #000000

## Our typeface – brand marketing

Our brand typeface is Source Sans Pro, which is legible, conversational in tone and transportable into the online world. Source Sans Pro is a Google friendly font which is free and easily accessible for our entire network to use.

Source Sans Pro is a robust family of weights which allows us to alter our tone of voice depending on the marketing requirement.

This typeface is to be used on all brand marketing, campaigns, property marketing material, advertising, signage, stationery and online.

There is no one right use for each particular font within the Source Sans Pro family but here are some standard practices:

- Regular and Light are used as a primary font style for general use, e.g. letters, emails, etc
- The larger the text, the lighter you can go with the font. Light or Extra Light are ideal for heading text at a larger font size
- Bold and Black are used sparingly, traditionally on smaller font sizes where legibility is likely to be an issue
- Aim to use no more than two to three different font styles on any one document

**Please note** the Source Sans Pro typeface can be downloaded from Harcourts One.

### Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,;?!£\$&@\*) 01234567

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,;?!£\$&@\*) 01234567

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,;?!£\$&@\*) 01234567

### Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,;?!£\$&@\*) 01234567

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,;?!£\$&@\*) 01234567

### Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,;?!£\$&@\*) 01234567

## Our logo

The logo is available via your corporate marketing manager in a number of formats depending on its usage.

### EPS file

Vector that can be resized without losing quality.  
To be used on all print products where possible.

### PNG file

Web resolution, RGB file that contains a transparent background. Please note that if enlarged it will deteriorate in quality.

### JPEG file

Due to the nature of jpeg files, it is only to be used on a white background.

**Please note** legal/license details which were previously attached to the grey strip of the logo are no longer associated with the logo. These will appear on every marketing piece where required but are not attached to the logo.



Full colour logo



Mono logos

These are to be used **only** when the product they are being reproduced in is black and white. The logo is to be used as 100% black or 100% white only.



## Logo dos and don'ts



✓ You may use the logo on a white background



✓ You may use the logo on a coloured or image background, providing there is sufficient contrast.



✓ You may use the logo on a blue background



✗ Do not use the logo on Harcourts Cyan.



✓ You may use the logo on a black background, if Harcourts Blue is not available



✗ Do not outline the logo.



✗ Do not change the logo colour.



✗ Do not use the logo incomplete.



✗ Do not stretch, distort or crop the logo in any way.

## Our logo

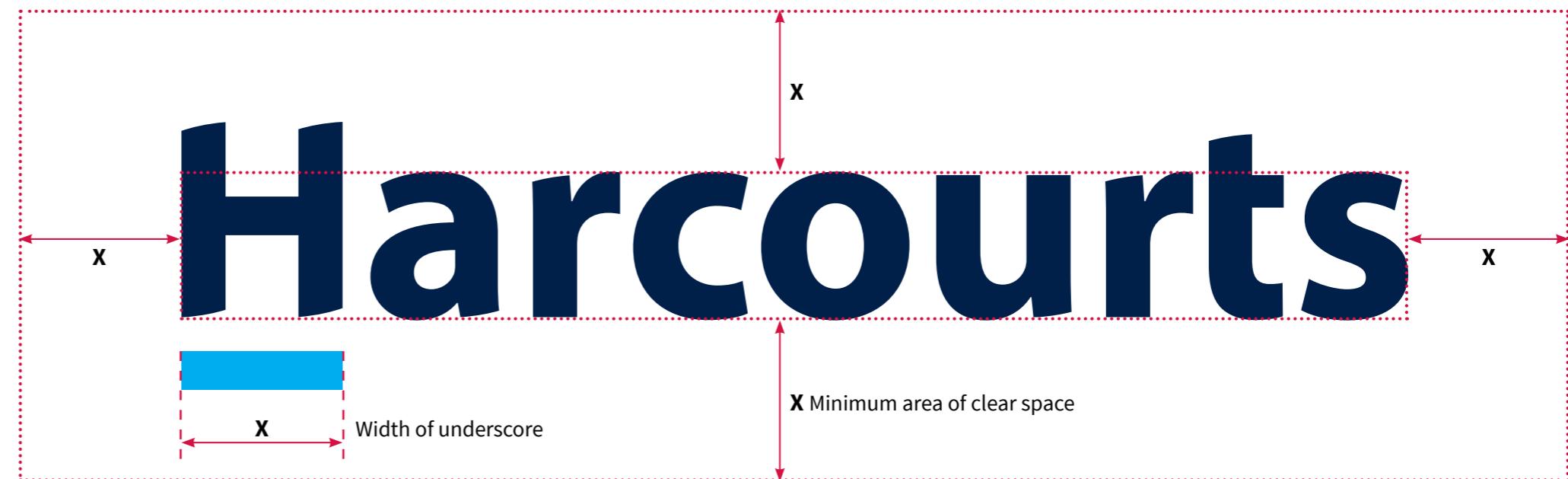
Clear space around our logo is very important because this allows the logo to stand out.

These measurements are based on the width of the underscore so that it is easy to calculate, no matter where the logo is to be positioned.

These rules should be followed every time the logo is used.

**Please note** the clear space is measured from the baseline, mean line, and left and right edges of the logo, not the outside points.

## Logo clear space



## Franchise extensions

Our franchise extension structure allows our franchises to build a local connection to their market. The franchise extension structure adds cohesion and is an extension of the core values that we share. This is not a marriage of two brands, it is an extension of our own brand.

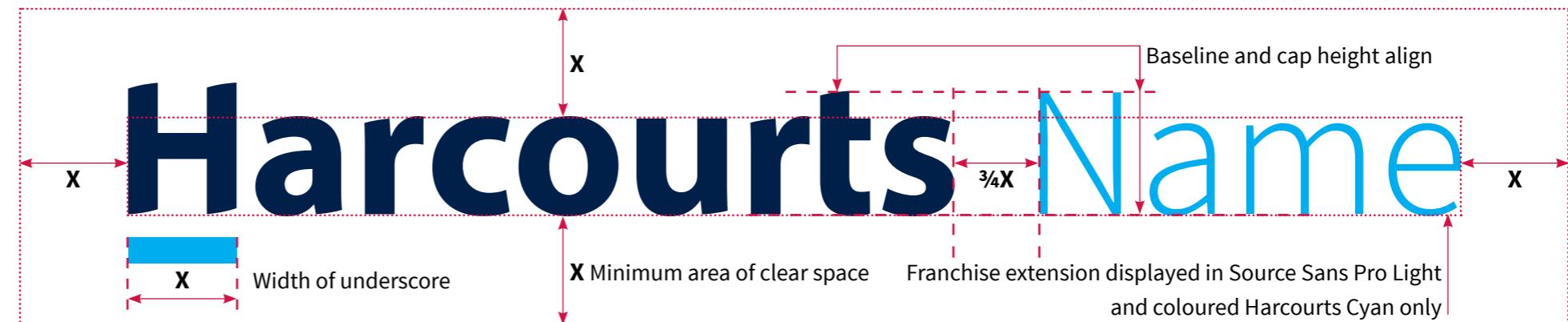
In some areas this structure offers huge benefits in allowing a franchise to separate themselves from their surrounding Harcourts franchises where we have strong market share.

We allow franchise extensions in either landscape or stacked orientation, however the landscape logo should be used wherever possible.

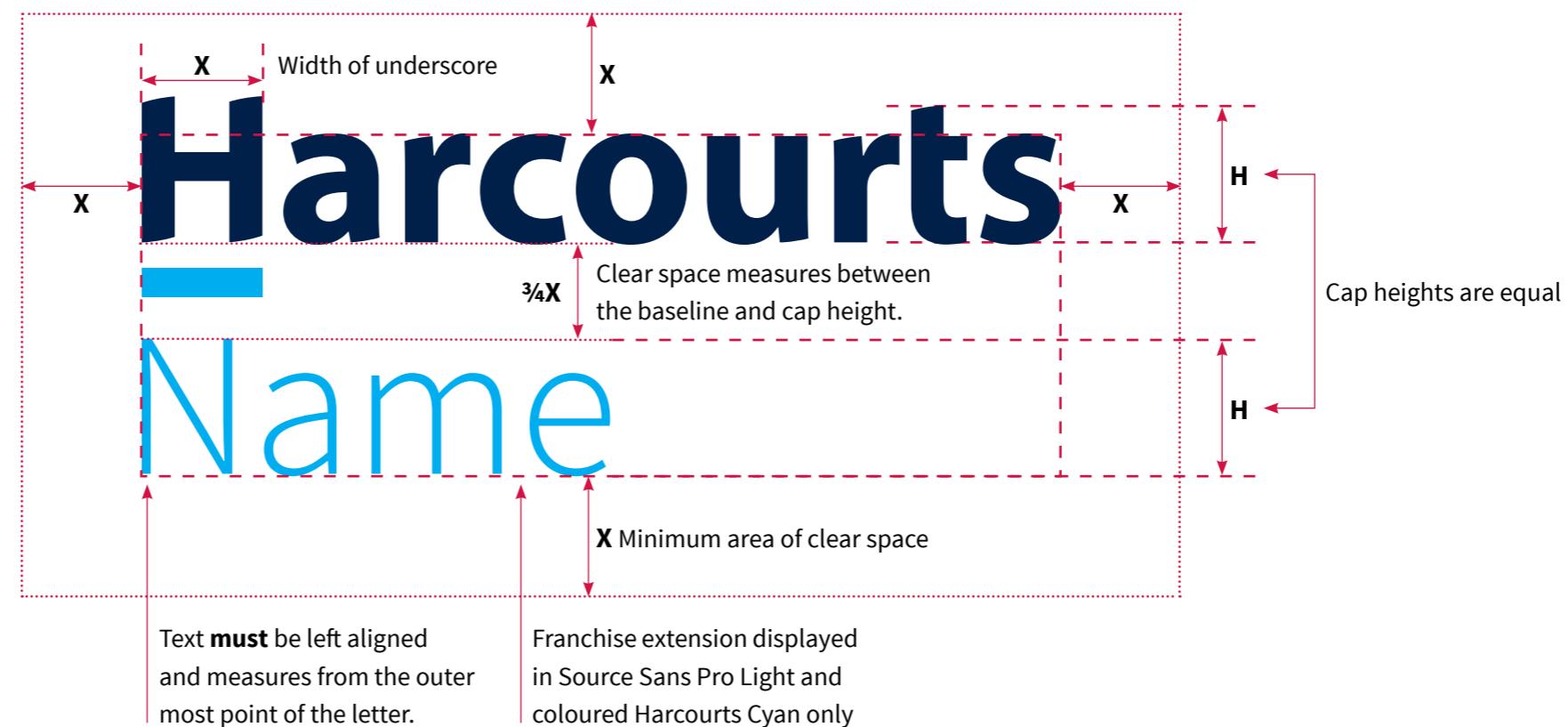
The rules governing what is permitted in franchise extension text can be found on the next page.

**Please note** the clear space is measured from the baseline, mean line, and left and right edges of the logo, not the outside points.

### Horizontal franchise extension clear space



### Stacked franchise extension clear space



## Franchise extensions

Franchise extensions should never be allowed to overpower the Harcourts logo. For that reason, the franchise extension must scale down when the line length exceeds that of the Harcourts logo.

### Standard franchise extensions



At correct size franchise extension may stop short of length of Harcourts logo.

### Very short franchise extensions



Shorter franchise extensions' length determined by the cap height being equal to that of the Harcourts logo.

### Long franchise extensions



Cap heights are  
**no longer** equal.

Clear space remains correct (where  $X$  is the width of the underscore) and is measured between the baseline and cap height, regardless of the size of the text.

When the franchise extension is longer than the Harcourts logo, it is scaled down to equal the length.

Franchise extensions are permitted, but must adhere to certain rules

The rules surrounding usage vary from country to country and state to state, so you will need to work with your corporate marketing manager on how this is used in your location.

This option is not applicable for Landmark Harcourts and NAI Harcourts offices due to the complexity of these logo structures already.

Franchise extensions are only permitted for our franchise owners and are not available for sales consultants or teams to use this format.

**Do not** mix franchise extensions. For example, you are not permitted to use a 'franchise name' franchise extension on your office signage and an 'office name' franchise extension on your car branding. You must be consistent and use only your chosen one.

**You may** use the franchise name as a franchise extension

✓ **Harcourts** Cooper & Co.

**You may** use the office name as a franchise extension

✓ **Harcourts** Waihi

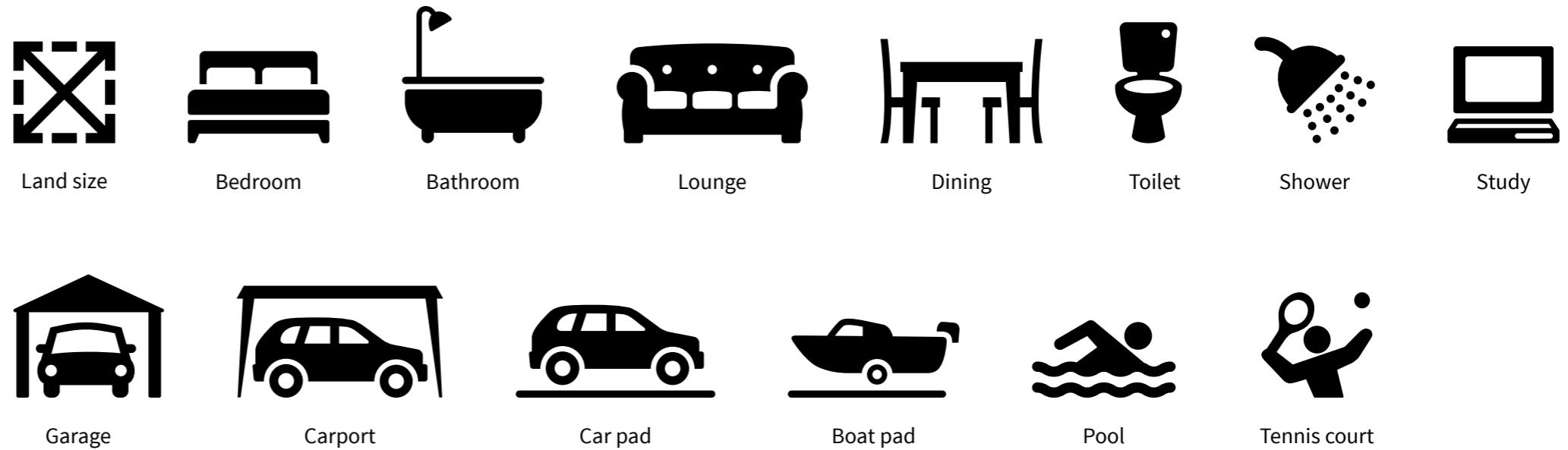
**Do not** change the franchise extension to a service or offering

✗ **Harcourts** Luxury Rentals

**Do not** change the franchise extension colour, font, position or spacing

✗ **Harcourts** Office Name

## Property icons



## Icon order

All icons must always appear in the order shown below, regardless of how many are used. For example, the garage icon must never appear before the bedroom icon. If icons are not used then the following move up in priority.



## Icon use

Icons are displayed with a number (in Source Sans Pro Semi Bold). A maximum of 5 may be displayed on any one product. There is no minimum number.

850m<sup>2</sup> 4 2 1 2.5

## Colours

Icons may be displayed in white or black for the best contrast to the background colour.



## Corporate attire

Harcourts team members pride themselves on their appearance and professionalism. Our guidelines around corporate attire ensures we are looking our best when representing our brand.

We recommend black, navy and/or white corporate attire complemented by a Harcourts branded tie, scarf or rosette.

Also shown is our corporate name badge. Please contact your corporate marketing manager for more information on where to obtain these products.



Rosette

Scarf (available in silk and polyester)



Name badge



Tie (available in silk and polyester)