

# Brand standards

## Style guidelines

## Basic marketing elements

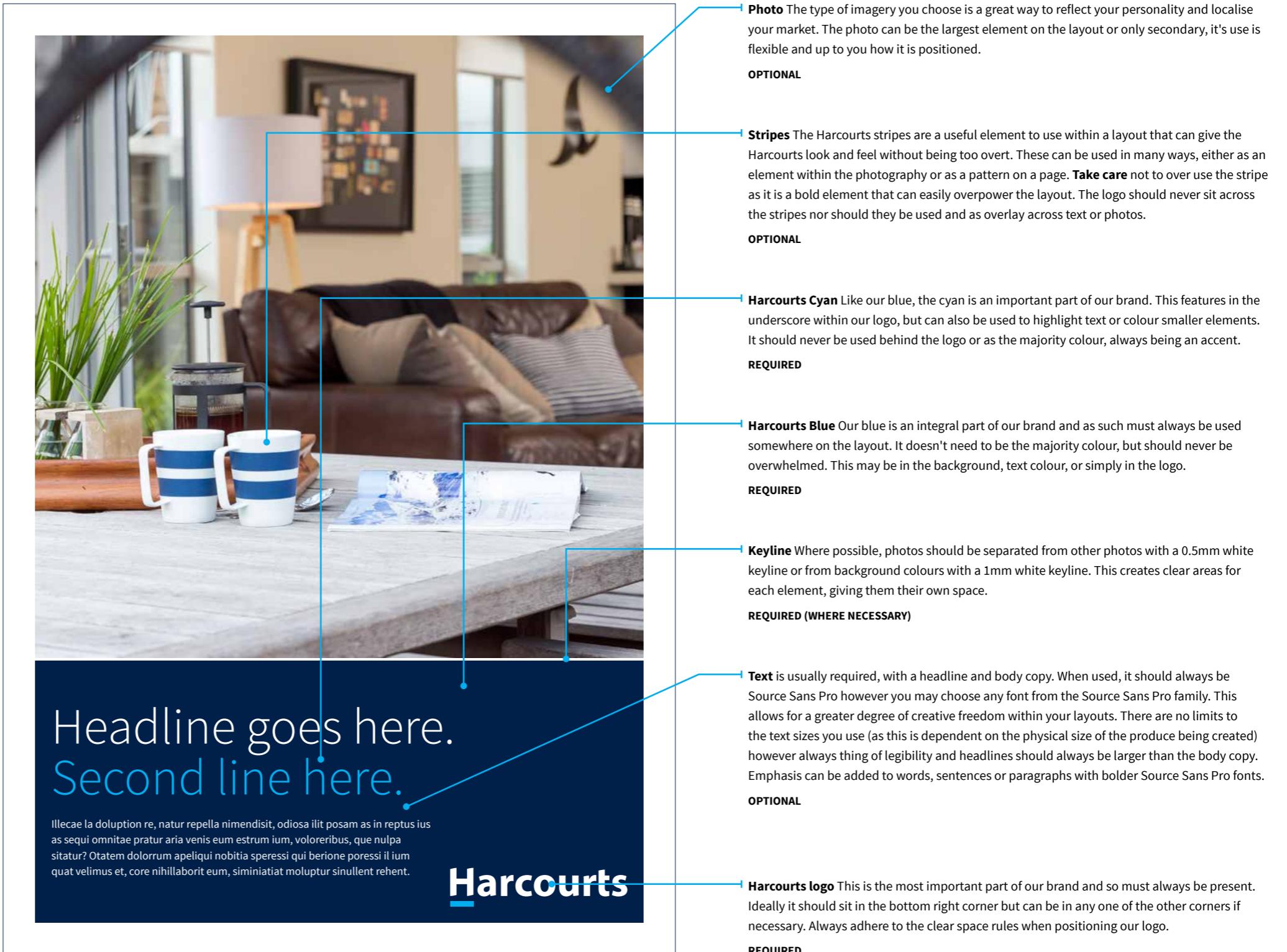
These are the basic elements we use to create our brand advertising as well as agent and property marketing.

Some elements are optional, other are a requirement, but all can be used in a variety of ways to create very different layouts.

Here we have detailed what these elements are, how they should be used, and whether they are optional or not. This should help you begin to create your own layouts that are different from other agents, yet still true to the Harcourts look and feel.

The rule of thumb for the layouts should be that it is correct if you can remove the Harcourts logo and yet it remains recognisable as Harcourts.

**Please note** we go into greater detail on each of these elements in the our brand section. There you will find the full rules governing how they are to be used.



## Marketing elements – logo sizing

Where possible, the logo should be positioned bottom right in all printed products.

The logo should be placed equidistant from the bottom and right-hand edges, ignoring the underscore (Z). The margins should be a minimum of the clear space required for the logo.

When advertising is placed on left-hand pages in a magazine it may be necessary to move the logo further to the left to avoid the fold. Alternatively it may be positioned in the top left corner.

It is important that print specifications are obtained before the artwork is produced so that sufficient margin for error is calculated for.

The size of the logo is determined by the size of the advertisement.

### Portrait

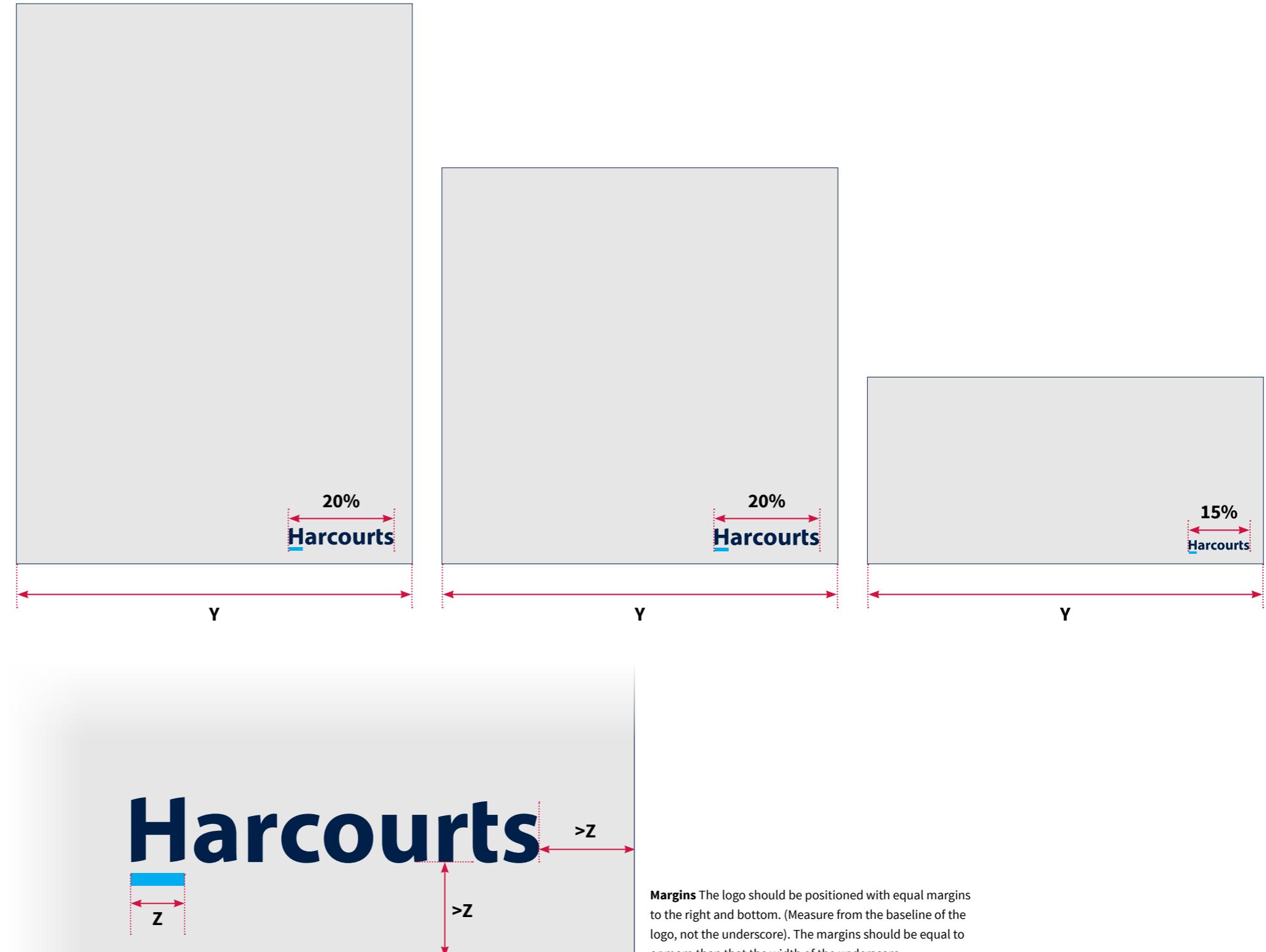
The logo size is calculated as a minimum of one fifth of the total width (Y).

### Square

The logo size is calculated as a minimum of one fifth of the total width (Y).

### Landscape

The logo size is calculated as a minimum of 15% of the total width (Y).



## Marketing elements – copy writing

Copy writing is an important part of any marketing layout as it is the voice with which we speak to our clients. Therefore it is very important that we talk in a consistent, professional manner. If we all follow the same guidelines, clients will experience the same high standard whenever they come into contact with Harcourts.

As well as providing some standards, we have also pre-written some sample copy for you to use in your own marketing. These are based on our 10 pillars and cover a range of subjects that will give you a great base to structure your marketing. The full list is shown below, along with a couple of examples of the copy available.

**Please note** the PowerPoint document containing all the pre-written agent marketing scripts is available to download from Harcourts One.

### Simple.

#### Keep it brief

Less is more. Remember, there's no need to write 1,000 words when 20 says it all.

### NZ's top agent, three years in a row!

#### Write like your mum

No, really. Try and write from a perspective that is immensely proud of all you have achieved. You don't have to boast, but if you don't bring up your accomplishments who will?

### Available subjects

10 pillars	Purpose	People	Performance	Marketing
SUBJECTS	<ul style="list-style-type: none"><li>• COMMITTED TO EXCELLENCE</li><li>• MAKING A DIFFERENCE</li><li>• ENRICHING LIVES</li></ul>	<ul style="list-style-type: none"><li>• LOVABLE</li><li>• CREDIBLE</li><li>• PERSONABLE</li><li>• ESPECIALLY FOR YOU</li><li>• HARD AT WORK</li></ul>	<ul style="list-style-type: none"><li>• INCREDIBLE</li><li>• REMARKABLE</li><li>• ENVIALE</li><li>• MEMORABLE</li><li>• INDIVIDUAL</li></ul>	<ul style="list-style-type: none"><li>• IN FRONT</li><li>• AS UNIQUE AS YOU ARE</li><li>• FLEXIBLE</li><li>• MEMORABLE</li><li>• AFFORDABLE</li></ul>
Service	Expertise	Technology/Innovation	Community	Global Reach
<ul style="list-style-type: none"><li>• WORKING TOGETHER</li><li>• APPROACHABLE</li><li>• ACCESSIBLE</li><li>• INDISPENSABLE</li><li>• DESIRABLE</li></ul>	<ul style="list-style-type: none"><li>• WATCHING EVERY MOVE</li><li>• KNOWLEDGEABLE</li><li>• ADVISABLE</li><li>• PERCEPTEBLE</li><li>• INDISPENSABLE</li><li>• DESIRABLE</li></ul>	<ul style="list-style-type: none"><li>• THINKING AHEAD</li><li>• ACCESSIBLE</li><li>• INVALUABLE</li></ul>	<ul style="list-style-type: none"><li>• AVAILABLE</li><li>• MAKING A DIFFERENCE</li></ul>	<ul style="list-style-type: none"><li>• GLOBAL. NATIONAL.</li><li>• LOCAL. YOU.</li><li>• WHERE YOU NEED US</li><li>• CONNECTED</li><li>• INVALUABLE</li><li>• PREFERABLE</li></ul>
				Promise
				<ul style="list-style-type: none"><li>• CREATING SUCCESS</li><li>• ONLY AS REMARKABLE</li><li>• AS YOUR SUCCESS</li><li>• WHEN YOU NEED US</li><li>• WHERE YOU NEED US</li></ul>

### It's not a 'CMA' it's an analysis of the market.

#### Do not use industry terminology

Remember who your readers are. Speak to them in a language they'll understand and they'll be more likely to appreciate you for the expert you are. This doesn't mean be patronising, simply use layman's terms to explain what you mean.

### I'm here for you, when you need me.

#### Use a first person narrative

Always write in the first person, never the third. This will be read as if you are talking directly to the reader, and will seem more honest and down-to-earth, rather than aloof and impersonal.

### I'm your local expert.

#### Define your USP

Your Unique Selling Proposition is what sets you apart in the sea of sameness. The odds are pretty good that there are a lot of real estate agents in your market, all competing for limited buyers and sellers. What makes you different from all of them?

### Don't repeat it or say it twice.

#### Avoid repetition

Don't repeat the same message on one marketing piece. This will read like padding and sound as if you have nothing else to say.

### Bedrooms and bathrooms, not beds and bathrooms.

#### Be consistent

If you are talking about many similar things, do so in a way that is consistent. For example, always write in the same tense, either past or present, but don't mix them. This will avoid confusion for the reader and you will appear more confident and knowledgeable.

### Know your yours from your you'res.

#### Proof read

Ensure your text has been checked for spelling and grammatical errors. Nothing says lazy and unprofessional like small typos that are so easy to fix.

### Example copy

#### Community

##### AVAILABLE

So often people believe real estate is purely transactional, but I am proud to work for an organisation genuinely committed to giving back to the community.

Through the Harcourts Foundation, grants are made to our local community here in *your suburb/region*. If you have a cause, charity or group that you are passionate about, why not let me know? I am available to help put you in contact with a member of the Harcourts Foundation.

#### Promise

##### WHERE YOU NEED US

With a local, national and global presence, I have the advantage of being a part of Harcourts, which means I'm here to support you wherever you need me.

I believe in meeting with you regularly to discuss progress and provide feedback, giving you access to the information you need, wherever you need it.

## Marketing elements – copy writing

These standard rules will help you make all your marketing pieces consistent, not only across your range, but also your office and the wider Harcourts group.

They are simple to follow but will have a great impact when read by our clients across every product.

### Left aligned text is faster and easier to read.

#### Left align copy

Wherever possible, left align your body copy. This leaves a ragged right edge to your text but removes the uneven gaps between words that can detract from the readability of your paragraph.

### End all sentences with a full stop.

#### Sentences

Sentences should always start with a capital letter and finish with a full stop (or some form of punctuation). There is never a space between the last letter and the full stop but always after the full stop and before the next letter.

### What a surprise!

#### !

Exclamation marks may be used but sparingly. Avoid using more than one in a single paragraph and never use two or more together.

### Avoid unnecessary capitals And double spaces.

#### Double spaces and capitals

Never use double spaces between words in body copy. Capital letters should not be used in the middle of a sentence unless required grammatically.

and  
&

...

**www.harcourts.net**  
**me@harcourts.net**

#### Web address

Web and email addresses are always to be written in lower case. This is the only time that Harcourts is permitted to appear with a lower case h.

**en-suite**  
**10.00am – 1.00pm**  
**rooms – indoors**

#### Dashes

A hyphen (-) is used for words that are broken over two lines or to join two words. Avoid hyphens at the end of lines in left aligned copy if all possible. En dashes (–) are used in place of 'through' in numbers or other measurements of time. Em dash (—) Sometimes used in place of a colon as punctuation and always with a space between it and the surrounding letters.

**8.00 – 9.30am**  
**9.45am – 1.15pm**

#### Times

Times are to be written in full where possible. A space should always be used between the numerals and the en dash. am and pm should be used only where necessary.

#### And

Always use 'and' within text rather than the ampersand (&) unless space is at a premium. Never mix the two within the same copy.

#### Ellipses

Three points with a small space either side which signify a missing word. This is a single character and not three full stops together.

**three bathrooms**  
**9m<sup>2</sup>**  
**15 bedrooms**

#### Numbers

Numbers from one to nine should be written in full but 10 and above may be written in numerals. Exceptions include weights, times, measures and dates which should be stated numerically. All numbers at the beginning of sentences should be written out in full, regardless of whether they are above nine or not.

**50,000m<sup>2</sup>**  
**\$4.5b**

Numbers over 999 are written with a comma to denote thousands. Millions and billions may be shortened to a single 'm' or 'b'. There is no space between the numeral and the letter.

**1970s or 80s**  
**twentieth century**

#### Decades and centuries

Decades can be two or four digits with an 's'. These do not include an apostrophe. Centuries are written out in full (uncapitalised unless at the beginning of a sentence) and not in numerals.

**M 021 345 6789**  
**P 01 234 5678**

#### Phone numbers

Phone number should always be broken up into groups of digits to increase readability. Where possible they should always be Source Sans Pro Bold and preceded by an 'M' or 'P' in Regular and separated only by a space, never a colon (:), semi-colon (;) or a full stop.

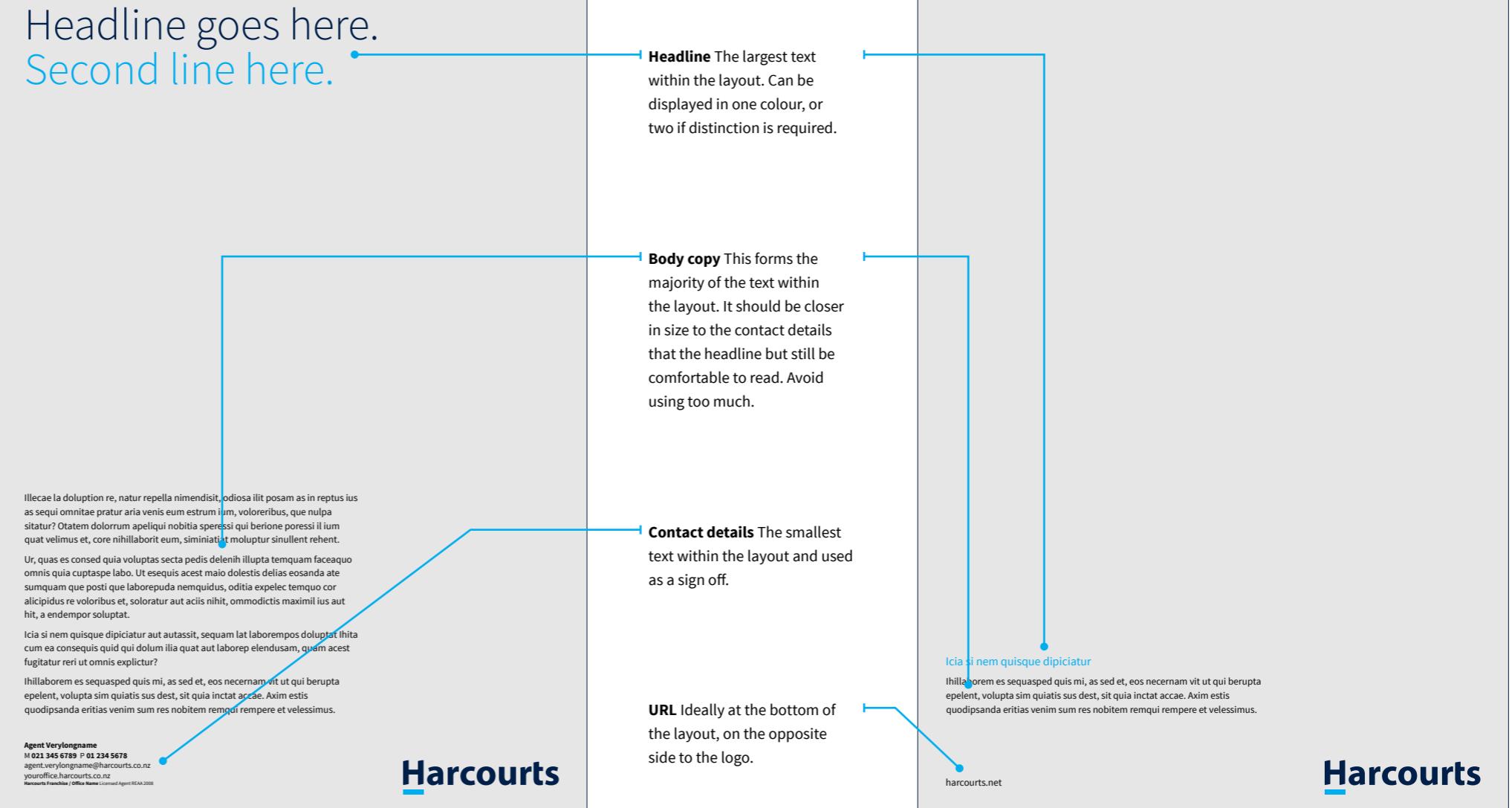
## Marketing elements – typography

Generally, there are three levels of typographic hierarchy within our marketing layouts:

1. Headline
2. Body copy
3. Contact details and/or URL

Layouts can exist with or without a headline but when set without consider treating a paragraph heading as the headline.

Headline size can vary depending on the size of the advertisement and the imagery used. However it should be larger than the rest of the copy on the page. It may be displayed in sentence case or all caps, but grammatical rules should be followed.



## Marketing elements – typography

Typography can be used to create differences within your marketing whilst still keeping a consistency that is important for our brand.

The variety of fonts within our typeface, Source Sans Pro, allow us to take advantage of these differences. With some limits, such as our brand colour palette we are able to have variety with consistency.

The examples here show how the same eight words can be displayed in a range of ways.

You **may** change the:

- Font weight (Light, Regular, Bold etc)
- Point size (the height of the letters, 7pt, 11pt, 14pt etc)
- Colour (blue, cyan, black or white)
- Leading (space between the text lines, measured in points)
- Tracking (horizontal spacing of text)
- Case (lower, upper, title or sentence)

You **may not**:

- Use any typeface other than Source Sans Pro
- Use text with an outline
- Use the text with an underscore in the style of our logo

**LOREM IPSUM DOLOR SIT  
AMET SECTUM LOCUM EST.**

Source Sans Pro Light | 30pt on 30pt leading | Sentence case | Harcourts Blue

**LOREM IPSUM DOLOR SIT  
AMET SECTUM LOCUM EST.**

Source Sans Pro Light | 30pt on 30pt leading | Sentence case | Harcourts Blue and Harcourts Cyan

**LOREM IPSUM DOLOR SIT  
AMET SECTUM LOCUM EST.**

Source Sans Pro Bold and Light | 30pt on 30pt leading | Sentence case | Harcourts Blue

**LOREM IPSUM DOLOR SIT  
AMET SECTUM LOCUM EST.**

Source Sans Pro Black | 15pt on 15pt leading | Upper case | Harcourts Blue

**LOREM IPSUM DOLOR SIT  
AMET SECTUM LOCUM EST.**

Source Sans Pro Light and Light Italic | 30pt on 30pt leading | Sentence case | Harcourts Blue

**LOREM IPSUM DOLOR SIT  
AMET SECTUM LOCUM EST.**

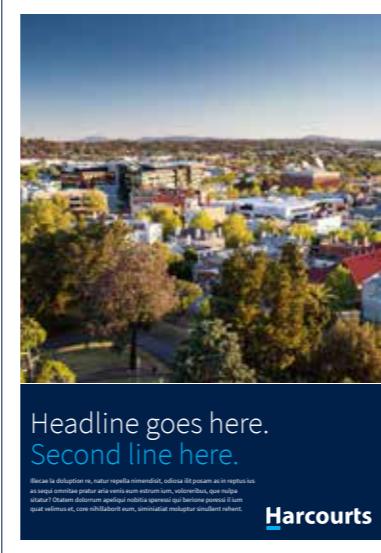
Source Sans Pro Light | 30pt on 50pt leading | Title case | Harcourts Blue

## Marketing elements – imagery

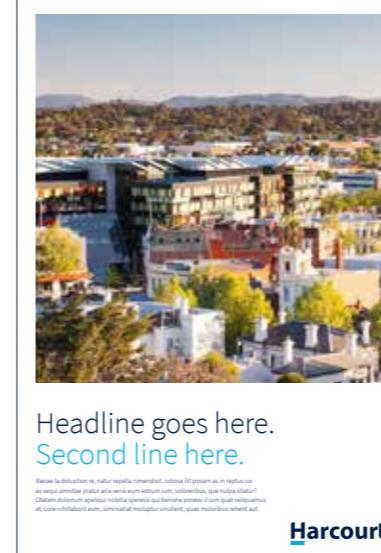
Imagery may be used in any number of ways to differentiate your layouts from those of other agents or your competitors.

Using dramatic or unusual positioning and cropping of an image can make the composition more interesting.

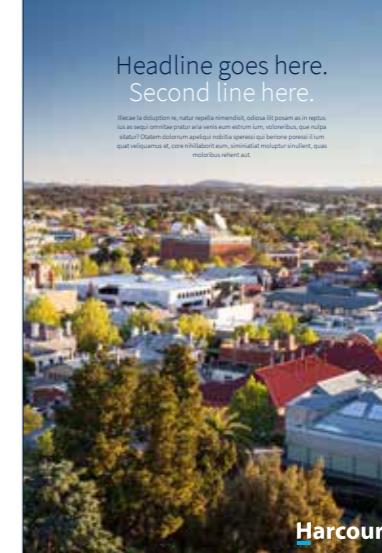
When full colour production is not possible, monochrome printing of the imagery and logo is permitted. When the logo and type are placed over a black and white image, extra care must be taken to ensure legibility. In some instances, darkened areas below may help.



**Colour photo** A great professional photo of your local area can really add to the effectiveness of your marketing.



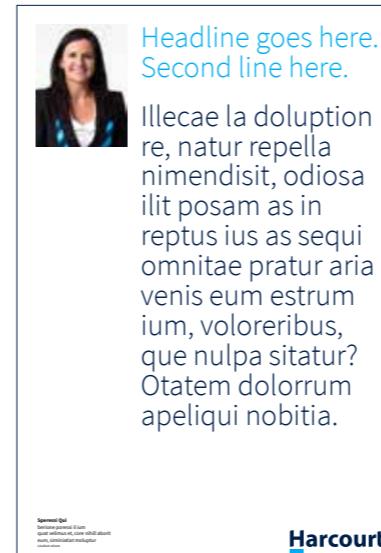
**Cropping** Show the same content but in a new light by cropping the image to highlight important details or add interest.



**Full page** Change the look of your marketing completely with a full page image. It is important to maintain the readability of your text so keep clear space in mind.



**Positioning** Simply by moving the imagery you can change the look and feel of the layout. This can also be useful when you have photos in different orientations.



**Minimise** You may not be the sort of person who wants a full page headshot. So just keep it small. You can still create dynamic layouts using other elements.



**Black and white** Being monochrome doesn't mean your advert will be dull. Work with the limits of one colours to create real contrast.

**Please note** this is the only instance where the mono version of the logo may be used.

## Marketing elements – imagery

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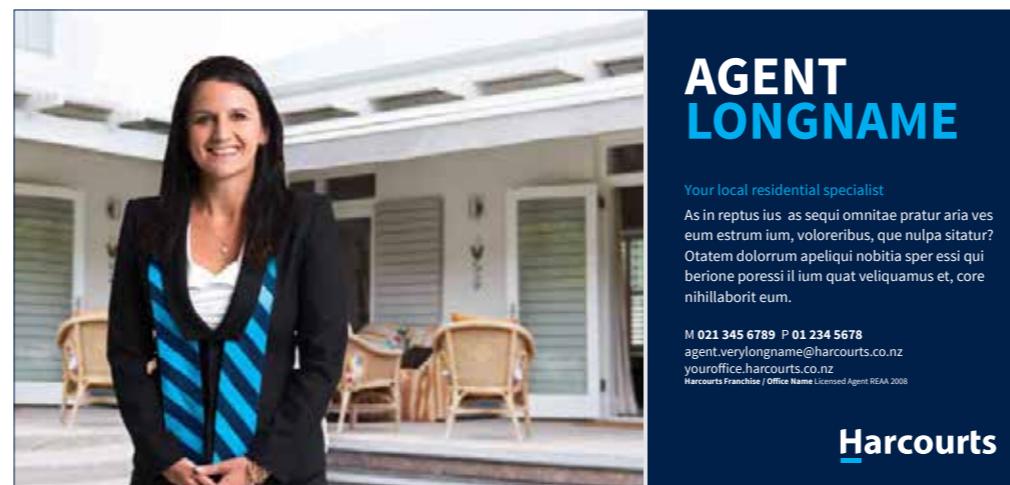


**Background** Standard agent profile photo

**Agent name** Source Sans Pro Black and Extra Light | cyan and blue

**Body copy** Source Sans Pro Light | blue

**Logo** Blue | bottom right corner



**Background** Agent location photo and blue

**Agent name** Source Sans Pro Black | white and cyan

**Body copy** Source Sans Pro Regular | cyan and white

**Logo** White | bottom right corner



**Background** Blue and Harcourts stripes

**Agent name** Source Sans Pro Extra Light and Regular | cyan

**Imagery** Standard clear-cut agent profile photo

**Logo** White | top left corner

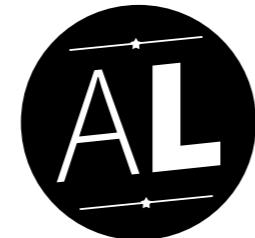
## Marketing elements – logos

In order to give all our marketing a consistent, recognisable look we cannot allow the use of additional fonts and logos on any marketing.

We understand that you may wish to differentiate yourself from other agents in your area, however we do not allow the creation of agent logos. Source Sans Pro is a varied, adaptable typeface that allows for many iterations (one reason why we chose it), thus removing the need for other typefaces to be used.



**✗ Do not** create a logo for yourself



**✗ Do not** use any typeface other than Source Sans Pro

*Agent  
Longname*

**✓ You may** format Source Sans Pro any way you wish, i.e. adjust the:

- Font weight (Light, Regular, Bold etc)
- Point size (the height of the letters, 7pt, 11pt, 14pt etc)
- Colour (blue, cyan, black or white)
- Leading (space between the text lines, measured in points)
- Tracking (horizontal spacing of text)
- Case (lower, upper, title or sentence)