



BESTTM
ESTATE AGENT GUIDE
2018

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1.0 Winner's Marks

1.1 Lettings

The full set of lettings logos includes full colour and reversed versions in both portrait and landscape format, to be used where appropriate, pending background colours.

These marks can be used on marketing collateral that is designed to promote branches that have been rated and are listed in the Best Estate Agent Guide, in line with the terms of the licence agreement.



GOLD - Exceptional version

SILVER - Excellent version



BRONZE - Highly Rated version

LANDSCAPE FORMAT ALSO AVAILABLE - Including Block and Border versions

1.2 Sales

The full set of sales logos includes full colour and reversed versions in both portrait and landscape format, to be used where appropriate, pending background colours.

These marks can be used on marketing collateral that is designed to promote branches that have been rated and are listed in the Best Estate Agent Guide, in line with the terms of the licence agreement.



GOLD - Exceptional version

SILVER - Excellent version



BRONZE - Highly Rated version

LANDSCAPE FORMAT ALSO AVAILABLE - Including Block and Border versions

1.3 Top 100

The full set of Top 100 logos includes full colour and reversed versions in both portrait and landscape format, to be used where appropriate, pending background colours.

These marks can be used on marketing collateral that is designed to promote branches that have been rated and are listed in the Best Estate Agent Guide, in line with the terms of the licence agreement.



GOLD - Top 100 sales version

GOLD - Top 100 lettings version



GOLD - Top 100 sales and lettings version



LANDSCAPE FORMAT ALSO AVAILABLE - Including Block and Border versions

1.4 Best in Guide

The full set of logos for Best in Guide includes full colour and reversed versions in both portrait and landscape format, to be used where appropriate, pending background colours.

These marks can be used on marketing collateral that is designed to promote branches that have been rated and are listed in the Best Estate Agent Guide, in line with the terms of the licence agreement.



GOLD - Best sales version

GOLD - Best lettings version



GOLD - Top 100 sales and lettings version

LANDSCAPE FORMAT ALSO AVAILABLE - Including Block and Border versions

1.5 Spacing and minimum size

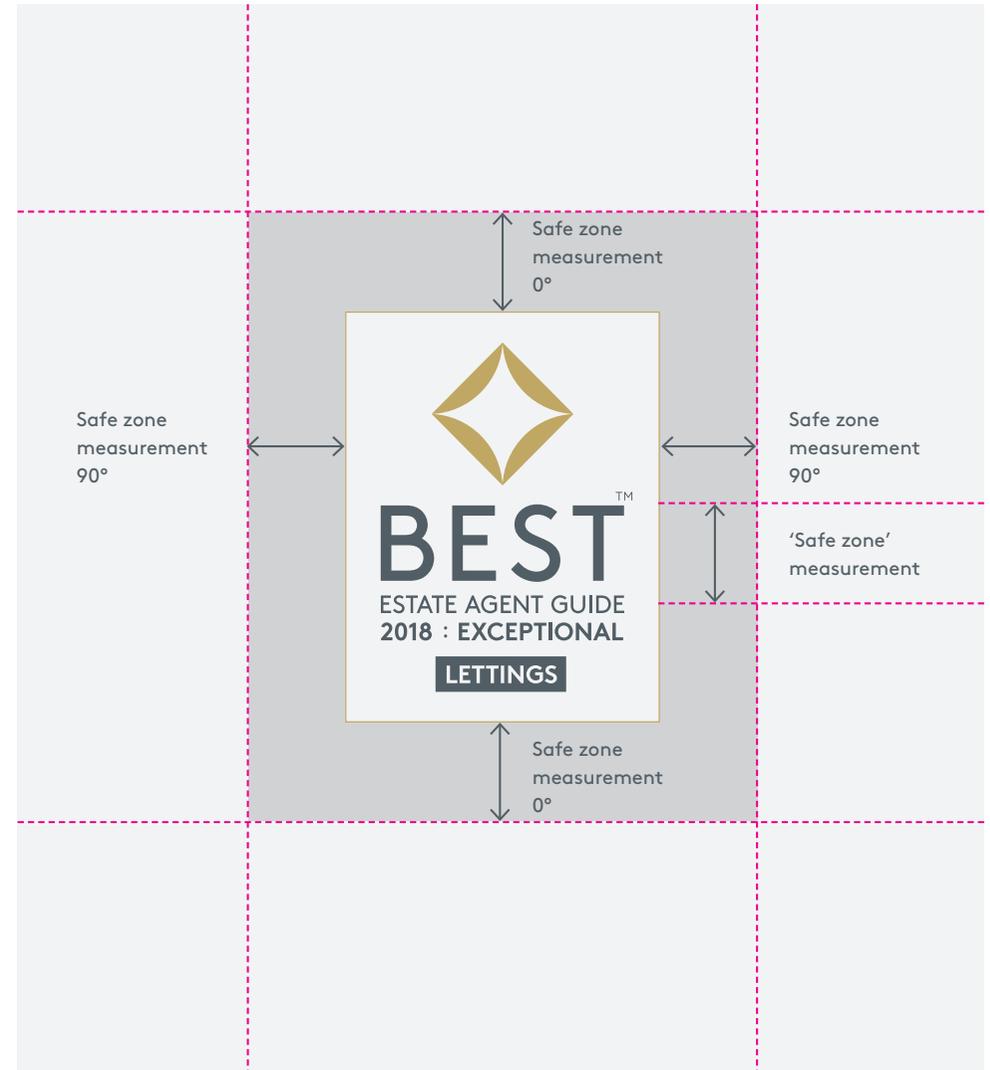
It is important to ensure a 'safe zone' around the logo so that nothing encroaches on its overall impact. The space to measure this can be taken from the top of the word 'BEST' to the baseline, as shown on the diagram below.

The minimum size for the logo is 17mm in width. This should never be reproduced any smaller as the lettering will fall below 5pt and become illegible.

Minimum size of the logo



 Nothing should encroach into the 'safe zone'



1.6 Non Use (stand-alone)

The examples shown here are a basic demonstration of what not to do with the logo. Altering the appearance of the stand-alone logo in any way will compromise and dilute the brand.



Don't add drop shadows



Don't angle the logo



Don't alter the size of the logo elements



Don't rearrange elements



Don't change colours



2.0 Primary Logo

2.1 Stand-alone version

The full set of primary logos includes portrait and landscape full colour and mono versions, with reversed out alternatives, to be used where appropriate, pending background colours.

These marks can be used on marketing collateral that is designed to promote and explain what the Best Estate Agent Guide is, in line with the terms of the licence agreement.



Full colour version



Reversed version



Mono version



Landscape version

2.2 Spacing and minimum size (stand-alone)

It is important to ensure a 'safe zone' around the logo so that nothing encroaches on its overall impact. The space to measure this can be taken from the top of the word 'BEST' to the baseline, as shown on the diagram below.

The minimum size for the logo is 17mm in width. This should never be reproduced any smaller as the lettering will fall below 5pt and become illegible.

Minimum size of the logo



 Nothing should encroach into the 'safe zone'

2.3 Non Use (stand-alone)

The examples shown here are a basic demonstration of what not to do with the logo. Altering the appearance of the stand-alone logo in any way will compromise and dilute the brand.



Don't add drop shadows



Don't angle the logo



Don't alter the size of the logo elements



Don't rearrange elements



Don't change colours



2.4 With affiliations portrait

The logo can be shown together with Rightmove + Property Academy logos, including primary full colour and mono versions, with reversed out alternatives, to be used where appropriate, pending background colours.

These marks can be used on marketing collateral that is designed to promote and explain what the Best Estate Agent Guide is, in line with the terms of the licence agreement.



Full colour portrait version



Reverse portrait version



Mono portrait version

2.5 With affiliations landscape

The logo can be shown together with Rightmove + Property Academy logos, including primary full colour and mono versions, with reversed out alternatives, to be used where appropriate, pending background colours.

These marks can be used on marketing collateral that is designed to promote and explain what the Best Estate Agent Guide is, in line with the terms of the licence agreement.



Full colour landscape version



Reverse landscape version



Mono landscape version

2.6 Spacing and minimum size portrait (with affiliations)

It is important to ensure a 'safe zone' around the logo so that nothing encroaches on its overall impact. The space to measure this can be taken from the top of the word 'BEST' to the baseline, as shown on the diagram below.

The minimum size for the logo is 17mm in width. This should never be reproduced any smaller as the lettering will fall below 5pt and become illegible.

Minimum size of the logo with straplines



Minimum size of the logo without straplines



Nothing should encroach into the 'safe zone'



2.7 Spacing and minimum size landscape (with affiliations)

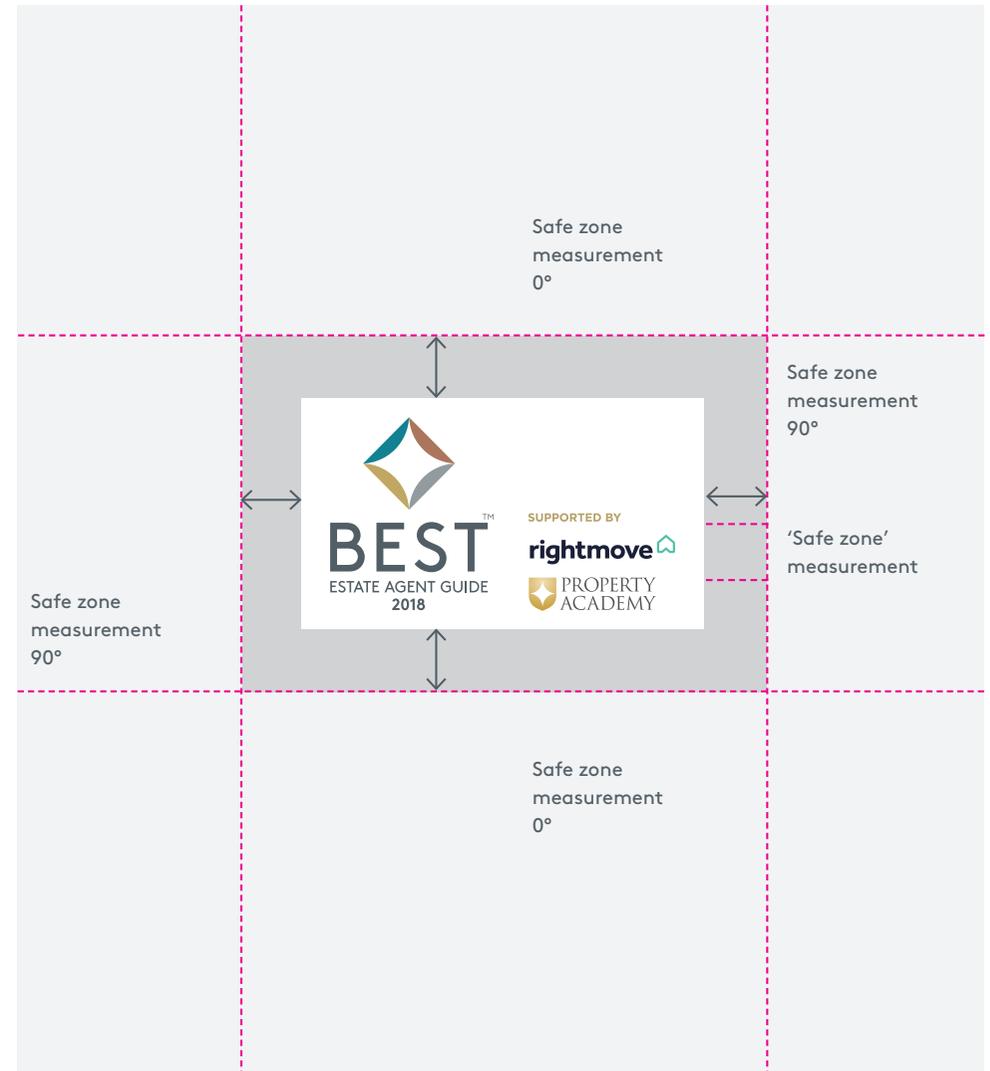
It is important to ensure a 'safe zone' around the logo so that nothing encroaches on its overall impact. The space to measure this can be taken from the top of the word 'BEST' to the baseline, as shown on the diagram below.

The minimum size for the logo is 17mm in width. This should never be reproduced any smaller as the lettering will fall below 5pt and become illegible.

Minimum size of the logo



30mm



2.8 Non Use (with affiliations)

The examples shown here are a basic demonstration of what not to do with the logo. Altering the appearance of the logo in any way will compromise and dilute the brand.



Don't add drop shadows or angle the logos



Don't alter the size of the logo elements



Don't remove one of the affiliate logos or alter their size



Don't alter or remove supported by



Don't rearrange elements



Don't add additional space between logo mark and text



Don't re-arrange the position of the logos



Don't change colours



3.0 Colours

3.1 Colour palette

The colours used to make up the logo have been created using references that take into account whether it is being used for full colour print as well as on screen.

Tints of 80%, 60%, 40% and 20% can also be used where appropriate.

TEAL C: 70 M: 0 Y: 15 K: 40 R: 27 G: 130 B: 150	80%	60%	40%	20%
DARK GREY C: 15 M: 0 Y: 0 K: 75 R: 87 G: 94 B: 98	80%	60%	40%	20%
GOLD C: 11 M: 20 Y: 64 K: 18 R: 202 G: 176 B: 100	80%	60%	40%	20%
SILVER C: 44 M: 30 Y: 30 K: 5 R: 154 G: 161 B: 165	80%	60%	40%	20%
BRONZE C: 24 M: 52 Y: 62 K: 15 R: 179 G: 123 B: 91	80%	60%	40%	20%

4.0 Typefaces

4.1 Primary Print Typeface

The Best Estate Agent Guide logo is made up of one typeface - 'Brown Pro', which is used in both the regular weight version and the bold weight version.

For any informative literature generated the bold weight can be used for headers or any emphasised text.

Brown Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brown Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4.2 Secondary and on-screen typefaces

As 'Brown Pro' is not supported by all web browsers the typeface 'Arial' can be used as a substitute for online materials and where Brown Pro is not available.

Arial - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

