



**BEST**

EA SUPPLIER GUIDE

2018

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# 1.0 Winner's Marks

## 1.1 BEST EA SUPPLIER Winners

The full set of sizebanded winners logos are provided in full colour for those suppliers that have achieved the top accolade in their sizeband.



OVERALL WINNER



GOLD LOGOS - One for each size band



SILVER LOGOS - One for each size band



BRONZE LOGOS - One for each size band

## 1.5 Spacing and minimum size

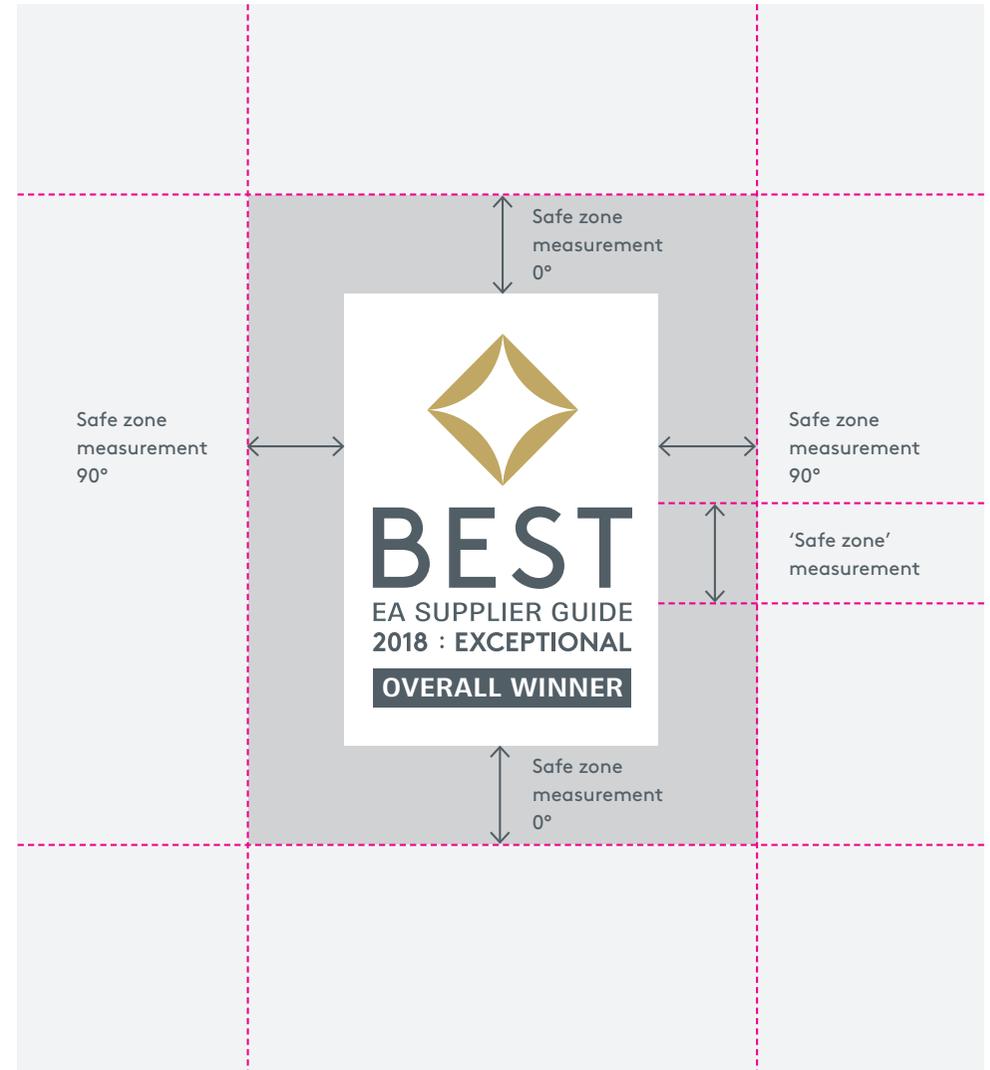
It is important to ensure a 'safe zone' around the logo so that nothing encroaches on its overall impact. The space to measure this can be taken from the top of the word 'BEST' to the baseline, as shown on the diagram below.

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



## 1.1 BEST EA SUPPLIER Rated

The full set of rated winners logos are provided in full colour for those suppliers that have achieved the top accolade in their sector.

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EXCEPTIONAL RATING LOGO

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EXCELLENT RATING LOGO

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HIGHLY RATED LOGO

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## 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 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 Supplier Guide is, in line with the terms of the licence agreement.



Full colour version



Reversed version



Mono 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 affiliation

The logo can be shown together with Property Academy logo, 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 EA Supplier Guide is, in line with the terms of the licence agreement.



Full colour landscape version



Reverse landscape version



Mono landscape version

## 2.5 Spacing and minimum size (with affiliation)

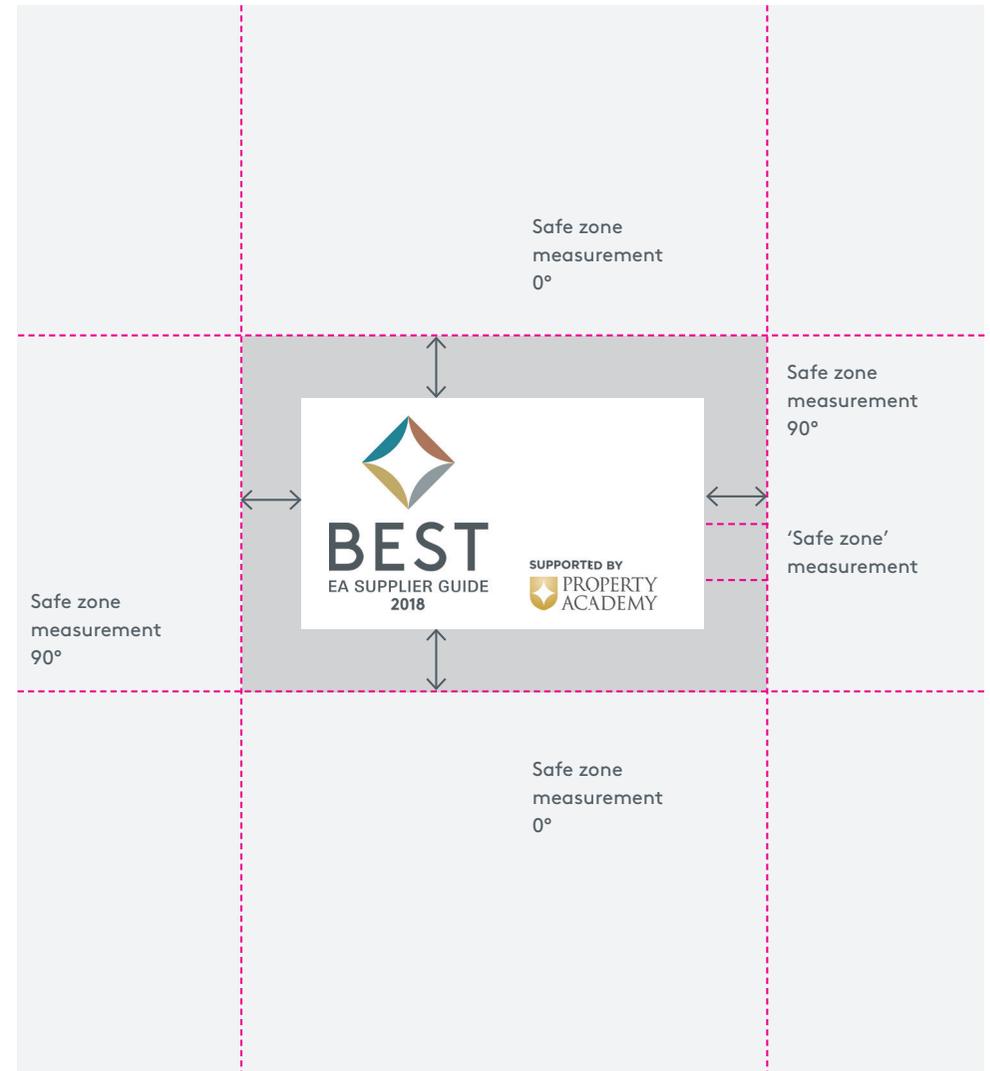
It is important to ensure a 'safe zone' around the logo so that nothing encroaches on its overall impact. The space to measure this can be taken from the top of the word 'BEST' to the baseline, as shown on the diagram below.

The minimum size for the logo is 30mm 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



Safe zone measurement 0°

Safe zone measurement 90°

'Safe zone' measurement

Safe zone measurement 90°

Safe zone measurement 0°

Nothing should encroach into the 'safe zone'

## 2.6 Non Use (with affiliation)

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 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.

<b>TEAL</b> C: 70 M: 0 Y: 15 K: 40 R: 27 G: 130 B: 150	80%	60%	40%	20%
<b>DARK GREY</b> C: 15 M: 0 Y: 0 K: 75 R: 87 G: 94 B: 98	80%	60%	40%	20%
<b>GOLD</b> C: 11 M: 20 Y: 64 K: 18 R: 202 G: 176 B: 100	80%	60%	40%	20%
<b>SILVER</b> C: 44 M: 30 Y: 30 K: 5 R: 154 G: 161 B: 165	80%	60%	40%	20%
<b>BRONZE</b> 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 Supplier 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.

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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.

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Arial - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

