



# Corporate Identity Manual

Helping you to maintain the  
Oakfield Estate Agents corporate brand

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## Introduction

### What is a corporate identity?

Corporate identity is what it says - a visual means of identifying an organisation. Corporate identity and by extension, corporate image can help to improve image, support new service development, strengthen relationships with students and the community and boost recognition.

Corporate identity is a strategic asset that helps to achieve the longer-term communication goals. It cannot therefore be used as a short-term tactical tool like advertising or PR which can be changed at short notice if required. As with any fixed asset, corporate identity needs to be checked and maintained to keep it in good working order. Logos and names are only a part, albeit a very obvious part, of an organisation's identity.

### Why have a corporate identity?

In an increasingly complex and competitive marketplace, the organisation's corporate identity stands as one of its most vital assets. A clear statement of visual and perceptual branding is the focal point of a organisation's public image, and is the sum of all impressions made to the outside world, whether through print, broadcast, or interactive media.

A strong visual identification program, achieved through graphical means, coordinates each element of a organisation's public image. Through this identification, the organisation projects a unified character that works effectively to reinforce all of its various activities, whether through advertising, promotions, trademarks, local media, public signage or any other context where a clearly discernible and immediately identifiable presence is crucial.

Graphic design is one of the most important contributions in the development and distribution of a corporate identity. It involves the conception and organisation of visual materials that establish an organisation's public image and extend the organisation's mandate through aesthetic and perceptual means. The purpose of these guidelines is to define the graphic design standards of the Oakfield Estate Agents corporate identity, and to illustrate how these standards are applied.

These standards should be regarded as working tools designed to assist all who are responsible for the implementation and control of the Oakfield Estate Agents visual identity. Adhering to the these graphic design standards will ensure continuity to a high standard of quality, and a clear, consistent and effective identity for Oakfield Estate Agents.

# Corporate Colours

## Why use the correct colours?

The Oakfield Estate Agents logo is one of the primary ways we identify and differentiate our organisation and our services. Colour is a fundamental element of the Oakfield Estate Agents logo, and of the Oakfield Estate Agents identity as a whole. Therefore, it is critical that careful attention be paid to the proper use of the Oakfield Estate Agents colours to ensure that a consistently positive and professional image is projected at all times.

When printing in a solid colour eg; screen printing onto promotional merchandise, Pantone 368 C (green) and Pantone 10 C (grey) should be used on white items and a white logo on coloured items. Please make sure the correct version of the logo is used as illustrated below.



**Green**  
C=50 M=0 Y=98 K=0  
R=141 G=198 B=66  
hex code #8DC642  
Pantone Solid Coated 368 C

**Grey**  
C=0 M=0 Y=0 K=60  
R=128 G=130 B=133  
hex code #666666  
Pantone Solid Coated Cool Gray 10 C

FULL COLOUR  
ON WHITE BACKGROUNDS



**Green**  
C=50 M=0 Y=98 K=0  
R=141 G=198 B=66  
hex code #8DC642  
Pantone Solid Coated 368 C

**Grey**  
C=0 M=0 Y=0 K=80  
R=88 G=89 B=91  
hex code #575756  
Pantone Solid Coated Cool Gray 11

WHITE AND GREY  
ON GREEN BACKGROUND



MONO PRINTING  
ON DARK BACKGROUNDS



MONO PRINTING  
ON LIGHT BACKGROUNDS

**note:**

Always use the Pantone® and CMYK Process numbers to specify colours for print. The colours used in this guide are for illustrative purposes only, and are not intended to match the actual print colours. Always consult the latest Pantone® colour system publications for colour indications.

**note:**

RGB Colour values are for screen use only and should be used when identifying the Oakfield Estate Agents corporate colors in screen-based media such as Powerpoint presentations and web graphics.



## Logos

### Which logo to use, and when

To download all available formats of the Oakfield Estate Agents logo please navigate to:

<http://1clickdone.com/oakfield-logos.zip>

Each of these formats has been specifically designed to achieve the optimum logo clarity in certain applications, therefore it is important to use the right logo format for your application.

.eps (postscript) format

Use for all print applications to a postscript printer. Logos in this format have been vector drawn and can be reproduced at any size making it ideal for signage. If you are ever giving a logo to an outside party, this is the format which must be used.

.jpg (jpeg) format

Use for screen applications such as presentations, web pages etc.  
This format should only be reproduced at the size it was created.

.png (png) format

Use for screen applications such as presentations, web pages etc.  
This format should only be reproduced at the size it was created.

**note:**

*The images next to the links are for illustration purposes only; Under no circumstances should the images themselves be used or reproduced in any form.*

### Space around the logo

The clear space surrounding any Oakfield Estate Agents logo is also an integral part of the look and feel of the Oakfield Estate Agents signature as a whole.

Don't crowd the logo: always maintain an empty gutter area around the logo equal to at least 1/4 of the width of the logo you are using.





## Logo Treatments

### How not to use the Oakfield Estate Agents logo

It is critical that careful attention Oakfield Estate Agents paid to the proper use of the Oakfield Estate Agents colours to ensure that a consistently positive and professional image is projected at all times.

The logo should preferably be used on a plain white background.

Do not redraw, use the old the logo, or use any other fonts - use **ONLY** the provided artwork.



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



Do not reproduce the text logo over a strong pattern or high contrast area that will interfere with legibility.

