



Welcome

# Introduction

These are our new guidelines. They show you how to use the new brand mark. They also show you how to use words and pictures and demonstrates this in application. This will enable a consistently high standard of communication for Land Securities.

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# Introducing Land Securities

Land Securities is the UK's leading property company. We already own approaching £15 billion of property across the UK, look after more than 2,000 clients, and have a major development programme under way. In total, the floor space of all our commercial property is roughly equal to 1,500 football pitches.

This impressive scale is an important part of our strength. It is part of what makes us Land Securities. How we use that strength is equally important. Land Securities is known for its integrity, honesty and responsibility. Our people are key to maintaining this reputation and ensuring our continued success. We enable them to grow and develop so that their quality and professionalism sets us apart.

We believe that forging strong links with the communities around us and limiting our impact on the environment are critical in creating sustained value for all our stakeholders. We are proud to have received numerous awards for our enlightened environmental and commercial practices over the years.

Every aspect of our communications, no matter how large or small, needs to reflect the values that underpin our business. That is why, as well as all the technical information about our identity, these guidelines include sections on our values, brand positioning and tone of voice. Together, these are the things that make us distinctively Land Securities.

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# Part of the landscape of Britain

The Land Securities Group is made up of three core businesses: Retail, London Portfolio and Land Securities Trillium (property partnership), plus a growing team dedicated to Urban Community Development. The scale and vision of our operations makes Land Securities a major force in shaping the British landscape.

## Retail

Retail property makes up the largest share of our portfolio, with a substantial development programme under way. Our shopping centre and retail park portfolio extends across the whole of the UK and includes some of the most popular and successful retail destinations in the country such as the Bullring in Birmingham, Gunwharf Quays in Portsmouth together with major holdings across London. Our retail experience is focused on delighting the customers who make 300 million visits to these locations and creating environments in which retailers can thrive.

## London Portfolio

Half our portfolio is in London, where we own both office and retail property and where we've been helping to reshape the skyline for over 60 years. We own many of the capital's most famous landmarks, from the Piccadilly Lights to Westminster City Hall, and are developing some of London's most innovative new buildings. These include Cardinal Place in Victoria and One New Change, a dramatic new office and retail development creating entirely new views of St Paul's Cathedral.

## Land Securities Trillium

As one of the leading names in the growing property partnership sector, Land Securities Trillium owns or manages over 2,000 properties across the UK. With our scale and expertise, we can take on any or all aspects of a client's property management. Every contract is individually tailored to our customers, providing a flexible, cost-effective alternative to traditional ownership.

## Urban Community Development

This newest area of our business is currently focused on identifying and delivering long-term, large-scale developments in strategic locations such as Ebbsfleet Valley where 17 million square feet of retail, residential and business floor space will be delivered over 20 years.

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# Company values

Our values make us the company we are. They underpin everything we do – including our communications.

## **Excellence**

In every sphere of our work, we strive to achieve the very best we can. It is not enough simply to meet the minimum requirement. Indeed, for us, exceptional quality is the minimum requirement.

## **Customer service**

Our customers are the foundation of our business, and we never forget that. We take pride in going the extra mile to provide a service that's second to none. It is not by chance that such a high percentage of our clients stay loyal to us.

## **Integrity**

People trust us. We are known for our integrity, and protect it fiercely. If we say we will do something, we do it. It's a vital quality that genuinely sets us apart. People come to us for this reason alone.

## **Innovation**

We are not a business that rests on its laurels. The world is constantly moving on, and we want to move with it – or ahead of it. We aim to be creative; to find the new opportunities and new ideas that our competitors miss. That means keeping open mind.

## **Respect for the individual**

Everyone has the power to help, to grow, to contribute, to influence. Nurturing that power is good for people and good for our business. We encourage new ideas, from wherever and whomever they come. Everyone at Land Securities is approachable and friendly. Everyone contributes.

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# Brand positioning

At the heart of our brand are three signature qualities, which we demonstrate in everything we do:

## **Progressive**

We embrace the challenge of the changing world. Indeed, we aim to be instrumental in that change, developing genuinely new approaches to our work.

## **Expert**

We are proud to be recognised as an authority in our field. We draw on a huge breadth and depth of expertise in property investment, development and management.

## **Accessible**

We make it as easy as possible to talk to us, and do business with us. We listen carefully to the needs of all our stakeholders, and respond with equal consideration.

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This section describes all of the core elements that make up the brand and how to apply them in a way that creates a **distinctive identity**.

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## This is our brand mark

The Land Securities name has real equity so the Cornerstone L's work to frame and highlight it. They are three dimensional shapes which suggest defining a space and which integrate with the name. The 'Land Securities Stone' colour is one that will not date. It has been chosen to be distinctive in the market.



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The following **brand architecture** chart shows the relationship between the different parts of the organisation and how the branding is used.

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**Corporate level**  
This is the brand mark for corporate level communications. There is a version with and without a strapline.

These are our four business areas.

**Business level**  
These are our brand marks for business level communications. There are versions with and without straplines. The version with strapline should be used sparingly.  
**(See straplines section for usage)**

**Product level**  
These are examples of product brand marks. Be it a development, building or shopping centre, these schemes have their own identities which need to be endorsed by the Land Securities brand mark.  
**(See websites – product level section for usage)**

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We have created a set of straplines which help describe the activities of Land Securities and each business area. They are designed to be aspirational and active, rather than simply departmental descriptors.

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## Corporate



This is our corporate level strapline, which attaches to the brand mark on marketing/promotional communications, including all corporate literature, advertising and websites.

**This is not to be used on internal communications or on any external elements that aren't marketing materials.**

**This strapline is integrated with the brand mark and must not be altered in any way.**

**The strapline must not be used on its own and is only used for corporate level.**

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## London



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## Land Securities Trillium



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## Urban Community Development



These are our business area straplines.  
These all attach to the brand mark on  
marketing/promotional materials,  
including business area literature,  
advertising, websites and hoardings.

**These straplines are not to be used  
at corporate or product level.**

**This strapline is integrated with the  
brand mark and must not be altered  
in any way.**

**The strapline must not be used on  
its own.**

**Do not create new straplines.**

**(See the applications section for usage)**

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### Minimum size

The smallest size the Land Securities brand mark can appear is 30mm wide.



### Minimum size with strapline

The smallest size the Land Securities brand mark can appear is 34mm wide when it uses a strapline.

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30mm



## Minimum size

The smallest size the Land Securities brand mark can appear is 30mm wide.

34mm



## Minimum size with strapline

The smallest size the Land Securities brand mark can appear is 34mm wide when it uses a strapline.

46mm



## Recommended Sizes

### A5 (portrait & landscape)

- 46mm wide

### A4 (portrait & landscape)

- 50mm wide

### A3 (portrait & landscape)

- 60mm wide

In either instance, consider legibility when using different print techniques or on different substrates.

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# A4

30mm



### Minimum size

The smallest size the Land Securities brand mark can appear is 30mm wide.

34mm



### Minimum size with strapline

The smallest size the Land Securities brand mark can appear is 34mm wide when it uses a strapline.

50mm



### Recommended Sizes

**A5 (portrait & landscape)**

- 46mm wide

**A4 (portrait & landscape)**

- 50mm wide

**A3 (portrait & landscape)**

- 60mm wide

In either instance, consider legibility when using different print techniques or on different substrates.

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# A3

30mm



### Minimum size

The smallest size the Land Securities brand mark can appear is 30mm wide.

34mm



### Minimum size with strapline

The smallest size the Land Securities brand mark can appear is 34mm wide when it uses a strapline.

60mm



### Recommended Sizes

**A5 (portrait & landscape)**

- 46mm wide

**A4 (portrait & landscape)**

- 50mm wide

**A3 (portrait & landscape)**

- 60mm wide

In either instance, consider legibility when using different print techniques or on different substrates.



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## Breathing space

The brand mark requires space around it to maximise its visual presence. Leave at least this area clear around the brand mark, preventing any other graphic elements such as logos or type interfering.



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### Positioning the brand mark

The brand mark works best in the top left hand corner or bottom right hand corner with the Cornerstone equidistant from the edges. It can either be positioned in the corner of a physical edge or a graphic panel.

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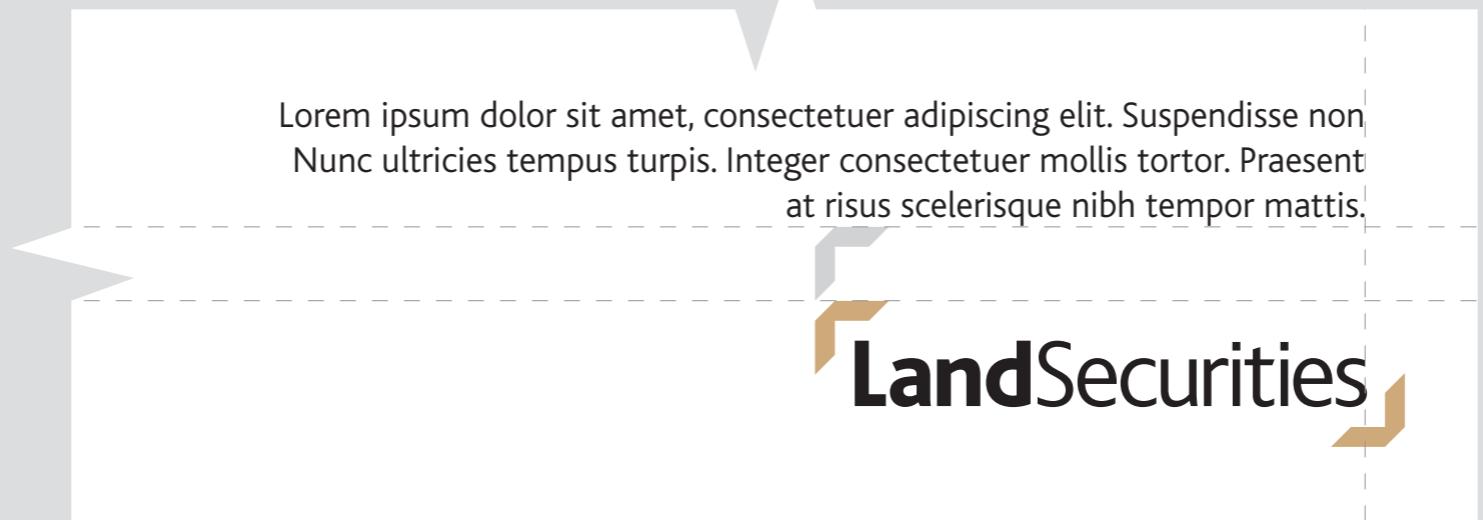


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## Positioning the brandmark with text

When aligning the brand mark with text or imagery, use the beginning of the 'L' or the end of the 's' of the name.

**Remember to use the breathing space rule.**

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## The brand mark

The Land Securities brand mark should always be used as supplied, in the correct colours and should never be recreated or altered.

### Do not:

- Alter the position of the Cornerstones
- Use the brand mark on an angle
- Change the colour of the Cornerstones
- Distort the brand mark
- Use the logo type in colour
- Crop the brand mark
- Use effects on the brand mark
- Use the logo type on its own
- Use with white logo type and black Cornerstones
- Create your own strapline

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- **Use the logo type on it's own**
- Use with white logo type and black Cornerstones
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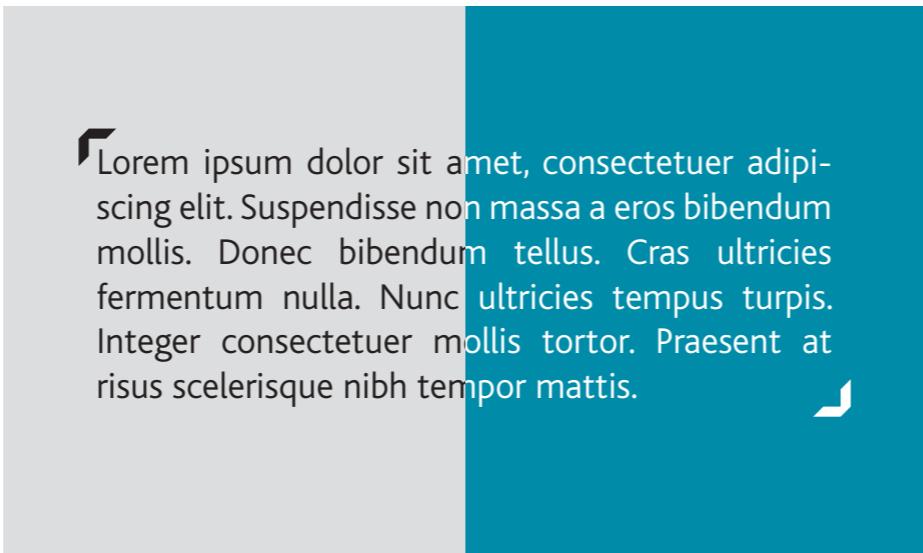
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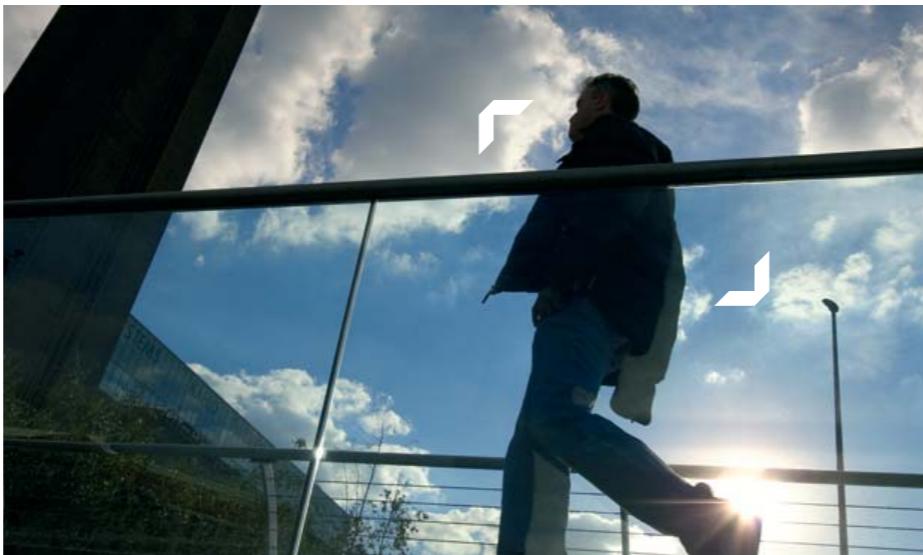
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## The Cornerstones

These elements can be used to highlight a word, a section of a photograph, as parentheses around a quotation or define a space or area.

### The Cornerstones print:

- White out of a secondary colour.  
**(See secondary colour section for more information)**
- Stone out of black or on white.
- White or black on photography.  
(use the most contrasting version)

This is only done on corporate or business level communications.

**It should be used with sensitivity and very sparingly. Artwork needs the approval of the relevant marketing team or the Corporate Communication department.**

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## Breathing space

The Cornerstones require space around them to maximise their visual presence.

When placing customised text within the Cornerstones, follow these guides:

- Always use our primary font, Bliss Light.
- No part of the text should encroach the breathing space (equal to the thickness of a Cornerstone).
- Text should be short and snappy, rather than long and wordy.
- Always receive the approval of the relevant marketing team or the Corporate Communication department.



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## Partnering

When using the Land Securities brand mark alongside other logos, make sure that it is sized and positioned so it has similar impact to those around it. It should appear first where possible.

The white or black brand marks should only be used where there is no colour printing available.



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- Straplines
- Sizes
- Exclusion zone
- Placement
- How not to use
- The Cornerstones
- Partnering
- Colour palette
- Typefaces

When using the Land Securities brand mark alongside other logos, make sure that it is sized and positioned so it has similar impact to those around it. It should appear first where possible.

The white or black brand marks should only be used where there is no colour printing available.



- Background
- Core elements
- Tone of voice
- Imagery
- Applications
- Internal communication
- Contact

# Core elements

Masterbrand  
Colour palette  
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Brand mark  
Core  
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Colour matching  
Typefaces

A range of colours have been selected for use across communication materials. The range allows for different tonal emphasis.

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# Core elements

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Brand mark

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## Brand mark

The core colour for the masterbrand has been chosen for distinctive/uniqueness. It is called Land Securities Stone. Our brand mark must be used consistently. There are five colour options available. The choice is based on best legibility:

### Using the correct brand mark

1. Stone with black type (preferred version).
2. Stone with white type.
3. Black (single colour) on any light colour backgrounds.
4. White (reverse out) on colour background or image, ensure legibility at all times.
5. Silver on black or white.

### Land Securities Stone

Pantone 465 U\*

Process C0 M21 Y60 K30

On screen R206 G170 B122

### Land Securities Black

Pantone Black

Process C0 M0 Y0 K100

On screen R0 G0 B0

### Land Securities Silver

Pantone 877

\* The uncoated Pantone 465 swatch is a preferred colour than the coated, please ask printers to match to the uncoated swatch.

# Core elements

Masterbrand

Colour palette

Introduction

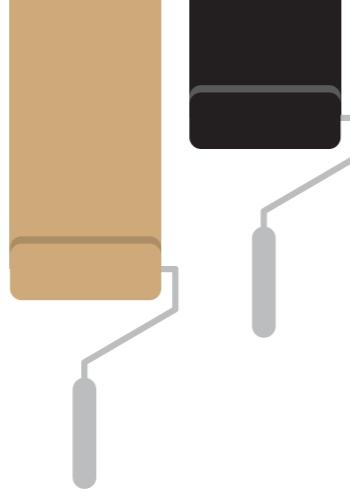
Brand mark

Core

Secondary

Colour matching

Typefaces



Background

Core elements

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Contact

# Core elements

Masterbrand

Colour palette

Introduction

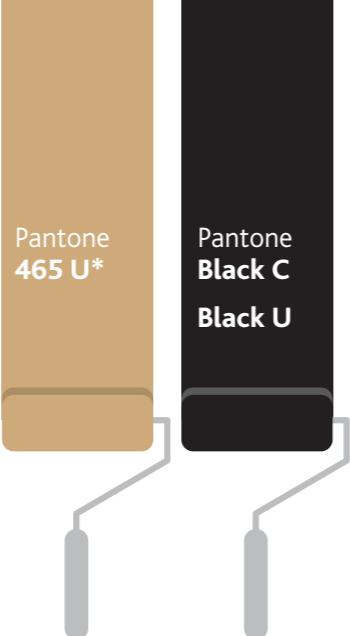
Brand mark

Core

Secondary

Colour matching

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## Core colour palette

These colours are used primarily for the brand mark and corporate level stationery. Land Securities Stone colour should be used sparingly, not in large areas of colour.

\* The uncoated Pantone 465 swatch is a preferred colour than the coated, please ask printers to match to the uncoated swatch.

# Core elements

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\* The uncoated Pantone 465 swatch is a preferred colour than the coated, please ask printers to match to the uncoated swatch.

# Core elements

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## Core colour palette

These colours are used primarily for the brand mark and corporate level stationery. Land Securities Stone colour should be used sparingly, not in large areas of colour.

## Secondary colour palette

These colours are used for corporate and business level communications. They can be used alone or in combination.

\* The uncoated Pantone 465 swatch is a preferred colour than the coated, please ask printers to match to the uncoated swatch.

# Core elements

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## Core colour palette

These colours are used primarily for the brand mark and corporate level stationery. Land Securities Stone colour should be used sparingly, not in large areas of colour.

## Secondary colour palette

These colours are used for corporate and business level communications. They can be used alone or in combination.

Product level communications can use any colours that are appropriate. The correct Pantone colours should be matched. The colours should never be substituted for similar ones.

\* The uncoated Pantone 465 swatch is a preferred colour than the coated, please ask printers to match to the uncoated swatch.

# Core elements

Masterbrand  
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Introduction  
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Core  
Secondary  
Colour matching  
Typefaces

Pantone <b>465 U*</b>	Pantone <b>Black C</b> <b>Black U</b>	Pantone <b>226 C</b> <b>226 U</b>	Pantone <b>253 C</b> <b>Purple U</b>	Pantone <b>275 C</b> <b>2765 U</b>	Pantone <b>659 C</b> <b>659 U</b>	Pantone <b>313 C</b> <b>3135 U</b>	Pantone <b>3145 C</b> <b>3145 U</b>	Pantone <b>368 C</b> <b>367 U</b>	Pantone <b>877 C</b> <b>877 U</b>
Process <b>C 0</b> <b>M 21</b> <b>Y 60</b> <b>K 30</b>	Process <b>C 0</b> <b>M 0</b> <b>Y 0</b> <b>K 100</b>	Process <b>C 3</b> <b>M 100</b> <b>Y 0</b> <b>K 0</b>	Process <b>C 47</b> <b>M 94</b> <b>Y 0</b> <b>K 0</b>	Process <b>C 100</b> <b>M 100</b> <b>Y 0</b> <b>K 48</b>	Process <b>C 56</b> <b>M 31</b> <b>Y 0</b> <b>K 0</b>	Process <b>C 98</b> <b>M 0</b> <b>Y 14</b> <b>K 5</b>	Process <b>C 100</b> <b>M 0</b> <b>Y 28</b> <b>K 26</b>	Process <b>C 60</b> <b>M 0</b> <b>Y 85</b> <b>K 0</b>	Process <b>C 0</b> <b>M 0</b> <b>Y 0</b> <b>K 40</b>
On-screen <b>R 206</b> <b>G 170</b> <b>B 122</b>	On-screen <b>R 0</b> <b>G 0</b> <b>B 0</b>	On-screen <b>R 236</b> <b>G 11</b> <b>B 141</b>	On-screen <b>R 180</b> <b>G 74</b> <b>B 155</b>	On-screen <b>R 29</b> <b>G 17</b> <b>B 96</b>	On-screen <b>R 115</b> <b>G 157</b> <b>B 211</b>	On-screen <b>R 0</b> <b>G 154</b> <b>B 200</b>	On-screen <b>R 0</b> <b>G 140</b> <b>B 168</b>	On-screen <b>R 122</b> <b>G 193</b> <b>B 66</b>	On-screen <b>R 167</b> <b>G 169</b> <b>B 172</b>
RAL <b>060 70 20</b>	RAL <b>9005</b>	RAL <b>4010</b>	RAL <b>4006</b>	RAL <b>5022</b>	RAL <b>260 70 25</b>	RAL <b>220 50 40</b>	RAL <b>5021</b>	RAL <b>120 70 70</b>	RAL <b>9022</b>

Background  
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## Core colour palette

These colours are used primarily for the brand mark and corporate level stationery. Land Securities Stone colour should be used sparingly, not in large areas of colour.

## Secondary colour palette

These colours are used for corporate and business level communications. They can be used alone or in combination.

Product level communications can use any colours that are appropriate. The correct Pantone colours should be matched. The colours should never be substituted for similar ones.

\* The uncoated Pantone 465 swatch is a preferred colour than the coated, please ask printers to match to the uncoated swatch.

Tints of any value may also be used where required.

Masterbrand  
Colour palette  
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# Bliss

# Baskerville MT

**Corporate and business level communications**  
These are our two primary typefaces. These are the only typefaces to be used for corporate level and business level communications.

**Product level communications**  
For product level communications, choose any typeface that is appropriate to the scheme.

Bear in mind the values and positioning of the Land Securities brand when choosing typefaces.

Arial should be used for all stationery, websites and internal use, such as presentations etc.  
**(Refer to the type guides in the applications section)**

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Contact

Bliss is clean,  
modern and  
complements  
our brand mark.

Masterbrand  
Colour palette  
Typefaces  
Primary

Bliss is clean,  
modern and  
complements  
our brand mark.

**Primary typeface**  
Bliss can be used for headings,  
body copy and captions. It has a  
family of weights: light, medium  
and bold – all with italics.

Bliss Bold should be used  
sparingly (to highlight text)  
and should **not** be used for  
large areas of body copy.

Background  
Core elements  
Tone of voice  
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Bliss Light  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890!?&

Masterbrand  
Colour palette  
Typefaces  
Primary

*Bliss is clean,  
modern and  
complements  
our brand mark.*

**Primary typeface**  
Bliss can be used for headings, body copy and captions. It has a family of weights: light, medium and bold – all with italics.

Bliss Bold should be used sparingly (to highlight text) and should **not** be used for large areas of body copy.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
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Contact

*Bliss Light Italic*  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp*  
*QqRrSsTtUuVvWwXxYyZz1234567890!/?&*

Masterbrand  
Colour palette  
Typefaces  
Primary

Bliss is clean,  
modern and  
complements  
our brand mark.

**Primary typeface**  
Bliss can be used for headings,  
body copy and captions. It has a  
family of weights: light, medium  
and bold – all with italics.

Bliss Bold should be used  
sparingly (to highlight text)  
and should **not** be used for  
large areas of body copy.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

## Bliss Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890!?&

Masterbrand  
Colour palette  
Typefaces  
Primary

*Bliss is clean,  
modern and  
complements  
our brand mark.*

**Primary typeface**  
Bliss can be used for headings, body copy and captions. It has a family of weights: light, medium and bold – all with italics.

Bliss Bold should be used sparingly (to highlight text) and should **not** be used for large areas of body copy.

Background  
Core elements  
Tone of voice  
Imagery  
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Contact

*Bliss Regular Italic*  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp*  
*QqRrSsTtUuVvWwXxYyZz1234567890!/?&*

Masterbrand  
Colour palette  
Typefaces  
Primary

Bliss is clean,  
modern and  
complements  
our brand mark.

**Primary typeface**  
Bliss can be used for headings, body copy and captions. It has a family of weights: light, medium and bold – all with italics.

Bliss Bold should be used sparingly (to highlight text) and should **not** be used for large areas of body copy.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
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Contact

Bliss Medium  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890!/?&

Masterbrand  
Colour palette  
Typefaces  
Primary

*Bliss is clean,  
modern and  
complements  
our brand mark.*

**Primary typeface**  
Bliss can be used for headings, body copy and captions. It has a family of weights: light, medium and bold – all with italics.

Bliss Bold should be used sparingly (to highlight text) and should **not** be used for large areas of body copy.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
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Contact

***Bliss Medium Italic***  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890!?*&

Masterbrand  
Colour palette  
Typefaces  
Primary

# Bliss is clean, modern and complements our brand mark.

**Primary typeface**  
Bliss can be used for headings, body copy and captions. It has a family of weights: light, medium and bold – all with italics.

Bliss Bold should be used sparingly (to highlight text) and should **not** be used for large areas of body copy.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
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Contact

## Bliss Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890!&

*Bliss is clean,  
modern and  
complements  
our brand mark.*

**Primary typeface**  
Bliss can be used for headings, body copy and captions. It has a family of weights: light, medium and bold – all with italics.

Bliss Bold should be used sparingly (to highlight text) and should **not** be used for large areas of body copy.

***Bliss Bold Italic***  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890!?*&

Baskerville is  
classic, elegant  
and works  
particularly well  
when used big.

Masterbrand  
Colour palette  
Typefaces  
Primary

Baskerville is  
classic, elegant  
and works  
particularly well  
when used big.

**Primary typeface**  
Baskerville is used at large  
sizes only, as headings or big  
statistics/facts/quotes. It is  
not to be used as a text font.  
It should only be used in one  
weight, Regular. It is used as  
a foil to contrast the sharp,  
clean lines of Bliss.

Remember to use ligatures.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

Baskerville MT Regular  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890!?!&

# Tone of voice

Group/business level  
Product level

All of our written communications must reflect our core positioning: accessible, progressive and expert. We use words as carefully and precisely to make our message clear for all.

We also tailor our voice to its audience. We need to speak in different ways to different people, to show we understand their needs. So although certain fundamentals always remain, tone and emphasis should adapt to the context.

Background  
Core elements  
Tone of voice  
Imagery  
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Contact

# Tone of voice

Group/business level

Product level

## Corporate

This is the fundamental voice of the Land Securities group. (These guidelines are written in the corporate voice.) We use this voice primarily when talking to investors, shareholders, partners and clients. That means we tend to be talking facts and figures, which need to be set out clearly and accessibly. An authoritative, relatively formal tone is clearly right for this context and audience. But that doesn't mean we have to sound stuffy or inflexible. We should always retain an engaging, human quality to our voice.

## Business

Our four business areas are Retail, London Portfolio, Land Securities Trillium and Urban Community Development (UCD). The tone of voice for each is informed both by our Corporate tone of voice, and by the needs of the audience in question.

- In retail, people expect sharp, business-focused language. But they're also keenly aware of the consumer, and tuned in to a more conversational, sales-influenced tone of voice.
- Materials for our London portfolio tend to be highly aspirational, reflecting the visionary quality of our work in the capital and the needs of a highly senior client audience.
- Land Securities Trillium offers practical, efficient and innovative property management, and its audience will expect those qualities to come through in its language.
- In UCD, we are talking primarily to Government, local authorities, partners, investors, corporate audiences and local communities. So our Corporate tone of voice is most appropriate however, this needs to be inclusive and with an emphasis on sustainability.

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Group/business level  
Product level

## Group

Land Securities is the UK's leading real estate investment trust. Our national portfolio of commercial property, worth many billions of pounds, includes some of Britain's best-known shopping centres, such as the Birmingham Bullring and Gunwharf Quays in Portsmouth, as well as London landmarks such as the Piccadilly Lights and Westminster City Hall. We are leading urban renaissance through our billion pound development programme, transforming Exeter, Bristol and Cardiff city centres as well as key sites in Central London. We are also one of the leading names in property partnership and through urban community development are involved in long-term, large-scale regeneration projects in the south-east.

## Land Securities Trillium

Part of the Land Securities Group, Land Securities Trillium is one of the most established and innovative names in property partnership. We focus on understanding our customers' business and property requirements and meeting them through excellent service and innovation. We manage and provide services to numerous commercial properties nationwide, for a growing number of companies and government departments. These activities sit alongside Land Securities' investment portfolio, worth many billions of pounds, which includes a vast range of shopping centres and retail parks as well as London landmark buildings. We are also involved in a major urban community development programme.

## Retail

Land Securities is the UK's leading real estate investment trust. Retail property forms a major share of our multi-billion pound portfolio. Our national network of shopping centres and retail parks includes the Bullring, Birmingham, and Gunwharf Quays in

Portsmouth and our retail development programme is transforming the landscape of several leading city centres. Land Securities' investment portfolio also encompasses retail and office property in London, including landmark buildings such as the Piccadilly Lights. We are also one of the leading names in property partnership, and through urban community development are involved in long-term, large-scale regeneration projects in the south-east.

## London Portfolio

Land Securities is the UK's leading real estate investment trust. Half our multi-billion pound portfolio is in London, where we own many landmark buildings such as the Piccadilly Lights and Westminster City Hall and are developing some of the capital's most innovative mixed-use schemes, such as Cardinal Place, Victoria and New Street Square in mid-town. Land Securities' investment portfolio also includes around 60 retail parks and shopping centres such as the Bullring in Birmingham. We are also one of the leading names in property partnership, and through urban community development are involved in long-term, large-scale regeneration projects in the south-east.

## Urban Community Development

Land Securities is the UK's leading real estate investment trust. Our Urban Community Development activities, delivering large scale regeneration projects in the south-east, represent the latest chapter in a remarkable history. Land Securities' investment portfolio, valued at many billions of pounds, comprises a vast range of shopping centres and retail parks, including the Birmingham Bullring as well as London landmarks such as the Piccadilly Lights. We are leading urban renaissance through our billion pound development programme, transforming Exeter, Bristol and Cardiff as well as key sites in Central London. We are also one of the leading names in property partnership.

## Generic Land Securities

**paragraphs** should be used on all literature, see 'Literature' in 'Applications'

Background  
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Group/business level

Product level

### Product

For Land Securities, 'product' means property: anything from a single retail unit in a shopping centre to vast, high-profile new developments like London's One New Change. A single tone of voice cannot hope to cover all these needs. So, as always, the audience is the key.

Our brochure for 30 Gresham Street, for instance, set out an aspirational vision for this major City of London development. It was aimed at very senior clients, who wanted to see that we understood their needs and could help enhance their businesses. So rather than a simple description, we opened with these words

YOUR HEADQUARTERS SAY IT ALL.  
IT SPEAKS BEFORE MOUTHS OPEN,  
WELCOMES BEFORE HANDS  
EXTEND, YOUR FIRST AND MOST  
LASTING IMPRESSION. IT BREATHES  
LIFE INTO YOUR PEOPLE, MOVES  
THEM; CAN TURN A COMPANY  
INTO A VISION.

Of course, this sort of approach would not suit more modest propositions, such as a single retail unit. Here, clients don't need to be sold a vision. They want the necessary facts and figures, clearly and concisely.

However there is more to the art of persuasion than just facts and figures. Friendly, engaging copy adds to the appeal of the offer, and helps ensure our message gets through:

*The site, covering 800 m<sup>2</sup>, is perfectly placed at the heart of this bustling shopping centre. Close to the large central food hall, which serves around 25,000 customers every day, you'll benefit from the highest footfall in the building.*

Background

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# Imagery

Photography  
Illustration  
Plans/diagrams

Use inspired impactful imagery. Images speak for you like words do, and set the tone for communications.

Always aim to use the highest quality photography affordable. Where possible buy full usage rights. Send final photography to the marketing team for inclusion on the Land Securities photographic archive.

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
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# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



When photographing people in working environments, show real people in real places.

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



Black and white photography works well in a documentary style.

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
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Show the dynamics of a busy working environment.

# Imagery

Photography  
Illustration  
Plans/diagrams



Interesting crops can help give photographs a focus.

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
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Contact

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
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Contact



Do not use clichéd poses.



# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
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Contact



Retail photography should look as glamorous as possible within context.

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
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Contact



Retail photography should look as glamorous as possible within context.

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
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Retail photography should look as glamorous as possible within context.

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
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Contact



Do not use posed, clichéd photos.



# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



Do not show buildings under construction.



# Imagery

Photography  
Illustration  
Plans/diagrams



If you are promoting a tall building, make the most of the views from the upper floors.

Background  
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**Imagery**  
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# Imagery

Photography  
Illustration  
Plans/diagrams



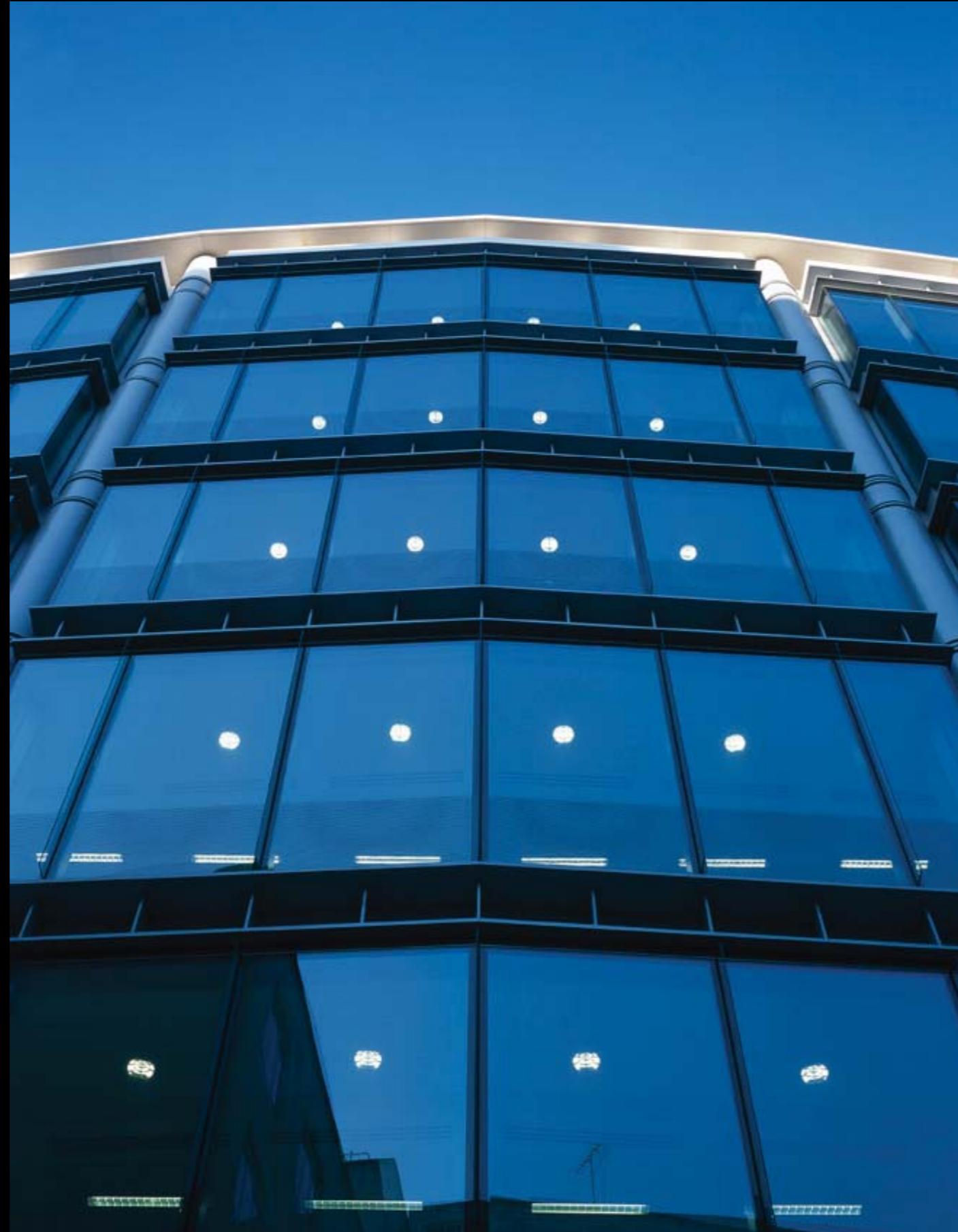
If you are promoting a tall building, make the most of the views from the upper floors.

Background  
Core elements  
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# Imagery

Photography  
Illustration  
Plans/diagrams

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Emphasise the building's attributes, such as its imposing height.

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
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Juxtaposition to its environment can be helpful, eg historic buildings.

# Imagery

Photography  
Illustration  
Plans/diagrams



Juxtaposition to its environment can be helpful, eg historic buildings.

Background  
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# Imagery

Photography  
Illustration  
Plans/diagrams



Make floor space look as large, open and light as possible.

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Tone of voice  
**Imagery**  
Applications  
Internal communication  
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# Imagery

Photography  
Illustration  
Plans/diagrams



If the area is a better selling point than the look of the building, major on that. Still use pictures of the building, but not large.

Background  
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Tone of voice  
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# Imagery

Photography  
Illustration  
Plans/diagrams



If you are describing a property that benefits from being in a busy area, or is about retail space, there needs to be a sense of liveliness about the shot, to suggest this is the place to be.

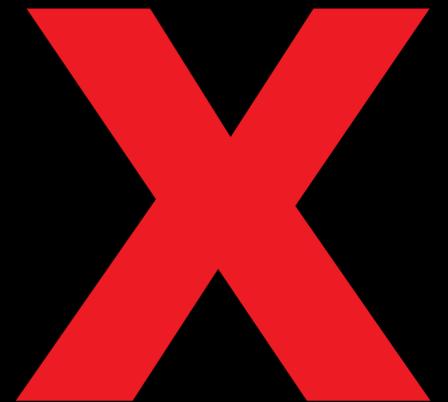
Background  
Core elements  
Tone of voice  
**Imagery**  
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Contact

# Imagery

Photography  
Illustration  
Plans/diagrams



This photograph is uninspiring, partly because the building is dull, but the angle of shot has done nothing to make it more dynamic and it is raining. There is no sense of liveliness, which would not help the retail spaces.



Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



Photography  
Illustration  
Plans/diagrams

Illustrations can bring a unique look and feel to your communication.

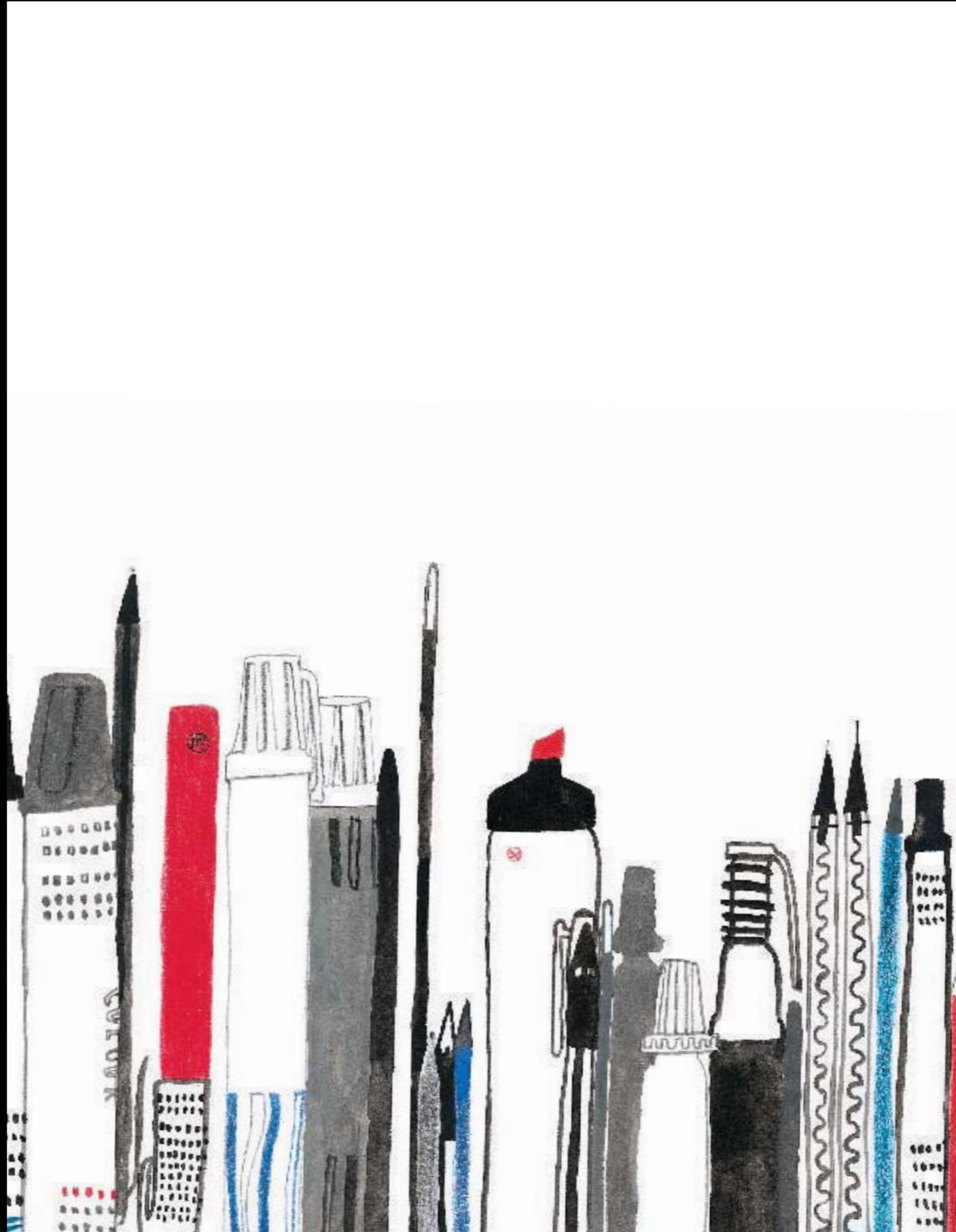
Always aim to use the highest quality illustrator affordable. Where possible buy full usage rights. Send final illustrations to the marketing team for inclusion on the Land Securities archive.

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact

# Imagery

Photography  
Illustration  
Plans/diagrams

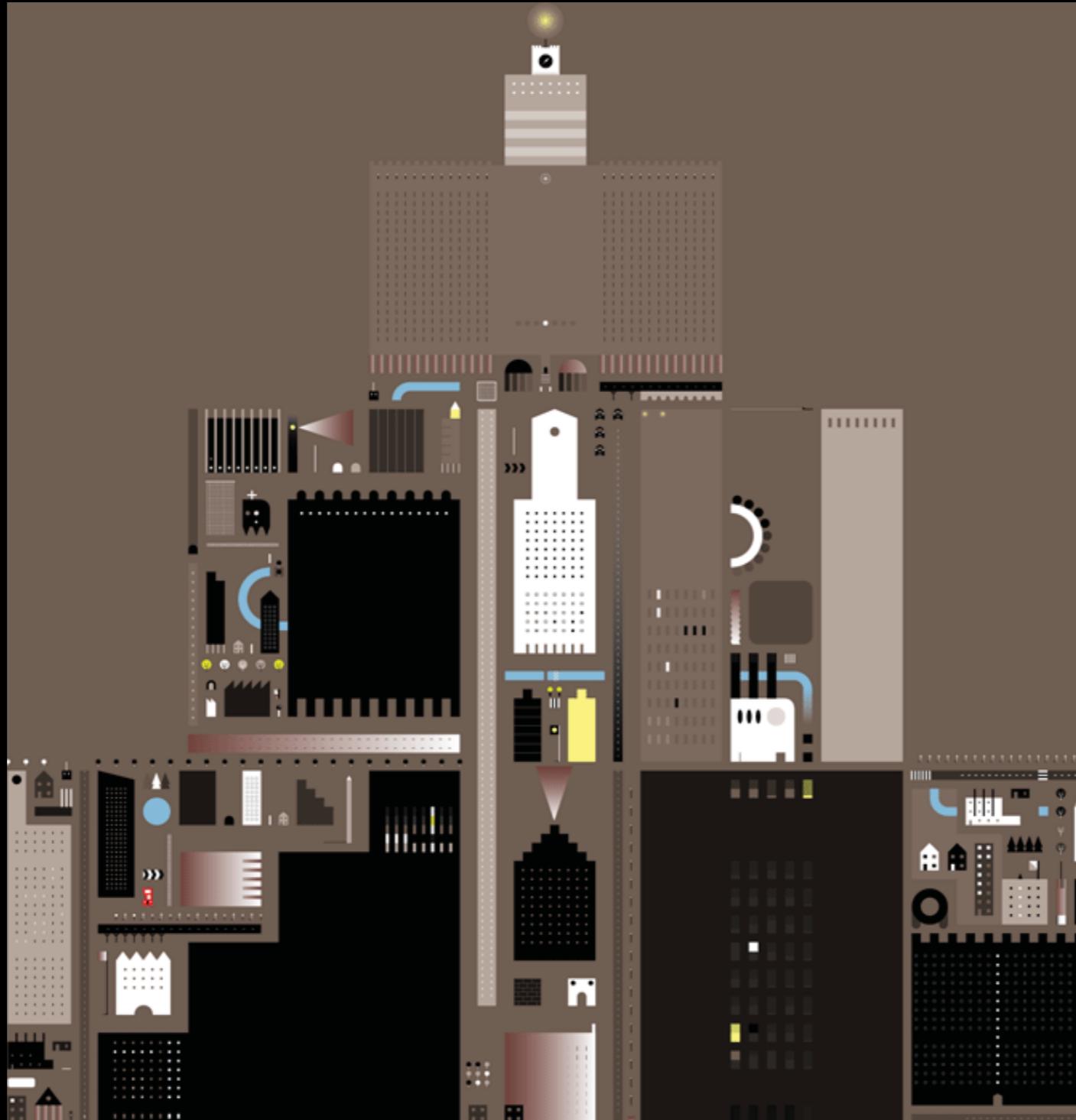
Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



This is a good example of illustration being used intelligently to communicate a message.

# Imagery

Photography  
Illustration  
Plans/diagrams



Consider new ways of using  
illustration in keeping with Land  
Securities' progressive thinking.

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact

# Imagery

Photography  
Illustration  
Plans/diagrams

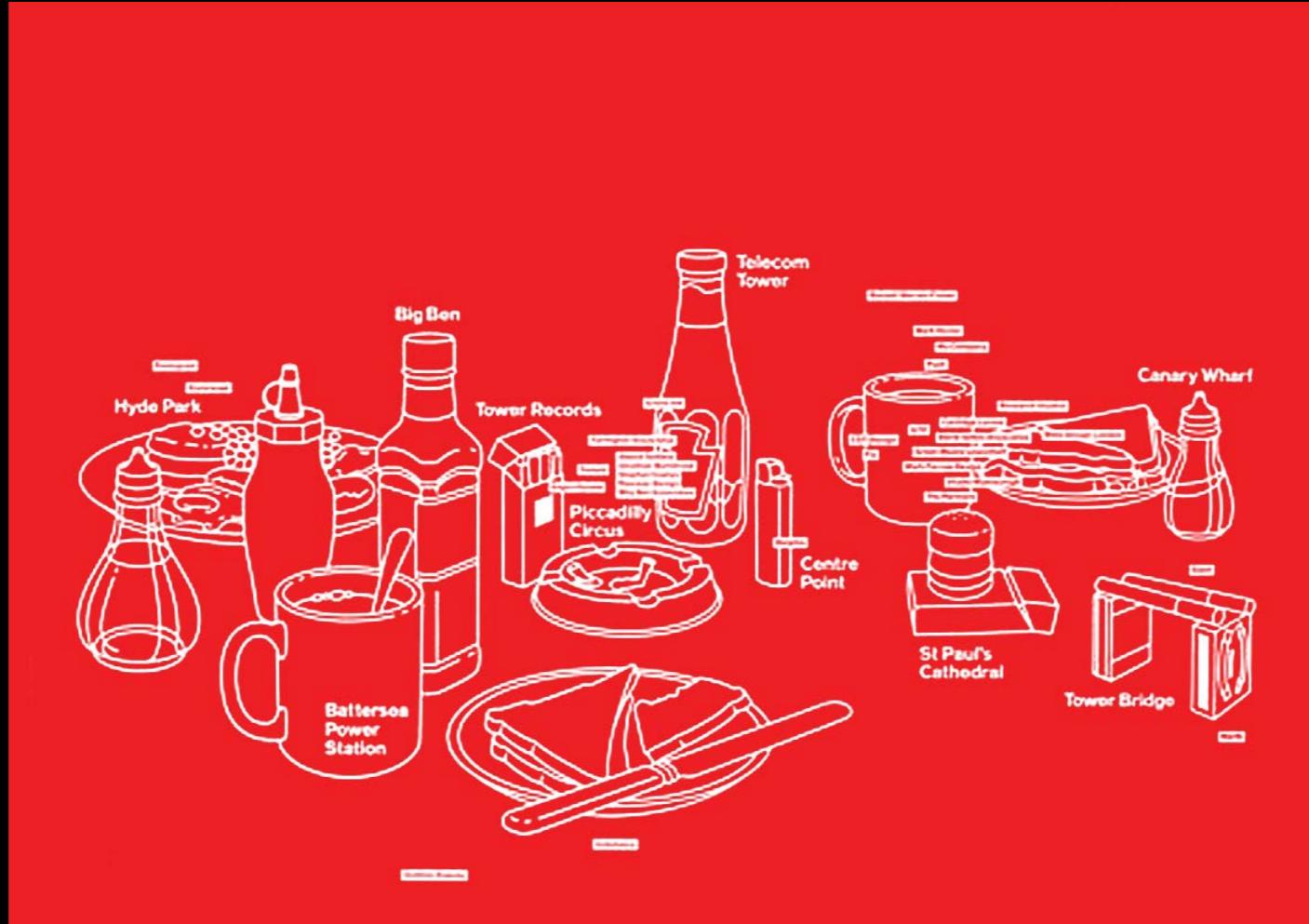


Consider new ways of using illustration in keeping with Land Securities' progressive thinking.

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact

# Imagery

Photography  
Illustration  
Plans/diagrams

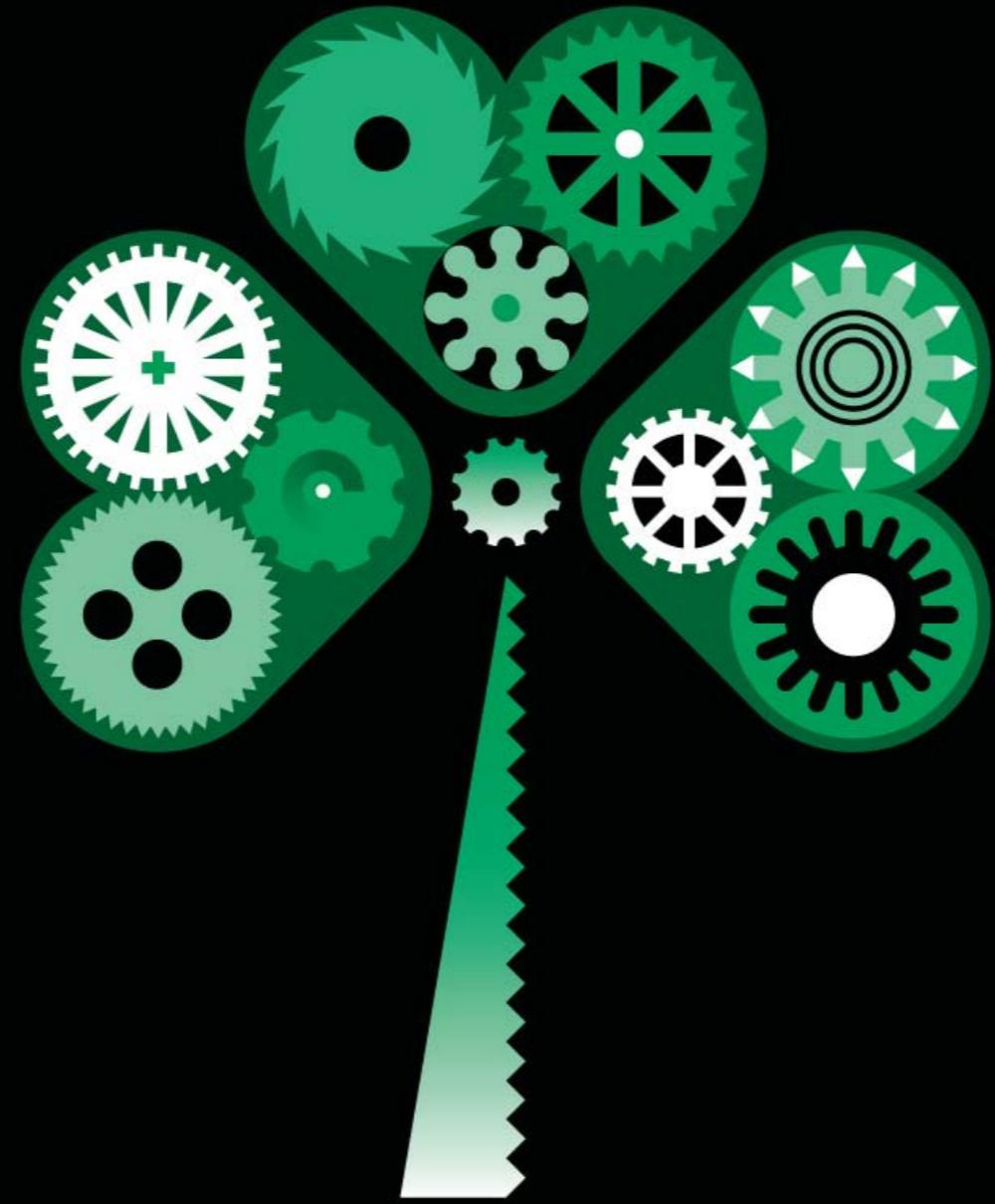


This is a good example of illustration being used intelligently.

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact

# Imagery

Photography  
Illustration  
Plans/diagrams



This is a good example of illustration being used intelligently.

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact

# Imagery

Photography  
Illustration  
Plans/diagrams

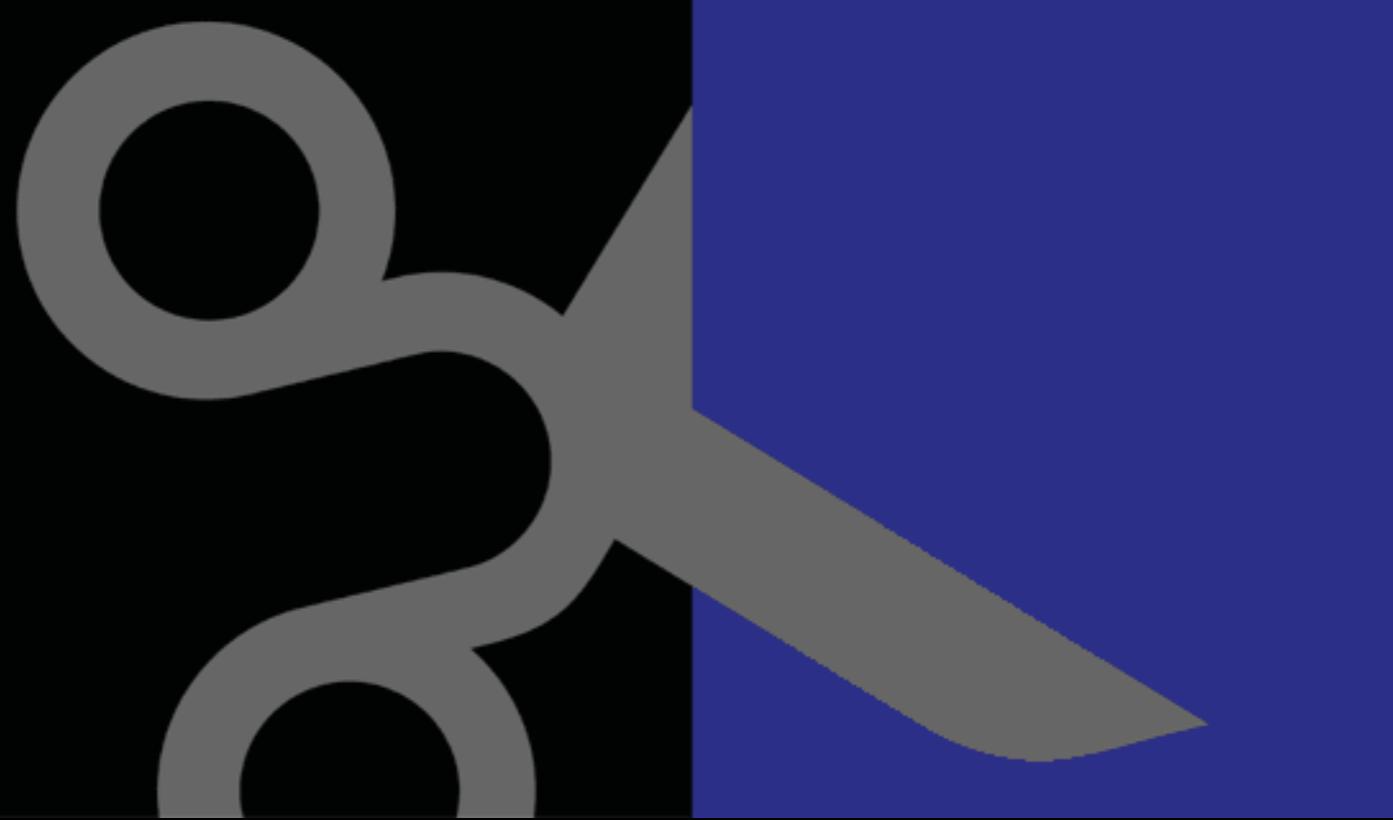
Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



Simplicity can be very beautiful.

# Imagery

Photography  
Illustration  
Plans/diagrams

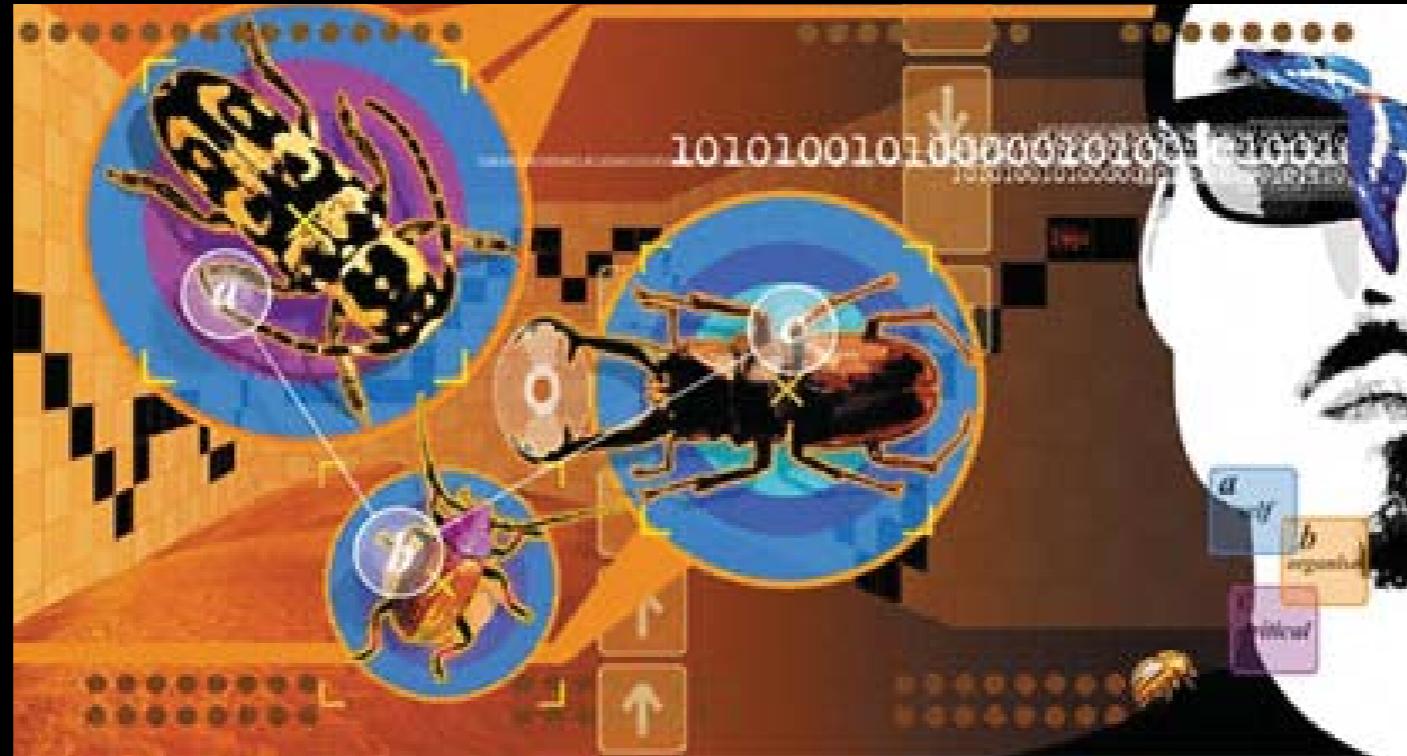


An idea benefits from being expressed simply.

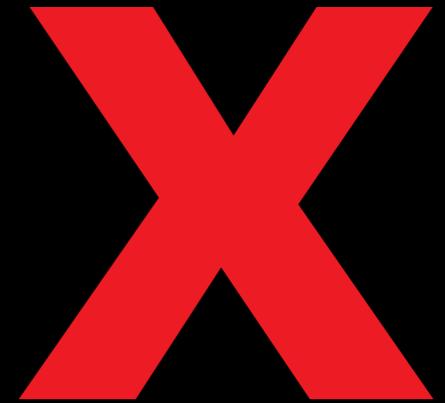
Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact

# Imagery

Photography  
Illustration  
Plans/diagrams



This image is so complicated it's hard to extract a simple message.

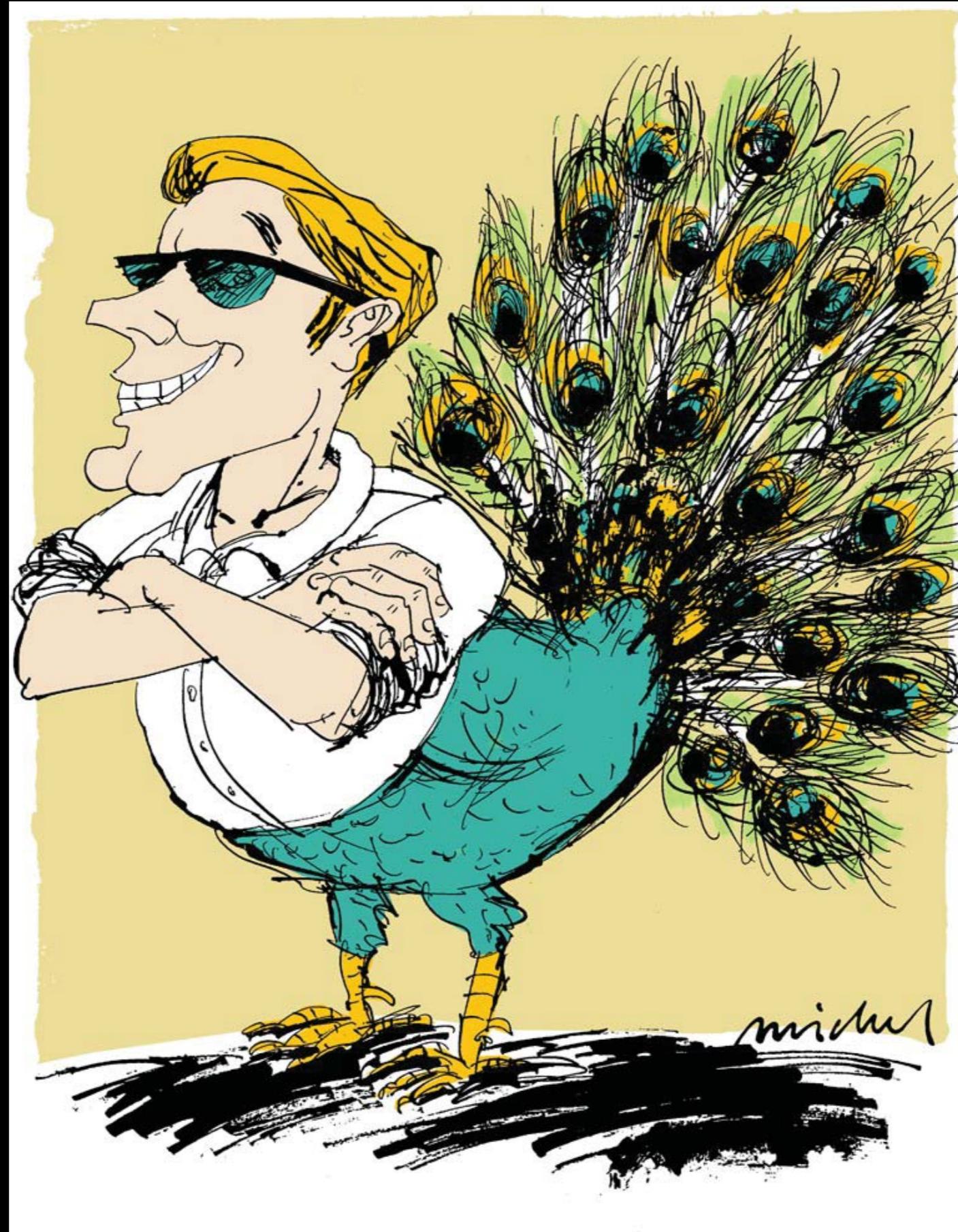


Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact

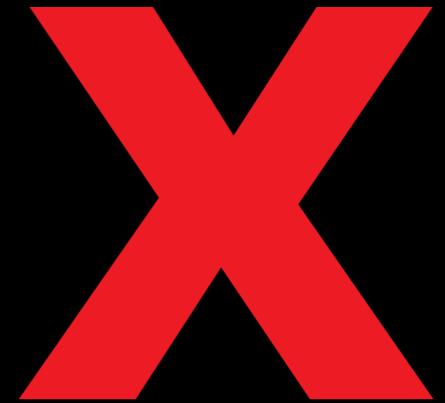
# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



Ensure that the illustration style is on brand. This illustration does not represent Land Securities status.





Photography  
Illustration  
Plans/diagrams

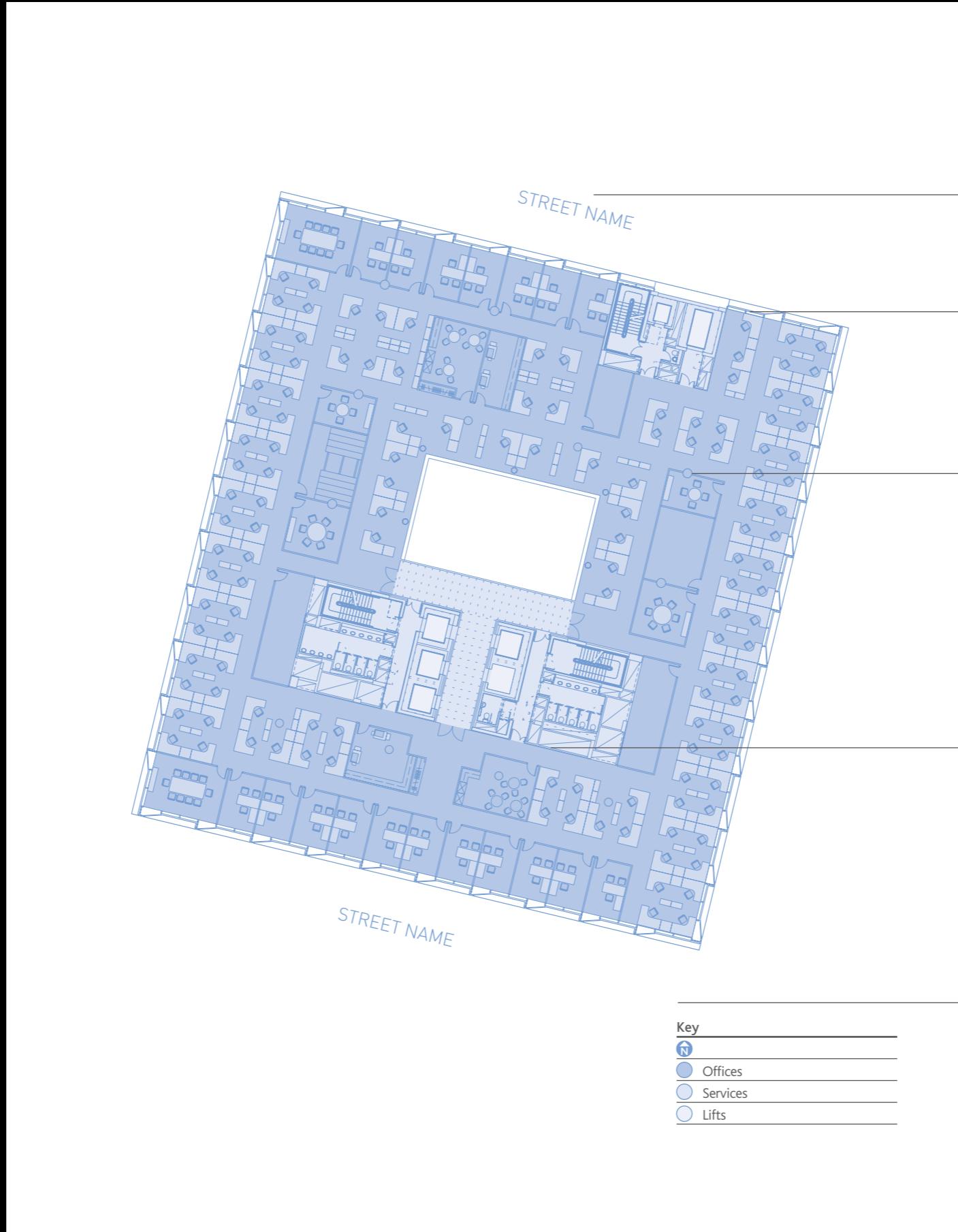
Plans and diagrams are an important element in expressing the values of our brand. Properly detailed drawings can provide a level of quality appropriate for Land Securities.

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



## Plan Detailing

Road names should be given for orientation.

Recommended line weights at A4 size are 0.35pt – used for outer and inner walls, and 0.2pt – used for all other detailing.

Columns are indicated, but appear in the same colour as the floor area so as not to highlight them.

Patterns are used to denote walkways, stairs, bridges, balconies, terraces and roof terraces/gardens.

Riser cupboards and riser doors should be shown as shut.

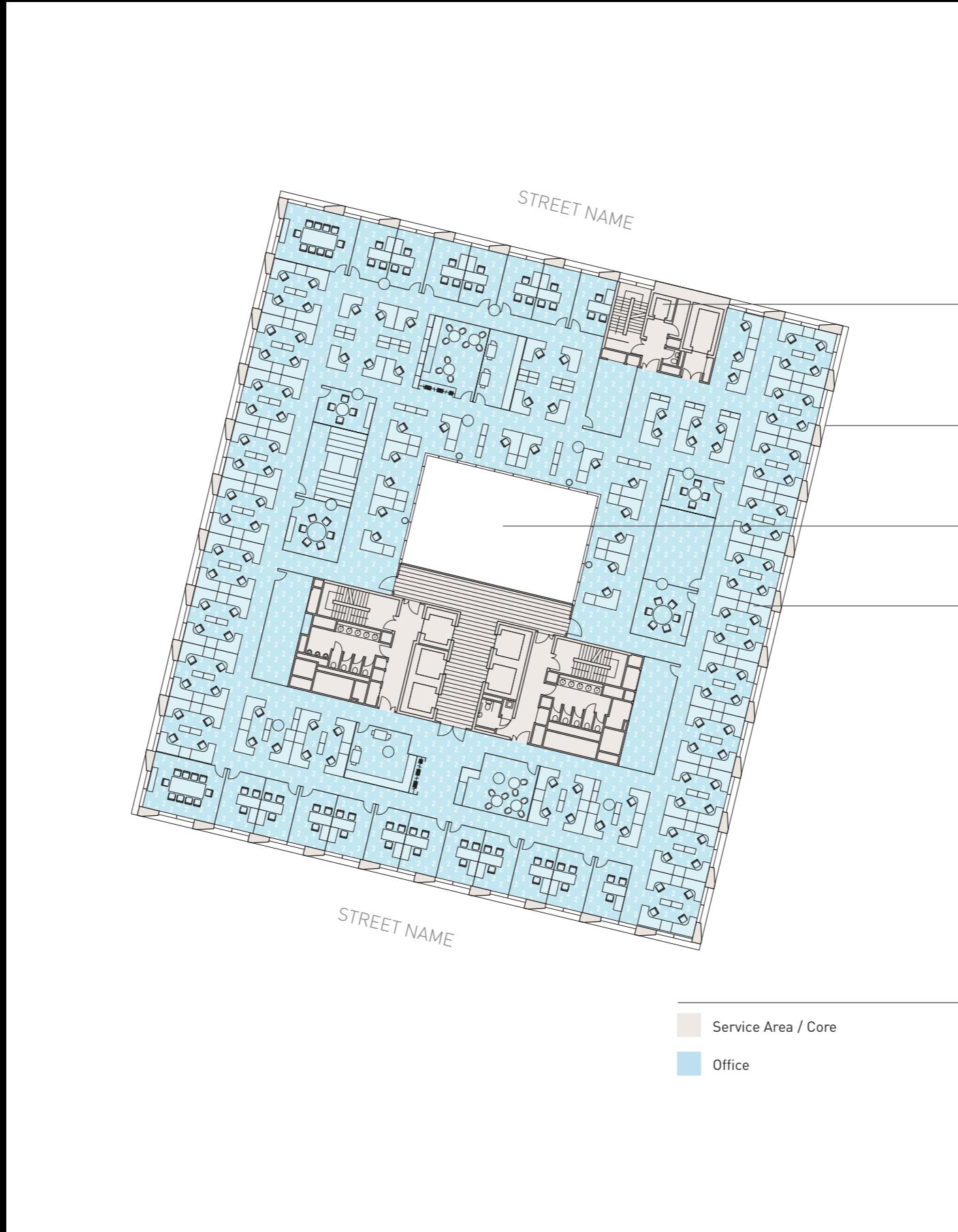
Floor areas use solid colour or a pattern. If a pattern is used it should not obscure the floor, or details within the floor, but can add richness

A key is always used to define areas.

# Imagery

Photography  
Illustration  
Plans/diagrams

Background  
Core elements  
Tone of voice  
**Imagery**  
Applications  
Internal communication  
Contact



## Plan Detailing

Core areas should be denoted with a subtle colour. Loading bays are typically treated in the same colour as core areas

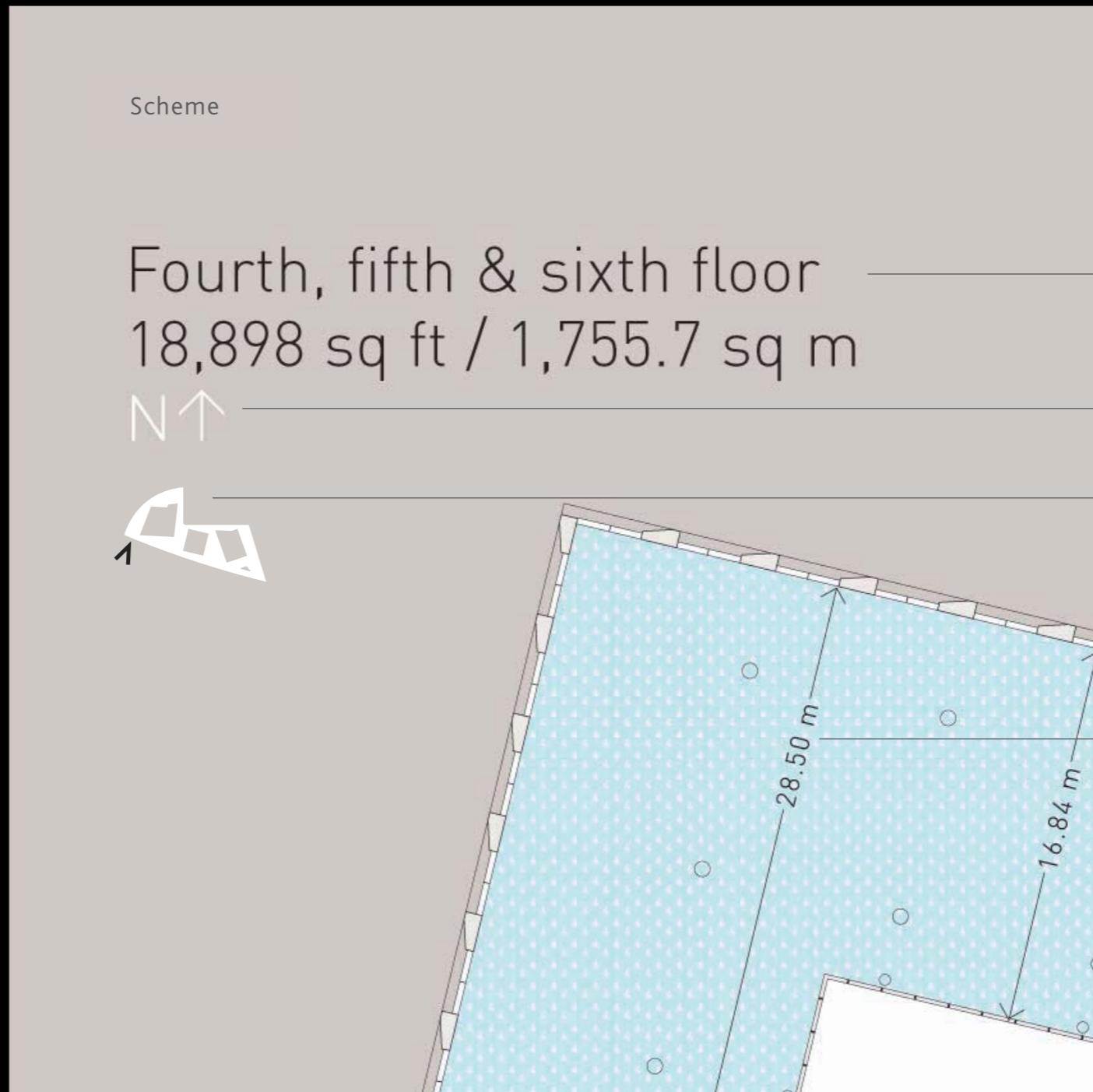
Windows are typically filled white, exterior walls are filled as core area

Voids and atriums are always filled white

Furniture on space plans should be a tint of the floor colour

If appropriate patterns are descriptive of the materials used, eg. tiles, boards etc

Appropriate colour coding should be used to denote retail/office/reception/core/lifts. A key should be used to clarify the coding. Tints should be used on space plans to denote work areas.



## In Context

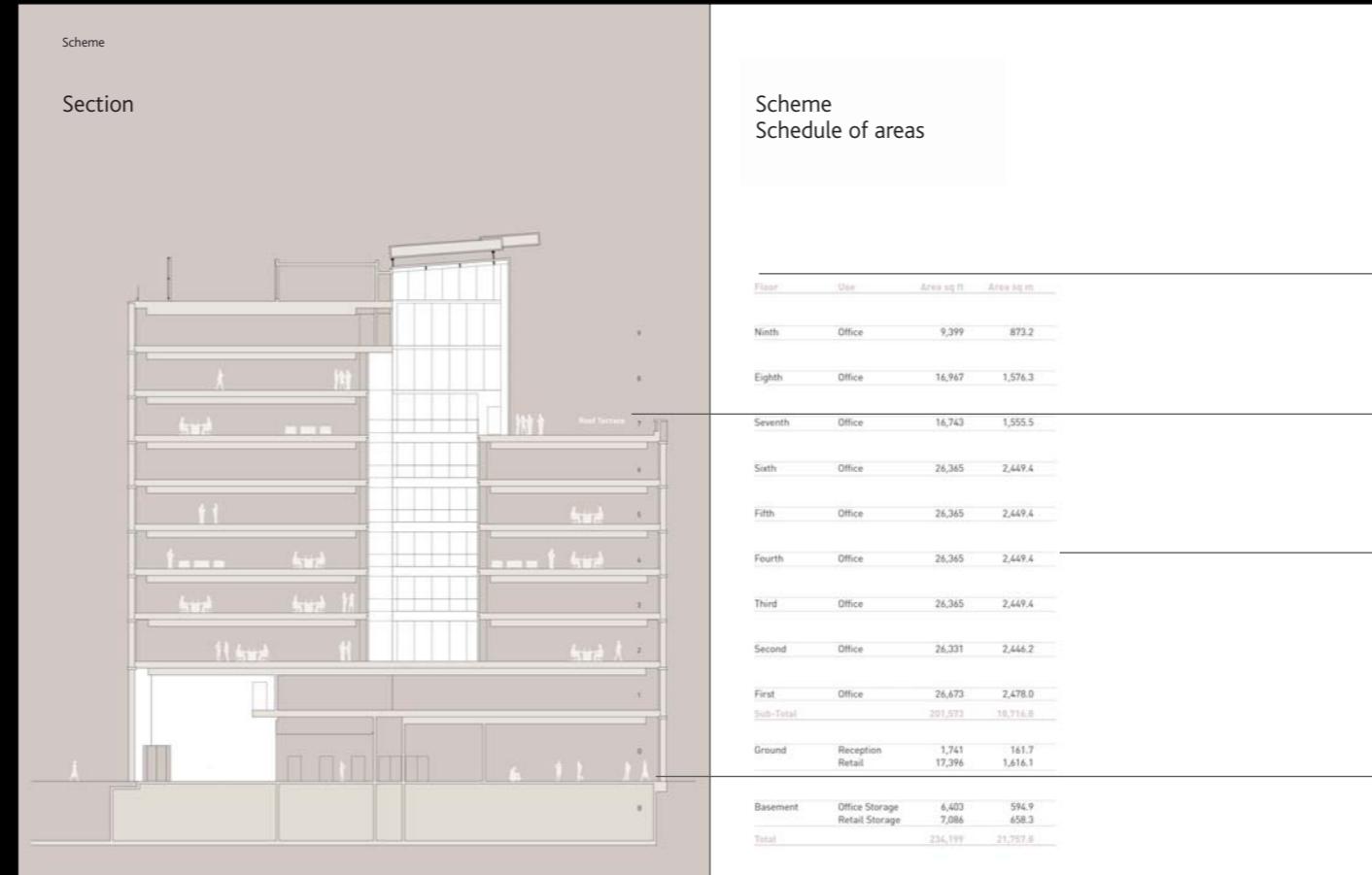
Square foot and square metre areas are given for all plans.

North indicators are helpful on plans.

Orientation devices should be used if the development consists of multiple buildings.

Typical floor dimensions should be included on one plan, and given in metres.

Dimensions should be integral to the dimension lines. Solid dimension lines are preferable to dotted.



Floors should not be referred to as levels.

Label all terraces, balconies and roof terraces/gardens.

Schedule of areas should be aligned with the building elevation.

Trees and people appear as silhouettes, not a keyline.

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

All of the previous pages describe the core elements that make up our brand identity. The following page summarises this.

Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Brand mark

Strapline(s)

Typeface

Colour palette

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



+

making property work

+

Bliss Baskerville

+



+



Imagery

+

Uplifting

=

Land Securities' brand identity

## Summary

The Land Securities brand identity is made up of the core elements shown, and in combination will give Land Securities a strong identifiable brand identity to compete in the market place.

This section helps to show how to apply the brand identity across the different communications materials.

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

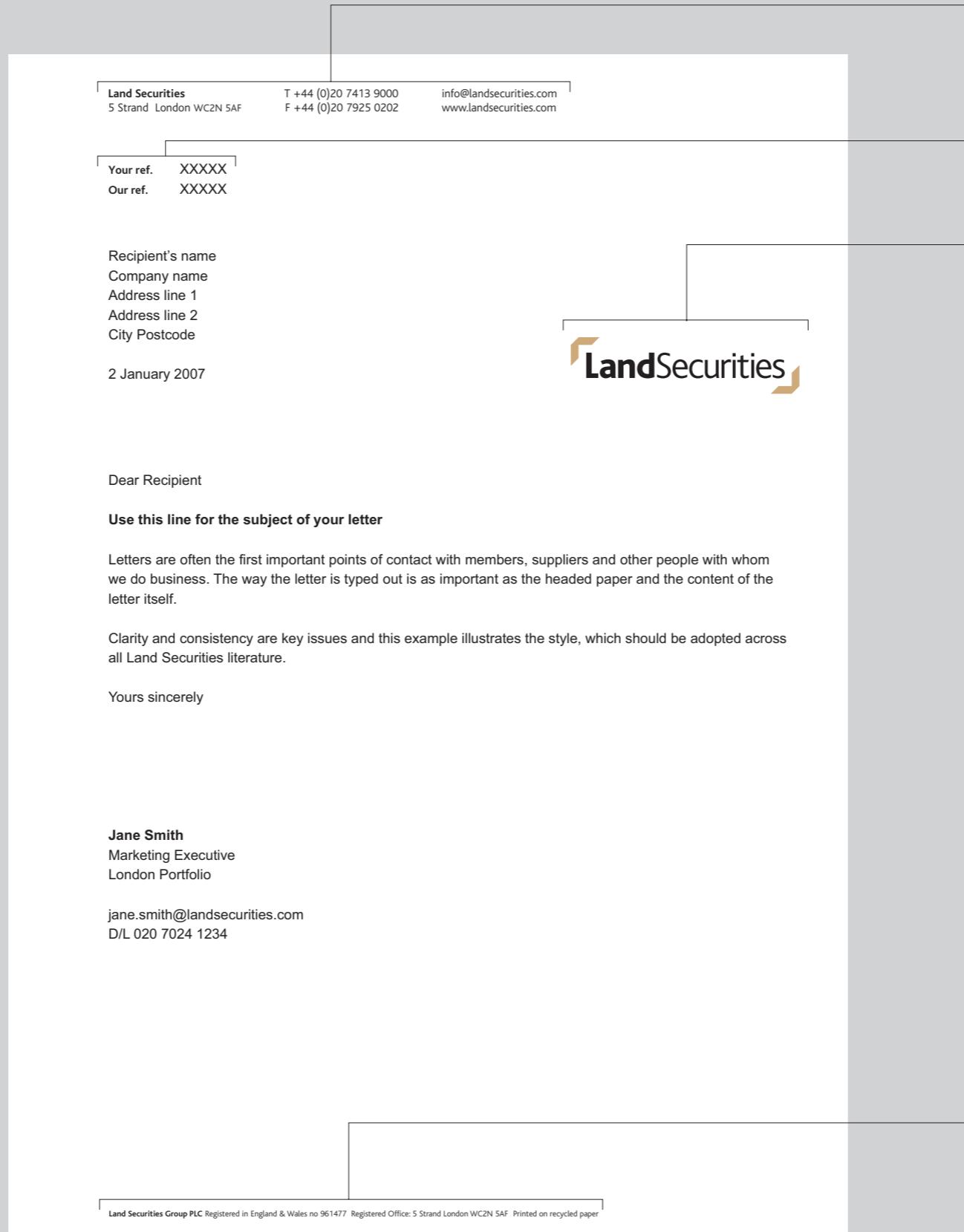
The following pages demonstrate our brand in application. Use them in a consistent but creative way to create distinctive and appropriate communications.

Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact



# Applications

Stationery  
Letterhead  
Continuation sheet  
Compliments slip  
Business card  
Labels/envelopes  
Fax sheet  
Memorandum  
Press release  
Email sign-off  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

- Letterhead layout**  
Over-printed  
This will be editable in the template
- Pre-printed**
- Over-printed**  
This will be editable in the template

# Applications

Stationery  
 Letterhead  
 Continuation sheet  
 Compliments slip  
 Business card  
 Labels/envelopes  
 Fax sheet  
 Memorandum  
 Press release  
 Email sign-off  
 Reports  
 Powerpoint  
 Building signage  
 Clothing  
 Marketing items  
 Literature  
 Websites  
 Hoardings  
 Exhibition stand  
 Marketing suite

Background  
 Core elements  
 Tone of voice  
 Imagery  
**Applications**  
 Internal communication  
 Contact



# Applications

## Stationery

Letterhead

Continuation sheet

Compliments slip

Business card

Labels/envelopes

Fax sheet

Memorandum

Press release

Email sign-off

## Reports

### Powerpoint

### Building signage

### Clothing

### Marketing items

### Literature

### Websites

### Hoardings

### Exhibition stand

### Marketing suite

## Background

## Core elements

## Tone of voice

## Imagery

## Applications

## Internal communication

## Contact

Pre-printed

## Continuation Sheet

When a letter runs onto a second page, please ensure that at least 5 lines of text are on the second page (this does not include the sign-off). If necessary push over a paragraph from the previous page.

### Use this line for the subject of your letter (cont / 2)

Ut laoreet dolore magan aliquarm erat volutpat. Ut wisi enim and minim veniam, quis nostrud sed dian nonumy nibh exerci ullamcorper suscipit labortis nisi ut aliquip exea commodo nibh consequat. Duis atem vel eum iriure dolor in hendererit in volputate velit esse molestie consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam adsum nonnumy eiusmod. Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam adsum nonnumy nibh eiusmod tincidunt ut laoreet dolore magan aliquarm erat volutpat.

Ut laoreet dolore magan aliquarm erat volutpat. Ut wisi enim and minim veniam, quis nostrud sed dian nonumy nibh exerci ullamcorper suscipit labortis nisi ut aliquip exea commodo nibh consequat. Duis atem vel eum iriure dolor in hendererit in volputate velit esse molestie consequat.

Yours sincerely

**Jane Smith**  
Marketing Executive  
London Portfolio

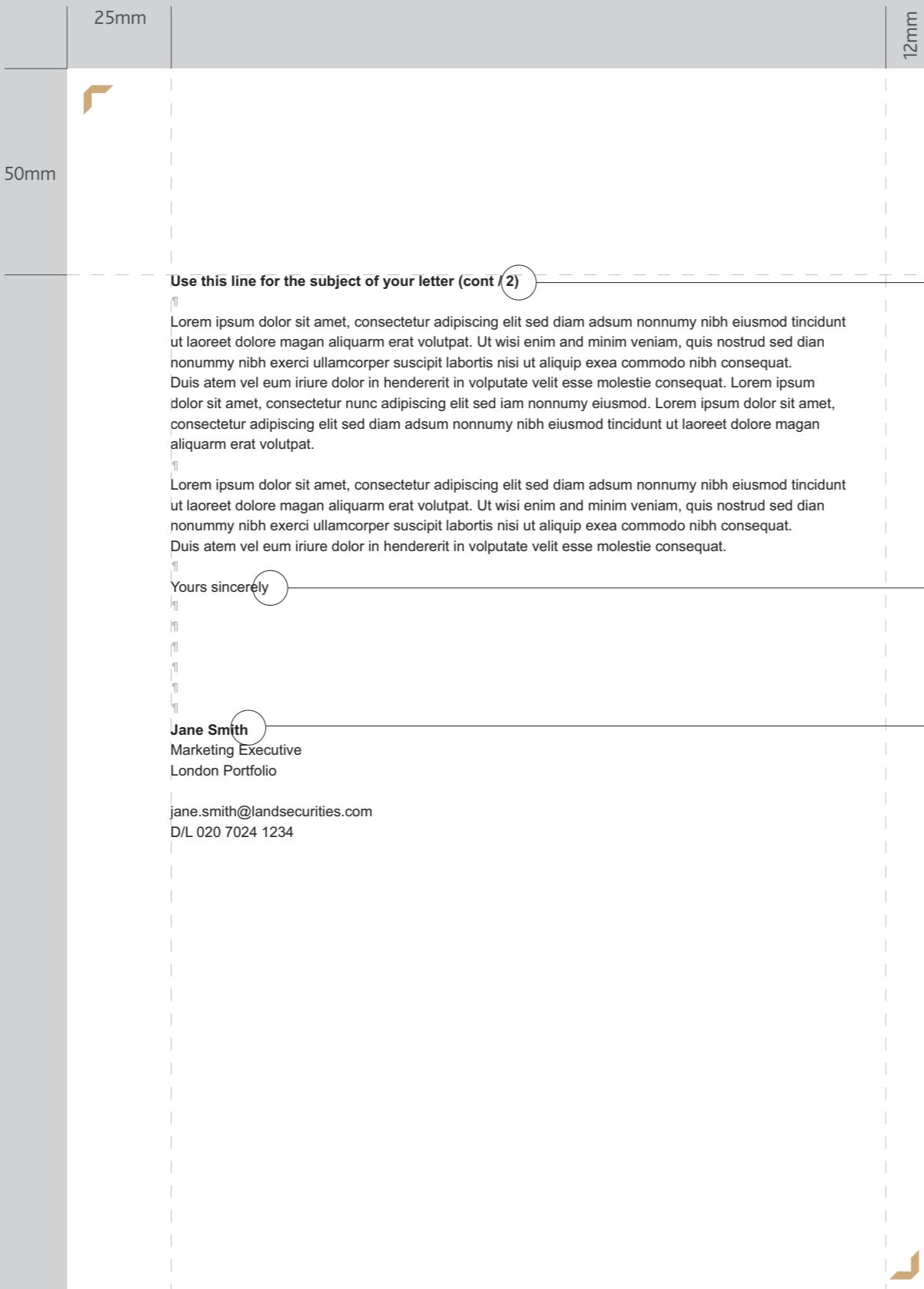
jane.smith@landsecurities.com  
D/L 020 7024 1234

Pre-printed

# Applications

Stationery  
Letterhead  
Continuation sheet  
Compliments slip  
Business card  
Labels/envelopes  
Fax sheet  
Memorandum  
Press release  
Email sign-off  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



Continuation Sheet

10/14pt  
Arial Bold  
Ranged left

10/14pt  
Arial Regular  
Ranged left

10/14pt  
Arial Bold  
Ranged left

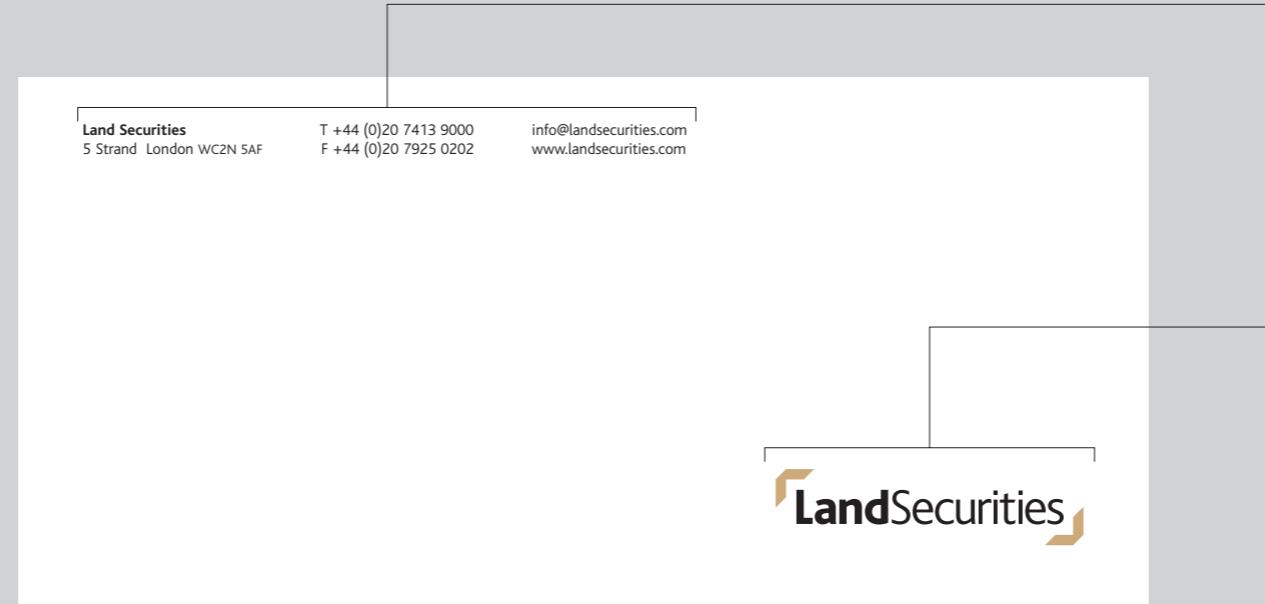
# Applications

## Stationery

Letterhead  
Continuation sheet  
Compliments slip

Business card  
Labels/envelopes  
Fax sheet  
Memorandum  
Press release  
Email sign-off

Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



## Compliments slip

A blank version with only the Land Securities brand mark pre-printed is available.

Pre-printed



Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

## Stationery

Letterhead

Continuation sheet

Compliments slip

Business card

Labels/envelopes

Fax sheet

Memorandum

Press release

Email sign-off

Reports

Powerpoint

Building signage

Clothing

Marketing items

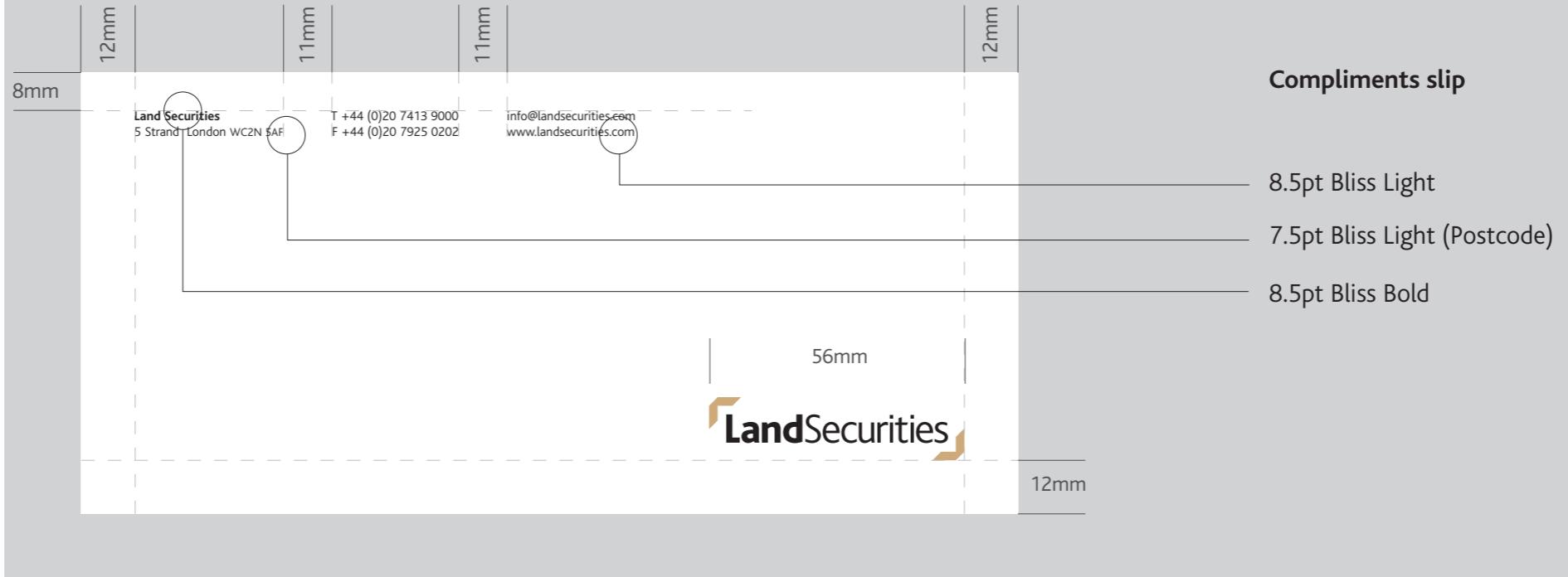
Literature

Websites

Hoardings

Exhibition stand

Marketing suite



Background

Core elements

Tone of voice

Imagery

Applications

Internal communication

Contact

# Applications

## Stationery

Letterhead

Continuation sheet

Compliments slip

Business card

Labels/envelopes

Fax sheet

Memorandum

Press release

Email sign-off

Reports

Powerpoint

Building signage

Clothing

Marketing items

Literature

Websites

Hoardings

Exhibition stand

Marketing suite

Background

Core elements

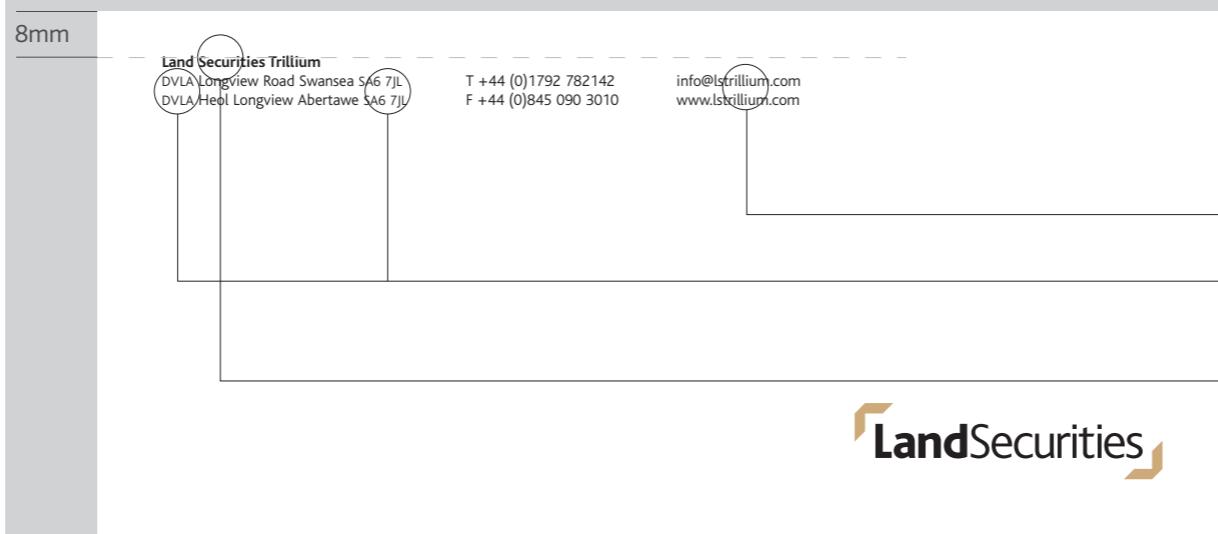
Tone of voice

Imagery

Applications

Internal communication

Contact



## Dual language compliments slip

A blank version with only the Land Securities brand mark pre-printed is available.

8.5/10pt Bliss Light

7.5/10pt Bliss Light  
(Postcode/Acronym)

8.5/10pt Bliss Bold

# Applications

## Stationery

Letterhead  
Continuation sheet  
Compliments slip

## Business card

Labels/envelopes  
Fax sheet  
Memorandum  
Press release  
Email sign-off

## Reports

Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

## Background

Core elements

Tone of voice

Imagery

## Applications

Internal communication  
Contact



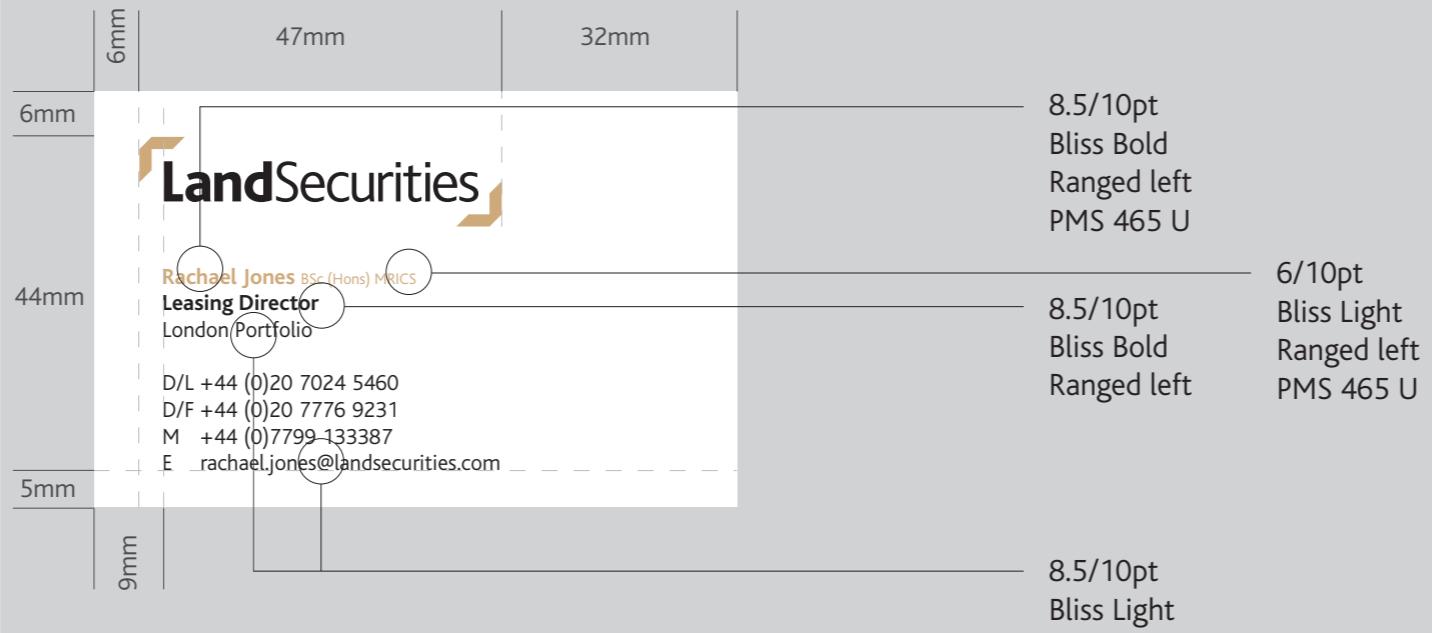
## Business card front

NB. Only relevant professional qualifications should be used after the name.

# Applications

Stationery  
Letterhead  
Continuation sheet  
Compliments slip  
Business card  
Labels/envelopes  
Fax sheet  
Memorandum  
Press release  
Email sign-off  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



**Business card front**

8.5/10pt  
Bliss Bold  
Ranged left  
PMS 465 U

6/10pt  
Bliss Light  
Bliss Bold  
Ranged left  
Ranged left  
PMS 465 U

8.5/10pt  
Bliss Light  
Ranged left

# Applications

## Stationery

Letterhead  
Continuation sheet  
Compliments slip

## Business card

Labels/envelopes  
Fax sheet  
Memorandum  
Press release  
Email sign-off

## Reports

Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



**Business card back**

Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

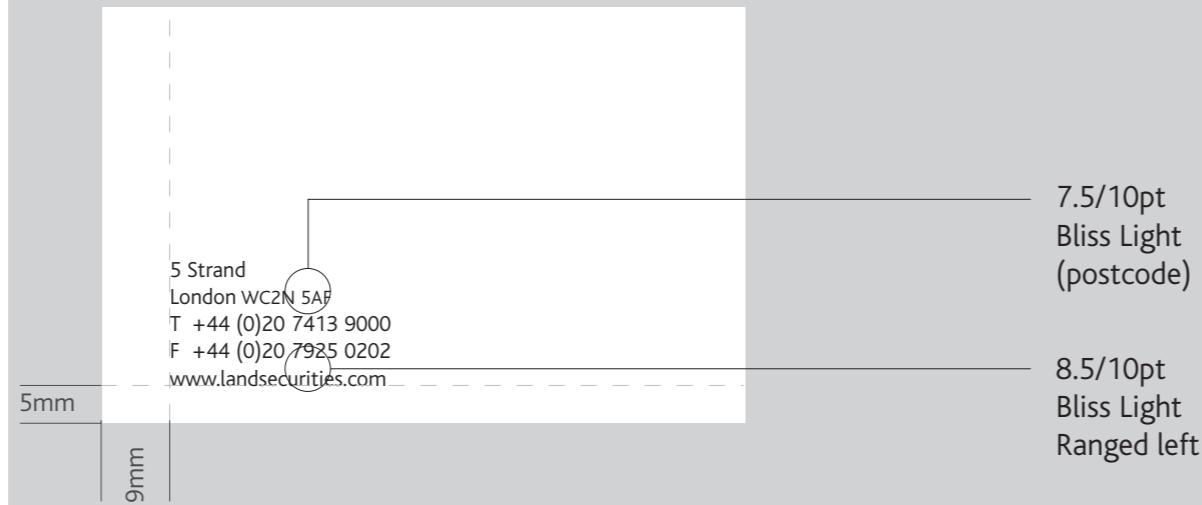
## Stationery

Letterhead  
Continuation sheet  
Compliments slip

## Business card

Labels/envelopes  
Fax sheet  
Memorandum  
Press release  
Email sign-off

Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



**Business card back**

7.5/10pt  
Bliss Light  
(postcode)

8.5/10pt  
Bliss Light  
Ranged left

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

## Stationery

Letterhead  
Continuation sheet  
Compliments slip  
Business card

## Labels/envelopes

Fax sheet  
Memorandum  
Press release  
Email sign-off

## Reports

## Powerpoint

## Building signage

## Clothing

## Marketing items

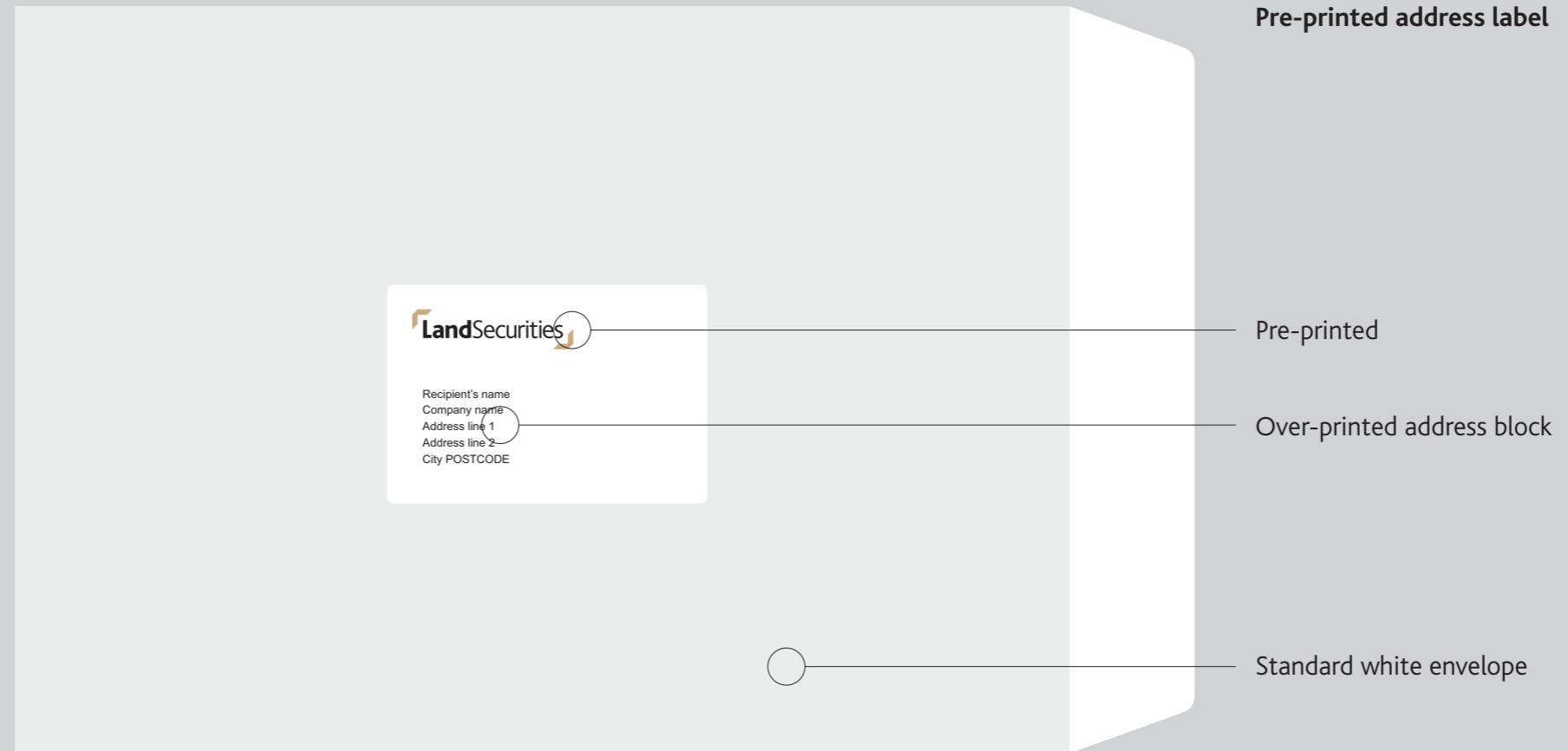
## Literature

## Websites

## Hoardings

## Exhibition stand

## Marketing suite



## Background

## Core elements

## Tone of voice

## Imagery

## Applications

## Internal communication

## Contact

# Applications

## Stationery

Letterhead  
Continuation sheet  
Compliments slip  
Business card

## Labels/envelopes

Fax sheet  
Memorandum  
Press release  
Email sign-off

## Reports

### Powerpoint

### Building signage

### Clothing

### Marketing items

### Literature

### Websites

### Hoardings

### Exhibition stand

### Marketing suite

## Background

## Core elements

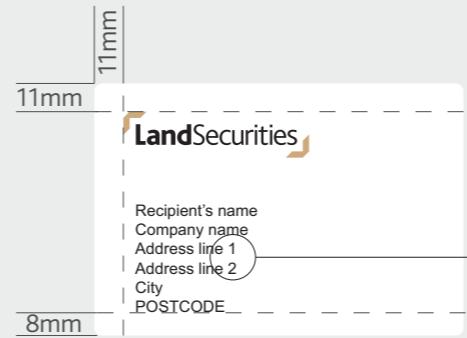
## Tone of voice

## Imagery

## Applications

## Internal communication

## Contact



## Pre-printed address label

These are standard Avery labels,  
size L7165

10/14pt

Arial Regular

Ranged left

# Applications

## Stationery

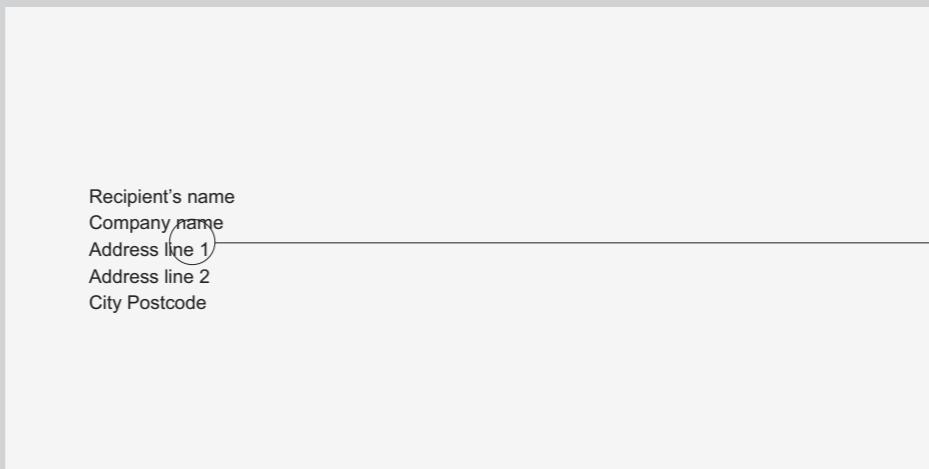
Letterhead  
Continuation sheet  
Compliments slip  
Business card

## Labels/envelopes

Fax sheet  
Memorandum  
Press release  
Email sign-off

## Reports

Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



## Overprinted DL envelope front

10/14pt Arial Regular  
Prints 100% Process Black

Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

## Stationery

Letterhead

Continuation sheet

Compliments slip

Business card

## Labels/envelopes

Fax sheet

Memorandum

Press release

Email sign-off

## Reports

Powerpoint

Building signage

Clothing

Marketing items

Literature

Websites

Hoardings

Exhibition stand

Marketing suite

Background

Core elements

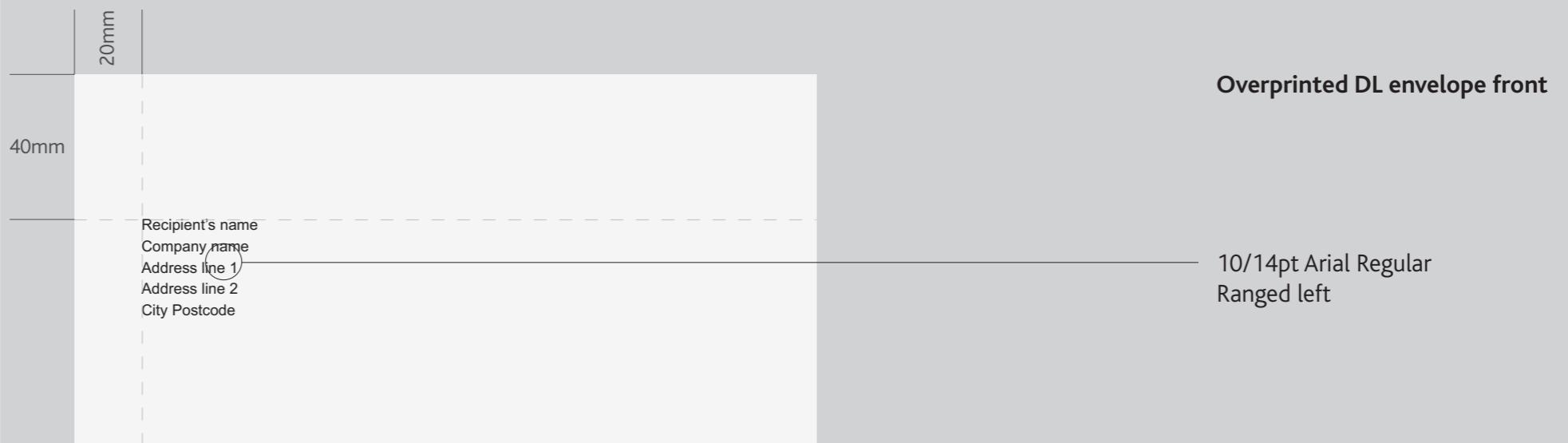
Tone of voice

Imagery

## Applications

Internal communication

Contact



# Applications

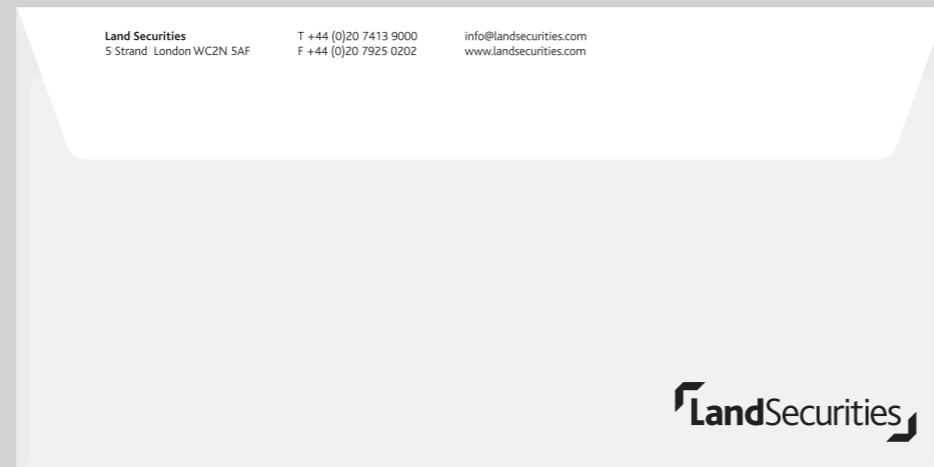
## Stationery

Letterhead  
Continuation sheet  
Compliments slip

Business card  
Labels/envelopes

Fax sheet  
Memorandum  
Press release  
Email sign-off

Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



Pre-printed DL envelope back

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

## Stationery

Letterhead  
Continuation sheet

Compliments slip  
Business card

## Labels/envelopes

Fax sheet  
Memorandum  
Press release  
Email sign-off

## Reports

Powerpoint

Building signage

Clothing

Marketing items

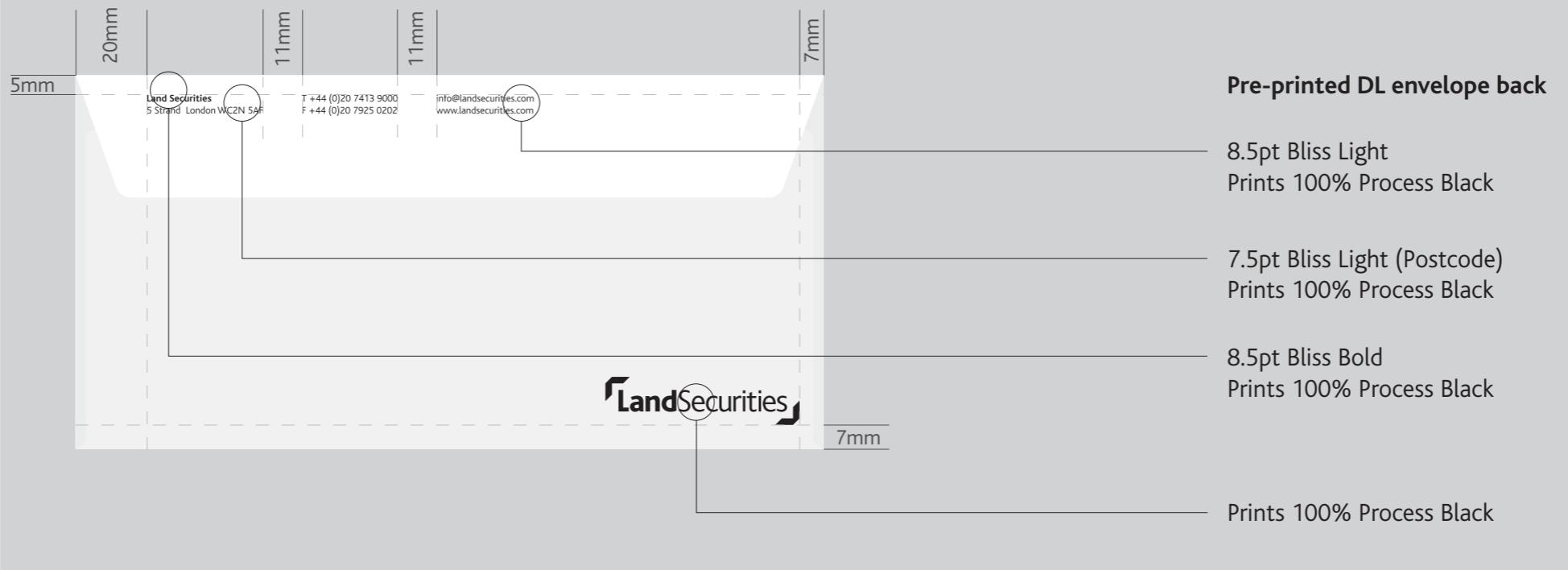
Literature

Websites

Hoardings

Exhibition stand

Marketing suite



## Pre-printed DL envelope back

8.5pt Bliss Light  
Prints 100% Process Black

7.5pt Bliss Light (Postcode)  
Prints 100% Process Black

8.5pt Bliss Bold  
Prints 100% Process Black

Prints 100% Process Black

Background

Core elements

Tone of voice

Imagery

## Applications

Internal communication

Contact

# Applications

## Stationery

Letterhead  
Continuation sheet  
Compliments slip

Business card  
Labels/envelopes

Fax sheet  
Memorandum  
Press release  
Email sign-off

Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

Land Securities  
5 Strand London WC2N 5AF

T +44 (0)20 7413 9000  
F +44 (0)20 7925 0202

info@landsecurities.com  
www.landsecurities.com

### Fax Message

To: Recipient's name  
Company: Recipient's company  
Fax No: 020 7243 3216  
From: Senders name  
Date: 2 January 2006  
No. of pages: 3



Use this line for the subject of your fax (Arial Bold 10/14pt)

As faxes are an external communication they should be treated in the same way as a Land Securities letter. The layout and type style is consistent with that of the letterhead.

Clarity and consistency are key issues and this example illustrates the style which should be adopted throughout the Land Securities Group.

The type style is Arial Regular, 10/14pt, upper and lowercase, ranged left. Paragraphs are not indented but separated by one line space. The use of any other typeface or style is prohibited. Any emboldening, italicising or use of capital letters as emphasis is also prohibited in the body of the later.

If emphasis of a list of points is required then the use of a bullet is acceptable.

- Point 1 of a list of highlighted points
- Point 2 of a list of highlighted points

---

If any of these pages are illegible or in case of transmission problems please telephone the sender immediately on +44 (0)20 7413 9000

Hard copy to follow: Yes  No

#### Confidentiality Notice

This communication contains information which is confidential and may also be privileged. It is for the exclusive use of the addressee. If you are not the addressee please note that any distribution, copying or use of this communication or the information in it is prohibited. If you have received this communication in error, please telephone us immediately to arrange for its return.

R:\general\abcd\letter\10may001.doc  
nc\3May 2000\16.25

## Fax template

This is a template that can be obtained from the central server.  
This is not a pre-printed item.

# Applications

## Stationery

- Letterhead
- Continuation sheet
- Compliments slip
- Business card
- Labels/envelopes
- Fax sheet
- Memorandum
- Press release
- Email sign-off
- Reports
- Powerpoint
- Building signage
- Clothing
- Marketing items
- Literature
- Websites
- Hoardings
- Exhibition stand
- Marketing suite

- Background
- Core elements
- Tone of voice
- Imagery
- Applications
- Internal communication
- Contact

**Fax template**

<b>Land Securities</b> 5 Strand London WC2N 5AF T +44 (0)20 7413 9000 F +44 (0)20 7925 0202 <a href="mailto:info@landsecurities.com">info@landsecurities.com</a> <a href="http://www.landsecurities.com">www.landsecurities.com</a>			
<b>Fax Message</b> <p>To: Recipient's name          Company: Recipient's company          Fax No: 020 7243 3216          From: Senders name          Date: 19 October 2006          No. of pages: Three</p>			
<b>LandSecurities</b>			
<b>Use this line for the subject of your fax (Arial Bold 10/14pt)</b> <p>As faxes are an external communication they should be treated in the same way as a Land Securities letter. The layout and type style is consistent with that of the letterhead.</p> <p>Clarity and consistency are key issues and this example illustrates the style which should be adopted throughout the Land Securities Group.</p> <p>The type style is Arial Regular, 10/14pt, upper and lowercase, ranged left. Paragraphs are not indented but separated by one line space. The use of any other typeface or style is prohibited. Any emboldening, italicising or use of capital letters as emphasis is also prohibited in the body of the letter.</p> <p>If emphasis of a list of points is required then the use of a bullet is acceptable.</p> <ul style="list-style-type: none"> <li>• Point 1 of a list of highlighted points</li> <li>• Point 2 of a list of highlighted points</li> </ul>			
<p>If any of these pages are illegible or in case of transmission problems please telephone the sender immediately on +44 (0)20 7413 9000</p> <p>Hard copy to follow: Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p><b>Confidentiality Notice</b>  <small>This communication contains information which is confidential and may also be privileged. It is for the exclusive use of the addressee. If you are not the addressee please note that any distribution, copying or use of this communication or the information in it is prohibited. If you have received this communication in error, please telephone us immediately to arrange for its return.</small></p> <p>R:\general\abcd\letter\10may001.doc          nt\3May 2000\16.25</p>			
6mm			

**MEASUREMENTS TBC**

# Applications

## Stationery

Letterhead  
Continuation sheet  
Compliments slip

Business card  
Labels/envelopes

Fax sheet  
Memorandum

Press release  
Email sign-off

Reports  
Powerpoint

Building signage  
Clothing

Marketing items  
Literature

Websites  
Hoardings

Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



### Memorandum

To: Recipient's name  
Office: Recipient's office  
From: Senders name  
Office: Senders office  
Date: 19 October 2006  
File Ref: Three  
Copies: S M A Shah F Benjamin I Henderson  
M Sallow A Strange

Use this Line for the subject of your memo (Arial Bold)

Memos have a style which is consistent with all other stationary items. As an internal document it does not require an address and can accommodate up to 20 recipient names.

Clarity and consistency are key issues this example illustrates the style, which should be adopted across all Land Securities literature. The type style is Arial Regular, 10pt type, 14pt line spacing.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Sed facilisis, sapien sit amet congue accumsan, risus metus nonummy mi, eu pretium metus odio vel justo. Morbi facilisis nulla eget enim. Curabitur non sem in ante hendrerit nonummy. Ut in sem. Vivamus sollicitudin ligula. Aliquam nec nisl. Duis rutrum luctus tellus Duis rutrum luctus

Senders name

Distribution:

F Benjamin	M Gwiazda	H Lubalin	M Sallows
A Delgado	M Hall	H Monty	G Smith
L Evans	S Isaacs	M O'Neil	M Tomlin
C Goddard	J Joplin	J Parsons	B Tomlinson
F Goodwin	C Kirk	W Rushton	G Wendt

### Memorandum template

This is a template that can be obtained from the central server.  
This is not a pre-printed item.

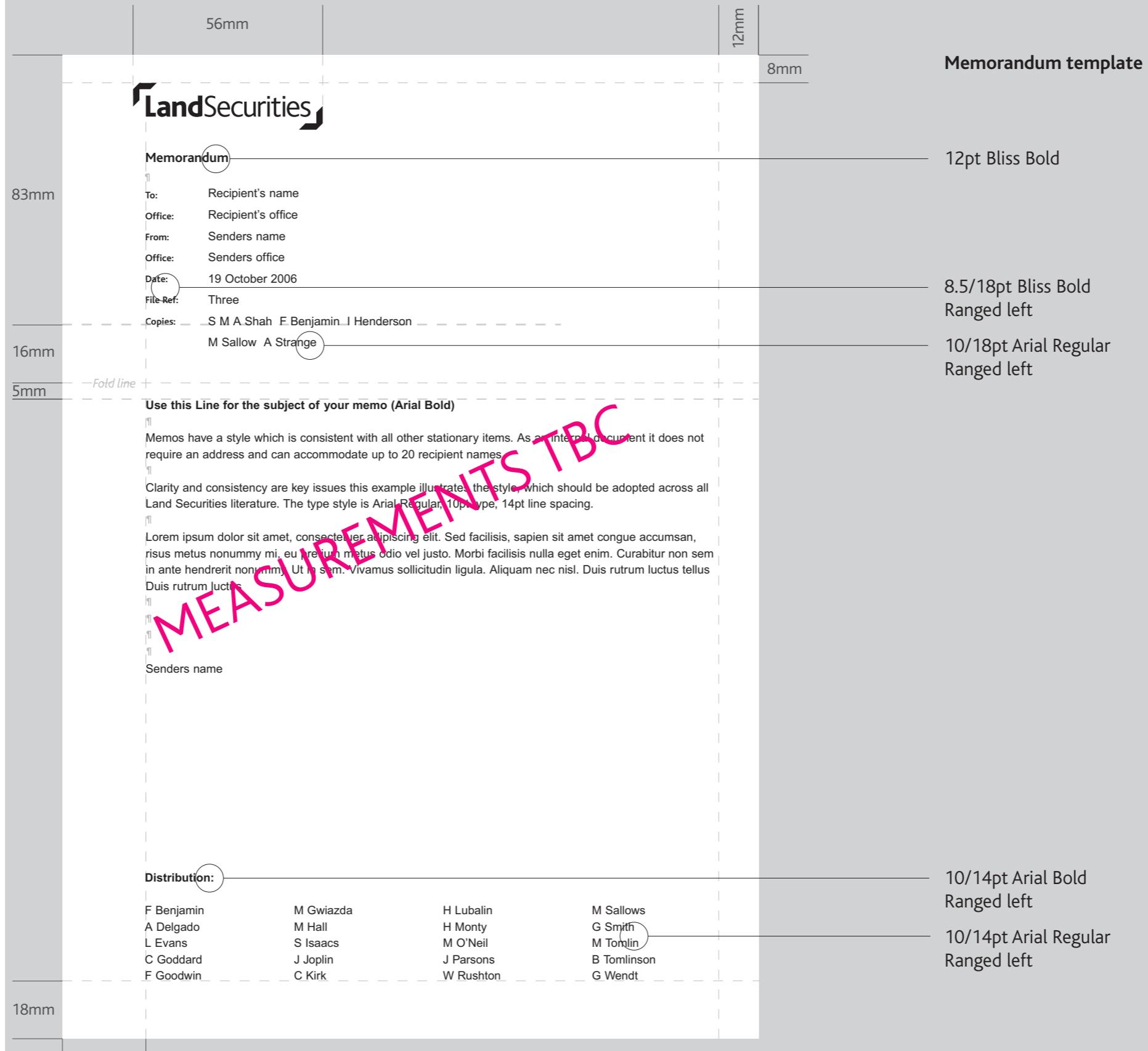
# Applications

## Stationery

- Letterhead
- Continuation sheet
- Compliments slip
- Business card
- Labels/envelopes
- Fax sheet
- Memorandum
- Press release
- Email sign-off
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- Marketing suite

## Background

- Core elements
- Tone of voice
- Imagery
- Applications
- Internal communication
- Contact



# Applications

## Stationery

Letterhead

Continuation sheet

Compliments slip

Business card

Labels/envelopes

Fax sheet

Memorandum

Press release

Email sign-off

## Reports

Powerpoint

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Clothing

Marketing items

Literature

Websites

Hoardings

Exhibition stand

Marketing suite

Background

Core elements

Tone of voice

Imagery

Applications

Internal communication

Contact

## Press release template



# Press Release

Page 1 of 1  
Final for approval  
26 July 2006

**Land Securities Group PLC ("Land Securities")**  
Use this line for the subject of your letter

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam adsum nonnumy nibh eiusmod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim and minim veniam, quis nostrud sed dian nonnumy nibh exerci ullamcorper suscipit labortis nisi ut aliquip exea commodo nibh consequat. Duis atem vel eum iriure dolor in hendererit in volputate velit esse molestie consequat.

Lorem ipsum dolor sit amet, consectetur nunc adipiscing elit sed iam nonnumy eiusmod. Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam adsum nonnumy nibh eiusmod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi nim and minim veniam, quis nostrud sed dian nonnumy nibh exerci ullamcorper suscipit labortis nisi ut aliquip exea commodo nibh consequat. Duis atem vel eum iriure dolor in hendererit in volputate velit esse molestie consequat.

-Ends-

### For further information, please contact:

Jane Smith  
Land Securities Group PLC  
T +44 (0)20 7024 5460

John Smith  
PR Consultancy name  
T +44 (0)20 7831 3113

# Applications

Stationery  
Letterhead  
Continuation sheet  
Compliments slip  
Business card  
Labels/envelopes  
Fax sheet  
Memorandum  
Press release  
Email sign-off  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

25mm 12mm

83mm

**Press release template**

Pre-printed

**Over printed title**  
50pt Baskerville MT Regular  
Ranged left

**Overprinted letter**  
10/14pt Arial Regular  
Ranged left

10/14pt Arial Bold  
Ranged left

10/14pt Arial Regular  
Ranged left

LandSecurities

# Press Release

Page 1 of 1  
Final for approval  
26 July 2006

Land Securities Group PLC ("Land Securities")  
Use this line for the subject of your letter

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam adsum nonnumy nibh eiusmod tincidunt ut laoreet dolore magna aliquarm erat volutpat. Ut wisi enim and minim veniam, quis nostrud sed dian nonnumy nibh exerci ullamcorper suscipit labortis nisi ut aliquip exea commodo nibh consequat. Duis atem vel eum iriure dolor in hendererit in volputate velit esse molestie consequat.

Duis atem vel eum iriure dolor in hendererit in volputate velit esse molestie consequat.

-Ends-

For further information, please contact:

Jane Smith Land Securities Group PLC T +44 (0)20 7024 5460	John Smith PR Consultancy name T +44 (0)20 7831 3113
--	--

# Applications

## Stationery

Letterhead

Continuation sheet

Compliments slip

Business card

Labels/envelopes

Fax sheet

Memorandum

Press release

Email sign-off

## Reports

Powerpoint

Building signage

Clothing

Marketing items

Literature

Websites

Hoardings

Exhibition stand

Marketing suite

Background

Core elements

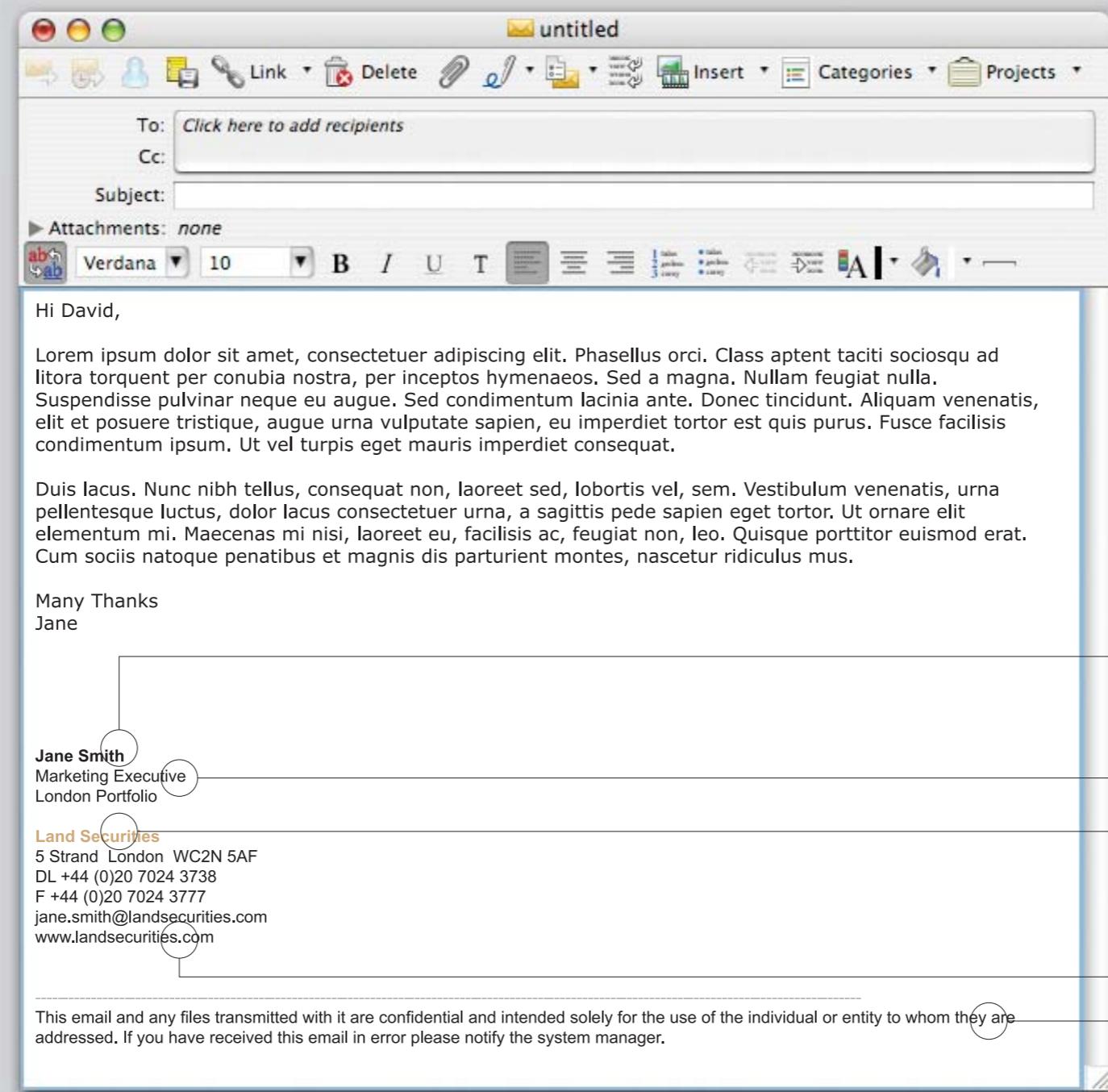
Tone of voice

Imagery

Applications

Internal communication

Contact



## Email sign-off

8/10pt Arial Bold  
Ranged left

8/10pt Arial Regular

8/10pt Arial Bold  
Set in Stone colour  
**(See colours section  
for more information)**

8/10pt Arial Regular

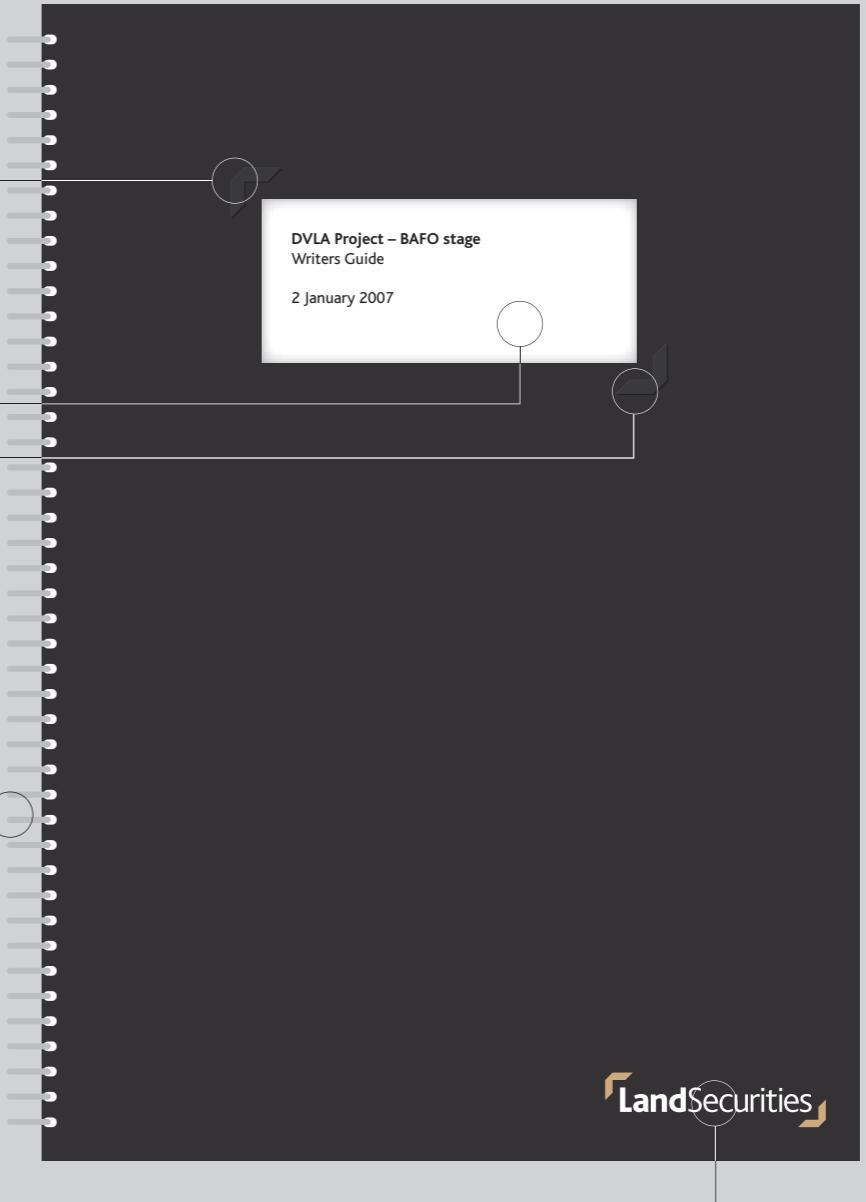
Legal disclaimer

# Applications

Stationery  
Reports  
Cover  
Document styling  
Typing guide  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

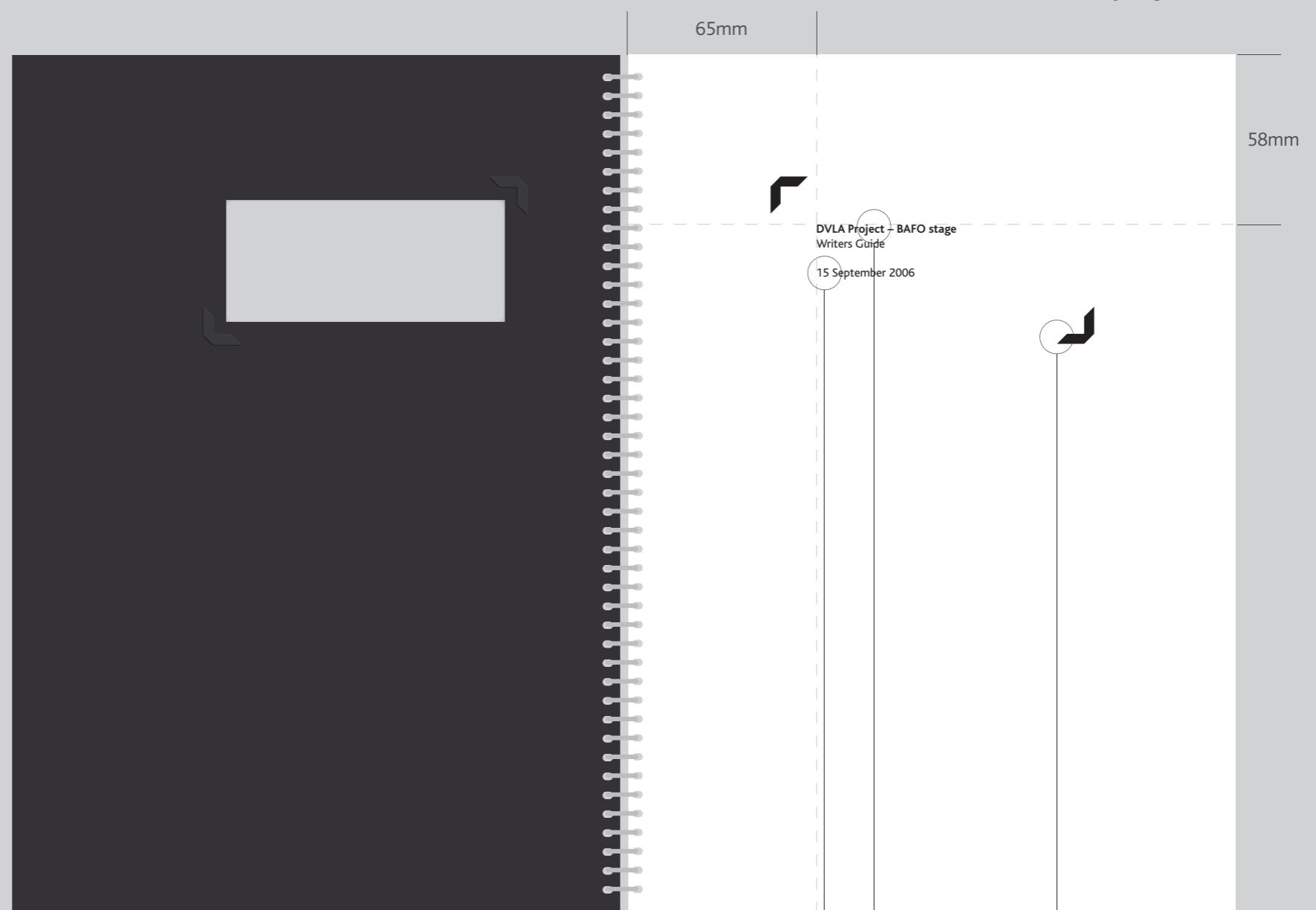
## Report cover



# Applications

Stationery  
Reports  
Cover  
Document styling  
Typing guide  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



**Document styling**

These Cornerstones are embedded within the title page template. They will print as 100% black.

# Applications

Stationery  
Reports  
Cover  
Document styling  
Typing guide  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

Document styling

We are responsible for

6.5m

metres squared of property across the UK.

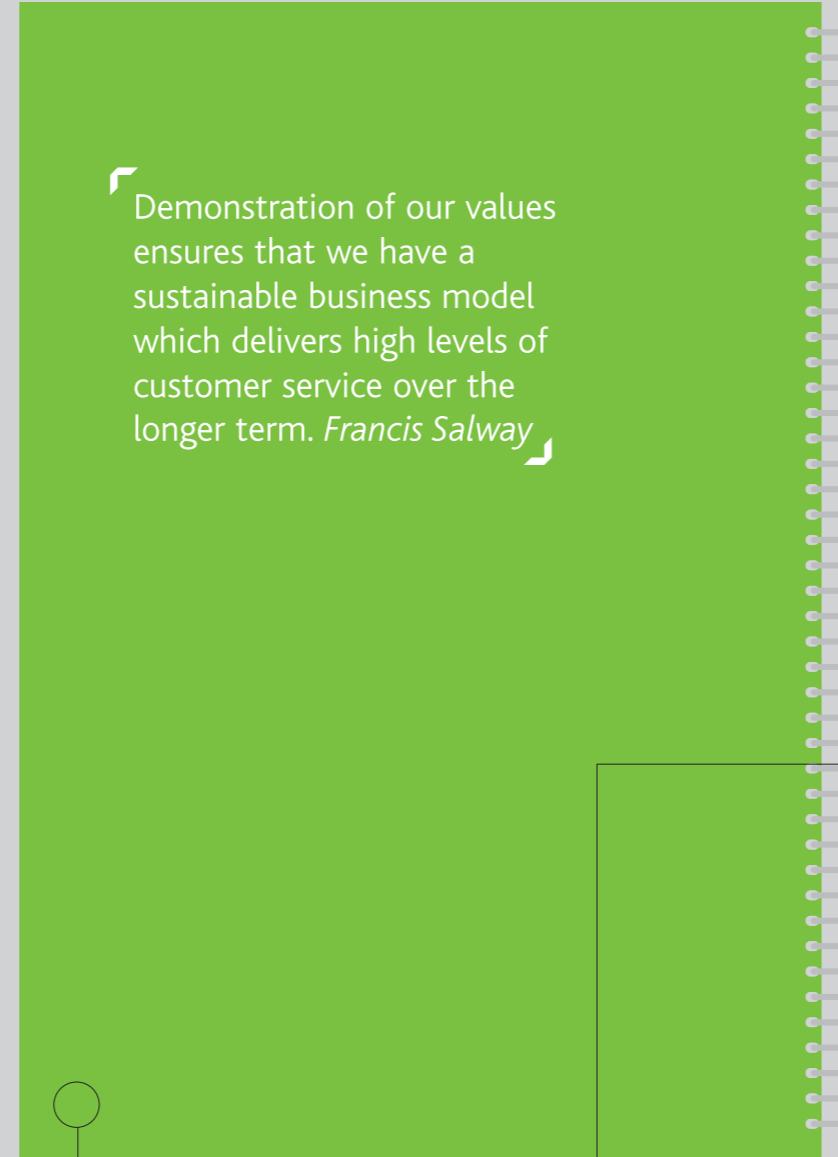


There will be printed sheets that contain statistics or quotations. These can be inserted into a report document, spread throughout, at appropriate natural breaks.

# Applications

Stationery  
Reports  
Cover  
Document styling  
Typing guide  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



Pre-printed sheet using secondary colours.  
**(See colours section for more information)**

Document title page 11

**Main section heading**  
**Sub-section heading**

*Lorum ipsum dolor sit amet, consectetur adipiscing elit. Etiam at mauris. Morbi adipiscing. Cras hendrerit, purus non dapibus fringilla, leo dolor commodo justo, eget auctor magna massa et purus. Quisque at purus. Proin hendrerit odio ac odio. Cras at erat vel nunc porta placerat. Sed sed risus at massa accumsan pretium. Sed placerat tempus sem. Donec semper. Nullam tristique cursus lacus. In at eros a purus ultricies faucibus. Fusce sodales. Aliquam scelerisque. Lorum ipsum dolor sit amet, consectetur adipiscing elit.*

*Morbi quis eros ac tellus vestibulum suscipit. Ut nec metus ac mauris accumsan feugiat. Ut consequat enim ne lorem. Pellentesque ante. Vestibulum gravida, massa eget consequat cursus, orci enim porttitor augue, vel consectetur ipsum felis id lorem. Sed ultrices. Morbi eget velit et lacus ornare pellentesque. Nulla facilisi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Proin consectetur condimentum metus. Praesent lacus. Nam ullamcorper aliquam enim. Aliquam et purus. Fusce accumsan fermentum lacus. Fusce lobortis neque in mauris. Phasellus elementum, diam at suscipit pellentesque, felis arcu facilisis nulla, quis semper nunc orci ornare lectus. Nulla facilisi.*

**Sub-heading**  
*Etiam interdum nonummy dui. Praesent ac lacus at tortor iaculis pellentesque. Nunc id nibh at nisl porttitor condimentum. Praesent consequat mi vitae lacus. Etiam orci. Aliquam ultricies pellentesque lorem. Praesent tristique luctus nibh. Donec sagittis odio scelerisque nulla. Sed consequat eros non odio. Proin at elit. Praesent egestas purus sed lectus. In dapibus, nulla ac elementum imperdiet, ipsum lectus iaculis mi, elementum convallis odio risus sit amet nibh. Donec porttitor enim at nunc. In hac habitasse platea dictumst. Fusce bibendum, lectus vel dignissim convallis, sapien lacus euismod mi, vel eleifend pede lorem vitae diam.*

**Lower sub-heading**  
*Vivamus tristique dolor et dui. Pellentesque pellentesque luctus odio. Nullam imperdiet suscipit nisl. Praesent ac arcu. Integer tincidunt. Curabitur felis dolor, malesuada faucibus, cursus in, posuere quis, ante. Cum sociis natoque penitus et magnis dis parturient montes, nascetur ridiculus mus. Donec vel turpis.*

**Lower sub-heading**  
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*Proin hendrerit odio ac odio. Cras at erat vel nunc.*

Images can be black and white.

Text is in black, captions are in Stone.

This column is used for bringing out quotes, statistics or photos.

# Applications

Stationery  
Reports  
Cover  
Document styling  
Typing guide  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

Document title page 11

**Main section heading**  
¶  
**Sub-section heading**  
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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at mauris. Morbi adipiscing. Cras hendrerit ultricies dolor. Morbi et lorem suscipit nisi aliquam fringilla. Etiam non arcu. Fusce hendrerit, purus non dapibus fringilla, leo dolor commodo justo, eget auctor magna massa et purus. Quisque at purus. Proin hendrerit odio ac odio. Cras at erat vel nunc porta placerat. Sed sed risus at massa accumsan pretium. Sed placerat tempus sem. Donec semper. Nullam tristique cursus lacus. In at eros a purus ultricies faucibus. Fusce sodales. Aliquam scelerisque. Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
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Morbi quis eros ac tellus vestibulum suscipit. Ut nec metus ac mauris accumsan feugiat. Ut consequat enim nec lorem. Pellentesque ante. Vestibulum gravida, massa eget consequat cursus, orci enim porttitor augue, vel consectetur ipsum felis id lorem. Sed ultrices. Morbi eget velit et lacus ornare pellentesque. Nulla facilisi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Proin consectetur condimentum metus. Praesent lacus. Nam ullamcorper aliquam enim. Aliquam et purus. Fusce accumsan fermentum lacus. Fusce lobortis neque in mauris. Phasellus elementum, diam at suscipit pellentesque, felis arcu facilisis nulla, quis semper nunc orci ornare lectus. Nulla facilisi.  
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**Sub-heading**  
Etiam interdum nonummy dui. Praesent ac lacus at tortor iaculis pellentesque. Nunc id nibh at nisl porttitor condimentum. Praesent consequat mi vitae lacus. Etiam orci. Aliquam ultricies pellentesque lorem. Praesent tristique luctus nibh. Donec sagittis odio scelerisque nulla. Sed consequat eros non odio. Proin at elit. Praesent egestas purus sed lectus. In dapibus, nulla ac elementum imperdiet, ipsum lectus iaculis mi, elementum convallis odio risus sit amet nibh. Donec porttitor enim at nunc. In hac habitasse platea dictumst. Fusce bibendum, lectus vel dignissim convallis, sapien lacus euismod mi, vel eleifend pede lorem vitae diam.  
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Vivamus tristique dolor et dui. Pellentesque pellentesque luctus odio. Nullam imperdiet suscipit nisl. Praesent ac arcu. Integer tincidunt. Curabitur felis dolor, malesuada faucibus, cursus in, posuere quis, ante. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec vel turpis.  
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**Lower sub-heading**  
Pellentesque a ligula. Cras eu tellus. Nulla facilisi. Vestibulum porttitor justo et nulla sagittis tincidunt. Fusce nibh urna, tristique ut, fringilla id, dictum eu, nisl. Fusce sagittis venenatis augue. Nam pellentesque commodo arcu. Cras in tellus. Phasellus auctor, elit sodales ultrices consequat, metus sapien consectetur ante, auctor interdum risus velit vitae nisl. Sed sapien nisi, interdum ut, condimentum eu, molestie sit amet, justo. Phasellus quis nisi.

Document title page 11

**Main section heading**  
¶  
**Sub-section heading**  
¶  
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Morbi quis eros ac tellus vestibulum suscipit. Ut nec metus ac mauris accumsan feugiat. Ut consequat enim nec lorem. Pellentesque ante. Vestibulum gravida, massa eget consequat cursus, orci enim porttitor augue, vel consectetur ipsum felis id lorem. Sed ultrices. Morbi eget velit et lacus ornare pellentesque. Nulla facilisi.  
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**Sub-section heading**  
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Proin hendrerit odio ac odio.  
Cras at erat vel nunc.



Figure 2.6.4(b) – Lorem ipsum dolor sit amet, consectetur adipiscing elit.

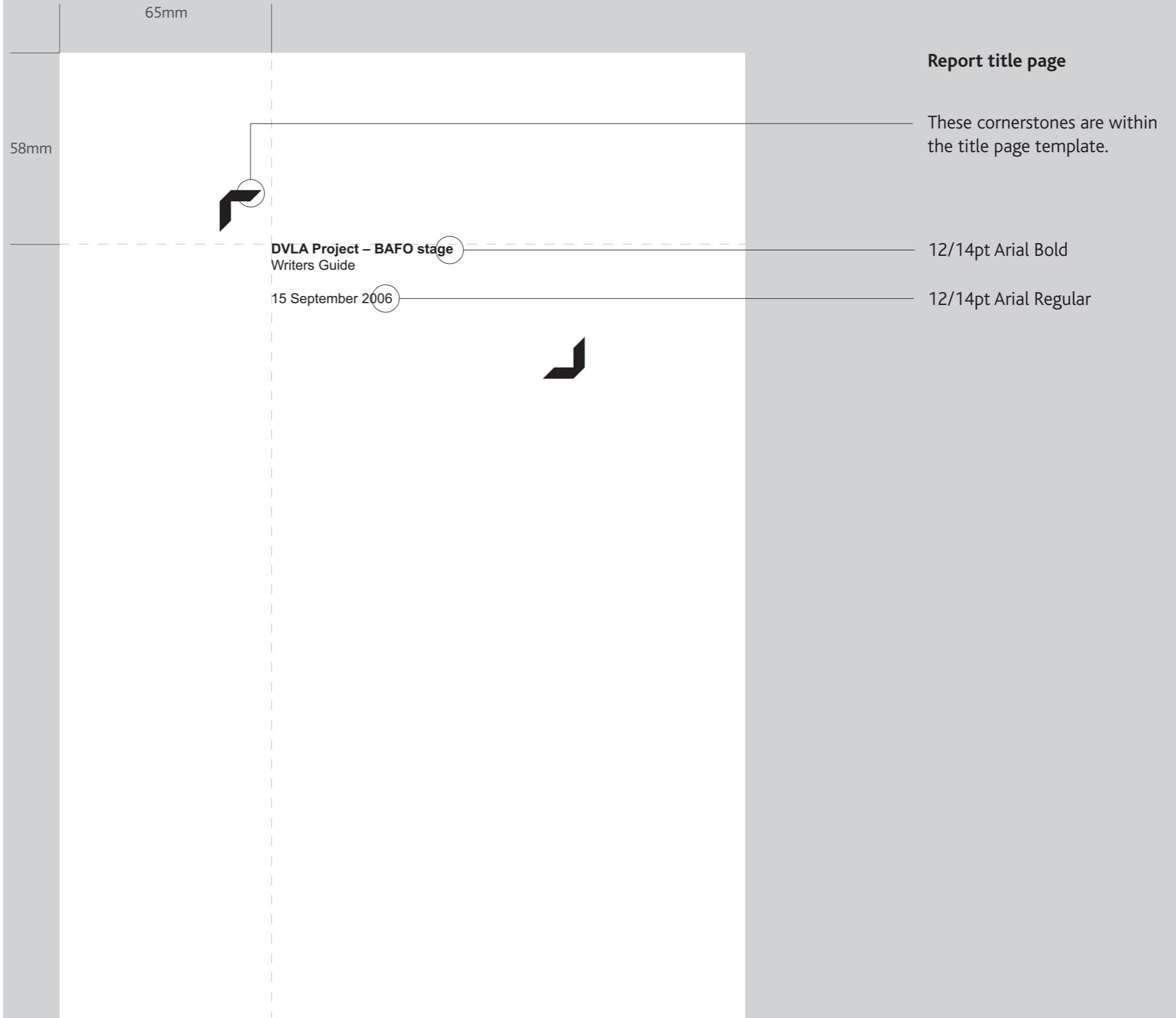
"management  
of statutory  
compliance"

Larger pictures can  
be used within the  
text area.

# Applications

Stationery  
Reports  
Cover  
Document styling  
Typing guide  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

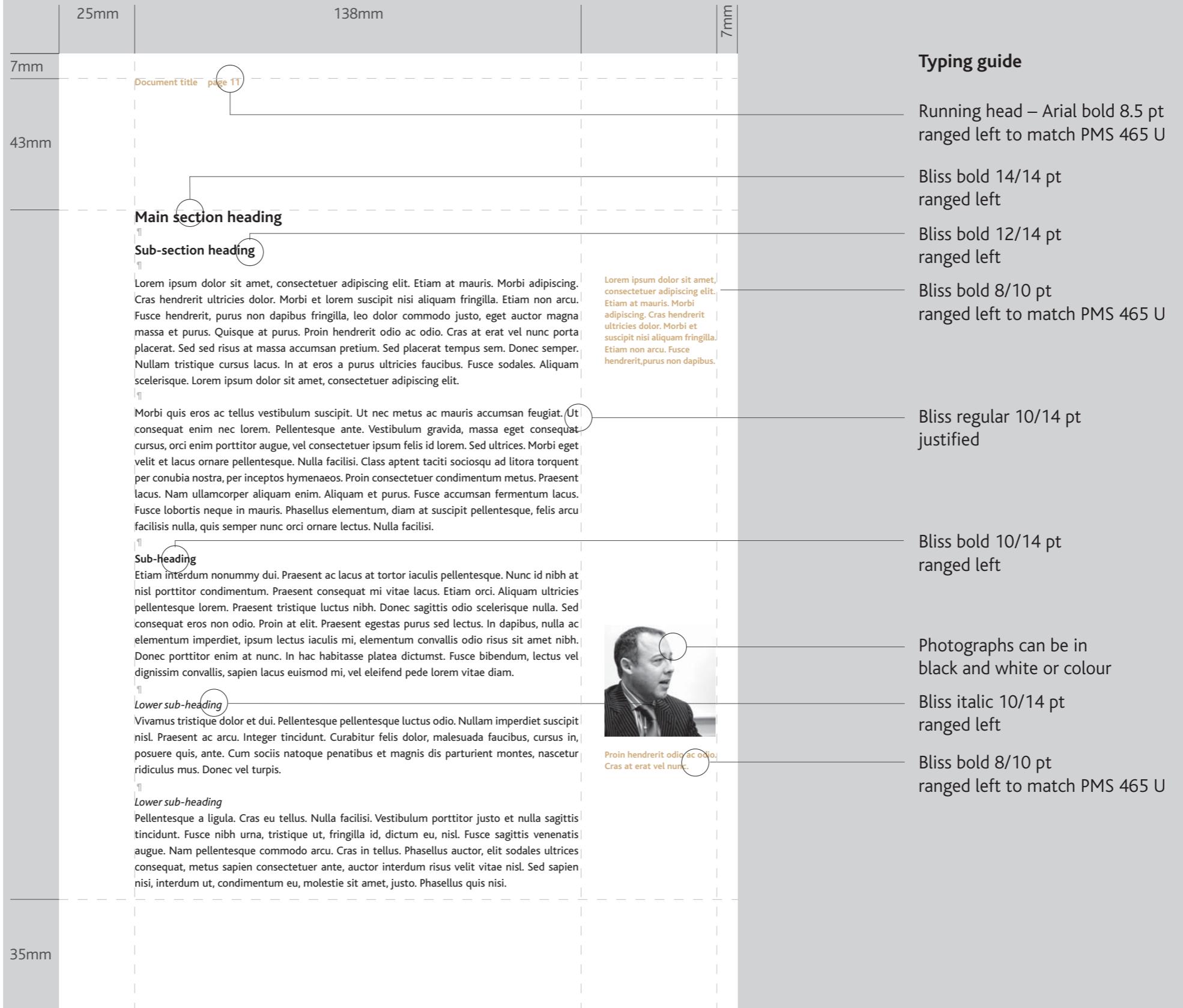
Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



# Applications

Stationery  
Reports  
Cover  
Document styling  
Typing guide  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



# Applications

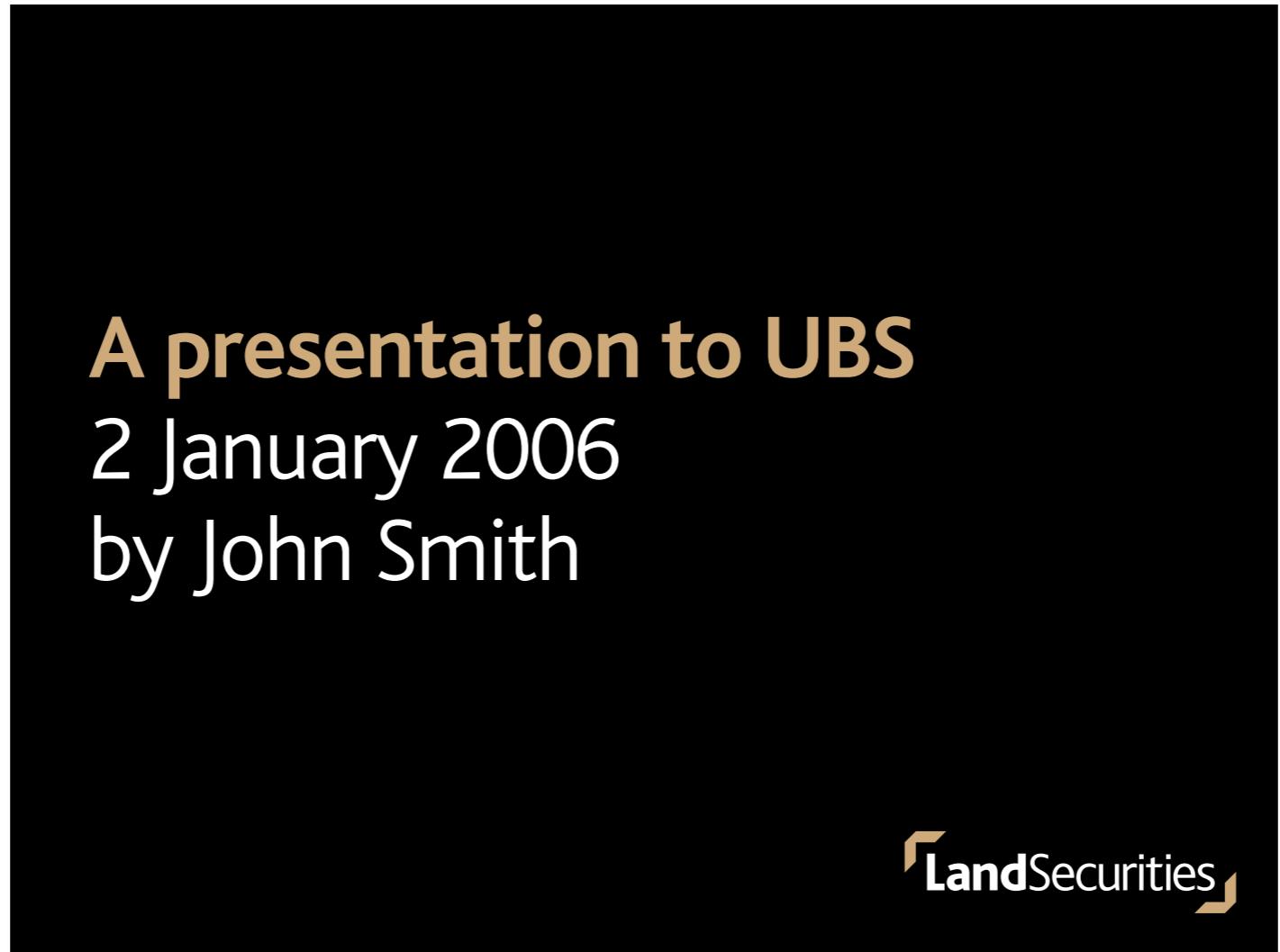
Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Please bear in mind when creating a Powerpoint presentation that a slide show is best presented when limiting the amount of information on each slide. Avoid using clipart, which are poor quality graphics.

Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

**Powerpoint – black background**  
There are two versions of powerpoint templates. A version with a black background and a version with a white background. The black version is best for plasma television and onscreen use. The white version is best for printing a hard copy from.

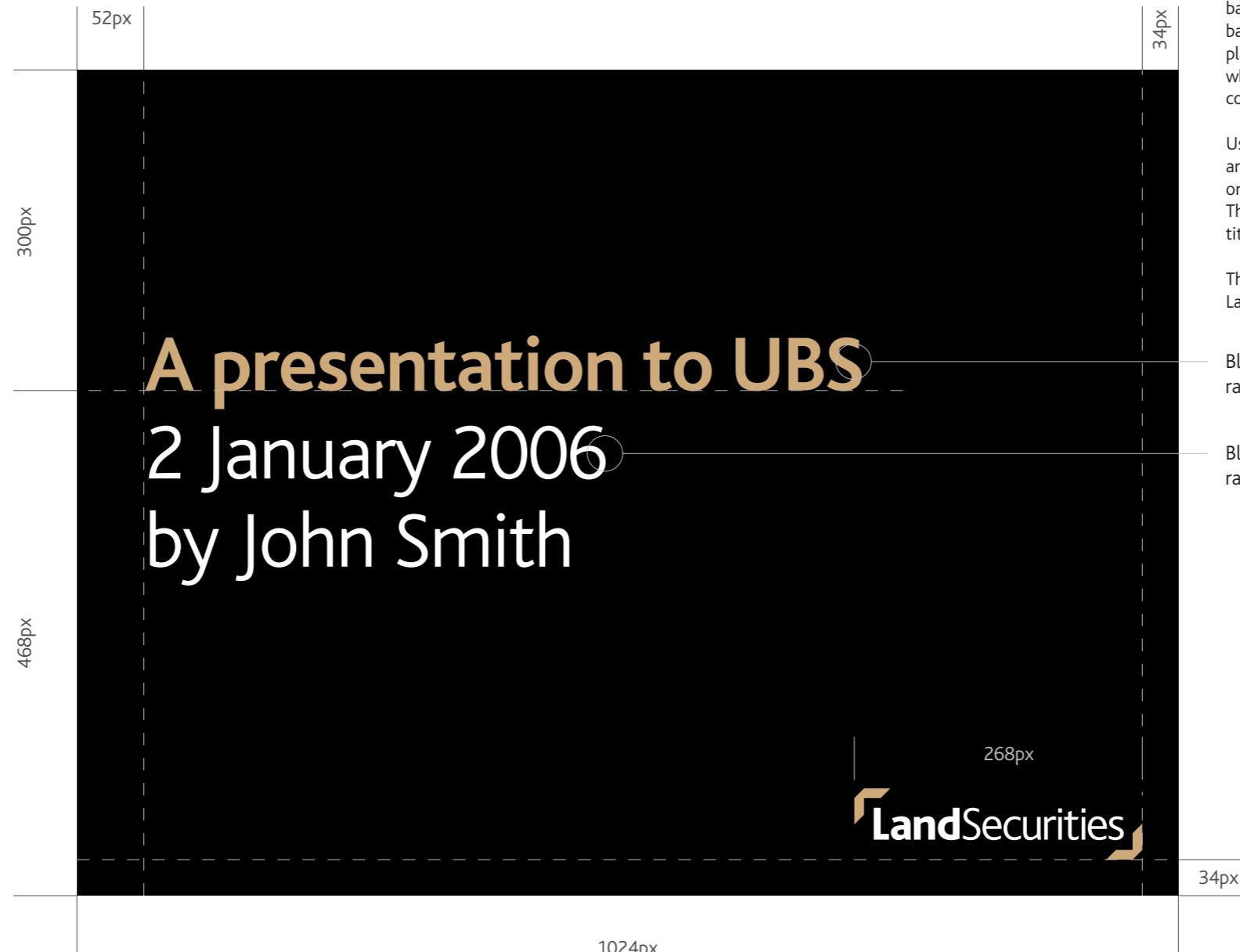
Use the stone core colour for headings and the cornerstones, which appear on every slide after the title page. The masterbrand is only used on the title page.

These templates are on the central Land Securities server.

**Sending ppt presentations digitally.**  
If a ppt presentation is to be viewed externally, the fonts will need to be embedded into the document. This is done by following these steps:  
Select 'Tools'  
Select 'Options'  
Click on 'Save'  
Check 'Embed Truetype fonts'  
Check 'Embed characters in use only'  
Select 'Okay'

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
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**Powerpoint – black background**  
There are two versions of powerpoint templates. A version with a black background and a version with a white background. The black version is best for plasma television and onscreen use. The white version is best for printing a hard copy from.

Use the stone core colour for headings and the cornerstones, which appear on every slide after the title page. The masterbrand is only used on the title page.

These templates are on the central Land Securities server.

Bliss bold 74/82pt  
ranged left to match PMS 465 U

Bliss light 74/82pt  
ranged left

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

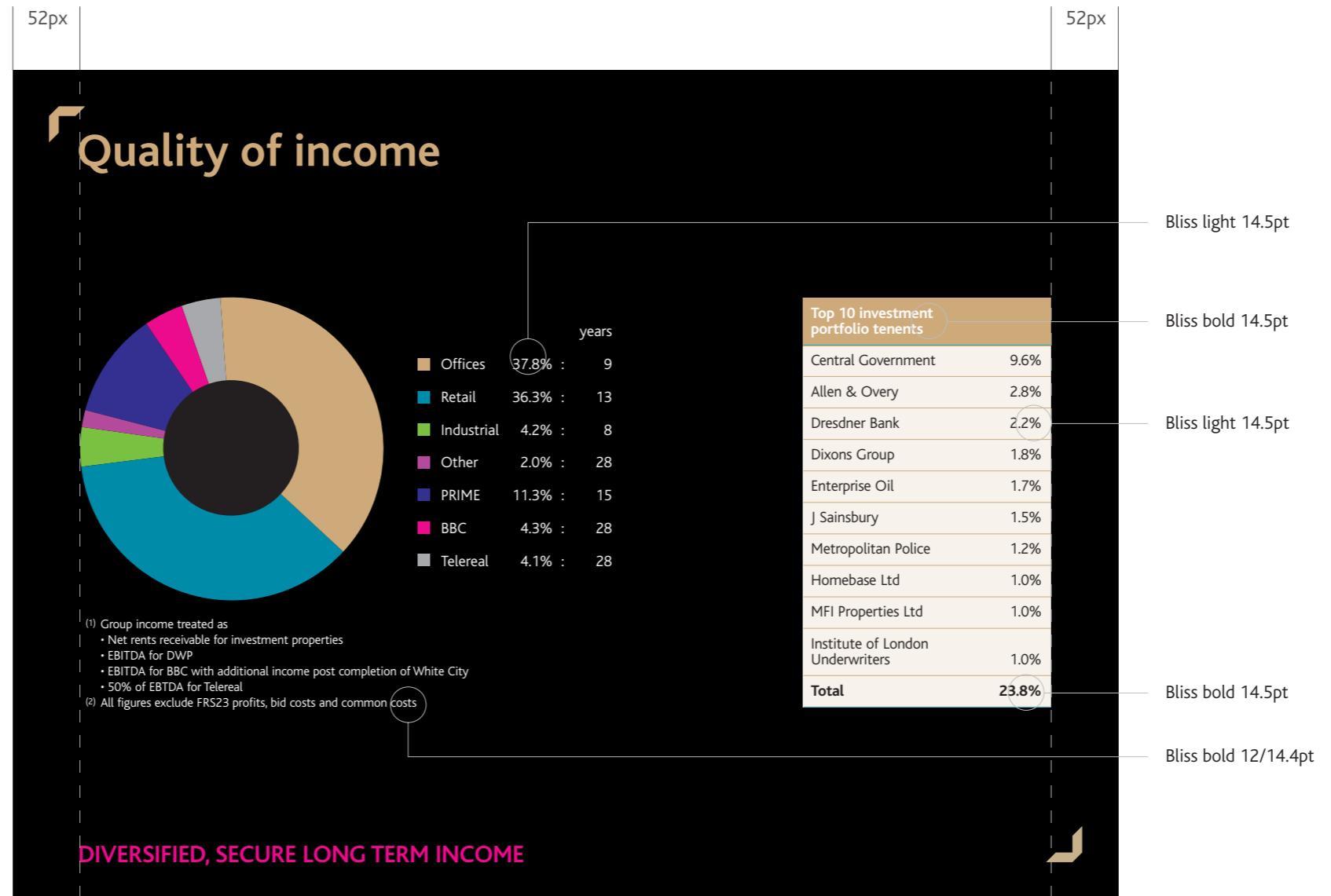


Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

The Powerpoint template will provide standard charts and tables



Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Land Securities Stone can be used as a part of the colour palette, but not solely

## Financial highlights

Key statistics		change %	excl. debt refinancing	change %
Pre-tax (loss) / profit	£(155.8m)	n/a	£526.3m	+41.1%
Revenue profit (pre-tax) <sup>(1)</sup>	£401.1m	+29.7%	£401.1m	+29.7%
Adjusted diluted earnings per share <sup>(2)</sup>	72.27p	+51.0%	72.27p	+51.0%
Dividend per share	43.25p	+16.6%	43.25p	+16.6%
Property investment business change	£871.5m	+16.6%	£871.5m	+16.6%
Adjusted diluted NAV per share <sup>(3)</sup>	1468p	+10.3%	1570p	+18.0%

(1) Excludes FRS3 profits and exceptional items.  
(2) Based on revenue profits. Excludes deferred tax on investment properties.  
(3) Adds back deferred tax on investment properties and Telereal deficit.

**STRONG GROWTH IN REVENUE PROFIT, DIVIDEND AND ASSET VALUATIONS**

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

## Group – Strategic & Organisational Initiatives

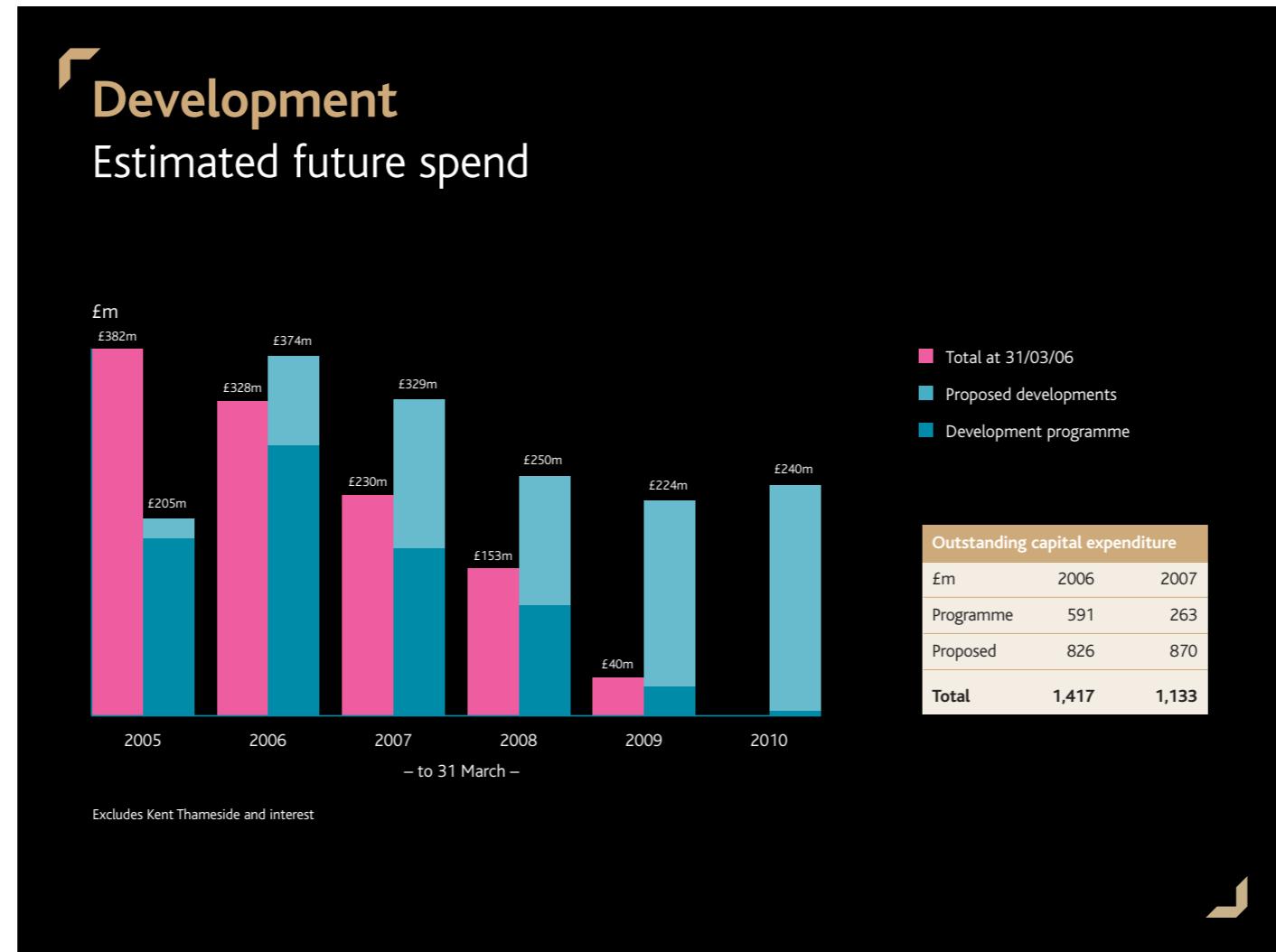
Challenge	Action
Finance Systems	Implement PeopleSoft in November 2005.
Financial Reporting	Introduce statutory financial reporting under IFRS. Change internal reporting to IFRS.
Talent Management	Introduce improvements to training and career development plans.
Bonus Plans	Modify bonus plans for Business Unit and Functional Teams to create full alignment and reward for outperformance.
Customer Relationship Management (CRM)	Complete CRM review and implement action plan.
Employee Consultation	Launch Business Exchange Forum
Branding	Complete specific branding audit and implement recommendations.

## ROBUST ORGANISATIONAL MATRIX MANAGEMENT

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
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Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

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Reports  
Powerpoint  
Building signage  
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Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Photographs can be used full-bleed, but ensure you can read the type out of it.



Background  
Core elements  
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Powerpoint  
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Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
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Align a squared-up photo in the top right corner in alignment with the cornerstone

## Development

### Whitefriars, Canterbury



■ 100% prelet to Fenwick, Next, Zara, River Island, H&M, Top Shop, M&S, Tesco, Performing arts & events

■ Driving rents to £200 psf. Strong pedestrian flows generating value to Longmarket, Rose Lane and Clocktower

■ Mixed use; 37,160m<sup>2</sup> retail, 3,260m<sup>2</sup> residential, 530 space car park, Public realm Streets and squares

ADDING VALUE TO WIDER CANTERBURY ESTATE

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

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Marketing suite

The figures can be edited if required

**Market leading sector focus**

**Retail**  
£4.5bn value

**London offices**  
£3.0bn value

**Property outsourcing**  
£1bn gross income

A CLEAR UNDERSTANDING OF OUR STRENGTHS

Background  
Core elements  
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**A presentation to UBS**  
January 2006  
by John Smith

LandSecurities

**Highlights of the year**

- Focus of business tightened
- Major new contracts secured
- Cost of capital reduced
- Capital recycled
- Land Securities Trillium – 'coming of age'

HIGH LEVELS OF ACTIVITY ACROSS ALL AREAS OF THE GROUP

**Quality of income**

Category	Percentage
Offices	37.8%
Retail	30.3%
Industrial	4.2%
Other	2.0%
SME	11.3%
BBC	4.2%
Mixed	4.7%

Top 10 investment portfolio tenants

Tenant	Value (£m)
Canary Wharf	9.6%
Allianz	2.0%
Deserve Bank	2.2%
Dixons Group	1.8%
Enterprise Oil	1.7%
J Sainsbury	1.5%
Metropolitan Police	1.2%
Homebase Ltd	1.0%
HPI Properties Ltd	1.0%
Institute of London Underwriters	1.0%
Total	23.8%

DIVERSIFIED, SECURE LONG TERM INCOME

**Financial highlights**

Key statistics	change %	excl. debt refinancing	change %
Pre-tax (loss) / profit	n/a	£526.3m	+41.1%
Revenue profit (pre-tax) <sup>(1)</sup>	+29.7%	£401.1m	+29.7%
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Dividend per share	+16.6%	43.25p	+16.6%
Property investment business change	+16.6%	£871.5m	+16.6%
Adjusted diluted NAV per share <sup>(3)</sup>	+10.3%	1570p	+18.0%

(1) Excludes IFCI profits and exceptional items.  
(2) Includes 10.3% increase in share capital on investment properties.  
(3) Add back deferred tax on investment properties and '狭義の' deficit.

STRONG GROWTH IN REVENUE PROFIT, DIVIDEND AND ASSET VALUATIONS

**Group – Strategic & Organisational Initiatives**

Challenge	Action
Finance Systems	Implement PeopleSoft in November 2005.
Financial Reporting	Introduce statutory financial reporting under IFRS. Change internal reporting to IFRS.
Talent Management	Introduce improvements to training and career development plans.
Bonus Plans	Modify bonus plans for Business Unit and Functional Teams to create full alignment and reward for outperformance.
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Employee Consultation	Launch Business Exchange Forum
Branding	Complete specific branding audit and implement recommendations.

ROBUST ORGANISATIONAL MATRIX MANAGEMENT

**Development**  
Estimated future spend

Year	Total	Proposed developments	Development programme
2005	£1,000m	£100m	£100m
2006	£1,400m	£400m	£400m
2007	£1,200m	£200m	£200m
2008	£1,000m	£100m	£100m
2009	£1,200m	£200m	£200m
2010	£1,400m	£400m	£400m

Excludes other thematic and leisure.

Estimated Capital expenditure

Year	2006	2007	Programme	Proposed	Total
2006	£600	£600	£600	£600	£2,400
2007	£600	£600	£600	£600	£2,400
Programme	£600	£600	£600	£600	£2,400
Proposed	£600	£600	£600	£600	£2,400
Total	£1,417	£1,417			£1,417

**Development**  
Whitefriars, Canterbury

CONSERVATION-LED URBAN RENEWAL

**Development**  
Whitefriars, Canterbury

- 100% prelet to Fenwick, Next, Zara, River Island, H&M, Top Shop, M&S, Tesco, Performing arts & events
- Driving rents to £200 psf. Strong pedestrian flows generating value to Longmarket, Rose Lane and Clocktower
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ADDING VALUE TO WIDER CANTERBURY ESTATE

**Market leading sector focus**

Retail  
£4.5bn value

London offices  
£3.0bn value

Property outsourcing  
£1bn gross income

A CLEAR UNDERSTANDING OF OUR STRENGTHS

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**Powerpoint – white background**  
There are two versions of the power-point template. A version with a black background and a version with a white background. The black version is best for plasma television and onscreen use. The white version is best for printing a hard copy from.

Select white or black from within the template

# Applications

Stationery  
Reports  
Powerpoint  
**Building signage**  
Corporate building  
Shopping centre  
Trillium building  
Directory sign  
Glass sign  
Reception wall  
**Clothing**  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Signage must be of the highest quality using high quality materials, in keeping with our brand values.

Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint

Building signage

Corporate building

Shopping centre

Trillium building

Directory sign

Glass sign

Reception wall

Desk sign

Clothing

Marketing items

Literature

Websites

Hoardings

Exhibition stand

Marketing suite

This is a typical sign for the exterior of a corporate office, beside the entrance.

For back-lit signs, the cornerstones and name can be punched out and internally lit.

For spotlit signs, the Land Securities name remains black.

Brushed or polished stainless steel

Etched to different level

Engraved and infill black

Etched to different level

Engraved and infill black



Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
**Building signage**  
Corporate building  
Shopping centre  
Trillium building  
Directory signs  
Glass sign  
Reception wall  
Desk sign  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

This is a typical sign to be used inside the management office within a shopping centre.

This has low-key branding because the shopping centre's branding is more important.



Brushed or polished stainless steel

Etched to different level

Engraved and infill black

Etched to different level

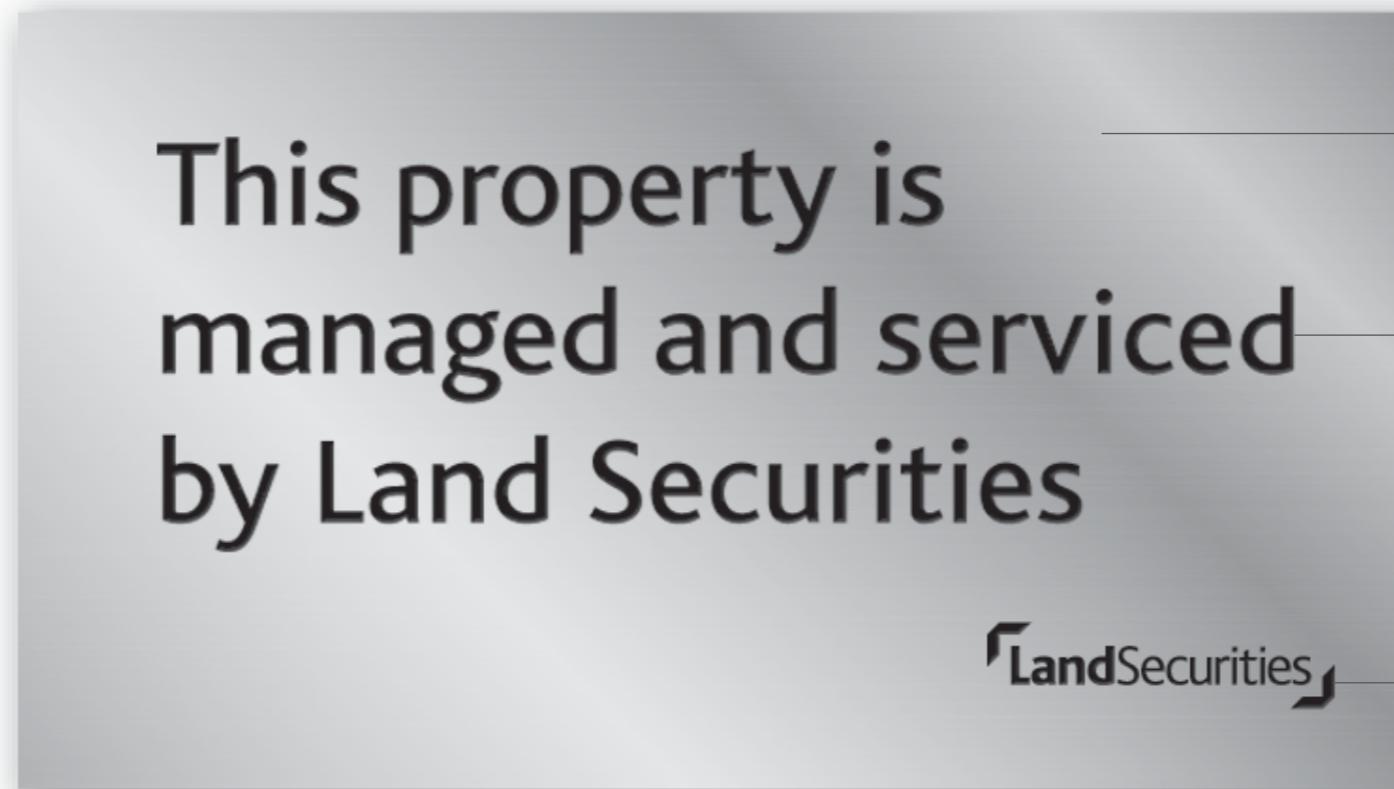
Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
**Building signage**  
Corporate building  
Shopping centre  
Trillium building  
Directory signs  
Glass sign  
Reception wall  
Desk sign  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

This is a typical managed office sign.

These will be used in the reception of office buildings without a strapline.



Brushed or polished stainless steel

Engraved and infill black

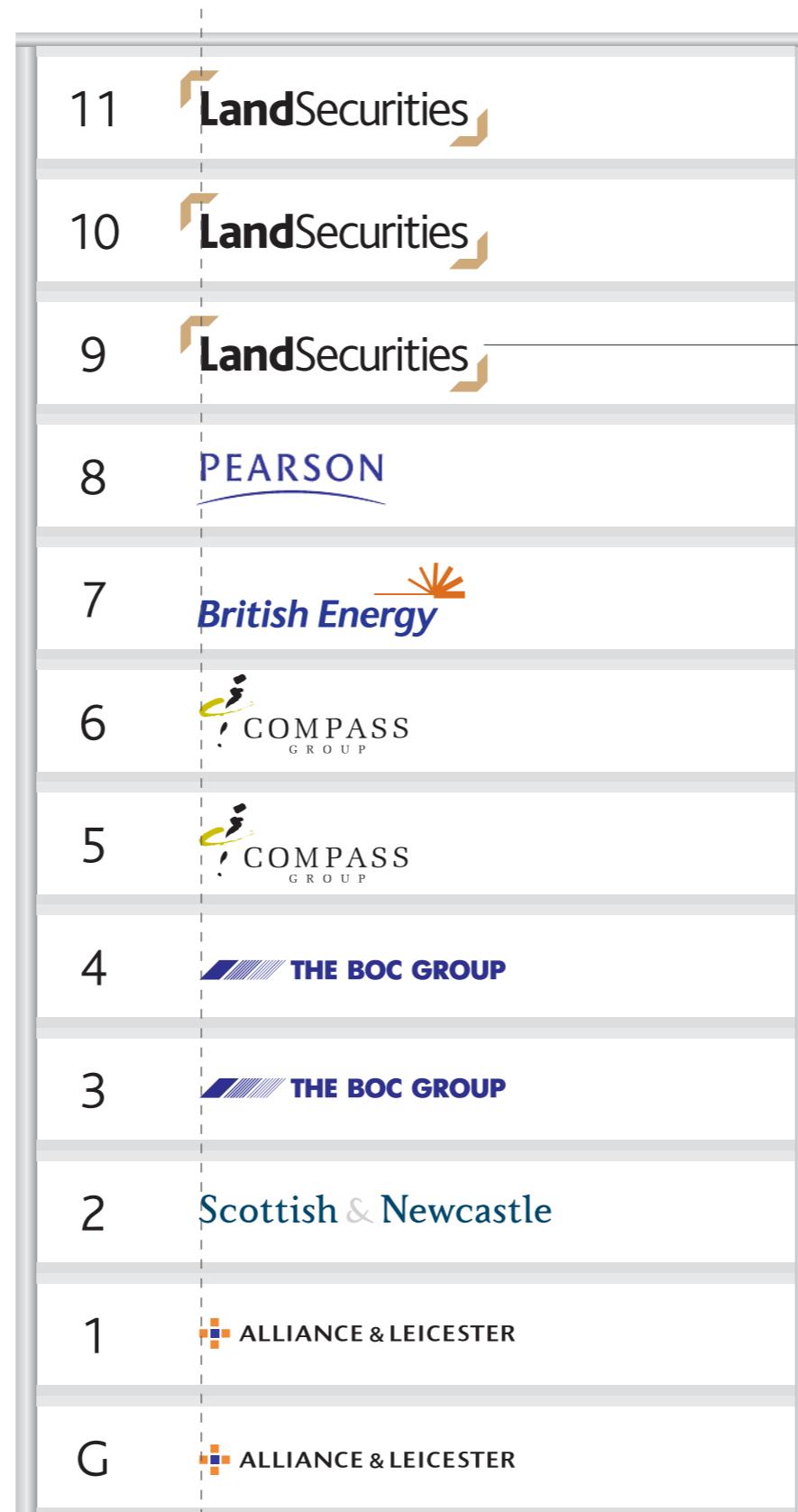
Engraved and infill black

Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Corporate building  
Shopping centre  
Trillium building  
Directory signs  
Glass sign  
Reception wall  
Desk sign  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



Occasionally Land Securities share a building with other tenants.

This is how the brand mark should be used in these instances.

Land Securities Stone and Black

# Applications

Stationery  
Reports  
Powerpoint  
**Building signage**

Corporate building  
Shopping centre  
Trillium building  
Directory signs  
**Glass sign**  
Reception wall  
Desk sign  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact



This is a typical glass sign. To be used in corridors, not externally where appropriate.

Land Securities Stone and Black when positioned on a white wall.

If wall is not white, use the black version of the brand mark.

Brand mark silk screened onto the glass.

# Applications

Stationery

Reports

Powerpoint

Building signage

Corporate building

Shopping centre

Trillium building

Directory signs

Glass sign

Reception wall

Desk sign

Clothing

Marketing items

Literature

Websites

Hoardings

Exhibition stand

Marketing suite

Background

Core elements

Tone of voice

Imagery

Applications

Internal communication

Contact

This is how a reception wall can be branded within a reception area of a corporate office.



Black vinyl lettering

Cut out 3 dimensional cornerstones, fixed into position and painted white to match reception wall

# Applications

Stationery  
Reports  
Powerpoint  
**Building signage**  
Corporate building  
Shopping centre  
Trillium building  
Directory signs  
Glass sign  
Reception wall  
**Desk sign**  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

**Desk sign**  
The name is black on white.

Very long names may require reducing in size slightly to allow space either side of the name, as shown here.

The names are typeset in 55pt Bliss Light upper and lower case, all centred in the middle of the panel, both left to right and top to bottom.

# Tammie Leigh McClatchie



Background  
Core elements  
Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Uniforms  
Badges  
Safety gear  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

**Land Securities**  
On clothing, the brand mark is used without straplines.

The preferred material colour is black. The brand mark should appear in white lettering with stone cornerstones.



Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Uniforms  
Badges  
Safety gear  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

**Land Securities Trillium**  
The brand mark does not appear,  
Land Securities Trillium is  
typeset white in Bliss medium



Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Uniforms  
Badges  
Safety gear  
Marketing items  
Literature  
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Hoardings  
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Marketing suite

**Using the cornerstones in a creative way.**

The repeat pattern should be used very sparingly and with the approval of the Group Head of Marketing



Background  
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Tone of voice  
Imagery  
**Applications**  
Internal communication  
Contact

# Applications

Stationery  
Reports  
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Clothing  
Uniforms  
Badges  
Safety gear  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

## Internal Badges

For functions requiring badging, there are two types of badge, a staff badge and a guest badge.

### 1. Staff badge

Badges for staff have the brand mark printed on a black version.

### 2. Guest badge

The guest badge is in white to help differentiate between staff and guests.



1.



2.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Uniforms  
Badges  
Safety gear  
Marketing items  
Literature  
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Hoardings  
Exhibition stand  
Marketing suite



On reflective jackets/vests, the brand mark prints black. The cornerstones can be printed reflective silver.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



Use the colour brand mark on helmets.

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Note pad  
Umbrella  
Carrier bag  
Water bottle  
Mug  
Literature  
Websites  
Hoardings  
Exhibition stand  
Marketing suite



Corporate marketing materials use the brand mark white out of black with stone cornerstones

Where appropriate use aspirational words relevant to the object it goes on to reflect the positive values of Land Securities.

These appear framed by the cornerstones. Make the relationship between the words and the cornerstones the same scale as the brand mark.

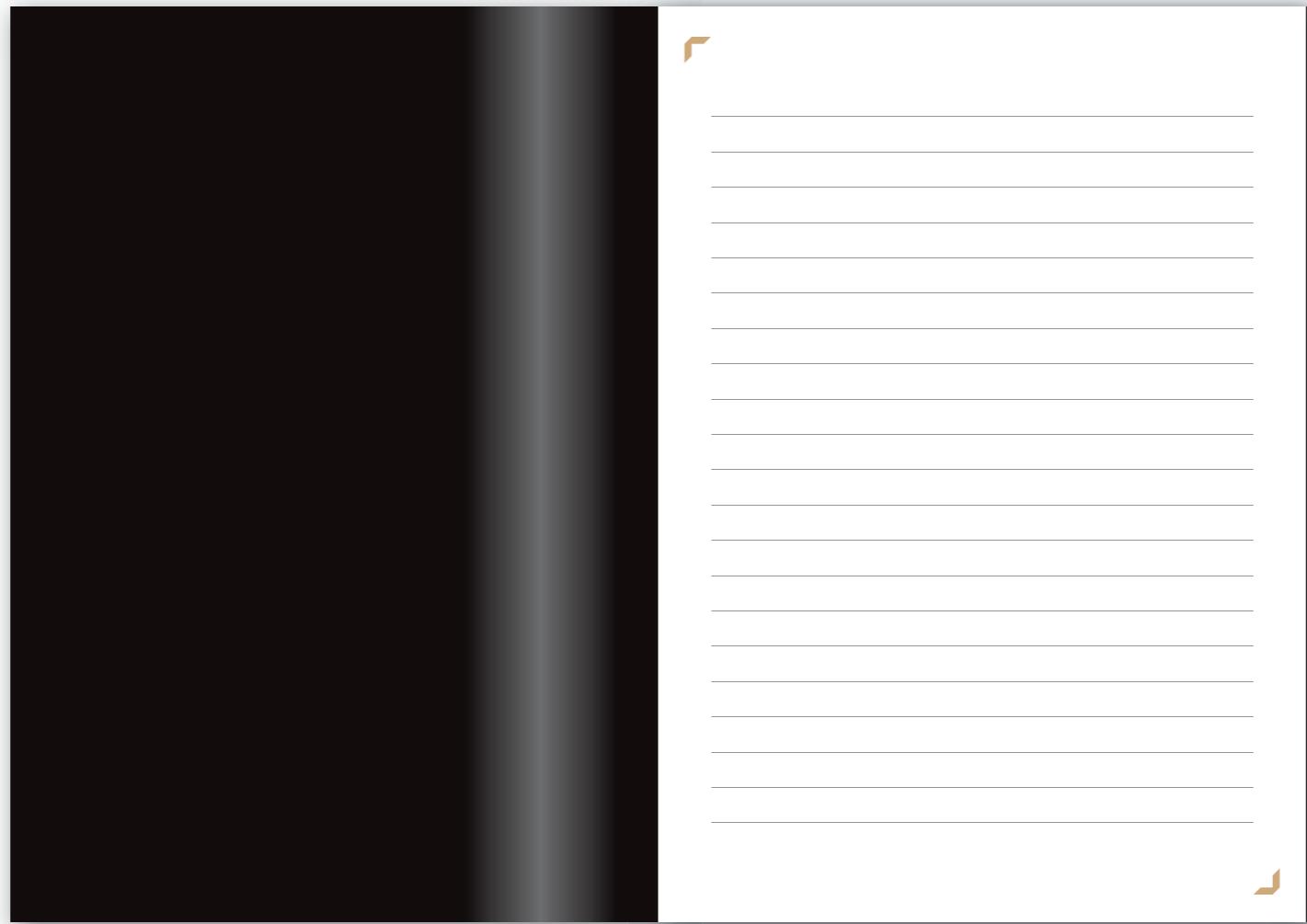
Where possible don't use them on the same face as the brand mark, unless the brand mark is used at a smaller scale as an endorsement.

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Note pad  
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Mug  
Literature  
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Background  
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# Applications

Stationery

Reports

Powerpoint

Building signage

Clothing

Marketing items

Note pad

Umbrella

Carrier bag

Water bottle

Mug

Literature

Websites

Hoardings

Exhibition stand

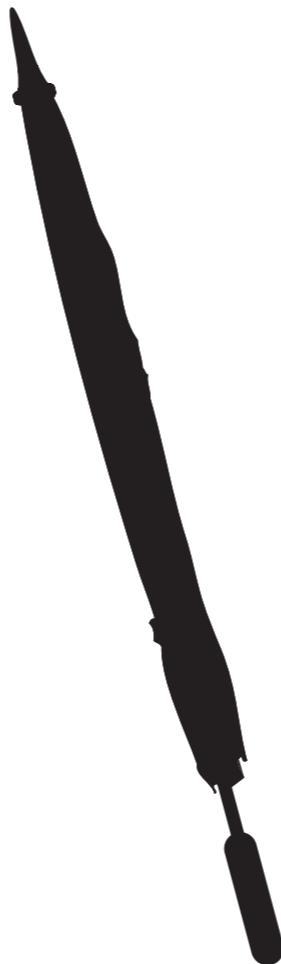
Marketing suite

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Background

Core elements

Tone of voice

Imagery

Applications

Internal communication

Contact

# Applications

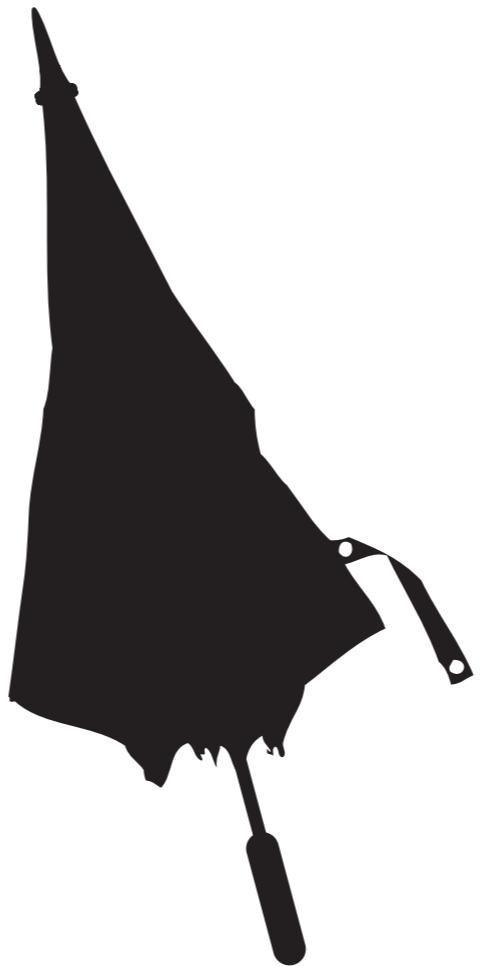
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Background

Core elements

Tone of voice

Imagery

Applications

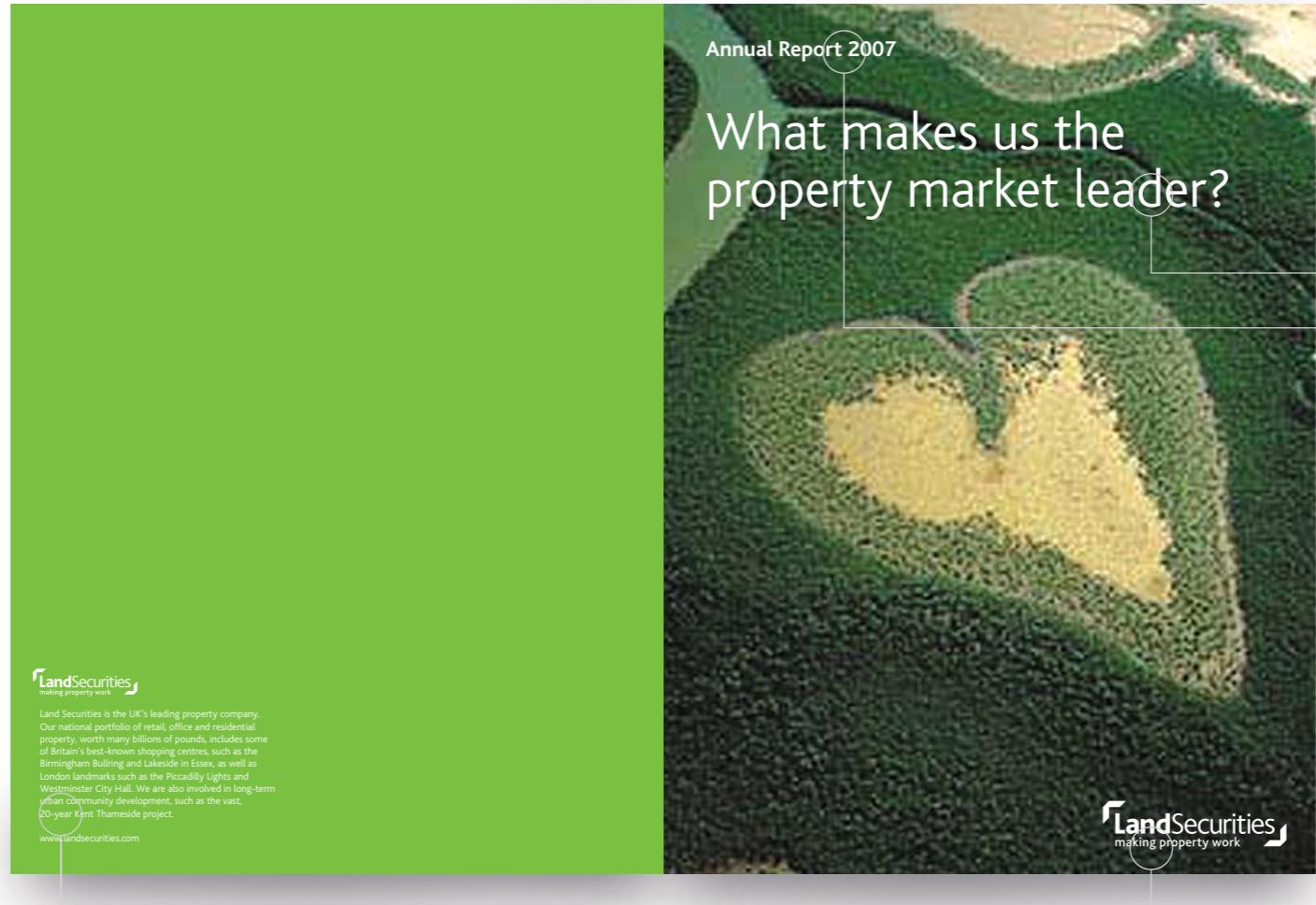
Internal communication

Contact

# Applications

Stationery  
Reports  
Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Corporate level  
    Example grid  
    Type hierarchy  
Business level  
Product level  
Internal  
Formats  
Websites  
Hoardings  
Exhibition stand  
Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact



Show a consistent sign-off

**Front and back covers**  
Cover headings should use an engaging question or statement.

Full bleed photography is preferred. Don't use squared up photography. Cut-outs should be on a coloured background, not white.

The brand mark should always be bottom right of the front cover. It reverses white out of full bleed photographs.

Bliss or Baskerville

Bliss

Brand mark positioned bottom right, refer to:  
- Core elements  
- Masterbrand  
- Placement

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## Retail Achievements

Retail share of operating profit £243.7m

Like-for-like valuation surplus of 15.6%

£1.5bn of acquisitions, including the purchase of Tops Estates and the LxB portfolio

£0.3bn of disposals

Current development programme to provide 221,070m<sup>2</sup> of new accommodation

Proposed developments to create 143,110m<sup>2</sup> of floorspace

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Operating and financial review continued

**Retail**

"Following a year of unprecedented activity we have now assembled a retail property portfolio of substantial scale, providing 5.8% of the retail floorspace in our core markets. This provides real competitive advantage in a fragmented market place."

Richard Akers  
Managing Director, Retail

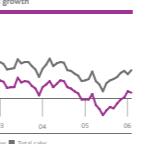


**Retail portfolio by value**



Type of retail property	Market value (£ million)	LS (£ million)	% market share
Shopping centres	14.9	1.2	8.0
Retail parks	14.5	0.5	3.4
Total core markets	29.4	1.7	5.8
Other retail markets	85.5	0.2	n/a
Total	114.9	1.9	n/a

**UK retail sales growth**



Source: British Retail Consortium/RPMG

**The UK retail property market**

The retail property market extends to some 115 million m<sup>2</sup> and is highly diversified both in terms of ownership type. This is exemplified by looking at any medium-sized town in the UK where you will find high street shopped parades, a shopping centre and on the edge of town, retail parks and a supermarket. A number of different owners will be involved too, from private individuals and owner-occupiers to property companies, pension funds and institutional investors. Furthermore, each retail location is unique, with different catchment populations, transport infrastructure, local economy and townscape.

Certain retail market sectors are also highly constrained in terms of supply side growth, as a result of planning restrictions aimed at preventing new development on greenfield sites and the huge

Land Securities Annual Report 2006

**Spreads**  
Corporate literature uses the primary typefaces and secondary colours.

Sub headings work well in colour.

Photography can be full bleed pages, small squared up pics or cut-outs.

Headings can be in Bliss or Baskerville. Text and captions only in Bliss. Large statistics work well in Baskerville, refer to:  
- Core elements  
- Typefaces

# Applications

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## London Portfolio Achievements

London share of operating profit £276.5m

Development valuation surplus of 42.4%

£0.6bn of acquisitions

£0.4bn of disposals

Current development programme to provide 211,250m<sup>2</sup> of new accommodation

Proposed developments to create 60,210m<sup>2</sup> of office accommodation and 29,610m<sup>2</sup> of retail floorspace

Land Securities Annual Report 2006

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London Portfolio

Operating and financial review continued

"London development made a substantial contribution to our returns this year and we have positioned our portfolio to benefit from the rental growth predicted for our core markets."

Mike Hussey  
Managing Director, London Portfolio

London Portfolio valuation breakdown £5.9bn

Category	Value (£m)
Inner London offices	1.7
West End offices	2.4
Mid-town offices	0.5
City offices	1.3
London retail	0.5

London economy

It is worthwhile considering what it is that makes London so different to the rest of the UK in terms of its economy. It is undoubtedly one of the world's leading financial centres but it is also the heart of Government and a major tourist destination with outstanding cultural, arts and retail experiences. More than that, it is home to some seven million people as well as numerous businesses and benefits from a highly skilled and flexible workforce.

London's economy is also growing at a faster rate than that of the rest of the UK being forecast to grow by 2.7% per annum over the next four years compared to UK growth of 2.4%. As London grows it will need continued investment in new buildings, homes and infrastructure. We have been investing in London's commercial landscape since 1944 and predict that over the next few years we will invest more in our capital city than at any time previously, timing our investment to benefit from London's forecast growth.

London office markets

The London office market extends to some 19.8 million m<sup>2</sup> across several geographic locations. The West End, Mid-town, City, South Bank and Docklands form the core of a highly diversified market. The majority of our portfolio is located in three of these markets: the West End, Mid-town and the City, but we have also expanded away from our traditional market place and invested in the South Bank, on the edge of the City and, more recently, in Docklands.

While the London market is very fragmented in terms of ownership and type of property, it has the added complexity of a highly diversified occupier base. It provides commercial accommodation to numerous international and domestic organisations typically located in clusters of similar businesses across its core markets.

The London office market has been historically more volatile than the retail market. This reflects general economic conditions and the health of the occupier markets, particularly that of the financial services industry. It is also affected by the supply of new development stock and vacant space. In terms of market conditions today, they are much improved compared to the past few years, particularly 2002 and 2003. As we predicted last year, the West End market now has low levels of vacancy and positive rental growth is well established. In the City, vacancy levels have dropped to 10.5% overall, with Grade A stock at 3% or less and there is evidence of emerging rental growth for good quality accommodation.

Gross domestic product forecast growth

London GDP (green)  
UK excluding London (estimated) (black)

Source: Centre for Business and Business Research Limited

West End and City vacancy rates

West End (black)  
City (green)

Source: Knight Frank

Land Securities Annual Report 2006

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Sub headings work well in colour.

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- Typefaces

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Below is an example of a grid system and is simply intended as a suggestion and not as a ready-made solution.

Each new job sets its own problems and leads to different conclusions.



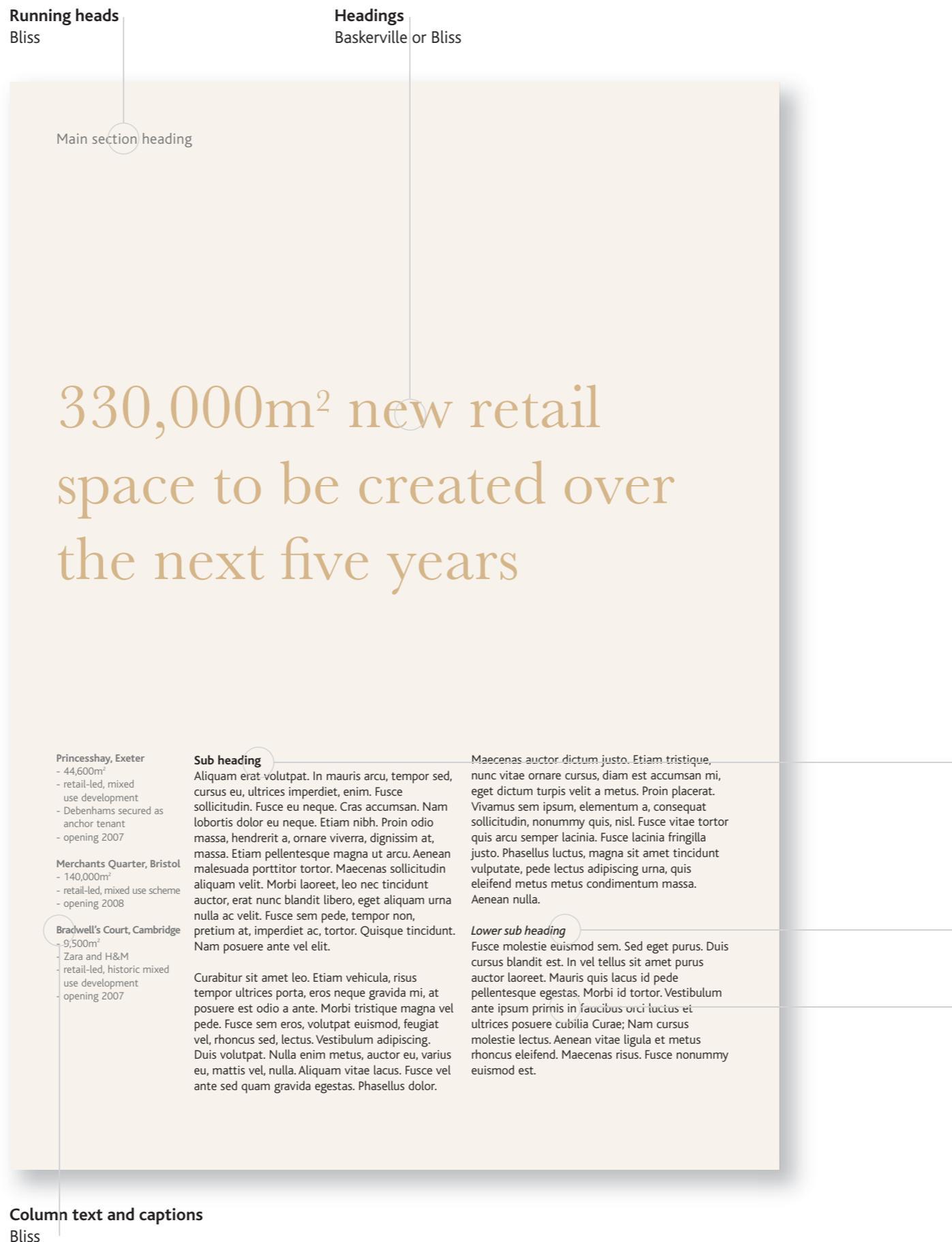
3 column grid, 1 column is used to contain technical information

Body copy runs across one or two columns

# Applications

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The more information you have to present, the more challenging it can be to convey it in the right sequence and with the right emphasis. 'Type hierarchy' refers to the different levels of importance your design choices assign to the information you're trying to convey.

To make the most important information stand out use the following techniques:

#### Change weights

Using different weights will help an element to stand out.

#### Incorporate italics

Using italics is a way to achieve subtle emphasis, particularly for bylines, captions and within blocks of copy.

#### Vary size

Changing the point size will draw attention, but be sure to make it noticeable. A one-point change won't create enough contrast; try two points or more.

**Sub heading**  
Bliss

**Lower Sub heading**  
Bliss italic

**Body copy**  
Bliss

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Bliss

Use business level straplines

**Front and back covers**  
Cover headings should use an engaging question or statement.

Aspirational full bleed photography is preferred. Don't use squared up photography. Cut-outs should be on a coloured background, not white.

The brand mark should always be bottom right. Use the version with the strapline relevant to the business area, refer to:

- Core elements
- Masterbrand
- Straplines

Repeat the brand mark with the strapline on the back cover.

Always include the standard paragraph relevant to the business area on the back cover or inside back cover – always include a URL with this.

Use the secondary colour palette when appropriate.

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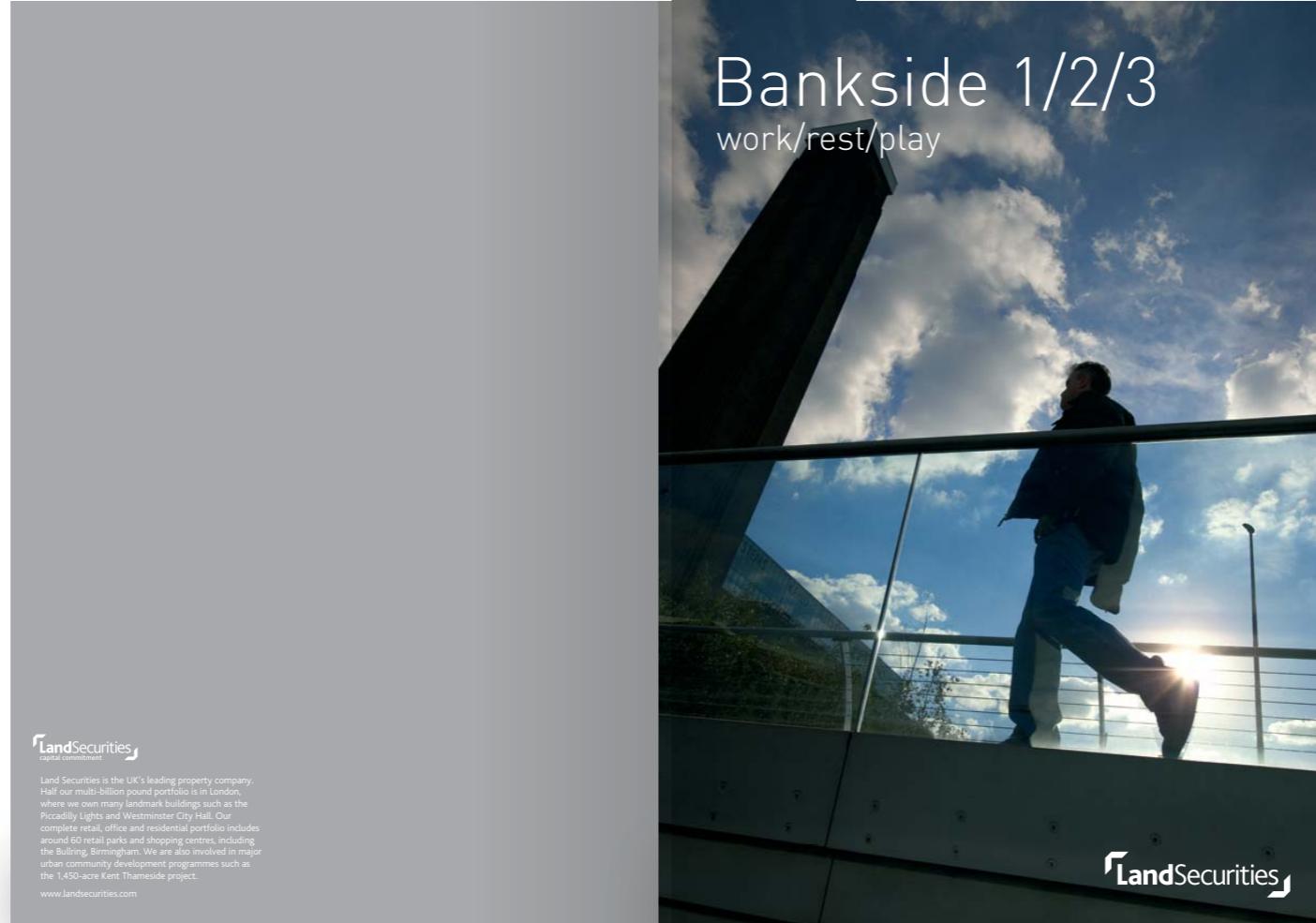
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**Front and back covers**  
Product level communications can use any typeface and any range of colours appropriate for the scheme.

The layouts are completely flexible. Use any font that suits the job.

The brand mark should always be bottom right. Use the version without a strapline.

Repeat the brand mark on the back cover.

Always include the standard paragraph relevant to the business area on the back cover or inside back cover – always include a URL with this.

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**Front and back covers**  
Internal communications use Bliss or Baskerville and any colour from the secondary colour palette.

The brand mark should always be bottom right. Use the version without a strapline.

The paragraph about Land Securities is required on the back of all printed material.

Use flat colour or full bleed imagery as much as possible.

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Please bear in mind that using standard 'A' sizes can bring cost savings.

Remember to size the brand mark accordingly:

- Core elements
- Masterbrand
- Sizes



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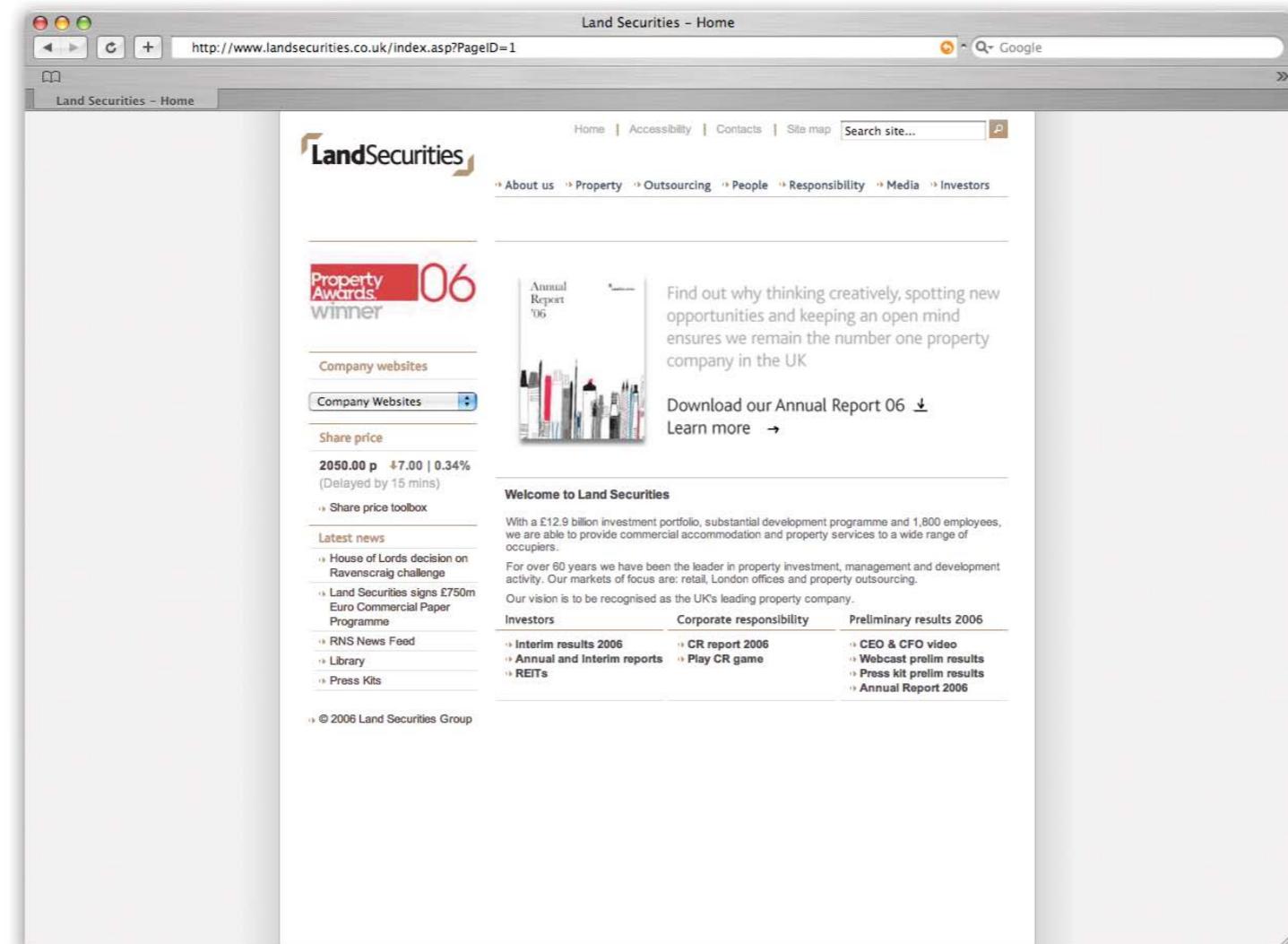
Remember to size the brand mark accordingly:

- Core elements
- Masterbrand
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# Applications

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## Corporate website

The corporate website uses the brand mark without strapline and is positioned in the top left corner of all pages.

Headings use the Land Securities Stone colour, the rest of the site can change colour from one section to another, replacing the stone colour with one from the secondary colour palette. Only use one colour at a time.

Headline information is preferred in Bliss.

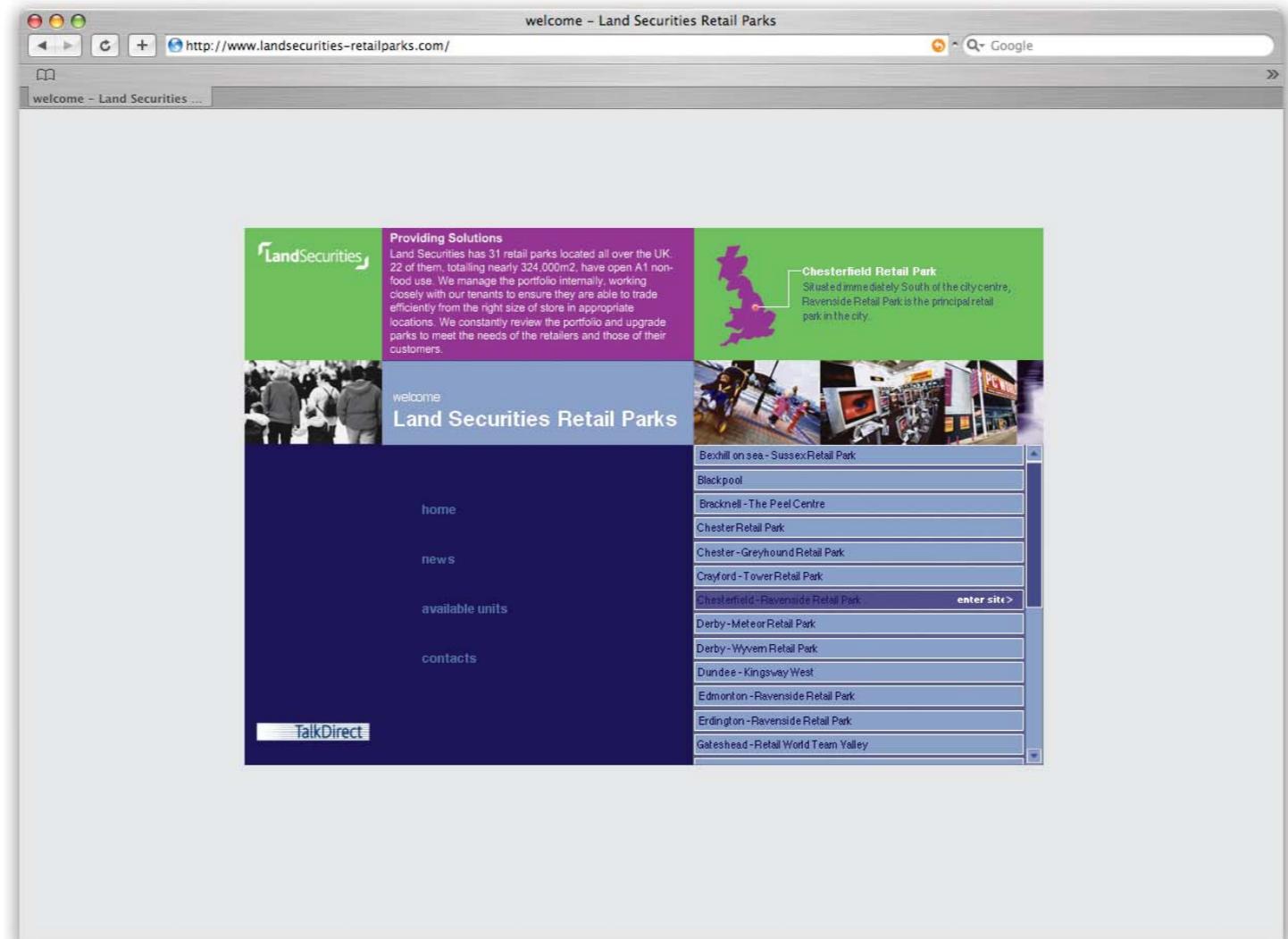
Text is in Arial.

All websites need to be DDA compliant. If unsure, check with the Corporate Communication department.

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## Business level websites

### Opening sequence

When a business level website opens, the brand mark with relevant strapline launches in the middle of the web browse, fading before the site appears.

Business level websites use Bliss only, with Arial for html text.

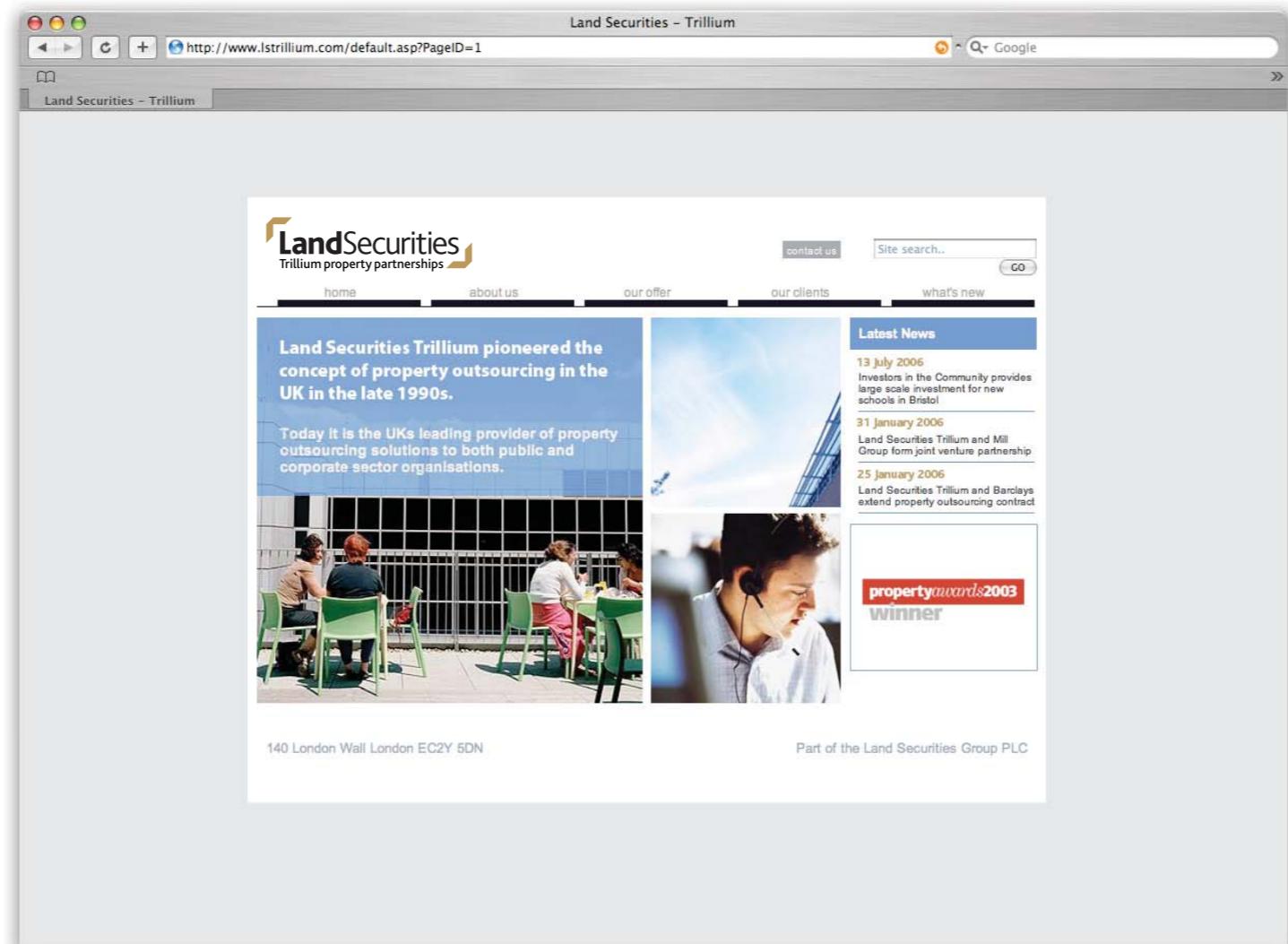
Use the secondary colour palette.

The preferred position of the brand mark is in the top left corner of the site. Use the version without the strapline

# Applications

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**Business level websites**  
Business level websites use Bliss only, with Arial for html text.

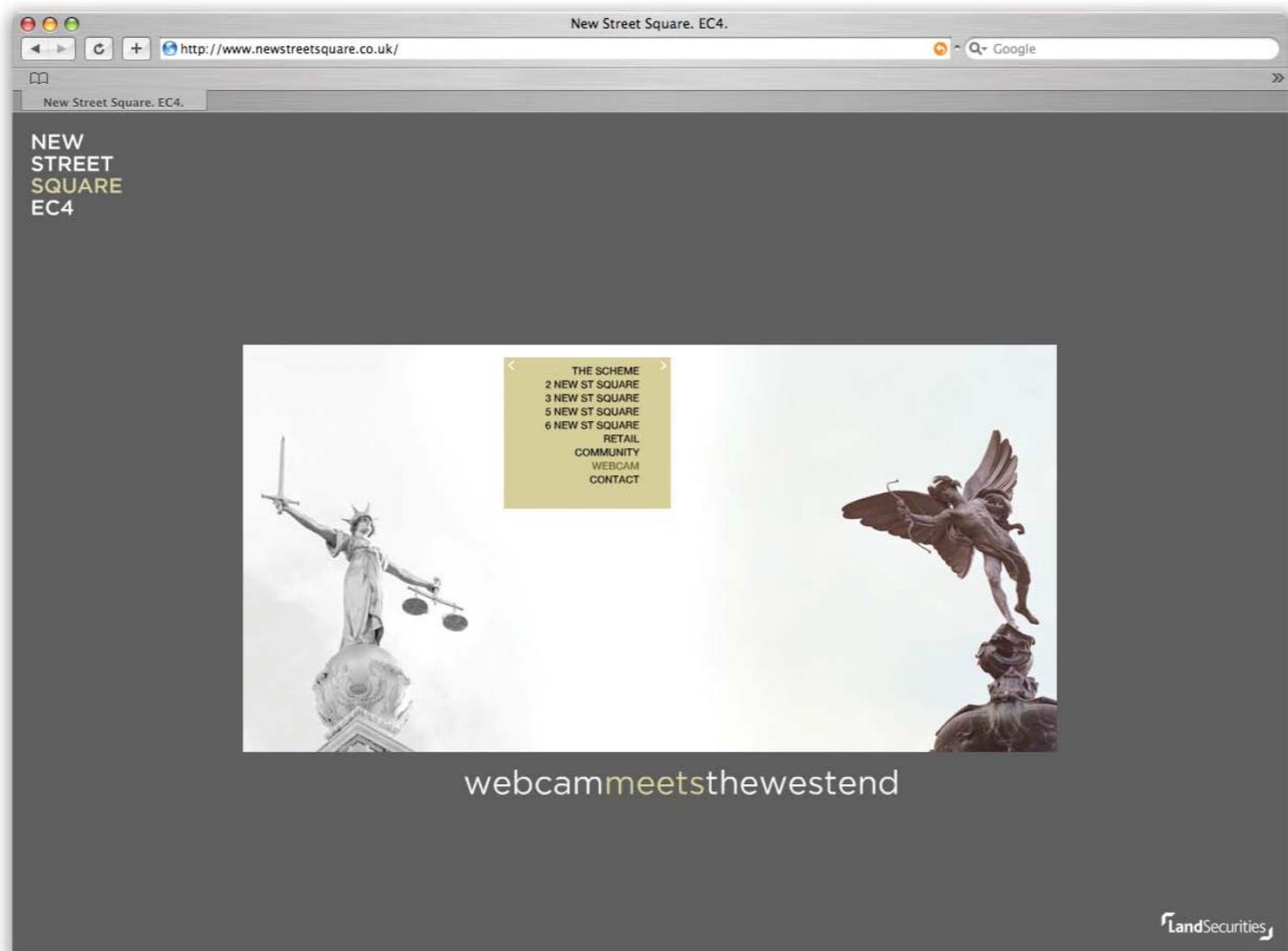
Use the secondary colour palette:  
- Core elements  
- Colour palette  
- Secondary

The preferred position of the brand mark is in the top left corner of the site. Use the version without the strapline

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## Product level websites

Product level websites use the brand mark without straplines, preferably in the bottom right corner of the window as an endorsement to the scheme.

Use any typefaces and colours that are appropriate to the scheme.

The scheme name/identity should appear prominently at the top.

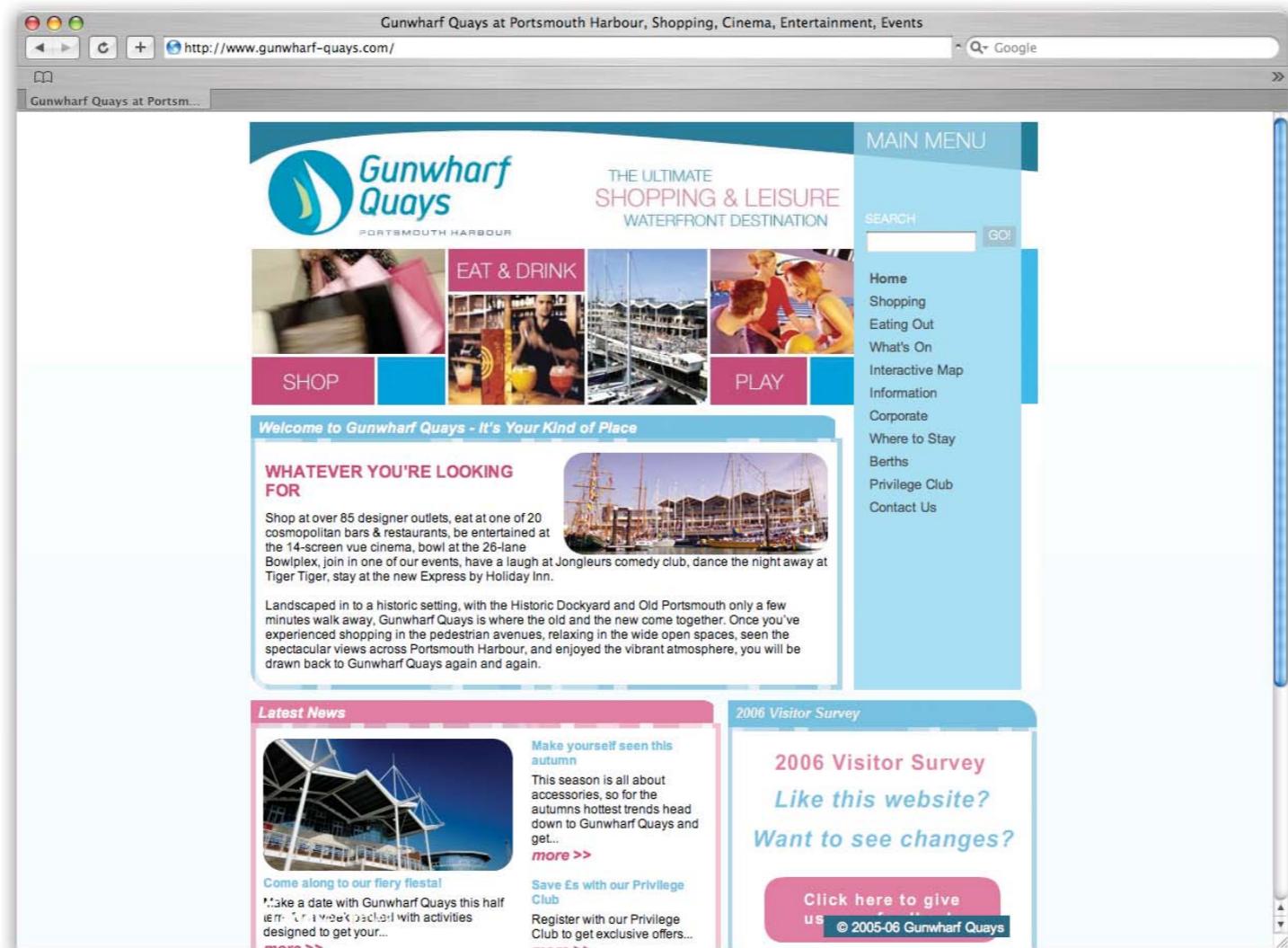
# Applications

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Applications  
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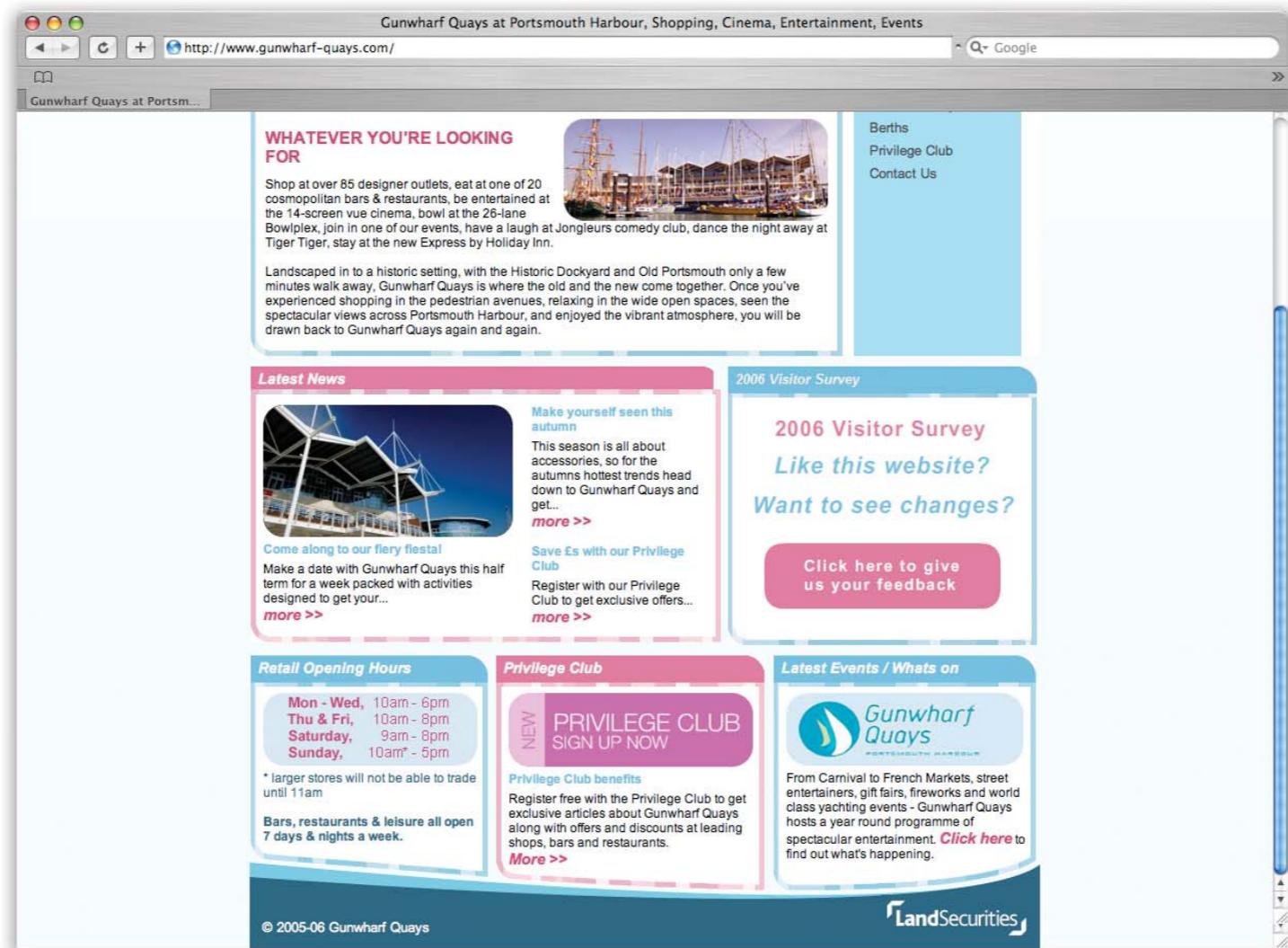
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Stationery  
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This panel prints the same colour as the rest of the hoarding. Ensure the brand mark is legible.

If this is a hoarding that markets the scheme, use a typeface appropriate to the scheme. If it is a pre-marketing hoarding, use Bliss Regular.

All hoardings display the brand mark within a single panel. This appears at the beginning of each stretch of hoarding line. Use the standard paragraph appropriate to the business area below it, refer to:

- Tone of voice

The hoarding can use any of the secondary colours or any colour appropriate to the scheme if marketing the scheme. Include a URL for the scheme prominently.



Background  
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Tone of voice  
Imagery  
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## Contacts

Developer  
**Land Securities Plc**  
T 020 7413 9000

Main Contractor  
**Sir Robert McAlpine Ltd**  
T 020 7842 7500

Architect  
**Bennetts Associates**  
T 020 7520 3300

Planning Supervisor  
**AIMS Group**  
T 01327 358 085

Structural Engineers  
**Pell Frischmann Group Ltd**  
T 020 7486 3661



St Marks shopping  
[stmarks.co.uk](http://stmarks.co.uk)

Background  
Core elements  
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# Applications

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- Tone of voice

The hoarding can use any of the secondary colours or any colour appropriate to the scheme if marketing the scheme. Include a URL for the scheme prominently.



## St Marks shopping

[stmarks.co.uk](http://stmarks.co.uk)

Background  
Core elements  
Tone of voice  
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### Contacts

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Architect  
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Planning Supervisor  
**AIMS Group**  
T 01327 358 085

Structural Engineers  
**Pell Frischmann Group Ltd**  
T 020 7486 3661

Consulting Engineers  
**Cundall Johnston & Partners LLP**  
T 020 7776 5000

Quantity Surveyor &  
Employers Agent  
**Davis Langdon LLP**  
T 020 7061 7000

Sustainability Consultant  
**Element 4 Consulting Ltd**  
T 020 7953 8415

Letting Agents  
**Richard Ellis**  
T 020 7182 2000

Jones Lang La Salle  
T 020 7248 6040

# Applications

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T 020 7953 8415

**Letting Agents**  
**CB Richard Ellis**  
T 020 7182 2000

**Jones Lang La Salle**  
T 020 7248 6040

All letting enquiries

**Digby Flower**  
**CB Richard Ellis**  
St. Martin's Court  
10 Paternoster Row  
London EC4 7HP  
T 020 7182 2000E  
digby.flower@cbre.com

**Richard Norton**  
**Jones Lang LaSalle**  
9 Queen Victoria Street  
London EC4N 4YY  
T 020 7248 6040  
E richard.norton@eu.jll.com

Background  
Core elements  
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# Applications

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Development letting board  
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Marketing suite

Background  
Core elements  
Tone of voice  
Imagery  
Applications  
Internal communication  
Contact

Bliss Regular 30% tint of background colour

Bliss Regular 30% tint of background colour

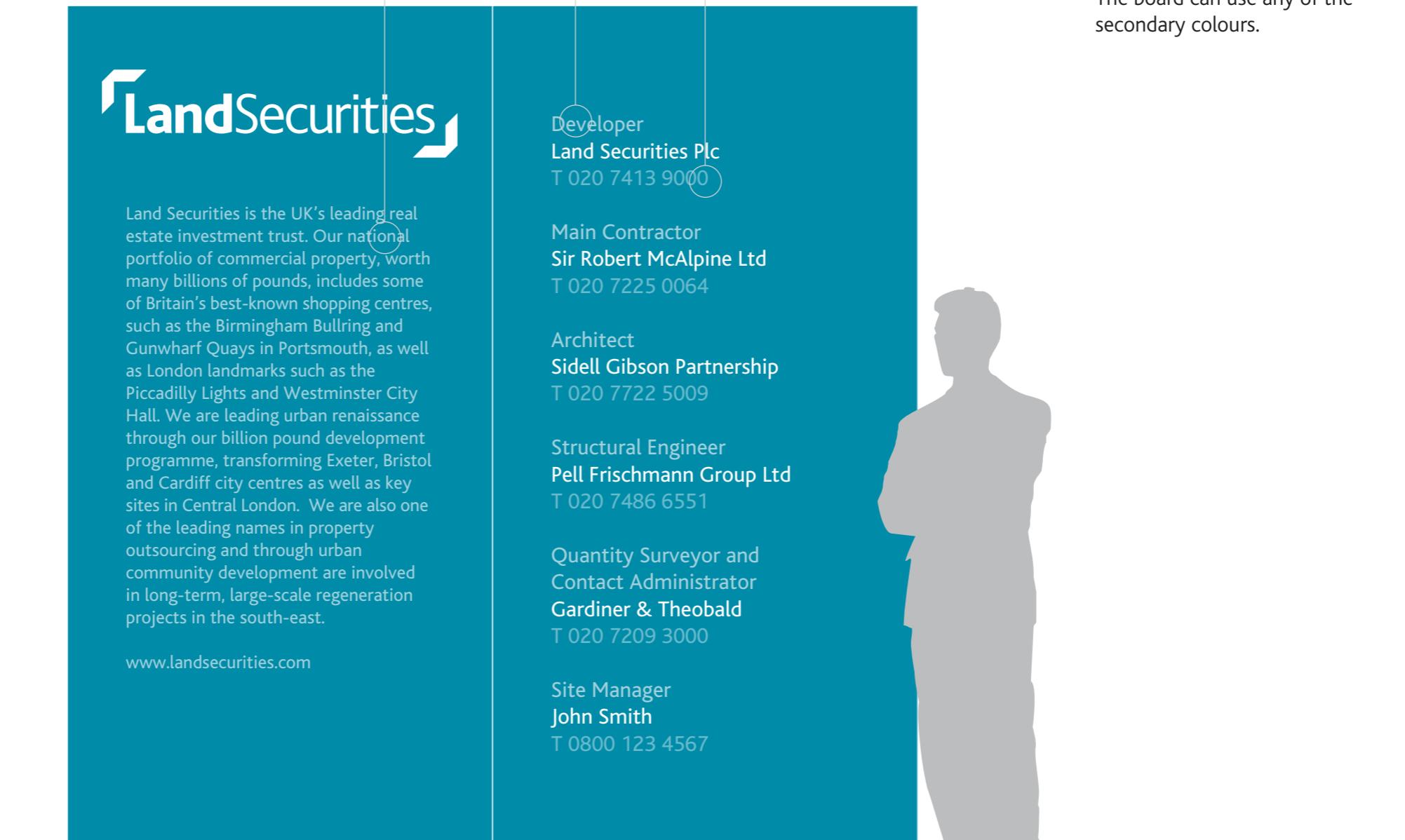
Bliss Regular 50% tint of background colour

**Development team board**  
The overall size equates to two hoarding panels based on each being 2.4 metres high by 1.2 metres wide.

The development team is in text format with no logos.

All boards display the brand mark within a single panel. Use the group paragraph below it (see tone of voice).

The board can use any of the secondary colours.



# Applications

Stationery

Reports

Powerpoint

Building signage

Clothing

Marketing items

Literature

Websites

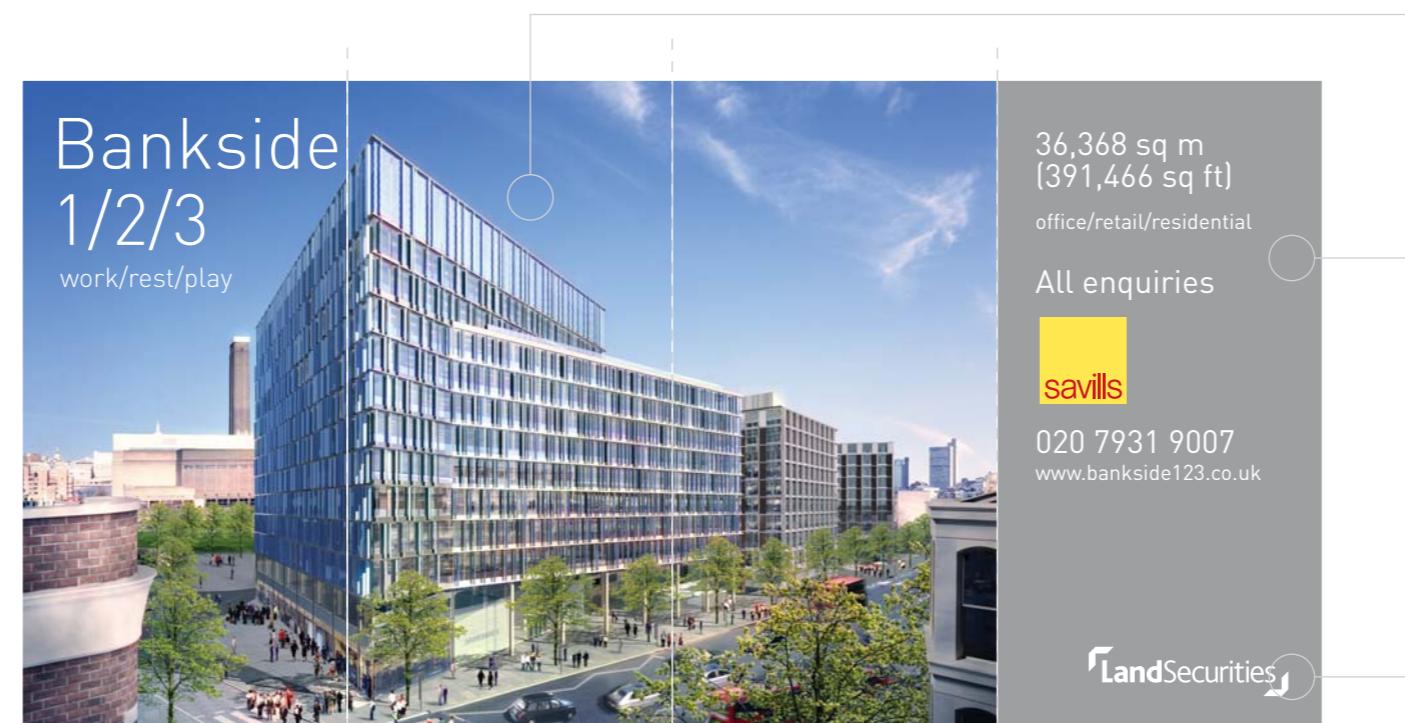
Hoardings

Development team board

Development letting board

Exhibition stand

Marketing suite



## Development letting board

These are scheme specific, use a typeface and colour appropriate to the scheme.

CGI and development logo should be hero

Use this 1/4 to set all the development statistics and enquiries information.

Position the brand mark bottom right.  
Use the version without the strapline.

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# Applications

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Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
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Exhibition stands should be branded with the brand mark and an appropriate strapline and used with the appropriate Land Securities paragraph (see tone of voice) this is set in Bliss, unless this is a product exhibition, when an appropriate typeface is used. Ensure this is legible from a few metres away.



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Powerpoint  
Building signage  
Clothing  
Marketing items  
Literature  
Websites  
Hoardings  
Exhibition stand  
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All marketing suites should have a paragraph which describes the scheme. This can be in any colour and typeface appropriate to the scheme.

The Land Securities brand mark is used as an endorsement at the bottom of the paragraph. This should appear in black and stone if on a white wall. Otherwise choose a version for best visibility, refer to:

- Core elements
- Colour palette
- Brand mark

There should also be a paragraph about Land Securities appropriately positioned, relevant to the business area (see tone of voice).

## Internal Communication

If we are to ensure the integrity of our brand, we need to present in consistently across all our operations. Internal communication is no exception.

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Tone of voice  
Imagery  
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# Internal Communication

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Gift Policy

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Employee Engagement

Inspire

Evolve

Ignite

The Foundation

Central HR

Offer Pack

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Pensions

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In this section, we look at the main internal communication channels at Land Securities, and how our new brand identity should be implemented in these channels.

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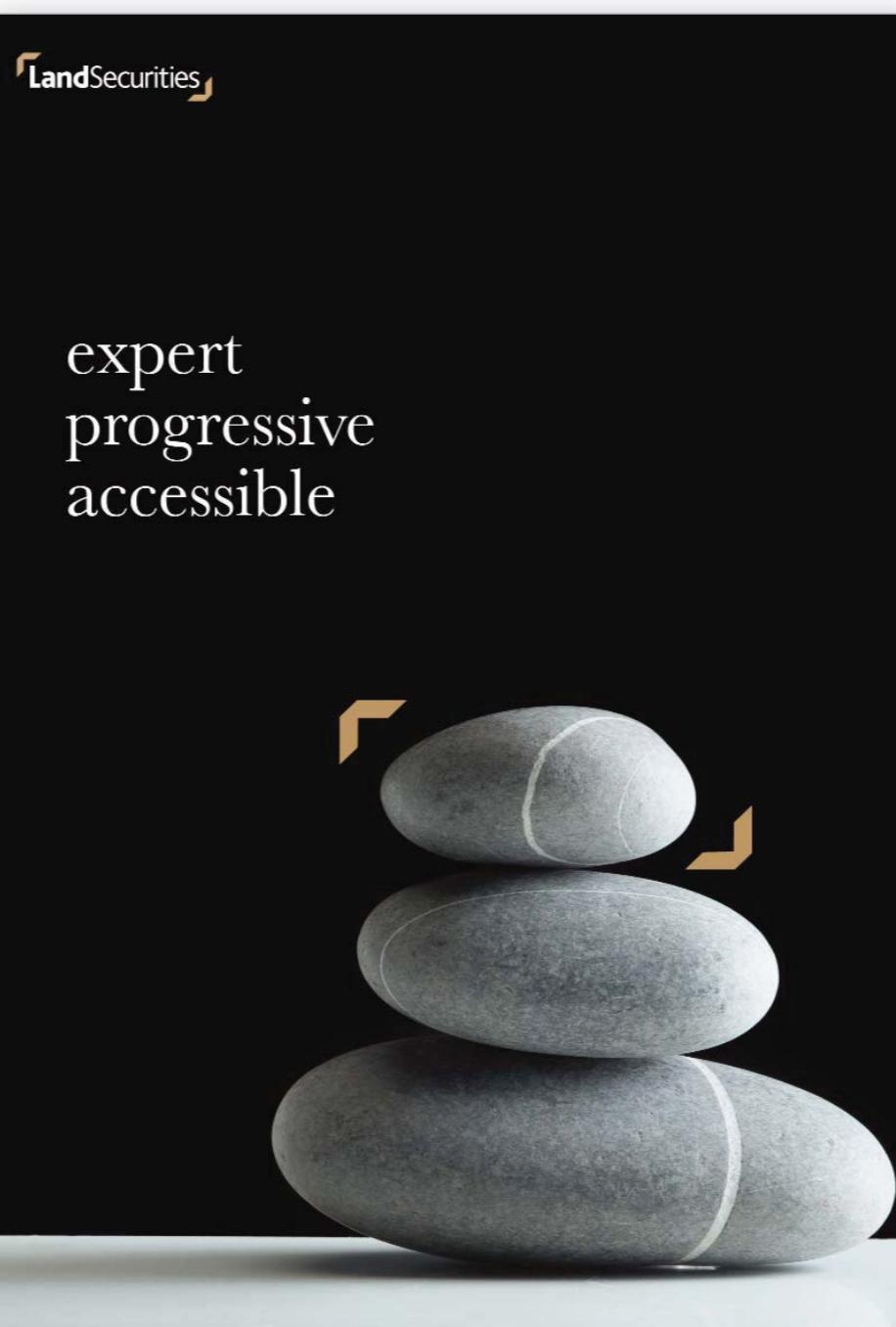
Tone of voice

Imagery

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## Posters

In every building across the country, posters are one of the most effective ways to reach each and every employee. As such, they need to be impactful, concise and memorable. They should also aim to use strong imagery and minimal text, in line with our guidelines, to reflect the core qualities of our brand – "Expert", "Progressive" and "Accessible".

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## Landmark

Our monthly online magazine is a round-up of news from across the group. Anyone at Land Securities can contribute articles about all aspects of daily life within the company.

The resulting diversity of content, covering both business and personal stories, is an important part of *Landmark*'s appeal. But we must also ensure it always reflects our core values.

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Typical shot



Better shot

## Landmark photography

Photographic submissions are a major element of *Landmark*'s content, and an important contribution to the quality of each issue. This places a rather challenging responsibility on photographic contributors. To ensure high-quality submissions, we suggest these two simple guidelines for all photographers:

1. We appreciate that subject matter may not always be inspiring or exciting. So once you have the "safe" shot, try another, more unusual, angle or composition.

2. If shooting with a digital camera, make sure you have your camera set to the highest picture quality whenever possible.

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The screenshot shows a webpage from LandSecurities. At the top left is the company logo. To its right is a horizontal row of icons representing various business areas. Below this is a navigation bar with links: Home, Why is it important?, What are the rules?, What do I log?, and How do I log?. The main content area contains a text box with the following text:  
Recent changes to the Gifts Policy mean that certain gifts or hospitality will now need to be officially logged. To ensure that the boundaries of "good" hospitality are not overstepped unintentionally or otherwise, employees should use this website to familiarise themselves with the revised policy/procedure.  
Below the text is a signature and the name Peter Dudgeon, Company Secretary.

The screenshot shows a page titled "Information Security User Guidelines". At the top left is the LandSecurities logo. The main content area features a large, stylized image of a walnut. Above the walnut, the text "Information security matters." is displayed. Below the walnut, the text reads:  
It is an issue which we must all give the highest priority. This document provides clear and comprehensive guidance on our responsibilities. Please give it your fullest attention and, if in doubt about any aspect of the information given, speak to your Line Manager or HR.  
Below this text is the signature and name of Martin Greenslade, Group Finance Director.

## Policy Initiatives

The Gift Policy is just one example of corporate initiatives that help us ensure "best practice" throughout our everyday business. The nature of these initiatives means we often need to communicate fairly detailed information in a simple, digestible manner.

Therefore, we have created a design style that allows for clear, concise communication both in print and online, making the information as accessible as possible.

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The Human Resources Department (HR) plays a central role in the ongoing relationship between Land Securities and all its people.

From the formal offer of employment, to planning for retirement and ongoing career development, HR has a continual dialogue with every individual in the organisation. So it is important that all HR communications and programmes are seen to embody our core values of “Expert”, “Progressive” and “Accessible”.

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Employee engagement takes many different forms at Land Securities. Although each programme has its own particular objective, it is important that each is understood **to be integral to the company and its people.**

We have therefore redesigned the identities for our existing employee engagement programmes to fit more closely within our new brand identity architecture.

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## Values into Action

Inspire is the identity for our Values into Action (VIA) programme. The use of our two core corporate colours reflects VIA's central role in promoting and rewarding individuals and teams who best exemplify our corporate values of customer service, respect, integrity, excellence and innovation.

# inspire

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# inspire

# inspire

# inspire

# inspire

# inspire

## Values into Action

We have five versions of the Inspire identity, covering all possible executions.

The inspire colours are:



The colour version of the mark should be used wherever possible. It should not be reproduced in any colours other than those shown.

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## Values into Action

Each company value is identified by a specific colour from our extended corporate palette. These value colours must always remain consistent.

innovation

Pantone  
226 C  
226 U

excellence

Pantone  
253 C  
Purple U

integrity

Pantone  
275 C  
2765 U

customer service

Pantone  
659 C  
659 U

respect

Pantone  
313 C  
3135 U

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## IS systems

Evolve is the mark that identifies introduction and training programmes for new, company-wide IS systems. The different weights of our Bliss typeface, and the graduated tones of colour, reflect the process of change and evolution.

# evolve

Background

Core elements

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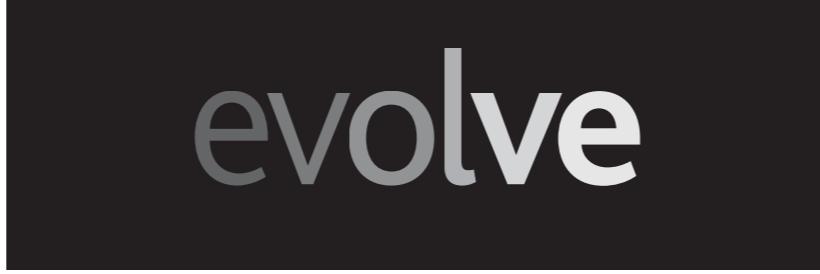
# evolve



# evolve



# evolve



# evolve

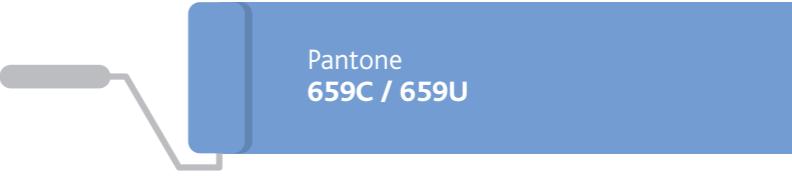


# evolve

## IS programmes

We have five versions of the Evolve identity, covering all possible executions.

The evolve colour is:-



Pantone  
659C / 659U

The mark uses the following tint values:

e = 50% Pantone 659C / 659U

v = 60% Pantone 659C / 659U

o = 70% Pantone 659C / 659U

l = 80% Pantone 659C / 659U

v = 90% Pantone 659C / 659U

e = 100% Pantone 659C / 659U

The colour version of the mark should be used wherever possible. It should not be reproduced in any colours other than those shown.

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## Ideas into Action

Ignite is the identity for our 'Ideas into Action' programme.

Its bright, vibrant colour represents the innovation and ideas at the heart of the

programme. The sole use of our Bliss font expresses the simplicity and clarity of a good idea.

# ignite

Background

Core elements

Tone of voice

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Contact



# ignite



# ignite



# ignite



# ignite



# ignite

## Ideas into Action

We have five versions of the Ignite identity, covering all possible executions.

The ignite colour is:-



Pantone  
226C / 226U

The colour version of the mark should be used wherever possible. It should not be reproduced in any colours other than those shown.

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## Foundation

Unlike the previous initiatives, The Foundation is an outward-facing programme. We have therefore adopted the Baskerville font here, which works well in large formats. The colourways provide maximum flexibility, allowing the mark to appear in a wide range of applications.

# thefoundation

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# thefoundation

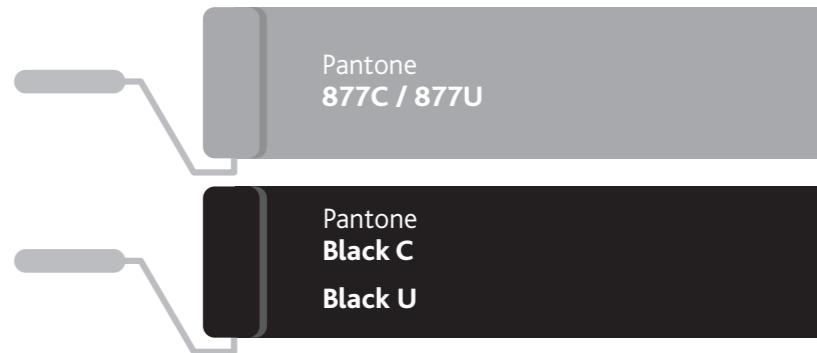
# thefoundation

# thefoundation

## Foundation

We have three versions of the Foundation identity, covering all possible executions.

The Foundation colours are:-



The colour version of the mark should be used wherever possible. It should not be reproduced in any colours other than those shown.

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## Human Resources

The department comprises three areas of operation:-

Central HR

Compensation & Benefits

Learning & Development

For ease of identification all communications will be colour coded by operational area

## Central HR

Pantone  
**253C / Purple U**

## Compensation and Benefits

Pantone  
**313C / 3135U**

## Learning and Development

Pantone  
**3145C / 3145U**

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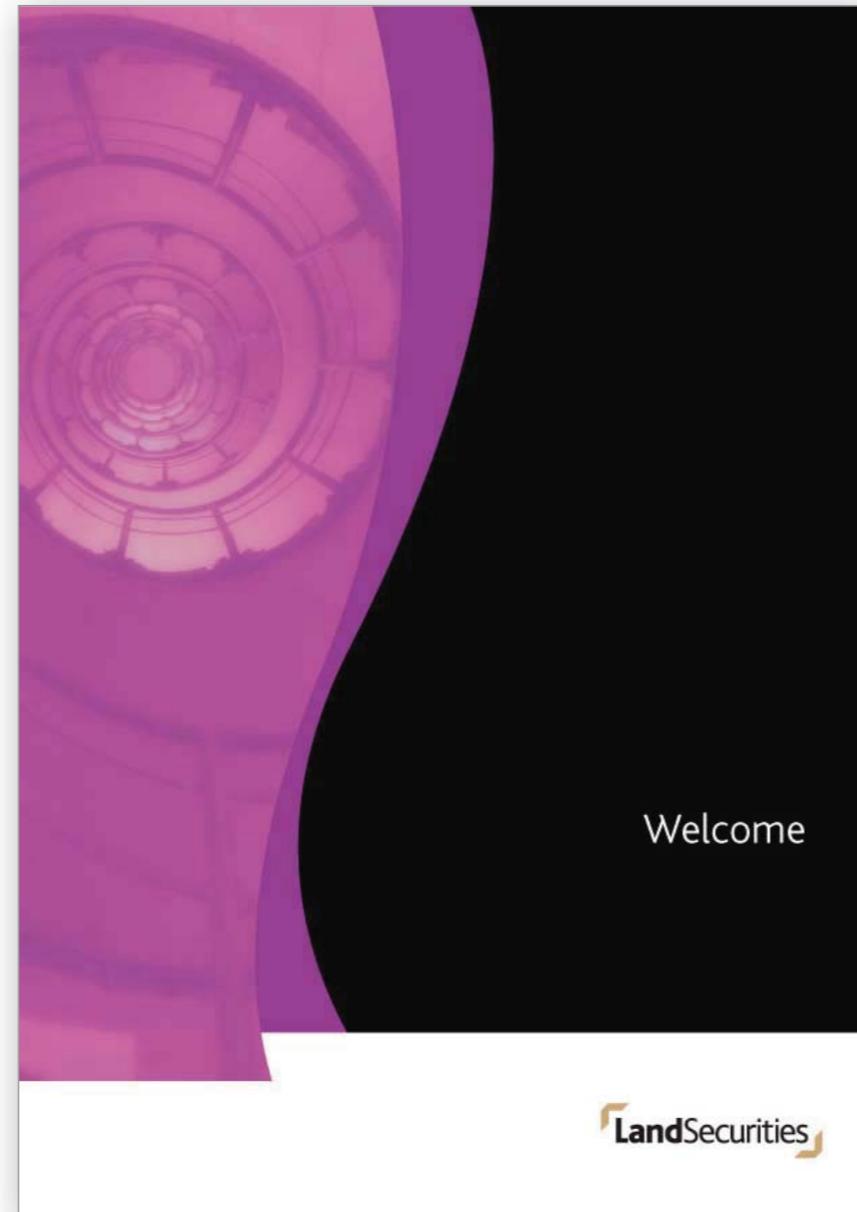
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## Central HR

All communications from Central HR are, in some form or other, contractual.

Primary level communications, such as the Offer pack sent to all potential employees will be identified by use of a black cover, supplemented by an image in the appropriate operational area colour

An example of a Central HR communication is The Offer Pack which reflects the use of the core colour for all documents of this type.

The Central HR colour is:-

Pantone  
**253C / Purple U**

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Core elements

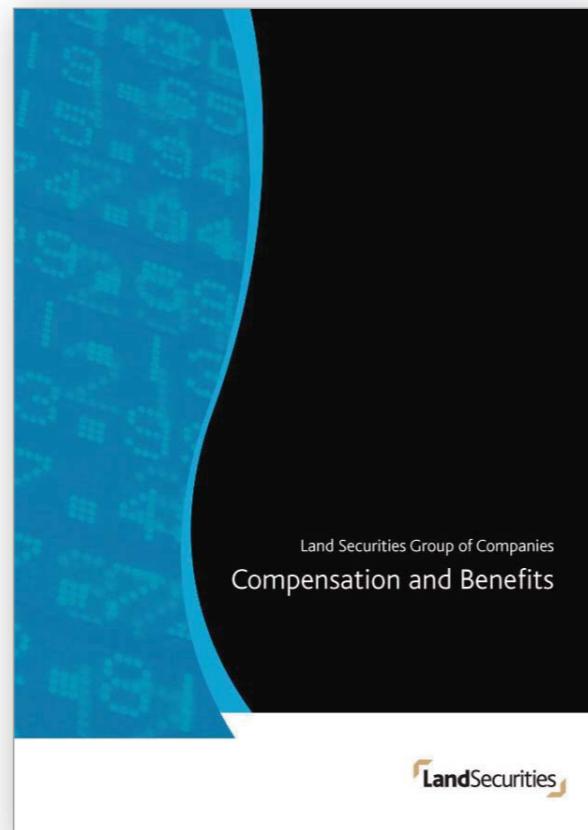
Tone of voice

Imagery

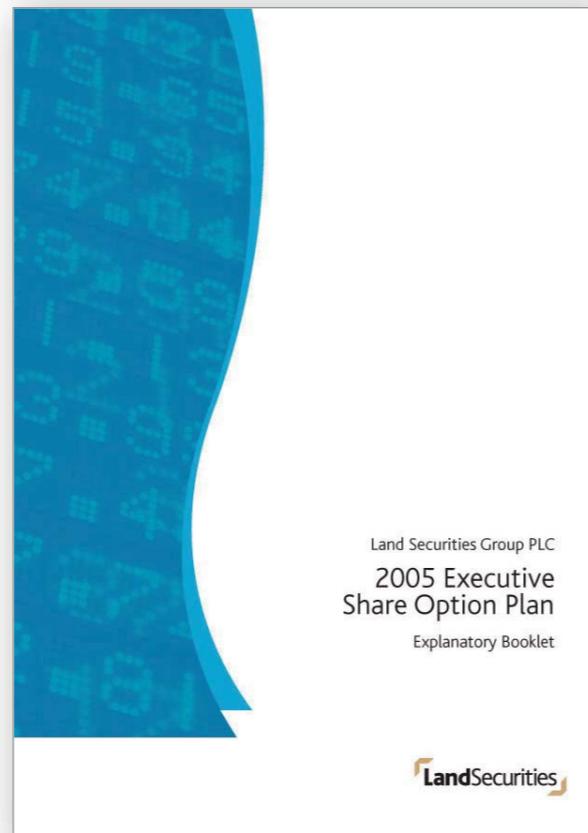
Applications

Internal communication

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## Primary Level Communication



## Secondary Level Communication

### Compensation & Benefits

Within each operational area there will be certain instances where there is a need to communicate additional or secondary level information.

In these instances the cover design of such items will use white as the background colour to differentiate them from primary level information, whilst the operational colour remains the same.

The Compensation and Benefits colour is:-



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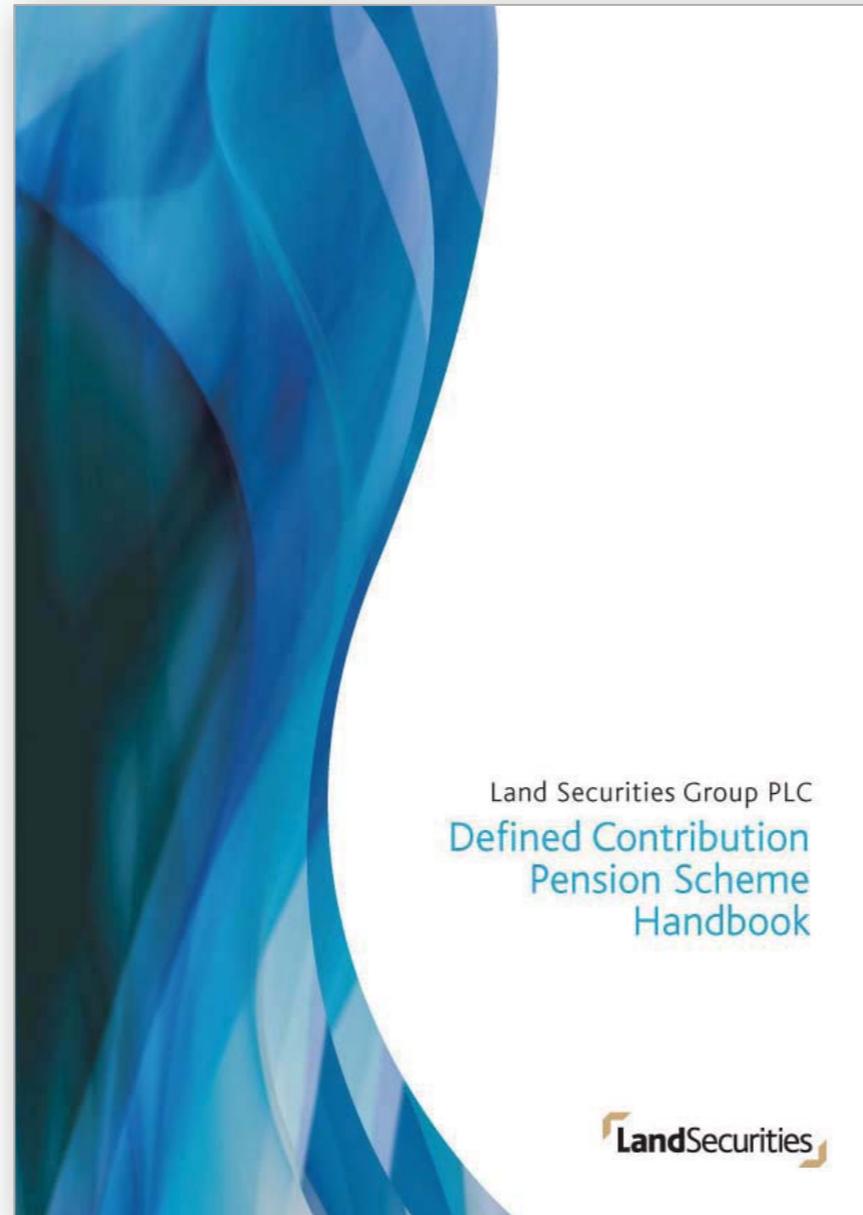
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## Compensation & Benefits

On occasion documentation is issued which falls under the remit of an operational area but is actually published by an external body on behalf of the Group.

In such instances it should follow the overall design style of the relevant Human Resources operational area but will also have its own unique graphic signature. This graphic element will run the full depth of the cover.

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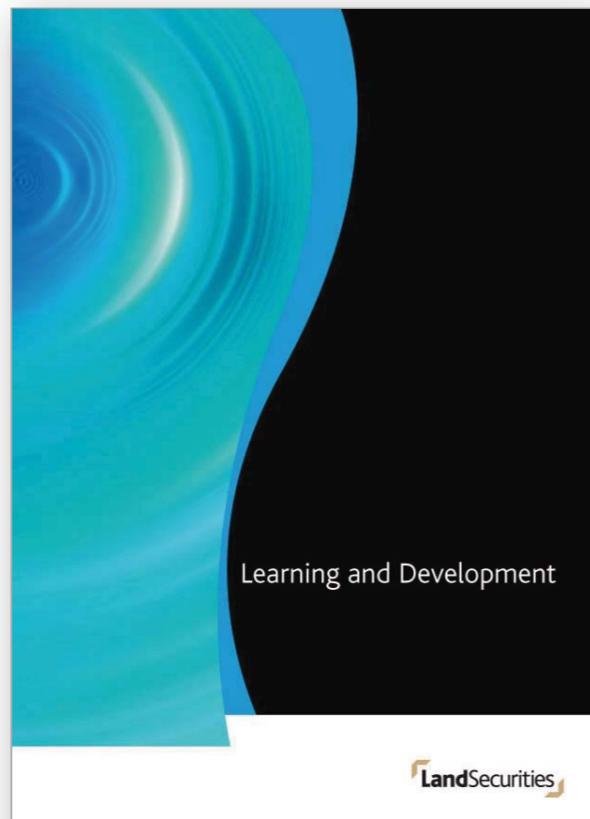
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**Primary Level Communication**

## Learning and Development

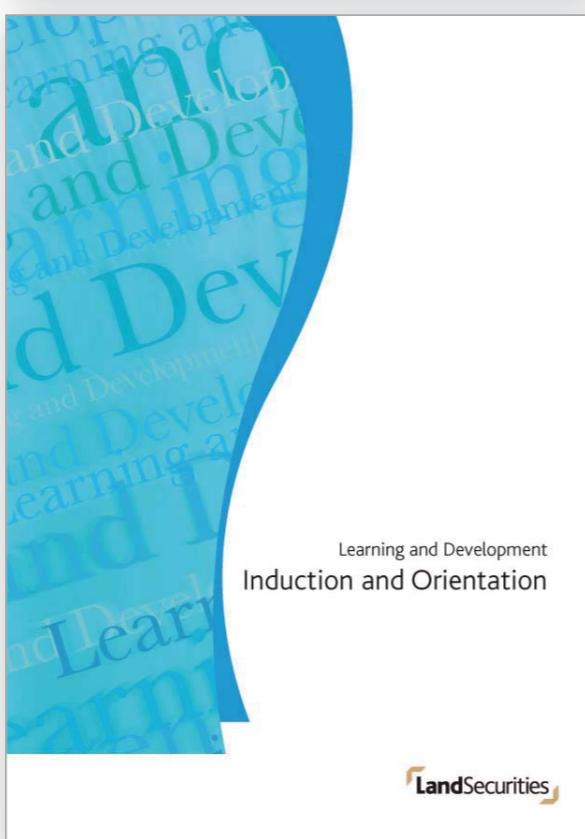
Learning and Development has the widest range of products and services available within the three areas of Human Resources.

Its interaction with employees is group wide and covers several communication channels including print, online and events.

While differentiation of secondary level information within an operational area is normally achieved by use of a white background on document covers, this can be further accentuated by introducing a different image at the secondary level.

If this approach is adopted, the image should be treated so that its colouration falls within the broad spectrum of the operational area.

The Learning and Development colour is:-



**Secondary Level Communication**

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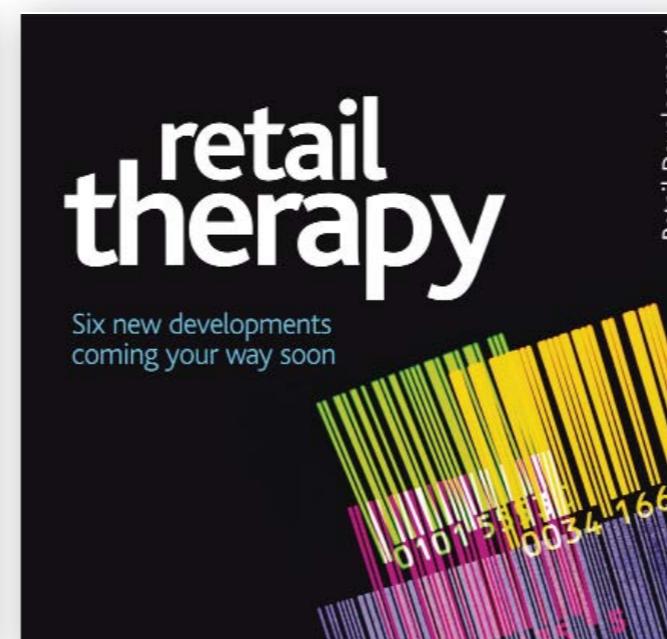
Internal communication

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## Learning & Development

### Induction & Orientation

As part of the induction process, the Orientation Day gives new employees an overview of the whole group. We have created an environment for these events that reflects our core values, while imparting nuggets of knowledge about the group and its business.



marketing  
marketing@landsecurities.com

corporate communications  
info@landsecurities.com