



## Brand Guidelines

v03 2021

# How to use these brand guidelines

**These guidelines will give you all the information you need to manage our brand and bring iamproperty to life effectively and consistently across all communication channels and platforms.**

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# values

# Mission Statement

This is our big idea; what makes us different, distilled into one short sentence that's easy to understand and remember.

**To modernise the property market with tech enabled solutions. Empowering agents to succeed with modern solutions which solve market problems for consumers.**

# Brand proposition

Empowering forward thinking  
agents to succeed.

# Brand essence

Modern methods made easy.

# Vision Statement

This is our concrete goal. It's where we're heading – the big stretch goal.

**To be the leaders in the categories we play in.  
To create strategies to win and the partner of choice for forward thinking agents.**

# Brand Character

Quickly defining what we represent  
and what we don't.

## What we are:

Innovative  
Exciting  
Bold  
Trustworthy  
Authentic  
Supportive

**Innovation  
balanced with  
relationships**

## What we are not:

Old fashioned  
Followers  
Slow  
Flashy

**Stays true to  
original brand  
and culture**

# Brand Principles

If there is one thing we have in common with our agent partners, it's that we're dedicated to helping others by making their lives easier. Buyers and sellers turn to agents for their knowledge and guidance, just as agents turn to us for the same. With this in mind, here are our brand principles, which we stick to no matter what.

**Honesty**  
**Open mindedness**  
**Dedication**

## **Brand Archetype** A statement to our agents.

**You might be new to this but it's familiar territory to us. We take risks so you don't have to and seamlessly integrate into your business. We're the ultimate guides. Our knowledge and passion will help you get further and achieve more.**

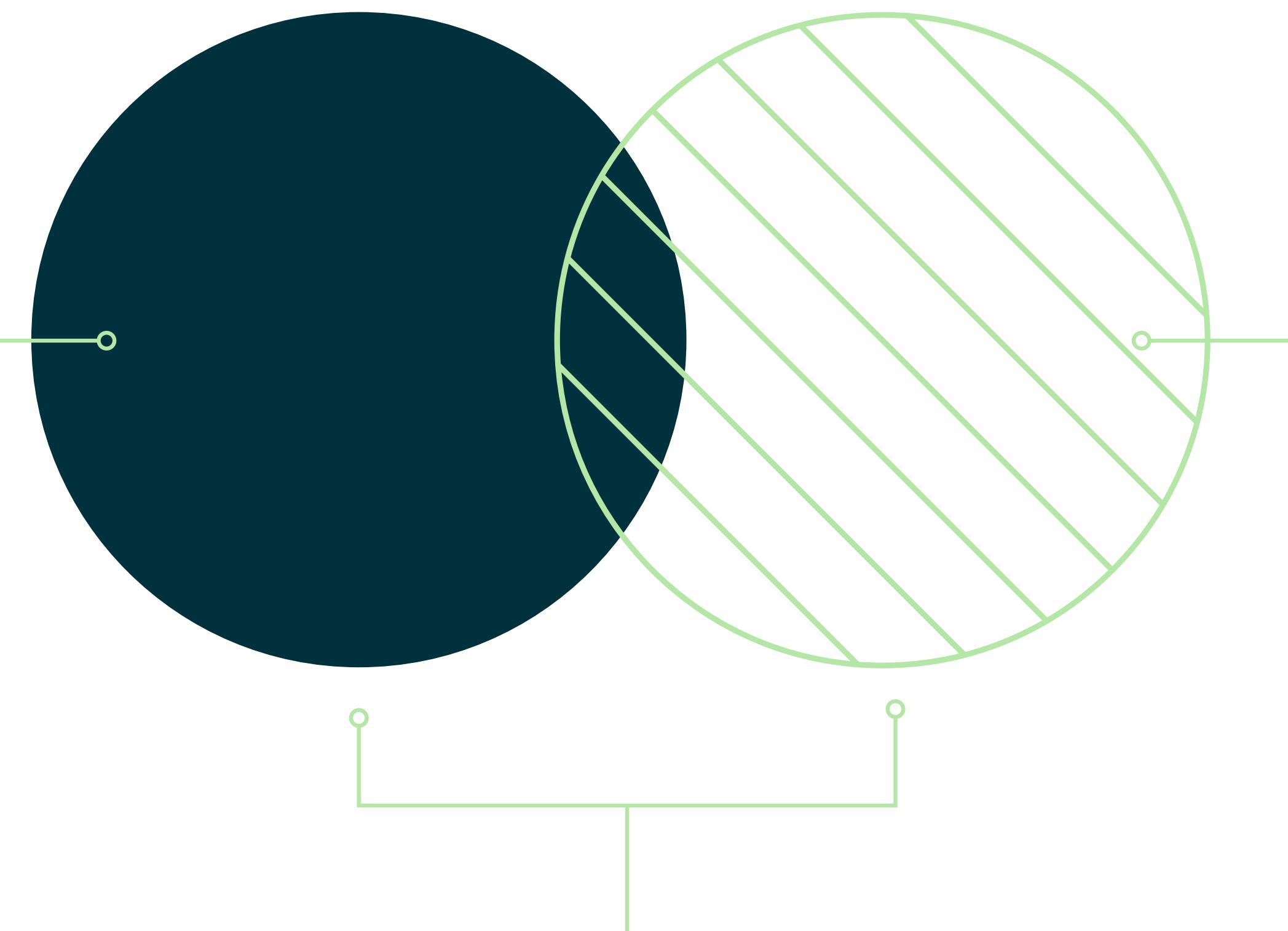
## The offering: A statement to our Estate Agents.

We seamlessly integrate into your business, enabling you to grow by expanding your service offering and increasing revenue. We deliver end-to-end solutions that speed up property transactions, whilst offering unparalleled revenue generation opportunities and enhanced security.

# The iamproperty Proposition

## Existing Agent: Where agents are

Your existing and established business and the changing marketplace. You've almost reached your full potential based on the service offerings you currently have.



## Expanded Potential: Where agents want to be

iamproperty allows agents to expand their business with new service offerings and revenue streams. Providing a service that today's buyers and sellers expect.

## Integrated Partnership: Estate Agent and iamproperty

iamproperty seamlessly integrates into your business with our staff becoming part of your team. Constantly supporting and serving your agency values with new added potential and a modern approach.

# Tone of voice

## Tone of voice

Our Tone of voice is the way we speak to our audiences across written communications. Consistency in our writing, means we connect with our audiences and present an identity that makes us stand out from the competition.

Though we help our Partner Agents' businesses to succeed, what we're really doing is helping people succeed; individuals who have a job to do, a business to run, a boss to satisfy, a life ambition to achieve or a competitor to beat.

By remembering we are always speaking with other human beings, we can connect on a personal level and let our brand personality be part of the reason to choose us.

## We are Human

## We are Experts

## We are Collaborative

## We are Forward-Thinking

# We are Human

Whether it's our own colleagues, a property agent MD, an auction valuer or sales negotiator, we are always talking to a person. We ourselves are people, so our writing should sound like it was written by a human, not a robot.

## This means:

Write like you speak and in clear, concise language. Try focusing on how your audience thinks and feels, then make sure your words resonate with what they care about. Try to be down to earth and avoid formality. Also, remember to refer to our business and the audience in the first person, never third.

## This doesn't mean:

Don't let your writing sound so informal that it comes across contrived, trendy or unprofessional. Always stick to correct spelling and grammar and avoid gimmicky language.

## Examples

 We'll assign you a dedicated Account Manager, who will help you maintain a successful partnership with a recommended local solicitor.

 movebutler gives you an Account Manager who'll find you a top-notch solicitor that could become your new conveyancing BFF.

# We are Experts

Our brand has been established on years of solid experience. Many of our customers choose us for this very reason, so it's important that our communications reflect the impressive expertise that our people have.

## This means:

When discussing the industry, processes, products/services or anything we have strong experience in, your writing should be trustworthy, confident and informative. Where needed, subtly back up any claims you make with supporting evidence or statistics and position our knowledge as an asset we wish to share.

## This doesn't mean:

Never try to demand respect or make overly bold claims in your writing. You should not be aiming to position our business as an all-knowing entity that has always had the experience it does now.

## Examples

✓ Since our inception, we've provided comprehensive guidance to help people sell their property through auction.

✗ Our years of vast expertise ensure we can advise on any home sale with ease.

# We are Collaborative

Having knowledge and experience is useless if people don't feel they are part of it or can access it. We want our audience and our people to share ideas, to turn to us for anything and want to work with us to be pioneers.

## This means:

Our writing should always make us sound inviting, friendly, helpful and approachable. We should create opportunity for discussion, conversation and challenge, as well as sharing our views in a confident and authoritative way. We want our audience to trust and collaborate with us at every step.

## This doesn't mean:

That we don't own our space. We can be collaborative, as well as leading the way. We don't over simplify or make things patronising. We know our audience, we don't use jargon but we speak directly to our industry.

## Examples

✓ Our range of compliance and due diligence solutions help to keep you in compliance with the latest UK regulations.

✗ Did you know that you need to be compliant with all UK property regulations? Our state-of-the-art technology can help you avoid legal action every step of the way.

Copy needs updating from 'approachable'

# We are Forward- Thinking

Progressive innovation is the heart of our business. We want to work with people who are excited to do things differently and reap the rewards that new processes and technologies can provide. With this in mind, our communications should always aim to attract these forward thinkers

## This means:

Your writing should always have an air of open-mindedness, excitement and optimism that reflects our attitudes towards innovation. Paint the future and new ways of doing things in a positive light, playing close attention to how it will benefit the audience and the industry in general.

## This doesn't mean:

Never let your writing show a lack of respect for tradition and try to avoid being negative about established processes. Instead, recognise that our innovation is borne from traditional methods that have been continuously improved to provide better experiences for our clients and their customers.

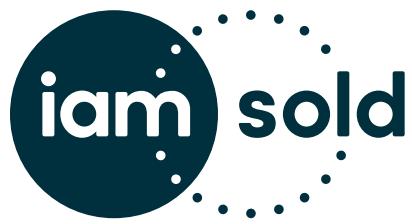
## Examples

 The Modern Method of Auction provides buyers and sellers with a more flexible, secure and transparent way of completing their sales.

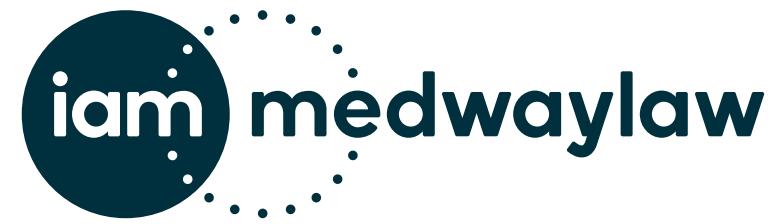
 Say goodbye to the lengthy frustrations of private treaty sales and start doing things better with the Modern Method of Auction.

# Business statements

## How to describe each of our service offerings



We help agents extend their offering with an end-to-end auction service for their buyers and sellers. Providing traditional processes and the Modern Method of Auction, you'll be able to facilitate seamless sales in ways that work for every customer.



We provide agents with the guidance, expertise and knowledge they'll need to ensure a smooth legal process for every auction sale.



The modern move. The perfect moving partner for forward thinking Estate Agents. Designed to put you in control, enabling you to offer a better end to end moving experience, whilst maximising every opportunity to grow your business.

Connecting compliance, conveyancing and mortgages, **movebutler** is our biggest innovation to date, creating a solution that will transform our offering and the property market.

# Strap line

## Strap line

**Our customer facing one liner  
that sums up our offering.**

Cutting edge technology and approach to service

Hints at the service offering **MMoA**

Our approach/well thought out

Carefully constructed

Minimal effort required on the agents part

**Modern methods made easy.**

Full stop adds confidence.  
Look no further

# Logos

# Core Logo

Our primary logo that would  
be used across all comms.



# Logo theory

The foundations of our logo stem from the desire to offer agents more, potential new markets and endless service offerings.



## Where our agents are

This full circle signifies you as an **agent** and your current marketplace. You've almost reached your full potential based on the service offerings you currently have.

# Logo theory

The foundations of our logo stem from the desire to offer agents more, potential new markets and endless service offerings.



## Potential/Possibility

The new marketplace that an agent could open their business up to. Agents expand their business with more **service offerings** that create new **revenue streams**.

## Integration

iamproperty seamlessly integrates into your business with our staff becoming part of your team. Constantly supporting and serving your agency.

# Logo theory

The foundations of our logo stem from the desire to offer agents more, potential new markets and endless service offerings.



**Approachable**

All lower-case logotype

**Custom “r”**

Simple reference to a door handle and adds a unique feel to the logotype

# Clear space

**Clearspace, or the exclusion zone, is the area surrounding a logo that excludes other graphics and typography.**

**This ensures the legibility and prominence of the logo by distancing it from competing elements.**

$\frac{1}{2} \times \text{height}$



✓ White out on any colour is fine



✓ Deep green over any colour is ok where legible



**Don't apply the logo in the soft green over secondary colours**

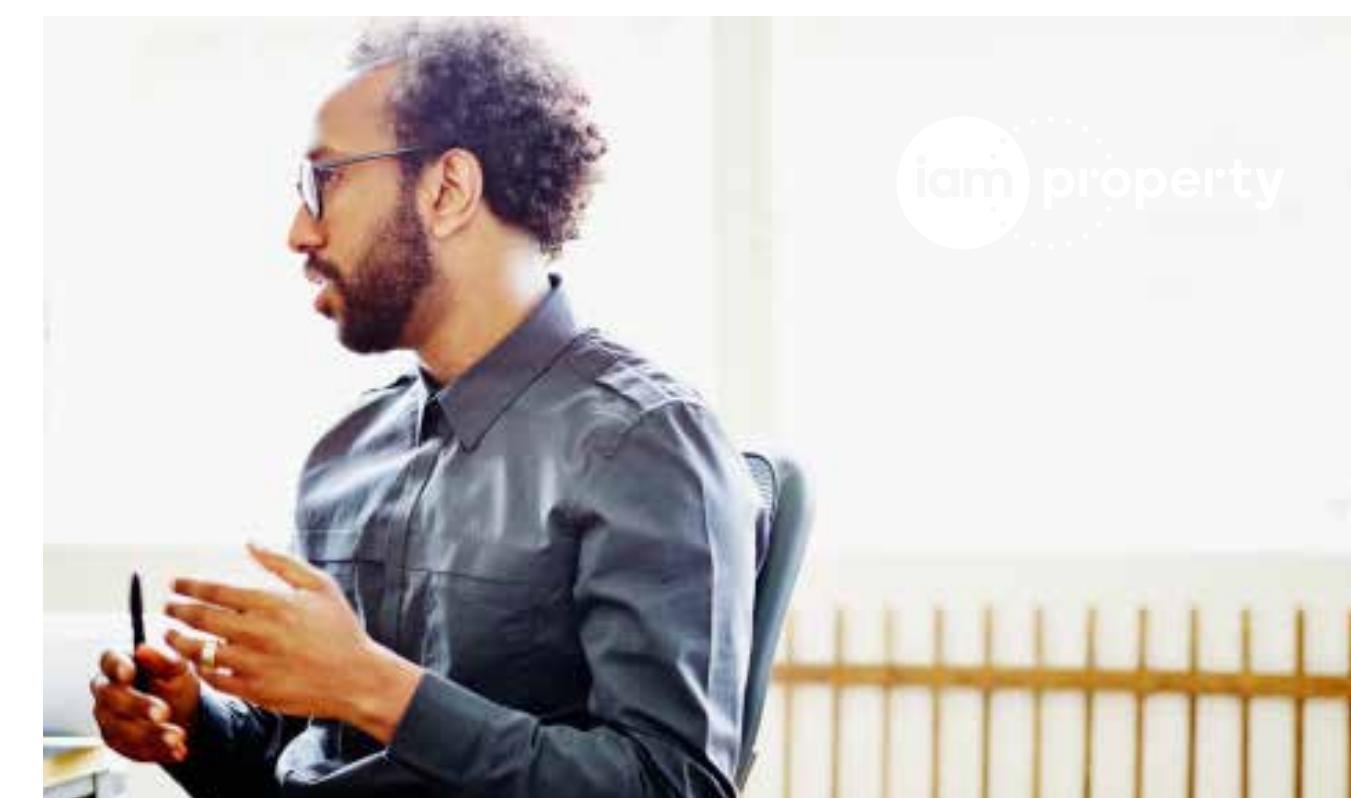


**Don't apply the logo in secondary colours**



# Over images

Ensure there is high contrast between the background elements in the shot and the logo when using any of the acceptable colour variants.



Avoid areas with low contrast

# Things to avoid

✖ Don't stretch or distort



✖ Don't colour individual elements



✖ Don't put in a container shape



✖ Don't alter the tracking



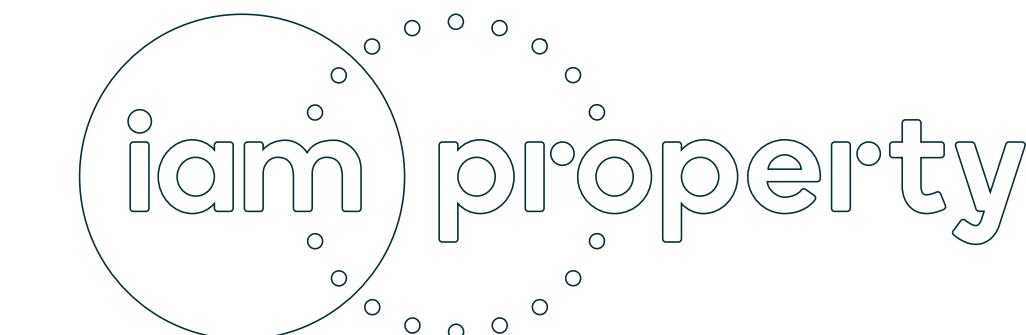
✖ Don't move or remove elements



✖ Don't apply a non brand colour



✖ Don't keyline



✖ Don't change the typography



# Logo sizing

Logo sizing is defined by the height of the circle. In order to maintain legibility and consistency please follow these guides.

**Minimum size 12mm or 120px**



**A4 Scale 19mm**



# Partnerships

When partnering with an agent at, for example an event our logo should be locked up following this guide along with honouring the other brands guidelines.



# Brand architecture

# Brand Architecture

As a Group we are moving towards an iamproperty master brand architecture. At this point on our journey we have both products and endorsed brands in our portfolio.

Master Brand



Products of Master Brand



Endorsed Brands



# Endorsed brands

The other divisions of iamproperty are represented by the inclusion of a small name at the end of the iamproperty logo to ensure a holistic one brand feel.



# Products

Products of the iamproperty brand are displayed in a similar way to partnership lock ups (see page 31) but the brand typography has been used for the product names and the gap either side of the dividing line has been tightened to make the logo more inclusive and whole.



# Endorsed tag-line

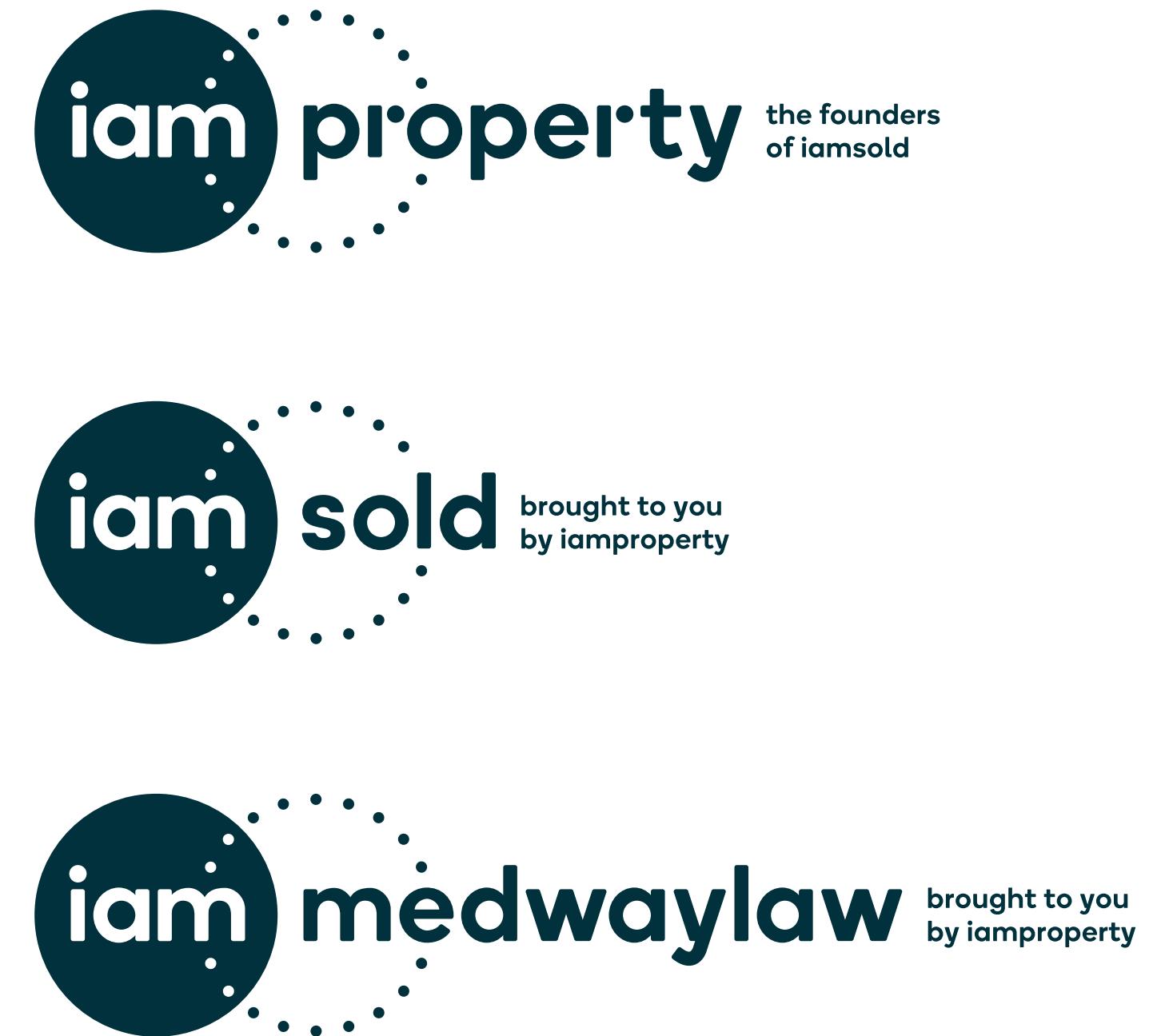
The logos have an endorsed tag-line to ensure maximum brand clarity. Also included is a tag-line for the master brand to help leverage the iamsold brand.

**brought to you  
by iamproperty**

Line for all sub-brands aligning it to the group

**the founders  
of iamsold**

Line for iamproperty leveraging the market strength of iamsold



When using an endorsed tag-line ensure the copy is legible at the size it's displayed at.

# Colour

# Colour palette

**Our colour palette will help us create a distinctive identity and plays an important part in building brand recognition. It should be used within all designs and communications.**

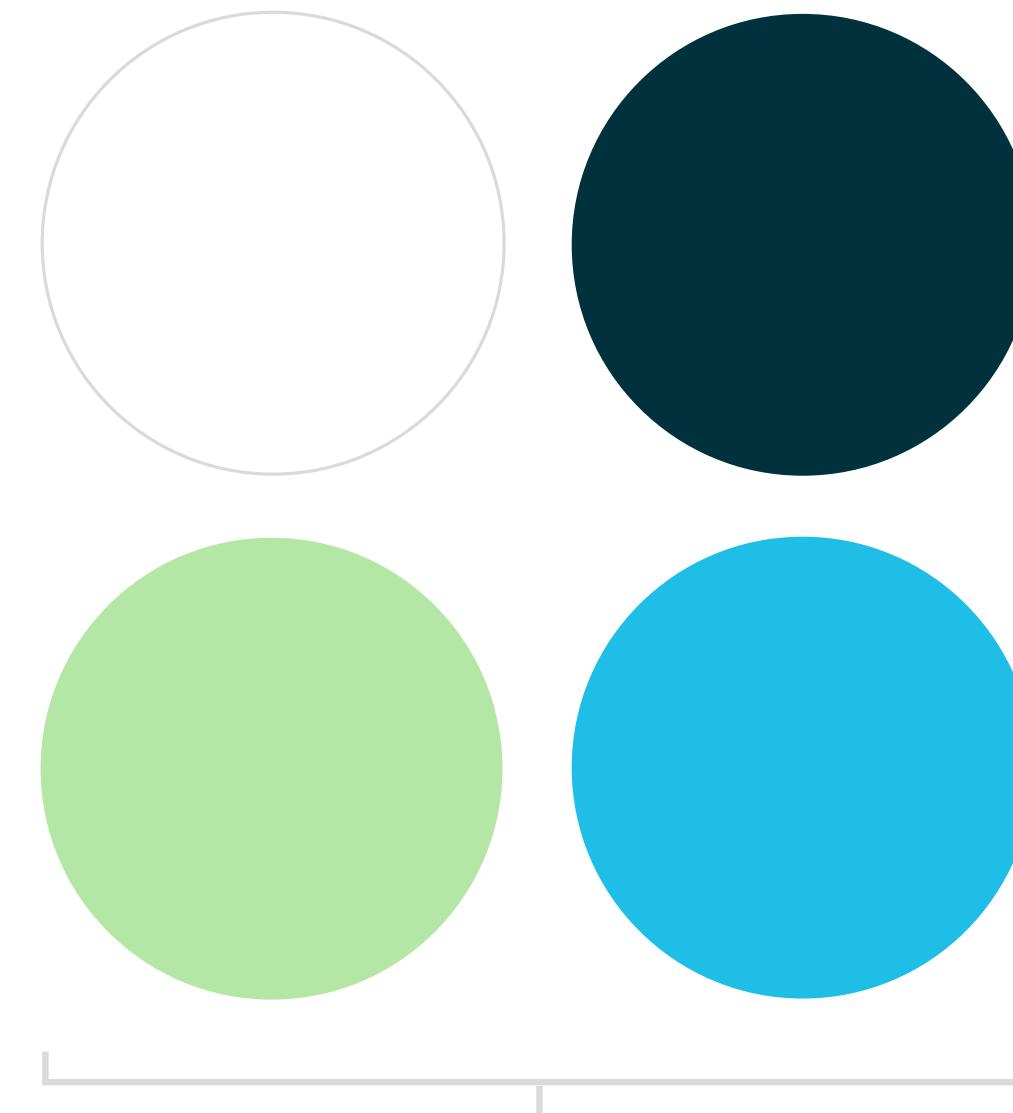
Gradients made up from the primary palette instantly convey the technological expertise, innovative products and cutting edge focus of the business. They represent movement, change and the fast paced nature of the business.

By using the gradients alongside the primary palette allows the iamproperty logo and brand to be front and centre, authoritative and instantly recognisable.

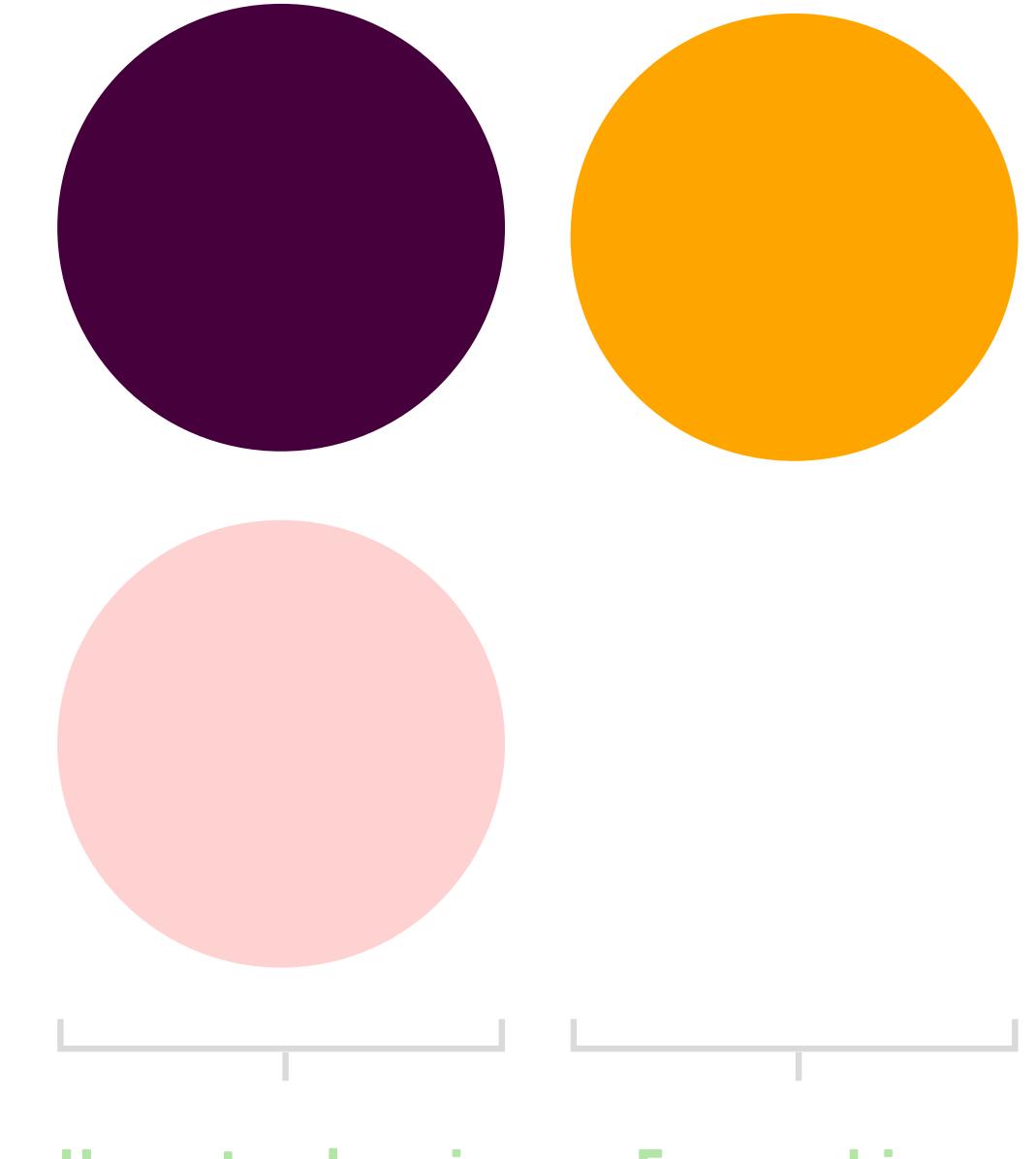
White is an important part of our palette too. It creates the space for our communications to breathe.

Mustard represents energy and should be used for call to actions. Aubergine and soft pink can be used within campaigns to bring warmth.

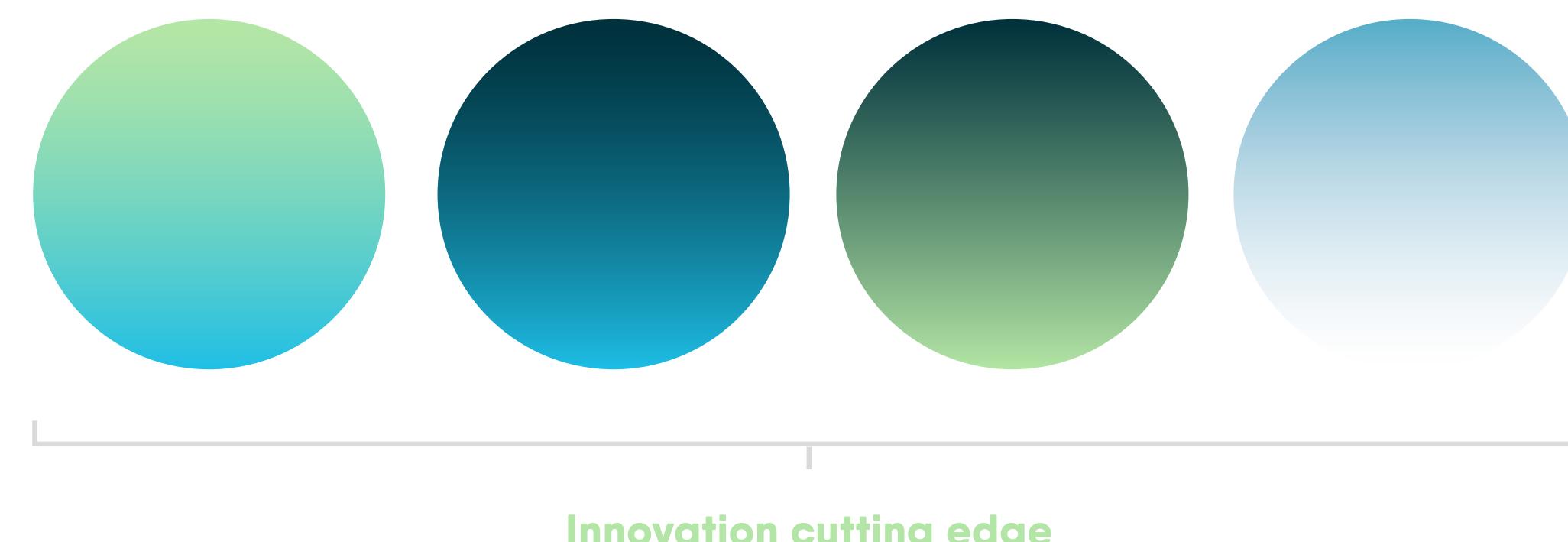
**Primary palette**



**Supporting palette**



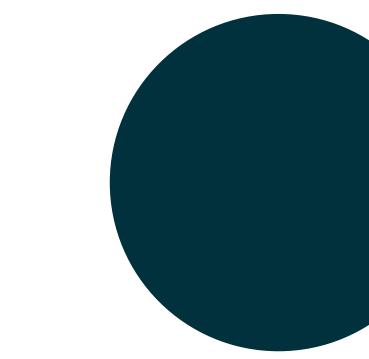
**Primary palette - gradients**



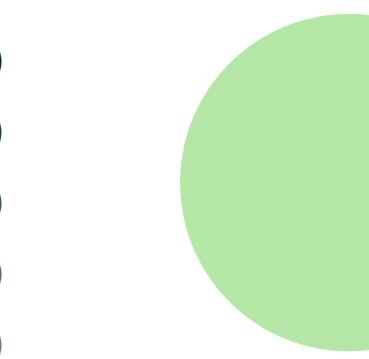
# Colour Values

All of our colours can be used as tints especially in illustrations where it helps to add depth. However the 100% value should be used in the mainstay.

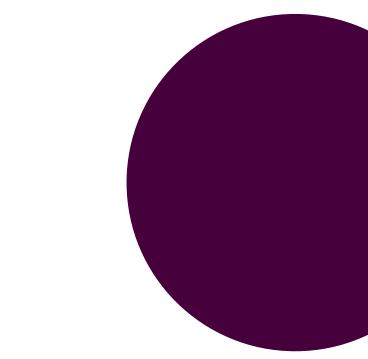
Gradients should only be used at 100%.



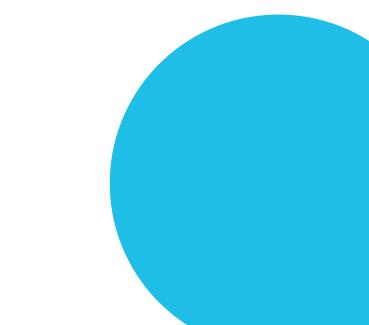
**Deep slate**  
C:100 M:35 Y32 K:82  
R:0 G:49 B:60  
#00313C  
Pantone: 547c



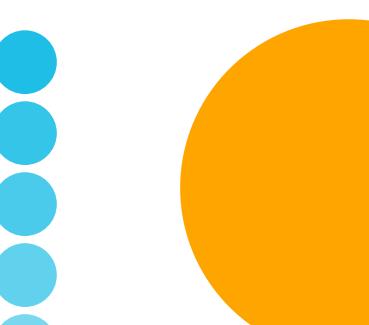
**Soft green**  
C:40 M:0 Y50 K:0  
R:180 G:230 B:165  
#b4e6a5  
Pantone: 359c



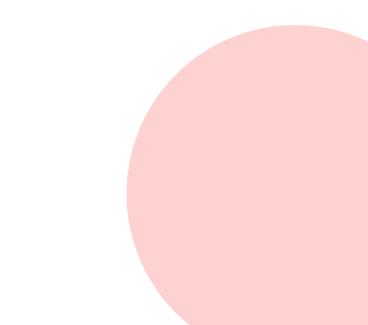
**Homely aubergine**  
C:50 M:99 Y9 K:59  
R:70 G:0 B:60  
#46003c  
Pantone: 511c



**Fresh blue**  
C:67 M:2 Y0 K:0  
R:30 G:190 B:230  
#1eb6e6  
Pantone: 298c



**Punchy mustard**  
C:0 M:41 Y100 K:0  
R:255 G:165 B:0  
#ffa500  
Pantone: 137c



**Soft pink**  
C:0 M:23 Y6 K:0  
R:255 G:210 B:210  
#ffd2d2  
Pantone: 196c



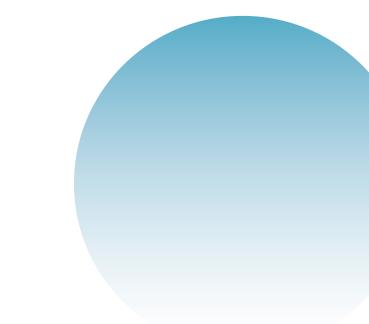
**Blue & green gradient**



**Blue & slate gradient**



**Slate & green gradient**

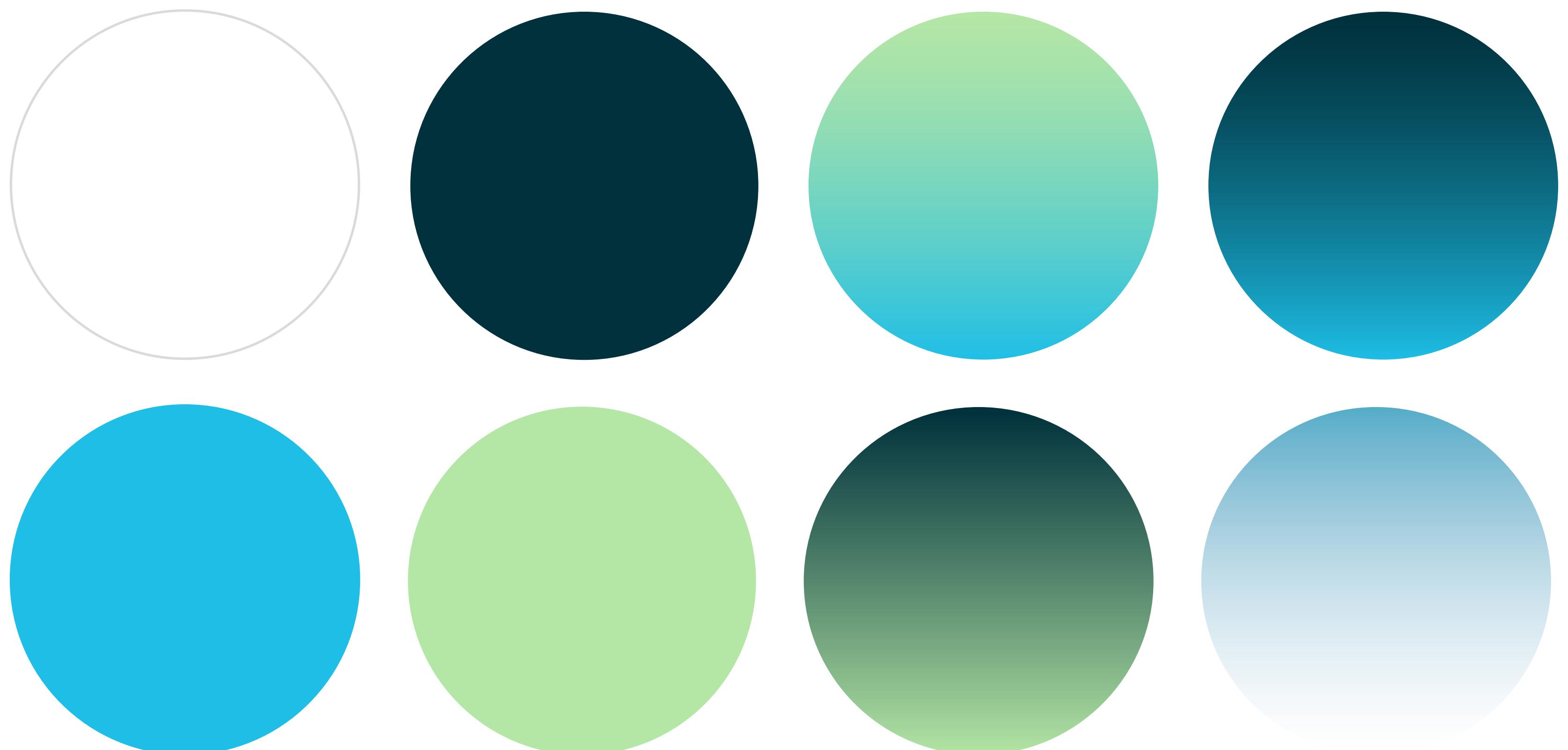


**Blue & white gradient**

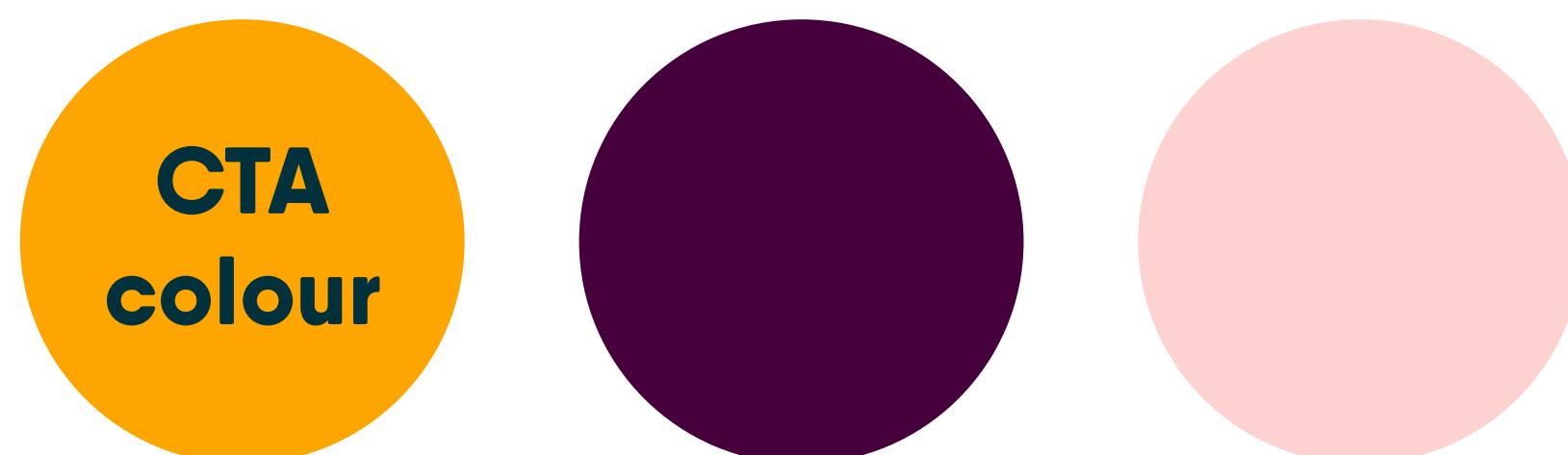
# Colour usage

The dominant colours of the iamproperty group are the two greens and white, with the supporting colours adding a different feel.

## Dominant colours



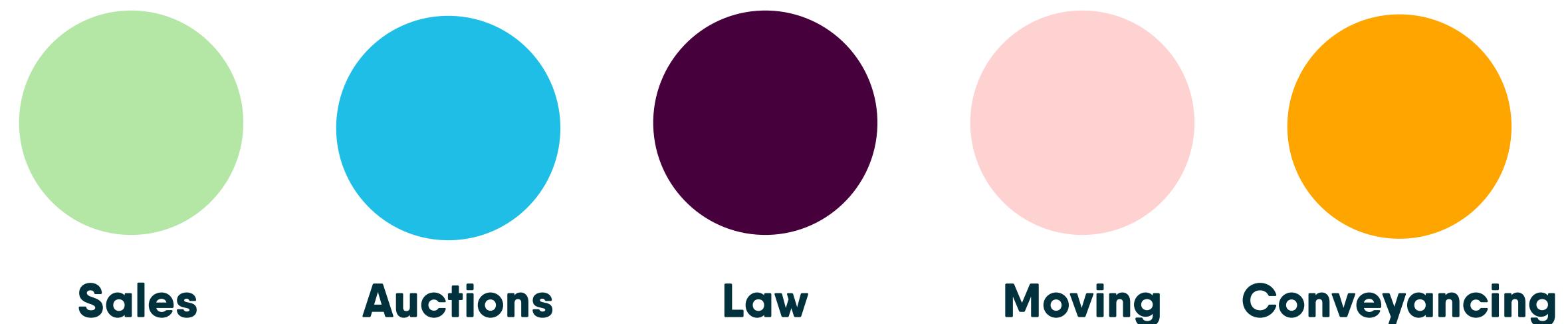
## Supporting colours



# Things to avoid

It's important that we maintain our one brand family feel and a key method to achieving this is to not split off business types/areas via specific colour usage.

✖ **Don't assign a colour to a specific area**



✖ **Don't assign a colour or gradient to a specific business**



## Brochures – Colour application



# Typography

# Typography

Setting a tone through our typographic styling. The form of our letters says a lot about who we are.

Qanelas Soft

abcdefghijklm

Qanelas Medium

abcdefghijklm

Arial Regular

abcdefghijklm

# Headlines

A confident but welcoming typeface with subtle rounded corners making it more approachable.

## Qanelas Soft

a b c d e

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) a



Please ensure all comms feature the alternate lower case 'a' as the form is more open and welcoming than the default character.

## Body Copy

A slimmer highly legible typeface for the body copy. It has a graphical tie back to the headline display face creating cohesion on the page.

Qanelas Medium

a b c d e

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) a

# System font

When brand fonts cannot be used  
Arial is our fall back.

Arial

a b c d e

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) a

# Headline Colours

To create variety headlines and other key text blocks can be used as a solid colour or as a linear gradient.

## Primary palette

**Modern methods made easy**  
**Modern methods made easy**

**Modern methods made easy**  
**Modern methods made easy**

## Gradients

**Modern methods made easy**  
**Modern methods made easy**

**Modern methods made easy**  
**Modern methods made easy**

Type size Line height Tracking

# Digital type ramp

## H1-Qanelas Soft Extra bold

T 100 L 100 AV 0

## H2-Qanelas Soft Extra bold

T 60 L 60 AV 10

### H3-Qanelas Soft Extra bold

T 42 L 48 AV 10

### H4-Qanelas Soft Extra bold

T 28 L 34 AV 10

### H5-Qanelas Soft Extra bold

T 18 L 24 AV 10

Intro copy-Qanelas  
Medium

T 32 L 38 AV 10

Body copy-Qanelas  
Medium

T 18 L 24 AV 10

Body copy small-Qanelas  
Medium

T 14 L 18 AV 10

## Website Homepage

The screenshot shows the homepage of the iamproperty website. At the top, there's a navigation bar with the iamproperty logo, a phone number (0191 917 8999), an email address (enquiries@iamproperty.com), and links for ABOUT, SERVICES, BLOG, CONTACT, and LOGIN / REGISTER. Below the navigation is a large green graphic element featuring the iammedwaylaw logo and the text "Modern methods made easy". A sub-copy below reads "Empowering agents to succeed through the latest methods, technology and expertise." A "Find out more" button is present. To the right of the graphic is a photograph of a diverse group of people in a professional setting, possibly a training session or meeting. The bottom half of the page has a white background with a section titled "Trusted by more than 2500 Estate Agents" followed by descriptive text and a "Find out more" button. There's also a "Built on solid foundations" section with a small image of a modern house.

This screenshot shows a different section of the iamproperty website. It features a large green circular graphic with the iammedwaylaw logo and the text "Modern methods made easy". Below this is a section titled "Trusted by more than 2500 Estate Agents" with a sub-copy about how the service integrates into business. It includes a "Find out more" button. Further down are sections for "Built on solid foundations", "Built to deliver you more", and "Customer feedback", each with small images and descriptive text. At the bottom, there's a "Get in touch" form and a footer with social media icons and links.

Type size Line height Tracking

# Print type ramp

## H1-Qanelas Soft Extra bold

T 54 L 60 AV 0

## H2-Qanelas Soft Extra bold

T 36 L 42 AV 10

### H3-Qanelas Soft Extra bold

T 30 L 36 AV 10

### H4-Qanelas Soft Extra bold

T 24 L 28 AV 10

### H5-Qanelas Soft Extra bold

T 14 L 18 AV 10

### H6-Qanelas Soft Extra bold

T 9 L 12 AV 10

Intro copy-Qanelas Medium

T 14 L 18 AV 10

Intro copy 2-Qanelas Medium

T 12 L 16 AV 10

Body copy-Qanelas Medium

T 9 L 12 AV 10

Body copy small-Qanelas Medium

T 6 L 9 AV 10

## Brochure spread example



# Illustration

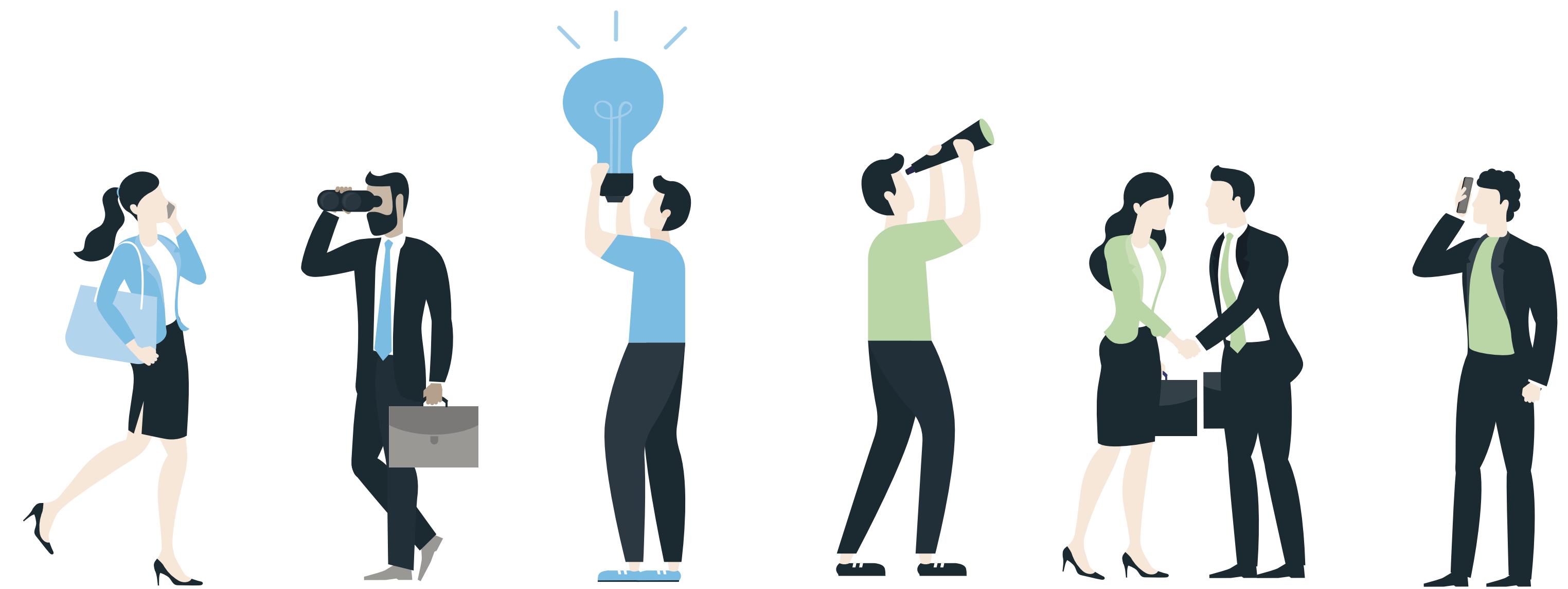
# Illustrations

Illustrations create an approachable and engaging visual element on comms, allowing us to present complex services in a simplified and understandable way.

The illustrations should be used sparingly and for a simplified approach, the group brand stick to one core colour alongside Deep Slate. They work well overlaid on a gradient background using the same colours. Illustrations shouldn't be used alongside photography.

Illustrations should not have a background scene.

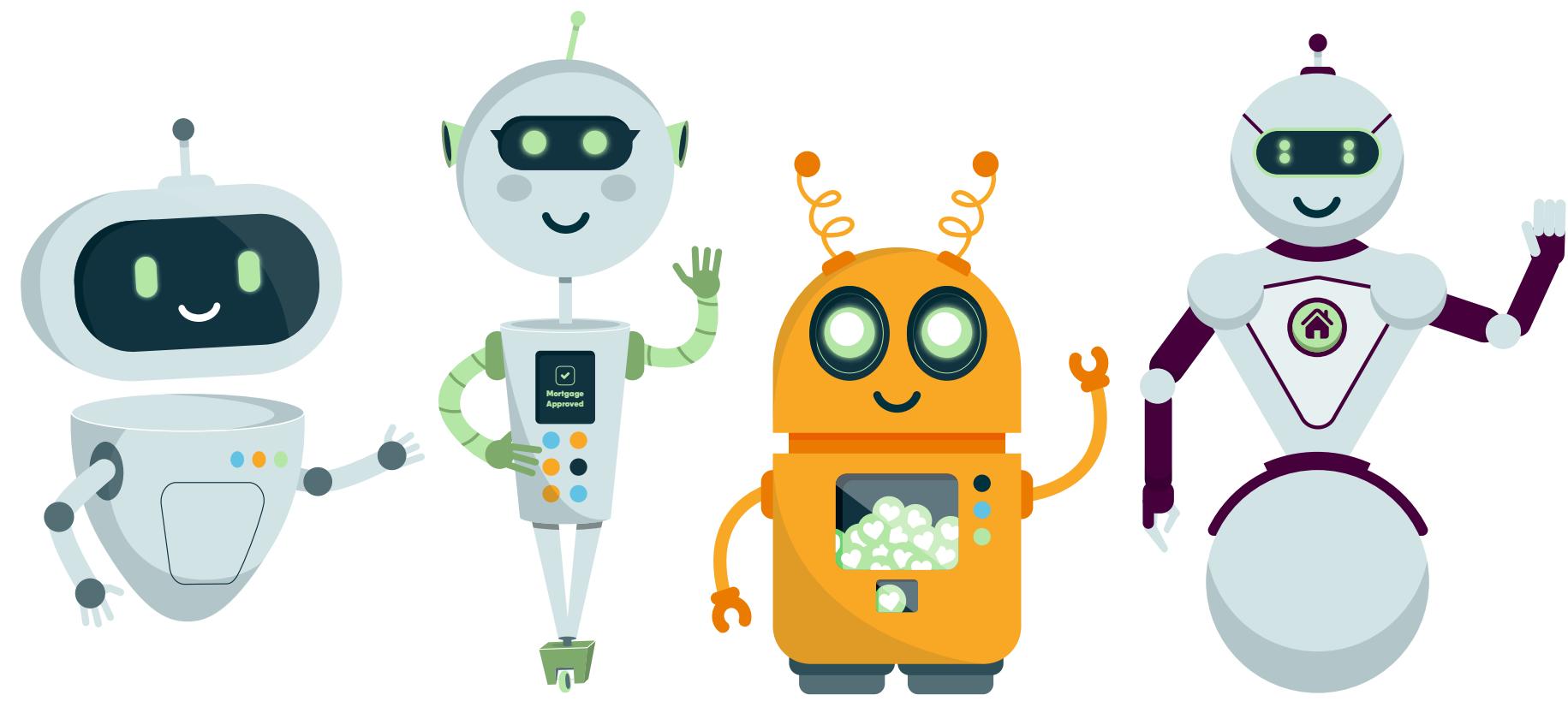




Determined Professionals



Auction Heroes



Moovs

# Creating Illustrations

Use only one core colour alongside Deep Slate.

Tints create depth between different elements such as arms on jackets and skin tones are muted.

Illustrations work well when placed on a complementary gradient background.

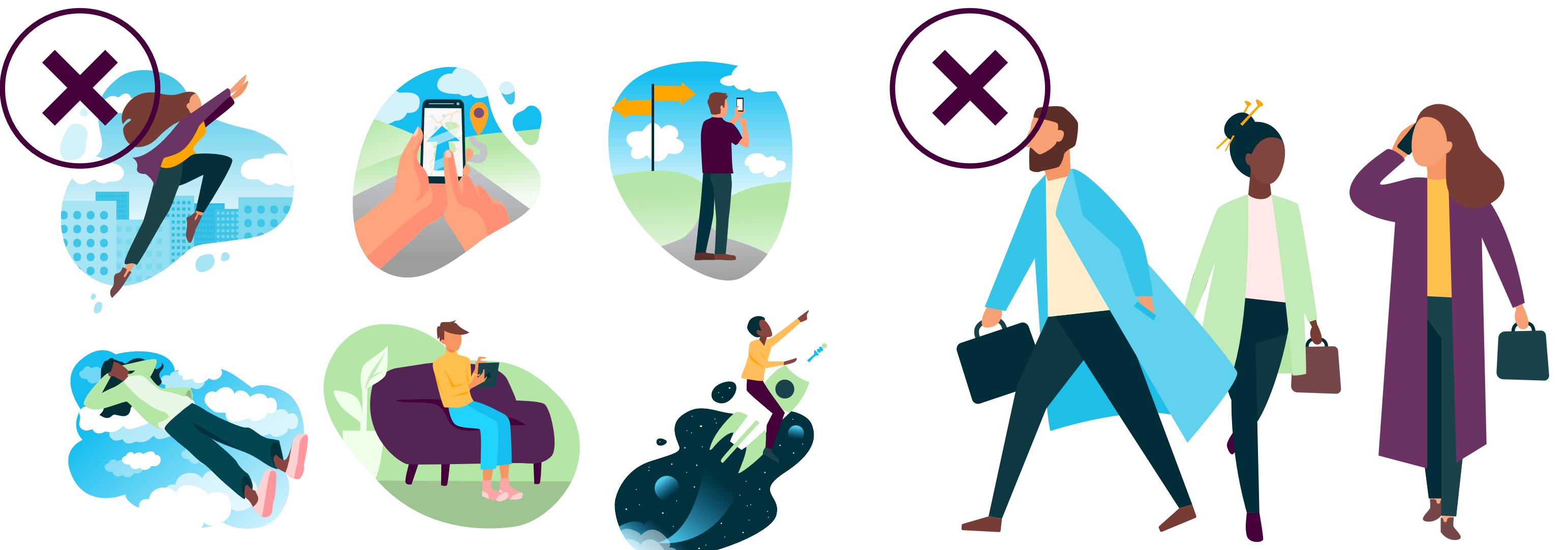


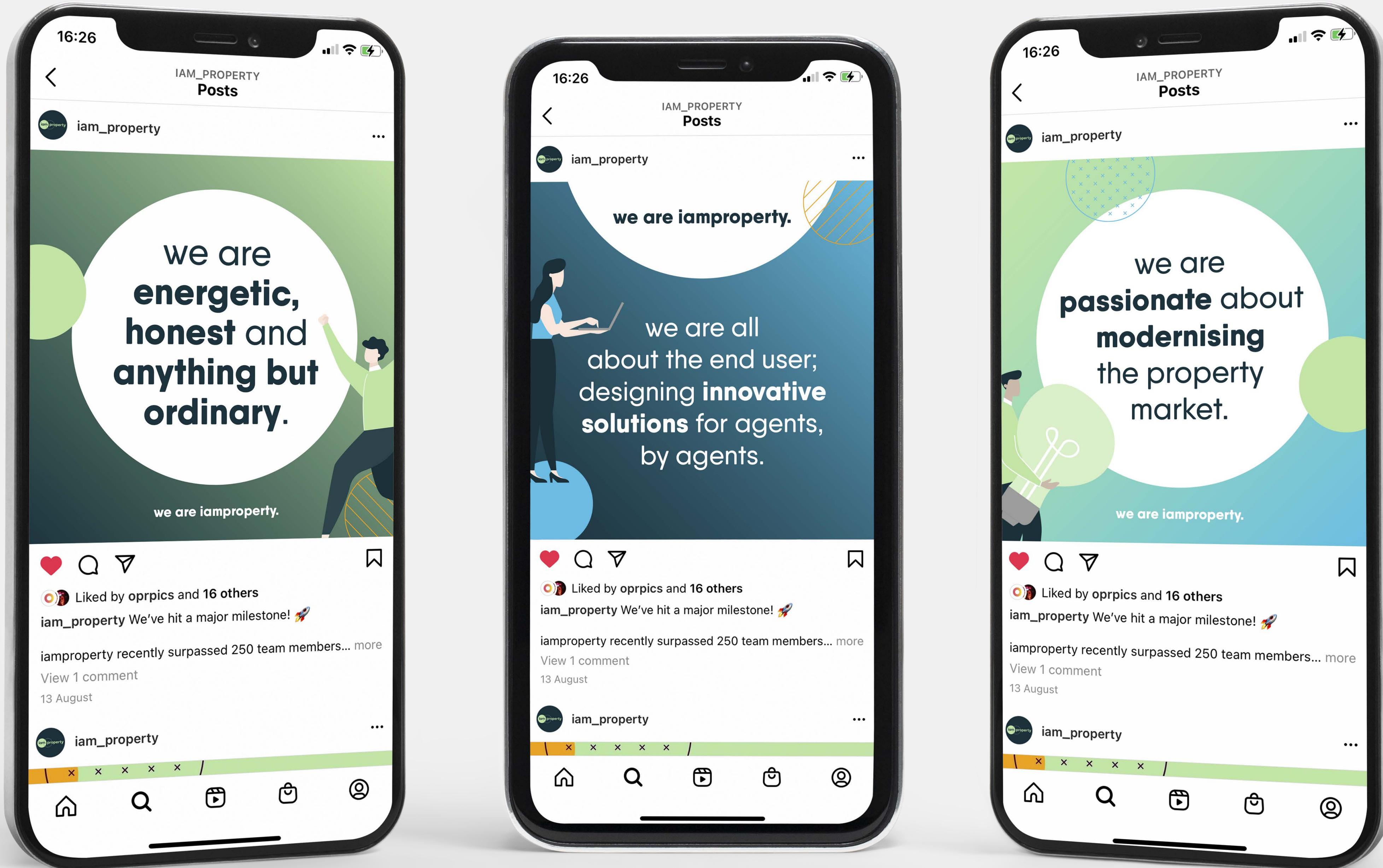
# Incorrect Use

**Ensure all the colours used complement the background gradient.**

Illustrations should not feature a complex background scene or be housed within a shape.

They should not use a range of colours, vivid skin colours and varying hair shades.





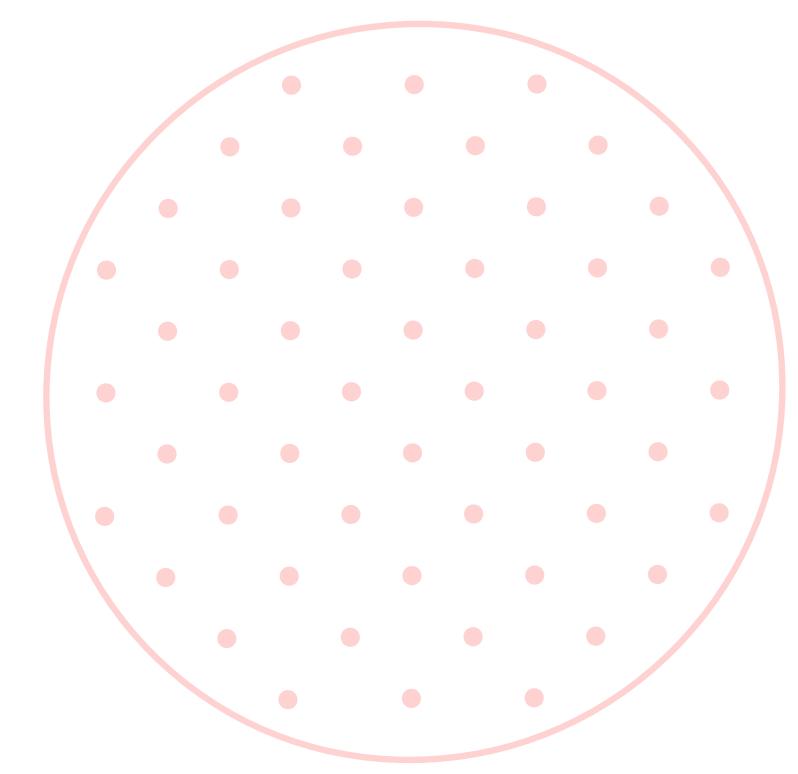
# Graphical assets

# Patterns

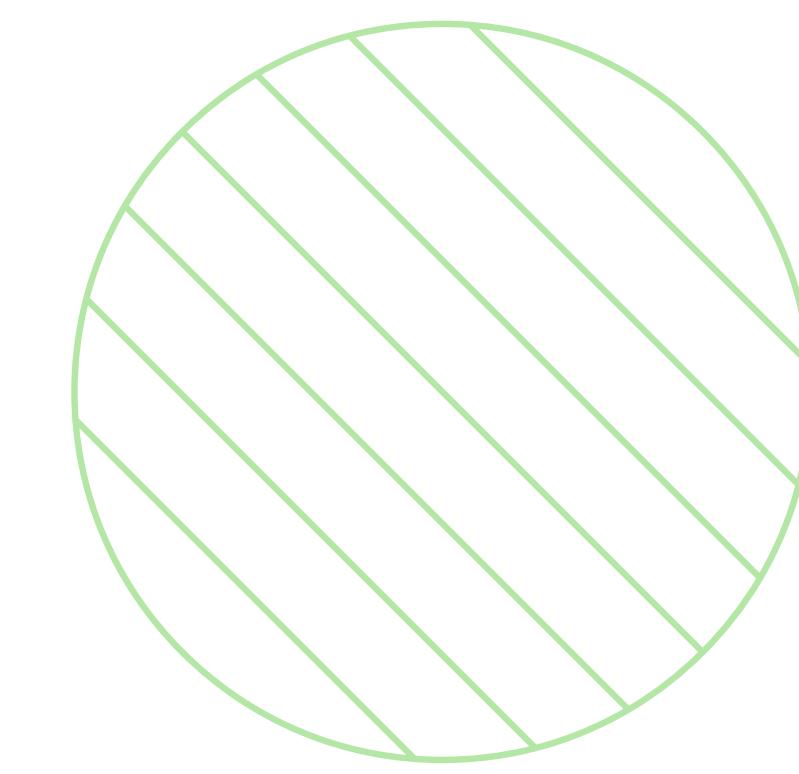
When communications need minimal visual elements or when we want to add texture and depth to communications these graphical devices can be used.

They represent the potential that iamproperty brings and are a graphical nod to how potential is shown diagrammatically.

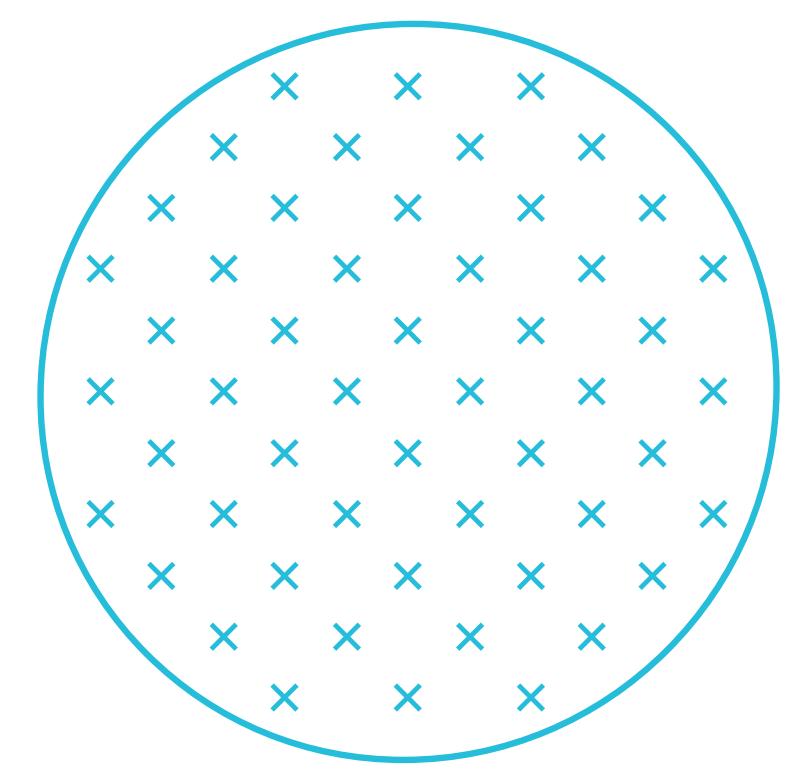
Use the pattern circles sparingly (especially when overlaid on imagery or alongside illustrations) and ensure all circles are the same diameter.



Dots



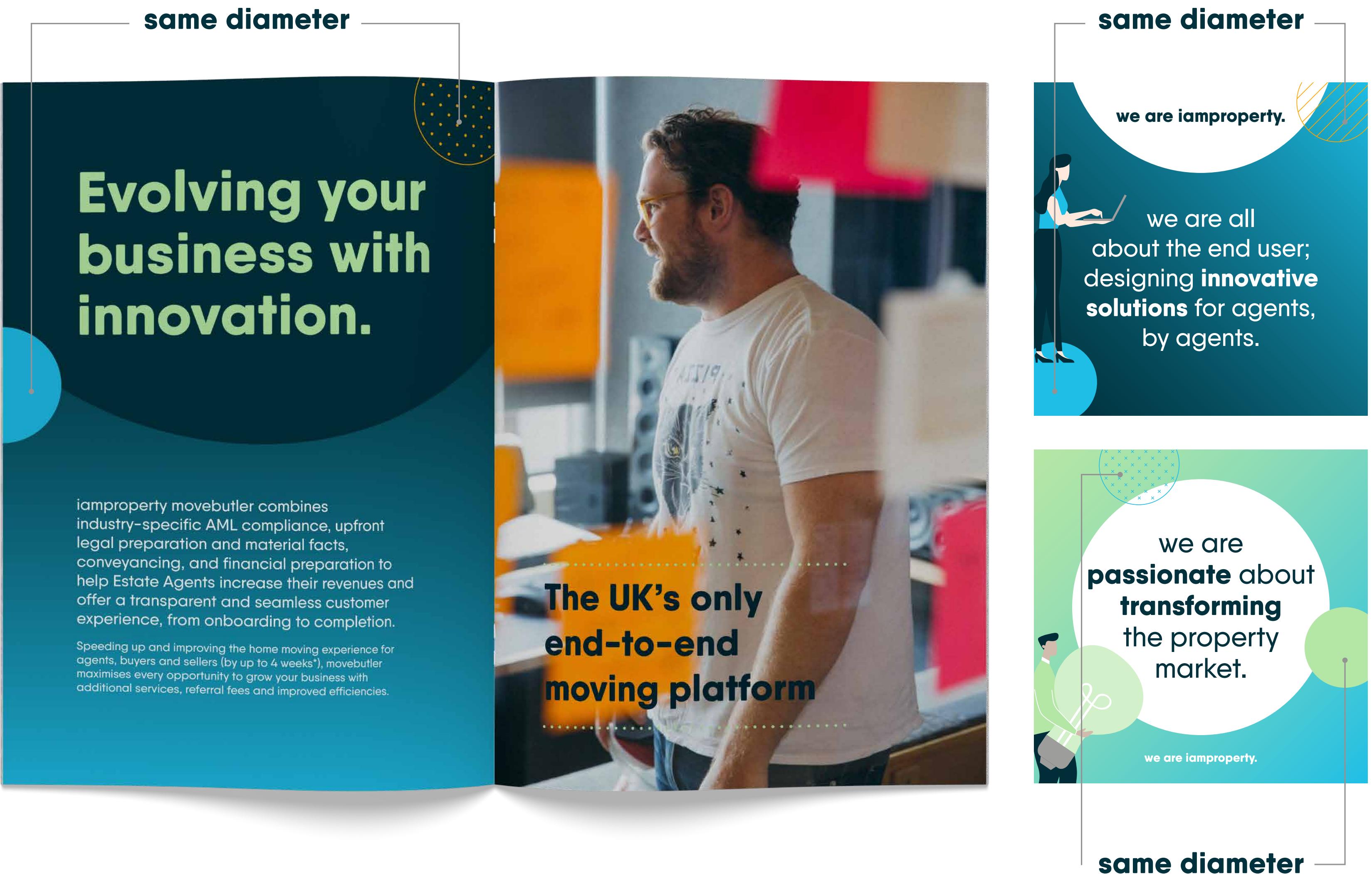
Lines



Cross

# Patterns

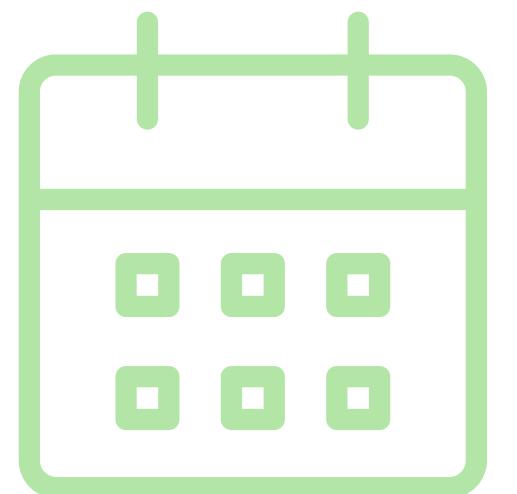
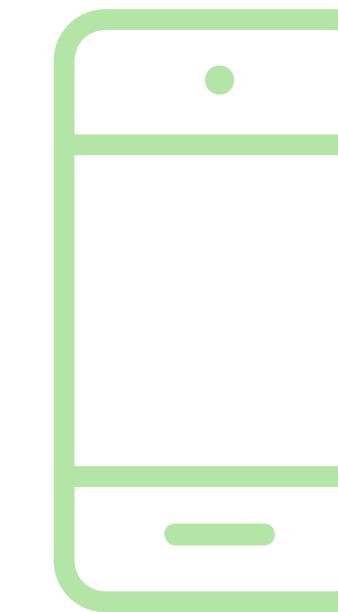
When using the patterns,  
all circular devices should  
be the same size.



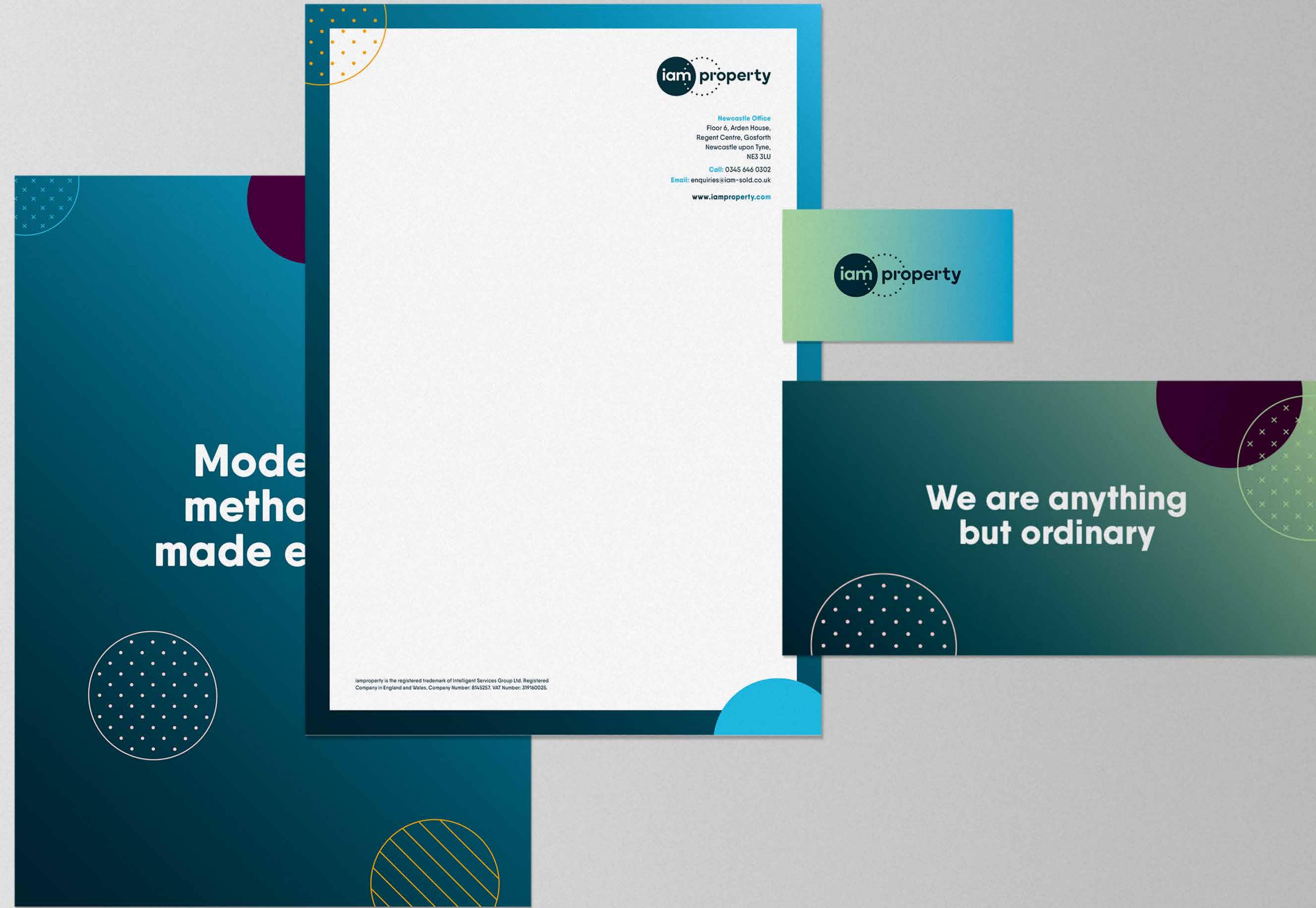
# Icons

Simple icons can be used to help quickly and simply illustrate processes or key points.

They can be displayed in any of the primary colour palette.



## Stationary





# Photography

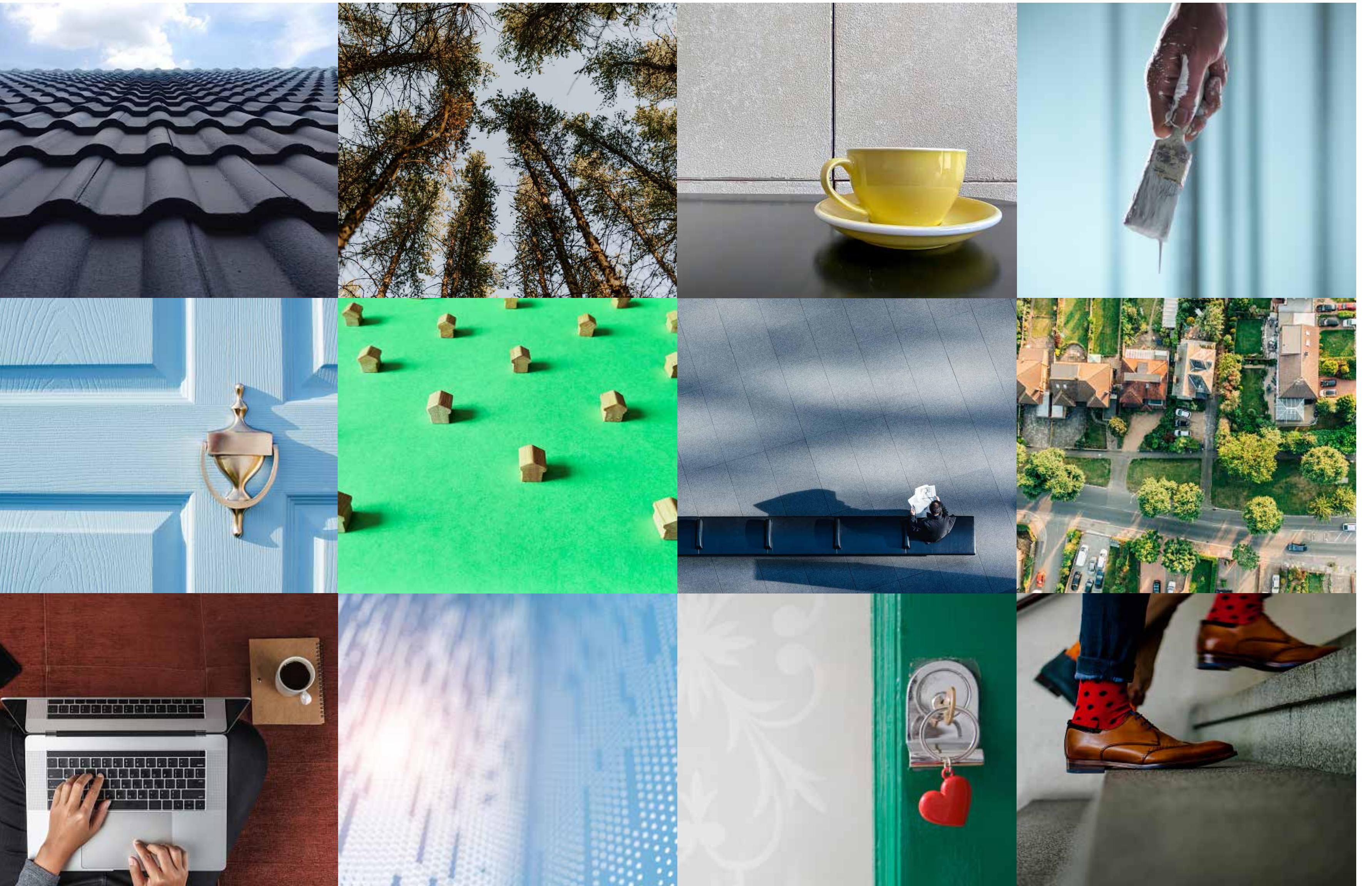
# People

Digital, tech savvy staff members demonstrate personality and passion.



# Abstract

Conceptual, close up shots that reflect the key USPs and values of the business in an interesting and engaging way.



# Meet the team

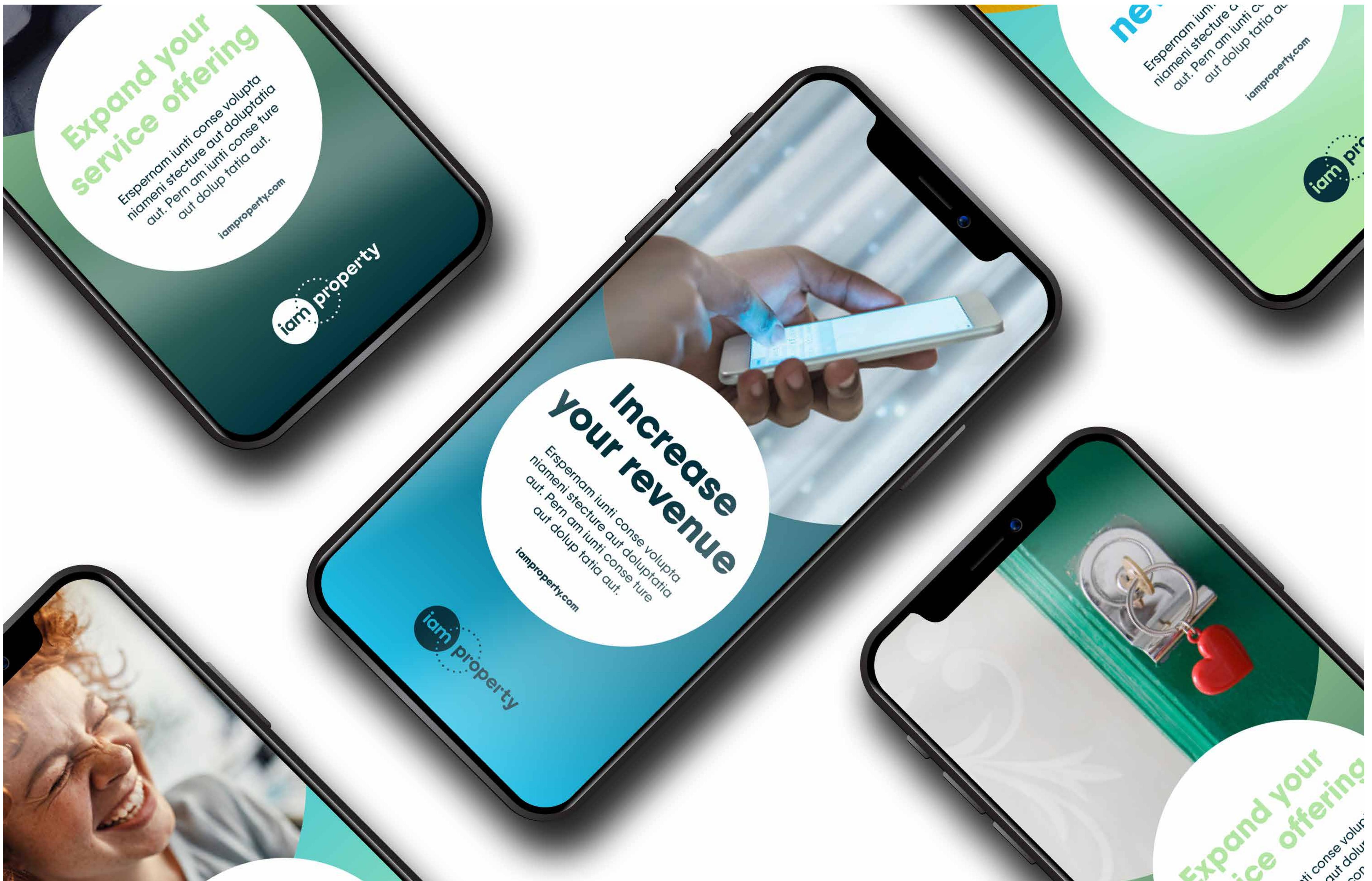
Relaxed, confident imagery  
that captures the teams  
personality (shot against  
backdrops that use the  
colour palette)



# Agents

Driven and instilled with confidence thanks to the iamproperty platform.





**UI**

## CTA styles: Primary Button



### Normal

Height: 46px  
Width: Text + 50px padding left and right  
Corners: Rounded 5px  
Stroke: 2px  
Stroke Colour: #ffa500  
Text: 18px Centred Qanelas Medium in sentence case  
Text Colour: #ffa500



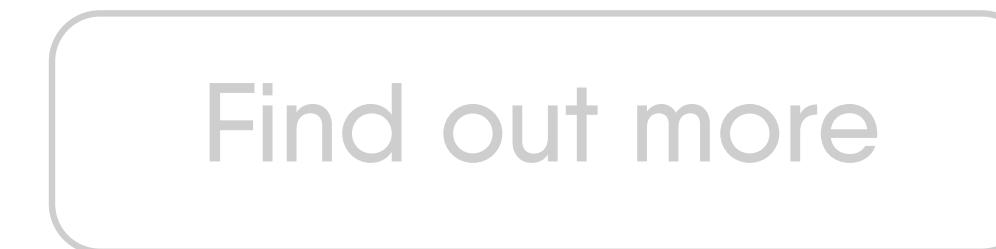
### Roll over

Height: 46px  
Width: Text + 50px padding left and right  
Corners: Rounded 5px  
Stroke: 2px  
Stroke Colour: #ffa500  
Fill Colour: #ffa500  
Text: 18px Centred Qanelas Medium in sentence case  
Text Colour: #ffffff



### Active

Height: 46px  
Width: Text + 50px padding left and right  
Corners: Rounded 5px  
Stroke: 2px  
Stroke Colour: #b4e6a5  
Fill Colour: #b4e6a5  
Text: 18px Centred Qanelas Medium in sentence case  
Text Colour: #ffffff



### Disabled

Height: 46px  
Width: Text + 50px padding left and right  
Corners: Rounded 5px  
Stroke: 2px  
Stroke Colour: #9d9d9c 50% tint  
Text: 18px Centred Qanelas Medium in sentence case  
Text Colour: #9d9d9c 50% tint



## CTA styles: Inline text link

Find out more >

Find out more >

Find out more >

Find out more >

### Normal

Text: Same as copy px size, Qanelas  
Medium in sentence case

Text Colour: #ffa500

Graphical indicator: >

### Role over

Text: Same as copy px size, Qanelas  
Medium in sentence case

Text Colour: #ffa500

Graphical indicator: >

Role over state: Underline

### Active

Text: Same as copy px size, Qanelas  
Medium in sentence case

Text Colour: #b4e6a5

Graphical indicator: >

### Disabled

Text: Same as copy px size, Qanelas  
Medium in sentence case

Text Colour: #9d9d9c 50% tint

Graphical indicator: >

# Animation

# Animation tips

**Our animation style references our brand personality through its pace, bounce and transitions. Keep things playful but professional.**

For illustrated character animation we shall animate at 15fps with relatively conservative motion and minimal exaggeration. This will offer a more hand-drawn, traditional and professional style. Animating characters at 30fps or more will become too cartoony and will not compliment the brand. When animating at lower frame rates 15fps is usually used as this divides cleanly without any dropped frames into the web standard of 30fps video.

# Lower thirds

Options on presenting people using circles to build a solid area. Colour variations are fine as long as the overall feel is still iamproperty.

**Qanelas Soft Extra Bold**

40px @1920x1080

**Qanelas Soft Extra Bold**

25px @1920x1080

**Qanelas medium**

25px @1920x1080

**Ben Ridgway**

.....  
**Group Managing  
Director**  
iamproperty



**Example alternate  
colour combinations**

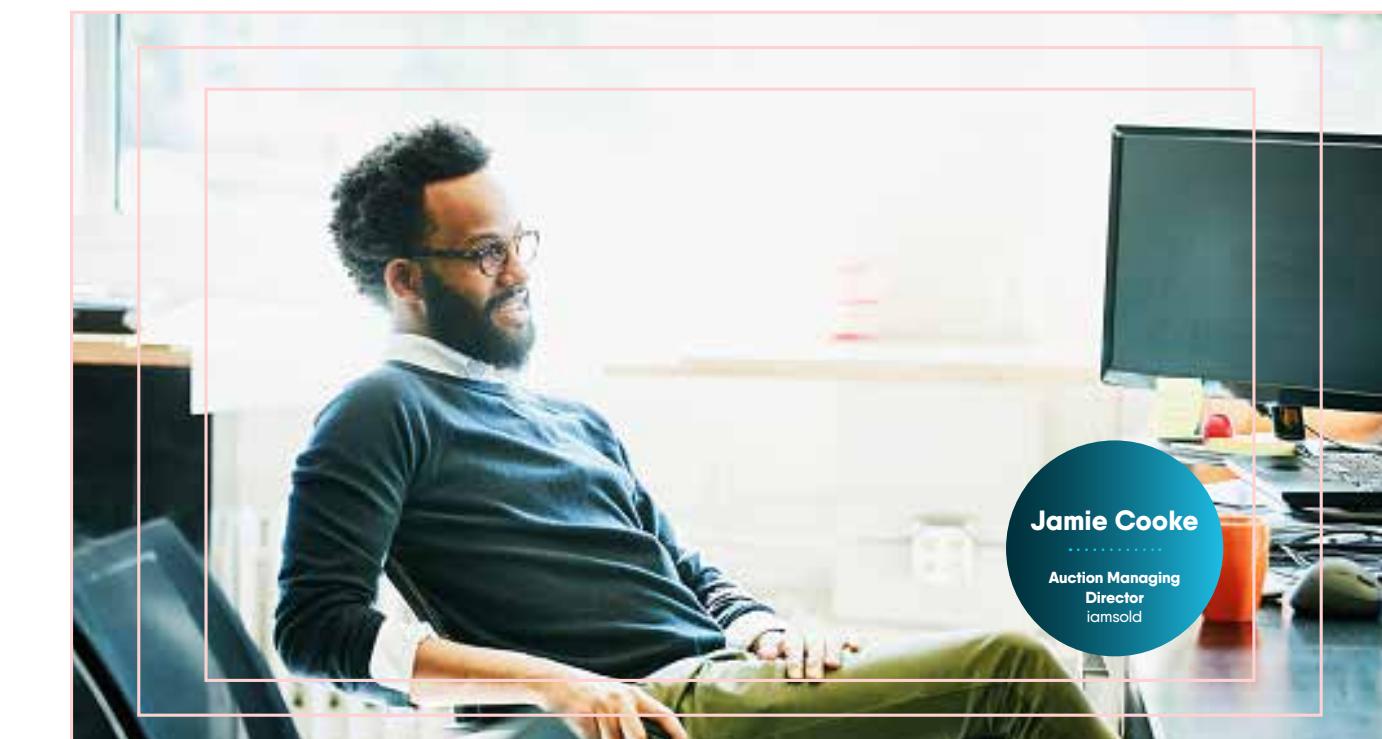
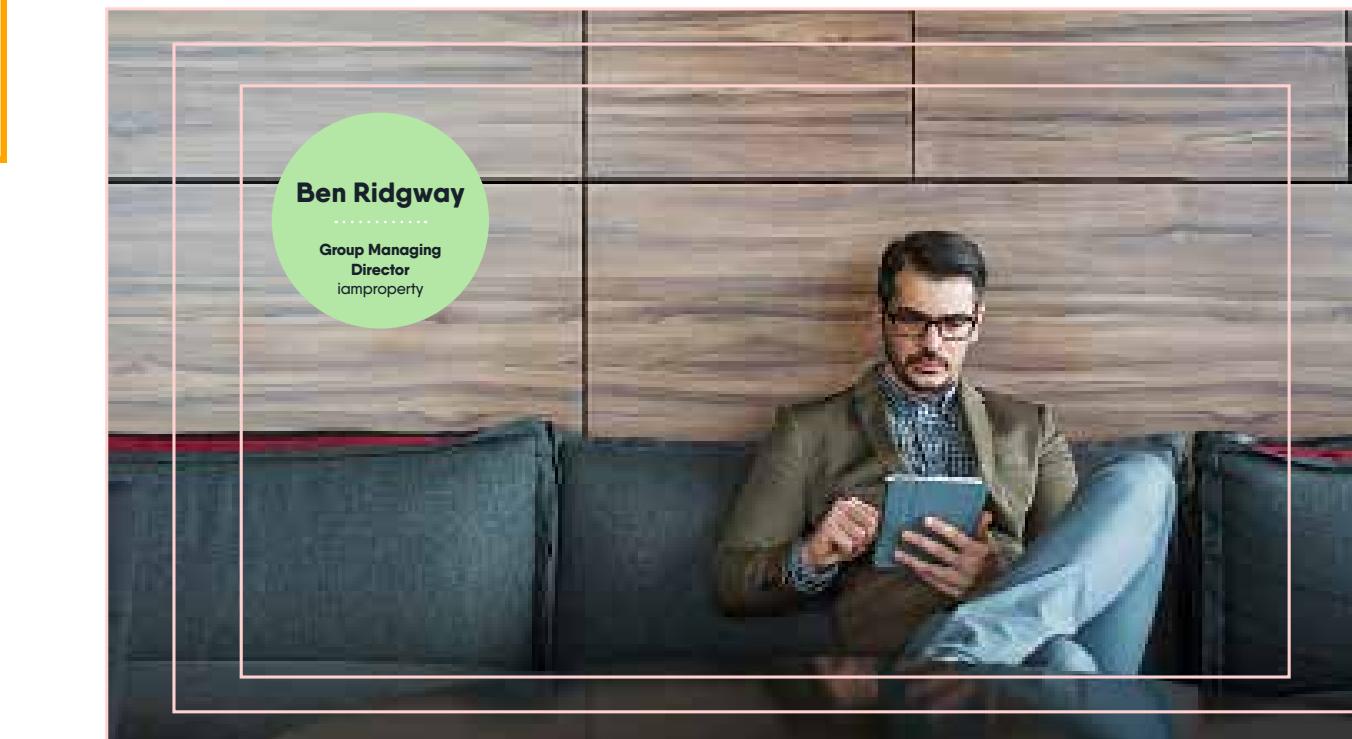
# Safe zone

To ensure a good read keep graphics and text within the recommended areas.

**Title Safe**  
80% height and width  
All copy should remain within this area.



**Action Safe**  
90% height and width  
All key graphics should remain within this area.



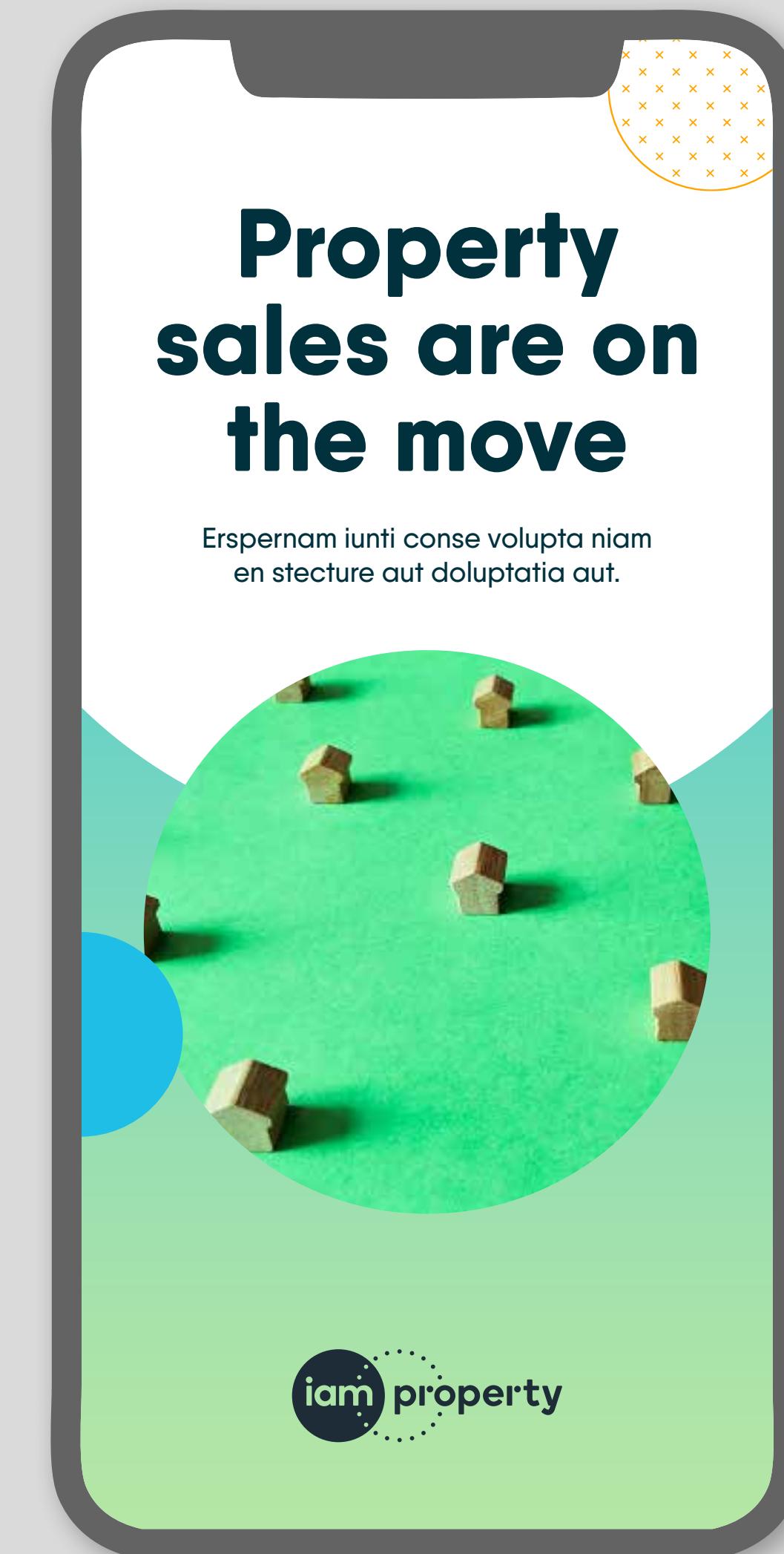
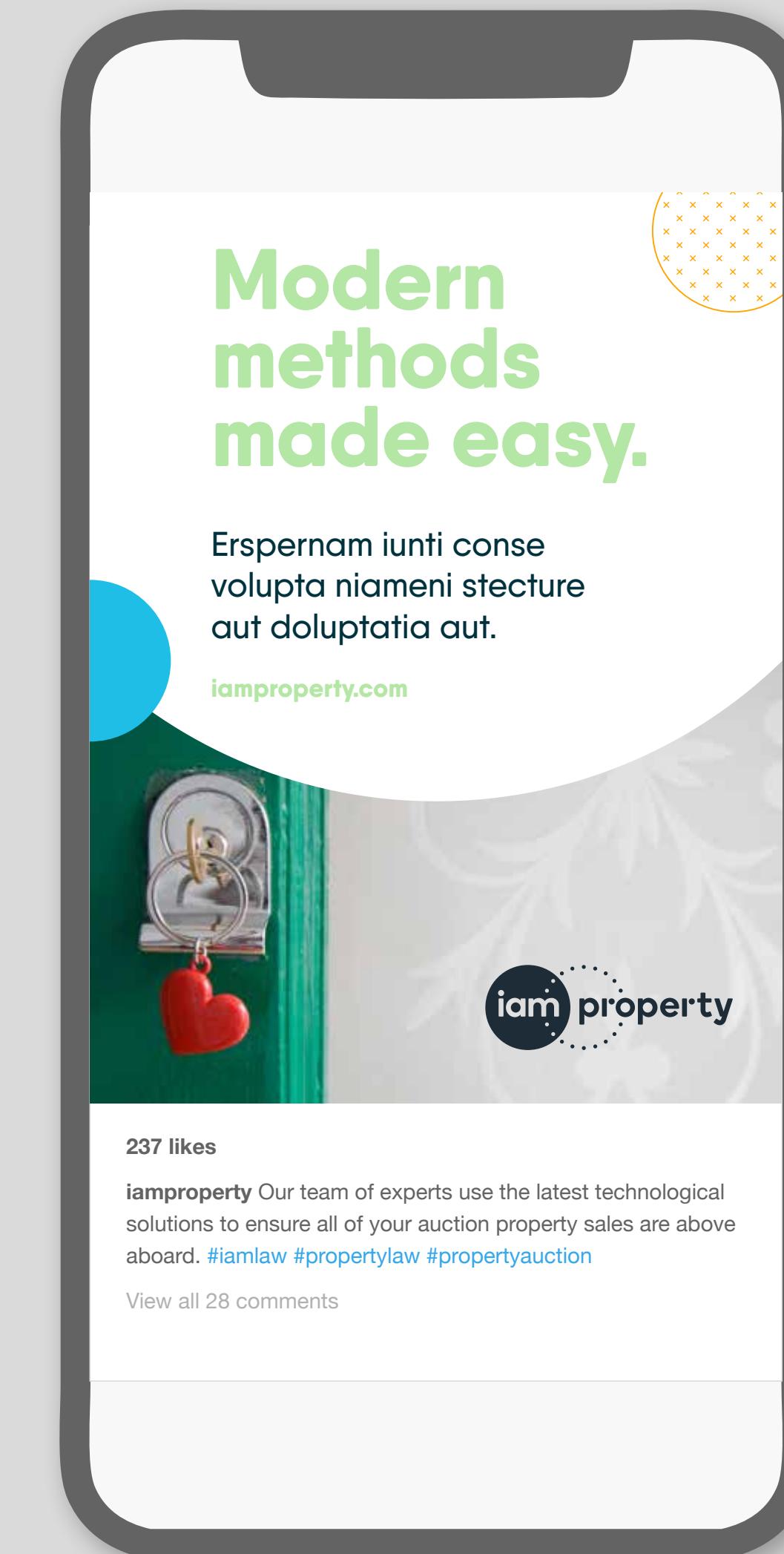
# Application

# Layout

Circles can be used to create image holders, colour blocks or text areas.

Ideally circles should be placed centrally within the layout. They can be used as a whole shape or a portion of, to create a curved background.

Circles can be filled with imagery or a solid or gradient colour.



# Layout

A curved layout can be achieved by using two circles together.

This creates a fluid, flexible composition to house imagery and text.

Choose gradients, solid colours, imagery and graphical patterns to complement the overall design.

**Evolving your business with innovation.**

iamproperty movebutler combines industry-specific AML compliance, upfront legal preparation and material facts, conveyancing, and financial preparation to help Estate Agents increase their revenues and offer a transparent and seamless customer experience, from onboarding to completion.

Speeding up and improving the home moving experience for agents, buyers and sellers (by up to 4 weeks\*), movebutler maximises every opportunity to grow your business with additional services, referral fees and improved efficiencies.

Stay AML compliant with industry-specific software, with built in Risk Assessment tools and comprehensive identity verification checks. You can access dashboards providing full audit trails of AML checks and due diligence, transactional

**The UK's only end-to-end moving platform**

Increase your revenues with additional services offered automatically, saving you time and marketing costs. Digitally onboard buyers and sellers in under a minute and save hours on admin. Real time MI back to your staff, giving you more insight and pipeline control. Free Title Register Checks!

# iamsold campaign

The iamsold brand has flexibility within campaign material however by retaining a few key elements you can create synergy with the master iamproperty brand:

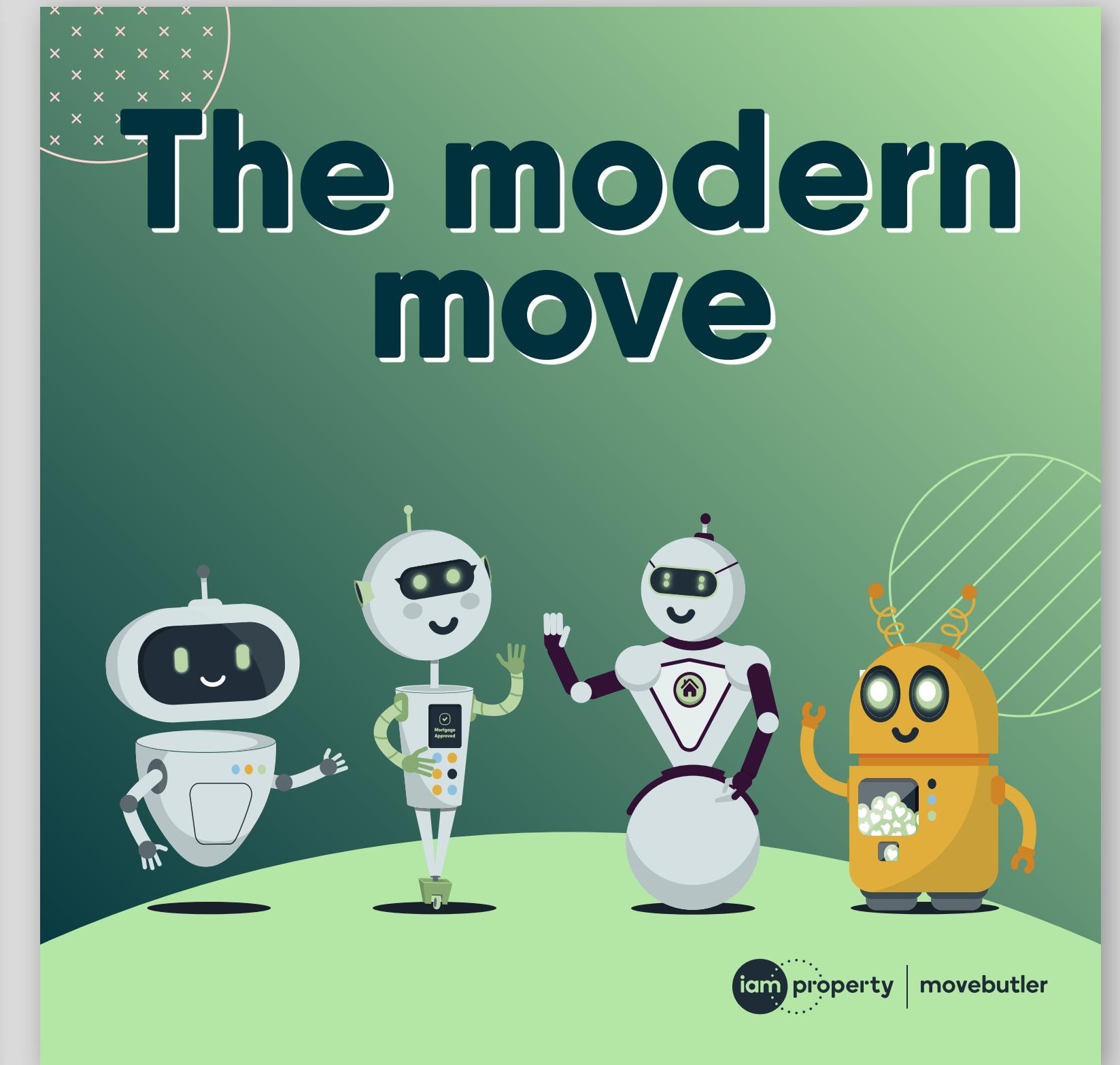
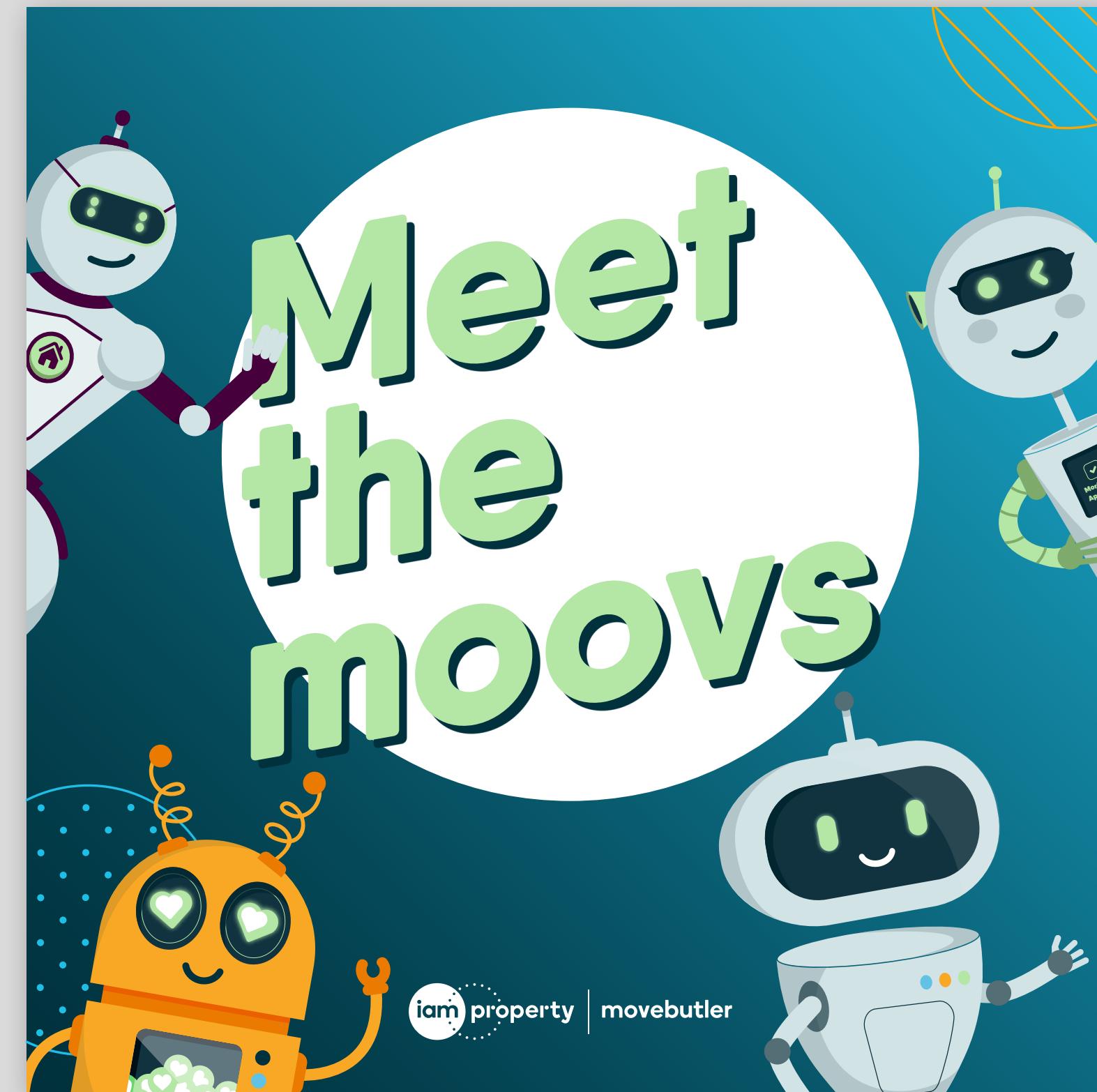
- Text can be displayed on an angle of 10°
- Headlines can use either a complimentary gradient or contrasting solid colour as well as a solid drop shadow
- Backgrounds use a gradient to create alignment with the master brand



# movebutler campaign

movebutler campaigns can be further aligned with the group brand with the following adjustments:

- Gradient backgrounds can be used as opposed to just solid deep slate
- Circle patterns can be added
- Titles can be displayed on an angle or straight





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