



Brand Pack Guidelines

Updated: 15/04/2021

Table of Contents

Who is this guide for? 03

Chapter 1 - Brand Elements

CG logo introduction 04

CG colours 06

Chapter 2 - Logo Variations

CG left aligned 08

CG landscape 11

CG stacked 13

CG The Lettings Expert logo 15

CG Property Expert logo 16



Who is this guide for?

We have put this Brand Pack Guidelines together to provide anyone who communicates the Chris George brand guidance on how to use the logos, along with variations to best fit the promotion, advertisement, display or new design element being created.

There are **download buttons** across this document to download the logo files you need. If you have any issues please contact us on:
info@chrisgeorgetheestateagent.co.uk

Chapter 1 - Brand Elements

CG Logo Introduction



Primary logo

The left aligned Chris George logo is the primary logo used on the Sale boards. This version without a strapline is used to audiences where by the brand is well known.



The tag lines can be added for brand awareness or when being used for each department.



Colours

Our colours are very recognisable for our brand. The primary palette consists of turquoise and grey.



64c2c8

R = 100 C = 60
G = 194 M = 0
B = 200 Y = 25
 K = 0

Pantone 3252c

C = 53 R = 118
M = 42 G = 119
Y = 39 B = 122
K = 23

76777a

Pantone Cool Grey 9c



CHRIS GEORGE

Chapter 2 - Logo Variations

Logo Variations, Safe
Areas & Colour Options

Left aligned

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the wording CHRIS GEORGE.



Colour Variations

When used on colour backgrounds, reverse the colours as follows.

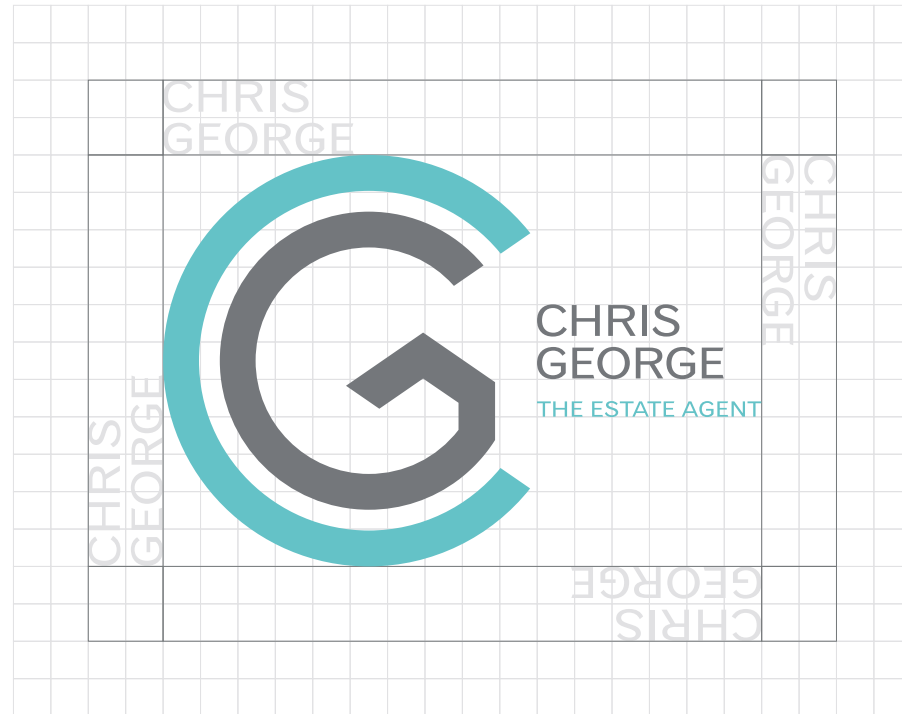


Left aligned

The Estate Agent

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the wording CHRIS GEORGE.



Colour Variations

When used on colour backgrounds, reverse the colours as follows.

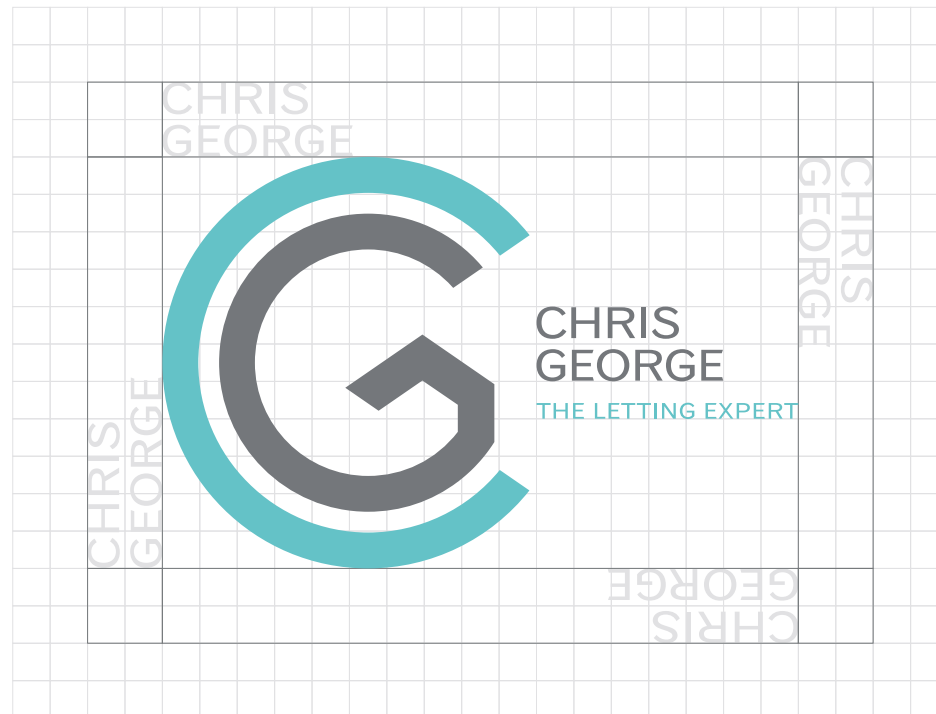


Left aligned

The Letting Expert

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the wording CHRIS GEORGE.



Colour Variations

When used on colour backgrounds, reverse the colours as follows.



Landscape

The Estate Agent

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the C from CHRIS for spacing around the logo.

Colour Variations

When used on colour backgrounds, reverse the colours as follows.

CHRIS  GEORGE
THE ESTATE AGENT



CHRIS  GEORGE
THE ESTATE AGENT

CHRIS  GEORGE
THE ESTATE AGENT

Landscape

The Letting Expert

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the C from CHRIS for spacing around the logo.

Colour Variations

When used on colour backgrounds, reverse the colours as follows.

CHRIS  GEORGE
THE LETTING EXPERT



CHRIS  GEORGE
THE LETTING EXPERT

CHRIS  GEORGE
THE LETTING EXPERT

Stacked

The Estate Agent

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the wording
CHRIS GEORGE
THE ESTATE AGENT.

Colour Variations

When used on colour backgrounds, reverse the colours as follows.



Stacked

The Letting Expert

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the wording
CHRIS GEORGE
THE LETTING EXPERT.



Colour Variations

When used on colour backgrounds, reverse the colours as follows.



Standalone The Letting Expert Logo

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the wording LETTING EXPERT.



Colour Variations

When used on colour backgrounds, reverse the colours as follows.



Stacked

Property Expert

Safe Areas

Always allow at least the following safe area around the logo when displaying on literature.
Simply use the sizing of the wording
CHRIS GEORGE
PROPERTY EXPERT.



CHRIS GEORGE
PROPERTY EXPERTS



Colour Variations

When used on colour backgrounds, reverse the colours as follows.



CHRIS GEORGE
PROPERTY EXPERTS



CHRIS GEORGE
PROPERTY EXPERTS



Experience Excellence

Questions regarding our brand usage?

Please contact our Kettering Branch on:

01536 524 475

info@chrisgeorgetheestateagent.co.uk