



Maskells

- ESTATE AGENTS EST. 1965 -

BRAND GUIDELINES

Introduction 3-6
Logo 7-10
Colour Palette 11
Typography 12
Use of brand 13-15

KEY MESSAGE

**Estate Agents Est. 1965
{ You could add Kensington }**

**Is important to use as much as possible.
Implies expert local knowledge**

TONE OF VOICE

Everything the company does should adhere to some or all of the following keywords:

**Established, West End, Premium Service,
Knowledgeable/Expert, Elegant**

REDESIGN 2019

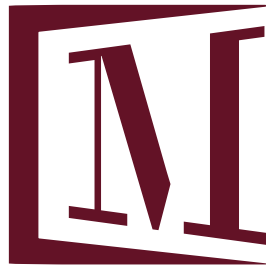
**Is an evolution, not revolution
Modernising and consolidating an
already strong brand for the next stage
of what Maskells will be....**

PRINT FORMATS

Be bold with the use of white space.

LOGO

THE FULL LOGO INCLUDES BOTH THE LOGOTYPE AND LOGOMARK, EACH ARE USED SEPARATELY IN MOST CASES, BUT WHERE THE FULL BRAND MUST BE DISPLAYED IN LIMITED SPACE THE FULL LOGO MAY BE USED.



Maskells
- ESTATE AGENTS EST. 1965 -



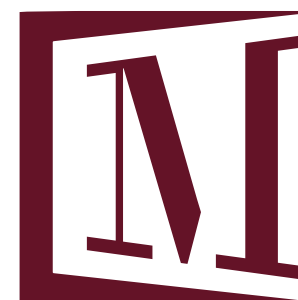
Maskells
- ESTATE AGENTS EST. 1965 -

LOGOTYPE & LOGOMARK

THE LOGOTYPE AND THE LOGOMARK CAN BE USED SEPARATELY AS REQUIRED TO CONVEY THE MASKELLS BRAND. IF USED IN COMBINATION THE FULL LOGO SHOULD BE USED INSTEAD



LOGOTYPE



LOGOMARK



BRAND LANDSCAPE



USE OF LOGO

GENERAL GUIDE OF HOW THE LOGO SHOULD AND SHOULD BE USED. IN ALL CASES THOUGHT SHOULD BE GIVEN TO HOW THE LOGO IS POSITIONED AND DISPLAYED TO MAKE SURE IT IS NOT DISTORTED, DISCOLOURED OR OTHERWISE DEVALUED.



IN CASES WHERE THE LOGO IS OVERLAID OVER IMAGES A DROP SHADOW AND A COLOURWASH SHOULD BE USED TO MAKE SURE THE LOGO REMAINS FULLY LEGIBLE

Maskells
- ESTATE AGENTS EST. 1965 -



Maskells
- ESTATE AGENTS EST. 1965 -



Maskells
- ESTATE AGENTS EST. 1965 -



CONTRAST BETWEEN THE COLOUR OF THE LOGO AND THE BACKGROUND MUST ALWAYS BE MAINTAINED

Maskells
- ESTATE AGENTS EST. 1965 -



IN CASES WHERE THE LOGO SIZE IS LIMITED TO 3CM OR LESS OR 100PX OR LESS, THE LOGO MARK SHOULD BE USED ALONE, WITHOUT THE LOGOTYPE, AS IT WILL BECOME ILLEGIBLE

COLOUR PALETTE

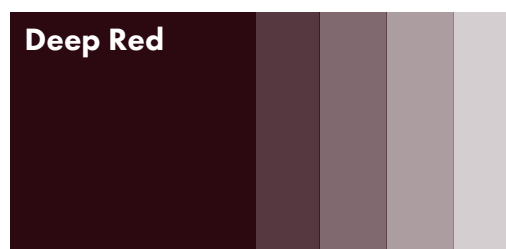
THE COLOUR PALETTE CONSISTS OF A PRIMARY CRIMSON SHADE , SUPPORTED PRIMARILY WITH WHITES AND GREYS, AND A GOLDEN SUPPORTING COLOUR, USED FOR DIGITAL APPLICATION ONLY. THIS BUILDS UPON THE RICH AND REGAL TONE THE COLOUR PALETTE IS AIMING TO CONVEY



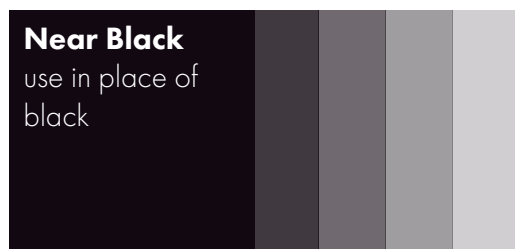
**Primary
Crimson**
Hex: #6a1b25
RGB (106, 27, 37)
CMYK (36% 96% 69% 51%)
Pantone 202C



Light Gray
Hex: #EEEEEE
RGB (224, 224, 245)
CMYK (5% 4% 4% 0%)



Deep Red
Hex: #2c0811
RGB (44, 8, 17)
CMYK (59% 86% 56% 84%)



Near Black
use in place of
black
Hex: #110811
RGB (17, 8, 17)
CMYK (84% 82% 57% 88%)

Highlight tone - use for web only



Golden
Hex: #e5a94a

HEADLINES AND BRAND MESSAGING

Maskells Bodoni 60pt/68px

London and International Estate Agents,
based in Chelsea since 1965 Futura Medium 22pt/28px

TYPEFACE VARIATIONS

**Bodoni Heavy - Large
scale headings**

**Futura Heavy - Sub
headings & high emphasis
titles**

Futura Medium/Light -
Paragraphs of text and low
emphasis titles

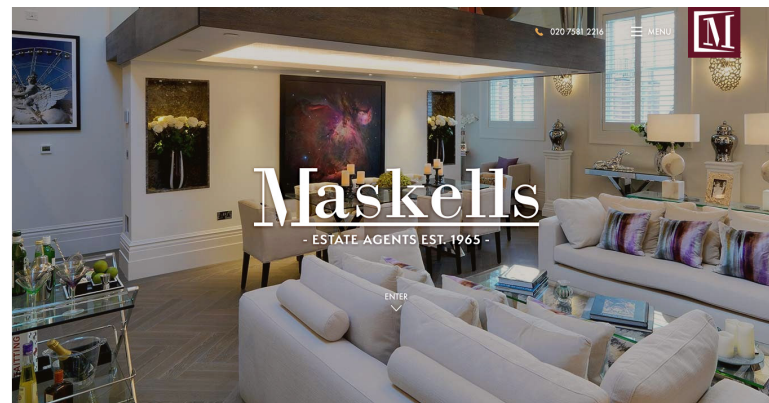
FULL TYPEFACE

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

1234567890

USE OF BRAND - WEB

THESE ARE EXAMPLES OF HOW THE NEW BRAND SHOULD BE APPLIED FOR DIGITAL MEDIA



Welcome to Maskells, London & International Estate Agents.
Selling, Letting and Managing homes in Chelsea since 1965.

As the local experts in Houses and Flats for sale or for rent in Chelsea, Belgravia, Kensington & Knightsbridge, Notting Hill, Fulham, Battersea & Clapham. Maskells Estate Agents gives you privileged access to an unrivalled depth of property expertise, experience and local knowledge.

- ✓ Lorem ipsum dolor sit amet, consectetur mi ante
- ✓ Lorem ipsum dolor sit amet, consectetur mi ante
- ✓ Lorem ipsum dolor sit amet, consectetur mi ante



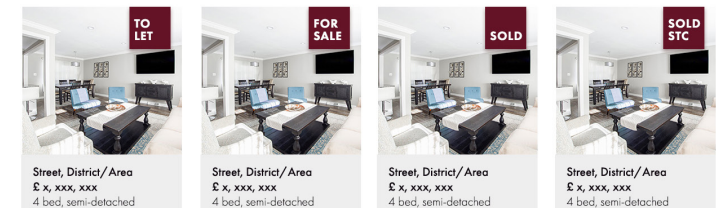
"You can't buy experience. I found Maskells to be at the forefront for prime property acquisitions and sales within Knightsbridge, Chelsea and Belgravia. The experience the company brings to..."

● ○ ○ ○

- Client Name, Location



OUR LISTINGS



WHY CHOOSE US...

Sed tincidunt nunc vel pellentesque sagittis. Nunc ut odio sem.
Suspensisse eget justo sit amet nisi facilis bibendum. Proin fermentum diam eu nisi mollis

As the local experts in Houses and Flats for sale or for rent in Chelsea, Belgravia, Kensington & Knightsbridge, Notting Hill, Fulham, Battersea & Clapham. Maskells Estate Agents gives you privileged access to an unrivalled depth of property expertise, experience and local knowledge.

GET EVALUATION

MEET THE TEAM



Our Office

71 Walton Street,
Chelsea, London. SW3 2HT

Sales enquiries
020 7581 2216
sales@maskells.co.uk

Lettings enquiries
020 7581 2216
lettings@maskells.co.uk



Properties for sale in...

Chelsea
Knightsbridge
Belgravia
South Kensington
Kensington
Notting Hill Gate
Holland Park
Mayfair
Fulham
Battersea & Clapham

Properties for rent in...

Chelsea
Knightsbridge
Belgravia
South Kensington
Kensington
Notting Hill Gate
Holland Park
Mayfair
Fulham
Battersea & Clapham

Properties Sold in...

Chelsea
Knightsbridge
Belgravia
South Kensington
Kensington
Notting Hill Gate
Holland Park
Mayfair
Fulham
Battersea & Clapham

Properties Let in...

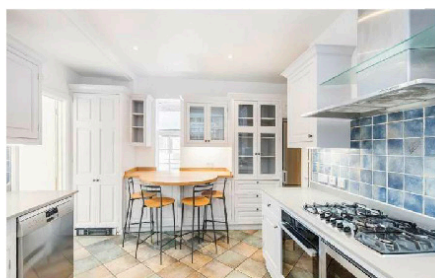
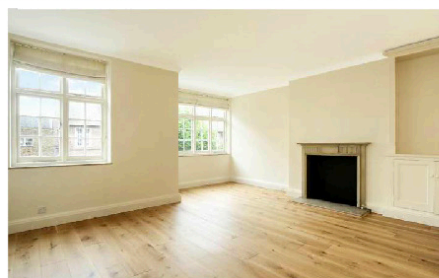
Chelsea
Knightsbridge
Belgravia
South Kensington
Kensington
Notting Hill Gate
Holland Park
Mayfair
Fulham
Battersea & Clapham

Maskells Estate Agents are members of The Property Ombudsman scheme

© 2019 Maskells Estate Agents | Terms of Use | Privacy Policy & Notice | Built by The Property Jungle

USE OF BRAND - PRINT

THESE ARE EXAMPLES OF HOW THE NEW BRAND SHOULD BE APPLIED FOR PRINTED MEDIA



Jubilee Place, SW3

2 Reception Rooms, 4 Double Bedrooms, 3 Bathrooms, Kitchen/Dining Room, Entrance Hall, Terrace, EPC E

£1,730 per week (£7,496.66pcm)*

*Fees may be applicable to Potential Tenants. Please ask us for more details



Ennismore Gardens, Knightsbridge, SW7

Newly Refurbished, Open Plan Drawing Room, Kitchen, Bedroom, Bathroom, Porter, Communal Gardens, EPC Rating D

£2,000,000 STC Long Leasehold



