LJ Hooker Home Loans

LJ Hooker Home Loans Brand Styleguide

October 2023

Contents

Why brand guidelines?

LJ Hooker Home Loans brand guidelines have been established to ensure proper usage and placement of LJ Hooker Home Loans brand elements.

The LJ Hooker Home Loans visual identity is communicated through a combination of elements including colour, typography, graphic language and imagery.

It is important to follow these guidelines to ensure that our brand is being represented in an appropriate and consistent fashion.

For this reason the creation of any NEW brochures, advertisements, marketing material, signage or internal/external communications that includes the LJ Hooker Home Loans logos and design must be approved by the Home Loans Marketing Team within head office operations.

Any questions or requests can be sent to **marketing@ljhookerhomeloans.com.au**

Colour

Primary Palette

Colour is one of the strongest brand attributes and is used on almost all corporate communications; it is therefore extremely important that we always use the correct colour values.

Colour reproduction: Special attention must be paid to colour reproduction in order to ensure brand compliance.

For best results, printing should be done using PMS colours where budget allows.

Coated & Uncoated stocks: Please ensure you follow the brand guidelines and use the appropriate colours when printing on coated and uncoated stocks.

Non-standard substrates: Extra attention must be paid to the LJ Hooker Home Loans Styleguide / Colour system when printing on non-standard substrates, i.e. Metallic, porous, plastic or textured surfaces.

Blue	Orange	Black
C100 M0 Y0 K0	C0 M48 Y100 K0	C0 M4 Y0 K100
R0 G174 B239	R247 G150 B0	R0 G0 B0
PMS Coated: 100% Process cyan C	**PMS Coated:** 144 C	**PMS Coated:** Black C
PMS Uncoated: 100% Process cyan U	**PMS Uncoated:** 144 U	**PMS Uncoated:** Black U
Web: 00aeef	**Web:** f79600	**Web:** 000000

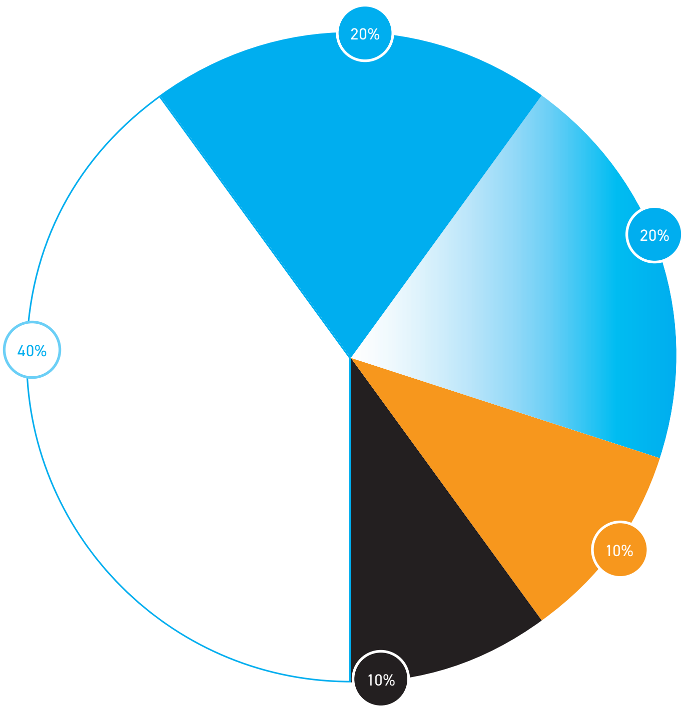
Blue Gradient

blue to white

Colour balance

Our brand is best represented with a uniform colour balance across all brand material.

To remain brand-compliant and achieve the correct colour balance it is important to follow some simple rules:



- White should be the majority base colour (40%)
- Blue is the main support colour for headlines & backgrounds (20%)
- Blue gradient is used as backgrounds (20%)
- Orange is used as a secondary colour (10%)
- Black used as text colour only (10%)

If you have any queries regarding colour reproduction please contact the LJ Hooker Home Loans team before commencing production.

Typography

Type Family

The LJ Hooker Home Loans typographic palette consists of two font families, Din Pro and Helvetica Neue. These fonts have been chosen because they offer variation in weight and personality to create a unique family.

Din Pro Bold

Hello.

Din Pro
Regular and Light

Din Pro is the type face we use to express our Brand Voice.
It has a personable, professional and unique style.

Helvetica Neue
Medium and Light

Helvetica Neue is a supporting typeface we use for alternate typographic applications such as **tables** and **body copy.**

Typography

Type in practice

Using weight variations within each typeface is a simple technique to increase visibility, legibility and variety.

Din Pro

Primary typeface

Din Pro is a contemporary typeface with plenty of character – friendly, confident and sophisticated.

Din Pro Bold

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
01234567890!@#$%^&*()

Din Pro Regular

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
01234567890!@#$%^&*()

Din Pro Light

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
01234567890!@#$%^&*()

Din Pro Italic

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
01234567890!@#$%^&()*

Helvetica Neue

Supporting typeface family

Helvetica Neue is a redrawn version of the 1957 classic. Helvetica was designed as a neutral typeface for clarity and simplicity.

Medium

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
01234567890!@#$%^&*()

Italic

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
01234567890!@#$%^&()*

Light

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
01234567890!@#$%^&*()

Light Italic

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
01234567890!@#$%^&()*

Typography

Type in practice

This is an example of how the typefaces are ranked and applied from large typographic features to caption body copy.

01. Primary Typeface Din Pro

Typographic features

A-Z

Headlines and Key messages

Impactful titles in Bold or Regular weights of Din Pro

Pull Quotes

Secondary messages that require attention over a number of lines are set in Din Pro.

02. Secondary Typeface Din Pro & Helvetica Neue

Sub-headings and Body Copy

Sub Heading goes here in Din Pro Regular

Sub heading in Din Pro Regular

Body copy is set in Helvetica Light. Tem asi doluptatet quunt que eatur molut la as excesequatum fugiante pelo.

Quias asperupta debistrum nusapiendem facit ari utasi doluptat vernatqui utatur, eatiumet et experibust prem fuga. Ut et preius, omnis eum quo ium, vel ipsandunt, nobis ea commoluptam illor samusandit pa poreper natios volestis quamus delitatus, que nullicil magniae.

- Bullet point
- Bullet point
- Bullet point

Captions

Caption Heading
in Din Pro Regular

Caption copy set
in Din Pro Regular.

Ovitas millabore is venihil luptate quaerionet volut la voluptio dolest, site is et.

Typography

Type in practice

A4 flyers, A3 posters, DL Drop cards

Type Hierarchy
This is an example of how the typefaces are ranked and applied to form a cohesive type language.

Titles & Sub Titles
Titles and sub titles should always be in Din Pro font. While the title can either be Bold or Regular, the sub title must always be Regular (as shown).

Generally, the Titles are in **blue** but can be **white** or **black** depending on the background.

Body Copy
Body Copy should be in **Din Pro** when there is minimal copy and text is at least 10 pt.

Where there is more copy or it is less then 10 pt, use **Helvetica Light.**

Body copy should generally be black unless on a dark background, then use white.

DL flyer

A4 Flyers

Typography

Type in practice

Brochures & eBooks

Type Hierarchy

This is an example of how the typefaces are ranked and applied to form a cohesive type language.

Cover

Cover titles should always be in **Din Pro** font in Bold or Regular. The title should generally be in **blue**, but can be either **white** or **black** depending on the background image.

Inside Spread Titles & Sub Titles

Titles and sub titles should always be in **Din Pro** font. While the title can either be Bold or Regular, the sub title must always be Regular (as shown).

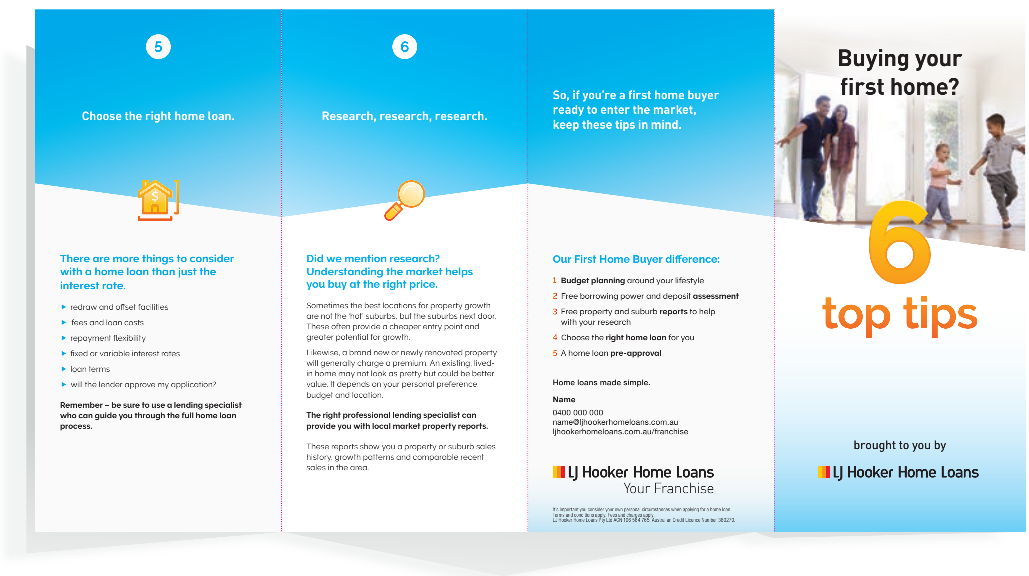
Generally, the Titles are in **blue** but can be **white** or **black** depending on the background.

Body Copy

Body Copy should be in **Helvetica Light** and always **black** unless on a dark background.

Breakout Copy

Where there is copy separated from the main text that needs to gain more attention, use **Din Pro** font in Regular at least 14 pt. This copy would need to be **blue** or **white** on a dark background.



DL roll fold brochure

A5 brochure

Typography

Type in practice

Tables

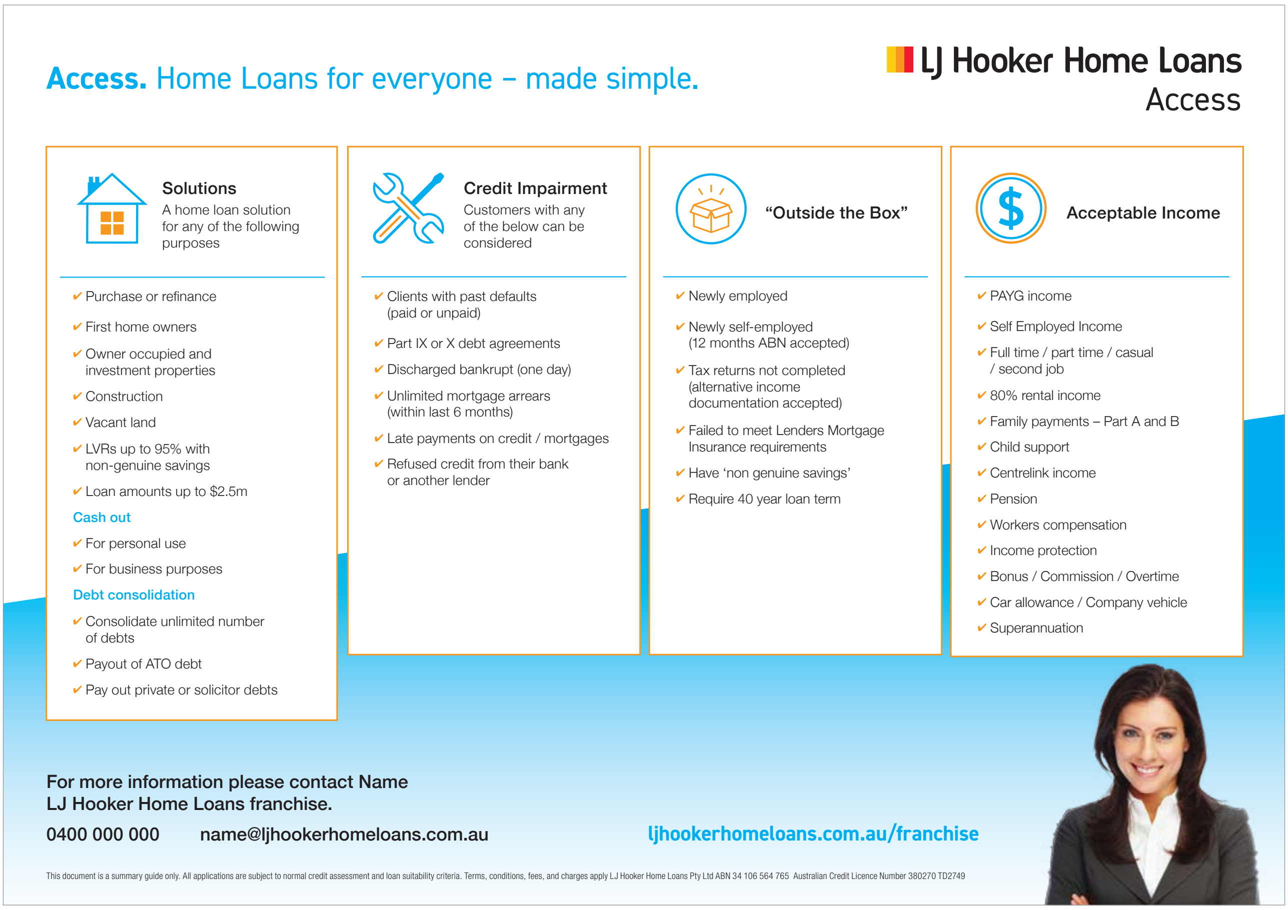
Type Hierarchy
This is an example of how the typefaces are ranked and applied to form a cohesive type language.

Table Headings
Headings should always be in **Din Pro** font in Regular **regular.** Headings should be at least 10 pt.

Table content
Content must be in **Helvetica Light.**
Where there is a ✔ or ✘ , use **Zapf Dingbats** glyphs.
Content must always be **black** unless using a **pale blue** background.

Disclaimers
To allow space for disclaimers, use **Helvetica Light Condensed** at no less than 6 pt.

Tables (Example only)



Typography

Type in practice

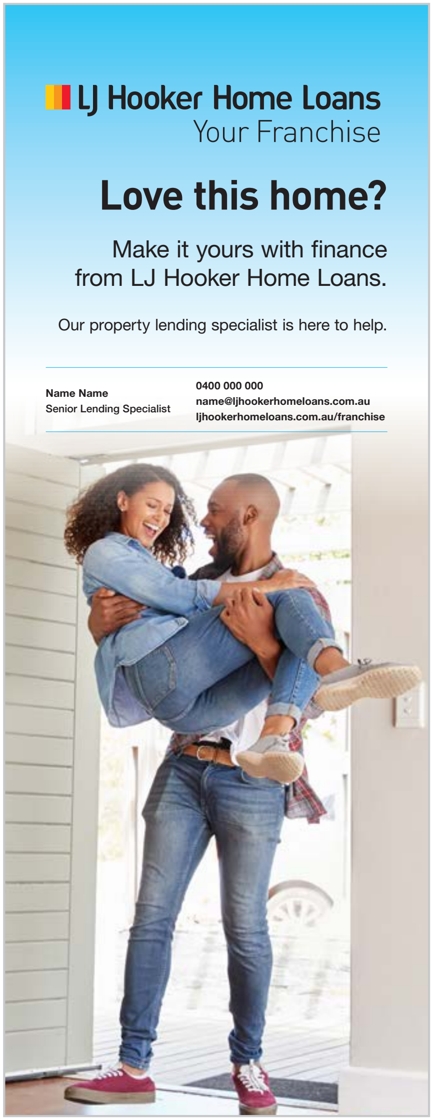
Pull up Banners

Type Hierarchy

This is an example of how the typefaces are ranked and applied to form a cohesive type language.

Banner Titles and Sub Titles

Titles and Sub Titles should always be in **Din Pro** font in Regular or Bold. Generally the type will sit on an image or **Blue** background so the type will need to be either white or black.



Typography

Type in practice

Digital Assets

Type Hierarchy

This is an example of how the typefaces are ranked and applied to form a cohesive type language.

Titles and Sub Titles

Titles and Sub Titles should always be in **Din Pro** font in Regular or Bold. Generally the type should be **Blue** but depending on the background the type will need to be either white or black.

instagram tiles

Imagery

Photographic & Illustration principles

Below are a series of photographic principles that will aid the selection and direction of all LJ Hooker Home Loans photographic executions.

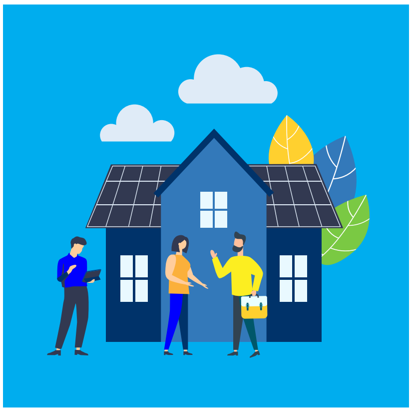





Emotive

Our images are unique, fresh and emotive with a focus on real estate and happy people. Through use of exciting, sunny and bright images we want the viewer to feel this could be them if they deal with LJ Hooker Home Loans. Rather than focussing on the finance side, it's more about LJ Hooker Home Loans doing everything for you so the customer can focus on the fun things.

Images generally have a lue sky background or pale background when indoors so there is black space for necessary copy.



Illustrative

Simple illustrations utilising brand colours, either on white or blue gradient backgrounds

Logos

Primary Logo

The LJ Hooker Home Loans logo is comprised of Typography and colour blocks only.

The placement of the logo on external communications, proposals, internal memos, or any other document or online communication instantly represents the entire company and therefore should always be used properly.

This logo should only be used in its original form in the LJ Hooker Home Loans colours.

Logo

LJ Hooker Home Loans Logo

Usage

Considerable thought and effort has gone into determining the relationship between the elements that make up the LJ Hooker Home Loans logo.

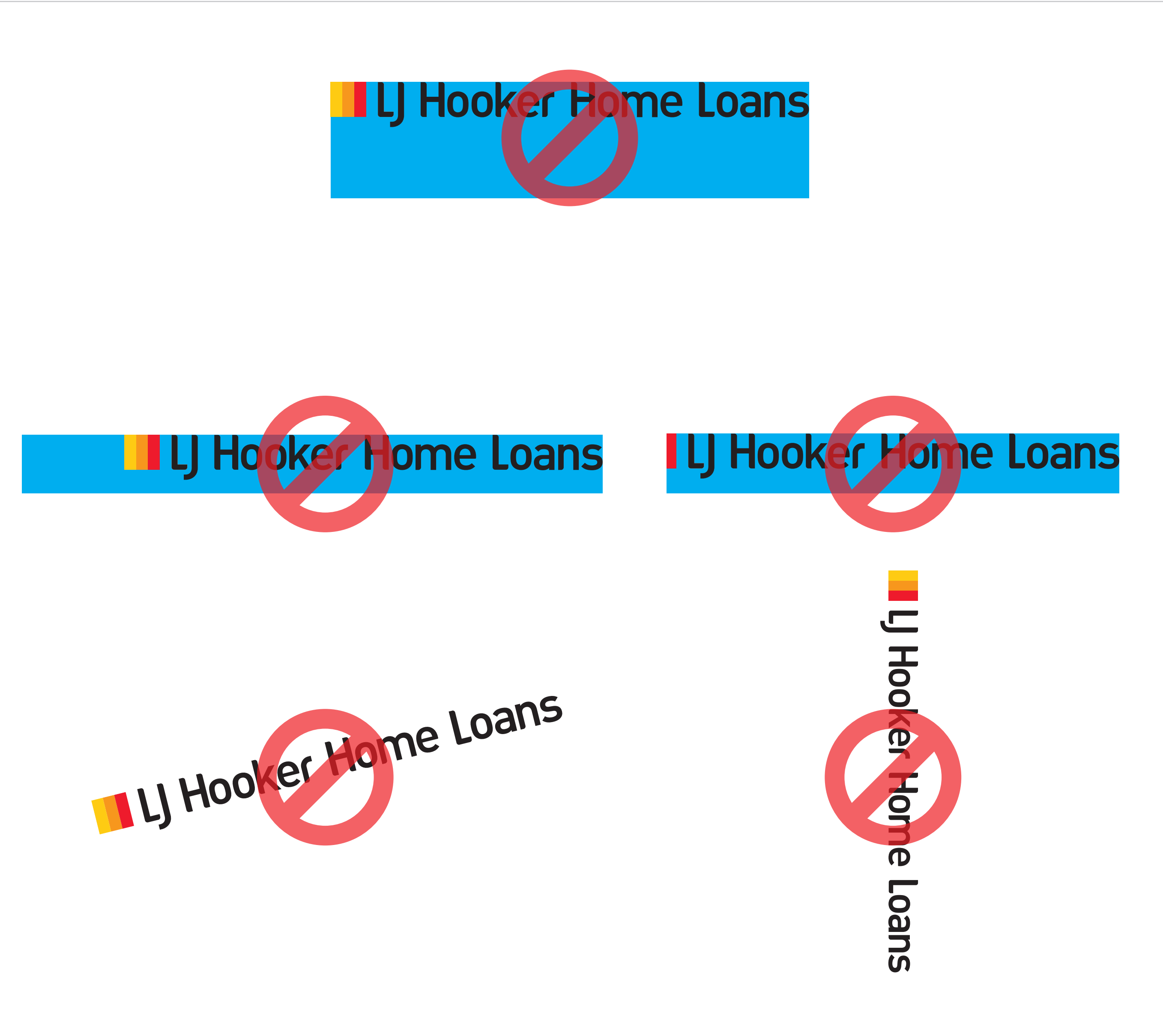
Do not attempt to redraw or modify the logo in any way.

Do:

- Use official logo artwork
- Allow for clear space around the logo

Don't:

- Rearrange the elements of the Logo
- Change the colours of the logo
- Rotate or change direction of the logo
- Add to the logo
- Subtract from the logo



LJ Hooker Home Loans Logo

Usage

Clear space

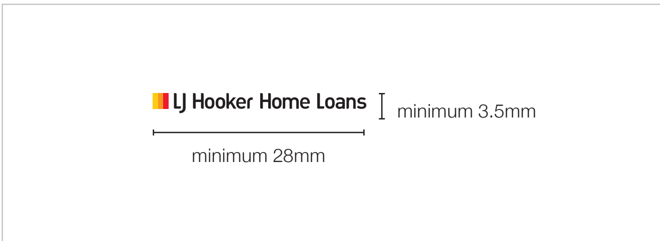
Clear space is the area surrounding the logo that must be kept free of other graphic elements and the distance from which the logo should be kept from the edge of a page.

The minimum required clear space is defined by the height of the whole logo.

Minimum size

The LJ Hooker Home Loans logo is to be used at a minimum size of 28mm width, 3.5mm height.

Take care when using the logo that the name is legible.



LJ Hooker Home Loans Logo

Logo variants

Product names

The LJ Hooker Home Loans products each have their own name with corresponding logo.
When creating communications for a particular product, the appropriate logo should be used as the main logo.
There is no need to use the usual LJ Hooker Home Loans version.

LJ Hooker Home Loans Freedom

LJ Hooker Home Loans Link

LJ Hooker Home Loans Compass

LJ Hooker Home Loans Connect™

LJ Hooker Home Loans Access

LJ Hooker Home Loans 5 Star

LJ Hooker Home Loans

LJHooker Home Loans Avatar

The Avatar should be used for social media situations where the full logo would be too small.

LJ Hooker Home Loans Logo

Logo variants

Branch names

Each franchise should use the LJ Hooker Home Loans logo with the corresponding franchise branch name.

The franchise branch name should be the same size font as word Home Loans and always right-aligned with the word Home Loans.

If the franchise brand name is long, the name should run on two lines.

This logo can be used on light or dark background by choosing either white or black type.

LJ Hooker Home Loans
Sydney Outer West

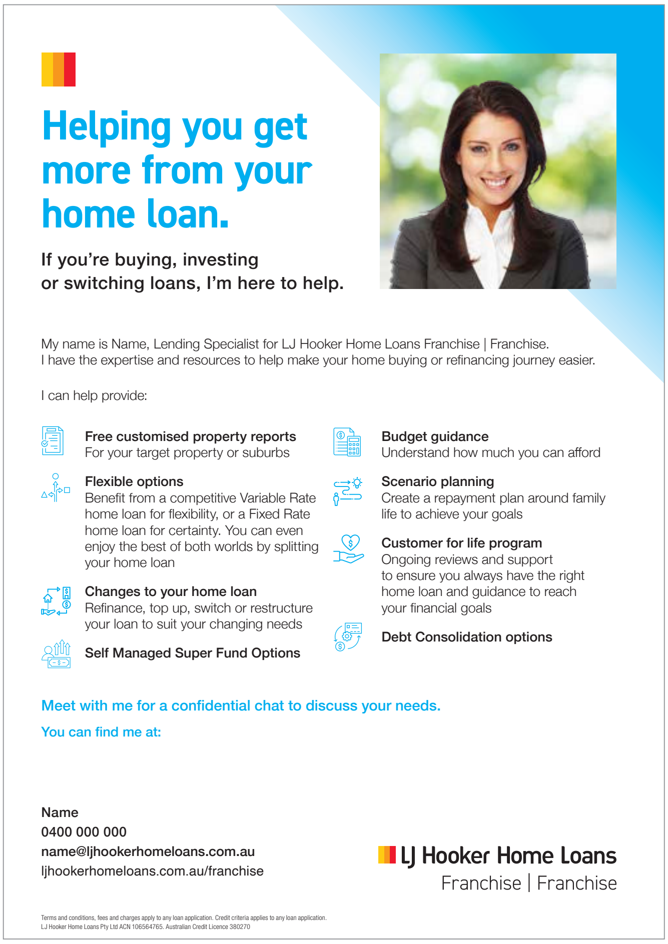
LJ Hooker Home Loans
Sydney CBD
& Eastern Suburbs

LJ Hooker Home Loans Logo

Logo variants

Branch names

When using a franchise branch logo in conjunction with Real Estate, the logos should be used as per the example below.



Business Collateral

Business Cards

Business collateral is often the first point of contact with the brand.

Therefore it is important to display consistent and well-structured brand attributes across all your marketing material.

Specifications

Size: 90mm(w) x 55mm(h)

Colour:
Offset printed 4 colour process both sides

Stock: 350gsm Satin Coated stock

LJ Hooker Home Loans Business Card – Front

LJ Hooker Home Loans Business Card – Back

Business Collateral

Letterhead

Specifications

Size: 210mm(w) x 297mm(h)

Colour: CMYK UNCOATED on one side

Stock: 110gsm Supreme Laser stock

Format:

- InDesign CS6
- Microsoft Word template

LJ Hooker Home Loans A4 Letterhead

Outdoor Signage

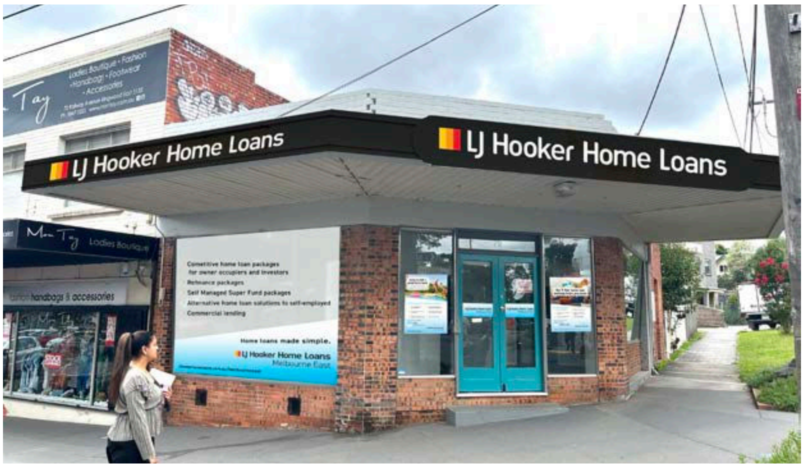
Outdoor signage is the most public representation of the brand. Therefore it is important to display consistent and well-structured brand attributes across all applications.

Shop front designs are tailored to suit the particular premises and market.

However, the brand styleguide must be adhered to at all times. Examples of execution can be seen below and following pages.

Options for signage include large versions of existing flyers

Outdoor Signage



3 background colour options for large logo placement.

It's always recommended to keep within colour scheme and therefore the blue gradient is recommended.

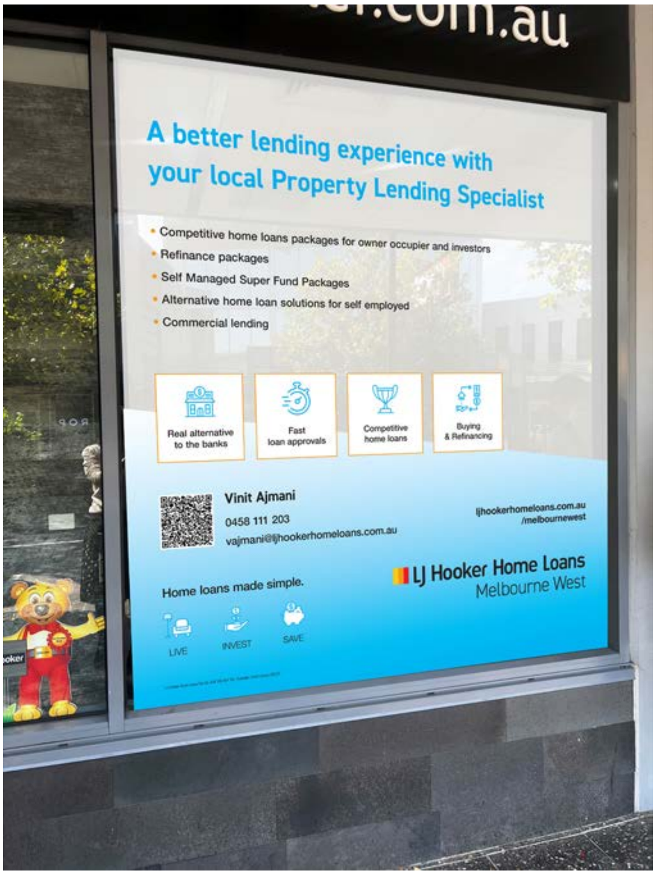
Outdoor Signage

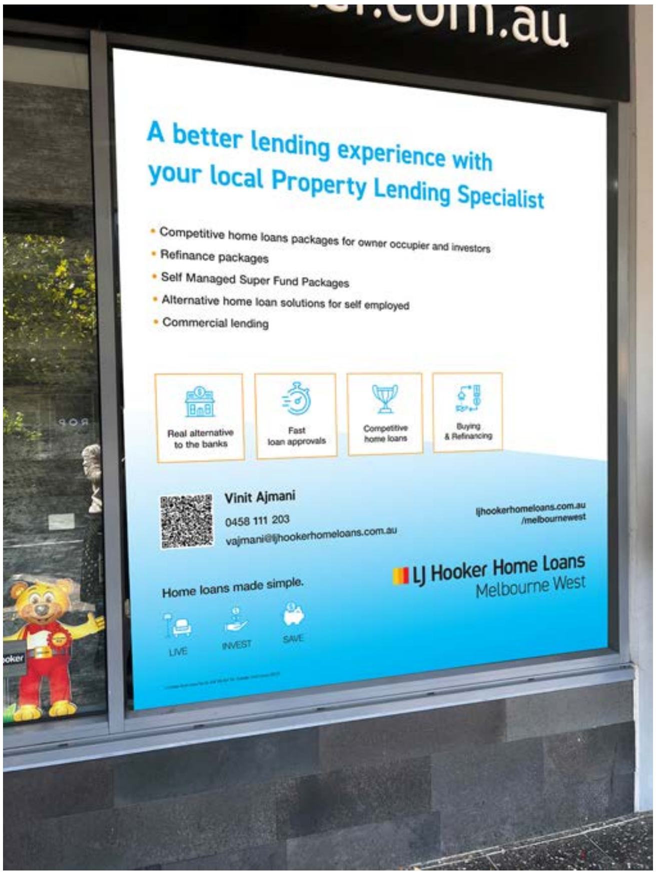
Blue gradient background used here to create impact and is mirrored in flyers and social media etc

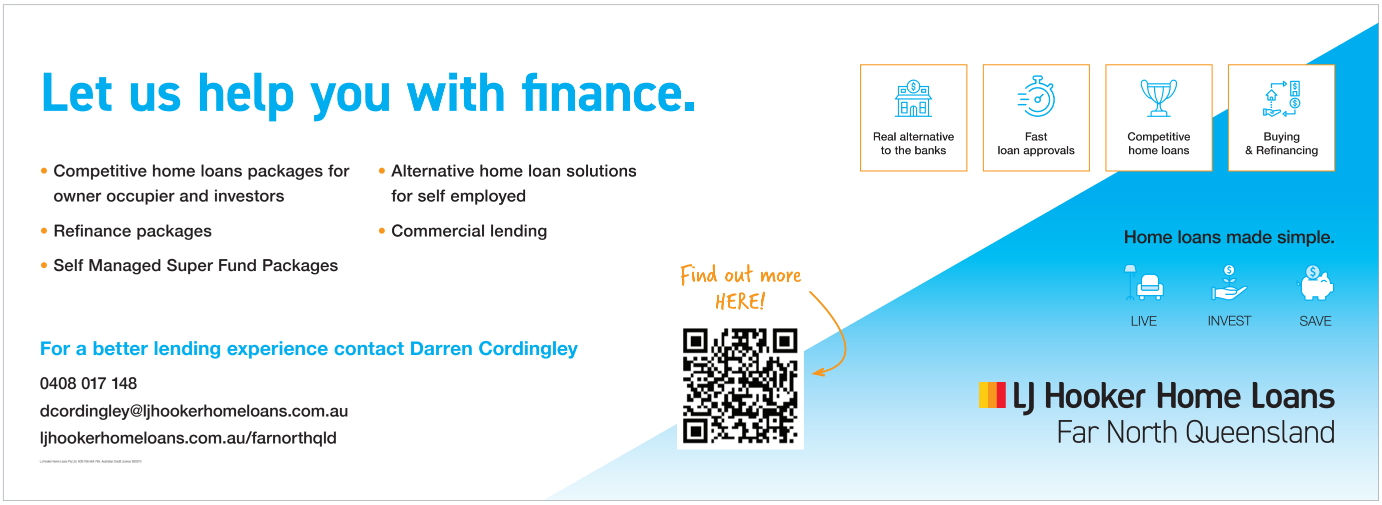
Outdoor Signage

Blue gradient used in combination with either white or transparent backgrounds to ensure legibility.

QR codes are a great option to get people to the website or contacting their local specialist.





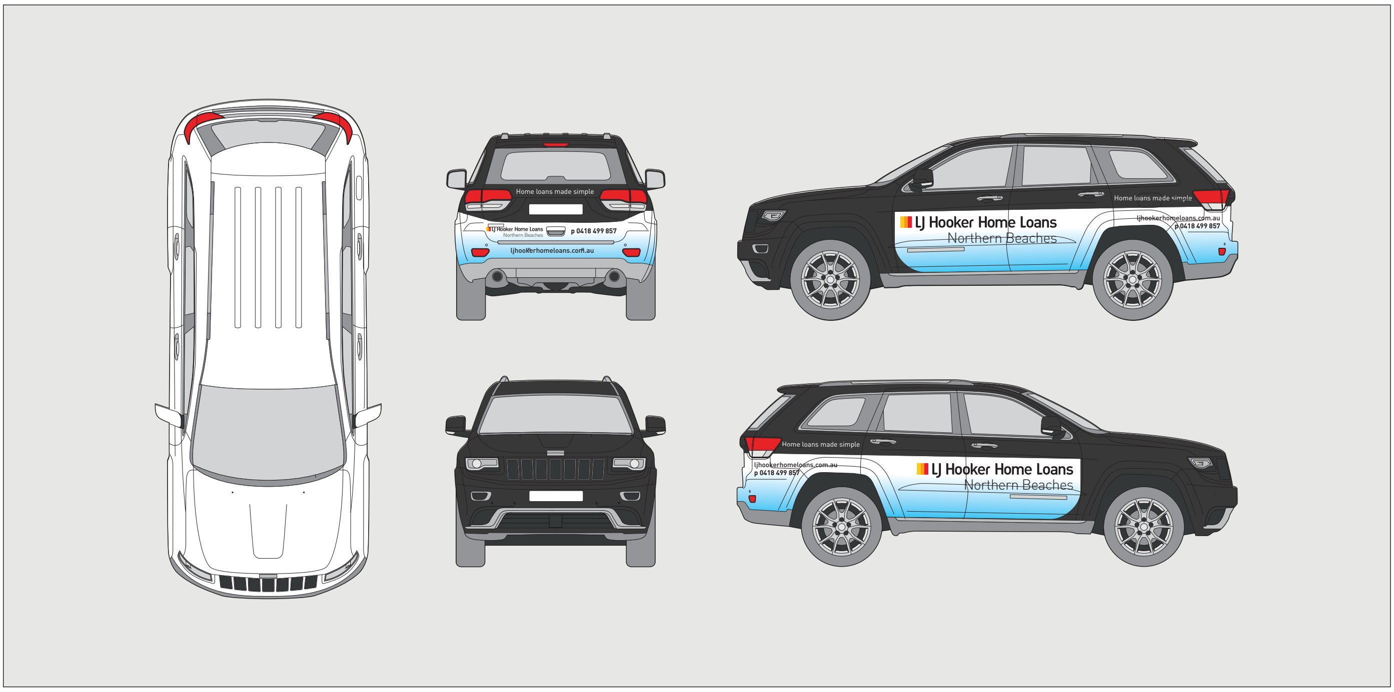


Car Livery

Our Home Loan Specialists travel around their towns, therefore it is important to display our brand on their cars for visibility and recogition.

Generic Car livery for doors can be made in adhesive vinyl in appropriate colours.

Size approx 900 x 280mm.



Help & Advice

If you need any help or advice regarding the use of the LJ Hooker Home Loans styleguide, please contact the marketing team.

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