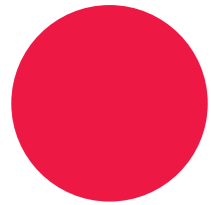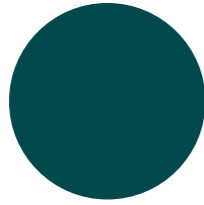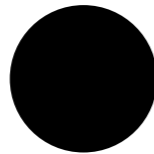# 2019 Knight Frank Quick Reference Brand Guide.
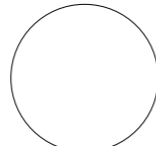
Primary Colours

KF Red
Pantone 199 C
C0 M100 Y72 K0
R213 G0 B50

KF Green
Pantone 7476 C
C91 M45 Y53 K48
R6 G79 B80

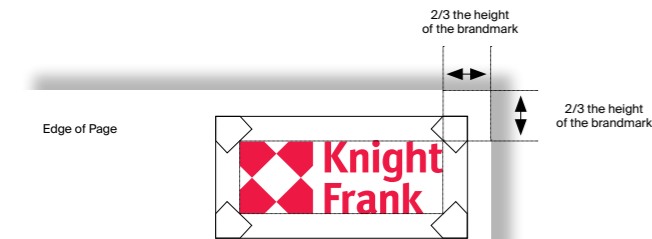**Black**
Pantone Black
C50 M50 Y50 K100
R0 G0 B0

White
Pantone White
C0 M0 Y0 K0
R255 G255 B255

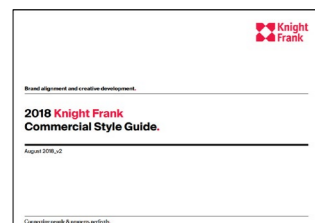Please contact Creative Services for full colour palate and press colours.

Brandmark / Logo Sizing

Page Size	Width	Position from edge of page
A5 / DL	35mm	8.7mm
A4	**50mm**	**12.4mm**
A3	70mm	17.4mm

18.634mm
50mm

Edge of Page
2/3 the height of the brandmark
2/3 the height of the brandmark

Logos are available **here** in JPG, PNG, EPS, PDF & AI format.

Need more information?

2018 **Knight Frank** Commercial Style Guide.

Full technical guidelines are available to download **here**.

The Knight Frank Language & Formatting Guide can be accessed **here**.

Our Vision

Knight Frank | PARTNERSHIP. INTEGRITY. PROSPERITY.

Tag Line

Connecting people & property, perfectly.

General Rules

1. Do not abbreviate Knight Frank to KF unless the document is for internal use only
2. Do not use (0) in telephone numbers, use the international version eg. +61 456 789 568
3. Always use sqm and never m^2 eg. 259 sqm ensuring there is a space betwee then number and sqm
4. "KF DISPLAY" to be discontinued immediately
5. Please use Title Case for headings, rather than UPPERCASE

URL's

- Our website address and associated links should be written in a consistent style
- Do not capitalise the Knight Frank name
- Do not capitalise any other proper nouns within Knight Frank links
- Do not include www in our domain name or associated links
- Correct URL usage **knightfrank.com.au**

Use of Red

- When "**Knight Frank**" appears with copy it can be highlighted in red
- Do not overuse the red full stop. It should not appear more than 3 times on any one page
- The Knight Frank logo should always appear in red. In circumstances where a red logo is not suitable a white or black logo may be used
- You can highlight text within a quote or a sub heading line in red
- Staff members names should always be highlighted in red
- The Knight Frank tag line must have a red round full stop after it
- Avoid solid red backgrounds and front covers

Knight Frank Services immobilie
Gias pari volorat usdae. Nam sererum consequi atum in ratur aut porum volorumOssunt et que p atium, corestia sime nonsecae por alitis nobis a

Knight Frank

Xerestio rernatem ea *sedigenis* minvel incit modi **doluptatur** is nusdam ad que militis qui officim aut qui.
John Someone
Head of Customer Service

Jerry R. Sanders
Executive Managing Director
of NGKF Valuation and Advisory
T +1 646 441 3767
E gsanders@ngkf.com

Do's and Dont's

Marketing Campaign Report Week 3 ✓

Sales and Marketing Recommendations. ✓

knightfrank.com.au ✓
knightfrank.com.au/research ✓
knightfrank.com.au ✓

123 sqm* ✓
Title Case. ✓
M +61 456 789 456 ✓

SALES AGENCY PROPOSAL ✗

South Kingsville ✗

SALES & MARKETING RECOMMENDATIONS PREPARED FOR 1236 PRINCES HWY, SPRINGFIELD ✗

KnightFrank.com.au ✗
KnightFrank.com.au/RESEARCH ✗
KnightFrank.com.au ✗

123 m^2 ✗
UPPER CASE ✗
M +61 (0) 456 789 456 ✗

Fonts

We have three new fonts to use. One sans-serif font called Suisse Int'l and two serif fonts in the family, called Romain Hedline and Domaine Display.

Please use Suisse Int'l and Romain Headline for all commercial and corporate creative communications and Suisse Int'l and Domaine Display for residential creative communications.

Suisse Int'l is the primary font for our digital communications. When a serif is required for digital, please use Romain.

Arial is to be used in place of Suisse Int'l, and Times New Roman in place of Romain & Domaine in all MS Office documents.

Suisse and **Arial** are to be used in isolation. ie. never use both fonts together in the one document.

Suisse Int'l Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Romain Headline Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Domaine BP Headline Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890