



KREPS BRANDING GUIDELINE

Updated as of April 2020

LOGO VARIANTS - COLOUR

As of 2019, King's Real Estate and Property Society (KREPS) has updated its logo to better reflect the architectural heritage of the College. As such, the Strand arch acts as the symbol of the Society. Depending on the given situation, the logo has several colour and background variants.

SOLID OR DARK COLOUR

As per Figure 1, the classic white logo should, where possible, be accompanied by a red background (as specified in the 'Colour Palette') and the Society's name in white. The name is in the 'Raleway' font and should be in all caps, justified, and the same width as the logo. Downloading and using the original logo files should obviate any need to tinker with these dimensions.

As per Figure 2, the classic logo combination can also be used when there is an image behind it. However, the contrast should be reduced by adding a dark-coloured filter with ~40% opacity to ensure that the logo text is readable.

NEGATIVE COLOUR

As per Figure 3, when there is a white or light-coloured background, the red version of the logo should be used instead for contrast and clarity. The text should be in dark grey (as specified in the 'Colour Palette'. Note that the Strand arch component is transparent, but a white background can be incorporated where appropriate.



FIGURE 1



FIGURE 2



FIGURE 3

LOGO VARIANTS - FORM

The logo can also adopt different form factors, of which the three most common forms will be shown below. Note that whilst these may be the prescribed and most common iterations of the logo's form, flexibility is permitted, so long as other branding principles are adhered to.

VERTICAL LOGO

As per Figure 4, this is appropriate for situations where the dimension of the medium is portrait or is a square.

HORIZONTAL LOGO

As per Figure 5, this is appropriate for situations where the dimension of the medium is landscape.

TEXTLESS LOGO

As per Figure 6, this is appropriate for situations where the accompanying text is not appropriate, and where only the standalone Strand arch should be used.



**KING'S REAL ESTATE
AND PROPERTY SOCIETY**

FIGURE 4



**KING'S REAL ESTATE
AND PROPERTY SOCIETY**

FIGURE 5



FIGURE 6

COLOUR PALETTE

RGB
rgb(193,40,45)

CMYK
cmyk(0,79,77,24)

HEX: c1282d

RGB
rgb(60,60,60)

CMYK
cmyk(0,0,0,76)

HEX: 3c3c3c

PRIMARY BRAND COLOURS

In the majority of circumstances, the two colours above should be used in conjunction with the logo, where applicable, and should form the basis for marketing material colour pairing.

Note that the red on the left is used for the hollowed-out circle of the Strand arch, and that the dark grey on the right is used for the 'King's Real Estate and Property Society' text.

RGB
rgb(31,81,99)

CMYK
cmyk(69,18,0,61)

HEX: 1f5163

RGB
rgb(121,112,81)

CMYK
cmyk(0,7,33,53)

HEX: 707051

RGB
rgb(3,136,122)

CMYK
cmyk(98,0,0,47)

HEX: 03887a

RGB
rgb(147,142,139)

CMYK
cmyk(0,3,5,42)

HEX: 938e8b

SECONDARY BRAND COLOURS

The four colours above are only for guidance only, and can be used in circumstances where the primary brand colours are not appropriate for colour pairing.

Note that the colour on the bottom left is an homage to the old KREPS logo and primary brand colour.

TYPOGRAPHY

Following a typographical guideline helps reinforce the brand of the Society, and also ensures uniformity in branding across our different mediums and platforms. Likewise, having a typographical guideline also ensures that minimum effort can be spent on fine-tuning typographical aesthetics, when instead, the following rules can be adhered to.

Refer to the sample text on the right for an example of when the typographical and branding guidelines are correctly adhered to.

In general, the font 'Montserrat' is used for all text.

For titles and subtitles, the font should be semibold.

For body text, the font should be regular.

This font is very common across the web, and should be accessible for download via Google fonts or other websites.



KING'S REAL ESTATE
AND PROPERTY SOCIETY

SUSTAINABILITY IN DEVELOPMENTS

Showcasing the latest residential developments across Oceania - focus on sustainability in construction is on the rise.



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WWW.KREPS.CLUB

MULTIPLE BRANDS


The brand of the Society must not be overpowered or crowded out by other branding when the medium or visual material involves the logos or branding of other entities. When coloured logos are being used, coloured red circle KREPS logo should be used, and when black and white logos are being used, the white circular KREPS logo should be used (for dark backgrounds), or a grey circular KREPS logo (for light backgrounds).

The borders around the logos must be observed, and the height and centering of the logos must be consistent and equal where possible.

Likewise, the branding of the other entities should be observed as much as possible.



EMAILING CONVENTIONS

 Send	From ▼	sarah.jones@kcl.ac.uk
	To...	johnsmith@email.com
	Cc...	
	Subject	

Dear Mr Smith,

Could you please send me the document as mentioned in our meeting? Thank you.

Regards,

Sarah Jones

Associate

King's Real Estate and Property Society.

M: +44 1234 567 890
E: sarah.jones@kcl.ac.uk

For the sake of consistency, especially when communicating with external contacts, a common font and email signature format should be used when sending emails on behalf of KREPS.

The general rule is to use black, size 12 Arial font for the body text. It is encouraged that your name is slightly larger to highlight your individual person (size 14 font)

Likewise, your association with KREPS should be made apparent by including the Society's name within the email.

Arial has been chosen as it is a ubiquitous, web-safe, sans serif font.

