**One Agency**
Brand Expression Guidelines: Australia
Version 12 / November 2021

**ONE**AGENCY

**PLEASE NOTE**
These Brand Expression Guidelines are updated on a
regular basis, always check that you have the latest version.

First impressions are extremely important. It is therefore imperative that the One Agency brand identity is represented in a clear, correct and consistent manner across all media.

With your help, and the careful application of the One Agency brand, the One Agency network will be a highly recognisable real estate brand in the market.

The guidelines included in our Brand Expression Guidelines are intended to protect and maintain the integrity and goodwill of the One Agency brand.

You may market and operate your real estate agency business as you consider appropriate using your own experiences and skills, and your understanding of your clients and the market. We won't tell you how to run your own business!

However, when you use the One Agency brand it is important that you follow the guidelines set out in our Brand Expression Guidelines.

**Contents**

ONEVISION
ONEDREAM
ONENAME
ONEAGENCY

# 1 Logo

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

## 1.1 The corporate logo

The One Agency corporate logo is devised to be striking, flexible and robust, enabling the brand to gain maximum exposure in a busy marketplace.

In the preferred version, the logo appears in One Agency orange and black when on a white background and when the logo is reversed, the black logotype is substituted for white. [See section 2.1 for colour].

The One Agency logo is a hand-drawn piece of digital artwork. The proportion and arrangement of typography have been specifically determined. The logo should never be typeset, recreated or altered in any way as this will cause inconsistencies that will dilute the brand.

Please note:
— The One Agency corporate logo can be downloaded from oneagencytemplates.com.

**ONE**AGENCY

Logo

**ONE**AGENCY

## 1.2 Personalised logo

The One Agency personalised logo is designed to allow individual members to tailor the brand specific to their needs, while ensuring maximum brand awareness and consistency of message.

The personalised logo allows for a line of descriptor text to be set beneath the words One Agency.

In the preferred version, the logo appears in One Agency orange and black when on a white background and when the logo is reversed, the black logotype is substituted for white. [See section 2.1 for colour].

The logo is a hand-drawn piece of digital artwork. The proportion and arrangement of typography have been specifically determined. The logo should never be typeset, recreated or altered in any way as this will cause inconsistencies that will dilute the brand.

**Personalised logos will be supplied from One Agency head office and should not be altered or created by members.**

**ONE**AGENCY
PERSONALISED BRANDING HERE

Logo

**ONE**AGENCY
PERSONALISED BRANDING HERE

## 1.3 Brand promise graphic

The brand promise graphic is devised to clearly convey what the One Agency brand stands for. It has been designed to work as an extension of the corporate and personalised logos.

The preferred version of the brand promise should appear in One Agency orange and black when on a white background and when the logo is reversed, the black logotype is substituted for white. [See section 2.1 for colour].

The brand promise graphic is a hand-drawn piece of digital artwork. The proportion and arrangement of typography have been specifically determined. No words should be changed or added to the brand promise. The logo should never be typeset, recreated or altered in any way as this will cause inconsistencies that will dilute the brand.

**Personalised brand promise graphics will be supplied by the One Agency head office and should not be altered or created by members.**

Please note:
— The One Agency corporate brand promise graphic can be downloaded from oneagencytemplates.com.

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

Full colour brand promise graphic

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

Reversed brand promise graphic on black background

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY
PERSONALISED BRANDING HERE

Full colour personalised brand promise graphic

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY
PERSONALISED BRANDING HERE

Reversed personalised brand promise graphic on black background

## 1.4 Clear space

When using the One Agency logo or brand promise graphic, it's important to allow enough clear space around the design. This clear space protects the logo from competing graphic elements such as other logos, copy, photography or background patterns that may distract from our brand.

The minimum clear space for the One Agency logo is defined as the width of the 'O'. The same rules apply when using the personalised logo and brand promise graphic.

Please note:
— The logo is only allowed to break the clear space rule on external property marketing websites. See section 6.21 for more information.



Exclusion zone
**ONE**AGENCY
Exclusion zone



Exclusion zone
**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY
Exclusion zone



Exclusion zone
**ONE**AGENCY
PERSONALISED BRANDING HERE
Exclusion zone

## 1.5 Minimum size

The minimum size of the One Agency corporate logo and corporate brand promise graphic in any print application is 25mm (length).

The minimum size of the One Agency personalised logo and personalised brand promise graphic in any print application is 30mm (length).

Please note:
— All measurements are shown in millimetres.

25

**ONE**AGENCY

Corporate logo

30

**ONE**AGENCY
PERSONALISED BRANDING HERE

Personalised logo

25

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

Corporate brand promise

30

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY
PERSONALISED BRANDING HERE

Personalised brand promise

## 1.6 Good practice

Careful consideration must be taken when reproducing the One Agency logo. The logo should appear in colour whenever possible. The colour logo has been designed to be most effective on a white background and a reversed version has been created to be used on a black background.

A solid black version has been created to be used on a light coloured background and a fully reversed in white is available for dark coloured backgrounds.

If the logo is positioned on a photograph, ensure it is placed within a clear area.

The examples below illustrate good practice.

**ONE**AGENCY

Full colour corporate logo

**ONE**AGENCY
PERSONALISED BRANDING HERE

Full colour personalised logo

**ONE**AGENCY

Reversed corporate logo on black background

**ONE**AGENCY

Black corporate logo

**ONE**AGENCY
PERSONALISED BRANDING HERE

Black personalised logo

**ONE**AGENCY
PERSONALISED BRANDING HERE

Reversed personalised logo on black background

**ONE**AGENCY

White reversed corporate logo on One Agency orange background

**ONE**AGENCY
PERSONALISED BRANDING HERE

White reversed personalised logo on One Agency orange background

Note:
Only the white reversed logo should be used on an orange background

# 1.7 Logo misuse

To ensure brand consistency, always use the approved digital artwork supplied by the One Agency head office.

You are encouraged to become familiar with the correct uses of the new logo, as outlined in this document. If not used correctly, the clarity and legibility of the logo is compromised. The examples below illustrate unacceptable usage.

Don't use the previous version of the logo with registered trademark '™' or '®'

Don't use the personalised logo with 'by' in the descriptor

Don't distort the logo

Don't use the black logo on an orange background

Don't change the colour of the logo

Don't place the logo on an unsuitable image

Don't change the orientation of the logo

Don't use the logo with less than the minimum clear space. With exception to external property marketing websites. See section 6.21 for more information

Don't use the logo on a background that is a clashing colour

Don't use a drop-shadow behind the logo

Don't typeset the wordmark

Don't use the logo as a tint or watermark

# 1.8 File names

Below is the range of logos and graphics in the One Agency identity suite. Select the appropriate logo by referring to the correct file name.

Please note:
— Uncoated spot colours are always preferred.

## Corporate Logo

One_Logo_Corporate_CMYK.eps

One_Logo_Corporate_Rev_CMYK.eps

One_Logo_Corporate_Black_CMYK.eps

One_Logo_Corporate_Rev_White_CMYK.eps

## Personalised Logo

One_Logo_YrNme_CMYK.eps

One_Logo_YrNme_Rev_CMYK.eps

One_Logo_YrNme_Black_CMYK.eps

One_Logo_YrNme_White_CMYK.eps

## Brand Promise Graphic

One_Br_Promise_Corporate_CMYK.eps

One_Br_Promise_Corporate_Rev_CMYK.eps

One_Br_Promise_YrNme_CMYK.eps

One_Br_Promise_YrNme_Rev_CMYK.eps

## File Names

File formats available: .ai, and .eps and .jpeg

**Uncoated Spot Logo**
For offset printed documents

Corporate Logo
One_Logo_Corporate_PMS_U
One_Logo_Corporate_Rev_PMS_U

Personalised Logo
One_Logo_YrNme_PMS_U
One_Logo_YrNme_Rev_PMS_U

Corporate Brand Promise Graphic
One_Br_Promise_Corporate_PMS_U
One_Br_Promise_Corporate_Rev_PMS_U

Personalised Brand Promise Graphic
One_Br_Promise_YrNme_PMS_U
One_Br_Promise_YrNme_Rev_PMS_U

—

**Coated Spot Logo**
For offset printed documents

Corporate Logo
One_Logo_Corporate_PMS_C
One_Logo_Corporate_Rev_PMS_C

Personalised Logo
One_Logo_YrNme_PMS_C
One_Logo_YrNme_Rev_PMS_C

Corporate Brand Promise Graphic
One_Br_Promise_Corporate_PMS_C
One_Br_Promise_Corporate_Rev_PMS_C

Personalised Brand Promise Graphic
One_Br_Promise_YrNme_PMS_C
One_Br_Promise_YrNme_Rev_PMS_C

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**Process Logo**
For four colour printed documents

Corporate Logo
One_Logo_Corporate_CMYK
One_Logo_Corporate_Rev_CMYK
One_Logo_Corporate_Black
One_Logo_Corporate_Rev_White

Personalised Logo
One_Logo_YrNme_CMYK
One_Logo_YrNme_Rev_CMYK
One_Logo_YrNme_Black
One_Logo_YrNme_White

Corporate Brand Promise Graphic
One_Br_Promise_Corporate_Rev_CMYK
One_Br_Promise_Corporate_CMYK

Personalised Brand Promise Graphic
One_Br_Promise_YrNme_CMYK
One_Br_Promise_YrNme_Rev_CMYK

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**RGB Logo**
For web and digital marketing applications

Corporate Logo
One_Logo_Corporate_RGB
One_Logo_Corporate_Rev_RGB
One_Logo_Corporate_Black_RGB
One_Logo_Corporate_Rev_White_RGB

Personalised Logo
One_Logo_YrNme_RGB
One_Logo_YrNme_Rev_RGB

Corporate Brand Promise Graphic
One_Br_Promise_Corporate_Rev_RGB
One_Br_Promise_Corporate_RGB

Personalised Brand Promise Graphic
One_Br_Promise_YrNme_RGB
One_Br_Promise_YrNme_Rev_RGB

**External Websites**
Additional logo files will be supplied for external websites such as domain.com.au, realestate.com.au etc.

# 2 Brand colours

## 2.1    Signature colours

ONEVISION
ONEDREAM
ONENAME
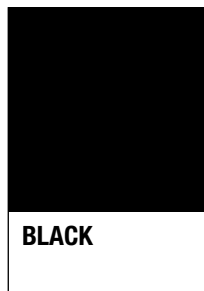ONEAGENCY

## 2.1 Signature colours

Dynamic yet corporate colours have been selected to represent One Agency's unique attitude. The table below shows the signature colours and the correct breakdowns, when special Pantone®colours are not available.

Please note:
Variations in printed colour may occur. For accuracy and consistency always match to the One Agency Pantone® uncoated colour specified below. We recommend using printers that are ISO certified to ensure optimum quality. For 4-colour printing, use the CMYK values as a starting point only. Print vendors may have their own formulas for matching Pantone® colours in 4-colour process. However, the aim should always be to accurately match the Pantone® Uncoated Colour Formula Guide. Colour variations may also occur on screen as a result of the different screen calibrations and/or software application being used.

The colour values below are referenced from Adobe applications.

Pantone® is a registered trademark of Pantone, Inc.

| BLACK | PANTONE 1655 | PANTONE COOL GRAY11 |
|---|---|---|
| CMYK_100K | CMYK_68M 90Y | CMYK_70K |
| RGB_00R 00G 00B | RGB_244R 125G 48B | RGB_113R 112G 116B |
| HTML_#000000 | HTML_#F47D30 | HTML_#717074 |

# 3 Typography

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

## 3.1 Primary brand fonts

Typography is an essential element of the One Agency brand. Our typeface is Avenir. This typeface has been chosen as it is easy to read and is readily available. Various weights of Avenir are used across our brand applications, including stationery, collateral and digital media.

Please note:
— The Avenir suite of fonts can be purchased from myfonts.com. Please visit oneagencytemplates.com for more information and a link to the correct page.

Avenir 95 Black (18pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!**

Avenir 85 Heavy (18pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!**

Avenir 65 Medium (18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!

Avenir 55 Roman (18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!

Avenir 55 Oblique (18pt)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!*

## 3.2 Alternative fonts

Avenir is our preferred typeface, however, if Avenir is not available, the typeface Arial should be used. The Arial typeface, which is widely available in Microsoft Office software, should be used as a replacement font for Avenir email newsletters and Microsoft documents, such as forms, memos, invoices, letters and PowerPoint presentations.

Please note:
— The Arial suite of fonts are standard system fonts, pre-installed on PC or Apple computers. You do not need to purchase a copy of this font.

Arial Regular (18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Arial Bold (18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

# 4 Photography

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

## 4.1 Photography overview

Photography is a key element of the One Agency brand visual identity. Images are used to reinforce and compliment the One Agency brand values, colours and elements. It allows the One Agency network to differentiate ourselves from other real estate agencies.

A consistent photographic style creates unity within the One Agency network and strengthens the One Agency brand. Consideration has been given to allow flexibility in the various of applications where photography may be required.

Photography can be divided into three categories:

— Lifestyle / property
— Objects
— Portraits

Please note:
— Library photography can be downloaded from oneagencytemplates.com.

## 4.2 Lifestyle / property

For the most effective impact consistent with the
One Agency brand lifestyle photography should be natural
in style and not overly art directed. Photography should
be inspirational while avoiding clichés.

A library of royalty free lifestyle images has been purchased
for use on One Agency branded marketing material.

Please note:
— Library photography can be downloaded from
   oneagencytemplates.com.
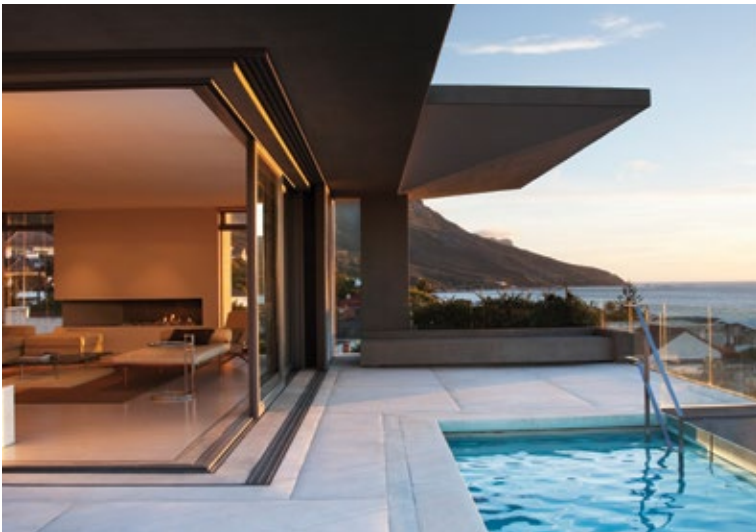
## 4.3 Objects

Object photography can be used on agent marketing. For the most effective impact consistent with the One Agency brand objects should be photographed in colour and on a black background. Photography should be inspirational while avoiding clichés.

A library of royalty free object images has been purchased for use on One Agency branded marketing material.

# 4.4a Portraits (individual head shot)

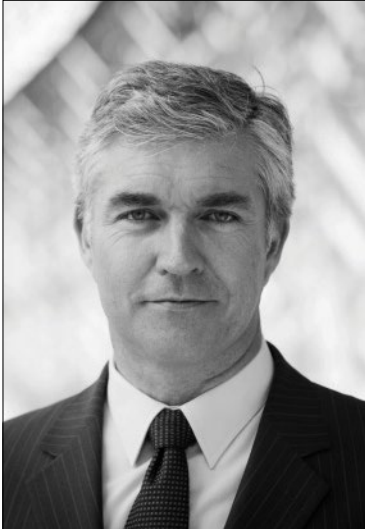Agent portrait photography is an important component of the One Agency brand personality. We want to emphasise the approachable, open and honest character of the One Agency brand. For the most effective impact consistent with the One Agency brand portrait imagery should be photographed in black and white with a shallow depth of field, employing soft natural backgrounds. Our portraits are never posed or overly art directed, but naturally captured and well lit. The photograph should convey a sense of the person's personality and character.

Colour portrait photography should not appear on any One Agency marketing material, signage or stationery.

Important points to consider:
— Portrait photography should always be in black and white.

— Neutral tones should be used for backgrounds within photographs, allowing photos to be placed on both black and white surfaces

— Photographs with black backgrounds should not be used on black business cards.

— Always have a blurred, natural work environment background.

— Avoid overly posed images.

— Try to uncover the natural character of the person.

— Don't over retouch.

— Composition should be similar to the examples shown below.

## 4.4b Portraits (individual head and body shot)

Agent portrait photography is an important component of the One Agency brand personality. We want to emphasise the approachable, open and honest character of the One Agency brand. For the most effective impact consistent with the One Agency brand portrait imagery should be photographed in black and white with a shallow depth of field, employing soft natural backgrounds.

Our portraits are never posed or overly art directed, but naturally captured and well lit. The photograph should convey a sense of the person's personality and character.

Colour portrait photography should not appear on any One Agency marketing material, signage or stationery.

Important points to consider:
— Portrait photography should always be in black and white.

— Always have a blurred, natural work environment background.

— Avoid overly posed images.

— Try to uncover the natural character of the person.

— Don't over retouch.

— Always face forward or straight on, never backwards.

— Composition should be similar to the examples shown below.

## 4.4c Portraits (individual deep-etched)

Agent portrait photography is an important component of the One Agency brand personality. We want to emphasise the approachable, open and honest character of the One Agency brand. Deep-etched portrait imagery should be photographed in black and white with the image always being used on a black background. For the most effective impact consistent with the One Agency brand our portraits are never posed or overly art directed, but naturally captured and well lit. The photograph should convey a sense of the person's personality and character.

Colour portrait photography should not appear on any One Agency marketing material, signage or stationery.

Important points to consider:
— Portrait photography should always be in black and white.

— Always have a blurred, natural work environment background.

— Avoid overly posed images.

— Try to uncover the natural character of the person.

— Don't over retouch.

— Always face forward or straight on, never backwards.

— Composition should be similar to the examples shown below.

# 4.4d Portraits (team shot)

Agent portrait photography is an important component of the One Agency brand personality. We want to emphasise the approachable, open and honest character of the One Agency brand. Portrait imagery should be photographed in black and white with a shallow depth of field, employing soft natural backgrounds.

For the most effective impact consistent with the One Agency brand, portraits are never posed or overly art directed, but naturally captured and well lit. The photograph should convey a sense of the person's personality and character.

Colour portrait photography should not appear on any One Agency marketing material, signage or stationery.

Important points to consider:
— Portrait photography should always be in black and white.

— Always have a blurred, natural work environment background.

— Avoid overly posed images.

— Try to uncover the natural character of the person.

— Don't over retouch.

— Always face forward or straight on, never backwards.

— Composition should be similar to the examples shown below.

# 5 Stationery

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

# 5.1 General information

The use of consistent formatting and style for stationery is a key element of the One Agency brand visual identity. A consistent style creates unity within the One Agency network and strengthens the One Agency brand.

This section provides guidelines for One Agency branded stationery applications. However you retain the flexibility to use your own business style.

The guidelines include size, position and stock specifications for One Agency branding. Please note the following special information:

## Design

The supplied stationery templates can be used. The strength of the One Agency brand relies on delivering a consistent message.

## Typography

All typography should be set in the Avenir family of fonts. [For more information on typography see section 3.1].

## Printing

All stationery applications are to be printed using offset lithography. If you have questions regarding these standards, or about obtaining templates, contact the One Agency head office.

Please note:
— The examples shown are not actual size.
— Stationery templates can be downloaded from oneagencytemplates.com.

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OFFICE ADDRESS
123 New George Street
Suburb Name
NSW 2000

POSTAL ADDRESS
PO Box 569 Balgowlah
NSW 2000

Telephone 1300 12 34 56
Facsimile 1300 01 23 45
oneagency.com.au

ABN 57 035 235 491

01 September 2011

Mr Person's Name
Business Name
Street Address
City State Post Code

Dear Name,

Met wisim nis eliquisie tem qui blandre rostrud dolutat etummod iatummy num deleniat dolenignit nulput am, vel illuptat sit la consequam num nibh et alit, core veliquat jiam aliquipisi. Rod tat ulla conullam, ex rillum ipsumsan euipsum doloreetue vullum zriliquis ea faci eu feugait alisi tie molum enibh euip ex enibh exerilitie mod tet ut num sandigna faccum digna feu faccum quatum am is num.

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ONE**VISION**
ONE**DREAM**
ONE**NAME**
**ONE**AGENCY
PERSONALISED BRANDING HERE

Each office is independently owned and operated under licence from One Agency

**JENNY SMITH**
LICENSED REAL ESTATE AGENT

Mobile: 0412 345 678
Email: jsmith@oneagency.com.au

123 George Street
Sydney NSW 2000

Telephone: 02 1234 5678
Facsimile: 02 2345 6789
www.oneagency.com.au

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## 5.2 Business cards

There are four kinds of One Agency branded business cards to choose from. These options provide a series of flexible solutions. You can also use your own business cards (without One Agency branding) if you chose to do so.

[For more detailed information, see sections 5.2a-d].

Styles are as follows:
— Black card (without photo)
— Black card (with photo)
— White card (without photo)
— White card (with photo)

Please note:
— This business cards shown are actual size.
— Stationery templates can be downloaded from oneagencytemplates.com.

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY
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**ONE**NAME
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# 5.2a Business cards (black card without photo)

This example shows the business card layout (black card without photo). It indicates size and position specifications for the logo and for personalised contact details.

### Size

85mm x 55mm (landscape).

### Typography

All set in Avenir.

### Front

— 'Person's Name' is set in Avenir 95 Black, 8pt on 8.5pt leading, written in uppercase.

— 'Person's Job Title' is set in Avenir 55 Roman, 6.5pt on 7pt leading with a 2.75mm space after, set in uppercase.

— 'Mobile' is set in Avenir 55 Roman, 8pt on 8.5pt leading.

— 'Email' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after, written in lowercase.

— 'Address' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after.

— 'Telephone' is set in Avenir 55 Roman, 8pt on 8.5pt leading.

— 'Facsimile' is set in Avenir 55 Roman, 8pt on 8.5pt leading.

— 'Website' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after, written in lowercase.

### Back

— Personalised Brand Graphic.

### Colour

— Front: The front of the card is printed using 2 colours: Pantone® 1655 and black.

— Back: The back of the card is printed using 3 colours: Pantone® 1655, Cool Gray 11 and black.

### Paper Stock

350gsm Knight Smooth White.

Please note:
— This business card is shown at actual size.

— All measurements are shown in millimetres.

— Stationery templates can be downloaded from oneagencytemplates.com.

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123 George Street
Sydney NSW 2000

Telephone: 02 1234 5678
Facsimile: 02 2345 6789
www.oneagency.com.au

ONEAGENCY
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4
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4
4
4
4
4

# 5.2b Business cards (black card with photo)

This example shows the business card layout (black card with photo). It indicates size and position specifications for the logo and for personalised contact details.

## Size

85mm x 55mm (landscape).

## Typography

All set in Avenir.

## Front

— 'Person's Name' is set in Avenir 95 Black, 8pt on 8.5pt leading, written in uppercase.
— 'Person's Job Title' is set in Avenir 55 Roman, 6.5pt on 7pt leading with a 2.75mm space after, set in uppercase.
— 'Mobile' is set in Avenir 55 Roman, 8pt on 8.5pt leading
— 'Email' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after, written in lowercase.
— 'Address' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after.
— 'Telephone' is set in Avenir 55 Roman, 8pt on 8.5pt leading.
— 'Facsimile' is set in Avenir 55 Roman, 8pt on 8.5pt leading.
— 'Website' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after, written in lowercase.

## Back

— Personalised Brand Graphic.

## Colour

— Front: The front of the card is printed using 5 colours: Pantone® 1655 and CMYK.
— Back: The back of the card is printed using 3 colours: Pantone® 1655, Cool Gray 11 and black.

## Paper Stock

350gsm Knight Smooth White.

Please note:
— This business card is shown at actual size.
— All measurements are shown in millimetres.
— Stationery templates can be downloaded from oneagencytemplates.com.

ONEVISION
ONEDREAM
ONENAME
ONEAGENCY
PERSONALISED BRANDING HERE

Each office is independently owned and operated under licence from One Agency

**JENNY SMITH**
LICENSED REAL ESTATE AGENT

Mobile: 0412 345 678
Email: jsmith@oneagency.com.au

123 George Street
Sydney NSW 2000

Telephone: 02 1234 5678
Facsimile: 02 2345 6789
www.oneagency.com.au

ONEAGENCY
PERSONALISED BRANDING HERE

## 5.2c Business cards (white card without photo)

This example shows the business card layout (white card without photo). It indicates size and position specifications for the logo and for personalised contact details.

### Size

85mm x 55mm (landscape).

### Typography

All set in Avenir.

### Front

— 'Person's Name' is set in Avenir 95 Black, 8pt on 8.5pt leading, written in uppercase.
— 'Person's Job Title' is set in Avenir 55 Roman, 6.5pt on 7pt leading with a 2.75mm space after, set in uppercase.
— 'Mobile' is set in Avenir 55 Roman, 8pt on 8.5pt leading.
— 'Email' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after, written in lowercase.
— 'Address' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after.
— 'Telephone' is set in Avenir 55 Roman, 8pt on 8.5pt leading.
— 'Facsimile' is set in Avenir 55 Roman, 8pt on 8.5pt leading.
— 'Website' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after, written in lowercase.

### Back

— Personalised Brand Graphic.

### Colour

— Front: The front of the card is printed using 2 colours: Pantone® 1655 and black.
— Back: The back of the card is printed using 3 colours: Pantone® 1655, Cool Gray 11 and black.

### Paper Stock

350gsm Knight Smooth White.

4

4

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY
PERSONALISED BRANDING HERE

Each office is independently owned and operated under licence from One Agency

4

4

4

4

4

**JOHN SMITH**
LICENSED REAL ESTATE AGENT

Mobile: 0412 345 678
Email: jsmith@oneagency.com.au

123 George Street
Sydney NSW 2000

Telephone: 02 1234 5678
Facsimile: 02 2345 6789
www.oneagency.com.au

**ONE**AGENCY
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4

4

# 5.2d Business cards (white card with photo)

This example shows the business card layout (white card with photo). It indicates size and position specifications for the logo and for personalised contact details.

## Size

85mm x 55mm (landscape).

## Typography

All set in Avenir.

## Front

— 'Person's Name' is set in Avenir 95 Black, 8pt on 8.5pt leading, written in uppercase.
— 'Person's Job Title' is set in Avenir 55 Roman, 6.5pt on 7pt leading with a 2.75mm space after, set in uppercase.
— 'Mobile' is set in Avenir 55 Roman, 8pt on 8.5pt leading.
— 'Email' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after, written in lowercase.
— 'Address' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after.
— 'Telephone' is set in Avenir 55 Roman, 8pt on 8.5pt leading.
— 'Facsimile' is set in Avenir 55 Roman, 8pt on 8.5pt leading.
— 'Website' is set in Avenir 55 Roman, 8pt on 8.5pt leading with a 2.75mm space after, written in lowercase.

## Back

— Personalised Brand Graphic.

## Colour

— Front: The front of the card is printed using 5 colours: Pantone® 1655 and CMYK.
— Back: The back of the card is printed using 3 colours: Pantone® 1655, Cool Gray 11 and black.

## Paper Stock

350gsm Knight Smooth White.

Please note:
— This business card is shown at actual size.
— All measurements are shown in millimetres.
— Stationery templates can be downloaded from oneagencytemplates.com.

ONEVISION
ONEDREAM
ONENAME
ONEAGENCY
PERSONALISED BRANDING HERE

Each office is independently owned and operated under licence from One Agency

JOHN SMITH
LICENSED REAL ESTATE AGENT

Mobile: 0412 345 678
Email: jsmith@oneagency.com.au

123 George Street
Sydney NSW 2000

Telephone: 02 1234 5678
Facsimile: 02 2345 6789
www.oneagency.com.au

ONEAGENCY
PERSONALISED BRANDING HERE

# 5.3a Letterhead with one address (set)

This example shows the letterhead layout with one address. It indicates size, position and specifications for the logo and the contact details. A second version of the letterhead has been designed to accommodate a second contact address or PO Box, where required.

## Size

210mm x 297mm (portrait).

## Typography

All set in Avenir.

## Letter Text

The text of the letter is set in 10pt, Arial Regular at 13pt leading, with a left margin of 23mm and a right margin of 23mm. The text should be left aligned (not justified).

The top margin should be set at 42mm and the bottom margin at 50mm so that the text does not interfere with the pre-printed elements.

Use a full return after paragraphs.

## Colour

Front: The logo and type is printed using 2 colours:

Pantone® 1655 and black.

Back: There is no printing on the reverse.

## Paper Stock

105gsm Knight Smooth White.

Please note:
— This letterhead is shown at 50% of actual size.
— All measurements are shown in millimetres.
— Stationery templates can be downloaded from oneagencytemplates.com.

---

123 New George Street
Suburb Name
NSW 2000

Telephone 1300 12 34 56
Facsimile 1300 01 23 45
oneagency.com.au

ABN 57 035 235 491

01 September 2011

Mr Person's Name
Business Name
Street Address
City State Post Code

Dear Name,

Met wisim nis eliquisie tem qui blandre rostrud dolutat etummod iatummy num deleniat dolenignit nulput am, vel illuptat sit la consequam num nibh et alit, core veliquat jiam aliquipisi. Rod tat ulla conullam, velenibh euip ex rillum ipsumsan euipsum doloreetue vullum zriliquis ea faci eu feugait alisi tie molum aliquis cillumenibh euip ex enibh exerilitie mod tet ut num sandigna faccum digna feu faccum quatum am enibh exerilisis num.

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Yours sincerely,


Name
Job Title

Each office is independently owned and operated under licence from One Agency.

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## 5.3b Letterhead with two addresses (set)

This example shows the letterhead layout with two addresses. It indicates size, position and specifications for the logo and the contact details, with space for a second address or PO Box.

### Size

210mm x 297mm (portrait).

### Typography

All set in Avenir.

### Letter Text

The text of the letter is set in 10pt, Arial Regular at 13pt leading, with a left margin of 23mm and a right margin of 23mm. The text should be left aligned (not justified).

The top margin should be set at 42mm and the bottom margin at 50mm so that the text does not interfere with the pre-printed elements.

Use a full return after paragraphs.

### Colour

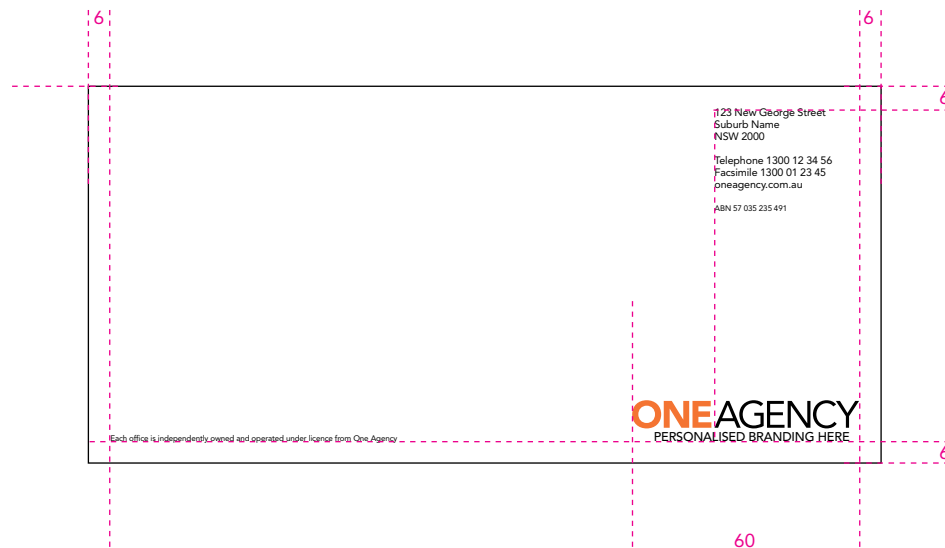Front: The logo and type is printed using 2 colours:

Pantone® 1655 and black.

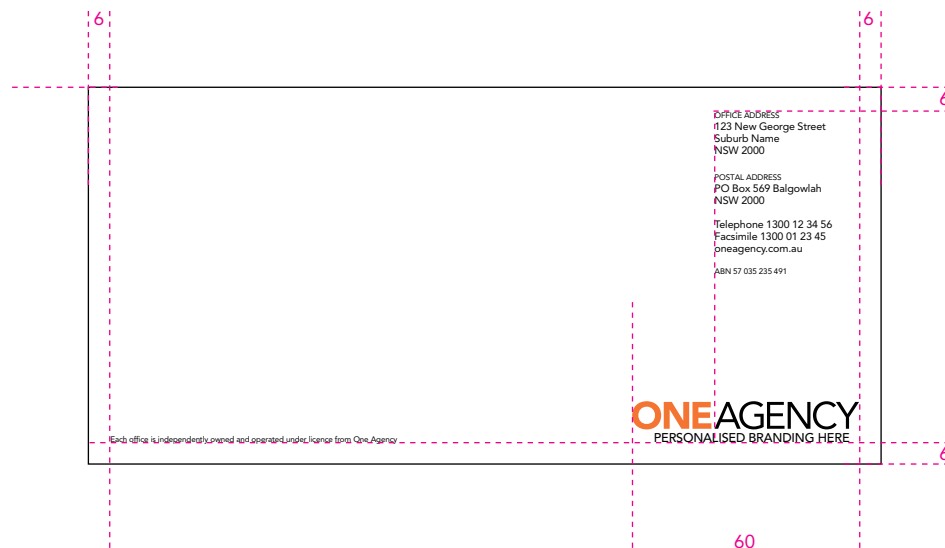Back: There is no printing on the reverse.

### Paper Stock

105gsm Knight Smooth White.

Please note:
— This letterhead is shown at 50% of actual size.
— All measurements are shown in millimetres.
— Stationery templates can be downloaded from oneagencytemplates.com.

23

6

6

42

OFFICE ADDRESS
123 New George Street
Suburb Name
NSW 2000

POSTAL ADDRESS
PO Box 569 Balgowlah
NSW 2000

Telephone 1300 12 34 56
Facsimile 1300 01 23 45
oneagency.com.au

ABN 57 035 235 491

20

01 September 2011

42

Mr Person's Name
Business Name
Street Address
City State Post Code

Dear Name,

Met wisim nis eliquisie tem qui blandre rostrud dolutat etummod iatummy num deleniat dolenignit nulput am, vel illuptat sit la consequam num nibh et alit, core veliquat jiam aliquipisi. Rod tat ulla conullam, velenibh euip ex rillum ipsumsan euipsum doloreetue vullum zriliquis ea faci eu feugait alisi tie molum aliquis cillumenibh euip ex enibh exerilitie mod tet ut num sandigna faccum digna feu faccum quatum am enibh exerilisis num.

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Yours sincerely,

Name
Job Title

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60

# 5.4 Continuation page (set)

This example shows the continuation page layout.
It indicates size, position and specifications for the logo
and text.

## Size

210mm x 297mm (portrait).

## Typography

All set in Avenir.

## Letter Text

The text of the letter is set in 10pt, Arial Regular at 13pt
leading, with a left margin of 23mm and a right margin of
23mm. The text should be left aligned (not justified).

The top margin of the letter text should be set at 42mm
and the bottom margin at 50mm so that the text does not
interfere with the pre-printed elements.

Use a full return after paragraphs.

If required a page number can be set with a top margin
of 6mm.

## Colour

Front: The logo and type is printed using 2 colours:

Pantone® 1655 and black.

Back: There is no printing on the reverse.

## Paper Stock

105gsm Knight Smooth White.

Please note:
— This continuation page is shown at 50% of actual size.

— All measurements are shown in millimetres.

— Stationery templates can be downloaded from
   oneagencytemplates.com.

23

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Page 2 of 2

Met wisim nis eliquisie tem qui blandre rostrud dolutat etummod iatummy num deleniat dolenignit nulput am, vel illuptat sit la consequam num nibh et alit, core veliquat jiam aliquipisi. Rod tat ulla conullam, velenibh euip ex rillum ipsumsan euipsum doloreetue vullum zriliquis ea faci eu feugait alisi tie molum aliquis cillumenibh euip ex enibh exerilitie mod tet ut num sandigna faccum digna feu faccum quatum am enibh exerilisis num. Voloborper ilit alis niam ipit lum venis accumsan ullan ullaore do duipsum quam iliq uaenibh euip ex enibh exensequam num nirilitie mnsanddolut nisi.

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Yours sincerely,

Name
Job Title

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## 5.5a With compliments with one address

This example shows the with compliments slip layout with one address. It indicates size, position and specifications for the logo and the contact details. A second version of the with compliments slip has been designed to accommodate a second contact address or PO Box, where required.

### Size

210mm x 99mm (landscape).

### Typography

All set in Avenir.

### Colour

Front: The logo and type is printed using 2 colours:

Pantone® 1655 and black.

Back: There is no printing on the reverse.

### Paper Stock

105gsm Knight Smooth White.

Please note:
— This with compliments slip is shown at 50% of actual size.

— All measurements are shown in millimetres.

— Stationery templates can be downloaded from oneagencytemplates.com.

6

6

6

123 New George Street
Suburb Name
NSW 2000

Telephone 1300 12 34 56
Facsimile 1300 01 23 45
oneagency.com.au

ABN 57 035 235 491

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6

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# 5.5b With compliments with two addresses

This example shows the with compliments slip layout with two addresses. It indicates size, position and specifications for the logo and the contact details, with space for a second address or PO Box.

## Size

210mm x 99mm (landscape).

## Typography

All set in Avenir.

## Colour

Front: The logo and type is printed using 2 colours:

Pantone® 1655 and black.

Back: There is no printing on the reverse.

## Paper Stock

105gsm Knight Smooth White.

6

6

6

OFFICE ADDRESS
123 New George Street
Suburb Name
NSW 2000

POSTAL ADDRESS
PO Box 569 Balgowlah
NSW 2000

Telephone 1300 12 34 56
Facsimile 1300 01 23 45
oneagency.com.au

ABN 57 035 235 491

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# 5.6 DL envelope

This example shows the DL envelope. It indicates size, position and specifications for the logo and the contact details.

## Size

220mm x 110mm (landscape).

## Typography

The address text is set in 11pt, Arial Regular with 14pt line spacing, with a left margin of 70mm and a right margin of 25mm. The top margin should be set at 50mm and the bottom margin at 25mm.

## Colour

Front: The logo and type is printed using 2 colours:

Pantone® 1655 and black.

## Paper Stock

White envelopes.

Please note:
— This DL envelope is 50% of actual size.

— All measurements are shown in millimetres.

— Stationery templates can be downloaded from oneagencytemplates.com.

10    60

10

40

If undelivered please return to:
PO Box 569 Balgowlah NSW 2093

Mr John Smith
Business Name
Street Address
City, State, Post Code

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# 6 Property marketing

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

# 6.1 Property marketing overview

A suite of templates has been created for the most commonly used ads, signboards and brochures. They have been designed in the most commonly requested sizes, to be both eye-catching and flexible. This ensures maximum exposure for your listed properties.

Black or white versions of each template are available. We recommend that an individual office should not mix between templates. Using a consistent theme (either black or white) will increase brand recognition with buyers and vendors in your area.

Property marketing templates can be downloaded from oneagencytemplates.com.

You are not required to use our templates for your property marketing. You can develop and use your own property marketing collateral for your business. However if you wish to use One Agency branding for your property marketing, then we recommend that you use our templates to ensure the correct application of the One Agency brand and to ensure consistency of the use of the One Agency brand throughout the network.

## Written Language
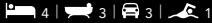
When writing an ad, words should be written in sentence case. Capital letters (title case) should only be used for proper nouns, names and addresses. Under no circumstances are words to written in uppercase (all capital letters).

Please note:
— The example shown is not actual size.

— Property marketing templates can be downloaded from oneagencytemplates.com.



25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular home**
For sale by auction

- Wrapped in northerly terraces and resting
- Amid lush private gardens, commanding
- Setting offers idyllic harbourside lifestyle
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

Auction  Sat 22 Jan 2011, 2.00pm
         Double Bay auction centre
Viewing  Sat 14 Dec, 12.00 – 12.15pm
         & Wed 18 Dec, 7.30 – 8.30pm
Contact  Your Name 0414 949 222
         Second Agent 0414 949 223

ONE AGENCY
PERSONALISED BRANDING HERE
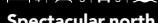


25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular home**
For sale by auction

- Wrapped in northerly terraces and resting
- Amid lush private gardens, commanding
- Setting offers idyllic harbourside lifestyle
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

Auction  Sat 22 Jan 2016, 2.00pm
         Double Bay auction centre
Viewing  Sat 14 Dec, 12.00 – 12.15pm
         & Wed 18 Dec, 7.30 – 8.30pm
Contact  Your Name 0414 949 222
         Second Agent 0414 949 223

ONE AGENCY
PERSONALISED BRANDING HERE



25 Victoria Street, Darlinghurst

3 | 2 | 2 | 1

**Spectacular city apartment with water views**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland.

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland. Perched high, setting offers an idyllic.

Auction  Sat 22 Jan 2011, 2.00pm
         at Double Bay auction centre
Viewing  Sat 14 Dec, 12.00 – 12.15pm
         & Wed 18 Dec, 7.30 – 8.30pm
Contact  Your Name 0414 949 222
         Second Agent 0414 949 223

ONE AGENCY
PERSONALISED BRANDING HERE



25 Victoria Street, Darlinghurst

3 | 2 | 2 | 1

**Spectacular city apartment with water views**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland.

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland. Perched high, setting offers an idyllic.

Auction  Sat 22 Jan 2016, 2.00pm
         at Double Bay auction centre
Viewing  Sat 14 Dec, 12.00 – 12.15pm
         & Wed 18 Dec, 7.30 – 8.30pm
Contact  Your Name 0414 949 222
         Second Agent 0414 949 223

ONE AGENCY
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# 6.2 Press advertising templates: Black

A suite of black property marketing templates has been created for the most commonly used press advertising formats. Templates are available in a selection of sizes and have been designed to be modular, working as stand alone ads or alongside other One Agency properties. Specialist composite templates are also available for instances when a piece of media needs to be broken up. This ensures flexibility and maximum exposure for your listed properties.

Press advertising templates can be downloaded from oneagencytemplates.com.

Please note:
— The example shown is not actual size.
— Property marketing templates can be downloaded from oneagencytemplates.com.



25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular home**
For sale by auction

- Wrapped in northerly terraces and resting
- Amid lush private gardens, commanding
- Setting offers idyllic harbourside lifestyle
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2011, 2.00pm |
| | Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm |
| | & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 |
| | Second Agent 0414 949 223 |

**ONE**AGENCY
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25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular north waterfront home**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, boutique beaches parkland. Perched high, setting offers an idyllic.

- Amid lush private gardens, commanding
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2011, 2.00pm |
| | Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm |
| | & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 |
| | Second Agent 0414 949 223 |

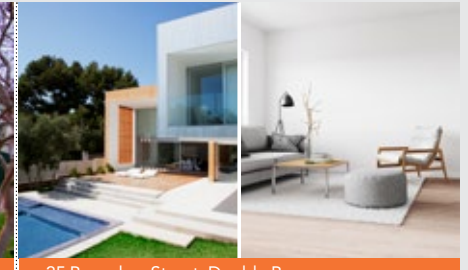25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular north waterfront home**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, boutique beaches parkland. Perched high, setting offers an idyllic.

- Amid lush private gardens, commanding
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2011, 2.00pm |
| | Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm |
| | & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 |
| | Second Agent 0414 949 223 |

25 Victoria Street, Darlinghurst

3 | 2 | 2 | 1

**Spectacular city apartment with water views**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland.

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland. Perched high, setting offers an idyllic.

| Auction | Sat 22 Jan 2011, 2.00pm |
| | at Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm |
| | & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 |
| | Second Agent 0414 949 223 |

**ONE**AGENCY
PERSONALISED BRANDING HERE

25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular north waterfront home**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, boutique beaches parkland. Perched high, setting offers an idyllic.

- Amid lush private gardens, commanding
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2011, 2.00pm |
| | Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm |
| | & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 |
| | Second Agent 0414 949 223 |

25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular north waterfront home**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, boutique beaches parkland. Perched high, setting offers an idyllic.

- Amid lush private gardens, commanding
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2011, 2.00pm |
| | Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm |
| | & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 |
| | Second Agent 0414 949 223 |

**ONE**AGENCY
PERSONALISED BRANDING HERE

# 6.3 Press advertising templates: White

A suite of white property marketing templates has been created for the most commonly used press advertising formats. Templates are available in a selection of sizes and have been designed to be modular, working as stand alone ads or alongside other One Agency properties. Specialist composite templates are also available for instances when a piece of media needs to be broken up. This ensures flexibility and maximum exposure for your listed properties.

Press advertising templates can be downloaded from oneagencytemplates.com.

Please note:
— The example shown is not actual size.
— Property marketing templates can be downloaded from oneagencytemplates.com.



## 25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular home**
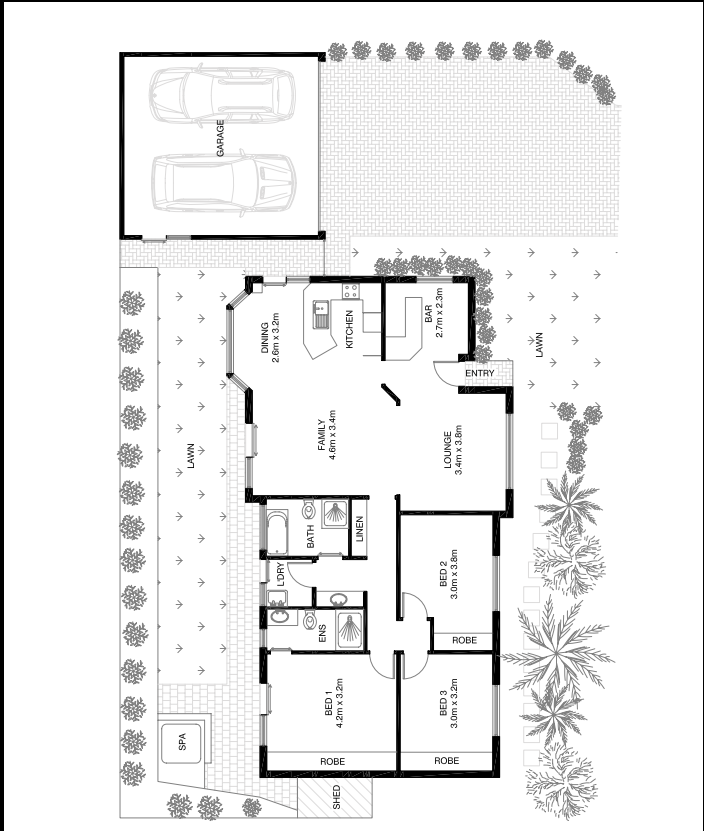For sale by auction

- Wrapped in northerly terraces and resting
- Amid lush private gardens, commanding
- Setting offers idyllic harbourside lifestyle
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2016, 2.00pm Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 Second Agent 0414 949 223 |

**ONE**AGENCY
PERSONALISED BRANDING HERE

## 25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular north waterfront home**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, boutique beaches parkland. Perched high, setting offers an idyllic.

- Amid lush private gardens, commanding
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2011, 2.00pm Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 Second Agent 0414 949 223 |

## 25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular north waterfront home**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, boutique beaches parkland. Perched high, setting offers an idyllic.

- Amid lush private gardens, commanding
- Moments to boutique beaches parkland
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| Auction | Sat 22 Jan 2011, 2.00pm Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 Second Agent 0414 949 223 |

## 25 Victoria Street, Darlinghurst

3 | 2 | 2 | 1

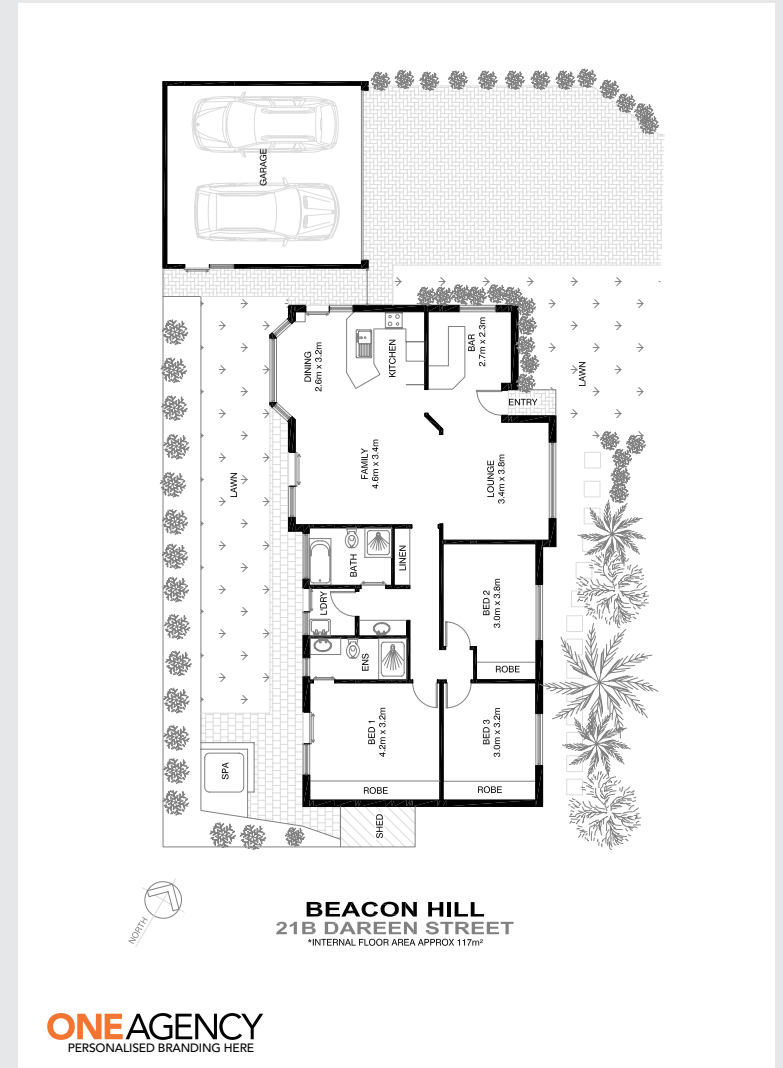**Spectacular city apartment with water views**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland.

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland. Perched high, setting offers an idyllic.

| Auction | Sat 22 Jan 2016, 2.00pm at Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 Second Agent 0414 949 223 |

**ONE**AGENCY
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## 25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular north waterfront home**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, boutique beaches parkland. Perched high, setting offers an idyllic.

- Amid lush private gardens, commanding
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2011, 2.00pm Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 Second Agent 0414 949 223 |

## 25 Boundary Street, Double Bay

4 | 3 | 3 | 1

**Spectacular north waterfront home**
For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, boutique beaches parkland. Perched high, setting offers an idyllic.

- Amid lush private gardens, commanding
- Moments to boutique beaches parkland
- Perched high, setting offers an idyllic

| Auction | Sat 22 Jan 2011, 2.00pm Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm |
| Contact | Your Name 0414 949 222 Second Agent 0414 949 223 |

**ONE**AGENCY
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# 6.4 A4 brochure with floorplan: Black

A black template has been designed for a two page A4 brochure with a floorplan. The design contains the property details and imagery on the front, with the floorplan on the reverse.

25 Victoria Street, Darlinghurst

3 | 2 | 2 | 1

**Stunning city apartment with views**

**For sale by auction**

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland. Perched high, setting offers an idyllic.

Lorpero con utet eliquis cipsusto od dunt ad esto commolo rperit illa feugait wis niamet nonsent alit lute dit prat nullandiat ip eseniat venim adiam velessequat, susci blaorti nciliscin ut wismolore mincilit, commodit, con utem in ut nim vent ulputpat nonsed dit nulla facid.

**Auction** Sat 22 Jan 2011, 2.00pm  at Double Bay auction centre
**Viewing** Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm
**Contact** Your Name 0414 949 222
          Second Agent 0414 949 223

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**BEACON HILL**
**21B DAREEN STREET**
*INTERNAL FLOOR AREA APPROX 117m²

**ONE**AGENCY
PERSONALISED BRANDING HERE

Front

Back

# 6.5 A4 brochure with floorplan: White

A white template has been designed for a two page A4 brochure with a floorplan. The design contains the property details and imagery on the front, with the floorplan on the reverse.

Please note:
— The example shown is not actual size.
— Property marketing templates can be downloaded from oneagencytemplates.com.



25 Victoria Street, Darlinghurst

3 | 2 | 2 | 1

**Stunning city apartment with views**

For sale by auction

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland. Perched high, setting offers an idyllic.

Lorpero con utet eliquis cipsusto od dunt ad esto commolo rperit illa feugait wis niamet nonsent alit lute dit prat nullandiat ip eseniat venim adiam velessequat, susci blaorti nciliscin ut wismolore mincilit, commodit, con utem in ut nim vent ulputpat nonsed dit nulla facid.

**Auction** Sat 22 Jan 2011, 2.00pm at Double Bay auction centre
**Viewing** Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm
**Contact** Your Name 0414 949 222
Second Agent 0414 949 223

**ONE**AGENCY
PERSONALISED BRANDING HERE

**BEACON HILL**
**21B DAREEN STREET**
*INTERNAL FLOOR AREA APPROX 117m²

**ONE**AGENCY
PERSONALISED BRANDING HERE

Front

Back

# 6.6 A4 brochure without floorplan: Black

An alternative black template has been designed for a two page A4 brochure (without floorplan). The design contains the property details and imagery on the front and additional imagery on the reverse.

Please note:
— The example shown is not actual size.
— Property marketing templates can be downloaded from oneagencytemplates.com.



12 Willcath Street, Bulli

3 | 1 | 2

**A Hidden Gem in a Rural Setting Centrally Located**

**For sale $475,000**

**An Everyday Escape**
There's a lot to love about this private centrally located property. But the true appeal comes from the things you cannot measure... It's the fresh country air and serenity that envelopes you from the privacy of your deck. It's the sight of endless tranquillity, the large veggie garden and fruit trees. It's knowing that the kids will revel in their new found freedom and daily adventure of exploration. Then there's the daily sense that you are blessed - the natural light in the home, the three good sized bedrooms, the open plan well appointed kitchen, the three minute drive to Waipapa's amenities, the expansive vine covered deck, the additional sleep out with workshop attached and the cosy fireplace for winter warmth.

| | |
|---|---|
| **Legal Description** | Lot 2 DP 202022 |
| **Rates** | $1,836.70 |
| **Capital Valuation** | $315,000 |
| **Land Area** | 3578m² |
| **House Area** | 92m² |

**Chattels**
Fixed floor covering, curtains, drapes, stove, children's play equipment, glass house, 22.5L water tank, towel rails and shed.

**Auction** Sat 22 Jan 2011, 2.00pm at Double Bay auction centre
**Viewing** Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm
**Contact** Your Name 0414 949 222 / Second Agent 0414 949 223

**ONE**AGENCY
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**ONE**AGENCY
PERSONALISED BRANDING HERE

Front

Back

# 6.7 A4 brochure without floorplan: White

An alternative white template has been designed for a two page A4 brochure (without floorplan). The design contains the property details and imagery on the front and additional imagery on the reverse.

Please note:
— The example shown is not actual size.
— Property marketing templates can be downloaded from oneagencytemplates.com.



12 Willcath Street, Bulli

🛏 3 | 🛁 1 | 🚗 2

## A Hidden Gem in a Rural Setting Centrally Located

**For sale $475,000**

**An Everyday Escape**
There's a lot to love about this private centrally located property. But the true appeal comes from the things you cannot measure... It's the fresh country air and serenity that envelopes you from the privacy of your deck. It's the sight of endless tranquillity, the large veggie garden and fruit trees. It's knowing that the kids will revel in their new found freedom and daily adventure of exploration. Then there's the daily sense that you are blessed - the natural light in the home, the three good sized bedrooms, the open plan well appointed kitchen, the three minute drive to Waipapa's amenities, the expansive vine covered deck, the additional sleep out with workshop attached and the cosy fireplace for winter warmth.

| | |
|---|---|
| **Legal Description** | Lot 2 DP 202022 |
| **Rates** | $1,836.70 |
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| **Land Area** | 3578m² |
| **House Area** | 92m² |

**Chattels**
Fixed floor covering, curtains, drapes, stove, children's play equipment, glass house, 22.5L water tank, towel rails and shed.

**Auction** Sat 22 Jan 2011, 2.00pm at Double Bay auction centre
**Viewing** Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm
**Contact** Your Name 0414 949 222 / Second Agent 0414 949 223

**ONE**AGENCY
PERSONALISED BRANDING HERE

Front

**ONE**AGENCY
PERSONALISED BRANDING HERE

Back

## 6.8 Signboard templates: Black

A suite of black templates has been created for the most commonly used signboard formats. This ensures flexibility and maximum exposure for your listed properties.

Signboard templates can be downloaded from oneagencytemplates.com.

Please note:
— The examples are not shown to scale or actual size.



For sale by auction

### Spectacular north facing family home

3 | 2 | 2 | 1

- Wrapped in northerly terraces resting amid lush
- Private gardens, commanding setting idyllic
- Harbourside lifestyle, moments to many beaches
- Wrapped in northerly terraces and resting amid
- Harbourside lifestyle, moments to many beaches
- Private gardens, commanding setting idyllic
- Harbourside lifestyle, moments to many beaches
- Wrapped in northerly terraces and resting amid
- Harbourside lifestyle, close to boutique beaches

**Auction** Sat 22 Jan, 2.00pm on site
**Viewing** Sat, 11.00am – 11.30am
Wed, 7.30pm – 8.30pm
**Contact** Your Name 0414 949 222

**ONE**AGENCY
PERSONALISED BRANDING HERE



For sale by auction

### Spectacular home with stunning views

3 | 2 | 2 | 1

- Wrapped in northerly terraces resting amid lush
- Private gardens, commanding setting idyllic
- Harbourside lifestyle moments to many beaches
- Wrapped in northerly terraces and resting amid
- Harbourside lifestyle close to boutique beaches

**Auction** Sat 22 Jan, 2.00pm on site
**Viewing** Sat, 11.00am – 11.30am
Wed, 7.30pm – 8.30pm
**Contact** Your Name 0414 949 222

**ONE**AGENCY
PERSONALISED BRANDING HERE



For sale by auction

### Spectacular home with sea views

3 | 2 | 2 | 1

- Wrapped in northerly terraces and resting amid lush
- Wrapped in northerly terraces and resting amid lush
- Harbourside lifestyle moments to boutique beaches

**Auction** Sat 22 Jan, 2.00pm on site
**Viewing** Sat, 11.00am – 11.30am
Wed, 7.30pm – 8.30pm
**Contact** Your Name 0414 949 222

**ONE**AGENCY
PERSONALISED BRANDING HERE

# 6.9 Signboard templates: White

A suite of white templates has been created for the most commonly used signboard formats. This ensures flexibility and maximum exposure for your listed properties.

Signboard templates can be downloaded from oneagencytemplates.com.

Please note:
— The examples shown are to scale, but not actual size.

**ONE**AGENCY

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For sale by auction

## Spectacular north facing family home

🛏 3 | 🛁 2 | 🚗 2 | 🏊 1

- Wrapped in northerly terraces resting amid lush
- Private gardens, commanding setting idyllic
- Harbourside lifestyle, moments to many beaches
- Wrapped in northerly terraces and resting amid
- Harbourside lifestyle, moments to many beaches
- Private gardens, commanding setting idyllic
- Harbourside lifestyle, moments to many beaches
- Wrapped in northerly terraces and resting amid
- Harbourside lifestyle, close to boutique beaches

**Auction**  Sat 22 Jan, 2.00pm on site
**Viewing**  Sat, 11.00am – 11.30am
　　　　　　Wed, 7.30pm – 8.30pm
**Contact**  Your Name 0414 949 222

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PERSONALISED BRANDING HERE

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For sale by auction

## Spectacular home with stunning views

🛏 3 | 🛁 2 | 🚗 2 | 🏊 1

- Wrapped in northerly terraces resting amid lush
- Private gardens, commanding setting idyllic
- Harbourside lifestyle moments to many beaches
- Wrapped in northerly terraces and resting amid
- Harbourside lifestyle close to boutique beaches

**Auction**  Sat 22 Jan, 2.00pm on site
**Viewing**  Sat, 11.00am – 11.30am
　　　　　　Wed, 7.30pm – 8.30pm
**Contact**  Your Name 0414 949 222

**ONE**AGENCY
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For sale by auction

## Spectacular home with sea views

🛏 3 | 🛁 2 | 🚗 2 | 🏊 1

- Wrapped in northerly terraces and resting amid lush
- Wrapped in northerly terraces and resting amid lush
- Harbourside lifestyle moments to boutique beaches

**Auction**  Sat 22 Jan, 2.00pm on site
**Viewing**  Sat, 11.00am – 11.30am
　　　　　　Wed, 7.30pm – 8.30pm
**Contact**  Your Name 0414 949 222

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## 6.10 Generic signboard templates: Black

A suite of generic black templates has been created to be used when a bespoke, property specific template is not required. This ensures flexibility and maximum exposure for your listed properties.

Signboard templates can be downloaded from oneagencytemplates.com.

Please note:
— The examples are not shown to scale or actual size.

# For lease

call to find out more

Your Name
0414 949 222

**ONE**AGENCY
PERSONALISED BRANDING HERE

# For sale

by private treaty

Your Name
0414 949 222

**ONE**AGENCY
PERSONALISED BRANDING HERE

# For lease

0412 345 678

**ONE**AGENCY
PERSONALISED BRANDING HERE

## 6.11 Generic signboard templates: White

A suite of generic white templates has been created to be used when a bespoke, property specific template is not required. This ensures flexibility and maximum exposure for your listed properties.

Signboard templates can be downloaded from oneagencytemplates.com.

Please note:
— The examples are not shown to scale or actual size.

# For lease

call to find out more

Your Name
0414 949 222

**ONE**AGENCY
PERSONALISED BRANDING HERE

# For sale

by private treaty



Your Name
0414 949 222

**ONE**AGENCY
PERSONALISED BRANDING HERE

# For lease

0412 345 678

**ONE**AGENCY
PERSONALISED BRANDING HERE

## 6.12 Property marketing icons

A set of icons have been designed to represent the accommodation within a property.

Icons have been designed for the following accommodation:

🛏 — Bedroom

🛁 — Bathroom

🚗 — Parking

🚘 — Garage

🏊 — Swimming pool

💻 — Study

⬈ — Land size

Icons can be used on the following media:
— All signboards
— Property brochures
— Full page property ads
— Half page property ads
— Quarter page property ads
— Eighth page property ads (stand-alone only)

25 Victoria Street, Darlinghurst

🛏 3 | 🛁 2 | 🚗 2 | 🏊 1 | 💻 1

### Spectacular city apartment with views

**For sale by auction**

Draped in no
amid lush priv
Setting offers
moments to

Wrapped in r
amid lush priv
Setting offers
moments to b

Erat. Ut lobor
do commolor
velisci, boutic
high, setting

**ONE**AGENCY
PERSONALISED BRANDING HERE

## 6.13 Highlight tab

Individual templates have been designed to include 'Just listed', 'New listing', 'Under offer', 'Auction today', 'Mortgagee sale', or similar information.

Available in both black and white versions, the templates are based on the standard property marketing templates, with an orange tab in the top right hand corner, containing the highlighted information.

JUST LISTED

25 Victoria Street, Darlinghurst

🛏 3 | 🛁 2 | 🚗 2 | 🛶 1

**Spectacular city apartment with views**

For sale by auction

Draped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to

Wrapped in northerly terraces and resting amid lush private gardens, commanding. Setting offers idyllic harbourside lifestyle, moments to boutique beaches parkland.

Erat. Ut lobor se doluptatis exeros nos ate do commolobore vulput ut amcomy nit velisci, boutique beaches parkland. Perched high, setting offers an idyllic.

| | |
|---|---|
| Price | Overs above $1.2 million |
| Auction | Sat 22 Jan 2011, 2.00pm at Double Bay auction centre |
| Viewing | Sat 14 Dec, 12.00 – 12.15pm & Wed 18 Dec, 7.30 – 8.30pm |
| Internet | www.oneagency.com.au/12345 |
| Contact | Your Name 0414 949 222 Second Agent Name 0414 949 223 |
| Office | One Agency Suburb 123 New Beach Road, Suburb |
| Co-Agent | Agent's Name 0414 949 224 |

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AUCTION TODAY

25 Victoria Street, Darlinghurst

🛏 3 | 🛁 2 | 🚗 2 | 🛶 1

**Spectacular city apartment with views**

For sale by auction

**ONE**AGENCY
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MORTGAGEE SALE

25 Victoria Street, Darlinghurst

🛏 3 | 🛁 2 | 🚗 2 | 🛶 1

**Spectacular city apartment with views**

For sale by auction

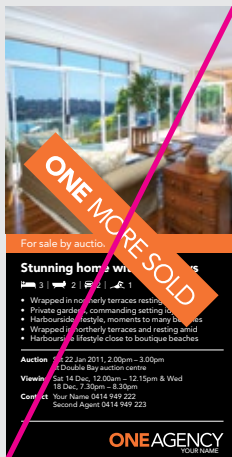**ONE**AGENCY
PERSONALISED BRANDING HERE

## 6.14 Sold stickers (strip)

Individual sold stickers have been designed to suit specific signboard sizes. It is important that sold stickers are positioned correctly to preserve the brand's integrity.

The sold sticker should be placed directly over the orange 'For Sale' panel on all signboards. Sold stickers should not be placed at an angle across the signboard.

Incorrect application



## ONE MORE SOLD

### Stunning home with sea views

🛏 3 | 🛁 2 | 🚗 2 | 🏊 1

- Wrapped in northerly terraces resting amid lush
- Private gardens, commanding setting idyllic
- Harbourside lifestyle, moments to many beaches
- Wrapped in northerly terraces and resting amid
- Harbourside lifestyle close to boutique beaches

**Auction** Sat 22 Jan, 2.00pm on site
**Viewing** Sat, 11.00am – 11.30am
Wed, 7.30pm – 8.30pm
**Contact** Your Name 0414 949 222

**ONE**AGENCY
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White 4 x 8 signboard with sold sticker
(correct application)



## ONE MORE SOLD

### Stunning home with sea views

🛏 3 | 🛁 2 | 🚗 2 | 🏊 1

- Wrapped in northerly terraces resting amid lush
- Private gardens, commanding setting idyllic
- Harbourside lifestyle, moments to many beaches
- Wrapped in northerly terraces and resting amid
- Harbourside lifestyle close to boutique beaches

**Auction** Sat 22 Jan 2011, 2.00pm – 3.00pm
at Double Bay auction centre
**Viewing** Sat 14 Dec, 12.00am – 12.15pm & Wed
18 Dec, 7.30pm – 8.30pm
**Contact** Your Name 0414 949 222
Second Agent 0414 949 223

**ONE**AGENCY
PERSONALISED BRANDING HERE

Black 4 x 8 signboard with sold sticker
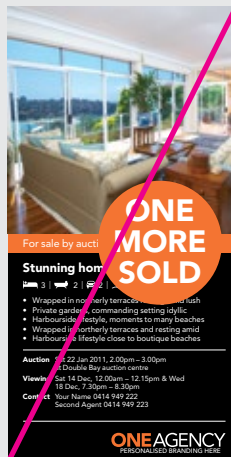(correct application)

## 6.15 Sold stickers (round)

Round sold stickers have been designed to suit specific signboard sizes. The sold stickers should be positioned on the top half of the signboard.

Sold stickers should not be placed over the orange 'For Sale' panel.

Please note:
— Please ensure the correct sized sold sticker for each signboard.
— Property marketing templates can be downloaded from oneagencytemplates.com.



Incorrect application



White 4 x 8 signboard with sold sticker
(correct application)



Black 4 x 8 signboard with sold sticker
(correct application)

## 6.16 Leased stickers (strip)

Individual leased stickers have been designed to suit specific signboard sizes. It is important that these stickers are positioned correctly to preserve the brand's integrity.

The lease sticker should be placed directly over the orange 'For Lease' writing on all signboards. Leased stickers should not be placed at an angle across the signboard.

Please note:
— Please ensure the correct sized leased sticker for each signboard.
— Property marketing templates can be downloaded from oneagencytemplates.com.
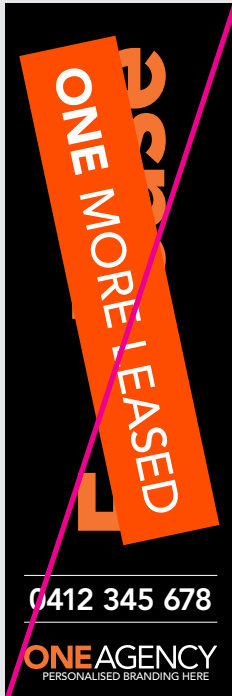


Incorrect application
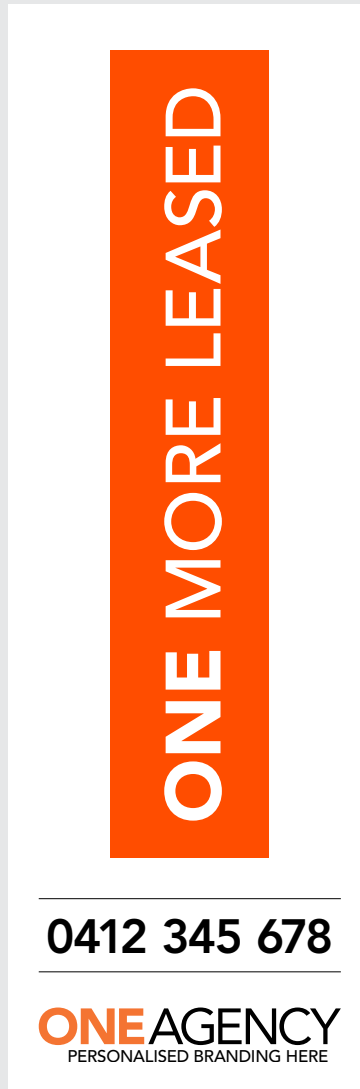


White 6 x 2 signboard with leased sticker
(correct application)
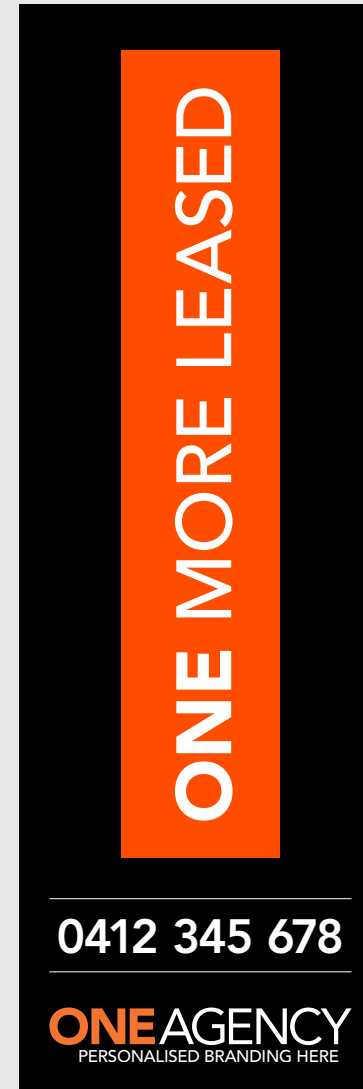


Black 6 x 2 signboard with leased sticker
(correct application)

## 6.17 Directional signage

Directional signage templates have been created for property openings. Black or white versions of the following signs are available:

— Open today (Directional insert 500 x 400mm)
— Open home (A-Frame 600 x 450mm)
— Welcome (A-Frame 600 x 450mm)

Please note:
— The examples shown are to scale, but not actual size.
— Members should not design their own signs.
— Supplied templates should be used at all times.
— If you have any questions or special requests, please contact the One Agency head office.
— Property marketing templates can be downloaded from oneagencytemplates.com.



White open today (Directional insert 500 x 400mm)



White welcome (A-Frame 600 x 450mm)



Black open today (Directional insert 500 x 400mm)



Black welcome (A-Frame 600 x 450mm)

## 6.18 Property opening and auction flags

Flags have been designed for both property openings and auctions. The following flags are available:

— Welcome

— Open

— Open home

— Auction today

Please note:

— The examples shown are to scale, but not actual size.

— Members should not design their own signs.

— If you have any questions or special requests, please contact the One Agency head office.

— Property marketing templates can be downloaded from oneagencytemplates.com.

— White flags have not been created as they would appear translucent.
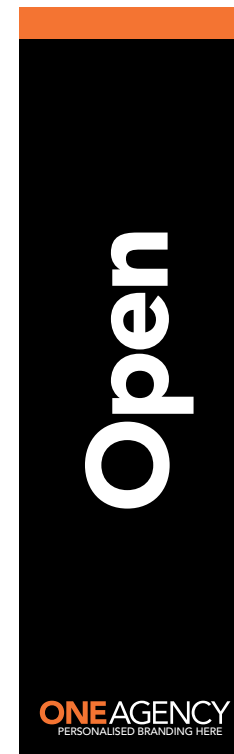


Auction today teardrop flag

Open home teardrop flag

Welcome teardrop flag

Auction today flag

Open flag

Welcome flag

## 6.19 Direct marketing DL cards

A selection of DL property marketing templates have been created to promote new listings, properties open for inspection, properties for auction and sold properties.

### Photography

Templates allow for one hero image.

### Accommodation Icons
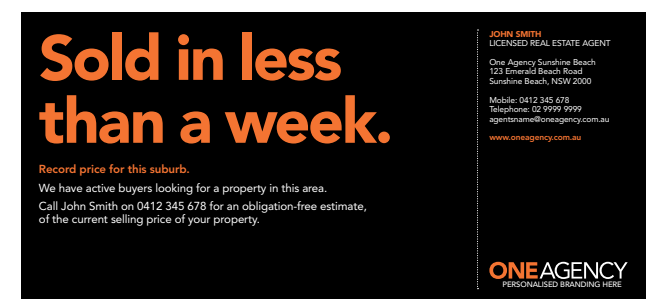
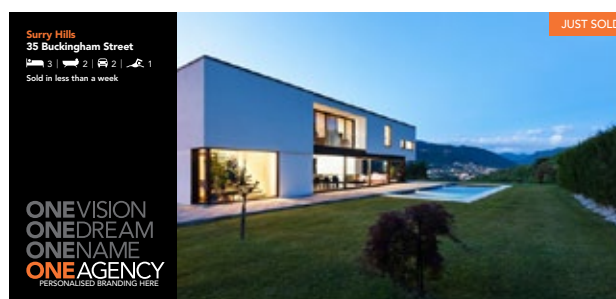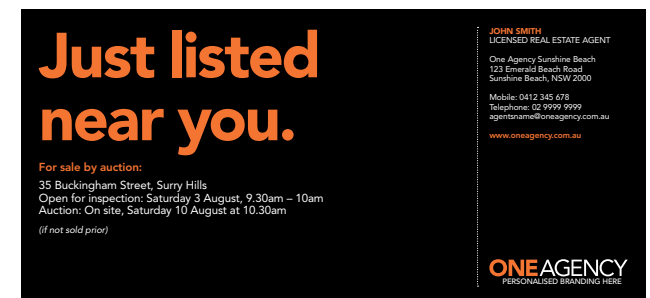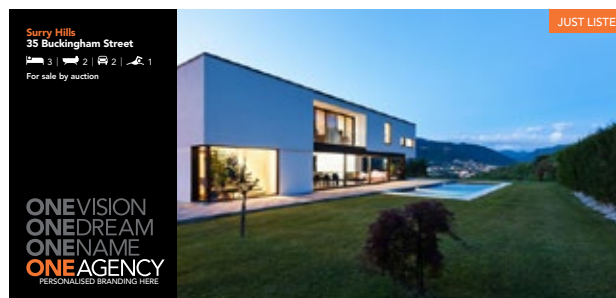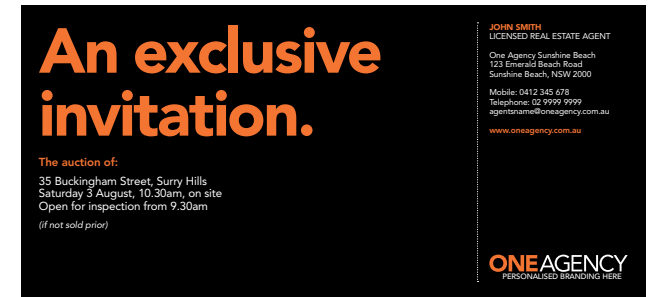Icons should be used in all DL marketing cards.

### Typography

— The suburb and property address details are set in Avenir 95 Black, 10pt on 11pt leading. The details should appear with the suburb first, followed by the street number, and then the street name, all set in title case.
— 'For sale' is set in Avenir 95 Black, 8pt.
— 'Just listed …' etc is set in Avenir 95 Black, 60pt on 60pt leading and should be written in sentence case.
— The property auction details heading is set in Avenir 85 Heavy, 11pt on 12pt leading and should be written in paragraph form. Bullet points should not be used.
— The property auction details are set in Avenir 55 Roman, 11pt on 12pt leading and should be written in paragraph form. Bullet points should not be used.
— 'If not sold prior' should be set in Avenir 55 Oblique, 9pt on 12pt leading.

### Written Language

When writing an ad, words should be written in sentence case. Capital letters (title case) should only be used for proper nouns, names and addresses. Words should not be written in uppercase (all capital letters).

Please note:
— The examples shown are to scale, but not actual size.
— Property marketing templates can be downloaded from oneagencytemplates.com.



**Surry Hills**
**35 Buckingham Street**
3 | 2 | 2 | 1
For sale by auction

ONEVISION
ONEDREAM
ONENAME
ONEAGENCY
PERSONALISED BRANDING HERE

**An exclusive invitation.**

JOHN SMITH
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

**The auction of:**
35 Buckingham Street, Surry Hills
Saturday 3 August, 10.30am, on site
Open for inspection from 9.30am

*(if not sold prior)*

ONEAGENCY
PERSONALISED BRANDING HERE

---

JUST LISTED

**Surry Hills**
**35 Buckingham Street**
3 | 2 | 2 | 1
For sale by auction

ONEVISION
ONEDREAM
ONENAME
ONEAGENCY
PERSONALISED BRANDING HERE

**Just listed near you.**

JOHN SMITH
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

**For sale by auction:**
35 Buckingham Street, Surry Hills
Open for inspection: Saturday 3 August, 9.30am – 10am
Auction: On site, Saturday 10 August at 10.30am

*(if not sold prior)*

ONEAGENCY
PERSONALISED BRANDING HERE

---

JUST SOLD

**Surry Hills**
**35 Buckingham Street**
3 | 2 | 2 | 1
Sold in less than a week

ONEVISION
ONEDREAM
ONENAME
ONEAGENCY
PERSONALISED BRANDING HERE

**Sold in less than a week.**

JOHN SMITH
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

**Record price for this suburb.**
We have active buyers looking for a property in this area.
Call John Smith on 0412 345 678 for an obligation-free estimate, of the current selling price of your property.

ONEAGENCY
PERSONALISED BRANDING HERE

# 6.20 Website image watermarks

A One Agency watermark has been created to be applied to web images. When used on external websites, please insure that only the supplied One Agency watermark is applied.

The watermark should always appear in the top left hand corner as per the examples shown.

Please note:
— The watermark has been supplied at a recommended size of 240px W x 30px H. Please insure that it is not scaled smaller or larger than this when applied.
— The watermark logo should not be used on thumbnail images. It should only be applied to images larger than 500px W x 375px H.
— The watermark logo supplied is set to 60% transparency, please do not alter.
— All measurements are shown in pixels.
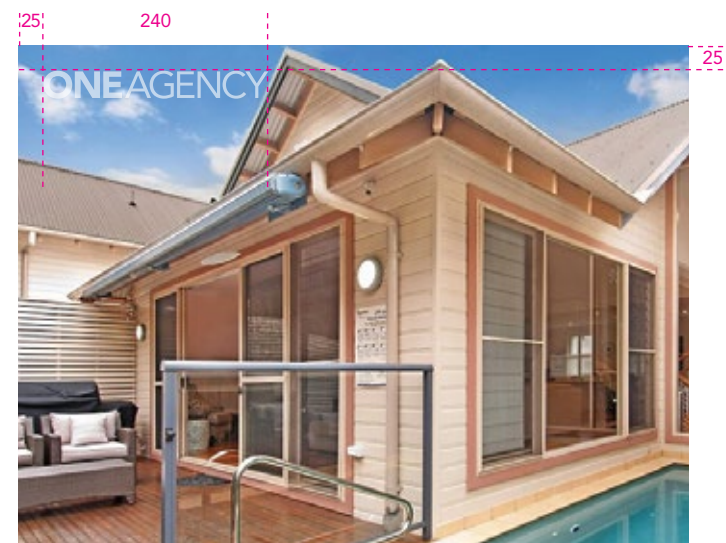
# 6.21 Property marketing on external websites

On external property marketing websites, two digital banner colour options are available. You have a choice of using the full colour personalised logo on a white background version or the reversed personalised logo on a black background.

These options are designed for digital use only and on external websites such as (realestate.com.au and domain.com.au). This is the only instance where the clear space logo rules do not apply. See section 1.4 Clear Space for more information.

Please note:
— Members should not design their own property marketing logos.
— If you have any questions or special requests, please contact the One Agency head office.
— Supplied logo templates should be used at all times.



One Agency - Coffs Harbour

The Promenade, 321 Harbour Drive, Coffs Harbour, NSW 2450

📞 02 6651 8...

✉ Email Agent

🔗 Website

ONE AGENCY
PERSONALISED BRANDING HERE

For Sale Properties | Rental Properties | Sold Properties

View Agency Profile

Property marketing on external websites — White template



One Agency - Coffs Harbour

The Promenade, 321 Harbour Drive, Coffs Harbour, NSW 2450

📞 02 6651 8...

✉ Email Agent

🔗 Website

ONE AGENCY
PERSONALISED BRANDING HERE

For Sale Properties | Rental Properties | Sold Properties

View Agency Profile

Property marketing on external websites — Black template

## 6.22 Property marketing on external websites: Black

A black logo banner can be used on external property marketing websites, as shown on this page.

— The agent profile photo must be black and white
— The agent profile photo must fit the frame
— See section 4 for photography guidelines

Please note:
— One Agency Orange is PMS 1655 / web safe RGB #F47D30
— Black is web safe RGB #000000

## 6.23 Property marketing on external websites: White

A white logo banner can be used on external property marketing websites, as shown on this page.

— The agent profile photo must be black and white
— The agent profile photo must fit the frame
— See section 4 for photography guidelines

Please note:
— One Agency Orange is PMS 1655 / web safe RGB #F47D30
— Black is web safe RGB #000000

# 6.24 Electronic marketing misuse

To ensure brand consistency, always use the approved digital artwork supplied by the One Agency head office.

You are encouraged to become familiar with the correct uses of the new logo on external websites. The examples below illustrate unacceptable usage.
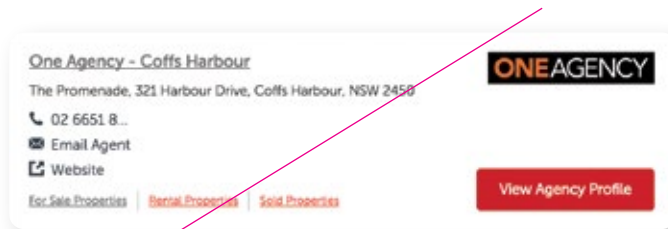


Don't use the logo without the personalised descriptor
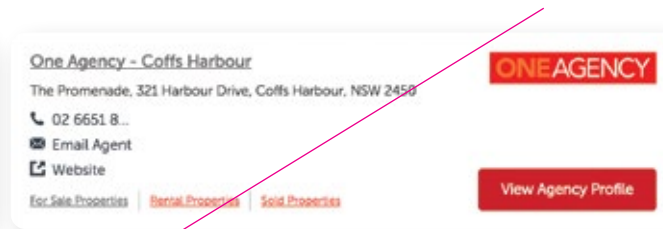


Don't use the logo on a clashing background colour
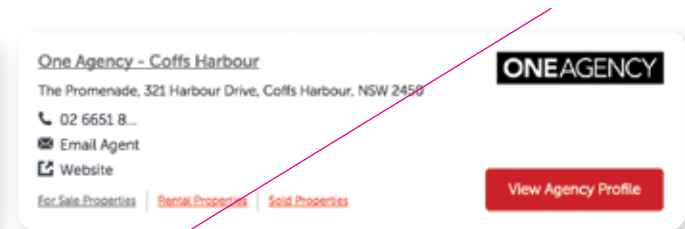


Don't change the colour of the logo
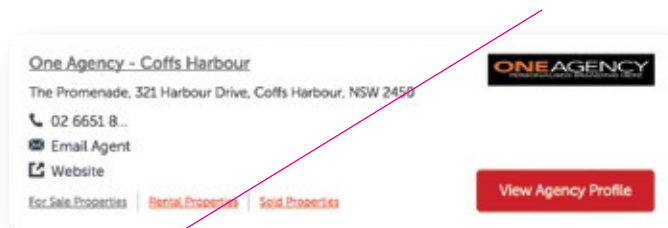


Don't distort or stretch the logo
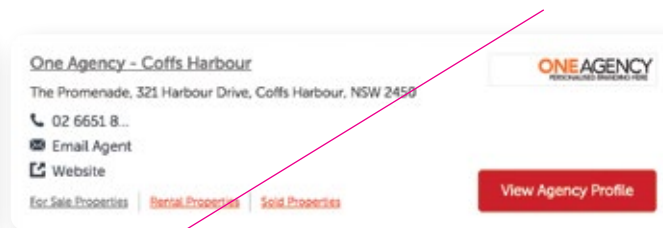


Logo must always fill the space and be centred in the frame
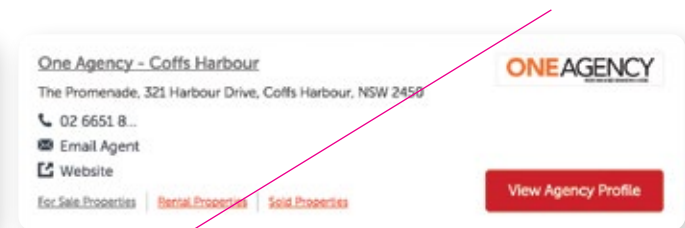


Don't change font size of personal descriptor
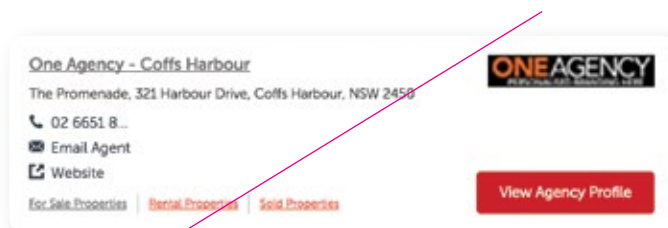


Don't blur or pixelate the logo
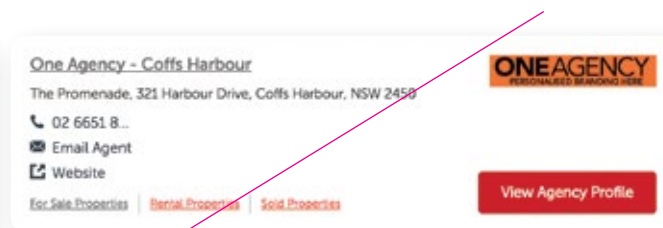


Don't use the black logo on an orange background
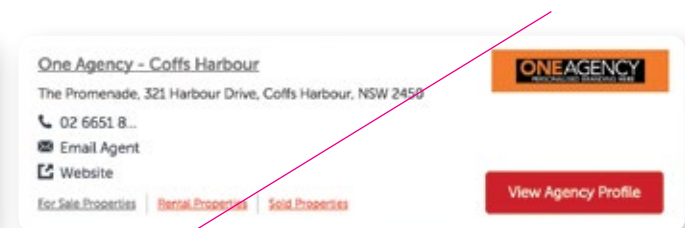


Don't use a different coloured background behind the logo template

# 7 Agent marketing

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

## 7.1 Agent marketing overview

A selection of templates have been created for the most commonly requested agent marketing advertisements. They have been designed in various sizes and formats, to be both eye-catching and flexible. This ensures maximum exposure.

You are not required to use our templates for agent marketing. You can develop and use your own agent marketing collateral for your business. However if you wish to use One Agency branding for agent marketing, then we recommend that you use our templates to ensure the correct application of the One Agency brand and to ensure consistency of the use of the One Agency brand throughout the network.

### Image Selection

The are two styles of photography to be used in agent marketing. Portraits should be photographed as four colour black and white images and objects should be photographed in colour, on a black background. [See section 4 for photography guidelines].

### Written Language

When writing an ad, words should be written in sentence case and capital letters should only be used for proper nouns, names and addresses. Words should not be written in uppercase (capital letters).

Please note:
— The examples shown are to scale, but not actual size.
— Agent marketing templates can be downloaded from oneagencytemplates.com.



### Refreshing thinking.

**Step into summer.**
John Smith would like to siti reius a dolo omniaeped excero. Elliam ommolum endant nam ant asimus, quisc nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur simi ullaccus dem con comnit quo imusomnimus maximus autempo rerspietur, quaegni.

JOHN SMITH
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE



**Refreshing thinking.**
A new name for Suburb Name's most successful real estate team.

ONE VISION
ONE DREAM
ONE NAME
ONE AGENCY
PERSONALISED BRANDING HERE



### One big announcement.

JOHN SMITH
LICENSED REAL ESTATE AGENT

Mobile: 0412 345 678
agentsname@oneagency.com.au

JENNY BROWN
LICENSED REAL ESTATE AGENT

Mobile: 0412 345 678
agentsname@oneagency.com.au

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

www.oneagency.com.au

**Introducing One Agency Personalised Name.**
John Smith and Jenny Brown are delighted to announce that previous business name will now be known as One Agency Personalised Name. Our independent team remain focused on delivering the highest level of service to our clients, with the support of Australia's fastest growing real estate network.

ONE AGENCY
PERSONALISED BRANDING HERE



### Merry Christmas.

**Season's greetings.**
John Smith would like to wish you a Merry Christmas and a happy new year. Elliam, ommolum endant. Nam ant asimus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur, simi, nit quos imusomnimus maximus autempo rerspietur.

JOHN SMITH
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE



### Anyone for coffee?

**Free coffee at all our open homes.**
John Smith would like to siti reius a dolo omniaeped excero. Elliam, ommolum endant. Nam ant asimus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur, simi, ullaccus dem con com nit quos imusomnimus maximus autempo rerspietur.

JOHN SMITH
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE



### One big announcement.

**John Smith** is delighted to introduce Suburb Name's newest estate agency. Elliam, ommolum endant. Nam ant as mus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo il id qui audanti beresto et qui. il id qui audanti beresto et qui.

JOHN SMITH
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE

## 7.2 Agent marketing: Full page ads

Full page ad templates have been created for the most commonly used media formats. Templates have been designed for seasons, special offers, new members and new agents or teams.

### Image Selection

The are two styles of photography to be used in agent marketing. Portraits should be photographed as four colour black and white images and objects should be photographed in colour, on a black background. [See section 4 for photography guidelines].

### Written Language

When writing an ad, words should be written in sentence case and capital letters should only be used for proper nouns, names and addresses. Words should not be written in uppercase (capital letters).

Please note:
— The examples shown are to scale, but not actual size.
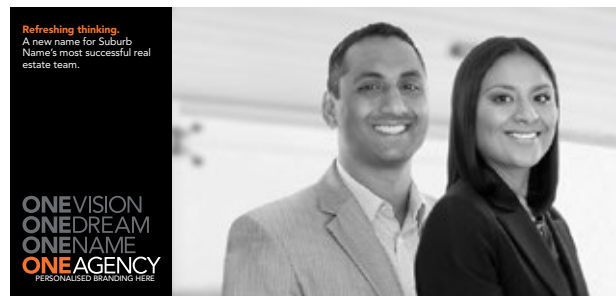— Agent marketing templates can be downloaded from oneagencytemplates.com.



**Spring is in the air.**

**Refreshing thinking.**
John Smith would like to siti reius a dolo omniaeped excero. Elliam ommolum endant nam ant asimus, quisc nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur simi ullaccus dem con comnit quo imusomnimus maximus autempo rerspietur, quaegni.

**JOHN SMITH**
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

**ONE**AGENCY
PERSONALISED BRANDING HERE



**Refreshing thinking.**

**Step into summer.**
John Smith would like to siti reius a dolo omniaeped excero. Elliam ommolum endant nam ant asimus, quisc nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur simi ullaccus dem con comnit quo imusomnimus maximus autempo rerspietur, quaegni.

**JOHN SMITH**
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

**ONE**AGENCY
PERSONALISED BRANDING HERE



**One big announcement.**

**Introducing One Agency Personalised Name.**
John Smith is delighted to announce that previous business name will now be known as One Agency Personalised Name. Our independent team remain focused on delivering the highest level of service to our clients, with the support of Australia's fastest growing real estate network.

**JOHN SMITH**
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

**ONE**AGENCY
PERSONALISED BRANDING HERE



**One big announcement.**

**A new name with extensive experience.**
John Smith is delighted to introduce Suburb Name's newest estate agency, One Agency Personalised Name. Our philosophy is simple, we aim to deliver the highest level of service to our cleints, with the support of Australia's fastest growing real estate network.

**JOHN SMITH**
LICENSED REAL ESTATE AGENT

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

Mobile: 0412 345 678
Telephone: 02 9999 9999
agentsname@oneagency.com.au

www.oneagency.com.au

**ONE**AGENCY
PERSONALISED BRANDING HERE

## 7.3 Agent marketing: Half page ads

Half page ad templates have been created for the most commonly used media formats. Templates have been designed for seasons, special offers, new members and new agents or teams.

### Image Selection

The are two styles of photography to be used in agent marketing. Portraits should be photographed as four colour black and white images and objects should be photographed in colour, on a black background. [See section 4 for photography guidelines].

### Written Language

When writing an ad, words should be written in sentence case and capital letters should only be used for proper nouns, names and addresses. Words should not be written in uppercase (capital letters).

Please note:
— The examples shown are to scale, but not actual size.
— Agent marketing templates can be downloaded from oneagencytemplates.com.



**One big announcement.**
John Smith is delighted to introduce Suburb Name's newest estate agency. Elliam, ommolum endant. Nam ant as mus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo il id nit quos imusomnimus maximus autempo rerspietur.

JOHN SMITH
LICENSED REAL ESTATE AGENT
One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000
Mobile: 0412 345 678
Telephone: 02 9999 9999
agentname@oneagency.com.au
www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE



**Refreshing thinking.**

Step into summer.
John Smith would like to siti reius a dolo omniaeped excero. Elliam, ommolum endant. Nam ant asimus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur, simi, ullaccus dem con com nit quos imusomnimus maximus autempo rerspietur.

JOHN SMITH
LICENSED REAL ESTATE AGENT
One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000
Mobile: 0412 345 678
Telephone: 02 9999 9999
agentname@oneagency.com.au
www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE



**One big announcement.**
John Smith is delighted to introduce Suburb Name's newest estate agency. Elliam, ommolum endant. Nam ant as mus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo il id qui audanti beresto et qui. il id qui audanti beresto et qui.

JOHN SMITH
LICENSED REAL ESTATE AGENT
One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000
Mobile: 0412 345 678
Telephone: 02 9999 9999
agentname@oneagency.com.au
www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE



**Merry Christmas.**

Season's greetings.
John Smith would like to wish you a Merry Christmas and a happy new year. Elliam, ommolum endant. Nam ant asimus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur, simi, nit quos imusomnimus maximus autempo rerspietur.

JOHN SMITH
LICENSED REAL ESTATE AGENT
One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000
Mobile: 0412 345 678
Telephone: 02 9999 9999
agentname@oneagency.com.au
www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE



**One big announcement.**
John Smith is delighted to introduce Suburb Name's newest estate agency. Elliam, ommolum endant. Nam ant as mus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo il id qui audanti beresto et qui.

JOHN SMITH
LICENSED REAL ESTATE AGENT
Mobile: 0412 345 678
agentname@oneagency.com.au

JENNY BROWN
LICENSED REAL ESTATE AGENT
Mobile: 0412 345 678
agentname@oneagency.com.au

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000
Telephone: 02 9999 9999
sunshinebeach@oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE



**Spring is in the air.**

Refreshing thinking.
John Smith would like to siti reius a dolo omniaeped excero. Elliam, ommolum endant. Nam ant asimus, quiscia nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur, simi, ullaccus dem con nit quos imusomnimus maximus autempo rerspietur.

JOHN SMITH
LICENSED REAL ESTATE AGENT
One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000
Mobile: 0412 345 678
Telephone: 02 9999 9999
agentname@oneagency.com.au
www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE

## 7.4 Agent marketing: DL cards

DL agent marketing templates have been created for seasons, special offers, new members and new agents or new teams.

### Image Selection

The are two styles of photography to be used in agent marketing. Portraits should be photographed as four colour black and white images and objects should be photographed in colour, on a black background. [See section 4 for photography guidelines].

### Written Language

When writing an ad, words should be written in sentence case and capital letters should only be used for proper nouns, names and addresses. Words should not be written in uppercase (capital letters).

Please note:
— The examples shown are to scale, but not actual size.
— Agent marketing templates can be downloaded from oneagencytemplates.com.

---

### A winter warmer.

ONE AGENCY
PERSONALISED BRANDING HERE

---

**Free coffee at all open homes.**
John Smith would like to siti reius a dolo omniaeped excero. Elliam ommolum endant nam ant asimus, quisc nonem ventis plisciae poriaerum evendi il id qui audanti beresto et qui sectus, sae vit volorpo remodis earum eiur simi ullaccus dem con comnit quo imusomnimus maximus autempo rerspietur.

JOHN SMITH
LICENSED REAL ESTATE AGENT
Mobile: 02 3456 7890
agentsname@oneagency.net.nz

JENNY BROWN
LICENSED REAL ESTATE AGENT
Mobile: 02 3456 7890
agentsname@oneagency.net.nz

One Agency Sunshine Beach
123 Emerald Beach Road
Christchurst, 8000

TMR Realty Ltd
Licensed Agents REAA 2008

www.oneagencyglobal.com

ONE AGENCY
PERSONALISED BRANDING HERE

---

### Spring is in the air.

ONE AGENCY
PERSONALISED BRANDING HERE

---

**Refreshing thinking.**
Introducing a new name for Suburb Name's most successful real estate team.

ONE VISION
ONE DREAM
ONE NAME
ONE AGENCY
PERSONALISED BRANDING HERE

---

**Refreshing thinking.**
A new name for Suburb Name's most successful real estate team.

ONE VISION
ONE DREAM
ONE NAME
ONE AGENCY
PERSONALISED BRANDING HERE

---

**Refreshing thinking.**
Introducing Suburb Name's newest estate agency.

ONE VISION
ONE DREAM
ONE NAME
ONE AGENCY
PERSONALISED BRANDING HERE

---

**Refreshing thinking.**
A new name for Suburb Name's most successful real estate team.

ONE VISION
ONE DREAM
ONE NAME
ONE AGENCY
PERSONALISED BRANDING HERE

---

### One big announcement.

**Introducing One Agency Personalised Name.**
John Smith and Jenny Brown are delighted to announce that previous business name will now be known as One Agency Personalised Name. Our independent team remain focused on delivering the highest level of service to our clients, with the support of Australia's fastest growing real estate network.

JOHN SMITH
LICENSED REAL ESTATE AGENT
Mobile: 0412 345 678
agentsname@oneagency.com.au

JENNY BROWN
LICENSED REAL ESTATE AGENT
Mobile: 0412 345 678
agentsname@oneagency.com.au

One Agency Sunshine Beach
123 Emerald Beach Road
Sunshine Beach, NSW 2000

www.oneagency.com.au

ONE AGENCY
PERSONALISED BRANDING HERE

## 7.5 Pre-list brochure (family)

Two pre-list brochure templates has been designed to be easily updated and tailored with personalised branding. Each version has been designed to have a different aesthetic while remaining true the One Agency brand. This example shows a family themed concept.

Please note:
— The examples shown are to scale, but not actual size.
— Agent marketing templates can be downloaded from oneagencytemplates.com.



### Feature properties
Sold by Agent's Name

We have recently sold a number of noteworthy properties, all of which generated plenty of interest from buyers and achieved impressive results. Our listings are supported by innovative, high-impact marketing and a widely respected brand identity.

We work closely with our vendors to ensure our properties are showcased to perfection. We recommend trusted, cost-effective people who can assist with everything from minor repairs to interior styling, garden maintenance and more significant renovations that will enhance the appeal and ultimately the sale.

01  XX Street name, Suburb
    Sold for $X,XXX,XXX
02  XX Street name, Suburb
    Sold for $X,XXX,XXX
03  XX Street name, Suburb
    Sold for $X,XXX,XXX
04  XX Street name, Suburb
    Sold for $X,XXX,XXX
05  XX Street name, Suburb
    Sold for $X,XXX,XXX
06  XX Street name, Suburb
    Sold for $X,XXX,XXX

"Make a first impression lore hen asaihil moluptas sa que ium unt volupta testemp oritaquam volupta sed quia solenihil etium fuga. Dolorrors exped molupta simaiorerio elestisi nos et facculpa dest quat verum."

AGENT'S NAME, Job Title

### One wise choice
for your property

ONEAGENCY

### We are
one family.

### Sold properties
By Agent's Name

| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
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| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |
| SUBURB | XX Street name | Sold for $XXX,XXX |

XX Street name, Suburb
Sold for $X,XXX,XXX

XX Street name, Suburb
Sold for $X,XXX,XXX

NOTE: Some of these properties were sold prior to this agent joining One-Agency.

# 7.6 Pre-list brochure (above and beyond)

Two pre-list brochure templates has been designed to be easily updated and tailored with personalised branding. Each version has been designed to have a different aesthetic while remaining true the One Agency brand. This example shows an above and beyond themed concept.

Please note:
— The examples shown are to scale, but not actual size.
— Agent marketing templates can be downloaded from oneagencytemplates.com.

---

## Testimonials
### What our clients say

"Make a first impression lore hen asaihil moluptas sa que ium unt volupta testemp orita quaesdm volupta sed quia solenihi etium fuga. Dolorrors exped molupta"

**NAME**, *XXX Street name, Suburb*



**XX Street name, Suburb**
Sold for $X,XXX,XXX

**XX Street name, Suburb**
Sold for $X,XXX,XXX

**XX Street name, Suburb**
Sold for $X,XXX,XXX

Lorem ipsum dolor sit amet, consect etur adipiscingraesent vel sapien purus. Maece nas pellen tesque, tortor vitae euismod auctor, quam enim ultricesetus, ac dictum leo lacus at massa. Suspend isse potenti. Ut fermentum elementum consectetur. In sed sodales erat. Integer diam nibh, ullamcorper et ultrices ut, convallis at eros. Pellentesque mollis quis massa nec entum.

**Name**

**XX Street name, Suburb**
Sold for $X,XXX,XXX

**XX Street name, Suburb**
Sold for $X,XXX,XXX

**XX Street name, Suburb**
Sold for $X,XXX,XXX

16 —

— 17

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# Above & beyond

There's only One Agency that works for you

**ONE**AGENCY

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## Take flight
### with One Agency

Selling your home is an exciting time. There's the delightful anticipation of moving to your next stage in your property journey. There's also the fear of not knowing what you need to do, and when.

We're here to support you through every stage of your property sale and to make every effort to meet your goals for your move.

Although each agent has a particular selling style, we all agree that these 6 aspects of a sale are key to achieving a top price for your property.

1. We're local specialists with in-depth knowledge of local market conditions. We know who's looking for a property like yours, what buyers are looking for and we bring the right buyers to you. It's all about identifying the right target market for your property and how we let those people know your property is for sale.

2. We take the time to get to know you, your situation and goals.

3. We gather essential feedback from enquiries; this helps us confirm what value potential buyers place on your property. Feedback also helps us help you choose what method of sale we think will get you the best sales price.

4. We craft a personalised marketing campaign that's tailored to your property and is thorough to ensure we reach all active buyers both within the area and from without.

5. We help highlight your property's best features and when we talk to buyers, we'll guide them to the unique aspects of your property. We find that sometimes buyers need a little push in the right direction to see a home's true potential.

6. We make an emotional connection with potential buyers.

We understand buyers; we know how to spark their imagination so they've mentally moved in. Once they start telling us about any improvements they'd like to make, we know we're on the right road.

We don't believe in a 'one size fits all' approach, that's why we personalise your campaign to you and your property.

— 3

# 8 Livery

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

## 8.1a Office signage (exterior)

Office signage should be simplistic and minimal in design reinforcing the brand message. The logo should only appear on a white background or if reversed on black and exclusion zones should always be adhered to. Only brand colours are to be used.

Note: it is not compulsory to have a branded One Agency office.

## 8.1b Office signage (interior)

Office signage should be simplistic and minimal in design reinforcing the brand message. The logo should only appear on a white background or if reversed on black and exclusion zones should always be adhered to. Only brand colours are to be used.
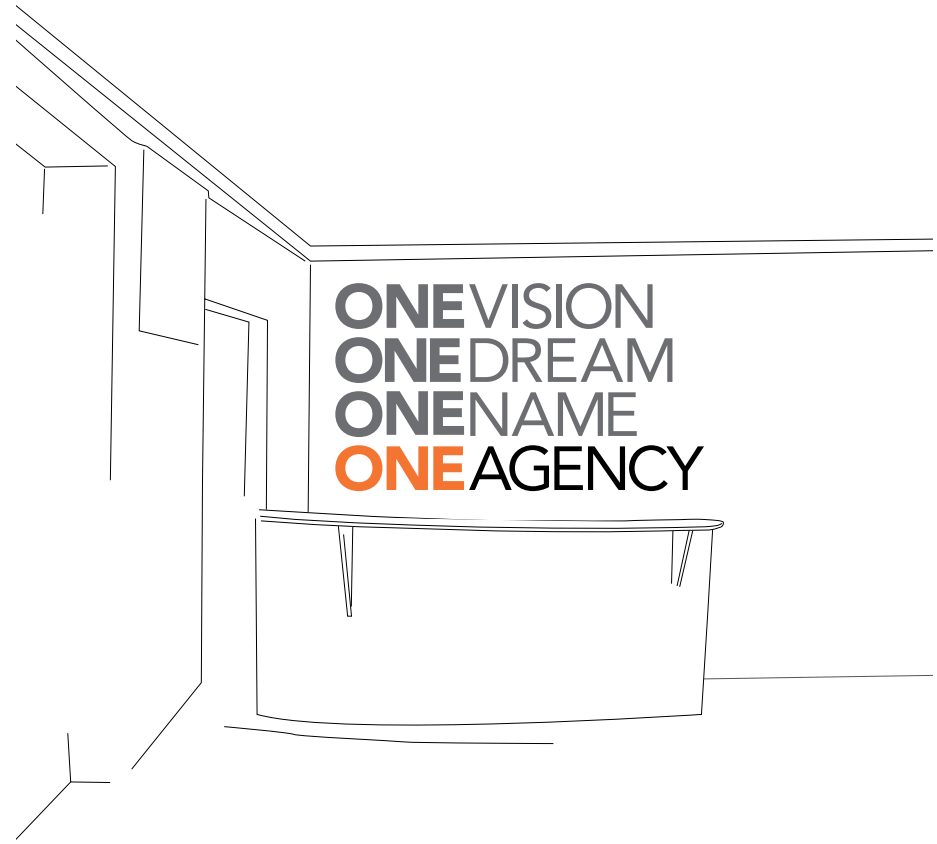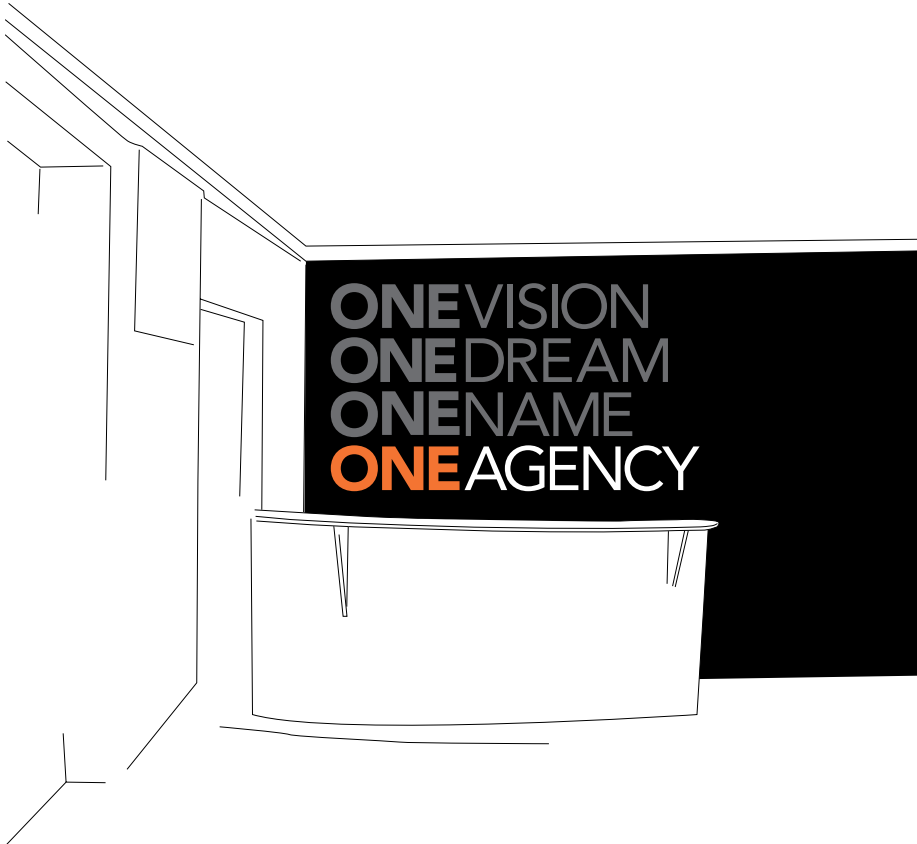
# 8.2 Car livery

This example shows the car livery. Livery should be simplistic and minimal in design reinforcing the brand message. The logo should only appear on a white background or if reversed on black. Exclusion zones should always be adhered to. Only brand colours should be used and black, white or orange vehicles branded.

Note: it is not compulsory to use branded vehicles.



**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY
PERSONALISED BRANDING HERE

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY
PERSONALISED BRANDING HERE
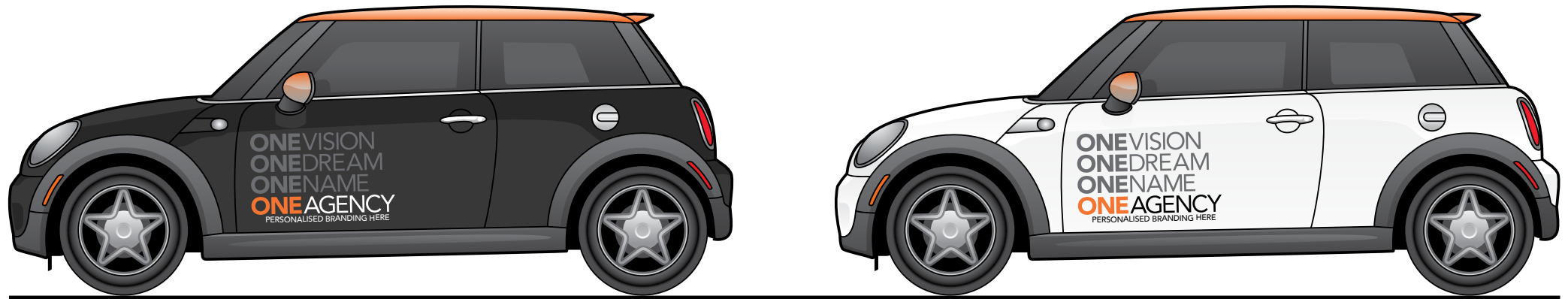
# 8.3 Name badge

Name badge templates have been designed to be easily tailored with personalised branding. Name badges are available in black or white.

Please note:
— The examples shown are to scale, but not actual size.
— Name badge templates can be downloaded from oneagencytemplates.com.

**JOHN SMITH**
PRINCIPAL

**ONE**AGENCY
PERSONALISED BRANDING HERE

**JENNY SINGH**
PRINCIPAL

**ONE**AGENCY
PERSONALISED BRANDING HERE

## 8.4 Promotional items

Promotional item graphics should be simplistic and minimal in design reinforcing the brand message. See section 1 for correct usage of the logo.

A variety of branded promotional items can be ordered from the One Agency online shop oneagencyshop.com

# 9 Email signatures

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

## 9.1 Email signature (without portrait image)

To ensure brand consistency, we have designed a standardised One Agency branded email signature that can be used on all emails, both internal and external.

— Email body copy should be set using Arial Bold, 12pt.

— The signature should not be changed or edited.

— Signatures should always appear in black with a disclaimer in One Agency Gray.

— The name should be set using Arial Bold, 12pt.

— The job description should be set using Arial Regular, 12pt.

— The contact details should be set using Arial Regular, 12pt.

— The disclaimer should be set in Arial Regular, 10pt.

Please note:
— One Agency Orange is PMS 1655 / web safe RGB #F47D30
— One Agency Gray is PMS Cool Gray 11 / web safe RGB #717074
— Black is web safe RGB #000000

Name: Arial Bold, 12pt

Job description: Arial Regular, 12pt

Business name: Arial Bold, 12pt
Office details: Arial Regular, 12pt
Office web: Arial Bold, 12pt, Underlined

One Agency Logo: 150 pixels in length
(Only use supplied personalised logo graphic)

Web address and social media: Arial Regular, 12pt, underlined

Disclaimer: Arial Regular, 10pt

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Helvetica  12

To:

Cc:

Subject:

Signature: None

Message Size: 16 KB

**Jenny Smith**
Member Services Manager,
Corporate Headquarters

**One Agency Pty Ltd**
PO Box 569 Balgowlah, NSW 2093 Australia

**Australian** Telephone: 1300 792 388
**International** Telephone: +61 2 8039 2110

**ONE**AGENCY

www.oneagencyglobal.com

Facebook / LinkedIn / YouTube / Blog

Disclaimer: this email message is intended only for the addressee(s) and contains information which may be confidential. If you are not the intended recipient, please advise the sender by return email, do not use or disclose the contents and delete the message and any attachments from your system. Unless specifically indicated, this email does not constitute formal advice or commitment by the sender.

## 9.2 Email signature (with portrait image)

To ensure brand consistency, we have designed a standardised One Agency branded email signature that can be used on all emails, both internal and external.

— Email body copy should be set using Arial Bold, 12pt.

— The signature should not be changed or edited.

— Signatures should always appear in black with a disclaimer in One Agency Gray.

— The name should be set using Arial Bold, 12pt.

— The job description should be set using Arial Regular, 12pt.

— The contact details should be set using Arial Regular, 12pt.

— The disclaimer should be set in Arial Regular, 10pt.

— The portrait image should be black and white, cropped to head and shoulders and set in a 60px diameter circle

Please note:
— One Agency Orange is PMS 1655 / web safe RGB #F47D30
— One Agency Gray is PMS Cool Gray 11 / web safe RGB #717074
— Black is web safe RGB #000000

Name: Arial Bold, 12pt

Portrait image: Set in a 60px diameter circle

Job description: Arial Regular, 12pt

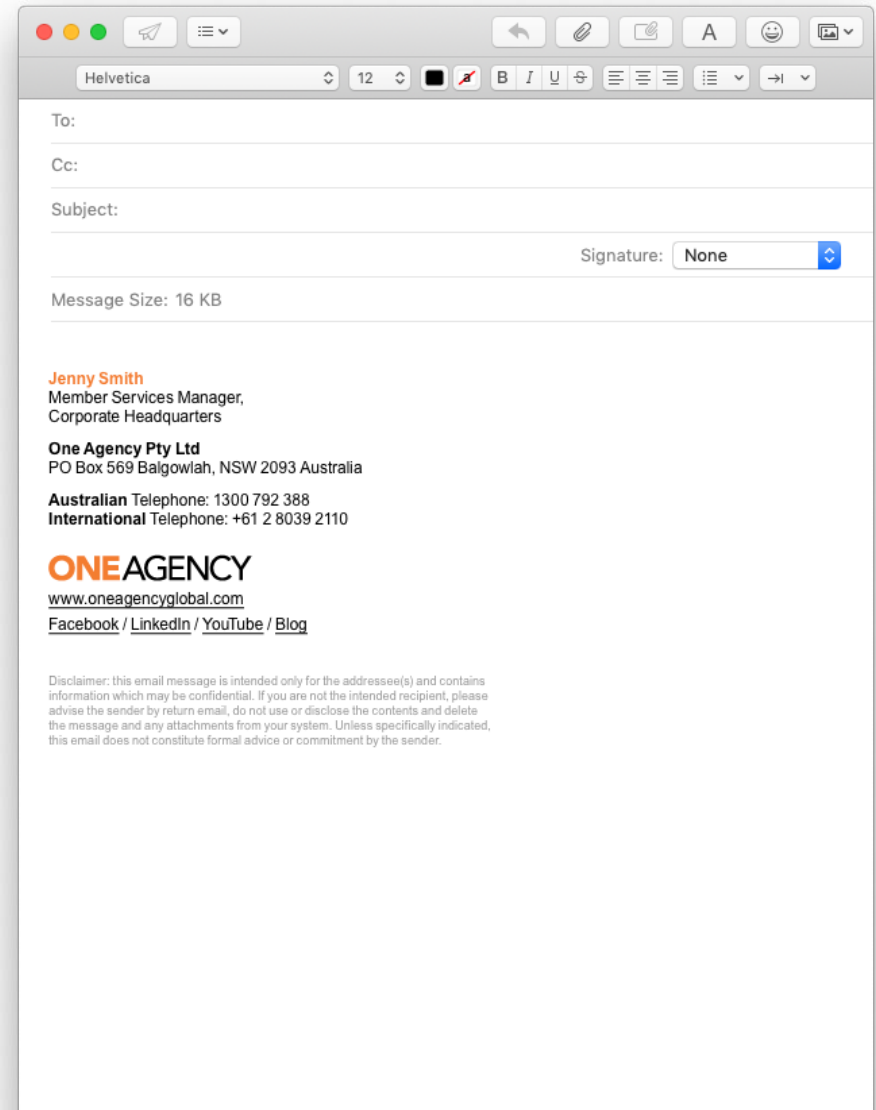Business name: Arial Bold, 12pt
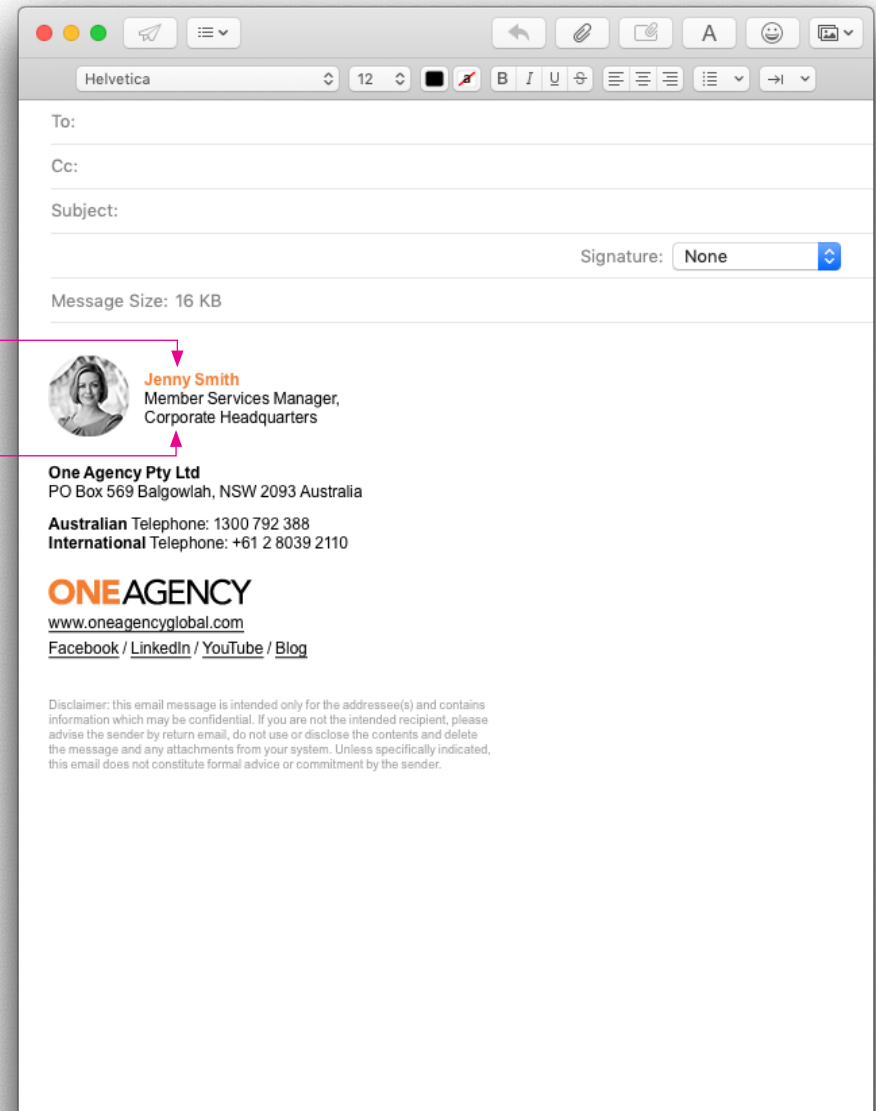Office details: Arial Regular, 12pt
Office web: Arial Bold, 12pt, Underlined

One Agency Logo: 150 pixels in length
(Only use supplied personalised logo graphic)

Web address and social media: Arial Regular, 12pt, underlined

Disclaimer: Arial Regular, 10pt

---

To:

Cc:

Subject:

Signature: None

Message Size: 16 KB

**Jenny Smith**
Member Services Manager,
Corporate Headquarters

**One Agency Pty Ltd**
PO Box 569 Balgowlah, NSW 2093 Australia

**Australian** Telephone: 1300 792 388
**International** Telephone: +61 2 8039 2110

**ONE**AGENCY
www.oneagencyglobal.com
Facebook / LinkedIn / YouTube / Blog

Disclaimer: this email message is intended only for the addressee(s) and contains information which may be confidential. If you are not the intended recipient, please advise the sender by return email, do not use or disclose the contents and delete the message and any attachments from your system. Unless specifically indicated, this email does not constitute formal advice or commitment by the sender.

# 10 Social media

10.1     Social media icons

ONEVISION
ONEDREAM
ONENAME
ONEAGENCY

## 10.1 Social media icons

A consistent set of One Agency branded social media icons has been designed to be used on websites and email newsletters.

They should appear in One Agency orange when used on a black or white background and reversed in white when used on a background of any other colour.

Please note:
— Should you wish to add further social media icons not included in the supplied graphic, please consult with head office.
— Social media icons can be downloaded from oneagencytemplates.com.



Social media icons in One Agency orange on white background



Social media icons in One Agency orange on black background



Reversed social media icons on grey background

# 11 Contact

## 11.1    Contact details

**ONE**VISION
**ONE**DREAM
**ONE**NAME
**ONE**AGENCY

## 11.1 Contact details

All templates contained in this document can be downloaded from the Australian One Agency brand templates website:

**oneagencytemplates.com**

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If you have any queries about working with the One Agency brand expression guidelines, please make contact with the head office.

**One Agency**
Head Office
PO Box 569
Balgowlah NSW 2093
Australia

Telephone 1300 792 388 — within Australia
Telephone + 61 2 8039 2110 — International

Email: headoffice@oneagency.com.au