

Harland & Poston

GROUP

May, 2022

BRAND GUIDELINES

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In this chapter, we'll introduce the Harland & Poston Group brand, its strategic basis and orienting factors for the type of relationship that the brand wishes to establish with its stakeholders.

All of the brand's communication must transmit these values consistently.

IDENTITY

The Harland & Poston Group is a privately owned group of self-made brands in the areas of real estate, investments, property management and travel.

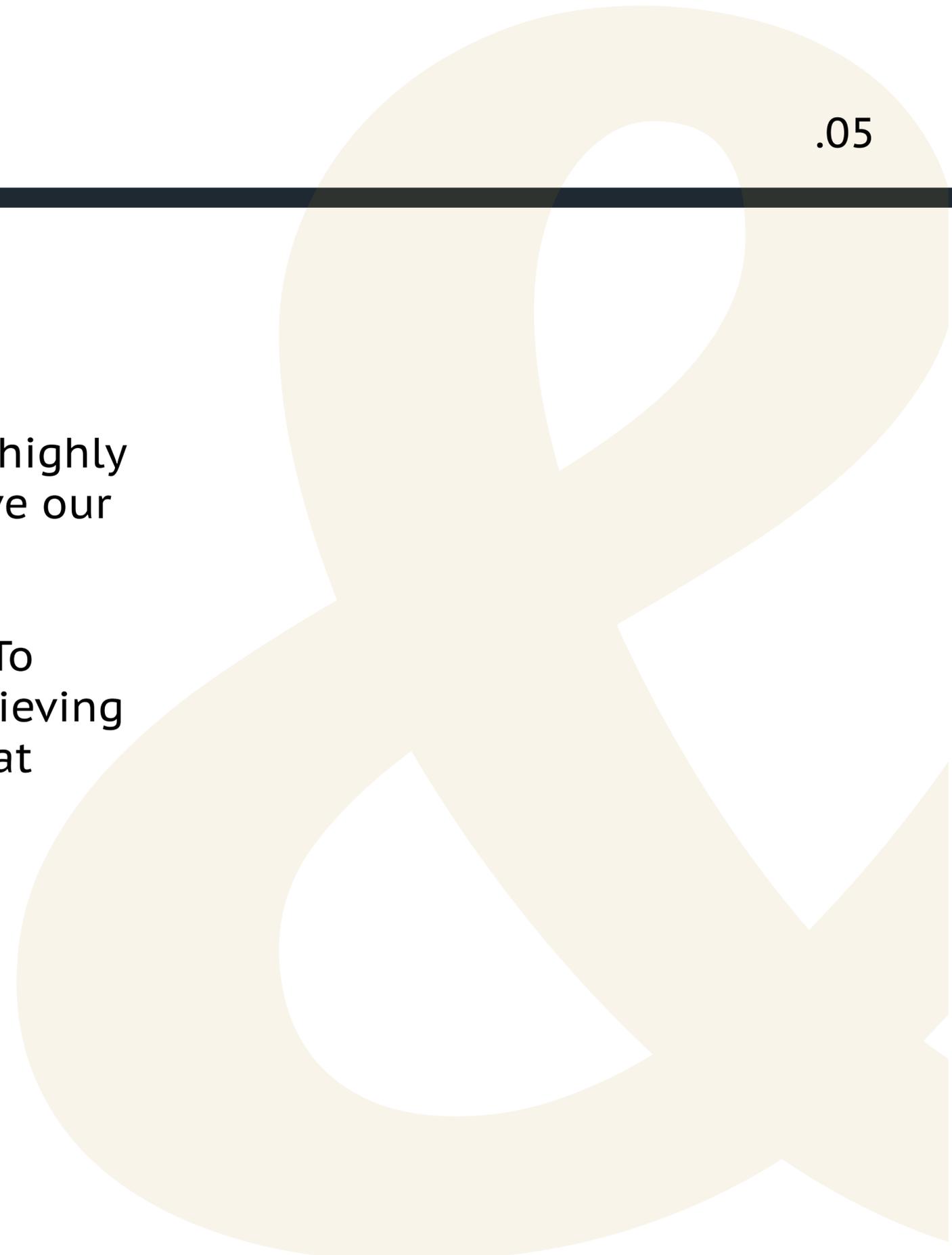
Our group of companies are trustworthy partners that offer the advantage of being able to freely sell and market businesses on a worldwide scale, always having our clients' best investment interests in mind.

Hence, our values fall into being transparent, ROI/business driven, resilient and flexible, as we believe that thinking in a long-term way is the key to all our businesses growth and success!

VISION

All the Harland & Poston Group brands testify the highly competent and challenge winning teams that serve our clients' best interests now and in the future.

Our vision is to operate from Lisbon to the world. To connect and cross-sell our business solutions, achieving the best possible outcome for the global client that chooses us.



BRAND VALUES

TRANSPARENCY

RESILIENCY

**ROI / BUSINESS
DRIVE**

STABILITY

TRUSTFULNESS

DURABILITY

In this chapter, we'll elaborate on the Harland & Poston Group visual identity. Its relationship with other group brands, official colour palette, logo representations and dimensions, typography and endorsement rules.

These rules establish the foundations of the visual identity of the brand so that it maintains its coherency whenever and wherever it might be applied.

LOGO

This is the Harland & Poston Group logo!
We believe it transmits our values of Trustfulness, Resiliency, Stability and Durability through a typography based logo, featuring a carefully picked font, sleek and modern, combined with a sober and solid colour scheme.

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Main Version

Harland & Poston
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Harland & Poston
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Black Version

Harland & Poston
GROUP

White Version

Harland & Poston
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APPLICATION OVER POLICROMATIC BACKGROUNDS

The main concern must always be to find the best contrast between the logo and the background to improve readability. Always prioritize creating a solid colour Safe Area to place the main version of the logo as shown below. The logo safe area should always be white. If white isn't possible, consider using other colours from the brand's colour scheme (page 13 of this guide) instead.

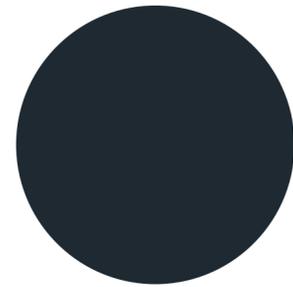


APPLICATION OVER PHOTOGRAPHIC BACKGROUNDS

The main concern must always be to find the best contrast between the logo and the background to improve readability. Always prioritize creating a solid colour Safe Area to place the main version of the logo as shown below. The logo safe area should always be white. If white isn't possible, consider using other colours from the brand's colour scheme (page 13 of this guide) instead.



MAIN COLOURS

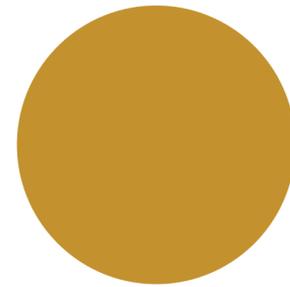


DARK BLUE

Web: #1E2931

R: 30
G: 41
B: 49

C: 82%
M: 68%
Y: 57%
K: 63%

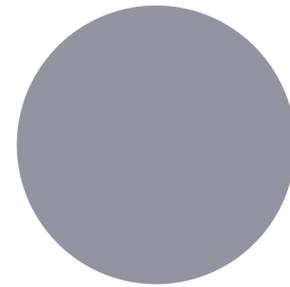


GOLD

Web: #C3922E

R: 195
G: 146
B: 46

C: 24%
M: 42%
Y: 99%
K: 3%

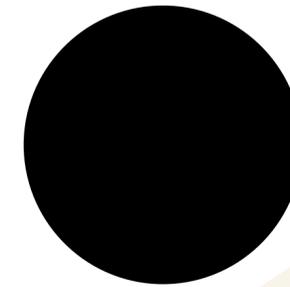


GREY

Web: #9294A1

R: 146
G: 148
B: 161

C: 46%
M: 37%
Y: 28%
K: 1%



BLACK

Web: #000000

R: 0
G: 0
B: 0

C: 100%
M: 100%
Y: 100%
K: 100%

TYPOGRAPHY - MAIN

PT Sans Caption

BOLD - Titles:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

REGULAR - Body of Text:

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Use different weights for different purposes, such as side notes:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

TYPOGRAPHY - SECONDARY

Tahoma

BOLD - Titles:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

REGULAR - Body of Text:

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Use different weights for different purposes, such as side notes:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

LOGO - SAFETY AREA

The best way to calculate this is by using the letter H as a reference.



Minimum Sizes

Print

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15 mm

Digital / Web

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40 pixels

Incorrect Use

Change Colours



Use outlines



Out of focus / Low quality



Change Proportions



Low contrast with background



Change Spacing



Change Font



Key Visuals

The creative concepts for this brand can use graphic elements following the Harland & Poston Group's website and offices branding elements.

The website makes use of diagonal cuts to visually separate blocks of content, which in **Example A** are used to frame the content at the centre of the image. The Harland & Poston Group's offices branding elements introduced a new element that makes use of a pattern formed by arranged triangles in the brand's colour scheme, as showcased in **Example B** below.

Both the diagonal cuts and the triangle pattern were introduced to complement and enrich visual pieces of content and advertisement, giving them a sense of motion, upward or forward movement, fast pace, growth, which relate to the Group's purposes and objectives, as well as the businesses it represents.



Example A



Example B

In this chapter, we'll establish the way in which the Harland & Poston Group Brand relates to the other group brands and how this endorsement is represented visually.

Main logo with the group's brands

Harland & Poston Group gains scale and presence when presented with all of the brands that form the group. The affiliated brands' logos are faithful representations of their original versions, adapting only their colours to the colour of the word "GROUP" to establish even clearly the relationship between the brands.

The example below represents the logo with the active official brands at the moment, but as more and more brands are created, they can be added below the line adapting the size of each logo so they all fit inside the line's length. The line below the logo respects the safe area, using the the letter H as a distance reference.

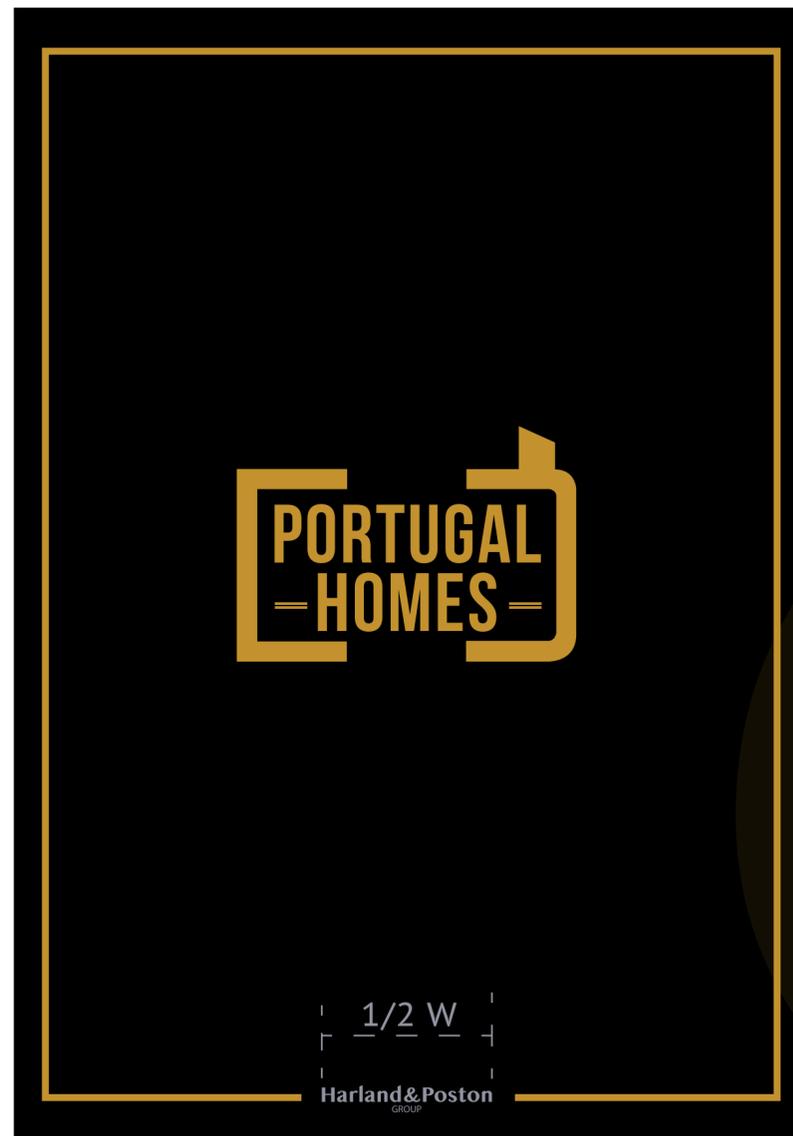
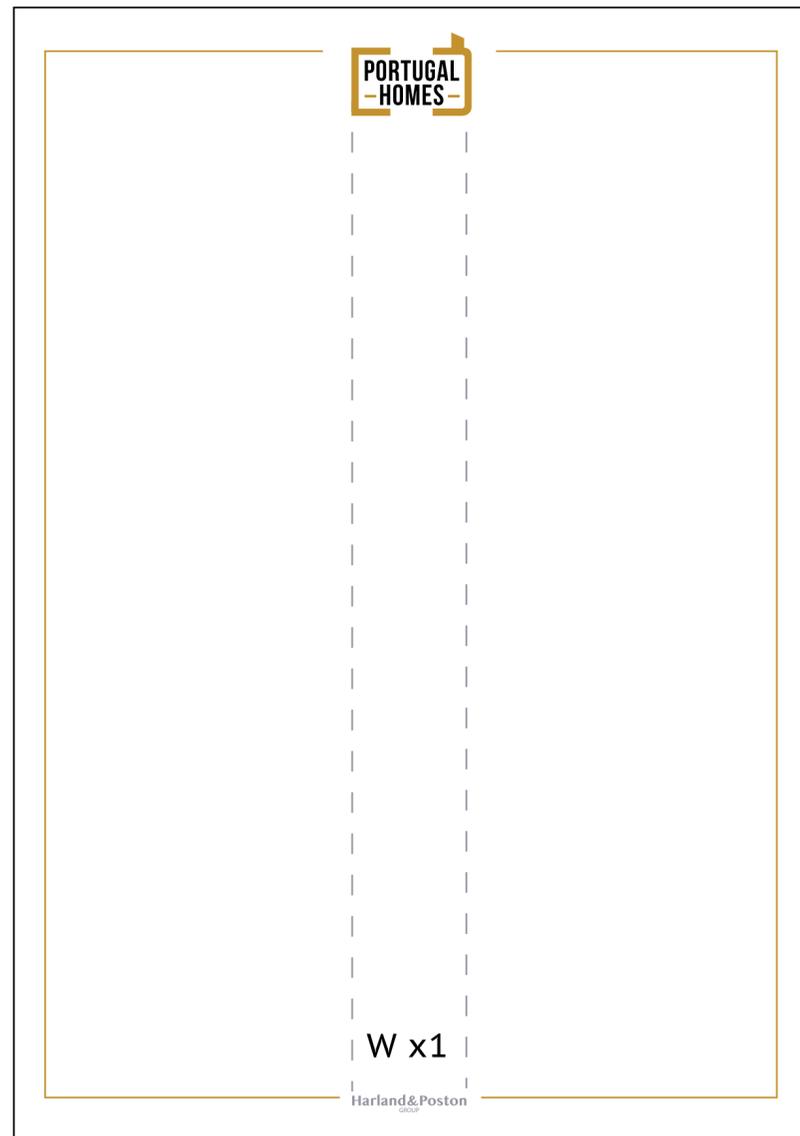
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Group brands' endorsement rules

Harland & Poston Group's brands must endorse their umbrella company in official, institutional communications and stationery. The endorsement must always be done on the exact opposite placement of the company's logo, such as represented in this page's example with Portugal Homes.



W x1

W x1

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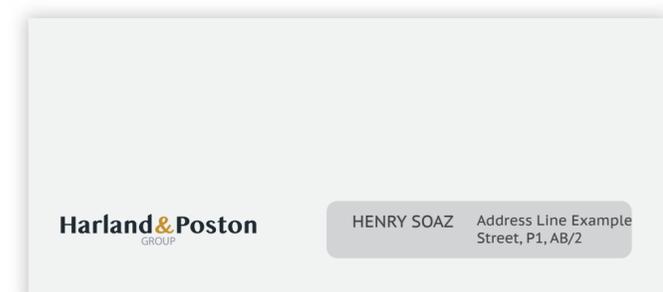
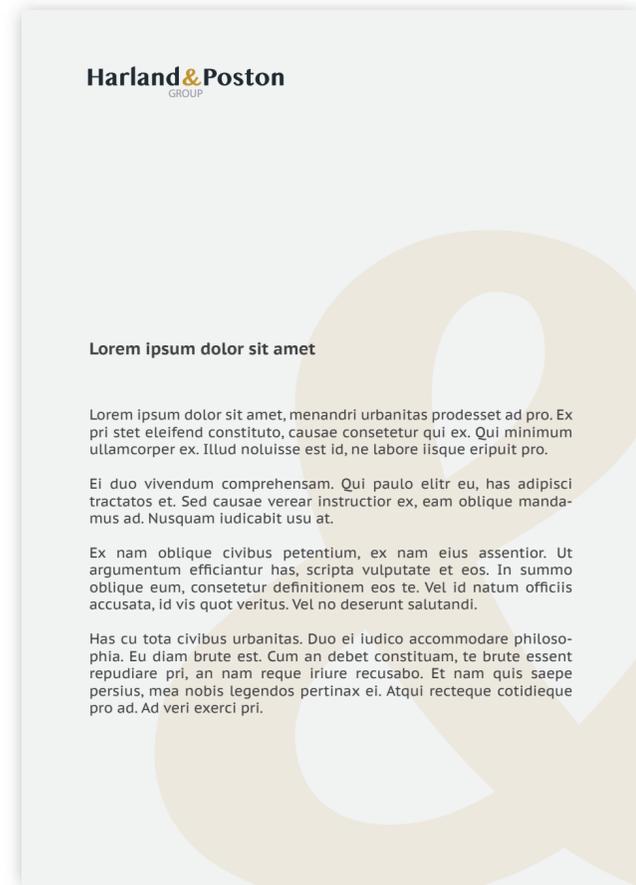
1/2 W

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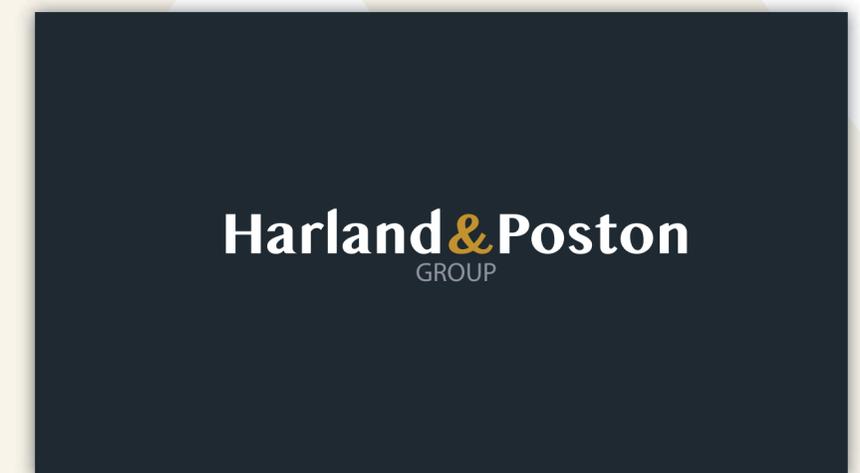
The size proportion between both logos is defined by the width of the affiliate brand logo's representation. Both logos must have the same width as represented here.

The endorsement to Harland & Poston Group can also be 1/2 W of the affiliate brand's logo as long as it remains over its minimal measurements in digital and in print (page 17 of this guide).

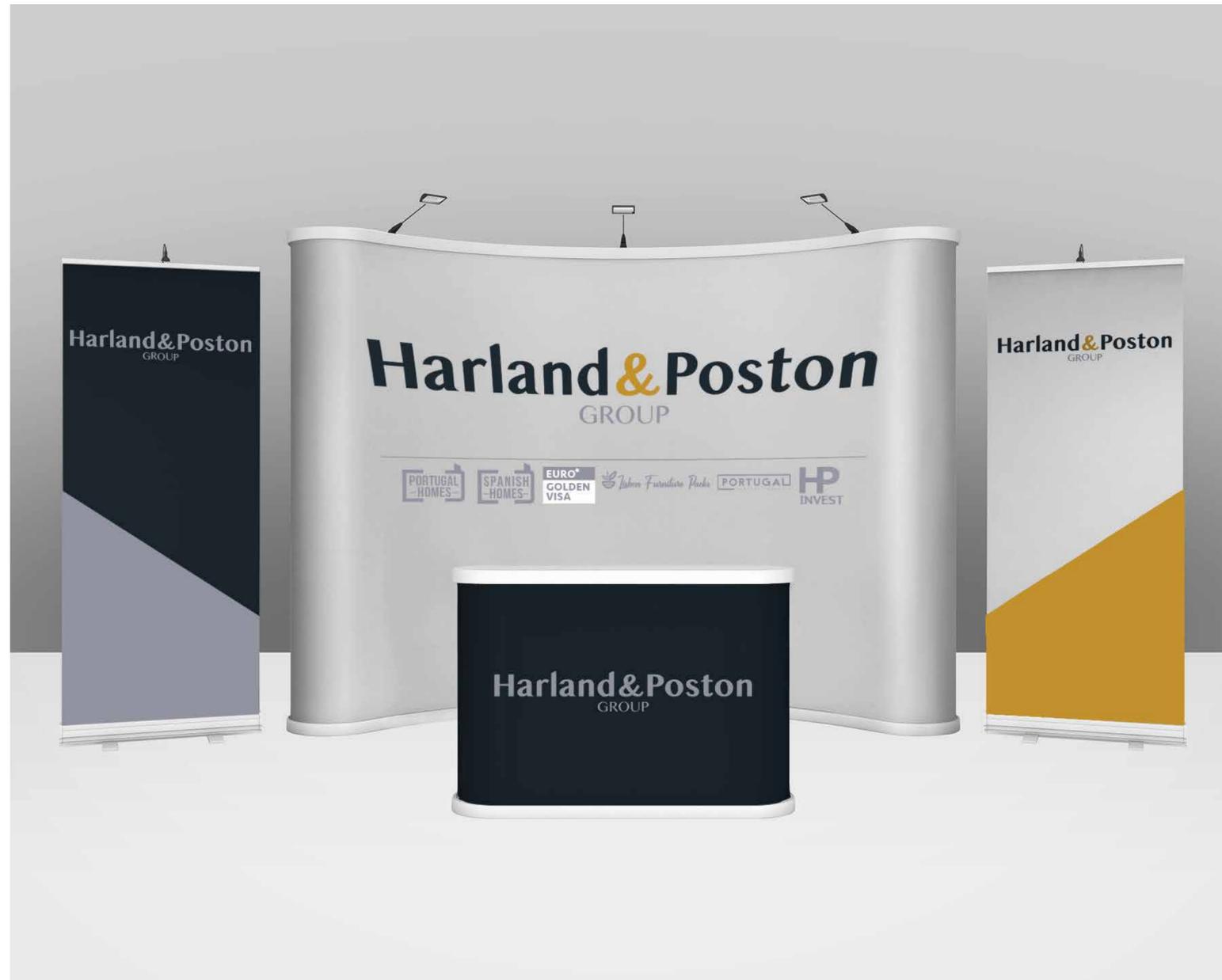
Stationery Examples



Business Card Study



Fair Stand Study



Fair Clothing Study



Fair Apparell Study



Fair Mug Study



Billboard Study



Affiliate Brand Billboard Study



Affiliate Brand Newsletter Study



Endorsement Detail

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[Golden Visa | Non-Habitual Resident | After Sales](#)



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Portugal Homes is a Harland & Poston Group company.

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