Brand Guidelines

ANSTEYHORNE

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01

Logos

Our Logo, Our Brand

LOGO

The preference is to use the **Established 1795 logos** *(see below left)*, however we recognise that in certain cases the simplified version would be more appropriate to use *(see below right)*.

All logos can be found on the **O\: drive** under **'Marketing'**, here you will find multiple file formats and an all-white version to be used on dark backgrounds.

As a general rule: if your document is portrait, use the **'Square Est'** logo *(below: - top-left)*, if your document is landscape , use the **'Landscape Est'** logo *(below: - bottom-left)*.





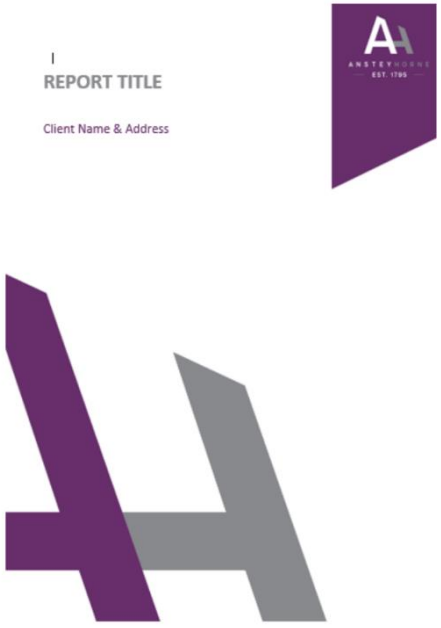




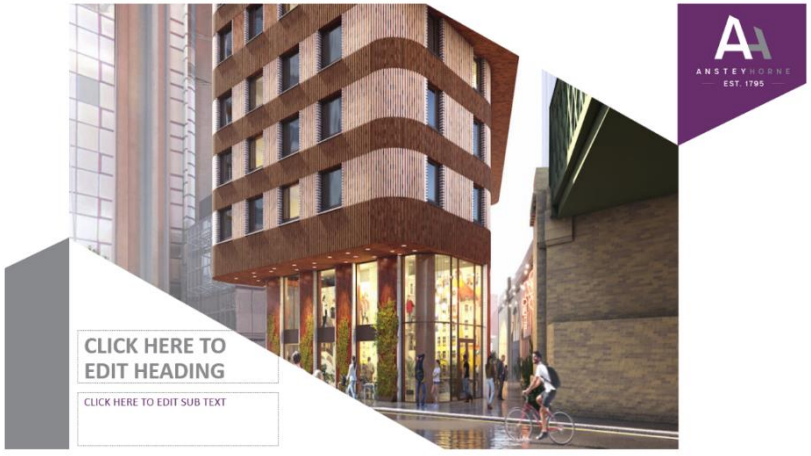
LOGO

Position of the LOGO

The logo is to always be situated on the top right hand corner of any document. Below are two examples which illustrate this.



Report Cover



Powerpoint Presenation

Colour

02

Anstey Horne Colours & How We Use Them

COLOUR

Below highlights Anstey Horne's primary and secondary colours.

Our primary colours are purple and grey and therefore these will always feature the most in any document produced.

The secondary colours can be used as accents throughout a document. Each team also has its own and so any documentation produced for a specific service line should use this as the accent colour.

The team colours are shown overleaf.

ANSTEY HORNE
EST. 1795

R 112 G 53 B 114 #703572	R 136 G 139 B 141 #888B8D

R 203 G 136 B 100 #cb8864	R 154 G 175 B 135 #9aaf87	R 198 G 176 B 157 #c6b09d	R 132 G 174 B 181 #84aeb5	R 193 G 127 B 138 #c17f8a

TEAM COLOURS & ORG CHARTS

Our secondary colours have been chosen to give each team a visual identity, which will filter through to relevant presentation material and team documentation where applicable.

FIRE

PROJECT & COST MANAGEMENT

BUILDING SURVEYING

RIGHTS OF LIGHT

PARTY WALL

EXAMPLE STAFF LAYOUT FOR A STRUCTURE CHART / ORGANOGRAM



TONY LEISHMAN
Senior Director
Fire Consultancy



SIMON HILL
Senior Director
Building Surveying



JAMES DAVIDSON
Associate Director
Party Wall

03 Typography

TEXT & SPACING

Standard Text – Calibri 11 - black

Anstey Horne are experts, combining leading opinion, insight and technology with 230 years of property expertise

Main Heading – Calibri 22 (standard, not bold) Always AH Purple and all capitals

THE UK'S LEADING SPECIALIST SURVEYING PRACTICE

Secondary Heading – Calibri 18 (standard, not bold) Always capitals, can be AH purple or grey.

THE UK'S LEADING SPECIALIST SURVEYING PRACTICE

THE UK'S LEADING SPECIALIST SURVEYING PRACTICE

Paragraph Heading – Calibri 11 bold, non-capitals, grey as preference unless immediately following a grey header, purple can then be used.

The UK's Leading Specialist Surveying Practice

We understand there maybe times where something in between a secondary and a paragraph heading is needed. You can use discretion on the size, but every heading is to be Calibri, capitals, not bold and either AH Purple or Grey.

Typography

BULLET POINTS

Bullet points to be in AH purple and circular

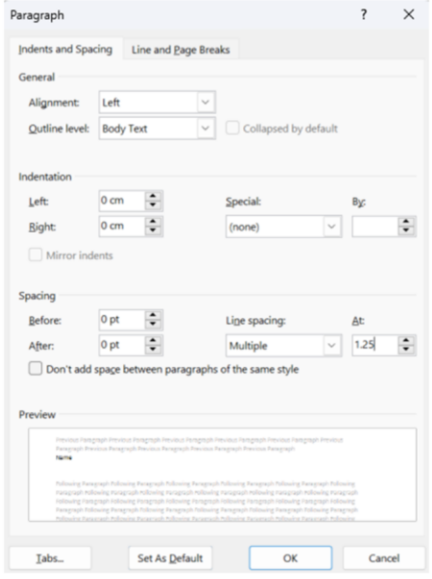
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- Ut enin and ninin venian, quis nostrun exercitationen ullan corporis suscipit laboriosan, nisi ut aliquid ex ea connodi consequatur.
- Quis aute iure reprehenderit in voluptate velit esse cillun dolore eu fugiat nulla pariatur.
- Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt nollit anin id est laborun.

TEXT & SPACING

Test to be justified

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Spacing - Multiple 1.25



NUMBERING

Main Header numbers, Calibri 22, Purple, 22

1.0 or 1 HEADING GOES HERE

Simple one pager numbering (used in the same way, a bullet point could be used). Always purple, but in same font as the rest of your text.

1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.
2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.
3. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Numbering as part of large section / report. Calibri 11, standard black (same as the items listed)

2.1 Obtain confirmation that required insurances are in place before the commencement of works on the Site.
2.2 Obtain contract drawings and specifications from the Client and the Professional Team.
2.3 Administer the terms of the Building Contract including the preparation and issue of all required notices.
2.4 Agree approvals required from the Professional Team under the Building Contract.
2.5 Obtain authorisation from the Client for additional costs where the Consultant's limit of authority is exceeded.

TABLES

Header to be AH purple with white text, text to be centred vertically, preference of central / left aligned up to individual. Minimal borders and only on internal cells Example below

Heading 1	Heading 2	Heading 3	Heading 4
Totals		**£xx,xxx**	**£yy,yyy**

04 Marketing

COMPANY PULL-UP BANNERS

Pull-Up Banner

There are two standard banner designs which have been created.

Each office will have their own banners based upon these two designs, one in the AH grey and another in one of the secondary colours best suited to the chosen image for the banner. These banners can be used for any suitable event organised/ attended by Anstey Horne.



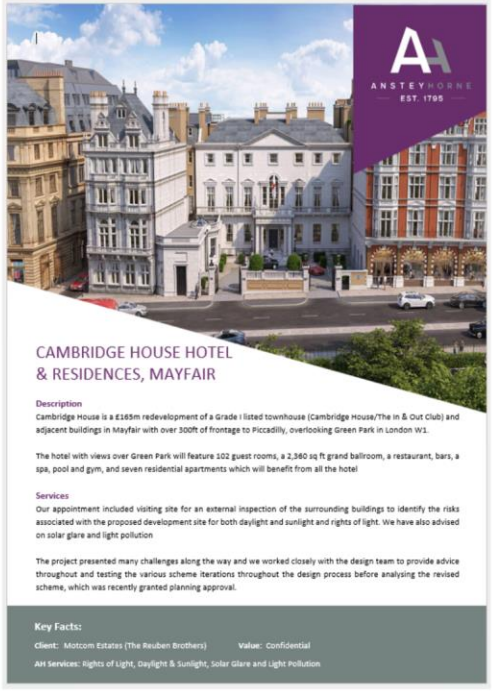


COMPANY PROJECT CASE STUDIES

Project Case Studies

We have a template for project case studies which can be found "O:\05 Templates\Case Study Template.dotx"

Sample examples are shown here:



ANSTEYHORNE
EST. 1795

CAMBRIDGE HOUSE HOTEL
& RESIDENCES, MAYFAIR

Description

Cambridge House is a £165m redevelopment of a Grade I listed townhouse (Cambridge House/The In & Out Club) and adjacent buildings in Mayfair with over 300ft of frontage to Piccadilly, overlooking Green Park in London W1.

The hotel with views over Green Park will feature 102 guest rooms, a 2,360 sq ft grand ballroom, a restaurant, bars, a spa, pool and gym, and seven residential apartments which will benefit from all the hotel

Services

Our appointment included visiting site for an external inspection of the surrounding buildings to identify the risks associated with the proposed development site for both daylight and sunlight and rights of light. We have also advised on solar glare and light pollution

The project presented many challenges along the way and we worked closely with the design team to provide advice throughout and testing the various scheme iterations throughout the design process before analysing the revised scheme, which was recently granted planning approval.

Key Facts:

Client: Motcom Estates (The Reuben Brothers) **Value:** Confidential

AH Services: Rights of Light, Daylight & Sunlight, Solar Glare and Light Pollution



ANSTEYHORNE
EST. 1795

MALT STREET REGENERATION
OLD KENT ROAD, SOUTHWARK

Description

We were appointed on this phased redevelopment project with a hybrid planning application. The development consists of a detailed planning application for four buildings, two at 7-storeys, one at 15-storeys and one at 44-storeys to provide 420 dwellings and commercial space. As well as an outline planning application for 880 dwellings and commercial space.

Services

Our appointment included visiting site for an external inspection of the surrounding buildings to identify the risks associated with the proposed development site for both daylight and sunlight and rights of light. We have been involved for several years, beginning with pre-acquisition advice, and we continue to work with the design team through the final stages of the project. We have run several technical analyses including the impact to the surrounding buildings, the transient overshadowing, the light within analysis for the proposed accommodation and the EPZ results. We have produced reports for planning submission as well as preparing a daylight, sunlight and overshadowing chapter for the Environmental Statement.

Key Facts:

Client: Berkeley Homes (South East London) **Value:** £100m+

AH Services: Rights of Light and Daylight & Sunlight

COMPANY CV'S

Company CV Templates

We have created our CV's using our secondary / team colours. The template is the same, so that when presenting a multi-service offering, we show a consistent approach.

You can find your team CV's here O:\03 Marketing\Company CVs\

If you need yours creating, please liaise with your team administrator. A sample of each team is shown below.



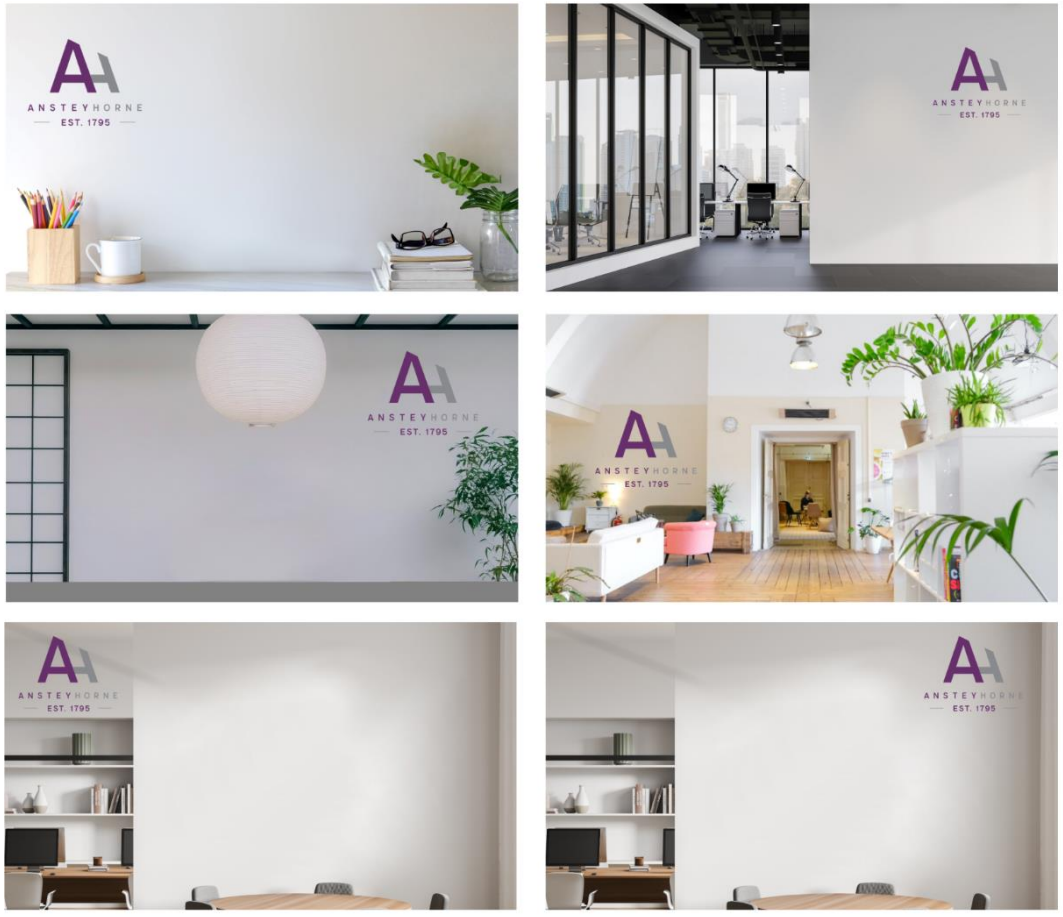
Marketing

05 Digital

COMPANY MS TEAMS BACKGROUNDS

MS Teams Backgrounds

To maintain our professional brand, we have developed a range of branded MS teams backgrounds. These are optional, however, we recognise we all have varied working from home spaces and so encourage staff to select a preferred option to portray a consistent approach.



COMPANY STANDARD EMAIL SIGNATURE

Email Signature

Inline with our branded template documents etc. we have produced a standard email signature.

A sample is shown below.

Stephen Walsh
Chief Operations Officer
Direct: 020 7947 0916
Office: 020 7065 2770
Mobile: 07904 123671

ANSTEY HORNE
EST. 1795

Rights of Light \ Party Wall \ Building Surveying
Fire Engineering \ Project & Cost Management \ Building Safety

Latest News \ Privacy & Data Policy \ Company Information

Disclaimer

The information contained in this communication from the sender is confidential. It is intended solely for use by the recipient and others authorized to receive it. If you are not the recipient, you are hereby notified that any disclosure, copying, distribution or taking action in relation of the contents of this information is strictly prohibited and may be unlawful.

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Thank you

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Anstey Horne confidential