Overview:
An innovation-first, full-service design and marketing agency with an excellent reputation for delivering brands, websites and marketing for the property, construction and shopping centre industries

Marketing Objective:
Showcase our work and drive enquiries.

Why Media.com

Typography

Main Heads & Titles
Filson Soft Bold should be used main headings and titles short only.

Sub headings and body text
Filson Pro Regular should be used for sub heads and all body text.

Alternative font
When Filson isn't available...
for Google slides / docs etc., **Poppins** should be used.

Filson Soft Bold

Aa

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@£$%^&*()_+}]\<.,

Filson Pro Regular

Aa

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@£$%^&*()_+}]\<.,

Poppins

Aa

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz
1234567890
!@£$%^&*()_+}]\<.,

Text

Tone of voice & rules
Rules relating to how we write for the client - first/third person, etc. (tba)

Formatting
All text should appear in upper and lower case with initial caps where appropriate for headings.

Avoid:
• Setting text in all UPPERCASE if possible unless for a specific purpose.
• Abbrieviations

Colours

Primary

Dark Green
PMS 548
c100 m21 y28 k78
r0 g51 b65
#003341

Secondary

Pink
PMS 213
c0 m95 y26 k0
r238 g43 b117
#ee2b750

Tertiary

Green
PMS 376
c50 m0 y100 k0
r141 g198 b63
#8dc63f

Our pink can be used sparingly to compliment the dark green. It should not make up more than approx. 30% of the overall design. The tertiary green can also be used but not make up more than approx. 10% of the overall design.
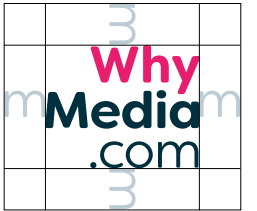
Logo Variants
Because we are confident in our brand and who we are, our logo is responsive just like our approach.

Here are the 3 options available...

Clearspace
To look its best our logo needs space to stand out.
The guides shown below should be followed, so that no other elements encroach upon this.

Primary lockup
3 lines
This is our go to logo and should be used when possible for maximum impact.

Secondary lockup
2 lines
This version can also in some instances such as landscape format pages.

Tertiary lockup
1 line
This version can be used where space dictates.

Placement

The 2 or 3 lines logo should always be right aligned within the the page or canvas and a minimum distance equal to the 'om' as indicated here.

The 3 line logo works best in portrait format, where as the 2 line logo can be used on landscape formats.

IN landscape format, logo size = approx 10% of overall width

Reversed out of our colours

Icons for social media