

Logo Usage Guidelines

The SearchCode logo can only be used by:

- The Council of Property Search Organisations, as sponsor of the SearchCode, or
- Firms currently registered with the PCCB to comply with the SearchCode.

Should registration cease for whatever reason, use of the SearchCode logo must stop immediately.

Registered firms are encouraged to use the SearchCode logo on all search reports.

Logos

The SearchCode logo is made up of two spot colours (see page 2 for Pantone references, CMYK and RGB breakdowns).

- The spot logo is the preferred version and is to be used wherever possible.
- The CMYK logo is to be used for four colour print material.
- The reversed out logo may be used whenever it appears on a dark background.
- The solid black and mono logo can be used for mono material.
- Most importantly, the logo must NEVER be distorted in anyway or separated from its device.

Logo examples



Spot logo for use in colour material
THIS IS ALSO THE PREFERRED LOGO VERSION



White out logo for use on colour backgrounds



CMYK logo for use in colour material



Solid black logo for use in mono material



Mono logo for use in mono material

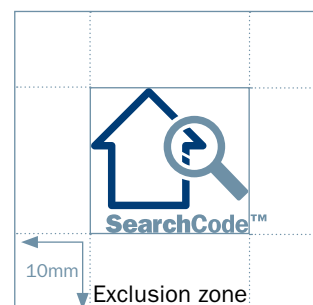
Minimum size

The logo can be reproduced at any size but no smaller than 21mm wide.



Logo placement & exclusion zone

The logo should always appear in the top right hand corner of all documents, it is important that the logo is given space in which to be seen and recognised. This space should not be encroached upon by other type or graphic elements, and a minimum space of 10mm squared on all sides is to be preserved.



Corporate typeface

ITC Franklin Gothic is the typeface which has been used for the logo and should also be applied to all corporate documents.

Font styles are to be used as follows:

Headers **ITC FRANKLIN GOTHIC HEAVY**
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

Sub Headers **ITC FRANKLIN GOTHIC MEDIUM**
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

Body Copy **ITC FRANKLIN GOTHIC BOOK**
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

ITC Franklin Gothic Book italic and **ITC Franklin Gothic Medium** may be used for emphasis within body copy and also for captions.

Typeface for internal documents

Whenever ITC Franklin Gothic is not available then Arial should be applied in the various weights used below.

Font styles are to be used as follows:

Headers **ARIAL BLACK**
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

Sub Headers **ARIAL BOLD**
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

Body Copy **ARIAL REGULAR**
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

Arial Regular italic and **Arial Bold** may be used for emphasis within body copy and also for captions.

Primary colours

The primary colours for the SearchCode brand Identification are:

Pantone	541 C
CMYK	C 100, M 67, Y 0, K 38
RGB	R 0, G 60, B 121

Pantone	5415 C
CMYK	C 47, M 8, Y 0, K 40
RGB	R 88, G 121, B 146

Secondary colours

The secondary colours for the SearchCode brand Identification are only to be used within graphs, charts and tables for internal documents.

Pantone	7496 C
CMYK	C 40, M 0, Y 100, K 38
RGB	R 94, G 119, B 3

Pantone	451 C
CMYK	C 47, M 8, Y 0, K 40
RGB	R 159, G 155, B 116

Pantone	7524 C
CMYK	C 0, M 55, Y 60, K 27
RGB	R 169, G 90, B 78

If you have any queries on the SearchCode brand style, please contact The Property Codes Compliance Board on 08714 237192.



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