first national
REAL ESTATE

FIRST NATIONAL
STYLE GUIDE

PURPOSE

To help build, support and grow successful member businesses.

CORE VALUES

Customer Focus, Transparency, Collaboration, Community, Accountability and Communication.

STRATEGY

To grow offices, market share, and revenue by strengthening our brand, having a compelling value proposition, concentrating on membership retention and growth, and diversifying revenue streams.

CONTENTS

TYPEFACES

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

The primary corporate typeface for First National is Century Gothic.

Typography within artwork for First National should always be designed with legibility in mind and care should be taken to ensure the typography reflects and complements the branding division used by the member.

Considerations when designing with typefaces in the classic branding:

White backgrounds with dark text allow for greater contrast and legibility, particularly at smaller sizes.

Using a range of typefaces from the font family will keep design options open.

TYPEFACES

Continued...

Secondary typeface Avenir may be used when Century Gothic is not available.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890   – Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890   – Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890   – Roman

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890   – Medium

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890   – Black**

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890   – Heavy**

TYPEFACES

Continued...

SCRIPT HIGHLIGHT FONTS – PRINT

BREATHING

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

BRITTANY SIGNATURE

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy3z
1234567890

DISRUPTORS SCRIPT – CANVA

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy3z
1234567890

DIVINE RHAPSODY

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy3z
1234567890

FADELYA

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

MOONTIME - CANVA

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

PROCREATE SIGNATURE

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Sometimes in designs we like to use highlight words or phrases. In these instances if it works with the design, we use the fonts 'Breathing' and 'Divine Rhapsody'. Other script fonts may be used if approved by the marketing and design team.

These fonts are both available for free download at dafont.com

Script fonts should only be used in designs as highlight words or small phrases.

OUR LOGOS & COLOURS

This is the First National logo. It is our primary graphic device and should be the first choice when choosing a graphic element to represent the First National brand. The First National logo consists of a symbol and a wordmark and is the keystone of our visual identity.

Classic

Reverse Logo

Using correct corporate colours is vital in maintaining a consistent brand identity.

For on-screen and web applications refer to the RGB/HEX values specified. For printing, refer to the CMYK/PANTONE value. Shopfront and vehicle signages are to use the Dulux or Vinyl references.

If the specified Dulux or vinyl colours are not available, printers are allowed to colour match the corporate colours to the PANTONE colour. To ensure consistent results, always proof carefully against the PANTONE Colour Standard.

RESIDENTIAL BRANDING DIVISION: CLASSIC

RESIDENTIAL BRANDING DIVISION: REVERSE LOGO

CORPORATE BLUE

PANTONE 541

C 100 **M** 57 **Y** 0 **K** 38

R 0 **G** 70 **B** 127

HEX #00467F

DULUX REFERENCE
BLUE EXPANSE – P41H8

VINYL REFERENCE
SAPPHIRE BLUE

CORPORATE GREY

PANTONE 432

C 0 **M** 0 **Y** 0 **K** 85

R 77 **G** 77 **B** 79

HEX #4D4D4F

DULUX REFERENCE
DOMINO – PG1A8/PN2B9

VINYL REFERENCE
DARK GREY

We put you first

THE SWASH & 'WE PUT YOU FIRST'

The First National Swash is a renowned part of our brand and hence may appear on its own, separate from the logotype as a mark of the brand.

The Swash's integrity must be maintained so it is recognisable and consistent across the network. The circle and triangle element MUST be transparent instead of solid white.

Our tagline 'We put you first' helps to shape our brand as the client-focused network that we are.

'We put you first' must appear in sentence case, with 'ligatures' off, and in Century Gothic Bold only. It may appear on its own or as part of the logo as stipulated in this guide only.

The Swash may not appear as just the circle and triangle.

'We put you first' must appear in sentence case and in Century Gothic Bold only.

LOGO INTEGRITY

Always maintain the minimum protective space around the First National logo to maintain visual clarity and to provide maximum impact. The minimum protective space is 't', where 't' is equal to the height of First National 't'. This space is required around all sides of the logo.

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. A good rule of thumb is that the type 'REAL ESTATE' must not appear smaller than 1 millimetre high in print, or 5 pixels high on screen.

Maintain an exclusion zone.

The type 'REAL ESTATE' must never appear smaller than 1mm or 5px high.

EXCLUSION ZONE

MINIMUM SIZE

15.5mm or 44px

31mm or 88px

UNACCEPTABLE LOGO USAGE

BAD LOGO SOURCE

INCORRECT USE

Bad logo source
Always use an original vector EPS or AI file when placing a logo in a print document. Using an extracted logo from an already-published document or from a website diminishes the quality and resolution of the graphic and may cause pixellation or blurriness from resizing it.

Incorrect Use
Inappropriate usage of the logo alters its appearance, which leads to loss of quality and visual consistency. Some examples of logo misuse are given below:

— Skewing/stretching/condensing the logo

— Using the swash incorrectly

— Adding any objects/marks/shapes

— Altering logo colours

— Changing the logo font

— Rearranging the logo

— Using unsuitable background colours

— Placing the logo on photographic backgrounds with insufficient contrast and clear space

— Obscuring the logo

If you are ever unsure on how to use the logo, contact the Design Department at Head Office.

INCORRECT DESIGN USE

Here are some examples of incorrect design use.

Different logo colour.

Use of font that's not in our style guide.
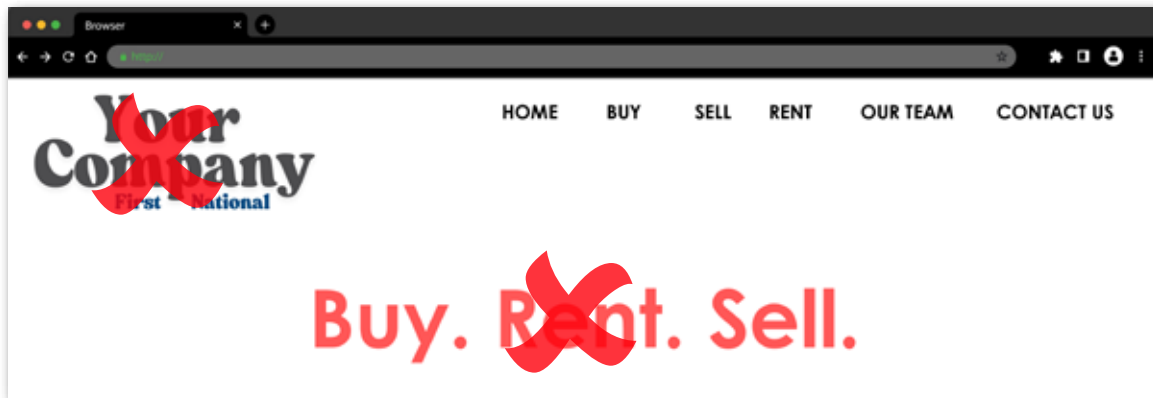

Mixing incorrect colour brand sets.

Creating your own logo lock up and tagline.

INCORRECT DESIGN USE

Here are some examples of incorrect design use.

Use of a colour not in the style guide.

Minimising logo and combining it with another that's not approved. Use of a colour not in the style guide.

Incorrect logo lock up, using another tagline instead of 'We put you first' and use of the swash without the encasement.

The Classic branding refers to the application of the blue and grey logo on a white or very light background.

The Classic logo and assets can be used interchangeably with the Reverse Blue logo and assets.

Design and marketing benefits of using the Classic branding include:

Traditionality

White backgrounds and space can increase logo's impact

Clean & crisp look

White backgrounds compliment photography and typography

CLASSIC LOGO

MEMBER LOGO VARIATIONS

The First National member logo has many variations. The variation you use can be selected based on its suitability for the available space and purpose of any artwork format required.

The many variations allow for brand flexibility and for the designer to maximise legibility and impact of the brand within the required artwork. The font of the member name is Century Gothic and the integrity of the font should be maintained at all times.

Members should use their member logo rather than the generic logo in all advertising and promotion.

The logo may not appear in any custom or alternative variation other than specified in this guide.

Members should avoid using the generic logos and should customise marketing material wherever possible with their member logo.

MEMBER PORTAL LOGOS

PORTAL USE ONLY

Standard logos and banners will be provided for real estate search engines including Domain and REA. If you require personalised banners, please contact the Design Department.

First National members may elect to collaborate with other offices in their region for marketing purposes.

For further information please contact the Design Department at Head Office on 03 9418 9111.

The digital portal logos cannot be used anywhere other than the real estate search engines.

DOMAIN

728x90px

720x50px

120x42px

200x70px

915x42px

REA

510x96px

510x96px

Classic landscape property brochure

Classic teardrop banner
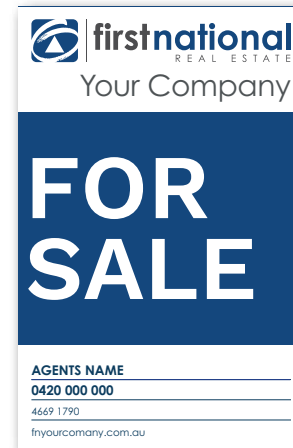
Classic pointer board

Classic letterhead

Classic business card

Classic property dropcard

Classic vehicle signage

CLASSIC DESIGN EXAMPLES

Here are some examples of the Classic design in application.

CLASSIC DESIGN EXAMPLES

Classic office signage

Classic signboard

Sold sticker options

CLASSIC DESIGN EXAMPLES

The ability to use the swash without the round edge square, can only be used on SOLD stickers.

The Reverse Blue logo refers to the application of the white logo to a blue background.

The Reverse Blue logo and assets can be used interchangeably with the Classic logo and assets.

Design and marketing benefits of using the Reverse logo include:

High impact style

Practicality for signage exposed to the elements i.e. dirt

Modern feel

Highly visible at a distance

RESIDENTIAL BRANDING

REVERSE BLUE LOGO

MEMBER LOGO VARIATIONS

MEMBER LOGO 1

MEMBER LOGO 2

MEMBER LOGO 3

MEMBER LOGO 4

MEMBER LOGO 5

The First National member logo has many variations. The variation you use can be selected based on its suitability for the available space and purpose of any artwork format required.

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Members should avoid using the generic logos and should customise marketing material wherever possible with their member logo.

MEMBER PORTAL LOGOS

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DOMAIN

728x90px

720x50px

120x42px

200x70px

915x42px

REA

510x96px

510x96px

Reverse Blue landscape property brochure

Reverse Blue teardrop banner
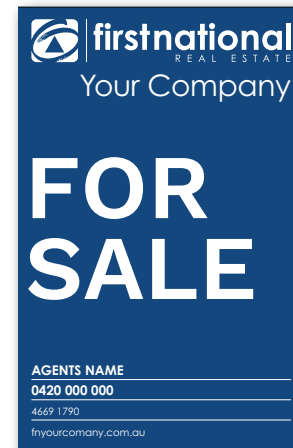
Reverse Blue pointer board

Reverse Blue letterhead

Reverse Blue business card

Reverse Blue property dropcard

Reverse Blue vehicle signage

REVERSE BLUE DESIGN EXAMPLES

Here are some examples of the Reverse Blue design in application.

REVERSE BLUE DESIGN EXAMPLES

Reverse Blue office signage

Reverse Blue signboard

Sold sticker options

REVERSE BLUE DESIGN EXAMPLES

The ability to use the swash without the round edge square, can only be used on SOLD stickers.

The First National brand also offers the GEO Blue design feature as an additional design element to elevate your look as a more contemporary brand.

This colour pattern can be used when your office utilises Classic and Reverse Blue.

Contemporary

Bold

GEO BLUE
DESIGN FEATURE

Two colour logo on white background when designed with GEO

White logo on blue background when designed with GEO

*White logo on GEO design feature is allowed
for all applications of digital and print but NOT
allowed as office signage*

LOGO USE WITH THE GEO BLUE DESIGN FEATURE

You can use this design feature in both digital and print collateral except for your office signage.

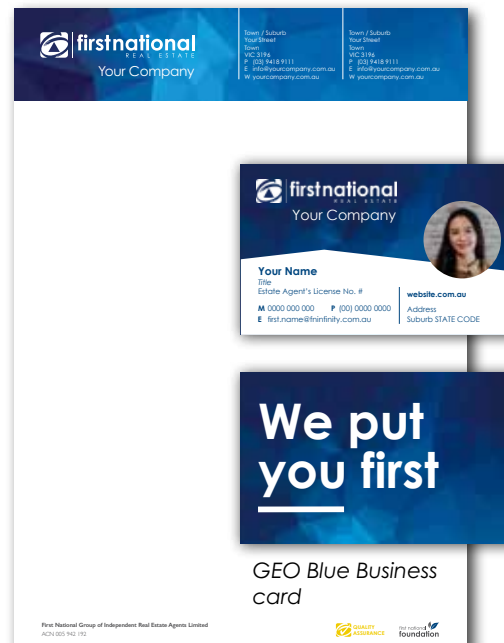**The GEO design feature cannot be used behind a stand alone logo.**

CLASSIC & REVERSE BLUE GEO DESIGN EXAMPLES

Here are some examples of the Classic and Reverse Blue designs using the GEO design feature in application.

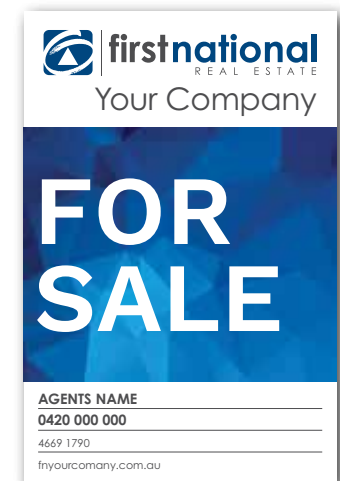*GEO Blue car wrap designs in Classic and Reverse Blue*
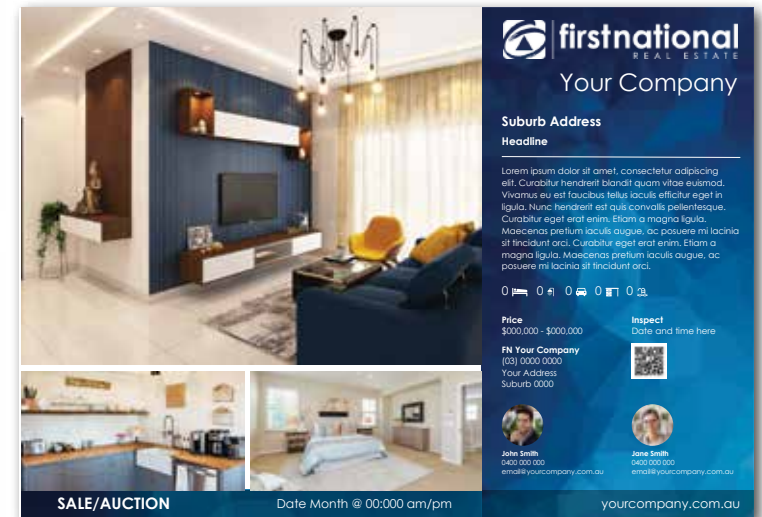
GEO Blue property brochure

GEO Blue Business card

GEO Blue letterhead

GEO Blue signboard

GEO Blue pointer board

GEO Blue real estate board

GEO Blue pull up banners

GEO BLUE DESIGN FEATURE EXAMPLES

Here is an examples of the GEO Blue design feature in application on a signboard and pull up banners.

Grey limitation: Only offices already classified under Reverse Grey branding are permitted to use this brand style.

The Reverse Grey branding division refers to the application of the white logo to a grey background. This branding division was a natural progression from the introduction of the Reverse Blue branding division.

The Reverse Grey branding division is a chic, distinctive style that is highly versatile and can be made to suit a range of offices with varying clientele and locations.

Design and marketing benefits of using the Reverse Grey branding division include:
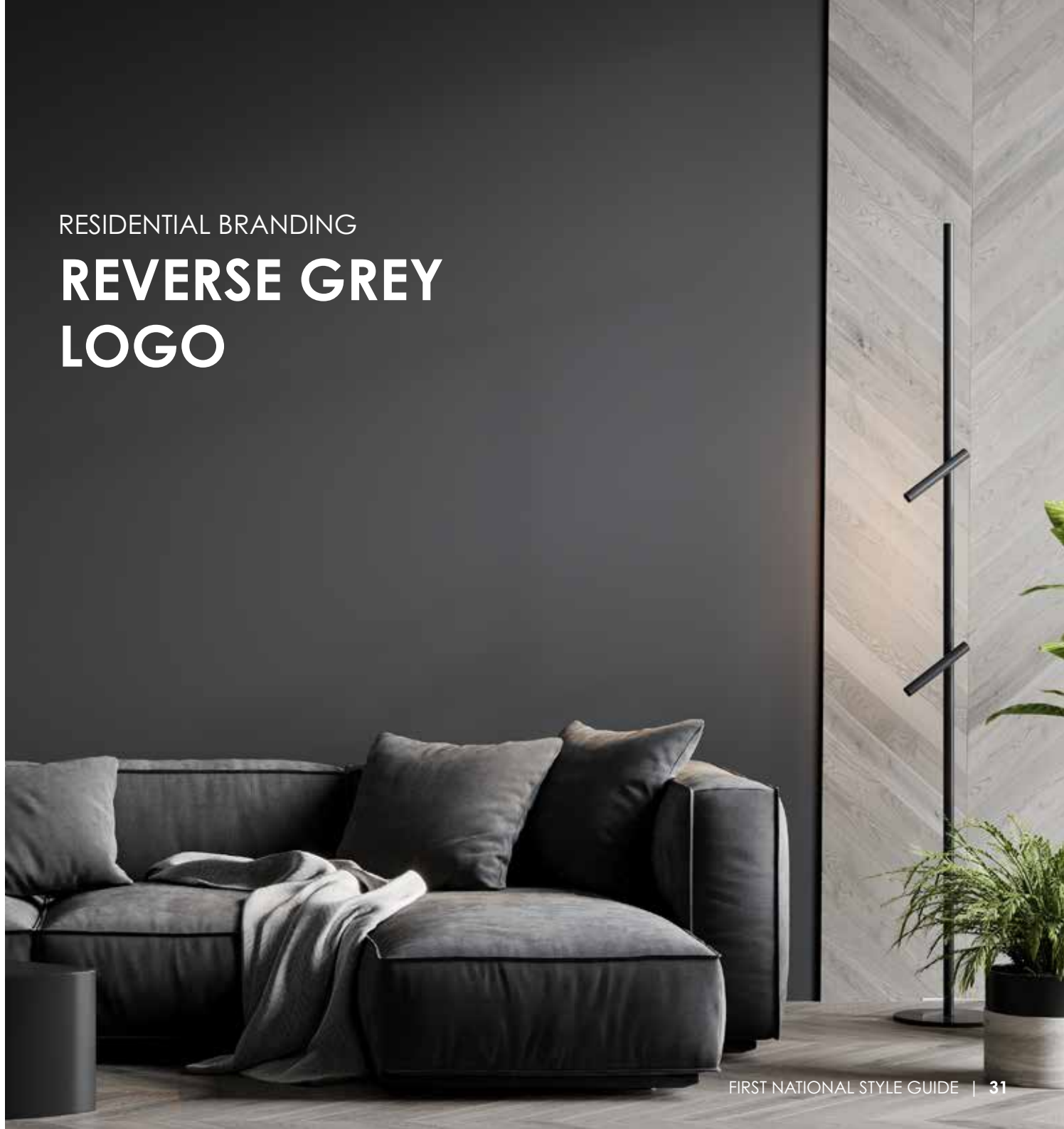
High contrast

Practicality for signage exposed to the elements i.e. dirt

In vogue / modern feel

Highly visible at a distance

RESIDENTIAL BRANDING

REVERSE GREY LOGO

MEMBER LOGO VARIATIONS

first national
REAL ESTATE
Your Company

MEMBER LOGO 2

first
national
REAL ESTATE
Your Company

MEMBER LOGO 3

first national
REAL ESTATE
Your Company

MEMBER LOGO 4

first
national
REAL ESTATE | Your Company

MEMBER LOGO 5

first national
REAL ESTATE | Your Company

The First National member logo has many variations. The variation you use can be selected based on its suitability for the available space and purpose of any artwork format required.

The many variations allow for brand flexibility and for the designer to maximise legibility and impact of the brand within the required artwork. The font of the member name is Century Gothic and the integrity of the font should be maintained at all times.

Members should use their member logo rather than the generic logo in all advertising and promotion.

The logo may not appear in any custom or alternative variation other than specified in this guide.

Members should avoid using the generic logos and should customise marketing material wherever possible with their member logo.

MEMBER PORTAL LOGOS

Standard logos and banners will be provided for real estate search engines including Domain and REA. If you require personalised banners, please contact the Design Department.

First National members may elect to collaborate with other offices in their region for marketing purposes.

For further information please contact the Design Department at Head Office on 03 9418 9111.

The digital portal logos cannot be used anywhere other than the real estate search engines.

DOMAIN

728x90px

720x50px

120x42px

200x70px

915x42px

REA

510x96px

510x96px
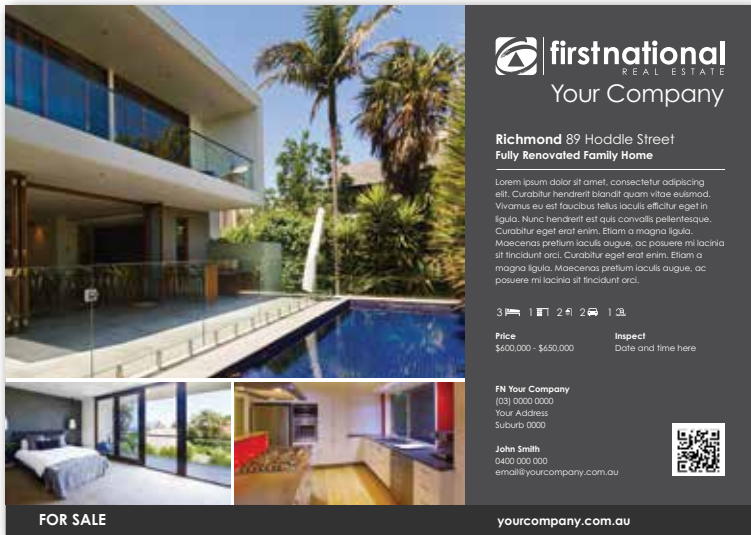
Reverse Grey property brochure

Reverse Grey teardrop banner

Reverse Grey pointer board
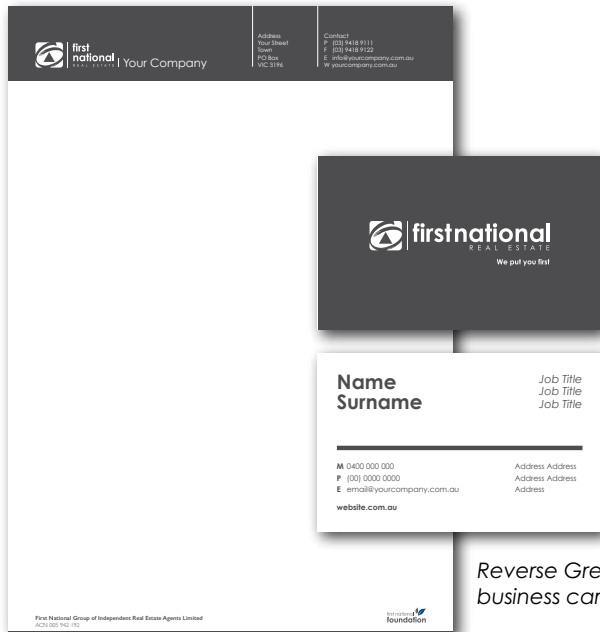
Reverse Grey letterhead

Reverse Grey business card

Reverse Grey property dropcard

Reverse Grey vehicle signage

REVERSE GREY DESIGN EXAMPLES

Here are some examples of the Reverse Grey design in application.

Reverse Grey office signage

The First National brand also offers the GEO Grey design feature as an additional design element to elevate your look as a more contemporary brand.

This colour pattern can be used when your office utilises Reverse Grey.

Contemporary

Bold

GEO GREY DESIGN FEATURE

LOGO USE WITH THE GEO DESIGN FEATURE

CORRECT USE

White logo on grey background when designed with GEO

ALLOWED WITH LIMITATIONS

White logo on GEO design feature is allowed for all applications of digital and print but NOT allowed as office signage

You can use this design feature in both digital and print collateral except for your office signage.

The GEO design feature cannot be used behind a stand alone logo.

Only offices that are in the Reverse Grey division can use the GEO Grey design feature.

GEO GREY DESIGN EXAMPLES

Here are some examples of the Reverse Grey designs using the GEO Grey design feature in application. Some offices have opted to include this as part of their branding.

GEO Grey car wrap design
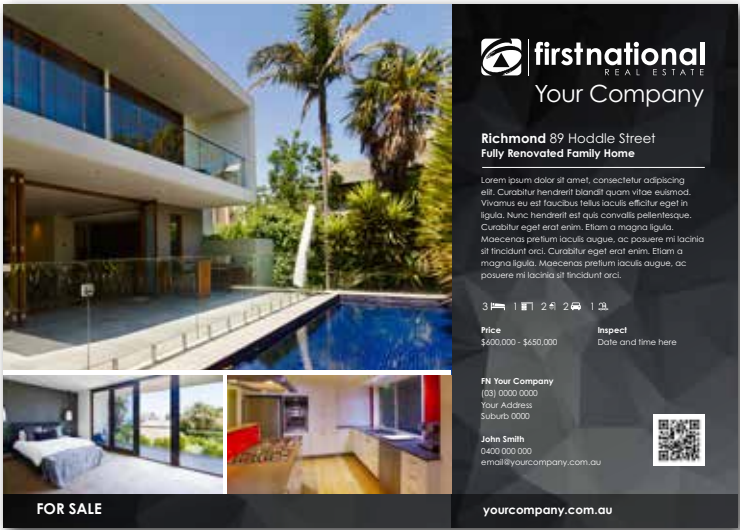
GEO Grey property brochure

GEO Grey letterhead
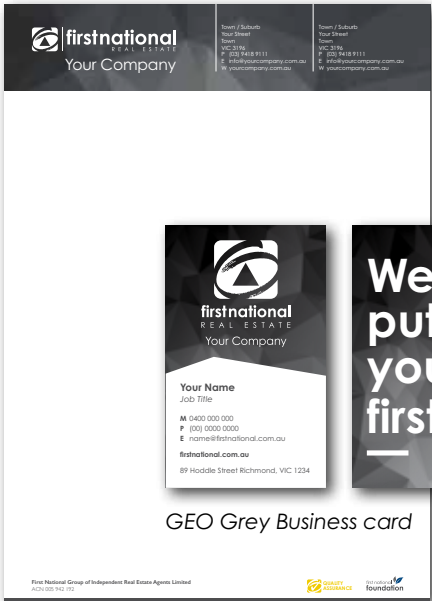
GEO Grey Business card

GEO Grey signboard

GEO Grey pointer board

GEO Grey portrait real estate board

GEO GREY DESIGN FEATURE EXAMPLES

Here is an examples of the GEO Grey design feature in application on a signboard.

The Commercial Classic logo and assets can be used interchangeably with the Commercial Reverse Red logo and assets.

The Commercial Classic brand refers to the application of the red and grey logo on a white or very light background.

Contemporary

Bold

first national
COMMERCIAL
Your Company

first national
COMMERCIAL
Your Company

first national
COMMERCIAL | Your Company

CORPORATE RED

PANTONE 485

C 0 **M** 97 **Y** 100 **K** 0

R 254 **G** 0 **B** 12

HEX #EE1A24

DULUX REFERENCE
HOT LIPS – P05H9/PB1F2

VINYL REFERENCE
SPICY RED

CORPORATE GREY

PANTONE 432

C 0 **M** 0 **Y** 0 **K** 85

R 77 **G** 77 **B** 79

HEX #4D4D4F

DULUX REFERENCE
DOMINO – PG1A8/PN2B9

VINYL REFERENCE
DARK GREY

MEMBER LOGO VARIATIONS & COLOURS

The First National member logo has many variations. The variation you use can be selected based on its suitability for the available space and purpose of any artwork format required.

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MEMBER PORTAL LOGOS

PORTAL USE ONLY

Standard logos and banners will be provided for real estate search engines including Domain and REA. If you require personalised banners, please contact the Design Department.
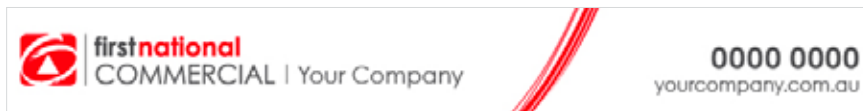
First National members may elect to collaborate with other offices in their region for marketing purposes.

For further information please contact the Design Department at Head Office on 03 9418 9111.

The digital portal logos cannot be used anywhere other than the real estate search engines.

DOMAIN

728x90px

720x50px

120x42px

200x70px

915x42px

REA

172x128px

172x128px

LOGO INTEGRITY
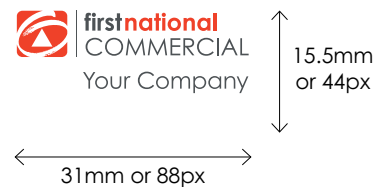
Always maintain the minimum protective space around the First National logo to maintain visual clarity and to provide maximum impact. The minimum protective space is 't', where 't' is equal to the height of First National 't'. This space is required around all sides of the logo.
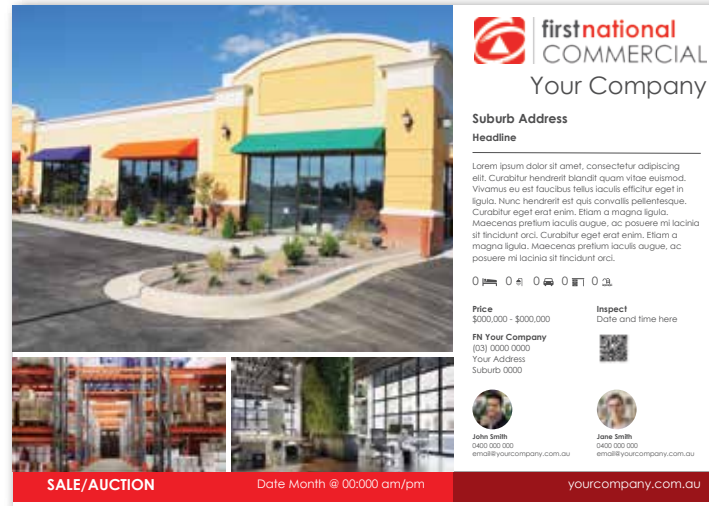
Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.
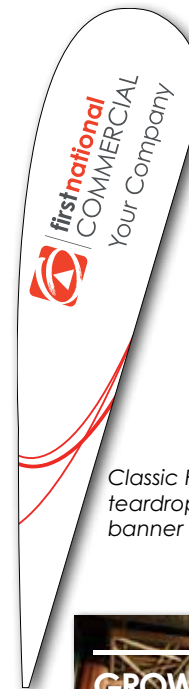
Maintain an exclusion zone

The type 'COMMERCIAL' must never appear smaller than 1mm or 5px high

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EXCLUSION ZONE

MINIMUM SIZE

15.5mm or 44px

31mm or 88px

CLASSIC DESIGN EXAMPLES

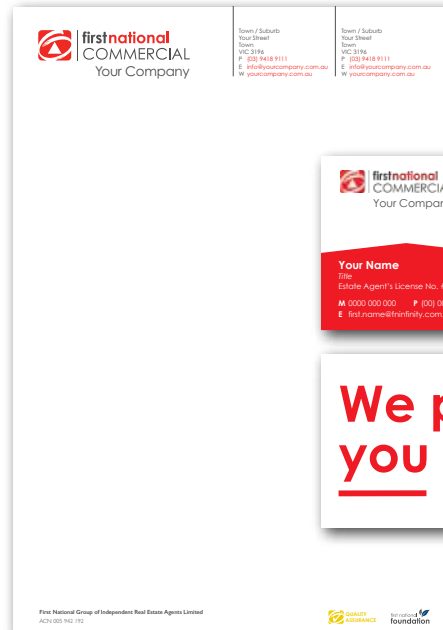Here are some examples of the Commercial Classic design in application.
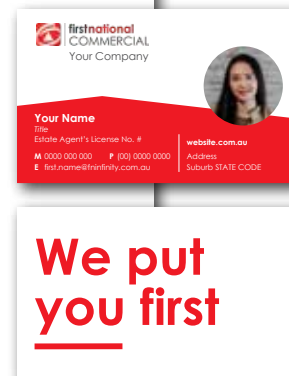

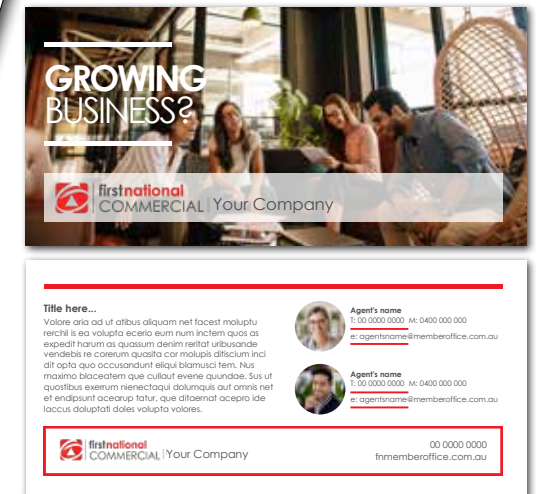*Classic Red property brochure*

Classic Red teardrop banner

Classic Red pointer board

Classic Red property dropcard

Classic Red business card

Classic Red letterhead

Classic Red vehicle signage

Commercial Classic office signage

CLASSIC DESIGN EXAMPLES

The Commercial Reverse Red logo and assets can be used interchangeably with the Commercial Classic logo and assets.

The Reverse Red logo refers to the application of the white logo to a red background.

Contemporary

Bold

REVERSE RED LOGO

MEMBER LOGO VARIATIONS

The First National member logo has many variations. The variation you use can be selected based on its suitability for the available space and purpose of any artwork format required.

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Members should avoid using the generic logos and should customise marketing material wherever possible with their member logo.

MEMBER LOGO 1

MEMBER LOGO 2

MEMBER LOGO 3

CORPORATE RED

PANTONE 485

C 0 **M** 97 **Y** 100 **K** 0

R 254 **G** 0 **B** 12

HEX #EE1A24

DULUX REFERENCE
HOT LIPS – P05H9/PB1F2

VINYL REFERENCE
SPICY RED

MEMBER PORTAL LOGOS

PORTAL USE ONLY

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DOMAIN

728x90px

720x50px

120x42px

200x70px

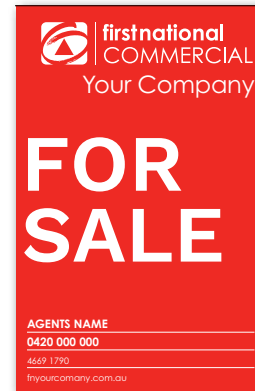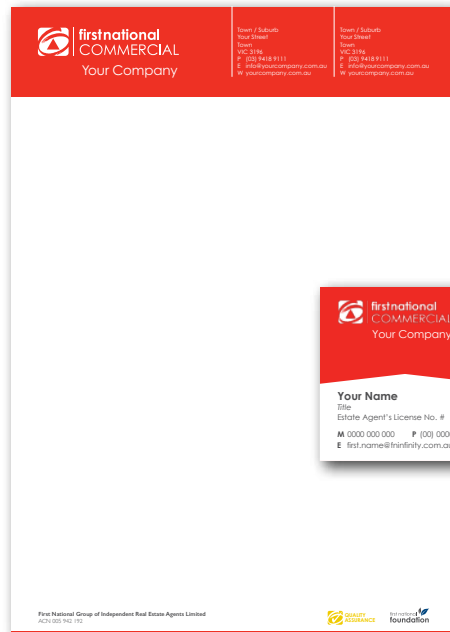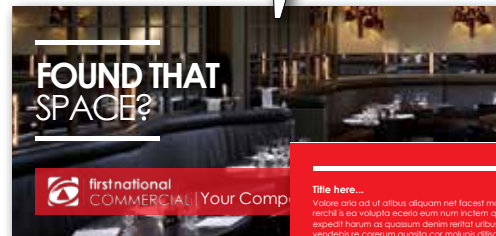*915x42px*

REA

172x128px

172x128px

Reverse Red property brochure
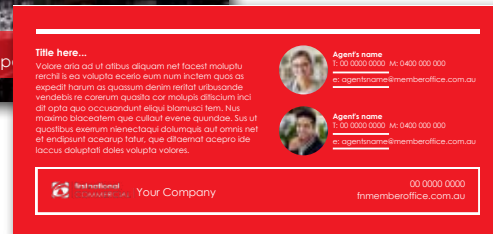

Reverse Red teardrop banner

Reverse Red pointer board

Reverse Red DL dropcard

Reverse Red letterhead

Reverse Red business card

Reverse Red vehicle signage

REVERSE RED DESIGN EXAMPLES

Here are some examples of the Commercial Reverse Red design in application.

The First National Commercial brand also offers the GEO Red design feature as an additional design element to elevate your look as a more contemporary brand.

This colour pattern can be used when your office utilises Commercial Classic and Reverse Red.

Contemporary

Bold

COMMERCIAL BRANDING

GEO RED
DESIGN FEATURE

Two colour logo on white background when designed with GEO

White logo on red background when designed with GEO

ALLOWED WITH LIMITATIONS

White logo on GEO design feature is allowed for all applications of digital and print but NOT allowed as office signage

LOGO USE WITH THE GEO RED DESIGN FEATURE

You can use this design feature in both digital and print collateral except for your office signage.

The GEO design feature cannot be used behind a stand alone logo.
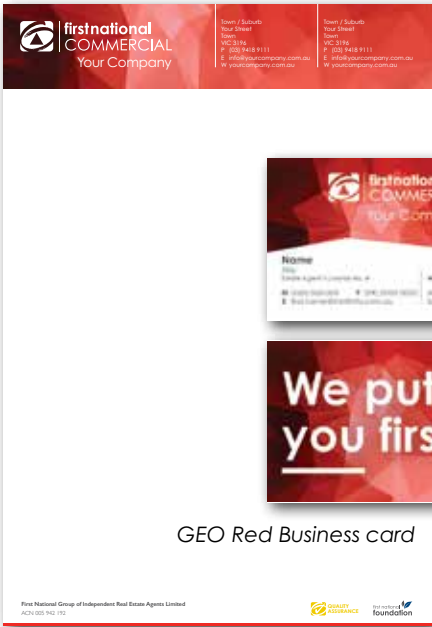
GEO RED DESIGN FEATURE EXAMPLES

Here are some examples of the Commercial Classic and Reverse Red with the GEO Red design feature in application.

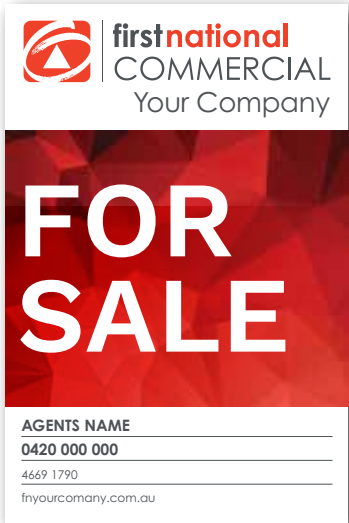*GEO Red car wrap design in Classic and Reverse Red*

GEO Red property brochure

GEO Red letterhead

GEO Red Business card

GEO Red signboard

GEO Red pointer board

GEO Red Portrait Real estate board

GEO RED DESIGN FEATURE EXAMPLE

Here is an examples of the Commercial GEO Red design feature in application on a signboard.

First National members have a broad range of clientele from a highly diverse selection of demographics.

To cater for the need to market to such a varying clientele. First National have optional additional branding for members to utilise in conjunction with their elected branding division.

These additional branding options include:

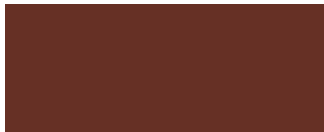**The Rural logo**

The Lifestyle logo

ADDITIONAL BRANDING

RURAL SPECIALISTS

The Rural Specialists logo is for regional members wanting to highlight their skills and expertise in country real estate.
It clearly identifies members who market rural industry property and farms, making it clear that they have the required specialist expertise.

The Rural Specialists logo can be used in conjunction with any of the residential branding options.

RURAL SPECIALIST LOGO

CORPORATE RURAL BROWNS

PANTONE 483

C 40 **M** 89 **Y** 87 **K** 64

R 78 **G** 21 **B** 13

HEX #4E150D

PANTONE 4975

C 50 **M** 78 **Y** 77 **K** 76

R 52 **G** 20 **B** 13

HEX #34150D

LOGO INTEGRITY

The minimum protective space between the Rural logo and the First National logo – when used next to each other – is the width of the First National 'swash'. The size of the Rural logo should be of the same height as the First National logo. This is to maintain visual clarity and to provide maximum impact of the logos.
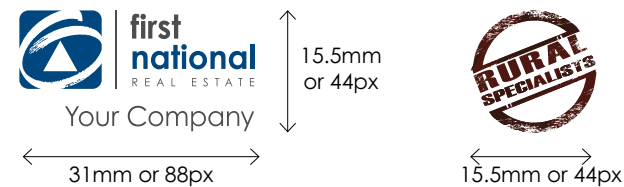
Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.
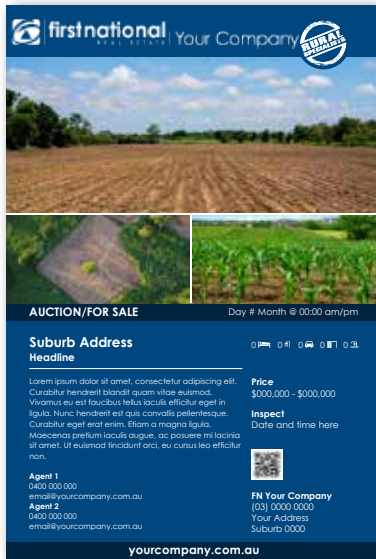
Maintain an exclusion zone

15.5mm or 44px
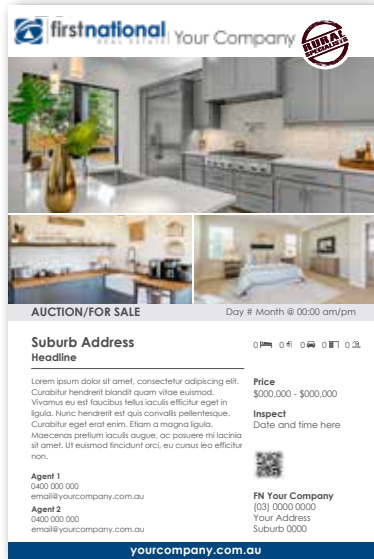
31mm or 88px

15.5mm or 44px

Reverse Blue with Rural logo real estate board

Classic with Rural logo property brochure

Classic with Rural logo pointer board

Classic with Rural logo email signature

RURAL DESIGN EXAMPLES

Here are some examples of the Rural logo in application.

Classic with Rural logo tear drop banner

Social media posts

Classic with Rural logo Car wrap design

LIFESTYLE SPECIALISTS

The Lifestyle Specialists logo is for regional members wanting to highlight their skills and expertise in non-residential acreage/ hobby farm real estate. It clearly identifies members who market properties providing a rural escape for urban dwellers, typically in a native bush setting or with landscaped grounds, facilities for horses, or fencing and stabling sufficient for a small amount of livestock.

The Rural Specialists logo can be used in conjunction with any of the residential branding options.

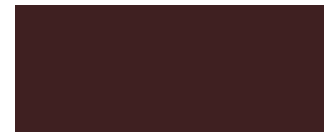## LIFESTYLE SPECIALIST LOGO

CORPORATE LIFESTYLE BROWNS
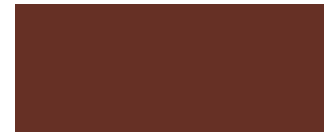
PANTONE 483

C 40 **M** 89 **Y** 87 **K** 64

R 78 **G** 21 **B** 13

HEX #4E150D

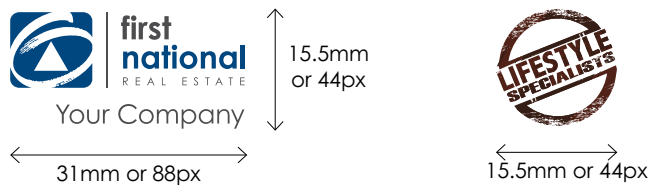**PANTONE 4975**

C 50 **M** 78 **Y** 77 **K** 76

R 52 **G** 20 **B** 13

HEX #34150D

LOGO INTEGRITY

The minimum protective space between the Lifestyle logo and the First National logo – when used next to each other – is the width of the First National 'swash'. The size of the Lifestyle logo should be of the same height as the First National logo. This is to maintain visual clarity and to provide maximum impact of the logos.

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

If displaying both the Rural and Lifestyle logos. You should separate the two logos withe the distance of the "t" in the word "first".

Maintain an exclusion zone

Your Company

Your Company

15.5mm or 44px

31mm or 88px

15.5mm or 44px

LIFESTYLE DESIGN EXAMPLES

Here are some examples of the Lifestyle logo in application.
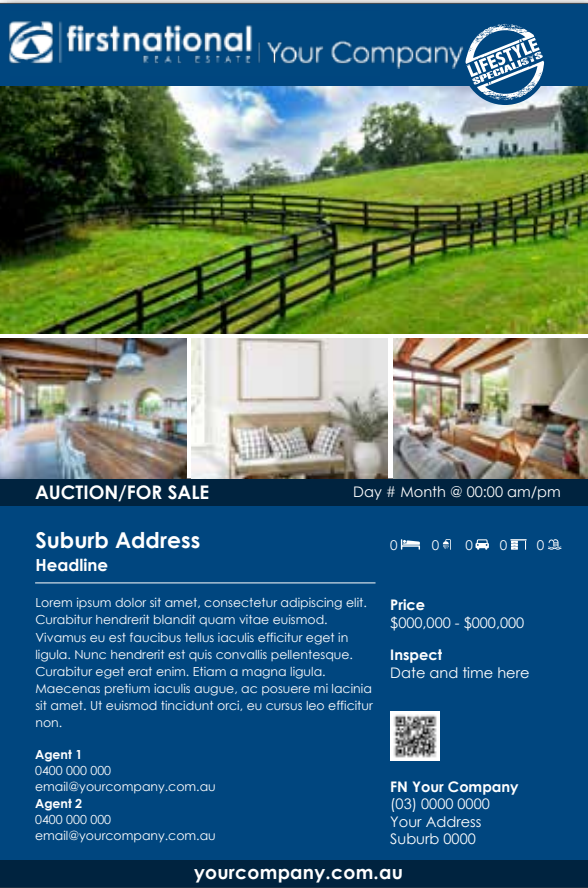
Reverse Blue with Lifestyle logo real estate board

Classic with Lifestyle logo newspaper ad

Classic with Lifestyle logo Flag

Promotion flyer
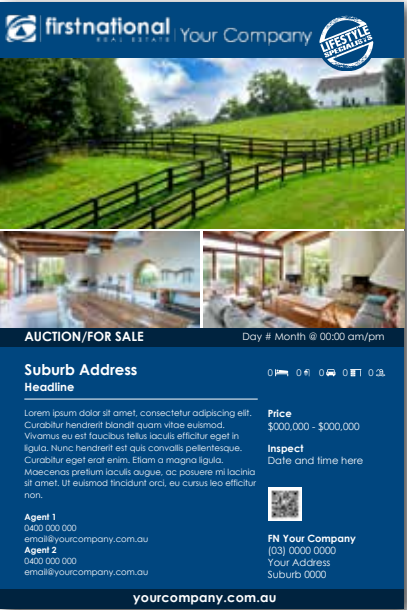
Reverse Blue with Lifestyle logo property brochure

PROMOTIONAL COLLATERAL

DIMENSIONS CHEAT SHEET

SCREEN DIMENSIONS (WIDTH X HEIGHT)

eCard/Instagram Social posts	1080 x 1350 px	**LinkedIn profile**	400 x 400 px	**Google+ Cover**	2120 x 1192 px
FB & Insta Stories	1080 x 1920 px	**LinkedIn Profile Cover**	1584 x 396 px	**TikTok Video**	1080 x 1920 px
FB Cover	851 x 315 px				

FN DIGITAL DIMENSIONS (WIDTH X HEIGHT)

eFooter	470 x 185 px	**PPT Slide**	1600 x 900 px	**Zenu Website 1**	1903 x 600 px
FN Central Slider	604 x 380 px	**Utopia Top**	600 x 310 px	**Zenu Website 2**	1903 x 949 px
iVisual (Vertical)	768 x 1366 px	**Utopia Bottom**	415 x 90 px		

PRINT DIMENSIONS (WIDTH X HEIGHT)

A6	105 x 148 mm	**A3**	297 x 410 mm	**A0**	841 x 1189 mm
A5	148 x 210 mm	**A2**	420 x 594 mm	**DL**	210 x 99mm
A4	210 x 297 mm	**A1**	594 x 841 mm	**Business card**	90 x 55mm

WEBSITE BANNERS (WIDTH X HEIGHT)

Strip Ad	640 x 200 px	**Email Alert Strip**	472 x 114 px	**Skyscraper**	160 x 600 px
Leaderboard	728 x 90 px	**Mega Skyscraper/ Half page**	300 x 600 px		

COLOUR CHEAT SHEET

CLASSIC RESIDENTIAL

CORPORATE BLUE

PANTONE 541

C 100

M 57

Y 0

K 38

R 0

G 70

B 127

HEX #00467F

DULUX REFERENCE
BLUE EXPANSE – P41H8

VINYL REFERENCE
SAPPHIRE BLUE

REVERSE GREY

CORPORATE GREY

PANTONE 432

C 0

M 0

Y 0

K 85

R 77

G 77

B 79

HEX #4D4D4F

DULUX REFERENCE
DOMINO – PG1A8/PN2B9

VINYL REFERENCE
DARK GREY

CLASSIC COMMERCIAL

CORPORATE RED

PANTONE 485

C 0

M 97

Y 100

K 0

R 254

G 0

B 12

HEX #EE1A24

DULUX REFERENCE
HOT LIPS – P05H9/PB1F2

VINYL REFERENCE
SPICY RED

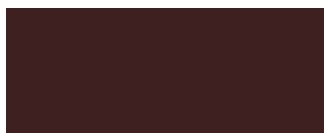### RURAL AND LIFESTYLE BROWN

PANTONE 483

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HEX #4E150D

PANTONE 4975

C 50 **M** 78 **Y** 77 **K** 76

R 52 **G** 20 **B** 13

HEX #34150D

MEMBER INFORMATION

FIRST NATIONAL OFFICE NAME:	
MEMBER CODE:	
BRANDING COLOUR:	
BGM:	

NOTES

NOTES

FIRST NATIONAL
STYLE GUIDE

first
national
REAL ESTATE

Should you have any questions on branding, contact the Design Department at Head Office.

p 03 9418 9111

89 Hoddle Street, Richmond VIC 3121