



Brand Guidelines



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Brand Elements

Who we are

We believe that LandTech represents the future of the property industry. Creating a new set of tools and technologies that empower property professionals.

We are helping the next generation of property developers to build homes to get us out of the housing crises; and our office is our home from home, a place we are free to be comfortable and relaxed amongst a family type of unit; a place of common ground.



LandTech

Building technologies for property

Brand story

We pride ourselves in empowerment, whether that be empowering our employees to be the best version of themselves or empowering our clients to find the perfect spaces and sites. Our culture is centred on learning and self-development in a professional and holistic way. We champion authenticity, flexibly and collaboration.

Building technologies for property



Tone of voice

We are authentic and honest; we aim for our business and product to open up information and limitless possibilities for our clients. We believe that an authentic and transparent approach builds trust and improves our communication and sense of community.

Riding the wave of demand



Identity

Figure 1. LandTech logo is to be used on white or light backgrounds.

Figure 2. LandTech reversed logo is to be used on dark backgrounds.

Figure 3. LandTech logo without strapline is to be used when the above two logos are reduced in size and the strapline becomes illegible.

Fig. 1



Fig. 2



Fig. 3



Identity

Please follow the following guidance:

Figure 1. The LandTech logo icon is to be used on social media against white or light backgrounds.

Figure 2. The LandTech reversed logo icon is to be used on social media against dark backgrounds.

Fig. 1



Fig. 2



Identity

Our identity is designed to reflect our values.

1. Evolution

Building upon existing identity structure, adding depth and solidity.

2. Empower

The chance to develop and grow shown by steps in the marque.

3. Consistency

L is the dominant character across LT's brand landscape.

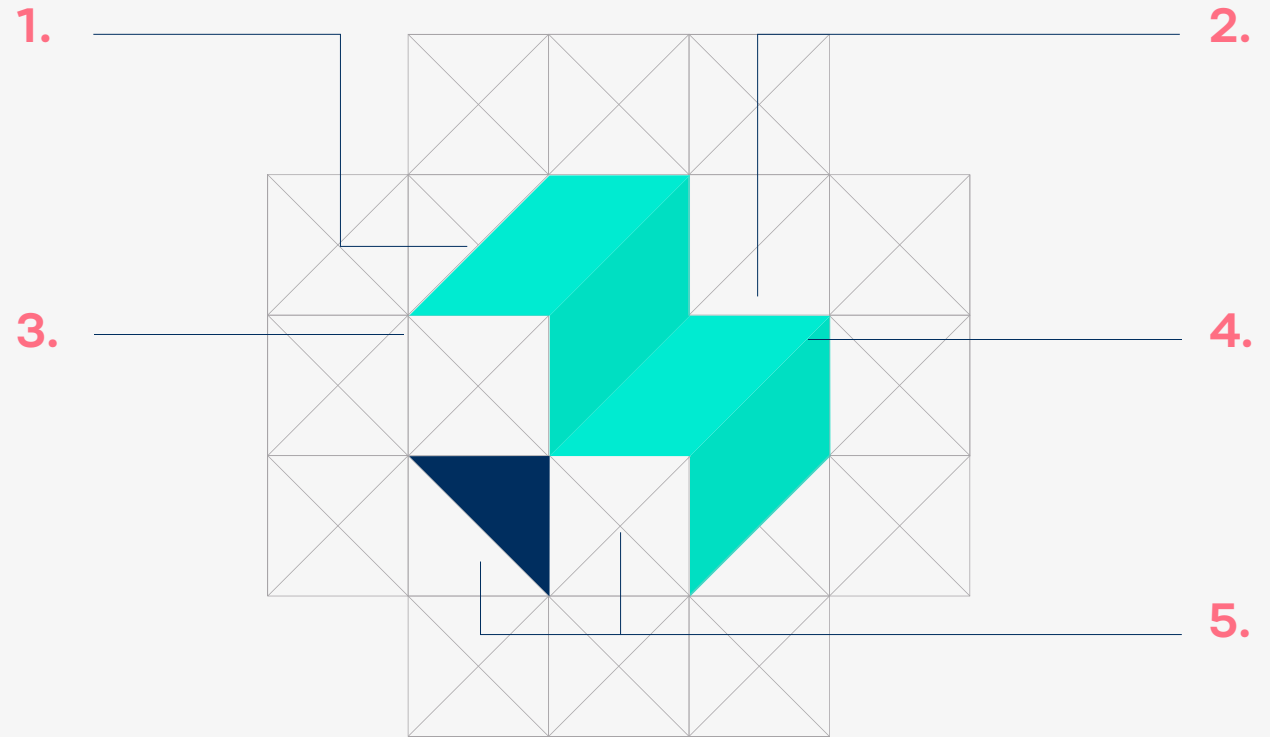
4. Home

Supporting builders. The roof of a home shown here by shading of the brand marque.

5. Transparency

Brand Transparency shown through our use of negative space in these areas that make up the hidden L.

Fig. 5



Identity

Exclusion zone

We have created a flexible system, however there are rules in place in order to retain consistency throughout the LandTech brand.

In order for our logo to have purity and presence, a specific exclusion zone of one of the icon steps has been specified which should be kept clear at all times to give the logo sufficient space.



Identity Family

Brand verticals

Using colour to distinguish difference
between each product.



Typography

Soin Sans Neue Bold (Main Typeface)

Soin Sans Neue Bold was chosen as the main typeface. Its bold, structured appearance lends itself to reliability, approachability and confidence. Soin Sans Neue Bold is largely used for display text and headings.

Roboto Mono Regular (Secondary Typeface)

Roboto Mono Regular was chosen as the supporting typeface. Its legibility at smaller sizes and impact creates a tech feel and makes it perfect for conveying messaging clearly. Roboto Mono Regular is used for sub-headings and body copy.

Display text
& headline

Subheading

Body copy

Colours Overview

Our colour palette is bold, disruptive and engaging.

Green, blue and red shows the core brand colours. The green illustrates land, the blue; our corporate strength, and the red; our passion.

Our products are assigned their own colours for differentiation.

Our shadow colours should be used as tints to enhance the three dimensional feel of our logo family.

Brand elements		
<div>LandTech Green Shadow</div> <div>RGB: 0,220,181 HEX: 00dcb5 CMYK: 66,0,39,0 Pantone: 3265 C</div>	<div>LandTech Blue Shadow</div> <div>RGB: 0,21,61 HEX: 00153d CMYK: 100,90,13,71 Pantone: 2768 C</div>	<div>LandTech Red Shadow</div> <div>RGB: 219,84,112 HEX: db5470 CMYK: 4,78,30,2 Pantone: 702 C</div>
<div>LandTech Green</div> <div>RGB: 0,235,199 HEX: 00ebc7 CMYK: 48,0,25,0 Pantone: 3255 C</div>	<div>LandTech Blue</div> <div>RGB: 0,33,77 HEX: 00214d CMYK: 100,69,7,30 Pantone: 294 C</div>	<div>LandTech Red</div> <div>RGB: 255,84,112 HEX: ff5470 CMYK: 0,66,29,0 Pantone: 1777 C</div>
<div>LandInsight Purple</div> <div>RGB: 171,107,232 HEX: ab6be8 CMYK: 52,66,0,0 Pantone: 265 C</div>	<div>LandEnhance Yellow</div> <div>RGB: 254,227,79 HEX: fde24f CMYK: 0,4,62,0 Pantone: 127 C</div>	<div>LandFund Blue</div> <div>RGB: 156,216,247 HEX: 9cd8f7 CMYK: 38,4,0,0 Pantone: 291 C</div>
<div>LandInsight Purple Shadow</div> <div>RGB: 135,43,222 HEX: 872bde CMYK: 82,97,0,0 Pantone: 267C</div>	<div>LandEnhance Yellow Shadow</div> <div>RGB: 252,217,20 HEX: fcd914 CMYK: 0,11,97,2 Pantone: 7405 C</div>	<div>LandFund Blue Shadow</div> <div>RGB: 84,204,250 HEX: 54ccfa CMYK: 60,0,3,0 Pantone: 2985 C</div>

Image style

Our image style matches our tone of voice, it is friendly and people-centric.

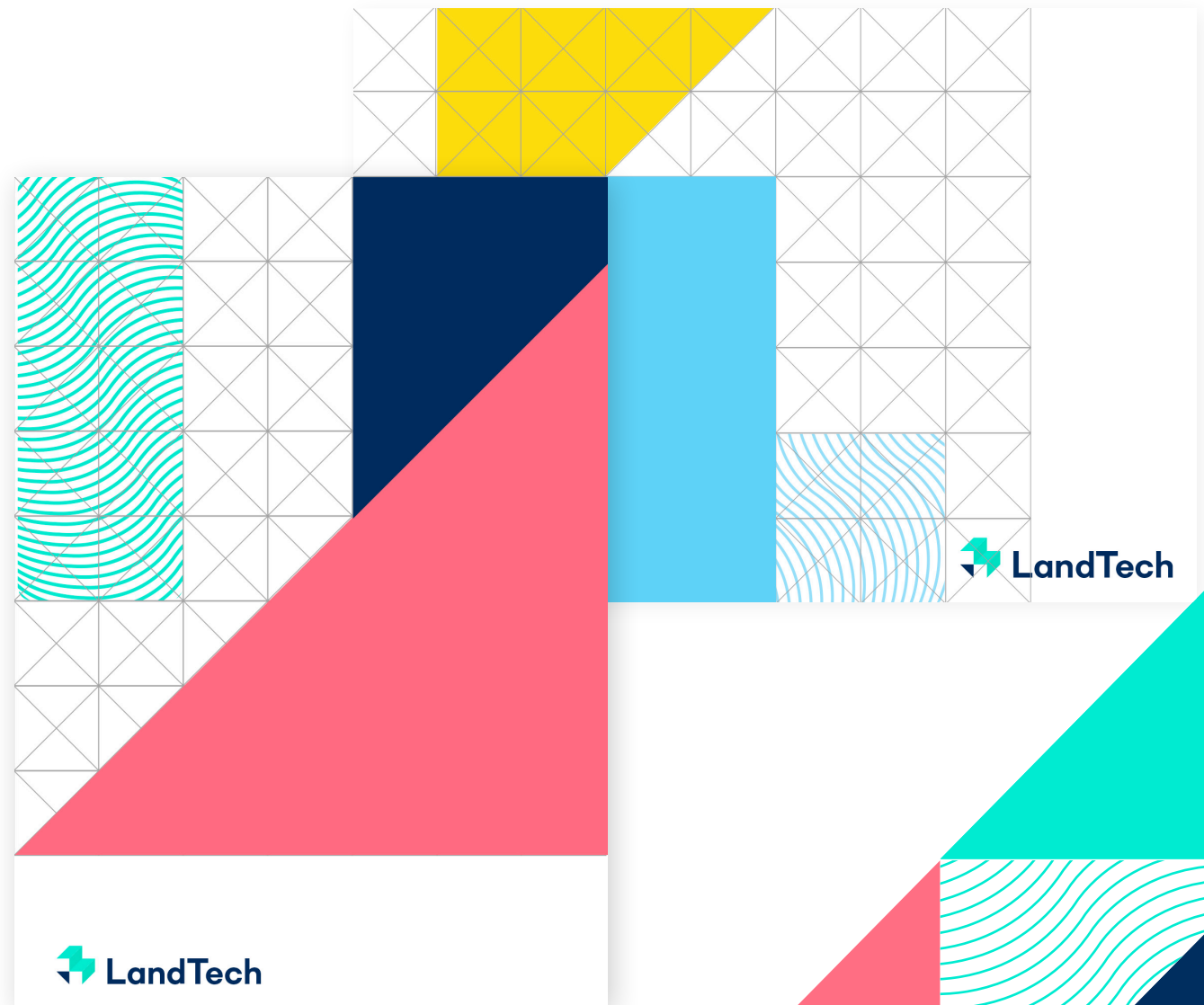
We like to avoid the 'stock' feel and our subjects should be natural and unforced. Aerial shots of undeveloped land will inspire a feeling of untapped potential and natural shots of people in the workplace will take preference over staged, studio photography.



Brand device

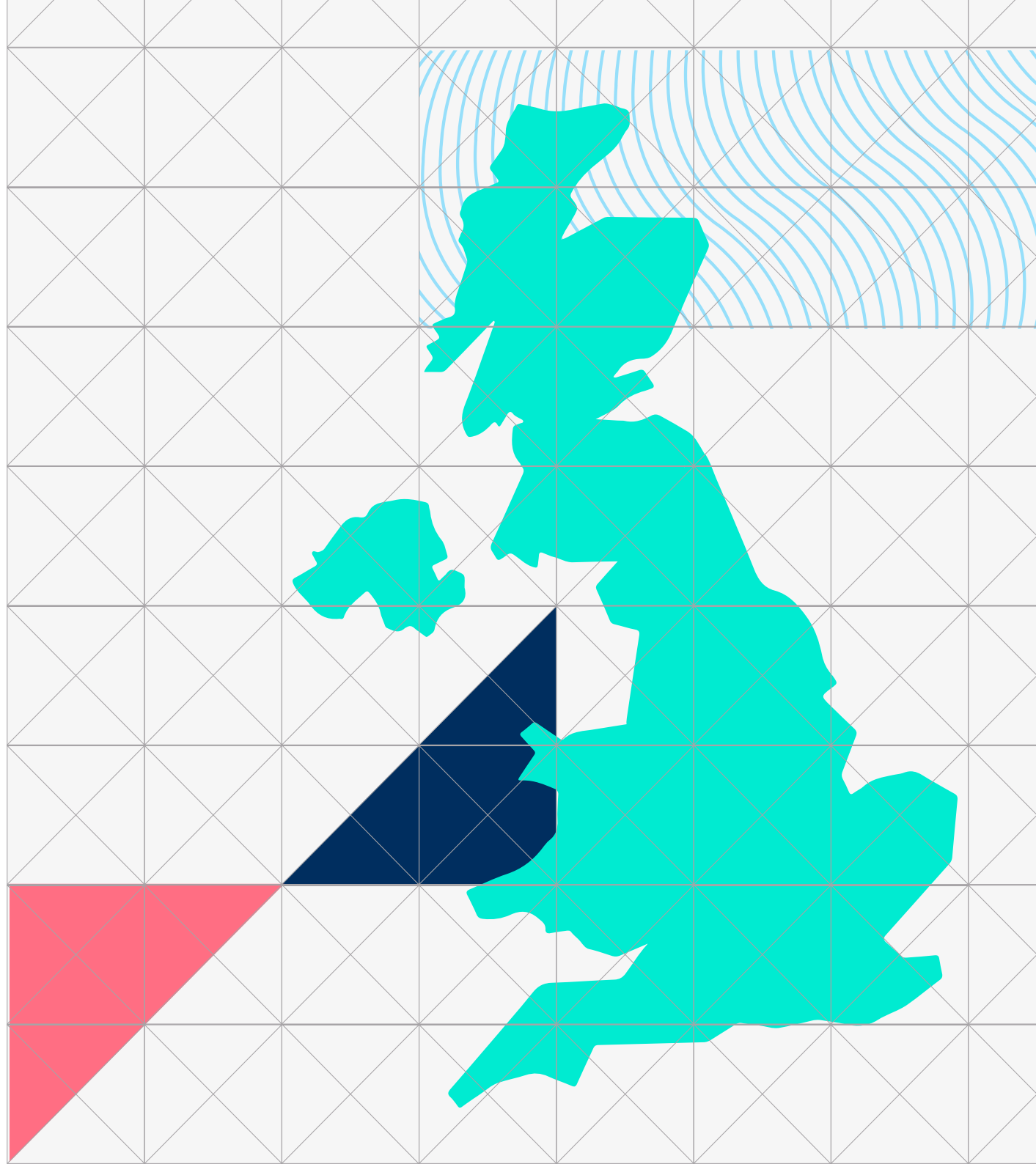
The combination of structure and originality in our identity will set LandTech apart from the crowd. Being bold and different comes naturally to us, and this needs to be portrayed in the design style but also in our use of language.

We believe there is a clear difference within this style, the use of grids, patterns and colour sets it apart from anyone else in the industry.



Brand device

The second purpose of the brand parallelogram is to create impact and creativity. Where possible, make sure the brand device is situated close to, if not against the edge of the document. This is to make sure consistency is kept throughout the brand.



Brand Examples

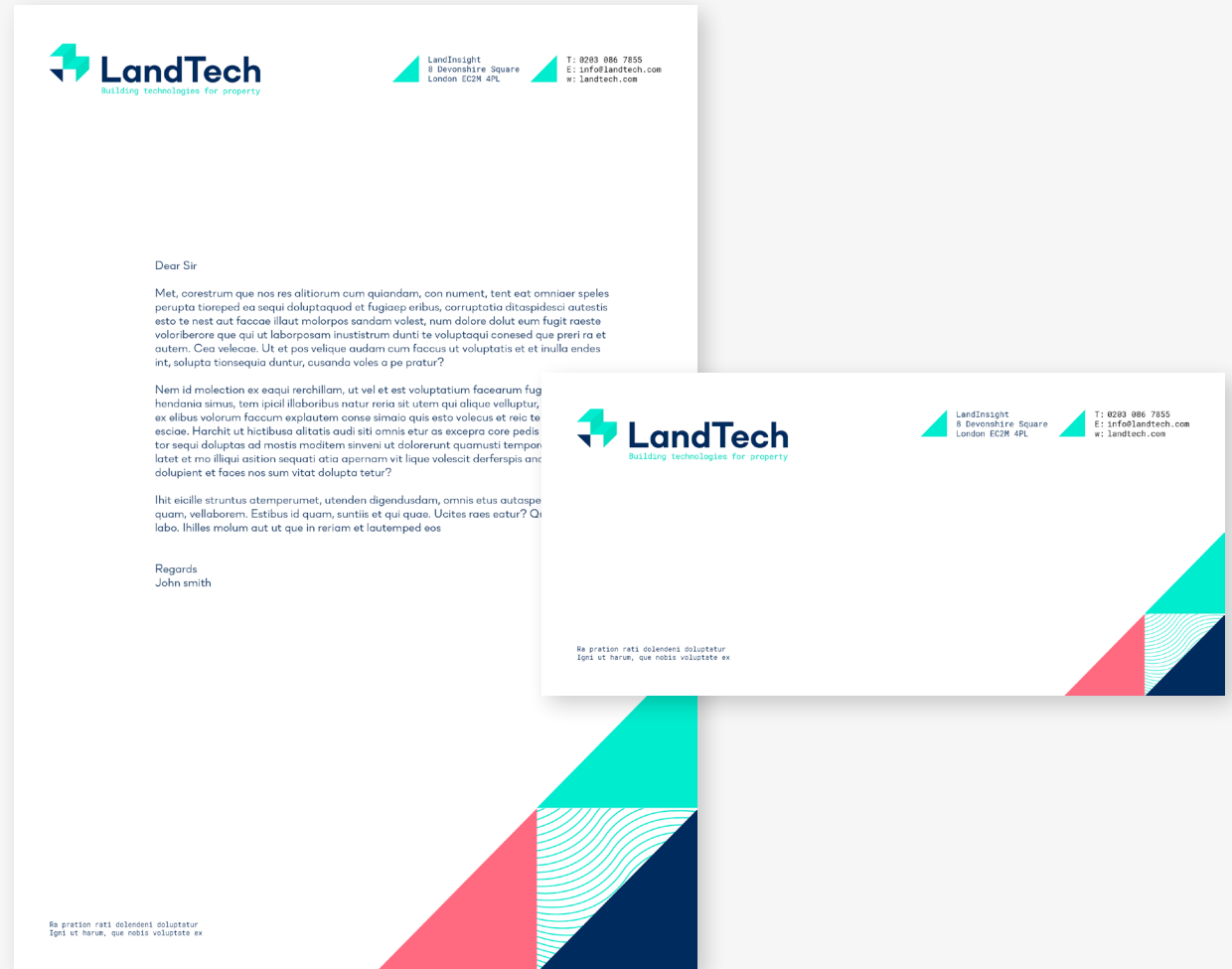
Business Card

Business card example.



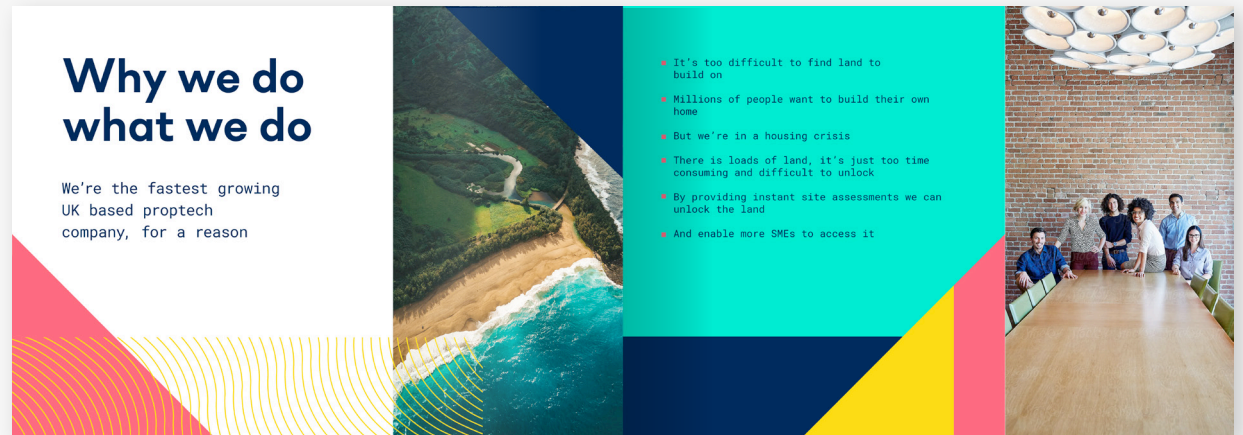
Letterhead & Comp slip

Cover page design and letterhead example.



Brochure

Brochure cover and spread example.



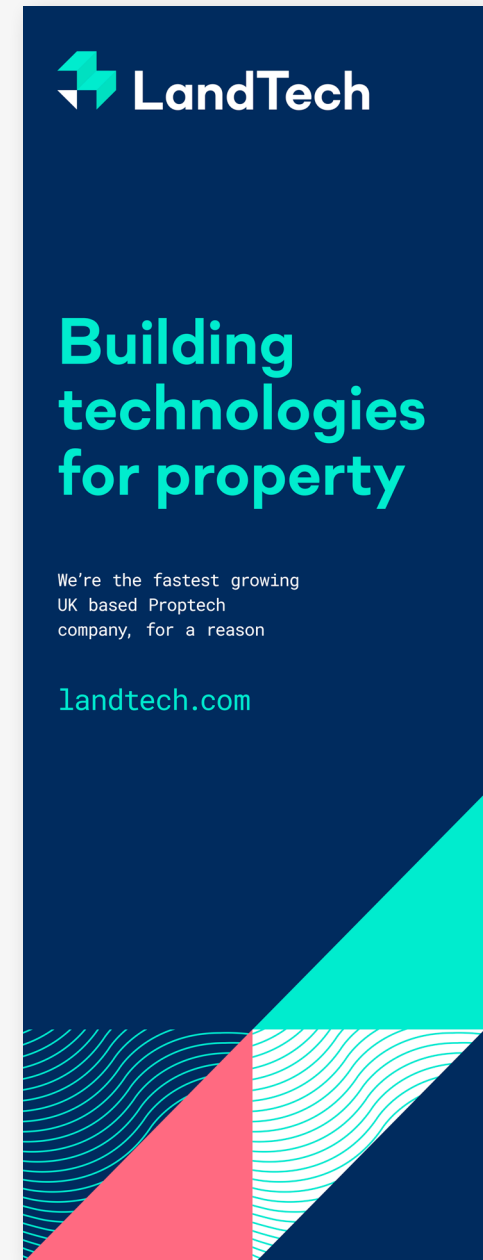
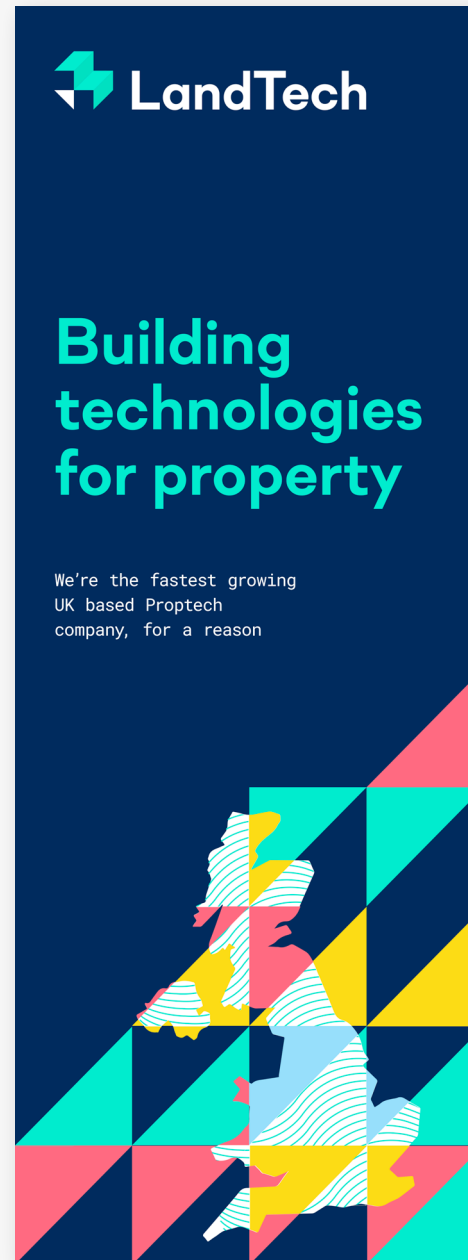
Social assets

Examples of LandTech icons
to be used on social media.



Exhibition Stand

Example of LandTech exhibition stand.



Presentation Templates

Example of a LandTech presentation.

Example of an opening slide in the LandTech presentation template.



Presentation Templates

Example of LandTech Presentation.

Example of a text slide in the LandTech presentation template.



Presentation Templates

Example of LandTech Presentation.

Alternative text slide in the LandTech presentation template.

Why we do what we do

- It's too difficult to find land to build on
- Millions of people want to build their own home
- But we're in a housing crisis
- There is loads of land, it's just too time consuming and difficult to unlock
- By providing instant site assessments we can unlock the land
- And enable more SMEs to access it

Presentation Templates

Example of LandTech Presentation.

Example of a text slide incorporating imagery in the LandTech presentation template.





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