

# Brand attribution guidelines



## Our brand

APM is a market leader in online property sales information, monitoring residential property activity from data sources such as auctions, real estate agents, APM researchers and government agencies. These sources ensure the database contains the most up-to-date and detailed house price information available.

The APM brand attribution guidelines have been developed to ensure you are able to leverage the APM brand in your editorial environment, while ensuring that fulfillment of our contractual requirements is easy to implement.

In order to add value, the APM brand must be displayed correctly as outlined below.

- 1) On pages containing APM data, publishers must:
  - a. insert the APM logo at the bottom of any APM data set in a size no smaller than 40 x 14 pixels. For online publishers, the APM logo can link <http://www.apm.com>;
  - b. include the line -  
'For detailed APM house price reports, visit [www.homepriceguide.com.au](http://www.homepriceguide.com.au)' in close proximity to an APM data set.
- 2) Provide clearly visible written credit to 'APM' in editorial content referencing APM data or APM spokespeople.

## Logo guidelines

- 1) In using the APM logo, you must:
  - a. use the APM logo to a quality standard consistent with APM's own use of the logo;
  - b. comply with any directions from time to time of APM in relation to the use of the APM logo;
  - c. on request of APM from time to time, submit to APM samples of the use of the APM logo to enable APM to satisfy itself that you are complying with these brand guidelines and your contractual obligations to APM.
- 2) You must not:
  - a. alter the APM logo;
  - b. use the APM logo in any manner likely to mislead, deceive or cause confusion;
  - c. do anything that would bring the APM logo or APM into disrepute or damage the good will and reputation of APM or the APM logo;
  - d. use the APM logo together with any other trade marks, logo, names, trading styles or get-up, without APM's prior written consent.

### Contact us

#### APM Customer Service Centre

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# Brand identity styleguide

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## Our brand

APM is a market leader in online property sales information, monitoring residential property activity from data sources such as auctions, real estate agents, APM researchers and government agencies. These sources ensure the database contains the most up-to-date and detailed house price information available.

The APM logo and brand image are the primary ways that we communicate our brand name, personality and values. Consistency across all uses and applications is therefore of extreme importance.

By understanding and observing this style guide, we will ensure that we make the right impression everywhere and every time we communicate.

### Brand values

The APM brand should primarily be seen as credible, honest and knowledgeable.

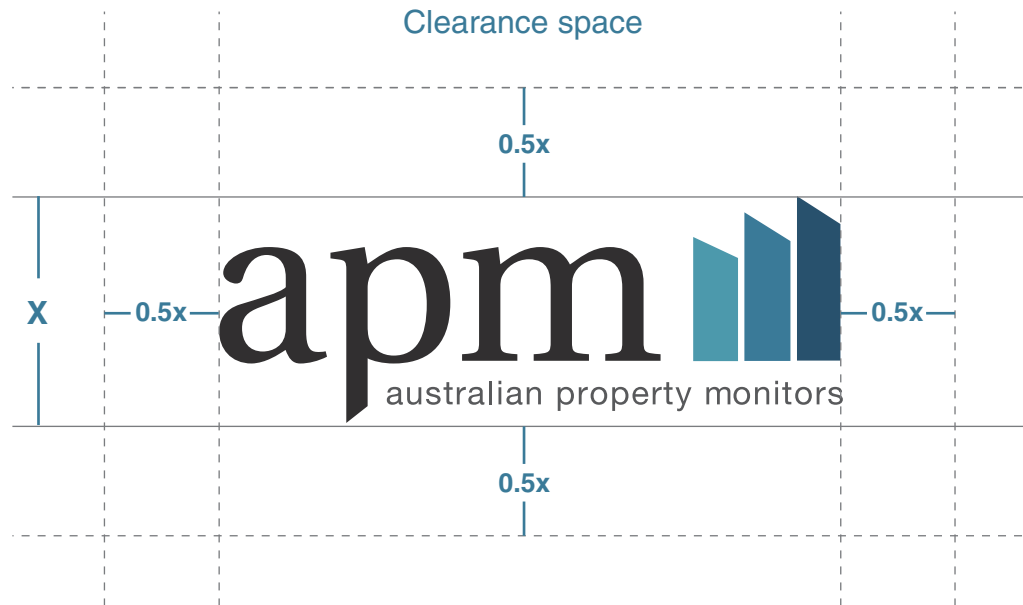
### Tone & personality

APM's personality should be seen as that of a trusted advisor - interesting, smart, helpful, confident, reliable and organised.

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# Master logo (online)

The minimum clearance space of 0.5x should surround the logo.



### Minimum size



The minimum size of the logo including the brand tagline is 125px width.



When space is limited, the brand tagline can be removed and the minimum width is 55px.

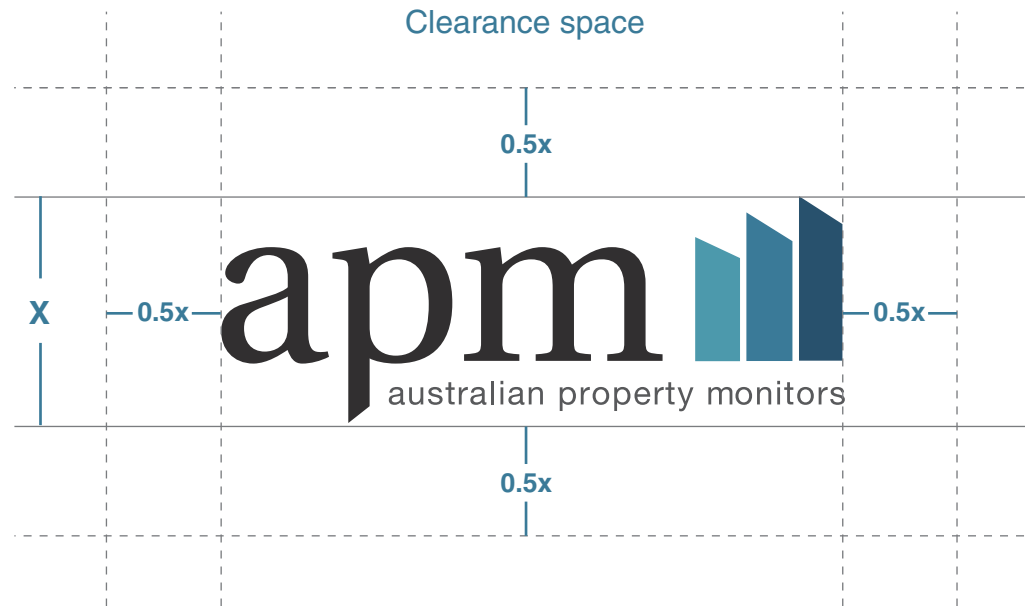
The master website logo should always appear in full colour on a white background on [apm.com.au](http://apm.com.au). It consists of two elements – the APM logo script and full brand name tagline.

These two elements should appear together unless space is limited in which case the brand tagline can be removed.

# 3

## Master logo (print)

The minimum clearance space of 0.5x should surround the logo.



### Minimum size



The minimum print size is 25mm wide.



The minimum print size is 15mm wide with the brand tagline removed.

The master APM logo is to be used for external promotions online and in print. It should appear in full colour on a white background. If white is not an option, it can be placed on a light coloured background.

The master logo consists of two elements – the APM logo and brand tagline. If space is limited, the brand tagline can be removed.

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## Logo suite

Master logo



Reverse logo



Mono logo



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# Logo suite (variations)

## APM + Home Price Guide



## APM + Property data



## Powered by APM



## Logo with URL



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## Colour palette

The APM blue is our primary colour and should always be used as the dominant, or only colour, where applicable. The orange should never be used in isolation.

Adhering to CMYK, Pantone and RGB colour values will ensure consistency is retained across all media.

### Primary brand colour

C:84 M:50 Y:29 K:6  
Pantone: 5405c  
R:46 G:111 B:144  
Hex: 2E6F90

### Secondary brand colour

C:89 M:63 Y:39 K:21  
Pantone: 7477c  
R:40 G:82 B:109  
Hex: 28526d

### Secondary brand colour

C:65 M:27 Y:25 K:1  
Pantone: 549C  
R:95 G:155 B:175  
Hex: 5F9BAF

### Secondary brand colour

C:0 M:90 Y:100 K:0  
Pantone: 172c  
R:241 G:61 B:1  
Hex: f13d01



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## Incorrect usage



This page shows examples of how not to use the APM logo. The APM logo should never be altered, redrawn, distorted or adjusted in any way.

Colours should not deviate from those specified in this document.

### Corporate typeface

Helvetica is the APM corporate typeface and is to be used in all APM led communications.

# Helvetica

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890.:;(\*!?)

### Website type

Arial is the typeface used for all body type on apm.com.au. This includes company emails.

# Arial

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890.:;(\*!?)

Note: the 'apm' in our logo is derived from the typeface 'Utopia'.

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### Logo variations



The APM Home Price Guide logo should be used when promoting the consumer Home Price Guide products e.g. property and postcode reports.



The APM Property Data logo should be used when promoting the agent and valuation product.



'Powered by' should be used by all distribution partners in conjunction with their logo to reference the source of the products as APM.

### Copy guidelines - Sentence case

Within all APM led communication and apm.com.au, APM must be capitalised.

For Example

- |  |   |
|--|---|
| <p>✓ <b>Correct usage</b><br/>APM events and promotion</p> | <p>✗ <b>Incorrect usage</b><br/>Apm Events and Promotions</p> |
|--|---|

Exceptions:

When referring to the website and including the .com.au, lower case 'apm' is used, i.e. apm.com.au