

Laing+Simmons Branding Guidelines

ISSUE 1

Laing+Simmons

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How to use this guide

1

This brand style guide supersedes any previous Laing+Simmons branding manuals. The principles detailed in this guide should be adhered to in all circumstances.

The Laing+Simmons corporate identity has four basic elements: the company's operating name; its logo; its typography and the colours it uses.

The combination of these elements forms the basis of our organisation's visual identity. Its use is demonstrated in the following pages of this guide.

This guide has four main purposes:

- to set design standards;
- to provide instructions and specifications for printing and manufacture;
- to provide the benchmark for checking accuracy of the design standard; and
- to help ensure efficiency and rationalisation.

In order for our corporate identity to maintain a consistent appearance, it is imperative that the basic disciplines established in this guide are observed for all applications, and the spirit of the design style adopted universally.

When ordering design, artwork, printing, sign-writing, advertising or promotional items, the relevant pages should be copied and provided to suppliers for their reference, along with an soft copy version of the logo. It is also advisable to supply an soft copy version of the logo whenever possible.

The supplier must be made aware that any departure from the brand style guide is unacceptable and will result in a review of their status as an approved supplier to Laing+Simmons.

The logo



The Laing+Simmons logo is the most recognisable and important component of the Laing+Simmons identity. To ensure equity through the transition of a new visual identity, the following specifications have been documented and must be adhered to.

2.1	Typesetting Laing+Simmons	6
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When typesetting the name Laing+Simmons (such as emails and letters for instance), 'Laing + Simmons' must be without spaces before and after the '+', e.g: 'Laing+Simmons'. Likewise, in any instance where the abbreviated 'L+S' is used, Laing+Simmons must also be typeset with a cap 'L' and cap 'S'.

Font: Netto Light

Laing + Simmons

L + S

Font: Arial Regular

Laing + Simmons

L + S

Font: Netto Light

Laing+Simmons

L+S

Font: Arial Regular

Laing+Simmons

L+S

The Laing+Simmons logo is the most important component in the company's corporate identity. It comprises three elements:

- the typography used in the words 'Laing / Simmons';
- the crafted '+' symbol; and
- the colours used in those words and symbol.

The letters have been crafted to achieve a specific relationship to each other and therefore cannot be reproduced by conventional typesetting systems.

The colours selected for the logo have been carefully selected. The colours are white, dark blue, teal and yellow.

DO NOT ATTEMPT TO RECREATE THE LAING+SIMMONS LOGO.

Master logo

Laing + Simmons

Hallmark



The Laing+Simmons logo is the most important component in the company's corporate identity. It comprises three elements:

- the typography used in the words 'Laing / Simmons';
- the crafted '+' symbol; and
- the colours used in those words and symbol.

The letters have been crafted to achieve a specific relationship to each other and therefore cannot be reproduced by conventional typesetting systems.

The colours selected for the logo have been carefully selected. The colours are white, dark blue, teal and yellow.

DO NOT ATTEMPT TO RECREATE THE LAING+SIMMONS LOGO.

Master logo



Hallmark



The Laing+Simmons logo is the most important component in the company's corporate identity. It comprises three elements:

- the typography used in the words 'Laing / Simmons';
- the crafted '+' symbol; and
- the colours used in those words and symbol.

The letters have been crafted to achieve a specific relationship to each other and therefore cannot be reproduced by conventional typesetting systems.

The colours selected for the logo have been carefully selected. The colours are white, dark blue, teal and yellow.

DO NOT ATTEMPT TO RECREATE THE LAING+SIMMONS LOGO.

Master logo



Hallmark



In instances when dark blue is unavailable as a background, use of the Laing+Simmons logo can be satisfied with the supply of the Master logo (reversed to dark blue) where the dark blue is held to black.

Examples include embroidery and screen printing.

The colours selected for the logo have been carefully selected. The colours are white, black, teal and Yellow.

DO NOT ATTEMPT TO RECREATE THE LAING+SIMMONS LOGO.

Master logo



Hallmark



In instances when the colour logo cannot be used, or when production processes do not require colour, use of the Laing+Simmons logo can only be satisfied with the supply of the black & white logo.

Examples include foil stamping, screen printing and stencils.

Avoid using the black & white logo unless absolutely necessary – the colour logo is always preferable. Never use the black & white logo when colour is available.

DO NOT ATTEMPT TO RECREATE THE LAING+SIMMONS LOGO.

Mono logo
(white)

The image shows the 'Laing+Simmons' logo in white text on a solid black rectangular background. The text is in a clean, sans-serif font, with a plus sign between the two names.

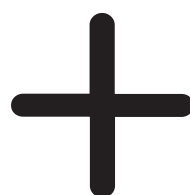
Mono hallmark
(white)



Mono logo
(black)

The image shows the 'Laing+Simmons' logo in black text on a solid white background. The text is in a clean, sans-serif font, with a plus sign between the two names.

Mono hallmark
(black)



The Laing+Simmons logo require size limits to guard them from being poorly reproduced, unrecognisable or illegible.

The size of the Laing+Simmons logo is determined by measuring either its width or its depth.

Width is the measure from the 'absolute' left edge of the letter 'L' to the 'absolute' right edge of the letter 's'.

The depth is the measure from the 'absolute' top edge of the letter 'L' to the 'absolute' bottom edge of the letter 'g'.

Offset printing minimum size

The logo should not be smaller than 4mm high.

Newsprint minimum size

The logo should not be smaller than 4mm high.

Digital minimum size

The logo should not be smaller than 15px high.

The Laing+Simmons logo is shown within a dashed rectangular frame. A vertical dimension line on the right side of the frame indicates a height of 4mm.

Offset printing minimum size 4mm high

The Laing+Simmons logo is shown within a dashed rectangular frame. A vertical dimension line on the right side of the frame indicates a height of 4mm.

Newsprint minimum size 4mm high

The Laing+Simmons logo is shown within a dashed rectangular frame. A vertical dimension line on the right side of the frame indicates a height of 15px.

Digital minimum size 15px high

The rule in applying the minimum allowable space around the logo is determined by the height of the logo (indicated below as 'X'). This measurement is the run-around measurement and equal to all sides.



The Laing+Simmons logo MUST be reproduced as shown below. You may use either the 'Full Colour logo' or 'mono' versions of the logo depending upon which application is most legible.

Fig. 1. When the logo needs to be applied on a photographic background, you must use the 'mono' version of the logo.

Fig. 2. When the logo needs to be applied on a colour background other than the Laing+Simmons corporate Colours, you must use the 'mono' version of the logo.

Fig. 3. When the logo needs to be applied on a photographic background that is too illegible for the mono version of the logo, you must use the Full Colour logo (reversed to yellow).

Fig. 1



Fig. 2



Fig. 3



Laing+Simmons

Never reproduce the logo in any other colour other than the specified colours.

Laing+Simmons
John Citizen

Never typeset copy close to the logo. Observe the safe area noted in section 2.8.

Laing+Simmons

Never use the full colour logo (reversed to blue) on a dark background. The mono logo (white) is to be used. (section 2.6)

Laing+Simmons

Never stretch, manipulate or distort the logo.

Laing+Simmons

Never rotate the logo or position the logo other than as it is supplied.

Laing+Simmons

Never use the mono logo when colour is available. Use the Full colour logo (section 2.4)

Laing+Simmons

Never use the logo with a transparency or any other filter.

The 'Laing+Simmons' logo shouldn't restrain you. There is plenty of scope for reaching our diverse requirements. Naming with the Laing+Simmons logo is made up of three separate elements: The Laing+Simmons logo (A); 'Your Office' (B); and telephone or URL (C) and in some instances a divider line (D). Measurement is always based on the logo X height, irrespective of logo width and height, indicated below as 'x'.

Office naming with the logo

Fig. 1: The Office Name text (B) is typeset in the corporate font Netto Light at the same size as The logo indicated as 'x'; typeset on two lines; and is aligned right.

Fig. 2: The Office Name text (B) is typeset in the corporate font Netto Light at the same size as the logo, indicated as 'x'; typeset on one line; and is divided with a keyline (D) the same thickness as the Office Name.

Fig. 3: The Office Name text is typeset in the corporate font Netto Bold; the Telephone number and URL is typeset in the corporate font Netto Regular; is aligned left; and typeset on two lines at the same lowercase height as the logo, indicated as 'x'.

Strapline with the logo

Fig. 4: The corporate Strapline text (D) is always typeset in the corporate font Netto Regular no larger than the lower case height size as the logo; and is aligned left.

Fig. 1

Laing+Simmons
Office

Laing+Simmons
Office

Fig. 2

Laing+Simmons | Office

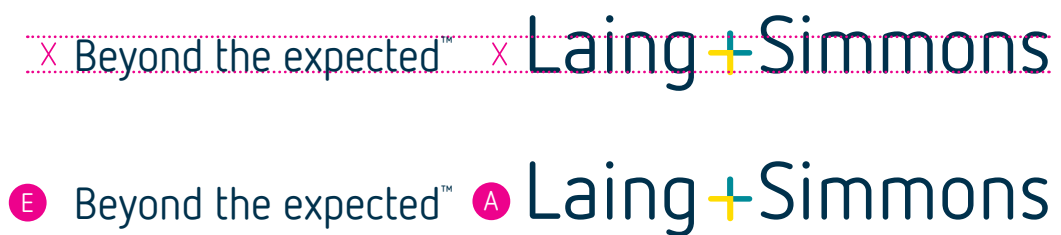
A Laing+Simmons | Office B

D

Fig. 3



Fig. 4



Example (based on Fig. 1)



Example (based on Fig. 2)



Example (based on Fig. 1)

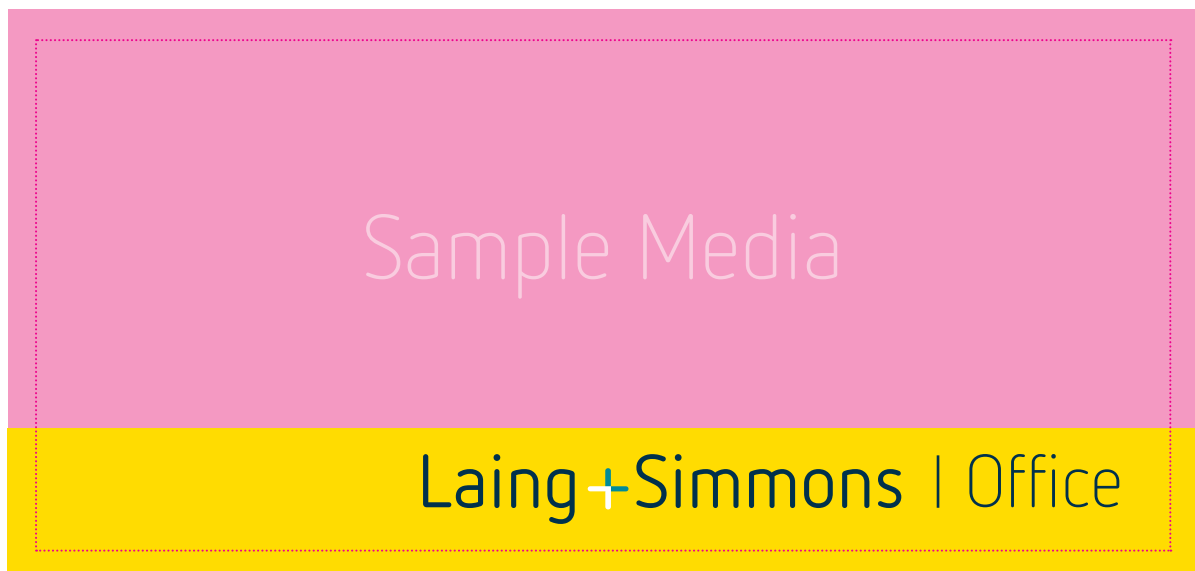


Example (based on Fig. 2)

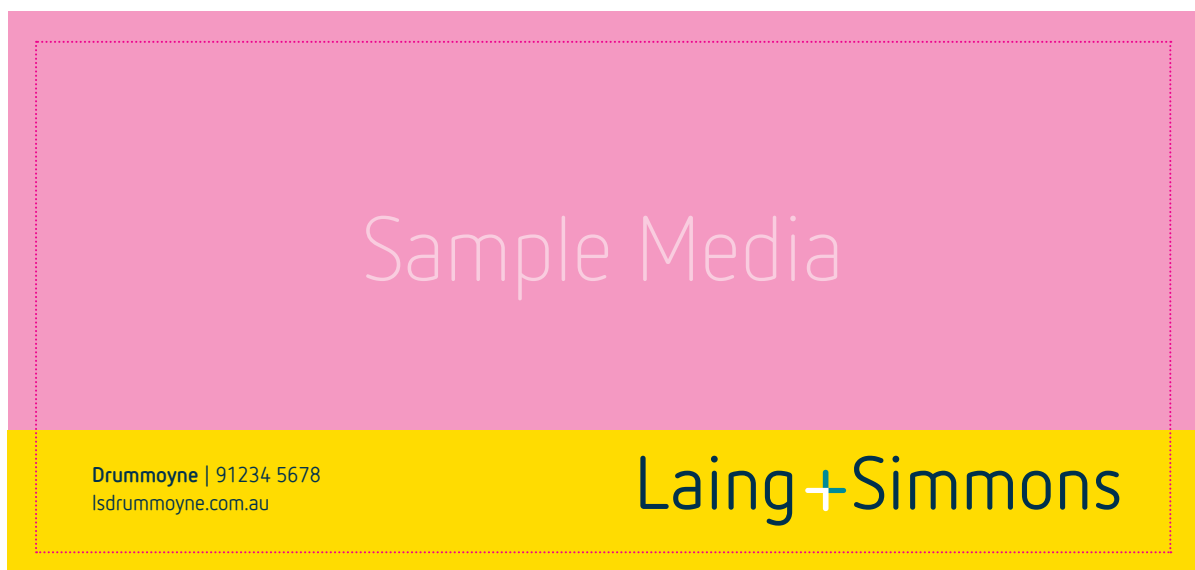


The logo MUST appear aligned bottom right of the media space.

Example (based on Fig. 2)

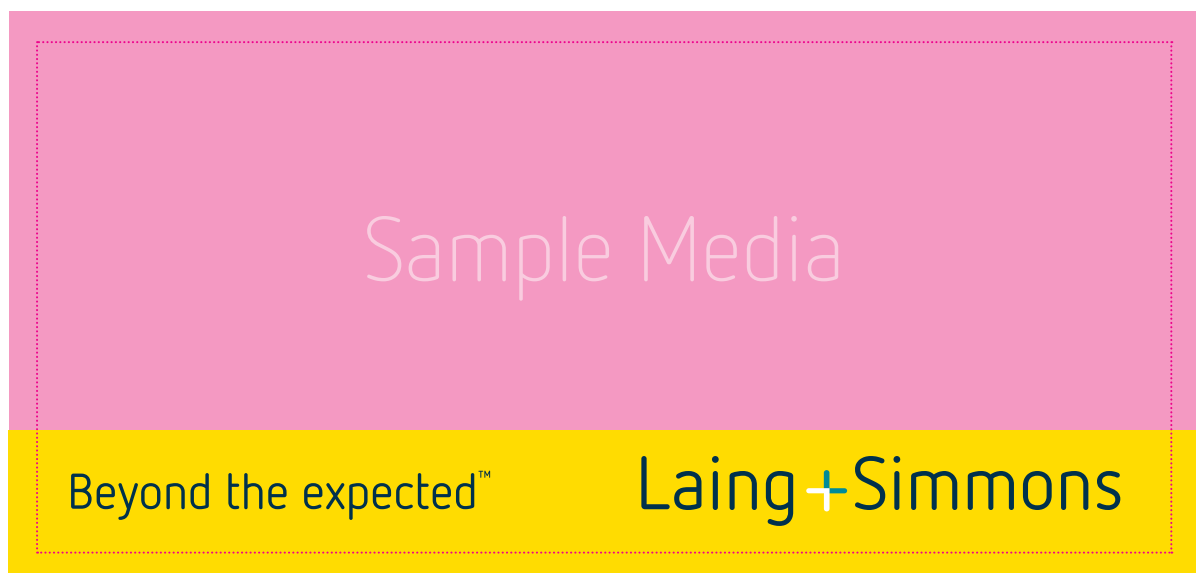


Example (based on Fig. 3)



The logo MUST appear aligned bottom right of the media space.

Example (based on Fig. 4)



All available logos are MAC and PC compatible depending on the software available on your system.

For example (.ai) files require the program Adobe Illustrator™.

Macintosh preferred formats (eps)(ai)

Vector based files.

PC preferred formats (tif)(jpg)

Pixel based files (.ai - if Adobe Illustrator™ for PC is available).

CMYK print preferred files (tif)

For offset or web printing such as brochures, magazines, newsprint or ink jet printing such as signboards or banners.

RGB preferred files (jpg)

For all screen or electronic display applications such as Powerpoint™ or email.

WEB or HEX preferred files (gif)

For web applications.

Logo files available:**[Logo] blue background**

ls_logo_cmyk_blue.ai
ls_logo_cmyk_blue.eps
ls_logo_cmyk_blue.jpg
ls_logo_cmyk_blue.tif
ls_logo_cmyk_trans.ai
ls_logo_rgb_blue.ai
ls_logo_rgb_blue.jpg
ls_logo_rgb_blue.png
ls_logo_rgb_blue.tif
ls_logo_rgb_trans.ai

[Logo] mono

ls_logo_mono_black.ai
ls_logo_mono_black.eps
ls_logo_mono_black.png
ls_logo_mono_blue.ai
ls_logo_mono_blue.eps
ls_logo_mono_blue.png
ls_logo_mono_white.ai
ls_logo_mono_white.eps
ls_logo_mono_white.png

[Logo] Vector_CMYK_PSD

ls_logo_cmyk_Vector_blue.psd
ls_logo_cmyk_Vector_clear.psd
ls_logo_cmyk_Vector_white.psd
ls_logo_cmyk_Vector_yellow.psd

[Logo] Vector_RGB_PSD

ls_logo_rgb_Vector_blue.psd
ls_logo_rgb_Vector_clear.psd
ls_logo_rgb_Vector_white.psd
ls_logo_rgb_Vector_yellow.psd

[Logo] white background

ls_logo_cmyk_white.ai
ls_logo_cmyk_white.eps
ls_logo_cmyk_white.jpg
ls_logo_cmyk_white.tif
ls_logo_rgb_white.ai
ls_logo_rgb_white.jpg
ls_logo_rgb_white.png
ls_logo_rgb_white.tif

[Logo] yellow background

ls_logo_cmyk_yellow.ai
ls_logo_cmyk_yellow.eps
ls_logo_cmyk_yellow.jpg
ls_logo_cmyk_yellow.tif
ls_logo_cmyk_trans.ai
ls_logo_rgb_yellow.ai
ls_logo_rgb_yellow.jpg
ls_logo_rgb_yellow.png
ls_logo_rgb_yellow.tif
ls_logo_rgb_trans.ai

Colours



The Laing+Simmons colours were developed very carefully to signify our brand. The colour palette is contemporary and versatile, enabling us to communicate with all our audiences. It is distinctive, and so will help us to stand out from our competitors.

Yellow, dark blue, teal and white are the primary corporate colours, and should be used consistently throughout all print, promotional and signage materials to maintain the integrity of the identity. Note that black is included to allow for body copy (and the mono version of the logo).

3.1	Colour definitions	24
3.2	Colour and reproduction specifications	25

Colour reproduction consistency is critical for the Laing+Simmons brand.

Color conversion is not an exact science and different colour models will differ. Special attention has been given to create unique values RGB, CMYK and HEX.

In nearly ALL circumstances you be reproducing the Laing+Simmons colours in either RGB or CMYK.

Four colour process or CMYK reproduction

The preferred method of reproducing the Laing+Simmons colours is to use the four colour process printing system.

In such cases the printer should be given the mix for each colour in the logo. These mixes are supplied on the following page.

RGB reproduction

When our colours are used for electronic media such as online, web, Powerpoint™ presentation, television and projected display, it should be reproduced using the specified RGB colours.

In such cases the supplier should be given the mix for each colour in the logo. These mixes are supplied on the following page.

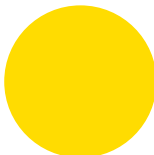
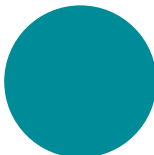
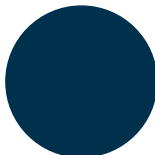
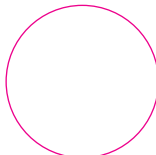
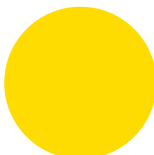
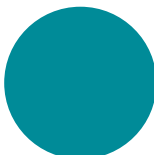
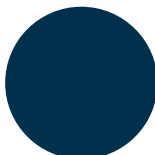
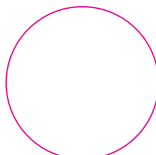
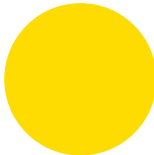
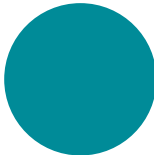
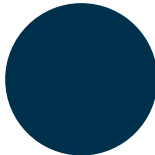
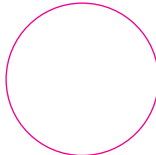
HEX reproduction

When the logo is specifically used for the web, it should be reproduced using the specified HEX colours.

In such cases, the supplier should be given the mix for each colour in the logo. These mixes are supplied on the following page.

PMS colour reproduction

PMS stands for 'Pantone Matching System'. Pantone is a worldwide control system for printing inks. Printers that use PMS are to contact Laing+Simmons for samples to work from.

	Yellow	Teal	Dark Blue	White
Process Mix (CMYK)				
	Cyan 0% Magenta 10% Yellow 100% Black 0%	Cyan 100% Magenta 0% Yellow 31% Black 23%	Cyan 95% Magenta 9% Yellow 0% Black 83%	Cyan 0% Magenta 0% Yellow 0% Black 0%
Screen Mix (RGB)				
	Red 249 Green 220 Blue 6	Red 0 Green 129 Blue 147	Red 0 Green 50 Blue 70	Red 255 Green 255 Blue 255
Web Safe Mix (HEX)				
	FF DD 00	00 81 93	00 32 46	FF FF FF

Fonts



The Netto type family is central to the Laing+Simmons brand language. Netto must always be used wherever possible. The alternative to Netto, if unavailable, is Arial in selected weights.

4.1	Netto - the primary typeface	27
4.2	Arial - the secondary typeface	28

The primary Laing+Simmons typeface is Netto. Three weights have been chosen. They are Netto Light, Netto Regular and Netto Bold.

Netto is to be used for all Laing+Simmons company, agent and broker communications. It is used in display and information text, titles, addresses, agent names and office names in printed, promotional materials and signage.

Netto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()\$£%&!?:.,

Netto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()\$£%&!?:.,

Netto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()\$£%&!?:.,

The secondary Laing+Simmons typeface is Arial. Two weights have been chosen. They are Arial Regular and Arial Bold. Arial Regular Italic and Arial Bold Italic may also be used to add variety to documents, particularly in sub-headings and highlighted points.

Arial can be used on all web and on-line media, promotional items, company literature and on desktop communication media such as Word™ or other Office™ templates where Netto is not available.

Arial however is NEVER a substitute for the words in the logo. Never attempt to recreate the logo.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()\$£%&!?:;.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()\$£%&!?:;.

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()\$£%&!?:;.

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()\$£%&!?:;.

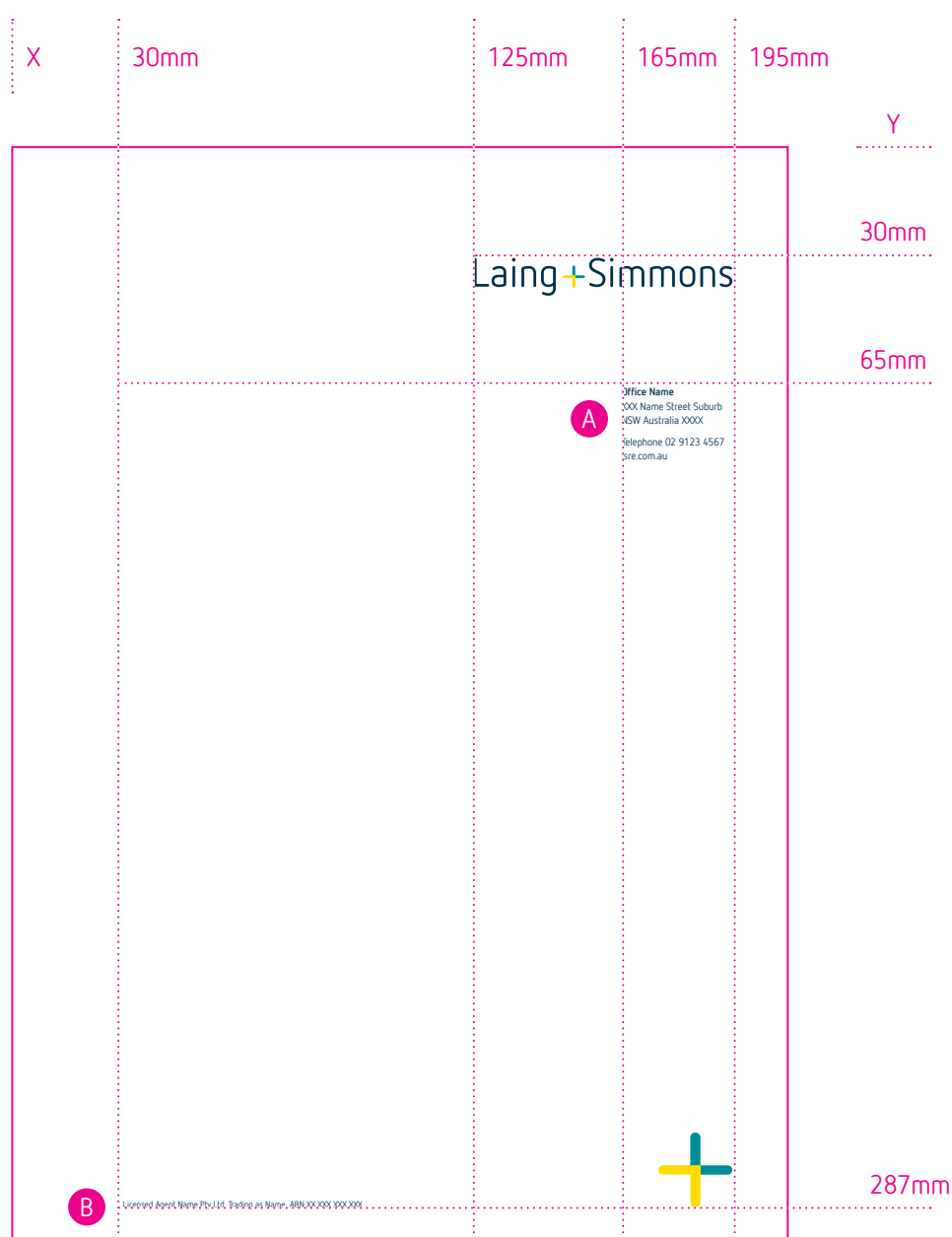
Stationery

5

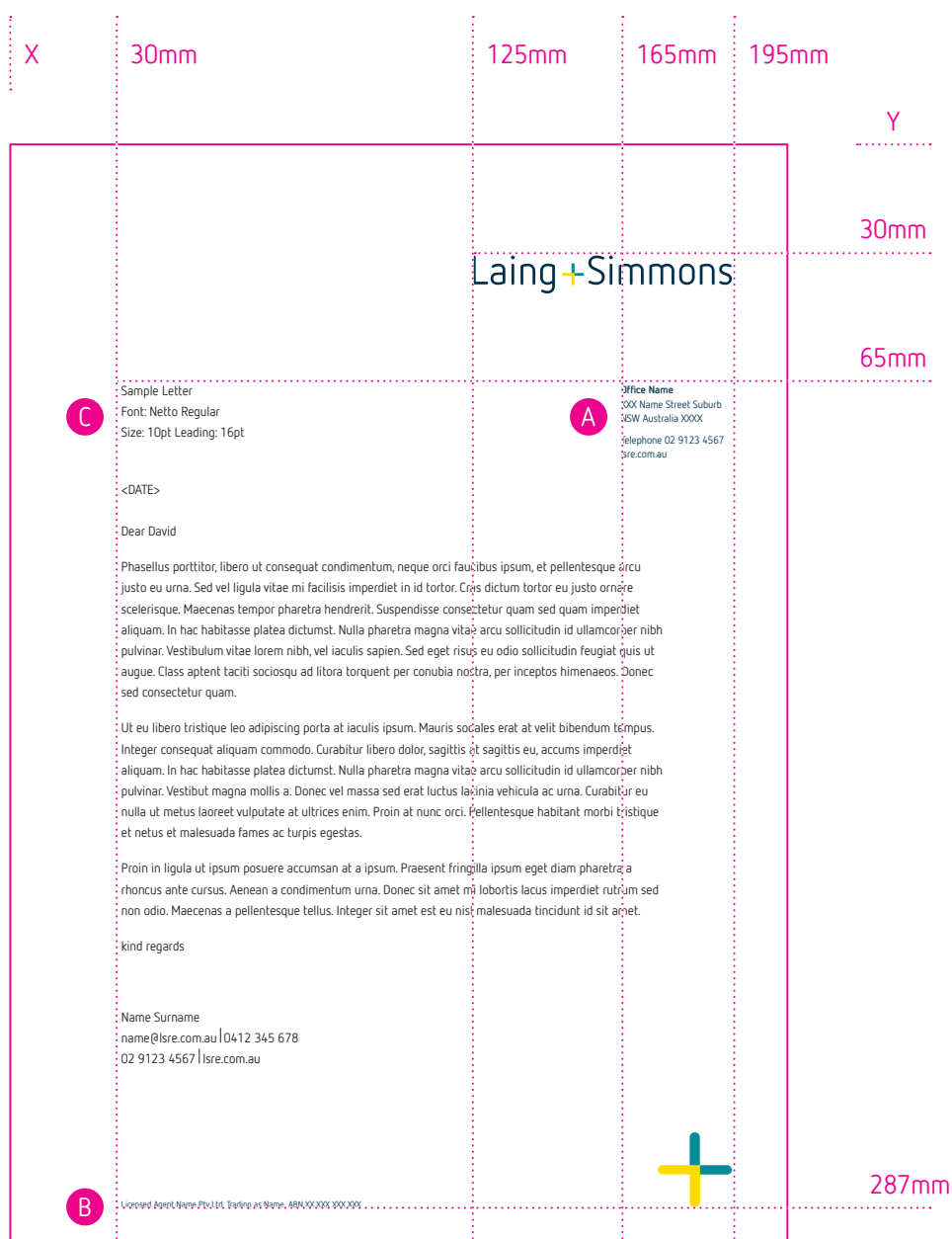


5.1	A4 letterhead	30
5.2	A4 follower	32
5.3	DL with compliments slip	33
5.4	Business card	34
5.5	DL envelope	36
5.6	C4 envelope	37

Size	A4 (297mm x 210mm)
Logo size	Approx 70mm x 10mm
Hallmark size	Approx 20mm x 20mm
Typeface A	Netto Bold/Regular 8pt on 11pt leading
Typeface B	Netto Regular 6.75pt on 9pt leading
Colours	CMYK (see section 3 - Colour and reproduction specifications)



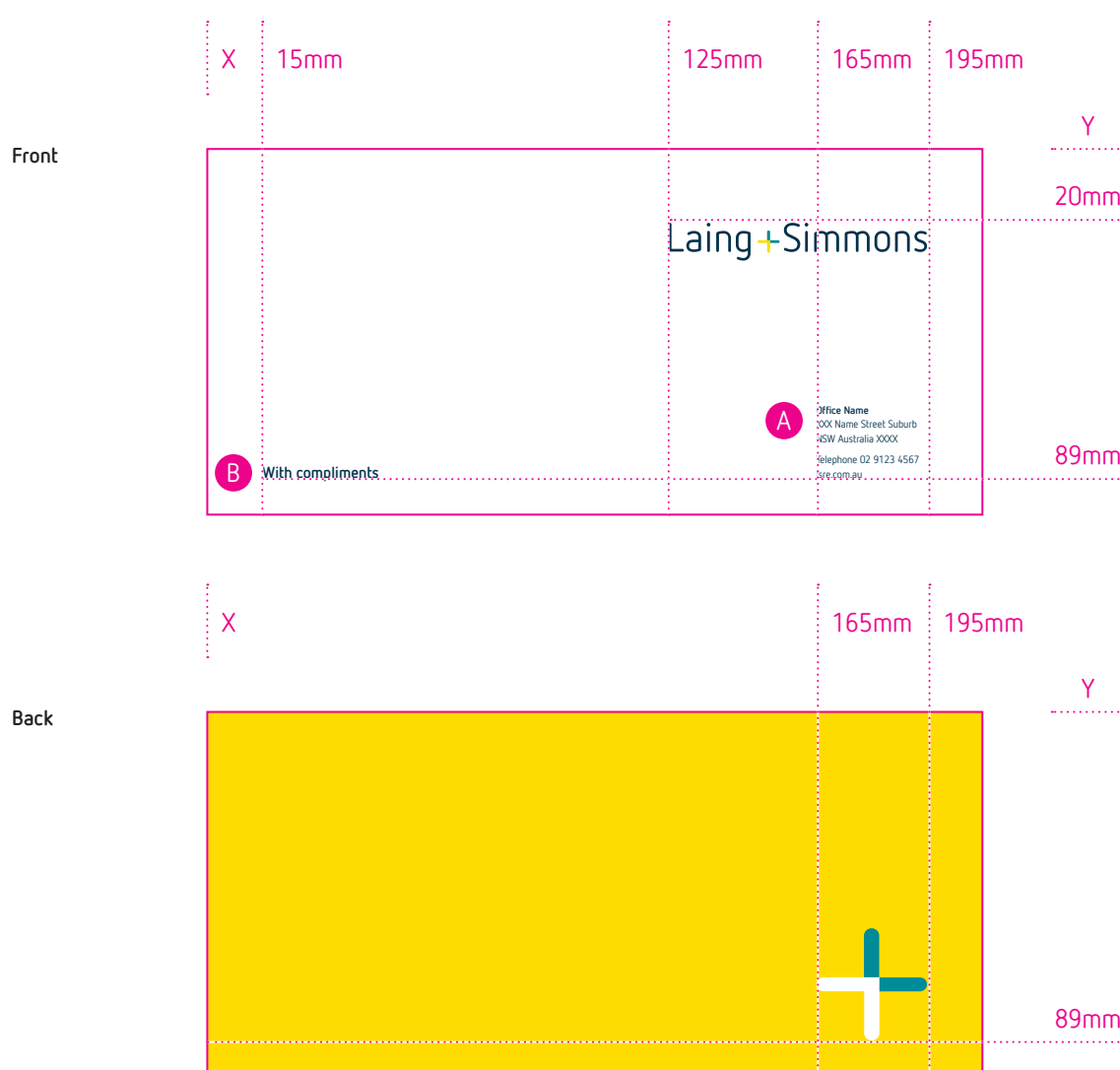
Size	A4 (297mm x 210mm)
Logo size	Approx 70mm x 10mm
Hallmark size	Approx 20mm x 20mm
Typeface A	Netto Bold/Regular 8pt on 11pt leading
Typeface B	Netto Regular 6.75pt on 9pt leading
Typeface C	Netto Regular 10pt on 16pt leading
Colours	CMYK (see section 3 - Colour and reproduction specifications)



Size	A4 (297mm x 210mm)
Hallmark size	Approx 20mm x 20mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)



Size	DL (99mm x 210mm)
Logo size	Approx 70mm x 10mm
Hallmark size	Approx 30mm x 30mm
Typeface A	Netto Bold/Regular 8pt on 11pt leading
Typeface B	Netto Bold 12pt
Colours	CMYK (see section 3 - Colour and reproduction specifications)



Size	90mm x 55mm
Logo size	Approx 55mm x 8mm
Typeface A	Netto Bold 8pt on 11pt leading
Typeface B	Netto Regular 8pt on 11pt leading
Colours	CMYK (see section 3 - Colour and reproduction specifications)



Front
Option 1



Front
Option 2



Front
Option 3



Size	90mm x 55mm
Option 1	Agent/Staff full colour photo
Option 2	Blank

Back
Option 1



Back
Option 2

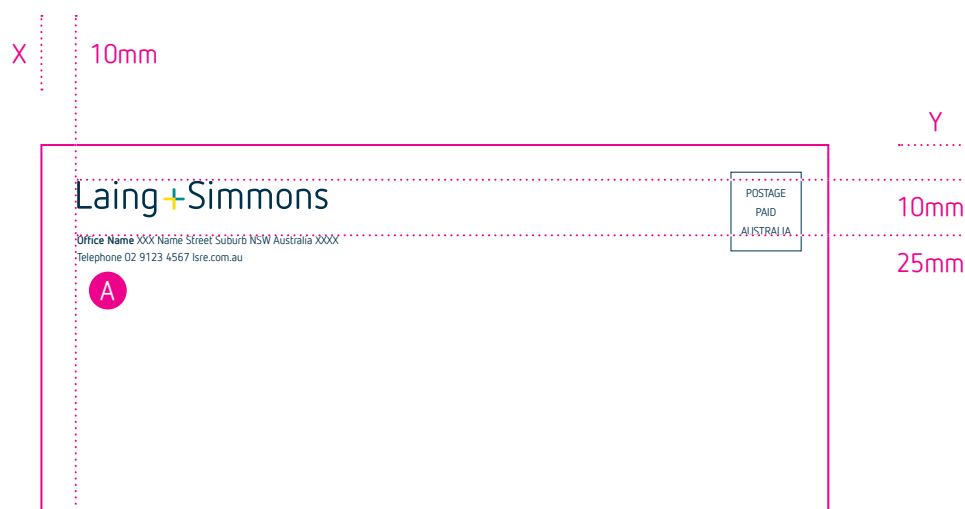


Size	DL (110mm x 220mm)
Logo size	Approx 70mm x 10mm
Hallmark size	Approx 30mm x 30mm
Typeface A	Netto Bold/Regular 9pt on 13pt leading
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Format	Availabale in window face and non window face

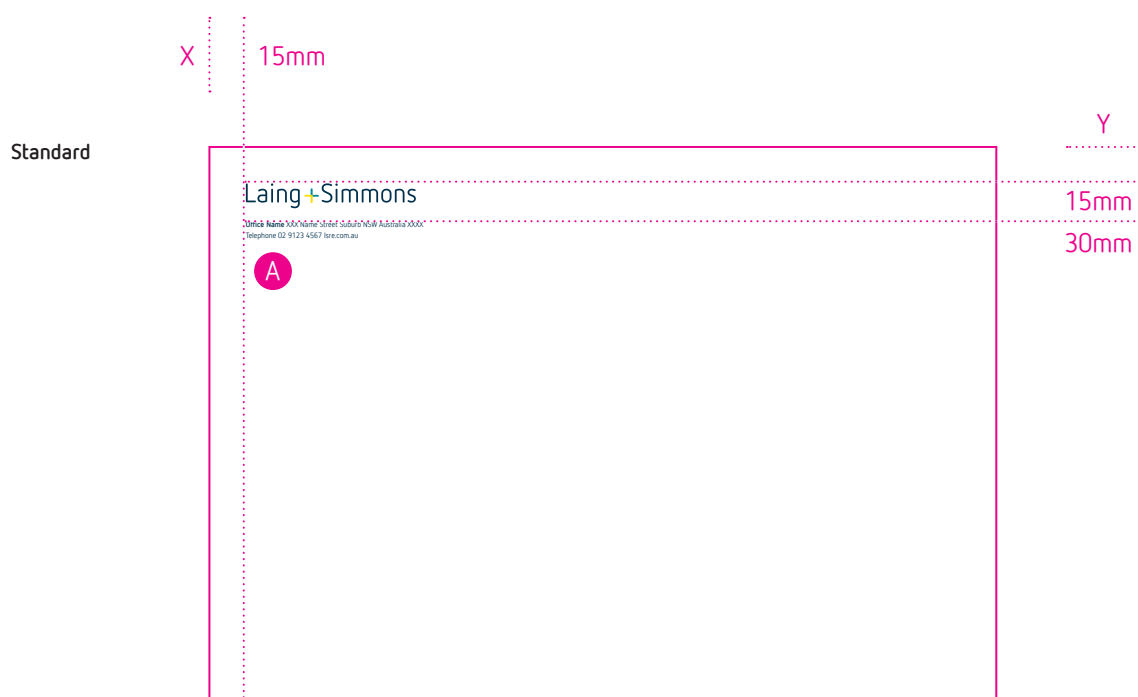
Standard



Postage Paid



Size	C4 (324mm x 229mm)
Logo size	Approx 70mm x 10mm
Hallmark size	Approx 30mm x 30mm
Typeface A	Netto Bold/Regular 9pt on 13pt leading
Colours	CMYK (see section 3 - Colour and reproduction specifications)



Property Advertising

6

6.1	Guiding principles
6.2	Double page spread
6.3	1/1 page modules
6.4	1/2 page modules
6.5	1/4 page modules
6.6	1/8 page modules
6.7	1/16 page modules
6.8	T84 SMH classified
6.9	T44 SMH classified
6.10	T42 SMH classified
6.11	T22 SMH classified
6.12	T21 SMH classified

The examples provided in this style guide are indicative and are for reference only.

These designs are intended as a guide to creating ads that are specific to market publications. By example they illustrate the style that **MUST** be applied when laying out property ads.

The following pages do not take into account the many and varied types and styles of specifications available from publications.

In using the guidelines you will need to adapt the principles and dovetail the designs to the particular specifications of your publication.

Different newspapers' and publications' advertisement grid units are often determined by page sizes, market forces and editorial requirements, and may not always conform to these exacting standards.

Units, measurements, font sizes and element sizes will differ between publications.

Example	Cumberland	Colours	CMYK (see section 3 - Colour and reproduction specifications)
Page size	275mm x 310mm	Typeface A	Netto Bold/Regular 13pt 100% black
Module size	550mm x 310mm	Typeface B	Netto Bold/Regular 12pt 100% black
Footer	550mm x 3mm	Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Baseplate	550mm x 26mm		
Logo size	96mm x 14mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur tunc velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat ac ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar. [9pt/12pt]

lsre.com.au/suburb

X bed | XX bath | X car (9pt)

+ Lorem ipsum dolor sit amet [9pt/12pt]
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678

Beyond the expected™

Laing+Simmons

Detail:

A

B

C

B

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur tunc velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat ac ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar. [9pt/12pt]

lsre.com.au/suburb

C

X bed | XX bath | X car (9pt)

+ Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678

Keyline

Footer

branding@lsre.com.au | 02 9291 7000

branding@lsre.com.au | 02 9291 7000

Baseplate

Footer

Example	Cumberland	Colours	CMYK (see section 3 - Colour and reproduction specifications)
Page size	275mm x 310mm	Typeface A	Netto Bold/Regular 13pt 100% black
Module size	550mm x 310mm	Typeface B	Netto Bold/Regular 12pt 100% black
Footer	550mm x 3mm	Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Baseplate	550mm x 26mm	Typeface D	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Logo size	96mm x 14mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur tunc velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar. [9pt/12pt]

lsre.com.au/suburb

X bed | XX bath | X car (9pt)

+ Lorem ipsum dolor sit amet [9pt/12pt]

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+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

Office | 91234 5678

Strapline

Beyond the expected™

Laing+Simmons

Baseplate

Detail:

Actual View

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur tunc velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar. [9pt/12pt]

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+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

Office | 91234 5678

D

A

B

C

B

Keyline

Footer

Example	Cumberland	Colours	CMYK (see section 3 - Colour and reproduction specifications)
Page size	275mm x 310mm	Typeface A	Netto Bold/Regular 13pt 100% black
Module size	550mm x 310mm	Typeface B	Netto Bold/Regular 12pt 100% black
Footer	550mm x 3mm	Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Baseplate	550mm x 26mm	Banner	70mm x 10mm Netto Regular 12pt
Logo size	96mm x 14mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		

Banner Heading (12pt)

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur tunc velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar. [9pt/12pt]

lsre.com.au/suburb

X bed | XX bath | X car (9pt)

• Lorem ipsum dolor sit amet [9pt/12pt]

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Strapline

Beyond the expected™

Laing+Simmons

Baseplate

Detail:

A

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Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

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lsre.com.au/suburb

C

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X bed | XX bath | X car (9pt)

• Lorem ipsum dolor sit amet [9pt/12pt]

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Auction Sat X Month 11:15am

Venue/On location

View Thurs 11:15am - 12:00pm

& Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

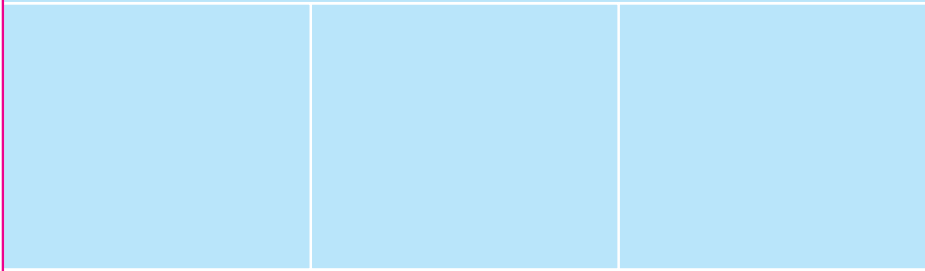
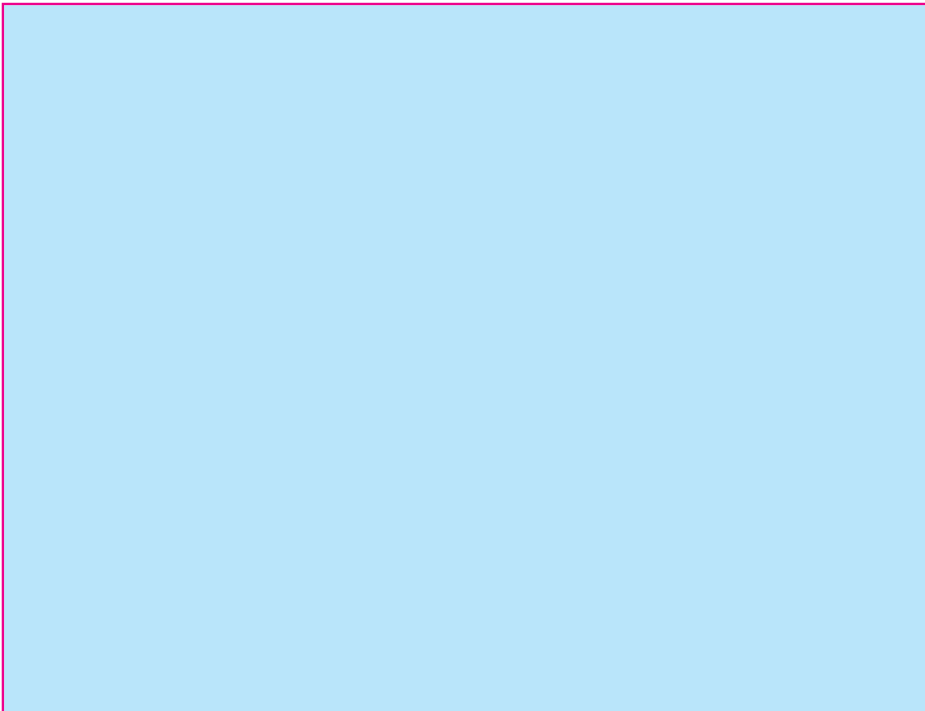
+ Name Surname 0412 345 678

Office | 91234 5678

Keyline

Footer

Example	Fairfax
Page size	260mm x 374mm
Module size	259.6mm x 336mm
Baseplate	260mm x 38mm
Logo size	103.5mm x 15mm
Strapline	Netto Regular 22.5pt 100% Dark Blue



Suburb X Name Street (13pt) X bed | XX bath | X car (9pt)

Inspiring Desgner Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisl neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

Isre.com.au/suburb

+ Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
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+ Ut volutpat sodales massa a sodales nibh
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Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
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+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

Office | 91234 5678

Strapline Beyond the expected™ **Laing+Simmons** **Baseplate**

Example	Fairfax
Module size	259.6mm x 336mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm

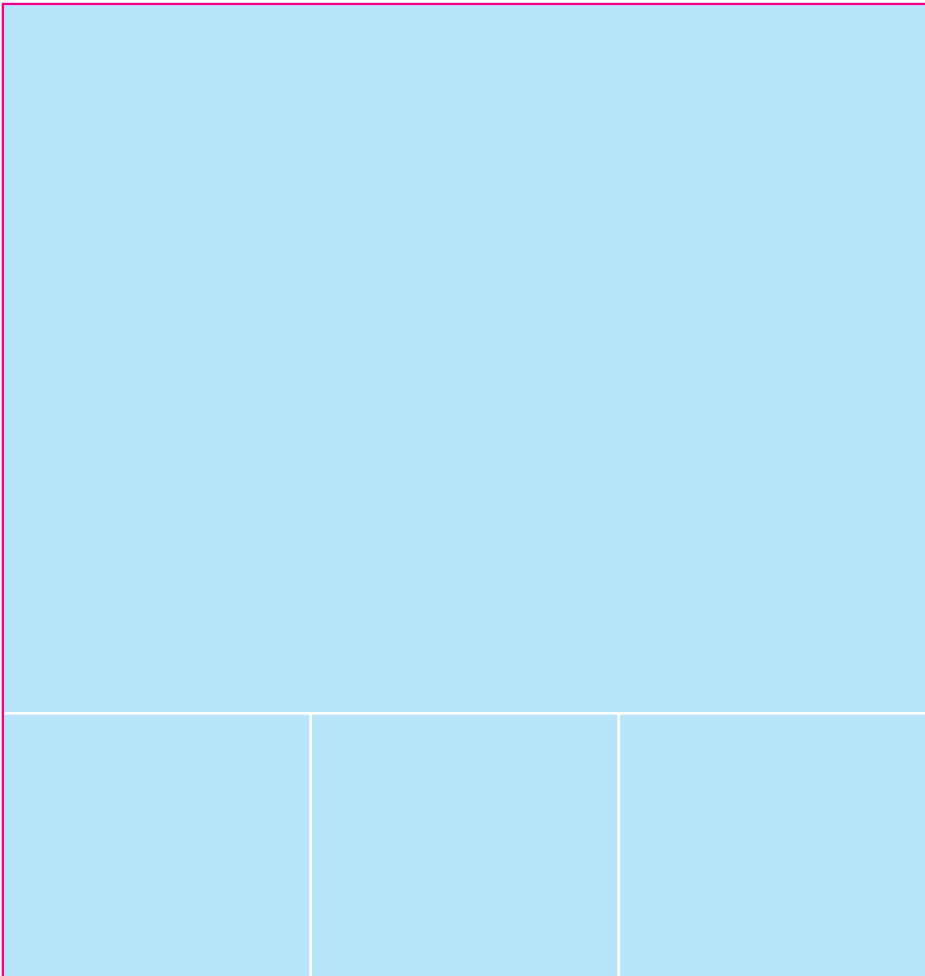


Image keyline

Keyline

Footer

A Suburb X Name Street (13pt)

B Inspiring Desgner Family Home (12pt)

C [90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisl neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

C + Lorem ipsum dolor sit amet (9pt/12pt)
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C Auction Sat X Month 11:15am
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+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B lsre.com.au/suburb

B Office | 91234 5678

Example	Fairfax
Module size	259.6mm x 336mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm

A Suburb X Name Street (13pt)

B Inspiring Designer Family Home (12pt)

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+ Name Surname 0412 345 678

B Isre.com.au/suburb

B Office | 91234 5678

Image keyline

Keyline

Footer

Example	Fairfax
Module size	259.6mm x 336mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm

A Suburb X Name Street (13pt)

B Inspiring Designer Family Home (12pt)

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B Office | 91234 5678

Keyline

Footer

Example	Fairfax
Module size	259.6mm x 336mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
QR Code	18mm x 18mm (Lower right corner of Image area 5mm in from edge)
Keyline	1pt Japanese Dot 100% black 100% black
Footer	260mm x 3mm



A Suburb X Name Street (13pt)

B Inspiring Designer Family Home (12pt)

C [90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

B [lsre.com.au/suburb](#)

C X bed | XX bath | X car (9pt)

C + Lorem ipsum dolor sit amet (9pt/12pt)
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B Office | 91234 5678

QR Code

Keyline

Footer

Example	Fairfax
Module size	259.6mm x 336mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Typeface D	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm

D

A

B

C

B

Actual View

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit, ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

Isre.com.au/suburb

C

C

C

B

X bed | XX bath | X car (9pt)

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+ Name Surname 0412 345 678

Office | 91234 5678

Keyline

Footer

Example	Fairfax
Module size	259.6mm x 336mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt
Typeface B	Netto Bold/Regular 12pt
Typeface C	Netto Bold/Regular 9pt on 12pt leading
Banner	70mm x 10mm Netto Regular 12pt
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm

Banner

Banner Heading (12pt)

A

Suburb X Name Street (13pt)

C

X bed | XX bath | X car (9pt)

B

Inspiring Designer Family Home (12pt)

C

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

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Isre.com.au/suburb

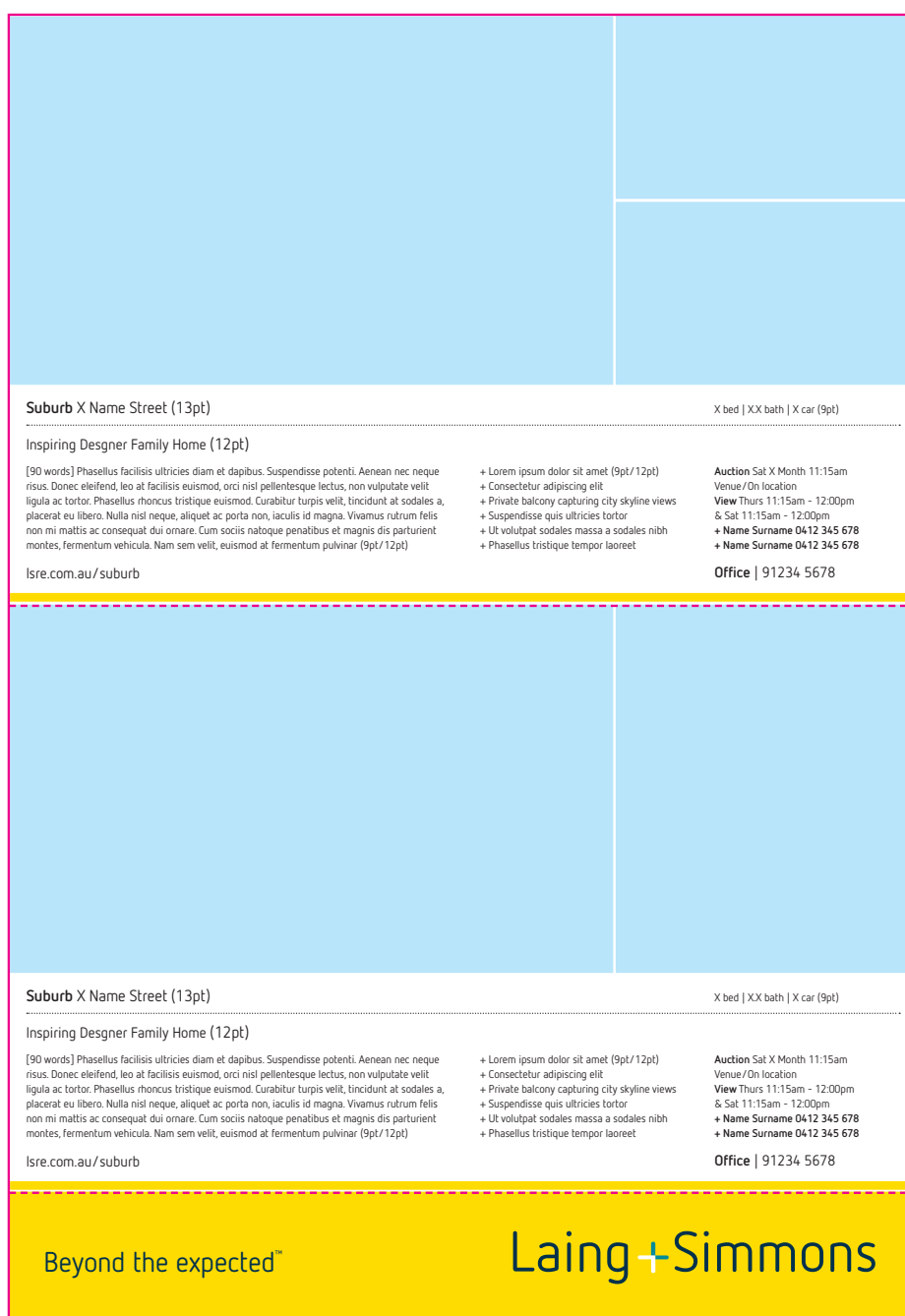
B

Office | 91234 5678

Keyline

Footer

Example	Fairfax
Page size	260mm x 374mm
Module size	259.6mm x 168mm
Baseplate	260mm x 38mm
Logo size	103.5mm x 15mm
Strapline	Netto Regular 22.5pt 100% Dark Blue



Example	Fairfax
Module size	259.6mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm

Image keyline

A Suburb X Name Street (13pt) **C** X bed | XX bath | X car (9pt)

B Inspiring Designer Family Home (12pt)

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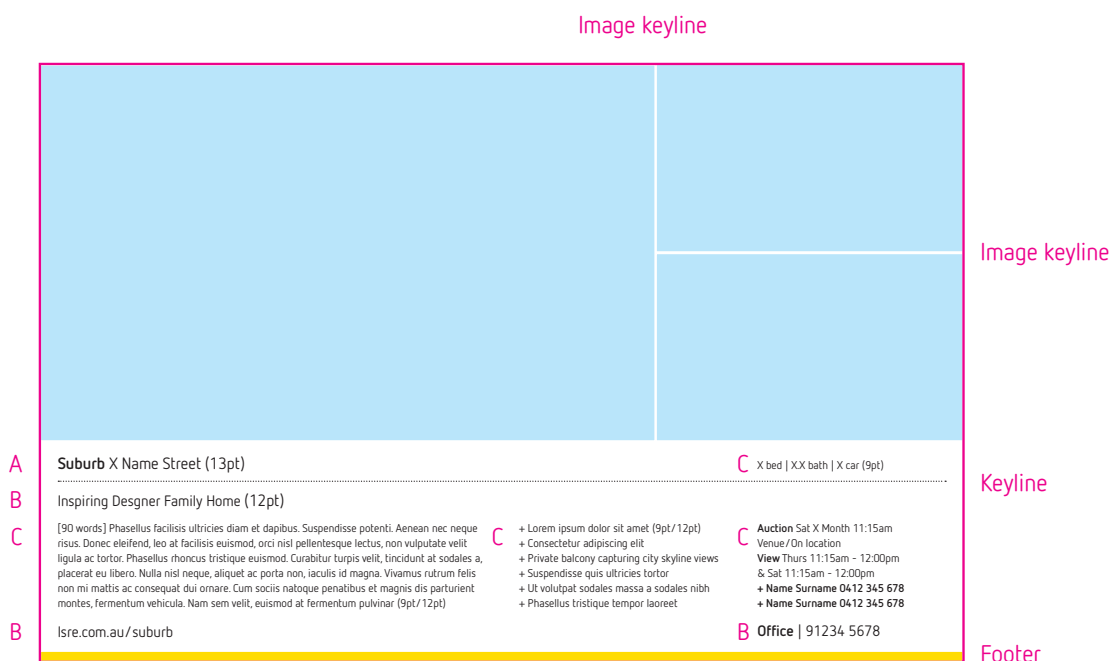
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+ Name Surname 0412 345 678

B lsre.com.au/suburb **B** Office | 91234 5678

Keyline

Footer

Example	Fairfax
Module size	259.6mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
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Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm



Example	Fairfax
Module size	259.6mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
QR Code	18mm x 18mm (Lower right corner of Image area 5mm in from edge)
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black 100% black
Footer	260mm x 3mm

Image keyline

A Suburb X Name Street (13pt) **C** X bed | XX bath | X car (9pt)

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Keyline

Footer

Example	Fairfax
Module size	259.6mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Typeface D	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm

Image keyline

D Actual View

A Suburb X Name Street (13pt)

B Inspiring Designer Family Home (12pt)

C [90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

C + Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B Office | 91234 5678

B Isre.com.au/suburb

Keyline

Footer

Example	Fairfax
Module size	259.6mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt
Typeface B	Netto Bold/Regular 12pt
Typeface C	Netto Bold/Regular 9pt on 12pt leading
Banner	70mm x 10mm Netto Regular 12pt
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Footer	260mm x 3mm

Image keyline

Banner

Banner Heading (12pt)

A Suburb X Name Street (13pt)

B Inspiring Designer Family Home (12pt)

C [90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

C + Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B Office | 91234 5678

Keyline

Footer

Example	Fairfax
Page size	260mm x 374mm
Module size	129.8mm x 168mm
Baseplate	260mm x 38mm
Logo size	103.5mm x 15mm
Strapline	Netto Regular 22.5pt 100% Dark Blue

Suburb X Name Street (13pt) X bed XX bath X car (9pt) Inspiring Desgner Family Home (12pt) + Lorem ipsum dolor sit amet (9pt/12pt) + Consectetur adipiscing elit + Private balcony capturing city skyline views + Suspendisse quis ultricies tortor + Ut volutpat sodales massa a sodales nibh + Phasellus tristique tempor laoreet Auction Sat X Month 11:15am Venue/On location View Thurs 11:15am - 12:00pm & Sat 11:15am - 12:00pm + Name Surname 0412 345 678 + Name Surname 0412 345 678 lsre.com.au/suburb Office 91234 5678	Suburb X Name Street (13pt) X bed XX bath X car (9pt) Inspiring Desgner Family Home (12pt) + Lorem ipsum dolor sit amet (9pt/12pt) + Consectetur adipiscing elit + Private balcony capturing city skyline views + Suspendisse quis ultricies tortor + Ut volutpat sodales massa a sodales nibh + Phasellus tristique tempor laoreet Auction Sat X Month 11:15am Venue/On location View Thurs 11:15am - 12:00pm & Sat 11:15am - 12:00pm + Name Surname 0412 345 678 + Name Surname 0412 345 678 lsre.com.au/suburb Office 91234 5678
Suburb X Name Street (13pt) X bed XX bath X car (9pt) Inspiring Desgner Family Home (12pt) + Lorem ipsum dolor sit amet (9pt/12pt) + Consectetur adipiscing elit + Private balcony capturing city skyline views + Suspendisse quis ultricies tortor + Ut volutpat sodales massa a sodales nibh + Phasellus tristique tempor laoreet Auction Sat X Month 11:15am Venue/On location View Thurs 11:15am - 12:00pm & Sat 11:15am - 12:00pm + Name Surname 0412 345 678 + Name Surname 0412 345 678 lsre.com.au/suburb Office 91234 5678	Suburb X Name Street (13pt) X bed XX bath X car (9pt) Inspiring Desgner Family Home (12pt) + Lorem ipsum dolor sit amet (9pt/12pt) + Consectetur adipiscing elit + Private balcony capturing city skyline views + Suspendisse quis ultricies tortor + Ut volutpat sodales massa a sodales nibh + Phasellus tristique tempor laoreet Auction Sat X Month 11:15am Venue/On location View Thurs 11:15am - 12:00pm & Sat 11:15am - 12:00pm + Name Surname 0412 345 678 + Name Surname 0412 345 678 lsre.com.au/suburb Office 91234 5678
Strapline Beyond the expected™ Laing+Simmons Baseplate	

Example	Fairfax
Module size	129.8mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Footer	129.8mm x 3mm



A Suburb X Name Street (13pt) **C** X bed | X.X bath | X car (9pt)

B Inspiring Desgner Family Home (12pt)

C + Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

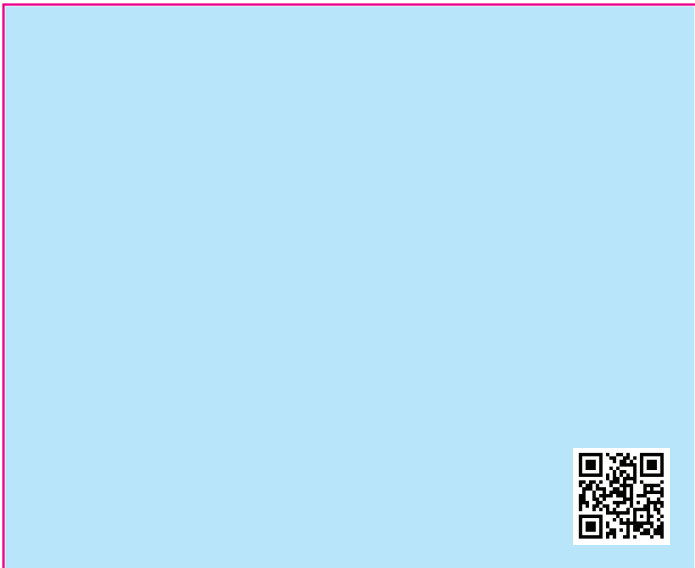
C **Auction** Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B lsre.com.au/suburb **B** **Office** | 91234 5678

Keyline

Footer

Example	Fairfax
Module size	129.8mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
QR Code	18mm x 18mm (Lower right corner of Image area 5mm in from edge)
Keyline	1pt Japanese Dot 100% black
Footer	129.8mm x 3mm



A

Suburb X Name Street (13pt)

B

Inspiring Desgner Family Home (12pt)

C

+ Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B

Isre.com.au/suburb

B

Office | 91234 5678

Keyline

Footer

Example	Fairfax
Module size	129.8mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Typeface D	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Footer	129.8mm x 3mm

Actual View

Suburb X Name Street (13pt)

X bed | X.X bath | X car (9pt)

Inspiring Desgner Family Home (12pt)

+ Lorem ipsum dolor sit amet (9pt/12pt)

+ Consectetur adipiscing elit

+ Private balcony capturing city skyline views

+ Suspendisse quis ultricies tortor

+ Ut volutpat sodales massa a sodales nibh

+ Phasellus tristique tempor laoreet

Auction Sat X Month 11:15am

Venue/On location

View Thurs 11:15am - 12:00pm

& Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Isre.com.au/suburb

Office | 91234 5678

62. Laing+Simmons Branding Guidelines

branding@lsre.com.au | 02 9291 7000

Example	Fairfax
Module size	129.8mm x 168mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Banner	70mm x 10mm Netto Regular 12pt
Keyline	1pt Japanese Dot 100% black
Footer	129.8mm x 3mm

Banner Heading (12pt)

D

A

Suburb X Name Street (13pt)

C X bed | X.X bath | X car (9pt)

B

Inspiring Desgner Family Home (12pt)

C

+ Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B

Isre.com.au/suburb

B

Office | 91234 5678

Keyline

Footer

63. Laing+Simmons Branding Guidelines

branding@lsre.com.au | 02 9291 7000

Example	Fairfax
Page size	260mm x 374mm
Module size	129.8mm x 84mm
Baseplate	260mm x 38mm
Logo size	103.5mm x 15mm
Strapline	Netto Regular 22.5pt 100% Dark Blue

Suburb X Name Street (10pt)

X bed | XX bath | X car (9pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678 | lsre.com.au/suburb

Suburb X Name Street (10pt)

X bed | XX bath | X car (9pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678 | lsre.com.au/suburb

Suburb X Name Street (10pt)

X bed | XX bath | X car (9pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678 | lsre.com.au/suburb

Suburb X Name Street (10pt)

X bed | XX bath | X car (9pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678 | lsre.com.au/suburb

Suburb X Name Street (10pt)

X bed | XX bath | X car (9pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678 | lsre.com.au/suburb

Suburb X Name Street (10pt)

X bed | XX bath | X car (9pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
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Office | 91234 5678 | lsre.com.au/suburb

Suburb X Name Street (10pt)

X bed | XX bath | X car (9pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678 | lsre.com.au/suburb

Suburb X Name Street (10pt)

X bed | XX bath | X car (9pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678 | lsre.com.au/suburb

Office | 91234 5678
lsre.com.au

Laing+Simmons

Example	Fairfax
Module size	129.8mm x 84mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 10pt 100% black
Typeface B	Netto Bold/Regular 9pt on 12pt leading 100% black
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Footer	129.8mm x 3mm

Image keyline

A

B

Suburb X Name Street (10pt)

+ Architect designed

+ Master sanctuary with travertine terrace

+ Private balcony capturing city skyline views

+ State of the art Bosch kitchen

+ State of the art Bosch kitchen

+ Wired for Bose sound (9pt/12pt)

X bed | X.X bath | X car (9pt)

Auction Sat X Month 11:15am

Venue/On location

View Thurs & Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Office | 91234 5678 | lsre.com.au/suburb

Keyline

Footer

Example	Fairfax
Module size	129.8mm x 84mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 10pt 100% black
Typeface B	Netto Bold/Regular 9pt on 12pt leading 100% black
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Footer	129.8mm x 3mm

Image keyline

A

B

Suburb X Name Street (10pt)

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

B

X bed | X.X bath | X car (9pt)

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678 | lsre.com.au/suburb

Keyline

Footer

Example	Fairfax
Module size	129.8mm x 84mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 10pt 100% black
Typeface B	Netto Bold/Regular 9pt on 12pt leading 100% black
Typeface C	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Footer	129.8mm x 3mm

C

Actual View

A

B

Suburb X Name Street (10pt)

+ Architect designed

+ Master sanctuary with travertine terrace

+ Private balcony capturing city skyline views

+ State of the art Bosch kitchen

+ State of the art Bosch kitchen

+ Wired for Bose sound (9pt/12pt)

X bed | X.X bath | X car (9pt)

Auction Sat X Month 11:15am

Venue/On location

View Thurs & Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Office | 91234 5678 | lsre.com.au/suburb

Keyline

Footer

Example	Fairfax
Page size	260mm x 374mm
Module size	129.8mm x 84mm
Baseplate	260mm x 38mm
Logo size	103.5mm x 15mm
Office details	Netto Regular 14pt on 18pt leading 100% Dark Blue

[illegible]

Example	Fairfax
Module size	65.1mm x 84mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 9pt 100% black
Typeface B	Netto Bold/Regular 8pt on 10pt leading 100% black
Typeface C	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Footer	65.1mm x 3mm

A

B

Suburb X Name St (9pt)

+X bed | X bath | X car (8pt)

+Master sanctuary with travertine terrace

+Private balcony capturing city skyline views

+State of the art Bosch kitchen

For Sale \$XXX,000

View Thurs & Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Keyline

Footer

C

A

B

Actual View

Suburb X Name St (9pt)

+X bed | X bath | X car (8pt)

+Master sanctuary with travertine terrace

+Private balcony capturing city skyline views

+State of the art Bosch kitchen

For Sale \$XXX,000

View Thurs & Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Keyline

Footer

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 374mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Footer	259.6mm x 3mm
Baseplate	259.6mm x 38mm
Strapline	Netto Regular 22.5pt 100% Dark Blue
Logo size	103.5mm x 15mm

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 374mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Footer	259.6mm x 3mm
Baseplate	259.6mm x 38mm
Strapline	Netto Regular 22.5pt 100% Dark Blue
Logo size	103.5mm x 15mm

[illegible]

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 374mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Footer	259.6mm x 3mm
Baseplate	259.6mm x 38mm
Strapline	Netto Regular 22.5pt 100% Dark Blue
Logo size	103.5mm x 15mm

A	Suburb X Name Street (13pt)		C	X bed XX bath X car (9pt)	
B	Inspiring Designer Family Home (12pt)				
C	[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus morcus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisl neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)	C	+ Lorem ipsum dolor sit amet (9pt/12pt) + Consectetur adipiscing elit + Private balcony capturing city skyline views + Suspendisse quis ultricies tortor + Ut volutpat sodales massa a sodales nibh + Phasellus tristique tempor laoreet	C	Auction Sat X Month 11:15am Venue/On location View Thurs 11:15am - 12:00pm & Sat 11:15am - 12:00pm + Name Surname 0412 345 678 + Name Surname 0412 345 678
B	Isre.com.au/suburb		B	Office 91234 5678	

Strapline

Beyond the expected™

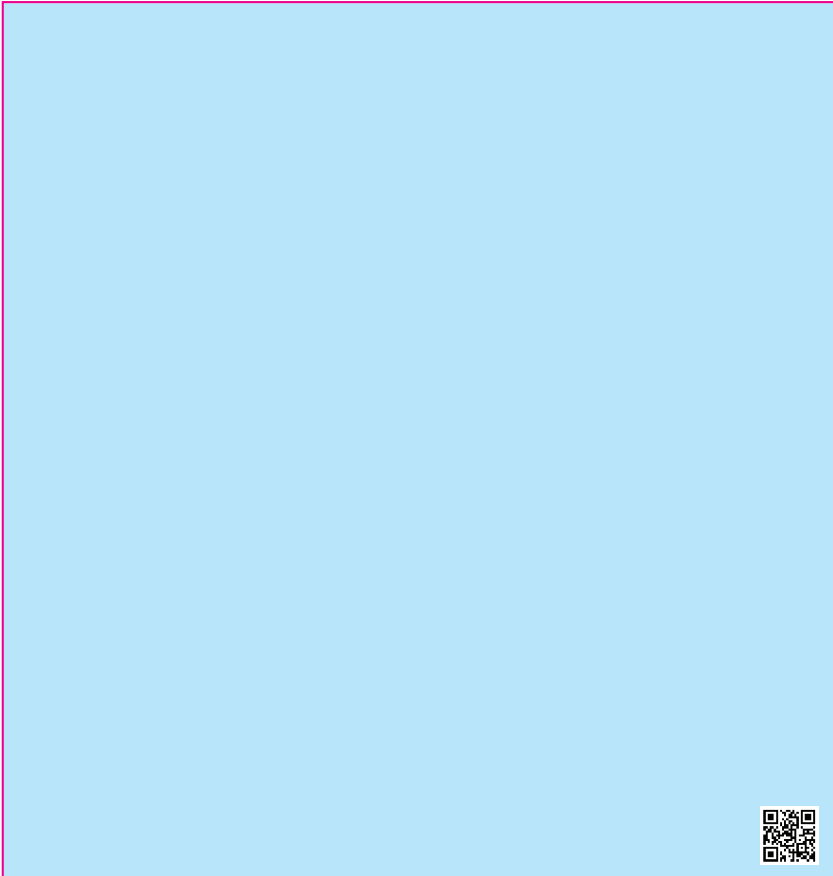
Laing+Simmons

Baseplate

Keyline

Footer

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 374mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
QR Code	18mm x 18mm (Lower right corner of Image area 5mm in from edge)
Keyline	1pt Japanese Dot 100% black
Footer	259.6mm x 3mm
Baseplate	259.6mm x 38mm
Strapline	Netto Regular 22.5pt 100% Dark Blue
Logo size	103.5mm x 15mm



A

Suburb X Name Street (13pt)

C

X bed | XX bath | X car (9pt)

B

Inspiring Designer Family Home (12pt)

C

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit, ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

C

+ Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B

Isre.com.au/suburb

B

Office | 91234 5678

Keyline

Footer

Baseplate

Strapline

Beyond the expected™

Laing+Simmons

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 374mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Typeface D	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Footer	259.6mm x 3mm
Baseplate	259.6mm x 38mm
Strapline	Netto Regular 22.5pt 100% Dark Blue
Logo size	103.5mm x 15mm

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 374mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Banner	70mm x 10mm Netto Regular 12pt
Keyline	1pt Japanese Dot 100% black
Footer	259.6mm x 3mm
Baseplate	259.6mm x 38mm
Strapline	Netto Regular 22.5pt 100% Dark Blue
Logo size	103.5mm x 15mm

Banner Heading (12pt)

A Suburb X Name Street (13pt)

B Inspiring Designer Family Home (12pt)

C [90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit, ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

B Isre.com.au/suburb

C X bed | XX bath | X car (9pt)

C + Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B Office | 91234 5678

Keyline

Footer

Baseplate

Strapline

Beyond the expected™

Laing+Simmons

75. Laing+Simmons Branding Guidelines

branding@lsre.com.au | 02 9291 7000

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 186mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Header	259.6mm x 3mm
Footer	259.6mm x 19mm
Strapline	Netto Regular 18.5pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

Header

Image keyline

Keyline

Strapline

Footer

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

Auction Sat X Month 11:15am
Venue / On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

Office | 91234 5678

Beyond the expected™

Laing+Simmons

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 186mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Header	259.6mm x 3mm
Footer	259.6mm x 19mm
Strapline	Netto Regular 18.5pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

Header

Image keyline

Keyline

Footer

Strapline

A Suburb X Name Street (13pt)

B Inspiring Designer Family Home (12pt)

C [90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

C + Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C Auction Sat X Month 11:15am
Venue / On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B Office | 91234 5678

B lsre.com.au/suburb

Beyond the expected™

Laing+Simmons

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 186mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
QR Code	18mm x 18mm (Lower right corner of Image area 5mm in from edge)
Keyline	1pt Japanese Dot 100% black
Header	259.6mm x 3mm
Footer	259.6mm x 19mm
Strapline	Netto Regular 18.5pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

Header

Image keyline

A

B

C

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

+ Lorem ipsum dolor sit amet (9pt/12pt)

+ Consectetur adipiscing elit

+ Private balcony capturing city skyline views

+ Suspendisse quis ultricies tortor

+ Ut volutpat sodales massa a sodales nibh

+ Phasellus tristique tempor laoreet

C

X bed | XX bath | X car (9pt)

Auction Sat X Month 11:15am

Venue / On location

View Thurs 11:15am - 12:00pm

& Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

B

Office | 91234 5678

Strapline

Beyond the expected™

Laing+Simmons

Footer

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 186mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Typeface D	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Header	259.6mm x 3mm
Footer	259.6mm x 19mm
Strapline	Netto Regular 18.5pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

Header

Image keyline

Keyline

Strapline

Footer

Actual View

Suburb X Name Street (13pt)

Inspiring Designer Family Home (12pt)

90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, iaculis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

+ Lorem ipsum dolor sit amet (9pt/12pt)

+ Consectetur adipiscing elit

+ Private balcony capturing city skyline views

+ Suspendisse quis ultricies tortor

+ Ut volutpat sodales massa a sodales nibh

+ Phasellus tristique tempor laoreet

Auction Sat X Month 11:15am

Venue / On location

View Thurs 11:15am - 12:00pm

& Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Office | 91234 5678

Beyond the expected™

Laing+Simmons

Example	Fairfax (Sydney Morning Herald)
Module size	259.6mm x 186mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Banner	70mm x 10mm Netto Regular 12pt
Keyline	1pt Japanese Dot 100% black
Header	259.6mm x 3mm
Footer	259.6mm x 19mm
Strapline	Netto Regular 18.5pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

The diagram illustrates the layout of a banner advertisement with the following sections and labels:

- Header:** A yellow bar at the top left containing the text "Banner Heading (12pt)".
- Image keyline:** A large light blue rectangular area occupying the upper middle section.
- Keyline:** A horizontal dotted line separating the main content from the footer.
- Suburb X Name Street (13pt):** Text located below the image keyline on the left.
- Inspiring Designer Family Home (12pt):** Text located below the suburb name on the left.
- Text blocks:**
 - A block of placeholder text (Lorem Ipsum) on the left, preceded by a pink letter 'C'.
 - A block of placeholder text on the right, preceded by a pink letter 'C'.
 - A block of placeholder text on the right, preceded by a pink letter 'C'.
 - A block of placeholder text on the right, preceded by a pink letter 'B'.
- Strapline:** A yellow bar at the bottom left containing the text "Beyond the expected™".
- Footer:** A yellow bar at the bottom right containing the "Laing+Simmons" logo.

Labels on the right side of the diagram indicate the vertical placement of these sections: Header, Image keyline, Keyline, and Footer. A pink letter 'A' is placed to the left of the Suburb text, and a pink letter 'B' is placed to the left of the Inspiring Designer text.

Example	Fairfax (Sydney Morning Herald)
Module size	128.8mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Header	128.8mm x 3mm
Footer	128.8mm x 19mm
Strapline	Netto Regular 12pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

Header

A

Suburb X Name Street (13pt)

C

X bed | X.X bath | X car (9pt)

B

Inspiring Designer Family Home (12pt)

C

+ Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ **Name Surname 0412 345 678**
+ **Name Surname 0412 345 678**

B

Isre.com.au/suburb

B

Office | 91234 5678

Strapline

Beyond the expected™

Laing+Simmons

Footer

Example	Fairfax (Sydney Morning Herald)
Module size	128.8mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Header	128.8mm x 3mm
Footer	128.8mm x 19mm
Strapline	Netto Regular 12pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

Header

Image keyline

Keyline

Footer

Strapline

A Suburb X Name Street (13pt) **C** X bed | X.X bath | X car (9pt)

B Inspiring Designer Family Home (12pt)

C + Lorem ipsum dolor sit amet (9pt/12pt)
 + Consectetur adipiscing elit
 + Private balcony capturing city skyline views
 + Suspendisse quis ultricies tortor
 + Ut volutpat sodales massa a sodales nibh
 + Phasellus tristique tempor laoreet

C Auction Sat X Month 11:15am
 Venue/On location
View Thurs 11:15am - 12:00pm
 & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B lsre.com.au/suburb **B** Office | 91234 5678

Beyond the expected™ **Laing+Simmons**

Example	Fairfax (Sydney Morning Herald)
Module size	128.8mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Header	128.8mm x 3mm
Footer	128.8mm x 19mm
Strapline	Netto Regular 12pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

Header

A

Suburb X Name Street (13pt)

C

X bed | X.X bath | X car (9pt)

B

Inspiring Designer Family Home (12pt)

C

+ Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ **Name Surname 0412 345 678**
+ **Name Surname 0412 345 678**

B

Isre.com.au/suburb

B

Office | 91234 5678

Strapline

Beyond the expected™

Laing+Simmons

Footer

Example	Fairfax (Sydney Morning Herald)
Module size	128.8mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Typeface D	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Header	128.8mm x 3mm
Footer	128.8mm x 19mm
Strapline	Netto Regular 12pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

The image shows a real estate brochure layout for 'Suburb X'. The layout is organized into a grid-like structure with various sections and labels.

- Header:** Located at the top right, it contains the text 'Header'.
- Actual View:** A large light blue rectangular area representing a photograph of the property.
- Keyline:** A section below the 'Actual View' containing property details:
 - Address:** Suburb X Name Street (13pt)
 - Features:** X bed | X.X bath | X car (9pt)
 - Description:** Inspiring Desgner Family Home (12pt)
- Strapline:** A yellow section at the bottom containing the text 'Beyond the expected™'.
- Footer:** Located at the bottom right, it contains the text 'Footer'.
- Additional Content:**
 - A list of features/benefits: '+ Lorem ipsum dolor sit amet (9pt/12pt)', '+ Consectetur adipiscing elit', '+ Private balcony capturing city skyline views', '+ Suspendisse quis ultricies tortor', '+ Ut volutpat sodales massa a sodales nibh', '+ Phasellus tristique tempor laoreet'.
 - Auction Information:** 'Auction Sat X Month 11:15am', 'Venue/ On location', 'View Thurs 11:15am - 12:00pm & Sat 11:15am - 12:00pm', '+ Name Surname 0412 345 678', '+ Name Surname 0412 345 678'.
 - Contact Information:** 'lsre.com.au/suburb' and 'Office | 91234 5678'.

The layout is framed by a magenta border, and various labels (A, B, C, D, B, B, C, B) are placed along the left and right edges to identify specific design elements.

Example	Fairfax (Sydney Morning Herald)
Module size	128.8mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 13pt 100% black
Typeface B	Netto Bold/Regular 12pt 100% black
Typeface C	Netto Bold/Regular 9pt on 12pt leading 100% black
Banner	70mm x 10mm Netto Regular 12pt
Keyline	1pt Japanese Dot 100% black
Header	128.8mm x 3mm
Footer	128.8mm x 19mm
Strapline	Netto Regular 12pt 100% Dark Blue
Logo size	61.5mm x 9mm (approx)

Header

Banner Heading (12pt)

A

Suburb X Name Street (13pt)

C

X bed | XX bath | X car (9pt)

B

Inspiring Designer Family Home (12pt)

C

+ Lorem ipsum dolor sit amet (9pt/12pt)
+ Consectetur adipiscing elit
+ Private balcony capturing city skyline views
+ Suspendisse quis ultricies tortor
+ Ut volutpat sodales massa a sodales nibh
+ Phasellus tristique tempor laoreet

C

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678

B

Isre.com.au/suburb

B

Office | 91234 5678

Strapline

Beyond the expected™

Laing+Simmons

Footer

Example	Fairfax (Sydney Morning Herald)
Module size	128.8mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 10pt 100% black
Typeface B	Netto Bold/Regular 9pt on 12pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Header	128.8mm x 3mm
Footer	128.8mm x 11mm
Strapline	Netto Regular 12pt 100% Dark Blue
Logo size	43mm x 6.3mm (approx)

		Header
A	Suburb X Name Street (10pt)	B X bed X.X bath X car (9pt)
B	+ Architect designed + Master sanctuary with travertine terrace + Private balcony capturing city skyline views + State of the art Bosch kitchen + State of the art Bosch kitchen + Wired for Bose sound (9pt/12pt)	B Auction Sat X Month 11:15am Venue/On location View Thurs & Sat 11:15am - 12:00pm + Name Surname 0412 345 678 + Name Surname 0412 345 678 Office 1234 5678 Isre.com.au/suburb
Strapline	Beyond the expected™	Footer

Example	Fairfax (Sydney Morning Herald)
Module size	128.8mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 10pt 100% black
Typeface B	Netto Bold/Regular 9pt on 12pt leading 100% black
Image keyline	1pt 100% white
Keyline	1pt Japanese Dot 100% black
Header	128.8mm x 3mm
Footer	128.8mm x 11mm
Strapline	Netto Regular 12pt 100% Dark Blue
Logo size	43mm x 6.3mm (approx)

Image keyline

A Suburb X Name Street (10pt)

B

+ Architect designed

+ Master sanctuary with travertine terrace

+ Private balcony capturing city skyline views

+ State of the art Bosch kitchen

+ State of the art Bosch kitchen

+ Wired for Bose sound (9pt/12pt)

B X bed | X.X bath | X car (9pt)

B Auction Sat X Month 11:15am
Venue/On location

View Thurs & Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Office | 1234 5678 | Isre.com.au/suburb

Strapline

Beyond the expected™

Footer

Laing+Simmons

Example	Fairfax (Sydney Morning Herald)
Module size	128.8mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 10pt 100% black
Typeface B	Netto Bold/Regular 9pt on 12pt leading 100% black
Typeface C	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Header	128.8mm x 3mm
Footer	128.8mm x 11mm
Strapline	Netto Regular 12pt 100% Dark Blue
Logo size	43mm x 6.3mm (approx)

Header

C

Actual View

A

Suburb X Name Street (10pt)

B

X bed | X.X bath | X car (9pt)

B

+ Architect designed
+ Master sanctuary with travertine terrace
+ Private balcony capturing city skyline views
+ State of the art Bosch kitchen
+ State of the art Bosch kitchen
+ Wired for Bose sound (9pt/12pt)

B

Auction Sat X Month 11:15am
Venue/On location
View Thurs & Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 1234 5678 | Isre.com.au/suburb

Strapline

Beyond the expected™

Footer

Laing+Simmons

Keyline

Example	Fairfax (Sydney Morning Herald)
Module size	63.4mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 9pt 100% black
Typeface B	Netto Bold/Regular 7pt on 9pt leading 100% black
Keyline	1pt Japanese Dot 100% black
Header	63.4mm x 3mm
Footer	63.4mm x 11mm
Logo size	43mm x 6.3mm (approx)

Header

A **Suburb X Name Street (9pt)**

B X bed | X.X bath | X car (8pt)

- + Master sanctuary with travertine terrace
- + Private balcony capturing city skyline views
- + State of the art Bosch kitchen

Auction Sat X Month 11:15am | Venue/On location

View Thurs & Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Office | 1234 5678 | lsre.com.au/suburb

Keyline

Footer

Laing+Simmons

Example	Fairfax (Sydney Morning Herald)
Module size	63.4mm x 92mm
Colours	CMYK (see section 3 - Colour and reproduction specifications)
Typeface A	Netto Bold/Regular 9pt 100% black
Typeface B	Netto Bold/Regular 7pt on 9pt leading 100% black
Typeface C	Disclaimer text - Netto Regular 9pt on 12pt leading 100% white
Keyline	1pt Japanese Dot 100% black
Header	63.4mm x 3mm
Footer	63.4mm x 11mm
Logo size	43mm x 6.3mm (approx)

Header

C Actual View

A **Suburb X Name Street (9pt)**

B X bed | X.X bath | X car (8pt)

- + Master sanctuary with travertine terrace
- + Private balcony capturing city skyline views
- + State of the art Bosch kitchen

Auction Sat X Month 11:15am | Venue/On location

View Thurs & Sat 11:15am - 12:00pm

+ Name Surname 0412 345 678

+ Name Surname 0412 345 678

Office | 1234 5678 | lsre.com.au/suburb

Footer

Laing+Simmons

Property Signboards



7.1	Guiding principles
7.2	8x4 Photo Signboard
7.3	6x4 Photo Signboard
7.4	4x3 Photo Signboard
7.5	6x1.5 Stock Signboard
7.6	SOLD Decals

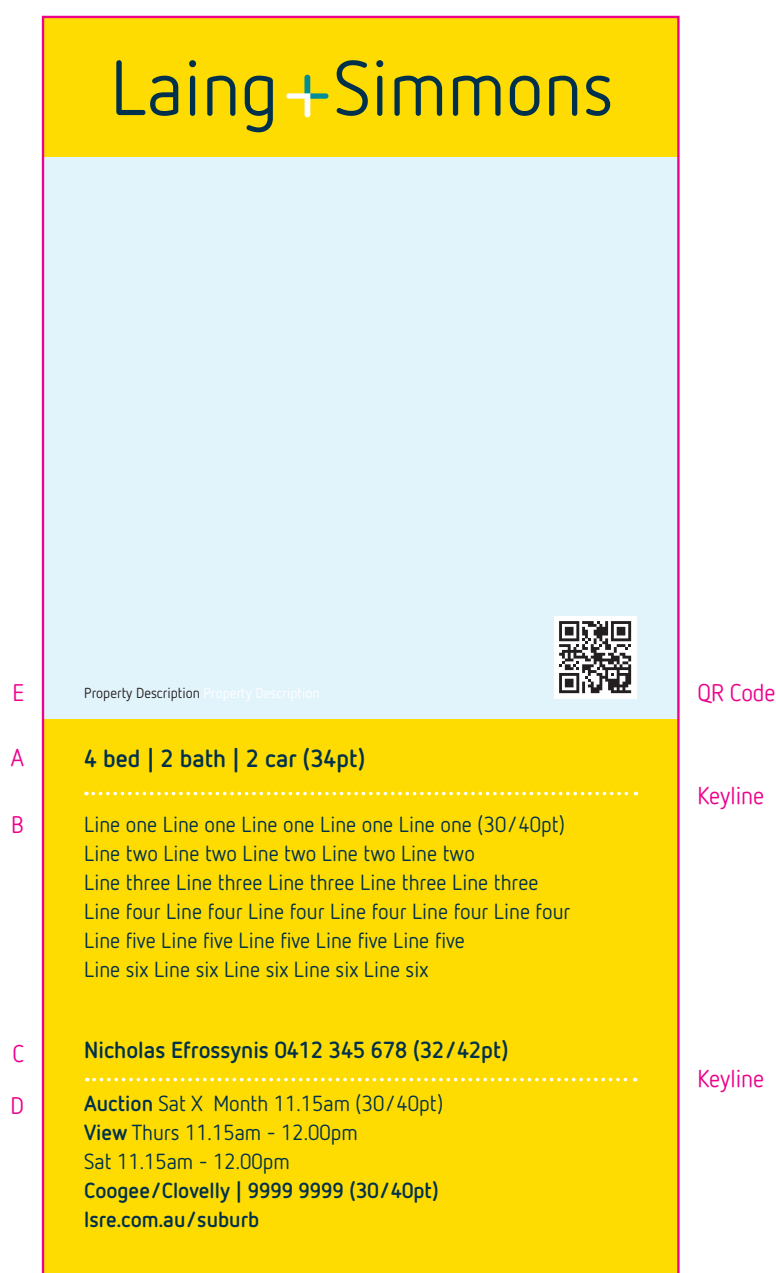
The principles detailed in this style guide should be respected in all circumstances.

The following guidelines are for reference only and do not take into account the many and varied types and styles of specifications available from sign supply companies.

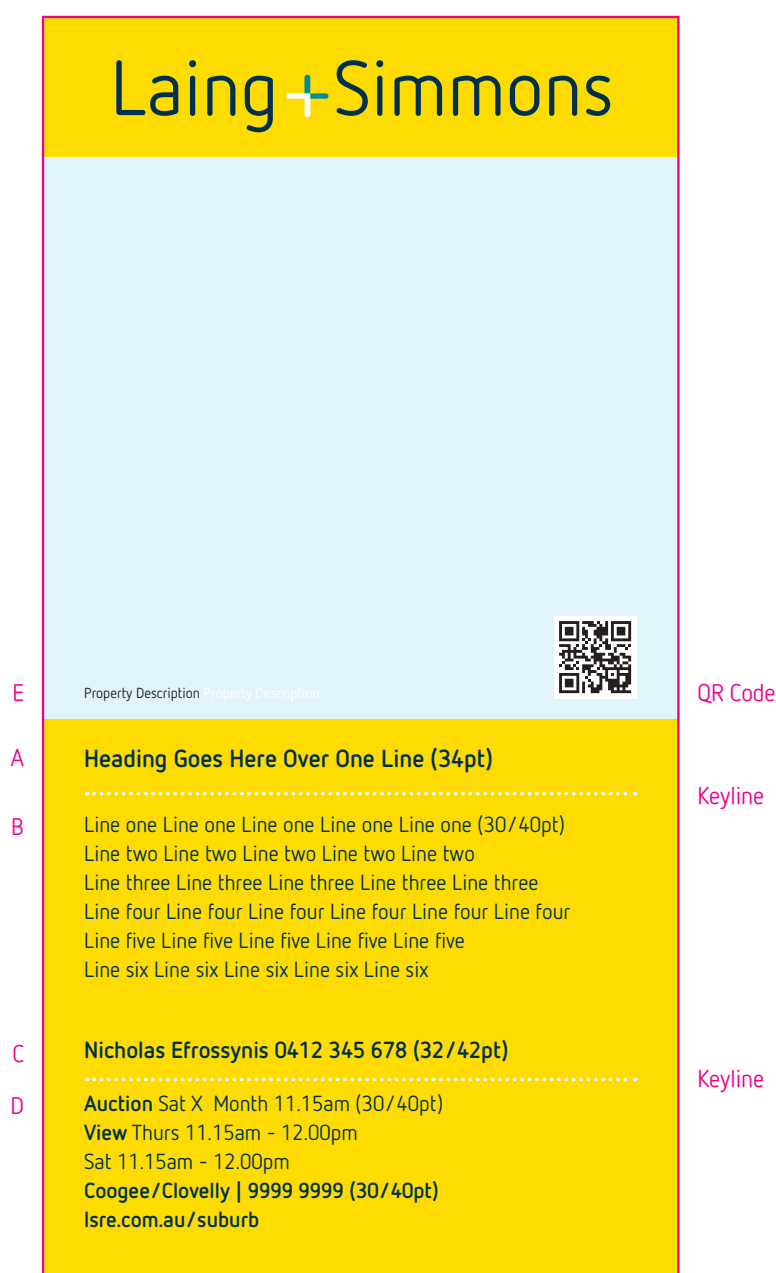
Each page illustrates a face view and does not illustrate sides, wraps or frames. Supplier discretion is relied upon to adapt the guidelines across the particular type of board (e.g. enviro, wrap, or concave) and the exact supplier specifications.

In using the guidelines you may need to adapt the principles and dovetail the artwork to the particular specifications of board and size your supplier uses.

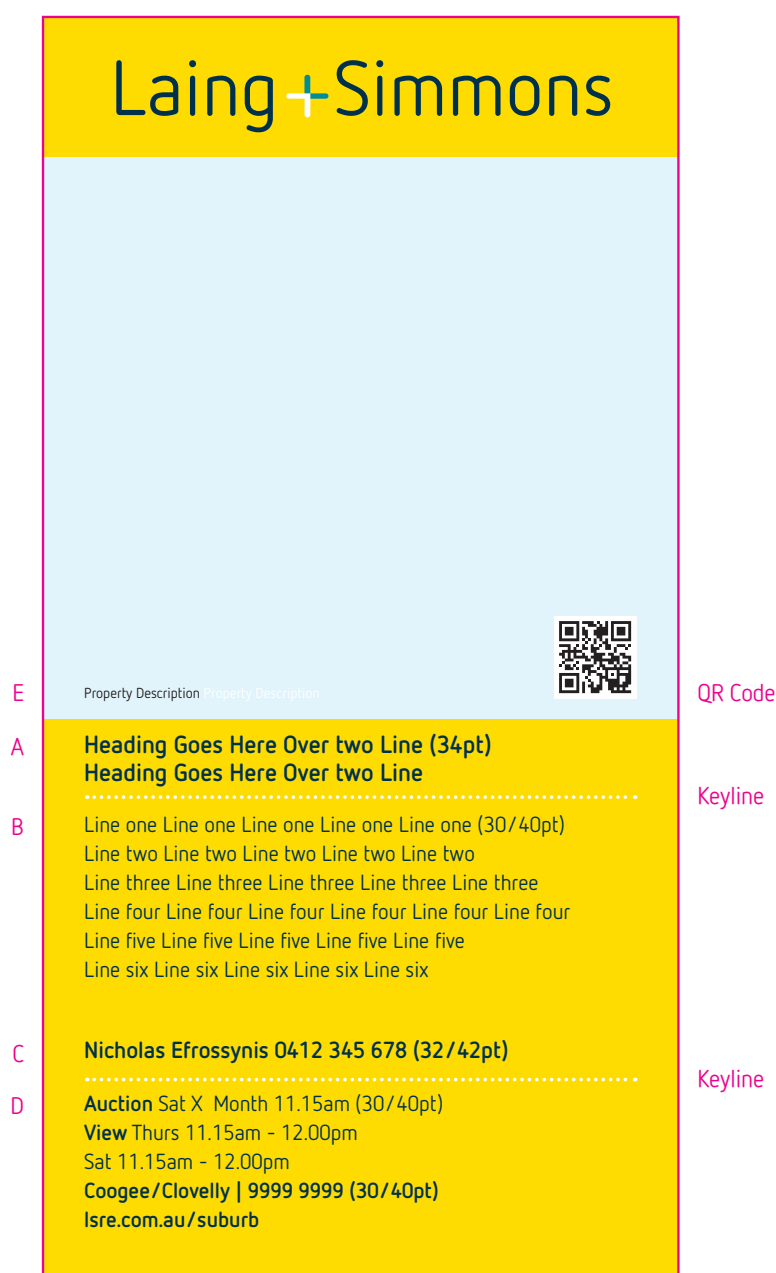
Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 32pt on 42pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



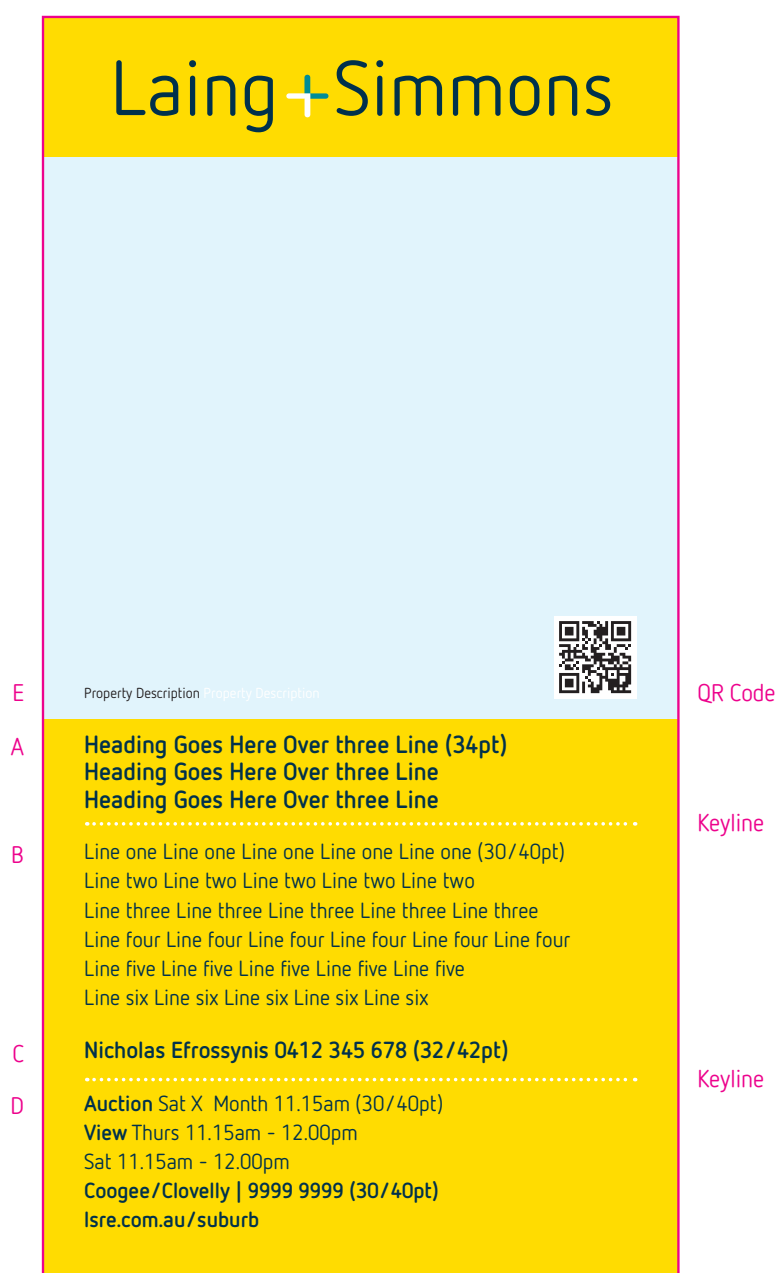
Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 32pt on 42pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular / Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt on 38pt leading
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 32pt on 42pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt on 38pt leading
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 32pt on 42pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 32pt on 42pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 32pt on 42pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description

Property Description

QR Code

Heading Goes Here Over One Line (34pt)

Line one Line one Line one Line one Line one (30/40pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five

Nicholas Efrossynis 0412 345 678 (32/42pt)

Alex Udler 0412 345 678

Auction Sat X Month 11.15am (30/40pt)
View Thurs 11.15am - 12.00pm
Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (30/40pt)
lsre.com.au/suburb

Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt on 38pt leading (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 32pt on 42pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



Heading Goes Here Over two Line (34pt)
Heading Goes Here Over two Line

Line one Line one Line one Line one Line one (30/40pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five

Nicholas Efrossynis 0412 345 678 (32/42pt)
Alex Udler 0412 345 678

Auction Sat X Month 11.15am (30/40pt)
View Thurs 11.15am - 12.00pm
Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (30/40pt)
lsre.com.au/suburb

QR Code

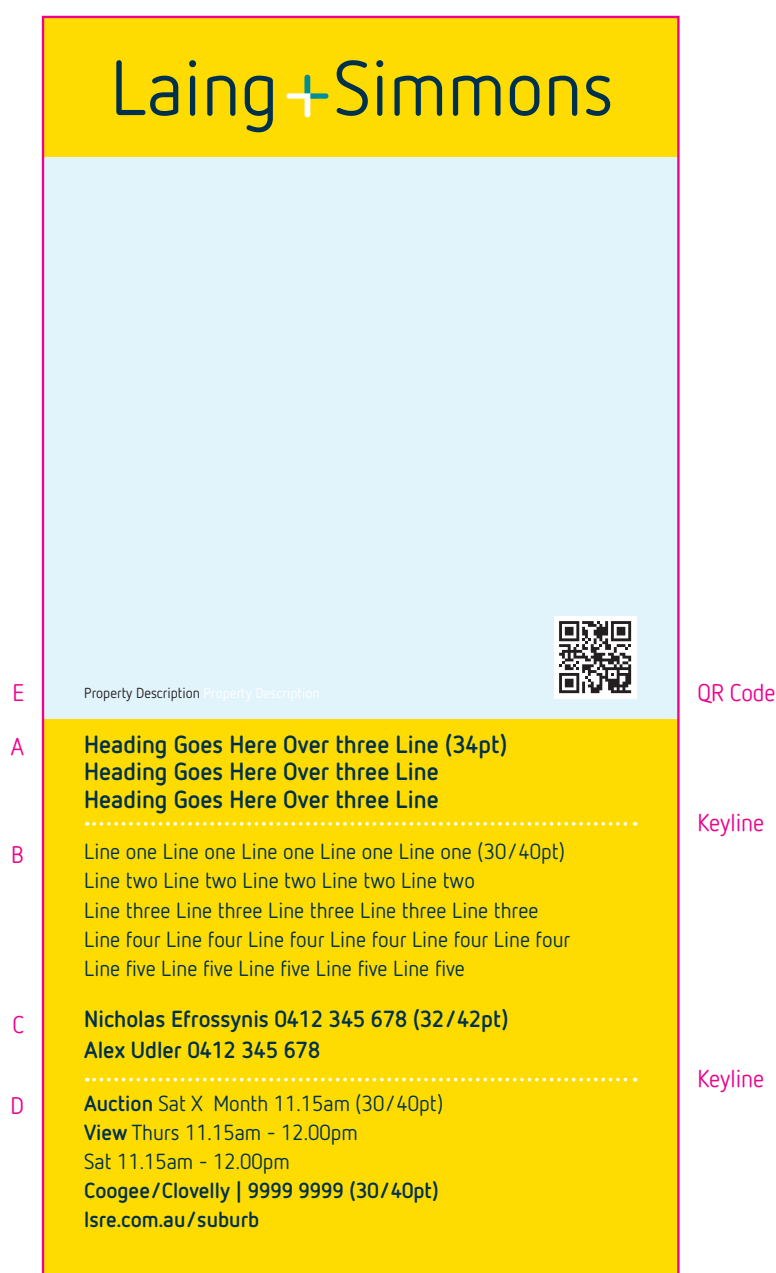
Keyline

Keyline

99. Laing+Simmons Branding Guidelines

branding@lsre.com.au | 02 9291 7000

Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt on 38pt leading
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 32pt on 42pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Laing+Simmons

Property Description Property Description

4 bed | 2 bath | 2 car (34pt)

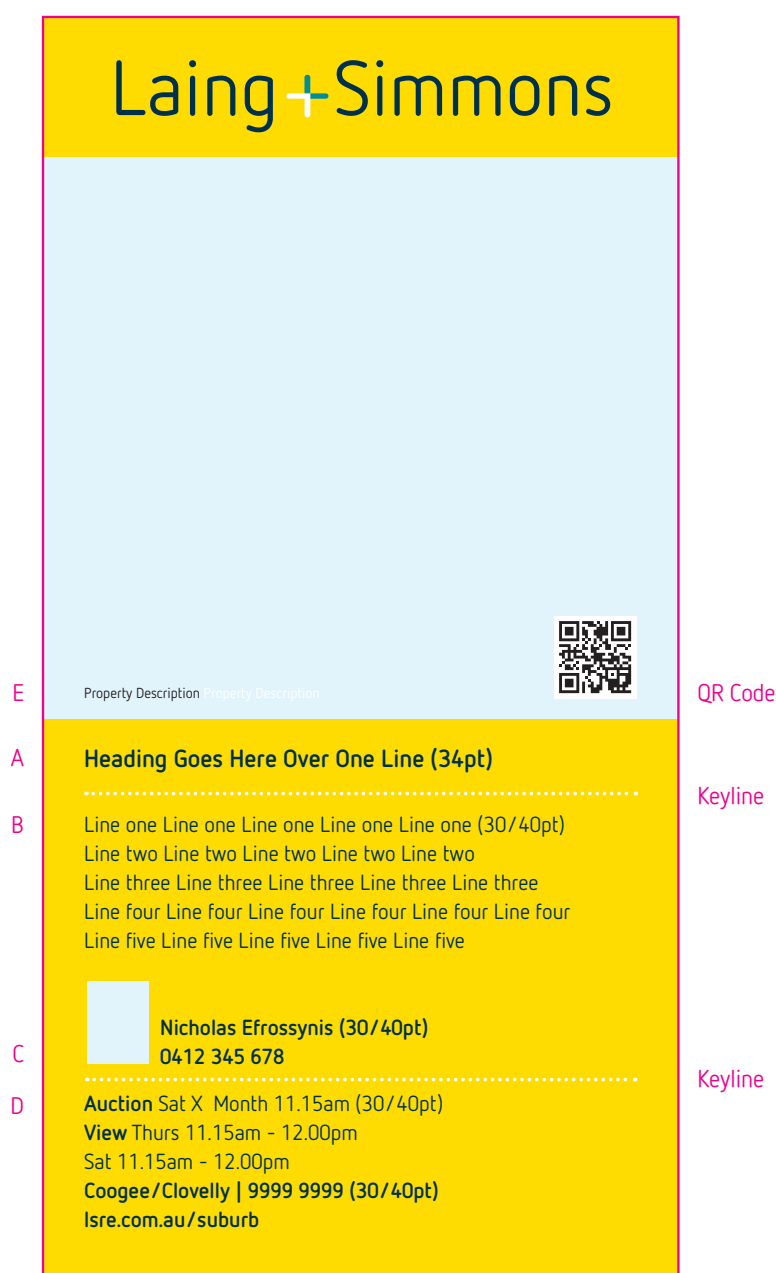
Line one Line one Line one Line one Line one (30/40pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five

Nicholas Efrossynis (30/40pt)
0412 345 678

Auction Sat X Month 11.15am (30/40pt)
View Thurs 11.15am - 12.00pm
Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (30/40pt)
lsre.com.au/suburb

$7.2x$

Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt on 38pt leading (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description

QR Code

E

A

B

C

D

Heading Goes Here Over two Line (34pt)
Heading Goes Here Over two Line

Line one Line one Line one Line one Line one (30/40pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five

Nicholas Efrossynis (30/40pt)
0412 345 678

Auction Sat X Month 11.15am (30/40pt)
View Thurs 11.15am - 12.00pm
Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (30/40pt)
lsre.com.au/suburb

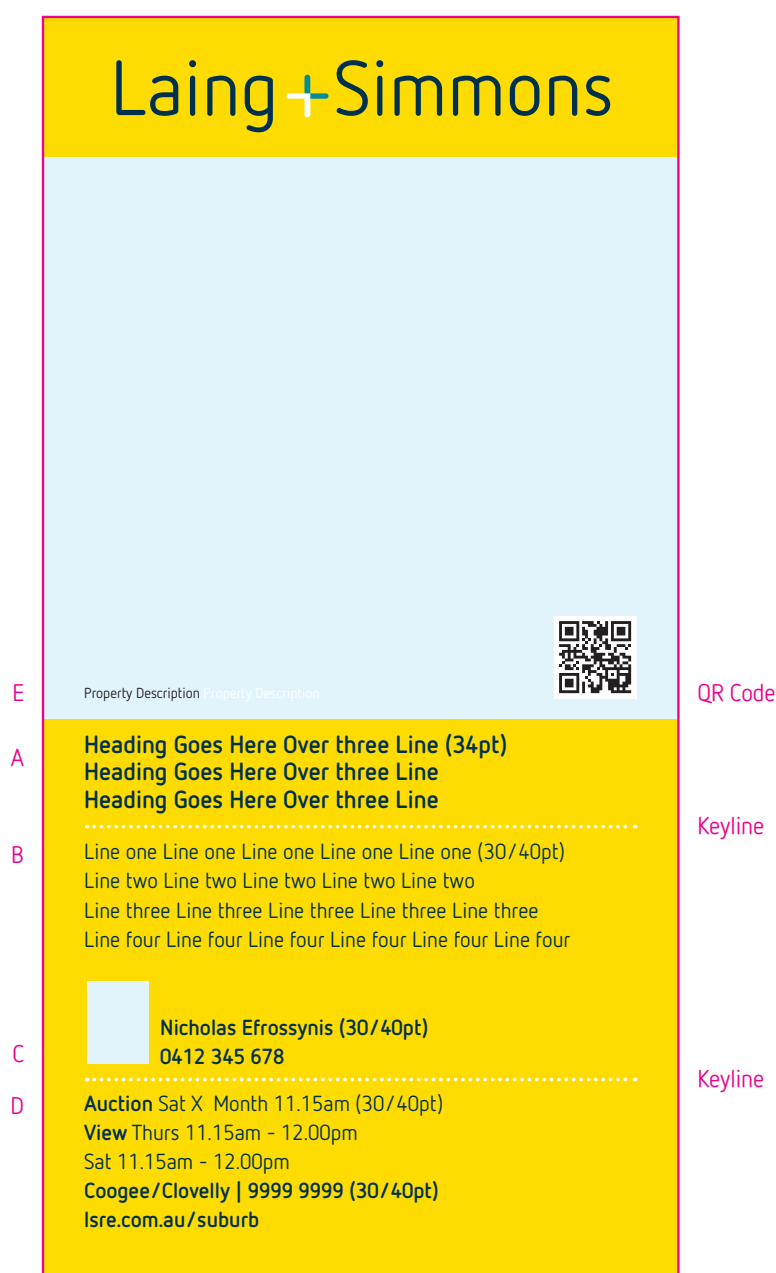
Keyline

Keyline

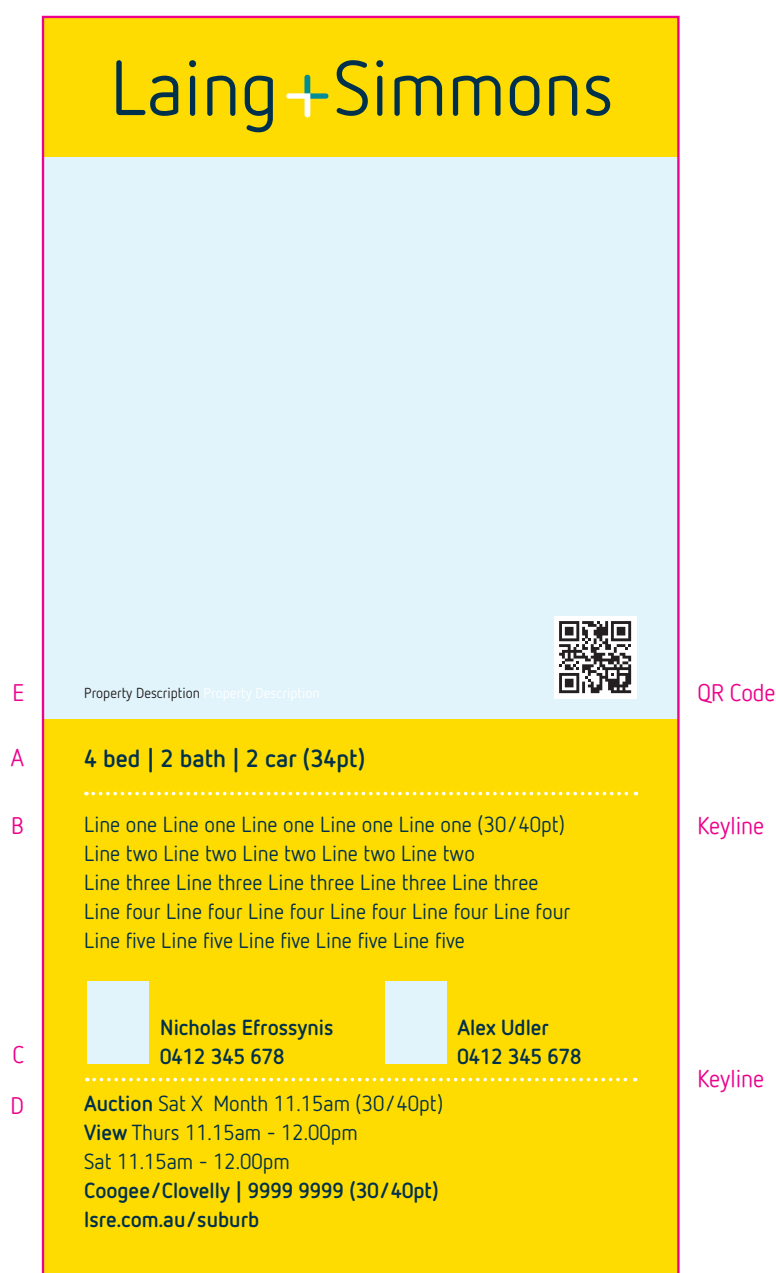
103. Laing+Simmons Branding Guidelines

branding@lsre.com.au | 02 9291 7000

Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt on 38pt leading
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



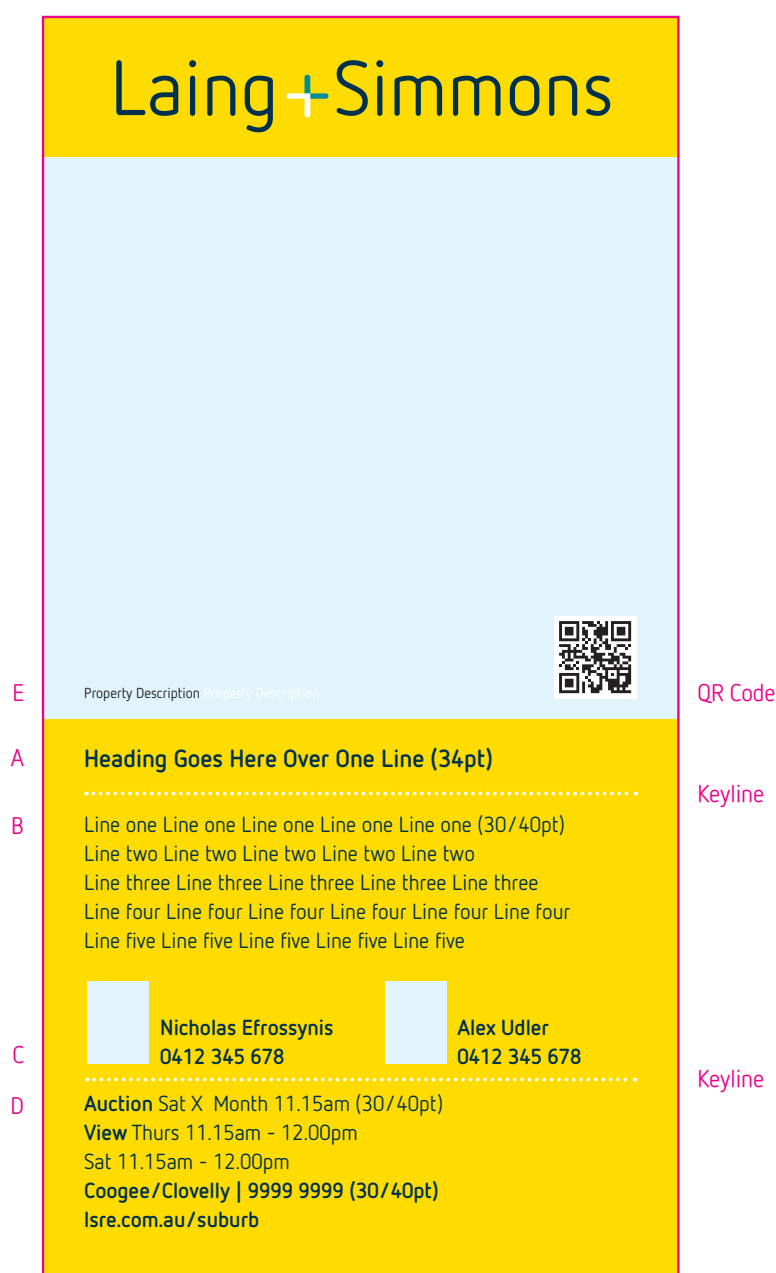
Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Signboard guidelines 8x4 - heading over one line and two agents with photos

7.2xiv

Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

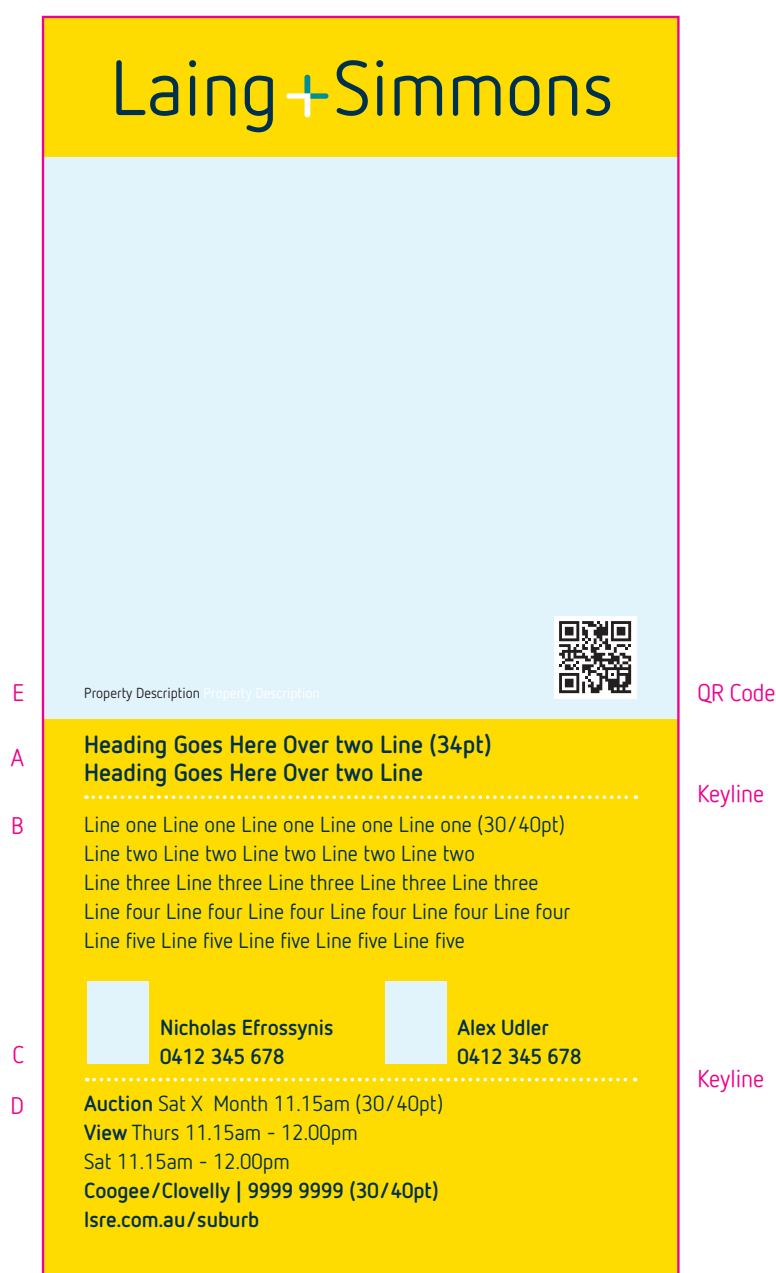


Signboard guidelines	8x4 - heading over two lines and two agents with photos	7.2xv
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Signboard guidelines	8x4 - heading over two lines and two agents with photos	7.2xv
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Signboard guidelines	8x4 - heading over two lines and two agents with photos	7.2xv
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Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt on 38pt leading
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Output size	8x4 (2455mm x 1235mm)	Typeface A	Netto Bold 34pt on 38pt leading (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 30pt on 40pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 30pt on 40pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

E

A

B

C

D

Laing+Simmons

Property Description

Property Description



Heading Goes Here Over three Line (34pt)
Heading Goes Here Over three Line
Heading Goes Here Over three Line

Line one Line one Line one Line one Line one (30/40pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four

 Nicholas Efrossynis
0412 345 678

 Alex Udler
0412 345 678

Auction Sat X Month 11.15am (30/40pt)
View Thurs 11.15am - 12.00pm
Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (30/40pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



4 bed | 2 bath | 2 car (34pt)

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five
Line six Line six Line six Line six Line six

Nicholas Efrossynis 0412 345 678 (30pt)

Auction Sat X Month 11.15am (27/36pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (27/36pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 30pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



Heading Goes Here Over One Line (30pt)

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five
Line six Line six Line six Line six Line six

Nicholas Erossynis 0412 345 678 (30pt)

Auction Sat X Month 11.15am (27/36pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (27/36pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 30pt on 40pt leading (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



Heading Goes Here Over One Line (30/40pt)
Heading Goes Here Over One Line

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five
Line six Line six Line six Line six Line six

Nicholas Erossynis 0412 345 678 (30pt)

Auction Sat X Month 11.15am (27/36pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (27/36pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description

QR Code

4 bed | 2 bath | 2 car (34pt)

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five

Nicholas Efrossynis 0412 345 678
Alex Udler 0412 345 678 (30/40pt)

Auction Sat X Month 11.15am (27/36pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (27/36pt)
Isre.com.au/suburb

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 30pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



Heading Goes Here Over One Line (30pt)

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five

Nicholas Efrossynis 0412 345 678
Alex Udler 0412 345 678 (30/40pt)

Auction Sat X Month 11.15am (27/36pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (27/36pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 30pt on 40pt leading (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



Heading Goes Here Over One Line (30/40pt)
Heading Goes Here Over One Line

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four
Line five Line five Line five Line five Line five

Nicholas Efrossynis 0412 345 678
Alex Udler 0412 345 678 (30/40pt)

Auction Sat X Month 11.15am (27/36pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (27/36pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



4 bed | 2 bath | 2 car (34pt)

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four



Nicholas Efrossynis (30/40pt)
0412 345 678

Auction Sat X Month 11.15am (27/36pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (27/36pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 30pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



Heading Goes Here Over One Line (30pt)

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four



Nicholas Efrossynis (30/40pt)
0412 345 678

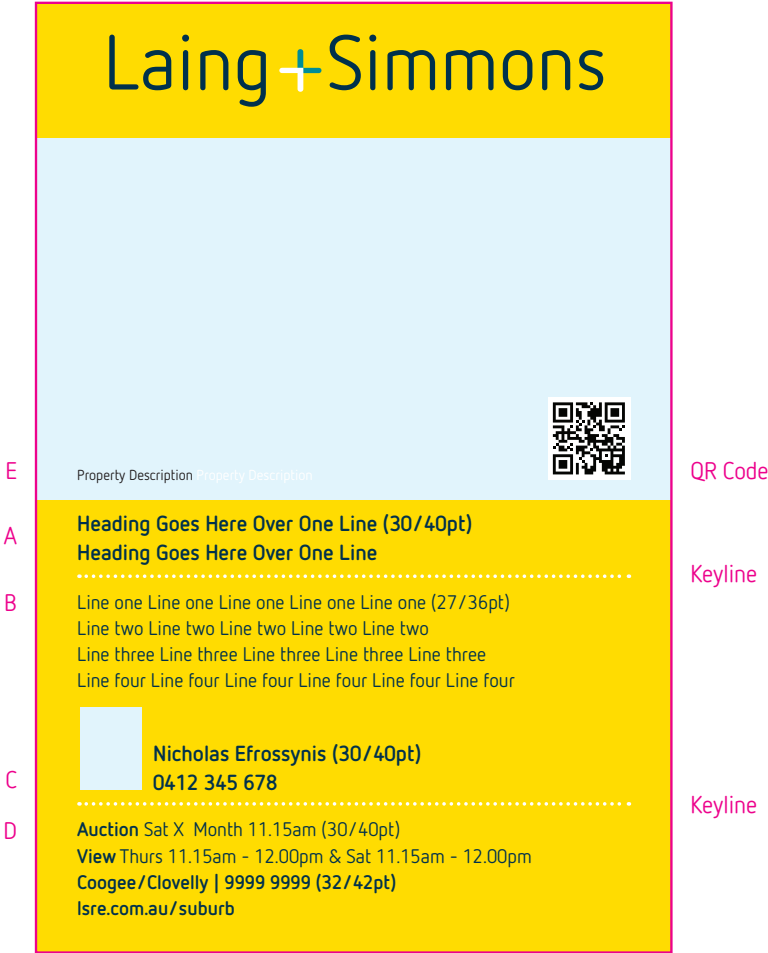
Auction Sat X Month 11.15am (30/40pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (32/42pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 30pt on 40pt leading (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 34pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description

Property Description

4 bed | 2 bath | 2 car (34pt)

Line one Line one Line one Line one Line one (27/36pt)

Line two Line two Line two Line two Line two

Line three Line three Line three Line three Line three

Line four Line four Line four Line four Line four Line four

Nicholas Efrossynis

0412 345 678

Alex Udler

0412 345 678

Auction Sat X Month 11.15am (27/36pt)

View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm

Coogee/Clovelly | 9999 9999 (27/36pt)

lsre.com.au/suburb

QR Code

Keyline

Keyline

118. Laing+Simmons Branding Guidelines

branding@lsre.com.au | 02 9291 7000

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 30pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		

Laing+Simmons

Property Description Property Description



Heading Goes Here Over One Line (30pt)

Line one Line one Line one Line one Line one (27/36pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four Line four

 Nicholas Efrossynis
0412 345 678

 Alex Udler
0412 345 678

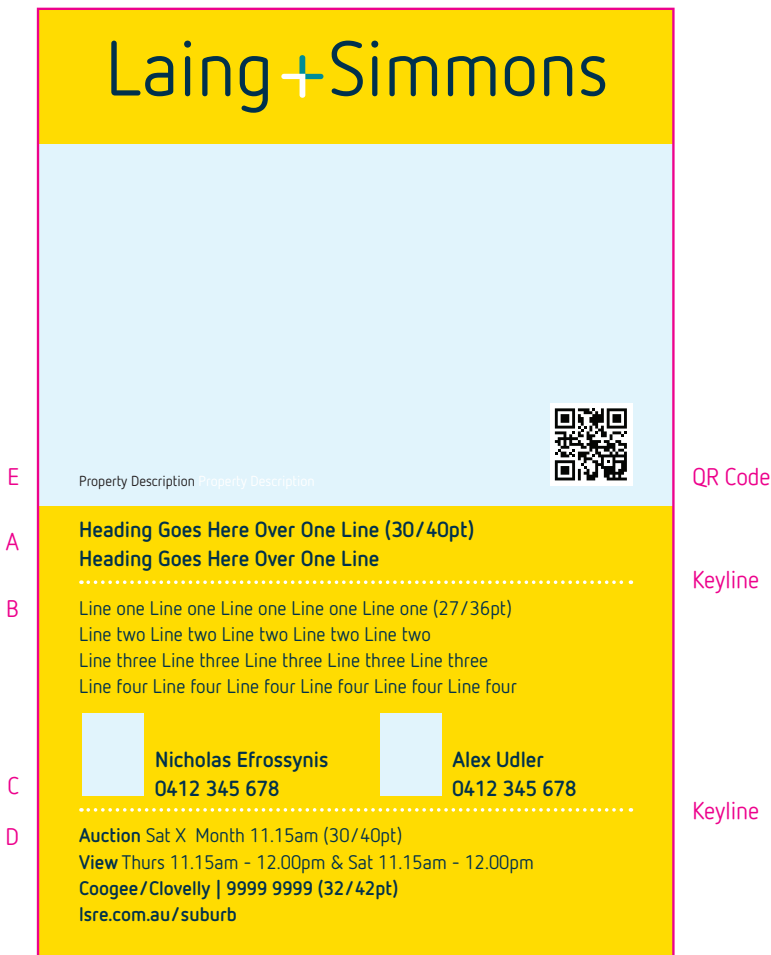
Auction Sat X Month 11.15am (30/40pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (32/42pt)
lsre.com.au/suburb

QR Code

Keyline

Keyline

Output size	6x4 (1845mm x 1235mm)	Typeface A	Netto Bold 30pt on 40pt leading (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 27pt on 36pt leading (100% dark blue)
Logo size	240mm x 35mm	Typeface C	Netto Bold 30pt on 40pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 27pt on 36pt leading (100% dark blue)
Keyline	5pt Japanese Dot 100% white	Typeface E	Netto Regular 20pt (100% black or white)
QR Code	40mm x 40mm		



Output size	6x4 (1235mm x 930mm)	Typeface A	Netto Bold 23pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 18pt on 24pt leading (100% dark blue)
Logo size	180.5mm x 26.5mm	Typeface C	Netto Bold 18pt on 24pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 18pt on 24pt leading (100% dark blue)
Keyline	4pt Japanese Dot 100% white	Typeface E	Netto Regular 16.5pt (100% black or white)

Laing+Simmons

Property Description Property Description

4 bed | 2 bath | 2 car (23pt)

Line one Line one Line one Line one Line one (18/24pt)
Line two Line two Line two Line two Line two
Line three Line three Line three Line three Line three
Line four Line four Line four Line four Line four

Alex Udler 0412 345 678 (18/24pt)

Auction Sat X Month 11.15am (18/24pt)
View Thurs 11.15am - 12.00pm & Sat 11.15am - 12.00pm
Coogee/Clovelly | 9999 9999 (18/24pt)
Isre.com.au/suburb

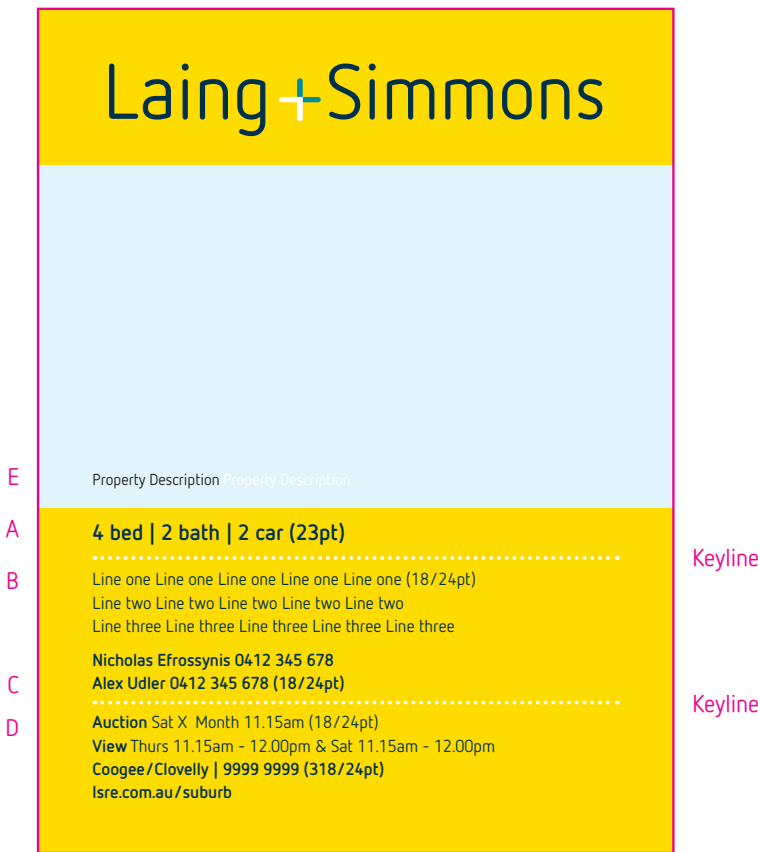
Keyline

Keyline

Output size	6x4 (1235mm x 930mm)	Typeface A	Netto Bold 20pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 18pt on 24pt leading (100% dark blue)
Logo size	180.5mm x 26.5mm	Typeface C	Netto Bold 18pt on 24pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 18pt on 24pt leading (100% dark blue)
Keyline	4pt Japanese Dot 100% white	Typeface E	Netto Regular 16.5pt (100% black or white)



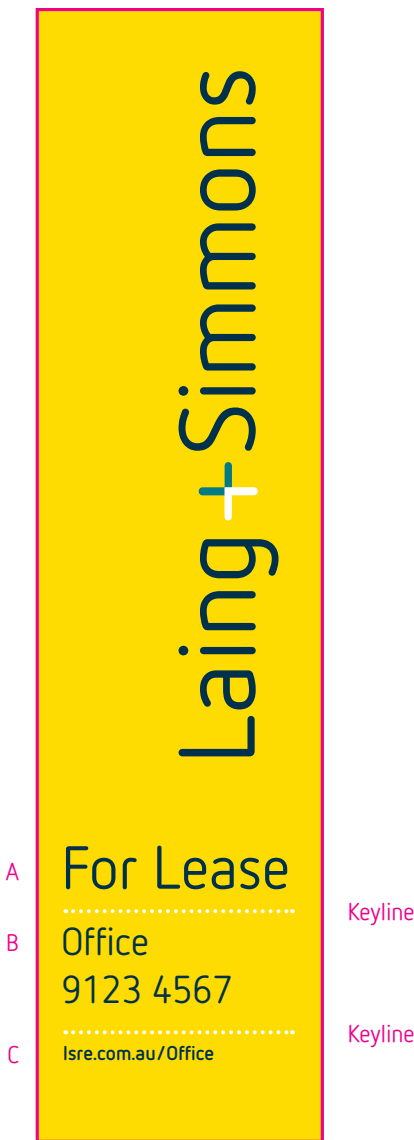
Output size	6x4 (1235mm x 930mm)	Typeface A	Netto Bold 23pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 18pt on 24pt leading (100% dark blue)
Logo size	180.5mm x 26.5mm	Typeface C	Netto Bold 18pt on 24pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 18pt on 24pt leading (100% dark blue)
Keyline	4pt Japanese Dot 100% white	Typeface E	Netto Regular 16.5pt (100% black or white)



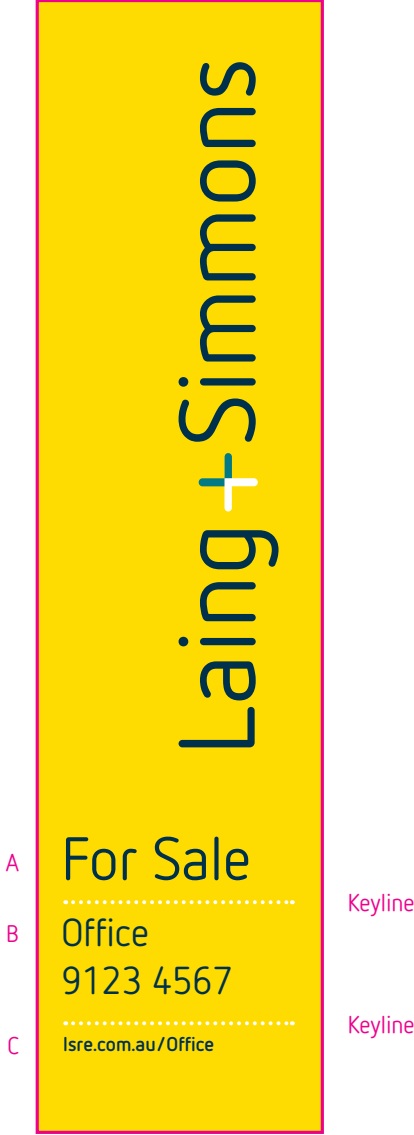
Output size	6x4 (1235mm x 930mm)	Typeface A	Netto Bold 20pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 18pt on 24pt leading (100% dark blue)
Logo size	180.5mm x 26.5mm	Typeface C	Netto Bold 18pt on 24pt leading (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface D	Netto Regular/Bold 18pt on 24pt leading (100% dark blue)
Keyline	4pt Japanese Dot 100% white	Typeface E	Netto Regular 16.5pt (100% black or white)



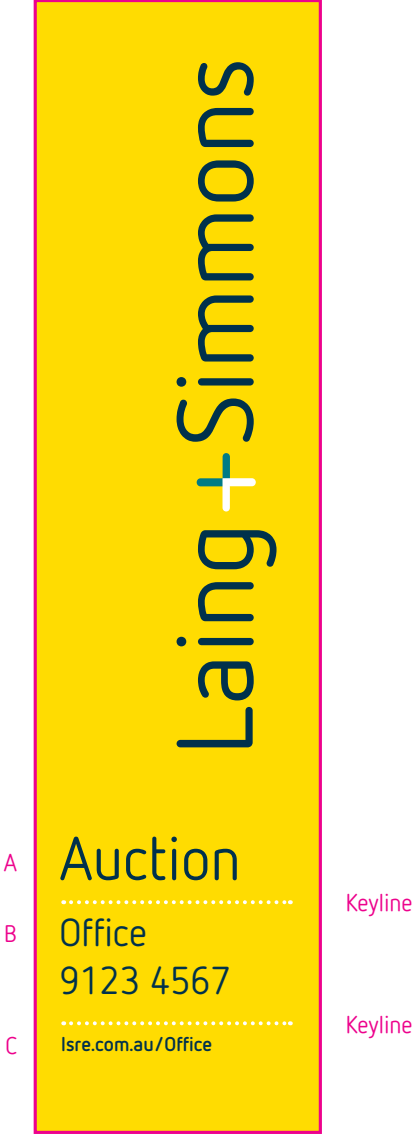
Output size	6x1.5 (1845mm x 465mm)	Typeface A	Netto Bold 70pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 45pt on 55pt leading (100% dark blue)
Logo size	279mm x 40mm (approx)	Typeface C	Netto Bold 23pt (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)		
Keyline	4.5pt Japanese Dot 100% white		



Output size	6x1.5 (1845mm x 465mm)	Typeface A	Netto Bold 70pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 45pt on 55pt leading (100% dark blue)
Logo size	279mm x 40mm (approx)	Typeface C	Netto Bold 23pt (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)		
Keyline	4.5pt Japanese Dot 100% white		



Output size	6x1.5 (1845mm x 465mm)	Typeface A	Netto Bold 70pt (100% dark blue)
Artwork size	Artwork is supplied at 25%. The measurements of this signboard is at 25% of original size.	Typeface B	Netto Regular 45pt on 55pt leading (100% dark blue)
Logo size	279mm x 40mm (approx)	Typeface C	Netto Bold 23pt (100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)		
Keyline	4.5pt Japanese Dot 100% white		



Kind A	Output Size: 930mm x 140mm
Kind B	Output Size: 930mm x 140mm Name: Netto Bold 105pt on 135pt leading
Kind C	Output Size: 930mm x 140mm Name: Netto Bold 105pt on 135pt leading
Kind D	Output Size: 930mm x 200mm Name: Netto Bold 100pt on 120pt leading
Colours	CMYK (see section 3 - Colour and reproduction specifications)



Kind A	Output Size: 1235mm x 200mm
Kind B	Output Size: 1235mm x 200mm Name: Netto Bold 125pt on 175pt leading (at 100%)
Kind C	Output Size: 1235mm x 200mm Name: Netto Bold 140pt on 180pt leading (at 100%)
Kind D	Output Size: 1235mm x 250mm Name: Netto Bold 125pt on 150pt leading (at 100%)
Colours	CMYK (see section 3 - Colour and reproduction specifications)



Property Brochures & Direct Mail

8

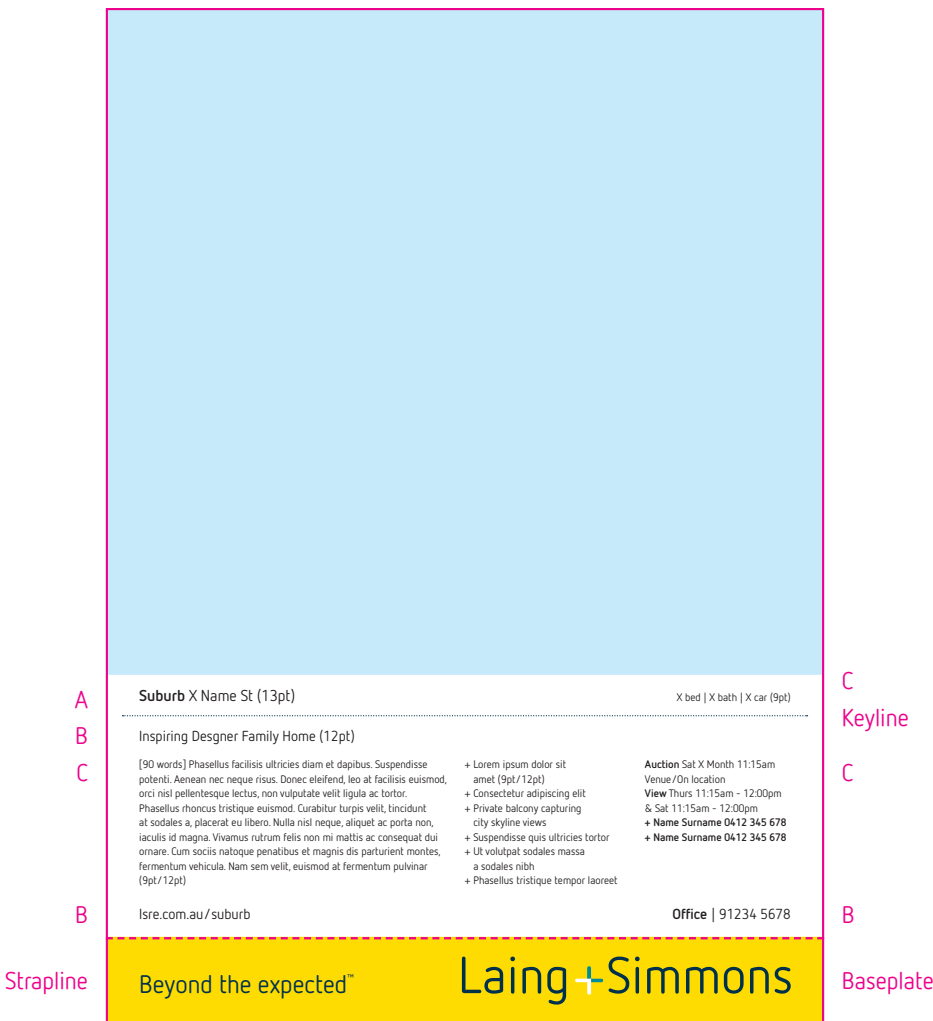
8.1	A4 portrait brochure
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8.2	A4 landscape brochure
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8.3	A6 direct mail
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8.4	DL direct mail
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Size	A4 (210mm x 297mm)	Typeface A	Netto Bold 13pt (100% black)
Logo size	96mm x 14mm	Typeface B	Netto Regular/Bold 12pt (100% black)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface C	Netto Regular/Bold 9pt on 12pt leading (100% black)
Baseplate	210mm x 26mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Keyline	1pt Japanese Dot 100% black		



Size	A4 (210mm x 297mm)	Typeface A	Netto Bold 13pt (100% black)
Logo size	96mm x 14mm	Typeface B	Netto Regular/Bold 12pt (100% black)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface C	Netto Regular/Bold 9pt on 12pt leading (100% black)
Baseplate	210mm x 26mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		

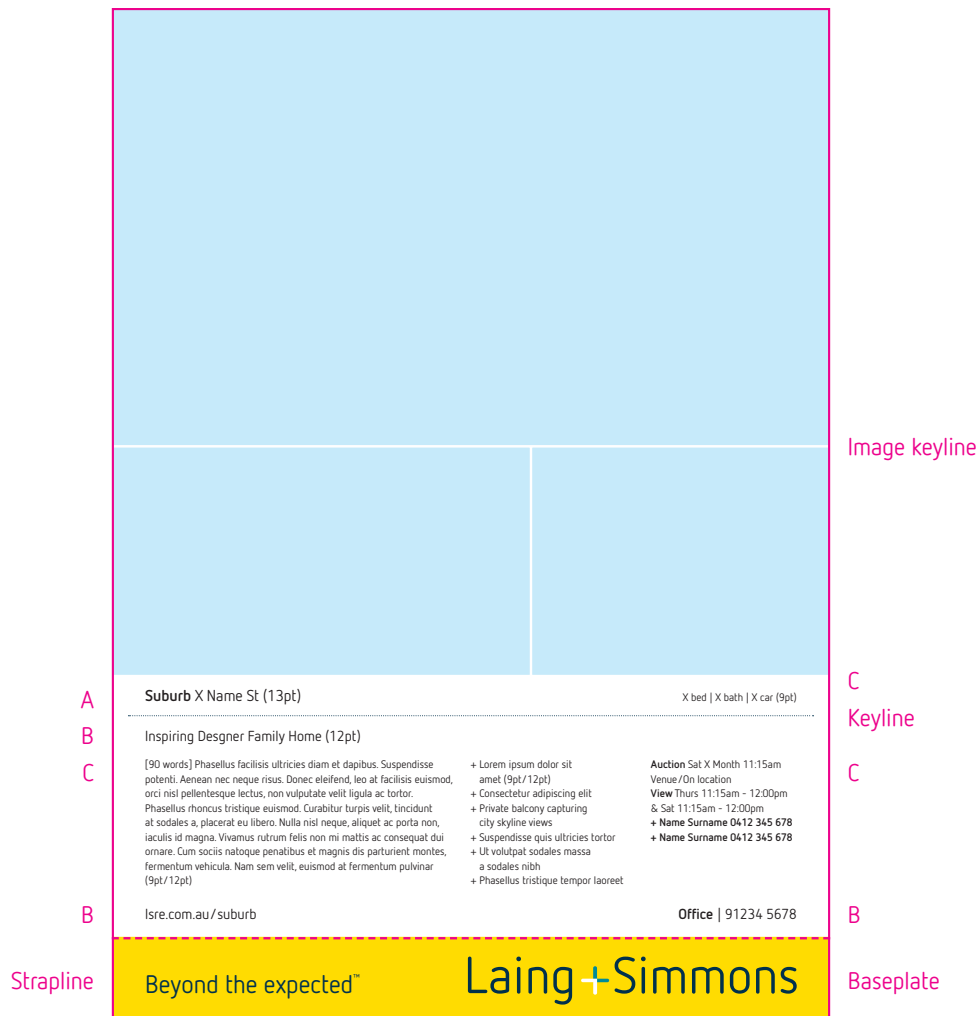
The layout is divided into several sections:

- Image keyline:** A large light blue rectangular area at the top, outlined in magenta.
- Text area:** Below the image keyline, divided into three columns:
 - Column 1 (Address):** Suburb X Name St (13pt), X bed | X bath | X car (9pt).
 - Column 2 (Description):** Inspiring Designer Family Home (12pt). Below this is a block of placeholder text in 9pt and 12pt.
 - Column 3 (Contact):** Auction Sat X Month 11:15am, Venue/On location, View Thurs 11:15am - 12:00pm & Sat 11:15am - 12:00pm, + Name Surname 04 12 345 678, + Name Surname 04 12 345 678.
- Baseplate:** A yellow rectangular area at the bottom, outlined in magenta. It contains the strapline "Beyond the expected™" and the Laing+Simmons logo.

Labels on the left side of the brochure indicate the placement of the strapline and keyline:

- A** (Strapline)
- B** (Keyline)
- C** (Keyline)
- B** (Baseplate)

Size	A4 (210mm x 297mm)	Typeface A	Netto Bold 13pt (100% black)
Logo size	96mm x 14mm	Typeface B	Netto Regular/Bold 12pt (100% black)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface C	Netto Regular/Bold 9pt on 12pt leading (100% black)
Baseplate	210mm x 26mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		





Size	A4 (297mm x 210mm)	Typeface A	Netto Bold 13pt (100% black)
Logo size	96mm x 14mm	Typeface B	Netto Regular/Bold 12pt (100% black)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface C	Netto Regular/Bold 9pt on 12pt leading (100% black)
Baseplate	210mm x 26mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Keyline	1pt Japanese Dot 100% black		

A

B

C

B

Suburb X Name St (13pt)

X bed | X bath | X car (9pt)

Inspiring Designer Family Home (12pt)

[90 words] Phasellus facilisis ultricies diam et dapibus. Suspendisse potenti. Aenean nec neque risus. Donec eleifend, leo at facilisis euismod, orci nisi pellentesque lectus, non vulputate velit ligula ac tortor. Phasellus rhoncus tristique euismod. Curabitur turpis velit, tincidunt at sodales a, placerat eu libero. Nulla nisi neque, aliquet ac porta non, tuncis id magna. Vivamus rutrum felis non mi mattis ac consequat dui ornare. Cum sociis natoque penatibus et magnis dis parturient montes, fermentum vehicula. Nam sem velit, euismod at fermentum pulvinar (9pt/12pt)

Isre.com.au/suburb

+ Lorem ipsum dolor sit amet (9pt/12pt)

+ Consectetur adipiscing elit

+ Private balcony capturing city skyline views

+ Suspendisse quis ultricies tortor

+ Ut volutpat sodales massa a sodales nibh

+ Phasellus tristique tempor laoreet

Auction Sat X Month 11:15am
Venue/On location
View Thurs 11:15am - 12:00pm
& Sat 11:15am - 12:00pm
+ Name Surname 0412 345 678
+ Name Surname 0412 345 678
Office | 91234 5678

C

Keyline

C

B

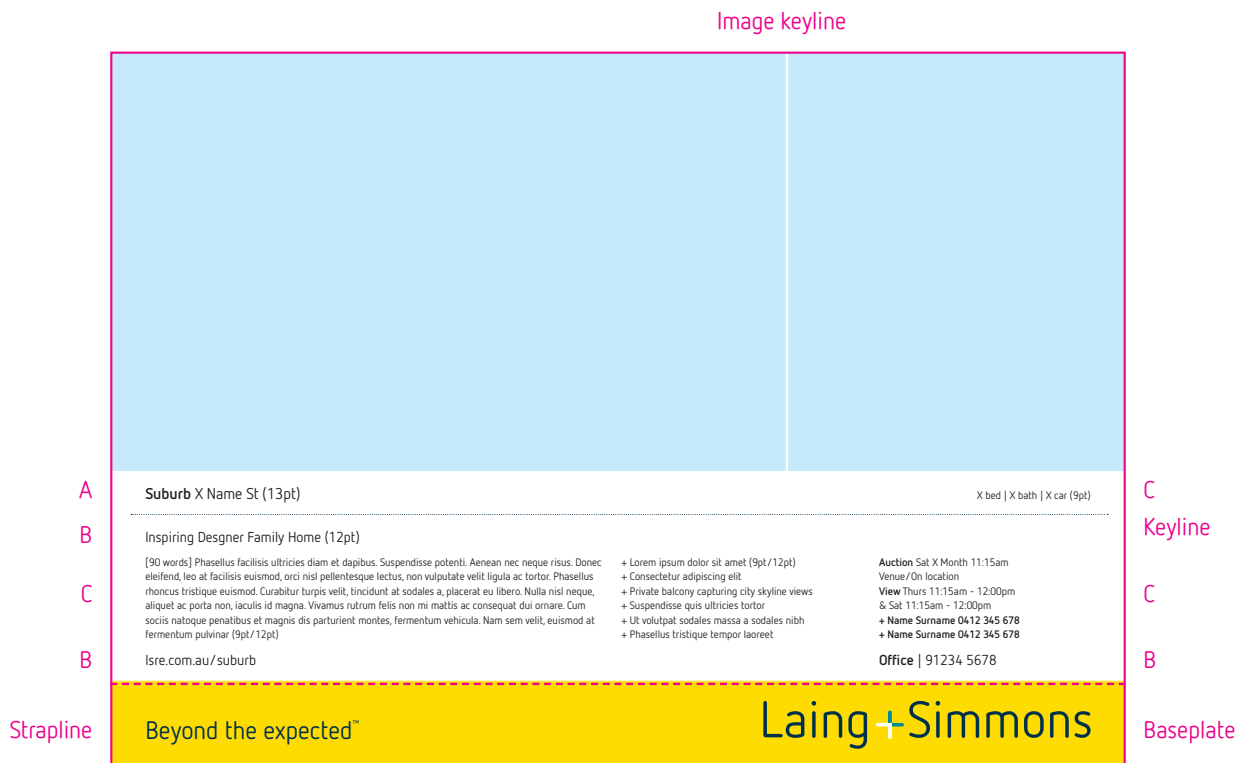
Strapline

Beyond the expected™

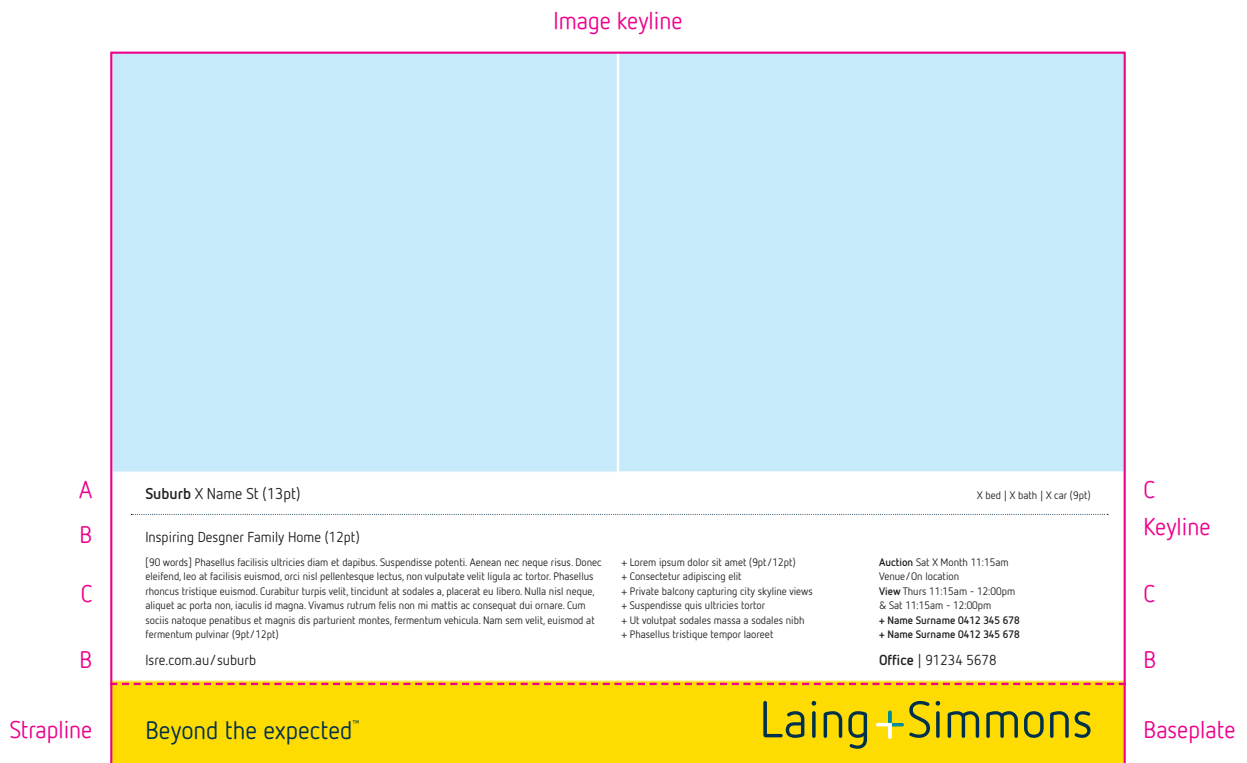
Laing+Simmons

Baseplate

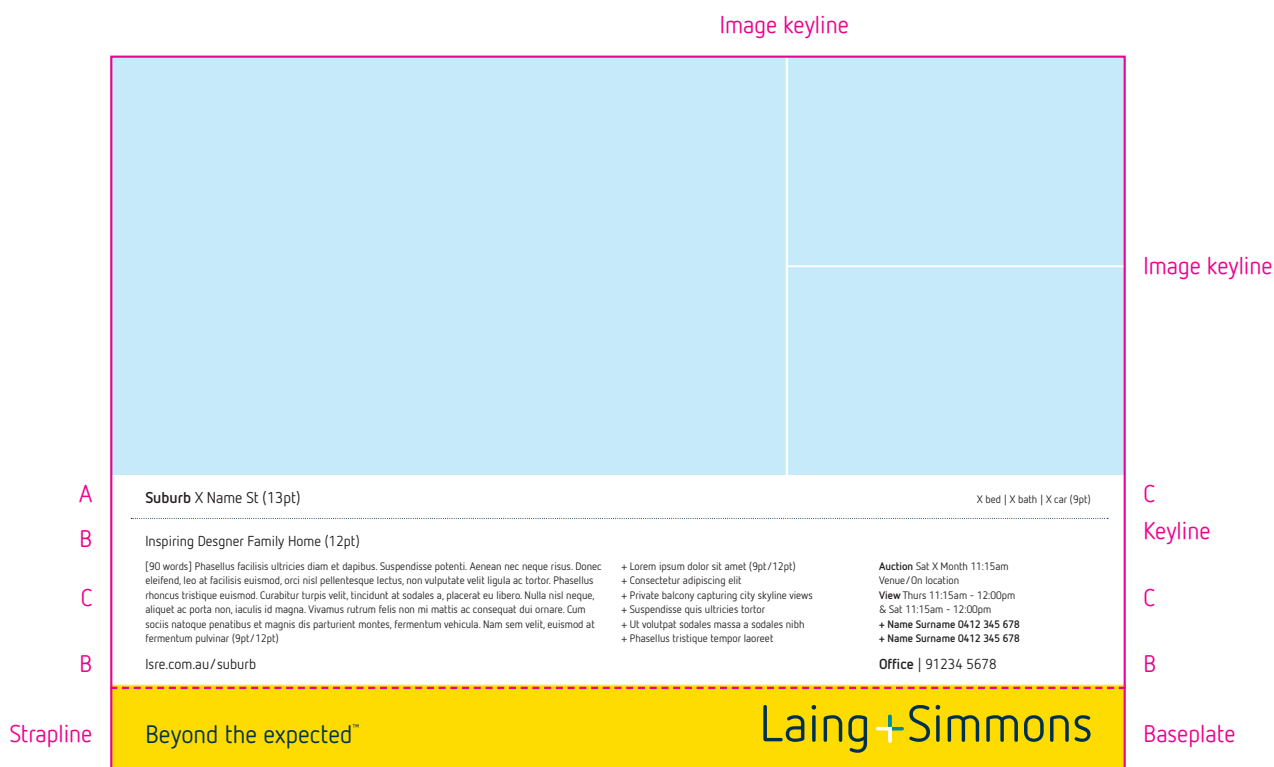
Size	A4 (297mm x 210mm)	Typeface A	Netto Bold 13pt (100% black)
Logo size	96mm x 14mm	Typeface B	Netto Regular/Bold 12pt (100% black)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface C	Netto Regular/Bold 9pt on 12pt leading (100% black)
Baseplate	210mm x 26mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		



Size	A4 (297mm x 210mm)	Typeface A	Netto Bold 13pt (100% black)
Logo size	96mm x 14mm	Typeface B	Netto Regular/Bold 12pt (100% black)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface C	Netto Regular/Bold 9pt on 12pt leading (100% black)
Baseplate	210mm x 26mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		



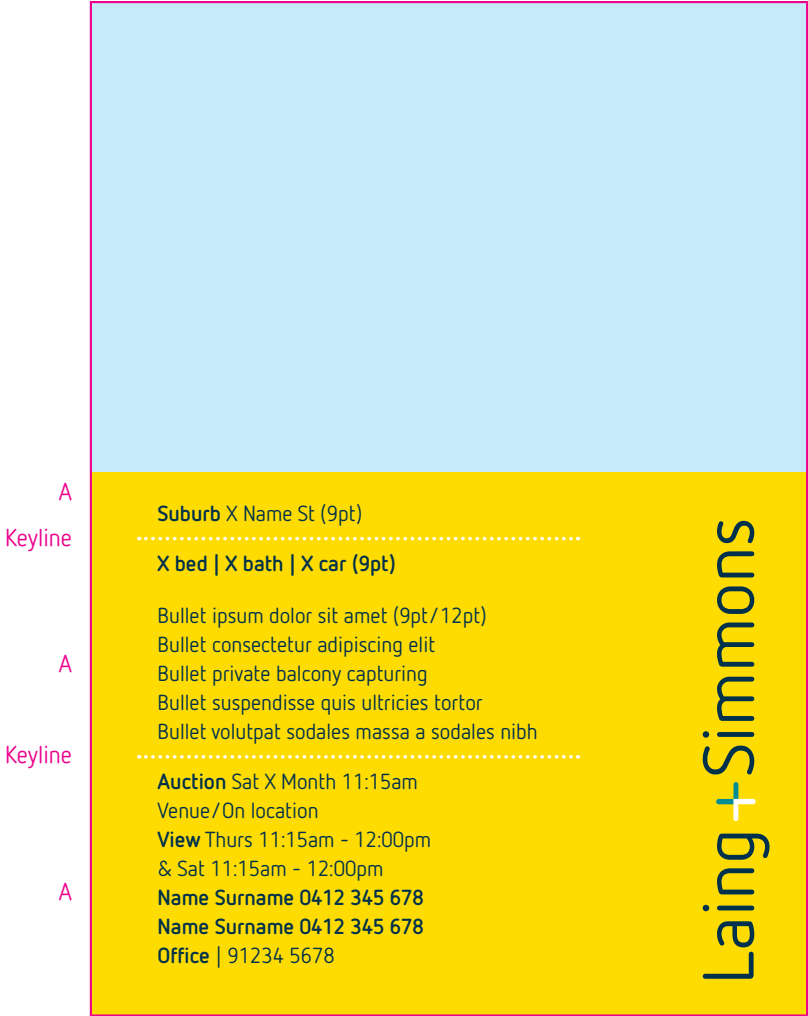
Size	A4 (297mm x 210mm)	Typeface A	Netto Bold 13pt (100% black)
Logo size	96mm x 14mm	Typeface B	Netto Regular/Bold 12pt (100% black)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface C	Netto Regular/Bold 9pt on 12pt leading (100% black)
Baseplate	210mm x 26mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		



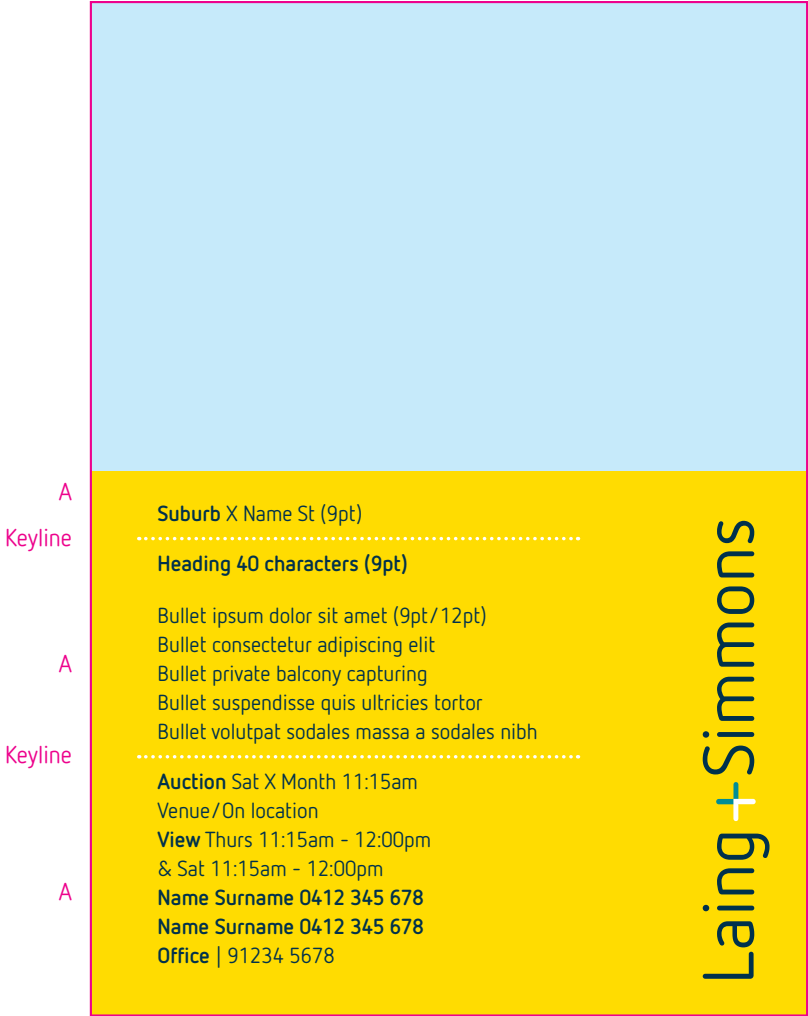
Size	A4 (297mm x 210mm)	Typeface A	Netto Bold 13pt (100% black)
Logo size	96mm x 14mm	Typeface B	Netto Regular/Bold 12pt (100% black)
Colours	CMYK (see section 3 - Colour and reproduction specifications)	Typeface C	Netto Regular/Bold 9pt on 12pt leading (100% black)
Baseplate	210mm x 26mm		
Strapline	Netto Regular 21pt 100% Dark Blue		
Image keyline	1pt 100% white		
Keyline	1pt Japanese Dot 100% black		



Size	A6 (105mm x 148.5mm)	Typeface A	Netto Regular/Bold 9pt on 12pt leading
Logo size	9.75mm x 66.75mm		(100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)		
Keyline	1.5pt Japanese Dot 100% white		



Size	A6 (105mm x 148.5mm)	Typeface A	Netto Regular/Bold 9pt on 12pt leading
Logo size	9.75mm x 66.75mm		(100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)		
Keyline	1.5pt Japanese Dot 100% white		



Size	DL (210mm x 100mm)	Typeface A	Netto Regular/Bold 9pt on 12pt leading
Logo size	68mm x 10mm		(100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)		
Keyline	1.5pt Japanese Dot 100% white		



Size	DL (210mm x 100mm)	Typeface A	Netto Regular/Bold 9pt on 12pt leading
Logo size	68mm x 10mm		(100% dark blue)
Colours	CMYK (see section 3 - Colour and reproduction specifications)		
Keyline	1.5pt Japanese Dot 100% white		

