



MARTYN COX
— & COMPANY —

brand guidelines



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”
**Martyn Cox
& Company,
refreshed.**

Our company

Martyn Cox & Company has long been associated with integrity and quality in the competitive business of property sales. Our staff members are among the most experienced and proficient in Witney and the office is run in the style of a family practice rather than a corporate entity. This leads to greater understanding and a higher level of communication and helps create a more relaxed and comfortable client/agent relationship. We also believe that sales progression is crucial to ensure the transaction reaches a successful completion. **We are proud of the fact that our team has been together for many years, which is unusual in the property industry. We believe that our cohesive nature and consistency can only benefit our clients.**





00. Strategy

The plan

Martyn Cox & Company was established in 1988 and is arguably one of the most familiar names in the Witney property market. The partners and staff have played a major role in the refurbishment of the branch that has created one of the most professional looking Estate Agency offices in Oxfordshire. No refurbishment would be complete without a fresh new look. The rebranding exercise is designed to freshen up the overall feel of the business, without disconnecting from the principal colour palette of Claret Red & Grey. **In this book you will find a complete guide to the refreshed Martyn Cox & Company brand with all the details required for printing, designing, creating & more. If you require any further information, please contact the team on 01993 779020 or email digital@martyncox.com .**





01. Logo

Our logo

Our logo has been simplified to match our fresh new look, the middle initial **R** has been dropped, **& Co** is now written as **& Company**, and the term **Estate Agents** has been dropped altogether. In all, this means we have moved from **Martyn R Cox & Co Estate Agents** to **Martyn Cox & Company**.



Variations

Our logo represents our business and as such is a key part of our brand. We do not offer variations and we ask that only this logo is used. A single letter **M** is available for use on certain occasions with our prior approval.



Placement

The Martyn Cox & Company logo should take a prominent position on any media.



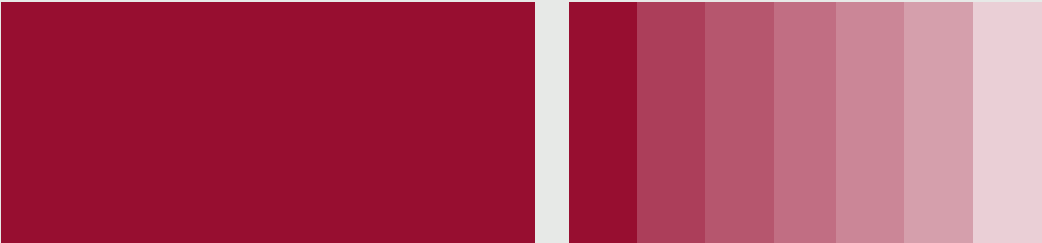


02. Colour

Colour palette

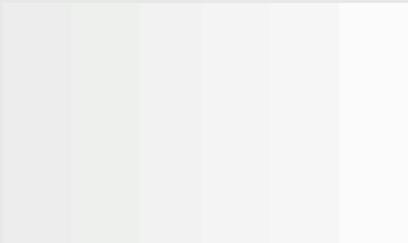
7427 XGC

CMYK: 0 | 91 | 68 | 41
RGB: 151 | 14 | 48
HEX/HTML: 970E30



11-4800 TCX

CMYK: 1 | 0 | 1 | 9
RGB: 231 | 233 | 231
HEX/HTML: E7E9E7



17-4016 TCX

CMYK: 0 | 1 | 1 | 48
RGB: 133 | 130 | 130
HEX/HTML: 858282



BLACK C

CMYK: 0 | 2 | 3 | 82
RGB: 45 | 41 | 38
HEX/HTML: 2D2926



CMYK & Pantone are more suited for print.
HEX & RGB are more suited for digital.
Colours may vary per print/device.



03. Fonts

Font

AVENIR NEXT LT PRO

The Martyn Cox & Company logo consists of two fonts, Cinzel & Montserrat. All other text should be Avenir Next LT Pro in one of the four strength variants as shown opposite.

Bold For headlines

Medium For titles

Regular For text

Italic For quoted text



04. Marketing material

Business cards & envelopes

Our new business card design provides an ultra-smooth, finishing touch to the brand.

The Quadient-NeoPost slogan has an updated version of our logo with an address in accordance with our brand guidelines.



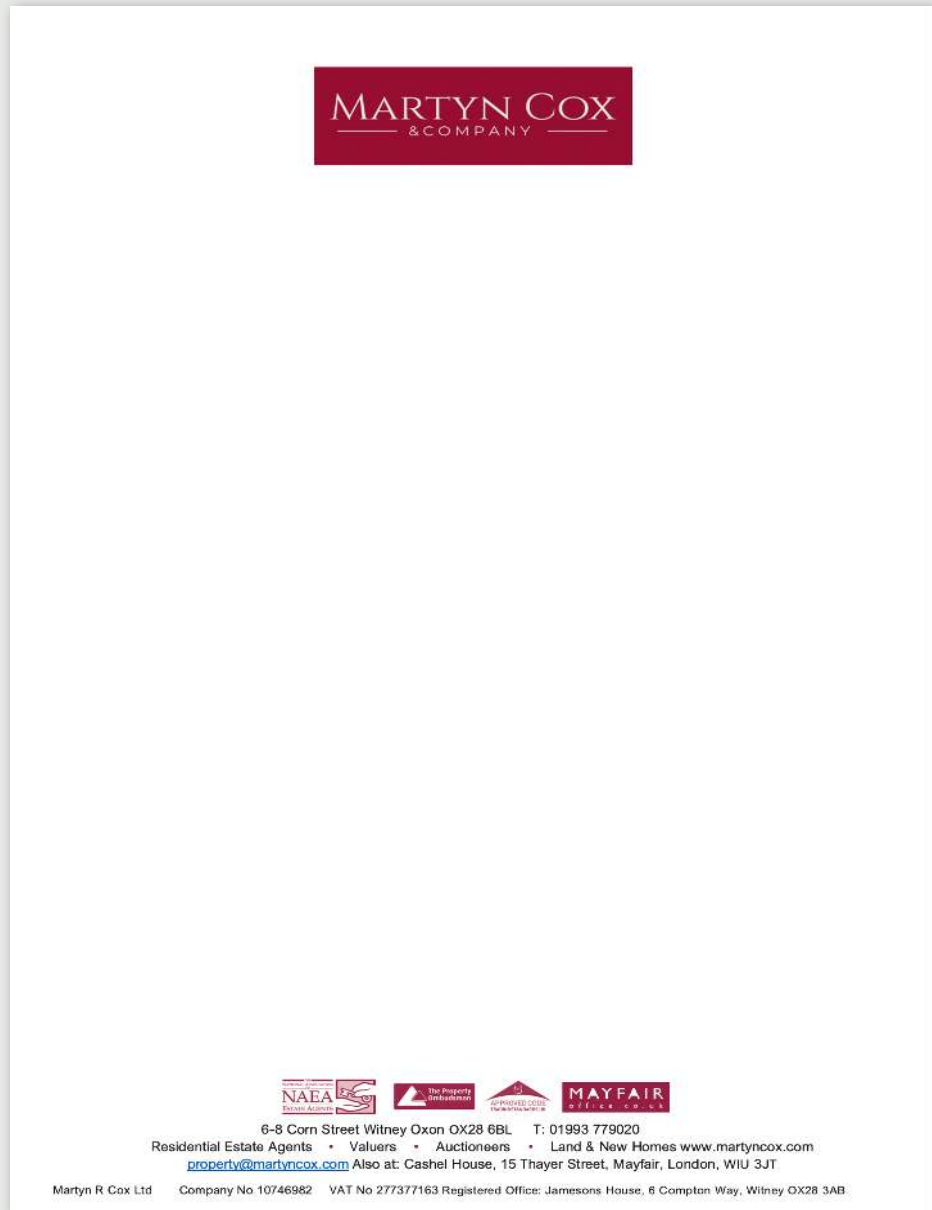
For sale boards

Our for sale boards have always been a key feature of our marketing strategy as they are on show 24/7 to the local community. Our crisp new look will be available to all, for all to see.



Letterhead


This letterhead is used broadly across the company and carries all relevant 3rd party logos and company information.



Files & forms

See an example of the Martyn Cox & Company Valuation form.

All forms should use the standard company font and typeface.

		<h2 style="text-align: center;">Valuation Form</h2>		Appt Date		
				Time		
				Valuer		
Appointment Booking	Client Full Names		Home Address			
			Post Code			
	Contact Details		Who?	Property Information		
	T:			Age	Beds	Flooded? Y / N
	T:			Flood info:		
	T:			Desc.		
	T:					
	E:					
	E:					
Additional Information						
Reason Martyn Cox & Company selected?						
Other agents valuing, who and when?						
Details of marketing activity in last 12 months.						
Client Motivation for valuation today / Timescale?						
Ongoing Requirements - Area / Price / Type etc						
What are you looking for from your agent?						
Before	Property Ref No. _____ & Pre-Val Research					
	Date Pre-Val Letter Sent / Dropped			Drive by done	Yes / No	
	Right Move Comps Report Attached		Yes / No	Valuers Intro Call Made?	Yes / No	
During	<u>Sales Price Guide, Fees, & Other Costs</u>					
	Market at £	To achieve between (X) £	& (Y) £	Client £		
	Fees: Sole	(+ VAT) Multi	(+ VAT) EPC	(+ VAT) Other		
	Registration Fee £	(+ VAT) Minimum Sole Contract	Wks			
	Withdrawal Fee £	(+VAT) Other fee agreements.				
	<u>Letting Price Guide, Fees, & Other Costs</u>					
	Market at £	To achieve between £	& £	Owner £		
	Fees: Let Only	Rent Collect	Fully Manged	Other (All plus VAT)		
	EPC:	Floor plan:	Inventory:			
	Gas / Elec Safety	PAT Testing	Other			
After	Follow Up Actions					
	Hand Deliver Marketing Report		Yes / No	Call Back Diary Date		
	Arrange Spec Viewings		Yes / No	Deliver details of suitable props		
	Other			Yes / No		

Alex Mey
Creative Manager

MARTYN COX
& COMPANY

www.martyncox.com alex.mey@martyncox.com

01993 779000 6-8 Corn Street, Witney
07751 221629 Wiltshire, UK OX28 6BL

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& COMPANY

www.martyncox.com



MARTYN COX
& COMPANY

6-8 Corn Street
Witney
OX28 6BL

QUADRANT
11 10 19
SPECIMEN

GREAT BRITAIN
9999
POSTAGE PAID
N1234567



MARTYN COX
& COMPANY

NAFA **INDEPENDENT** **MAYFAIR**

6-8 Corn Street Witney Oxon OX28 6BL T: 01993 779020
Residential Estate Agents • Valuers • Auctioneers • Land & New Homes www.martyncox.com
property@martyncox.com Also at: Cashel House, 15 Thayer Street, Mayfair, London, W1J 3JT

Martyn R Cox Ltd Company No 10745982 VAT No 277377163 Registered Office: Jerkins House, 8 Cornplan Way, Witney OX28 3AB

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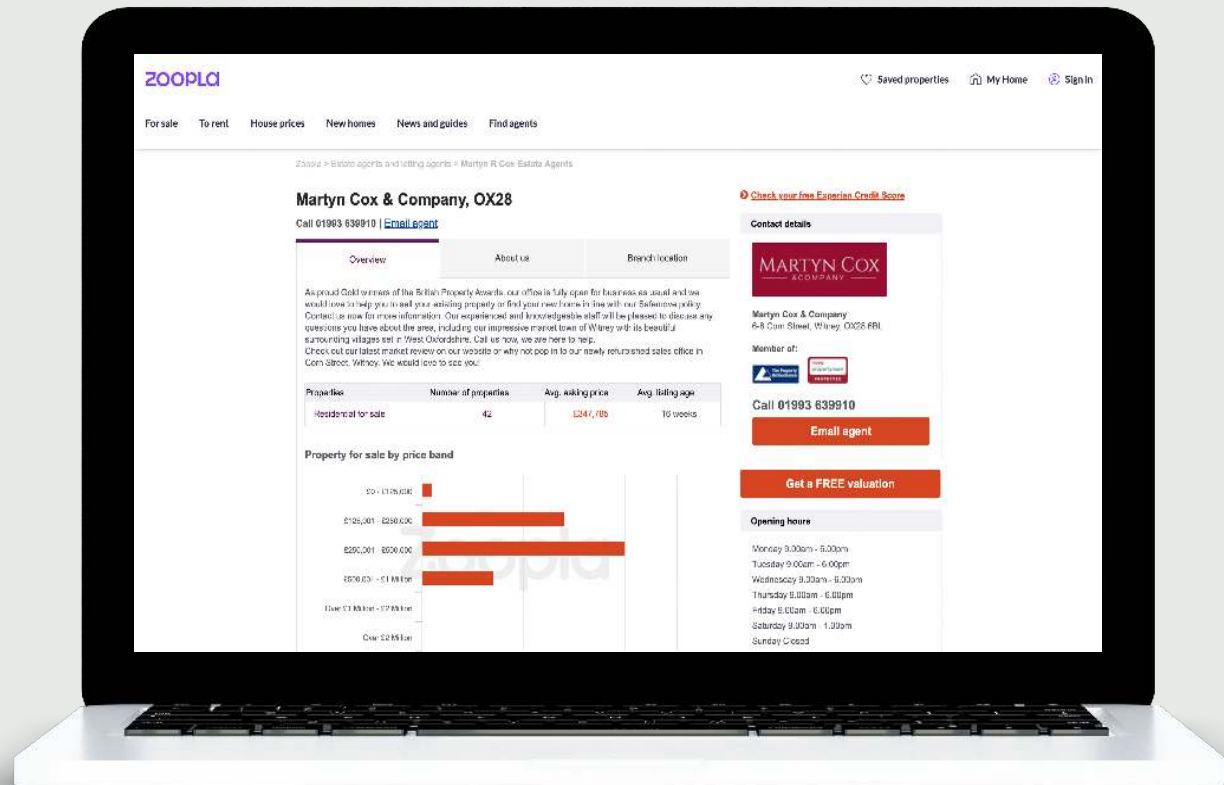


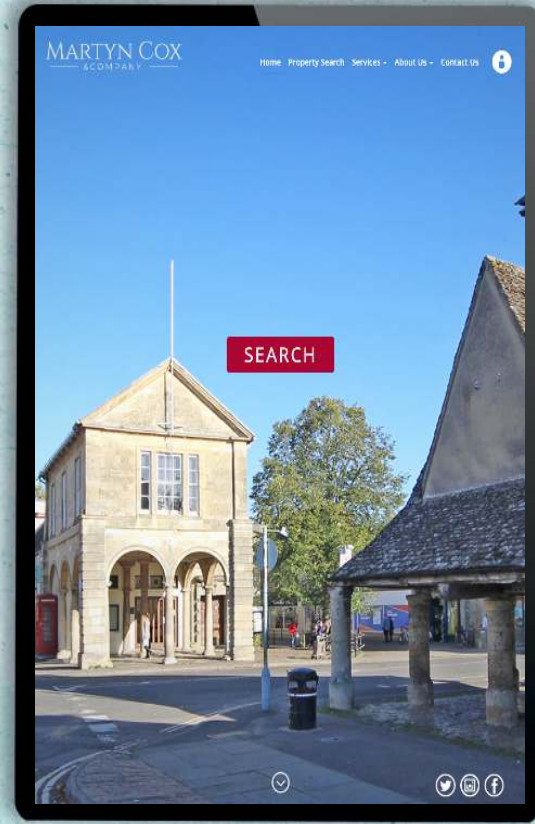
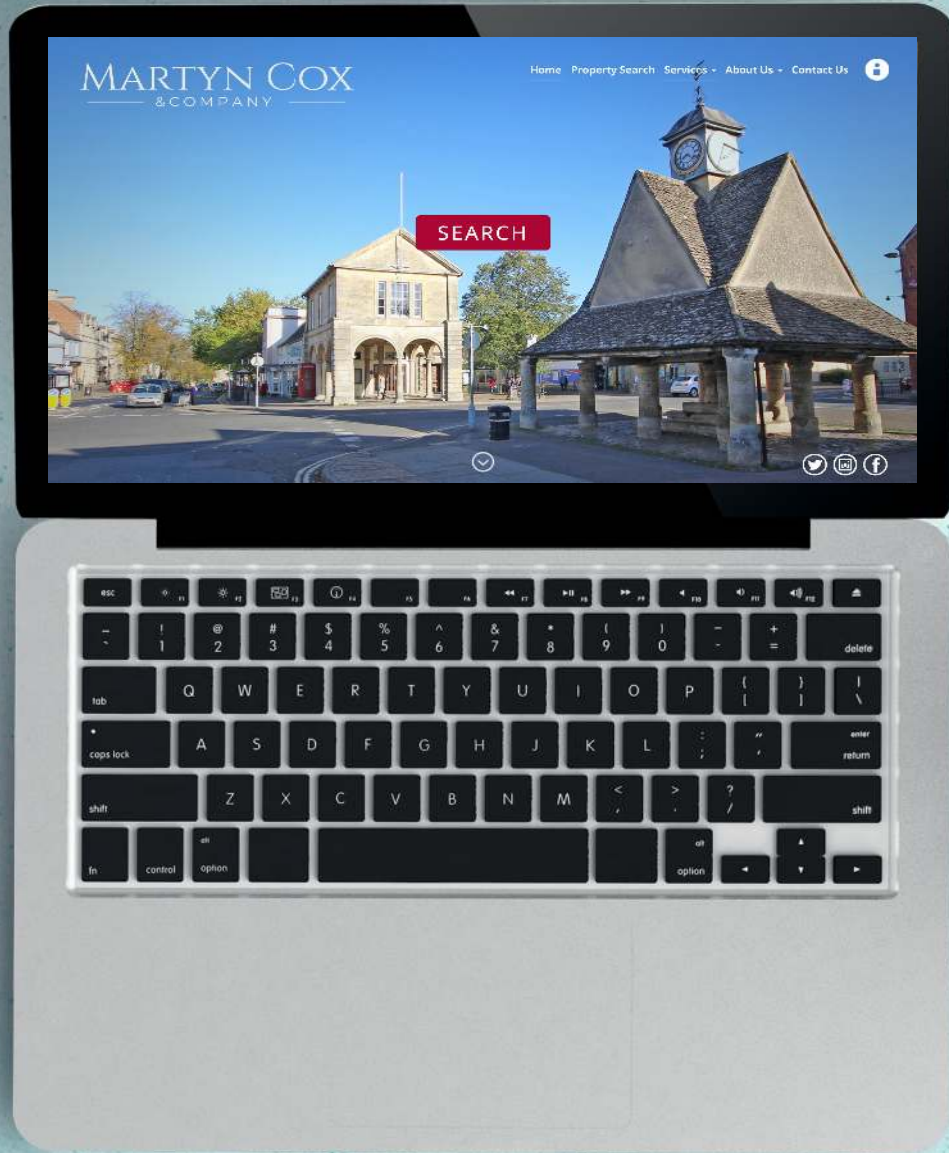


05. Online partners

Web design

Partners must always be provided with an up-to-date logo file and design with correct colours from the Martyn Cox & Company Brand Guidelines. Updated versions can always be found on the link on the back page.





Thank you



Contact

Martyn Cox & Company
6-8 Corn Street
Witney, OX28 6BL

digital@martyncox.com

01993 779020



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