



# BRAND GUIDELINES

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SEPTEMBER 2022  
VERSION 1



## Introduction

This brand document is to be used as a reference when producing Cooper Adams brand marketing assets. Whenever possible, always adhere to these rules to ensure the branding is applied consistently.

## Contents

### 01 Brand Overview

- Mission & Vision
- Brand Purpose
- Ambitions
- Brand Narrative
- Values

### 02 Brand Language

- Brand Personality
- Brand Voice
- How We Communicate
- Brand Statement
- Brand Positioning

### 03 Logotypes

- Primary Logos
- Secondary Logos
- Logo Clearance
- Logos for Special Occasions
- Logo Misuse

### 04 Colours

- Primary Colour Palette
- Secondary Colour Palette

### 05 Typography

- Typography
- Typographic Detail

### 05 Art Direction

- Email Signatures
- Social Media Carousels
- Social Media Testimonials
- Social Media Property Posts
- Video Covers
- Iconography

# 01 BRAND OVERVIEW

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## Who are Cooper Adams?

Cooper Adams are an independent estate agent with offices in East Preston, Rustington and Angmering. Established in 2004, we have been providing sales, lettings and land & new homes services for 18 years.

All estate agents say they're different. All estate agents claim to be the best. What sets Cooper Adams apart from the competition is that we prove what we say, which is why we're, as good as our word.

## Our mission

To give you the service we'd want to receive.

We know that part of earning our fee means you have to be 100% satisfied with our service throughout. So in all our dealings with you, we try to offer the sort of service we'd like to receive if we were selling.

## Our Vision

To redefine the method in which property is sold.

## Disclaimers

1. We are a business and to operate, we have to make money; so of course, this is an interest.
2. There are occasions where we have to make difficult human decisions in order to safeguard a client throughout the sales or lettings process, so we may choose not to share certain information that would cause unnecessary stress.

## Brand Purpose

Cooper Adams exists to help buyers, sellers and tenants feel more secure in the homemoving process.

## What we stand for

- A better way of buying and selling property
- Providing a partnership
- Changing people's perceptions about what estate agency can be
- The future of good practice in estate agency
- Supporting our landlords, to maximise their investment
- Supporting our sellers to achieve the best possible price within a shorter timescale
- Providing the best level of communication and therefore a better experience

## What we stand against

- Seeing sellers and their properties as nothing more than commission
- Unethical estate agency practices
- Overpromising and undelivering



## Ambitions

“ We see a future where we are the 'knowledge hub' for all local estate & letting agency queries ”

“ We want to be the first choice for sellers and landlords in Angmering, East Preston & Rustington ”

“ Sellers and landlords will associate us with ethical estate agency practices and service beyond measure ”

“ We aim to be a respected brand within the industry ”

## Brand Narrative

# AS GOOD AS OUR WORD

Our eyes don't roll back with £ signs when we value a property. It's not about the commission to us.

To many agents, it is; hence, we are forced to battle the stereotype of those in our industry who would rather profit than provide.

But that's ok, because we won't overpromise and underdeliver. We will not stand for broken promises. We will only ever offer a service that is at the same standard as what we would expect to receive.

This is our promise. And we're as good as our word.



## Values

### S.E.R.V.I.C.E

Our values are what everyone who works at Cooper Adams strives for each day. These Our mission is to provide the **service** we'd want to receive, which is defined by our core values:

### SECURE

We are committed to ensuring our buyers, sellers, landlords, tenants and developers each feel secure in their transactions with us.

### ETHICAL

We will always act in accordance with the highest possible standards for ethical conduct or practice

### RESPECT

We promise to be respectful to each other, to our suppliers, to our community and to our customers.

### VALUE

We will look to provide value in everything we do.

### INSPIRE

Our actions should always inspire trust within our customers. We also aim to inspire our industry as a leader in ethical estate agency.

### CONNECT

Relationships are everything to us; we connect people to their homes and to their communities.

### EMPATHISE

We promise to listen carefully and demonstrate empathy in all conversations.



# 02 BRAND LANGUAGE

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## Brand Personality

The brand personality is the set of human characteristics that are attributed to your brand name.

These traits are expressed in your brand voice and language, and in the imagery you choose.

If Cooper Adams was a person, they would be:

- Approachable – empathetic and caring, a good listener
- A problem solver – proactive and pragmatic, helpful
- Genuine and honest - transparency in everything we do or say
- Non-conformist
- Equal - non-judgmental

## Brand Voice

The brand voice is the character of our brand – written, verbally and visually.

Just like a person, Cooper Adams has one brand voice, (though the tone may vary depending on the context).

What we say and how we say it is drawn from our purpose, our promise, our territory, our values and our personality.

As such, we sound:

- Confident and professional
- Approachable and supportive - we speak as though on the same level as our customers
- Educated
- Believable and trustworthy
- Knowledgeable and expert



**Note:**

We talk about things from our customer's perspective as much as possible, rather than talking about ourselves.

## How we communicate

Our audiences have preconceptions about our industry and, therefore, the way we communicate needs to try to alter that perception.

Cooper Adams wants to be seen as innovative, educators within the property industry, and not being in the same arena as other estate agents. Therefore, when we talk about choosing Cooper Adams, we use phrases that support this.

### We talk about...

- Stepping away from, moving forward from, distancing yourself from the preconceptions of traditional estate agency
- Collaboration and partnership with our customers
- Cooper Adams as a 'safe haven' – someone who's on your side, supportive

### We're not just estate agents. We are:

- Pioneers in property sales and lettings
- Educators to the public, of the property sector
- Innovators in property sales and lettings
- The answer to the UK's problematic property sales process
- We maximise our use of words that evoke emotion as much as possible

## Brand Statement

We're Cooper Adams.

You're why we're determined to be better.

We exist to help buyers, sellers and tenants feel more secure in the homemoving process.

It's not about commission. It's not about having the most properties. It's not even about everyone knowing our name.

Our vision is simple:

To redefine the method in which property is sold. We won't stand for overpromising and underdelivering. Instead, we will make you feel heard, take on your stress as if it were our own and be completely transparent in every aspect of your property transaction. We will give you the service that we'd want to receive.

This is our promise. And we're as good as our word.

### Note:

This is how we introduce Cooper Adams in our new brand voice.

It also expresses The Cooper Adams Difference. It's how we make a strong statement about how it feels to work with us. The unexpected headline highlights Cooper Adams' alternative approach and the body copy shows the reader that we empathise with their frustrations.



## Brand Positioning

AS GOOD AS

AS GOOD AS OUR WORD

OUR WORD

Note:

Our brand positioning helps differentiate us within the marketplace. It must be applied to all our marketing as it reinforces what we do.



# 03 LOGOTYPES

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## Primary Logo

*Cooper Adams*  
AS GOOD AS OUR WORD ————— WITH STRAPLINE

*Cooper Adams*  
————— WITHOUT STRAPLINE

**Note:**

Where possible the primary logo with strapline should be used at all times. However, when space or placement is restricted the primary logo without the strapline may be used.

## Secondary Logos

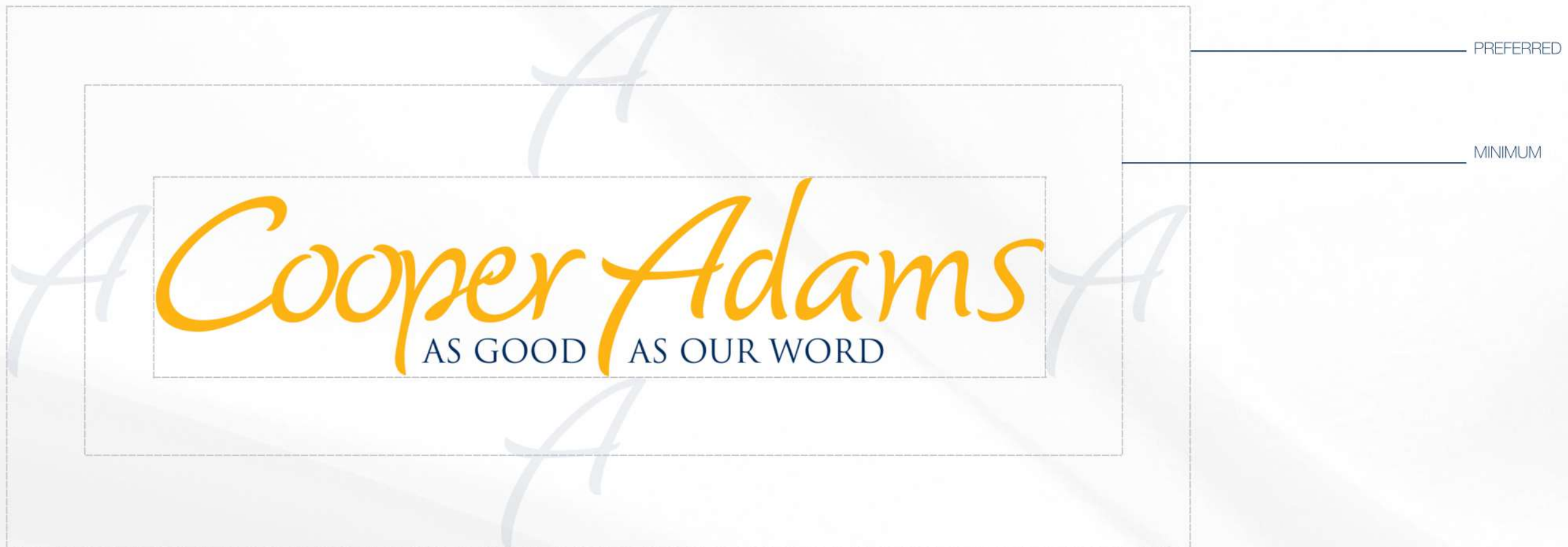


**Note:**

The Cooper Adams secondary logos can be applied to an image or solid colour when required. When placed over an image ensure there is enough clarity to see the strapline. If the image, size or colour makes the strapline illegible then use the logo without positioning.



## Logo Clearance



**Note:**

To protect its integrity, the minimum amount of space around the logo must be adhered to. To help maintain legibility, the logo should never be scaled below 30mm in width for print; and 200px for digital.



## Logos for special occasions

PRIDE MONTH



The logo for Pride Month features the word "Cooper" in a rainbow gradient and "Adams" in a purple-to-blue gradient. Below the name is the tagline "AS GOOD AS OUR WORD" in a dark blue, sans-serif font.

VALENTINES



The logo for Valentine's Day features the word "Cooper" in a golden-yellow color with two red hearts integrated into the 'o's, and "Adams" in a dark blue color. Below the name is the tagline "AS GOOD AS OUR WORD" in a dark blue, sans-serif font.

CHRISTMAS



The logo for Christmas features a red and white Santa hat on the letter 'C' of "Cooper", which is in a dark blue color. "Adams" is also in dark blue. Below the name is the tagline "AS GOOD AS OUR WORD" in a dark blue, sans-serif font.

HALLOWEEN



The logo for Halloween features the word "Cooper" in a golden-yellow color with two jack-o'-lanterns integrated into the 'o's, and "Adams" in a dark blue color. Below the name is the tagline "AS GOOD AS OUR WORD" in a dark blue, sans-serif font.

### Note:

We understand that there are sometimes occasions where it is beneficial to adapt the logo. These are some examples. Logos must only ever be adapted in line with our values. Any logo adaptations must be cleared by the marketing department before public use.

## Logo misuse

- Do not stretch.
- Do not recolour.
- Do not apply effects or shadows.
- Do not outline or apply stroke.



Cooper Adams  
AS GOOD AS OUR WORD



Cooper Adams  
AS GOOD AS OUR WORD



Cooper Adams  
AS GOOD AS OUR WORD



Cooper Adams  
AS GOOD AS OUR WORD



Cooper Adams  
AS GOOD AS OUR WORD

### Note:

The Cooper Adams logo is a fixed element which can only appear in the formats seen in these guidelines. They must not be re-spaced, reformatted, split or dissected in any way to fit into different page layouts or spaces.



# 04 COLOURS

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## Primary colour palette

### Navy

C100 M0 Y64 K60  
R0 G46 B91  
#002E5B  
Pantone 289 C

### Gold

C0 M32 Y100 K0  
R234 G179 B49  
#EAB331  
Pantone 131 C

### White

C0 M0 Y0 K0  
R255 G255 B255  
#ffffff  
Pantone 11-0601 TCX

**Note:**

This is the core palette for which the Cooper Adams identity is expressed. The colours express clarity and approachability but also support the secondary palette. Navy, gold and white should be the key considerations at all times.

## Secondary colour palette

### Purple/Grey

C30 M27 Y0 K39  
R109 G113 B155  
#6D719B  
Pantone 7667 C

### Light Gold

C0 M18 Y54 K9  
R233 G191 B107  
#E9BF6B  
Pantone 1215 C

### Dark Grey

C4 M1 Y0 K62  
R93 G96 B97  
#5d6061  
Pantone 425 C

### Light Grey

C3 M1 Y0 K39  
R152 G155 B156  
#989b9c  
Pantone Cool Gray 7 C

#### Note:

In order to bring variation into designs, three additional secondary colours can be placed alongside the primary brand colours (as described on the previous page). These three secondary colours must not be used in isolation and are to be used in conjunction with the primary colours.

This palette can be used sparingly when additional emphasis is required within marketing communications. For example when producing charts, statistics or on social posts where additional colours will help the reader.

When using colour combinations, try and keep to a maximum of 3-4 colours per piece to avoid a rainbow effect.



# 05 TYPOGRAPHY

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## Typography

Helvetica Neue LT Standard - 35 Thin - Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@&()?:.,

Helvetica Neue LT Standard - 55 Roman - Standfirst & body

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@&()?:.,**

Helvetica Neue LT Standard - 45 light - Sub headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@&()?:.,

Helvetica Neue LT Standard - 36 Thin Italic - Pull quote

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@&()?:.,*

**Note:**

The Cooper Adams typefaces are at the heart of the Cooper Adams identity and are the foundation for all branding. Combined, the typefaces are trusting, modern, distinctive and legible.

## Typographic detail



Hello, and welcome to  
Cooper Adams.

Something happens when your name is above the door.  
Your work takes on a new gravity, knowing that your personal  
reputation is so indelibly linked to how your company performs.

It's this dedication to the job that you get from Cooper Adams. Not some manager 'parachuted in' from another branch, but the owner of this company personally handling or overseeing every part of every property sale or letting. From the first valuation, to the marketing of your property, and right through the final completion, you can be sure that every stage has the attention it deserves.

I also take great pride in the people we have here. All highly skilled people with many years' experience and knowledge behind them, working hard to ensure your property sale or letting goes better and more smoothly than perhaps you've come to expect from our industry in recent years.

What's more, we're completely focused on East Preston, Rustington and Angmering, and have been since we started in 2004. Without doubt, no other local agent has a more detailed and in-depth knowledge of the property market here than we do.

So please read on, and see more about the services we offer and how we carry them out, and if and when you're ready to take matters further, please get in touch.

You'll find you and your sale or letting will be treated just how you'd like.

You have my word. Yours sincerely

Shaun Adams MRAEA  
Managing director and owner  
Cooper Adams

### Headline

Helvetica Neue LT Standard  
Weight: 35 Thin  
Font size: 39pt  
Leading: 45pt  
Tracking: 0  
Colour: 289 C

### Standfirst

Helvetica Neue LT Standard  
Weight: 55 Roman  
Font size: 15pt  
Leading: 18pt  
Tracking: 0  
Colour: 131 C

### Body

Helvetica Neue LT Standard  
Weight: 55 Roman  
Font size: 9pt  
Leading: 12pt  
Tracking: 0  
Colour: 289 C

Local, experienced and ready to help...



Shaun Adams  
Managing Director

Born in Rustington and still living locally, Shaun certainly knows the local area well. And having been an estate agent for over 25 years, 10 of which running Cooper Adams, it's hard to think of anyone who knows the East Preston area property market better.

What do I enjoy? Well, genuinely knowing that a client is pleased when I've 'gone the extra mile'. Like the time I learnt how to use a 3D-visualisation software to help a buyer understand what built-in bedroom furniture would look like. It paid off - they bought the house!



Pauline Heberlein  
Property Consultant

Multi-talented Pauline, who studied Advanced Letting Law, has handled sales and lettings at Cooper Adams for 35+ years. Pauline has lived in East Preston, Rustington and Angmering for all her life, and knows the area very well.



Nicola Adams  
Accounts and administration

Every office needs a Nicola! She runs the office in the background making sure all the accounts and back office systems are completely up to date. Nicola coordinates our monthly market report, does property inventories, prepares sales details, sales progression, viewings, feedback as well as checking all the systems are running at 100%.

I learnt how to use a 3D-visualisation software to help a buyer understand what built-in bedroom furniture would look like.

### Sub headline

Helvetica Neue LT Standard  
Weight: 45 Light  
Font size: 15pt  
Leading: 18pt  
Tracking: 0  
Colour: 289 C

### Pull quote

Helvetica Neue LT Standard  
Weight: 45 Light  
Font size: 15pt  
Leading: 18pt  
Tracking: 0  
Colour: 131 C



# 06 ART DIRECTION

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## Email Signatures



Each email signature will be designed with one image containing the team member's name, job title, contact telephone numbers and profile image. This image will link to Cooper Adams website.

Each individual social media icon will link directly to it's respective channel.



IMPORTANT: The contents of this email and any attachments are confidential. They are intended for the named recipient(s) only. If you have received this email by mistake, please notify the sender immediately and do not disclose the contents to anyone or make copies thereof

An email disclaimer is important to protect Cooper Adams where emails are inadvertently sent to the wrong recipient.



## Social Media Carousels

1080px x 1080px



### Imagery

Saturation -100  
Tint +50

### Text

Helvetica Neue LT Standard  
Weight: 35 Thin  
Size: 60  
Colours: Gold to highlight importance/White

### Numbers

Helvetica Neue LT Standard  
Weight: 35 Thin  
Size: 140  
Colours: Gold

### Title

Helvetica Neue LT Standard  
Weight: 35 Thin  
Size: 50  
Colours: Navy

### Body Copy

Helvetica Neue LT Standard  
Weight: 55 Roman  
Size: 25  
Colours: Navy



### Note:

Text should be a minimum of 108px from the edge of the design. Cooper Adams social media templates are designed in Canva. Access is available from the marketing department upon request. Any edits to, or new, designs must be approved by the marketing department.



## Social Media Testimonials

Square (1080px x 1080px)



### How to use this template

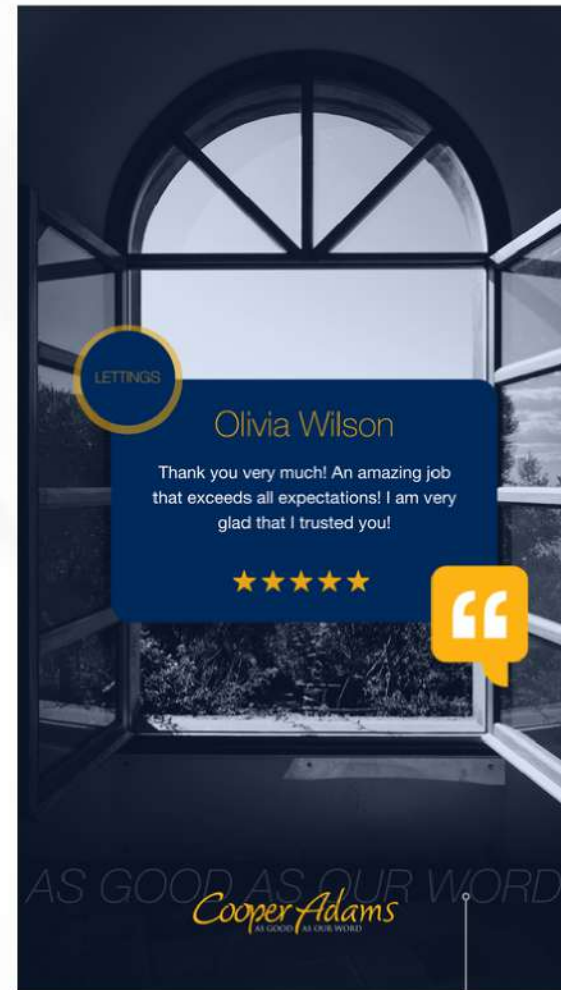
- Use an image from the property the testimonial relates to. Drag and drop in to the mobile phone and in to the background.
- Where a property image is not available, use a local image instead.
- Do not adjust the size of the text
- Do not adjust the image colour or blur
- Do not move the logo



### Note:

Please note these are template examples. Cooper Adams social media templates are designed in Canva. Access is available from the marketing department upon request. Any edits to, or new, designs must be approved by the marketing department.

Story/Portrait (1920px x 1080px)



### How to use these templates

- Use an image from the property the testimonial relates to. Drag and drop in to the mobile phone and in to the background.
- Where a property image is not available, use a local image instead.
- Do not adjust the size of the text
- Do not adjust the image colour or blur
- Do not move the logo

In designs where this text is illegible, the opacity can be increased to a maximum of 25.



## Social Media Property Posts

1080px x 1080px



### Cover Image

Saturation -100

Tint +50

### Title (Address)

Helvetica Neue LT Standard

Weight: 35 Thin

Size: 60

Colours: Gold

### Subtitle (Department & Price)

Helvetica Neue LT Standard

Weight: 35 Thin

Size: 30

Colours: White/Gold

### Text

Helvetica Neue LT Standard

Weight: 55 Roman

Size: 24

Colours: White

### Icons

Colours: Gold

### Branch Address

Helvetica Neue LT Standard

Weight: 35 Thin

Size: 30

Colours: Gold/White

### Contact Details

Helvetica Neue LT Standard

Weight: 35 Thin

Size: 25

Colours: White

### How to use this template

- Do not adjust the size of the text
- Do not adjust the image colour or blur
- Do not move any of the text or icons

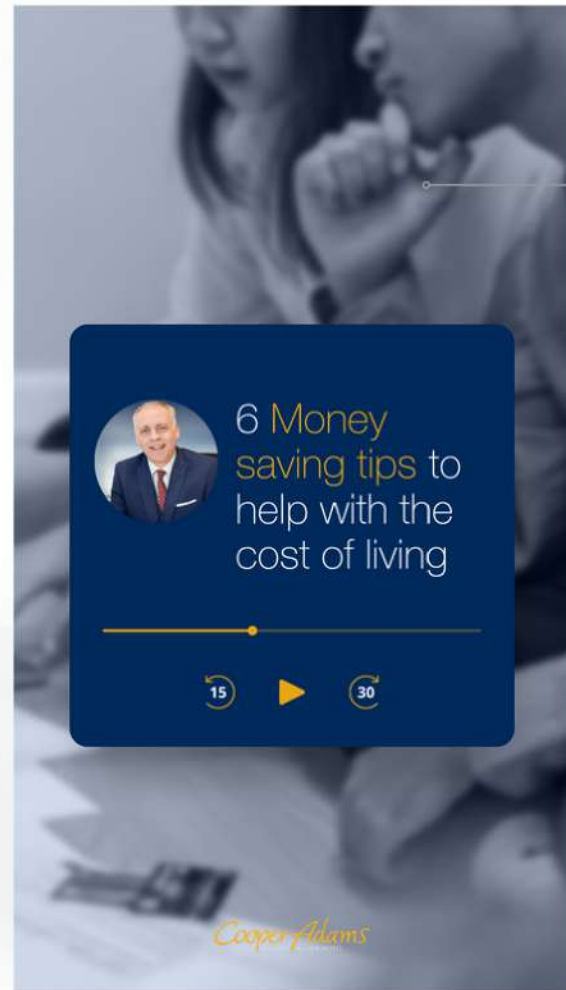
### Note:

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## Video Covers

Portrait (1920px x 1080px)



### Text

Helvetica Neue LT Standard  
Weight: 35 Thin  
Size: 60  
Colours: Gold/White

Landscape (1080px x 1920px)



### Text

Helvetica Neue LT Standard  
Weight: 35 Thin  
Size: 60  
Colours: Gold/White

### How to use these templates

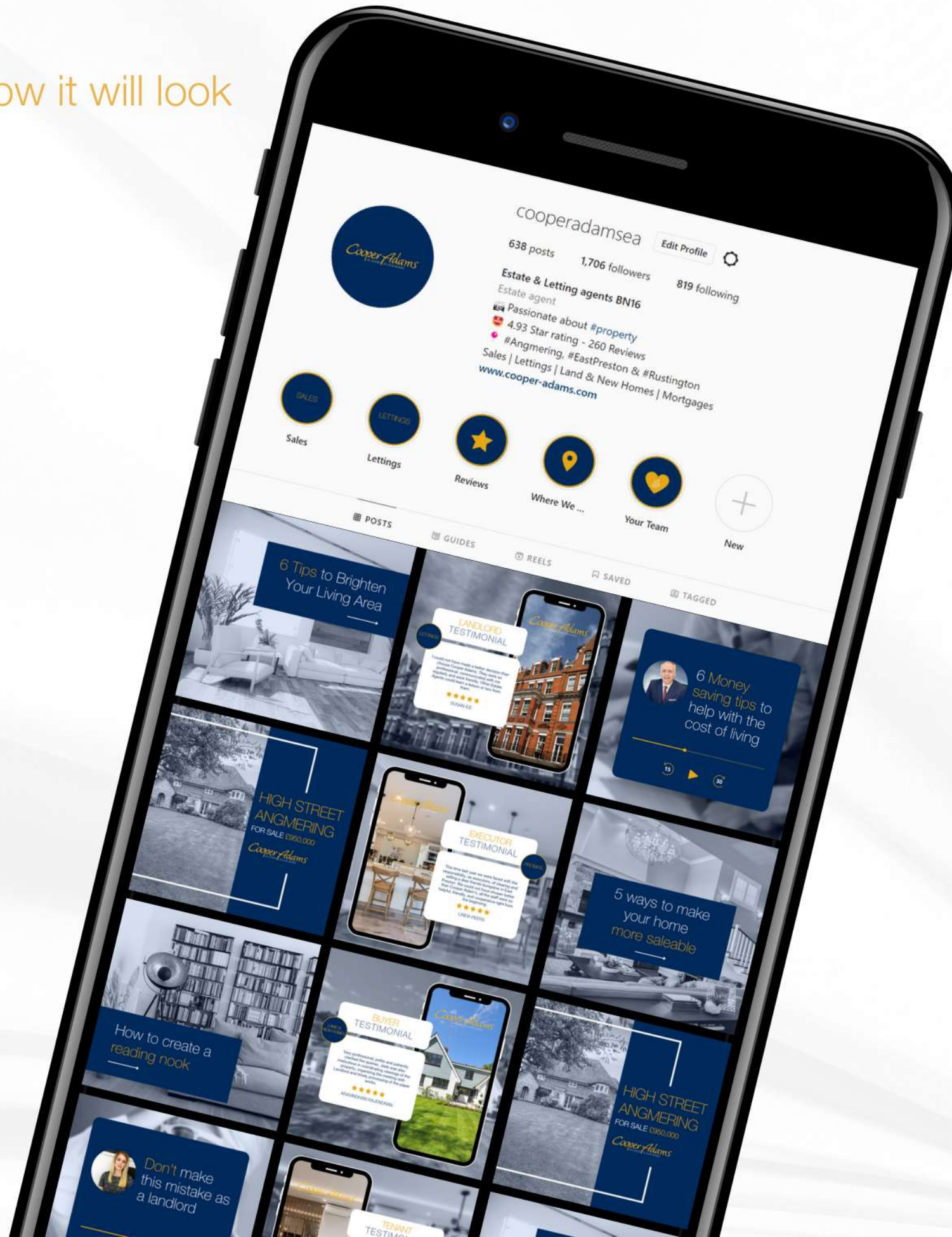
- Use background imagery that evokes emotion where possible
- Use the staff image related to the team member in the video
- Do not adjust the size of the text
- Do not adjust the image colour or blur


### Note:

Please note these are template examples. Cooper Adams social media templates are designed in Canva. Access is available from the marketing department upon request. Any edits to, or new, designs must be approved by the marketing department.




## Social Media - How it will look



 **Cooper Adams**  
Sponsored

Don't be caught out in the cold this winter. ❄️

Here's the number one mistake to avoid as a landlord 📌



**COOPERADAMS.CO.UK**  
Estate agents in Angmering, East Preston & Rustington | Cooper Adams  
Cooper Adams offer comprehensive lettings services that alleviate the burden on our landlords.

[Learn More](#)



## Iconography

Viewing Icon



Call Icon



Email Icon



Feedback Icon



Forward Icon



Website Icon



Timing Icon



Quote Icon



Photography Icon



Number Icons 1-12





Have any questions about the Cooper Adams brand?

Get in touch with Jayde Pope at Magenta Marketing & Design on  
07881238894 or [magentamarketinganddesign@gmail.com](mailto:magentamarketinganddesign@gmail.com)