

bricks and mortar
spit and polish
many hands make light work
best thing since sliced bread
the finishing touches

pbm | brand guidelines

Welcome to pbm

These guidelines are here to introduce you to our brand and its identity elements, showcasing best practice to help create engaging communications.

Logotype / overview

The logotype should always contrast with the background. There are 2 versions of the logotype to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

The full colour (purple) logotype is the preferred version and should be used wherever possible.

When there is a limited number of colours available for reproduction, or the quality of colours is questionable, choose the monochrome version.

Full Colour



plum

C43 M90 Y0 K0
PMS Purple
R182 G52 B187
#B634BB

White



white

Co Mo Yo K0
R255 G255 B255
#FFFFFF

Logotype / clear space / minimum size

The clear space around the logotype on all sides should be equal to the height of the letter 'p' of the pbm logo, for maximum legibility and impact.

To preserve legibility, the logotype should never be printed smaller than 25mm and should never appear at less than 75 pixels in digital formats.

Example



Minimum size / print



Minimum size / digital



Logotype / improper usage

The logotype cannot be altered or redrawn in any other way.

Previous versions should never be used, and the logotype should not appear in a line or block of text. The word pbm should be typed out in body copy.

Examples



Do NOT change the proportions of the logo



Do NOT change the colour of the logo



Do NOT recreate the logo in any way



Do NOT use the old logo

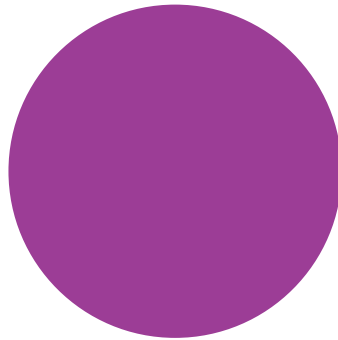
Colour Palette / core brand colours

Our core brand colours are the basis for all our designs.

Plum is our brightest core colour and is used in our logotype.

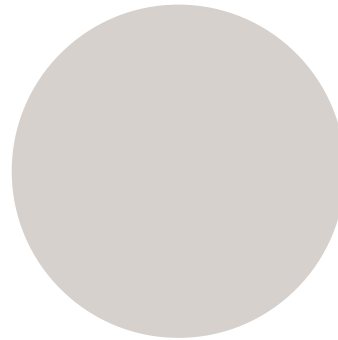
Stone and ash are used as background colours and work well with plum and our bright secondary colours.

Grey is used for body copy and subheadings. It is softer than black while still retaining clarity and boldness.



plum

C43 M90 Y0 K0
PMS Purple
R182 G52 B187
#B634BB



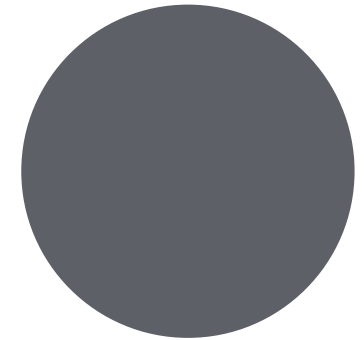
stone

C6 M7 Y9 K11
PMS Warm Gray 2
R213 G210 B202
#D5D2CA



ash

C3 M3 Y6 K7
PMS Warm Gray 1
R224 G222 B216
#E0DED8



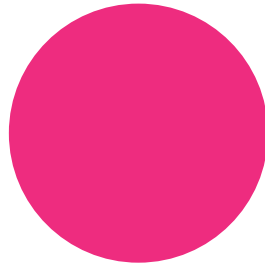
grey

C30 M23 Y17 K58
PMS Cool Gray 9
R116 G118 B120
#747678

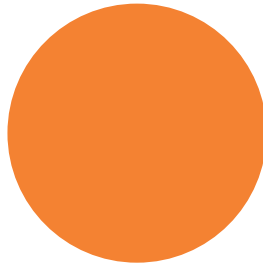
Colour Palette / secondary colours

Our secondary palette adds personality and variety of flavour to our designs.

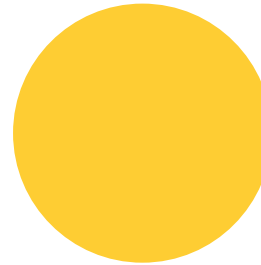
Yellow stone can also be used as a good contrast to the bright colours, when needed.



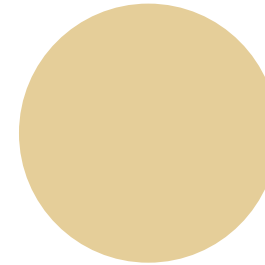
magenta
Co M92 Y18 Ko
PMS 213
R226 G23 B118
#E21776



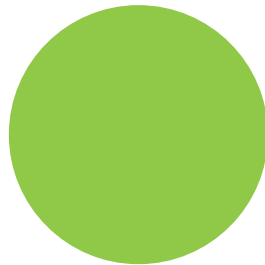
tangerine
Co M60 Y90 K00
PMS 1505
R255 G110 B0
#FF6E00



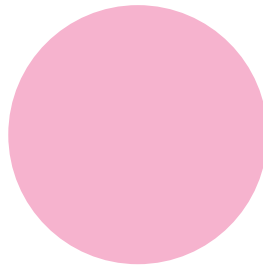
canary
Co M19 Y89 Ko
PMS 123
R253 G200 B47
#FDC82F



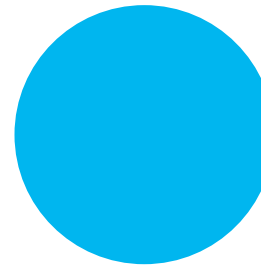
yellow stone
C6 M13 Y41 K5
PMS 468
R221 G211 B175
#DDD3AF



apple
C48 M0 Y94 Ko
PMS 375
R146 G212 B0
#92D400



soft pink
Co M37 Y2 Ko
PMS 203
R231 G174 B198
#E7AEC6



blue
C83 M1 Y0 Ko
PMS 2995
R0 G169 B114
#00A9E0

Typography / primary font

pbm's primary typeface is
Raleway. It should be used
every time it is available.

Display type should be set
in Raleway Light.

Headers should be set in
Raleway Bold or SemiBold.

Sub Headings and Body Copy
Should be set in Raleway
Medium or Raleway Light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Display / Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Header / Raleway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Sub Header / Body Copy / Raleway Medium

Typography / brand identifier

Our brand identifier 'people buildings more' is the short expression of what pbm do.

It always appears lower case, as shown here, and is always shown in the bright secondary palette.

There is no set colour to use for each line; the colour of the background and colours being used elsewhere on the communication will dictate the colours used for the brand identifier.



people
buildings
more



people
buildings
more

Typography / hierarchy

Creating hierarchy within typography is key for emphasizing the most important messages.

No more than 3 weights or 4 sizes of type should be used in a single design.

Display

no place like home
bricks and mortar
safe as houses
looking after pennies

Header

Sub Header

people, buildings and more
welcome to a new kind
of property management

Body copy

We are the property management company who put people first. If you're a landlord wanting to enhance the value of your investment, a tenant trying to keep your property safe, clean and well maintained or a developer looking to create a positive community, we speak your language.

Visit pbm-property.co.uk

Typography / formatting

Display

Lower-case. Leading should be neat and tight, but equidistant with no words overlapping. Kerning should remain at -20.

e.g. 42pt / leading 44pt / -20 kerning

Heading / Sub Heading

Lower-case. Leading should be neat and tight, but equidistant with no words overlapping. Kerning should remain at -20.

e.g. 19pt / leading 20pt / -20 kerning

Body Copy

Sentence-case. Leading should be neat, but to retain readability at a smaller point size, it must have room to breathe. Kerning should remain at -10.

e.g. 8pt / leading 11pt / -10 kerning

safe as houses
people make places
bricks and mortar
it's worth doing well

people, buildings and more
welcome to a new kind
of property management

We are the property management company who put people first. If you're a landlord wanting to enhance the value of your investment, a tenant trying to keep your property safe, clean and well maintained or a developer looking to create a positive community, we speak your language.

Language

Language / tone of voice

At the heart of the pbm visual identity is the belief that writing and design must work together.

We are a young, entrepreneurial and high-performing team with a shared ambition to provide a new kind of property management service, and the tone with which we communicate should embody this.

We simplify this complex world, translating everything you need to know into clear and straightforward explanations and recommendations.

We are human and personable and we really care. This is reflected in our work and in every interaction you have with us.

human
simple
clear
no jargon

structured
expert
dialogue
leading

Language / messaging

It important to stay focused on the primary target audience of Resident Management Company Directors with our creative messaging.

Our phrases / words should focus on value for money, reliability, making it easy, cleanliness, tidiness and responsiveness. We also need to remind them why it's a 'new kind of property management'.

Our brand identifier is shown below - this is either used to support our identity or as an expanded version of our primary identity.

safe as houses
people make places
looking after pennies
bricks and mortar
a man's home is his castle
there's no place like home
honesty is the best policy
it's worth doing well
many hands make light work
the proof is in the pudding
the early bird catches the worm
actions speak louder than words
best thing since sliced bread
problem shared, problem halved
prevention is better than cure

fail to plan, plan to fail
all hands on deck
home and dry
hold the fort
hit the nail on the head
the extra mile
hello, come in, good to talk
welcome

Language / writing copy

Display, headings and sub-headings are all written in lower case. Body copy is written in sentence case. The web address is written lower case.

Job titles should be written as lower case: creative director, executive producer.

It is preferable to use 'and' within text rather than the ampersand (&). No full stops in acronyms or after initials. Captions do not have full-stops at the end.

Hyphen (-)

used for words that are broken over two lines or for fractions (two-thirds) or to join two words (part-time). Avoid hyphens at the end of lines in range left copy if at all possible.

en dash (–)

used in place of 'through' in numbers (10–25) or other measurements of time (May–June).

em dash (—)

Sometimes used in place of a colon as punctuation (the work was completed — all things had been revised).

Ellipses

Three points with a small space either side which signify a missing word...

Photography

Photography / people

When using photography of our people we use bright and colourful imagery.

Images should capture the lifestyle within the workplace. Images should be taken from unexpected and interesting views or angles.

Portrait shots should be as relaxed and natural as possible and should allow clear space around the subject.



Photography / places

When using stock photography we like to use fresh, clean and modern imagery which is clear and personable.

People shots should be natural and show a sense of warmth and honesty.

Location shots, such as interior and exterior of homes and communal spaces should not be staged, look genuine and be UK in style.

Bursts of colour within the images will fit nicely within the pbm brand.



Bringing it all together

Following some simple rules will keep all communications consistent and engaging.

Our brand style is always clean and isn't afraid of white space. Try not to over-design our communications.

They'll have more impact if they're simple and bold.

Always look for opportunities to make more impact.

Using coloured words in a large size across communications is a powerful way of creating standout.

Be bold with colours.

Our palette is a valuable part of our brand and when used bravely, it will help lift us above everyone else.

Bringing all together / examples



Bringing it all together / examples



Bringing it all together / examples



From new builds and starter homes to luxury, gated residences, we offer property management services to developers, freeholders and Residents Management Companies (RMCs) across South East England and The Midlands.

what we do

we plan

- scoping and defining tailored plans specific to development needs
- maintaining short and long-term focus, ensuring day-to-day maintenance activities are carried out while planning for likely future capital expenditure needs and preparing for the unexpected
- delivering value for money by finding the right service suppliers at the right price
- maintaining focus on residents' experiences and what makes a desirable place to live

we do

- creating cared for spaces that are clean, secure and well-maintained
- offering practical support to make things happen, ensuring smooth running of shared spaces and facilities
- reacting to and resolving problems quickly, delivering long-term solutions, not quick fixes
- managing the day-to-day, taking the hassle away from residents so they can enjoy the space
- monitoring service delivery to ensure suppliers deliver to the right standard

we guide

- using our experience and deep knowledge of property management to deliver improved value over the short and long term
- simplifying the complex world of property management, helping residents understand the different roles and responsibilities and how they interact
- supporting flat owners who wish to obtain the Right to Manage

we connect

- sharing an ongoing, open dialogue with all residents, facilitating fast communication of any issues and deep understanding of specific needs of development
- keeping residents aware of planned works, providing detailed service timetables, explaining what each supplier has been commissioned to deliver
- providing clear and transparent reporting, explaining how funds are being used

we de-risk

- identifying and mediating against any safety risks on the grounds of the development, for example fire and security
- managing financial risk through strong fiscal management, handling debtors and managing cash flow
- collecting the service charge regularly and efficiently and pursuing late payments or failures to pay

our approach

Simple really:
we are different!

We believe that property management doesn't have to have a bad reputation!

We believe that the right property management partner can be a force for good at the heart of your development. Creating cared for spaces is just the start. We help build happy homes and deliver better value.

We take the hassle and complexity out of property management, offering flexible solutions that are relevant to you.

We believe community matters. We bring people together and, where we can, use local suppliers, supporting the community around your development. Our customers seem to like our approach too, as we have a 100% retention rate.



how we work

We are a young, entrepreneurial and high-performing team with a shared ambition to provide a new kind of property management service.



we make it easy

We give our customers a voice. We act as the trusted mediator between decision makers and those affected.

We are reliable and reassuring. We take the hassle and complexity

we know what matters

Cared for spaces create happy homes. Everything we do, we do so that our customers can enjoy the environment that they live in.

Every development is different. We take time to understand what matters to each individual customer and provide a service geared to their specific needs.

We build relationships based on trust and clarity, choosing to operate with 100% financial transparency and always demonstrating value for money.

Our customers do not need to chase us. We are responsive and proactive, defining a plan of action and making it happen, every time.

we look for the better way

'That will do' is never something you hear us say.

We are solution-focused, looking below the surface of any challenge to find the best resolution.

We speak up when we believe 'there is a better way' but keep our feet firmly on the ground.

We are open to ideas, challenging each other to think creatively and find better ways to do things.

We work hard to solve problems in a way that best suits all involved. For us, legal action is always a last resort.

we know what good feels like

We are ambitious individuals and constantly challenge ourselves to improve. We want to stand out.

remain human

Our business is a people business. We listen. We empathise. We acknowledge. We put ourselves in our customers' shoes.