

IDENTITY GUIDELINES

THE CROWN ESTATE LOGO

ONE ORGANISATION ONE IDENTITY

SPRING 2010



THE CROWN ESTATE

Great people to do business with

The Crown Estate, valued at over £6 billion, manages a wide range of land and properties across the UK. We rank alongside the UK's most successful property companies.

We're 'blue chip' - nationally recognised, well-established and financially sound

We have responsibilities, laid down by Parliament, to enhance the value of our land and properties and the income they generate through good and responsible management. The surplus revenue goes to the Treasury for the benefit of all UK taxpayers.

Strength in diversity

Our property is very diverse. It ranges from offices to shops, agricultural land to housing, ancient forests to parkland. And we have over half the foreshore and almost all of the seabed up to 12 nautical miles around the UK.

Values that guide us

Commercialism, integrity and stewardship are the guiding principles behind everything we do.

- **Commercialism** - to create surplus income for the benefit of the UK taxpayer
- **Integrity** - to treat our customers, partners and the communities in which we operate as we would like to be treated ourselves

- **Stewardship** - looking to the future by conserving, regenerating and applying environmental considerations to all our land and properties.

The principles behind corporate responsibility have always been integral to our organisation and play an important role in the evolution of our culture and our values of stewardship and integrity.

We're in business for the long-term

While we can make the most of short term opportunities, our business approach is focused on the long term. We actively embrace our responsibilities of stewardship, whether in London's Regent Street or Windsor Great Park, the countryside or the marine environment.

The corporate identity

Our corporate identity has been designed to embody our values, support our business objectives and meet the needs of the organisation going forward. The identity is the public face of the organisation; it is how we are known and recognised and it helps us to be unique and distinctive in people's minds.

We use The Crown Estate identity to communicate our brand values consistently to our tenants, business partners, government, the communities we serve and the general public, as well as our employees. Used well, the identity will enhance our reputation and support our brand values of commercialism, integrity and stewardship. We have also included elements in the guidelines that help people with specific reading difficulties to access our information more easily, through recommendations of presentation or style.

How to use these guidelines

These guidelines cover the main elements of The Crown Estate's corporate identity and provide guidance on its application. Our aim is to give users, design consultancies or agencies the information you need to make informed and considered decisions about the project you are undertaking.

The guidelines are modular to enable you to quickly and easily find the information you need.

If you have any questions about the guidelines, please consult The Crown Estate communications department.

Communications department

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ALL PROOFS MUST BE approved by the Communications department before production

1.1

THE CROWN ESTATE LOGO

The Crown Estate logo

The Crown Estate mark has been specially drawn. The elements of the logo comprise the lettering and the crown symbol in a fixed position.

You must never:

- Re-create the logo in other typefaces
- Change or re-draw the crown symbol
- Rearrange the type
- Place the logo in a box
- Use the logo in an outline form
- Add shadows or other graphics
- Use the logo in a non-business context, e.g. on a social networking site
- Separate the elements of the logo (crown and title) or use them individually



FOR COPIES OF THE LOGO, contact the communications department on 020 7851 5070, or email communications@the-crownestate.co.uk

Use of the logo MUST BE APPROVED by communications before publishing

1.2

THE CROWN ESTATE LOGO

Protecting the logo

To protect the logo and ensure that it stands out, a minimum clear area has been designated around it. A space equal to the cap-height of the name (indicated as x) should be kept free of other type or imagery. If necessary this space may be increased but not reduced.



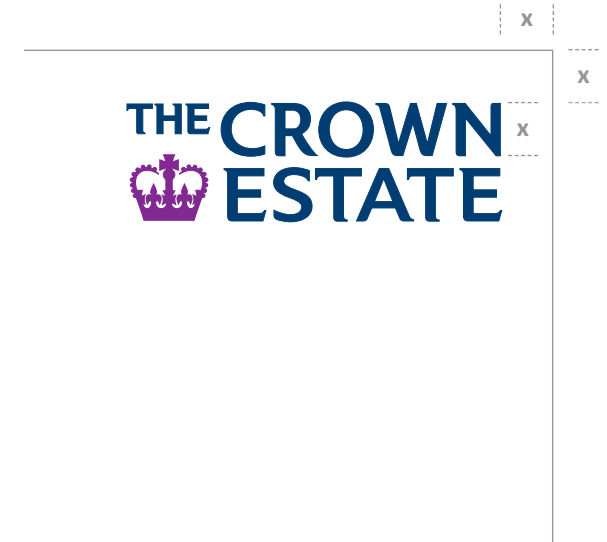
1.3

THE CROWN ESTATE LOGO

Positioning the logo

The logo is designed to be positioned wherever possible ranged right, not to be centred or ranged left. The illustration shows the minimum space for the logo in relation to the top right-hand and bottom right-hand edge of a brochure cover. If necessary this space may be increased but not reduced. This specification also applies to presentations, exhibition panels and so on.

Where the logo is to be used in conjunction with other logos, it must appear in the correct format and with the correct hierarchy. See below.



1.4

THE CROWN ESTATE LOGO

Logo colours

Example 1 - preferred presentation

The preferred presentation of the logo is the crown symbol (Purple-Pantone 2592) and lettering (Blue-Pantone 541) on a white or pale (5%-10% strength) background.

Example 2 - one-colour version

Where there is only one colour available, use Pantone 541 on a white background.

Example 3 - acceptable version

Where reproduction quality is likely to be poor it is acceptable to use the black only version of the logo on a white background.



Example 1 - preferred presentation



Example 2 - one-colour version



Example 3 - acceptable version

Pantone and CMYK equivalents

Pantone specifies CMYK percentages to match a Pantone solid colour. The percentages set out below are to be used in all four-colour litho applications.

The CMYK tint percentages are as follows:

Crown Estate Blue

Pantone 541

4 colour process

C 100% M 60% Y 0% K 45%

RGB

R 0 G 63 B 114

Crown Estate Purple

Pantone 2592

4 colour process

C 60% M 100% Y 0% K 0%

RGB

R 143 G 35 B 179

IN SINGLE COLOUR USE, the complete logo (lettering and crown) must be printed as a solid colour. No elements of the logo should be reproduced as tints.

1.5

THE CROWN ESTATE LOGO

Logo colours - acceptable alternatives

The preferred logo colour options have been set out in section 1.4. However, situations may arise where the use of the preferred options is not possible.

Set out here are acceptable alternatives. The negative version of the logotype should only be used when it is reversed out of The Crown Estate blue (Pantone 541), black or a suitable dark background, such as the secondary colour palette.



White out of Pantone 541



White out of black



White out of secondary colour palette



1.6

THE CROWN ESTATE LOGO

Logo artwork

The logo should always be originated from the master artwork. This is available in all appropriate formats with all external files attached.

Ideally, the logo should be reproduced using Pantone references or CMYK from an Illustrator EPS file.

EPS and CDR for Quark, Illustrator or Corel Draw

EPS and CDR files can be printed out in Pantone, CMYK or RGB with Pantone being the standard. EPS files are the universal file format for professional printing at any size and incorporate the Pantone reference system and CMYK values. CDR files are used with Corel Draw and work well within that application. If CDR files are used in other applications then results are not guaranteed.

JPEG for Word, PowerPoint, Excel and other Office applications

JPEGs are the universal file format for Office environments and these versions have been designed to work in RGB.

WMF and EMF files for Word, PowerPoint, Excel and Corel Draw

WMF and EMF files can be printed in CMYK or RGB. They can be used for producing high quality prints at most sizes from general Office applications. Note that the files appear poor quality on-screen due to lack of anti-aliasing on the edges, colour distortion and they do not provide high quality curved edges.

FOR COPIES OF THE LOGO, contact the communications department on 020 7851 5070, or email communications@the-crownestate.co.uk

Use of the logo MUST BE APPROVED by communications before publishing

THE CROWN ESTATE LOGO

Do

- ✓ use the master artwork to originate the logo
- ✓ use the correct colour version
- ✓ use the preferred position (generally ranged right).



Don't

- ✗ modify or distort the logo in any way
- ✗ reproduce the positive logo on dark colours or colours which clash with it. The negative (all white) version should be used.
- ✗ rearrange the elements of the logo
- ✗ enclose the logo within a shape
- ✗ place the logo on a background image
- ✗ place the logo on a pattern or textured background
- ✗ place the logo at an angle
- ✗ break the exclusion zone.

