

IDENTITY GUIDELINES

COLOURS

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

2.1

COLOURS

Primary corporate colours

The corporate colours used in the logo are Crown Estate Blue for the name and Crown Estate Purple for the crown. These colours should be reproduced as specials or if this is not possible, using a 4-colour process. We have also set out the RGB specification for web, Word and PowerPoint.

THE COLOURS SHOWN are representative and not visually accurate. Always match to Pantone chips or CMYK references.

CMYK PERCENTAGES ARE DIFFERENT from those specified by Pantone. Make sure you use the correct percentages for the application you are using.

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

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

2.2

COLOURS

Secondary colour palette

A range of secondary colours and tints has been chosen to complement the corporate colours. Using these colours on print and web applications will help to promote a bright, modern profile for The Crown Estate.

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Pantone 111 4 colour process C 0% M 11% Y 100% K 27% RGB R 171 G 141 B 0	20% tint
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Pantone 299 4 colour process C 87% M 18% Y 0% K 0% RGB R 0 G 160 B 223	20% tint
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Pantone 180 4 colour process C 0% M 76% Y 83% K 11% RGB R 193 G 53 B 50	20% tint
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Pantone 377 4 colour process C 43% M 0% Y 100% K 23% RGB R 113 G 149 B 0	20% tint
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Pantone 215 4 colour process C 0% M 94% Y 34% K 27% RGB R 171 G 19 B 85	20% tint
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Pantone 569 4 colour process C 94% M 0% Y 56% K 18% RGB R 0 G 132 B 120	20% tint
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Pantone 240 4 colour process C 27% M 94% Y 0% K 0% RGB R 196 G 38 B 149	20% tint
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Pantone 633 4 colour process C 91% M 0% Y 15% K 27% RGB R 0 G 125 B 164	20% tint
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