



Brand Guidelines

June 2021 | Version 2.1





Hiya!
Good to see
you here.

Contents

This document is designed to give a brief overview of the Umega brand and visual identity. The aim is to enable all stakeholders to use the Umega logo and brand assets coherently across print and digital media.

Section 1: Defining our brand	03
Who we are	05
How to describe the needs for our services	06
Brand values	07
Brand persona and personality	09
Tone of voice	10

Section 2: Design elements	12
Our logo	13
Primary Logo	15
Primary Logo - Watch-outs	16
Icon Logo	17
Round Logo	18
Vertical Logo	19
Branches Logo	20
Colours	
Core Palette	21
Secondary Palette	22
Gradients	23
Typography	
Avenir	24
Kievit	25
Website Fonts	26
Supporting Elements	27

Section 1

Defining our brand



In this section, we outline the building blocks of the Umega brand, including what we stand for, what sets us apart, why we choose the words we use, and how we've decided to show up in the world.

Who we are

We are Umega.

A people business that does property really well.

We are a breath of fresh air in a sector that's historically been very self serving showing no care at all for the people that make the sector move - it's customers and it's employees.

We're changing that and it's so satisfying.



How to describe the needs for our services

Challenge

For too long in the lettings and estate agency sector standards have been unacceptably low. Tenants, landlords and sellers are treated as though they should be grateful to have even been let in the door of more established agencies. Our industry treats people like numbers and the whole thing is intentionally confusing, with nonsense jargon and elitist attitudes. The same goes for employees; treated like a commodity in a sector that's up itself. It doesn't need to be that way.

Solution

To create a company that humanises the property selling and renting experience. Ultimately dealing with properties is about dealing with people; really looking after them and making things straightforward, convenient and giving the right information in a simple way when they need it.

Result

We've created a company with our customers and employees at the centre. Somewhere where everyone feels at home.



We work to a high bar

Responsible. Disciplined. Responsive. Determined.

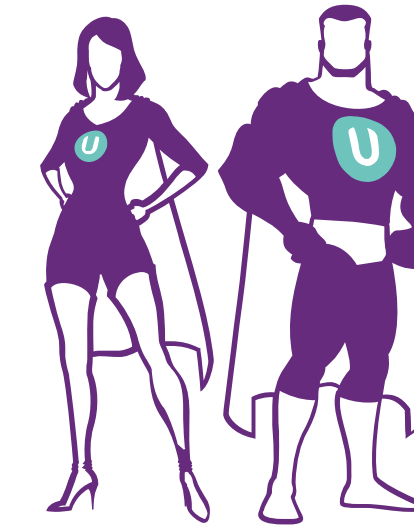
Umega starts with exceptionally high performance. We strive to understand and deliver a better service and experience for both our customers and employees everyday. We go above and beyond and we make sure that we leave our post in better shape than how we found it. We never get complacent.



We take the plunge

Brave. Courageous. We get started.

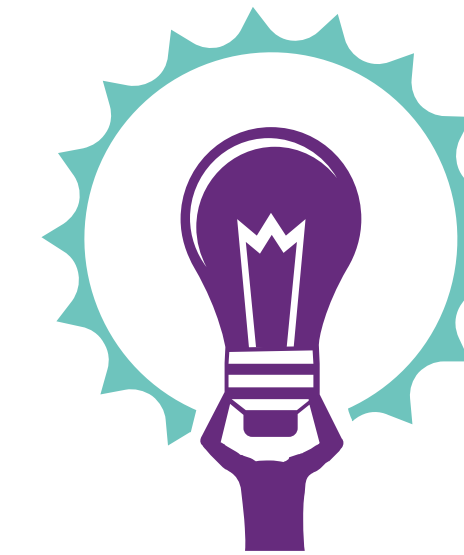
We play the long game. We think big, start small and we act fast. By doing so we learn fast and we improve fast. The important thing is we get started. We acknowledge everyday that perfect doesn't exist and we embrace every chance to do things differently. We want our team to move out of their comfort zone and find better ways of doing things



We show what we are really about

Open. Authentic. Empathetic. Vulnerable. Playful. Friendly.

We do not work in fear of showing who we are, we embrace it and give it to people in bucketloads. By doing so, people can truly understand our business and what we are trying to do. We are friendly and we recognise that internally and externally we are all human beings and we all have things to bring to the table.



We improve people's lives

Caring. Kind. Considerate. Respectful.

When it comes to people's homes, everyone should be treated fairly, with kindness & respect. That's what we do. For tenants, we remember that moving home is an exciting part of life; a new chapter moving to their new home, their sanctuary,. For landlords, they're trusting us with one of their most important assets so we make sure they feel that they're in the best possible hands. For employees who dedicate a huge part of their lives to Umega; we make that time count and we want them to be so proud of their time with Umega.

Brand persona & personality

Our brand is a reflection of our company culture and what we stand for.



We are human.
We're friendly,
personal, youthful,
colourful, modern,
knowledgeable.
We're honest, fair,
and completely
transparent.

We genuinely want to make things better.

We want the best for our landlords, tenants and all the people in our team, and we know that by putting them at the centre of what we do, the end results will speak for themselves. We demonstrate our commitment by going the extra mile, by taking personal responsibility when we've made mistakes and we always look after people.

To summarise we lead by example in our sector.

Tone of Voice

Our tone of voice reflects our unique brand personality

We communicate like we're talking to a friend. The key is to speak to our customers in a way that they can relate to, hear and recognise.

We are humans speaking to humans.

We communicate in informal, plain English, but we are not overly informal. We show that we know our stuff, but we do it in a way that everyone understands. We don't need to baffle people or use over-complicated jargon like the rest of our industry.

Our fresh approach shines through in the way we write about ourselves, our services and what we do. We're light, to the point; clear & simple. We hold processes and communications as simple as possible for everyone. We apply leadership in our tone of voice through understanding "what's needed here"?

Here is what we are (and aren't):

- Playful (but professional)
- Friendly (but not overbearing)
- Warm (but not piping)
- Humorous (but respectful)
- Lively (but not laid back)

We go off-piste, break convention & write in a way that people wouldn't expect from our industry. We are genuine, open, playful and kind; we are responsible, brave, self starters and humble. This is what sets us apart.



Section 2



Design elements

In this section, we outline best practices for the use of Umega brand assets and offer useful examples.

Our Logo

Logo Architecture

The Umega logo is clean and trustworthy, while retaining more than a little personality.

There are four logo structures:

1. Primary Logo
2. Icon Logo
3. Round Logo
4. Vertical Logo

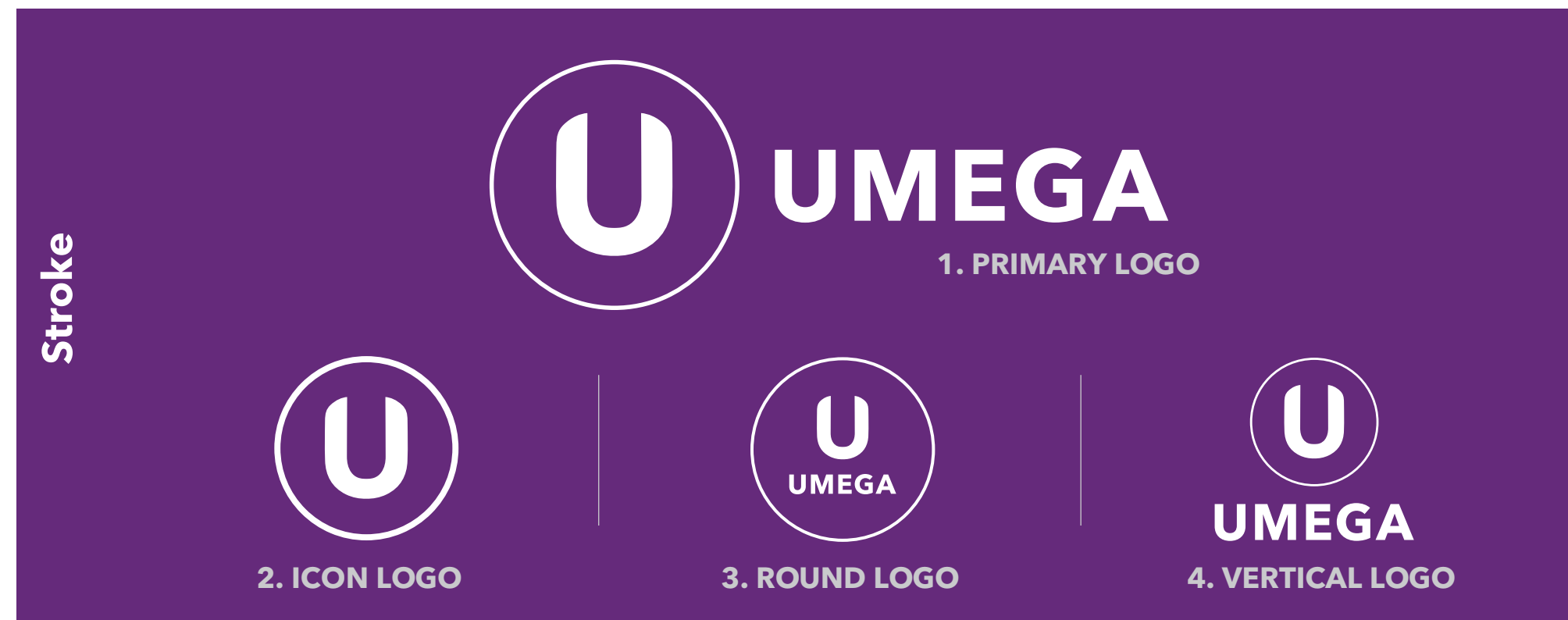
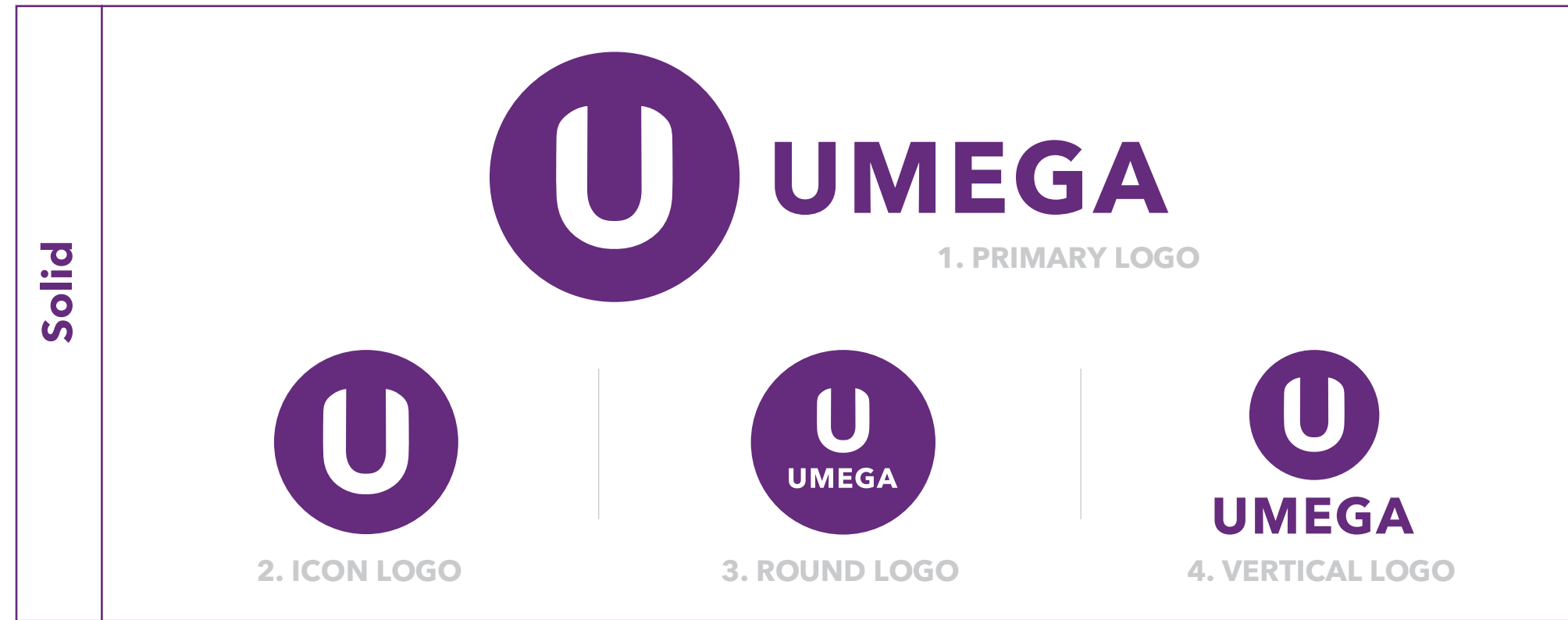
(Guidelines for each can be found in the following pages).

Solid or Stroke?

The logo always incorporates a roundel, either in the form of a solid purple fill or thin white stroke. The choice depends on the background colour:

Use Solid on a white or light background

Use Stroke on a purple or dark background



Primary Logo

The primary version of the Umega logo combines the icon logo with the company name on the right side.

When should it be used?

This full version of the logo should be used whenever possible to re-enforce the brand.

Clear Margin

A margin of clean space should be left around the logo on all sides.

The minimum margin is the same width as the letter 'U' in Umega



CLEAR MARGIN

The minimum margin is the same width as the letter 'U' in Umega

Watch-outs

X Do not crop the logo



X Do not change the transparency of the logo



X Do not shuffle around the colors



X Do not use different colors



X Do not change the size or position of the 'U' device and logotype



X Do not distort the logo



X Do not use drop shadows or any other effects



X Do not re-create using any other typeface



X Do not outline logotype



X Do not rotate any part of the logo



Icon Logo

The icon version of the Umega logo features the 'U' device, visual shorthand for 'Umega'.

When should it be used?

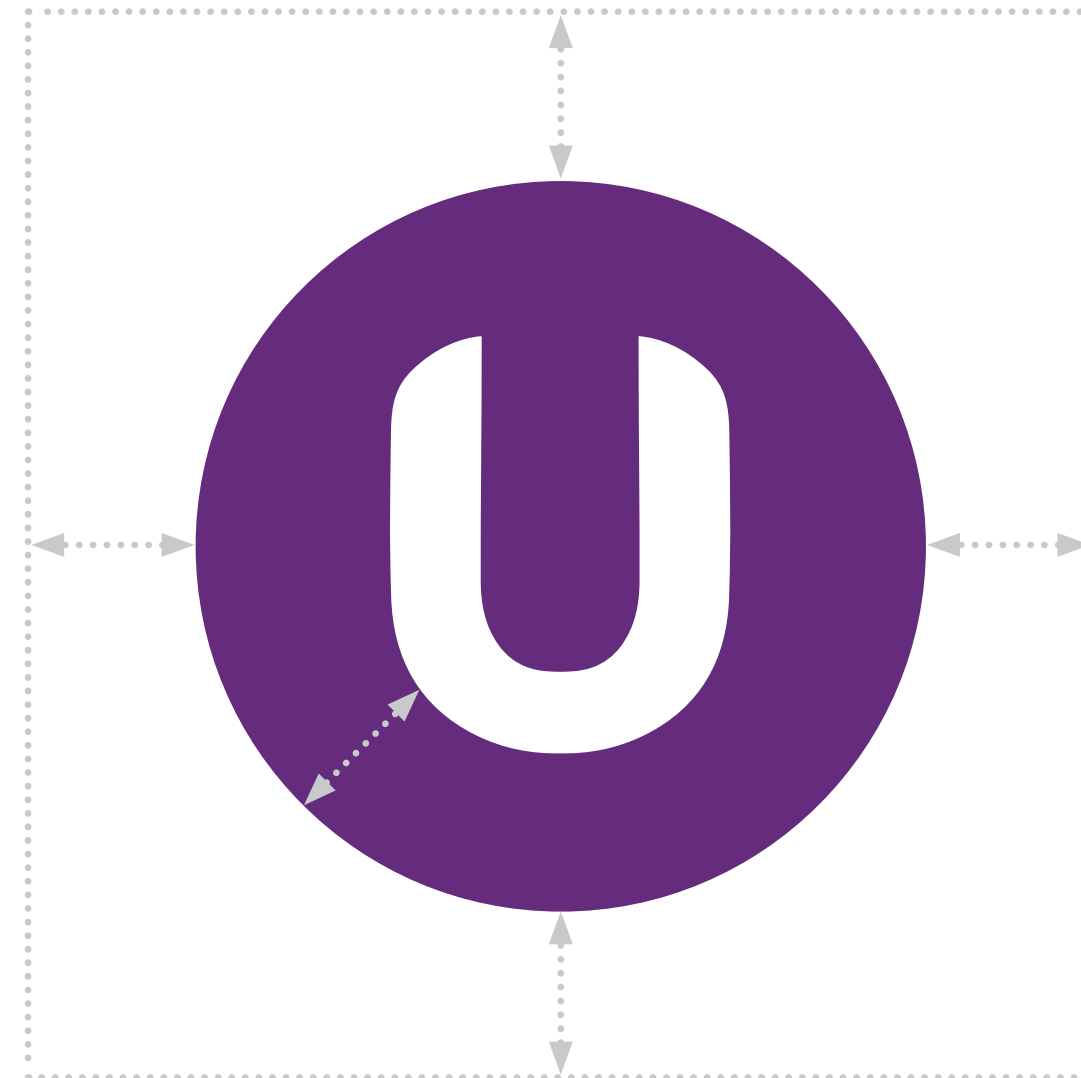
It is primarily designed for use at small sizes, where space is too limited for the full logo to be used legibly.

Clear Margin

A margin of clean space should be left around the logo on all sides. The minimum margin is defined by the distance between the 'U' device and the roundel edge.

Watch-Outs

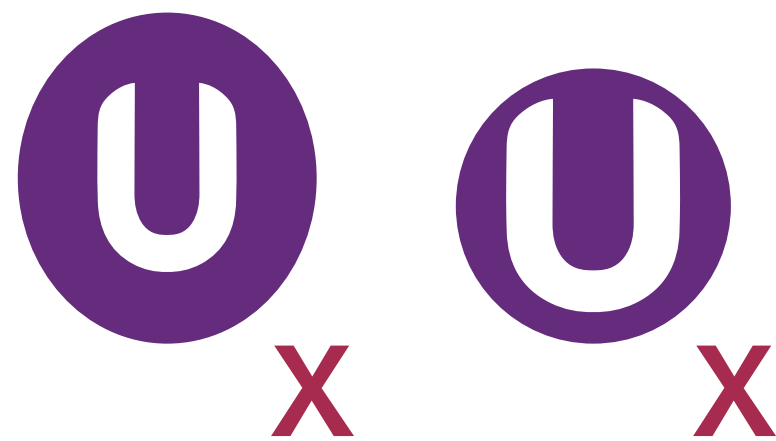
- ✗ Never scale the logo out of proportion
- ✗ Never adjust the roundel independently



CLEAR MARGIN

The minimum margin is defined by the defined by the width of the letter 'U' in Umega.

WATCH OUTS



Round Logo

The Round version of the Umega logo combines the 'U' device with the company name. All of which is centred within a roundel.

When should it be used?

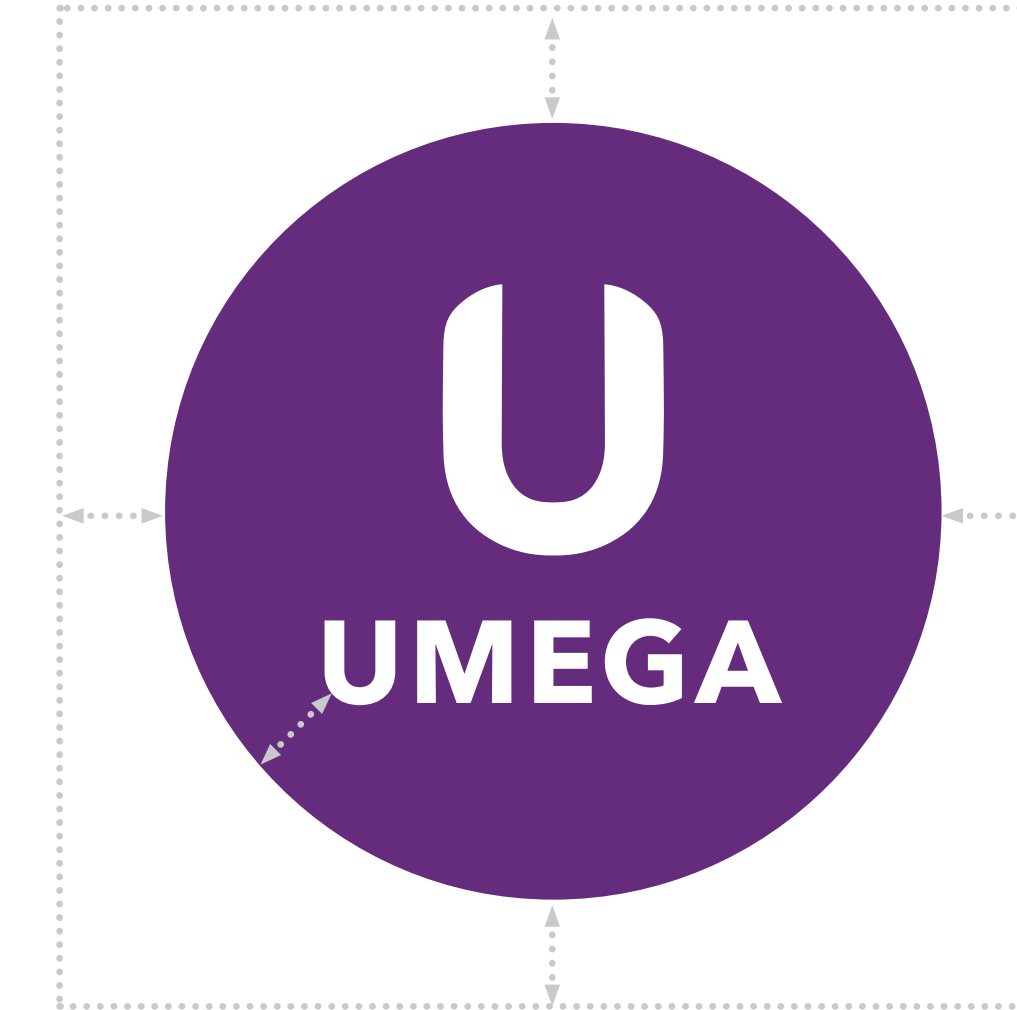
This is a secondary logo, designed for situations where a logo featuring the company name is required, but the Primary Logo is not viable due to size/space constraints.

Clear Margin

A margin of clean space should be left around the logo on all sides. The minimum margin is defined by the distance between the word 'Umega' and the roundel edge.

Watch-Outs

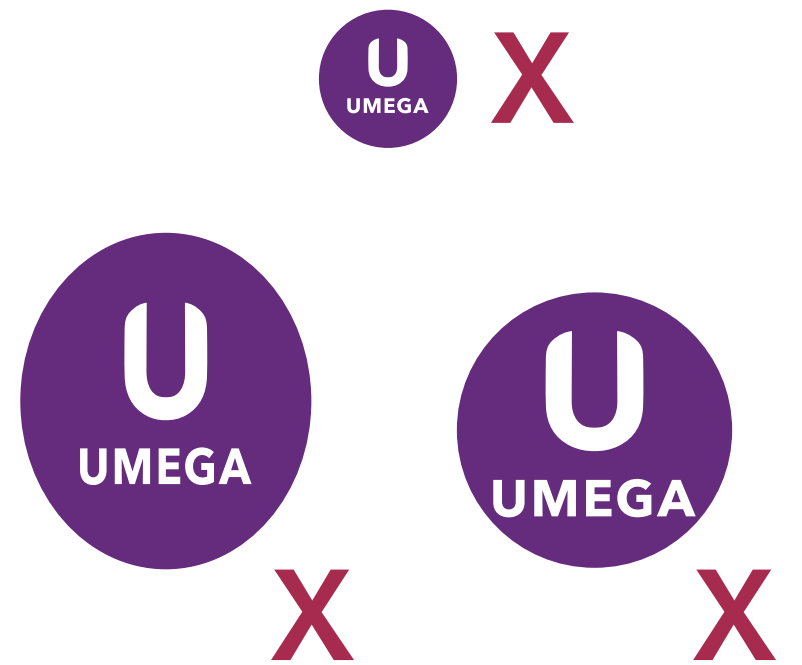
- ✗ Always ensure logo text is legible
- ✗ Never scale the logo out of proportion
- ✗ Never adjust the roundel independently



CLEAR MARGIN

The minimum margin is defined by the defined by the width of the letter 'U' in Umega.

WATCH OUTS



Vertical Logo

The Vertical version of the Umega logo combines the 'U' device with the company name placed under it, all of which is centred.

When should it be used?

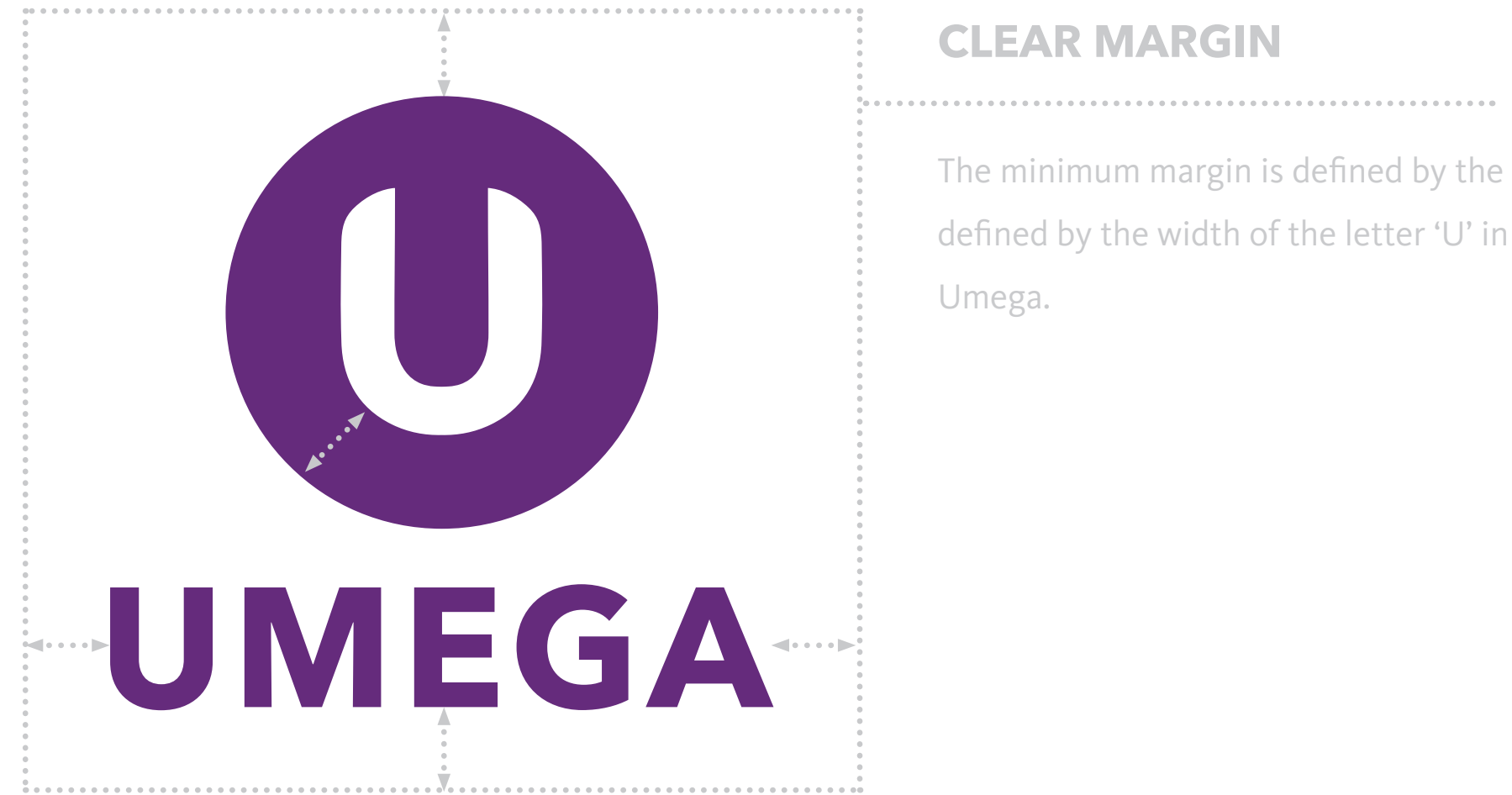
This is an alternate secondary logo, designed for situations where a secondary logo featuring the company name is required, but the Round logo is not viable due to size/space constraints.

Clear Margin

A margin of clean space should be left around the logo on all sides. The minimum margin is defined by the distance between the 'U' device and the roundel edge.

Watch-Outs

- X Never scale the logo out of proportion
- X Never adjust the size of the 'U' icon independently
- X Never adjust the space between the 'U' icons and the word 'Umega'



WATCH OUTS



Branches Logo

Branches Logo Guidelines

For the Umega branches which need their own logo, we use the Umega Primary logo and add the branch name under the word 'UMEGA'.

The branch name is typeset in Avenir Next LT Pro Light, all caps, with adjusted tracking so the word would fit the same width as the 'UMEGA' word. If the branch name is particularly short and looks too spread out, it is accepted to reduce the tracking and center the branch name under the 'UMEGA' word.



As a group, the 'UMEGA' word and branch name should be vertically centred and aligned with the Icon logo, and its height should not exceed the height of the white 'U' in the roundel.



Colours: Core Palette

The Umega colour scheme consists of a core colour palette (Purple, Green, Grey and White), a secondary palette (Lavender, Lilac, Grey and Gold), and a set of three gradients.

Tints of these colours can also be used at 20% increments. Colours should be strong and bold.

Core Colours

Purple is the main brand colour. Paired with white, it dominates the logo and is generally used for titles or backgrounds fills.

Green should be used as secondary colour for titles, highlights and 'call to actions'.

Grey can be used for tertiary elements.

Umega Purple

Pantone	520C
CMYK	67.95.4.16
RGB	97.45.108
HEX	#612d6c

Umega Green

Pantone	563C
CMYK	54.0.29.2
RGB	107.187.174
HEX	#6bbbbae

Cool Grey

Pantone	3C
CMYK	0.0.0.24
RGB	196.196.196
HEX	#c4c4c4

White

Pantone	n/a
CMYK	0.0.0.0
RGB	255.255.255
HEX	#ffffff

Colours: Secondary Palette

Secondary Colours

The Umega additional colour palette consists of Lavender, Lilac, Warm Grey and Gold.

Lavender and **Lilac** can be used for tertiary elements such as shapes or backgrounds fills.

Warm Grey should be used for all body text across Umega's printed material and digital files (.pdf ; .doc).

Umega Sales Gold should be used as a secondary colour for the 'Umega Sales' branch branding only, for highlighted text, shapes or backgrounds fills.

Umega Lavender

Pantone	7676C
CMYK	55.60.8.0
RGB	130.113.168
HEX	#8271a8

Umega Lilac


Pantone	522C
CMYK	32.38.2.0
RGB	173.157.199
HEX	#ad9cc8

Warm Grey

Pantone	425C
CMYK	63.55.55.30
RGB	88.87.86
HEX	#585756

Umega Sales Gold

Pantone	7752C
CMYK	16.30.91.0
RGB	216.173.61
HEX	#d8ad3d

Use only for 

Colours: Gradients

Umega Gradients

The Umega gradients consist of Purple Brain, Forever Lavender and Oh My Lilac. Each one is a gradual blending between two of the purple shades from the Primary and Secondary Umega colour palettes.

They should be used sparingly, only for tertiary elements such as shapes or backgrounds fills.

Purple Brain is a very strong and bold gradient, which use should be preferably kept for social media graphics, rather than print material.

<p>Purple Brain</p>	<p>CMYK 67.95.4.16 RGB 97.45.108 HEX #612d6c</p>	<p>Forever Lavender</p>	<p>CMYK 67.95.4.16 RGB 97.45.108 HEX #612d6c</p>	<p>Oh my Lilac</p>	<p>CMYK 55.60.8.0 RGB 130.113.168 HEX #8271a8</p>
<p>Purple Brain</p>	<p>CMYK 51.92.0.0 RGB 97.45.108 HEX #612d6c</p>	<p>Forever Lavender</p>	<p>CMYK 55.60.8.0 RGB 130.113.168 HEX #8271a8</p>	<p>Oh my Lilac</p>	<p>CMYK 32.38.2.0 RGB 173.157.199 HEX #ad9cc8</p>

Typography: Avenir

Avenir Next LT Pro

Avenir is an upbeat font family that appears in the Umega logo. It is our brand primary font and it is used for headings, but also for caption/text in our graphics for social media.

Letter spacing should be slightly loose (+10 to +25).

Umega headlines are set in Avenir.

Do not use in any of its 'heavy' weights.

<p>Thin Condensed <i>Thin Condensed Italic</i> Ultralight Condensed <i>Ultralight Condensed Italic</i> Light Condensed <i>Light Condensed Italic</i> Condensed <i>Condensed Italic</i> Medium Condensed <i>Medium Condensed Italic</i> Demi Condensed <i>Demi Condensed Italic</i> Bold Condensed <i>Bold Condensed Italic</i> X Heavy Condensed X Heavy Condensed Italic</p>	<p>A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> X A Better Way to Rent or Sell Homes X A Better Way to Rent or Sell Homes</p>	<p>Thin <i>Thin Italic</i> Ultralight <i>Ultralight Italic</i> Light <i>Light Italic</i> Regular <i>Regular Italic</i> Medium <i>Medium Italic</i> Demi <i>Demi Italic</i> Bold <i>Bold Italic</i> X Heavy X Heavy Italic</p>	<p>A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> A Better Way to Rent or Sell Homes <i>A Better Way to Rent or Sell Homes</i> X A Better Way to Rent or Sell Homes X A Better Way to Rent or Sell Homes</p>
--	--	--	--

Aa Bb Cc Dd Ee Ff Gg Hh Ii
 Jj Kk Ll Mm Nn Oo Pp Qq
 Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789

Typography: Kievit

Kievit

Kievit is a clean, versatile font family designed for body copy. It can also be used for subheadings and should generally be used in sentence case.

Typeset all text and paragraph text in Kievit.

When using Kievit to set text on embedded or printed collateral for Umega, always typeset it with optical kerning, set the tracking to 0, and set in title case or sentence case (as determined by the content).

Do not set in all caps.

Do not use in any of its 'black' weights.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Thin

Thin Italic

Extralight

Extralight Italic

Light

Light Italic

Light

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

X Black

X Black-Italic

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

A Better Way to Rent or Sell Homes

Typography: Website Fonts

The 2021 remodeled Umega website (umega.co.uk) uses a combination of two modern webfont families (Playfair Display, and Open Sans) to create contrast.

Playfair Display

Playfair Display an elegant, serif webfont and it is used for headings only. It should not be set in all caps, and should be used in regular weight only.

Open Sans

Open Sans is versatile webfont sans-serif family used for headlines and body text. It can be used in a variety of colours, sizes, lowercase or allcaps, regular (300), semibold (400) or bold weight.

Playfair Display

We offer a better way
to rent or sell your home

Open Sans

The Umega team are leading Edinburgh letting agents and estate agents working hard to deliver a better way of renting and selling homes in Edinburgh.

Scotland's Residential Letting Team of the Year 2018, 2019 & 2020 .

Supporting Elements

Shapes

Circles

Echoing the Umega logo, circles form an important part of the Umega brand. They can be used to call-out important messages.

Full width lines/banners

Lines and blocks that span the entire page are used to provide structure (e.g. below titles), and draw attention to key information.

On purple backgrounds, these should be Green, White or Gold* (*for Umega Sales only) while on white backgrounds any Umega brand colour can be used.

Dotted lines

Dotted lines are used to create connections between shapes in busy documents.



Photography

The Umega brand is brought to life through use of lifestyle photography. Images should be bright and well lit. People featured should be happy and relaxed (emotions that working with Umega illicit). They should be representative of Umega's target customer. Locations should be airy and modern and compositions natural.

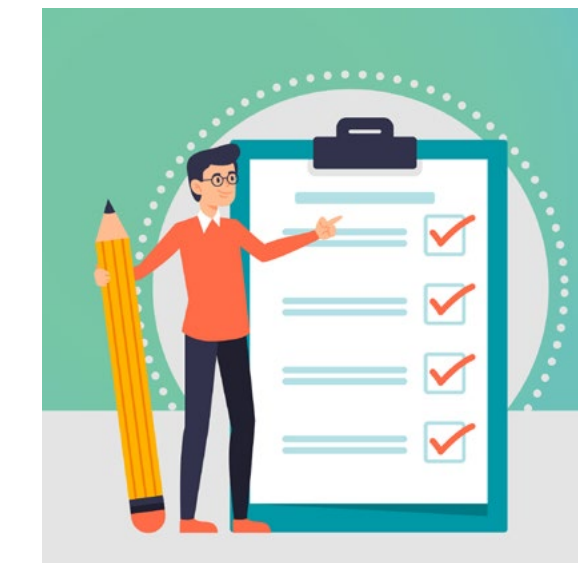
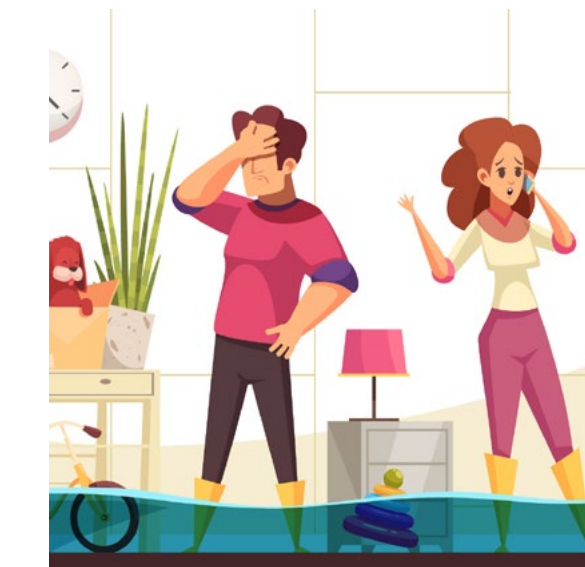
Photography & illustrations checklist:

- bright/well lit
- modern setting
- natural composition
- reflects target group
- Isolated subjects on light purple or green background
- happy/relaxed
- high-quality properties
- Edinburgh residential streets and buildings



Illustrations

Illustrations should always reflect the Umega personality of open, approachable, smart and authentic. They can be witty, but never silly.



Video

Lower thirds

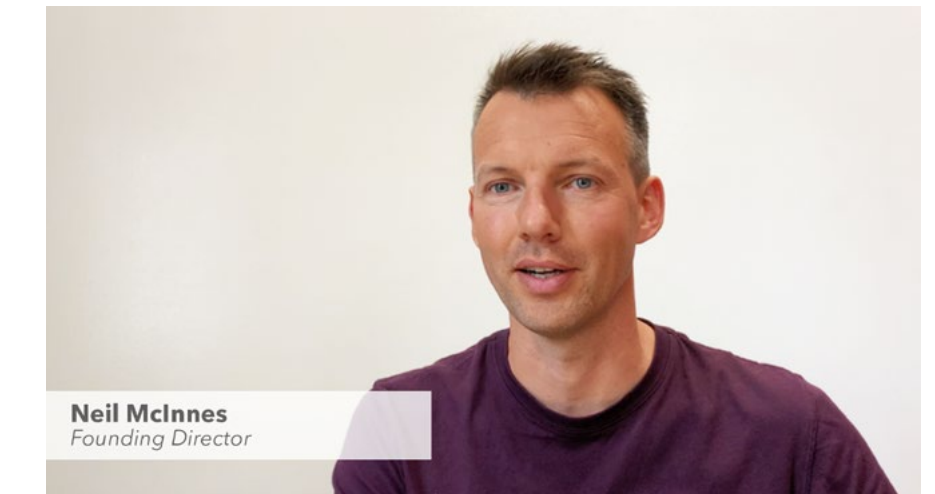
Design should be clean and clear. Names should be set in Avenir bold, titles in Avenir italic and backgrounds set to 80% opacity.

Ending slates

All videos should end with the Umega logo, animated or still.

Watermarked logos

Watermarked logos should be placed in the upper left at 50% opacity.



Thank you!