



**EPRA**  
EUROPEAN PUBLIC  
REAL ESTATE ASSOCIATION

# Brand identity style guide

2017





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# Introduction

These guidelines are meant to help you understand the elements used to create consistent and effective communications for the EPRA organisation.

Take time to review and incorporate the material in this style guide.

This style guide will define:

- Our logo: its uses, its variations, its clear space, its minimum size, its incorrect uses, etc;
- The colour palette
- The font family used

**WHY**

**EPRA believes the European listed real estate sector is entering an era of sustained expansion because the industry's investment characteristics are well matched to some of the greatest social and economic challenges of our time.**

We believe in a future of development, trust and collective benefits, where listed real estate companies are the guardians of many of the highest quality assets in our cities from office complexes, retailers, residential property and shopping centers to student houses and healthcare and retirement facilities.

**HOW**

**We achieve this through two main activities:**

**REPRESENTATION**

Providing quality information to investors and stakeholders and active involvement in the public and political debate.

**FACILITATION**

With the improvement of the general operating environment, EPRA safeguards the industry's professional standards and good governance. EPRA provides key services to its members such as the Index, consultancy, research, education...

**WHAT**

**EPRA promotes, develops and represents the European public real estate sector.**

With more than 220 members, covering the entire spectrum of the listed real estate industry (companies, investors and their suppliers), EPRA represents over EUR 365 billion of real estate assets and 93% of the market capitalisation of the FTSE EPRA/NAREIT Europe Index.

# Our logo



Main logo on light background to be used whenever possible



Logo variation on dark backgrounds



PRIMARY  
HORIZONTAL  
LAYOUT

The preferred primary version  
of the EPRA logo



SECONDARY  
VERTICAL  
LAYOUT

To be used whenever the primary  
horizontal layout is not appropriate

When placing the logo on dark background use the equivalent layout following the versions above



WHITE  
HORIZONTAL  
LAYOUT



WHITE  
VERTICAL  
LAYOUT

A minimum amount of clear space should surround the EPRA logo, separating it from other graphic design elements. This protected area preserves the legibility and visual impact of the logo.

The standard minimum clear space on all sides of the logo is equal to the height of the letter “A” in EPRA.



LOGO MINIMUM SIZE



MINIMUM PRINT SIZE FOR HORIZONTAL LAYOUT **WITH BASELINE**  
NOT TO SIZE

MINIMUM PRINT SIZE FOR HORIZONTAL LAYOUT **WITHOUT BASELINE**  
NOT TO SIZE



MINIMUM PRINT SIZE FOR VERTICAL LAYOUT **WITH BASELINE**  
NOT TO SIZE

MINIMUM PRINT SIZE FOR VERTICAL LAYOUT **WITHOUT BASELINE**  
NOT TO SIZE

If smaller print size is needed or for use on the web when space is very limited use the logo without the baseline



**Do not** use the previous versions of the EPRA logo.



**Do not** skew, rotate, stretch, change the colour or attempt to make the EPRA logo 3-dimensional in any way.



**Do not** add drop shadows to the logo or use a different font than the style guide font.



**Do not** implement the EPRA logo on a background that sacrifices the readability of the logo.



**Do not** use more versions of the logo have more than one color. Keep it simple.



# Colour palette

HEX

#12497F

R G B  
18 73 127

C M Y K  
98 72 23 8

HEX

#2274BC

R G B  
34 116 188

C M Y K  
83 48 0 0

HEX

#69AAF3

R G B  
105 170 243

C M Y K  
59 25 0 0

HEX

#EBA61C

R G B  
235 166 28

C M Y K  
7 38 93 0

HEX

#C6C5C2

R G B  
198 197 194

C M Y K  
25 19 22 2

HEX

#DFDFE0

R G B  
223 223 224

C M Y K  
15 11 11 0

# Typography

The **Overpass font family** is the primary typeface for all design materials (print assets, infographics, etc) and headlines as well as online use.

## Overpass Thin

abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)

## *Overpass Thin Italic*

*abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)*

## Overpass Extra-Light

abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)

## *Overpass Extra-Light Italic*

*abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)*

## Overpass Light

abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)

## *Overpass Light Italic*

*abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)*

## Overpass Regular

abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)

## *Overpass Regular Italic*

*abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)*

## Overpass Semi-Bold

abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)

## *Overpass Semi-Bold Italic*

*abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)*

## Overpass Bold

abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)

## *Overpass Bold Italic*

*abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)*

## Overpass Extra-Bold

abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)

## *Overpass Extra-Bold Italic*

*abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)*

## Overpass Black

abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)

## *Overpass Black Italic*

*abcdefghijklmnopqrstuvxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 €£&@?!/+(.,:;)*