Guidelines to create your Multi-agent property showcase co-branded template advert

Please note: This is a template to be copied and created by yourselves. Please do not print and use as it is.

Blue Outer Frame:
A blue frame contains the headline, logos and individual property adverts. The blue must be PMS 302 or CMYK 100, 71, 39, 34. The blue panel at the top of the ad should occupy the same vertical proportion of the page and comfortably accommodate the headline and OnTheMarket.com logo as in the example shown.

White panel:
A white panel should run across the ad, behind the property adverts. This panel should comfortably contain the property squares and the distance between the squares and the blue background should be equalized left and right and below.

Headlines:
Please use the headline ‘property choice’, in white out of the dark blue with the OnTheMarket.com map marker replacing the ‘o’ of ‘choice’. This is available to download as a logotype from the Agents’ Mutual website here.

Main sub-head:
Please use the subhead supplied, set in AG Rounded Bold at a size that sits comfortably in the white box.

Small map marker graphics:
The smaller map markers should be used on the blue background, as shown, to add visual interest to the execution. They can be used in three sizes and three different opacities (30% 50% 75% of solid) and should be placed to deliver a balanced design and without interfering with, or detracting from, the other visual elements. These are available as separate elements as .png or .eps files on the marketing page.

Property boxes:
Each property should appear in an equal size panel, in this example measuring 62mm by 67.5mm. The picture area should also carry your company’s logo, sized and positioned as per your own guidelines. When more than one agent has featured properties please ensure that all logos are correctly used. The copy area should have a subhead, running copy and contact details sized as shown in the example.

Legal text:
Please ensure that the legal text from the examples appears exactly as supplied below, in the same position and using Arial MT Condensed 9pt.

The legal text is: