BRAND GUIDELINES

Landsec

WELCOME TO OUR BRAND GUIDELINES

It sets out who we are, how we talk and how we look, whenever and wherever the Landsec brand is on show.

It's both a practical guide to help ensure brand materials and communications are developed consistently and cohesively, as well as a document for onboarding people who are new to the brand.

Contents

VERBAL IDENTITY

About Landsec
Message hierarchy
Tone of voice

Definition:

The words we use, and the stories we tell, create an impression in people's minds about Landsec.

We must choose our words with care and aim for consistency in our messaging and our tone. What we say and how we say it: that's our verbal identity.

ABOUT LANDSEC

SHAPING PLACES THAT STAND THE TEST OF TIME

About Landsec
Message hierarchy
Tone of voice

Landsec is built on places that stand the test of time.

Places that are scarce in number but high in potential. Places with meaning. Places that create opportunity, enhance quality of life and bring joy to the people who live, work in or visit them.

Our business was forged through our ability to identify and act on those scarce opportunities where we can shape, curate and sustain places that create value. Value not just for our business but for all those connected to it.

We've honed this ability over 80 years. Spotting the opportunities, building the partnerships and continually adapting to shape the places that meet the needs of a changing world.

We exist because of our places. Our places are what they are because of Landsec.

> About Landsec
Message hierarchy
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MESSAGE HIERARCHY

Embedding our narrative

If you're writing on behalf of Landsec, it's important that messaging is reflective of our Landsec narrative. This will ensure everything we share is connected which will help us to build our brand and embed our purpose.

Our business units have their own propositions tailored to their specific audiences, including consumers and B2B.

These propositions align with the Landsec narrative and leverage the Landsec brand. References to our Landsec narrative might therefore be subtle, or they might be explicit - this will depend on the context of the content and the audience, and we trust those writing on behalf of Landsec to make this judgement.

If you have any queries please <u>contact the brand team</u>.

TONE OF VOICE

Writing copy is an opportunity to promote the Landsec brand and is a key part of building our reputation with our customers, partners, communities and investors.

By becoming familiar with our writing identity, you'll be able to sound like Landsec when producing copy, and can represent the organisation effectively and consistently, whether as a colleague or copywriter.

Our tone of voice principles:

1. We are
ADAPTABLE

2. We are
PURPOSEFUL

3. We are
CONVERSATIONAL

We operate in diverse communities and in a progressive society, so it's important the way we communicate reflects this.

No two audiences are the same, which is why we adapt our spoken and written word to the community or audience we're working with or speaking to.

We avoid jargon and acronyms wherever possible - we show the world that real estate is for everyone, and our places are for all.

ADAPTABLE

Our purpose drives everything we do and ensures we always have a meaningful impact.

So, our copy must be direct, written with intent and always relevant to the audience and the subject.

We engage our audiences with vital, clear, and insightful information.

We don't overload with details, and we don't go overboard on the number of times we interact with audiences.

We're thoughtful and incisive - less is more.

PURPOSEFUL

We're conversational. The Landsec brand is empathetic and human.

We're professional, and progressive in our language, modern and not too corporate.

Our tone has energy and compassion, and while still professional, we always ensure we're relatable.

We write in a warm manner that appeals to the specific audience we're writing for or to.

CONVERSATIONAL

Examples:

ADAPTABLE

Reports and documents:
Our 2023 impact report highlights how our places and activities are positively affecting communities across the UK, and are designed to stand the test of time. Whether our economic contributions, or the social and sustainable value we deliver, we recognise that our decisions resonate in the long term, and make a significant difference to many.

PURPOSEFUL

Social media:
Providing mentorship and learning for young people from underrepresented backgrounds is vital part of our business' future. Reflecting the communities we're a part of and increasing diversity is essential to the places we want to create.

Reports and documents:
Through our ability to continually adapt – to shape the places that meet the needs of people and business in a changing world – we're well placed to thrive, now and in the future. There's real excitement within our business and among our partners about the opportunities ahead, and the impact we can have.

Website:
At Landsec, we've committed to supporting at least five students with three-year bursaries of up to £30,000 to complete relevant qualifications and last month introduced our first cohort of Landsec Futures interns, who'll receive six months of fully paid on-the-job experience.

CONVERSATIONAL

Insights article:
The Barbie and Oppenheimer films created a huge buzz in the leisure industry.

Social media:
Nothing in our history has happened by chance. Every place we identify is for its potential to create lasting value. Every partnership we form with our communities and our customers is to create mutual success. And every person that works at Landsec joins to bring their skills and talent to shape the next chapters of our story.

Reports and documents:
Nature plays a vital role in keeping our planet habitable – from the food that we eat, to the air that we breathe. As one of the UK's largest developers, we can play a meaningful role in improving nature in our cities. We know that nature and urban developments can co-exist – Bluewater is a prime example of this.

COMBINATIONS

Insights article:
Were you team Barbie? Or team Oppenheimer? Whatever your answer, the 'Barbenheimer' movie phenomenon was a driving force behind consumer activity, alongside a new flagship, first-ever-store and a unique sustainable brand opening attracting people from near and afar to our destinations.

CONVERSATIONAL & PURPOSEFUL

Website:
Given the vibrant cultures we work with every day across our portfolio, we see that there's significant opportunity to encourage voices within those communities, empowering them to lead change in the places they know the best.

ADAPTABLE & PURPOSEFUL

About Landsec
Message hierarchy
> Tone of voice

WRITING PRICIPLES

While understanding Landsec's purpose is crucial, there's also functional communication rules to follow.

Our writing principles:

1. Focus
2. Inclusivity
3. Clarity
4. Uplifting
5. Factual
6. Active, not passive
7. Humour
8. No jargon

9. Our name
10. Full stops
11. Exclamation marks
12. Quotation marks
13. Dates
14. Contractions
15. Job titles

1 **Focus** → We write because we have a viewpoint to share, not just for the sake of writing.

Example:

| Landsec has a sustainability strategy in place | ✕ → | At Landsec, our sustainability strategy helps shape a greener future for communities. | ✔ |

2 **Inclusivity** → We write to bring people together. We always respect the views of others.

Example:

| We encourage guests to visit our sites. | ✕ → | We welcome all guests to explore and connect with our spaces. | ✔ |

3 **Clarity** → We avoid long, convoluted sentences and break up long copy with subheadings for easy readability.

Example:

| Our spaces are tailored to ensure functionality, accessibility, and sustainability, and we take pride in creating them for communities across the UK. | ✕ → | We create spaces that are functional, accessible, and sustainable - designed with communities across the UK in mind. | ✔ |

About Landsec
Message hierarchy
> Tone of voice

4 Uplifting

→ We celebrate the impact that we have in our places. We're not egotistical, our achievements are because of the people, partners and communities we work with, and for the benefit of everyone connected to our places.

Example:

| Landsec led the way in creating this award-winning space. | ✗ | → | This award-winning space is a testament to the hard work of our teams and the support of our partners. | ✔ |

5 Factual

→ We back up what we say with evidence.

Example:

| Landsec led the way in creating this award-winning space. | ✗ | → | Through initiatives like our Nature Strategy, we've planted over 2,000 trees in urban areas to support biodiversity. | ✔ |

6 Active, not passive

→ We use the active voice.

Example:

| The project was delivered by the team on schedule. | ✗ | → | The team delivered the project on schedule. | ✔ |

About Landsec
Message hierarchy
> Tone of voice

7 · **Humour** →

Humour can be a powerful communication tool, but always requires cultural cues and context. Use sparingly in copy, and if there's any doubt, <u>contact the brand team</u>.

Example:

| Our net-zero efforts are heating things up - everything except for the planet! | ✗ | → | Our net-zero efforts are cooling carbon emissions and creating a better tomorrow. | ✔ |

8 · **No jargon** →

We explain acronyms and don't assume knowledge.

Example:

| This development meets BREEAM standards. | ✗ | → | This development is BREEAM-certified, meaning it meets leading sustainability standards for buildings. | ✔ |

9 · **Our name** →

We refer to Landsec as a collective - which we're part of. We introduce Landsec by the name initially and then switch to referencing it as a collective we're part of for the rest of the copy. This encourages a sense of shared momentum and empathy within any message. Where possible, it's always Landsec. Try to avoid Landsecs or Landsec's.

Example:

| Landsec's people work together as a vast, dedicated collective. | ✗ | → | At Landsec, we approach each project as a collective. | ✔ |

10 **Full stops** →

Titles shouldn't use full stops, unless needed for a purposeful, creative effect. We don't end bulleted sentences with full stops.

When writing body copy, or sub-headers which have a more sentence-like structure or length (contains a subject and predictive, question, command or multiple clauses) you should end the sentence with appropriate punctuation. Most importantly, you should be consistent.

11 **Exclamation marks** →

In general we should avoid these, they can read as trivial or aggressive. If you're unsure, it's probably not needed.

12 **Quotation marks** →

We use single quotation marks.

Example:

Our "Build Well, Live Well, Act Well" strategy underpins all we do. ✕ → Our 'Build Well, Live Well, Act Well' strategy underpins all we do. ✓

13 **Dates** →

When writing the date we keep it simple.

Example:

5th June 2023 ✕ → 5 June 2023 ✓

14   # Contractions   →

When writing longer copy, using contractions can add a candid and friendly tone. We therefore encourage this as it builds rapport.

Example:

| We will build ✗ | → | We'll build ✓ |

When writing titles or headers, a contraction can sometimes take away some of its impact, so in this case we'd avoid contractions.

Example:

| We're Landsec ✗ | → | We are Landsec ✓ |

15   # Job titles   →

We format job titles consistently as follows:

Example:

Brooke Hobson-Jones, Internal Communications Manager, Landsec ✓

TERMINOLOGY

SUSTAINABILITY

- We say we were the 'first commercial property company in the world to set a science-based carbon reduction target'

- We refer to the people we're supporting through Landsec Futures employability partnerships as 'further from the jobs market', or 'from underrepresented backgrounds'

- We say net zero, not Net Zero and we don't say carbon neutral

WORKPLACE

- We very rarely describe any of our spaces as offices, we say workplace when we're talking about any of our buildings and the immediate surrounding area

- Workspace is the area inside a building where individual people, teams or businesses work, it could refer to their desk, break out areas and meeting rooms

- Our office tenants are our customers

- Our flexible office brand is MYO, not Myo

DIVERSITY AND INCLUSION

- We respect everyone's personal language choices and will use the terminology preferred by individuals to describe themselves

- We say disabled person not person with a disability

- We would always refer to Scope, the UK's disability charity for specific terminology, if you're unsure, contact the brand team

RETAIL

- We call our retail assets our retail destinations

- Our retail and leisure customers are our guests

- We refer to our retail tenants as our brand partners

PEOPLE

- We talk about our people or our colleagues, not our staff or employees

- Employee is a term used in employment terms or contracts

PUBLIC AFFAIRS

- We say councillor not counsellor, and when emailing, we address them as Councillor SURNAME, unless we're familiar enough to use a first name

About Landsec
Message hierarchy
> Tone of voice

VISUAL IDENTITY

Definition:

Our visual identity assets consist of our logo, colour, fonts, grids, layouts and imagery.

The way in which these assets are used together enables people to become familiar with who we are. When we combine our verbal and visual identity, we call this our brand identity.

Visual identity index

An index of what is covered in our visual identity. Click to quickly navigate to a specific section of the guidelines.
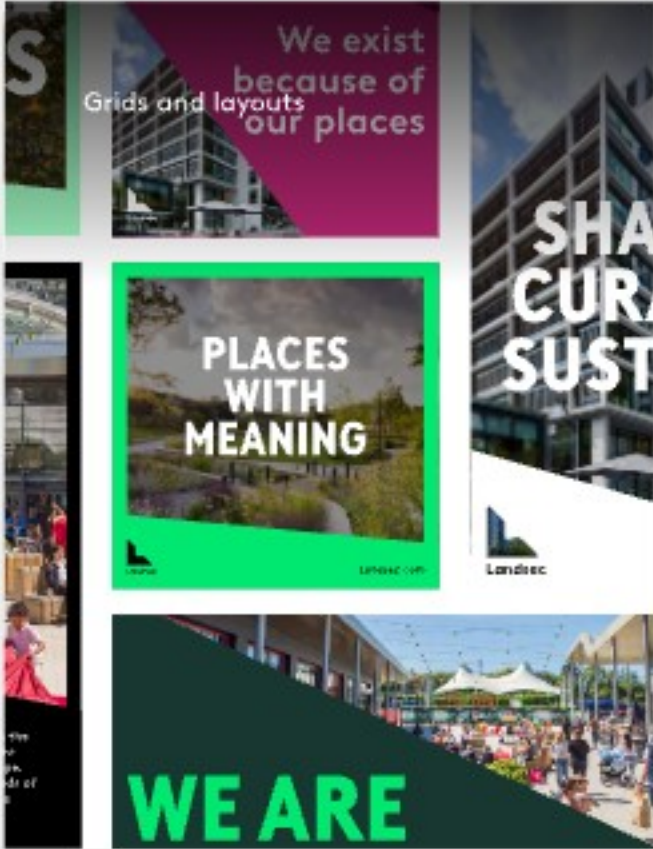
Logo
Colour
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Grids and layouts
Imagery
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Infographics
Applications
Accessibility

Logo

Colour

Fonts

Grids and layouts

Imagery

Icons

Infographics

Application

LOGO

Logo hierarchy

There are a number of ways to use our primary logo.

Use this page to navigate to the specific logo guidance you are looking for.

Primary logo

Primary logo variations

Wordmark

Programme and initiative brands

Endorsed brands

Co-branded

Place brands

PRIMARY LOGO

Primary logo

Our logo represents our future aspirations and acknowledges the value of our past.

It's strong and dynamic. Its shape, the cornerstone, serves as a consistent foundation for much of our identity.

Contact the brand team for access to our primary logo.

Landsec

Primary logo: elements

Our logo has two elements: the cornerstone and the wordmark.

When the cornerstone is locked up with our name, we have a logo that is a representation of our brand: it connects to our heritage and ultimately lays the foundations for our future.

The wordmark should only be used separately from the cornerstone in limited circumstances. See page 50 for rules surrounding our wordmark.

The cornerstone should never be used on its own separate from the wordmark.

Cornerstone

Wordmark
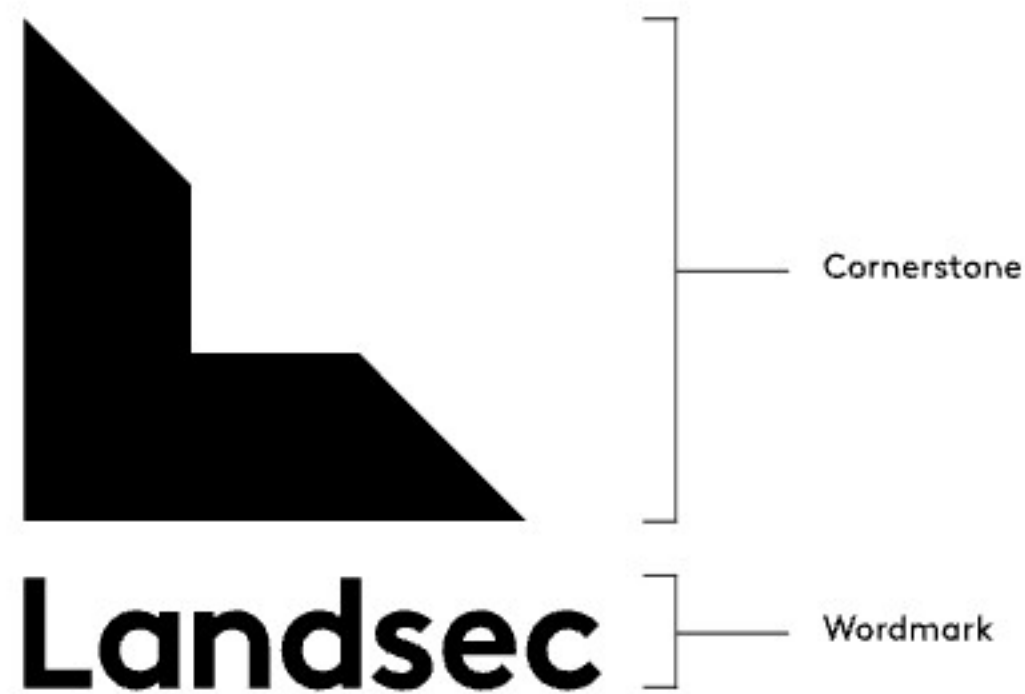
Primary logo: 45° angle

A 45-degree angle is a consistent element in our identity, providing a key foundation and inspiration for many of our brand elements.

45°

90°

Landsec

Landsec
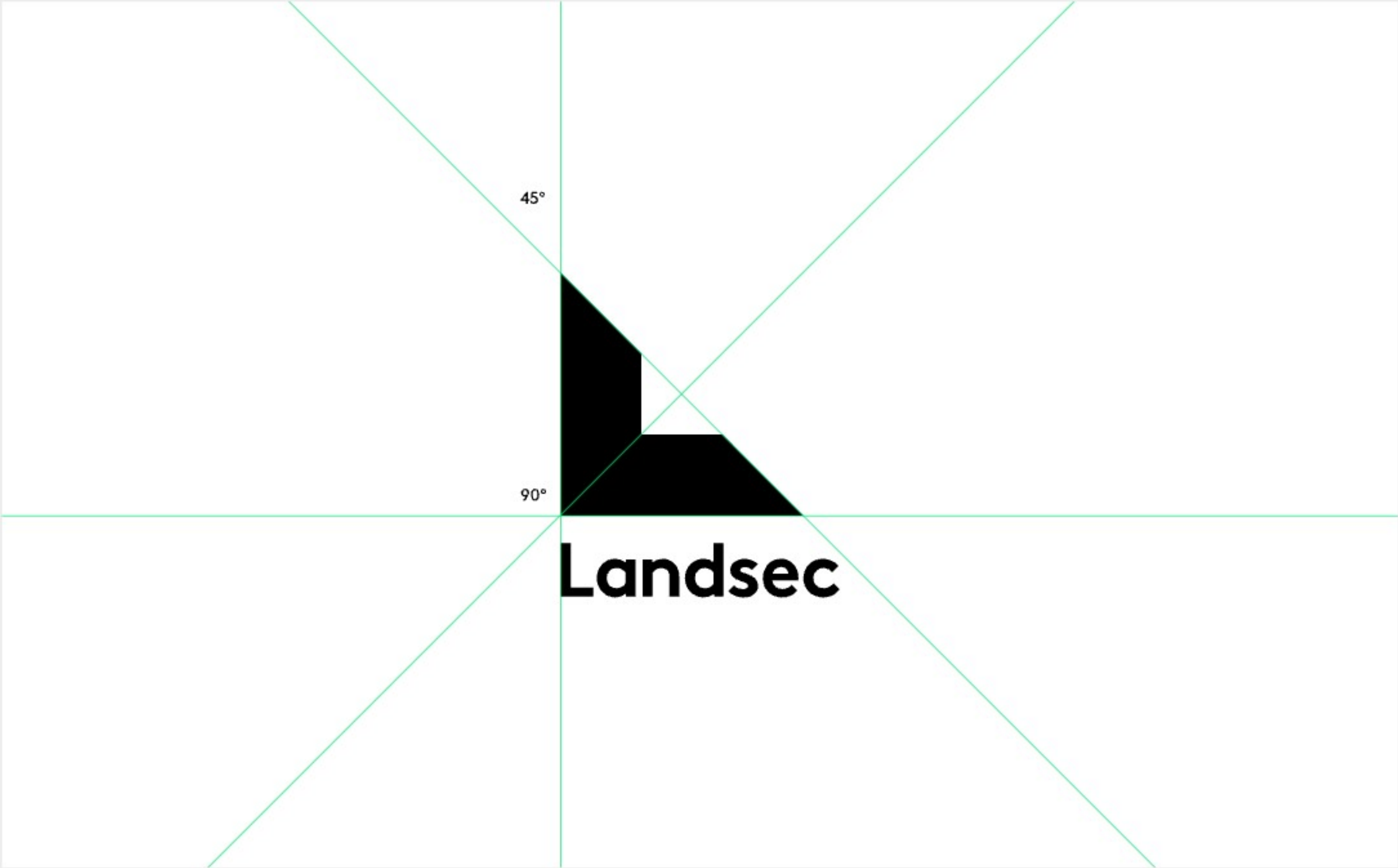
Primary logo: clear space

Clear space is the area around the edges of the logo that safeguards its legibility, preventing interference from other text and graphic elements. The visual on this page shows the minimum acceptable clear space.

There is no fixed measurement for the clear space area, its size is proportional to the size of the primary logo.

The clear space area is marked with the pastel green border and is measured using half of the depth of the cornerstone.

1/2

Cornerstone base
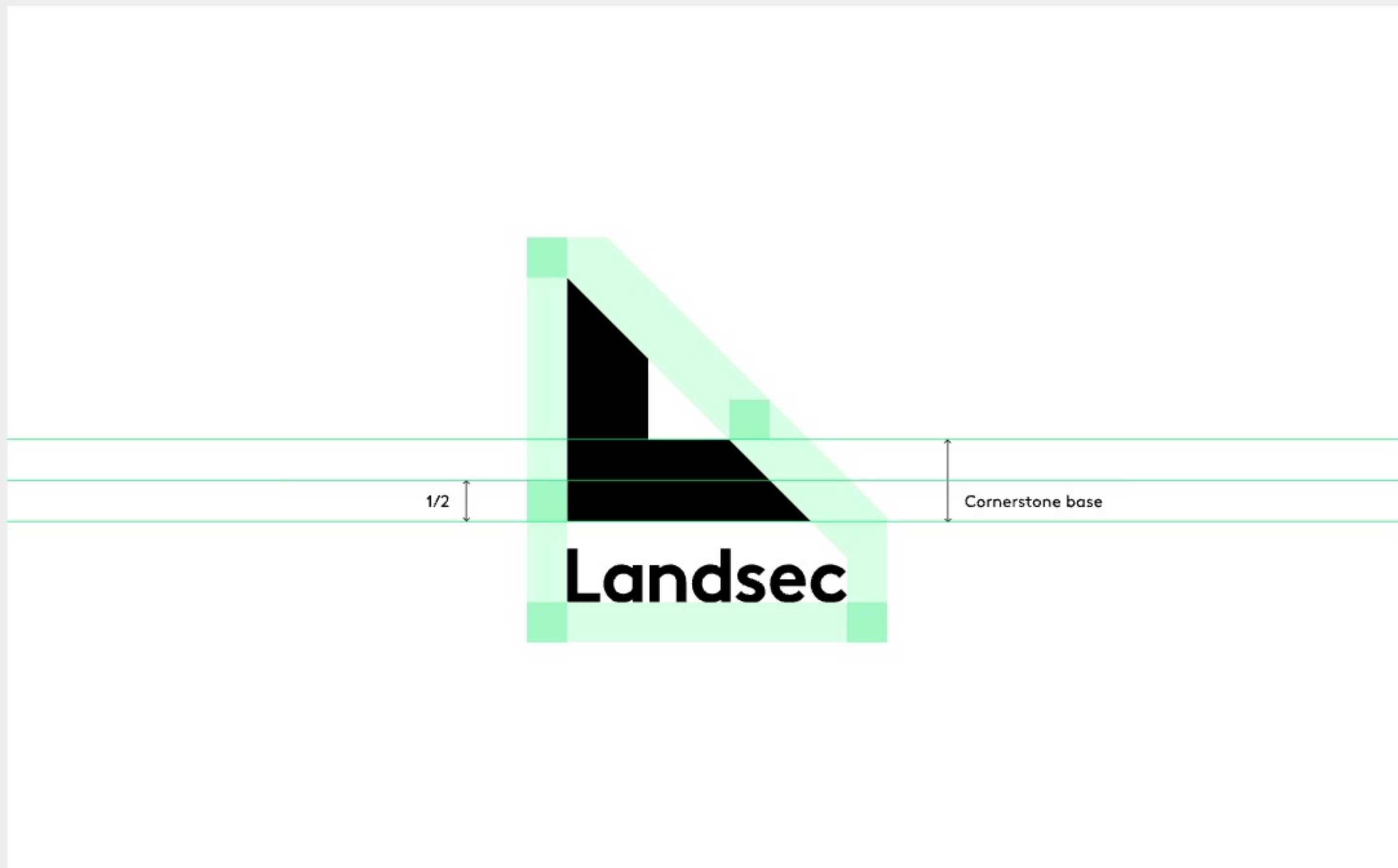
Primary logo: sizing

There's no maximum size for the Landsec logo, but its size should feel appropriate to the application.

The minimum size guide is important to ensure our logo is always legible. Don't use it smaller than the specified minimum sizes shown. Screen sizes are a guide.

Minimum size measurements:

- 10mm print
- 40px retina screen
- 20px standard screen

Print: 10mm
Screen: 40px (retina)
20px (standard)
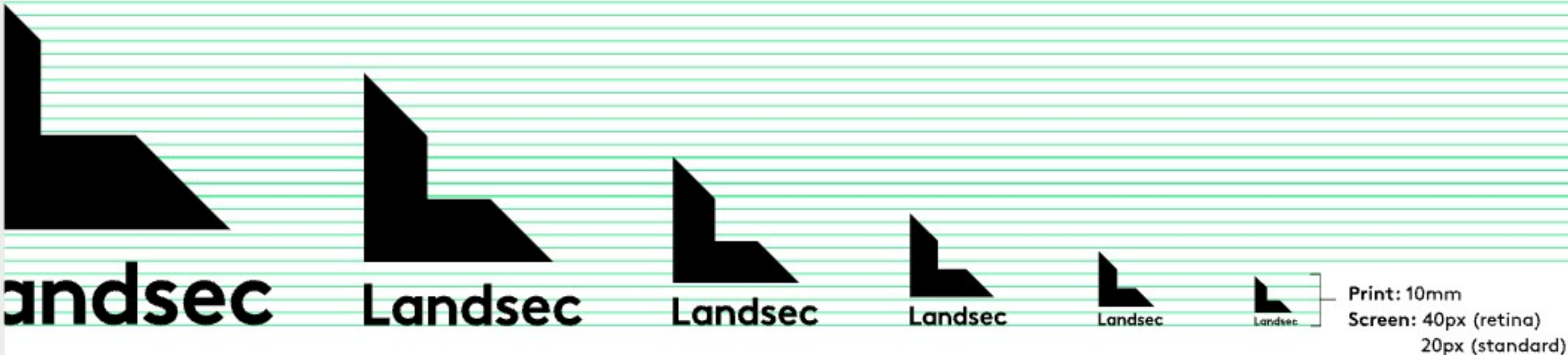
Primary logo: positioning

Our logo has a triangular shape with a left-facing vertical and horizontal at its base.

Position it in either of the left-hand corners of the work area or the bottom right.

Our logo can also be positioned centrally if it's the only graphic on a design.

Primary logo: colourways

We only use our primary logo in black or white.

Using our logo in black and white allows it to stand out among our more flexible brand elements, while ensuring consistent, high-quality legibility across all applications.

On top of an image, our logo should always be in white.

Primary logo: colourways

The Landsec logo can be used in black or white on any background colour, provided there's sufficient contrast to maintain clear legibility.

Use this as a guide when choosing which colour logo to use on top of a coloured background.

Primary logo: restrictions

Our primary logo shouldn't be misinterpreted, modified, or added to. No attempt should be made to alter our primary logo in any way. Its orientation, colour and composition should remain as indicated in these guidelines.

To illustrate this point, some of the more likely mistakes are pictured on this page.

The only exception to these rules is when using our different logo variations.

> Logo
Colour
Fonts
Grids and layouts
Imagery
Icons
Infographics
Applications
Accessibility

Don't distort

Don't outline

Don't add effects

Don't change the opacity

Don't rotate

Don't change the wordmark

Don't colour incorrectly

Don't change the size of the elements

Don't flip

Don't alter the weight

Don't crop

Don't separate the elements

PRIMARY LOGO VARIATIONS

Primary logo: variations

We have two different variations of our primary logo to use. We use these to highlight the unique textures and characteristics of our different places, to showcase their individuality and create a stronger connection with our audience - whilst adding a playful twist to our primary logo and cornerstone.

The logo variations follow the same layout, clear space and sizing rules as our primary logo.

Continue through this section for more specifics on use cases for each logo variation.

Places

Textures

PLACES

Places

To create a place logo variation, we use a real image of one of our buildings or places to create an AI-generated version of our cornerstone.

This creates a partnership between the custom cornerstone and the content it's paired with.

Because AI is used to create this style of logo variation, the cornerstone doesn't exactly match our buildings or places – it's a simplified design inspired by them.

Only use real images of our places, don't use any CGI.

Place logo example

Landsec

Source image

Places examples

There's a collection of pre-made and approved place logos that are ready to use.

Overall, the make-up of the place logos follow the cornerstone shape, but you can allow for elements of the image to pop out of the cornerstone.

To access these logos, contact the brand team.

New Street Square

Landsec

MYO
New Street Square

Landsec

Lucent

Landsec

Trinity Leeds

Landsec

Westgate Oxford

Landsec

Gunwharf Quays

Landsec

Places usage example

The place logos should only be used on front cover designs, such as documents or reports, and should be paired with images of the place used to create the cornerstone.

They should only be used on a white background to ensure the customised cornerstone can be seen and doesn't interfere with any colours or images.

PLACES WITH MEANING

Landsec

WESTGATE, OXFORD

Modernity meets history in the characterful Westgate Oxford, a stone's throw away from the historic Oxford Castle Quarter.

Landsec
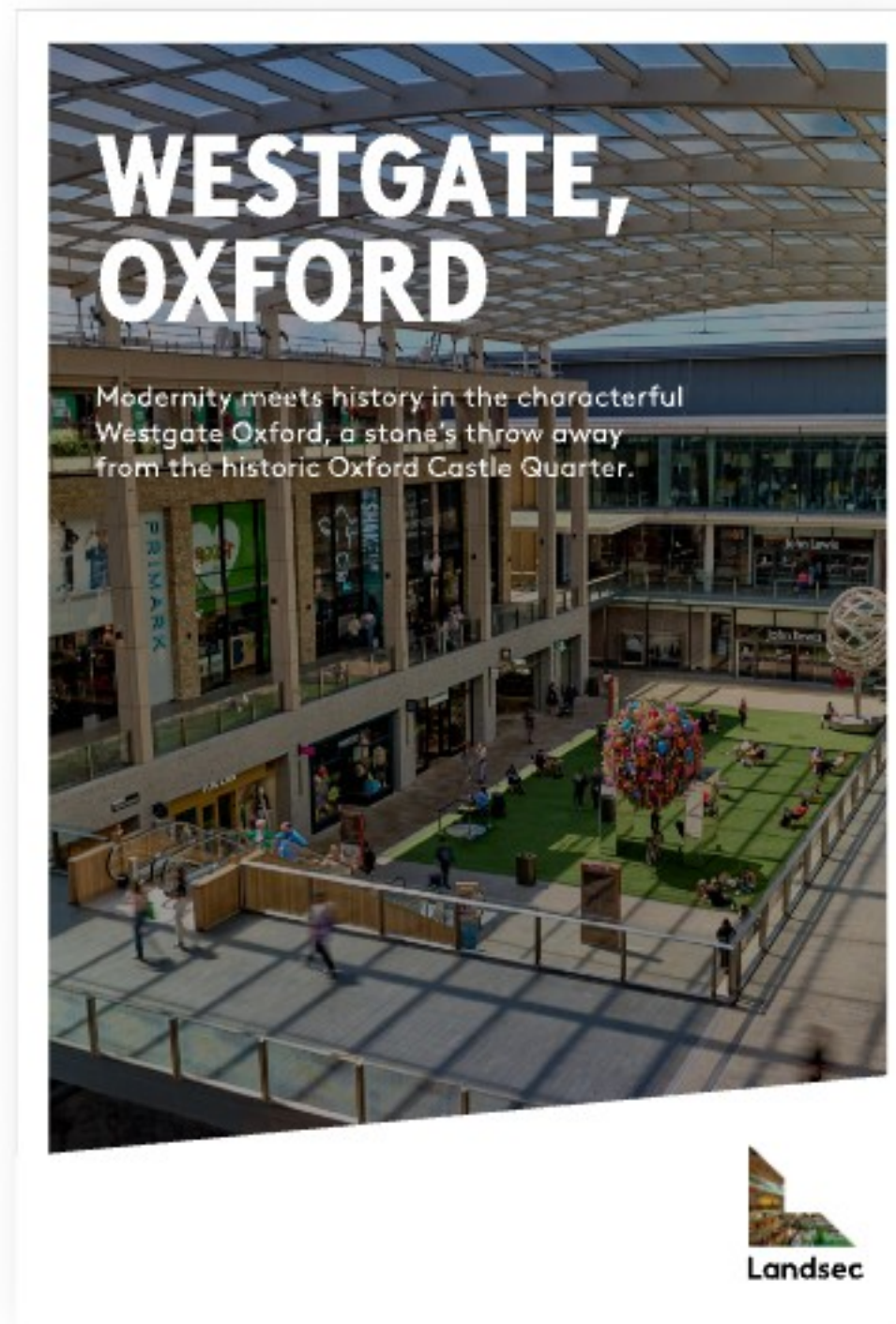
TEXTURES

Textures

To create a textured logo variation, we use different textures found in our images to create an AI-generated version of our cornerstone.

These textures should stem from real images of our places.

Texture logo example

Source image

![Landsec logo]

Create a textured logo

To create your own, use Adobe Firefly.

Select "text to image" and use a prompt relating to the texture you want to make. For example, to create the grass texture, you would use **"a triangle logo made from grass and leaves"**. This will kick off the creation process.

Then use the following steps to create a custom textured cornerstone.

After creating your own textured cornerstone, seek approval from the brand team before applying to any Landsec communications.

1. Upload a grey cornerstone as the composition reference

˅ Composition

🖼 Reference ⓘ ˅

⊕ Upload image
🔍 Browse gallery

Strength ⓘ
——————○————
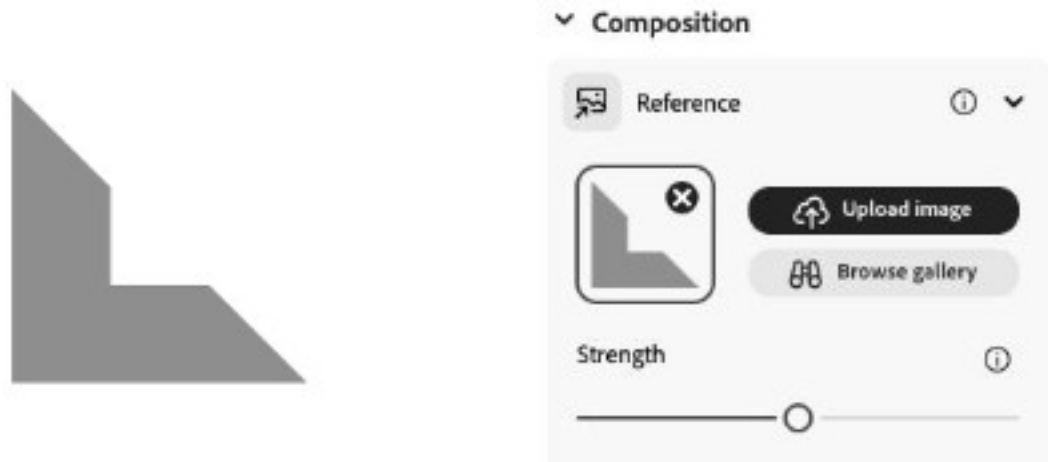
2. Click generate

🕔 📋 ⊕ Generate
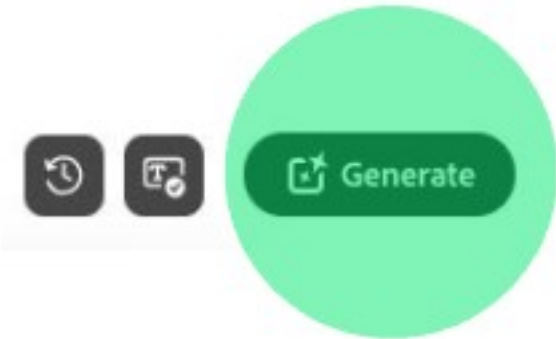
3. Play around with the styles sliders to achieve your desired look

˅ **Styles**

Visual intensity ⓘ

○————————————

4. Download your image, then open in photoshop to use their 'remove background' tool in the properties panel to remove the background.

5. Export as a PNG and the cornerstone is ready to use.

Properties | Adjustments | Libraries ☰

🖼 Pixel Layer

˅ **Align and Distribute**
Align:

⊫ ⊟ ⊧ ⊼ ⊧ ⊦

...

˅ **Quick Actions**

Remove Background

Select Subject

View More

![Landsec logo]
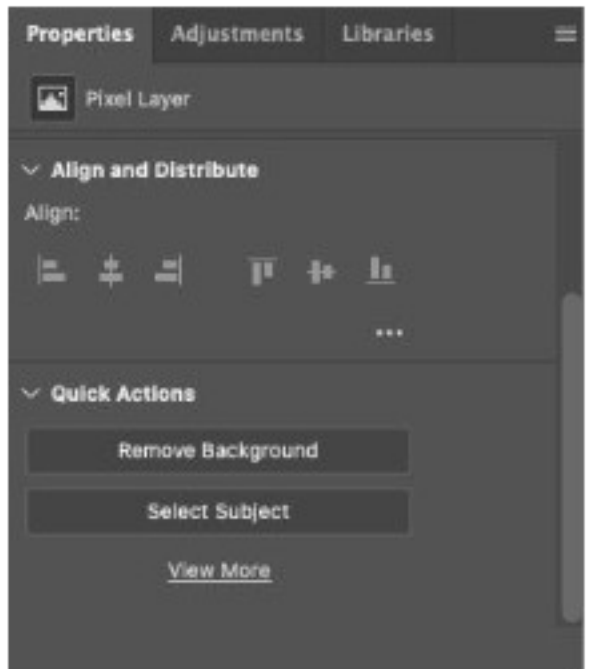
Texture examples

We have some pre-made examples of textured logos that are ready to use. These examples are also a guide to show you how the textured cornerstone should look.

Overall, it still follows the cornerstone shape, but you can allow for elements of the image to pop out of the cornerstone.

Contact the brand team for access to the pre-made textured cornerstones.

Landsec

Landsec

Landsec

Texture usage example

The textured logos can be used more playfully throughout Landsec communications, as long as it has been approved by the brand team.

They can be used for more formal documents like reports or presentations, but also within new campaigns or on our social channels.

If used next to an image, the image should feature similar textures as the cornerstone.

They should only be used on a white background to ensure the customised cornerstone can be seen and doesn't interfere with any clashing colours or images.

WORDMARK

Wordmark

In some cases, we can remove the cornerstone from our primary logo and use the wordmark on its own.

The wordmark is only used when there isn't sufficient space for the full primary logo.

Contact the brand team for access to our wordmark.

Landsec

Make-up

Remove the cornerstone from the primary logo lockup when you want to use the wordmark on its own.

Clear space

Use the wordmark height as clear space around the wordmark.

Positioning

Our wordmark can be placed in all corners of a design. Don't place it centrally.

Colour

Our wordmark should only be used in black or white. See page 37 for more colour guidance.

> Logo
Colour
Fonts
Grids and layouts
Imagery
Icons
Infographics
Applications
Accessibility

Make-up

Clear space

Wordmark height

Positioning

Landsec

Landsec

Landsec

Landsec

Landsec

Colour

Landsec

Landsec

PROGRAMME AND INITIATIVE BRANDS

Programme and initiative brand examples

Programme and initiative identities are tools used to promote activities or procedures both internally and externally.

Here, the primary Landsec logo is used as a backbone to create new programme and initiative logo lockups.

Contact the brand team for access to our programme and initiative brand logos.

Landsec
Futures

Landsec
Experience

Landsec
Spotlight
Awards

Landsec

Make-up

The name should sit directly beneath the cornerstone, with word sitting on a separate line.

Clear space

Use the same clear space rules as our primary logo.

Positioning

Don't place a programme or initiative brand logo in the top right corner of a design.

Colour

Our programme and initiative brands should each have their own consistent colour palette, however the logos should only be used in black or white. See for more colour guidance.

> Logo
Colour
Fonts
Grids and layouts
Imagery
Icons
Infographics
Applications
Accessibility

Make-up

Cornerstone base

Landsec
Futures
Continued

Landsec Brown Regular

Clear space

1/2

Cornerstone base

Landsec
Futures

Positioning

Colour

ENDORSED BRANDS

Endorsed brand examples

We allow our products to have their own brand identity whilst still leveraging the Landsec brand by adding a 'By Landsec' lockup to the product brand logo.

We only endorse a product or place where it would be valuable to show that one of our products is by Landsec, or to enhance brand awareness of Landsec.

Contact the brand team for access to our endorsed brand logos.

M Y O
By Landsec

THIRTY HIGH
By Landsec

Spotlight
By Landsec

Landsec

Spacing

Use x2 of the wordmark height as a guide when placing the 'By Landsec' wordmark beneath the logo.

Sizing

Use the following size guides when creating an endorsed brand lockup.

For a wider logo, set the height of the logo x6 of the wordmark height.

For a taller logo, set the height of the logo x12 of the wordmark height.

X/2

X = Wordmark height

X **By Landsec**

X/6

X/12

By Landsec

Make-up

Always place the 'By Landsec' wordmark beneath the logo. It should never sit above or beside the logo.

Clear space

Use x2 the wordmark height (X) as clear space around the lockup.

Positioning

The 'By Landsec' wordmark can be placed left, centre or right-aligned to the logo.

Colour

The 'By Landsec' wordmark should only be used in black or white. The endorsed brand logos should follow their own brand's colour guidelines.

Make-up

MYO

By Landsec

X/2

Clear space

MYO

By Landsec

Positioning

MYO

By LandsecBy LandsecBy Landsec

Left-aligned   Centre-aligned   Right-aligned
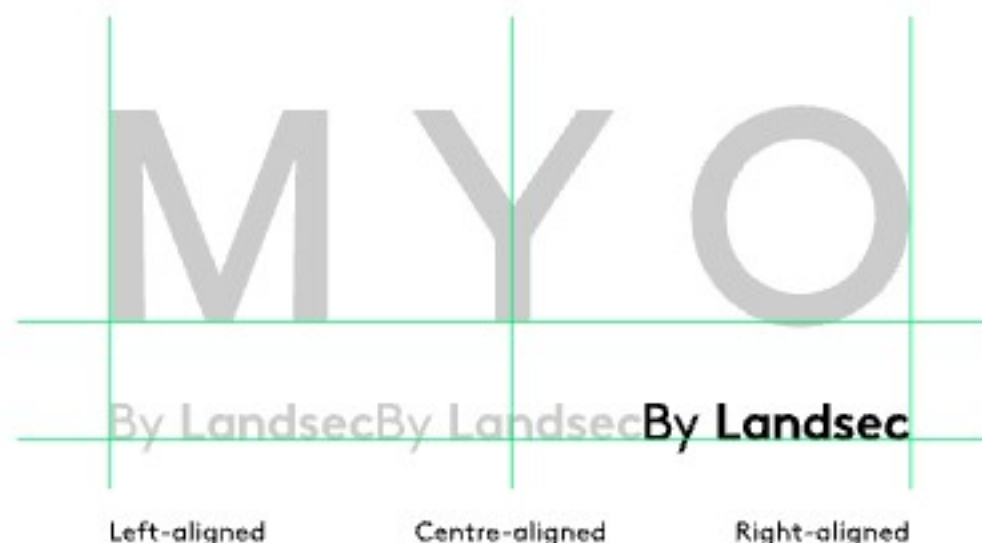
Colour

By Landsec   By Landsec

CO-BRANDED

Co-branded examples

When we need to showcase a new or existing partnership between Landsec or our places and others, we balance the two logos side by side, separated by a light weighted line.

This is primarily to be used when we're presenting to partners.

When we need to include our logo in a co-branded lockup with a place or partner, always position it at the end of the lockup.

If our logo isn't being used, the place brand should be positioned at the end of the lockup. This style of lockup can be used if the communication is specific to that place.

Place + Landsec

Partner + Landsec

Partner + Place

Landsec

Co-branded examples

If both our logo and a place brand logo is needed, bookend both logos by positioning the place brand at the start and our logo at the end.

Place + Parter + Landsec

THE FORGE
BANKSIDE | MACMILLAN CANCER SUPPORT | Landsec

Place + Parter + Landsec

THIRTY HIGH | BGY | Landsec

Place + Parter + Parter + Landsec

n2 | LYNCH ARCH ITEC TS + | mace | Landsec

Spacing

Use the width of our primary logo as a spacing guide when creating co-brand lockups. The line should sit centred between each logo.

Sizing

Use the following size guides when creating a co-brand lockup.

For a longer logo, set the height 1/2 of our logo width (1/2 X).

For a midsize logo, set the height to the width of our logo (X).

For a taller logo, set the height to match the height of our logo.

Spacing

1/2 X   1/2 X   Logo width   X

BGY   Landsec   Landsec

Sizing: long logos

1/2 X   BGY   Landsec

Sizing: midsize logos

X   THIRTY HIGH   Landsec

Sizing: tall logos

Landsec logo height $\frac{n}{2}$ Landsec
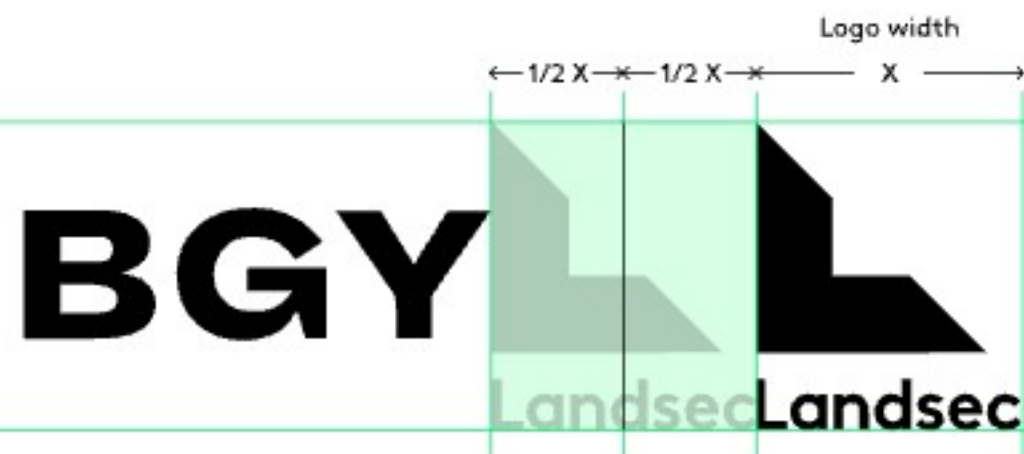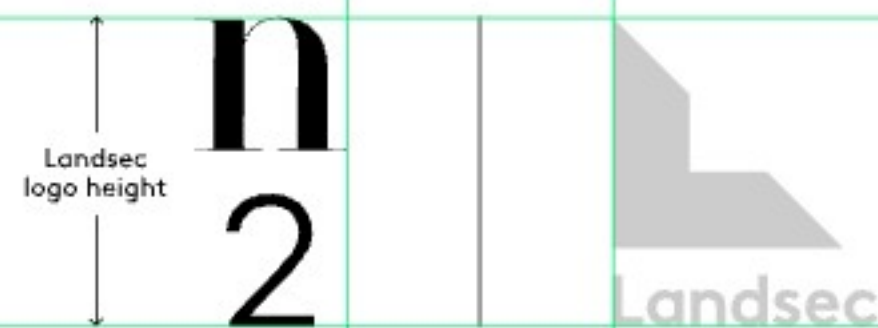
Make-up

Co-brand lockups always include two or more logos, aligned horizontally side by side with a 1pt dividing line.

Clear space

Use 1/4 of the logo width as clear space around the whole lockup.

Positioning

Always place our logo at the end of a co-brand lockup.

Colour

The Landsec logo should only be used in black or white. The co-brand logos should follow their own brand's colour guidelines.

Make-up

THIRTY HIGH | BGY | L Landsec

1   2   3

Clear space

1/4 X

BGY | L Landsec

Positioning

BGY | L Landsec
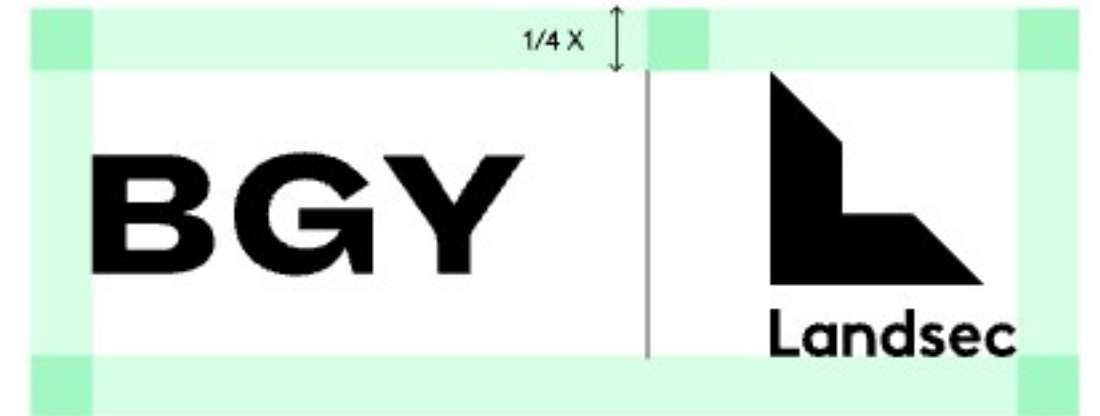
Colour

L Landsec   L Landsec

PLACE BRANDS

Landsec

Place brand examples

If we're talking about our places to a consumer audience, we don't include the Landsec logo. We let the place brand take centre stage.

This is primarily used for our retail destinations and places such as Mayfield Park.

Refer to the place brand's own brand guidelines for direction on sizing, clear space, layout and colour.

Contact the brand team for access to our place brand logos.

> Logo
Colour
Fonts
Grids and layouts
Imagery
Icons
Infographics
Applications
Accessibility

THIRD PARTY LOGO USE

Third party logo use

We have to distribute our logo to third parties for many different situations.

We can't always control these situations but when we can we apply these guidelines as best practice.

Make-up

Our primary logo is the only logo variation that should be passed on to third parties.

Sizing

There's no maximum size for the Landsec logo, but its size should feel appropriate to the application. Don't use the logo smaller than the specified minimum sizes shown. Screen sizes are a guide.

Make-up

Sizing

Print: 10mm
Screen: 40px (retina)
20px (standard)
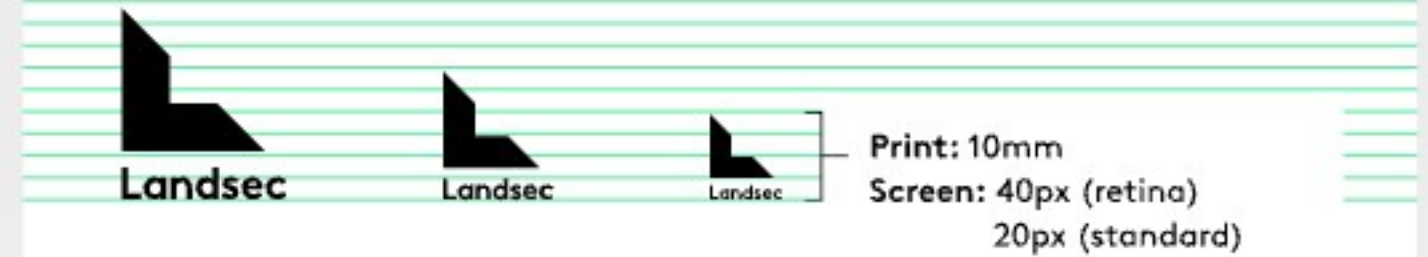
Third party logo use

Colour

The Landsec logo should only be used in black or white. It can be used on a coloured background providing there's sufficient contrast.

Positioning

The Landsec logo should always be positioned centrally and sized to be visually balanced. Care must be taken so that the logotype is legible and the minimum size of 10mm maintained.

Colour

Landsec

Landsec

Positioning

Landsec   CBRE   savills

COLOUR

Colour palette

Our colour palette is broad and vibrant, consisting of a core and extended palette to allow for flexibility when creating Landsec communications.

The core colour palette allows us to establish a consistent brand look, while the extended palette adds options for variety and emphasis, allowing designs to be cohesive and dynamic.

For colour accessibility, see pages 99 and 100.

The following colours are for digital communications only. For print colours, see page 83.

CORE PALETTE

Landsec

Core palette

Our core palette is a selection of colours that are consistently present throughout the Landsec brand, and should primarily be used over the colours in our extended palette.

By having a limited core palette, we can create an ownable and recognisable look and feel for the Landsec brand.

Black and white

Landsec greens

Dark

Bright

Light

Pastel

Landsec

R0 G0 B0

#000000

R255 G255 B255

#FFFFFF

Core palette:
black and white

We use a true black and a true white throughout all Landsec communications, for practicality and legibility.

Landsec greens
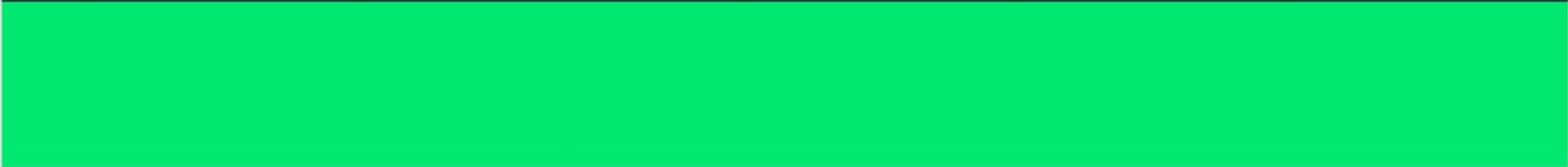
Dark

Bright

Light

Pastel

Core palette: Landsec greens

To bring in some vibrancy, we have a set of Landsec greens within our core palette.

These are split into dark, bright, light and pastel shades – four different shades to choose from that are complimentary to each other.

This shading system also applies to our extended palette.

Black and white

R0 G0 B0	R255 G255 B255
#000000	#FFFFFF

Landsec greens

Dark

R24 G55 B48

#183730

Pantone: 3435 C

Bright

R0 G232 B111

#00E86F

Pantone: 2420 C

Light

R161 G248 B195

#A1F8C3

Pantone: 2267 C

Pastel

R215 G255 B229

#D7FFE5

Pantone: 2253 C

Core palette: usage examples

Our core palette should be present throughout the majority of Landsec communications and can be applied to various different use cases.

Use black, white and the Landsec greens throughout Landsec communications for backgrounds, text and graphic devices to create a consistent look. See more examples of our core palette in use in the applications section.

Use your own discretion when choosing which core colours to use, but always keep in mind accessibility and legibility. For colour accessibility, see pages 99 and 100.

Black and white

ABOUT LANDSEC

Our business was forged through our ability to identify act on those scarce opportunities where we can shape curate and sustain places that create value. Value not for our business but for all those connected to it.

We've honed this ability over 80 years. Spotting the opportunities, building the partnerships and continually adapting to shape the places that meet the needs of a changing world.

Landsec greens

MAKE RETAIL MORE SUSTAINABLE

Landsec greens

PLACES WITH MEANING

Landsec
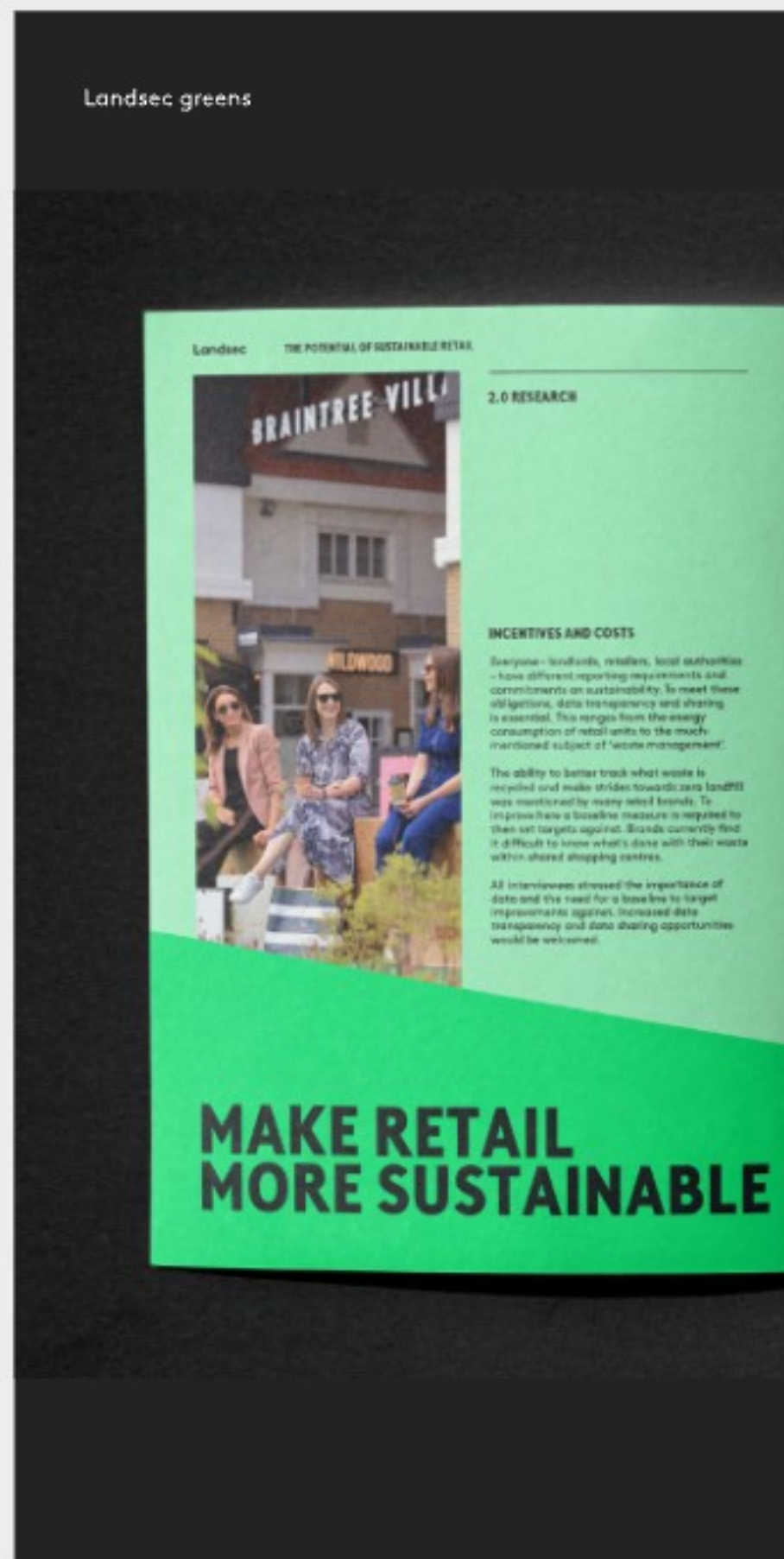
EXTENDED PALETTE

Extended palette: colour groups

Our extended palette colours were carefully picked to feel like a natural extension of our core palette, to allow for more flexibility when choosing colours.

Each colour group consists of five different colour shades: darks, brights, lights, pastels and neons.

The shades within each colour group are exclusive. They shouldn't be mixed with any colours outside their own colour grouping, with the exception of black, white and greys.

Don't use transparencies. Our colour groups include enough colour choice for a wide range of different use cases.

	Greens	Teals	Blues	Purples	Pinks	Reds	Oranges	Yellows
Darks								
Brights								
Lights								
Pastels								
Neons								

Landsec

Extended palette

Within the extended palette, no particular shade needs to take priority. Darks, brights, lights, pastels - you have the freedom to choose as long as only one colour group is used within a design.

Logo
> Colour
Fonts
Grids and layouts
Imagery
Icons
Infographics
Applications
Accessibility

	Greens	Teals	Blues	Purples	Pinks	Reds	Oranges	Yellows
Darks		R0 G55 B58 #00373A Pantone: 2217 C	R1 G18 B43 #01122B Pantone: 296 C	R56 G17 B66 #381142 Pantone: 2695 C	R119 G8 B72 #770848 Pantone: 235 C	R89 G17 B7 #591107 Pantone: 4102 C	R130 G55 B4 #823704 Pantone: 7526 C	R63 G61 B0 #3F3D00 Pantone: 5747 C
Brights		R3 G96 B96 #036060 Pantone: 323 C	R20 G103 B193 #1467C1 Pantone: 2387 C	R88 G33 B101 #582165 Pantone: 2623 C	R191 G40 B120 #BF2878 Pantone: 6061 C	R175 G43 B18 #AF2B12 Pantone: 2350 C	R231 G70 B0 #E74600 Pantone: 1665 C	R166 G146 B0 #A69200 Pantone: 399 C
Lights		R108 G221 B202 #6CDDCA Pantone: 3533 C	R60 G193 B229 #3CC1E5 Pantone: 2198 C	R160 G124 B182 #A07CB6 Pantone: 521 C	R247 G129 B157 #F7819D Pantone: 1775 C	R243 G87 B77 #F3574D Pantone: 2348 C	R255 G154 B0 #FF9A00 Pantone: 2013 C	R255 G237 B0 #FFED00 Pantone: 102 C
Pastels		R196 G247 B230 #C4F7E6 Pantone: 573 C	R194 G246 B249 #C2F6F9 Pantone: 7457 C	R212 G203 B247 #D4CBF7 Pantone: 263 C	R252 G190 B201 #FCBEC9 Pantone: 182 C	R233 G196 B197 #E9C4C5 Pantone: 503 C	R255 G220 B141 #FFDC8D Pantone: 1205 C	R253 G255 B191 #FDFFBF Pantone: 7499 C
Neons								

Extended palette: neons

The neon shades are a further extension to our colour groups and should be used sparingly to highlight key messaging or frame hero images.

	Greens	Teals	Blues	Purples	Pinks	Reds	Oranges	Yellows
Darks								
Brights								
Lights								
Pastels								
Neons	R14 G255 B0 #0EFF00 Pantone: 802 C	R0 G255 B153 #00FF99 Pantone: 922 C	R0 G255 B230 #00FFE6 Pantone: 915 C	R220 G54 B255 #DC36FF Pantone: 807 C	R255 G51 B217 #FF33D9 Pantone: 813 C	R255 G2 B2 #FF0202 Pantone: 2347 C	R255 G116 B0 #FF7400 Pantone: 2018 C	R225 G255 B45 #E1FF2D Pantone: 809 C

Logo
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Accessibility

Landsec

Extended palette: functional greys

We use a set of functional greys which are a necessity when using colour to create hierarchy within a design.

These functional greys can be used alongside any of our colour groups.

R63 G63 B63

#3F3F3F

R142 G142 B142

#8E8E8E

R209 G209 B209

#D1D1D1

R237 G237 B237

#EDEDED

Extended palette: usage examples

Our extended palette should be used to add some variety to Landsec communications. It can be used within different departments, teams or for new projects or campaigns and can be applied to various different use cases.

Similarly to our core palette, the extended palette can be used across backgrounds, text and graphic devices. See more examples of our extended palette in use in the applications section.

Use your own discretion when choosing which extended palette colours to use, but always keep in mind accessibility and legibility and keeping within the colour groups.

Extended palette

Neons

Functional greys
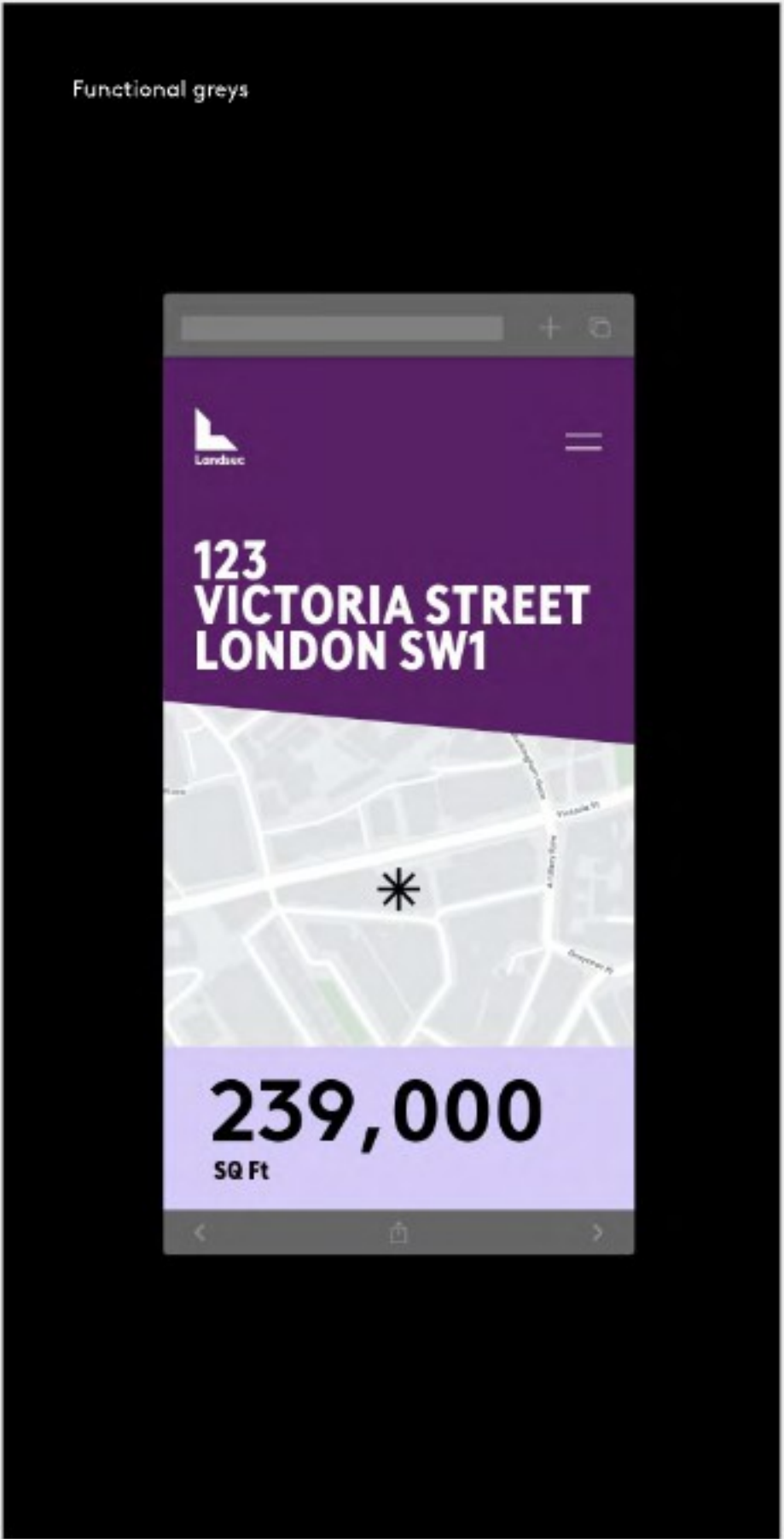
WE ARE LANDSEC

We've increased our stake in Bluewater

"The market for best-in-class workspace remains robust and with an increasingly constrained supply pipeline across London, will continue to grow."

WORKPLACE

At Landsec, you - the customer - are front and centre of everything we do. Think of us as partners who view the world from your perspective, understanding your business, and working together for success.

123 VICTORIA STREET LONDON SW1

239,000
SQ Ft

PRINT COLOURS

Print colours

Use the following as a visual representation of our colours when printing.

Due to printing restrictions, printed colours will differ slightly from how they appear on screen. This page provides an accurate representation of how our colour palette will appear in print.

Use the CMYK codes for all colours when printing.

Don't use any of these colours for any digital designs or communications.

	Greens	Teals	Blues	Purples	Pinks	Reds	Oranges	Yellows
Darks	C84 M50 Y66 K64	C90 M21 Y60 K49	C100 M75 Y12 K70	C87 M100 Y0 K40	C26 M100 Y19 K61	C19 M90 Y50 K55	C8 M86 Y100 K35	C19 M37 Y100 K59
Brights	C65 M0 K80 K0	C98 M0 Y48 K40	C90 M48 Y0 K0	C80 M100 Y0 K0	C0 M100 Y2 K0	C0 M94 Y64 K0	C0 M80 Y100 K0	C0 M32 Y100 K0
Lights	C39 M0 Y37 K0	C53 M0 Y23 K0	C60 M17 Y0 K0	C40 M54 Y0 K0	C0 M73 Y15 K0	C0 M66 Y29 K0	C0 M40 Y80 K0	C0 M6 Y100 K0
Pastels	C19 M0 Y18 K0	C35 M0 Y14 K0	C23 M0 Y0 K0	C10 M17 Y0 K0	C0 M16 Y3 K0	C0 M33 Y10 K0	C0 M13 Y52 K0	C0 M0 Y50 K0
Neons	C60 M0 Y80 K0	C55 M0 Y55 K0	C60 M0 Y10 K0	C47 M72 Y0 K0	C0 M75 Y0 K0	C0 M100 Y100 K0	C0 M75 Y100 K0	C4 M0 Y100 K0

FONTS

Fonts

Our fonts have been carefully crafted and selected to ensure all Landsec communications are always consistent.

We used licensed fonts across all Landsec communications. The relevant license is required to use and view the fonts on your own desktop.

Contact the brand team for access to our fonts.

Primary font

Landsec Brown Bold

Landsec Brown Regular

Secondary font

BROWN CONDENSED BLACK

Font rules

H1 - Brown Cond Black

PLACES

H2 - Landsec Brown Bold

Landsec is buil that stand the

Subheader - Brown Cond Black

ABOUT LANDSEC

Buttons - Brown Cond Black

DOWNLOAD REPORT

Numbers - Landsec Brown

100%

PRIMARY FONT

![Landsec logo]

Primary font:
Landsec Brown

Our primary brand font has been designed and created specifically for us. Landsec Brown comes in two weights: bold and regular.

Our bespoke font has been designed using the 45° angles of the cornerstone.

Its open modern style is a reflection of the cornerstone's geometry and creates a strong and approachable character.

Our primary font is unique to us. It works hard to cement our look and feel.

We use it to express our personality.

45°
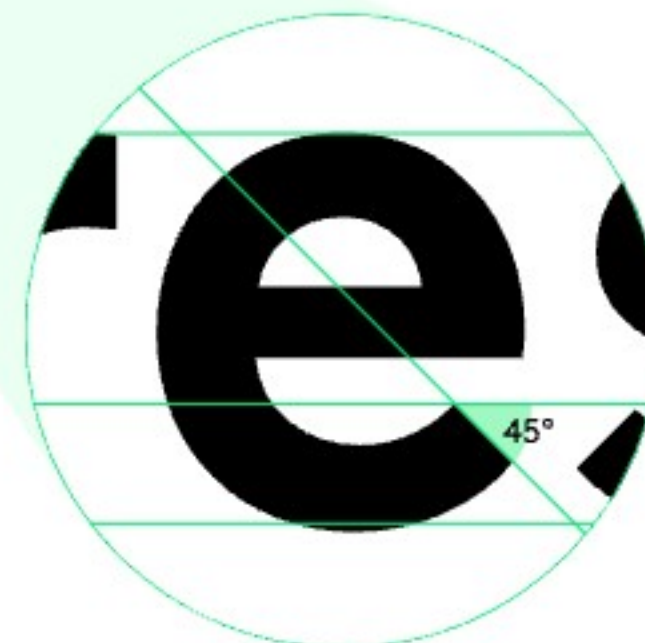
Landsec Brown: bold

We use our custom font Landsec Brown in bold as a secondary headline option for longer headlines and always in sentence case.

Although we use this is as a secondary headline, Landsec Brown is still considered to be our primary font due to its custom and ownable elements that are unique to our brand.

Use the guides on this page when typesetting Landsec Brown bold.

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Landsec Brown Bold by Lineto

AaBbCc

Example

Landsec is built on places that stand the test of time

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Case: Sentence

Tracking: 0

Leading: x1.1

Kerning: Auto

Landsec Brown: regular

We use our custom font Landsec Brown in regular as our body font, for all body copy throughout all Landsec communications and always in sentence case.

Use the guides on this page when typesetting Landsec Brown regular.

Landsec Brown Regular by Lineto

AaBbCc

Example

Places that are scarce in number but high in potential. Places with meaning. Places that create opportunity, enhance quality of life and bring joy to the people who live, work in or visit them. Our business was forged through our ability to identify and act on those scarce opportunities where we can shape, curate and sustain places that create value. Value not just for our business but for all those connected to it. We've honed this ability over 80 years. Spotting the opportunities, building the partnerships and continually adapting to shape the places that meet the needs of a changing world.

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Case: Sentence

Tracking: 0

Leading: x1.2

Kerning: Auto

SECONDARY FONT

Landsec

Secondary font:
Brown condensed black

In addition to our Landsec Brown font, we have another headline font option of Brown condensed black.

This is from the Brown font family, the font our custom font was built on.

Adding another font from the Brown family provides more versatility and adaptability for Landsec communications.

OUR SECONDARY FONT GIVES US VERSATILITY AND ADAPTABILITY.

Brown: condensed black

We use Brown in condensed black for shorter headlines and always in uppercase.

Use the guides on this page when typesetting Brown condensed black.

Brown Condensed Black by Lineto

ABCDEFGH

Example

PLACES WITH MEANING

Condensed Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789

Case: Uppercase

Tracking: 0

Leading: x0.9

Kerning: Auto

FONT RULES

Font hierarchy

Use the following as a guide when choosing fonts.

Header 1 - Brown Cond Black

PLACES WITH MEANING

Header 2 - Landsec Brown Bold

Landsec is built on places that stand the test of time

Subheader - Brown Cond Black

ABOUT LANDSEC

Body - Landsec Brown Regular

Places that are scarce in number but high in potential. Places with meaning. Places that create opportunity, enhance quality of life and bring joy to the people who live, work in or visit them.

Quotes - Landsec Brown Regular and Bold

'Quotes, testimonials and pullouts should be set in Landsec Brown Bold'

Landsec Brown Bold
Regular for credits and sign-offs

Buttons - Brown Cond Black

DOWNLOAD REPORT

Numbers - Landsec Brown Bold

100%

Logo
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Font layouts

All of our typography can be set in a range of styles and sizes to help us communicate in different ways and to different audiences.

PLACES WITH MEANING

PLACES WITH MEANING

PLACES WITH MEANING

Landsec is built on places that stand the test of time

Landsec is built on places that stand the test of time

Landsec is built on places that stand the test of time

Font colourways

Across the Landsec brand, we primarily colour fonts in black or white.

On top of an image, fonts should always be in white.

We also have some additional font colourways to choose from, depending on the colour of the background its placed on. These colourways follow our colour groupings and should be considered carefully.

WE ARE LANDSEC

Our business was forged through our ability to identify and act on those scarce opportunities where we can shape, curate and sustain places that create value. Value not just for our business but for all those connected to it.

PLACES WITH MEANING

Landsec is built on places that stand the test of time

Font colour combinations

Our font colour combinations follow a simple system. Use the following as a guide when choosing font colours.

- Use white, pastel or bright font on top of a dark background

- Use white or pastel font on top of a bright background

- Use black or dark font on a light, pastel or neon background

This applies to all colour groups. **The only exception to this system is on top of a bright green background, use black and dark coloured fonts.**

Landsec greens

| Darks | Brights | Lights | Pastels | Neons |

Extended palette

| Darks | Brights | Lights | Pastels | Neons |
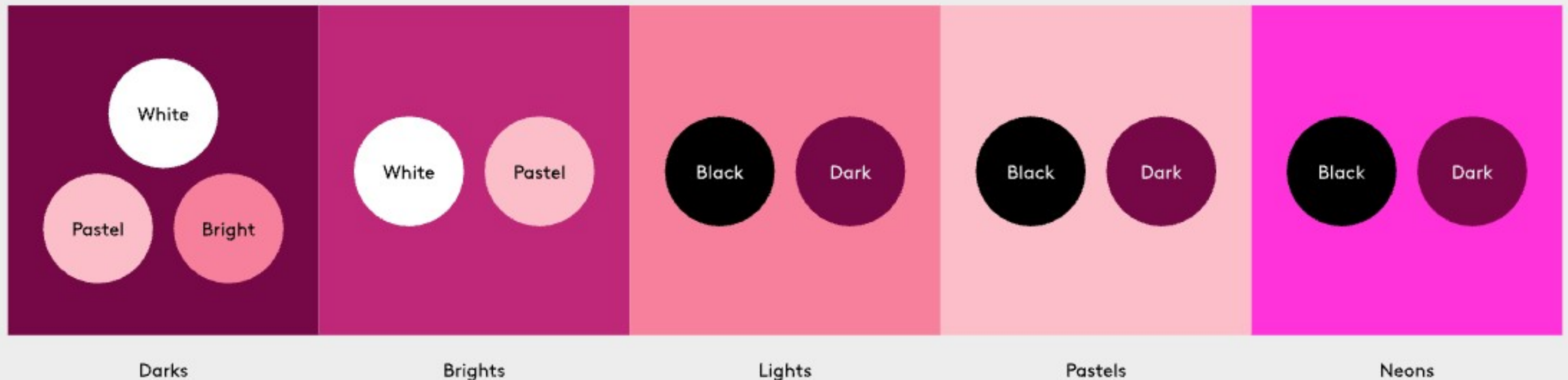
Font colour combinations: black and white

Use the following as a guide when using black or white fonts on top of a coloured background.

To meet universal accessibility standards, the contrast ratio needs to be at least 3:1. All of our colour combinations pass.

For web-specific accessibility, the contrast ratio needs to be at least 4.5:1 for large text and 7:1 for small text. Not all of our colour combinations are web-safe, so refer to the ratios stated on each colour block to ensure the colours you're using for web are legible and accessible.

Logo
Colour
❯ Fonts
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Accessibility

	Greens	Teals	Blues	Purples	Pinks	Reds	Oranges	Yellows
Darks	21.00	12.90	13.06	18.70	15.83	10.98	13.93	8.41	11.18
Brights	10.53	12.77	7.38	5.62	11.54	5.54	6.61	3.98	3.12
Lights	6.41	16.73	12.83	9.95	6.05	8.53	6.28	9.87	17.37
Pastels	13.75	19.32	17.79	17.84	13.68	13.35	13.17	15.87	20.23
Neons	21.00	15.32	15.76	16.45	6.01	6.73	5.26	7.75	18.54

Landsec

Font colour combinations: coloured fonts

Use the following as a guide when using coloured fonts on top of a coloured background.

To meet universal accessibility standards, the contrast ratio needs to be at least 3:1. All of our colour combinations pass.

For web-specific accessibility, the contrast ratio needs to be at least 4.5:1 for large text and 7:1 for small text. Not all of our colour combinations are web-safe, so refer to the ratios stated on each colour block to ensure the colours you're using for web are legible and accessible.

Logo
Colour
> Fonts
Grids and layouts
Imagery
Icons
Infographics
Applications
Accessibility

	Greens	Teals	Blues	Purples	Pinks	Reds	Oranges	Yellows
Darks	11.87 / 7.85	11.07 / 7.98	15.89 / 8.86	10.31 / 4.65	6.98 / 4.49	8.73 / 4.17	6.36 / 3.95	10.77 / 9.24
Brights	7.85	6.25	4.77	7.52	3.52	4.14	3.01	3.01
Lights	10.28	7.98	8.86	4.56	4.49	4.17	3.95	9.24
Pastels	11.87	11.07	15.89	10.31	6.98	8.73	6.36	10.77
Neons	9.41	9.81	14.65	4.53	3.52	3.49	3.10	9.24

SYSTEM FONTS

System fonts

Arial Regular and Bold should be used for all day-to-day communications and internal documents.

System fonts shouldn't be used for any external communications.

Arial Regular

AaBbCc

Arial Bold

AaBbCc

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

GRIDS AND LAYOUTS

Grids and layouts

We have a simple grid and layout system that should guide all communications.

This system allows for adding vibrancy and creativity to designs while ensuring a consistent look across all Landsec-branded outputs.

Use this page to navigate to the specific grid and layout guidance you are looking for.

Grids

Graphic device

Layouts

PLACES WITH MEANING

Landsec

Landsec
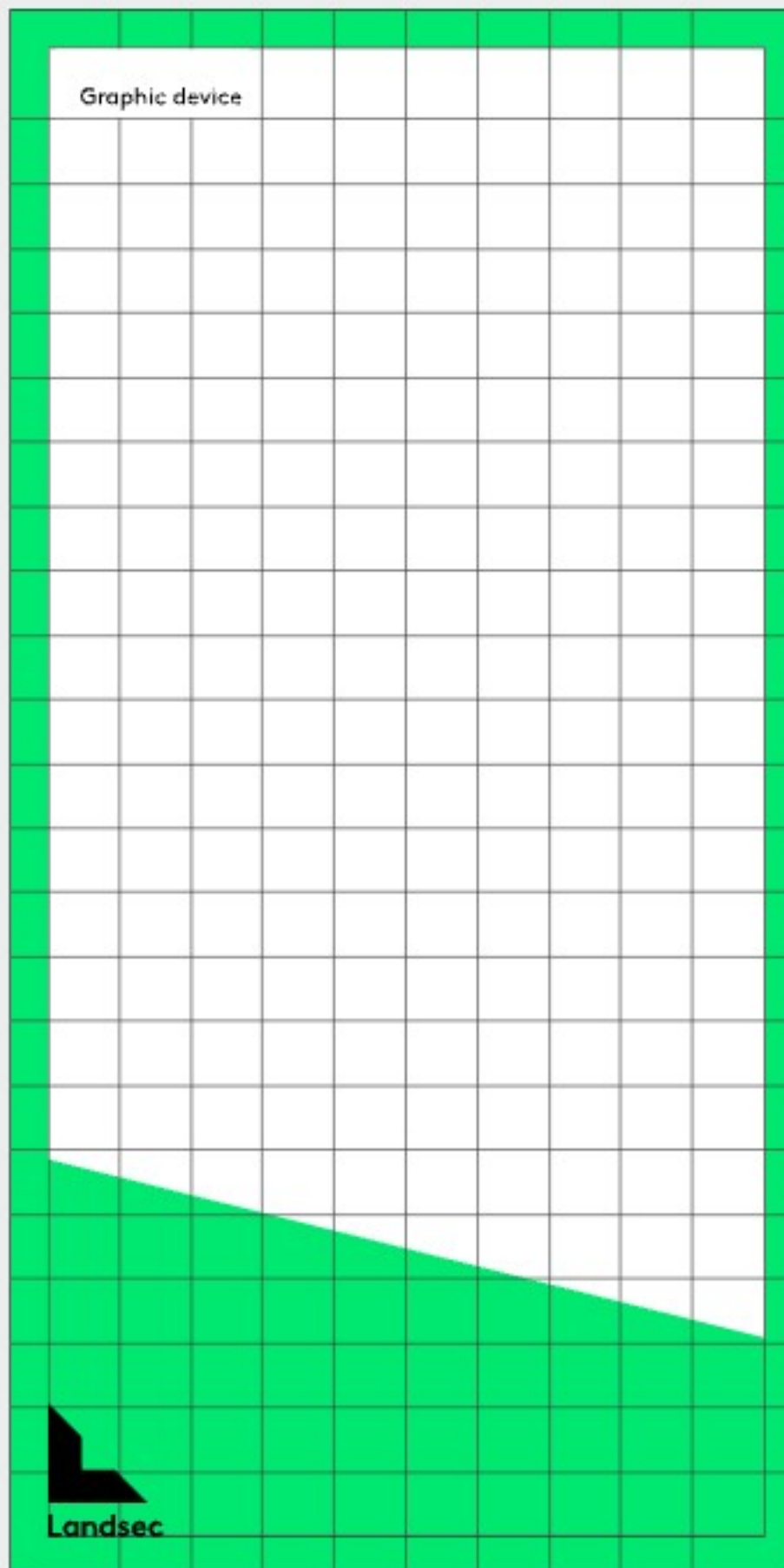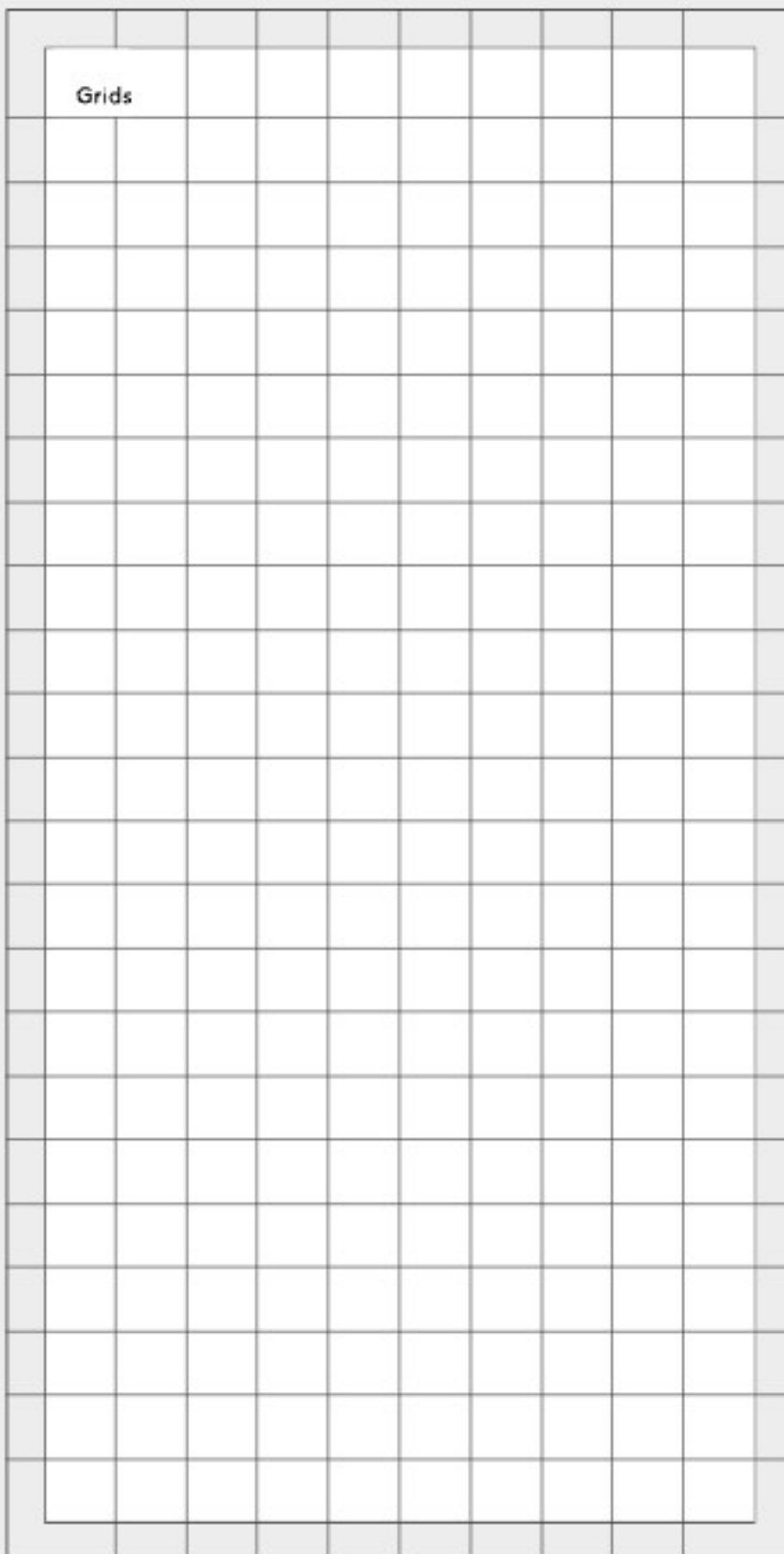
GRIDS

Grids

We use a 10x10 grid as the basis of our grid layouts across all applications.

This grid is framed by a border that is half the size of the grid squares, helping to structure the layout in a clean and consistent way.

This grid system ensures balance and alignment in every application, maintaining a uniform and professional look.

10 column grid

10 row grid

Border = 1/2 of grid square
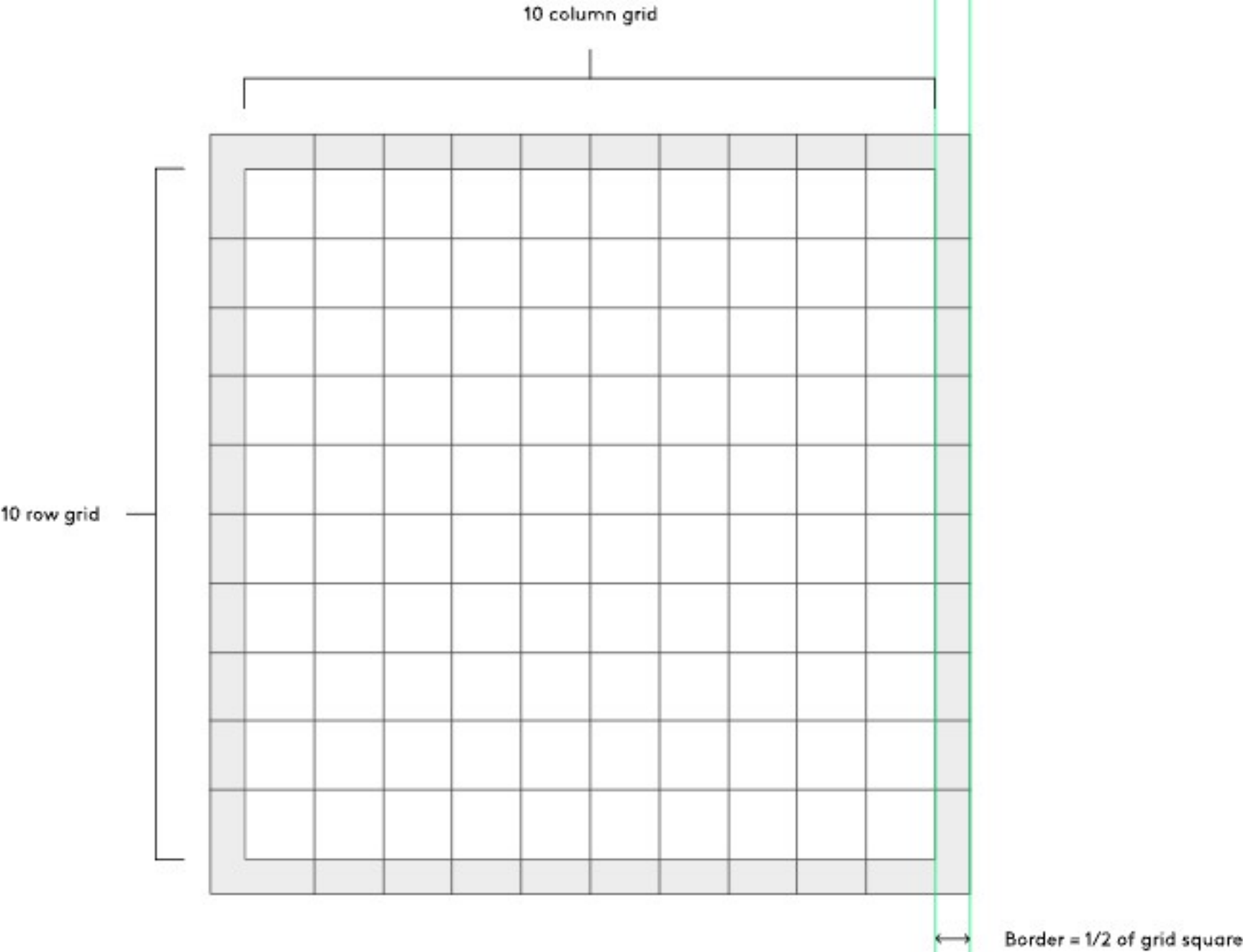
Grids

When using the 10x10 grid on different sizes, make sure the shortest side of the application has either 10 columns or 10 rows.

This ensures the grid remains proportional and balanced, regardless of the overall dimensions, maintaining consistency in layouts across different sizes.

The grid is a flexible layout guide and can be altered to suit more complex outputs. Double the border size if a larger border is needed.
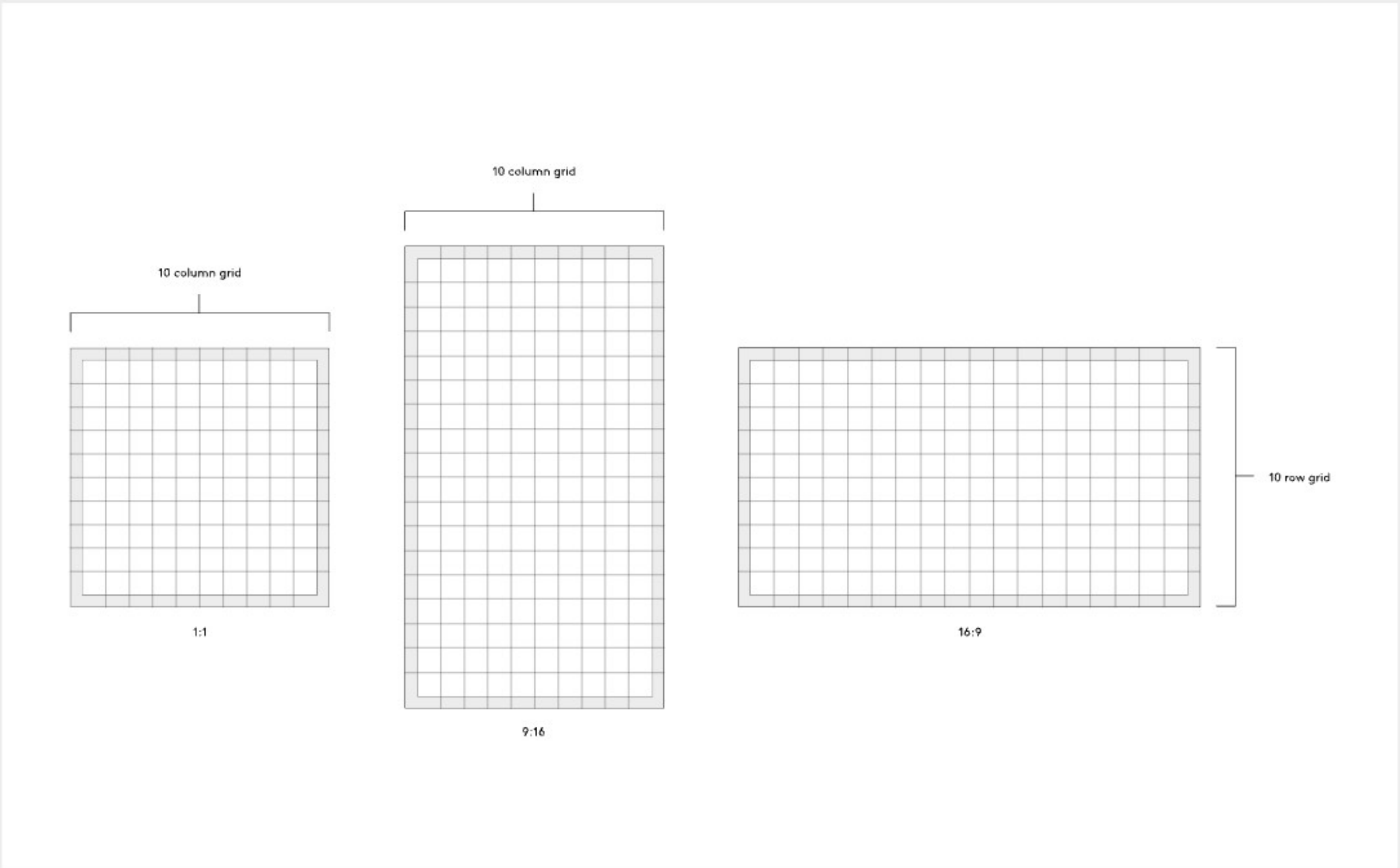
10 column grid

10 column grid

1:1

9:16

10 row grid

16:9

GRAPHIC DEVICE

Graphic device

Our graphic device is inspired by the angular shape in our cornerstone. It's an angled block that stretches from one edge of the grid to another, always in a downwards angle.

To achieve this, connect two edges of the grid with a line from left to right.

This flexible system can be adjusted to fit the content you're creating and can be used as a colour background or to frame imagery.
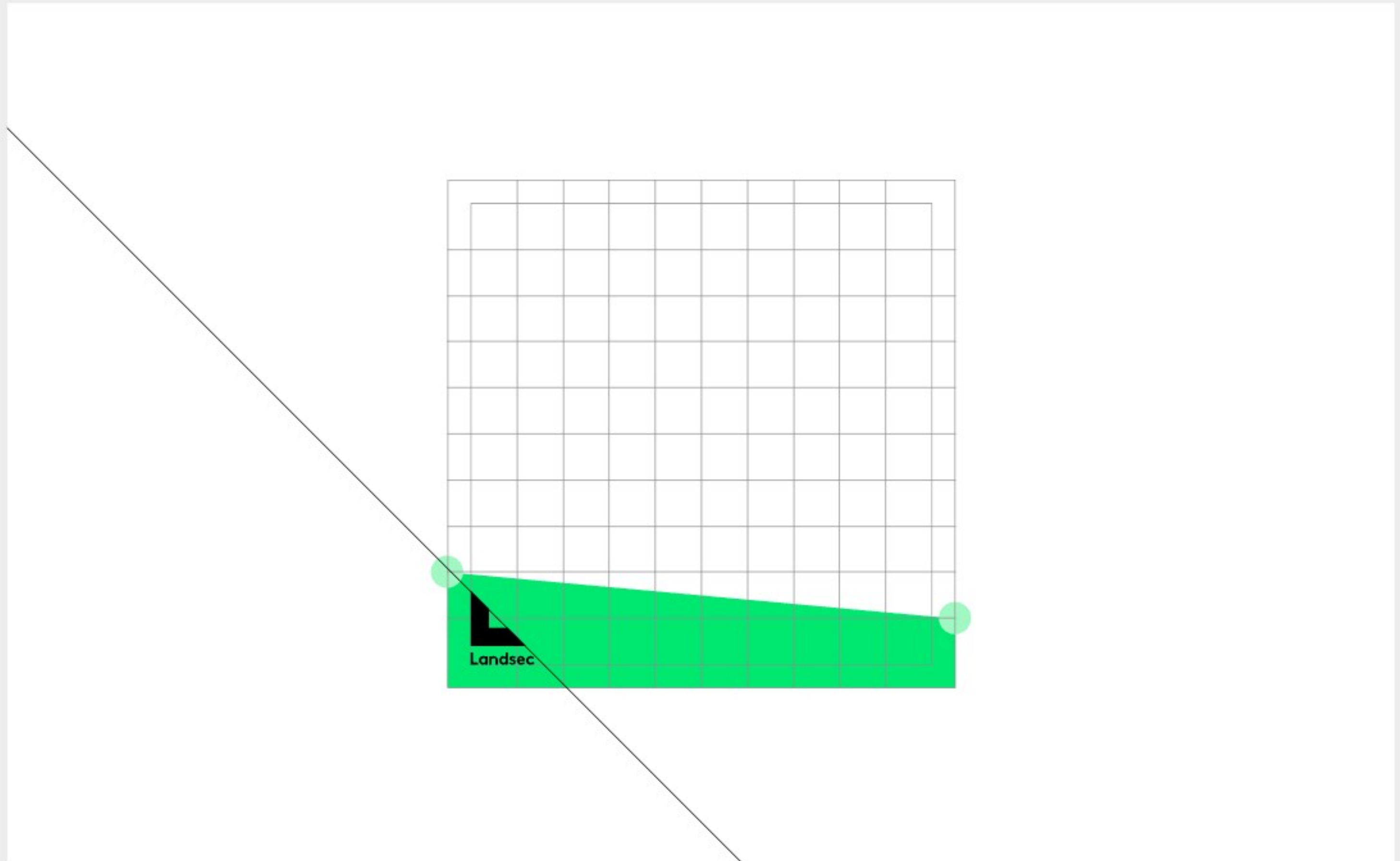
Graphic device: examples

The graphic device can be used on its own or with a border. Only two angles should be used in one design.

See more examples of the graphic device on .

No border

With border

Landsec
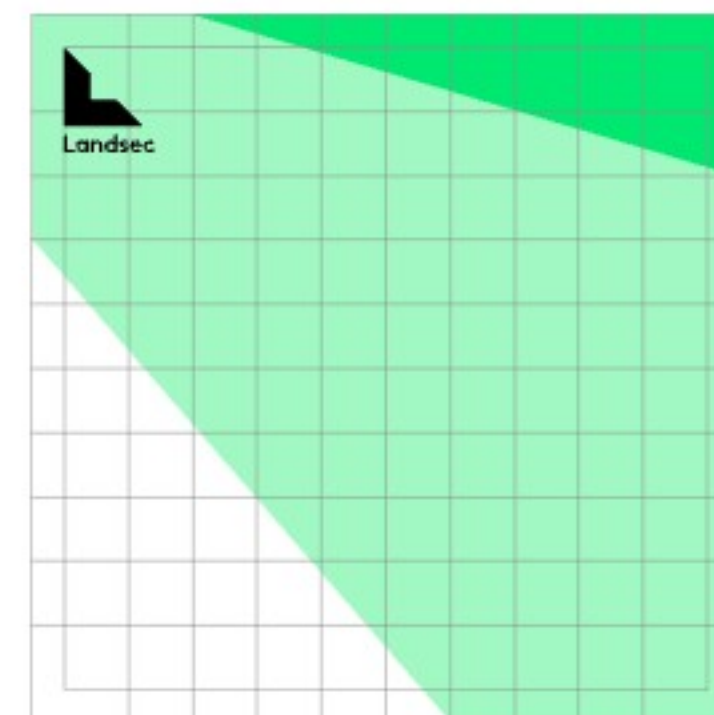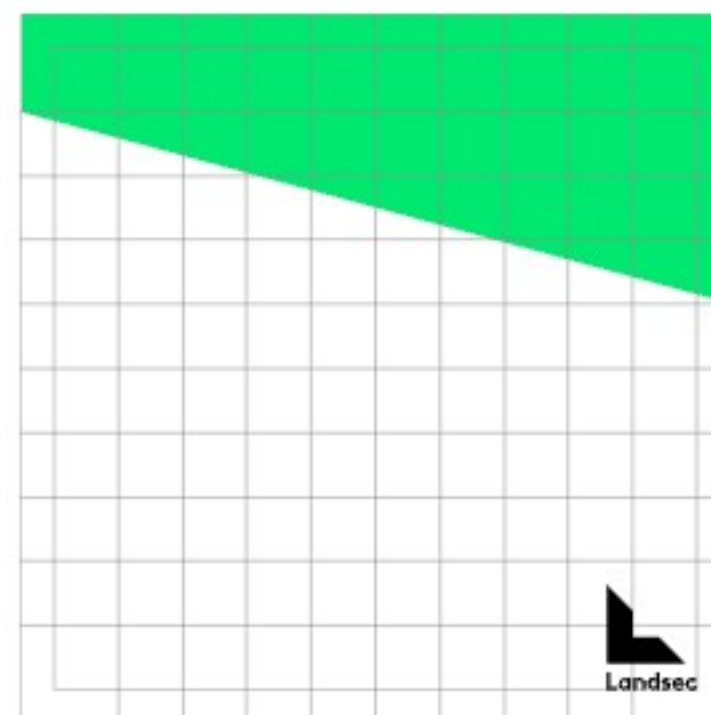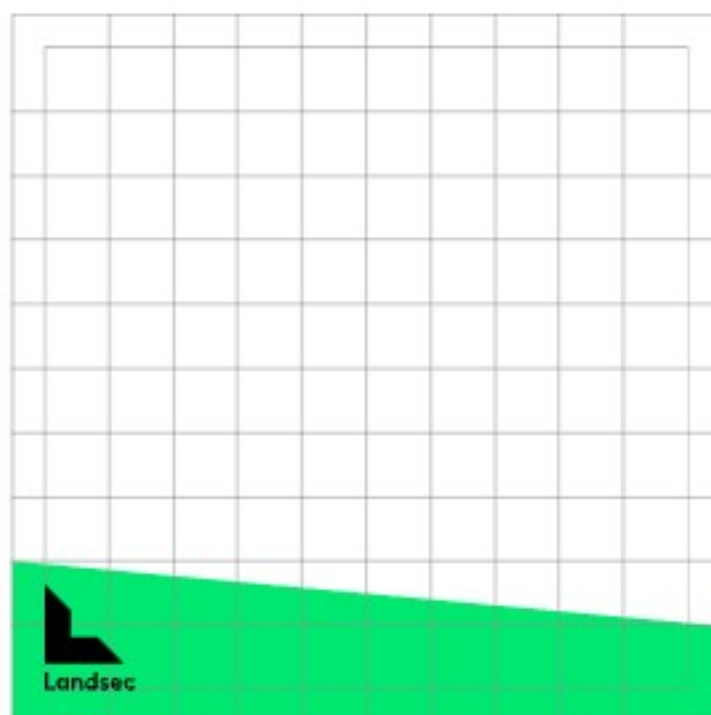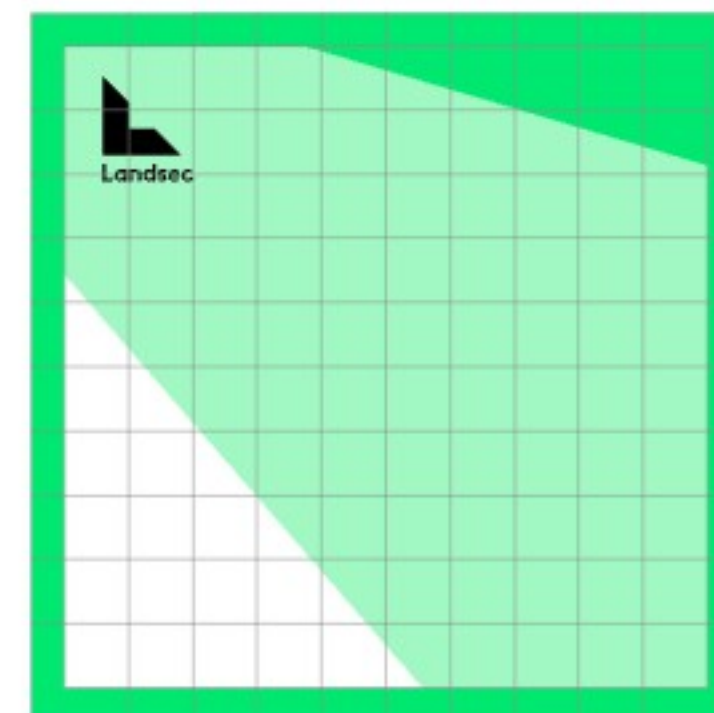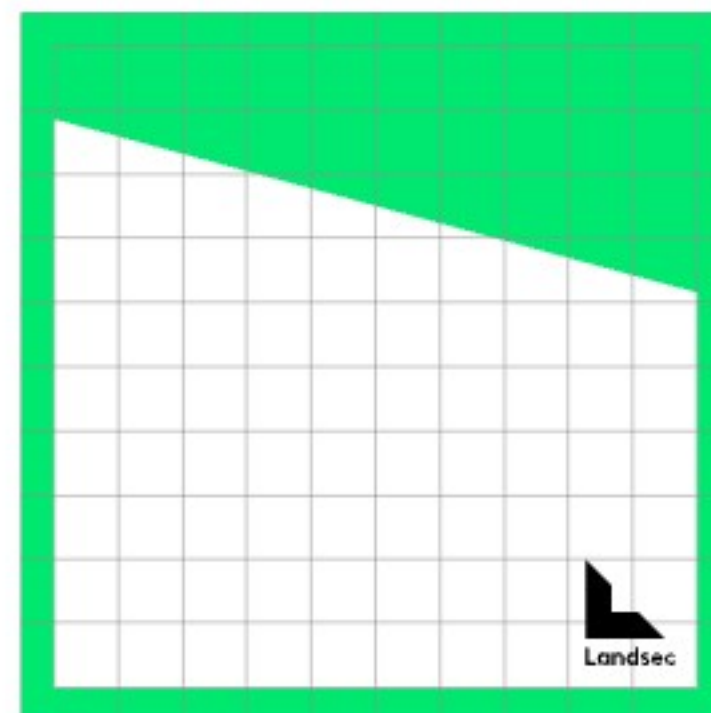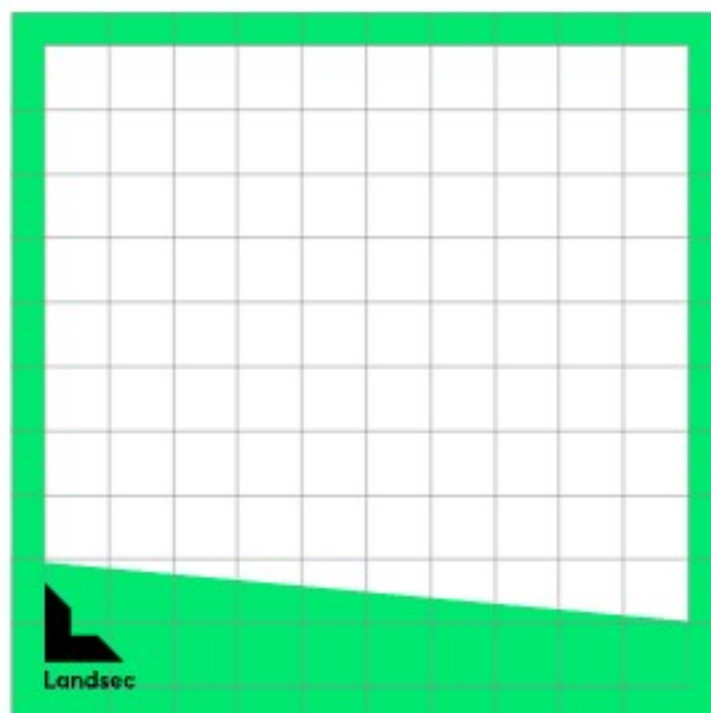
Graphic device: colourways

The graphic device can be coloured using any shade within both our core palette and extended palette, however don't mix the colour groups within one design.

This page demonstrates some possible colour combinations.

LAYOUTS

Layouts: logo

Use the following as a guide when creating different layouts that include all of our different brand elements, such as our logo, typography, grids, graphic device and imagery.

When applying our logo, size it appropriately for the type of content. It does not have to fit within the grid, however see our clear space guides to ensure you have sufficient space around the logo.

Landsec logo

Landsec logo

Landsec logo
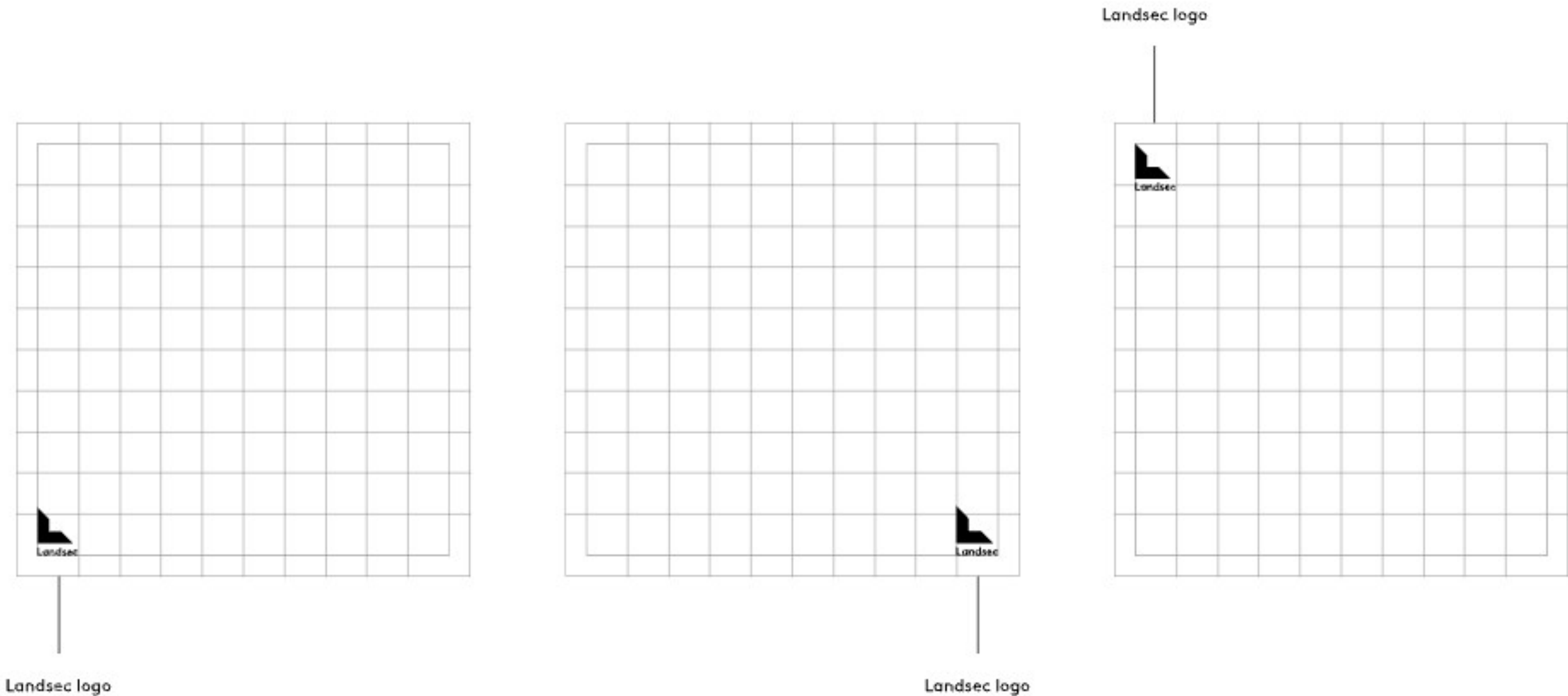
Layouts: fonts

Our fonts should be sized appropriately for the type of content, and can be aligned left, right or centrally to fit within a design.

Headline

Headline

Landsec logo

PLACES WITH MEANING

CREATING VALUABLE PLACES

We identify and shape places that create opportunity, enhance quality of life and bring joy to the people connected to them.

WE ARE LANDSEC

Landsec.com

Landsec.com

Landsec.com

Landsec logo

CTA

CTA   Body copy   Landsec logo

Headline   CTA

Landsec

Layouts:
graphic device

Use the graphic device to enhance a design, not to over-clutter or complicate.

The graphic device shouldn't interfere or clash with any other brand elements.

Headline

PLACES WITH MEANING

Landsec.com

Landsec logo   **Graphic device**   CTA

Graphic device   Headline

CREATING VALUABLE PLACES

We identify and shape places that create opportunity, enhance quality of life and bring joy to the people connected to them.

Landsec.com

CTA   Body copy   Landsec logo

Landsec logo   Graphic device

WE ARE LANDSEC

Landsec.com

Headline   CTA

Layouts: imagery

When adding imagery to a design, cropping is allowed, but ensure as much of the full image is being seen as possible.

If an image is being used behind fonts, apply a 20-30% black opacity layer on top to ensure the text is legible.

Image   Headline

PLACES WITH MEANING

Landsec   Landsec.com

Landsec logo   Graphic device   CTA

Graphic device   Headline

CREATING VALUABLE PLACES

We identify and shape places that create opportunity, enhance quality of life and bring joy to the people connected to them

Landsec.com   Landsec

CTA   Body copy   Image   Landsec logo

Landsec logo   Graphic device

WE ARE LANDSEC

Landsec.com

Coloured background   Headline   CTA

Layout: examples

Use these layout examples as a guide when creating your own layouts and designs.

Landsec
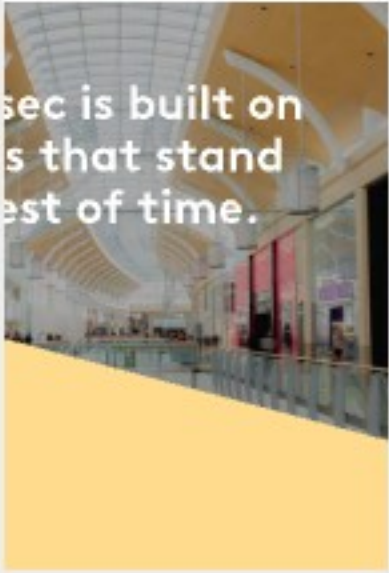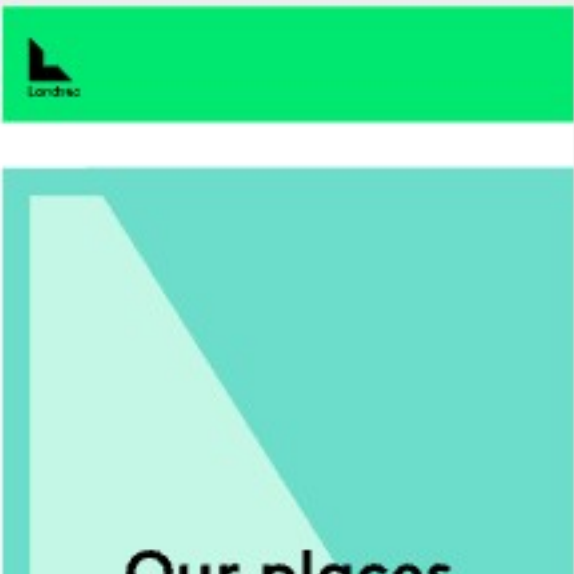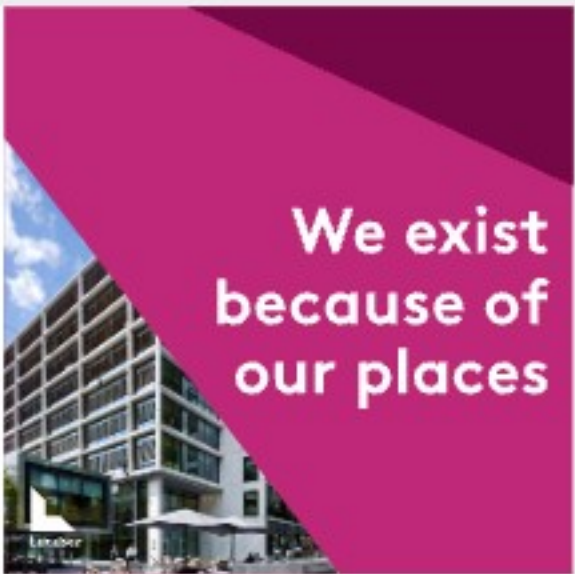
Layout: framing

The graphic device can be used to frame content produced outside the Landsec brand identity, ensuring a consistent brand presence across various different outputs.

IMAGERY

Imagery

Our imagery guides cover everything you need to know about our photography, from subject matter to choosing and creating images.

You can find tips on lighting, composition, framing and more, ensuring all images stay on-brand and look professional.

Use this page to navigate to the specific imagery guidance you are looking for.

Photography pillars

PEOPLE PLACES BUILDINGS

Stock imagery

UGC guides

Photographer guides
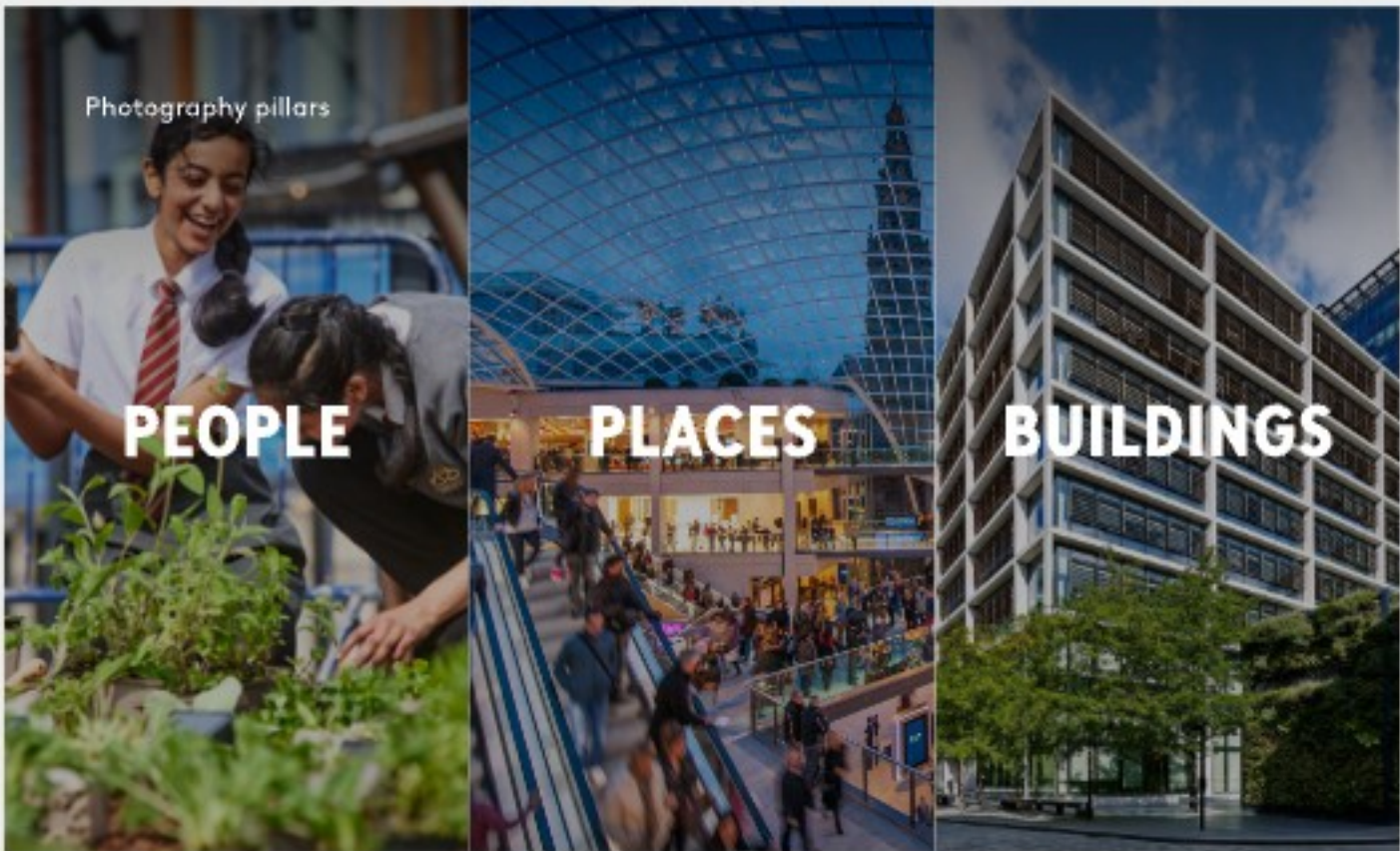
PHOTOGRAPHY PILLARS

Photography pillars

We have three photography pillars to follow when capturing, commissioning or choosing imagery for Landsec communications.

These pillars allow for our communications to cater to different audiences and to showcase how our spaces are used and enjoyed in real life.

PEOPLE

PLACES

BUILDINGS

Landsec

People

We want to include people at the forefront of our imagery to show how our places come to life when used and enjoyed by real people.

Featuring people in our images highlights the human aspect of our places, making them feel more inviting and dynamic. We do this by focusing on of close-up shots of people interacting with our places.

PEOPLE

Places

Our places are key to representing Landsec by featuring both people and the environments they are interacting with.

We want our places to feel full of life, so we mostly avoid using imagery of empty rooms, buildings or environments.

PLACES

Buildings

It's important that we include people in most of our imagery, but sometimes it's necessary to show our impressive buildings just as they are.

We should use a mixture of wide-angle shots showing the full building and close-up shots showcasing the intricacies and textures of the building.

STOCK IMAGERY

Stock imagery

We should rarely use stock imagery, but sometimes it's necessary for when we need to find specific images that may not be in our existing photography bank.

Use the following pages as a guide when selecting stock photography for Landsec communications.

Logo
Colour
Fonts
Grids and layouts
❯ Imagery
Icons
Infographics
Applications
Accessibility

Landsec

Landsec

Stock imagery guides

LIGHTING

Ensure you're choosing stock images with natural-looking lighting that feels authentic. Avoid harsh artificial lighting or strong colour filters that may distort or dominate the image. Instead, look for soft, even lighting that enhances the natural colours and textures of the subject, creating a realistic and inviting look that aligns with our own photography.

TONE

Aim for images with strong depth and high contrast to capture the bold, striking aesthetic that defines Landsec's visual style. Achieving a consistent tone using stock imagery may not always be possible, however choosing photos with these qualities will help create a cohesive and impactful look. When in doubt, refer to the stock photography examples to align with these desired qualities.

COMPOSITION

Composition is a less critical factor given the wide range of sources. However, it's still important to choose images that feel visually pleasing and balanced. This is a more advanced element of photography that is considered more carefully when commissioning our own photography. You should still make sure the stock image you're using is visually pleasing and balanced.

FRAMING

It's essential to select images that use framing to naturally direct the viewer's attention to a specific subject or focal point within the photo. This approach ensures that key elements, like architectural details or subjects stand out clearly. By focusing on imagery that guides the viewer's eye, you can still create a purposeful, cohesive look with stock imagery that enhances the impact of the visual storytelling.

Landsec

Stock imagery guides

PEOPLE

For stock images with people, make sure to choose a diverse range of people that reflect Landsec's different communities. Avoid portrait-style images, as these can feel staged. Instead, look for natural shots of people in real environments, interacting with spaces in a genuine way. This helps keep the images feeling authentic and inclusive.

LICENSES

Always make sure you have the correct license for the stock photography you're using. Most free stock photography can be used for commercial and non-commercial purposes with no permissions needed, however you should always check with the provider before publishing any external Landsec communications that include stock. If in doubt, contact the brand team for further advice.

USAGE

Stock photography should be used minimally across Landsec communications, especially anything external. Where possible, use imagery from our own photography bank. If in doubt, contact the brand team for further advice.

![Landsec logo]

Stock imagery: examples*

Use these stock examples as a guide when choosing stock imagery. This selection of images successfully follow a similar look and feel to our existing photography.

Stock imagery websites

For consistency across your stock imagery usage, Death To Stock is a great tool for more stylised and unique images. This requires a low-cost subscription.

For more easy-to-find and more generic stock imagery, Unsplash has a huge range of images. This is free to use.

*All images sourced from Unsplash

Logo
Colour
Fonts
Grids and layouts
> Imagery
Icons
Infographics
Applications
Accessibility

Stock imagery restrictions

Choose the stock imagery you're using carefully to ensure consistency across Landsec communications and also consistency with our existing photography.

To illustrate this point, some of the more likely mistakes are pictured on this page.
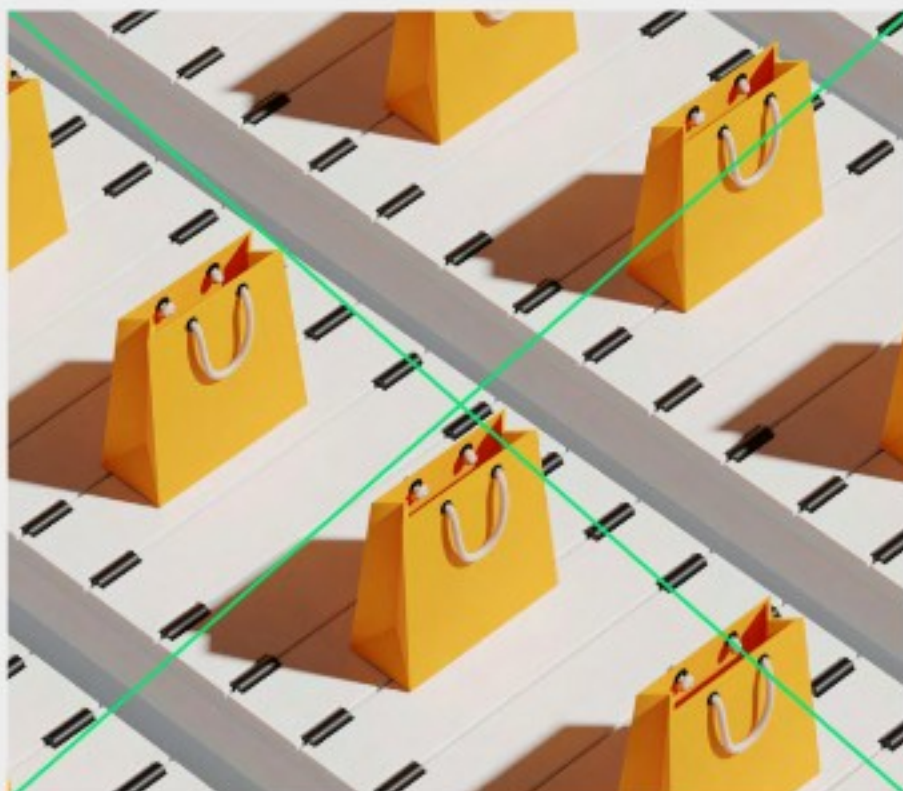
Don't use images unrelated to our photography pillars

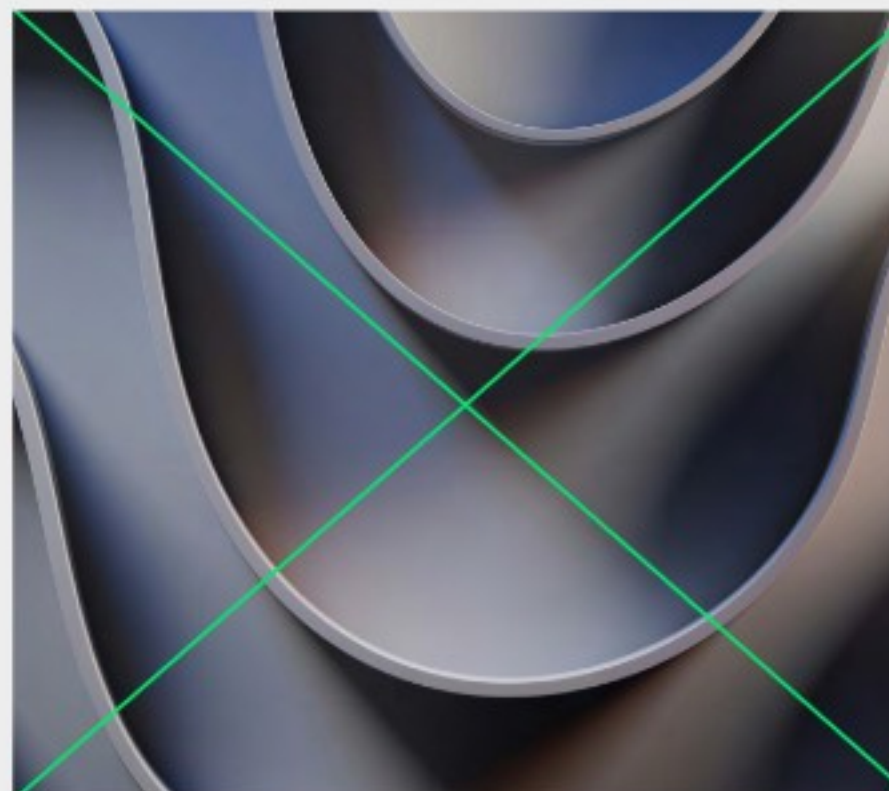**Don't** use stock images of our own locations

Don't use stock portraits

Don't use over-stylised stock images

Don't use stock images of patterns or textures

Don't use stock images of illustrations or anything 3D

UGC GUIDES

User generated content (UGC) guides

Capturing your own images while visiting Landsec locations or attending events can be a great way to showcase the brand's spaces in an authentic and personal way.

Use the following as a guide when capturing your own content for Landsec. Contact the brand team for further guidance if needed.

UGC guides
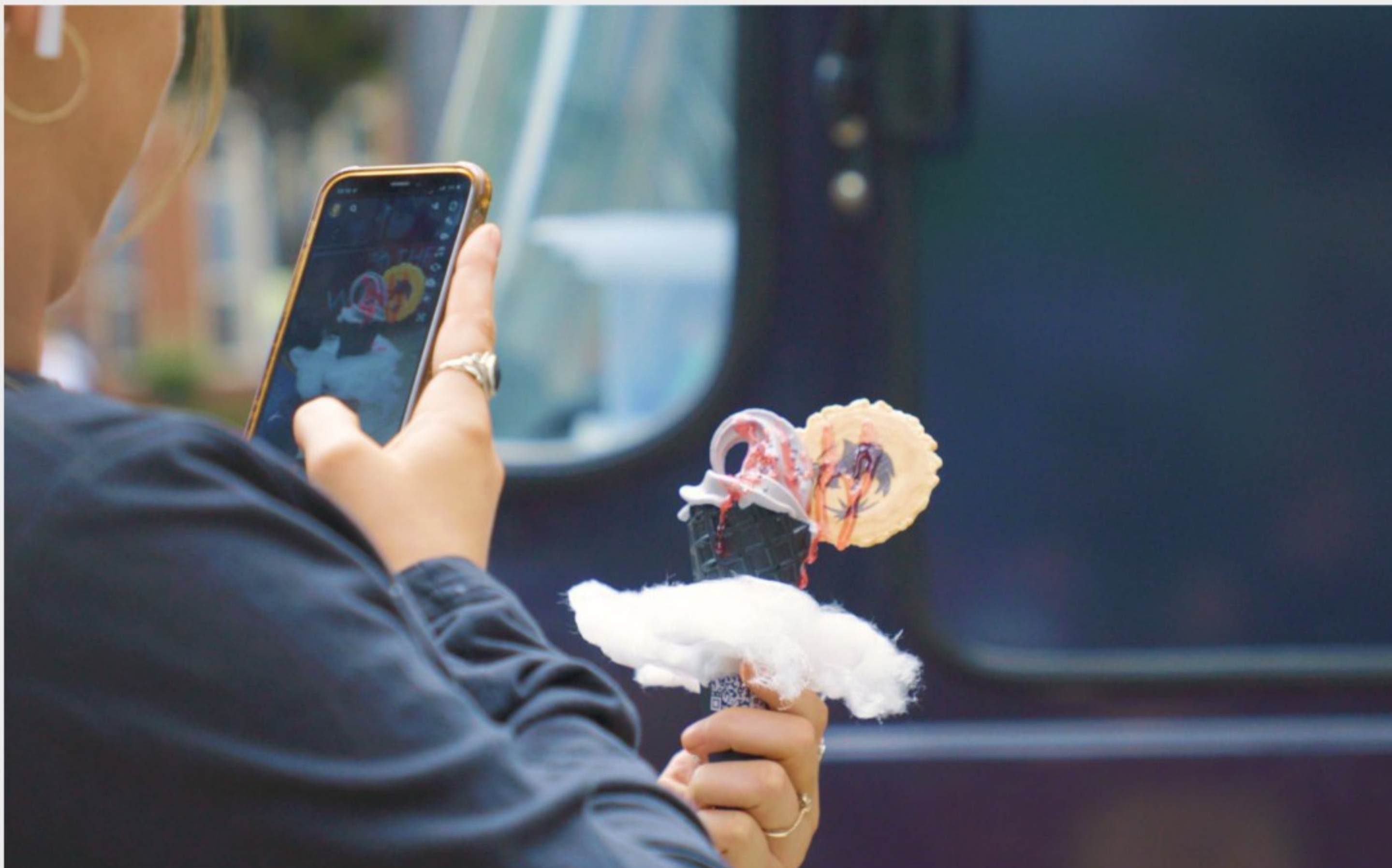
LIGHTING

Just like the rest of our imagery, the lighting in UGC for Landsec should feel natural and inviting. Avoid harsh artificial lighting or colour filters. Natural light is ideal, but if you are using artificial light, ensure it mimics daylight to maintain the warmth and authenticity of the setting.

TONE

Where possible, aim for a tone that is bold yet natural, with high contrast to emphasise depth and detail. This can be difficult to achieve yourself, but refer to our photography references to see the overall look and feel you should be aiming for.

COMPOSITION

UGC should feel organic and effortless, capturing authentic moments while still maintaining visual balance. Focus on compositions that feel natural, with subjects positioned in ways that reflect how people would naturally interact with the space, and buildings captured in full.

FRAMING

Avoid over-cluttering the frame with too many elements. Focus on a single subject, whether that's a building, a person, or a group of people. Ensure the viewers' attention is not distracted from background noise.

UGC guides

PEOPLE

Aim for a range of genders, ages and ethnicities to ensure broad representation. Prioritise group interactions or people engaging naturally within spaces rather than posed, solo shots.

PERMISSIONS

Landsec takes the view that if an image uniquely identifies a person (including a child) then data protection rules apply and a consent forms must be completed by the relevant persons. You must also seek permission from the onsite teams at any our places. Contact the brand team for more details.

USAGE

UGC should be used minimally across Landsec communications, especially for anything external. Where possible, use imagery from our own photography bank. Please contact the brand team for more details.

FORMATS

Stick to standard aspect ratios such as 1:1, 9:16 or 16:9 for consistency across platforms, ensuring the content displays well on both mobile and desktop views. Ensure high-resolution images (minimum 1080px wide) for clear visuals. Take into account the intended use of the content when deciding between landscape and portrait shots. Generally, landscape orientation is preferred due to its flexibility for cropping into various sizes.

FILES & EXPORTS

Export images in JPEG or PNG format. Name files clearly and consistently, including relevant keywords like location, event, or subject, followed by the date: (e.g. "landsec_building_event_2025.jpg"). This makes it easier to organise and retrieve content.

UGC: restrictions

Create user-generated content carefully to ensure it matches the style of our own images.

Mistakes can sometimes happen when creating your own content, so to illustrate this point, some of the more likely mistakes are pictured on this page.

Don't use poor quality images
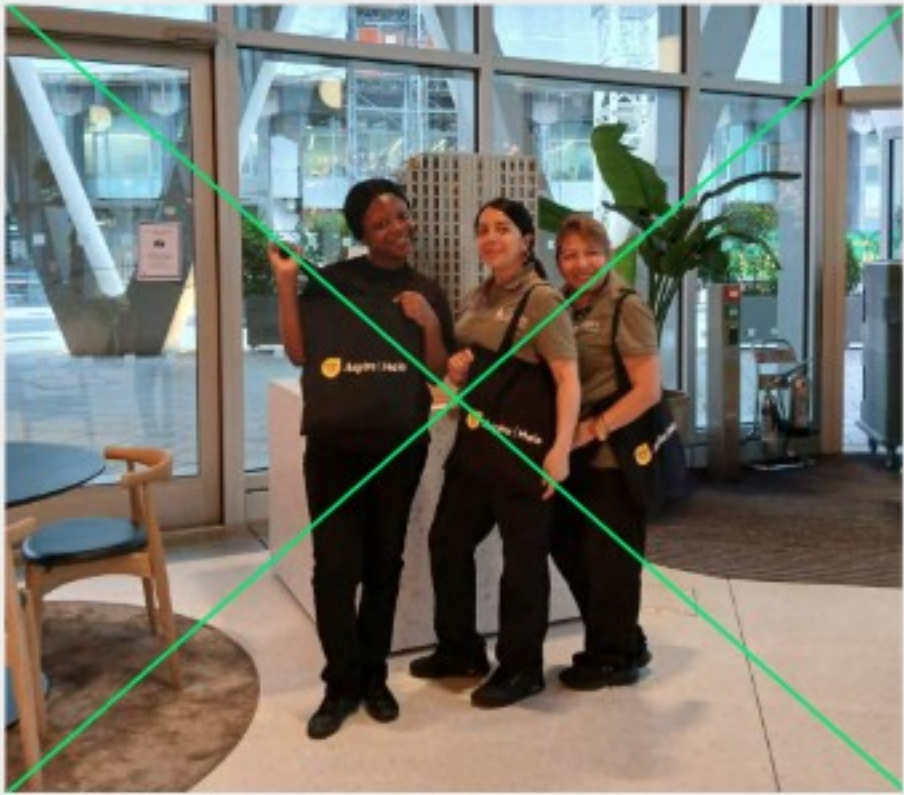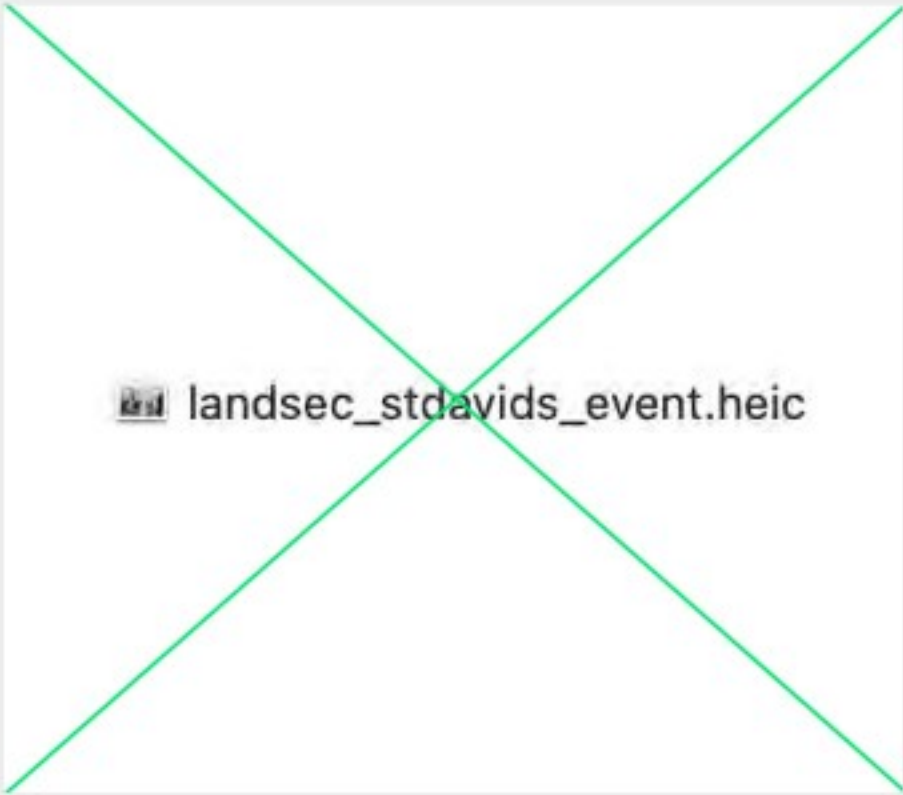

Don't use cluttered images

Don't use filters

Don't awkwardly crop images

Don't use poor lighting

Don't use or upload incorrect file types

PHOTOGRAPHER GUIDES

Photographer guides

Use these guides to ensure all commissioned pieces align with Landsec's existing imagery, helping us maintain a consistent look and feel across all visuals.

Photographer guides

LIGHTING

The lighting should feel natural and inviting, highlighting architectural details and creating a realistic sense of place. Avoid harsh artificial lighting or colour filters. Instead, prioritise soft, even lighting that enhances textures and colours without overpowering the scene. Whether shooting interiors or exteriors, aim for lighting that brings depth to the space and enhances the realism of the shot.

TONE

Aim for a tone that is bold yet natural, with high contrast to emphasise depth and detail. Images should feel dynamic and impactful, capturing the scale and character of the spaces while avoiding overly bright or muted tones. Our images should have rich, realistic colours and a balanced contrast that reflects the vibrant energy of each location.

COMPOSITION

Our composition should focus on capturing spaces in a way that feels open and inviting, highlighting key architectural features and the natural flow of in-use spaces. Draw attention to important elements in the frame without cluttering the image.

FRAMING

Framing should be used to capture spaces and buildings in ways that highlight their design, scale, and integration within their environment. Use techniques like positioning architectural lines, natural elements, or even reflections to highlight the unique features and perspectives of Landsec spaces.

Landsec

Photographer guides

PEOPLE

The people in our images should reflect a diverse and inclusive range of people that represent the communities Landsec serve. Aim for a range of genders, ages and ethnicities to ensure broad representation. Prioritise group interactions or people engaging naturally within spaces rather than posed, solo shots.

PERMISSIONS

Landsec takes the view that if an image uniquely identifies a person (including a child) then data protection rules apply and a consent forms must be completed by the relevant persons. You must also seek permission from the onsite teams at any our places. Contact the brand team for more details.

STYLING

We should be taking a modern, clean and understated styling approach to highlight the architectural and environmental elements within the shot. Clothing and props should feel natural. The focus should stay on the space.

RETOUCHING

Retouching should be minimal and focused on enhancing the natural look of the image. Avoid heavy editing or unrealistic effects; instead, aim to improve lighting, colour balance, and sharpness to make the space look its best.

References

Use these examples as a reference when shooting new photography for Landsec.

ICONS

Icons

Our icons should be used selectively, ensuring they complement relevant supporting text.

To enhance legibility, the icons can also be placed within a circular frame.

Supporting text

People

Sustainability

Direction

Connectivity

Places

Travel

Shopping

Framed

Landsec

Icons: construction

Each icon is constructed on a grid to ensure a consistency in styling and proportions.

Circles are used in both construction and the visual elements where applicable.

The 45° angle is also used for certain lines to reference the Landsec cornerstone.

Grid structure
Icon lines
45° lines
45° construction
Circle lines
Circle construction

Icons: suite
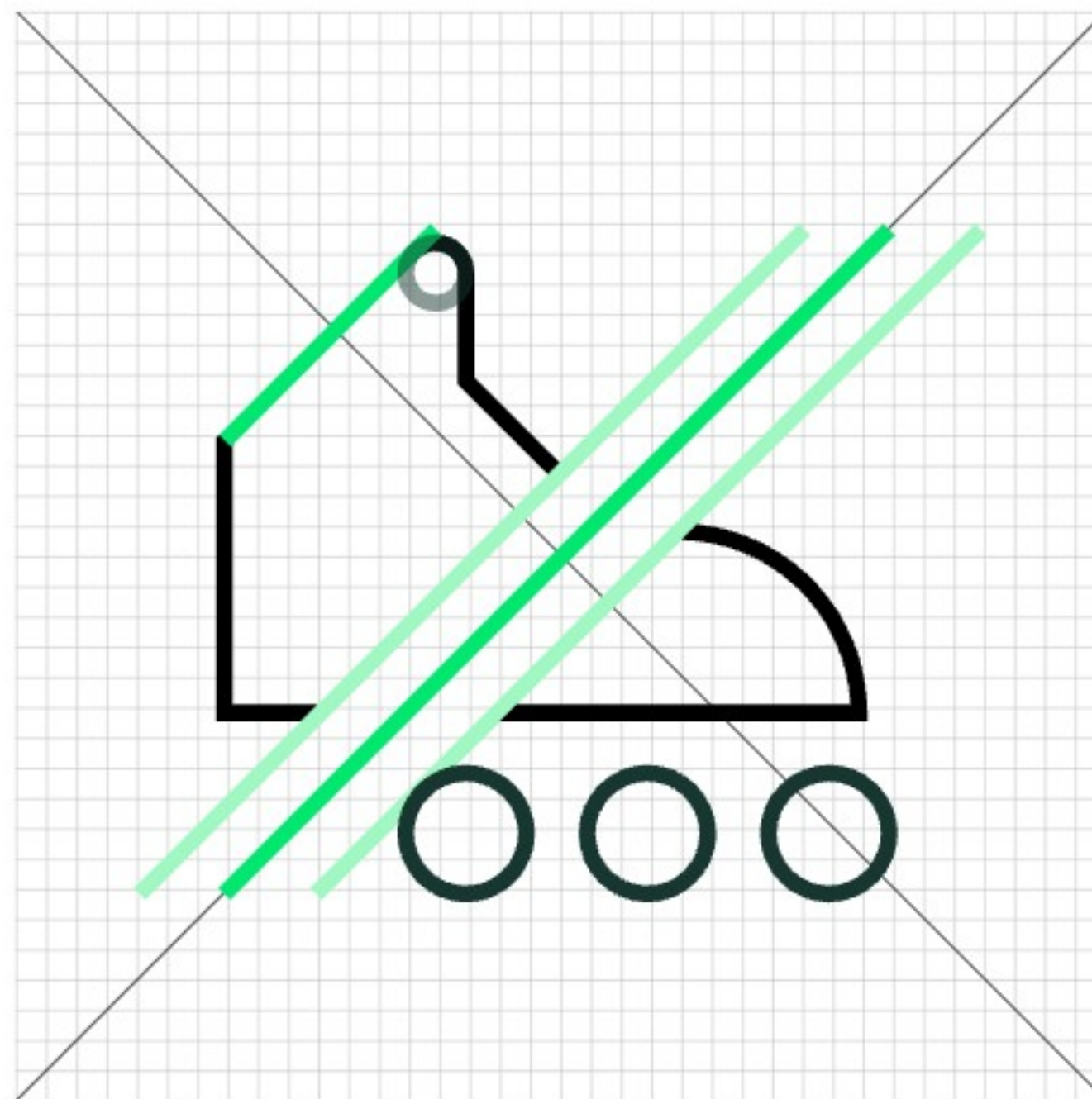
Our icons are clean and contemporary with subtle quirks which tie them in to the other components of the Landsec brand.

The keyline styling has a sleek feel while maintaining a sense of familiarity which is crucial when using the icons in context.

The icons should only be used in black or white.

Contact the brand team to access our icons.
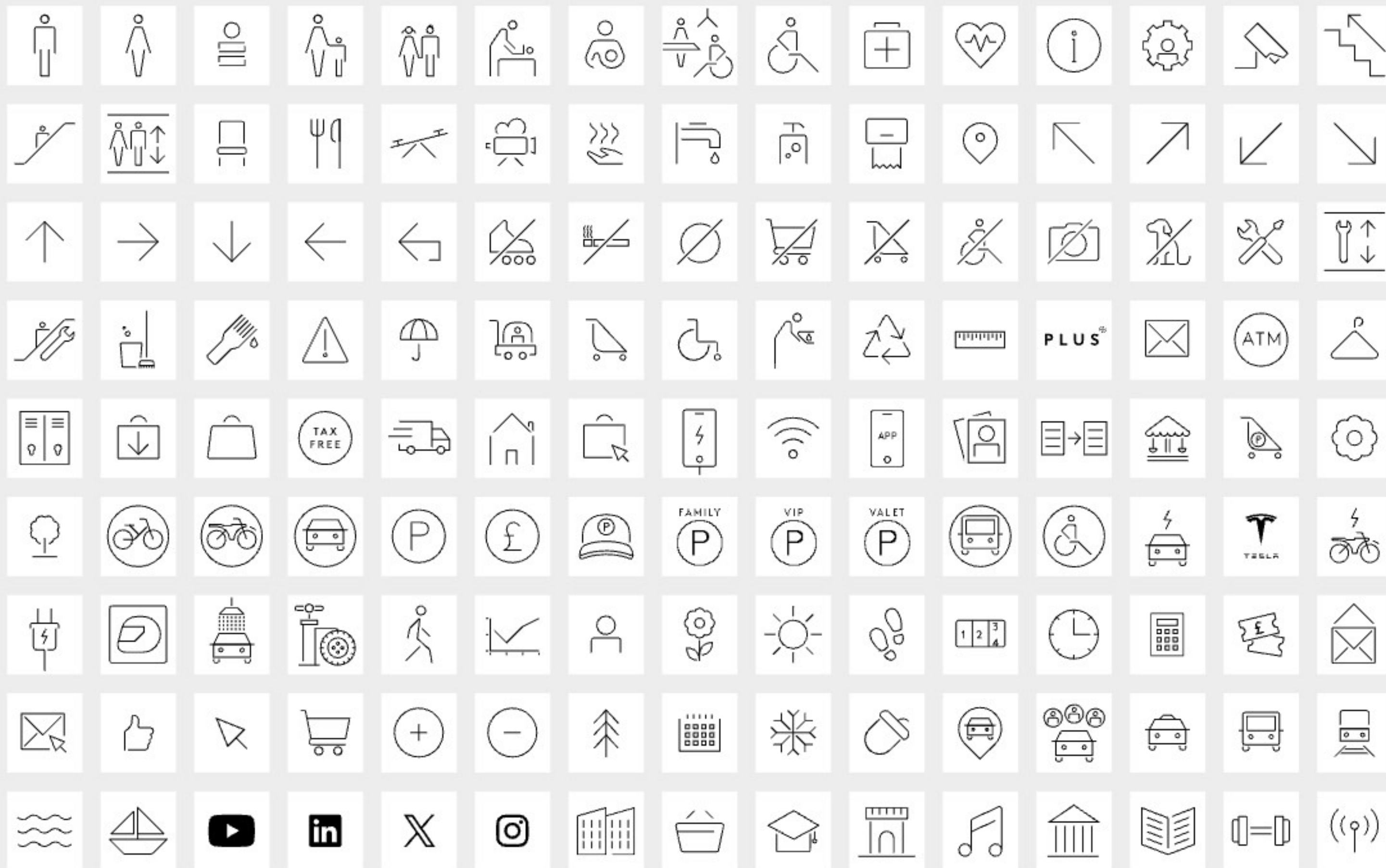
INFOGRAPHICS

Landsec

Infographics

The styling of charts, tables and graphs is clean and minimal, in keeping with our brand colours and fonts, while keeping things clear and easy to digest.

For visual infographics such as **pie, bar, or line charts,** use colours from the same colour group as the rest of the document. Do not mix different colour groups to maintain visual consistency. See more about this on the next page.

For **tables,** colour the boxes using the functional greys

For **written infographics,** use the H1 font for key pieces of information, like numbers or statistics. Pair this with our body font for the supporting text.

Logo
Colour
Fonts
Grids and layouts
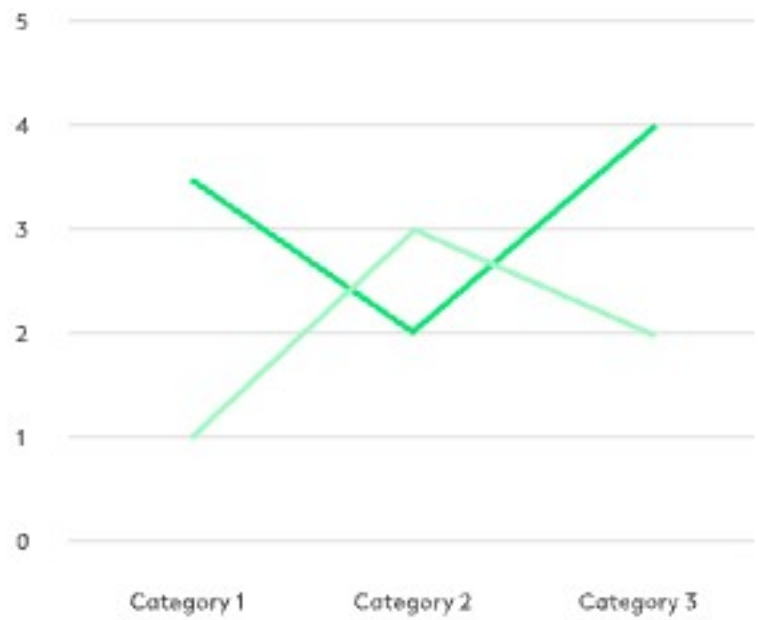Imagery
Icons
❯ Infographics
Applications
Accessibility

Pie charts

- ● Category 1
- ● Category 2
- ● Category 3
- ● Category 4
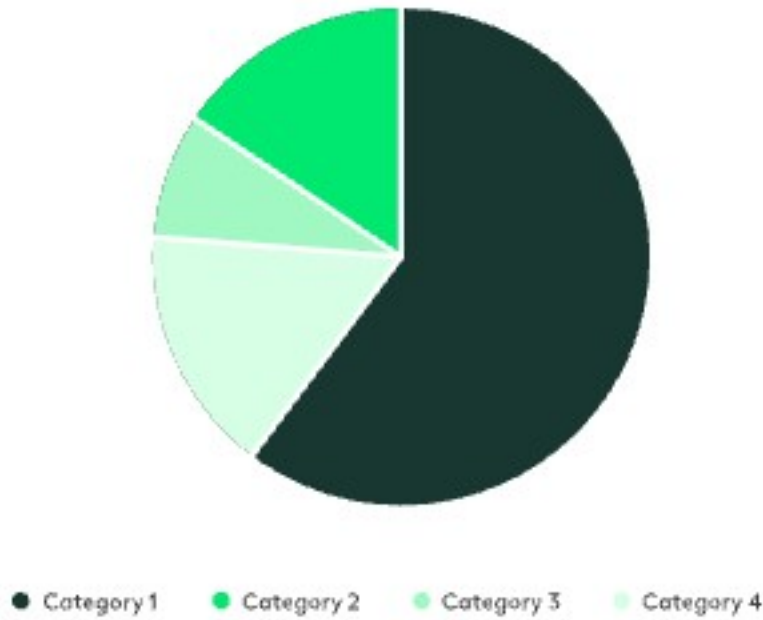
Bar chart
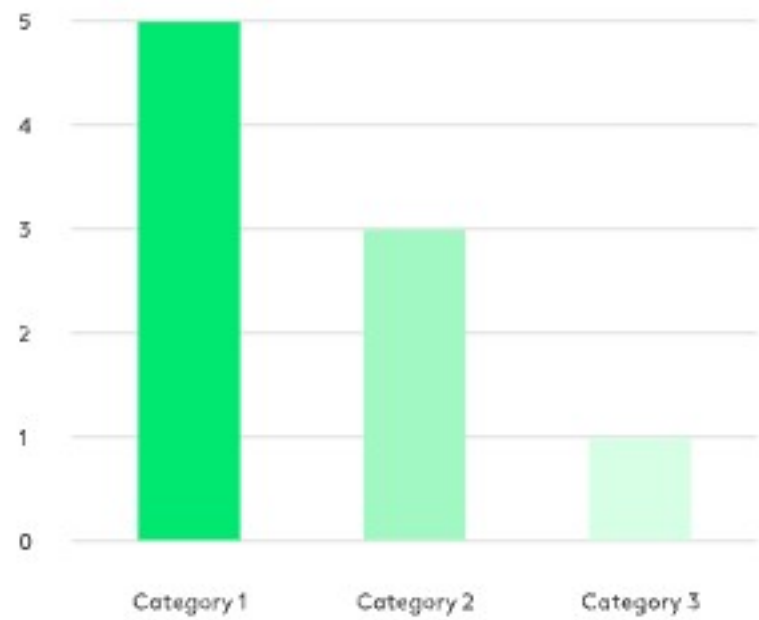
Line chart

Tables

	Section 1	Section 2	Section 3	Section 4
Example 1	Example text	Example text	Example text	Example text
Example 2	Example text	Example text	Example text	Example text
Example 3	Example text	Example text	Example text	Example text
Example 4	Example text	Example text	Example text	Example text
Example 5	Example text	Example text	Example text	Example text

Written infographics

City centre parking spaces

2,000

£524 Annual F&B sales £PSF

£308M

in sales annually

Infographics

Colour visual infographics in the same colours from the same colour group as the rest of the document. Do not mix different colour groups within a single document.

For example, if you are using the blue colour group in your document, colour all infographics in blues.

The following are some different colour group examples, however you can use any colour group to colour infographics, as long as they match the rest of the document.
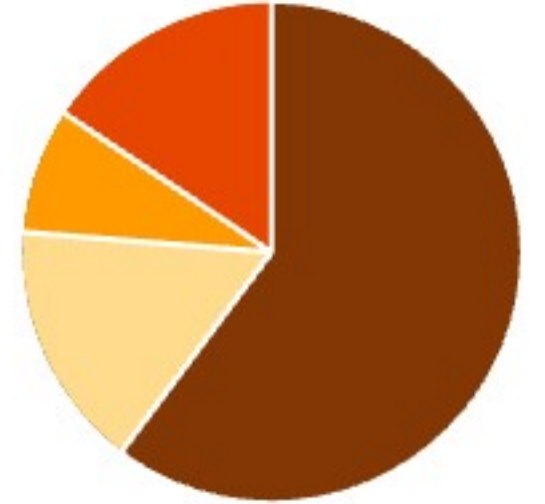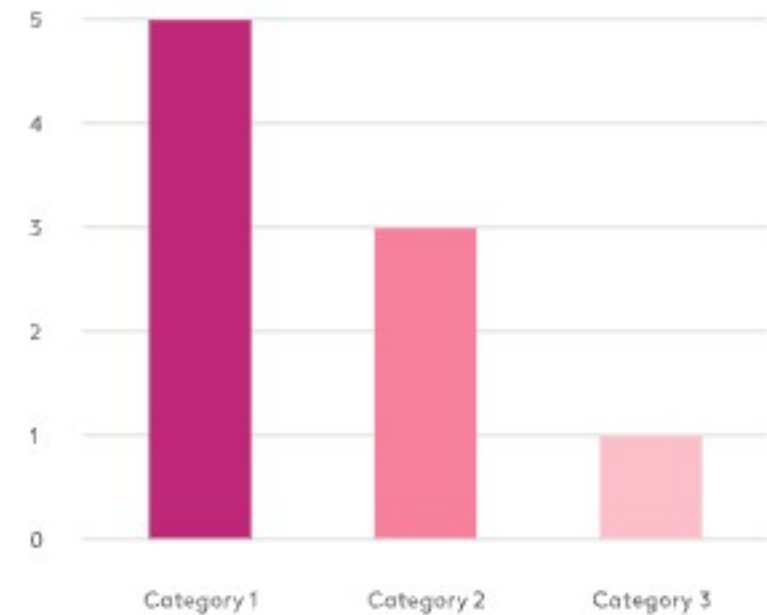
Black, white or functional greys can also be used if you need more than four colours to represent data.
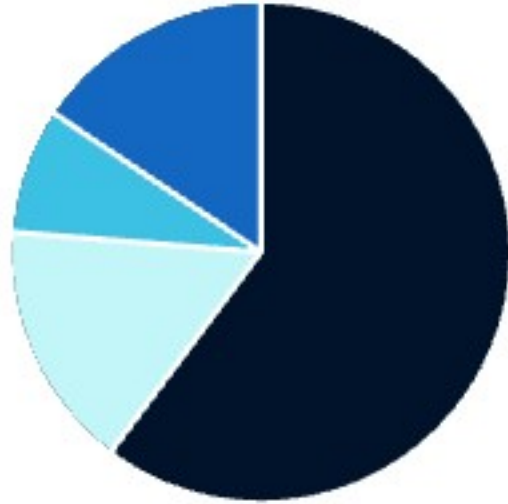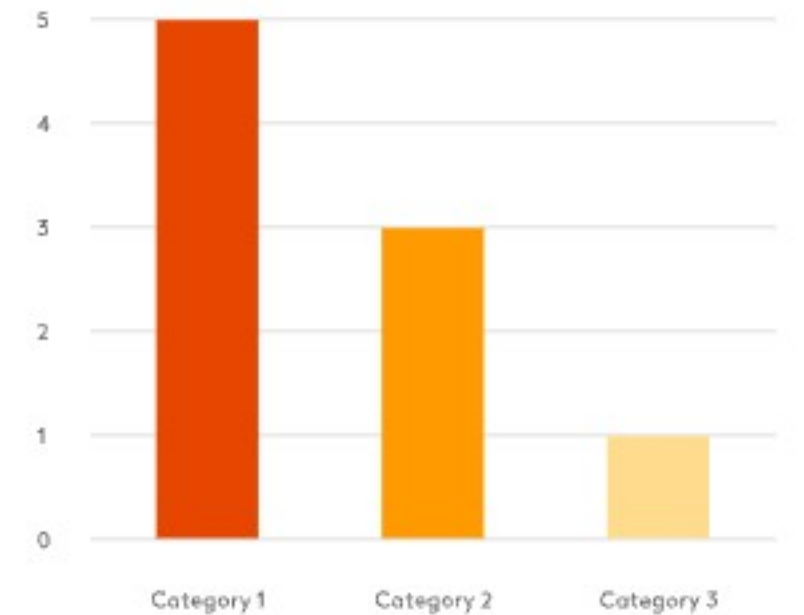
● Category 1　● Category 2　● Category 3　● Category 4
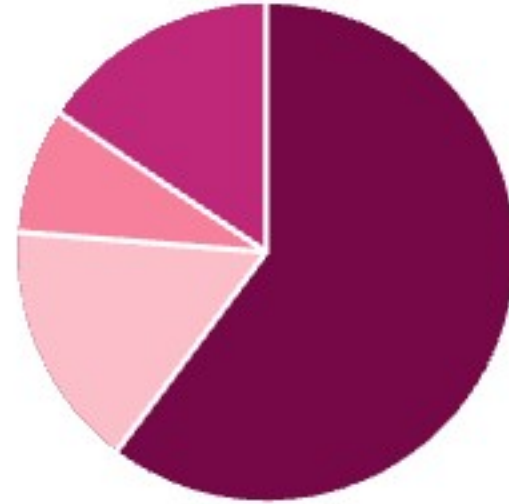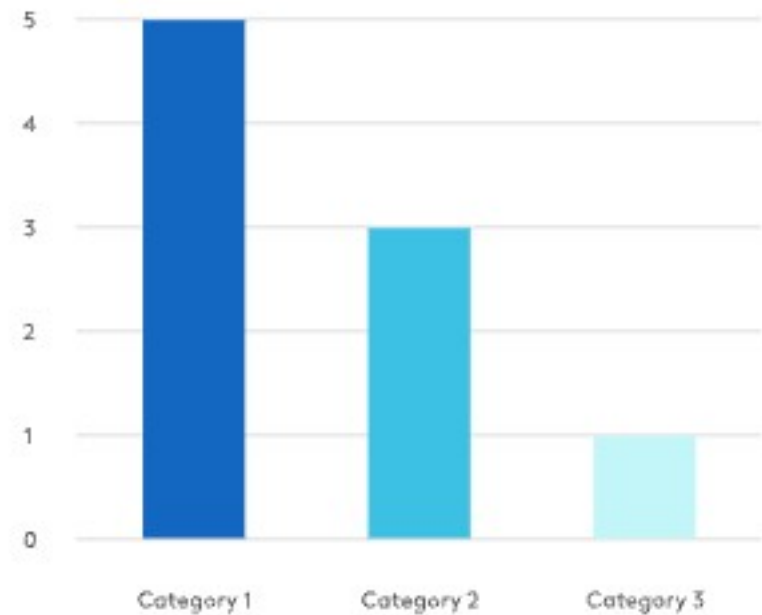
● Category 1　● Category 2　● Category 3　● Category 4

● Category 1　● Category 2　● Category 3　● Category 4

APPLICATIONS

Presentations

Reports

Reports

2.0 RESEARCH

INCENTIVES AND COSTS

Everyone – landlords, retailers, local authorities – have different reporting requirements and commitments on sustainability. To meet these obligations, data transparency and sharing is essential. This ranges from the energy consumption of retail units to the much-mentioned subject of 'waste management'.

The ability to better track what waste is recycled and make strides towards zero landfill was mentioned by many retail brands. To improve here a baseline measure is required to then set targets against. Brands currently find it difficult to know what's done with their waste within shared shopping centres.

All interviewees stressed the importance of data and the need for a baseline to target improvements against. Increased data transparency and data sharing opportunities would be welcomed.

Consciousness on how their physical building impacts the environment

consciousness on how their physical building impacts the environment and extending curiosity on sustainable products. Efforts can be made by brands, landlords, and local authorities to improve messaging in stores, shopping centres, and surrounding areas.

Retail brands often mentioned the importance of visual cues to boost awareness of a unit's or building's sustainability credentials – like green walls and wooden fittings as opposed to plastic fittings. Energy efficiency and recycling efforts can be made more visible to consumers, but there was widespread agreement among brands to avoid signage 'clutter' that could negatively impact the aesthetic of a centre or a brand's space. Communication approaches need to be carefully considered and collaborated on between landlords and brands to strike this

Local authorities noted the benefit that green space can have in attracting footfall to retail

GREEN BUILDINGS AND INVESTMENT

The case for sustainable retail destinations would be heightened by a better investment case for green retail buildings. While there's been little investigation of the value premiums of retail buildings in particular, a multitude of studies exist for the office and broader commercial market, from which we might draw inferences about the investment case for sustainable buildings in the retail sector.

In research of office buildings in London's market, we see BREEAM 'very good' rated buildings gaining a 4-9% premium, while those premiums increase to 12-14% for outstanding buildings. Similarly, a recent study of the American commercial property market reviewed 21 separate investigations, finding an average value premium of 15% for green buildings. This went up to as much as 45% for the highest rated structures. [1]
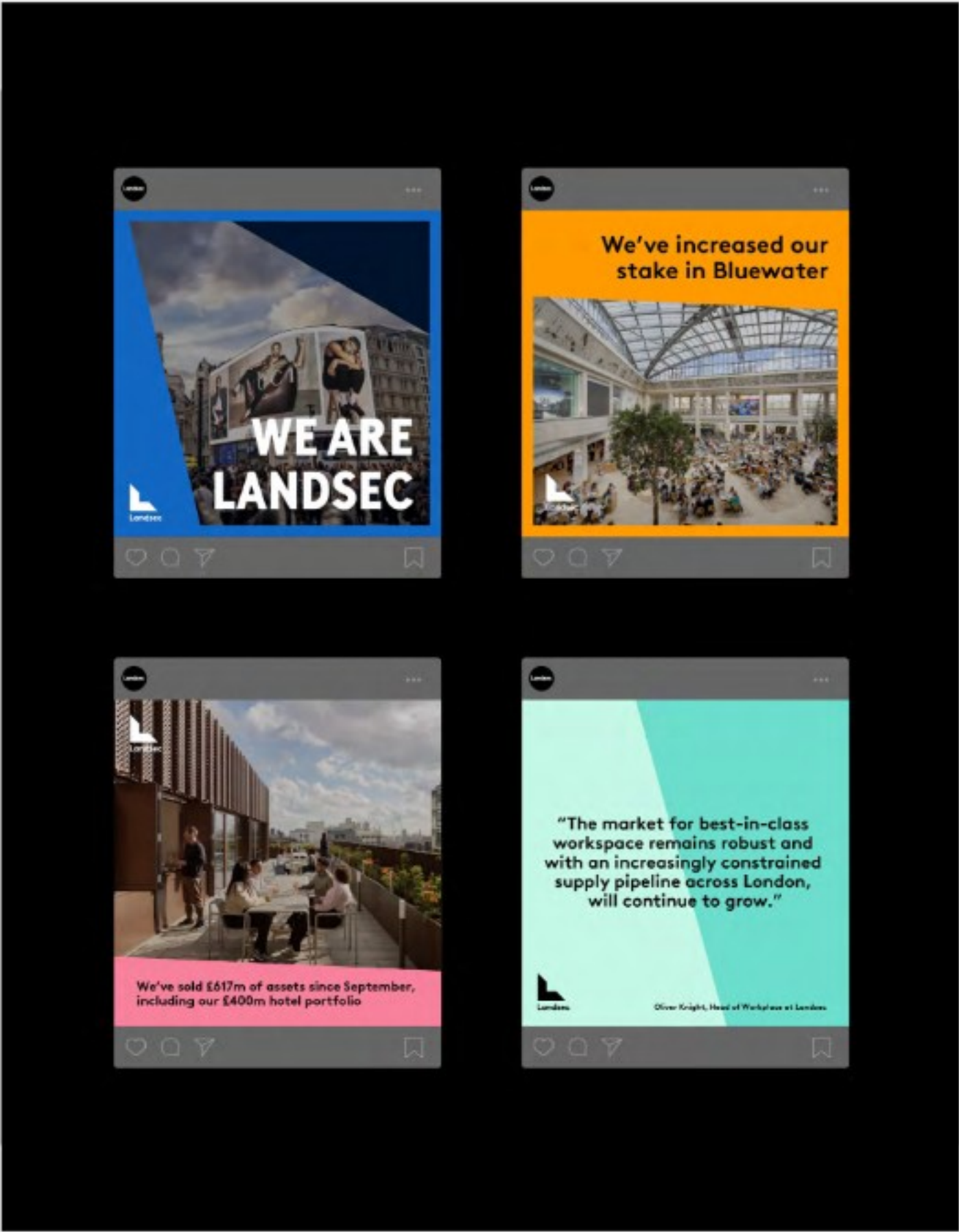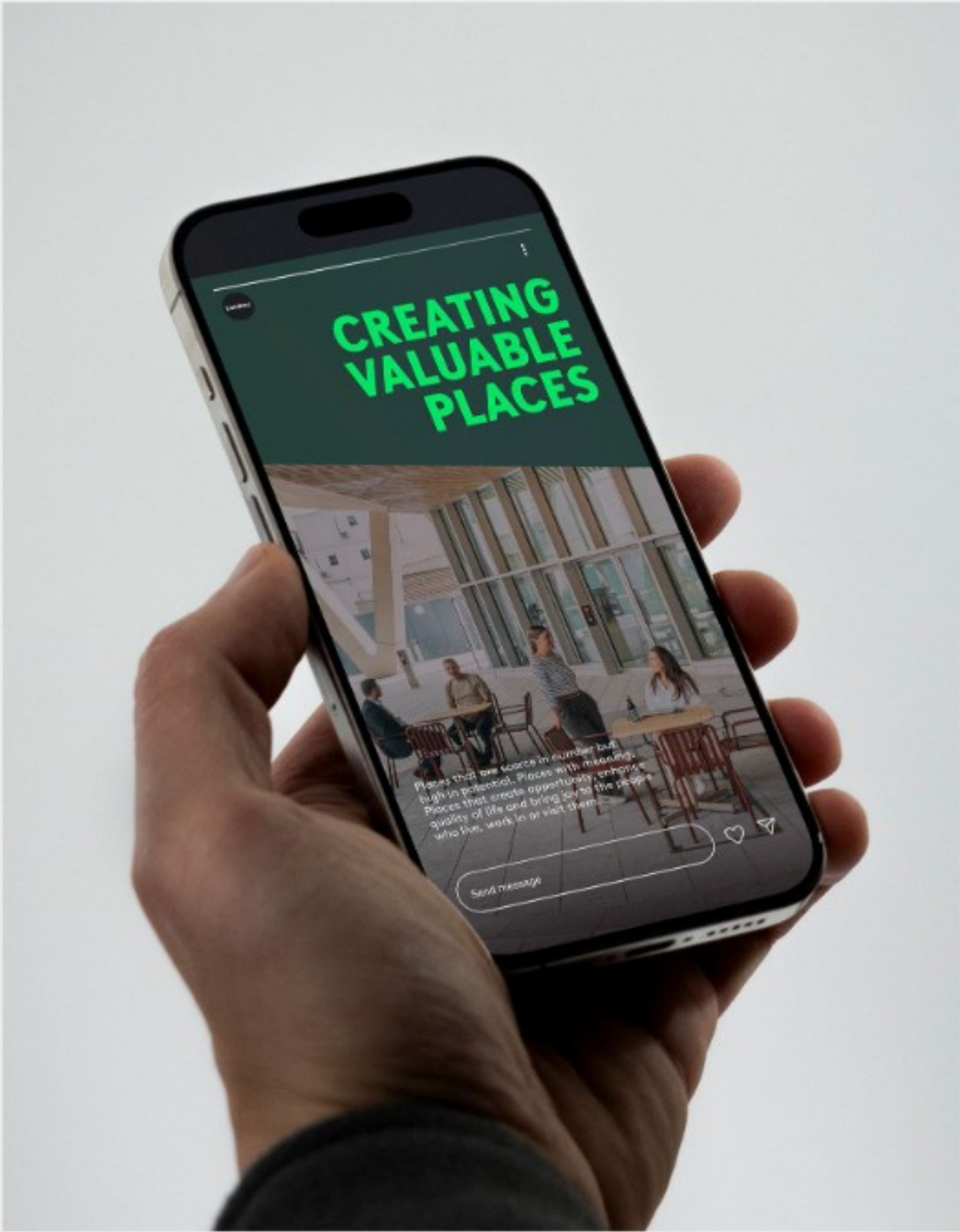

11

MAKE RETAIL MORE SUSTAINABLE

Website

Socials

ACCESSIBILITY

Accessibility

Accessibility and inclusivity are essential considerations in all Landsec communications.

Every brand element has been carefully crafted with accessibility in mind. The accompanying guidance ensures these elements are applied in a way that supports clarity, legibility, and usability for all audiences.

This section outlines the decisions behind the design of our brand elements, highlighting how they contribute to a more inclusive experience across every Landsec communication.

LOGO

Our logo and wordmark are always set in title case, with a capital "L", to enhance legibility and ensure consistency across all applications.

To protect the integrity of our logo, clearspace, minimum sizing, and positioning rules must always be followed. These standards help maintain clarity at every scale and across all formats.

Our logo is used exclusively in black or white. When placed on coloured backgrounds from our brand palette, specific colour pairing guidance is provided to ensure it remains clear and legible.

COLOUR

Our colour palette has been crafted to suit a wide range of applications, while maintaining consistency through the use of defined colour groups. This approach ensures a cohesive and balanced visual identity across all communications.

We have defined text colour combinations based on accessibility tests.

FONTS

Our primary font is a custom font designed exclusively for Landsec. It combines clarity, legibility, and versatility - making it suitable for all applications across our brand.

Our secondary font, while not exclusive to Landsec, was created by the same type foundry as our custom font. This ensures a seamless visual connection and maintains consistency in tone and legibility across all communications.

Additional guidance is provided for all fonts, covering letter case, tracking, leading, and kerning. Specific usage rules also outline which fonts to use for headings, subheadings, and body copy, ensuring consistency across every touchpoint.

GRIDS AND LAYOUTS

Our grid system provides a consistent framework for all Landsec communications.

The grid system and layout guidance ensures no important information is cropped by having a large border situated at the edge of all applications.

The layout guidance also ensures that all copy, imagery and graphic devices are used together harmonically, avoiding clashing elements.

IMAGERY

Our imagery guidance ensures we include diversity in our casting.

Our imagery guidance provides clear direction on key elements such as lighting, tone, and composition. These principles ensure that all Landsec imagery is visually consistent and considered.

ICONS

All of our icons have a consistent look that is unique to Landsec.

The icons have been designed to ensure they are clear at different sizes.

We have an extensive set of pre-made icons, however detailed guidance is provided on how to icons are made to ensure consistency across the brand.

GET IN TOUCH

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