Brand Guidelines

v2.5 (updated May 2026)

OLIVER UME

Introduction

This document is designed for the teams and partners involved in building marketing, communications, and product experiences for Oliver Hume.

Our goal is to ensure consistency, simplicity, and clarity across every touchpoint of the brand. These guidelines serve as a foundation for expressing who we are - visually and verbally - so that no matter where or how our brand appears, it remains recognisable, trusted, and aligned with our values.

As Oliver Hume continues to grow and evolve, so too will this document. These guidelines are a living resource that will be updated as our strategy, identity, and creative expressions develop. We encourage you to use this guide with care and creativity and reach out to the Marketing team if you ever need further support.

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01 Oliver Hume Brand

Oliver Hume Brand

Brand Strategy

Our brand strategy is the blueprint for our business and our future success. It outlines who we are, how our customers view us and how we are different from all the other real estate companies out there.

The brand idea centers around us as a company, and as individuals – as restless achievers who are constantly striving for success.

Although we may not make reference to these words directly in our communications, these words should influence the tone of all communications, both visually and through language.

When developing new communications for the brand, it's helpful to refer back to this as often as you need to ensure that the Oliver Hume brand remains strong and consistent.

Brand Vision

Our vision is to be Australia's leading integrated proptech group.

Brand Purpose

Our purpose is to create competitive advantage for our clients and investors through innovation, technology and doing it better.

Brand Values

We innovate
We lead
We do as we say
We are tenacious
We grow continuously

Brand Positioning

- Challenging the status quo;
- Partnership with clients
- Being the best informed;
- Associated with profile projects;
- Hungry for success;
- Clarity and openness;
- Hiring and retaining the best;
- Imaginative ways to invest;
- Single cohesive

Brand Idea

Partner with the experts
Restless achievers

02

Brand Marks

Brand Marks

Logo Explanation

The Oliver Hume logo and symbol are the cornerstone of our visual identity. Together, they represent who we are, what we stand for, and the aspirations that guide our brand.

To maintain consistency and build brand recognition, the logo and symbol must always be used together and applied exactly as specified in these guidelines. They should never be redrawn, altered, or used in unapproved ways.

Always use the approved master artwork files. Inconsistent or incorrect usage can dilute the strength and impact of the Oliver Hume brand. No variations are permitted under any circumstances.

Oliver Hume Logo - Horizontal



Oliver Hume Logo - Stacked



Oliver Hume Symbol



Brand Marks

Logo Lockup

In our industry, there are many instances where the Oliver Hume brand appears as a supporting brand - often alongside one or more partner logos. There will also be times when limited space restricts how we can present our logo and symbol as separate elements.

To address this, we've developed a flexible logo lock-up system that ensures the Oliver Hume brand maintains clarity, presence, and consistency across all communications - whether led by us or by our industry partners.

Hierarchy & Default Usage

Primary default: Horizontal lockup

Secondary situational use: Stacked lockup

OH Symbol: Use when space is extremely limited or the brand is already clearly identified elsewhere.



Horizontal Logo Lockup

The horizontal lockup is the primary and most commonly used configuration. It offers maximum clarity and works effectively across most formats.

Use the horizontal lockup when:

- In wide-format layouts such as website headers, email signatures, digital banners, and documents with horizontal space.
- On presentations, brochures, and print materials where a clean, linear logo supports the layout.
- When using the logo in co-branding situations, aligning alongside partner logos.
- When maintaining a balanced visual presence in landscape designs (posters, pull-up banners, signage).
- Where readability at smaller sizes needs to be preserved.

Avoid using the horizontal lockup when vertical space is constrained or when it becomes too small to maintain clarity.



Stacked Logo Lockup

The stacked version is a secondary lockup used when a more compact, vertically oriented mark is needed.

Use the stacked lockup when:

- In square or vertical layouts such as social posts, merch, packaging, or signage with limited horizontal space.
- In profile images, favicons, and applications where a more compact presence is visually stronger.
- When the logo needs to function as a centred, hero mark—for example on campaign posters, event backdrops, or standalone brand moments.
- When the horizontal lockup appears too small or loses impact.

Avoid using the stacked lockup when:

- The layout is wide and horizontal (e.g., website header, email banner).
- In co-branding contexts where alignment with other logos may create imbalance.
- When the stacked configuration visually disrupts a clean linear layout.



OH Symbol

The OH symbol is a supporting brand asset. It should complement the full logo, not replace it in primary brand moments.

Use the OH Symbol when:

- Space is limited and the full logo would be illegible or visually constrained (e.g., favicons, mobile nav icons, social profile icons).
- In applications where the brand is already well established or clearly identified elsewhere on the same asset (e.g., merchandise, internal documents, patterns, background graphics).
- For UI elements such as app icons, buttons, or small digital placements where simplicity is required.
- As a graphic device in layouts, backgrounds, or decorative patterns.

Avoid using the stacked lockup when:

- Communicating with audiences unfamiliar with the brand.
- In official, formal, or legal documents.
- As the primary mark in campaigns or major brand announcements.

Brand Marks

Clear Space

Clear space is the minimum area surrounding the Oliver Hume logo that must remain free of any other graphic elements, text, or images. Maintaining this space ensures the logo retains visual clarity and impact in all applications.

For the Oliver Hume Horizontal Logo, the clear space is defined by the full width of the ‘H’ in the symbol, represented here as X.

For the Oliver Hume Stacked Logo, the clear space is defined by half the width of the ‘H’ in the symbol, also represented as X.

These measurements define the minimum clear space required. Where possible, allowing additional space is encouraged for greater legibility and presence.

Full Logo Clear Space



Stacked Logo Clear Space



OH Symbol Clear Space



Brand Marks

Division Logos

Division logo lock-ups provide a consistent yet flexible system for representing the different branches or sub-brands within the Oliver Hume group.

These lock-ups outline how the primary logo is adapted for each division, with clear rules around spacing, alignment, and proportions. This ensures that while each division maintains its unique identity, all remain visually aligned under the Oliver Hume master brand.

Consistent use of these division lock-ups reinforces brand recognition and prevents visual inconsistencies across internal and external communications.

If you ever need to create a new division logo, please contact the Marketing team for guidance.



(Aeonik Medium with spacing 300 is used specifically for Division Logos)

OLIVER HUME
RESEARCH

OLIVER HUME
DEVELOPMENT SITES

OLIVER HUME
ASSET MANAGEMENT

OLIVER HUME
APARTMENTS

OLIVER HUME
CAPITAL

OLIVER HUME
LAND ONLINE

Brand Marks

Partner Logos

Partner logo lock-ups define how the Oliver Hume logo should appear alongside partner or affiliate logos. These guidelines establish clear rules for spacing, alignment, and hierarchy - ensuring our brand remains consistent while giving appropriate visibility to partner brands.

By following the specified size ratios, colour usage, and positioning, we can maintain a cohesive visual identity and avoid visual conflict across all collaborative communications.

Use the Oliver Hume Horizontal Logo where space allows, such as on long banners or full-width layouts.

Use the Oliver Hume Stacked Logo in tighter spaces or when placed alongside square or vertically-oriented partner logos.

For any other situations or custom applications, please contact the Marketing team for guidance.



Brand Marks

Proudly Marketed by Logos

These lock-ups provide a clear and consistent structure for presenting the Oliver Hume logo alongside the “Proudly Marketed by” statement. They establish correct spacing, alignment, and size relationships between text and logo.

Arial Regular is used for the “Proudly Marketed by” logos to make them easier to recreate by third parties.

These guidelines ensure that the Oliver Hume brand remains prominent and professional across all marketing materials, while reinforcing our role in each project or collaboration.

Method and scale







Examples - Left Aligned







Examples - Centered Aligned







Brand Marks

Proudly Marketed by Logos (Stacked Logo version)

When space does not permit the use of the Oliver Hume Horizontal Logo, a Stacked Logo version may be used.

In this format, the “Proudly Marketed by” statement must be centre-aligned above the logo and adhere to the established clear space requirements. This ensures legibility and maintains brand integrity in more constrained layouts.

Method and scale





Examples - Left Aligned





Examples - Centered Aligned





Brand Marks

Minimum Sizes

There will be occasions, such as web tiles and business cards, when the Oliver Hume logo lock-up will need to be reproduced at a small size.

In such occasions they must never be used smaller than specified on this page.

All measurements are in millimeters for print and pixels for digital.

Full Logo Minimum Size

Print: 30mm
Digital: 50px



Print: 30mm
Digital: 50px



OH Symbol Minimum Size

Print: 10mm
Digital: 20px

Brand Marks

Logo Don’ts

The logo must always be reproduced from approved master artwork. It should never be redrawn or altered in anyway – no variations are permitted.

The list of mistakes below is by no means exhaustive and is provided here merely to illustrate the more common logo adjustment errors.

1. Do not rotate our logo in any way
2. Do not change the proportion relationship of our logo
3. Do not change the colour of our logo in any way that is not defined by the guidelines
4. Do not attempt to recreate or redraw any part of our logo
5. Do not apply special effects to our logo
6. Do not use our logo over other colours, images which compromise its visibility

1.



2.



3.



4.



5.



6.



Brand Marks

Symbol Usage

The Oliver Hume symbol is an abbreviated representation of our logo that can be used as a monogram or a dynamic graphic device. It can be used in Oliver Hume branded applications in the following ways:

1. **Graphic device: The symbol can be used as a graphic element (1) or contain copy (2)**
2. **Containing imagery: The symbol can be placed over an image (3) or contain an image (4)**
3. **Watermark: The symbol can be used as a watermark on an image (5) or to highlight or focus on a particular part of an image (6).**

The Oliver Hume symbol can be used as an icon on social channels.



Brand Marks

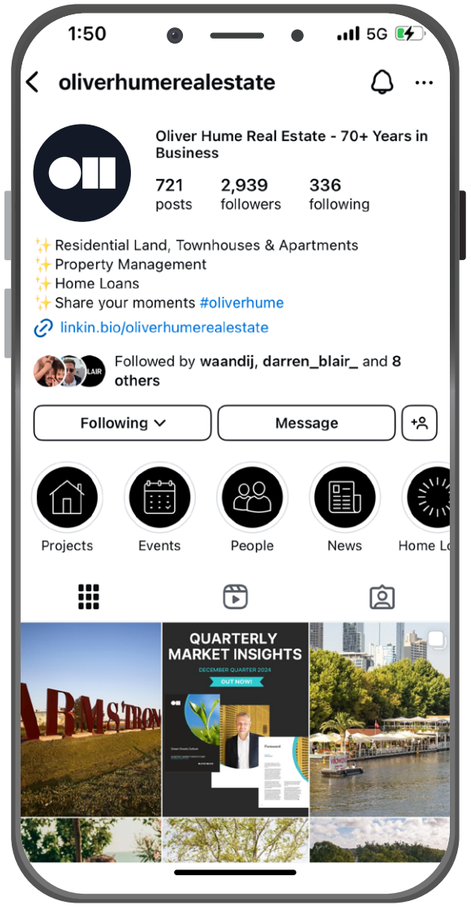
Symbol Usage

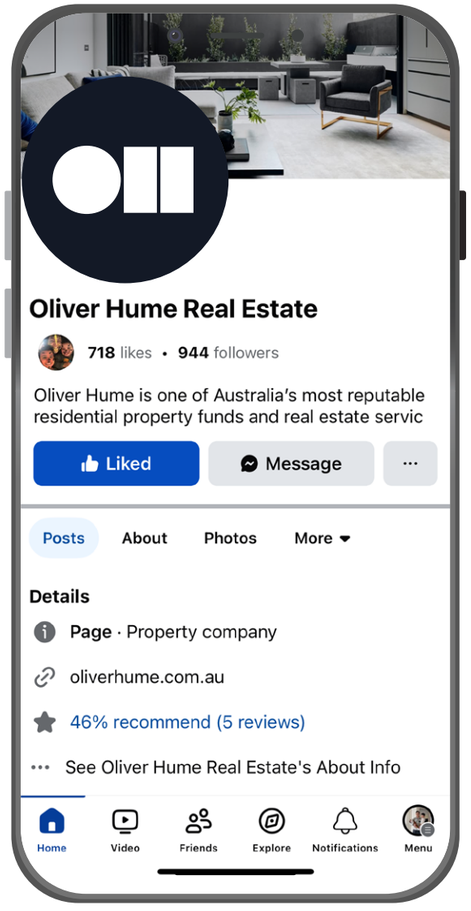
The Oliver Hume symbol may be used independently as an icon, particularly in digital applications such as social media profiles, favicons, and app icons where space is limited.

When used on its own, the symbol should always appear at an appropriate scale and follow clear space and colour usage guidelines to maintain brand recognition and consistency.

Always use approved digital artwork. The symbol should never be altered, distorted, or combined with other graphic elements.









Oliver Hume 70+ Years Logo

Quick Usage Guide

OLIVER HUME

Oliver Hume 70+ Years Logo
Quick Usage Guide

The 70+ Years logo celebrates Oliver Hume's long-standing presence and success in the property industry. The use of the logo is encouraged across marketing materials to reinforce this milestone.

Logo Variations

Use the appropriate variation depending on the background.

Always ensure the logo is clear, easy to read, and has strong contrast against the background.

Typical Applications

The logo should be included in:
- Email signatures
- Corporate marketing collateral (brochures, flyers, banners)
- Digital assets (EDMs, social media, website)

Placement Guidelines

- Position as a supporting brand element, not the main logo
- Maintain clear space around the logo
- Align with existing layout grids where possible
- Recommended placements:
  - Top or bottom corners
  - Within hero sections
  - As a badge or callout element

Clear Space

To ensure clarity and visual impact, always maintain sufficient clear space around the 70+ Years logo.

The clear space is defined using the "+" symbol:
- **Left & Right:** minimum **2× the width of the "+" symbol**
- **Top & Bottom:** minimum **1× the width of the "+" symbol**





Stand alone logo



White on maroon background



White on black background

Lock up with Oliver Hume logo





Maroon on mist background



Maroon on white background



Minimum Size

Ensure the logo remains legible:

- Digital: minimum 60px width
- Print: minimum 20mm width



Print: 20mm
Digital: 60px

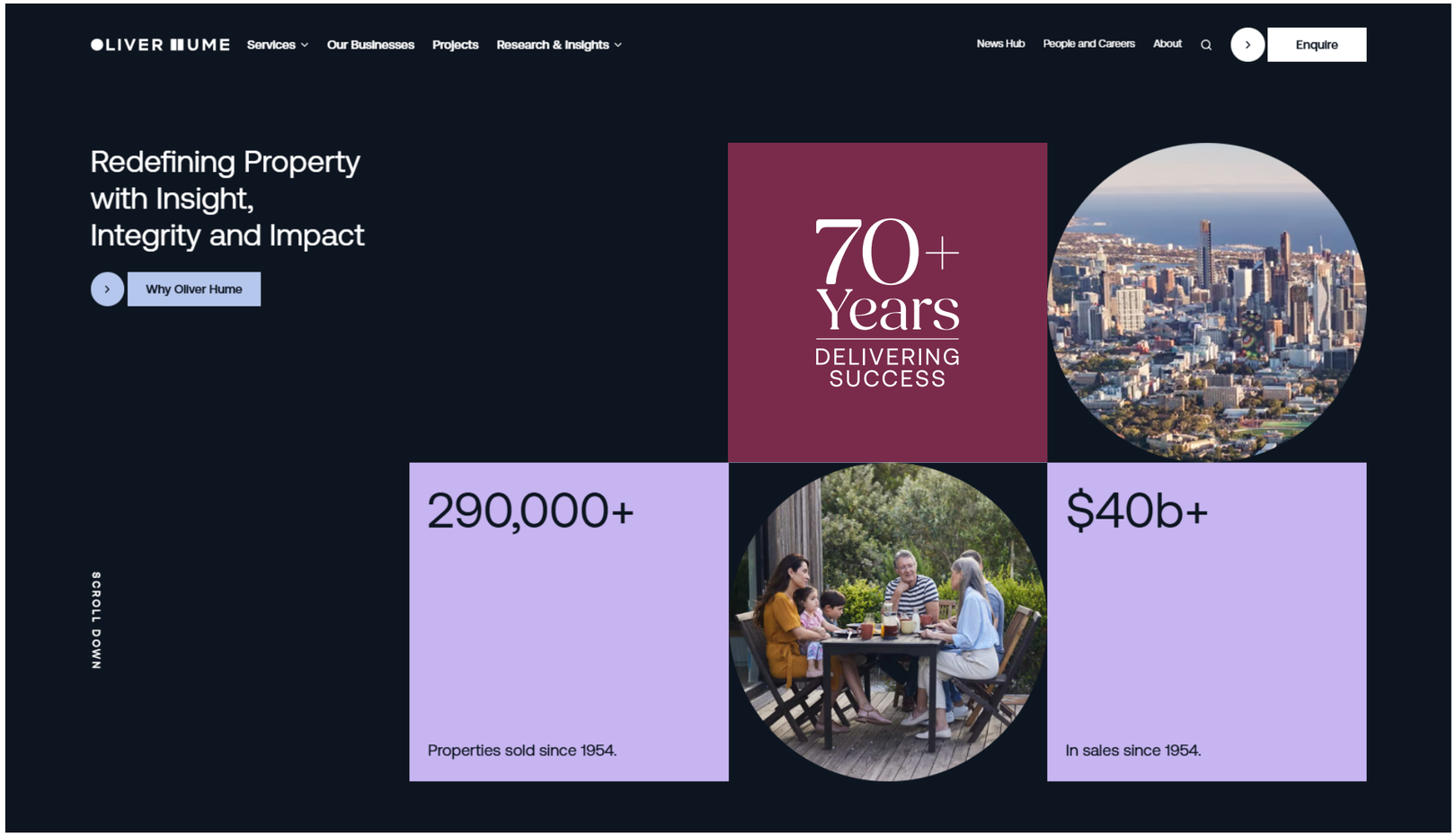
When to Use the OH 70+Years Logo

When to Use

- Corporate brand communications
- Marketing campaigns and promotions
- Collaterals where Oliver Hume is the lead brand

When to Omit

- Small or space-limited layouts
- Functional or transactional content
- Collaterals where OH is not the primary brand


LIVER HUME
Services
Our Businesses
Projects
Research & Insights
News Hub
People and Careers
About
Enquire
Redefining Property with Insight, Integrity and Impact
Why Oliver Hume
70+ Years DELIVERING SUCCESS
290,000+
Properties sold since 1954.
$40b+
In sales since 1954.
SCROLL DOWN


70+ Years
DELIVERING SUCCESS


LIVER HUME
70+ Years
DELIVERING SUCCESS


LIVER HUME
70+ Years
DELIVERING SUCCESS
oliverhume.com.au

03 Typography

Typography

Primary Typeface

Aeonik is a contemporary grotesque sans-serif that strikes a rare balance between precision and personality; Making it an excellent fit for a brand like Oliver Hume, that spans both lifestyle and capital investment sectors.

Visually, Aeonik conveys confidence, professionalism, and modernity, while still feeling human. It doesn't overpower the brand; instead, it offers a refined foundation that can flex between sophisticated investment materials and approachable, firsthome-buyer communications.

This makes it an ideal bridge between the master brand and its sub-brands, helping unify the Oliver Hume system without flattening our tone.

From a web performance perspective, Aeonik is optimised for screen readability, with strong geometric clarity at small sizes and excellent spacing that holds up across responsive layouts. It's especially effective for navigation, CTAs, data tables, and longer body text.

Its generous x-height and distinct letterforms (like the open "a" and circular "g") contribute to its legibility and make it ideal for UI design and accessibility compliance.

Aeonik Aa

Weights	Overview
Regular	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 0 1 2 3 4 5 6 7 8 9
Regular Italic	*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* *0 1 2 3 4 5 6 7 8 9*
Medium	**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** **0 1 2 3 4 5 6 7 8 9**
Medium Italic	***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*** ***0 1 2 3 4 5 6 7 8 9***

Typography

Alternate Typeface

Arial is a widely available grotesque sans-serif that serves as a reliable system fallback for Aeonik. While more conventional in appearance, it shares Aeonik's typographic lineage and maintains core qualities like neutrality, clarity, and broad legibility.

Critically, Arial is pre-installed across all major operating systems, ensuring brand consistency and functionality even when Aeonik is unavailable.

From a web perspective, Arial offers strong performance and fast loading, minimising the risk of font substitution delays or rendering inconsistencies. It preserves the structural intent of the primary system, maintaining usability across navigation, UI components, and text interfaces, especially important in investor and digital-first contexts.

While it lacks Aeonik's distinctive warmth, Arial provides a stable, legible foundation that upholds the Oliver Hume brand experience under fallback conditions.

Arial Aa

Weights	Overview
Regular	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 0 1 2 3 4 5 6 7 8 9
Regular Italic	*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* *0 1 2 3 4 5 6 7 8 9*
Bold	**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** **0 1 2 3 4 5 6 7 8 9**
Bold Italic	***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*** ***0 1 2 3 4 5 6 7 8 9***

Typography

Short-Form Paragraphing (Structure & Spacing)

Designed for scannability and impact, short-form content plays a key role across high traffic, conversion-led pages like home, landing, and project detail screens.

This style priorities:

Quick legibility
Ideal for mobile-first reading patterns and fast decision-making.

Clear hierarchy
Defined spacing between elements helps users scan headlines, subheads and key messaging.

Visual rhythm
Intentional spacing creates momentum without overcrowding.

Cohesive scaling
Type relationships are anchored to Heading 1 to maintain a consistent and flexible system across devices.

From a brand perspective, this structure reinforces Oliver Hume's clarity, polish, and digital readiness; Ensuring key messages cut through without visual noise.

19 JUNE 2025

Buying land

We'll help you find the property that's right for you.

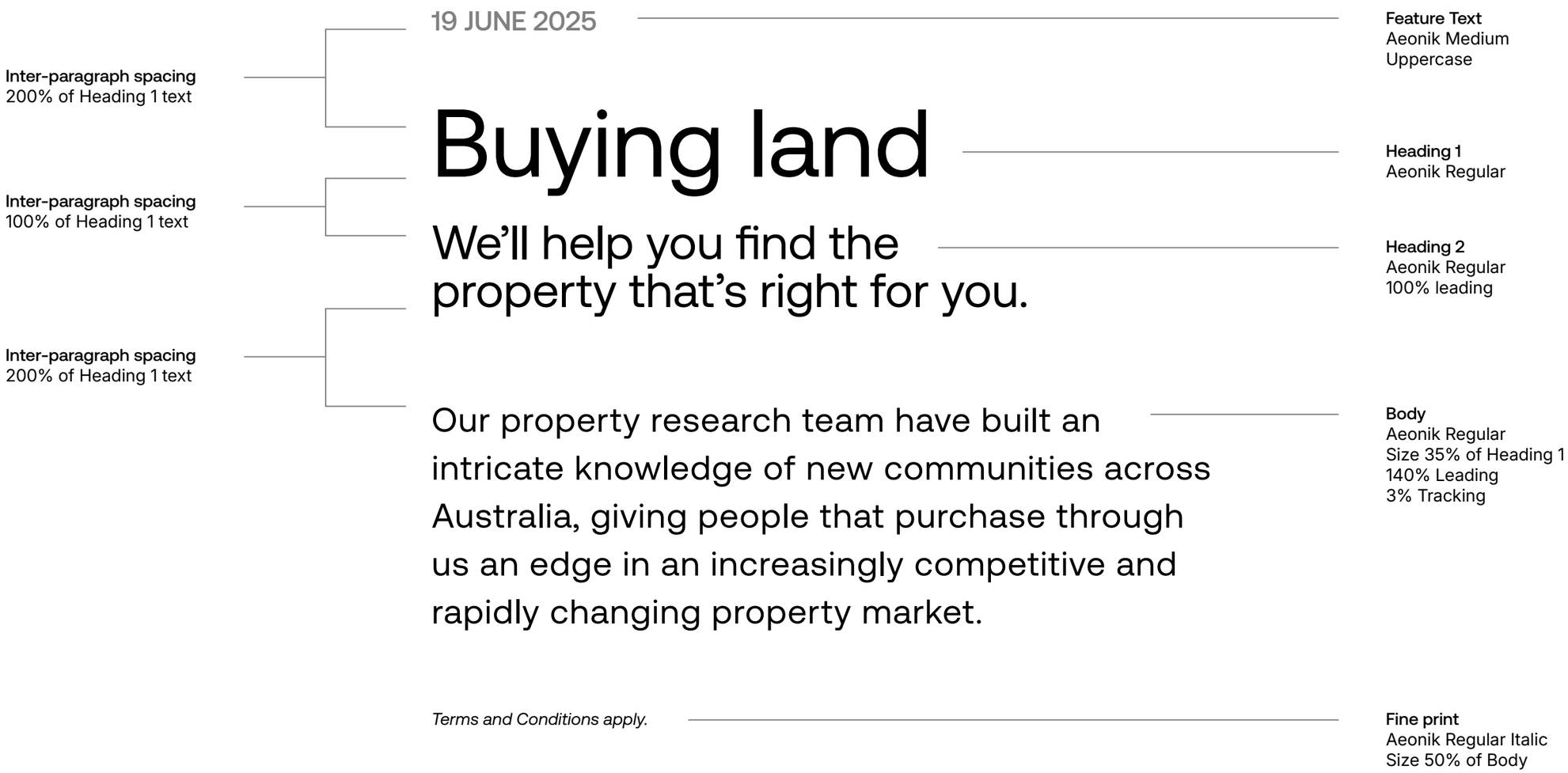
Our property research team have built an intricate knowledge of new communities across Australia, giving people that purchase through us an edge in an increasingly competitive and rapidly changing property market.

Terms and Conditions apply.

Typography

Short-Form Paragraphing (Rules)

Short-form layouts are built for pace and clarity, think headlines, lead-ins, and key messages. These rules create structured breathing room between content blocks.



Typography

Long-Form Paragraphing (Structure & Spacing)

For detailed messaging, long-form layout choices should support sustained attention and reduce visual fatigue.

This system is optimised to:

Support extended reading
Increased line height and wider inter-paragraph spacing improve comfort across devices.

Create natural breaks
Multi-level spacing supports scanning without fragmenting longer blocks of text.

Maintain consistency
Anchored to Heading 2 sizing, the structure flexes within the existing typographic hierarchy.

Enhance trust
Clean, well-paced copy layout reinforces Oliver Hume's credibility and professionalism in investor and researchled contexts.

Whether outlining strategic insight or showcasing thought leadership, long-form content must feel accessible, trustworthy, and well considered, this styling enables that.

Smarter Property Decisions

Backed by Insights, Built on Experience

For over 70 years, Oliver Hume has helped Australians make more informed property decisions. Whether you're buying your first home, expanding your investment portfolio, or looking to diversify through property funds, our expertise ensures you have the insight, access, and support to act with confidence. From market research to project delivery, we partner with leading developers and buyers alike to shape better outcomes; Built on trust, data, and deep industry knowledge.

We don't just facilitate transactions - we build lasting value. Our tailored approach means every buyer, investor and partner is supported with clarity, insight and forward-thinking strategy.

Typography

Long-Form Paragraphing (Rules)

Long-form content needs space to breathe. These rules balance readability, rhythm, and focus, supporting users through extended, information-rich content.

Inter-paragraph spacing
200% of Heading 2 text

Inter-paragraph spacing
300% of Heading 2 text

Smarter Property Decisions

Heading 2
Aeonik Regular
100% leading

Backed by Insights, Built on Experience

Heading 3
Aeonik Regular
3% Tracking

For over 70 years, Oliver Hume has helped Australians make more informed property decisions. Whether you're buying your first home, expanding your investment portfolio, or looking to diversify through property funds, our expertise ensures you have the insight, access, and support to act with confidence. From market research to project delivery, we partner with leading developers and buyers alike to shape better outcomes; Built on trust, data, and deep industry knowledge.

Body
Aeonik Regular
140% Leading
3% Tracking

We don't just facilitate transactions - we build lasting value. Our tailored approach means every buyer, investor and partner is supported with clarity, insight and forward-thinking strategy.

Typography

Type Alignment

We are careful to ensure our type is displayed in an optimal way to ensure both for brand integrity and legibility.

Most of the time we left-align headings

Body text should always be left-aligned under a left aligned heading.

We can also centre align headings

Body text should always be centre-aligned under a centre-aligned heading.
We only use this method for small amounts for body text.

We never right-align our headings

We never right-align our body text as it can be more challenging to read.

We never justify our headings

We also never justify our body text as it can appear messy, unbalanced and can pose readability challenges particularly for those with dyslexia.

Typography

Slogan & Headline Punctuation Guidelines

Taglines and marketing headlines should not use full stops. This ensures messages remain clean, contemporary, and visually balanced across all applications. Full stops are only used in body copy or when a complete sentence is required for clarity.

Use taglines and headlines without full stops because:

- They function as brand statements or calls-to-action, not formal sentences.
- Removing punctuation creates a cleaner, more modern visual presentation.
- It improves readability, especially on banners, social graphics, and digital ads.
- A full stop can add unnecessary weight or make the message feel overly formal or “finished.”
- It aligns with current industry and advertising best practices.

Use a full stop only when:

- The line is part of body text.
- You intentionally want a strong, definitive tone (used sparingly).

Partner with
the experts

Partner with
the experts.

70 years of
delivering sucess

70 years of
delivering sucess.

04 Colour System

Colour Sytem

Designed for digital-first performance, this palette balances visual contrast, brand personality, and technical accessibility.

This colour system has been developed with Oliver Hume's evolving needs in mind; Ensuring clarity, flexibility, and strong brand presence across both digital and print formats.:

Key Considerations

Web accessibility compliance
All core combinations meet or exceed WCAG 2.1 contrast standards, ensuring readability across UI components, text, and backgrounds for all users.

Flexible brand expression
A spectrum of tones, from deep mulberry to optimistic lime, allows the brand to shift tone between investor seriousness and lifestyle warmth without diluting its core identity.

Scalable system
Designed to perform across platforms, from mobile interfaces to full-width desktop layouts and printed marketing materials.

Functional neutrals
A set of structured base tones (deep charcoal, soft grey, and white) create a clean foundation for UI states, text legibility, and content layering.

Distinct accent colours
Strategic brights support call-to-actions, data visualisation, and sub-brand distinction, while remaining harmonious and accessible at all sizes.

This palette enables Oliver Hume to show up confidently in every channel, grounded, professional, and digitally fluent.These combinations also avoid colour clashes and provide sufficient contrast to ensure the text is accessible and legible.

Primary Colour Palette

Midnight

HEX: #0D1520
RGB: 13, 21, 32
CMYK: 84, 73, 58, 75

White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Soft Grey

HEX: #F3F3F4
RGB: 246, 243, 243
CMYK: 0, 1, 1, 4

Mist

HEX: #B6C7ED
RGB: 182, 199, 237
CMYK: 23, 16, 0, 7

Lilac

HEX: #C7B5F1
RGB: 199, 181, 241
CMYK: 17, 25, 0, 5

Secondary Colour Palette

Teal

HEX: #2FCED5
RGB: 47, 206, 213
CMYK: 63, 0, 22, 0

Lime

HEX: #B3F00D
RGB: 179, 240, 13
CMYK: 25, 0, 95, 6

Maroon

HEX: #7A2B4B
RGB: 122, 43, 75
CMYK: 42, 91, 49, 29

Colour Sytem

The percentages shown here represent the core application of Oliver Hume's colour palette across primary digital and print contexts. These proportions provide a clear hierarchy and balance for consistent brand expression.

Midnight - 40%
- Dominant brand colour.
- Nav, footers, dark sections, text overlays.
- Provides structure and premium weight.

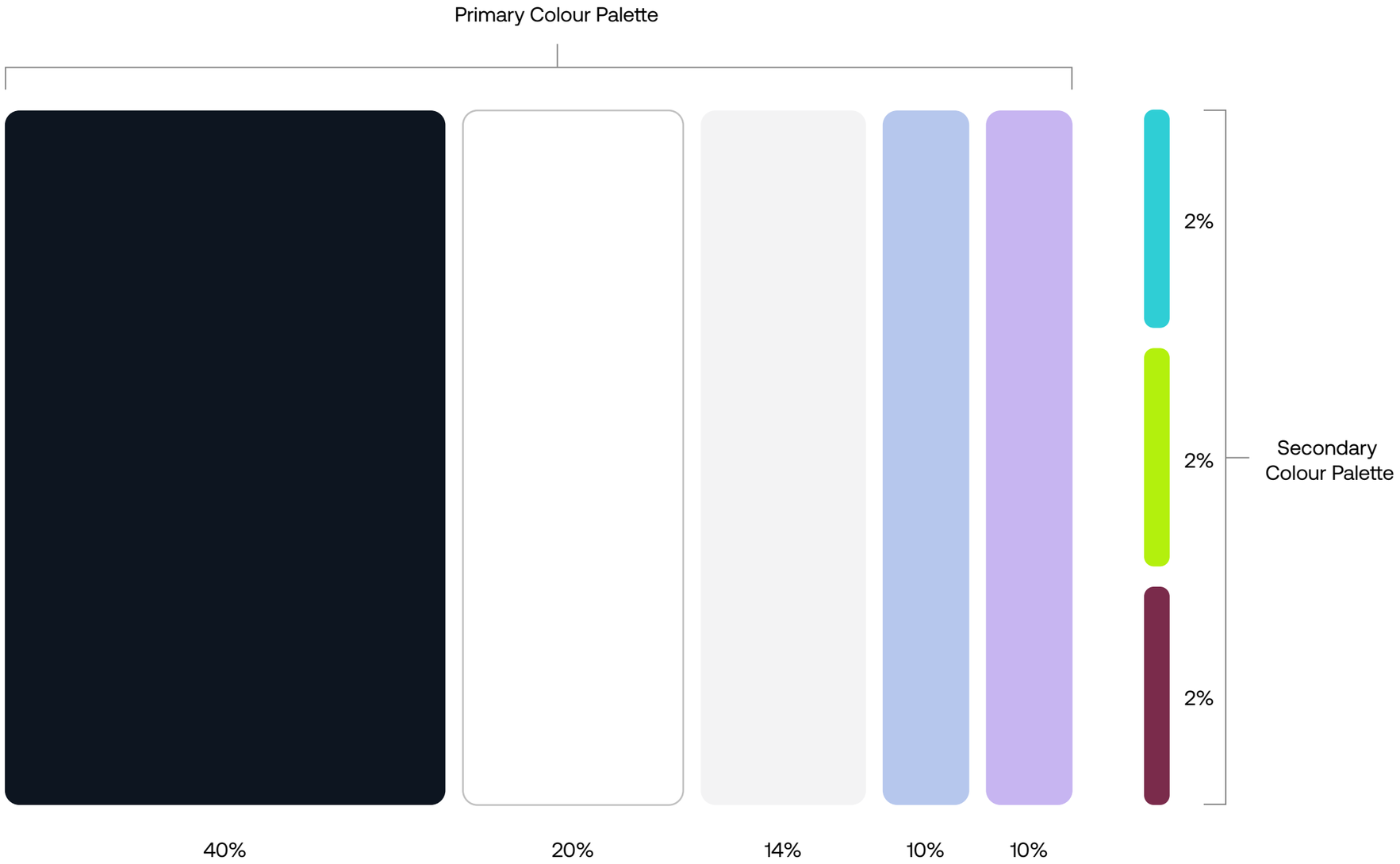
White -20%
- Core content backgrounds
- High-contrast sections
- Maintains clarity and cleanliness

Soft Grey - 14%
- Supporting backgrounds
- Cards, modules, section dividers
- Helps reduce over-reliance on pure White
- Adds dimension without introducing colour noise

Mist - 10%
- Shape accents
- Soft UI elements, subtle background tints
- Works well to add brand tone without heaviness

Lilac - 10%
- Shape accents
- Highlights, small accents, micro interactions
- Should remain sparing to avoid pastel-skew

Teal - 2%, Lime - 2%, Maroon - 2%
- Accent-only
- Data visualisation highlights, emphasis details
- Case-by-case., reserved usage
- Typically for charts, diagrams, or special campaign visuals
- Not used in core UI



Colour Sytem

Shades - Interface Design

To strengthen Oliver Hume's digital expression, the tonal range around the primary colour, Midnight, has been extended with the inclusion of Mist (#E7E8E9) and its lighter variations. This provides flexibility for interface design, supporting accessible backgrounds, clear hierarchy, and balanced contrast across digital pages. Midnight anchors the brand with depth and confidence, while Mist offers neutral space that enhances readability and interface clarity.

Midnight #0D1520	Mist #B6C7ED
#283B50	#C5D3F0
#98A4B3	#DBE3F6
#E7E8E9	#F8F9FD
#F3F3F4	#FBFCFE

Colour Sytem

Colour Combinations & Accessibility - Dark Background

This system has been tested for clarity, contrast, and compliance across real-world digital use cases.

Each core colour pairing has been reviewed against WCAG 2.1 standards to ensure readability across headings, body copy, and UI elements.

All key combinations pass AAA contrast levels for both large and small text.

There are multiple top performing compliant pairings within the system, so maintaining accessibility never comes at the cost of brand expression.

Large Text - Dark Background

Aa	Aa	Aa	Aa
AAA 16.62:1	AAA 11.04:1	AAA 9.87:1	AAA 13.44:1

Small Text - Dark Background

Property advice grounded in data, driven by insight.	Property advice grounded in data, driven by insight.	Property advice grounded in data, driven by insight.	Property advice grounded in data, driven by insight.
AAA 16.62:1	AAA 11.04:1	AAA 9.87:1	AAA 13.44:1

Colour Sytem

Colour Combinations & Accessibility - Light Background

This light-background testing applies specifically to Mist and Lilac, as both are considered light background colours within the system.

This system has been tested for clarity, contrast, and compliance across real-world digital use cases.

Each core colour pairing has been reviewed against WCAG 2.1 standards to ensure readability across headings, body copy, and UI elements.

All key combinations pass AAA contrast levels for both large and small text.

There are multiple top performing compliant pairings within the system, so maintaining accessibility never comes at the cost of brand expression.

Large Text - Light Background

Aa	Aa	Aa	Aa
AAA 16.53:1	AAA 8.32:1	DNP 1.67:1	DNP 1.23:1

Small Text - Light Background

Property advice grounded in data, driven by insight.	Property advice grounded in data, driven by insight.	Property advice grounded in data, driven by insight.	Property advice grounded in data, driven by insight.
AAA 16.53:1	AAA 8.32:1	DNP 1.67:1	DNP 1.23:1

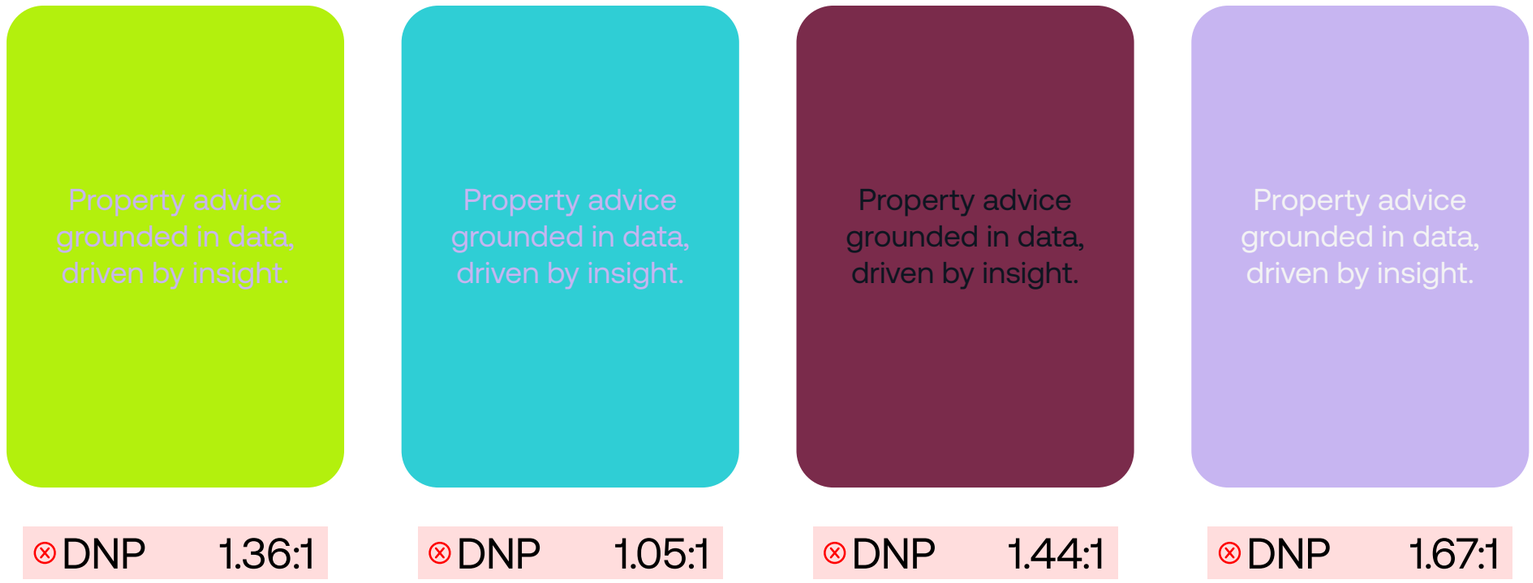
Colour Sytem

Unsuccessful Pairings

The following combinations have been marked DNP (Does Not Pass) based on WCAG 2.1 contrast standards for text accessibility.

While some of these may appear visually appealing, they don't meet the minimum contrast requirements for legibility; Particularly for users with visual impairments or in low-light conditions. These examples are helpful reminders of how easily brand impact can be compromised without careful colour testing.





Colour Sytem

Colour Combinations & Accessibility Application

Applying our colour system to typography goes beyond aesthetics, it supports clarity, structure, and accessibility across digital environments. Heading colours offer clear visual anchors, while body text remains neutral to support legibility and strategically guide the users eye thorugh the content.

Accent tones are used sparingly to highlight links or key actions, ensuring a strong contrast ratio (AA or AAA) is always maintained.

When paired with our chosen typographic system, which leans on generous spacing, measured line lengths and clear hierarchies, the colour reinforces usability and supports intuitive reading pathways across desktop and mobile interfaces.



Colour Sytem

Using Colour Pairings to Guide Mood and Message

To support brand consistency while allowing flexibility, we've created a matrix that pairs colours from the palette and defines the emotional tone each combination evokes.

These pairings are designed to help content creators, designers, and marketers quickly select combinations that feel right for the message, moment, and medium.

Each pairing serves a purpose:

Some feel trustworthy and grounded, perfect for investor materials or professional-facing messaging.

Others feel playful, fresh, or energetic, ideal for campaigns targeting first-home buyers or social content.

A few offer a more elevated, expressive, or romantic tone; suited to editorial, storytelling, or special projects.

While these combinations support expressive range, some pairings do not meet WCAG 2.1 contrast standards for text accessibility. These should be reserved for larger-scale applications, such as shapes, graphic elements, or backgroundswhere contrast compliance is not required for readability but can still contribute meaningfully to tone and visual impact when applied in the appropriate context.

This matrix becomes a practical tool to balance consistency with emotional nuance, giving Oliver Hume the ability to adapt tone without losing recognisability. It also lays the foundation for a clearly defined branded house, where each touchpoint feels like it belongs, even when speaking to a different audience or context.

The goal is to make colour work harder;
Not just as decoration, but as a strategic lever for clarity, emotion, and cohesion.

Expressive Colour Combinations (Non-Text Use)



04 Data Visualisation

Data Visualisation

Overview

A dedicated colour system is used for data visualisation to ensure clarity, consistency, and accessibility across all charts and graphs.

While aligned with the Oliver Hume brand palette, this system is optimised for readability across digital, presentation, and print formats.

Charts should feel light, refined, and easy to interpret, prioritising clarity over decoration.

Data Visualisation Colour Palette

Primary Sequence (Default Use)
Use colours in the following order for most charts:

Teal — #2FCED5
Maroon — #7A2B4B
Lilac — #C7B5F2
Blue — #4E6FD8
Grey — #98A4B3
Midnight — #283B50 (use white when on dark backgrounds)

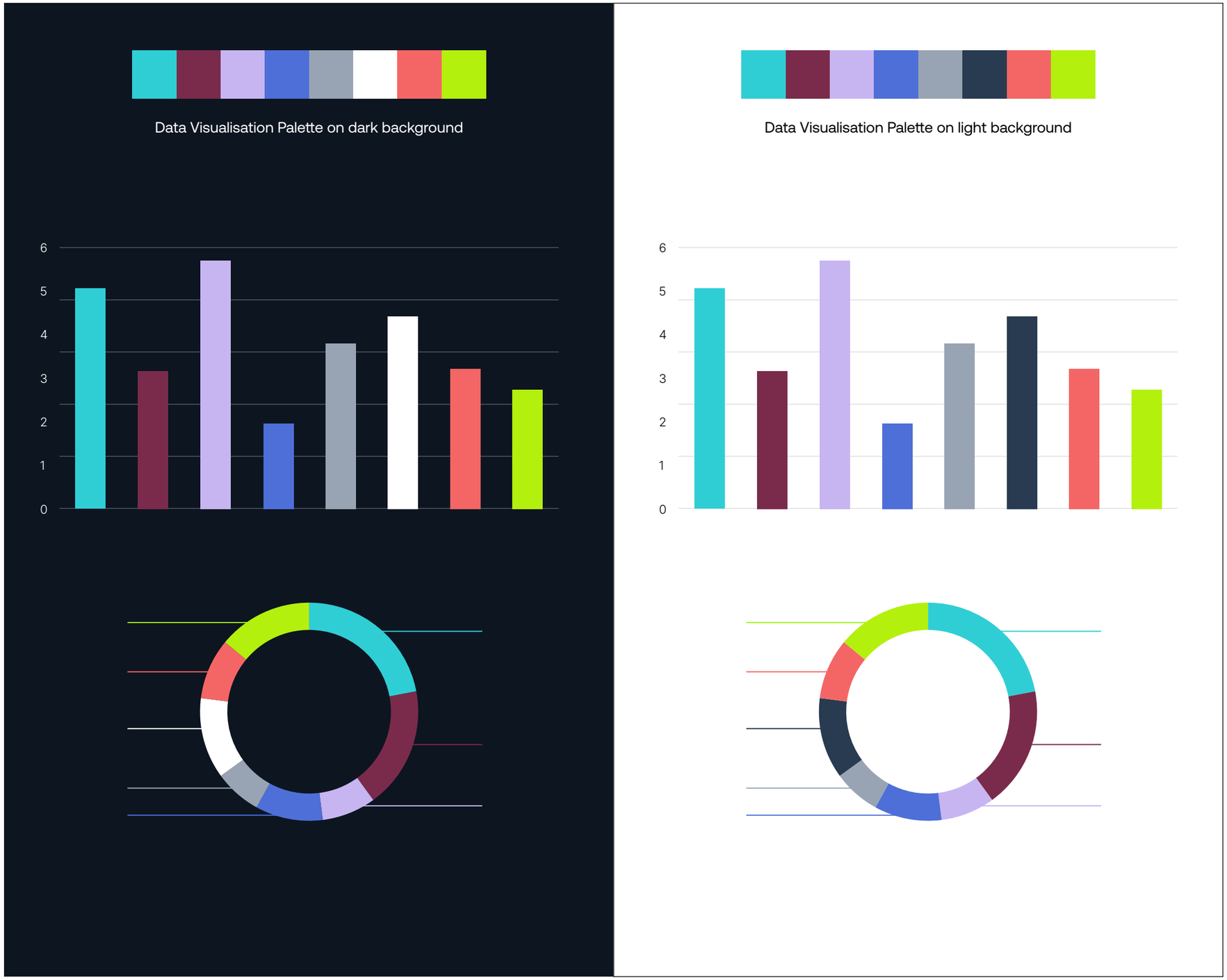
Extended Palette (Use When Required)
For charts requiring more than six categories:

Coral - #F46665
Lime - #B3F00D (highlight use only, not recommended as part of standard category sequences)

Colours should be applied progressively based on the number of categories. Do not select colours randomly from the palette.

Colour Usage Principles

- Apply colours in the defined sequence and maintain consistency across related charts
- Avoid skipping colours unless highlighting specific data points
- Prioritise high contrast between adjacent data series
- Avoid pairing colours from similar hue families (e.g. Coral and Maroon)
- Ensure all elements remain clearly distinguishable at small sizes
- Use Lime sparingly to highlight key insights or important data points



Data Visualisation

Chart Styling

Line Charts

- Recommended maximum: 6 data series
- Use slightly thicker stroke for primary data
- Ensure clear separation between lines at all times

Bar Charts

- Maintain clear contrast between adjacent bars
- Avoid using colours with similar brightness next to each other
- Maintain consistent spacing and alignment for readability

Pie/Donut Charts

- Recommended maximum: 6 data series
- Order segments from largest to smallest where possible
- Avoid placing visually similar colours next to each other

PowerPoint Usage Note

Because PowerPoint supports a maximum of six colours in a chart palette, always apply the Primary Sequence colours first.

When charts contain more than six categories, PowerPoint may automatically generate additional colours. These can be inconsistent and may clash with the defined palette.

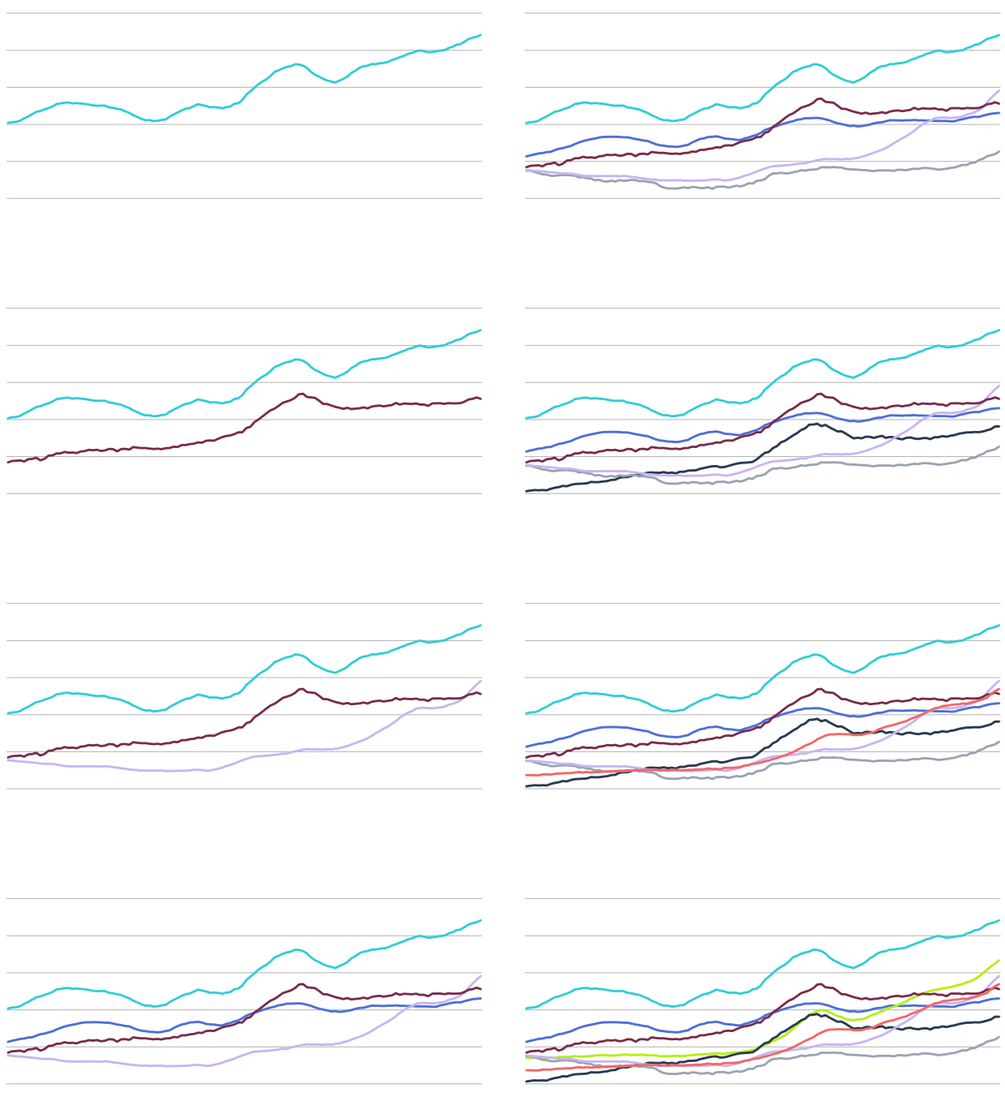
In this cases:

- Manually apply colours from the Extended Palette (Coral and Lime)
- Avoid using PowerPoint's auto-generated colours
- Ensure new colours maintain sufficient contrast with existing data series
- If unsure, reduce the number of categories or group smaller values into "Other".

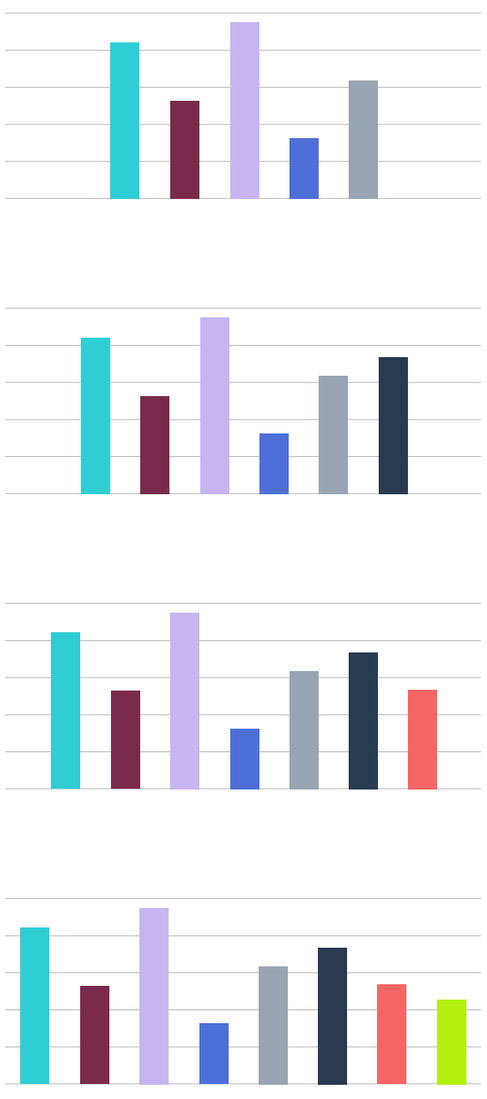
Medium Guidance

- Ensure legibility at small sizes and across screens
- For presentations (TV/projection), increase stroke weight by 25–50%, limit the number of data series, and avoid similar colour pairings
- For print, avoid using Lime for small elements, maintain a minimum line weight of 0.75–1 pt, and check output for sufficient contrast

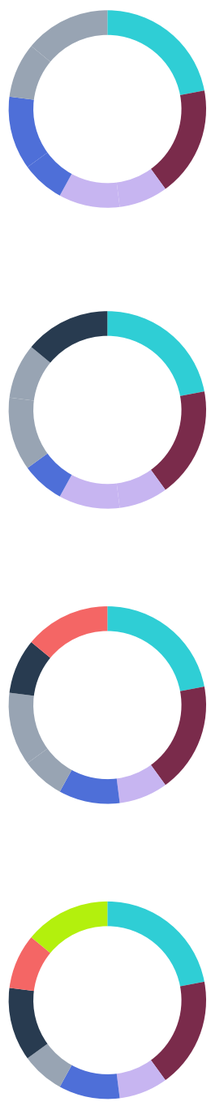
Line Chart application (1-8 data series)



Bar Chart application (5-8 data series)



Pie Chart application



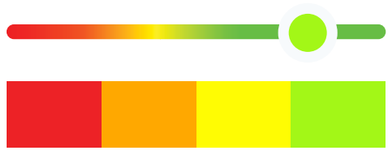
Data Visualisation

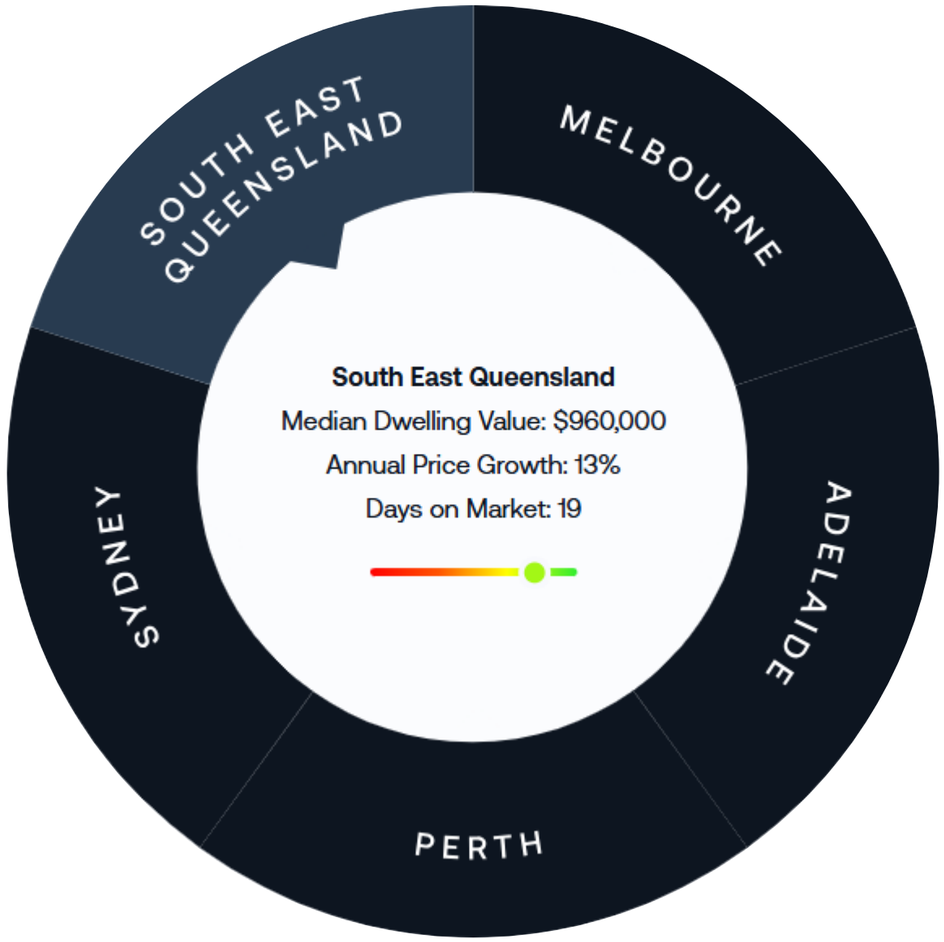
Indicator Palette

For simple performance or status-based charts, a traffic light colour scale is used to indicate performance levels.

Apply colours in the following order:
Red → Orange → Yellow → Green

- Use only for status, thresholds, or performance indicators
- Do not mix with the primary data visualisation palette in the same chart
- Ensure labels or values support colour meaning (do not rely on colour alone)
- Maintain sufficient contrast and clarity across all mediums





05

Shape and Pattern

Shape

Shapes

The brand system is built on three core shapes: circles, squares, and H Blocks. These shapes form the foundational elements for layouts, acting as containers for text, imagery, or visual highlights.

Circles
Used for focal points or accent elements, providing a soft, approachable touch.

Squares
Provide structure and stability, anchoring content and establishing clear hierarchy. All text is contained within squares only; when required for composition, squares may be extended into rectangles to maintain balance.

H Blocks
Derived from the Oliver Hume logo, the H Block is composed of two rectangular forms separated by a central gap, creating a distinct, squat silhouette. H Blocks introduce rhythm and visual interest across layouts. They typically appear as solid colour shapes; imagery may be placed within them for filler moments, but should be avoided when the focal point risks being disrupted by the central gap. In those cases, select another shape or use a solid H Block instead.

Together, these shapes create the visual vocabulary for the brand, offering designers consistent tools for hierarchy, emphasis, and contemporary rhythm across all assets.

Circle

Oliver Hume “H” Block

Square

Shape

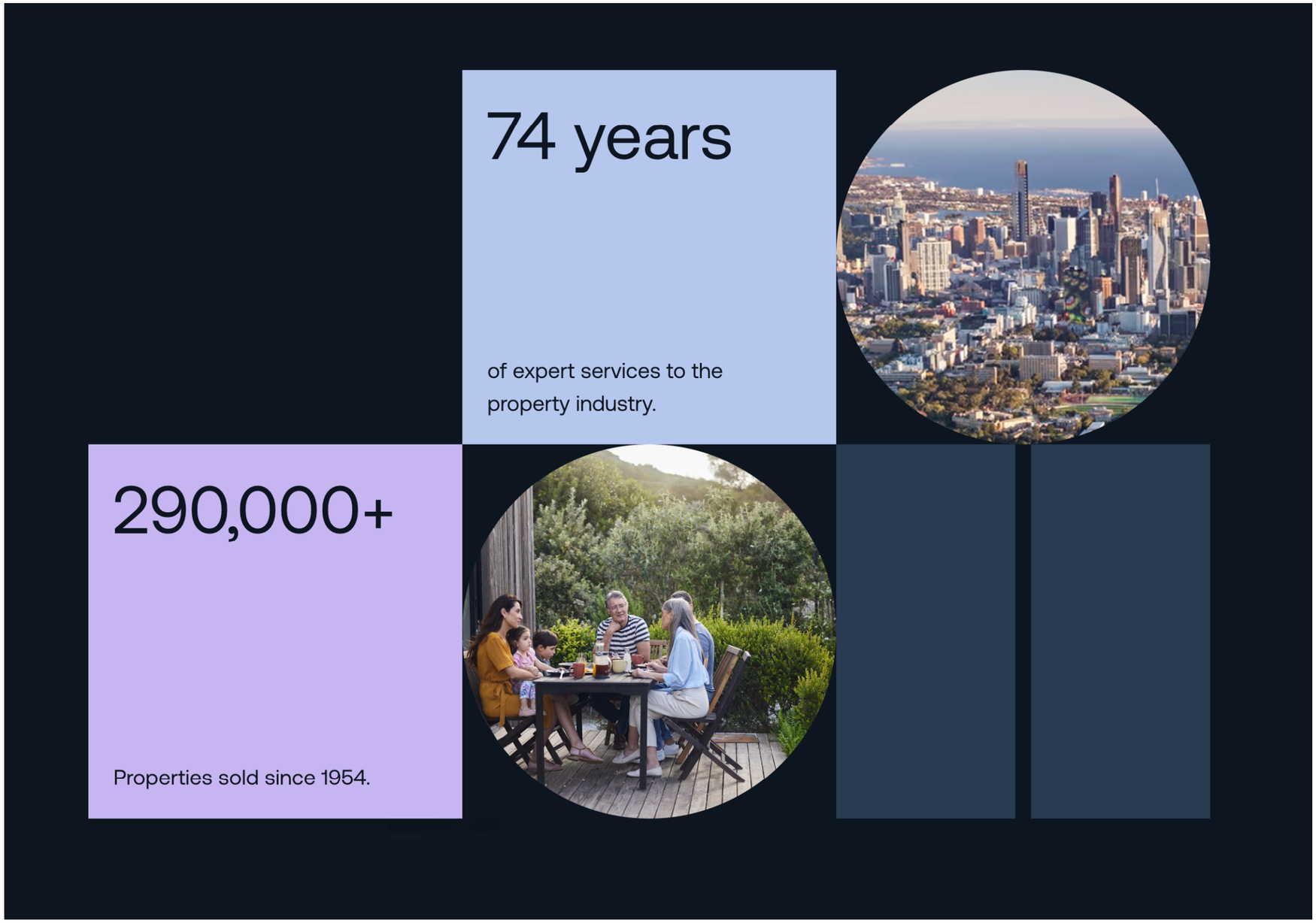
Dynamic Modules

Arranged typically in 1–2 rows and 2–3 columns, these modules use shape variation and colour to guide attention, create rhythm, and frame key content.

When text is placed within brand shapes, it should be used on square shape only to remain consistent with the website execution. Multiple colours should also not be combined with imagery and text within the same shape treatment.

To maintain clarity and prevent visual heaviness, squares and H Blocks must always be separated by a circle. This rule ensures balanced spacing, preserves the integrity of the H Block silhouette, and prevents large geometric masses from clustering together.

Dynamic Modules are highly adaptable for both digital and print applications. They provide a flexible structure where small pieces of text or imagery can be highlighted without compromising consistency. By alternating shape type, colour, and content, these modules bring the system to life, rcreating engaging, contemporary compositions that reinforce the brand's visual identity across all touchpoints.



Pattern

Oliver Hume Brand Tile

The Brand Tile is a repeating pattern of the icon logo, arranged in a grid to create a checkerboard effect. This pattern reinforces brand recognition, introduces subtle texture, and can be used as a backdrop or accent in both digital and print applications.

Together with the Dynamic Modules, the Brand Tile completes the system of visual patterns, providing flexibility while maintaining consistency and a professional, distinctive brand identity.



Pattern

Bento Boxes

Bento Boxes are rectangular content blocks for organizing text, images, or other elements. They are modular and flexible, allowing designers to highlight key content, introduce rhythm, preserve hierarchy, and maintain visual balance.

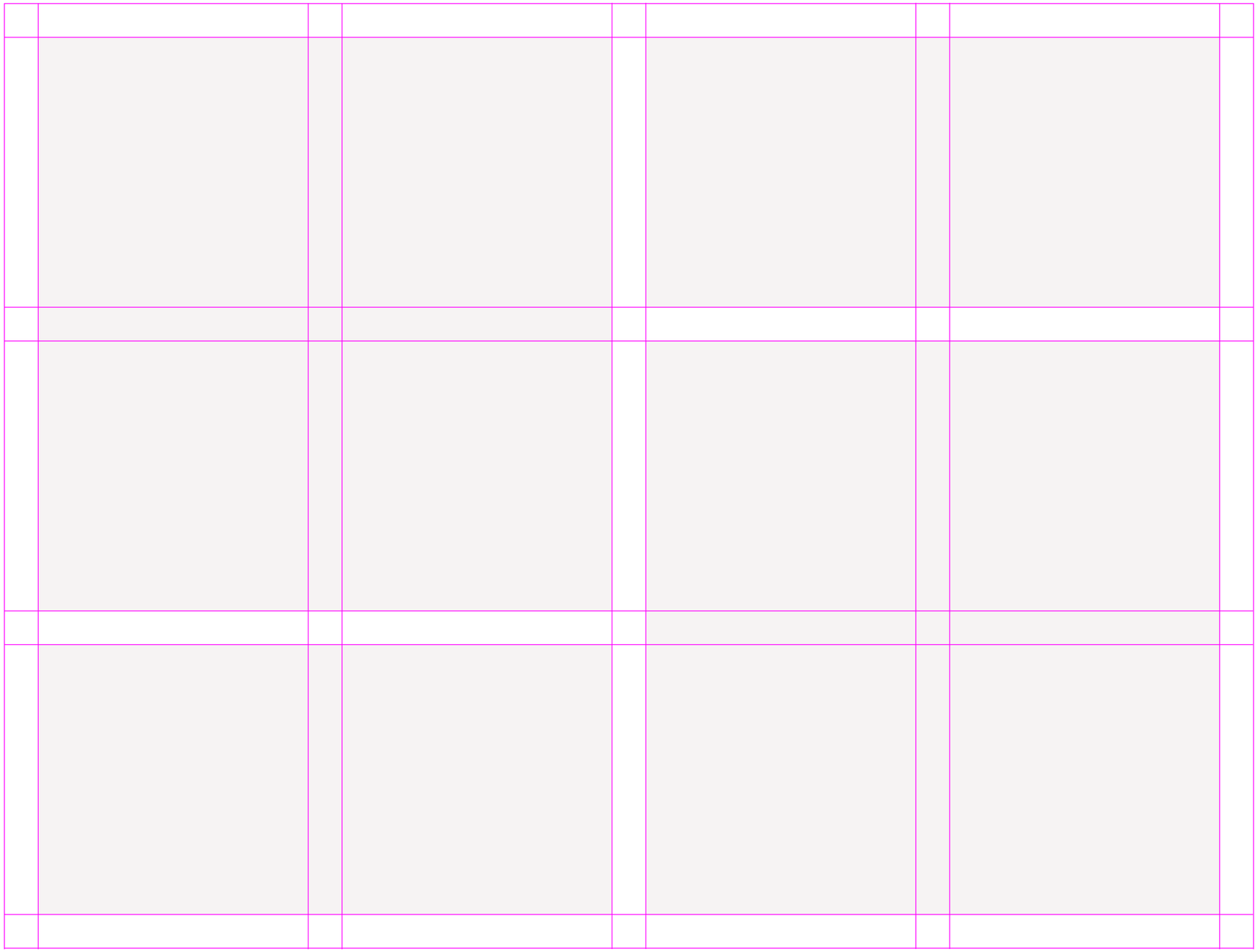
Bento Boxes are distinct from Shape Grids and Dynamic Modules, providing clear tools for structured layouts across digital and print applications.

Structure:

- Use a 3- or 4-column grid.
- Boxes can span 1–2 columns.
- Maintain 3% spacing between cells for scalable, balanced layouts.

Usage:
Bento Boxes are ideal for presenting images, text, or highlights in structured grids, promotional sections, or feature layouts.

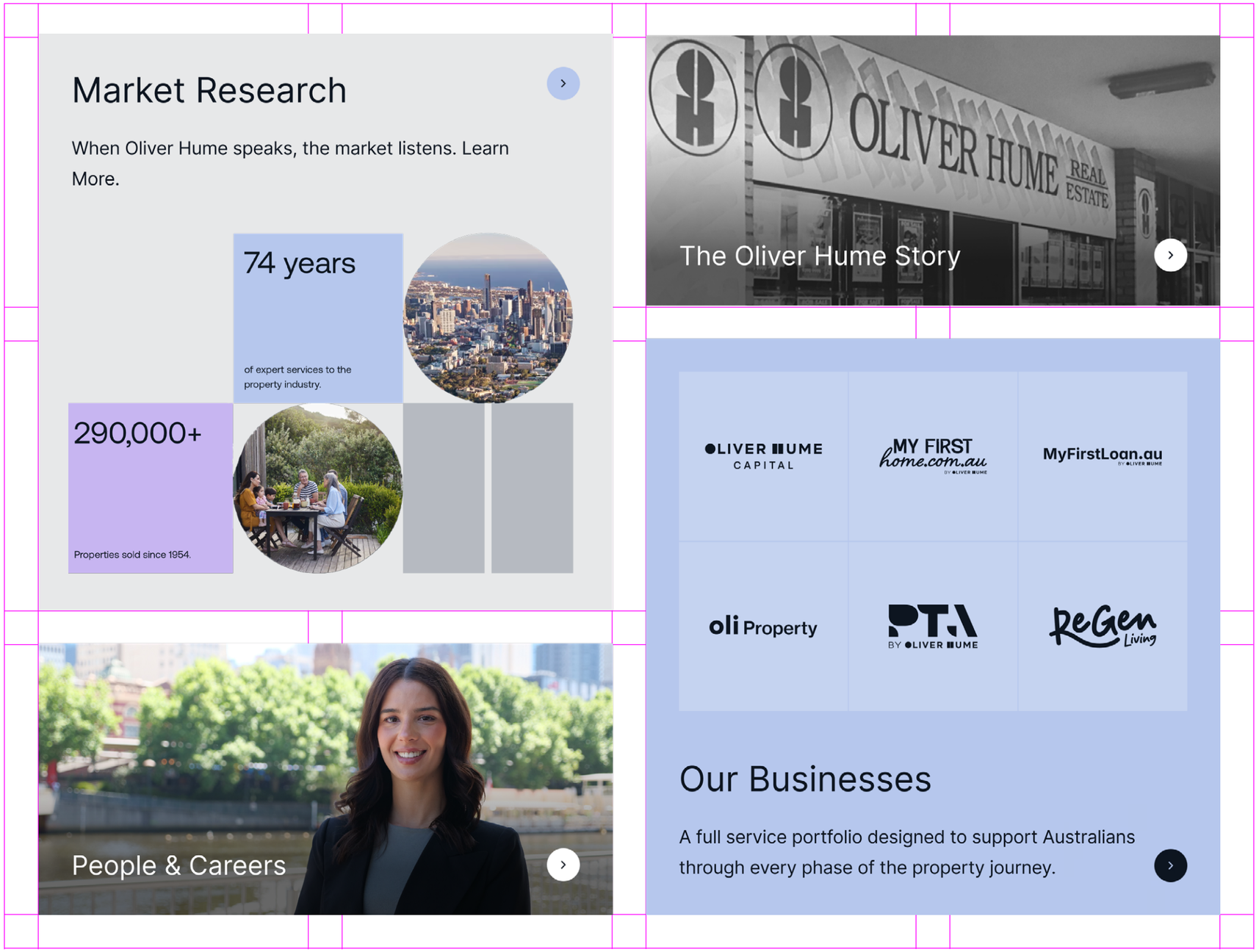
They scale seamlessly across digital and print applications, ensuring layouts remain clean, balanced, and visually organized while supporting a consistent brand language.



Pattern

Bento Boxes

This example shows Bento Boxes in action. Boxes can be swapped, resized, or recoloured to suit different layouts and content types. They maintain visual hierarchy and balance, making them flexible for both digital and print applications while supporting a consistent brand style.



06 Imagery

Imagery

In line with the brand idea, **‘Restless Achievers’**, the imagery should capture the dynamism and future focus of Oliver Hume.

Images selected must sit comfortably with the brand idea, be unexpected and sit well with the bold, modern and clean nature of the Oliver Hume identity.

Lifestyle
There is a flexible approach to lifestyle in order to give the stretch the brand needs across the various different business offerings. Lifestyle images should feel natural, dynamic and unexpected. They shouldn’t be clichéd or posed. For example, studio shots would not be on brand.

Architectural
Our architectural shots reflect the premium of the brand. These shots are to have unsual perspectives, interesting and dynamic lines, and use of negative space. We use black and white photography for this category to enhance contrast and to make a clear distinction from our project buildings.

Landscapes
We are looking for a more abstract take on landscapes – skies, sea, land, aerial and ground shots that present an interesting way of looking at things. These images should have a graphic treatment, using interesting lines and contours.

Abstract
Abstract images can be any form from shapes or lines to effects and perspectives. There should be a degree of dynamism and movement in our abstract imagery, and where possible, it should reflect the Oliver Hume core palette.

People
Images of people should feel natural, dynamic and unexpected. They shouldn’t be clichéd or posed. For example, studio shots would not be on brand.

Our image style is:

Dynamic
Contemporary
Engaging
Unexpected

It is not:

Dated
Cliche or contrived
Literal or obvious

Imagery

Photographer's Brief

Whether you're commissioning a photo shoot, or purchasing from an image library, this template can be used as a foundation for developing a clear, concise photography brief.

Requirements and Considerations

Imagery Should:

- **Focus** – Cluttered backgrounds look busy and make the shot less flexible to use, especially if it is to stretch across multiple uses
- **Bleed** – Allow enough bleed around the composition of the shot to provide greater flexibility at the final implementation phase.
- **Cropping** – Clever cropping can enhance an image and make it more interesting and unexpected.
- **Composition** – Shooting in situ gives context to the subject. Be aware that people and objects can look 'cut-out' on white or black backgrounds (unless this is the effect you're trying to achieve). Apparel should be timeless in style, so the image doesn't date.
- **Consistent style/themes** – Where a range of shots are being used for the same project, they should complement each other and work in harmony. Visual cues such as a common theme, cropping, composition, camera angle or depth of field can all be useful in achieving cohesion.
- **Licensing rights** – Ensure that you have the legal right to reproduce the image. Royalty fees may also apply for talent, depending on the usage criteria.
- **Talent** – should be comfortable and confident so they appear relaxed, and unposed. Clothing and accessories should be timeless in style and shouldn't distract from the talent. Choose colours that contrast with the location and don't clash with the background. Professional or non-professional talent can be used. Remember professional talent will cost more.
- **Hi-resolution** – Even if the image is being used for loresolution purposes, such as online (generally 72dpi), it's best to shoot or buy the image at the best quality resolution possible. Always supply the Photography guidelines to your photographer or agency partner, and consult with the Marketing team if you have queries or concerns.

Lead Time

With any project, it's important to consider the role of imagery throughout the process – leaving it until late doesn't afford enough time to make the final execution as good as it could otherwise be.

Some of the considerations below should be built into your lead time:

- Post production of images.
- Sourcing talent.
- Image library search.
- Image rights or permission to reproduce.
- Overall layout and content.
- Print production and distribution.

Checklist

Photography should:

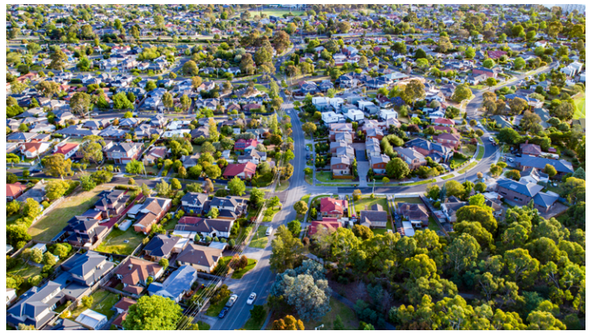
- Support the proposition or objective of the overall campaign/ project.
- Be appropriate to the audience and business segment.
- Reflect our brand personality.
- Align with our visual strategy and guidelines.
- Add value to the overall execution.
- Be appropriate

Imagery

Imagery plays a key role in shaping the Oliver Hume brand. The photos shown here represent the tone, mood, and visual style we aim to maintain across all marketing and communications.

Use these examples as a reference point when selecting or commissioning photography to ensure visual consistency and brand integrity.

Cities


Landscape





Lifestyle





07

Applications

Applications

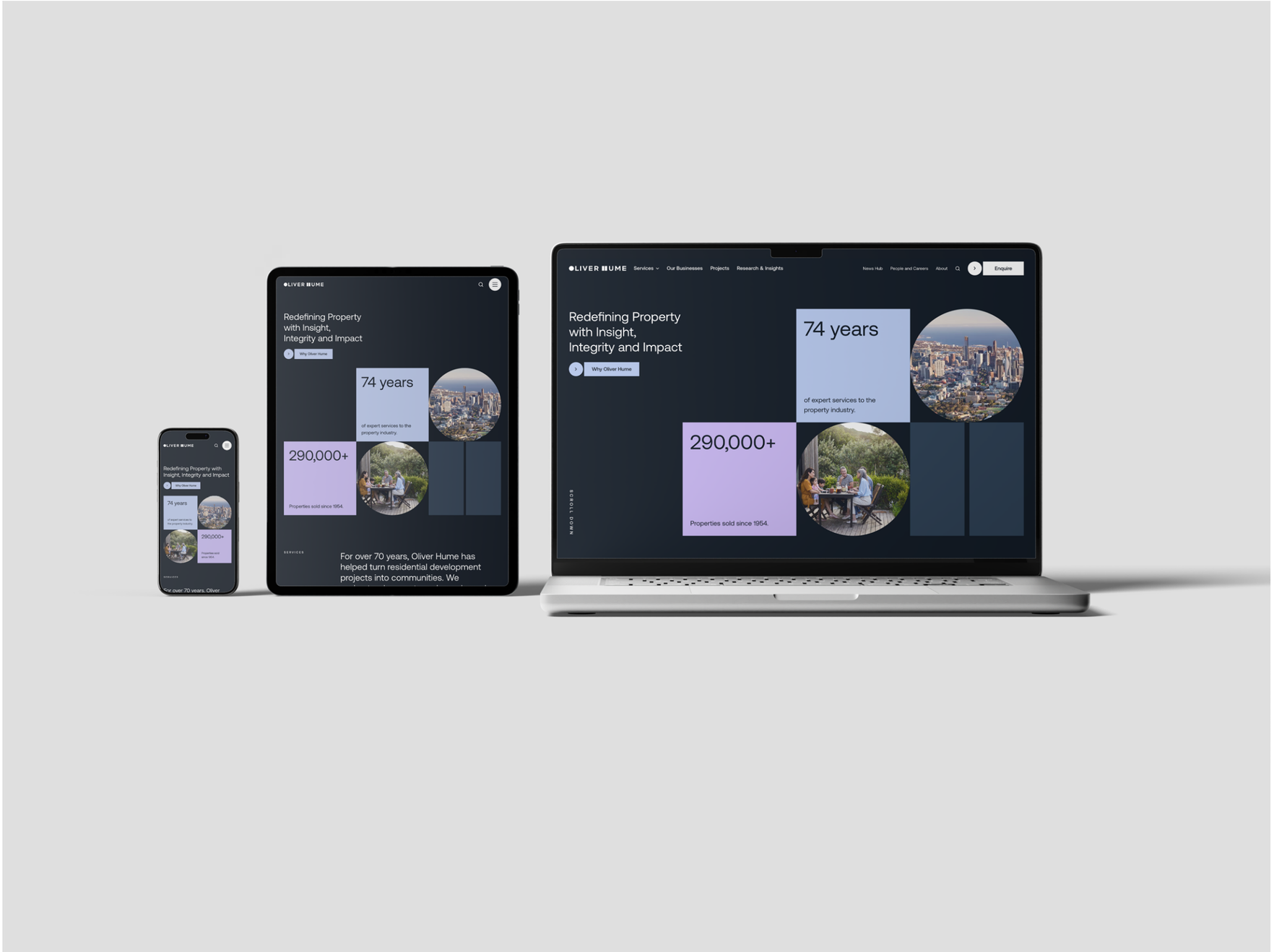
Here are some examples of our collateral brand design, including business cards, letterheads, envelopes, brochures, banners and more. Use these as a guide to maintain consistency and alignment with the Oliver Hume brand across all touchpoints. For applications not covered in this guide, please contact the Oliver Hume Marketing team for support and direction.

Applications

7.1 Website & UI Components

The website is where the new palette aligns most closely with Oliver Hume's current visual language, offering a seamless evolution rather than a disruption. Here, colour is applied with restraint, supporting clarity, professionalism, and accessibility at every level of the user journey.

Each tone is carefully selected for contrast, readability, and functional consistency across navigation, forms, tables, and responsive layouts. This consistent application ensures visual continuity while allowing space for other channels to flex.

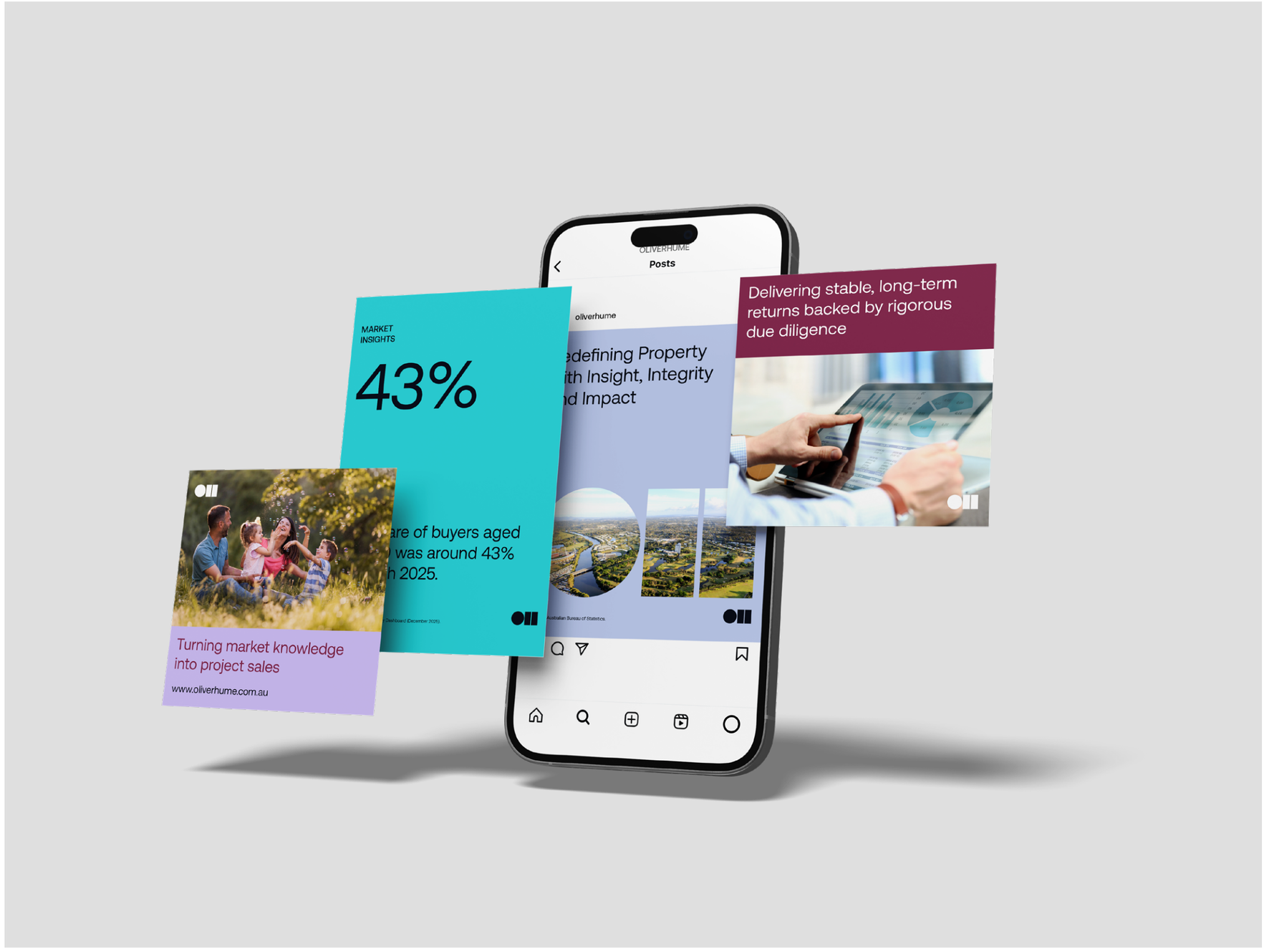


Applications

7.2 Social Media Assets

Social is where the palette begins to stretch; Inviting variation while staying anchored in the core system. This is where secondary and brighter tones can be dialled up for energy, immediacy, and platform relevance.

Use of accent colours here supports content that's reactive, engaging, and personality-driven; Perfect for campaign bursts, feature promotions, or editorial storytelling. These executions feel expressive but still recognisably Oliver Hume.



Applications

7.2 Social Media Assets

When using carousel posts, please ensure:

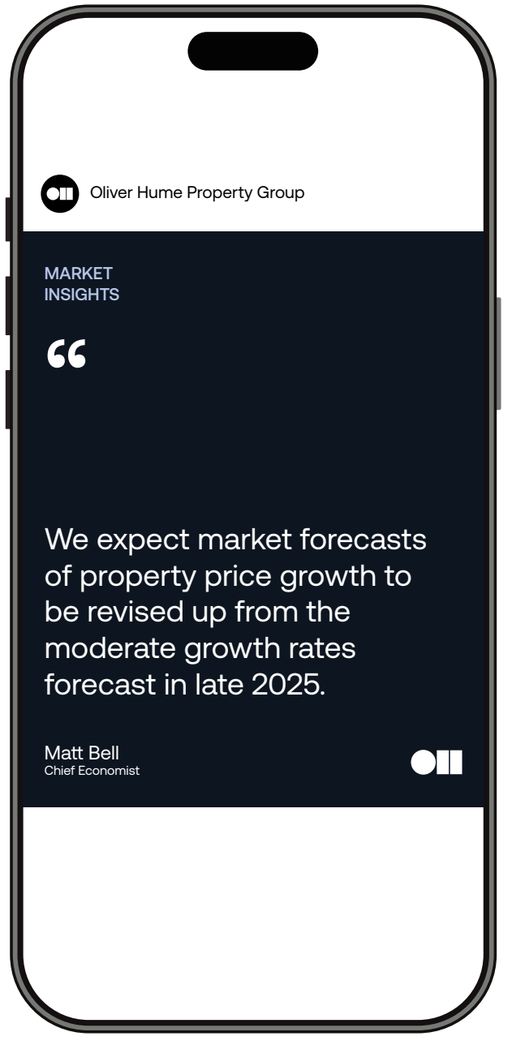
- A clear narrative flow across all slides
- Consistent use of brand colours, typography and layout
- Readability is prioritised through concise text and strong contrast

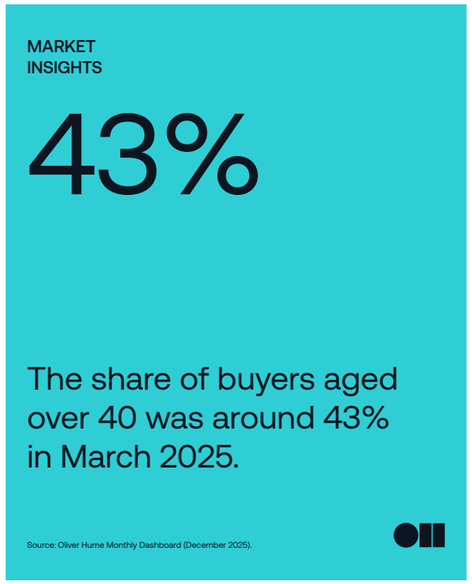
Charts and graphs sourced externally must be high-resolution and presented on a clean white background to maintain clarity and consistency across all brand materials.

Background images should be selected so they do not distract from the text and must always support clear readability. A dark overlay may be applied to improve contrast when needed.

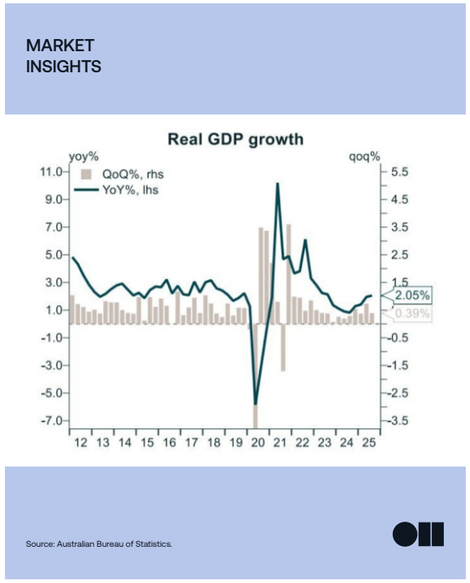
Dark overlay can be used on top to highlight the text.

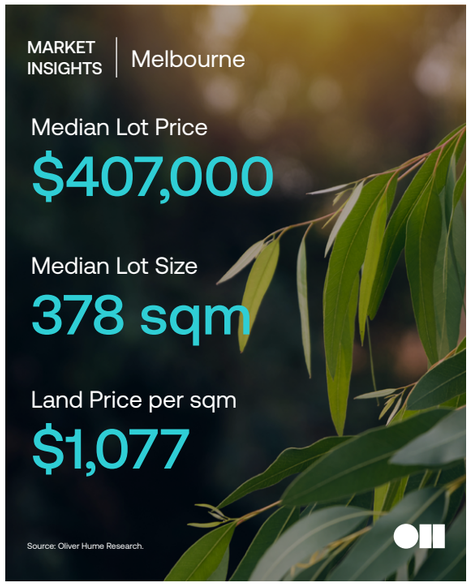
Overlay settings:
Rich Black: C60 M60 Y40 K100
Blend mode: Multiply
Opacity: 30% -70%











Applications

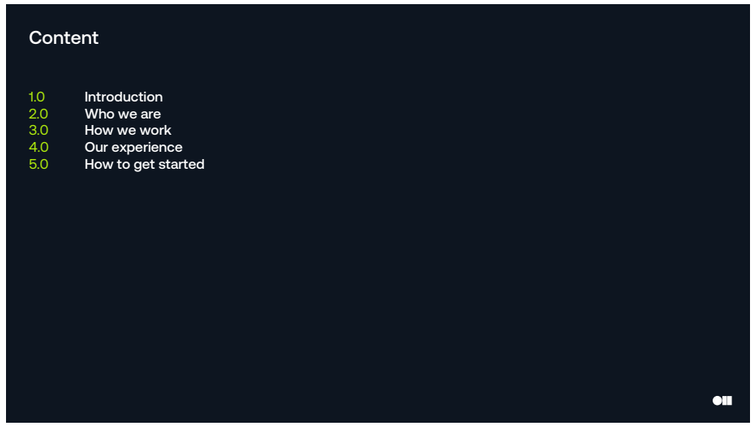
7.3 Powerpoint

Our PowerPoint template includes three layout styles: Dark, Mid, and White backgrounds to suit a wide range of presentation needs and support creative flexibility. Each style offers multiple layout options featuring different column structures, text treatments, and graphic placements to accommodate various content types.

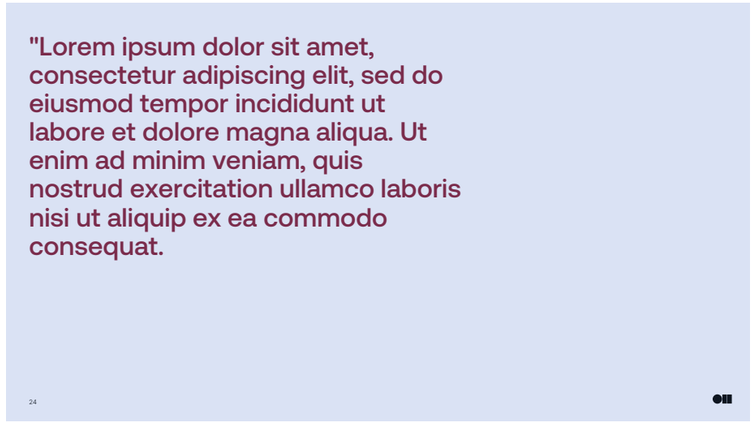
Please follow these guidelines:

1. **Fonts and Colours:** Brand font is embedded for you to use together with Oliver Hume brand colour palette. If the font is not working correctly, please contact Marketing team.
2. **Intro Slide and Cover:** Always begin the presentation with the Intro Slide featuring the Oliver Hume logo. Ensure the Presentation Cover is clear, legible, and uses Small Caps for headings.
3. **Content Page:** Maintain a consistent layout and background colour throughout the content slides.
4. **Slide Break:** For presentations longer than 10 slides, insert a Section Break slide. Section Break headings must be set in Small Caps.
5. **Animation & Transitions:** Use animations sparingly and only when they support the message, avoid distracting transitions or unnecessary movement, and ensure any motion remains consistent throughout the deck.

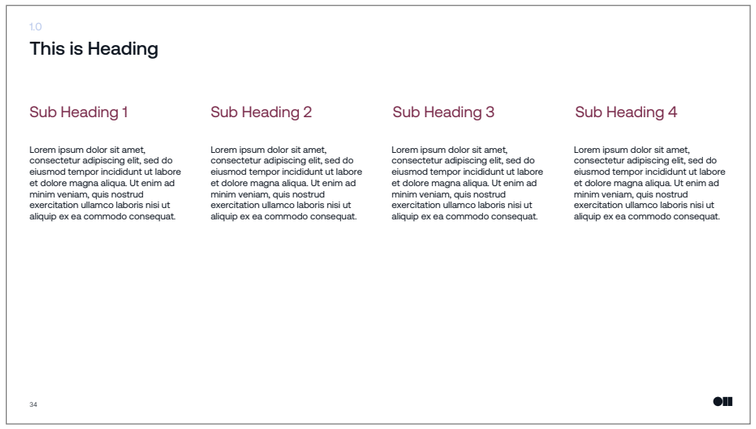












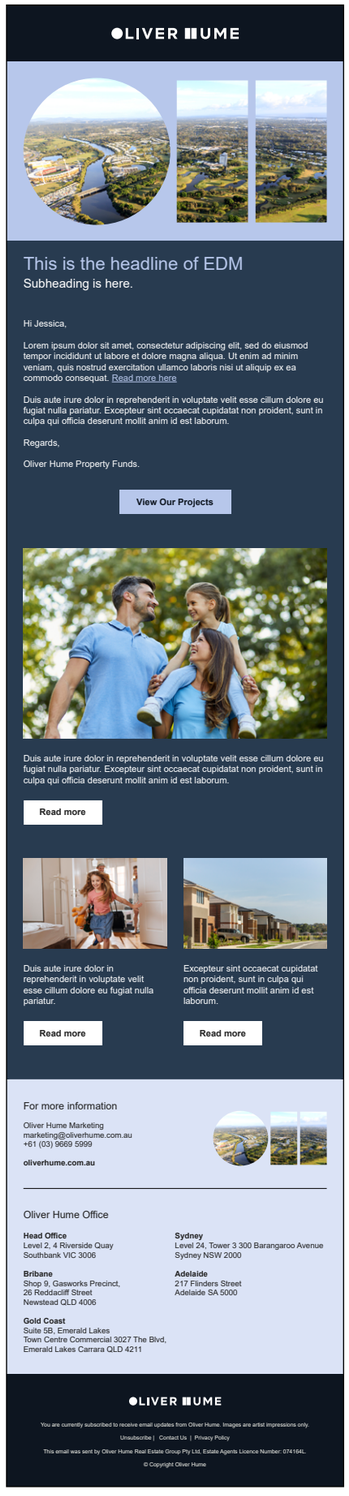
Applications

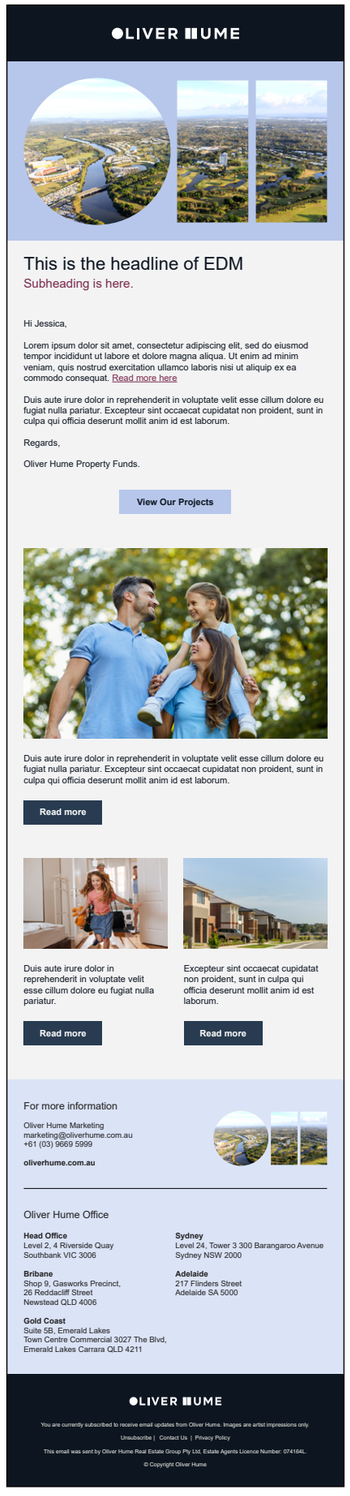
7.4 EDM Template

The EDM template is designed to showcase Oliver Hume communications effectively.
It offers two layouts - headline on top or graphic on top to suit different messaging styles.

EDM headlines must be created as live text and not embedded within header graphics. Backgrounds may be treated graphically or use alternative colours where appropriate to support the tone or message of the EDM.

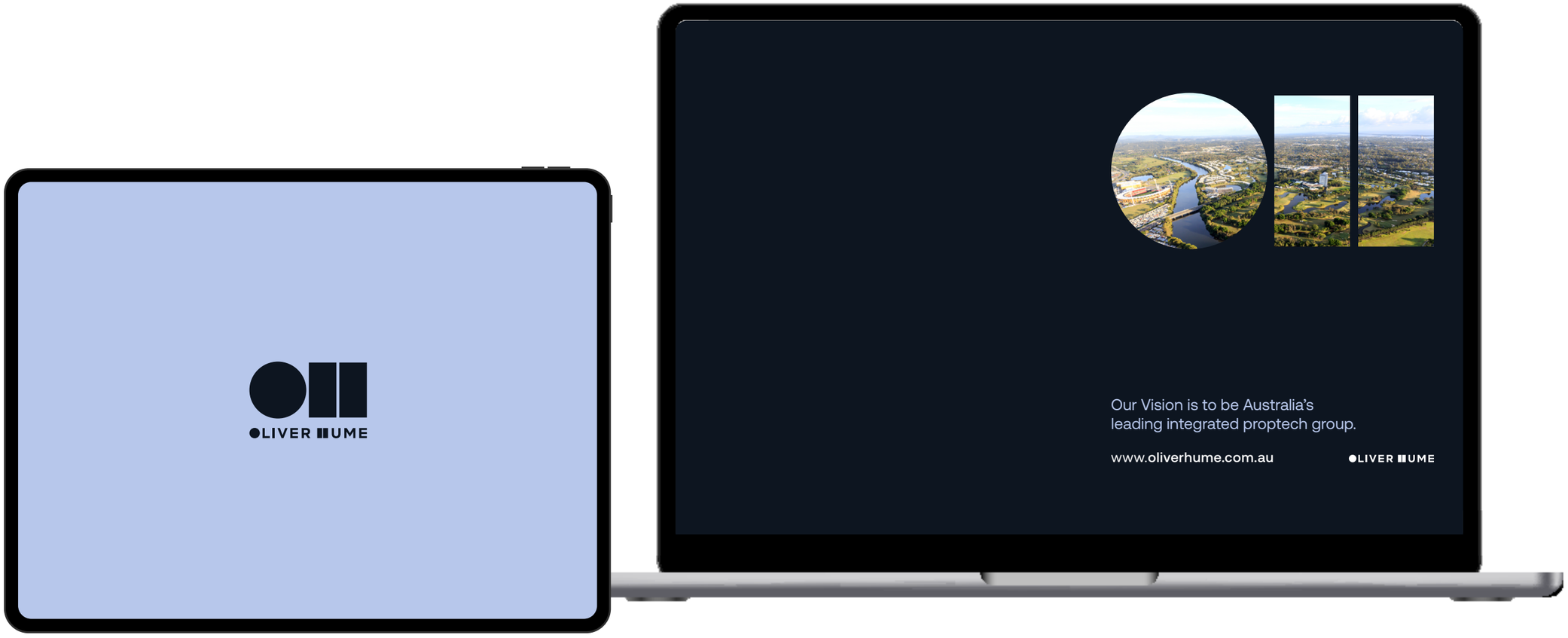
Please follow the guideline when setting up emails, and contact the Marketing Team with any questions.





Applications

7.5 Desktop and Screensaver



Applications

7.6 Teams Background





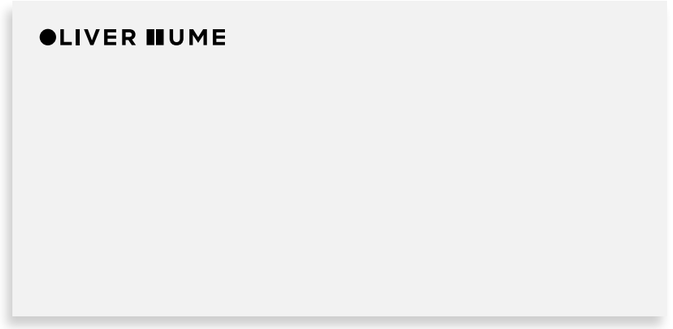
Applications

7.7 Letterheads & Envelope





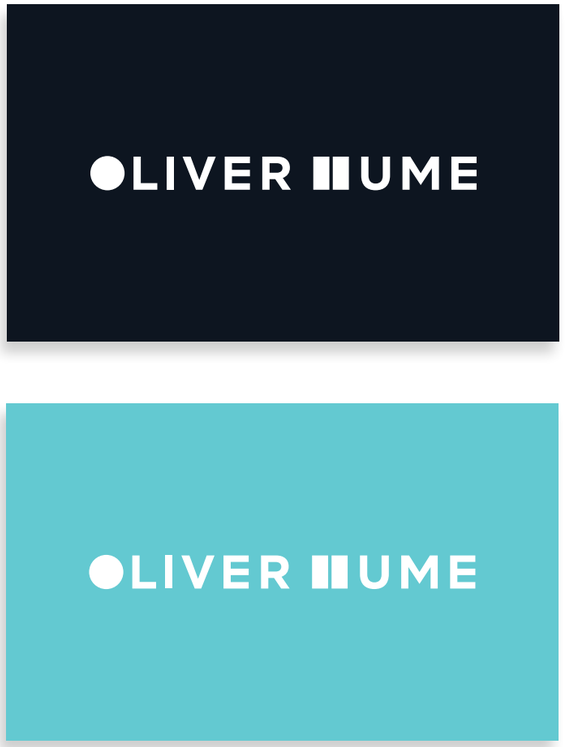




Applications

7.8 Business Cards

Printed Business Card for all staffs (5 options to choose for front side)



Back of Business Card



Applications

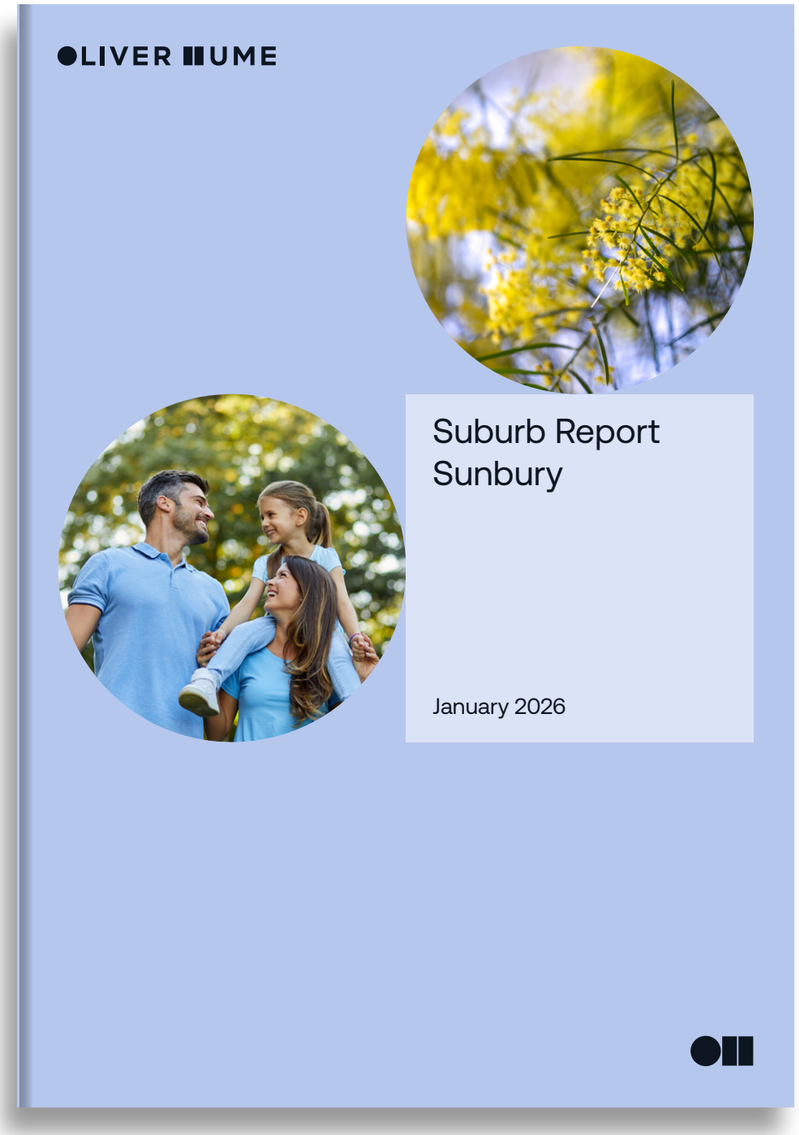
7.8 Business Cards (digital)



Applications

7.9 Brochure



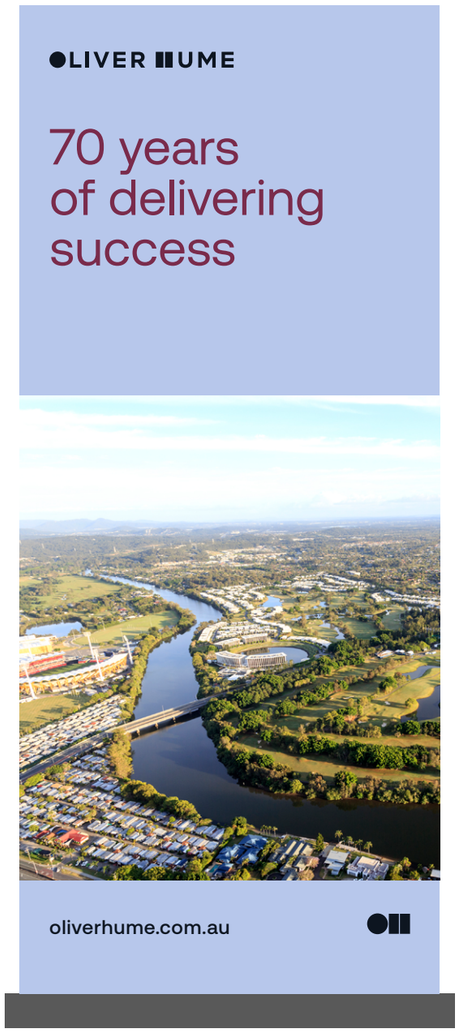


Applications

7.10 Pull-up Banners









Applications

7.11 Signage





Applications

7.12 Merchandise







Contact

If you have any questions about the content of this guide or are unsure if your communication best represents our identity, please contact the Marketing Team at marketing@oliverhume.com.au