



BRAND BOOK

www.yourkeys.com

BRAND BOOK

2017-2018

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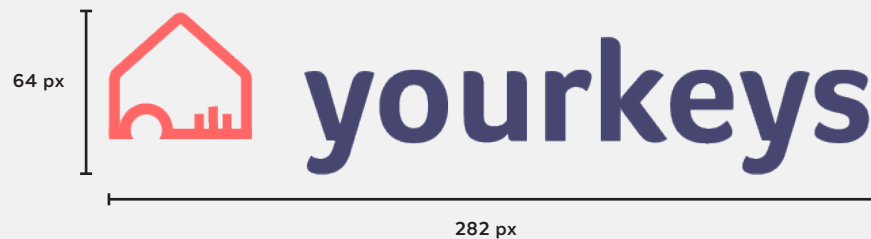
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LOGO IDENTITY

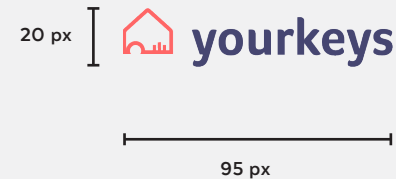
Final Logo

This is the Yourkeys logo, in web format it should not be displayed bigger than the 'large logo' below and not smaller than the 'small logo'. The 'housekey' symbol can be used in isolation in locations such as favicons.

Large Logo



Small Logo



Logo Square



Icon



Logo Colour Variations

Unless authorised to align with a particular campaign, the Yourkeys logo should only be used in its original turquoise and the below 3 variations.



FOR WEB USE
R: 255 G: 255 B: 255
FOR PRINTING USE
C: 0 M: 0 Y: 0 K 0



FOR WEB USE
R: 255 G: 102 B: 102
FOR PRINTING USE
C: 0 M: 75 Y: 52 K 0



FOR WEB USE
R: 0 G: 0 B: 0
FOR PRINTING USE
C: 0 M: 0 Y: 0 K 100

BRAND COLOURS

Primary Colours

Our primary colours comprise the main suite of yourkeys colours, these colours will make up the majority of all 5 workflows; buyer, developer, admin and both conveyancers.

06

CORAL



FOR WEB USE
R: 255 G: 102 B: 102

#FF6666

LIGHT CORAL



FOR WEB USE
R: 255 G: 178 B: 178

#FFB2B2

SPACE



FOR WEB USE
R: 70 G: 70 B: 113

#464671

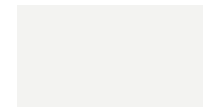
CHARCOAL



FOR WEB USE
R: 54 G: 57 B: 76

#36394C

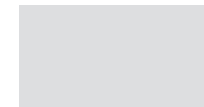
LIGHT GREY



FOR WEB USE
R: 242 G: 241 B: 238

#F2F1EE

GREY



FOR WEB USE
R: 221 G: 222 B: 224

#DDDEEO

DARK GREY



FOR WEB USE
R: 189 G: 190 B: 192

#BDBECO

Notifications and icons

The below colours represent our 'notification' and 'icon' colours. these are predominantly used to indicate actions and updates for all stakeholders.

GREEN



FOR WEB USE
R: 49 G: 187 B: 169

#31BBA9

ORANGE



FOR WEB USE
R: 255 G: 151 B: 59

#FF973B

RED

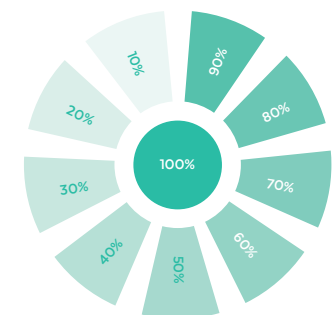
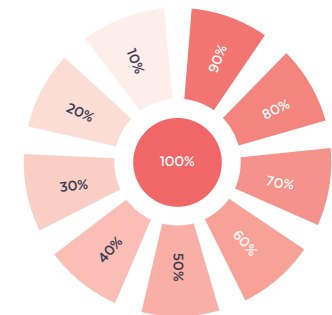


FOR WEB USE
R: 227 G: 65 B: 61

#E3413D

No's & Tints

Any variations of the brand colours should should not be used unless that 'tint' aligns with an alternate brand colour or has been pre-approved to co-ordinate with a particular campaign.



FONT

Usage Guidelines

Font:

Texta Bold

Texta Medium

Texta Light

Logo, Header & Title Fonts:
Texta Bold

Yourkeys

Yourkeys

Yourkeys

Secondary Font:
Texta Medium

Yourkeys

Yourkeys

Yourkeys

Body:
Texta Light

Yourkeys

Yourkeys

Yourkeys

Secondary → Step 3.1. Surveys

Status

Title Font → **Homebuyers Report**

Done

Body → Upload the homebuyers report here once completed, if any other survey's are necessary you can upload them below. Select done once all surveys are complete, this will notify your client and the developer.

Secondary → Document



Body → Homebuyer's Report

Upload

Done

09

TONE OF VOICE

Hello! 🙌 Welcome to Yourkeys's tone of voice guide.

This is a (fairly) brief overview of how we write. It's for everyone in every team, and it applies to all the writing we do, inside and out, to developers, buyers, conveyancers, our investors and our team..

We've opened this up to the world as well (hello world!), because we want to be held up to the lofty standards we set ourselves here. We believe in everything we've said, so if you see us falling short then please let us know.

Every word matters

The words we put on screen and paper are one of the most important ways we have of showing people what we stand for. Not just our marketing, but all our terms and conditions, every chat with us, all the nooks and crannies in our platform, and how we communicate with each other on the inside. Every word adds up to people's perception of who we are.

If the way we communicate confuses, frustrates or scares our users, we can lose their hard-earned trust in seconds. It's especially important when we're dealing with sensitive subjects, difficult topics, lots of money or technical

stuff. Those are the moments of truth when people will decide if we're really transparent, and if we really have their best interests at heart. Our ambition is to make a complicated process, simple, not in a patronising way but in a way that empowers our users to make the brave choice of buying a property.

So every word matters. Every word is a chance for us to make a connection with someone, go beyond what they'd expect from an estate agent and brighten their day.

This isn't a set of rules

Good writing is empathetic. Thinking carefully about the people you're writing to, and understanding how they feel and what they need from us, shouldn't feel like a tick-box exercise – it should be something you put thought into every time. So if you've got a really good reason to veer off the path we've put here, go for it.

Plus, we don't want everyone to write like a bunch of clones. Yourkeys writing should have a family feel, like you can tell it's come from people with the same values, but it shouldn't feel like one person. Because it's not, as that would be a bit weird.

THE OVERVIEW

The Yourkeys tone in a nutshell

We use the language our audience uses, and make technical stuff as clear as we can



We're ambitious, positive friendly and always focused on what matters to people



We're transparent about what we're doing and why, and we don't hide behind technical jargon or ambiguity



We're open, inclusive and welcoming to everyone



TONE OF VOICE

Swap formal words for normal ones

We're friendly people, and we don't want to come across like a cold, faceless organisation. So use the kind of language you'd use if you were talking with the person you're writing to, and avoid business-speak.

The best test for this is to read what you've written out loud. Does it sound like the kind of thing you'd actually say? If not, some of the words opposite might be the culprit.

Grammar & Punctuation

Although we're friendly, we don't ignore the English language.

We are professional and trustworthy and errors in punctuation, spelling and grammar are a no-no.

Capital letters at the start of sentences and all the other principles of punctuation and grammar still apply. We should avoid using incorrect sentence structure and steer clear of using all CAPS or over punctuating!!!!

Would you say...	Or...
Assistance	Help
Commence	Start
Enable	Let
Ensure	Make sure
Further	More
However	But
In order to	To
Obtain	Get
Provide	Give
Query	Question
Request	Ask
Require	Need
Resolve	Fix
Therefore	So

We're ambitious, positive and always focused on what matters to people

Start with what matters to readers

Put yourself in your reader's shoes when you're writing; what are they going to be most interested in? We're often tempted to explain why we've done something before we tell people what the thing actually is — especially if it's bad news or an uncomfortable message. But if your first question is what does my reader really need to know, then you can't go wrong. Are they more interested in the process we took to decide something, or how that decision affects them? (Hint: it's almost always the latter.) That doesn't mean we shouldn't explain our reasons, it just means we should explain what the impact is first. (And once you've decided what your key messages are? Subheadings are your best friend.)

Stay positive

We believe in our mission, and we should be proud of what we're doing. Big up people's achievements and generally spread the love.

But as much as we want to be the best property site in the world, we don't want to get there by putting anyone else down. It's not the Yourkeys way to call out flaws, or to attack what anyone else is doing.

It's also important to remember that we wouldn't get anywhere without the support of the people who trust us to look after their money. Everything we do is for them, and they deserve a share of the credit whenever we celebrate our successes.

Sprinkle a little magic dust

Let positivity ring through in your writing. The odd exclamation mark or confetti emoji is great! 🎉 But if we use them in every other sentence, they start to feel a bit forced and insincere.

The same goes for superlative words like 'great', 'lovely' and 'awesome'. Sprinkled over our words they brighten everything up. But if we use them all the time, they start to lose their power. (If everything's awesome, then is anything really awesome?)





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