

Brand guidelines.

Version 2.1

GCW is a game changing property consultancy who partner with investors, owners and occupiers within an ever changing town centre landscape. This guide will show you how to present our brand identity in a consistent and recognisable way.

GCW.

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1.1

Logo.

Master logo

This is our master logo, available in three colours - red, black and white.

Red is the primary logotype colourway. Use wherever possible. Where this colourway can't be used - perhaps red conflicts with the background colour or it's a black and white document, the red logo can be replaced by the black or white versions instead.

Our logo should not be modified or altered in any way and should never be placed inside a box.

The logo 'GCW.' is rendered in a bold, red, sans-serif typeface. The letters are thick and blocky, with a period at the end. The 'G' has a distinctive shape with a small gap at the top.

Red logo | Ref: GCW-A

The logo 'GCW.' is rendered in a bold, black, sans-serif typeface. The letters are thick and blocky, with a period at the end. The 'G' has a distinctive shape with a small gap at the top.

Black logo | Ref: GCW-B

The logo 'GCW.' is rendered in a bold, white, sans-serif typeface. The letters are thick and blocky, with a period at the end. The 'G' has a distinctive shape with a small gap at the top. The logo is set against a solid grey rectangular background.

White logo | Ref: GCW-B

1.2

Logo.

Master logo: use with holding device

To make our logo stand out as much as possible on different backgrounds, we can house it within a circle device. The circle not only reflects the circular nature of the letter forms within the logo, it forms the basis of our visual identity – the circular ‘graphic device’.

Our logo should only ever be housed within a circle and not any other shape.



1.3

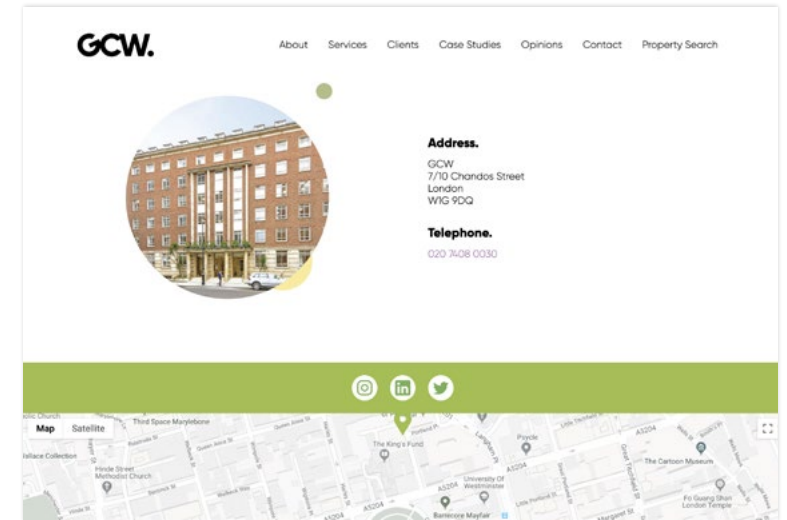
Logo.

Master logo: examples of use

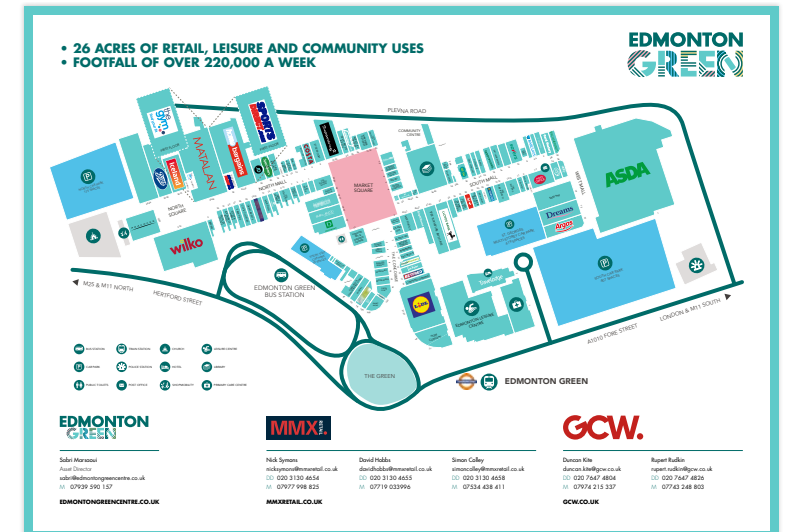
This page shows examples of each master logo in use.



White logo | GCW Newsletter



Black logo | GCW Website



Red logo | Third party document

1.4

Logo.

Logo with contact details
lock-up

For instances where our logo needs to be used in conjunction with our contact details, there's a logo lock-up version.

GCW.
020 7408 0030
gcw.co.uk

GCW.
020 7408 0030
gcw.co.uk

GCW.
020 7408 0030
gcw.co.uk

This grey box is only used to display the white lockups on this page. Please don't put the logo within a box.

1.5

Logo.

Logo lockup: example of use

This lock-up version of the logo is mainly used in red on our sales boards (see page 18), but can be used elsewhere as necessary.



2.1

Graphic device.

How it works

Our graphic device, the circle, must be used in a purposeful way – e.g. to hold information or to frame imagery. Avoid using more than three circular devices together.



A singular circle can be used to hold simple information, eg dates.



A circle accompanying the logo can be used to hold information such as a title for a newsletter.



2.2

Graphic device.

Examples of use

Our Property Details template shows how using our graphic device to hold certain information focuses the eye towards the information, giving it more emphasis.

Prime corner unit to let.

Bath, 56 Southgate Street
BA1 1TG



GCW.
020 7408 0030
gcw.co.uk



Occupation from October 2018
Drop off point directly onto Holloway road.
D2 gym space with good ceiling height.

Contact.

Simon Morris.
simon.morris@gcw.co.uk
020 7647 4800

Duncan Kite.
duncan.kite@gcw.co.uk
020 7647 4804

John Smith.
john.smith@portagent.co.uk
020 0000 0000

Location.

The store occupies one of the most prominent sites in the city at the junction of King Edward Street and Jameson Street on the main shopping circuit between Princess Quay, Whitefriar Gate, The Prospect Centre and St. Stephen's Shopping Centre.

Following completion of the current public realm works (expected January 2017), the store will face onto a new public square, King Edward Square.

Accommodation.

Dimensions and net internal floor areas:-

Gross Frontage	m	ft	in
Net Frontage	m	ft	in
Internal Width	sq		
Ground Floor Sales	sq m	sq ft	
First Floor Sales	sq m	sq ft	
Second Floor Area	sq m	sq ft	

Lease Terms.

A new lease for a term to be agreed, subject to 5 yearly upward only rent reviews.

Rent.

XXXX,000/year

Business Rates.

Rateable Value £XXXX
UBR (2019-20) [R0.1p] [R0.1p]

For transitional relief enquiries call the local authority, XXXXXXXXXXXXX.

Energy Performance Certificate.

Band X
Report available on request

Subject to Contract.
August 2019

Prime corner unit to let.

Town, Address, Postcode



GCW.
020 7408 0030
gcw.co.uk





Occupation from October 2018
Drop off point directly onto Holloway road.
D2 gym space with good ceiling height.

Contact.

Simon Morris.
simon.morris@gcw.co.uk
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Energy Performance Certificate.

Band X
Report available on request

Subject to Contract.
August 2019

3.1

Typography.

We use three different fonts.

Brand typeface

Gilroy. We use it for headings in Extra Bold & Light.

Body copy font

Helvetica Neue. We use it in Light, *Light Italic*, **Medium & Medium Italic.**

PC system font

Aptos is our recommended pc system font. We use it in *light italic*, **semibold** and ***semibold italic***.

3.2

Typography.

Example of use

Our newsletter is a great example of our typography in use. Gilroy for the headings and Helvetica Neue for body copy.

Aptos (PC system font) This should only be used when Helvetica Neue is not available and for internal use only.



Gilroy extra bold
for headlines

Keeping towns' centre stage.

Gilroy light for
subheadings

In an ever-evolving world where retail has faced many challenges, shopping continues to play a key role amongst other town centre uses vying for consumer attention. GCW's managing partners, Duncan Kite, and Simon Morris share their thoughts on a bright future at GCW.



In the last decade, retail has faced multiple upheavals. The rise of the internet, social media, desire for experience over consumption, and today jostling for its place alongside the alternative sectors making their presence felt in town centres. And, of course, surviving Covid lockdown closures.

Helvetica Neue for bodycopy
(In this example we've used the
Helvetica Neue light)

4.1

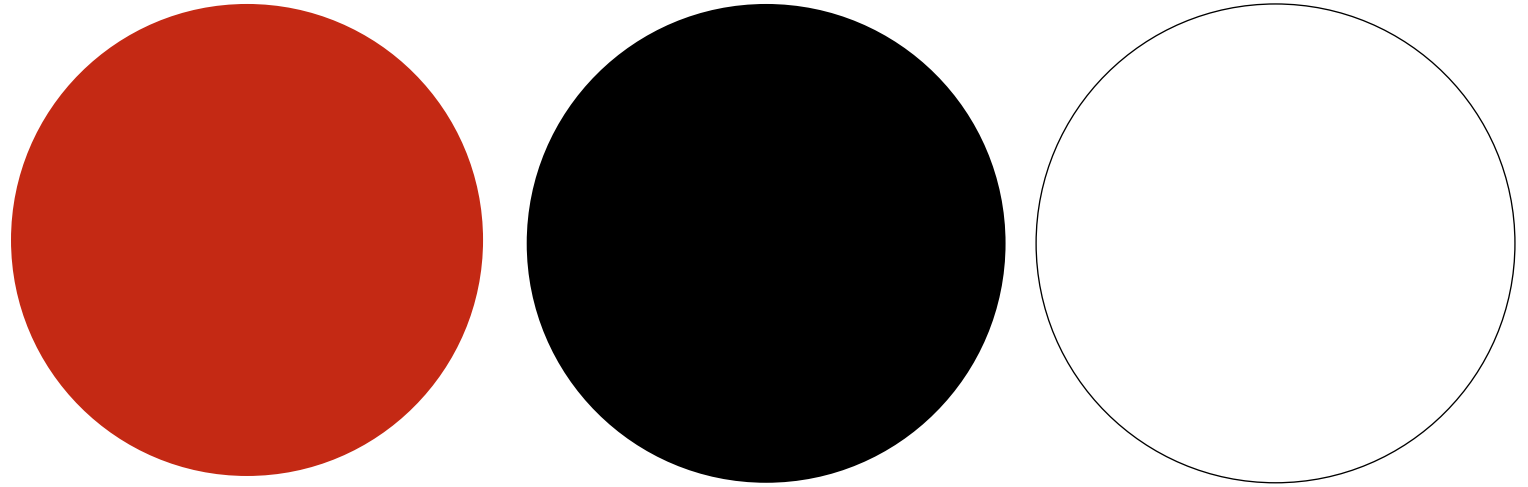
Colour palette.

Our colour palette is bright and engaging, giving us stand-out and recognition across all touchpoints.

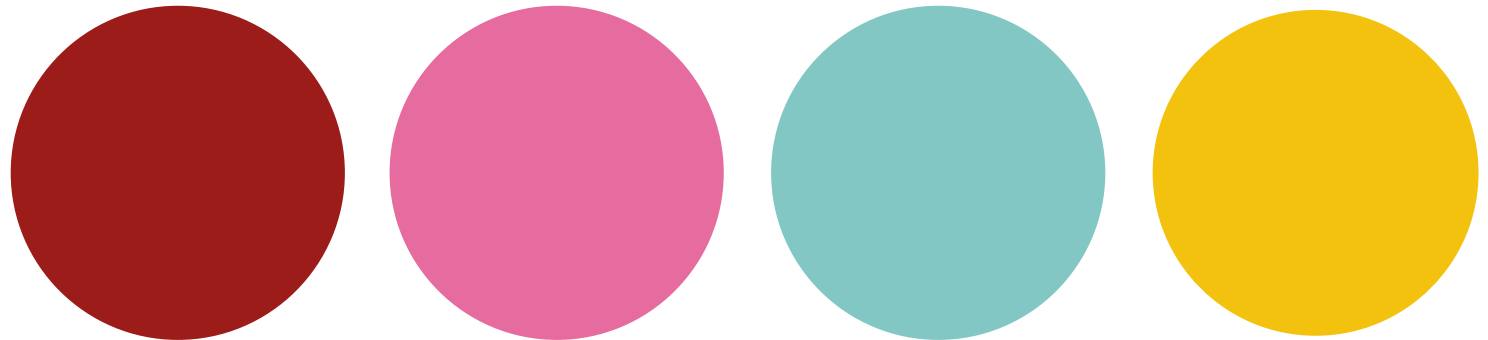
Colours should be used with purpose, to aid clarity or help to break up information, for example.

Our secondary palette compliments the primary palette and gives a contemporary feel.

Primary palette



Secondary palette



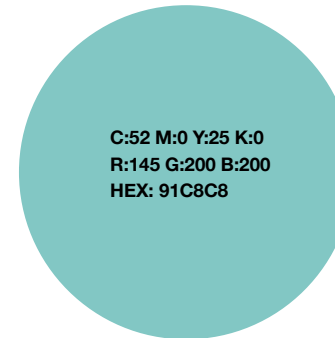
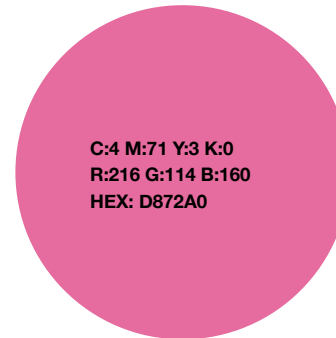
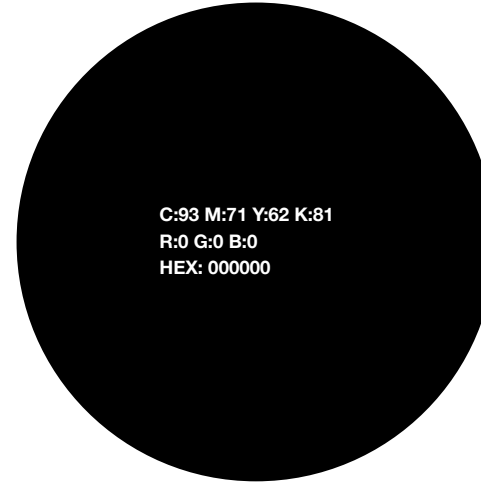
4.2

Colour values.

Pantone and CMYK values should be used for printed materials.

RGB values are for digital use only e.g. websites, email templates and PowerPoint presentations.

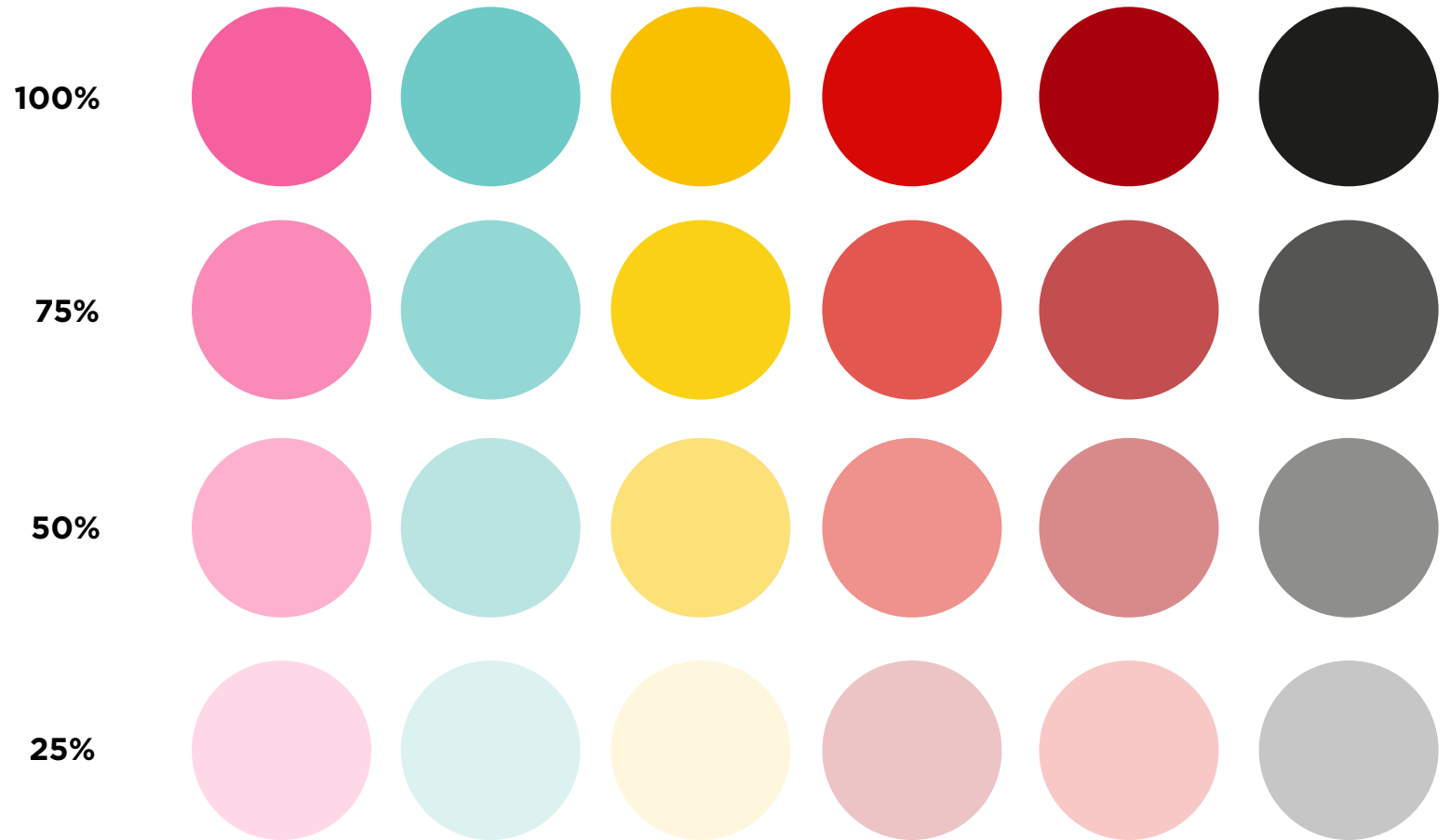
Hex values, like RGB values, are for digital use.



4.3

Colour tints.

Tints play a crucial role, adding depth, amplification and creating a visual hierarchy. These are the only values that can be used for tints.



4.4

Colour tints.

Use of tints

Tints are useful when creating larger communications items such as newsletters, emails or on our website. They can be used as background colours, or to highlight important information. A 25% tint is best used as a background colour only.

Please make sure that any text used over a tint is legible – we've shown some guidance on this page, but you can also use an accessibility contrast checker to test this when using tints for digital content.



4.5


Colour tints.

Examples of use

Here are examples of how a combination of full colour graphics and background tints can create interest and help section out content on the page.

September 2023
GCW

UBX boxing clever with growth.



Australian-based boxing brand UBX have now opened in Sheffield.

At almost 5,500 sq ft, the gym at Ecclesall Road, is more than double the average UBX location requirement of between 1,500 sq ft to 2,000 sq ft, where it takes a minimum 10-year lease.

The chain, which has over 90 sites in Australia, New Zealand, and Singapore, and was co-founded by fitness entrepreneur Tim West, and Danny Green, four-time world champion Australian boxer, boasts that its flexible format, and no class timetables, or bookings makes it. "Everything a traditional gym is not: fun, flexible, addictive and inclusive."

UK openings are with master-franchise Empowered Brands, owner of energy Fitness, and the aim is to roll out 250 UBX sites in the UK and Ireland by 2028.

GCW are looking for more sites in the south of the country, particularly in the suburbs within the M25. It is hoped the chain could have 10 locations fitting out or open by the end of this year.

The scale of the Sheffield site has given UBX the chance to spread over three levels, with a main reception, adjacent to a snack and protein shake bar at the entrance. Stairs down into the basement lead into a mix of changing areas with showers.

UBX's expansion and success has come at a time when the fitness market has gone through a difficult period during and since Covid. Lockdown closures and dwindling numbers of office workers have seen gym attendance hit hard. "Gyms need weekend trade, so a lot of these central locations have become unaffordable. This has resulted in many having to move out of their city locations due to prohibitively high rents that have eroded profit margins," said Charlie Hanrahan, surveyor, GCW.

He added: "As a result, new concepts have come into play in the market, with gyms learning to adapt to the suburbs and locations where people live and spend more time."

MORE INFORMATION
Charlie Hanrahan



PURESEOUL searching for sites.

Korean beauty brand, PURESEOUL has taken its successful online business into bricks & mortar with the opening of its first physical store in London's Soho, on Charing Cross Road.

PURESEOUL are seeking stores ranging from 800 sq ft – 2,000 sq ft. Currently the brand have three sites under offer with two set to open pre-Christmas.

Will Mabbett, director, GCW, is working on their expansion. He said: "There's a huge market for Korean skincare in this country, but previously there was no credible outlet to buy it from." The company's expansion comes with the rise of K-Style, that embodies everything Korean, including K-pop, and K-Music. "It's a huge movement currently," said Mabbett.

Founded in London in 2019, PURESEOUL's own marketing proudly proclaims it is, "the UK's No. 1 destination for all things Korean beauty! We pride ourselves on working directly with some of Korea's top beauty brands to offer an unbeatable and exclusive selection of skincare & makeup must-haves."

With the Korean passion for technology, Mabbett said "PURESEOUL's large social media presence will get bigger and better as they expand nationally."

Over the next 18 months, the brand is looking to grow nationwide, including the likes of Manchester, Birmingham, Liverpool, Edinburgh and Glasgow, before moving to international markets.

MORE INFORMATION
Will Mabbett


Our Brands Team.

At GCW, we review and manage assets to create robust property portfolios for occupiers, based on satisfying their specific customers' requirements. We achieve this by immersing ourselves in our clients' businesses and use an approach driven by data market insights.


Our team apply their wide market knowledge to your business needs, reporting directly at board level with both a strategic long and short-term perspective as well as resolving and reporting on immediate issues.

We no longer create a distinction between lease advisory and acquisition/disposal roles. We blend our teams to ensure we're leveraging our clients' position by forming a holistic strategy based on technical and market knowledge. Reducing occupational costs, building flexibility, and ensuring every branch is in the best possible location for success, now and in the future.


Our team think holistically and consider the broader opportunities, identifying clever solutions in this ever-changing town centre landscape.




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Simon Horner
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simon.horner@gcw.co.uk



Simon Morris
07974 170 043
simon.morris@gcw.co.uk



Will Mabbett
07837 179 498
will.mabbett@gcw.co.uk

We'd love to talk with you about how we can help your brand grow. Contact our team today.

5.1

Tone of voice

Our Tone of Voice is Confident, Bold, Consumer-Focused, with a Touch of Fun
We confidently showcase our strengths and expertise while letting our personality shine through.

Consumer-Led Language

Our decision-making is driven by research and consumer needs, which should be reflected clearly in our language.

Direct and Professional

We communicate directly and professionally, avoiding unnecessary or “fluffy” words. Every word should have a clear purpose.

Subtle Personality

Our tone aligns with our visual brand, blending a friendly and approachable feel through subtle touches like contractions (e.g., “we’re” instead of “we are”).

Tailored for the Audience

We want our audience to immediately understand who we are and what we offer.

For example;

Website body copy is written in the 1st person, while external communications (like PR or newsletters) may vary between 1st and 3rd person for a broader corporate appeal.

Clear Language Choices

We avoid potentially confusing terms like “niche”. Instead, we should use words like “specialised”, “consultancy” or “agency” to highlight our expertise clearly and accurately.

6.1

Agency sale boards.

GCW branded

Here we use a combination of 2 circular devices to hold information. The GCW logo circle should always be in front of the information circle. We have different colour ways for these. The location can dictate the area the sign appears. A black and grey option appears incase of limited printing capabilities.



6.2

Agency sale boards.

Joint branding

In some instances, our logo will need to sit alongside another company logo. This page shows how this works on a joint branded sales board.

To show that this is an equal partnership, both companies' logos should be the same height.



7.1

Window vinyls.

When creating window vinyls, consider using 2 circle devices to hold the information. The information circle will generally be the larger circle as it'll contain contact details such as a phone number, web address and/or QR code. Again the GCW circle should always be in front of the information circle.



8.1

Photography

Capturing buildings in their best light

Please remember the following points:

1. Consider the weather: A well-lit building will make your job easier and the images more attractive. Strive to shoot on a day with blue skies. A few clouds are fine, but overcast skies can make the building look dull. However, dramatic cloudy skies, snowfall, or some rain-soaked surfaces can add interest and change the mood of your photos. So, don't limit yourself to shooting on sunny days.

2. Ensure you have the right light: Light is crucial. If you shoot the west side of the building in the morning, it will be in the shade and won't look good. Study the building online before you shoot. Use Google Maps to determine its orientation. Apps are available to assess dawn/dusk times and the best time to shoot each side of the building.

3. Include people: It often helps to capture people in your shots to demonstrate the scale and use of the space. Cars shouldn't be too prominent as they tend to obscure the base of buildings.

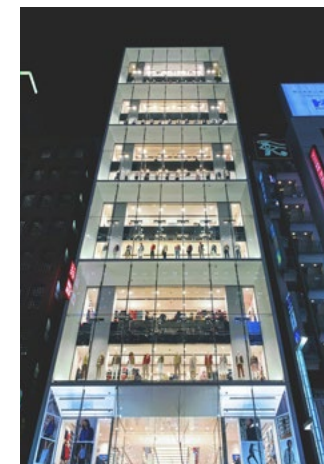
4. Try shooting at different times: Revisit the site at different times of the day and in various weather conditions to capture different looks when shooting buildings. Try shooting at sunrise or sunset to capture golden hues, window reflections, and long shadows. The ideal window is 15-45 minutes before sunrise or after sunset. Ideally, you want the sun setting/rising on your back. Most buildings look best when the inside lights glow at dusk, although this might require more work to orchestrate. Try visiting at night to capture the structure in artificial lighting.



1. Consider the weather



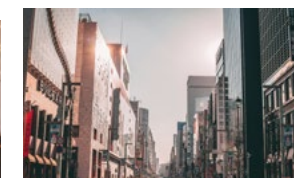
2. Ensure you have the right light



4. Try shooting at different times



3. Include people



4. Try shooting at different times

8.1

Photography.

Capturing buildings in their best light

(Continued.)

5. Think before you shoot: Start by walking around the building. Consider the building's environment. It's often helpful to showcase the building in its context, such as trees, parks, landmarks, and public spaces. This usually requires shooting from further away to get a broader perspective.

6. Look for different perspectives: Start with what photographers call a one-point perspective by shooting straight on to achieve a symmetrical, formal study look. Then, strive to find unique perspectives. While experimenting with different perspectives, remember the basic rules of photo composition to create powerful images. Look for leading lines, symmetry, and repetition of shapes.

7. Think like a cinematographer: Start with your wide-establishing shots, then gradually move in until you end up with close-ups and detail shots. These shots are great for showcasing features and materials and are also helpful for marketing materials. This approach applies to both moving and still imagery.

8. Post-production can enhance a good shot: For still images, Adobe Lightroom, available through Adobe Creative Cloud, enables quick and easy photo editing. This includes adjustments to contrast, colour balance, and brightness on mobile devices immediately after taking the picture. Commonly used in the filmmaking industry, LUTs are used to make digital footage appear sharper and evoke the look of motion picture film stock. This is an excellent way to give your footage a more cinematic and Hollywood-style feel. It's important to note that editing software generally cannot salvage a poor-quality shot.



5. Think before you shoot



7. Think like a cinematographer



6. Look for different perspectives

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