



BRAND GUIDELINES

2023 EDITION



A MESSAGE FROM OUR FOUNDER AND EXECUTIVE CHAIRMAN

The Walker brand is strong in its simplicity, bold in its ambition, authoritative in its voice and proud in its execution.

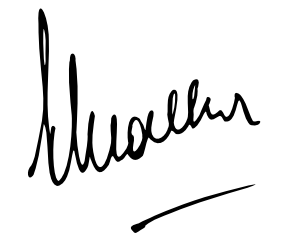
Our logo isn't flashy but what it represents drives us to be better at what we do, every day.

When people see our **blue W**, they know it signifies a commitment to exceptional quality. They know when we say we are going to do something, we do it, because that's how long term relationships are built.

We listen carefully to our customers. We are not arrogant but humble, respecting the opinions of others. We strive for excellence in everything we do and collaborate to achieve the best outcomes. We have a great sense of humour and we look forward to going to work every single day – and making it fun.

Our brand reflects our attitude to our work and is something we can all take enormous pride in. Our brand represents more than our developments, it represents the best team in the business.

Challenge accepted – let's make our vision a reality.



LANG WALKER AO
FOUNDER & EXECUTIVE CHAIRMAN



THE WALKER BRAND

WHO WE ARE

Walker are Australia's leading urban transformation specialists. Our reputation is built on our ability to deliver large-scale, complex projects that others consider too hard to touch.

We specialise in urban transformations, placemaking, masterplanning communities and the restoration of heritage spaces, always striving for the highest quality and attention to detail that has made our brand synonymous with excellence.

BRAND COLOURS

The Walker colour palette is made up of strong, bold colours that represent and reflect our proud history and traditions. These colours must be used consistently across all applications.

Our Walker blue draws attention and signifies inspiration, trust and precision – all attributes Walker projects strive to achieve.

The Walker navy is reminiscent of tradition and evokes calmness and security.

The Walker gold represents success, achievement and triumph to reflect our team's ongoing aspirations.

The Walker snow is our unique version of white which is associated with cleanliness, and simplicity.



ALL GREY SHADES MUST NOT BE USED AND ARE NOW RETIRED FROM THE WALKER COLOUR PALETTE

WALKER BLUE

CMYK - **76/24/00/00**
RGB - **008/155/215**
HEX - **089BD7**
PANTONE - **298C**

80%

60%

40%

20%

WALKER NAVY

CMYK - **93/79/48/52**
RGB - **22/40/62**
HEX - **16283e**
PANTONE - **289C**

80%

60%

40%

20%

WALKER GOLD

CMYK - **30/36/73/3**
RGB - **180/152/94**
HEX - **b4985e**
PANTONE - **456C**

80%

60%

40%

20%

WALKER SNOW

CMYK - **00/00/00/00**
RGB - **255/255/255**
HEX - **ffffff**
PANTONE - **N/A**



THE WALKER LOGO

PRIMARY LOGO

The Walker master brandmark is made up of two graphic elements - the 'W' symbol and the Walker wordmark. They have a consistent form, colour, location and typeface that must always be observed.

THE FULL LOGOTYPE

The logotype has been carefully chosen for its modern, refined and highly legible style which is further enhanced by the use of lowercase letters. This text has been customised and should not be reproduced as body copy.

THE WALKER ICON

The Walker icon is the key building block of the brand and the primary visual element that identifies our company. The brandmark is a combination of the icon itself and the wordmark - they have a fixed relationship that should never be altered in any way.

Primary logo – Light



Primary logo – Dark



**GREY MUST NO LONGER BE USED
IN ANY WALKER BRANDING**

**IF YOU ENCOUNTER ANY RETIRED GREY
VERSIONS OF THE LOGO, PLEASE REPORT
TO THE COMMUNICATIONS, MARKETING
& BRAND TEAM SO WE CAN ISSUE
CORRECT VERSION**

DEFINITION OF CLEAR SPACE, MAXIMUM & MINIMUM SIZING

DEFINITION OF CLEAR SPACE

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. The Walker primary logo can be divided into four equal quadrants. Applying one of these quadrants around the entirety of the logo placement, as indicated to the right, will ensure accurate application of clear space. No graphic elements of any kind should be designed into this clear space zone.

MAXIMUM & MINIMUM SIZE

There is no maximum size for our logo, however, the intended size needs to be legible, clear and sharp for its intended use. The minimum size for the logo is 12mm or 34px. This allows the logo to be reduced to a suitable size and ensures the wordmark remains legible.

CLEARSPACE



MINIMUM SIZE:



LOGO DON'TS



Do not tilt any element of the logo



Do not change the colour of the logo in anyway. Refer to section on logo versions.



Do not obstruct any part of the logo. Refer to page 26 on negative space.



When applying the logo brand, care must be taken that all parts of the logo are legible.



Do not use any effects without seeking approval.



The wordmark or icon should never be used without the other.



Do not skew or warp the logo in any way



Do not use the secondary colours with any part of the logo



Do not recreate the logo wordmark



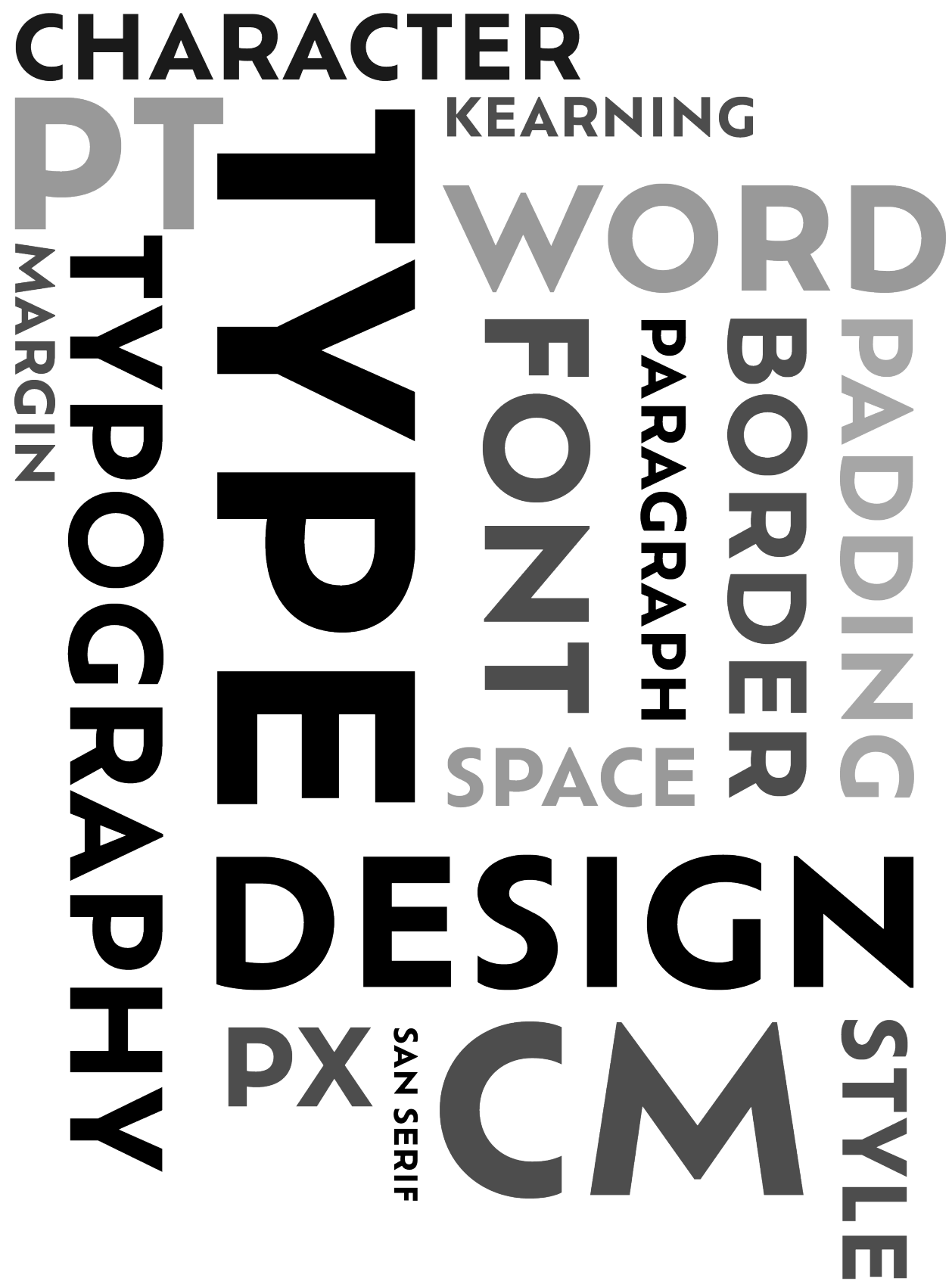
Always use the logo against a high contrasting background colour.



The logo should remain crisp at any size. Refer to file formats on page 19.



Do not add any additional elements to the logo.



TYPOGRAPHY

PRINT

For print presentations, marketing collateral and general styling of our brand, the fonts to use are:

HEADINGS AND SUB-HEADINGS

Ofelia Text has been chosen for its boldness and distinct and contemporary style, which does not sacrifice readability.

BODY COPY

Sofia Pro is used for its clean, crisp and modern look for both screens and print. Please also use Sofia Pro for page essentials such as footnotes and page numbering.

PRINT FONTS

OFELIA TEXT - TITLES, HEADINGS & SUB HEADINGS

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

FIGURES

1 2 3 4 5 6 7 8 9 0

SOFIA PRO - BODY AND PAGE ESSENTIALS

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

FIGURES

1 2 3 4 5 6 7 8 9 0



MONTSERRAT - HEADINGS & SUBHEADINGS

LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

FIGURES **1234567890**

ROBOTO - BODY TEXT AND GENERAL

LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

FIGURES **1234567890**





For more information or questions regarding our brand or its application, please contact Walker's Communications, Marketing and Brand team at our Sydney head office.



August 2023 version