SEAL

Brand book

How Seal looks, sounds and stays the same everywhere: the master brand, the Seal family, and the rules for every firm on the Seal Panel.

VERSION 3.1 · NOVEMBER 2026

What is in this book

Six parts. Part 1 is the master brand. Each department and the Panel then get their own part, laid out the same way.

PART 1 · 03

Seal

Seal in short 04
The name 05
The mark 06
Signed, sealed, completed. 07
What we say 08
How we write 09
The master logo 10
Clear space and smallest sizes 11
Margins and space 12
Colour versions 13
What not to do 14
The emblem on its own 15
Colour 16
Type 17

PART 2 · 18

The family

One firm, several doors 19
Department lines 20

PART 3 · 21

Seal Sales Progression

What it is, and its logo 22
Letterhead and invoice 23
Business card and email signature 24
Website, phone and social profile 25
Flyer and poster 26
Video 27

PART 4 · 28

Ask Seal

What it is 29
The symbol and the lockups 30
Clear space and smallest sizes 31
Colours, icons and avatars 32
Do, and do not 33
The card, the chat and the icon 34

PART 5 · 35

The Seal Panel

What the Panel stands for 36
The Seal standard 37
The Panel Firm badge 38
Badge rules for Panel firms 39
The certificate 40
The public register 41

PART 6 · 42

Downloads

Which file to use where 43

PART 1

Seal

The master brand. The name, the mark, the colours, the type and the voice that every part of Seal shares.



Seal in short

The one-page version. If a designer reads nothing else, this is the page.

WHAT SEAL IS

Seal exists so that house sales in England get finished.

Most sales that fall through do not fail on price. They stall: a missing document, a solicitor who has not chased, a question nobody answered. Seal is the firm that stops the stall. Calm, exact, and on the buyer's side until the keys are handed over.

HOW SEAL SHOULD FEEL

Established · Trustworthy · Calm · Confident · Structured · Sharp

Like a well-known regional law or property firm. Never cheesy, never cartoonish, never salesy.

ONE NAME, THREE DOORS

Seal is the firm. Everything else is Seal doing one job well. Part 2 shows how the family fits together.

SEAL SALES PROGRESSION	Sees a buyer's purchase through, from accepted offer to completion, for one fixed fee.
ASK SEAL	Answers the questions buyers are afraid to ask, in plain English, free.
THE SEAL PANEL	The firms we trust to do their part, each with a certificate anyone can check.

It started with one word

The name came out of a long search. It had to say the job is finished, without shouting.

THE BRIEF

One short, strong, calm word that means “done”.

Plus a picture that gives it power. Something an established firm could carry for decades.

- Short
- Strong
- Calm
- Means done

AN EARLY FAVOURITE

Check

A tick, plus the power of chess. Close, but it sounded like a question still open, not a job finished.

Check ✓

THE WINNER

Seal

The deal is sealed: signed, sealed, locked in, finished. Calm and final, never salesy. The seal animal is a friendly second meaning, there if it is ever wanted.

Seal.

Signed, sealed, delivered

The picture behind the name comes straight from English property law.

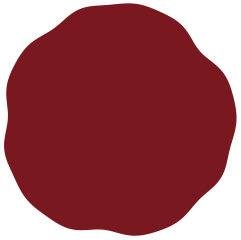
1



A deed

English deeds were “signed, sealed and delivered”. A red seal was pressed beside the signature.

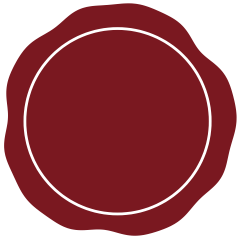
2



The red seal

Wax, pressed flat. It spreads a little unevenly under the stamp, so the rim is soft, never a perfect circle.

3



The pressed ring

One fine ring, the mark the stamp leaves. It makes the seal look pressed, not printed.

4



Our S

A squared S inside. That seal is the moment a sale is done, and it is the heart of the logo.

SEAL

The finished mark. A wax seal beside straight, bold, squared capitals. It should feel official and final, like a firm that has been getting deeds over the line for years.

Signed, sealed, completed.

Our line. It is how every Seal story ends, so it always reads as three steps.

THE LINE, AS IT IS ALWAYS SET

**Signed,
sealed,
completed.**

Three words, three steps, three lines. Each one lands before the next, like the three moments of a sale.

THE RULE

- As a statement it is always three lines, one word on each, and the loudest text on the page.
- Keep the punctuation: two commas and a full stop. They are the beats between the steps.
- Left aligned, or centred when everything on the page is centred.
- Inside running text (a sentence, alt text, a browser tab title) it stays on one line, as plain words.
- On screen and in video only, it may play one moment: the Seal in sealed turns bold for a beat, then settles back. Once, as it appears. In two or three places at most. Never in print.

NEVER LIKE THIS

Signed, sealed, completed.	Never on two lines.
Signed, sealed, completed.	Never on one line as a headline.
SIGNED / SEALED / COMPLETED	No capitals, slashes or new words.

What we say

The answer to "So what do you do?". Spoken, friendly, and the same every time.

THE PITCH · ABOUT 16 SECONDS

“From the moment your offer's accepted to the day you get the keys, we deal with the agent, the solicitor and the broker for you. We keep everyone moving together, and we tell you in simple words what to do next, until the keys are yours.”

WHEN TIME IS SHORT · ABOUT 12 SECONDS

“From offer accepted to keys in hand, we deal with the agent, the solicitor and the broker. We keep everyone moving together, and tell you in simple words what to do next, until the keys are yours.”

WHEN TO USE IT

Whenever anyone asks "What do you do?" or "What is sales progression?". Said by anyone at Seal, and by partners who send us a buyer. Learn it word for word, then say it in your own natural voice.

THE FOLLOW-UPS

How much? One fixed fee, paid once. **Can you find me a solicitor?** Yes, we can point you to the right solicitor and broker for your case. We introduce; we never give legal or mortgage advice.

WHY IT WORKS

- Follow the buyer's road in order: offer accepted, the people in the middle, the keys.
- Name things a first-time buyer already knows: agent, solicitor, broker, keys.
- Say what we do and what they get in one breath.
- End on the win, the keys. Never on a worry such as lost or stuck.
- Never blame anyone. A sale is complicated because many people must work together, not because anyone does their job badly.

How we write

The words carry the brand as much as the logo does.

OUR VOICE

Strict, exact, fully transparent. Calm when the buyer is not.

We write like a respected firm that is fully on your side: short sentences, plain English, real numbers. We say what happens next and who is doing it. We never hype, and we never talk down.

Seal speaks as the firm: "we", never one named person.

HOUSE RULES

- British English. Plain words a first-time buyer understands.
- No em dashes. Use a full stop, a comma or a colon.
- Never "simple", "easy" or "stress-free". Buying a home is none of those.
- Only real numbers, real clients and real reviews. Never invent one.
- Say the fee as a number, once, clearly.
- Never blame another firm in the sale. They are our partners and they read what we write.
- Short and sharp. One clever line per page or screen at most; everything around it stays plain.
- Sentence case for headings. Capitals only in Archivo labels.

SAY THIS	NOT THIS
We check in with your solicitor every week.	~~We'll keep things moving!~~
One fixed fee. No extras.	~~Great value, transparent pricing.~~
Your searches are back. Next: exchange.	~~Exciting news on your purchase!~~
This can take 8 to 12 weeks.	~~It's simple and easy.~~

Each department keeps this voice. Ask Seal is a little warmer, because it talks to people who are worried; the facts stay just as exact.

The master logo

Seal on its own is the firm. A line underneath is one part of it.

THE MASTER LOGO: SEAL



The seal and the hand-drawn word SEAL. This is the whole firm. Use it wherever Seal speaks as one company: the home page, company documents, the Panel, signs.

The letters are drawn by hand: never retype them in a font. The seal is the same height as the word beside it.

STACKED



For square and narrow spaces: cards, posters, social posts.

WITH A LINE UNDERNEATH



A line means one part of Seal: a department, or the Panel. Part 2 sets the rule.

Clear space and smallest sizes

Give the logo room to breathe, and never let it get too small to read.

CLEAR SPACE



Keep a gap of X on every side, where X is half the height of the seal. Nothing else goes inside it: no text, no edges, no other logos. The same rule applies to every version.

SMALLEST SIZES, SHOWN AT REAL SIZE



Seal

90 px wide · 22 mm in print

The master logo holds up smallest, because it has no line.



With a line

160 px wide · 40 mm in print

Any smaller and the line cannot be read. Use the master logo instead.



Stacked

110 px wide · 28 mm in print

Below this, use the horizontal logo.



Emblem

16 px · 6 mm in print

At 48 px and under, the ring drops out and the S gets bigger.

Margins and space

Calm comes from space. Every Seal piece is laid out on one margin rule, so everything lines up the same way.

THE RULE

The same margin on all four sides: one eighth of the shorter side.



Nothing sits closer to an edge than M: not text, not the logo, not the emblem. Corners line up with corners. Big pieces get big margins, so a poster breathes as much as a business card.

WORKED OUT FOR YOU

Business card, 85 × 55 mm	7 mm
Flyer, A5	18.5 mm
Letter and invoice, A4	26 mm
Poster, A3	37 mm
Social post, 1080 × 1080 px	135 px
Boxes and cards on screen	24 px, 16 px on phones

ON SCREEN

Every box, card and panel keeps the same inner space on all four sides. Spacing steps are 8, 16, 24, 32 and 48 px; nothing in between. This book uses one card inset on every page.

Colour versions

Six approved versions of every logo. Pick the one that matches the background. File names end with the words shown.

ON IVORY



...-colour

ON WHITE



...-colour

ON INK



...-on-ink

ON CLARET



...-on-claret

BLACK ONLY



...-black

WHITE ONLY



...-white

What not to do

The logo only works if it always looks the same. Use the files as they are. These rules apply to every version.



Do not stretch or squash it.



Do not change the colours.



Do not add shadows, glows or other effects.



Do not tilt or rotate it.



Do not move or resize the parts.



Do not use it where it cannot be read.

The emblem on its own

One emblem for every small, square place.

THE EMBLEM



The wax seal with the S. Use it where the full logo will not fit, and only where people already know it is Seal.

FAVICON (BROWSER TAB)



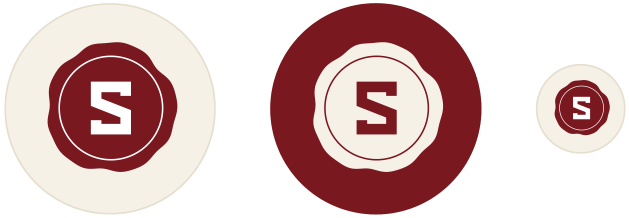
At 48 px and under the ring drops out and the S is drawn on the pixel grid, so it stays sharp.

APP ICON (PHONE HOME SCREEN)



The emblem on an ivory square. The phone rounds the corners itself.

SOCIAL AND GOOGLE PROFILE PICTURE



A square picture with the emblem in the middle, small enough that a round crop never touches it. Ivory is the standard. Claret is the alternative.

Colour

Four colours. Claret is the colour of sealing wax; ink and ivory keep everything calm and serious.

Claret

HEX #7A1820
RGB 122, 24, 32
CMYK 0, 80, 74, 52

The wax seal. Buttons, links and small accents. Never large areas of text.

Ink

HEX #1A1A1E
RGB 26, 26, 30
CMYK 13, 13, 0, 88

The lettering and all body text. Dark backgrounds.

Ivory

HEX #F6F1E7
RGB 246, 241, 231
CMYK 0, 2, 6, 4

Paper. The main background, in print and on screen.

Stone

HEX #9A9388
RGB 154, 147, 136
CMYK 0, 5, 12, 40

Quiet detail: captions, fine rules, borders.

HOW MUCH OF EACH

White (#FFFFFF) is used for the S inside the seal and for plain paper. CMYK values are a starting point: ask the printer for a proof.



Type

Three free Google Fonts. Newsreader is the voice, Inter does the reading, Archivo does labels and the line under the logo.

HEADINGS

Newsreader

Medium 500 · Google Fonts, free

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

Heading example

Signed,
sealed,
completed.

BODY TEXT

Inter

Regular 400, SemiBold 600 · Google Fonts, free

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

Body example, 16 px on screen

We guide your purchase from accepted offer to completion, for one fixed fee. We chase everyone until it is done.

LABELS AND SMALL PRINT

Archivo

SemiBold 600, Bold 700 · Google Fonts, free

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

Label and small-print examples

YOUR PURCHASE · 4 OF 7 STEPS DONE

Small print is set in Inter at 9 pt or larger, in ink or stone. Example: company name, registered number and registered office go here.

PART 2

The family

One firm with several doors. How the parts of Seal fit together, and the one rule for adding the next.



One firm, several doors

Seal is the firm. Each part does one job, carries the same mark and speaks with the same voice.

THE FIRM

SEAL

Seal. The name people know and the mark on everything we sign.

DEPARTMENT

SEAL
SALES PROGRESSION

Seal Sales Progression

Our paid service. We see a buyer's purchase through, from accepted offer to completion, for one fixed fee.

DEPARTMENT

Ask Seal

Ask Seal

Our free help. Short videos and plain answers to the questions buyers are afraid to ask.

THE PANEL

SEAL
PANEL FIRM

The Seal Panel

Not a department: a badge other firms earn. It tells buyers the firm meets the Seal standard (Part 5).

NEXT

SEAL
MORTGAGES

The next department

Joins with a line under SEAL, by the rule on the next page. Nothing else changes.

SEAL IS THE NAME

Customers know one name: Seal. Seal Partners Ltd is the legal company, used only where the law asks for it: invoices, contracts, the website footer.

ONE LOOK

Every part uses the same four colours, three fonts and voice. A part is told apart by its line or its symbol, never by a new colour.

SAY WHO IS SPEAKING

On a page about one part, use that part's logo. Where Seal speaks as a whole (the home page, the Panel register), use the master logo.

Department lines

When a new department opens, it gets its own line under the same name.

TODAY

SEAL
SALES PROGRESSION

EXAMPLE FOR LATER

SEAL
MORTGAGES

STACKED AND ON INK

SEAL
MORTGAGES

SEAL
MORTGAGES

ADDING A NEW DEPARTMENT

1. Write one sentence: what it does and for whom.
2. Pick the line: one or two words.
3. Make the six colour versions and the stacked logo from the master files.
4. Add a part to this book, laid out like Part 3.
5. Add its folder to the logo pack and its page to the website.

THE RULE

- The seal and the word SEAL never change. Only the line underneath changes.
- The line is set in Archivo Bold capitals, the same size and letter spacing as SALES PROGRESSION.
- It starts under the S. In the stacked logo it sits in the middle.
- One or two short words. If it is wider than SEAL, it is too long.
- Ask Seal is the one exception: a named service with its own symbol (Part 4). A new part only gets a symbol if people will use it on its own, the way they use Ask Seal.

"Mortgages" is an example to show the system works. It is not a file in the logo pack yet.

PART 3

Seal Sales Progression

Our paid service. We see a buyer's purchase through, from accepted offer to completion, for one fixed fee.

Seal Sales Progression

The first department, and the one most buyers will meet first.

THE LOGO



The master logo with the line SALES PROGRESSION. Use it on everything this service sends: letters, invoices, emails, its pages on the website.







WHAT IT IS

We get your purchase from accepted offer to completion. One fixed fee.

We get the documents ready up front, tell buyers exactly what to say to their solicitor, and push solicitors, brokers and agents, firmly but respectfully, until the sale completes.

WHO IT TALKS TO

House buyers in England, usually first-time buyers, and the agents and solicitors on their sale.

ON ITS PAGES

- Our line, set on three lines.
- The 4 stages of a purchase, with claret ticks for the done ones.
- The fee as a number, once.
- A real next step: start your purchase.

Letterhead and invoice

Logo top left, details top right, one claret rule. Names, addresses and amounts here are placeholders.

LETTERHEAD, A4

SEAL
SALES PROGRESSION

07543 855502
david@sealpartners.co.uk
sealpartners.co.uk

17 November 2026

Dear Sarah,

Your purchase: where we are today

Good news. Your searches are back and your solicitor has everything they need. The mortgage offer is the next step, and we chased the lender this morning.

Kind regards,

David Abisch
Sales Progression

SEAL | SALES PROGRESSION SEALPARTNERS.CO.UK

INVOICE

SEAL
SALES PROGRESSION

Invoice
NO. 0001

BILLED TO	PROPERTY	DATE
Client name Client address	Property address	17 November 2026

DESCRIPTION	AMOUNT
Sales progression, fixed fee From accepted offer to completion	£000.00

TOTAL DUE **£000.00**

Seal Partners Ltd · 07543 855502 · david@sealpartners.co.uk sealpartners.co.uk

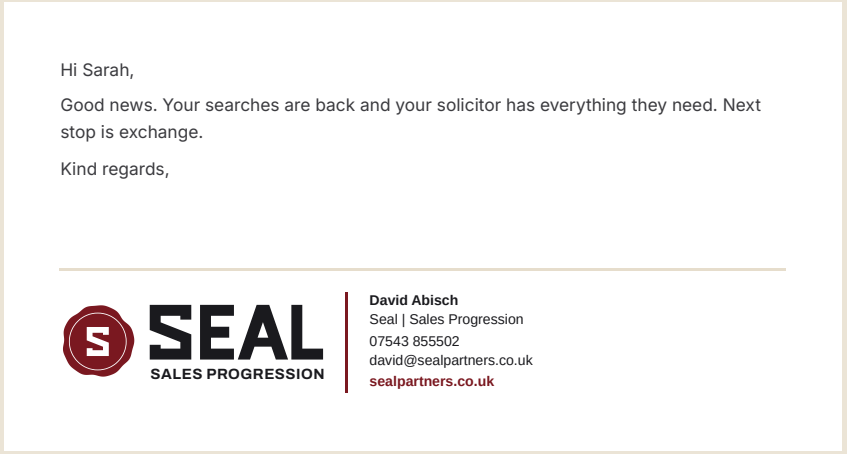
Business card and email signature

The stacked logo on the card front, the emblem on the back. In email, the logo sits level with the details.

BUSINESS CARD, FRONT AND BACK



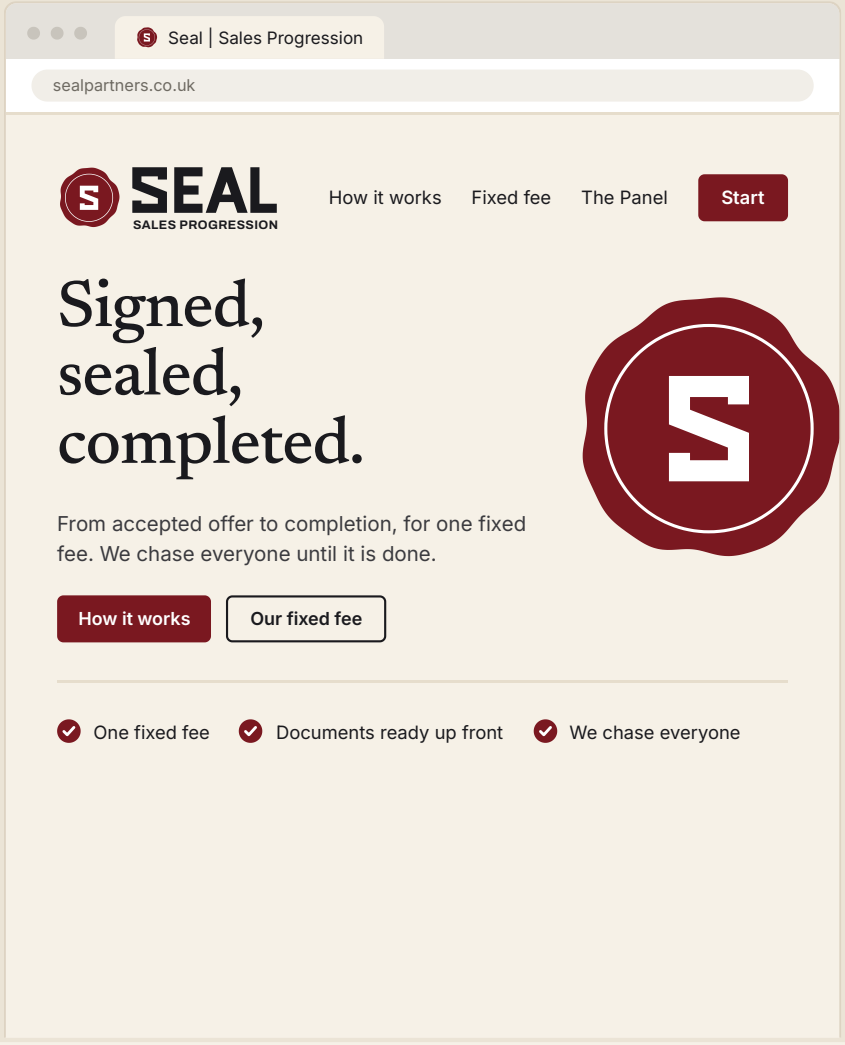
EMAIL SIGNATURE



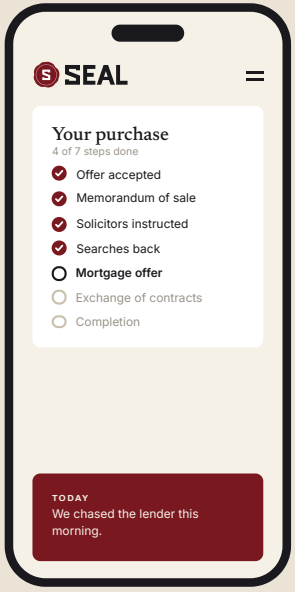
Website, phone and social profile

On screen: ivory background, ink text, claret for buttons and the small seal ticks.

WEBSITE HEADER



PHONE



SOCIAL PROFILE



Flyer and poster

A flyer on ivory for detail, a poster on claret for impact. Same logo, same three fonts.

FLYER, A5

SEAL
SALES PROGRESSION

Offer accepted? We get you to completion.

Buying a home in England stalls far too often. Seal keeps yours moving, for one fixed fee.

- One fixed fee
- Your documents ready up front
- We chase the solicitors, brokers and agents
- We push until your sale completes

07543 855502
david@sealpartners.co.uk

SEALPARTNERS.CO.UK

POSTER, A3

BUYING A HOME?

Signed, sealed, completed.

From accepted offer to completion, for one fixed fee.

SEAL
SALES PROGRESSION

SEALPARTNERS.CO.UK

Video

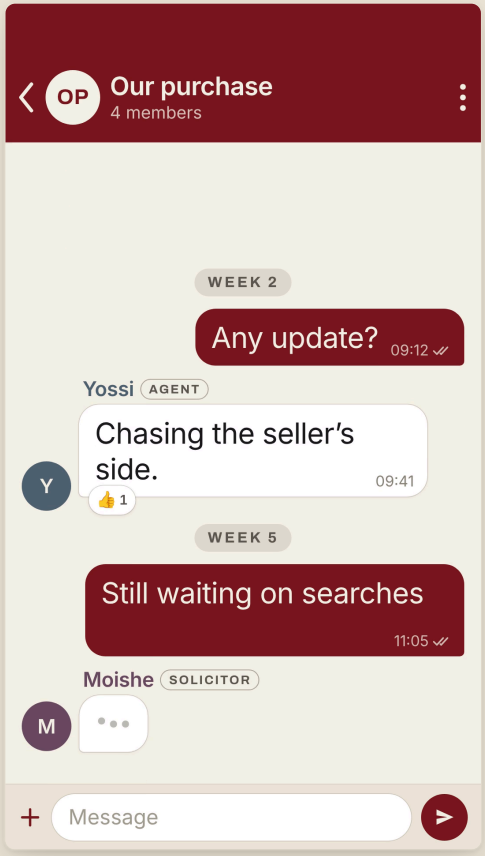
Three frames from a Seal video. Every video follows the same format and ends on the line, on three lines.

OPENING CARD



A claret card with a small Archivo label and one big Newsreader headline.

THE CHAT



Seal's own chat design: ivory ground, the buyer's messages in claret on the right, initials for avatars, no faces.

THE ENDING



The same 3.5 seconds every time: the wax seal stamps down, "Signed, sealed, completed.", and the logo strip with sealpartners.co.uk.

PART 4

Ask Seal

Our free help. Plain answers to the questions buyers are afraid to ask, from the same firm, with the door open.



The same firm, opening its door

Ask Seal is Seal with the door open. It has its own mark, which sits beside the Seal logo and never changes it.

Ask Seal
BY SEAL

THE SERIES LINE

Buying a home, explained.

HOW THE SYMBOL TELLS IT



1 The seal stands free and in front. That is the firm.

2 A question leans in behind it: come right up and ask.

3 The tail is the buyer's, bottom right, as in every Seal video.

WHAT IT IS

- A weekly video series. Each episode answers one real buyer question, in about 23 seconds, voice only.
- It explains the what and the why of buying a home in England, never the step-by-step how.
- Questions and sign-ups come in at ask@sealpartners.co.uk.
- Episodes are announced in the Ask Seal space on Google Chat. A WhatsApp channel comes later.

HOW IT SHOULD FEEL

Seal, the firm

Strict, exact, fully transparent.

The firm you trust with the biggest purchase of your life. The main logo carries that, and stays exactly as it is.

Ask Seal

Warm, reachable, comfortable.

Anyone can ask, everyone is welcome, and no question is too small. Underneath, it is the same firm.

> *A respected firm holding an open evening: the same people and the same standards, but they come out from behind the desk.*

In words: firm, calm and knowledgeable. Never call buying a home "simple", and never promise advice.

The symbol and the lockups

One symbol in two drawings, and two lockups.

THE SYMBOL



The large drawing. Use it when the symbol shows bigger than 96 px.

HORIZONTAL: USE THIS FIRST



The name is set in Newsreader: Ask leans, Seal stands straight. It stands on the same line as the bubble. The small line, BY SEAL, names the firm behind it.

STACKED



For square and narrow spaces.

THE SMALL VERSION



Drawn separately for 96 px and below: a heavier line and a larger seal, with no ring. Shown large, then at 96 and 48 px.

SHORT FORM



No small line. For the opening card, and wherever the small line would be too small to read.

Clear space and smallest sizes

Give the mark room to breathe, and never let it get too small to read.

CLEAR SPACE



Keep a gap of X on every side, where **X is half the height of the seal**. It is the same rule as the main logo. Nothing else goes inside it.

SMALLEST SIZES, SHOWN AT REAL SIZE



Horizontal

260 px wide · 65 mm in print

Any smaller and the small line cannot be read. Use the short form.



Stacked

160 px wide · 40 mm in print



Short form, no small line

110 px wide · 28 mm in print



Symbol on its own

32 px · 9 mm in print

Use the small version at 96 px and below. Never go under 32 px.

Colours, icons and avatars

Three versions, each with a transparent background. Pick the one made for its ground.

ON IVORY



…-on-ivory

ON CLARET



…-on-claret

INK ONLY



…-ink

THE SAME FOUR COLOURS

- **Claret** for the seal, the bubble and the word Ask. It is the colour of the buyer's messages in the videos.
- **Ink** for the word Seal and the small line.
- **Ivory** for the ground. On claret, the whole mark turns ivory.
- **Stone** for captions and fine rules, as before.

No new colours. The warmth comes from the shape, the space and the type.

GOOGLE CHAT SPACE ICON



A full ivory square, 512 px. Google Chat rounds the corners itself. Shown at 96 and 40 px.

ROUND AVATAR



On ivory and on claret, 512 px, for the videos and a WhatsApp channel. Icons and avatars always use the small version.

Do, and do not

Ask Seal is a separate mark. The main Seal logo is never changed, and the two are never joined.

DO

Use the files as they are.

- Keep the seal in front, standing free, with its S.
- Keep clear space of half the seal on every side.
- Use the small version at 96 px and below.
- Use the version made for the ground: ivory, claret, or ink only.
- Where both marks share a page, set Ask Seal and the full Seal logo side by side, each with its own clear space.

The main Seal logo is never changed or combined.



Never add to the main Seal logo, or combine the two.



Never put anything in the seal but its S.



Do not build the name from the SEAL lettering.



Do not flip it. The tail is always bottom right.



Do not fill the bubble.



Do not change the colours.

In use: the card, the chat and the icon

A claret question card with the mark top left, a one-to-one chat, and one line to remember. The chat wording is sample copy.

OPENING CARD

Ask Seal

THIS WEEK'S QUESTION

What is a memorandum of sale?

THE CHAT IN AN EPISODE

Ask Seal
One question a week

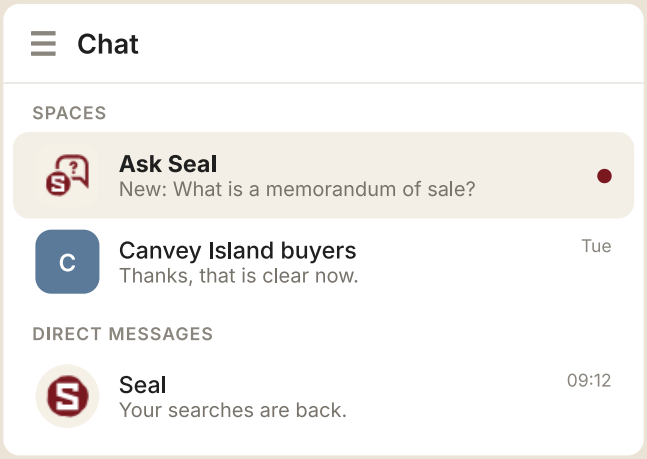
What is a memorandum of sale? RK

It is the estate agent's written record that your offer was accepted.

It goes to both solicitors, so the legal work can start.

It records the deal. It does not bind anyone yet.

THE SPACE IN GOOGLE CHAT



OPENING CARD ART

Ask Seal

Ask Seal

The short form in ivory, on a transparent ground, at 600 × 120 and 520 x 108 px. The dashed line is the edge of the file. Shown at half size.

PART 5

The Seal Panel

Every sale has a team. The Panel is the team we trust: firms that meet the Seal standard, carry the badge, and can be checked by anyone.



The Seal Panel

The firms around a sale decide whether it completes. The Panel is how buyers know which ones to trust.

WHAT THE PANEL STANDS FOR

Every sale has a team. These are the firms we trust.

FOR BUYERS

You know who you are dealing with. Every firm we introduce has been checked, and you can check it yourself.

FOR FIRMS

A mark that tells clients you work to a standard, and a place on the register that buyers and agents look at.

FOR SEAL

Our name is on every firm we put forward. The Panel is our reputation, shared.

FOUR PROMISES

CHECKED

Every firm is checked before it joins: a real, registered business with a signed Panel agreement.

ACCOUNTABLE

Every firm holds a numbered certificate. Anyone can check it on the public register, any day.

RENEWED

A certificate lasts 12 months. A firm that stops meeting the standard comes off the register.

OPEN

If Seal is paid for an introduction, we say so, to the client, in writing.

SEAL PANEL FIRM

The Panel is shown with the master logo and the line PANEL FIRM. It belongs to Seal as a whole, not to one department.

The Seal standard

Short enough to meet today, strict enough to mean something. A firm joins on the same terms whatever its trade.

GETTING IN

What every firm must show

- A real business, trading under the name on its certificate.
- Registered at Companies House, if it is a limited company or LLP.
- Registered with the Information Commissioner's Office (ICO).
- A signed Panel agreement: logo permission, the badge rules, and a service promise to Seal clients.

STAYING IN

What keeps the certificate

- Every certificate lasts 12 months. Renewal repeats the joining checks.
- The firm keeps the service promise it agreed for Seal clients.
- The badge is used only as the badge rules show.
- Seal is told straight away if any of the firm's details change.

LEAVING

When a firm comes off

- It no longer meets the joining checks.
- It misuses the badge, or uses it after its certificate has ended.
- Serious complaints from Seal clients are not put right.
- It comes off the register the same day. Its number still checks as ended, and the badge comes down within 14 days.

Open about money

Where Seal is paid for an introduction, the register says so, and the client is told in writing, with the amount, before they decide.

Where a firm gives Seal clients a discount or priority, it is shown on the register as a Seal client offer.

The Panel Firm badge

The mark every Panel firm carries, and the six files each firm gets in its kit.

THE PANEL FIRM MARK

SEAL
PANEL FIRM

SEAL
PANEL FIRM

SEAL
PANEL FIRM

IN THE FIRM'S FOOTER AND EMAIL SIGNATURE

SEAL
PANEL FIRM
Inspectpro Services
Certificate SPF-001 · 2026
Check it at sealpartners.co.uk/panel

SEAL
PANEL FIRM
Inspectpro Services
Certificate SPF-001 · 2026
Check it at sealpartners.co.uk/panel

SEAL
PANEL FIRM

Light and dark footer badges, and the small mark for tight spaces and profile pictures.

SOCIAL POST

SEAL PANEL FIRM · 2026

Inspectpro Services is a Seal Panel Firm.

Certificate SPF-001, valid until 18 November 2027.

SEAL
PANEL FIRM

CHECK IT AT
SEALPARTNERS.CO.UK/PANEL

For the firm's own announcement. Name, certificate number and the date it is valid until are set for each firm.

Badge rules for Panel firms

One page every Panel firm gets with its kit. Short, so it is read.

DO

- Use the files from your kit, as they are.
- Link the badge to your entry on sealpartners.co.uk/panel.
- Keep clear space around it, as for the Seal logo.
- Put it in your footer, email signature, proposals and social profiles.
- Swap in the new files each year when you renew.

LIKE THIS



DO NOT

- Change the colours, crop it, or redraw it.
- Put it next to words that change its meaning.
- Use it after your certificate has ended, or on work for a firm that is not on the Panel.
- Use the Seal logo on its own as if you were Seal.
- Say Seal recommends one quote, price or product.

SMALLEST SIZES

Footer badge — `400 px wide`

Website footers and email signatures.

Small mark — `170 px wide`

Tight spaces and profile pictures.

Below that — `Emblem only`

Use the Seal emblem on its own, linked to the register.

WHAT THE BADGE SAYS

That the firm meets the Seal standard and holds a valid certificate. It does not say Seal guarantees the firm's work, prices or advice. Firms must never word it that way.

The certificate

The proof behind the badge. Every Panel firm holds one, and anyone can check it.



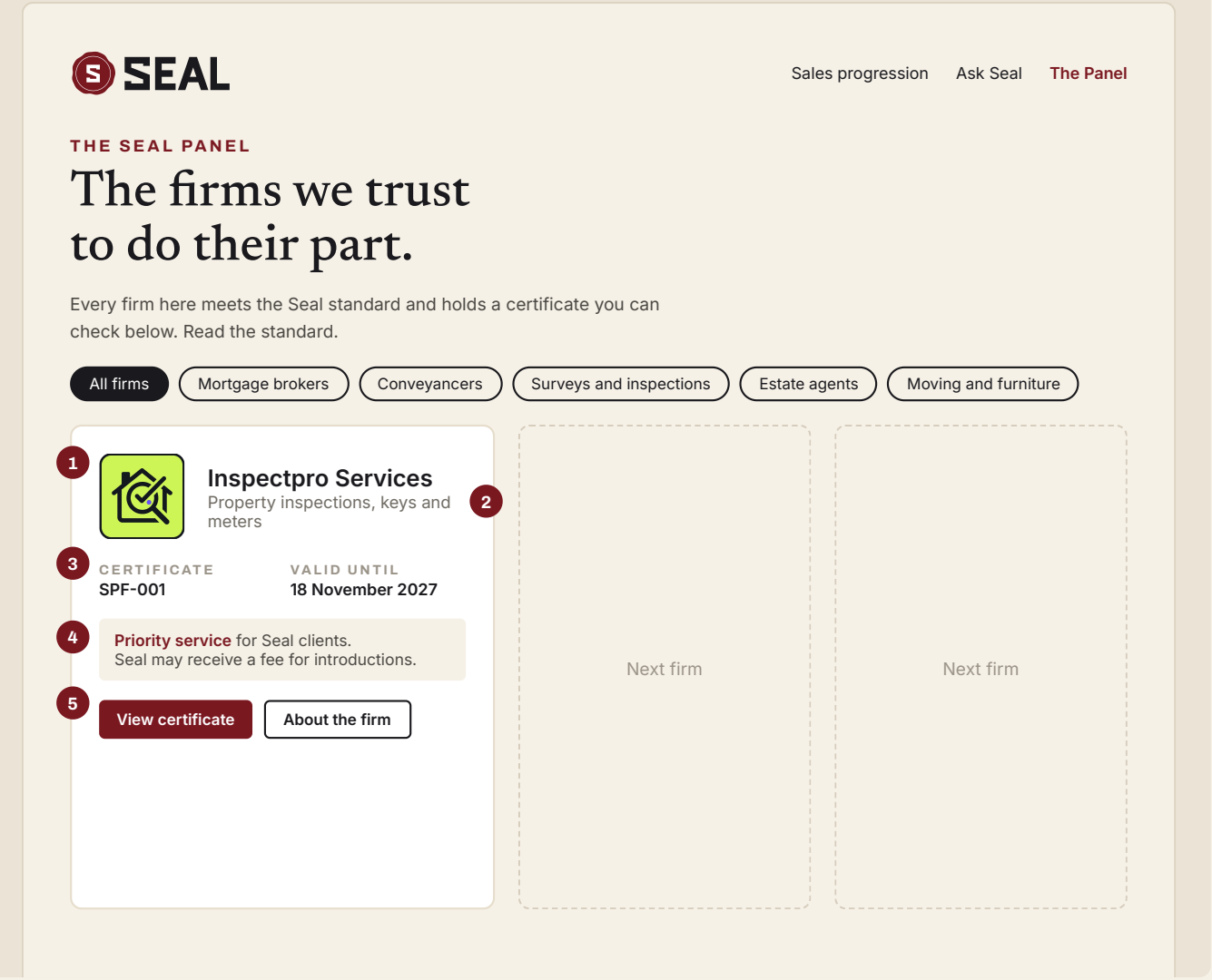
HOW IT WORKS

- A4 landscape PDF at 600 dpi, made from the tracker in one step.
- Numbered SPF-001 onwards. A number is never used twice.
- Valid for 12 months from the day the firm joined.
- The large quiet seal sits in the lower right, as on all our print.
- Anyone can check it on the register. There it opens to view, not to download.

The public register

Where buyers, agents and firms check who is on the Panel. It is the proof behind every badge.

SEALPARTNERS.CO.UK/PANEL



EVERY FIRM'S ENTRY

1. The firm's own logo, in its own colours. Never recoloured.
2. Its trade, in plain words. Buyers filter by trade.
3. Certificate number and valid-until date, live from the tracker. A firm that leaves comes off the list; its number still checks as ended.
4. The service promise agreed with this firm, such as priority service, and the fee line if Seal is paid for introductions.
5. View certificate opens it on screen, view only. No download, no copy.

Inspectpro Services is real. The empty places fill as firms join; the page never shows a made-up firm.

PART 6

Downloads

Every file a designer, printer or Panel firm needs, in one place: sealpartners.co.uk/brand.



Which file to use where

Every pack lives at sealpartners.co.uk/brand. This book is there too, always the latest version.

WHERE	WHAT	FOLDER
Seal: the master logo	Whole-firm use: home page, company documents, the Panel, signs.	`Seal-logo-pack / 01-seal`
Seal Sales Progression	Everything the service sends: letters, invoices, emails, its web pages.	`Seal-logo-pack / 02-sales-progression`
Stacked versions	Square and narrow spaces: cards, posters, social posts.	`… / stacked`
The seal alone	Where the full logo will not fit.	`Seal-logo-pack / 04-emblem`
Browser tab and phone icon	Upload all the files in the folder to the website.	`Seal-logo-pack / 05-favicon`
Email signature	Follow how-to-gmail.txt.	`Seal-logo-pack / 06-email-signature`
Profile pictures	Google, WhatsApp and social. The emblem in the middle.	`Seal-logo-pack / 07-profile-pictures`
Website colours and fonts	For whoever builds a page.	`Seal-logo-pack / 08-website / brand.css`
Ask Seal	Symbol, lockups, icons, avatars, opening card art.	`Ask-Seal-pack`
Panel Firm kit	Made for each firm from the tracker: six files and the certificate.	`Panel Firms / firm name`

SVG OR PNG?

SVG for printers, designers and the website. It stays sharp at any size.

PNG for Word, PowerPoint, email and social media. Backgrounds are transparent. The number in the file name is the width in pixels: pick the biggest one that fits.

File names end with the colour version: -colour, -on-ink, -on-claret, -black, -white.

THREE RULES

Use the files as they are. Keep clear space around the logo. Never go smaller than the smallest sizes in this book.

Unsure? Ask before you print: office@sealpartners.co.uk



Signed, sealed, completed.

Questions about the brand: **office@sealpartners.co.uk**