

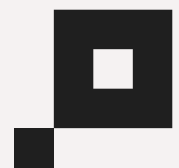
Version 1.0

Praxis Brand Guides

DATE Jan 2026
CONTACT matt@wearelandmark.co.uk

Purpose of these guides

These guidelines provide a clear framework for applying the Praxis brand consistently across all communications. They are designed for both external and internal use, ensuring the brand remains coherent, confident and recognisable as it supports the company's ambition.



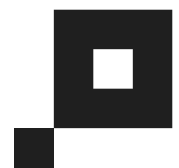
Sections

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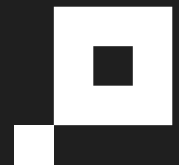


About Praxis

Praxis is a vertically integrated real estate investment platform that combines deep insight with disciplined execution. Known for identifying potential others overlook, Praxis acts with clarity and conviction to deliver consistent, long-term performance across market cycles.



01. Brand Foundations



Purpose, Mission & Vision

Purpose, mission and vision define the strategic foundations of the Praxis brand. They provide strategic clarity and creative direction, aligning the organisation and ensuring the brand remains consistent and focused as the business continues to grow.

→ Purpose

Why Praxis exists at the highest level.

To identify potential where others don't, act with conviction, and manage every asset with the discipline and hands-on expertise required to protect and grow capital through all cycles.

→ Mission

What Praxis is here to achieve day-to-day.

To deliver consistent, market-leading real estate performance by combining deep insight with decisive execution. Turning theory into practice to create long-term value for investors, tenants and people.

→ Vision

Where Praxis is going – the long-term ambition

To become one of the world's most trusted and high-performing real estate investment platforms. A benchmark of excellence, scale and integrity.



Praxis Values (MH)

Praxis' values define how the business operates and makes decisions. They guide behaviour across the organisation and ensure a consistent, disciplined approach in how Praxis invests, manages assets and represents itself at every touchpoint.

- Professionalism
- Ownership
- Entrepreneurialism
- Meritocracy
- Action This Day

1. Professionalism

We consistently seek to exceed expectations. We uphold high standards of conduct, competence and integrity in every interaction.

2. Ownership

We treat every asset, challenge and opportunity as our own. We do not outsource responsibility, accountability or blame.

3. Entrepreneurialism

We challenge convention and champion imaginative solutions. Debate is welcomed. Sound decisions are acted upon.

4. Meritocracy

Results, hard work and strong ideas matter. Titles and tenure matter less than contribution.

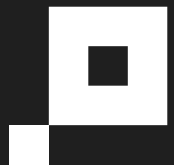
5. Action This Day

We do not defer. If it can be done today, we do it today – unless you have flagged a specific dependency and named owner.

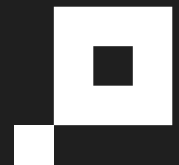


Positioning Statement

Praxis brings “theory into practice” to life – combining deep insight, vertically integrated capability and a proven record of disciplined execution. We see opportunities earlier, move faster and manage assets with a level of focus that consistently delivers superior returns.



02. The Praxis Logo



THE PRAXIS LOGO

Primary Praxis Brand

The Praxis logo is the primary and most recognisable expression of the brand. It should always be used as supplied and must not be altered, redrawn or modified in any way. Consistent use of the logo is essential to maintaining brand integrity and recognition.



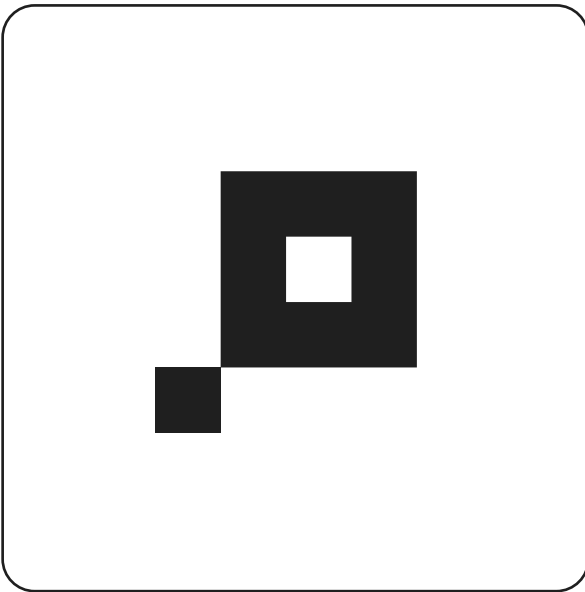
THE PRAXIS LOGO

Primary Praxis Brand

Praxis may adopt an icon-centric approach in certain applications, where the icon is used prominently as part of the layout. The icon may be used independently only when supported by the primary logo within the same context and must never replace it as a standalone brand mark.



Construction & Clear Space



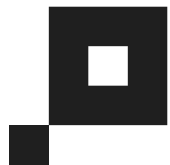
Praxis Icon



THE PRAXIS LOGO

Primary Praxis Brand

Praxis may adopt an icon-centric approach in certain applications, where the icon is used prominently as part of the layout. The icon may be used independently only when supported by the primary logo within the same context and must never replace it as a standalone brand mark.



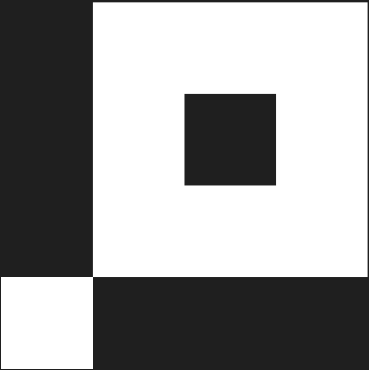
Primary on black



Agent block

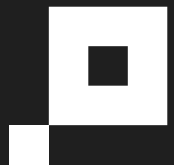


Brand family



Brand icon on black

03. Brand Voice & Messaging



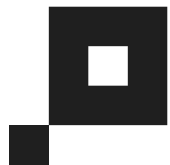
Tone of Voice Principles

Praxis' tone of voice is grounded in clarity and restraint. Guided by the principle of Clarity over content, communication should be concise, insight-led and confident, focusing on what matters most and avoiding unnecessary detail or promotion.

Clarity
over
content.

Praxis communication should be clear, considered and purposeful. Messages should be concise and insight-led, focusing on what matters most rather than saying more than necessary. Confidence is expressed through precision, not volume.

Primary Principle



AI Writing Prompt Guidance

As a progressive organisation, Praxis recognises the role evolving technologies can play in supporting consistency and efficiency. The responsible use of AI is encouraged to help maintain a clear and coherent brand voice across communications.

The guidance here provides a recommended prompt for using tools such as ChatGPT to write in the Praxis style, ensuring content remains aligned with the brand's tone, values and principles.

AI Prompt:

Write in the Praxis brand voice: clear, disciplined and confident. Prioritise clarity over content. Keep language concise, insight-led and purposeful. Avoid promotional or emotive language. Write with quiet confidence and restraint. Where appropriate, reflect Praxis' philosophy of turning insight into action.

Context:

[Insert audience, format and purpose here – e.g. investor report, website introduction, internal presentation]

Content:

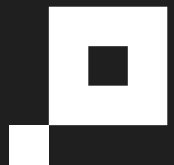
Content to rewrite or develop: [Insert text here]



Primary Tagline

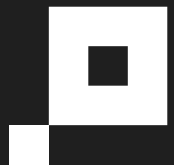
Theory into Action is drawn from the definition of Praxis and expresses the brand's focus on turning insight and strategy into disciplined execution. It reflects Praxis' commitment to clarity, conviction and performance.

Theory into Action.



Secondary Tagline

We uncover value others
overlook, and move with
clarity and conviction.



P-Word Framework

Alliteration provides a consistent and adaptable structure for Praxis' messaging.

The brand aligns naturally with a set of strong "P" words that express its character, values and positioning.

Performance. Proven. Praxis.

Purpose. Progress. Performance.
People. Places. Potential.
Precision. Perspective. Proven.



P-Word Word Bank

The P-word bank provides a structured language system that reinforces Praxis’ brand strategy. Each word has been selected to reflect a premium, institutional and disciplined mindset, ensuring consistency across all communications while remaining flexible enough to adapt to different audiences and contexts.

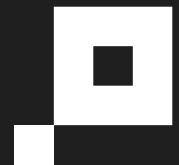
This framework allows Praxis to maintain a recognisable voice across reports, marketing, internal documents and campaigns, without becoming repetitive or formulaic.

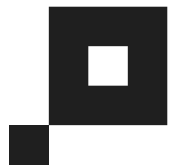
Potential.
Progress.
Praxis.

Performance	results, returns, reliability.
Place	location, community, assets.
People	team, community.
Proven	track record.
Purpose	conviction, clarity.
Potential	seeing value others don’t.
Perspective	unique insight.
Perception	understanding and insight.
Progress	growth, ambition, forward.
Partnerships	investors, tenants, people.
Permanence	long-term value creation.
Principled	integrity, ethics, discipline.
Protected	capital preservation.



04. Praxis Colour Palette





COLOUR PALETTE

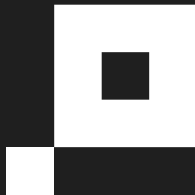
Primary Colours

The Praxis colour palette is intentionally restrained and minimal. Led by Praxis Black and supported by neutral and secondary tones, the palette reinforces clarity, confidence and consistency across all applications.

PRIMARY

Praxis Black

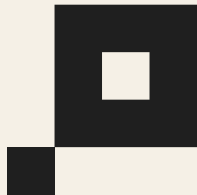
Pantone Black C
R:30 G:30 B:30
#1F1F1F



PRIMARY

Rich Ivory

R:245 G:240 B:229
#F5F0E5



HIGHLIGHT

Bronze

R:148 G:105 B:18
#946912

NEUTRAL

Warm Grey

R:176 G:182 B:177
#B0B5B0

NEUTRAL

Cool Grey

R:227 G:227 B:227
#E3E3E3

NEUTRAL

Cool Grey

R:245 G:245 B:245
#F5F5F5

NEUTRAL

Iron

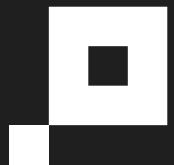
R:153 G:158 B:161
#999EA1

SECONDARY

Iron Grey

R:80 G:84 B:87
#505456

05. Typography



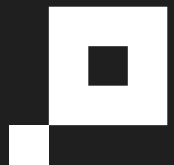
TYPOGRAPHY

New Praxis Corporate Font

DM Sans is the primary corporate typeface for Praxis, chosen for its clarity, modernity and confident, understated character.

- Minimal
- Modern
- Confident

DM SANS



Praxis Corporate Font

DM Sans is used in three core weights across the Praxis brand: SemiBold, Medium and Regular. These weights provide sufficient flexibility to establish clear hierarchy while maintaining a consistent and disciplined typographic style.

DM Sans is a Google Font and can be downloaded free of charge from fonts.google.com. For further guidance on font installation or technical support, please contact the Praxis IT team.

- DM Sans – Semi Bold
- DM Sans – Medium
- DM Sans – Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 %&☑←↑→[.]+



Praxis System Font

DM Sans is the primary corporate typeface for all Praxis brand and marketing communications.

Aptos is designated as the supporting system font and should be used for everyday operational applications such as email, internal documents and Microsoft Office–based materials. This approach ensures visual consistency across branded outputs while maintaining practicality and compatibility for day-to-day communication.

→ Aptos - Bold
→ Aptos - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 %&←↑→[]+



TYPOGRAPHY

Typography Hierarchy

Typography hierarchy is defined using a modular scale to create clear, consistent emphasis across all communications. This approach ensures clarity, readability and a disciplined visual rhythm, supporting the Praxis principle of clarity over content.

H1 DM SANS SEMIBOLD

H2 DM SANS REGULAR

H5 DM SANS REGULAR

P DM SANS REGULAR

Theory into Action.

We uncover value others overlook, and move with clarity and conviction.

KEY INFORMATION

Praxis is a vertically integrated real estate investment platform that combines deep insight with disciplined execution. Known for identifying potential others overlook, Praxis acts with clarity and conviction to deliver consistent, long-term performance across market cycles.

H4 DM SANS SEMIBOLD

£10M

KEY INFORMATION

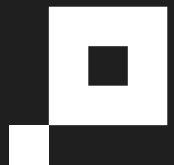
£10M

H3 DM SANS SEMIBOLD

We uncover value others overlook, and move with clarity and conviction.



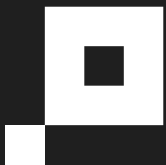
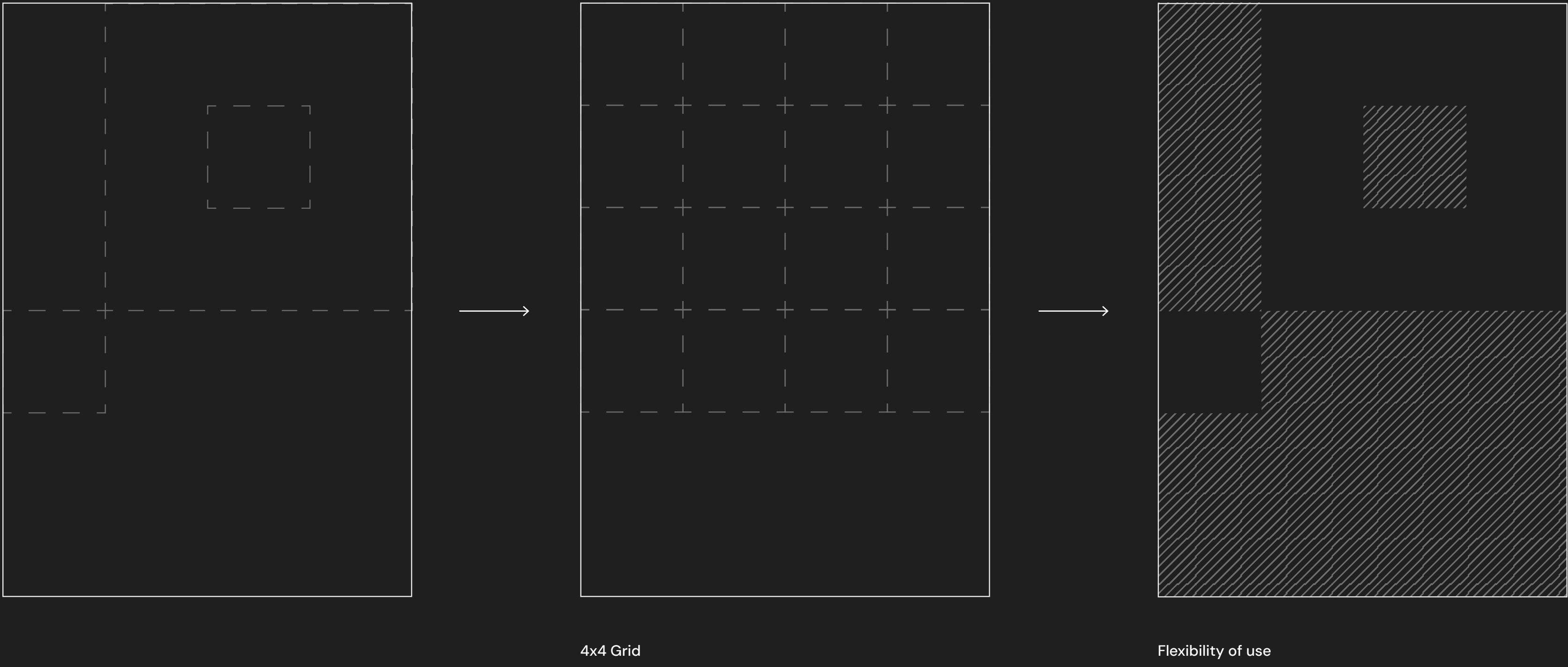
06. Graphic Style & Layout



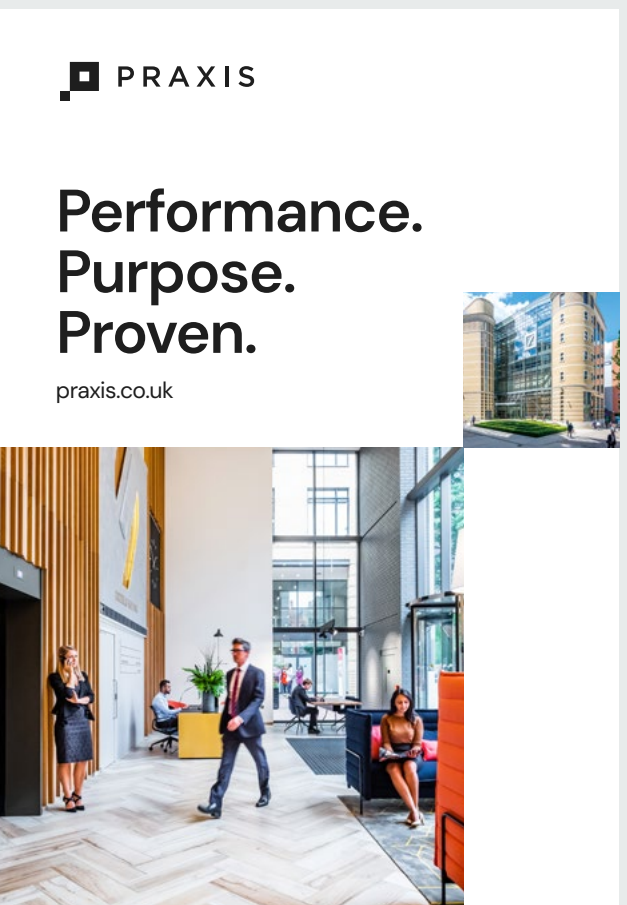
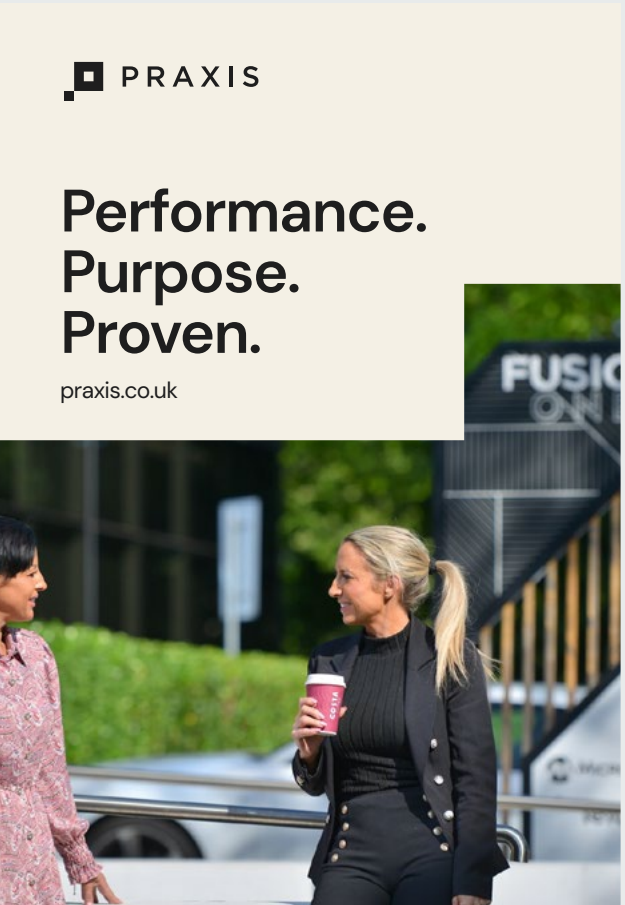
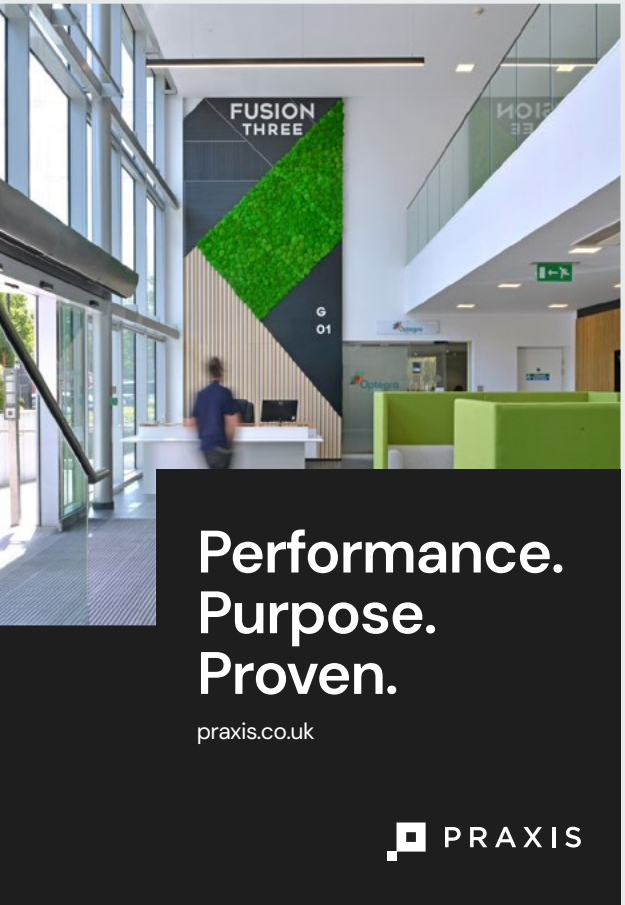
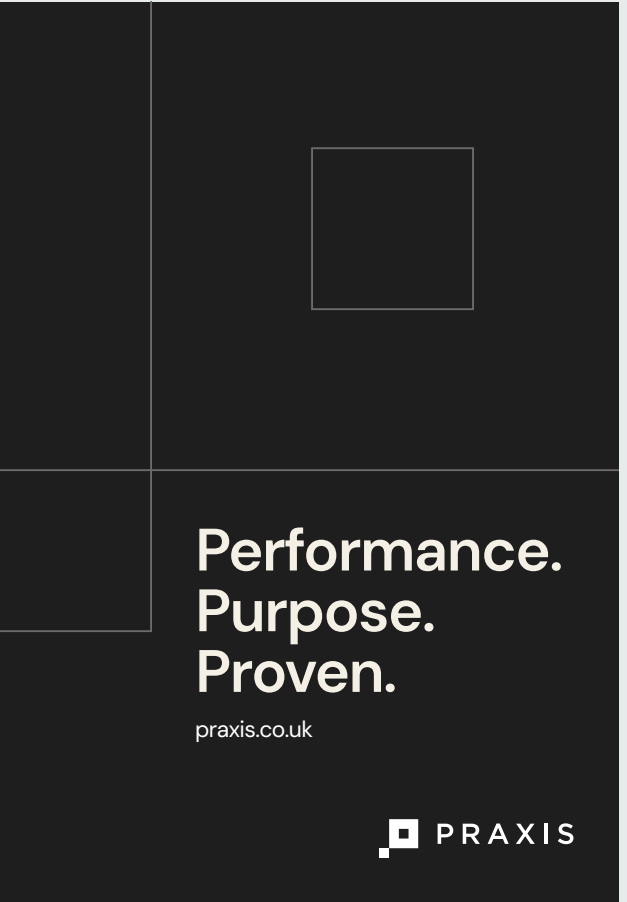
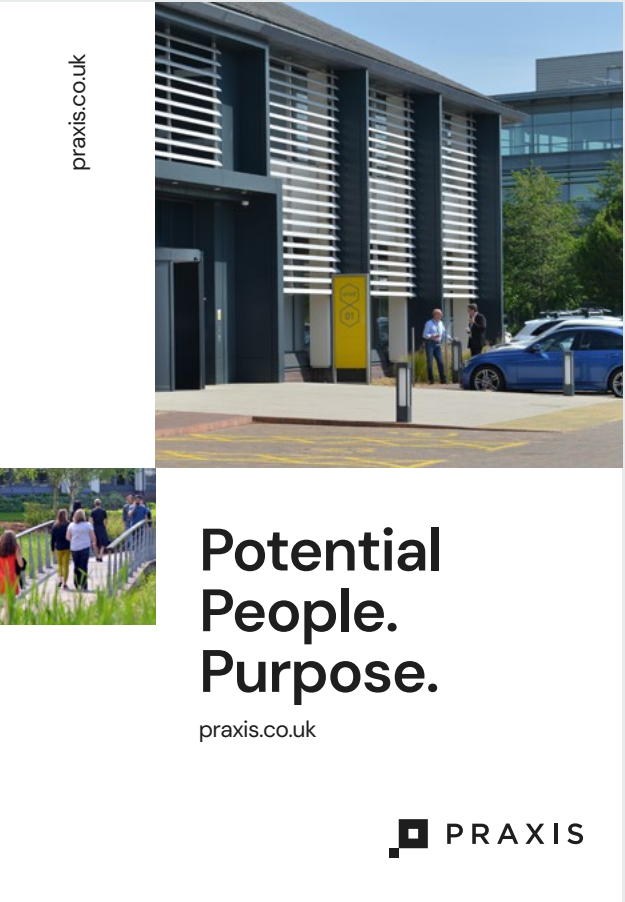
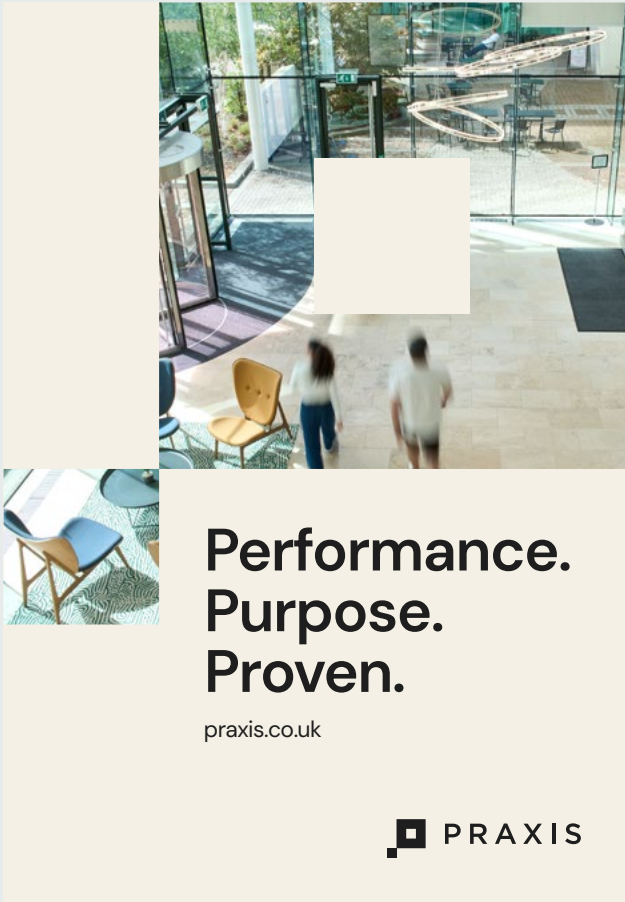
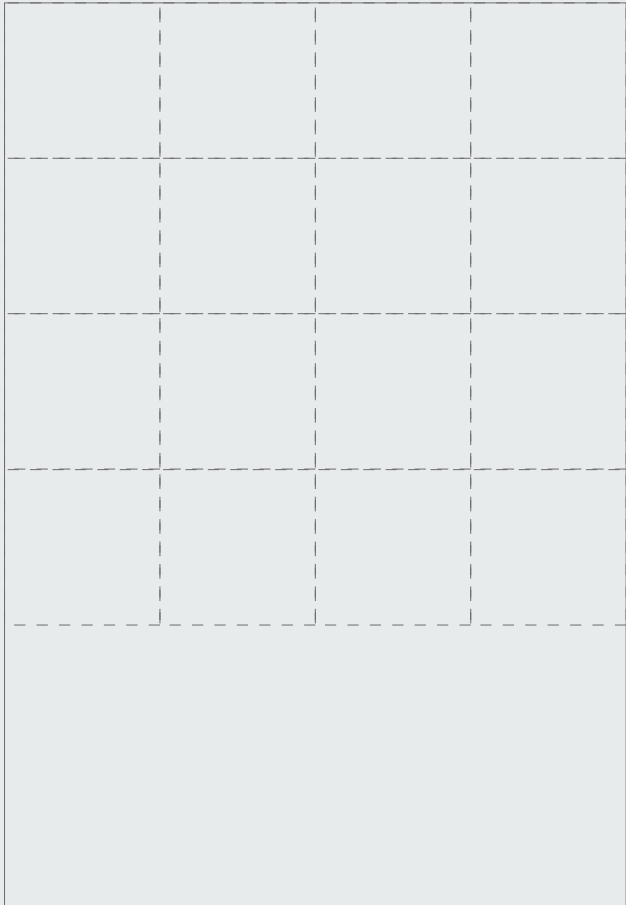
Layout Mechanism

The graphic system is distinctive enough for strong brand expression while remaining flexible and robust for everyday internal use.

The logo acts as the primary constructing element within the design, informing layout and structure. Supporting templates are provided to help maintain consistency and guide application across formats.

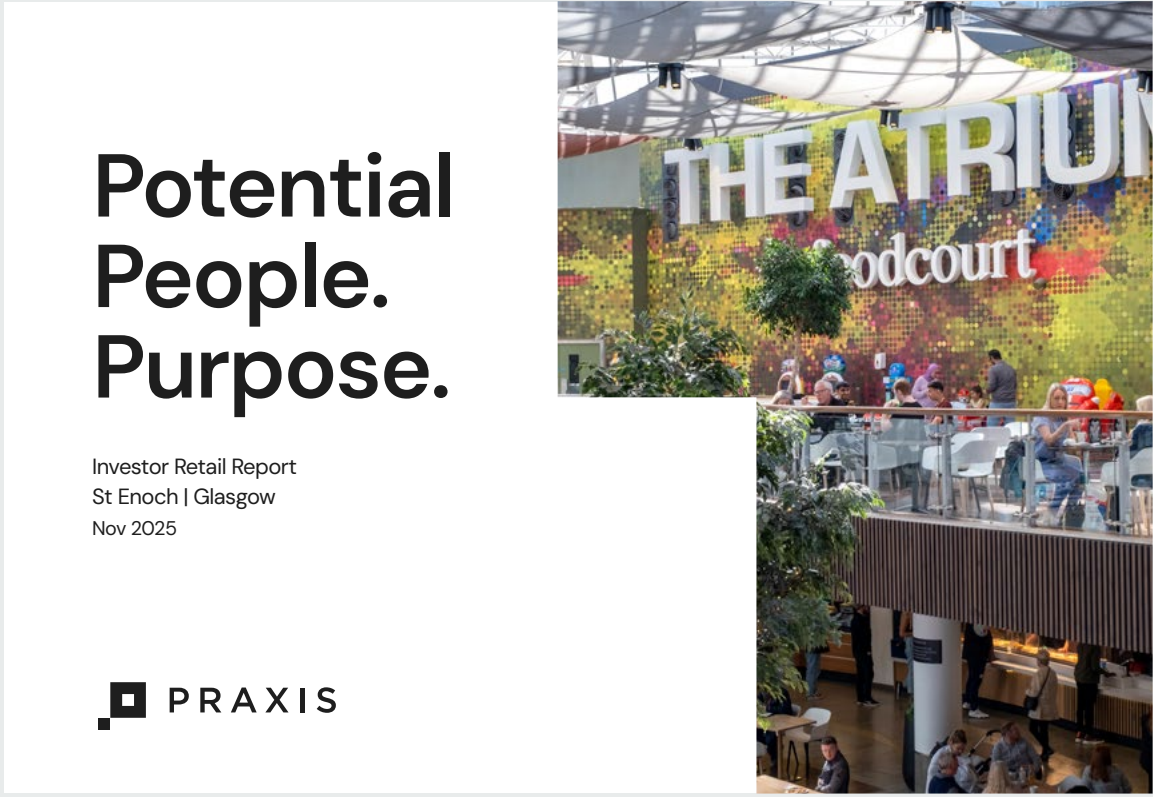
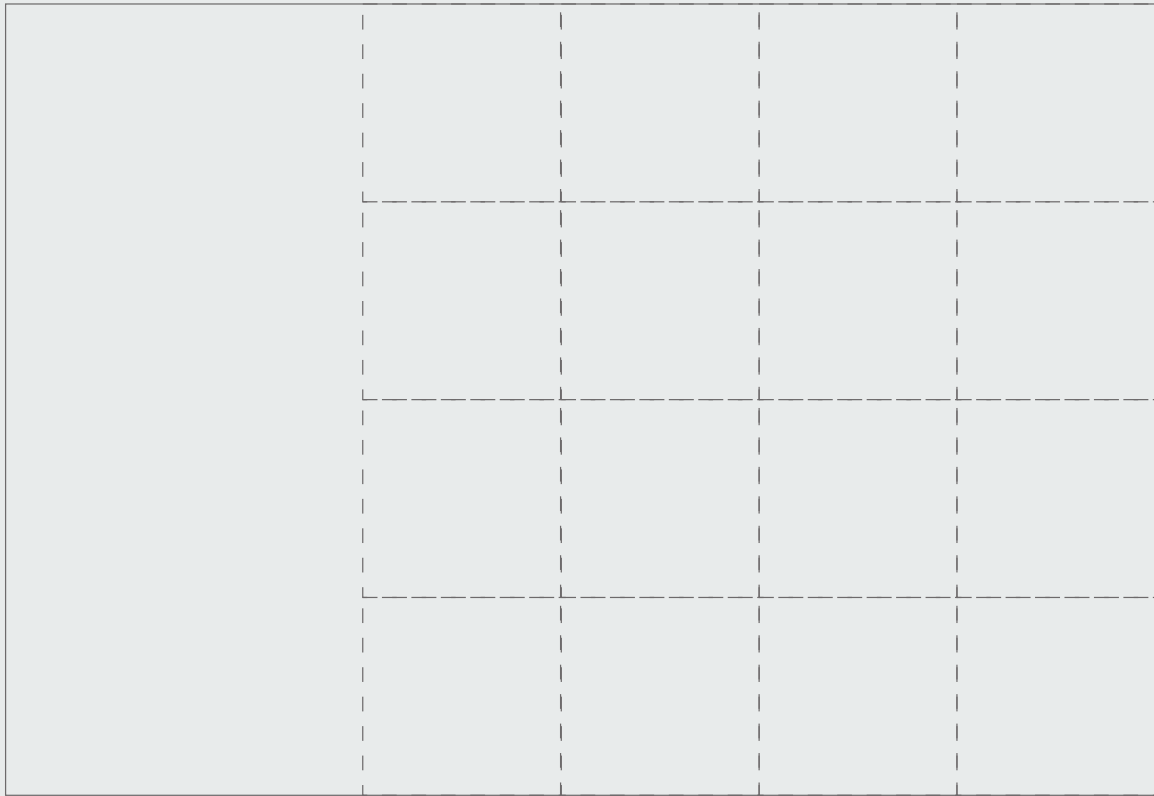


Portrait Layout

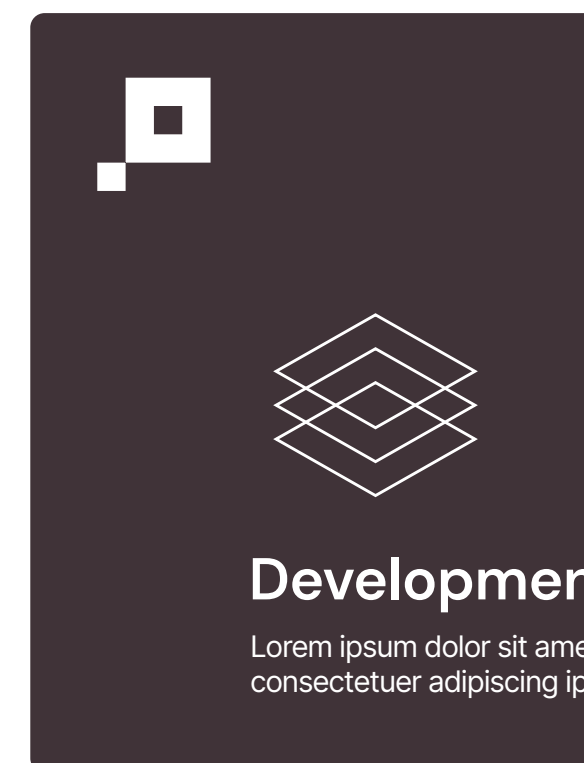
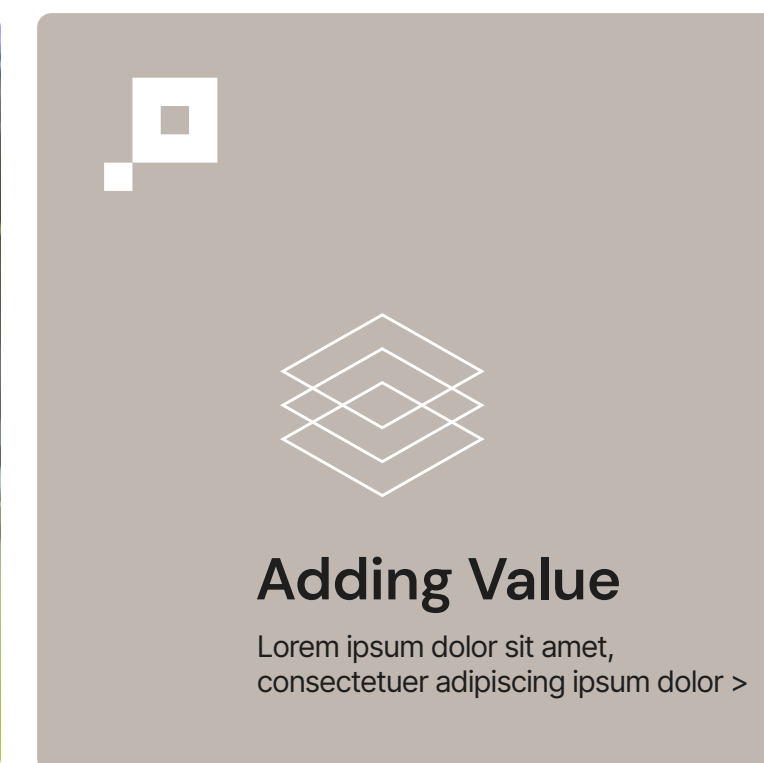
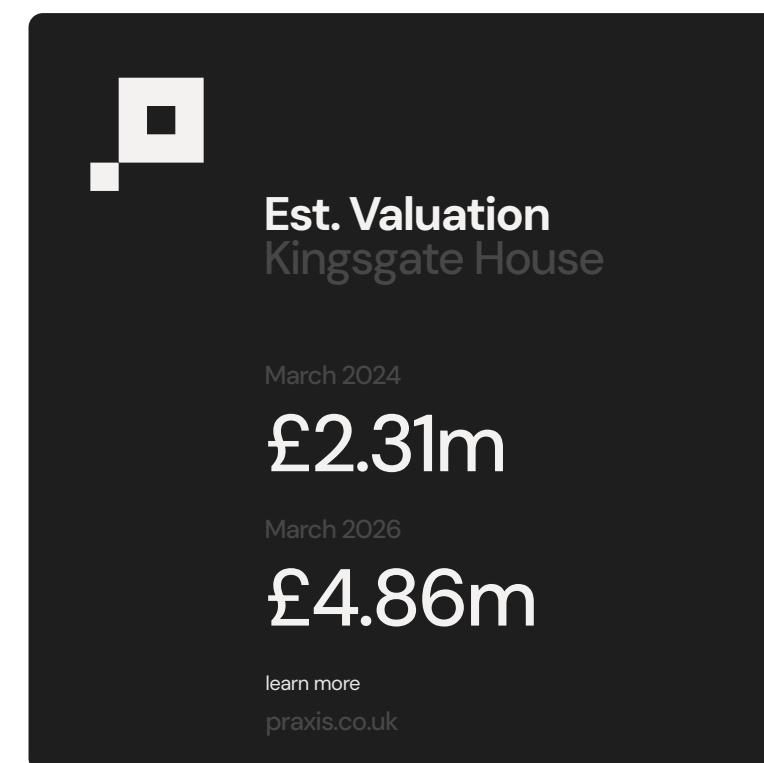
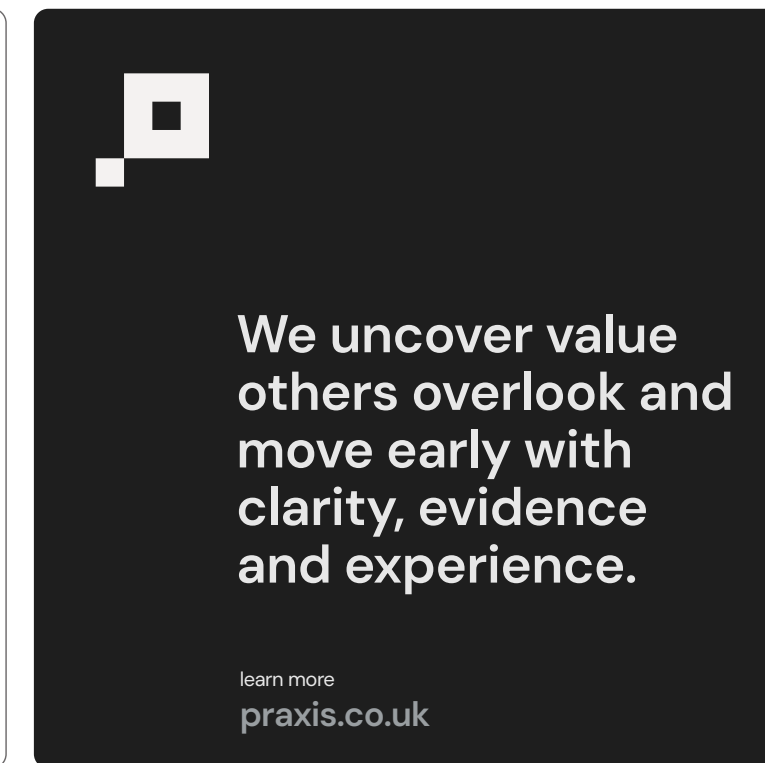
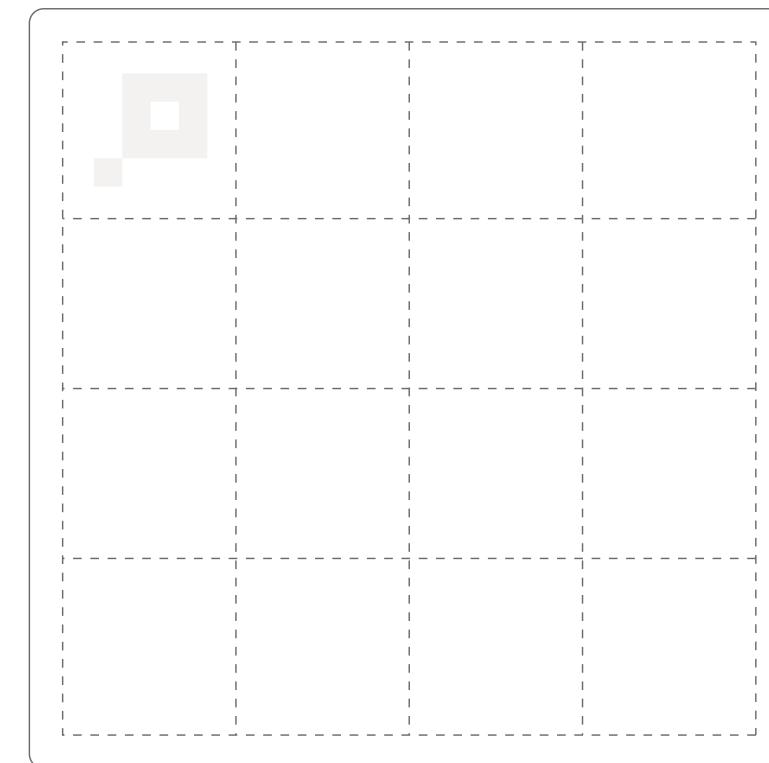


GRAPHIC STYLE & LAYOUT

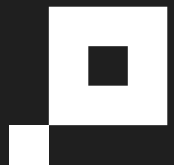
Landscape Layout



Square Layout



07. Brand Imagery



Praxis Photography

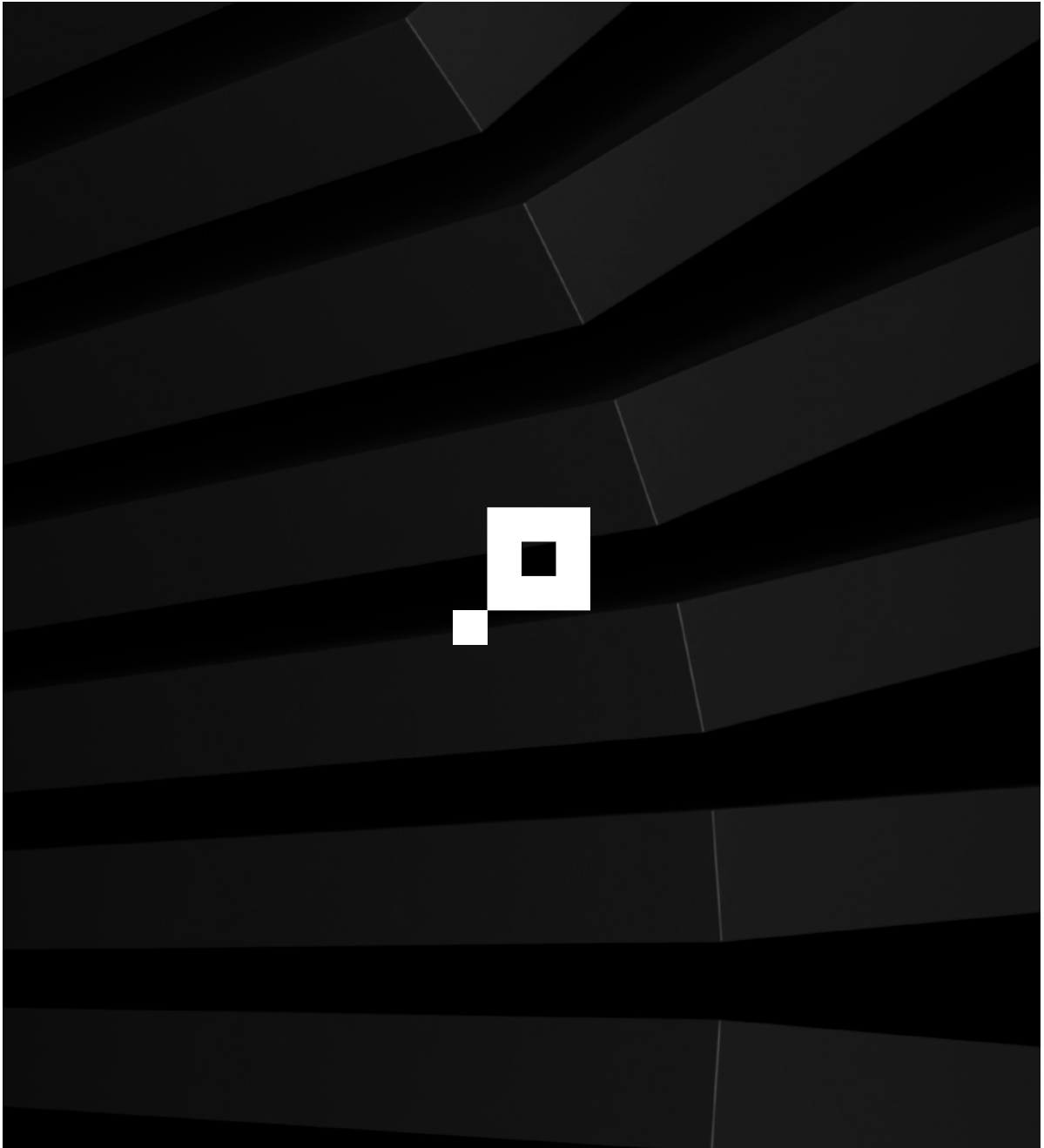
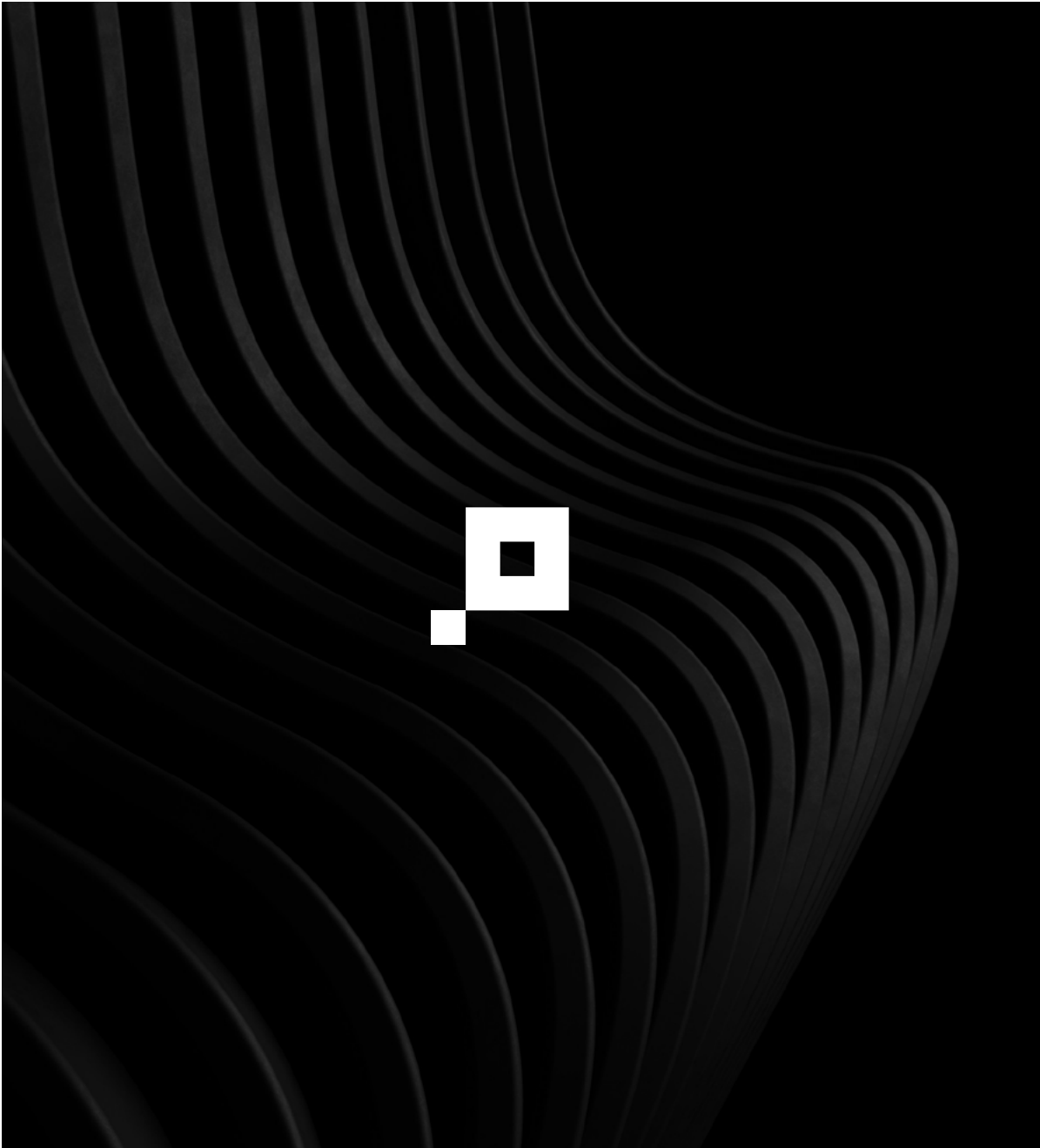
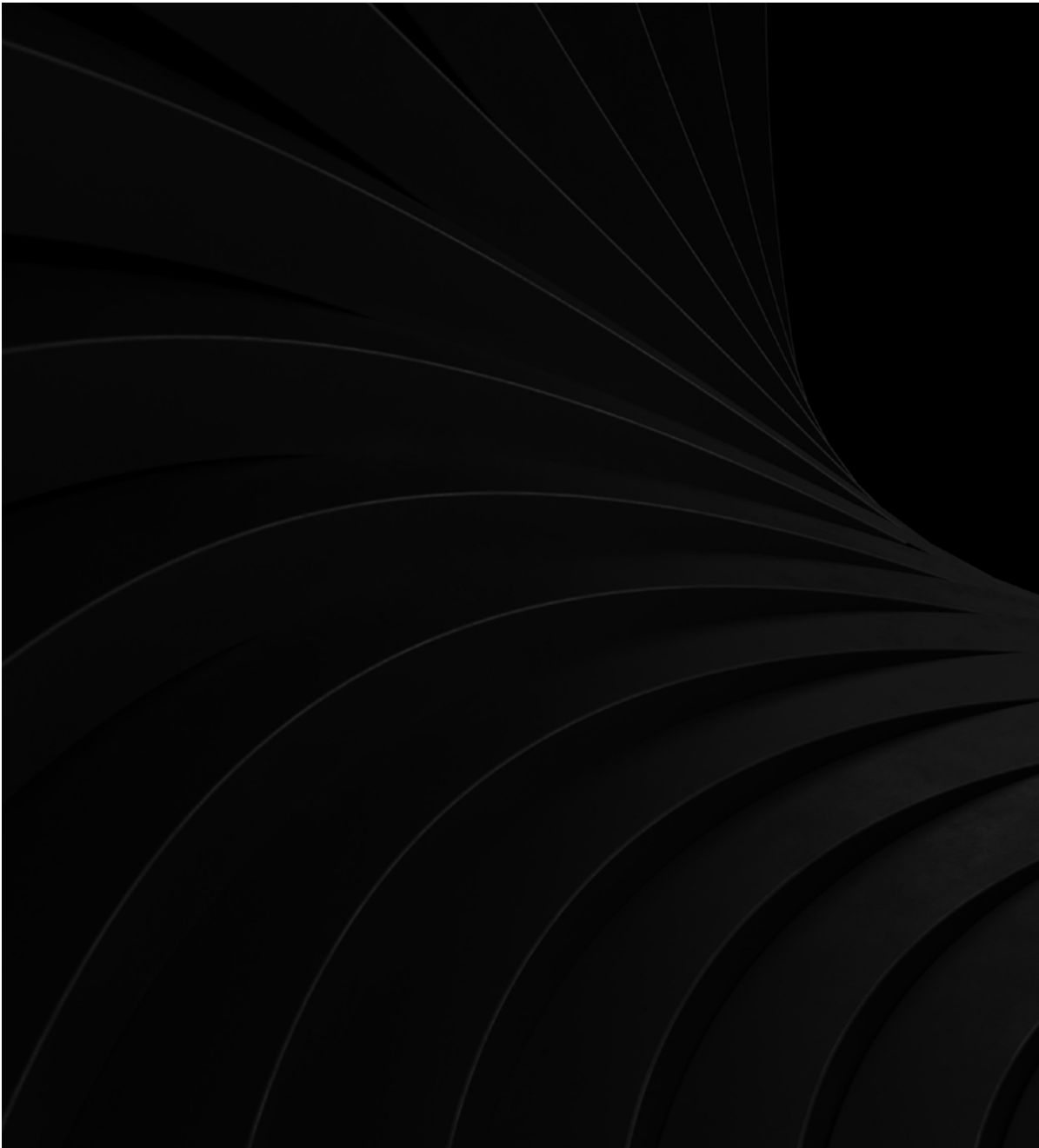
Photography should be professionally captured or produced using high-quality CGI. Imagery should be considered and authentic, avoiding generic stock, and where appropriate include people to add life and context, supported by strong architectural composition.



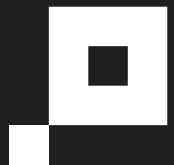
BRAND IMAGERY

Abstract Imagery

In addition to photography, Praxis has a curated set of black abstract images that form part of the visual identity. These images may be used selectively as subtle background elements in certain documents and applications, providing depth and atmosphere without distracting from content.



08. Data, Graphs & Iconography



SECTION TITLE

Data & Graphs

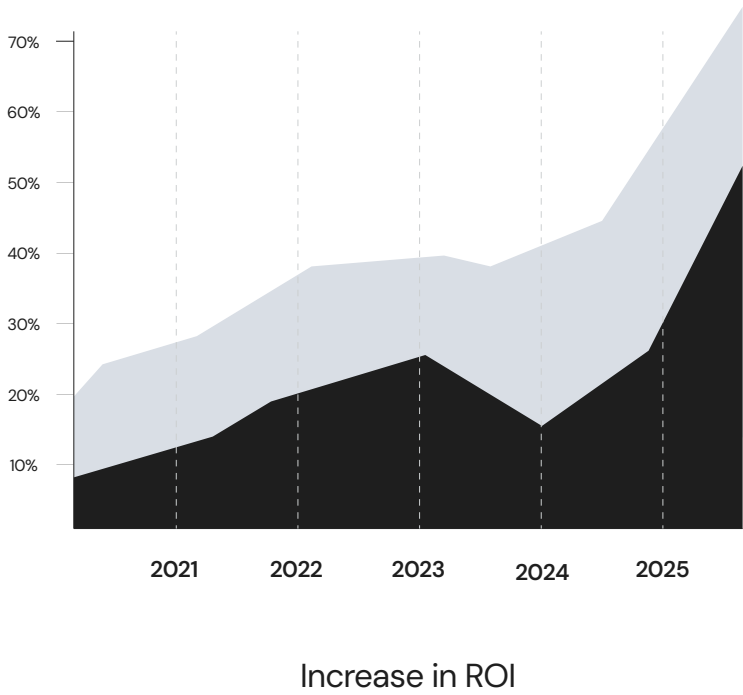
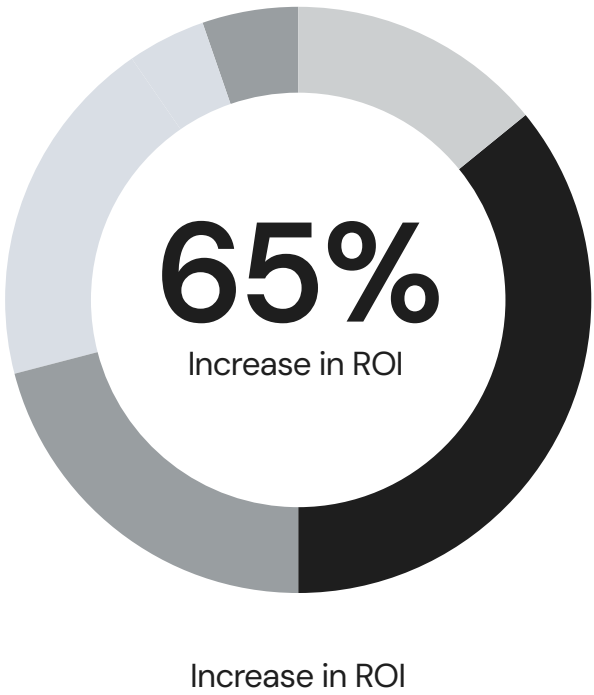
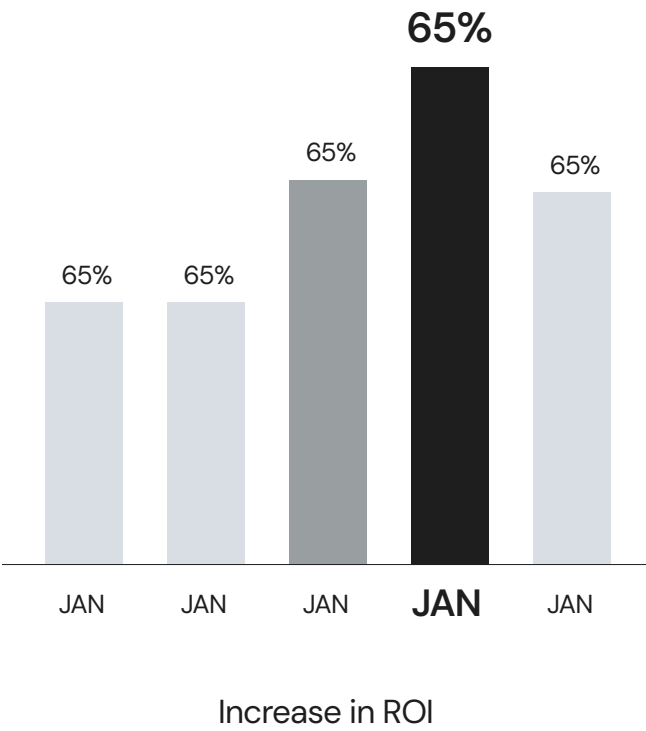
Data, charts and graphs are a core part of how Praxis communicates performance and insight. A consistent data visualisation system ensures information is presented clearly, confidently and in line with the wider brand identity.

All data should prioritise clarity over decoration, using a restrained colour palette, consistent typography and approved chart styles to maintain a disciplined and professional appearance across reports and presentations.

Approved chart templates to be used.

GRAPH STYLE

- Primary Colour: Praxis Black
- Secondary data: Neutral greys
- Typography: All set in DM Sans
- Style: Feel architectural, not technical.



DATA

Data should breathe.

Sq Ft of Occupied Space

270,000

% Return on Investment

75%

All data should prioritise clarity over content.

£10M

All data should prioritise clarity over content.

120k



SECTION TITLE

Praxis Icon Set

Icons play a supporting role within the Praxis visual system and should be used with restraint and consistency to aid clarity and navigation. When applied subtly, they provide a clear and efficient way of communicating information across reports, presentations, digital portals and the website, helping to create continuity across all touchpoints.

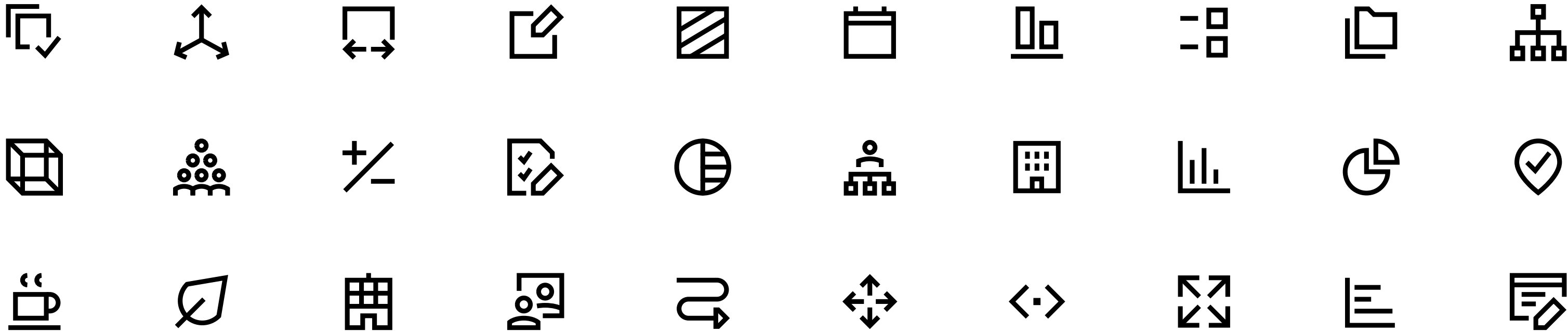
Praxis uses the right-arrow glyph from DM Sans as a primary navigational and emphasis device, reinforcing progression and direction. For wider iconography, the Streamline Sharp Line icon set is used, selected for its clean, minimal style and alignment with the Praxis brand. Icons should remain secondary to typography and content, supporting communication without dominating layouts.

GLYPHS - DM Sans

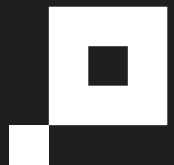
0123456789%&←↑↓→↗↘[]+1/2-

→ Example

STEAMLINE - SHARPLINE ICON SET

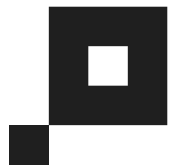
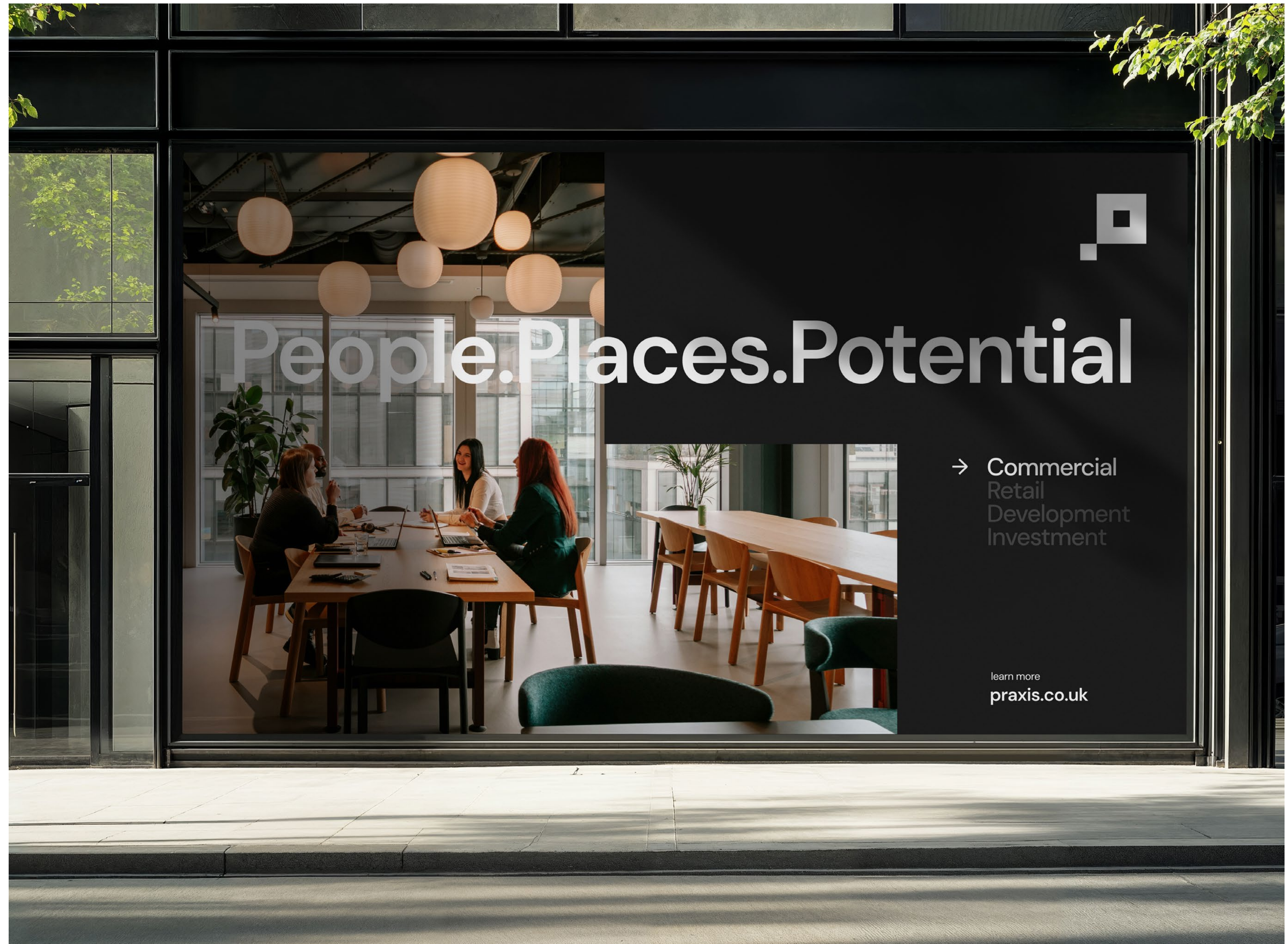


09. Brand Application



Application

The application of the Praxis visual identity brings together logo, typography, colour and messaging into a cohesive and recognisable system. Consistent application across all touchpoints ensures a clear, confident and disciplined brand presence.



Application



Application



Stationery



PRAXIS

PRAXIS



James HEWITT
Chief Operating Officer

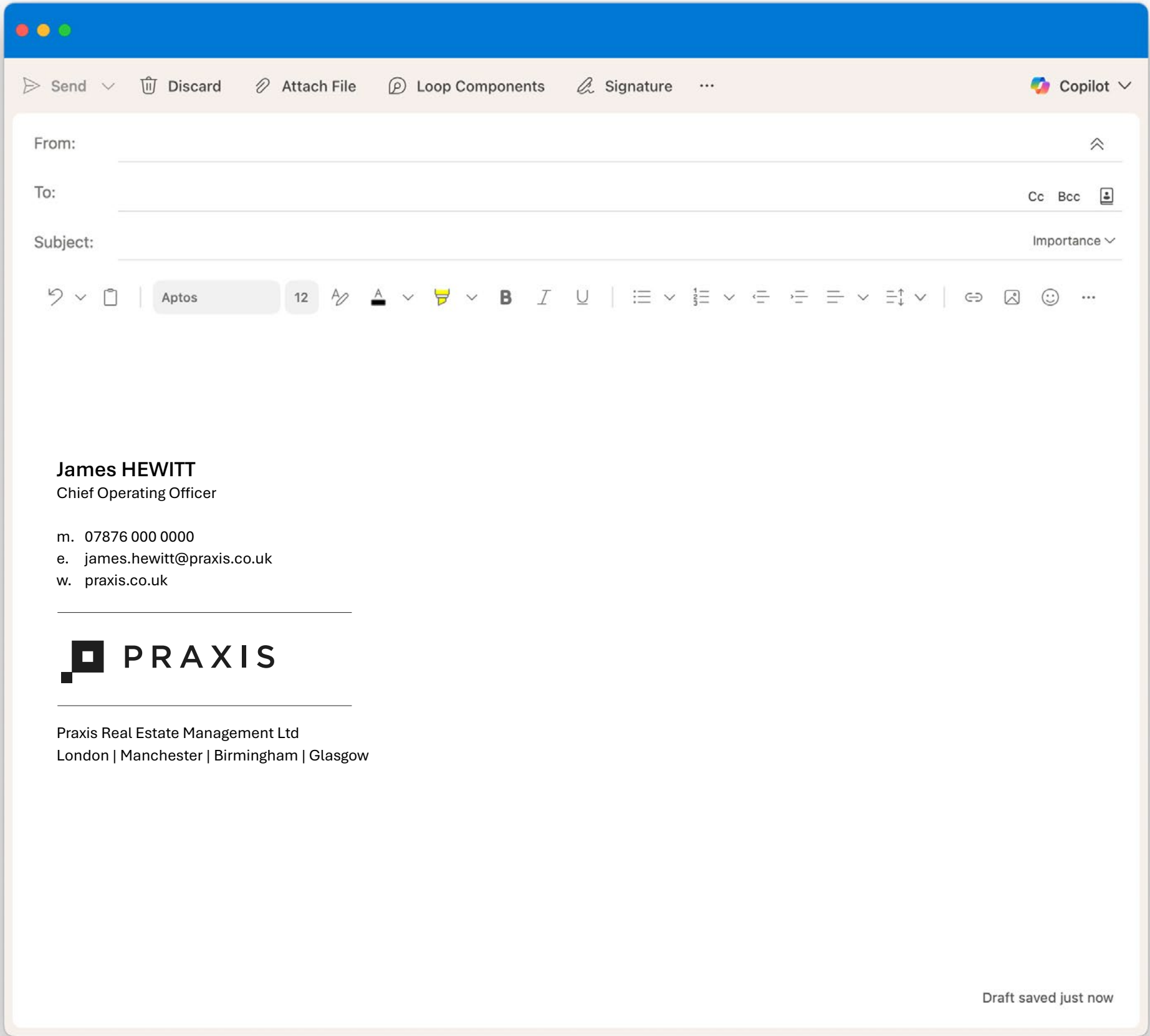
m. 07876 000 0000
e. james.hewitt@praxis.co.uk
w. praxis.co.uk

Theory into Action.
Praxis Real Estate Management Ltd
praxis.co.uk
0161 839 9454
London | Manchester | Birmingham | Glasgow

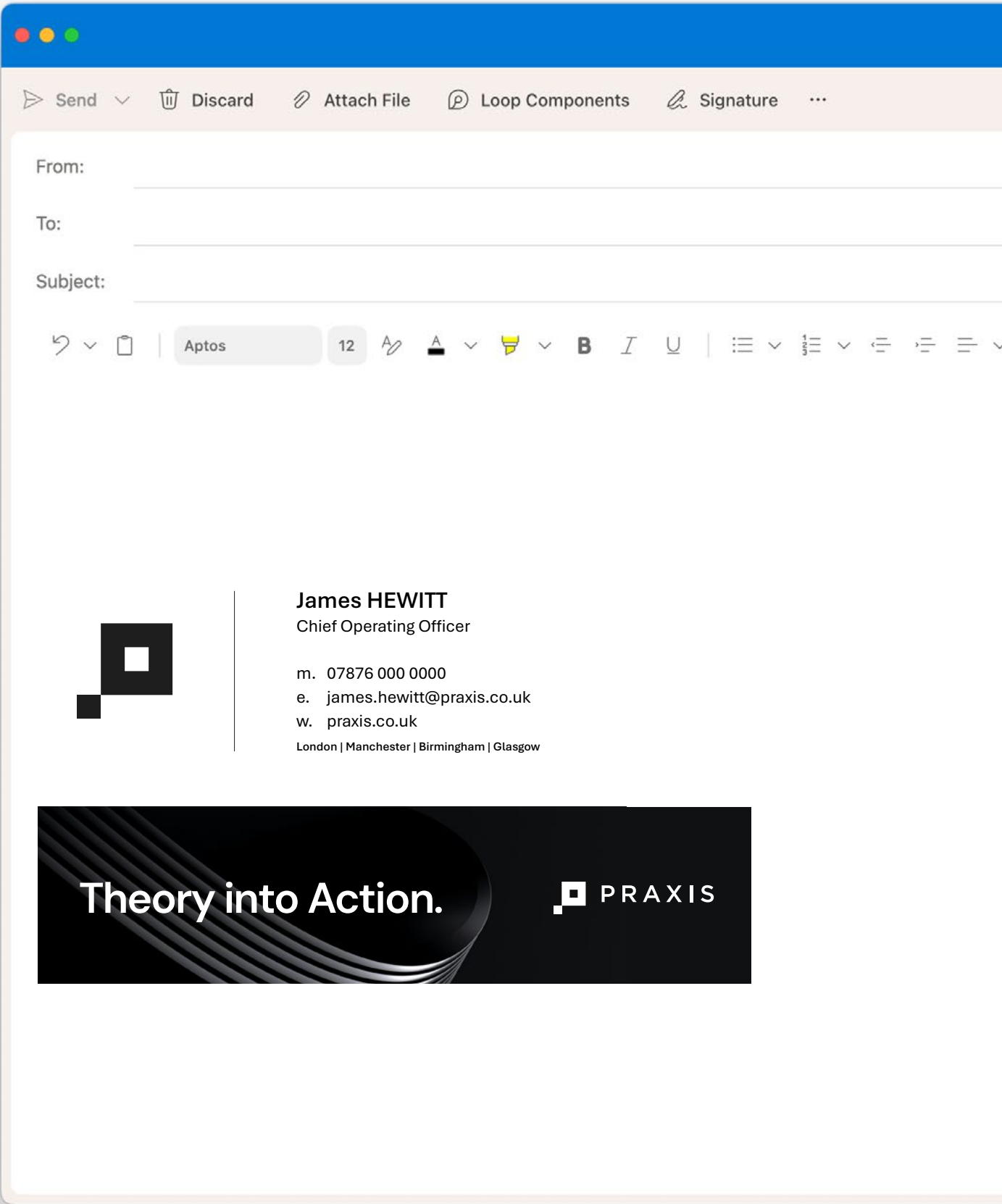


Email Signature

To ensure consistency across all communications, Praxis email signatures are centrally managed using Exclaimer. This approach ensures a uniform, professional appearance for all users while allowing updates to be applied efficiently and consistently across the organisation. Individual customisation of email signatures should be avoided to maintain brand integrity.



Basic Option

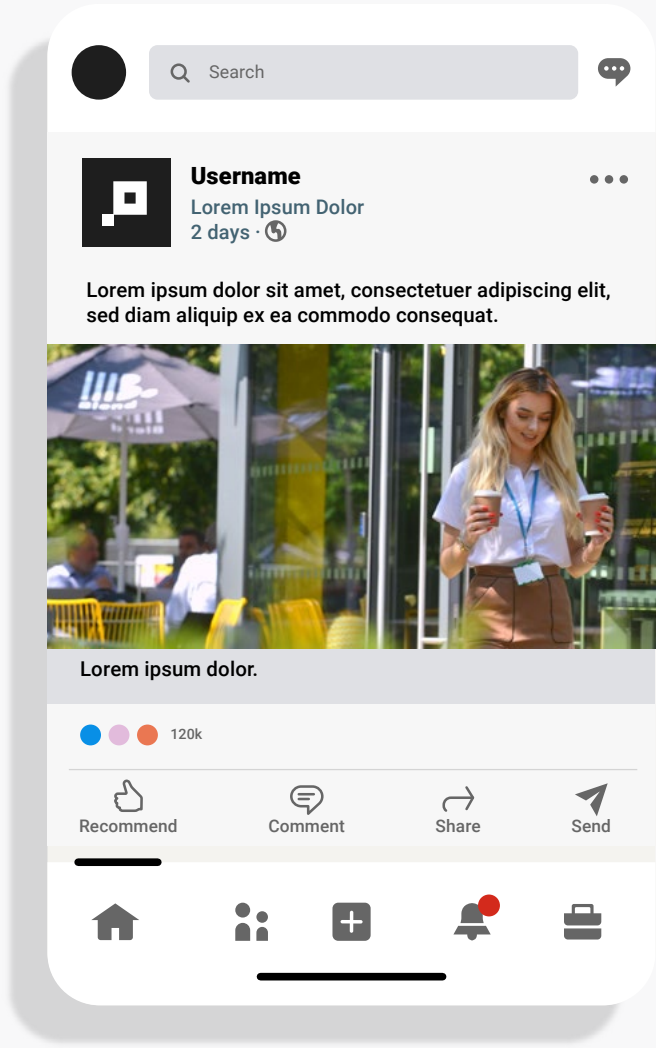
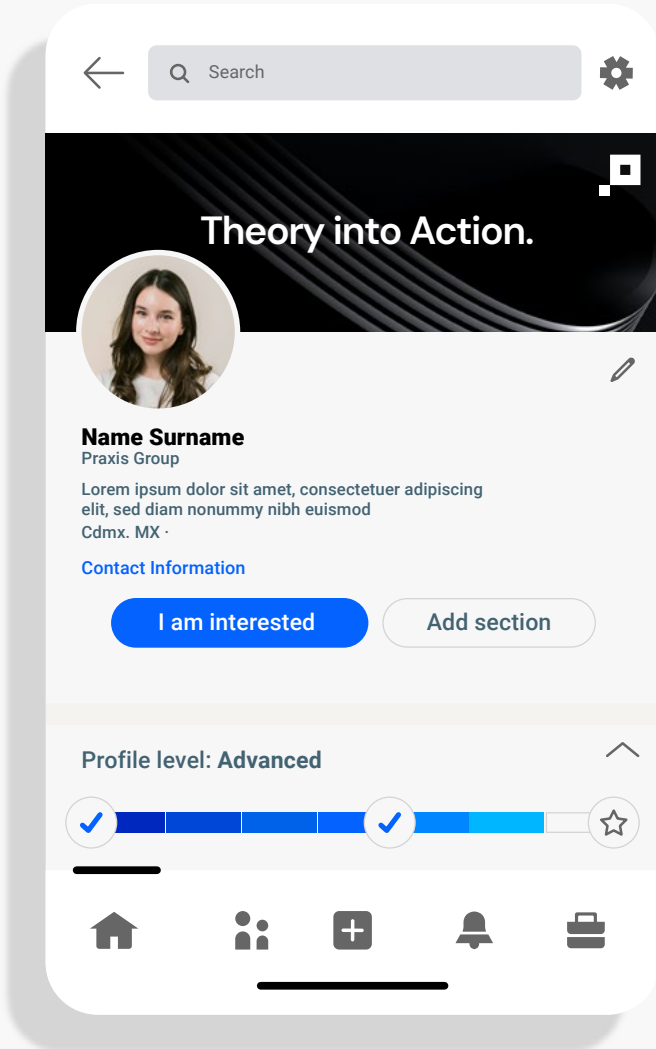
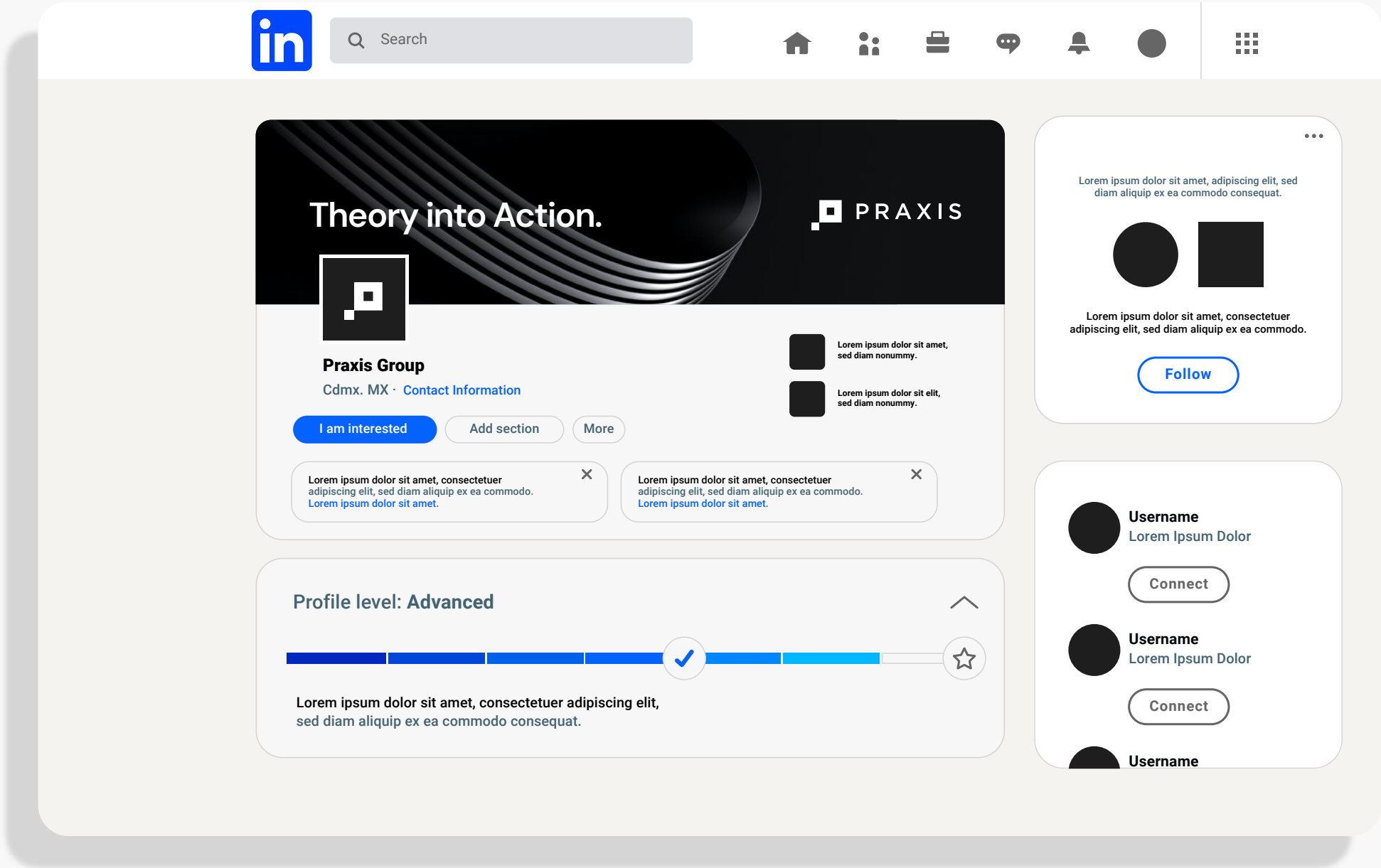


Dynamic Option

The email signatures are centrally managed, meaning the banner can be changed and will automatically appear.



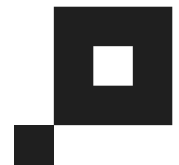
Social Media Application



Application



Application



Thank You.

Version 1.0

DATE	Jan 2026
CONTACT	matt@wearelandmark.co.uk