



BRAND GUIDELINES

CREATING ACCESS
TO OPPORTUNITY

These are comprehensive brand guidelines for Brinkman Real Estate. As with any good brand, adherence to graphic standards is a sure way to preserve the original intent and create thoughtful, informed visual solutions moving forward. These pages contain all of the tools you need to create consistent and compelling materials unique to Brinkman.

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Brand Promise

Brinkman Real Estate is a strategic conduit, presenting investors with opportunities in growth markets across the Intermountain West that are poised to take advantage of market trends and achieve exceptional returns. Our entrepreneurial approach creates access to opportunities - for our investors, our tenants, and our team.

Brand Personality

tone of voice

Confident, active, engaging, sophisticated, experienced

Brand Persona Attributes

Bold, agile and entrepreneurial, Insightful visionary, collaborative, creative problem solver, Predictable, knowledgeable and all-in attitude

Mission

Provide strategic insight and access to property investment opportunities in the Intermountain West, to investors with a desire to achieve collective success through consistently strong returns.

Vision

Set the bar for strength of investment returns in real estate and become the leading real estate insight provider for the Intermountain West.

B Corp Language

At Brinkman our focus goes far beyond the return on our investments. From how we hire to how we manage our properties we balance purpose with profit and aim to lead by example and set the highest standard of accountability, from our staff to the communities we help to build.

Tagline

Creating access to opportunity

Primary

The primary colors of the Brinkman logo are Pantone Matching System (PMS) 7489C and PMS 446C. This version is to be used with white or light colored backgrounds. However, when the logo is used on a dark colored background or overlaid on an image, it is used in its reversed form, specified below.



Reverse

When the logo is used on a dark colored background or overlaid on an image, it is displayed in its reverse form.



Grayscale

The grayscale identity should be used on materials where black and white reproduction is the only option.



Clear Space

The clear space is the amount of empty space that must appear around the identity in order to preserve its presence and fidelity. No other graphic element, such as text, imagery or other logos can intrude upon this space on any application. In this case, the clear space is based on the height of the "a" in the name.



Minimum Size

The identity has a minimum permitted size in order to maintain legibility and graphic integrity. The primary identity should never be used smaller than .75" in width

.75" WIDE



Icon

The B icon can be used without the primary identity to reinforce brand recognition and promote a sense of sophistication and confidence. It should always be used in close proximity to the primary identity. The doorway portion of the icon can be used as mask to reveal brand photography. Feature only architectural photography as specified in the photography section of these guidelines



Do's & Don't's

Do not stretch or skew logo



Do not use colors other than PMS 7489C, PMS 446C



Do not rotate logo in any way



Do not use smaller than minimum size



Do not redraw, use a different font or retype any elements of the identity



Do not change the size or relationship of the elements of the identity



COLOR PALETTE

Color adds another level of visual consistency and recognition to the brand that eases navigation and helps communicate concept. Below are the color breakdowns for each color, tuned to provide the best match across a variety of mediums: PMS, CMYK (process), and digital RGB and HTML.

PRIMARY PALETTE



PMS	7489 C	446 C	WHITE
CMYK	55 2 80 7	71 53 55 53	0 0 0 0
RGB	116 170 80	63 68 67	255 255 255
HTML	74AA50	3F4443	FFFFFF

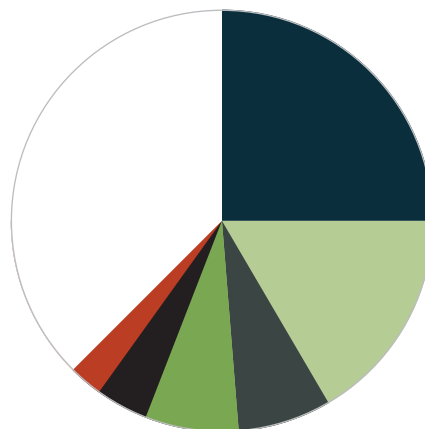


PMS	547 C	578 C
CMYK	100 11 20 82	28 1 44 0
RGB	0 49 60	183 206 149
HTML	00313C	B7CE95

SECONDARY PALETTE



PMS	BLACK	7599 C
CMYK	0 0 0 100	179 61 38
RGB	0 0 0	1 85 92 19
HTML	000000	B33D26



Use this graph as a guide to prioritize the amount of colors used on a page at any one time.



The colors represented in this guide should not be used as an accurate matching reference. Please instead use a Pantone swatch book for matching purposes in any given case.

HEADLINE, DISPLAY & BODY COPY

Avenir Next is the primary font used for all marketing and communication materials. This versatile font can support a full range of uses from display and headlines to sub-heads, call-outs and body copy. Make sure display type and headlines are greater in size than sub-headlines to establish hierarchy.

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ULTRA LIGHT

REGULAR

MEDIUM

DEMI BOLD

BOLD

HEAVY



For e-mail and other formats that require use of Microsoft/standard typefaces, please use Arial in place of Avenir. Licenses may be required for Avenir. Please purchase if prompted to do so.

Brand Photography - *Interactions*

- This experiential lead-in photography should be used to establish a sense of confidence and experience
- Feature couples engaged in conversation, preferably a male and female, from upper 30's and older
- Professional couple should be candid, not looking at the camera
- Feature brightly lit contemporary working spaces
- To achieve branded effect, overlay the photo with a color block filled with PMS 547 and utilize the "Soft Light" blend mode



Functional Photography - *Interactions*

- This extension of the lead-in brand photography should continue to show people actively engaged in conversation
- The cultural photography can skew slightly lower in age as these photos can be seen as featuring internal Brinkman employees as well client interactions
- The audience based photography should skew more mature in age as these should represent our target audience base



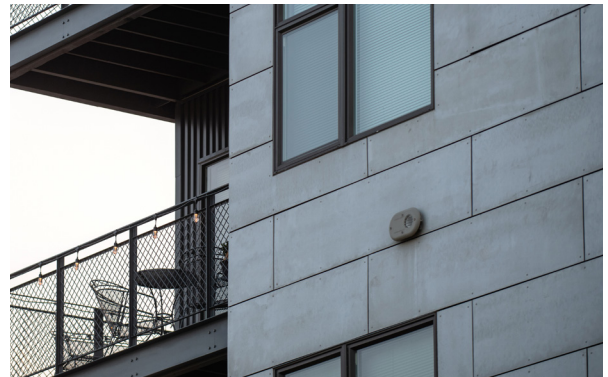
CULTURAL



AUDIENCE

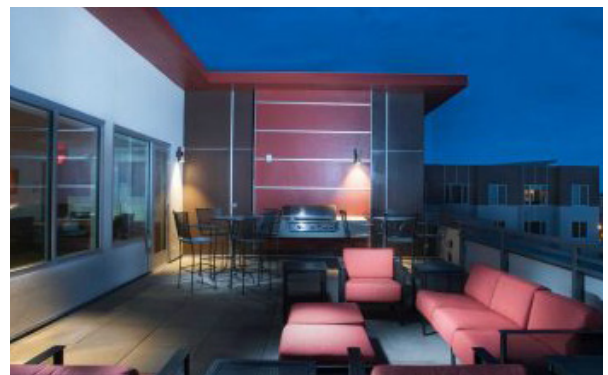
Brand Photography - Architecture

- This lead-in architectural photography should capture dramatic angles and accent features from our dynamic properties
- These artistic shots utilize unique perspective and foreshortening effects
- Feature modern brightly lit facades with considerable contrast and definition
- These shots should always be tightly cropped to reveal an element of intrigue and spark interest



Functional Photography - Architecture

- This functional architectural photography should clearly communicate the style and quality of our properties
- Always include a full property shot with ample blue sky (or night time sky) and surrounding features such as landscaping, street views, pools and or other amenities
- Always include detail shots to further tell the story of spaces included in the properties
- Detail shots should feature points of interest such as outdoor-indoor seating areas, fireplaces, kitchens
- When possible details should feature dramatic angles and perspective to build visual interest



Activated Spaces

- Serving as the crossover between people and places this photography features people activating our dynamic properties
- These photos always combine people with architectural elements to convey a sense of place
- Interior or exterior compositions feature clean, bright and contemporary spaces
- When possible include surrounding features such as flower gardens, mature trees, street scenes etc
- Subjects included can be static, sitting or standing, or moving where motion blur is utilized



Brinkman’s sophisticated aesthetic leverages large portions of clear white space balanced with blocks of solid color, clean typography and compelling photography. Below are some examples of how to utilize cropping elements and arrange color blocking with typography.



Brinkman Real Estate provides strategic insight and access to property investment opportunities throughout the Intermountain West.



Be all in
Be the change
Communicate authentically
Do the right thing

Our approach balances purpose with profit as we acquire and activate properties to increase comfort for tenants while maximizing predictability and return for investors.



ANY QUESTIONS?

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