

A&B Living

Guidelines

Brand Messaging & Visual Identity System

August 2019

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Section 1

Strategy

Internal Brand Position

Happiness Begins at Home

The brand position is the single unchanging idea upon which the brand is built, the DNA of the brand. The brand position is internal facing.

Internal Brand Position

CBREGI believes that happiness begins at home and radiates everywhere — a golden thread of goodwill that has the potential to change how we move through our lives, inspire us to meet others where they stand, and make a difference in our world.

It's why we created Above & Beyond — for business, and now for living. To give our tenants at work and home a joyful place to start and just-right places to return to every day.

Great experiences from A to B to everywhere you go on your ordinary every days.

The brand position is the single unchanging idea upon which the brand is built, the DNA of the brand. The brand position is internal facing.

Brand Essence

Homedustrious

Describes a passionate, forward-thinking connector, fixer and creator driven to make “home” (in our case, CBREGI properties) the best place it can be.

We are doers and fixers, makers and opportunity-takers.

We let no chance for a kind word or a small gesture pass us by.

We create convenience and enhance connection in a world where the two often seem mutually exclusive.

We transform the transactional into the memorable; the start of something connective rather than something you do once and then walk away.

We add Hospitality to Home and a “Big H” to both — creating meaning, comfort, and a sense of community in everything we do.

We help put all the pieces of a life well-lived together, and *we do it every single day you share yours with us.*

The brand essence is the central characteristic of a brand. It is an intangible attribute, and is both emotional and intuitive. With time, the brand essence will resonate with our audience as the essential feeling evoked when they hear our brand name, combining both the attributes and benefits of our brand. The brand essence is internal facing.

Brand Pillars

Active

Collaborative

Surprising

Studied

Human

These words define the legs of the table our brand stands upon and should guide decisions made in marketing, experiences and other executions as we bring the A&B Living brand to life. The brand pillars are internal facing.

Brand Pillars

Active

- Energetic and diligent
- Nimble and able to shift with resident needs
- Always working: fixing, planning, anticipating the next moment to make a difference

Collaborative

- Inclusive of all ideas from all ranks and sides of the leasing desk
- Accessible and meant for everyone
- Communal and focused on creating linkages

Surprising

- Delightful, with a flair for the unexpected
- Light and playful in tone
- Anticipatory: intriguingly more than you'd expect

Studied

- Rooted in science: sociology, the psychology of individuals and groups, of service and care
- Actively searching for more and better ways to connect on a human level
- Rigorous and knowledgeable; an example for the multifamily industry

Human

- "Personal" as an overriding point of view; not about trend, about individual communities
- Detailed and attuned to tiny change that makes big impact
- Thoughtful and conversational in voice and imagery

These words define the legs of the table our brand stands upon and should guide decisions made in marketing, experiences and other executions as we bring the A&B Living brand to life. The brand pillars are internal facing.

Section 2

Messaging

Tagline

Above & Beyond for Living

The A&B Tagline sums up the brand's positioning and identity into a single memorable line. The tagline is internal and external facing. For information on using the A&B Tagline as art please see pages 38–39.

Descriptor

Home.
Hospitality.
Happiness.

A brand, especially one with a new name, benefits from a quick and evocative summary of what the brand offers. A descriptor is both external- and internal-facing. Information about the A&B Living Descriptor art can be found on pages 40–41.

Messaging Lines

Happiness Begins at Home

Messaging lines, like this one, are meant for use in prominent locations — such as website headlines or social account descriptors — where a strong sense of the brand should be presented.

Magic Paragraph

Home is Where the Happy Is.

Home is where it all starts: The best days. The warmest memories. Budding friendships and community closeness. Happiness that travels with you wherever you go. A&B Living is an uncommon approach to residential property management that's focused on going above and beyond for residents of CBREGI's communities. More than a branded pen at lease signing or a smiling face behind the Property Manager's desk, A&B Living is a philosophy of residential hospitality; of personalized care and support that's always there—even when nothing's going wrong. It's an advocate in every corner of the property, from the leasing office to the maintenance shop. An apartment community that's an intentional part of the greater community in which it lives. And a place to call home that's about living your best life: Great experiences from A to B to everywhere you go on your ordinary every days.

The magic paragraph describes the vision, purpose and relevance of A&B Living in a way that is comprehensive and compelling. The A&B Living Magic Paragraph is both external- and internal-facing.

Elevator Pitch by Audience

General

A&B Living is an uncommon approach to residential property management that focuses on going Above & Beyond for residents of CBREGI's communities. More than a full candy jar and a smiling face behind the Property Manager's desk, A&B is a holistic philosophy of problem solving and anticipating, personalized support and community building designed to help our residents live their very best lives in our apartment homes.

An elevator pitch is a concise and carefully planned description of A&B Living that quickly conveys the most pertinent information about the brand tailored for each important audience.

Elevator Pitch by Audience

For Investors

A&B Living is a resident-retention and customer service program unlike any other: a holistic philosophy of care, community building and resident advocacy that differentiates our properties and sparks loyalty — and lease-renewal. It's results, Above & Beyond: an end to the amenities arms-race that gives residents personalized support, personalized care and support that connects alongside curated perks that dazzle.

An elevator pitch is a concise and carefully planned description of A&B Living that quickly conveys the most pertinent information about the brand tailored for each important audience.

Elevator Pitch by Audience

For Residents

A&B Living is what makes living at [**INSERT PROPERTY NAME**] special — and a little different than most apartment communities. It's a philosophy of personal care and connection, community building and awesome extras that begins with you and helping you live your best life with us, every day. It's apartment living, Above & Beyond. Because we believe that happiness begins at home, and radiates everywhere you go.

An elevator pitch is a concise and carefully planned description of A&B Living that quickly conveys the most pertinent information about the brand tailored for each important audience.

Elevator Pitch by Audience

For On-Property Staff (CBRE-GI Internal)

A&B is a philosophy of resident care and support that's personal and involved, proactive and rooted in both science and hospitable good sense. It's service, Above & Beyond — the idea that Property Managers aren't just problem-solvers, they're community builders. That apartment complexes aren't islands, they're meant to be deeply connected with the neighborhoods in which they live. And that tenants aren't just signatures on a lease or problems to solve, they're people who deserve not just a nice place to live, but a meaningful one.

An elevator pitch is a concise and carefully planned description of A&B Living that quickly conveys the most pertinent information about the brand tailored for each important audience.

Section 3

Design Elements

A&B Living Logo



A&B Living

The horizontal logo consists of the text "A&B Living" in a serif font. The "A" and "B" are in a dark brown color, while the "&" is in a light blue-grey color. A horizontal line is positioned below the "A&B" portion of the text.



A&B
Living

The stacked logo consists of the text "A&B" in a serif font, with "A" and "B" in dark brown and "&" in light blue-grey. A horizontal line is positioned below "A&B". Below the line, the word "Living" is written in the same dark brown serif font.

The A&B Living Logo is the primary signifier of the brand. There are two variations, the horizontal version and the stacked version. The horizontal version is preferred; the stacked version should be primarily used for smaller or more vertical spaces.

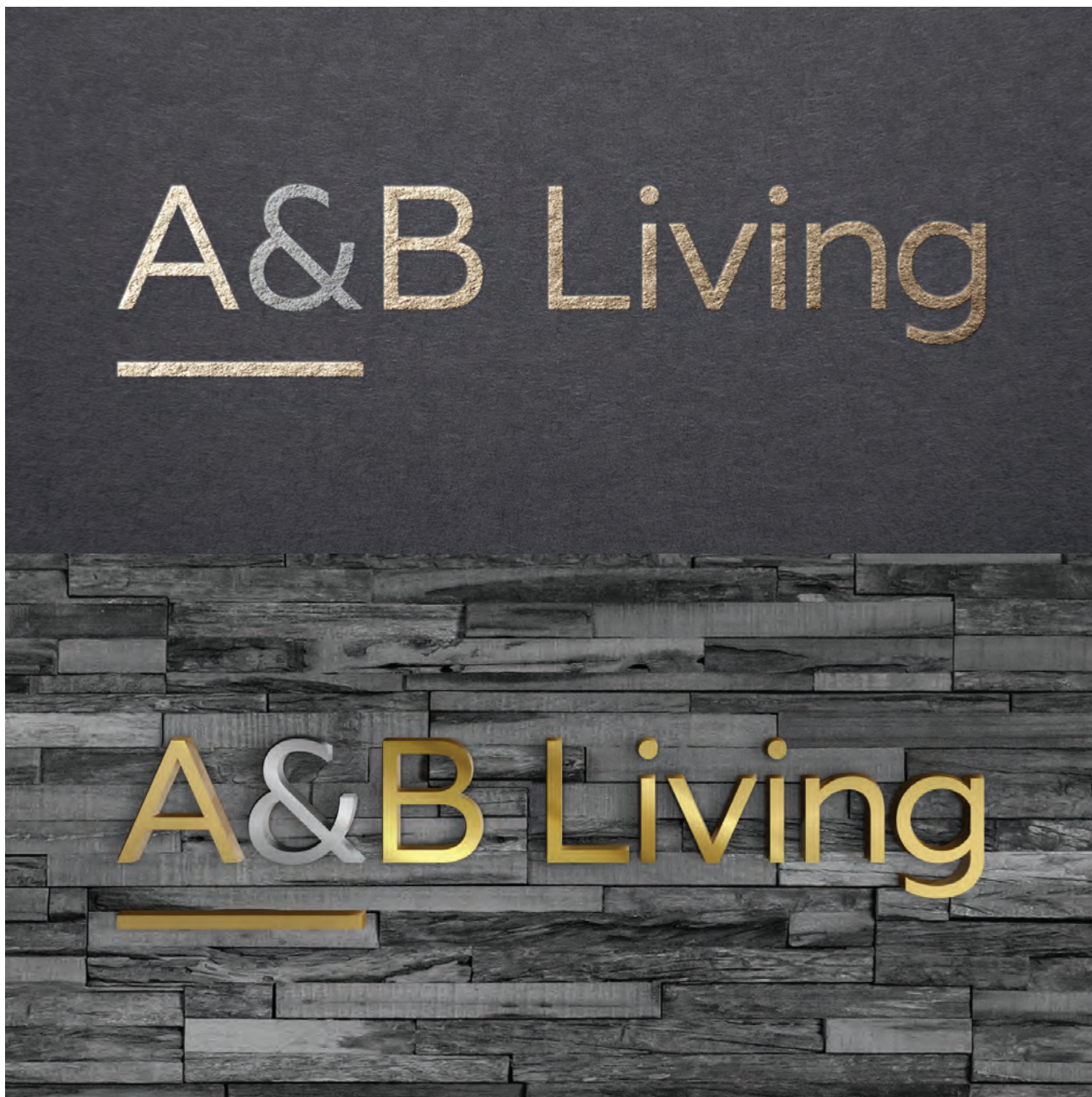
A&B Logo (Parent)



The parent A&B Logo is also available for use. Please see the A&B guidelines for information on the usage of this logo.

Logo

Metallic



The A&B Living Logo is in two colors: A&B Gold and A&B Silver. Reproducing the logo in metallic ink (high-end print) or in metal (for signage) is obviously only feasible in certain applications, but is impactful when possible. See page 24 for information about metallic versus color builds.

Logo

White



A&B Living

A&B
—
Living

The white version of the A&B Living Logo may be placed on solid fields of colors in the A&B Living color palette (A&B Gold, A&B Silver and A&B Living Warm Gray), or on photography. When used on photography, select areas of the photograph with adequate contrast so that the logo is visible.

Logo
Black

A&B Living

A&B

Living

Black versions of the A&B Living logos are provided for very limited use: completely black and white applications such as newspaper ads. The versions in black should never be used for digital applications (if there are no color restraints, then color versions of the logo or a white version reversed out of a color or photograph should be used).

Logo

Clear Space



To preserve clarity, no other graphic element should intrude upon the A&B Living logos. A clear area equal to or greater than the relative height of the “A” must surround each logo. Do not allow any other type or any element to infringe upon the Clear Space as shown.

Logo Minimum Size

Horizontal Logo | Print
Height: .25 (¼) inch



Stacked Logo | Print
Width: .5 (½) inch



Horizontal Logo | Digital
Height: 12 pixels



Stacked Logo | Digital
Width: 25 pixels



To maintain the integrity of the logo at a small size, be sure to use at a size equal to or greater than the minimum sizes listed above.

Color Palette

A&B Gold

Pantone® 8383
C36 M38 Y73 K7
R162 G141 B91
A28D5B

(Simulated metallic)

A&B Silver

Pantone® 877
C45 M34 Y34 K0
R149 G154 B157
959A9D

(Simulated metallic)

A&B Living Warm Grey

Pantone® 440
C63 M62 Y59 K88
R019 G012 B013
130C0D

A&B Living Light Warm Grey

50% of Pantone® 9100
C04 M03 Y05 K00
R242 G241 B237
F2F1ED

White

A&B Gold and A&B Silver are the primary colors of the A&B Living color palette. For most uses, the CMYK or RGB builds would be the primary expression of the gold and silver. For high-end print applications, the use of metallic Pantone inks is impactful and luxurious.

A&B Living Warm Grey and A&B Living Cream are rich neutrals that contrast and enrich A&B Gold, A&B Silver and white. These colors are beautiful in large fields.

Photography



For on-property photography, incorporate people into the environment: showing people makes properties feel vital and alive, enforcing the brand's ideals. When purchasing stock photography, choose warm and lively moments, in settings that are non-specific enough to potentially take place in an actual property. For all photography, people should not be posed; instead they should be active and engaged with the environment.

Please note: these images are not owned by CBREGI or A&B/A&B Living and may not be used without obtaining proper rights. These photographs are intended as examples.

Typography

Primary

Untitled Serif Book

Untitled Serif Book Italic

Untitled Serif Medium

Untitled Serif Medium Italic

Untitled Serif Bold

Untitled Serif Bold Italic

Untitled Serif is the primary typeface for the A&B Living brand. It should be used for most headlines in most applications.

About the typeface: *Untitled Serif is designed to be glamorously plain. The typographer who created it described Untitled Serif's "proportions, contrast, weight range and serifs," to be "as much as they need to be without being any more." It is easily readable with attention to legibility. It feels almost out of time; of classic roots yet very modern. Untitled Serif may be purchased at www.klim.co.nz/retail-fonts/untitled-serif/.*

Typography

Secondary

Geometria Regular

Geometria Regular Italic

Geometria Medium

Geometria Medium Italic

Geometria Bold

Geometria Bold Italic

Geometria is the secondary typeface for the A&B Living brand. It should play a visually supportive role in the majority of applications (Geometria can be used for functional headlines (i.e., "Use this Door" versus "Happiness Begins at Home").

About the typeface: *The foundry that created Geometria writes, "Geometria is a typeface of clean shapes that is well-suited for continuous reading, and it sets remarkably well." Clean and crisp as well as open and friendly, Geometria's openness and extension visually supports the idea of "beyond." Geometria can be purchased at www.brownfox.org/fonts/geometria.*

Typography

Body Copy

Home is Where the Happy Is.

Home is where it all starts: The best days. The warmest memories. Budding friendships and community closeness. Happiness that travels with you wherever you go. A&B Living is an uncommon approach to residential property management that's focused on going above and beyond for residents of (property name). More than a branded pen at lease signing or a smiling face behind the Property Manager's desk, A&B Living is a philosophy of residential hospitality; of personalized care and support that's always there—even when nothing's going wrong. It's an advocate in every corner of the building, from the leasing office to the maintenance room. An apartment community that's an intentional part of the greater community in which it lives. And a place to call home that's about living your best life: Great experiences from A to B to everywhere you go on your ordinary every days.

Home is Where the Happy Is.

Home is where it all starts: The best days. The warmest memories. Budding friendships and community closeness. Happiness that travels with you wherever you go. A&B Living is an uncommon approach to residential property management that's focused on going above and beyond for residents of (property name). More than a branded pen at lease signing or a smiling face behind the Property Manager's desk, A&B Living is a philosophy of residential hospitality; of personalized care and support that's always there—even when nothing's going wrong. It's an advocate in every corner of the building, from the leasing office to the maintenance room. An apartment community that's an intentional part of the greater community in which it lives. And a place to call home that's about living your best life: Great experiences from A to B to everywhere you go on your ordinary every days.

For body copy, use Untitled Serif Regular on a white background or the slightly thicker Untitled Serif Medium on a colored background. Use the appropriate accompanying italic (Untitled Serif Italic or Medium Italic) when it is needed. For emphasis, use Untitled Serif Bold or Bold Italic.

Typography

Digital

To use in place of Untitled Serif

Georgia Regular

Georgia Regular Italic

Georgia Bold

Georgia Bold Italic

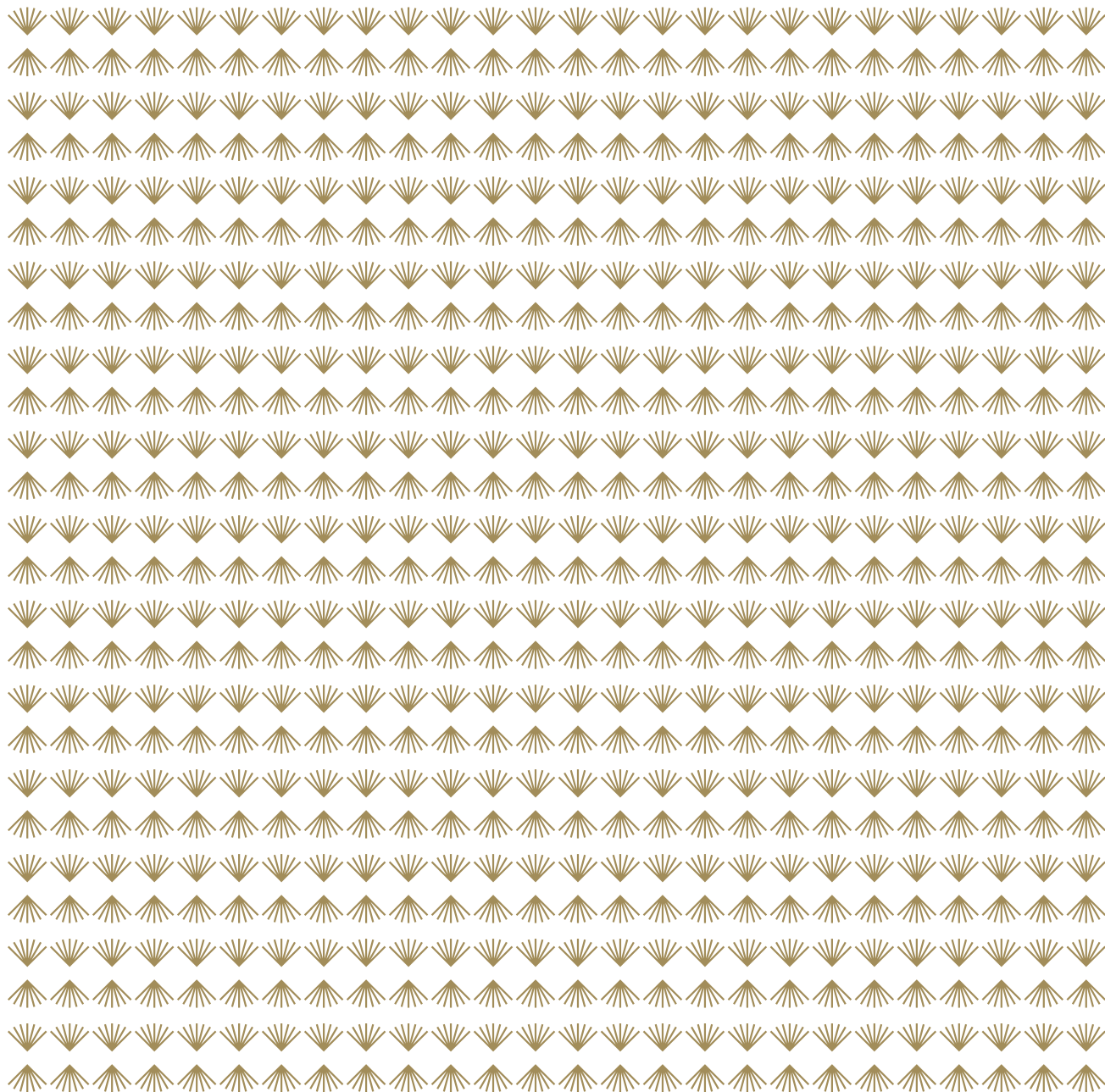
To use in place of Geometria

Verdana Regular

Verdana Regular Italic

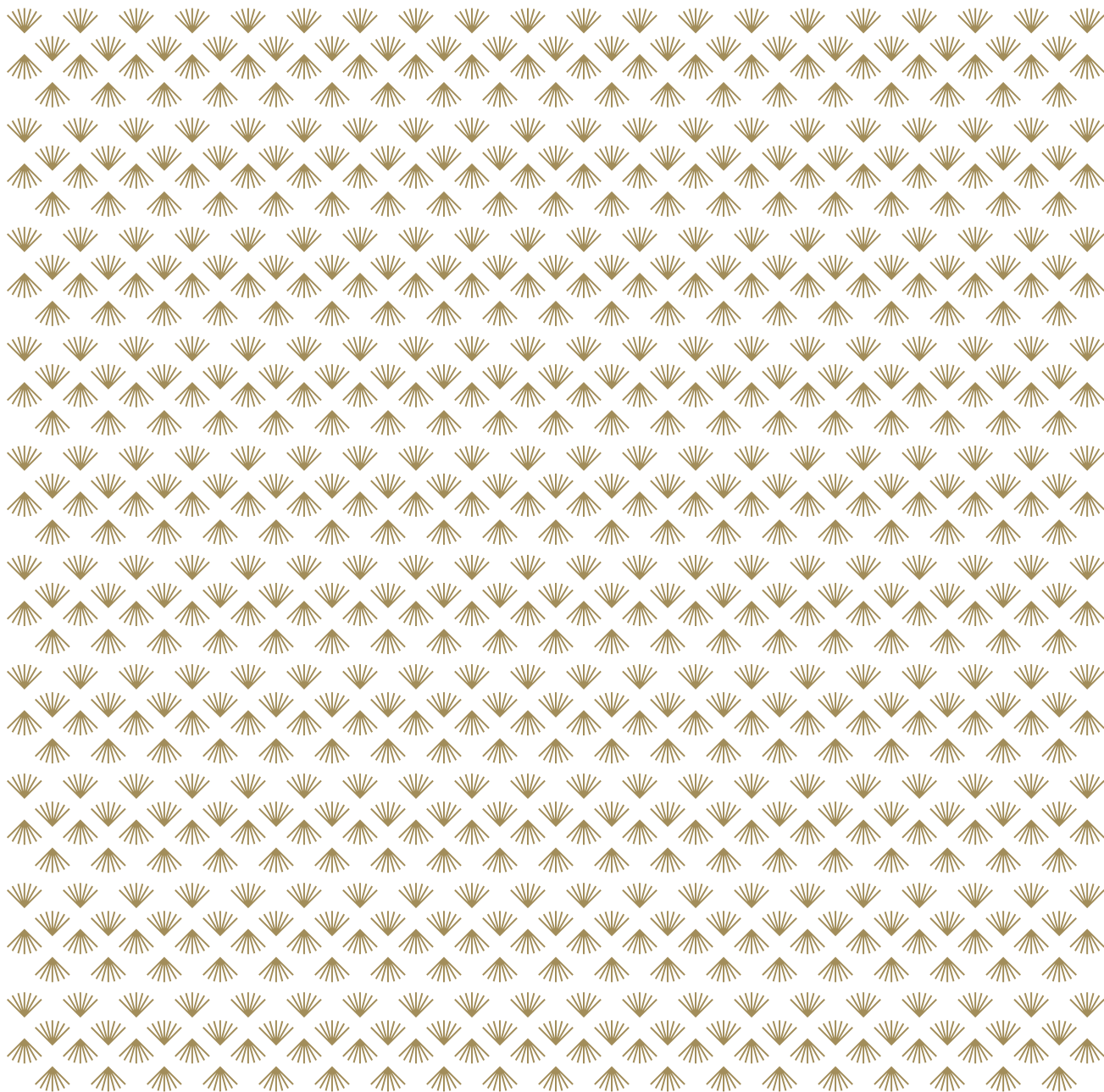
Use Georgia in place of Untitled Serif and Verdana in place of Geometria for in-house digital applications. Both Georgia and Verdana are system fonts for both Mac and PC, and are readily available to all users. The ubiquity of these typefaces make them ideal substitutions within digital applications. These typefaces should not be used to replace the A&B Living main fonts as they do not exhibit the same style, character, and visual meaning as those chosen to support the brand look and feel.

A&B Living Pattern 1



This proprietary pattern was created to complement the A&B Living Logo and add texture and interest to applications. It should be overlaid on the colors from the secondary palette (A&B Warm Grey, A&B Warm Light Grey or white) or on photography. The pattern is provided in a CMYK build or in one-color metallic.

A&B Living Pattern 2



This proprietary pattern was created to complement the A&B Living Logo and add texture and interest to applications. It should be overlaid on the colors from the secondary palette (A&B Warm Grey, A&B Warm Light Grey or white) or on photography. The pattern is provided in a CMYK build or in one-color metallic.

A&B Pattern 1



This pattern is from the A&B parent brand identity and may be used in A&B Living-branded materials.

Rule Element Lockup

A&B Living

A&B Living

A&B Living

A&B Living

The Rule Element connects seamlessly to the underline rule of the A&B Living Logo creating the Rule Element Lockup. Art is provided with a long rule that should be cropped from the left for use. See pages 35-37 for appropriate usage.

Rule Element Lockup

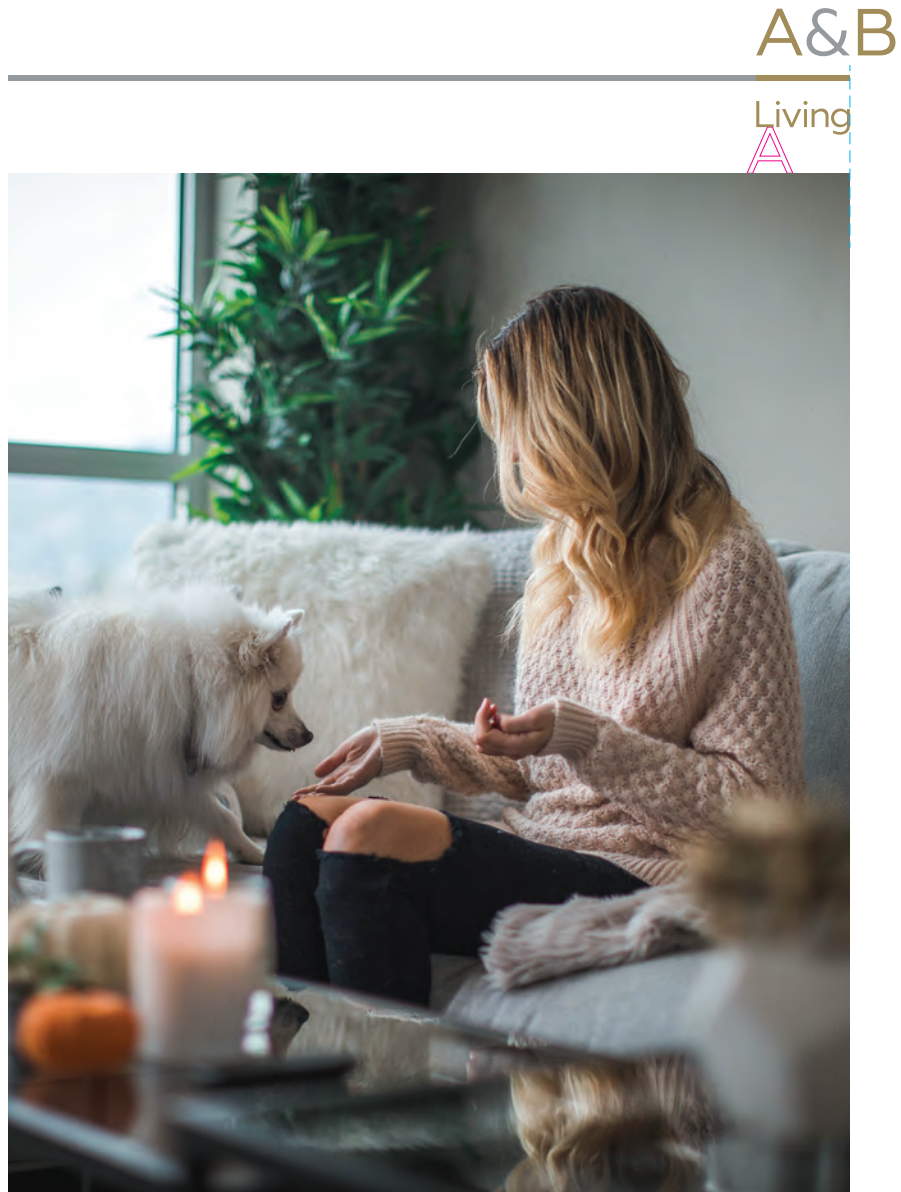
Horizontal

A&B Living



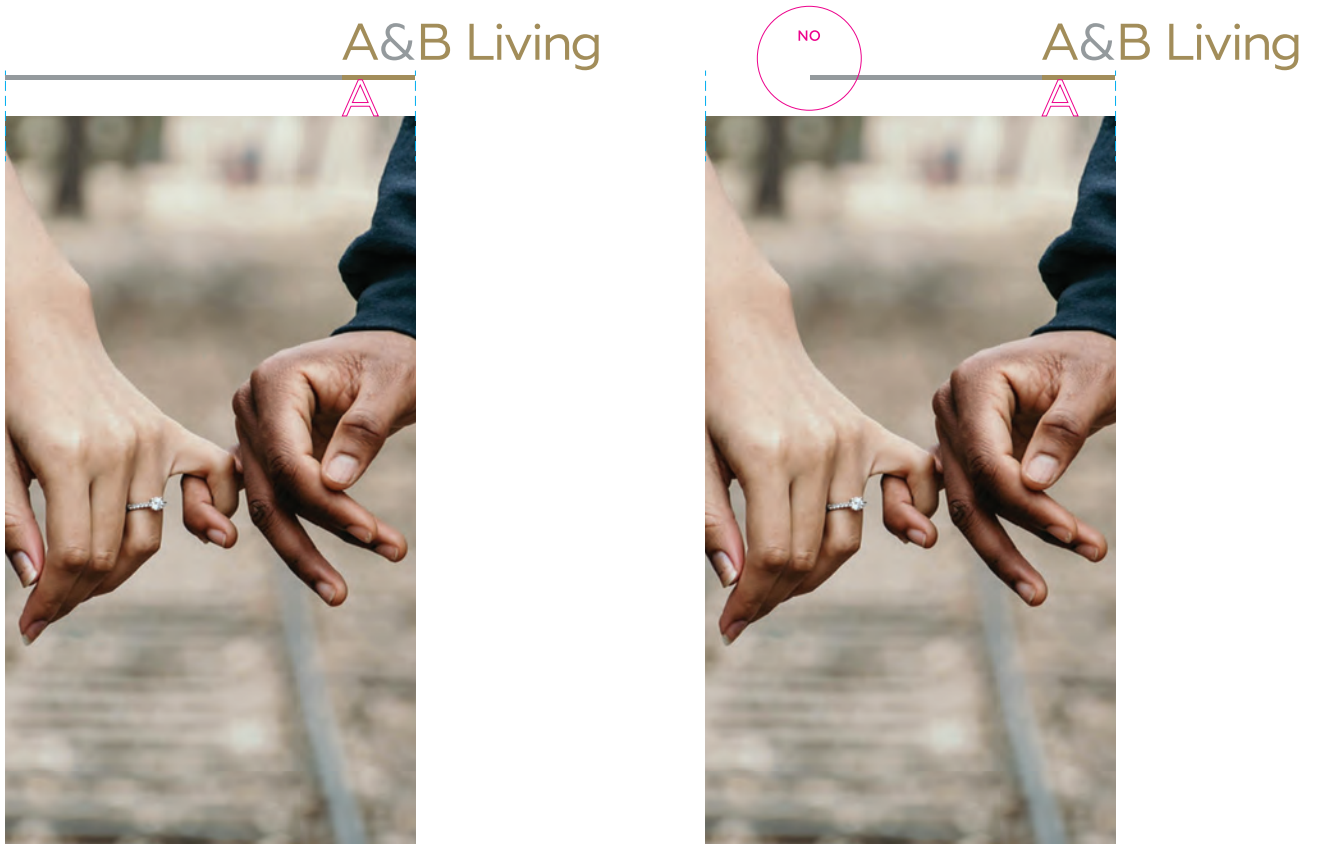
When used with imagery, the logo should be aligned so that the right edge of the underline rule aligns with the image with the B with “Living” extending beyond. The logo should be placed at least a distance equal to the height of the A in the logo from the image.

Rule Element Lockup Stacked



When used with imagery, the logo should be aligned so that the right edge of the underline rule aligns with the image with the B extending beyond. The logo should be placed at least a distance equal to the height of the A in the logo from the image (measured from the baseline of the word “Living” as shown above).

Rule Element Lockup Usage



When the Rule Element Lockup is used, it should not be cropped mid-image: be sure to extend the rule to the other edge of the photograph/other element, or off the edge of the application.

Rule Element Usage



As a design variation, the Rule Element may be used independently of the Rule Element Lockup. The Rule Element should never be used *with* the Rule Element Lockup: use the A&B Living Logo without Rule Element. Do not use more than one instance of the Rule Element.

Tagline Art

Above & Beyond for Living

Above & Beyond
for Living

The A&B Living Tagline is provided as art, in both the primary horizontal version and a stacked version. Use the art as provided and do not replace with text. Please see the following page for suggestions regarding usage of the A&B Living Tagline.

Tagline Art Usage

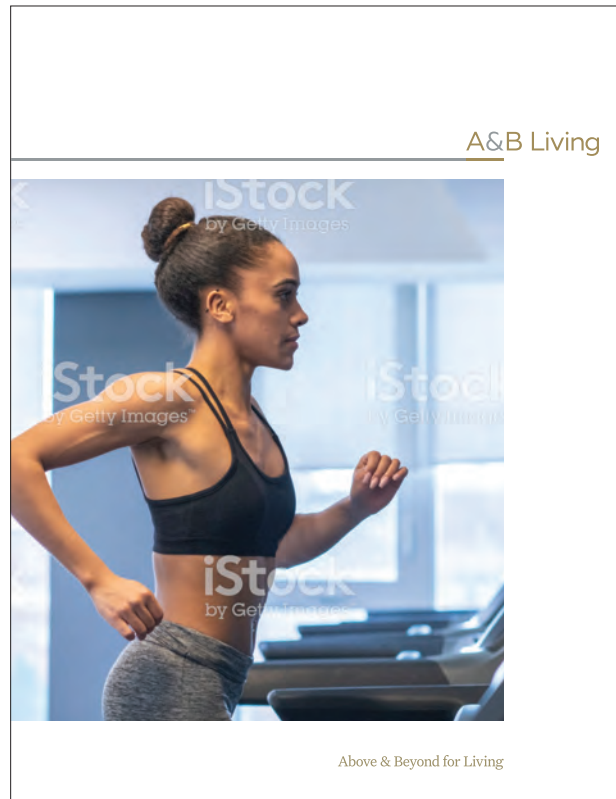
A&B

Living

Above & Beyond
for Living

A&B Living

Above & Beyond for Living



The stacked version of the tagline works best left aligned to the A&B Living Logo, while the horizontal version is best used right aligned to the right edge of the rule line of the Rule Element.

Descriptor Art

Home. Hospitality. Happiness.

Home.
Hospitality.
Happiness.

The A&B Living Descriptor is provided as art, in both the primary horizontal version and a stacked version. Use the art as provided and do not replace with text. Please see the following page for suggestions regarding usage of the A&B Living Descriptor.

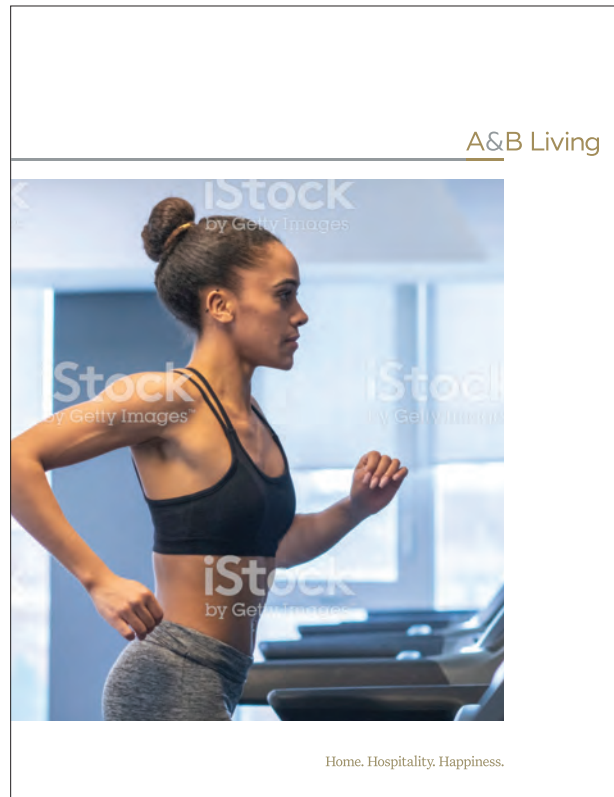
Descriptor Usage

A&B
Living

Home.
Hospitality.
Happiness.

A&B Living

Home. Hospitality. Happiness.



The stacked version of the descriptor works best left aligned to the A&B Living Logo, while the horizontal version is best used right aligned to the right edge of the rule line of the Rule Element.

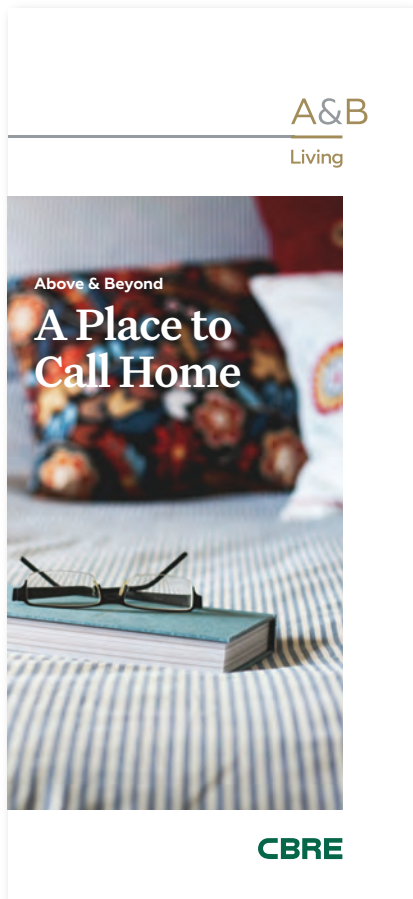
Section 3

In Application

***Please note:** the applications in this section are intended to show how design elements can be combined for use, but are not intended as finished designs.*

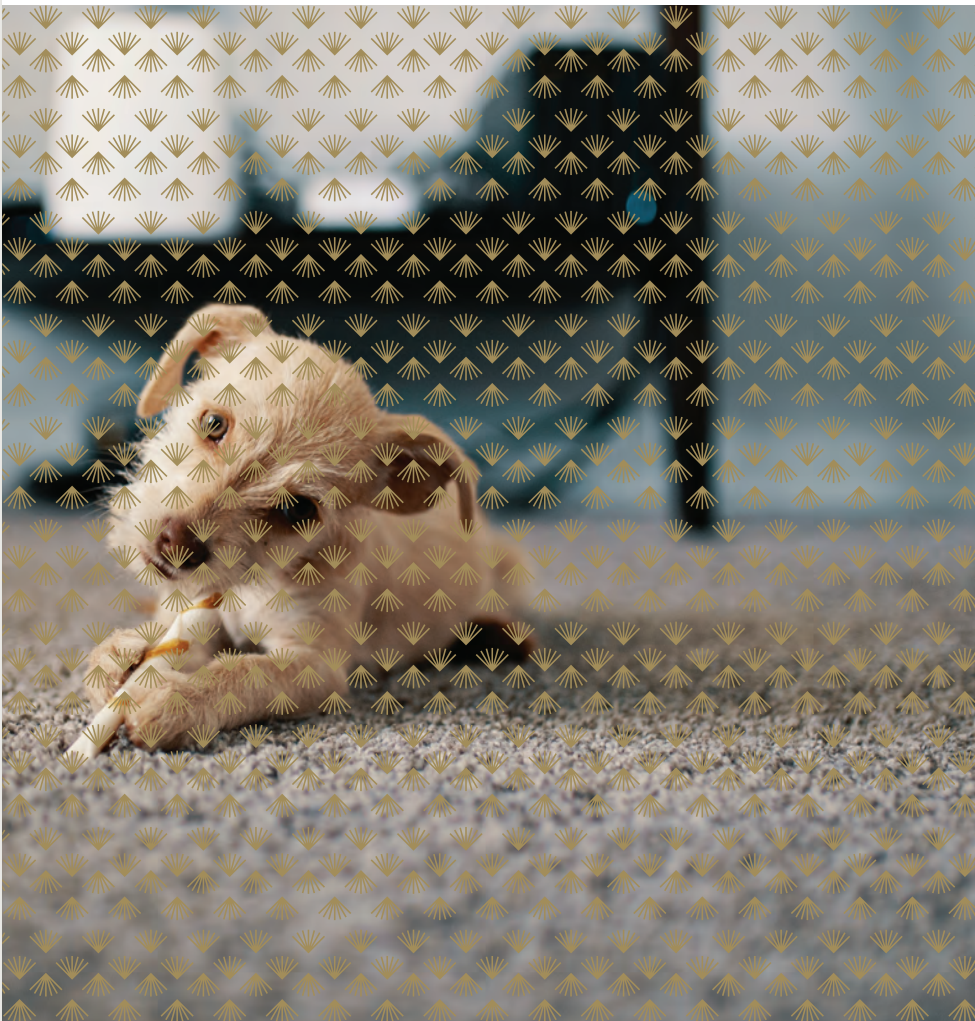
Additionally, the photographs in this section are shown as examples of imagery style and are not owned by CBREGI or A&B/A&B Living.

Collateral/Look and Feel Examples



Collateral/Look and Feel Examples

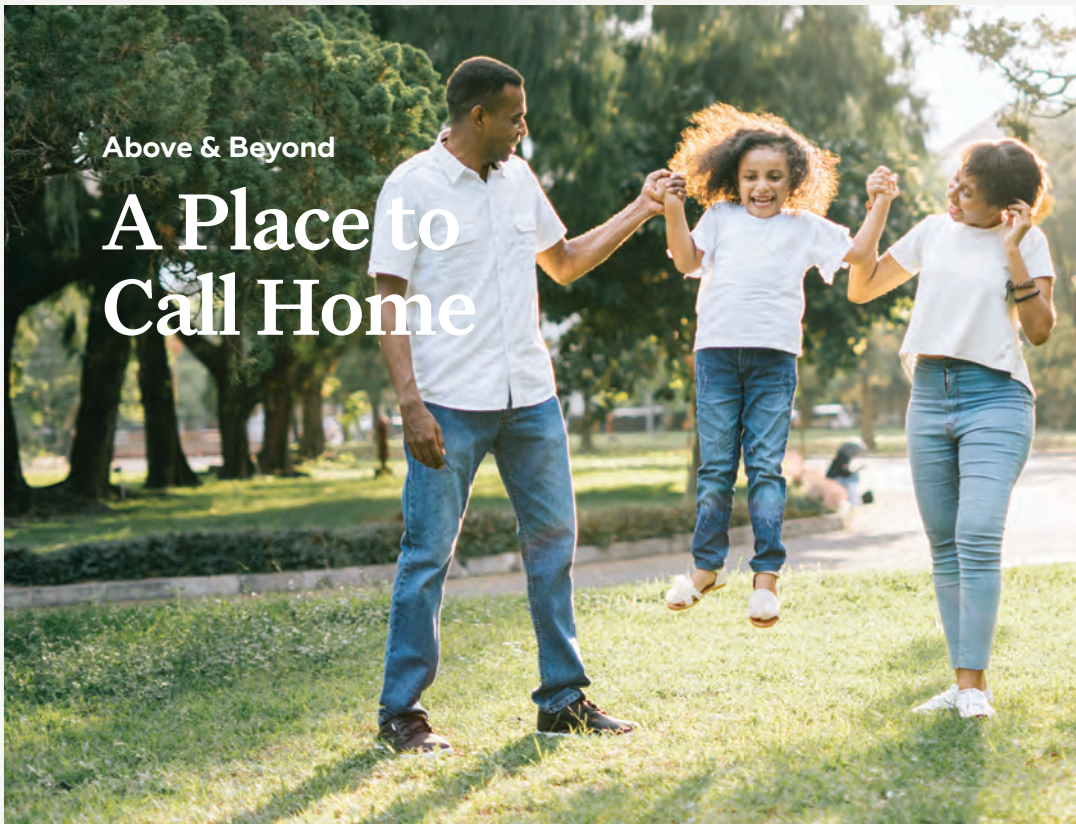
A&B Living



Collateral/Look and Feel Examples

A&B

Living



Collateral/Look and Feel Examples

A&B Living



A Place
for Living

Collateral/Look and Feel Examples

A&B Living



Collateral/Look and Feel Examples

A&B Living



Collateral/Look and Feel Examples

A&B

Living



Collateral/Look and Feel Examples

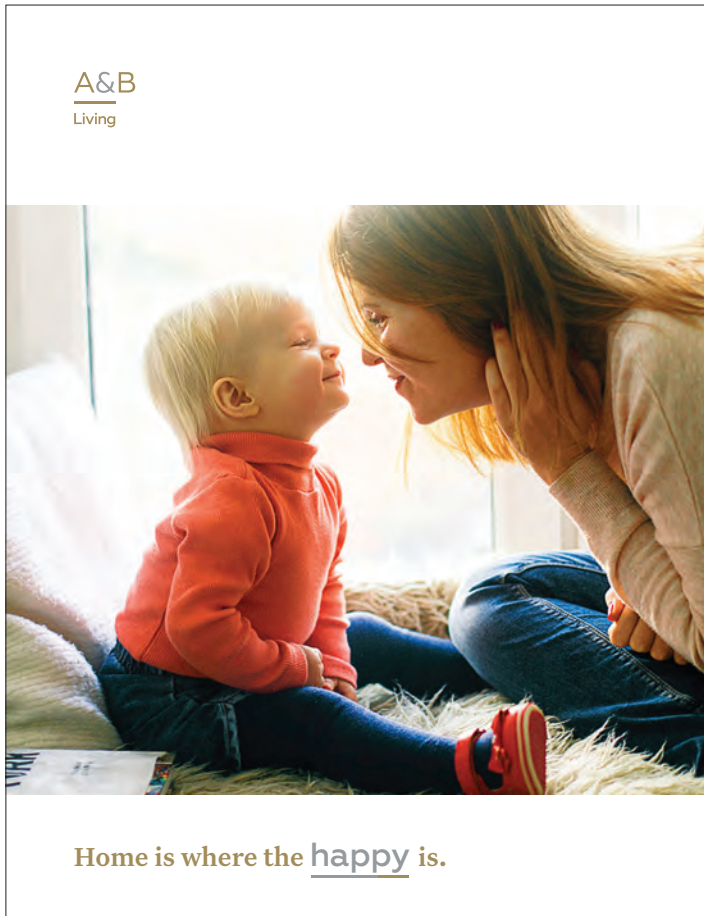
A&B

Living



Home is where the happy is.

Campaign



Home is where the happy is.

Home is where the hospitality is.

Home is where the service is.

Home is where the fun is.

Folder Set



A&B
Living
Amenities
Gathering

db
THE
ASTER
BUCKHEAD

PEACHTREE
1 BEDROOM | 1 BATHROOM | 657 S.F.

Floor plans are artist's rendering. All dimensions are approximate.
Actual product and specifications may vary in dimension or detail.
Not all features are available in every apartment.

2900 Pharr Court South, NW
Atlanta, GA 30305
404.231.5392
TheAsterBuckhead.com

Notecard & Pencil



Foil Emboss

A&B Living

Signage



A&B Living



A&B Living

Water Bottle



Tie Clip



Pin



Scarf



Section 4

Files & Artwork

File Formats

Image File Formats

Raster Images

Pixel-based images that are resolution dependent (must be used at sizes with adequate pixel size), primarily photography and digital art. File formats that are raster images: JPG, GIF, PNG, TIFF, and PSD.

Files for A&B Living have been provided in JPG and PNG format. PNG files have transparency and are for digital uses only. JPG files are provided in CMYK (for printing) and in RGB (for digital).

Vector Images

Curve/algorithm-based images that are resolution independent (can be endlessly scaled). Logo, typography and icons are vector images. Types of vector files: AI, EPS, and PDF.

Files for A&B Living have been provided in all three of these formats. Third-party vendors such as designers and printers will prefer one format over another, so all three are provided. AI files are provided in both CMYK and RGB.

Image Color Formats

CMYK

CMYK is for printing. The acronym stands for Cyan, Magenta, Yellow and Key (Black) which are the four colors used in combination to create colors. CMYK process is pigment based.

RGB

Digital assets are provided in RGB. Red, Green and Blue are the three colors of light combined to make all colors. RGB process is light based.

Pantone (PMS) Process

Pantone printing takes precise mixes of ink to create an exact color. Metallic colors cannot be created using CMYK so are provided as PMS colors.

Files Provided

LOGOS, RULE ELEMENT LOCKUP, DESCRIPTOR & TAGLINE



Digital



Full Color

Versions in A&B Gold/A&B Silver. For RGB/digital uses.



Single Color

Versions in white (black is not provided for digital: please see page 21). For RGB/digital uses



Print



Full Color

Versions in A&B Gold/A&B Silver. For printing in CMYK.



Full Color Metallic

Versions for A&B Gold/A&B Silver in metallic. For printing with Pantone inks.



Single Color

Versions are provided in white and in black. For printing in CMYK.

PATTERNS



Digital



Single Color

Versions in A&B Gold or A&B Silver or white. For RGB/digital uses.



Print



Single Color

Versions in A&B Gold or A&B Silver or white. For printing in CMYK.



Single Color Metallic

Versions in A&B Gold and A&B Silver. For printing with Pantone inks.

Links to Final Files

Click the links below to access the final art files for A&B Living.



ART_LOGO



LOGO



RULE ELEMENT
LOCKUP



ELEMENTS



DESCRIPTOR



PATTERNS



TAGLINE

Contact Information

A&B Living

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Senior Director

Multi-Family Operations

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