

A&B

Brand Guidelines

Brand Messaging & Visual Identity System

Revised Fall 2019

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Section One
Messaging



Tagline

Above & Beyond for Business

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 28–29.

Do not use the tagline and the descriptor together. Use one or the other.

Descriptor

Space.
Community.
Service.

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 Descriptor art can be found on pages 30–31.

Do not use the tagline and the descriptor together. Use one or the other.

Magic Paragraph

A&B is an uncommon approach to the workplace that's focused on going Above & Beyond for business. More than a place to work, more than breakout spaces and conference facilities, A&B is a next-generation workplace community that brings people together to create, connect, and thrive.

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

Elevator Pitch by Audience For Investors

A&B is an agile, adaptive evolution of CBRE's successful 5-Star Worldwide program: A new type of operating platform tuned to addressing the demands of the 21st century workplace that brings people together to create, connect and thrive. It's results, above & beyond: versatile physical spaces and enhanced service, tenant community and connectivity driving increased tenant satisfaction, occupancy and investment performance.

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

Elevator Pitch by Audience For Tenant Businesses

A&B is a progressive workplace concept that brings people together to create, connect, and thrive. It's support for business, above & beyond: adaptable spaces, unique experiences, workplace community and personal service that both extends your office and expands its center of gravity, helping you attract, retain and delight the very best talent.

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

Elevator Pitch by Audience For Broker Community

A&B is an evolution of our 5-Star program; a unique operating platform that brings people together to create, connect and thrive. It's your clients' new home, above & beyond—the experiences, gathering spaces, perks and connection that companies look for when searching for not only a great space but a way to acquire and retain great talent.

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

Elevator Pitch by Audience For Internal CBRE-GI

The future of 5-Star is A&B—tenant-focused spaces, service and experiences that add value and drive performance in our investments. The competitive landscape has changed. A&B is what industry leadership looks like: operating above & beyond. An exciting new philosophy of management, tenant relationship building and place-making that's yours to own and adapt every day, in every CBRE-GI building.

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

Design Elements



Logo



TRADEMARKED LOGO

TRADEMARKED LOGO/SMALL SIZE



The A&B Logo is the primary signifier of the brand. The logo is provided with and without the trademark symbol. The Trademarked Logo is provided in two variations, one for use at larger sizes and one for smaller sizes—see page 15 for more information.

Logo Metallic



The A&B 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 possible in certain applications but is impactful when possible. See page 18 for information about metallic versus color builds.

Logo

Single Color—White



The white version of the A&B logo may be placed on solid fields of colors in the A&B color palette or on photography. When used on photography, select areas of the photograph with adequate contrast so that the logo is visible.

Do not use the white version of the logo on any solid color not in the A&B palette, unless it is being used in applications branded CBRE, CBRE-GI or in individual property brands.

Trademarked Logo Small Size Version



When used at a height of .75 (¾) inches or more, use the TRADEMARKED LOGO.



When used at a height below .75 (¾) inches, use the TRADEMARKED LOGO/SMALL SIZE.

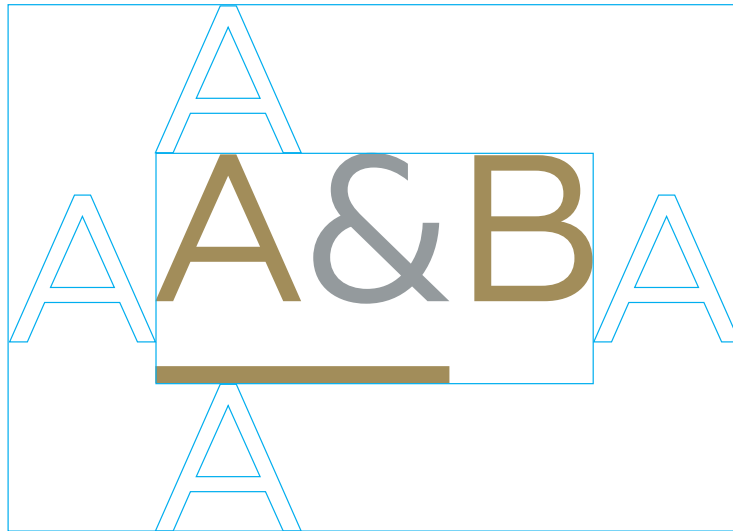


The Trademarked Logo is provided in a small size version. In the small size version, the TM symbol is made larger in relation to the logo to maintain its legibility at small sizes.

Switch to the small size version when the logo is used at a height smaller than .75 (¾) inch.

Logo

Clear Space



To preserve clarity, no other graphic element should intrude upon the logos. A clear area equal to or greater than the relative height of the “A” must surround each logo (disregard the TM symbol if being used). Do not allow any other type or any element to infringe upon the Clear Space as shown.

Logo Minimum Size

 **Primary Logo | Print**
Height: .25 (1/4) inch

 **Primary Logo | Digital**
Height: 12 pixels

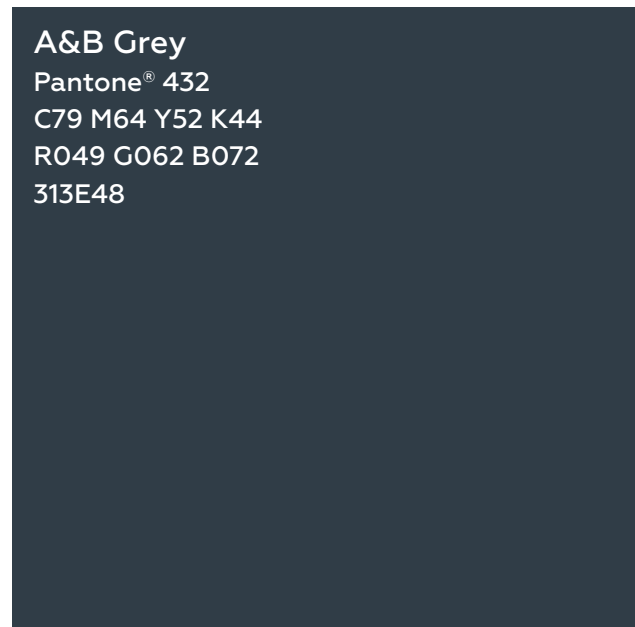
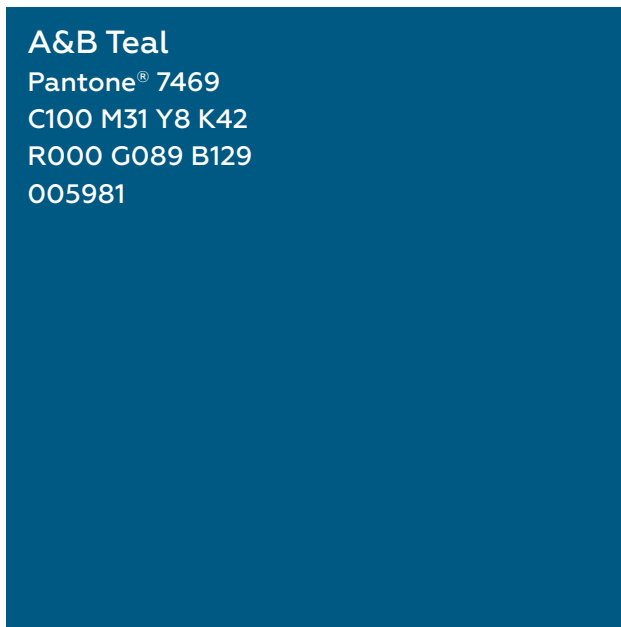
 **Trademarked Logo/Small Size | Print**
Height: .25 (1/4) inch

 **Trademarked Logo/Small Size | Digital**
Height: 12 pixels

To maintain the integrity of the logo at a small size, the A&B Logo should not be used smaller than .25 (1/4) inch high for print applications or 12 pixels high for digital applications. Refer back to page 15 for when to switch to the small size version of the Trademarked Logo.

Color Palette

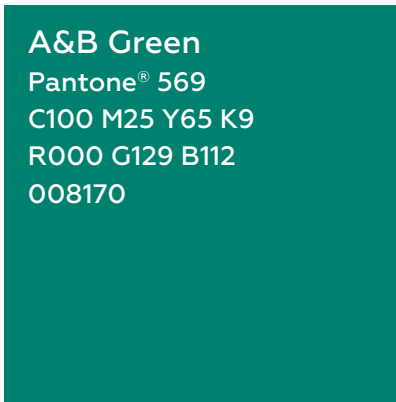
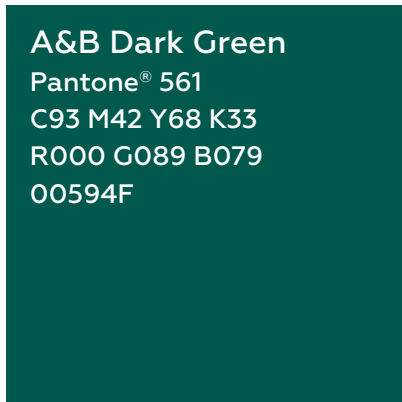
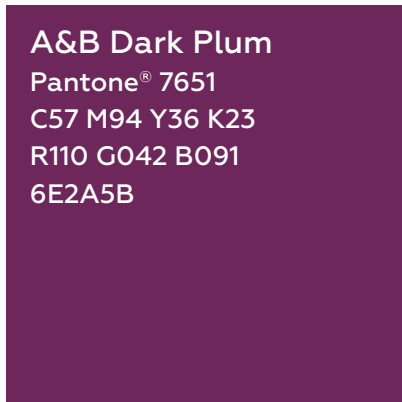
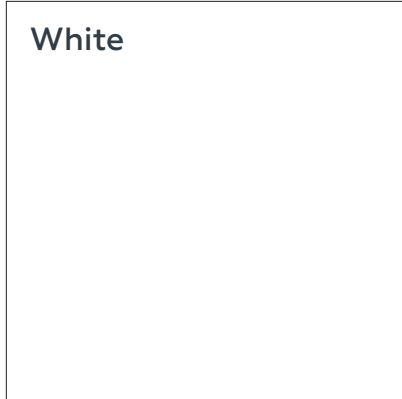
Primary



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

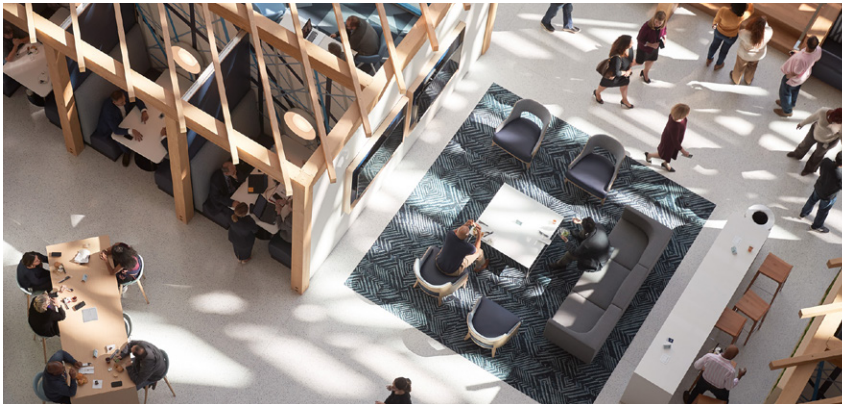
A&B Teal and A&B Grey are rich colors that contrast and enrich with A&B Gold and A&B Silver. These colors are beautiful in large fields.

Color Palette Secondary



White and two shades of two additional colors supplement and enrich the primary color palette (see previous page). The two shades of Plum and Green should not be used in place of the primary color palette, especially for large fields of color.

Photography



Architectural images without people are cold and lifeless. When people are incorporated into the environment, the properties feel vital and alive, enforcing the brand ideals. The people in the photography should not be posed; instead they should be active and engaged with the environment. Detail photography that highlight quality and service should be peppered through applications. An image library is being created for the A&B brand: the first images can be accessed from a link on page 57 of these guidelines.

Typography

Primary

Geometria Regular

Geometria Regular Italic

Geometria Medium

Geometria Medium Italic

Geometria Bold

Geometria Bold Italic

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

Secondary

Untitled Serif Book

Untitled Serif Book Italic

Untitled Serif Medium

Untitled Serif Medium Italic

Untitled Serif Bold

Untitled Serif Bold Italic

Untitled Serif is designed to be glamorously plain. The typographer who created it described Untitled Serif's "...proportions, contrast, weight range and serifs are as much as they need to be without being any more." It is hugely 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

Body Copy

A&B is an agile, adaptive evolution of CBRE's successful 5-Star Worldwide program: **A new type of operating platform tuned to addressing the demands of the 21st century workplace that brings people together to create, connect, and thrive.** It's results, above & beyond: versatile physical spaces and enhanced service, tenant community, and connectivity driving increased tenant satisfaction, occupancy, and investment performance.

A&B is a progressive workplace concept that brings people together to create, connect, and thrive. It's support for business, above & beyond: adaptable spaces, unique experiences, workplace community and personal service that both extends your workplace and expands its center of gravity, helping you attract, retain and delight the very best talent.

A&B is an evolution of our 5-Star program; an operating platform unlike any other that brings people together to create, connect and thrive in our buildings. It's your clients' new home, above & beyond—the unique experiences, versatile gathering spaces, everyday perks and human connection that companies look for when searching for not only their next space, but their next employee acquisition and retention strategy. From the only real estate operator truly executing on the promise—and solving the problems—of the 21st century workplace.

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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

Headline Treatment

Headline Treatment

TRACKING SET TO DEFAULT (0)

Headline Treatment

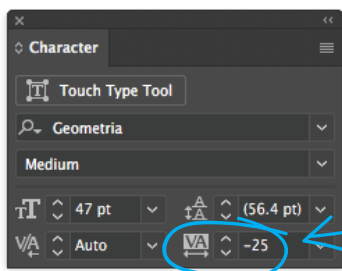
TRACKING SET TO -25

Headline Treatment

TRACKING SET TO DEFAULT (0)

Headline Treatment

TRACKING SET TO -25



Tracking is the overall letterspacing of a word or line of type. Headlines and other top-level messaging set in Geometria should be tracked tight, with the tracking set to -25. There's no direct analog to this in Microsoft Word or PowerPoint: this primarily applies to designed applications.

Typography Digital

To use in place of Geometria

Verdana Regular

Verdana Regular Italic

To use in place of Untitled Serif

Georgia Regular

Georgia Regular Italic

Georgia Bold

Georgia Bold Italic

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

Rule Element



A&B



A&B



A&B



A&B



A&B

The Rule Element connects seamlessly to the underline rule of the A&B Logo, extending the logo beyond while maintaining the integrity of the logo. Art is provided with a long rule that should be cropped from the left for use. See page 33 for appropriate usage.

Rule Element art with the Trademarked Logo is also provided for use.

Pattern



This pattern is created for use to complement the logo and add texture and interest to applications. It should be only overlaid on A&B Teal, A&B Grey or white or used on photography. The pattern is provided in a CMYK build or in two-color metallic.

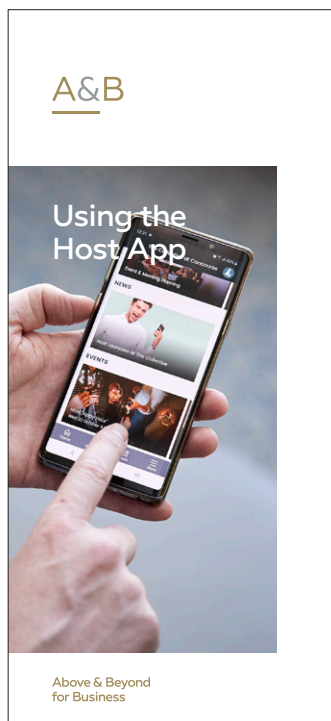
Tagline Art

Above & Beyond for Business

Above & Beyond
for Business

The A&B 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 Tagline art.

Tagline Art Usage



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

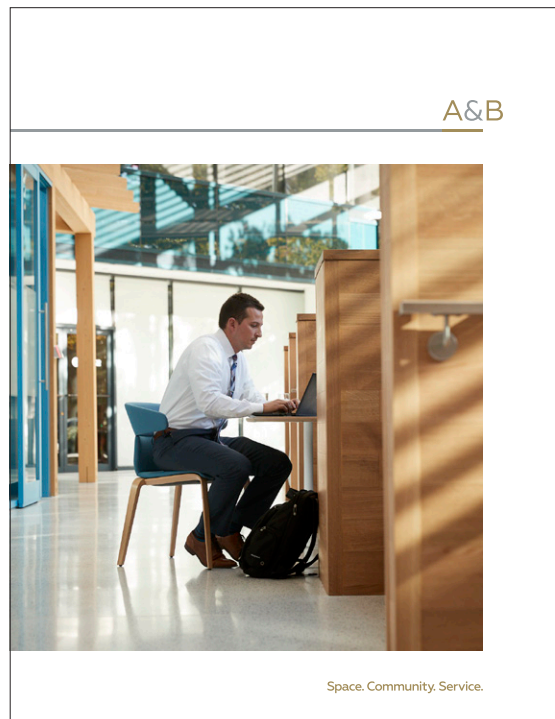
Descriptor Art

Space. Community. Service.

Space.
Community.
Service.

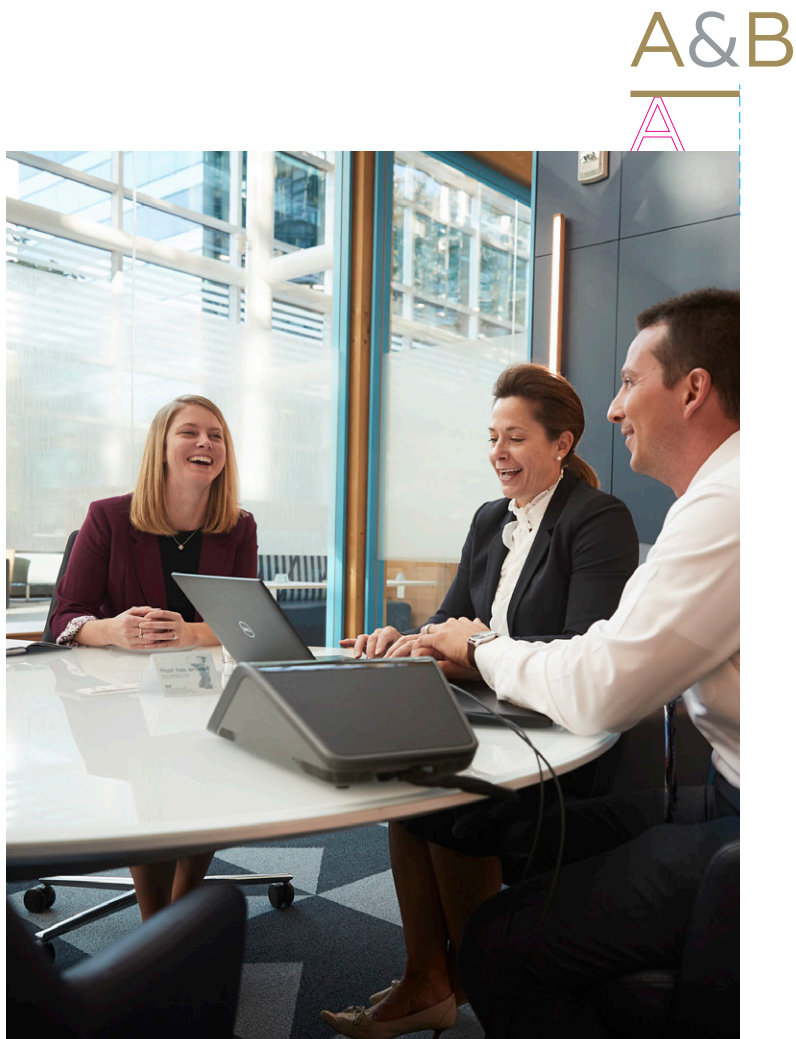
The A&B Descriptor is provided as art, in both the primary horizontal version and a stacked version. Use the art as provided and do not replace with text. Please see the following page for suggestions regarding usage of the A&B Descriptor art.

Descriptor Art Usage



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

Logo Usage



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

Rule Element Usage



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

Section Three In Application



Collateral Examples

A&B



Space
for Work

Collateral Examples

A&B



Above & Beyond for Business

Collateral Examples

A&B



Change is Coming

Collateral Examples

A&B



Above & Beyond for Business

Collateral Examples

A&B



CBRE

Folder Set



Notecard & Pencil



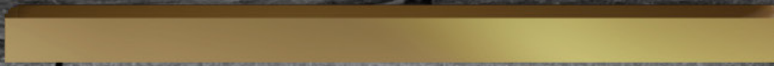
Foil Emboss

A & B





A & B









Glass



Water Bottle



Mug



Mug



Tie Clip



Scarf



Section Five
Art Files



File Types

Image File Formats

Raster Images

Raster images are 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 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

Vector images are 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 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.

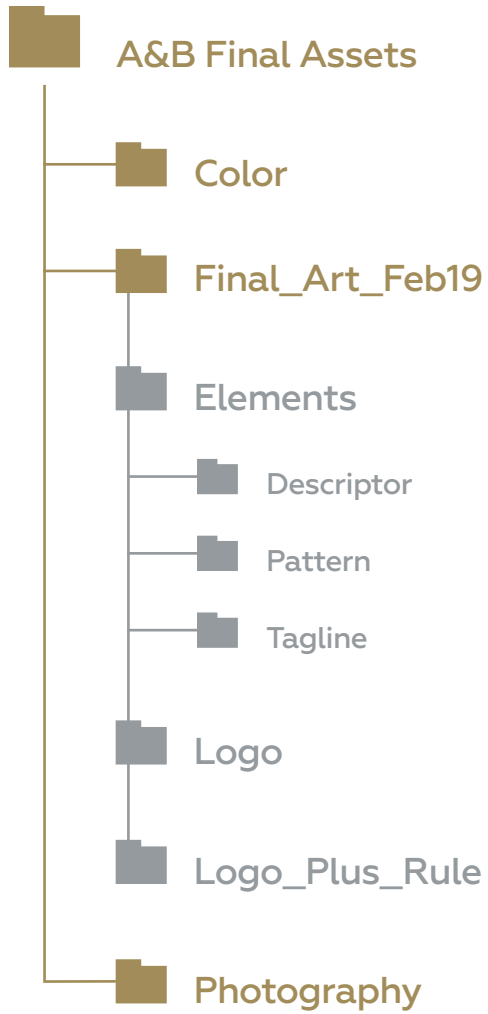
RGB

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 uses precise mixes of ink to create an exact color. Metallic colors cannot be created using CMYK: use provided PMS colors to print. (Please note: metallic inks cannot be created via digital printing.)

Links to Provided Files



Contact Information

A&B

Eve Chambers

National Marketing Director

Global Investors CBRE | Americas Marketing

515 South Flower Street, 31st Floor

Los Angeles, CA 90071

eve.chambers@cbre.com

IMBIBE, a brand design firm

2035 Manchester Street, Suite 300

Atlanta, GA 30324

www.imbibe.info

guidelines@imbibe.info