

Nareit Brand Guidelines:

Master

(Visual & Verbal Identity System)

2022



Nareit Brand Identity Guidelines

2022



Introduction

This document provides guidance for those designing communications and other touchpoints on behalf of Nareit.

For Nareit to continue to be a powerful advocate for our members, we must consistently distinguish ourselves with policymakers, the media and the general public. Adhering to these guidelines will allow us to develop unified creative that complements our mission, vision and brand expression.



Table of Contents

Logo	5	Core shapes	35
The Nareit logo	6	Core shapes	36
Logo overview	7	Guiding shapes	37
Logo usage guide	8	Building shapes	38
Logo color versions	9	Flexibility of core shapes	39
Logo with tagline lockup (horizontal)	10	Incorrect use	40
Logo with tagline lockup (vertical)	11	Layout	41
Logo alone	12	The grid	42
Stand-alone tagline	13	Working with the grid	44
Logo clear space	14	Photography	47
Logo Guidelines for Co-branding and Sponsorships	15	Photography	48
Incorrect use	16	Photography categories	49
Typography	17	People	50
Primary typeface	18	Places	51
Secondary typeface	19	Incorrect use	52
Default typefaces	20	Data visualization	53
Typographic hierarchy	21	Data visualization	54
Editorial style guide	22	Data visualization in action	55
Incorrect use	25	Inspirational gallery	56
Color	26	Inspirational gallery	55
Color palette	27	Brand support	63
Color balance	28		
Color combinations	29		
Color compliance	32		
Color specifications	33		
Incorrect use	34		



Logo

The Nareit Logo

Reintroducing Nareit

The Nareit logo is a custom wordmark rendered to mimic the unique landscape and angularity of a city skyline.

The bold weight of the logo combined with the defined corners and curves of the individual letters communicates confidence, strength and approachability. The logo, therefore, reinforces both Nareit's mission of actively promoting REITs and its vision, of ensuring that everyone can benefit from real estate.

The Nareit logo is a custom wordmark in a bold, black, sans-serif font. The letters are thick and blocky, with sharp, defined corners and curves that mimic the angularity of a city skyline. The word "Nareit" is followed by a registered trademark symbol (®).

Nareit®

Logo Overview

Brand asset types

The official Nareit logo artwork contains four separate pieces. These individual assets (shown below) serve different roles within the visual identity system. Other than the four assets below, no other representations of the Nareit logo are approved.



Logo with tagline lockup (horizontal)
PRIMARY USE FOR **HORIZONTAL APPLICATIONS**



Logo with tagline lockup (vertical)
PRIMARY USE FOR **VERTICAL APPLICATIONS**



Logo



Stand-alone tagline

Logo Usage Guide

Reference for logo use



Marketing communications				
PowerPoint	X			
Email Marketing	X			
Brochures, Direct mail	X			
Magazine	X	X	X	
Fact/Sell sheets	X			
Annual report	X			
Digital communications				
Website	X			
Web banners	X	X	X	
Favicon				
Social media				
Avatars/App Icon		X		X
Promotional items				
Small giveaways (i.e., pens, keychains, etc.)		X		
Apparel (i.e., shirts, hats, etc.)		X	X	
Merchandise (i.e., mugs, bags, etc.)	X			
Corporate communications				
Fax, Memo, Notecard	X			
Business cards		X	X	
Envelope, Mailing label		X	X	
PowerPoint	X			
Email footer	X			

Note: If you are unsure which brand logo asset to use, please reach out to Nareit's Creative Director for support.

Logo Color Versions

Brand logo colors

The three official color versions of the Nareit logo are black, white and blue.

Primary

Black is the primary color version for the logo. Use it in most instances where the Nareit logo adds power to the brand. The reverse, or white logo, is also considered primary and can be used on dark backgrounds. The primary color version of the logo should be used on most, if not all, brand touchpoints.

Secondary

The secondary color version of the logo is blue. Its use is reserved for situations where Nareit is positioned in a competitive context. In these instances, the primary version doesn't allow the Nareit logo to stand out from its peers (i.e., a collection of logos positioned together for a sponsorship). Its use is extremely limited and requires brand approval.

Logo lockups (black/white)

Nareit Real estate
working for you®



Secondary logo lockup (blue)

Nareit Real estate
working for you®

Logo With Tagline Lockup (Horizontal)

Regular & small-scale logo lockups

The Nareit logo with horizontal tagline lockup is the preferred representation of Nareit for all external-facing brand communications. The lockup is comprised of the Nareit logo and the Nareit tagline. It was created as a piece of artwork, with predetermined relationships and spacing, and should never be modified in any way.

An optimized version of the Nareit logo with tagline lockup has been developed for use at extremely small scales, to ensure the legibility of the registered mark.

Regular use logo lockup

Use this logo lockup for reproduction sizes 0.26" for print/60px for digital and taller.



Black logo lockup



White logo lockup

Small-scale logo lockup

Use this logo lockup for reproduction sizes between 0.25" and 0.17" tall for print/59px and 37px tall for digital.



Black logo lockup



White logo lockup

Logo With Tagline Lockup (Vertical)

Regular & small-scale logo lockups

Use the vertical logo with tagline lockup when the layout spacing is more vertically oriented. This lockup is best suited for vertical print communications (e.g., letterhead) or tall digital banners (e.g., skyscrapers).

Note: An alternate version of the vertical logo with tagline lockup exists where the tagline appears on one line. This asset is distributed upon request and requires brand approval. See page 61 for brand support.

Regular use logo lockup

Use this logo lockup for reproduction sizes 0.5" for print/122px for digital and taller.



White logo

Limited use logo lockup

This asset is distributed upon request and requires brand approval.



Black logo

Small-scale logo lockup

Use this logo lockup for reproduction sizes between 0.49" and 0.35" for print/121px and 74px for digital.



Black logo



White logo

Logo Alone

Regular & small-scale logos

The Nareit logo alone, without the tagline, can be used in two instances:

1. Use the logo alone for predetermined internal brand communications, where the tagline is present on another side of a communication.
2. The logo may appear alone in small space situations. An optimized version of the Nareit logo has been developed to use at extremely small scales to ensure legibility of the registered mark. In these instances (e.g., on small merchandise like pens), use the small-scale version of the logo.

Note: Please refer to the chart on page 7 for more instances of its use.

Regular use logos

Use this logo for reproduction sizes 0.24" for print/58px for digital and taller.



Black logo (primary)



White logo (primary)

Small-scale logos

Use this logo for reproduction sizes between 0.23" and 0.14" for print/57px and 35px for digital.



Black logo



White logo

Stand-alone Tagline

Regular use tagline asset

Never use the stand-alone tagline asset as a piece of artwork unless the Nareit logo also appears on a communication. **All stand-alone tagline usage must be approved by Nareit's Communications Team.**

Note that the stand-alone tagline should always appear with the ® trademark symbol. In limited circumstances, the tagline may need to be reproduced at a very small scale where legibility is compromised (e.g., merchandise), and the ® symbol may be removed.

Use this tagline for reproduction sizes 0.225" for print/45px for digital and taller.

**Real estate
working for you®**

Black tagline



White tagline

Logo Clear Space

Ensuring the prominence of the Nareit logo

Clear space is the area surrounding the logo that is free of any graphics, partner identities or typography. This space ensures that the Nareit logo is easily recognized and prominent in all our communications.

The minimum clear space on all four sides of the master logo and tagline lockups is equal to half the height of the “N” in Nareit. Whenever possible we recommend expanding the clear space.

**Logo with tagline lockup
(horizontal)**



**Logo with tagline lockup
(vertical)**



Logo alone



Logo Guidelines for Co-branding and Sponsorships

Nareit Co-branding Lockup. Logomark Only.

The Nareit logomark may be combined with partner logos on marketing materials promoting sponsorships and co-branded initiatives. The diagram to the right demonstrates size and positioning of elements in the Nareit co-branding lockup, based on the dimensions of the letters "N" in the wordmark.

When needed, additional rows for sponsor logos may be added. In instances where Nareit is co-branding with one other company, the logos should be separated with a thin vertical rule as illustrated to the right.

Always be sure to maintain the proper minimum clear space around the Nareit logomark (see page 13), and adhere to all other basic logomark usage guidelines outlined in this document.

Logomark Only

Nareit[®]



Logomark with Tagline

Nareit

Real estate
working for you.[®]



Incorrect Use

Common misuse of our brand logo



Do NOT use an alternate typeface for the logo. Use only approved digital artwork.



Do NOT place the logo on a busy background that challenges its legibility.



Do NOT apply any 3D special effects or drop shadows to the logo.



Do NOT stretch, skew or scale the logo disproportionately.



Do NOT create logo lockups with the logo.



Do NOT create alternate versions of the logo lockup with tagline.



Do NOT apply color to the brand logo.



Do NOT modify the relationship of the wordmark and the tagline.

Typography

Primary Typeface

Our signature serif brand typeface

As the primary font for Nareit, ITC Korinna was chosen for its bold contemporary weight and classic feel. It nicely complements the unique characteristics of the Nareit logo.

Use ITC Korinna for headlines or subheads of all brand communications. When used for headlines, all type should be either black or white. If used as a callout or subhead, type may use core Nareit blue.

Note: All employees can download the font onto their work computers. All agencies are required to use it; this creates consistent visual recognition throughout brand materials and communications.

ITC Korinna (primary typeface for headlines)

AaBbCc

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Secondary Typeface

Our supporting sans-serif brand typeface

Our secondary brand font is an easy-to-read sans serif called Suisse Int'l. It recommended to use this typeface for smaller subheads, callouts and for all body copy.

Suisse Int'l (secondary typeface for body copy)

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Default Typefaces

Type for web and Microsoft Office use

When ITC Korinna is not available, Georgia is the recommended default typeface for headline and subhead use. Georgia is a sophisticated serif that reflects similar sensibilities as ITC Korinna. Use Georgia in all digital applications, including web, PowerPoint and Word documents.

On the web, Georgia is the primary typeface in CSS. Use Arial for body copy in digital communications when Suisse Int'l is not available.

Georgia (default typeface)

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial (default typeface for body copy)

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typographic Hierarchy

How to use brand typography

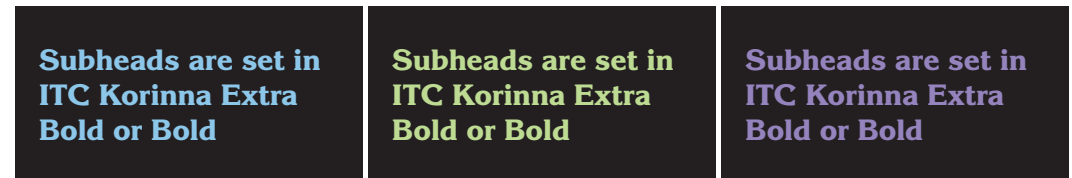
ITC Korinna Bold or Extra Bold are the font weights intended for headline use. These weights also work well for subheads. While headline copy should only be either black or white, subheads or callouts may take on brand color.

When subheads or callouts are featured on black backgrounds, use the secondary brand palette. When subheads or callouts are featured on white backgrounds, the core Nareit blue is the only color, besides black, which can be used.

For small, legal or body copy in collateral, advertising and other communications, use Suisse Int'l. Using a sans serif like Suisse Int'l allows for better legibility than ITC Korinna at smaller sizes due to its universal, adaptive nature.

Headlines are Title Case ITC Korinna Extra Bold

Subheads are set in ITC Korinna Extra Bold



Body copy is set in Suisse Int'l Regular. Ped quaest am solupta que nonemquid et omniam ius, solore verum fuga. Et que moloreped quatur aceaque maio quid qui con rero tore consequo int aut ut peratur? Borro eossiti anditas pienitassim dollat. To vent eatem aut digni ullist pererro rerorestis dendis vent.

Editorial Style Guide

How to apply proper punctuation

To help maintain a consistent identity for Nareit, please follow these rules when creating any written communication:

Punctuation	DO	DON'T
	<p>Punctuate sentence fragments when there is a compelling, stylistic reason</p> <p>Use the Oxford comma before the conjunction at the end of a list of things.</p> <p>Use em dashes (—) with no spaces to offset a point for emphasis</p> <p>Write policymaker as one word</p>	<p>Do not punctuate CTAs or headlines, unless the headline has more than one fragment or sentence</p> <p>Do not use exclamation points in a communication</p> <p>Do not punctuate incomplete sentences</p>
	<p>Good usage:</p> <p>REITs are tied to almost all aspects of the economy including hospitals, apartments, and timberlands.</p> <p>REITs revitalize neighborhoods and stimulate economies—creating jobs and providing resources.</p> <p>Should REITs be part of retirees' investment portfolios? Absolutely.</p> <p>Nareit works to educate policymakers about REITs' contributions to economic growth.</p>	<p>Examples of what not to do:</p> <p>REITs are tied to aspects of the economy including apartments, hospitals and timberlands.</p> <p>REITs are the best!!</p> <p>About Us.</p> <p>Nareit educates policy-makers.</p>

Editorial Style Guide

How to apply capitalization

To help maintain a consistent identity for Nareit, please follow these rules when creating any written communication:

Capitalization	DO	DON'T
	<p>Use AP style as a guide for capitalization</p> <p>Use only an uppercase “N” when referring to Nareit in written communication</p> <p>Use all caps when referring to the term "REIT" in written communications</p> <p>Use lowercase when adding a modifier onto the word REIT like “REITs,” “mREIT,” “downREIT,” and “upREIT”</p> <p>Use a capital letter and a dash when adding a country modifier like “J-REITs” for Japanese REITs</p> <p>Use title case for titles, headlines, and proper names</p> <p>Use sentence case for headers, subcopy, body copy, captions, and bullets</p>	<p>Do not use all caps when referring to Nareit in any communication</p> <p>Do not use lowercase in written communications when referring to REITs</p> <p>Do not capitalize the “s” when making REIT plural</p> <p>Do not capitalize the “m” in mREIT</p>
<p>Good usage:</p> <p>Nareit REIT REITs mREIT downREIT upREIT J-REITs</p>	<p>Examples of what not to do:</p> <p>NAREIT nareit REITS reits MREIT DOWNREIT UPREIT jREITs</p>	

Editorial Style Guide

How to apply numbers & symbols

To help maintain a consistent identity for Nareit, please follow these rules when creating any written communication:

Numbers & Symbols	DO	DON'T
	<p>Use numerals when referring to a dollar amount or percentage</p> <p>Write out whole numbers between zero and nine</p> <p>Use the dollar sign (\$) before a numerical price</p> <p>Use the percent (%) symbol when referencing or using a percentage in a paragraph</p> <p>Round numbers over 1 million to the nearest million</p> <p>Write rounded numbers over 1 million as a numeral plus a word</p> <p>Round numbers with decimal places to the nearest hundred</p> <p>Insert a zero before the decimal point if a number or a percentage is less than one</p>	<p>Do not spell out dollar amounts</p> <p>Do not only use numerals to represent numbers over 1 million</p> <p>Do not write out dollars instead of the dollar sign (\$)</p> <p>Do not start a number with a decimal point</p> <p>Do not use a decimal for a whole number</p>
<p>Good usage:</p> <p>\$1.052 trillion</p> <p>5%</p>	<p>Examples of what not to do:</p> <p>\$1.052 trillion</p> <p>Fifty percent</p> <p>1 million dollars</p>	

Incorrect Use

Common misuse of our brand type



Do NOT use any typefaces other than ITC Korinna or Georgia for headlines.



Do NOT set type in all caps.



Do NOT use the secondary palette for headline copy.



Do NOT mix different type weights.



Do NOT add drop shadows or 3D effects to type.



Do NOT outline type.



Do NOT stretch type.



Do NOT use the regular weight of Korinna or Georgia for headlines.



Color

Color Palette

Our range of brand color

Core palette

Our core color palette for Nareit is comprised of three colors: white, black and blue. When used in brand communications, use these core colors:

- For headline typography
- Within core shapes
- As white space (white only)

White plays a dominant role in our palette as a core color. Use it as a background in most layouts, in conjunction with core shapes and photography.

Secondary palette

The secondary palette is comprised of 14 colors with similar color intensity. These colors are intended to be supporting values that add dimension to backgrounds or accents within subhead copy. Use these colors in addition to the the core palette in layout.

Note: Always use the custom color specifications seen here to maintain consistency across all channels and media.

Core palette

White Clarity cmyk 0-0-0-0 PMS White RGB 255-255-255 HEX #FFFFFF	Black Elegance cmyk 0-0-0-100 PMS Black C RGB 0-0-0 HEX #000000	Blue Reliable cmyk 93-65-0-0 PMS 2728 RGB 55-59-255 HEX #946BA
---	--	---

Secondary palette

Dark Gray Dignified cmyk 48-29-26-76 PMS 425 RGB 84-88-90 HEX #54585A	Gray Intellectual cmyk 43-35-35-1 PMS Cool Grey 7 RGB 151-152-154 HEX #97989A	Light Gray Subtle cmyk 14-11-11-0 PMS Cool Grey 2 RGB 215-215-215 HEX #D7D7D7
Light Blue Cool cmyk 41-0-3-0 PMS 2905 RGB 151-200-232 HEX #8DCBE8	Yellow Brilliance cmyk 0-0-56-0 PMS 100 RGB 246-235-97 HEX #F6EB61	Light Orange Light cmyk 3-21-70-0 PMS 141 RGB 245-200-103 HEX #F6C867
Hawaii Green Calm cmyk 100-0-28-20 PMS 7712 RGB 10-133-155 HEX #00859B	Purple Vivid cmyk 44-50-0-0 PMS 2086 RGB 160-139-203 HEX #A08BCB	Orange Vibrance cmyk 1-58-100-0 PMS 715 RGB 242-133-33 HEX #F28521
Bright Green Energetic cmyk 52-0-82-0 PMS 7488 RGB 120-214-75 HEX #78D64B	Dark Purple Creative cmyk 66-88-27-11 PMS 520 RGB 105-62-113 HEX #693E71	Warm Red Warmth cmyk 0-84-81-9 PMS 7625 RGB 220-74-56 HEX #DC4A38
ESG Green Renewal cmyk 28-0-54-0 PMS 366 RGB 191-227-135 HEX #BFE387	Dark Blue Richness cmyk 100-94-32-36 PMS 288 RGB 0-26-87 HEX #001A57	

Color Balance

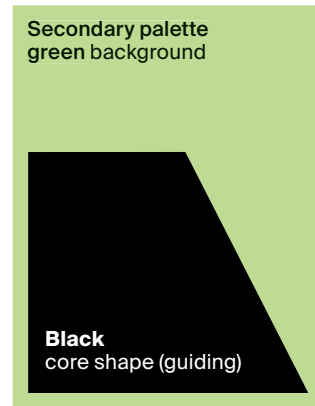
How to apply brand color

Secondary colors always appear with the Nareit core brand colors. In most instances, only use one secondary color at a time—per side—on printed communications. Secondary colors may be used as:

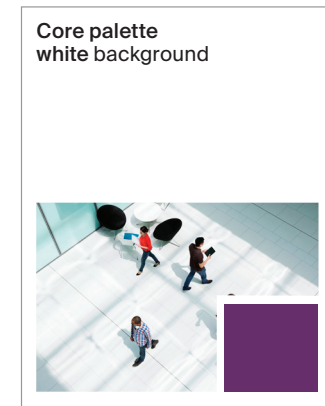
- Background color when combined with core shapes
- Color accents for subhead copy
- Color accents within building core shapes
- Distinct data values within charts and diagrams

In addition, secondary colors should be leveraged for data visualization. When used in tables, charts or other types of infographics, secondary colors may appear together to allow data to provide information hierarchy and clarity.

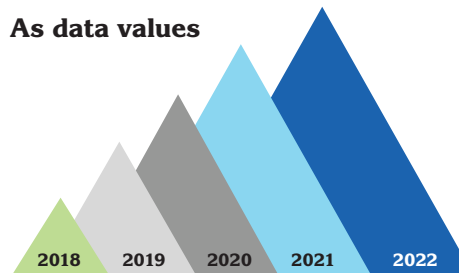
As background color



As accents for building core shapes



As data values



As accents for subheads

Headline Type
Subhead type

Color Combinations

Recommended color relationships

Color series 1

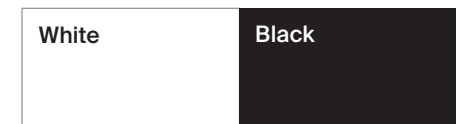
When a secondary color is used as a full-bleed background color, it should be limited to the secondary color palette.

Gray and light gray are values intended for backgrounds of content that are data or infographic related.



Backgrounds

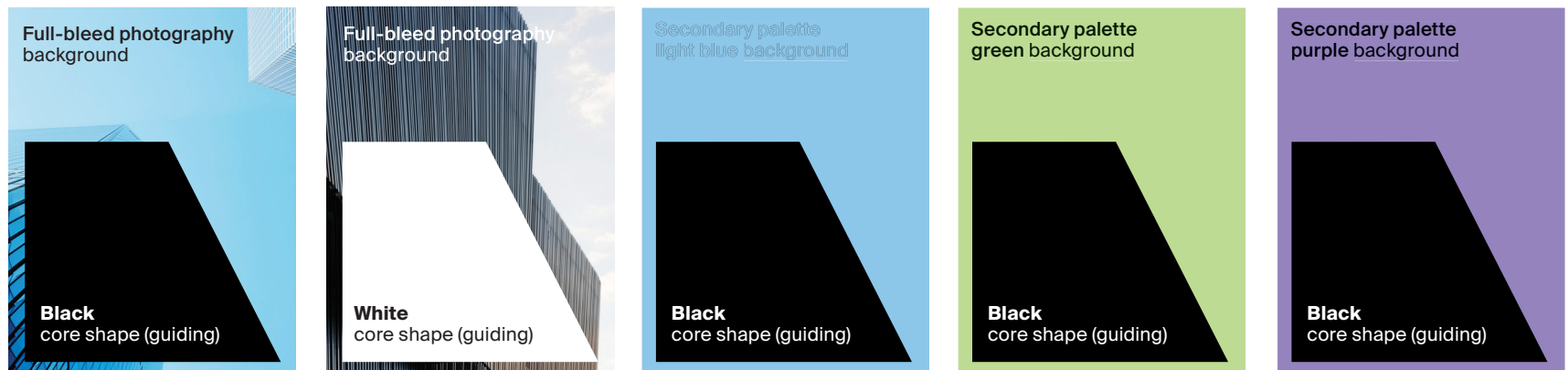
Plus



As accents for core shapes



If needed, for backgrounds of data or infographics



Color Combinations

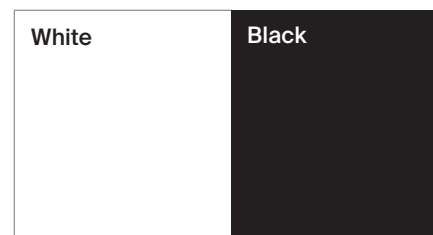
Recommended color relationships

Color series 2

Core white is the primary background for all communications. Black, as a background, is reserved mainly for digital purposes or core shapes (see page 26), where the Nareit logo should stand out and be easily identifiable.

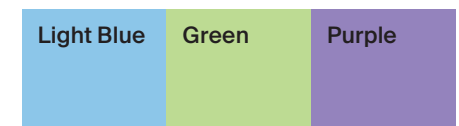
When creating a layout with building shapes, only use white as a background color. Building shapes should contain either brand color or photography. Depending on the number of building shapes used within a layout, it is recommended to use only one secondary color per communication.

Black should not be used as a background when designing an urban grid. In most cases, black is used as a header or footer where the logo itself is positioned prominently on the communication.



Backgrounds

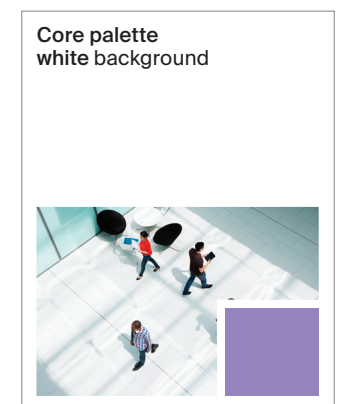
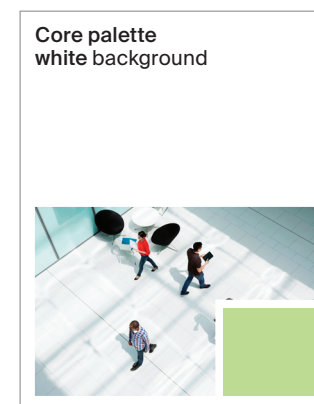
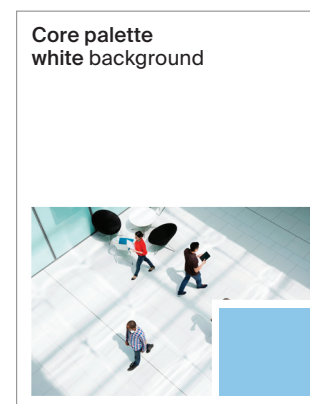
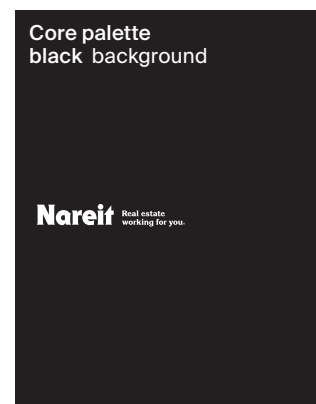
Plus



As accents for core shapes



If needed, for backgrounds of data or infographics

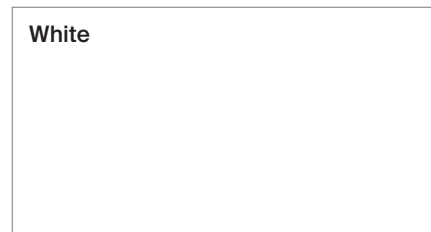


Color Combinations

Recommended color relationships

Color series 3

White, as white space, should be used as a background when accompanied by the core Nareit blue or any color from the color palette.



Backgrounds

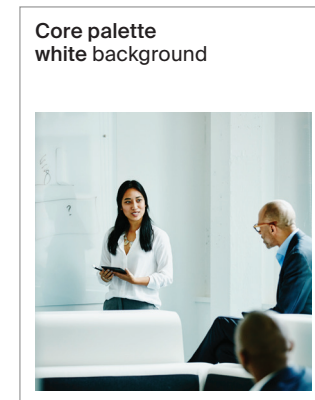
Plus



As accents for core shapes



If needed, for backgrounds of data or infographics



Color Compliance

Ensuring our brand is ADA compliant for type

The Americans with Disabilities Act (ADA) requires a high visual contrast between typography and backgrounds. The following chart demonstrates accessibility-compatible contrast ratios for typography. Only the color combinations shown are approved for use with Nareit typography.

Acceptable type and color combinations

	Backgrounds							
	White	Black	Nareit Blue	Nareit Light Blue	Nareit Gray	Nareit Light Gray	Nareit Green	Nareit Purple
Text color	#ffffff	#000000	#1946BA	#8DCBE8	#97989A	#D7D&D7	#BFE387	#A08BCB
Black #000000	✓	--	✓ 18pt and larger	✓	✓	✓	✓	✓
White #ffffff	--	✓	✓	✗	✗	✗	✗	✗

White spaces with an "X" are not ADA-accessible combinations.
 WCAG 2.0 AA compliance differentiates between text smaller than 18pt and text larger than 18pt (or text that is bold and larger than 14pt). ADA guidelines for the US can be found here: <http://www.ada.gov/stdspdf.htm>

Color Specifications

Brand color breakdowns

Always use the custom color specifications seen here to maintain consistency across all channels and media.

Core palette

White	Black	Rich Black	Blue
RGB			
255/255/255	0/0/0	--	55/59/255
Hex			
#ffffff	#000000	--	#1946BA
Spot			
--	--	--	PMS 2728
CMYK			
0/0/0/0	0/0/0/100	60/40/40/100	93/65/0/0

Secondary palette - See expanded color palette on page 27.

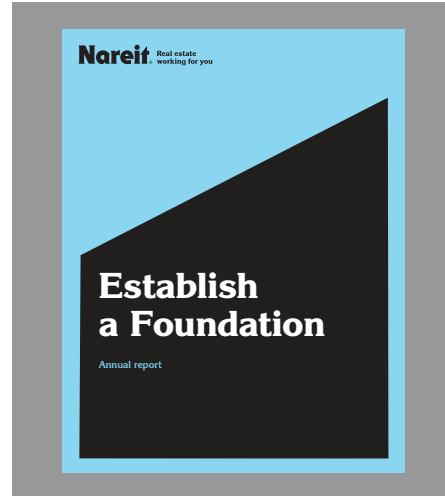
Light Blue	Gray	Light Gray	Green	Purple
RGB				
141/200/232	151/152/154	215/215/215	172/244/157	160/139/203
Hex				
#8DCBE8	#97989A	#D7D7D7	#BFE387	#A08BCB
Spot				
PMS 2905	Cool Gray 7C	Cool Gray 2C	PMS 366	PMS 2086
CMYK				
41/0/3/0	43/35/36/1	14/11/11/0	28/0/54/0	44/50/0/0

Incorrect Use

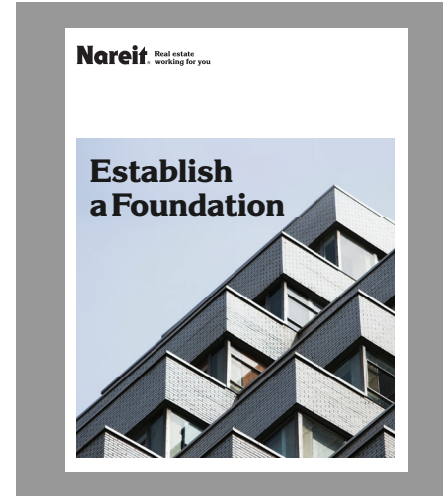
Dos and Don'ts of applying brand color



Do use white, as white space, for backgrounds.



Do use secondary colors as full-color backgrounds when core colors are present.



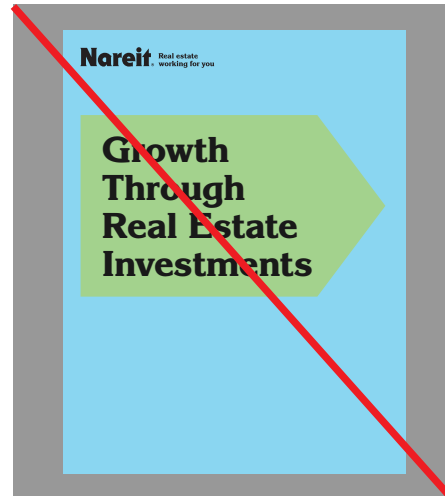
Do use core colors for headline typography.



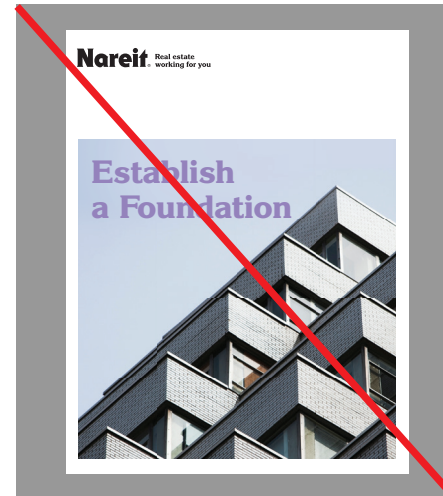
Do use color from the secondary palette as accents within urban grid layouts.



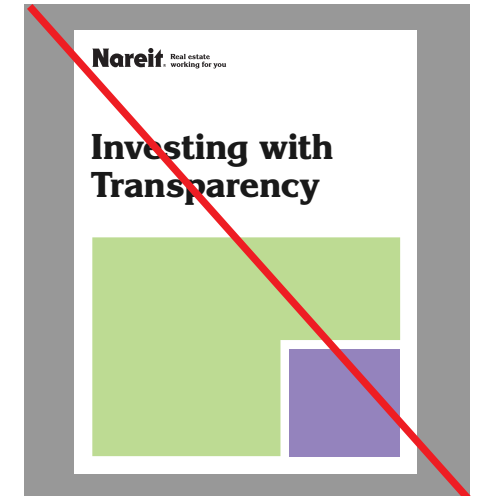
Do NOT use black or blue as full-color backgrounds.



Do NOT use secondary colors without core colors in a layout.



Do NOT use a secondary color for headline typography.



Do NOT use more than one secondary color in an urban grid layout.

Core Shapes

Core Shapes

Our signature graphic elements

Core shapes are proprietary graphic elements that add distinction to the Nareit brand. Using core shapes is not required within every brand touchpoint, but when used correctly, the shapes create a unique visual language.

Core shapes are official brand assets that should be treated as artwork and never created independently. Modifying a core shape to accommodate extreme proportions should be judged on a case-by-case basis with brand team approval.

Core shapes should not be used as decorative elements in layout but should purposefully hold photography, brand color or brand imagery. There are two different categories for the core shapes: guiding shapes and building shapes.

Guiding shapes

Guiding shapes contain at least one acute angle. Usually, these shapes indicate direction or hold information. They can be used alongside brand imagery or brand color. Use only one guiding shape at a time in a layout.

Building shapes

Building shapes are meant to fit together to create a dynamic layout. It's recommended to use 2-3 building shapes together at a time.

Guiding shapes



Building shapes



Guiding Shapes

Guiding shapes in action

Guiding shapes have a natural inclination to guide direction and are often paired with photography.

How to use

Guiding shapes can be used as either a prominent graphic or a supporting graphic.

- When used as a **prominent graphic**, guiding shapes should be large in scale and always hold main messages or headlines
- When used as a **supporting graphic**, guiding shapes should be small in scale and hold details that won't distract from the main messages, i.e., issue number, time and location
- Guiding shapes may be rotated only in 90-degree increments

Pairing with photography

Regardless of whether you are using guiding shapes as prominent or supporting graphics, the rules for pairing with photography are the same.

- Guiding shapes should always be layered over photography
- Background images should always complement the angle of a guiding shape

Guiding shapes (as a prominent graphic)



Guiding shapes (as a supporting graphic)



Building Shapes

Building shapes in action

Building shapes fit together, usually in groups of two or three, to abstractly represent an aerial view of a city.

When using building shapes, consider each shape's purpose within the layout. It is recommended that at least one shape should hold photography while the other shapes may hold typography or color accents.

How to use

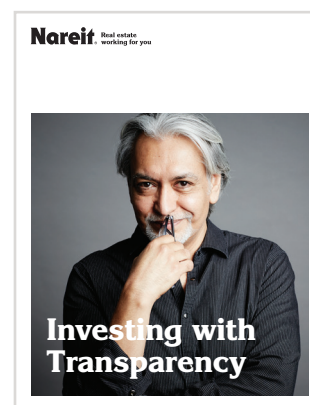
When designing with building shapes, always leverage the grid for sizing and spacing details. Remember, building shapes should not overpower each other and should fit together harmoniously.

- Never exceed a maximum of four shapes per layout
- Ensure that the shapes sit within the margin, follow the grid system (see page 44) and establish consistent spacing between shapes
- Make certain that building shapes never overlap or touch each other
- Don't use images from the same photography category. For example, don't use two architectural details alongside one another

Building shapes (as multiple shapes)



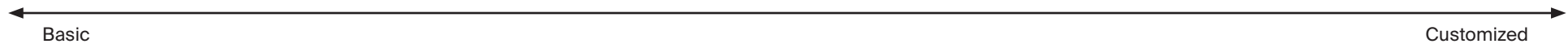
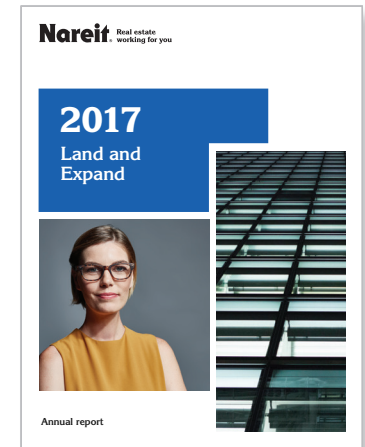
Building shapes (as a single shape)



Flexibility of Core Shapes

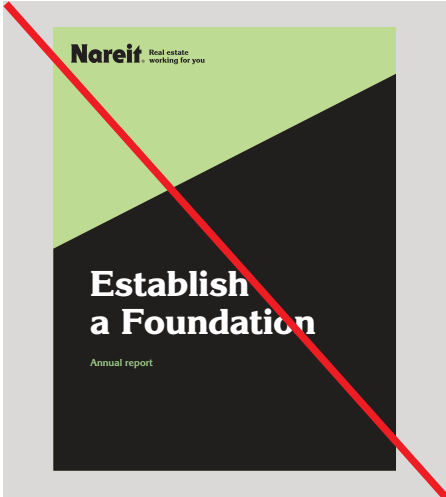
Range of brand expression

Core shapes, typography, brand color and photography work together to create a flexible range of brand expression. The examples below illustrate the flexibility of the brand from its most basic state (type + image) to a highly customized state with (core shapes + color + type + image).

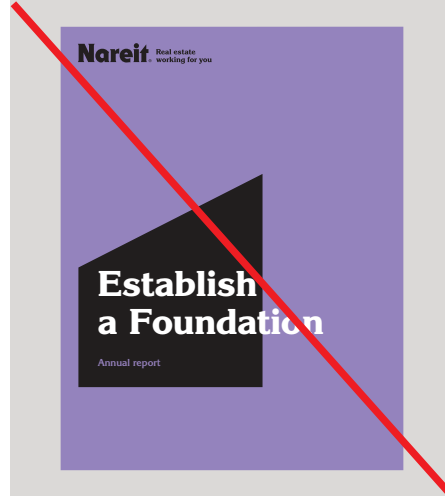


Incorrect Use

Common misuse of core shapes



Do NOT crop or bleed shapes off a page edge.



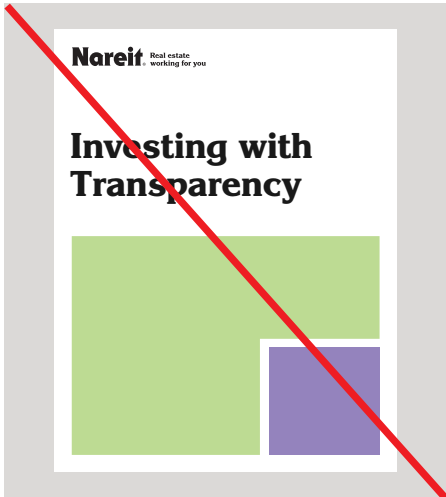
Do NOT overlay text on the edge of the shape.



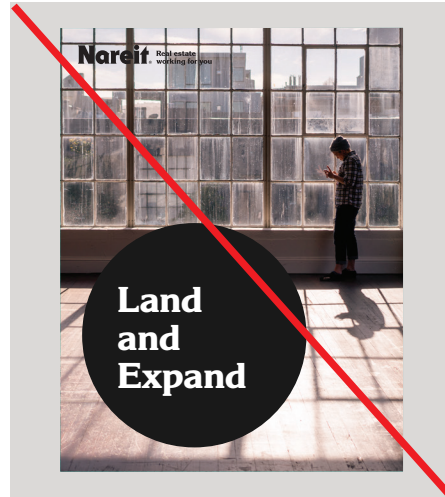
Do NOT use photography within a guiding shape.



Do NOT rotate shapes other than 90-degrees.



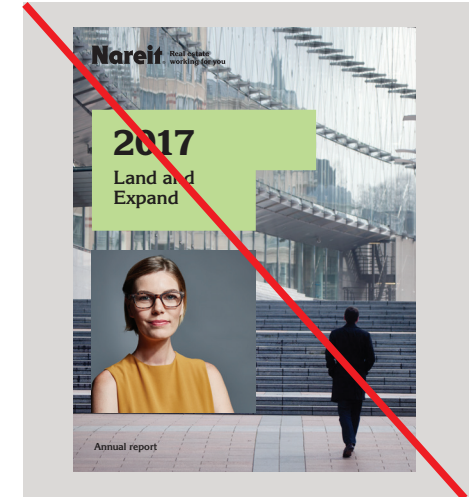
Do NOT use core shapes as a decorative element.



Do NOT use shapes that not included in the library.



Do NOT connect or overlap shapes.



Do NOT use photography full-bleed backgrounds with building shapes.

Layout

The Grid

Understanding the square-based grid

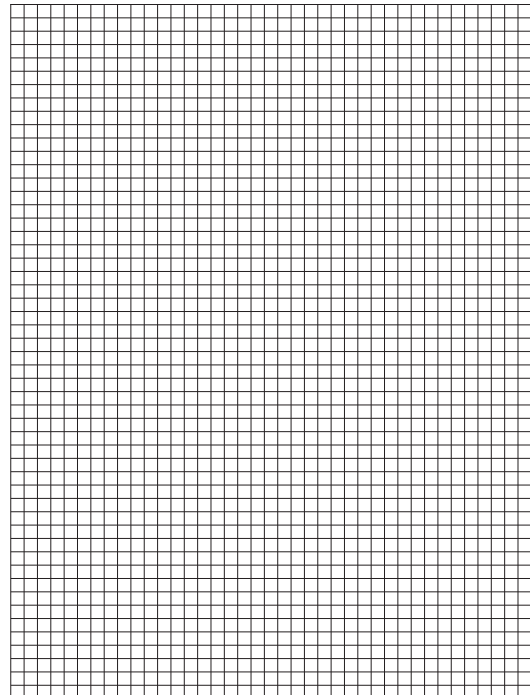
The Nareit grid is the foundation for all new graphic content. As a scalable grid, it is built in equal square increments that help determine margins, logo placement, spacing between core shapes and text placement within them. This grid system also helps our new brand easily adapt across a range of media sizes.

How to use

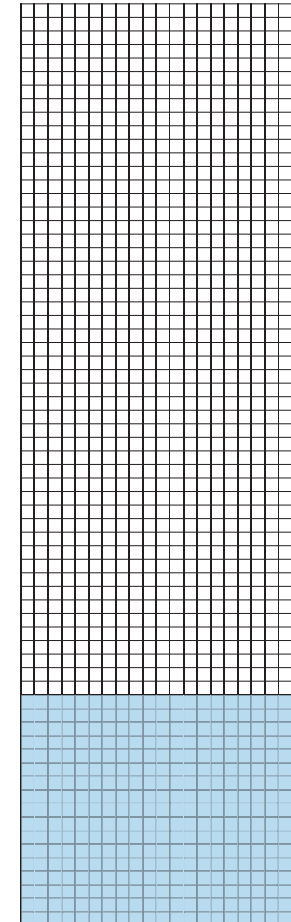
For most communication pieces, the grid is 40 squares across. Use this grid for typical collateral such as: US letter, A4, meter board, 16:9 widescreen PowerPoint, an 8.5x5.5 inch direct mailer and a 6x4 inch postcard.

For extreme vertical or horizontal orientations, the grid can be adapted based off the media's width. For example, adapting the grid for sizing a skyscraper web banner. This vertical banner uses a 20-square grid, in comparison to a billboard that would require an 80-square grid. The grid expands in width as needed for various media.

40-square scalable grid (shown on letter)



The grid scales to accommodate strongly vertical media: 20 squares x the desired depth

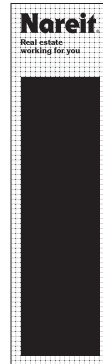


The Grid

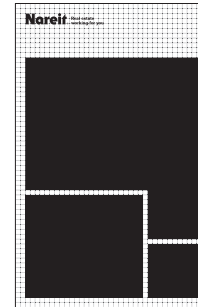
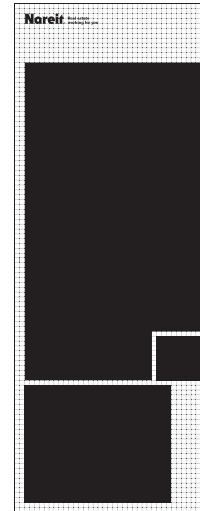
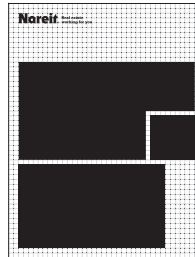
Adapting for various media types

The grid generally accommodates most media types, as the width can adjust in increments of 20 squares. The examples to the right demonstrate how the grid can transform.

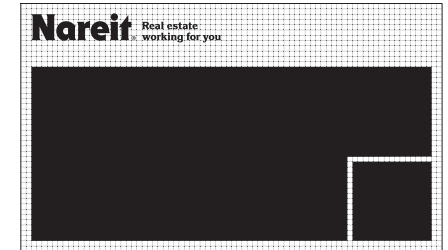
20 squares wide



40 squares wide



80 squares wide



Working With the Grid

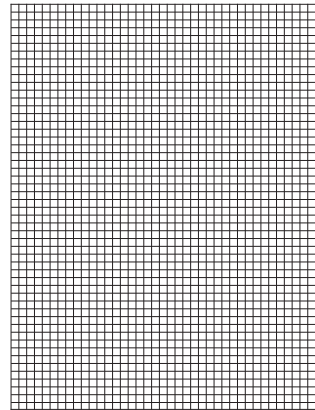
Adjusting the bottom margin

The Nareit grid determines the page margin for all brand communications. Since the grid is composed of squares, there may be instances where the bottom square may be incomplete due to communication size. If this occurs, it is recommended to adjust the bottom margin to be equal to two squares in height.

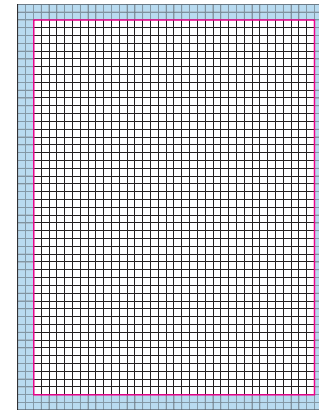
Place all Nareit logos and core shapes within the page margin. Only photography and brand color do not adhere to a page margin and may bleed from edge to edge of a communication.

How to create:

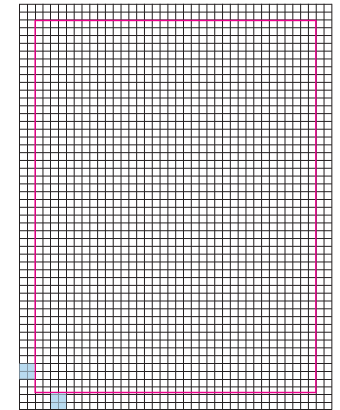
- 1 Divide the page width into 40 columns, then divide the page height into rows, creating a grid of squares (the last row may not be a full-height square).
- 2 Ensure the page margin is two squares equally on all sides.
- 3 Adjust the bottom margin if the grid square isn't complete. The bottom margin should always be equal to the height of two squares.



1 Create the page grid



2 Determine the page margin



3 Adjust the bottom margin

Working With the Grid

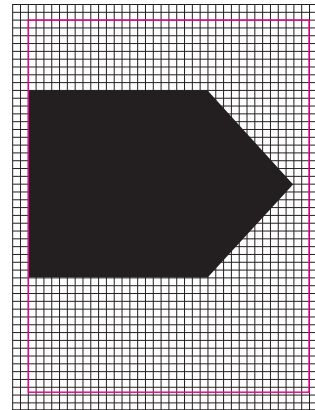
Placing text within a core shape

The Nareit grid determines the inset spacing for type when placing headlines or subheads within a core shape.

Text that is within a core shape should always be flush left and can either be centered or top aligned depending on other visuals within the grid.

How to create:

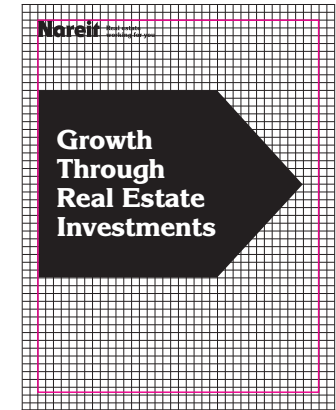
- 4 Place a core shape so that it is scaled to align with the grid.
- 5 Ensure text placed within core shapes is inset two grid squares from the left edge of the shape.
- 6 The preferred placement of all Nareit logos is either top or bottom left of a brand communication.



4 Place a guiding shape on the grid



5 Place text with a 2-grid space inset



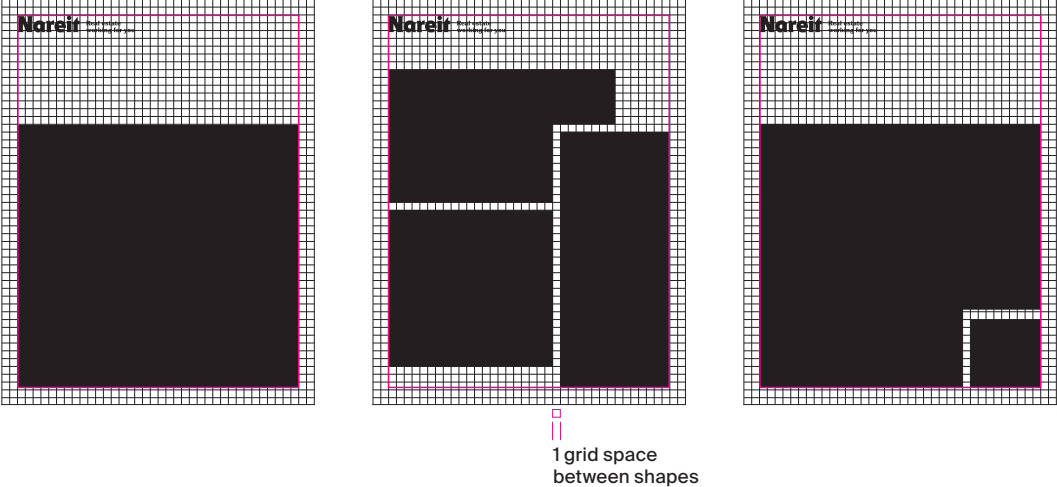
6 Place the logo lockup at the top left

Working With the Grid

Arranging building shapes

The Nareit grid also helps determine the spacing between building shapes when they are arranged together.

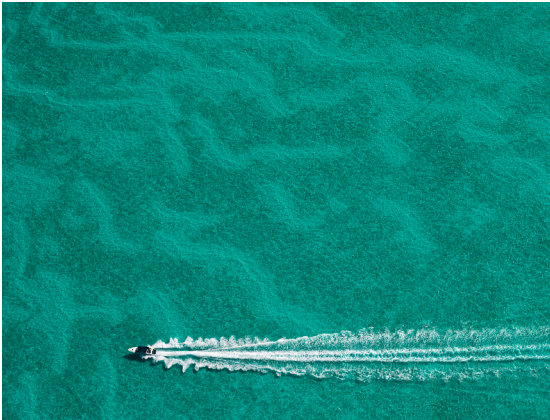
It is recommended to allocate 1 square between each building shape in a layout. When adjusting shapes, the grid should also be used to scale the height of shapes. Keep in mind, successful layouts with building shapes demonstrate a sense of scale range to create visual hierarchy.



Photography

Photography

Our brand style



Photography Categories

How to think about brand photography

Nareit photography tells the story of our brand while capturing and highlighting the relationship between the city and those who live within it. All our brand imagery embodies a single stylistic voice of confident optimism with simple composition rich in color.

There are two different categories for Nareit photography: people and places.

People

This category includes both groups of people within a work environment engaged with each other, and studio portraits featuring a single individual.

Places

This category includes expansive landscapes with or without people as well as architectural details inspired by the core shapes.

People



Engaged at work



Portraits

Places



Expansive landscapes



Architectural details

People

Photography style principles

When using imagery of people, subjects should be real professionals at work. Select imagery that showcases genuine, relatable individuals so that the images feel authentic and diverse.

Engaged at work

This imagery emphasizes the environment where groups of people are working. These images tend to feature:

- Multiple people interacting with one another
- An open sense of space
- Clear and uncluttered environments
- Naturally lit space

Portraits

Portrait imagery showcases close-up portraiture of a single person within a studio from the shoulders up. These images tend to show:

- Individuals who appear engaged, having direct eye contact with the camera
- Individuals who appear confident and trustworthy
- Portraits that are captured in front of a dark neutral background in order to bring focus to the individual

Engaged at work



Portraits



Places

Photography style principles

We use two main types of environmental images: expansive landscapes and architectural details. Both categories help define the Nareit brand by highlighting the breadth of Nareit's impact. In comparison, architectural detail shots capture dynamic views of buildings that provide a more abstract focus.

Expansive landscape

Expansive landscape imagery features wide views of incorporating examples of REIT assets including landscapes, city skylines, buildings or infrastructure. These images tend to show:

- A clear, singularly focused composition
- An expansive environment where people can be a part of the environment, but not the focus
- Angularity and/or directional movement that complements core shapes

Architectural details

Architectural images are close-in crops of architectural elements that have a dynamic composition. These images tend to show:

- An open sense of space
- An extreme vantage point or aerial perspective
- Angularity and/or directional movement that complements core shapes

Expansive landscapes



Photo credit: Getty id567333155



Photo credit: Weyerhaeuser St Helens Tree Farm



Photo credit: Getty 547455075

Architectural details



Photo credit: Getty 93536660



Photo credit: Getty 38590427456



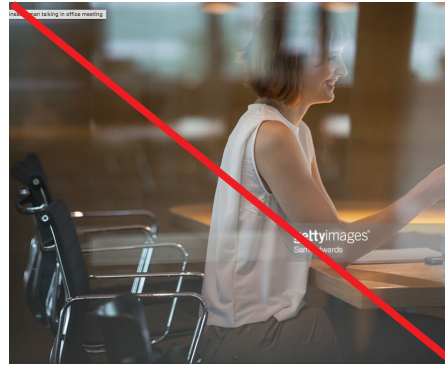
Photo credit: Getty 38590427456

Incorrect Use

Common misuse of photography



Do NOT choose imagery that has complex or cluttered backgrounds.



Do NOT choose imagery that is tonally dark.



Do NOT choose imagery with sepia or duotones.



Do NOT choose cliché imagery with trite metaphors.



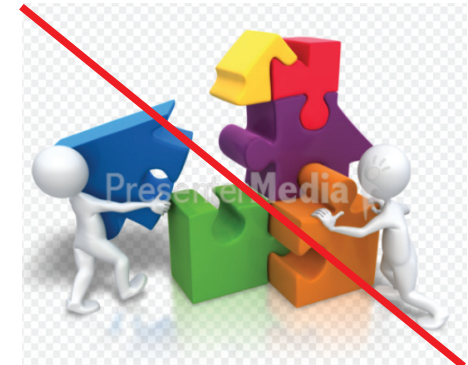
Do NOT choose imagery with close-in crops of people.



Do NOT choose imagery that is tonally washed out or void of color.



Do NOT choose imagery with lens flares.



Do NOT use clip art.



Data Visualization



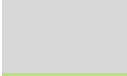


Data Visualization

Our brand style

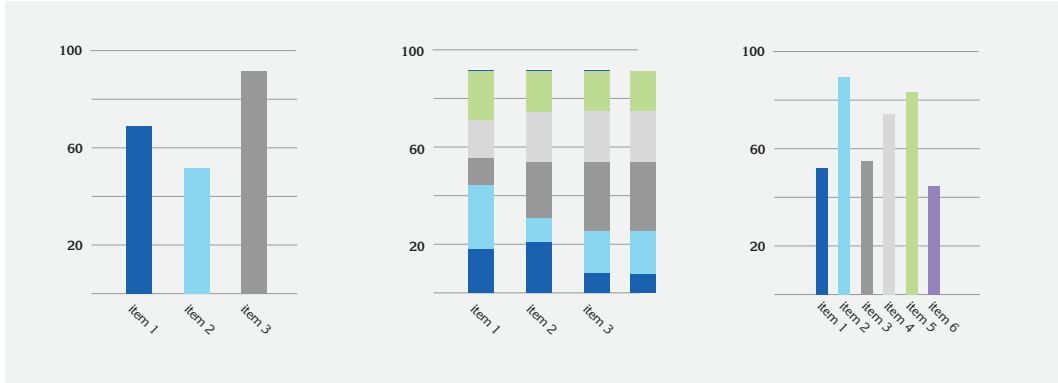
Data visualization helps to enhance and simplify our storytelling. It adds visual interest and dimension to complex data while also making large amounts of information easier to understand and digestible.

Our data visualization style is in sync with the look and feel of the Nareit brand. The use of secondary color and simple, solid shapes allows data-rich content to be easily identifiable.

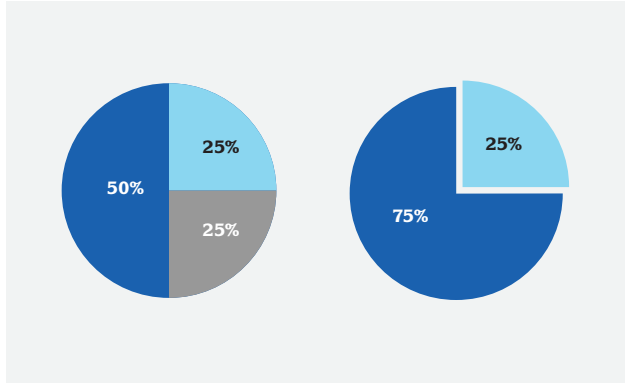
Color hierarchy

	01	Nareit Blue #1946BA
	02	Nareit Light Blue #8DC8EB
	03	Nareit Gray #97989A
	04	Nareit Light Gray #D7D7D7
	05	Nareit Green #BFE387
	06	Nareit Purple #A08BCB

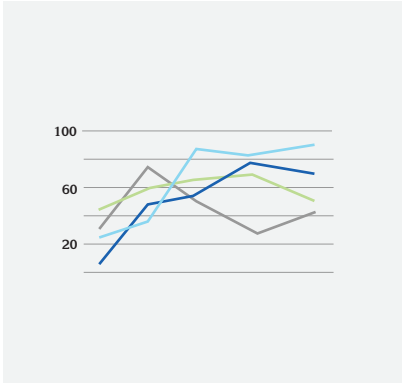
Bar charts



Pie charts



Line graphs

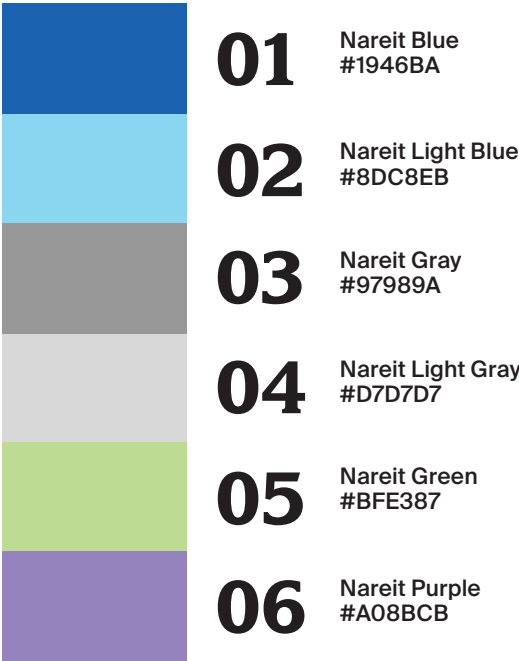


Data Nisualization in Action

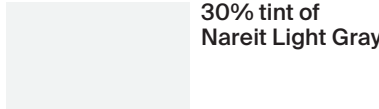
How to apply color and type

To ensure consistency, we always draw from the same graphic assets—in color, type and key elements—when visualizing data.

Color hierarchy



Background color



Numerals & figures

25%
6.34m

Inspirational Gallery

Inspirational Gallery



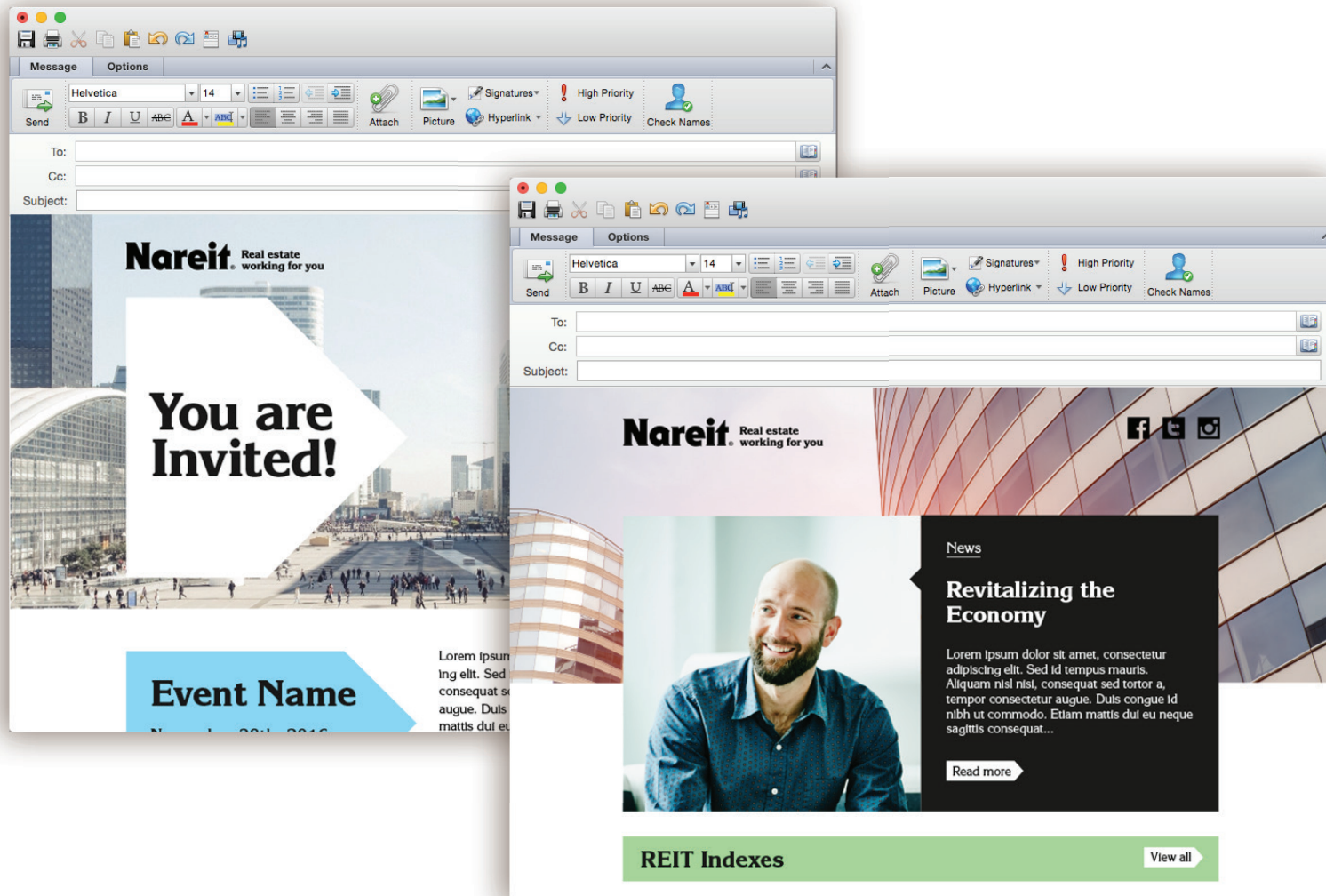
Inspirational Gallery



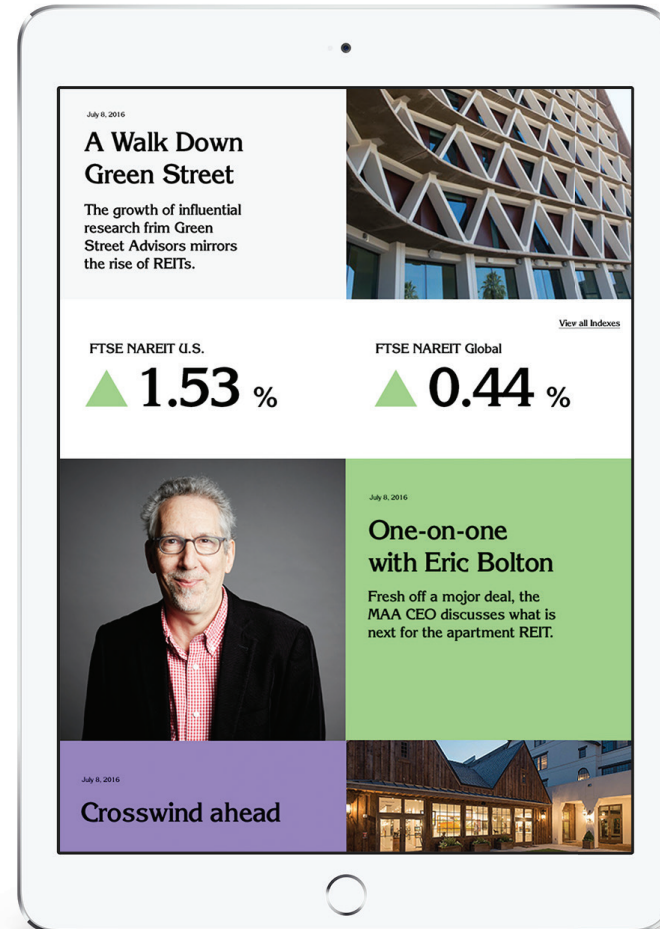
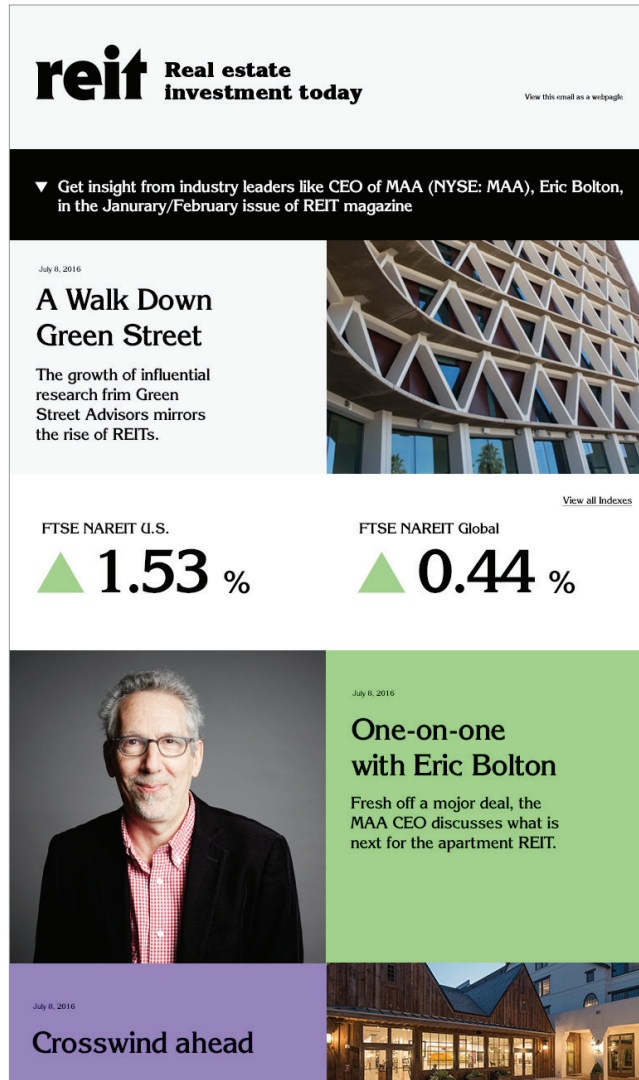
Inspirational Gallery



Inspirational Gallery



Inspirational Gallery



Inspirational Gallery



Brand Support

If you have questions regarding any information you've seen in this document, we encourage you to email:

Wes Kirk

VP & Creative Director

WKirk@nareit.com

202-739-9421 (direct dial)