

# Nareit Brand Guidelines:

## Master

(Visual & Verbal Identity System)

2023



# Nareit Brand Identity Guidelines

2023

# 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.



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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 have sharp, defined corners and curves, giving it a strong, angular appearance that mimics a city skyline. The word "Nareit" is followed by a registered trademark symbol (®).

# 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



Real estate  
working for you®

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



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 | x |   |   |
| Apparel (i.e., shirts, hats, etc.)            | x | x | x |   |
| Merchandise (i.e., mugs, bags, etc.)          | x |   |   |   |
| Corporate communications                      |   |   |   |   |
| Fax, Memo, Notecard                           | x |   |   |   |
| Business cards                                | x | x | x |   |
| Envelope, Mailing label                       | x | 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)



### Secondary logo lockup (blue)



# 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.

The Nareit logo in black, consisting of the word "Nareit" in a bold, sans-serif font with a registered trademark symbol.

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.

A smaller version of the black Nareit logo, consisting of the word "Nareit" in a bold, sans-serif font with a registered trademark symbol.

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**<sup>®</sup>



### Logomark with Tagline

**Nareit**

Real estate  
working for you<sup>®</sup>



# 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 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

Subheads are set in  
ITC Korinna Extra  
Bold or Bold

Subheads are set in  
ITC Korinna Extra  
Bold or Bold

Subheads are set in  
ITC Korinna Extra  
Bold or 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><b>Good usage:</b></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><b>Examples of what not to do:</b></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 (and other editorial style and grammar quesrtions).</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><b>Good usage:</b></p> <p>Nareit</p> <p>REIT</p> <p>REITs</p> <p>mREIT</p> <p>downREIT</p> <p>upREIT</p> <p>J-REITs</p>   | <p><b>Examples of what not to do:</b></p> <p>NAREIT</p> <p>nareit</p> <p>REITS</p> <p>reits</p> <p>MREIT</p> <p>DOWNREIT</p> <p>UPREIT</p> <p>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>Do not use ampersands in headlines or body copy.</p> |
|                   | <p><b>Good usage:</b></p> <p>\$1.052 trillion</p> <p>5%</p> <p>\$1 million</p> <p>Inflation, Interest Rates, and Economic Growth</p>   | <p><b>Examples of what not to do:</b></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<br>Clarity<br>cmyk 0-0-0-0<br>PMS White<br>RGB 255-255-255<br>HEX #FFFFFF | Black<br>Elegance<br>cmyk 0-0-0-100<br>PMS Black C<br>RGB 0-0-0<br>HEX #000000 | Blue<br>Reliable<br>cmyk 93-65-0-0<br>PMS 2728<br>RGB 55-59-255<br>HEX #946BA |
|---|--|---|

### Secondary palette

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

# Color Balance

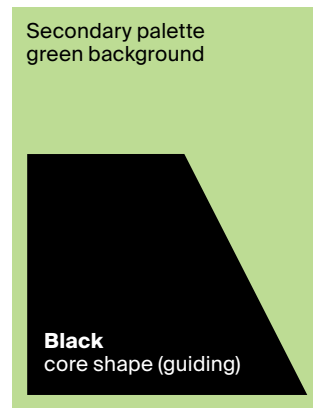
## How to apply brand color

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:

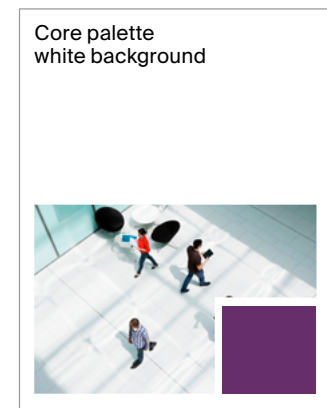
- Background color when combined with core shapes
- Color accents for subhead copy
- Color accents within building core shapes
- Distinct data values within charts and diagrams

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.

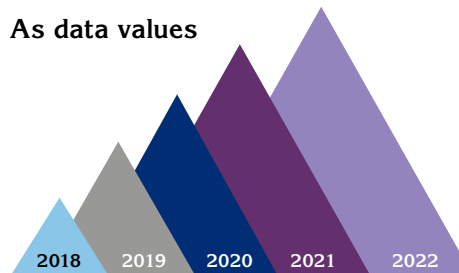
### As background color



### 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

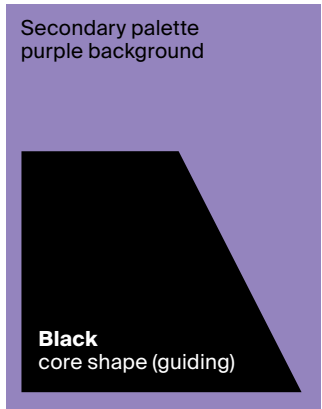
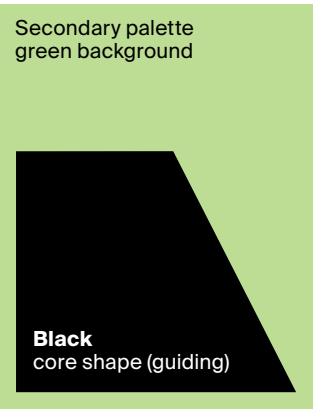
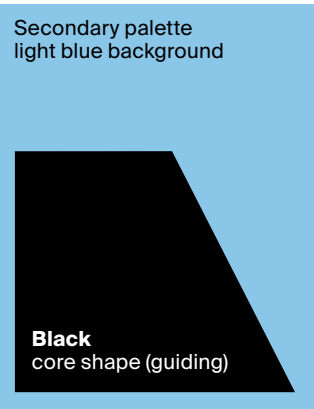
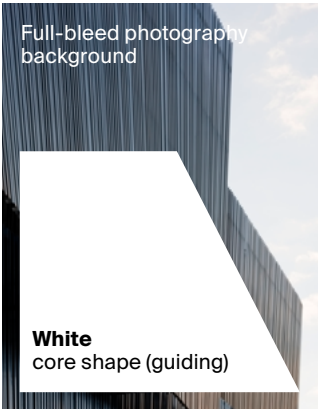
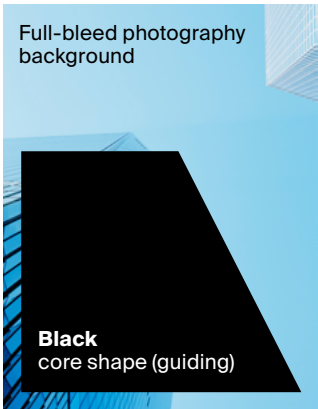
Plus



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.

White

Black

Backgrounds

Plus

Light Blue

Green

Purple


As accents for core shapes

Gray


Light Gray

If needed, for backgrounds of data or infographics


Core palette  
black background




Core palette  
white background



Core palette  
white background



Core palette  
white background

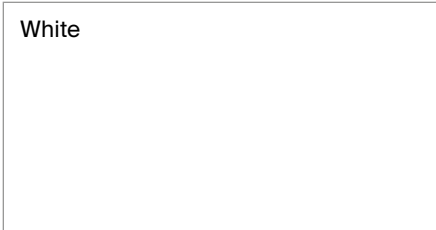


# Color Combinations

## 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

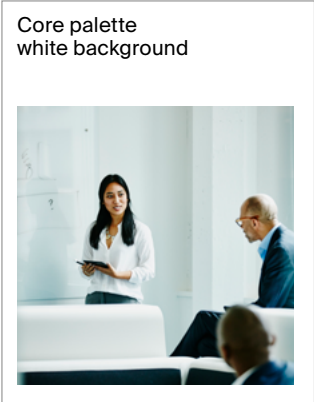
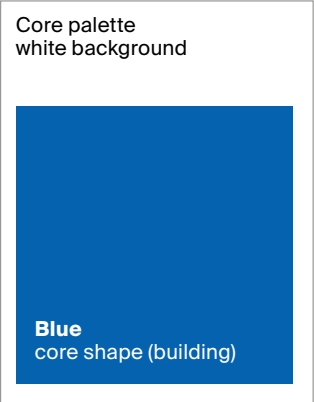
Plus



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

| Text color       | Backgrounds      |                  |                        |                              |                        |                              |                         |                          |
|------------------|------------------|------------------|------------------------|------------------------------|------------------------|------------------------------|-------------------------|--------------------------|
|                  | White<br>#ffffff | Black<br>#000000 | Nareit Blue<br>#1946BA | Nareit Light Blue<br>#8DCBE8 | Nareit Gray<br>#97989A | Nareit Light Gray<br>#D7D&D7 | Nareit Green<br>#BFE387 | Nareit Purple<br>#A08BCB |
| Black<br>#000000 | ✓                | ---              | ✓<br>18pt and larger   | ✓                            | ✓                      | ✓                            | ✓                       | ✓                        |
| White<br>#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      |
|-------------|-----------|--------------|-----------|
| <b>RGB</b>  |           |              |           |
| 255/255/255 | 0/0/0     | --           | 55/59/255 |
| <b>Hex</b>  |           |              |           |
| #ffffff     | #000000   | --           | #1946BA   |
| <b>Spot</b> |           |              |           |
| --          | --        | --           | PMS 2728  |
| <b>CMYK</b> |           |              |           |
| 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.

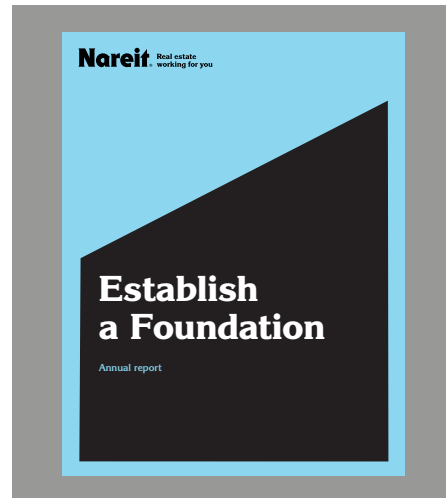
| Light Blue  | Gray         | Light Gray   | Green       | Purple      |
|-------------|--------------|--------------|-------------|-------------|
| <b>RGB</b>  |              |              |             |             |
| 141/200/232 | 151/152/154  | 215/215/215  | 172/244/157 | 160/139/203 |
| <b>Hex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

# Incorrect Use

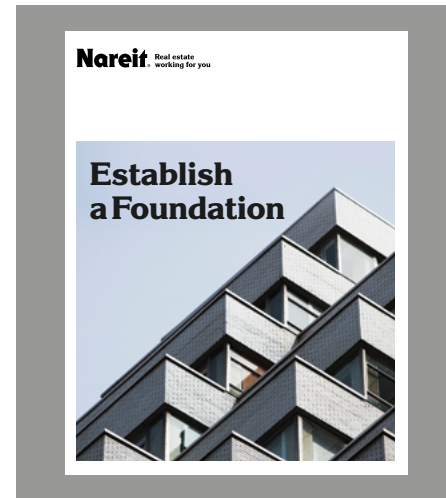
## Dos and Don'ts of applying brand color



**Do** use white, as white space, for backgrounds.



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



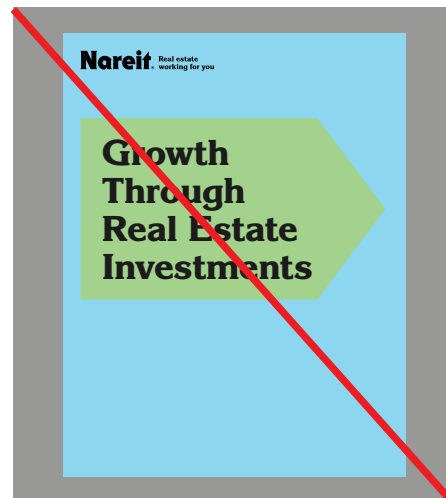
**Do** use core colors for headline typography.



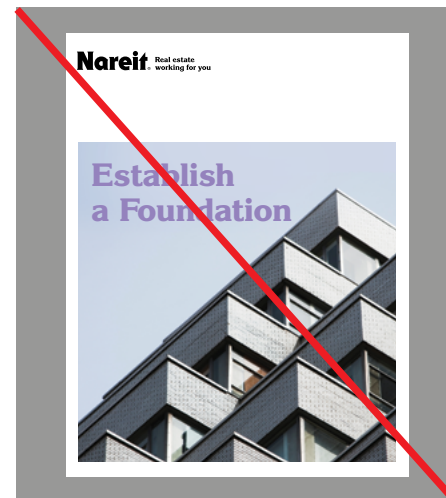
**Do** use color from the secondary palette as accents within urban grid layouts.



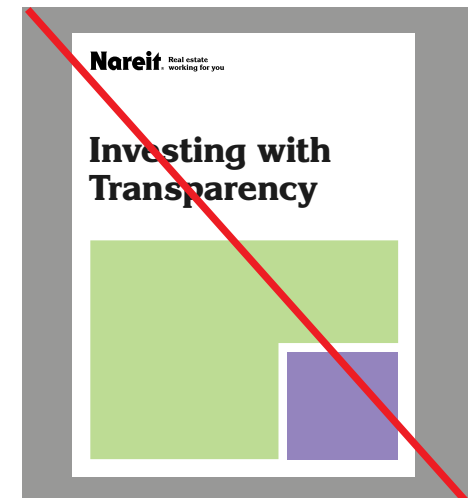
**Do NOT** use black or blue as full-color backgrounds.



**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.

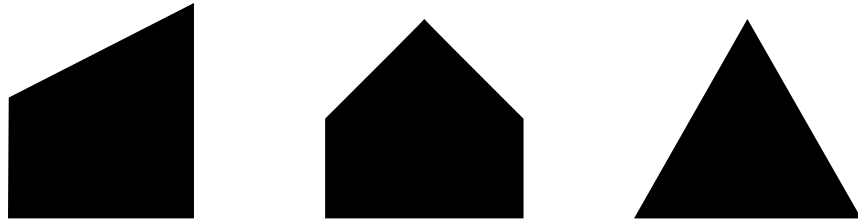
### Guiding shapes

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

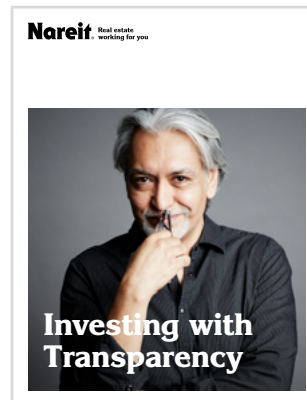
When designing with building shapes, always leverage the grid for sizing and spacing details. Remember, building shapes should not overpower each other and should fit together harmoniously.

- 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)



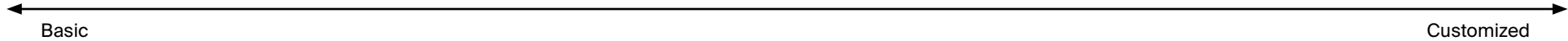
### Building shapes (as a single shape)



# Flexibility of Core Shapes

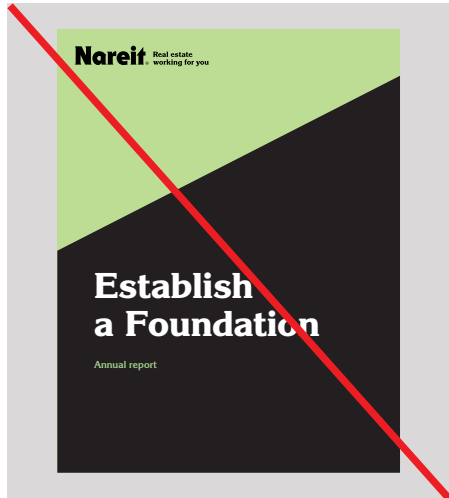
Range of brand expression

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).

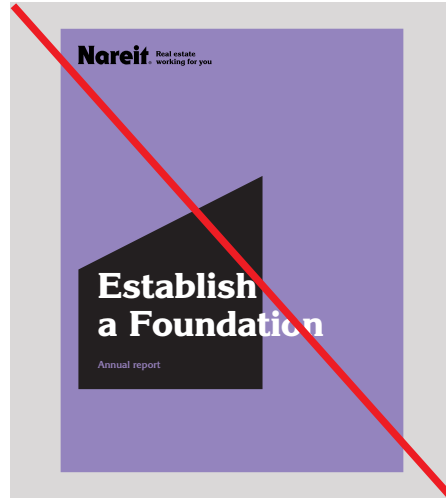


# Incorrect Use

## Common misuse of core shapes



**Do NOT** crop or bleed shapes off a page edge.



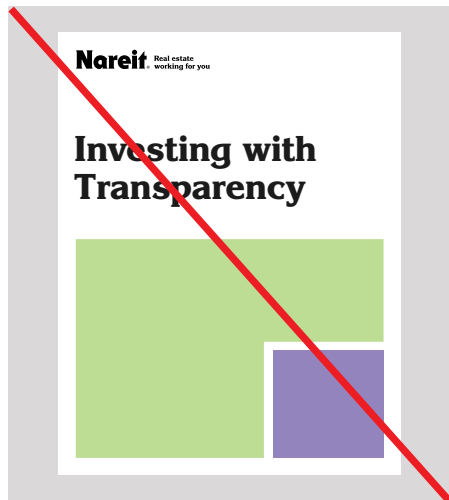
**Do NOT** overlay text on the edge of the shape.



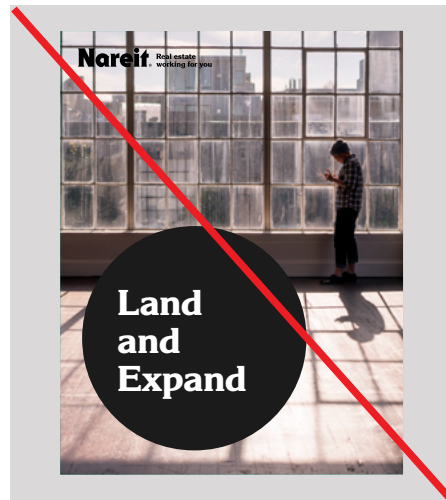
**Do NOT** use photography within a guiding shape.



**Do NOT** rotate shapes other than 90-degrees.



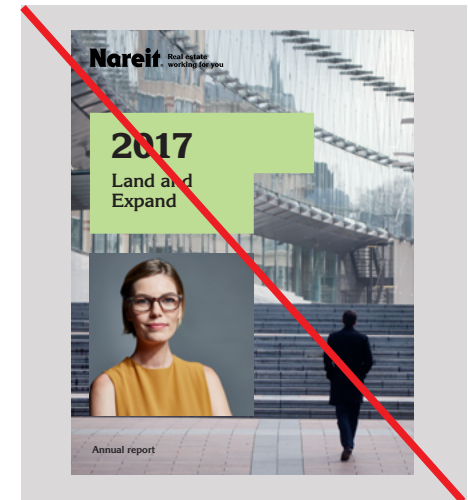
**Do NOT** use core shapes as a decorative element.



**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

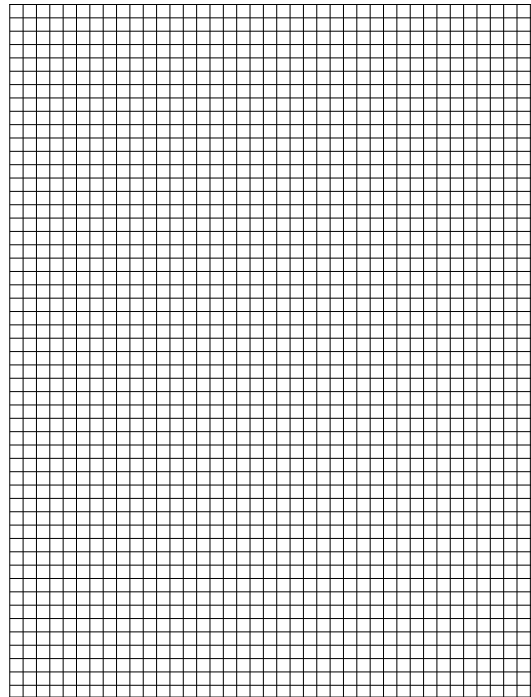
The Nareit grid is the foundation for all new graphic content. As a scalable grid, it is built in equal square increments that help determine margins, logo placement, spacing between core shapes and text placement within them. This grid system also helps our new brand easily adapt across a range of media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

### How to use

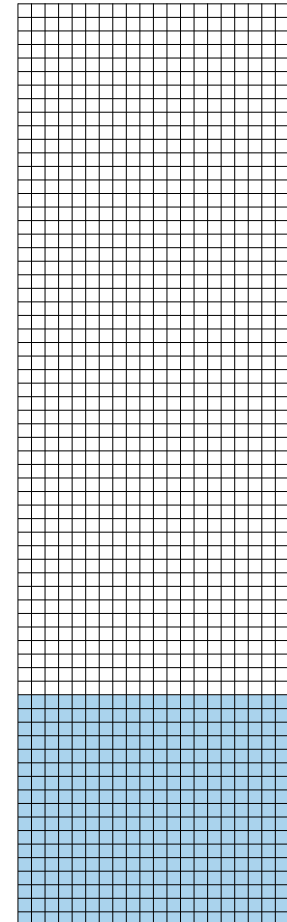
For most communication pieces, the grid is 40 squares across. Use this grid for typical collateral such as: US letter, A4, meter board, 16:9 widescreen PowerPoint, an 8.5x5.5 inch direct mailer and a 6x4 inch postcard.

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

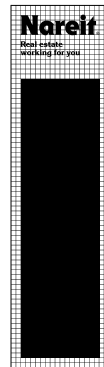


# The Grid

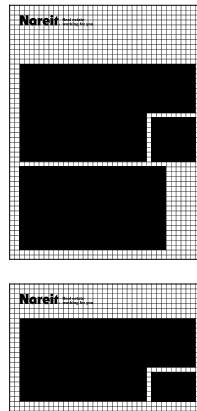
## Adapting for various media types

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.

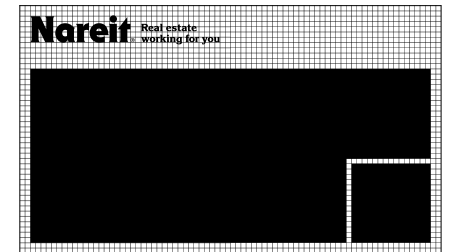
20 squares wide



40 squares wide



80 squares wide



# Working With the Grid

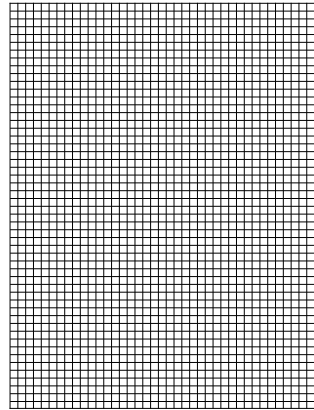
## Adjusting the bottom margin

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.

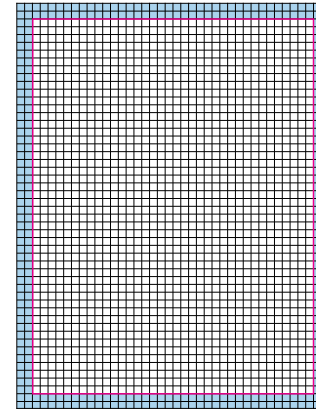
Place all Nareit logos and core shapes within the page margin. Only photography and brand color do not adhere to a page margin and may bleed from edge to edge of a communication.

### How to create:

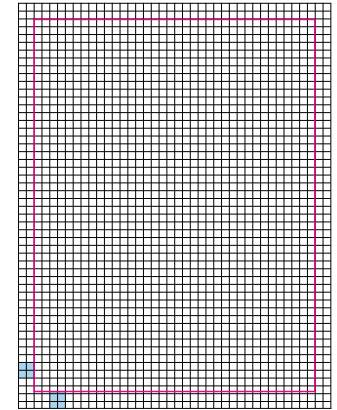
- 1 Divide the page width into 40 columns, then divide the page height into rows, creating a grid of squares (the last row may not be a full-height square).
- 2 Ensure the page margin is two squares equally on all sides.
- 3 Adjust the bottom margin if the grid square isn't complete. The bottom margin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

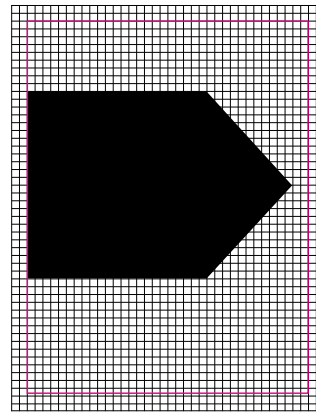
## Placing text within a core shape

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:

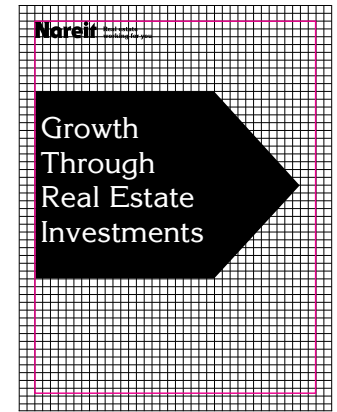
- ④ Place a core shape so that it is scaled to align with the grid.
- ⑤ Ensure text placed within core shapes is inset two grid squares from the left edge of the shape.
- ⑥ The preferred placement of all Nareit logos is either top or bottom left of a brand communication.



④ Place a guiding shape on the grid



⑤ Place text with a 2-grid space inset



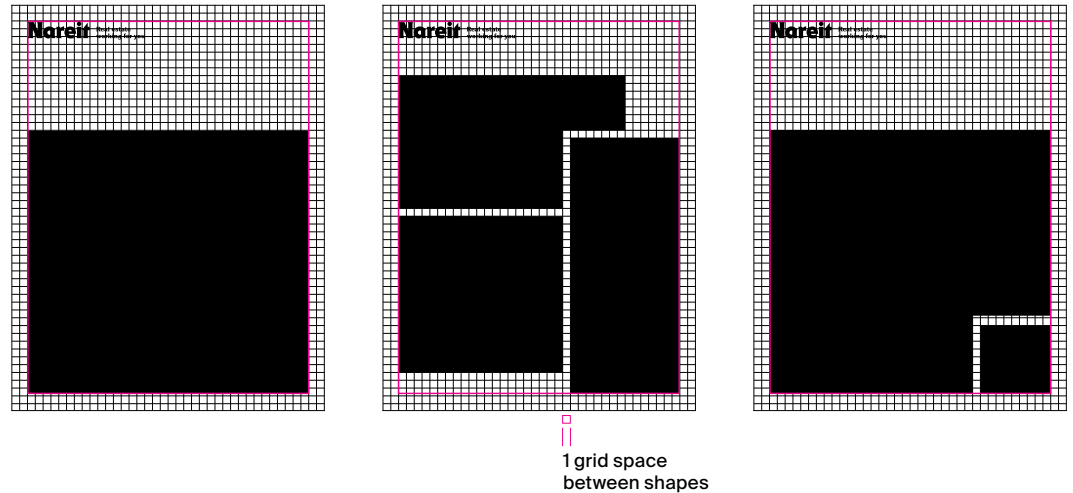
⑥ Place the logo lockup at the top left

# 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.

### People



Engaged at work



Portraits

### Places

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

### 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

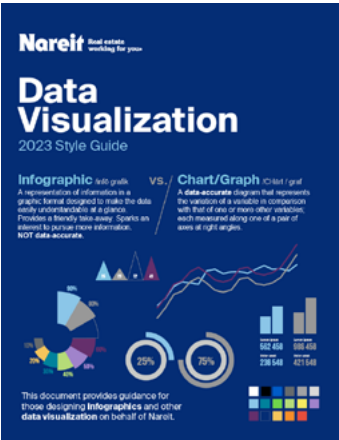
# Data Visualization

## 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.

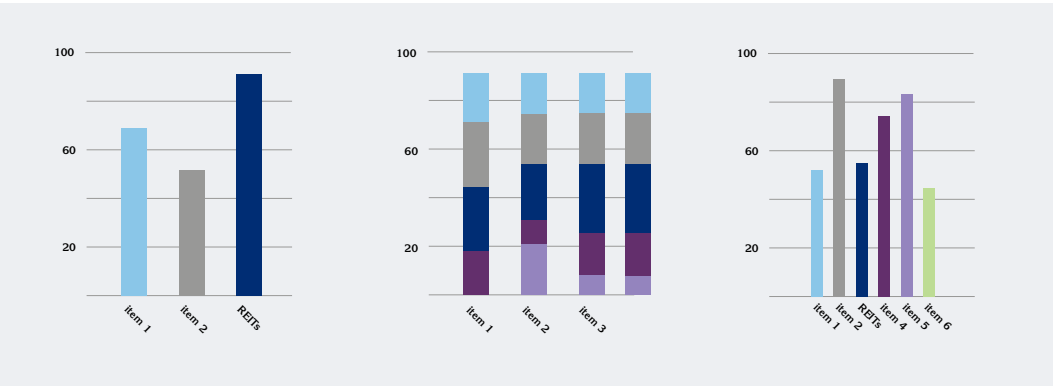
**For in-depth information and reference on ] data visualization, please refer to the Nareit Data Visualization 2023 Style Guide.**



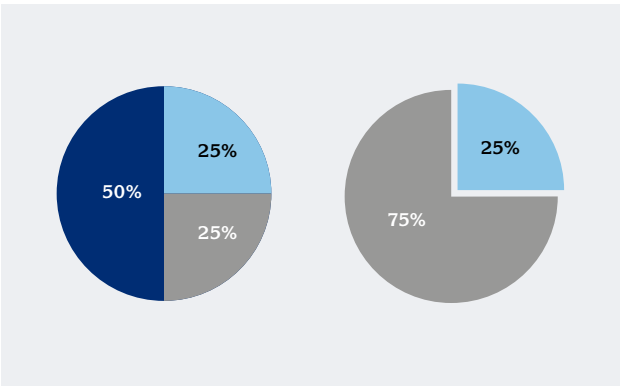
### Color hierarchy

|   |   |                               |
|---|---|-------------------------------|
|    | 1 | Nareit Light Blue<br>#8DC8EB  |
|   | 2 | Nareit Gray<br>#97989A        |
|  | 3 | Nareit Blue<br>#001A57        |
|  | 4 | Nareit Dark Purple<br>#693E71 |
|  | 5 | Nareit Purple<br>#A08BCB      |
|  | 6 | Nareit Green<br>#BFE387       |
|  | 7 | Nareit Green<br>#00859B       |

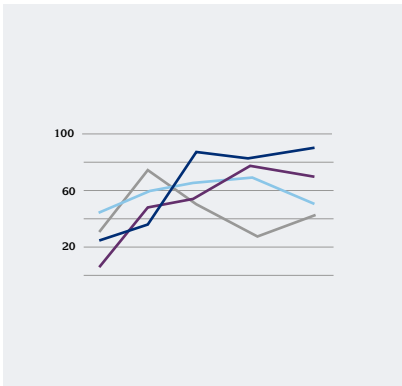
### Bar charts



### Pie charts



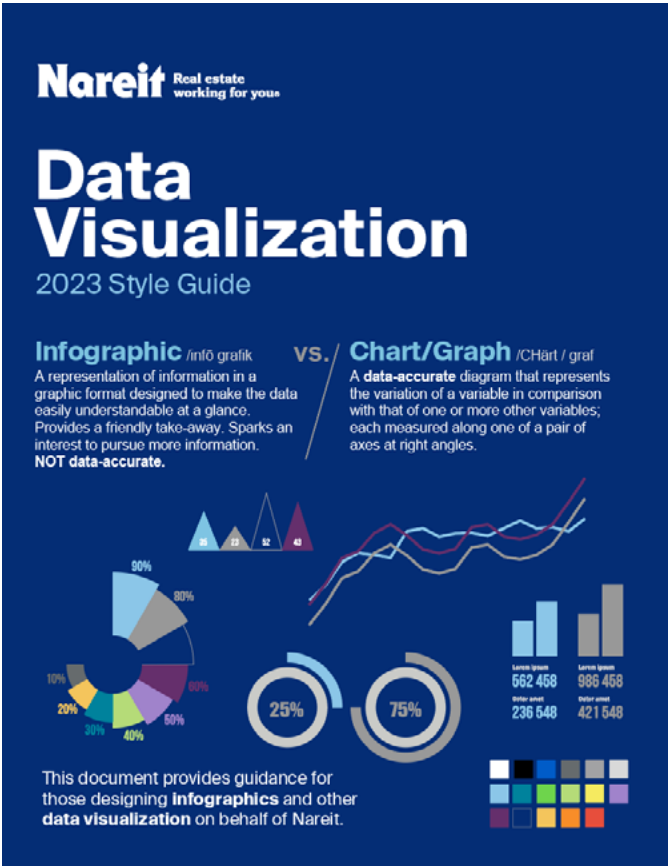
### Line graphs



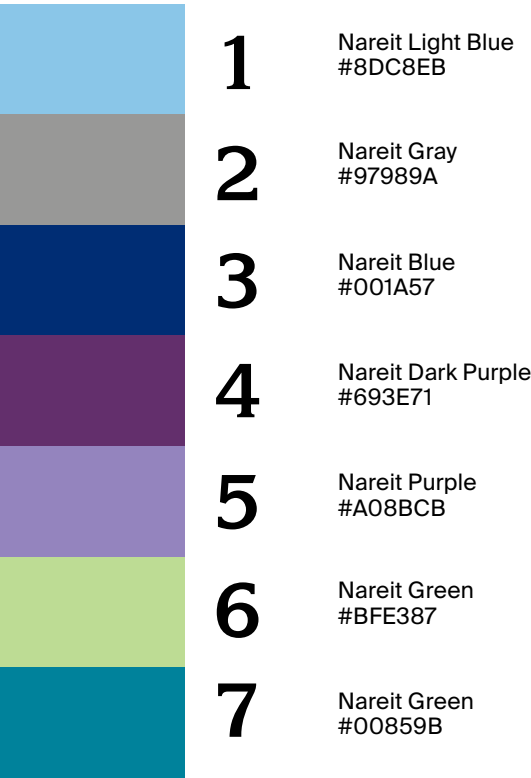
# Data Visualization in Action

## 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

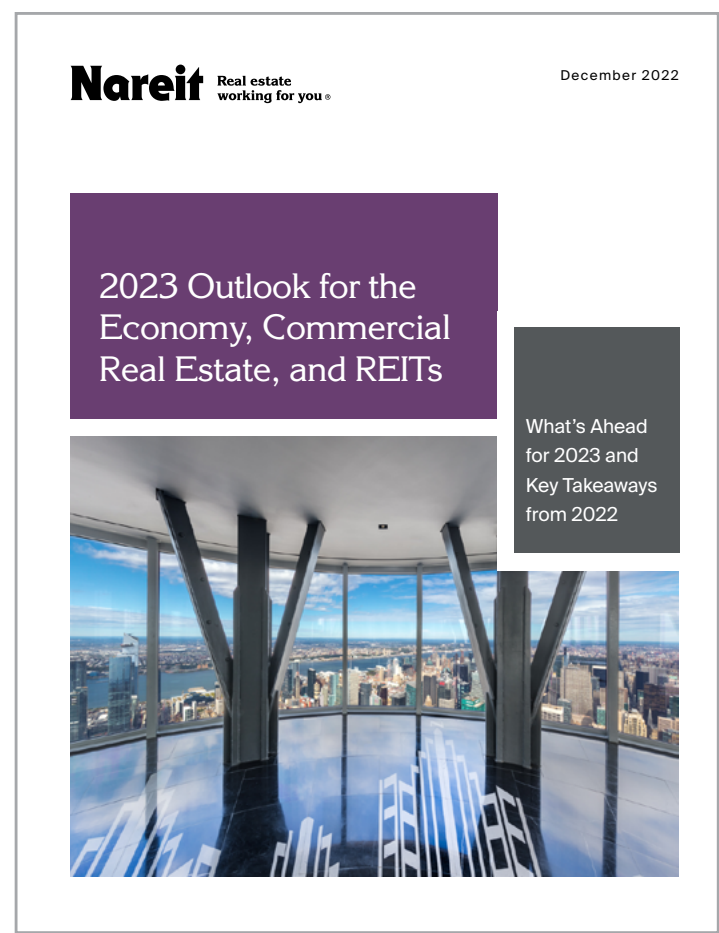
25%  
6.34m

# Inspirational Gallery

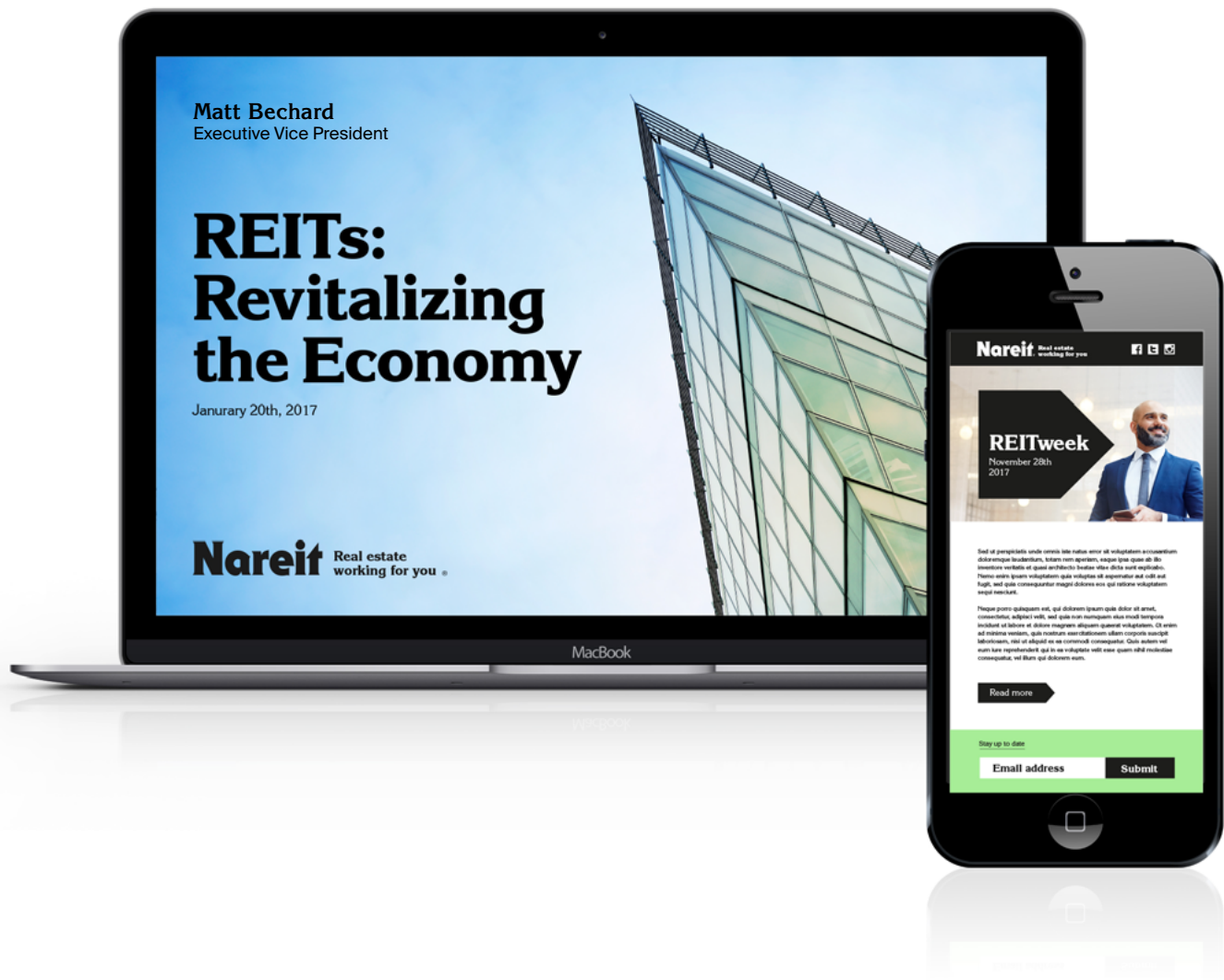
# Inspirational Gallery



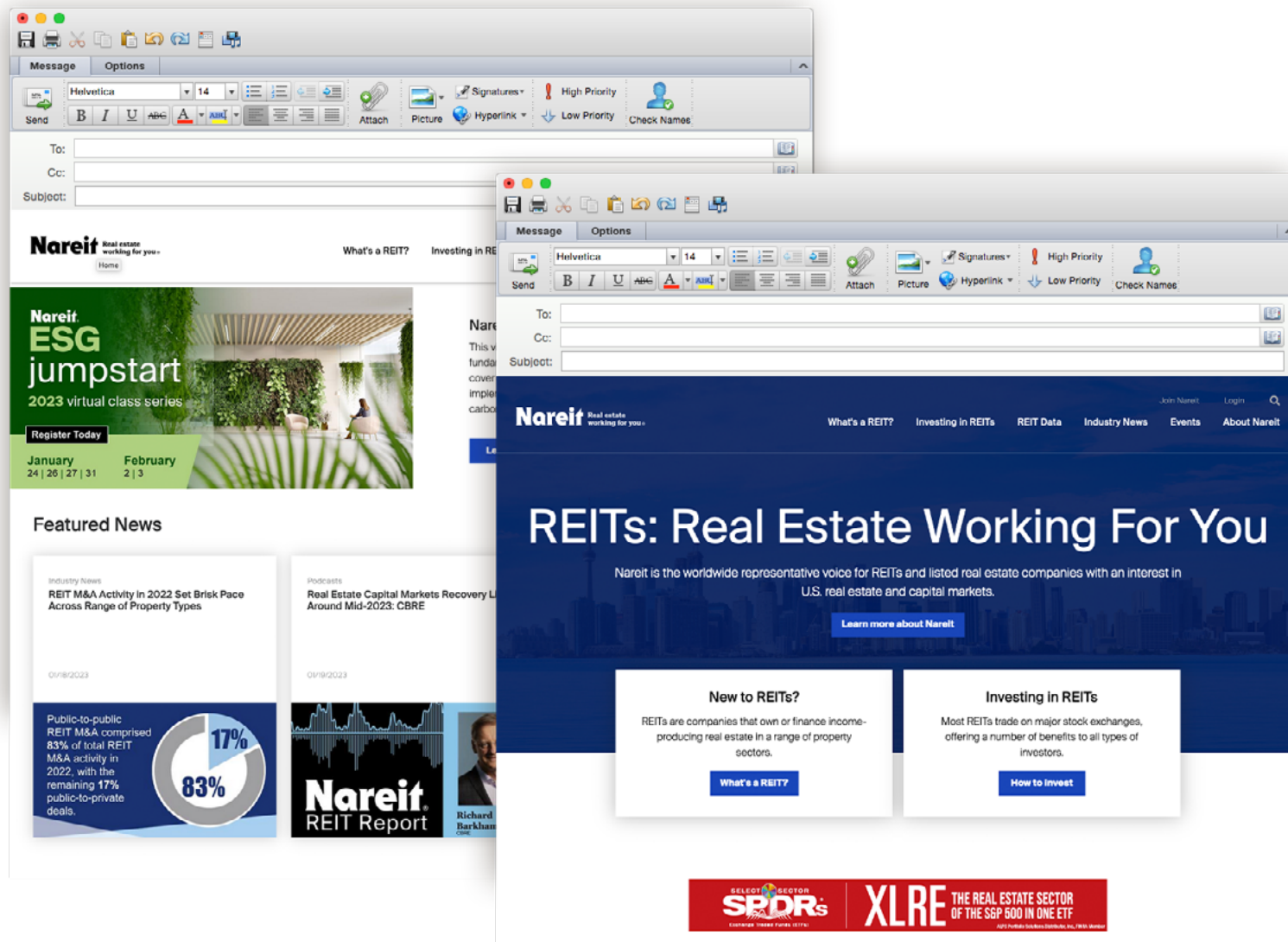
# Inspirational Gallery



# Inspirational Gallery

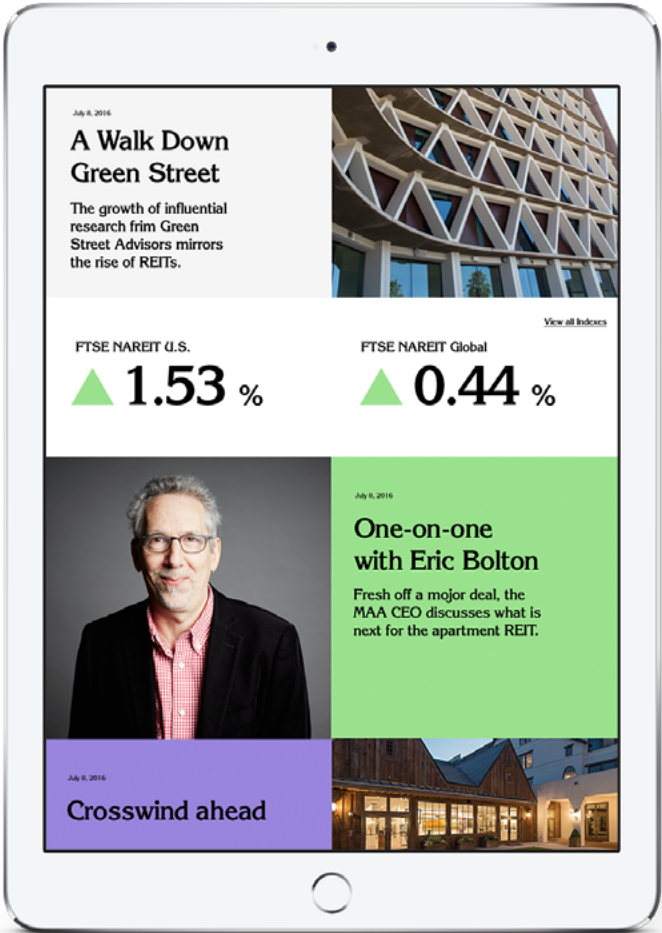
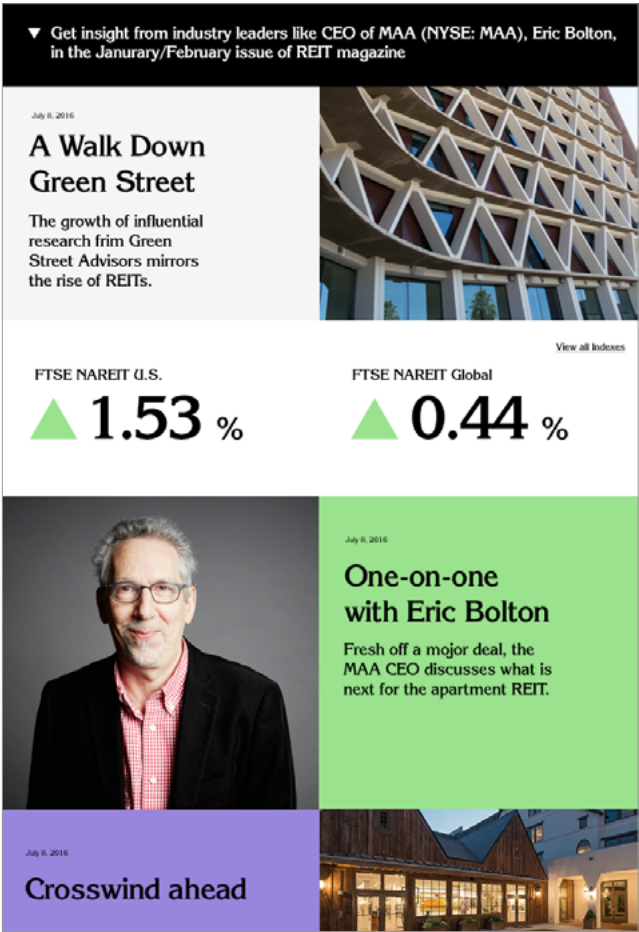


# Inspirational Gallery





# 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)