



# Reis Corporate Brand Guidelines

Implementing the Reis brand in communications

Updated September 16, 2016

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# Introduction

This document will provide instructions on how to properly implement our brand in communication materials.

Every brochure, every piece of media or correspondence is an opportunity to reinforce and build awareness in our brand.

# Mission Statement

Place Holder: Since 1980 Reis has been the leading provider of U.S. commercial real estate market and transaction support information

Reis's data and analytics serves real estate investors, lenders, and other professionals in the debt and equity capital markets

Reis is considered the "Industry Standard" throughout the Banking, Investment Banking, Appraisal, and Insurance industries.

# Brand Voice

## **The Tone**

Reis speaks with an air of confidence and authority. The tone is indicative of the 36+ years as an industry leader. Reis is forward-thinking and innovative.

## **Attributes that Drive the Tone**

- Authoritative
- Solution-oriented
- Established
- Driven
- Confident
- Proud, but not boastful
- Assertive
- Innovative
- Engaging

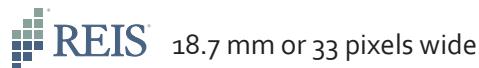
# The Reis Logo

The Reis logo is the most immediate representation of our company and our brand. It is a valuable corporate asset that must be used consistently and in accordance with defined guidelines.



## Logo Artwork

The Reis logo is comprised of a grid and type. The grid and type should never be separated. The font should *never* be replaced with another font.



## Minimum size

To ensure visual integrity it is recommended that the minimum size of the artwork is no smaller than 18.7 mm or 33 pixels wide.

## Minimum clear space

The logo should be provided breathing room. The minimum amount of space around the logo should match the width of the R squared.



# The Reis Logo

## Logo Color Applications



Full Color Logo



Negative Logo



Black Logo



White Logo

# The Reis Logo

## Incorrect Use

Do not alter the Reis logo in any fashion. Do not re-color, rotate, skew, distort or apply effects to the logo. Do not separate the type and graphic. The aspect ratio of the artwork should not be altered.



# Color Palette

It is important that Reis maintains a consistent presentation of the brand and all visual communications across various media types. Using colors consistently in all communications will strengthen brand recognition, create impact.

## Corporate



PMS 5565U



PMS 648U

CMYK:

RGB: 136 162 153

HEX: 88A198

CMYK: 77 61 31 10

RGB: 77 97 130

HEX: 4D6182

## Primary Accent



PMS 295 U

CMYK: 100 62 0 52

RGB: 0 52 104

HEX: 003367



PMS 306 U

CMYK: 71 8 1 0

RGB: 0 174 229

HEX: 00EEFF

## Secondary Accent



PMS 7408 U

CMYK: 3 44 98 0

RGB: 241 157 35

HEX: F29D23



PMS 1935 U

CMYK: 15 85 51 1

RGB: 210 35 42

HEX: D2532A



PMS 7547 U

CMYK: 68 59 49 28

RGB: 81 84 93

HEX: 52555D

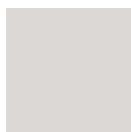


PMS Cool Gray 10 U

CMYK: 51 43 40 6

RGB: 132 132 135

HEX: 848487



PMS Cool Gray 1 U

CMYK: 13 11 12 0

RGB: 130 131 134

HEX: DBD9D6

# Typography

## **Primary Typeface**

Franklin Gothic is to be used in all printed and online communications. The font was selected for its visual compatibility with the Reis brand and for its ability to convey a personality that is consistent with our brand. Only use the weights and styles shown on this page.

## **Alternative Typeface**

Arial is an acceptable substitute for Franklin Gothic only when Franklin Gothic is unavailable. Arial can also be used in correspondence, in word-processed documents, for text in publications, for PowerPoint presentations.

## **Franklin Gothic TBD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&\*()[]\{}|:;:"<>?.,/

# Photography

Photographs should represent the prospect/customer experience within the context of the industry in a genuine fashion that engages the target audience.



## Style

Photograph should be candid, realistic.



Photographs should not be overly stylized or manipulated.

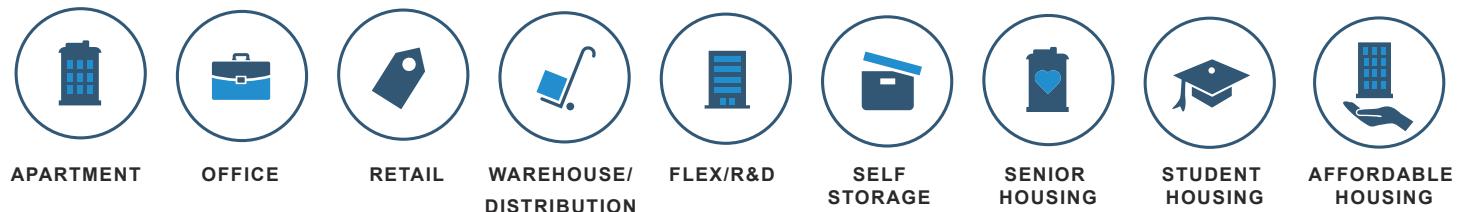
## Color

Cool palette that echoes the Reis brand colors.

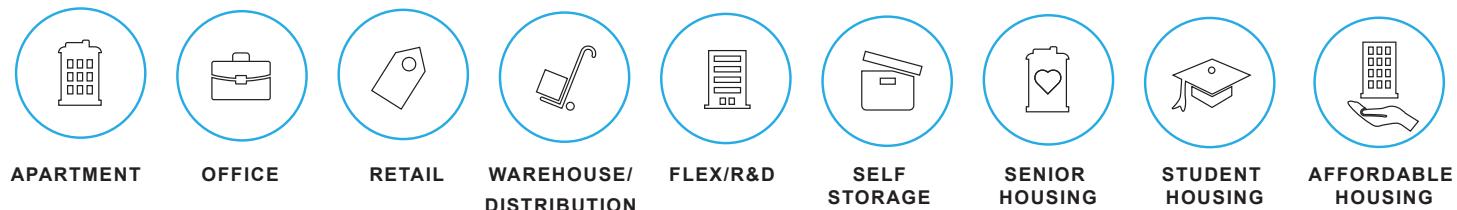
# Iconography

A set of 9 sector-specific icons were designed to represent the various sectors Reis covers. They can be used together or individually as needed.

## Print

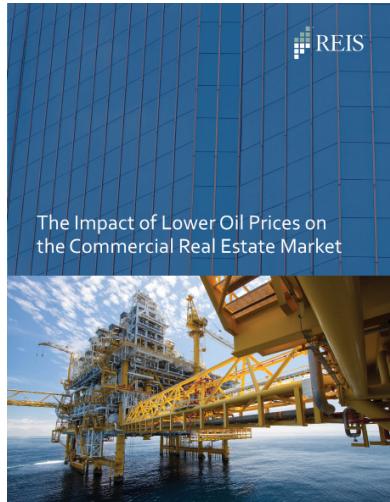


## Web



# Corporate Templates

## Brochures and White Papers



The impact of lower oil prices on the U.S. commercial real estate market can be analyzed from two perspectives: the direct impact and the indirect impact.

**The Indirect Impact of Lower Oil Prices**

The impact of lower oil prices on commercial real estate markets has largely been indirect. The most significant impact has been on energy companies, which are heavily dependent on a number of countries (Venezuela, Norway and most of the Middle East) on oil exports. Decreased demand in these countries has triggered a multi-year decline in oil prices, which has had a significant impact on the U.S. market. It has lowered demand for U.S. exports, while it has hurt stock prices.

We are able to measure the overall impact from lower oil prices on U.S. economic growth. While the initial impact was positive, uncertainty from the global outbreak lowered expectations for growth across the U.S. economy. But uncertainty in the uncertainty tends to cause stock prices to drop. This is because investors are uncertain about what the future may affect the decision-making process for landlords and tenants as well as developers and investors in the real estate market, including oil companies, energy investing or building.

Still, despite the down and gloom reported in the media, the impact from lower oil prices on the U.S. economy has been positive. Non-energy stocks, including energy in the U.S., climbed 4.6% in 2015, slightly above what was forecasted as of the third quarter for year end growth which was 4.0%. Office rents climbed 2.7% in 2015, slightly above the 2.6% forecasted growth rate. Actual current occupancy growth rates for retail and industrial properties were also only slightly below the 2015 forecasted growth rates.

Also note, other global risk factors include slower growth in China that has affected other countries such as Brazil and those dependent on commodity exports. While it's nearly impossible to make a connection between current market conditions in China and the U.S., it's safe to say that both are affecting stock market volatility as well as economic expectations.

**Barbara Byrne Denham** is an Economist in the research and economics department at REIS, the team responsible for the firm's quarterly reports on the U.S. real estate market. Throughout her 20+ year career, Barbara has written a number of white papers on the commercial real estate market.

[www.reis.com](http://www.reis.com)

## Flyers

# Stationary

Business Card

Business Card

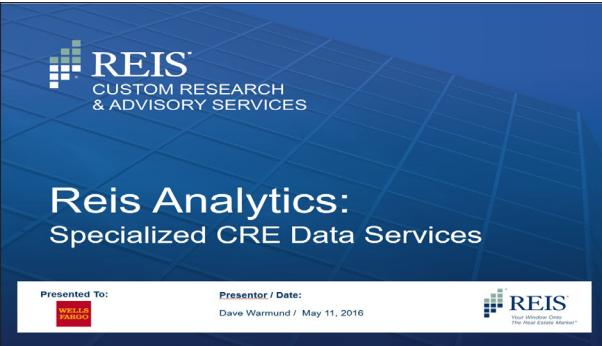
Letterhead

# Presentations

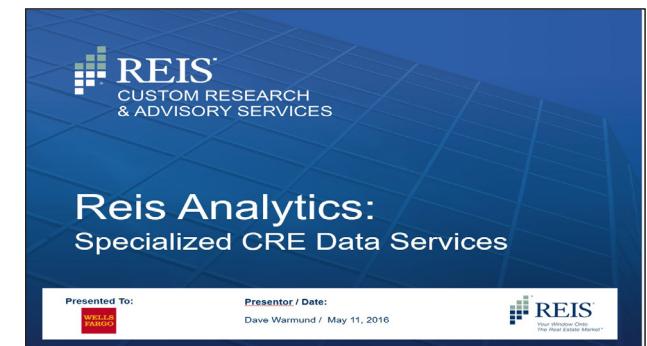


Subscriber Edition  
Overview

Pitch Deck/ Client Engagement



Webinars



Internal Presentations

# E-mail Signature

A standard, consistent, and clean e-mail signature will present a more professional appearance for Reis. It is also an opportunity to reinforce our brand.

Aside from editing the contact information, do not alter the layout in any way, including adding/changing colors, changing the font, etc.

The corporate e-mail signature and set up instructions, can be found on the Marketing Drive under:  
Templates > E-mail Signatures.

## Standard

**John Smith**

**Manager, New Business**

530 5th Avenue, 5th Floor  
New York, NY 10036

**W** 212-921-1122 x. 123

[Email](#) | [LinkedIn](#) | [Twitter](#) | [Website](#)



*The Industry lead in CRE Data*  
[Request a demo.](#)

## Client Facing *(Used at managerial discretion)*



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**Manager, New Business**

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New York, NY 10036

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