



# Reis Corporate Brand Guidelines

Implementing the Reis brand in communications

Updated September 16, 2016

# Table of Contents

Introduction	3
Corporate Mission Statement	4
Brand voice	5
The Reis logo	6
Color Palette	9
Typography	10
Photography	11
Iconography	11
Social Media Assets	12
Corporate Templates	13
Stationary	14
Presentations	15
E-mail Signature	16

# 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

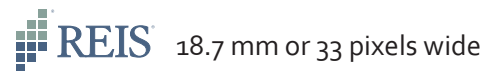
# The Reis Logo

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**

CMYK:

RGB: 136 162 153

HEX: 88A198



**PMS 648U**

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 the various sectors Reis covers. They can be used together or individually as needed.

## Print



APARTMENT



OFFICE



RETAIL



WAREHOUSE/  
DISTRIBUTION



FLEX/R&D



SELF  
STORAGE



SENIOR  
HOUSING



STUDENT  
HOUSING

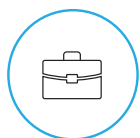


AFFORDABLE  
HOUSING

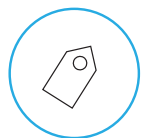
## Web



APARTMENT



OFFICE



RETAIL



WAREHOUSE/  
DISTRIBUTION



FLEX/R&D



SELF  
STORAGE



SENIOR  
HOUSING



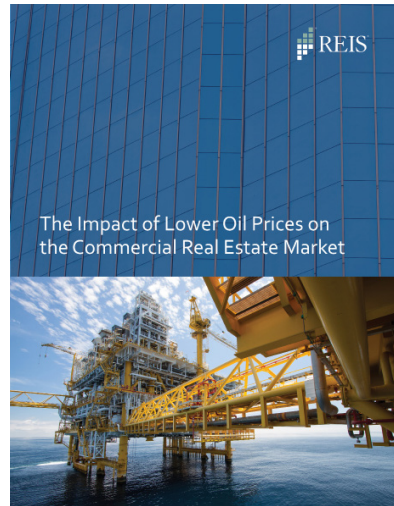
STUDENT  
HOUSING



AFFORDABLE  
HOUSING

# Corporate Templates

## Brochures and White Papers



## Flyers

# Stationary

Business Card

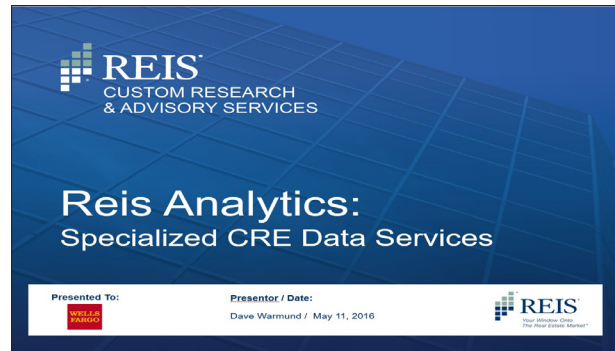
Business Card

Letterhead

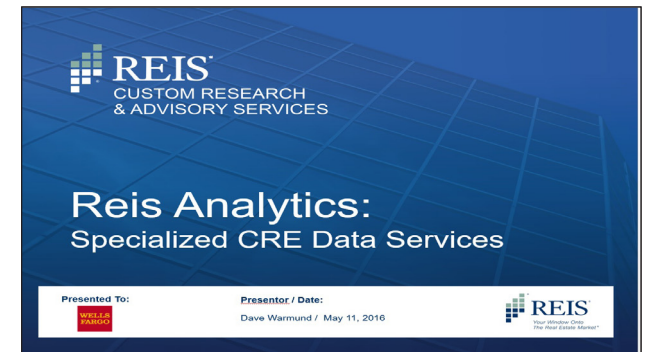
# Presentations



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

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



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

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



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# Table of Contents

• Introduction .....	3
• Corporate Mission Statement .....	X
• Brand voice .....	X
• The Reis logo .....	X
• Color Palette .....	X
• Typography .....	X
• Photography .....	X
• Iconography .....	X
• Social Media Assets .....	X
• Corporate Templates .....	X
• Stationary .....	X
• Presentations .....	X
• E-mail Signature .....	X

# Table of Contents

Introduction	3
Corporate Mission Statement	x
Brand voice	x
The Reis logo	x
Color Palette	x
Typography	x
Photography	x
Iconography	x
Social Media Assets	x
Corporate Templates	x
Stationary	x
Presentations	x
E-mail Signature	x