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5-STAR WORLDWIDE

# BRAND STANDARDS



5-Star Worldwide is CBRE Global Investors' signature tenant services program. It is one of our most important offerings, one that sets our properties apart from the competition. In order to help ensure a consistent experience across all of our 5-Star Worldwide centers nationwide we ask you to please follow these brand standards when creating new materials.

## LOGO TREATMENT FOR PRINT COLLATERAL

Graphically, the 5-Star Worldwide logo is the cornerstone of the program. It is an expression of the quality, personality and professionalism the program personifies. The correct usage of the logo is important in order to maintain an accurate perception of 5-Star Worldwide.

A "protection" zone around the logo simply means that there should always be plenty of space around the logo. When you produce a marketing piece using the logo, maintain a consistent amount of space around it , as shown below.



Example Of Proper Logo Spacing

## LOGO TREATMENT FOR PRINT COLLATERAL (Cont.)

The following set of color options and treatments are provided in order to maintain consistency within all marketing materials. Please avoid putting the logo on a background that contains a photo or is in a non-approved color. Also avoid resizing a single element of the logo, for example making just the "5" larger.

As outlined within your 5-Star Manager's Handbook, if a vendor needs the logo for the production of promotional items or tee-shirts, etc., the artwork for the logo needs to be provided to you in the appropriate file format by a member of our design team. When you need the logo, please contact Eve Chambers with your request. Eve can be reached at [eve.chambers@cbre.com](mailto:eve.chambers@cbre.com) or (213) 683-4284.

### APPROVED USAGE



**5-Star Service**  
WORLDWIDE

BLACK



**5-Star Service**  
WORLDWIDE

COLOR



REVERSED



REVERSED COLOR

### NON-APPROVED USAGE



NON-APPROVED COLOR



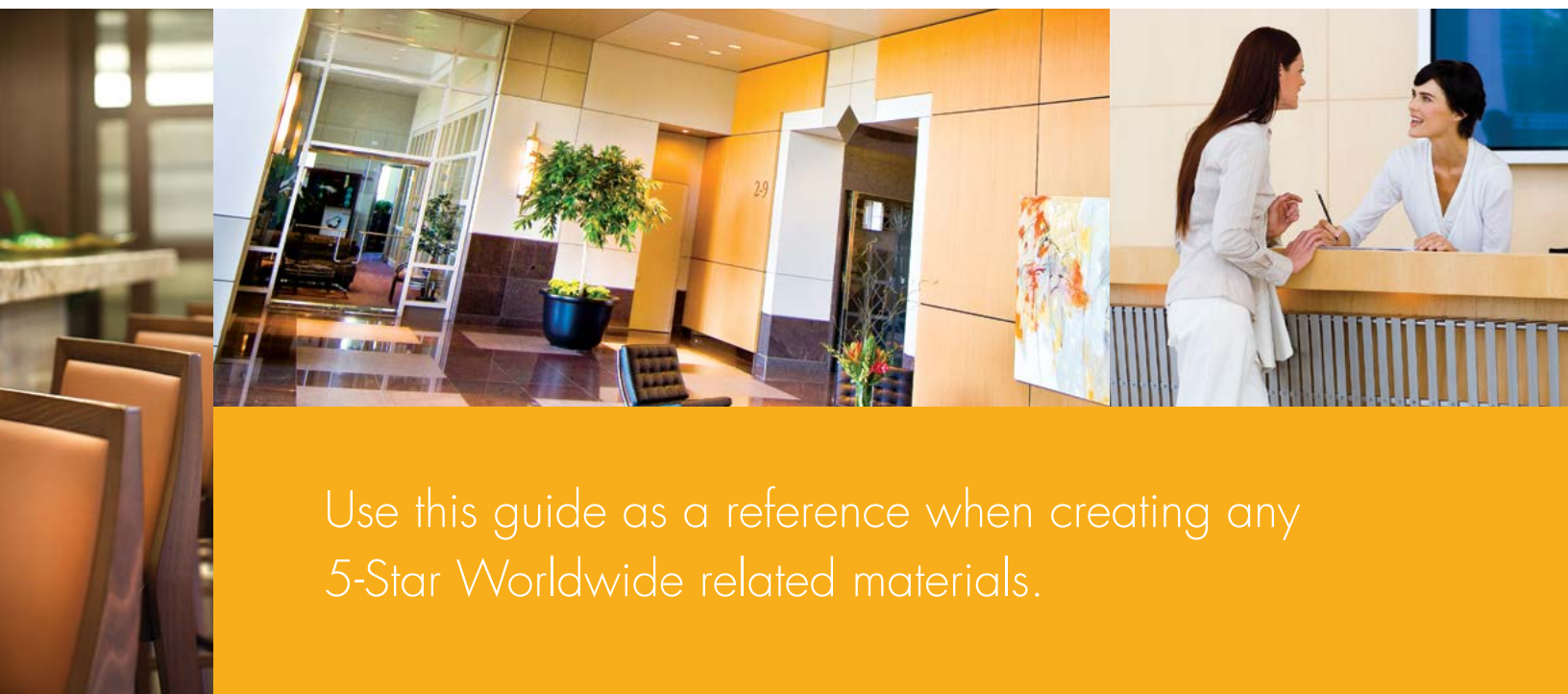
RESIZING



PHOTO BACKGROUNDS



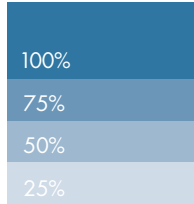
NON-APPROVED REVERSED COLOR



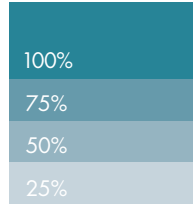
Use this guide as a reference when creating any 5-Star Worldwide related materials.

## COLORS

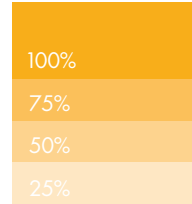
Below are the approved color options to be used in 5-Star Worldwide marketing materials.



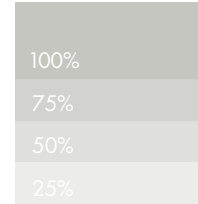
**CMYK** (print) – C 84 M 48 Y 19 K 1  
**RGB** (web) – R 43 G 118 B 162  
**HEXADECIMAL** (web) – #2b76a2



**CMYK** (print) – C 83 M 34 Y 33 K 3  
**RGB** (web) – R 29 G 133 B 153  
**HEXADECIMAL** (web) – #1d8599



**CMYK** (print) – C 1 M 35 Y 100 K 0  
**RGB** (web) – R 249 G 174 B 24  
**HEXADECIMAL** (web) – #f9ae18



**CMYK** (print) – C 22 M 16 Y 20 K 0  
**RGB** (web) – R 199 G 201 B 196  
**HEXADECIMAL** (web) – #c7c9c4

## FONTS

We are asking for consistency in all 5-Star Worldwide marketing materials and that extends to fonts and copy treatment in any materials you might create. Please use the Futura font in any print materials you create and Arial for any electronic pieces, including emails.

### Futura

Primary Print Typeface

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%&\*()

AaBbCc123

5-Star Worldwide  
 (Futura Light)

5-Star Worldwide  
 (Futura Medium)

**5-Star Worldwide**  
 (Futura Medium)

### Arial

Primary Print Typeface

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%&\*()

AaBbCc123

5-Star Worldwide  
 (Arial Regular)

**5-Star Worldwide**  
 (Arial Bold)

## PROGRAM VOCABULARY

When referring to the program in any communication, always reference it as the **“5-Star Worldwide tenant services program,”** or **“5-Star Worldwide program,”** and when referring to your title, always refer to yourself as the **“5-Star Worldwide manager.”**

## LOGO TREATMENT FOR SIGNAGE

The following materials/logo should be used when ordering and placing 5-Star Worldwide signage. There are numerous options available for the production of such signage materials, but for consistency throughout the properties please follow the rules and standards below.

### LOGO

Please make sure to utilize the correct version in all instances of signage. For secondary signage logos, or custom logo signage options please contact Elke Laughlin.

#### APPROVED USAGE



#### NON-APPROVED USAGE



#### SECONDARY SIGNAGE USAGE

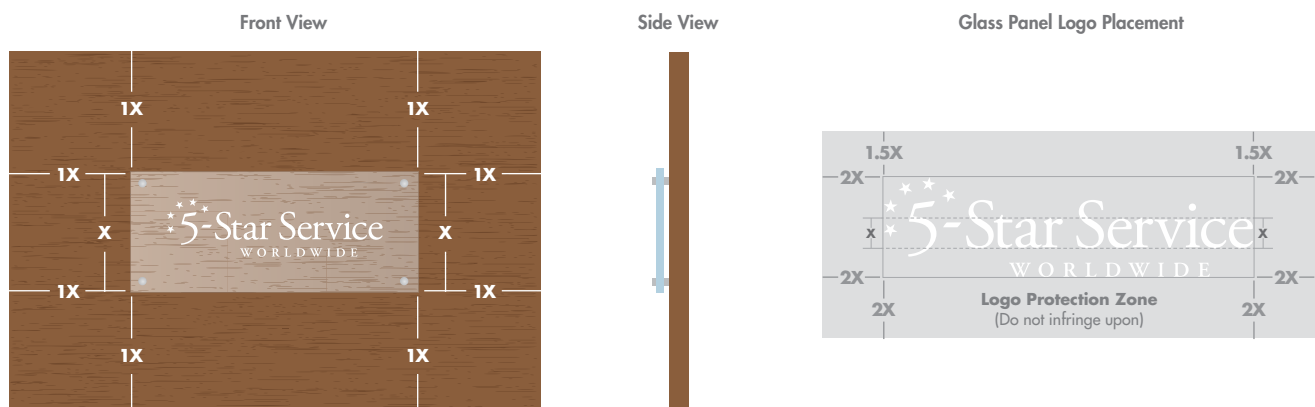


### WALL SIGNAGE

Each 5-Star Worldwide Center should have a large sign displayed on a prominent wall where it is seen by those walking by and/or entering the center. Depending on your 5-Star Worldwide center's decor you can choose from either a wood and glass sign, or a stainless steel sign. Please see the specifications for each below.

#### Wood/Glass Panel Wall Signage:

This wall signage uses a wood backing with a "floating" glass panel housing the logo. The glass panel is held in place by a set of four stainless-steel posts and the 5-Star Worldwide logo is frosted directly onto the glass. Basic guidelines for proper placement of all elements can be found below.



### Stainless Steel Wall Signage

Stainless steel raised lettering is the standard for 5-Star Worldwide wall signage. Stainless steel is suitable for interior and exterior usage. The material has an elegant look, is durable and conveys the level of sophistication that 5-Star Worldwide embodies.



Example of Proper Stainless Steel Wall Signage:

Use the diagram below to order the correct size wall signage for your 5-Star Worldwide center. It is important that the sign have enough space around it to be viewed properly. The sign should be large enough to be prominent and viewed easily, but not large enough to overpower the rest of the room.



Example of Proper Environment Relationships

### Door/Window Signage:

In addition to the main wall sign, most 5-Star Worldwide centers also have additional signage on the doors or windows leading into their building and the center itself. These doors and windows also frequently include other logos and symbols such as the CBRE or LEED® logo.

All door and window signs should be produced as decals that can be placed on the glass with the logo in white or black, or etched or frosted directly onto the glass.

To insure the logo is easily read, do not place the logo too close to the door or window frame, or other logos. Please use the guide below to determine the proper size and placement of your door or window sign.



Example of Proper Glass Application

You may download the Brand Style Guide at:  
<https://navigator.cbre.com/EN/Departments/Communications%20Marketing>

Contact Eve Chambers with any questions on logo, body copy treatment, or fonts.

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