# SIOR BRAND GUIDELINES

VERSION 1.1    |    1.15.2016

# TABLE OF CONTENTS

# 01

## THE LOGO

**HORIZONTAL**

**VERTICAL**

**Logo Orientation**

Our logo is a key aspect of the brand, and consistent use of our logo creates a connection between our brand and the people viewing it.

Our logo is flexible and can be used in both horizontal and vertical layouts. The horizontal logo is our preferred version, but ultimately the version that fits the space better should be used.

**Logo Mark**

The SIOR shield can be used on its own to represent the brand in places where very little space is available, such as on social media.

**Single Color Versions**

Both logo versions have a single-color version as well. This version can be used when printing one-color documents or when placing the design on background that might not work with the full-color version, like a photograph.

**On-Color Versions**

In some cases our logo can be placed on a background color. In these cases use the reversed logo (shown to the left), which keeps the full-color mark but changes the type to white.

The background color should be dark enough in contrast to clearly see the mark.
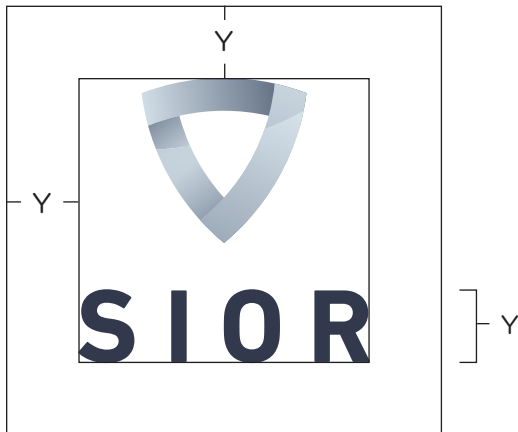
**Clear Space**

When placing our logo in a document, it is important to leave the correct amount of space around the logo in order to maintain legibility. The clear spaces are measured off of elements of the logo so that they change size along with the logo.

For the horizontal version, leave a minimum space around the logo equal to half the height of the mark (X). For the vertical version leave a minimum space around the logo equal to the height of the logo text (Y).

width .475"



width .3"

**Minimum Sizes**

The minimum sizes our logos should be shown at are displayed here. Any smaller than this and they will be illegible.

These sizes are made with a piece of paper or business card in mind. For larger materials such as a poster or billboard the sizes could change. Always be sure to test legibility before going to print.

Do not add additional effects to the logo

Do not alter the colors of the logo

Do not place the logo on off-brand or low contrast colors

Do not put the logo over a complicated background

Do not alter the proportions of the logo

Do not subsitute fonts in the logo

# 02

## 75TH ANNIVERARY LOGO

**HORIZONTAL**



**VERTICAL**



**Logo Orientation**

Just like our primary logo the 75th Anniversary has vertical and horizontal options. Also similar to the primary logo, the horizontal logo is our preferred version, but ultimately the version that fits the space better should be used.

**HORIZONTAL**

SIOR | 75 YEARS OF REAL ESTATE EXCELLENCE

**VERTICAL**

SIOR
75 YEARS OF REAL ESTATE EXCELLENCE

**Logo Variation**

The 75th Anniversary logo has an alternate version where the "75" mark is replaced by the text "75 Years of Real Estate Excellence".

This is the preferred mark if a large "75" is being used elsewhere in the design, as it cuts down on repition.

**Single Color Versions**

All logo versions have a single-color version as well. This version can be used when printing one-color documents or when placing the design on background that might not work with the full-color version, like a photograph.

**On-Color Versions**

In some cases the 75th Anniversary logo can be placed on a background color. In these cases use the reversed logo (shown to the left), which keeps the full-color mark but changes the type to white.

The background color should be dark enough in contrast to clearly see the mark.

## Clear Space

When placing the 75th Anniversary logo in a document, it is important to leave the correct amount of space around the logo in order to maintain legibility. The clear spaces are measured off of elements of the logo so that they change size along with the logo.

For the horizontal version, leave a minimum space around the logo equal to half the height of the mark (X). For the vertical version leave a minimum space around the logo equal to the height of the logo text (Y).

**Clear Space**

Use the same spacing considerations for the text variation of the 75th Anniversary logo as the standard version.

When placing the 75th Anniversary logo in a document, it is important to leave the correct amount of space around the logo in order to maintain legibility. The clear spaces are measured off of elements of the logo so that they change size along with the logo.

For the horizontal version, leave a minimum space around the logo equal to half the height of the mark (X). For the vertical version leave a minimum space around the logo equal to the height of the logo text (Y).
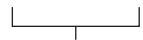
**75 VERSION**

width .675"

width .3"

**TEXT VERSION**

width 1.25"
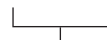
width .5"

**Minimum Sizes**

The minimum sizes our logos should be shown at are displayed here. Any smaller than this and they will be illegible.

These sizes are made with a piece of paper or business card in mind. For larger materials such as a poster or billboard the sizes could change. Always be sure to test legibilty before going to print.

# 03

## CONFERENCE LOGO

A

B

# SWC16

San Diego, California

C

**Logo Elements**

The Conference Logo is comprised of three main elements. The primary identifier (A) shows whether this is the Spring of Fall Conference by either showing "SWC" or "FWC". The year (B) will be changed to match the year of the conference. The location marker (C) will be changed to match the location of the conference.

**SPRING**

# SWC16
## San Diego, California

**Logo Variations**

The first letter of the logo changes to identify the conference as Spring or Fall.

**FALL**

# FWC16
## San Diego, California

**SWC16**
San Diego, California

**FWC16**
San Diego, California

**SWC16**
San Diego, California

**FWC16**
San Diego, California

**Single Color Versions**

Both logo versions have a single-color version as well. This version can be used when printing one-color documents or when placing the design on background that might not work with the full-color version, like a photograph. This version should only be used when there is no other option.

**On-Color Versions**

In some cases the Conference Logo logo can be placed on a background color. In these cases use the reversed logo (shown to the left), which keeps the full-color mark but changes the type to white.

The background color should be dark enough in contrast to clearly see the mark.

**SWC16**
San Diego, California

**SWC16**
San Diego, California

width 1"
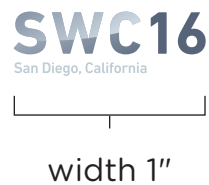
**Clear Space & Minimum Size**

When placing the Conference logo in a document, it is important to leave the correct amount of space around the logo in order to maintain legibility. The clear spaces are measured off of elements of the logo so that they change size along with the logo. Leave a minimum space around the logo equal to half the height of the mark (X).

The minimum size the conference logo should be shown at is displayed here. Any smaller than this and it will be illegible.

This size is made with a piece of paper or business card in mind. For larger materials such as a poster or billboard the sizes could change. Always be sure to test legibilty before going to print.

# 04

## TYPOGRAPHY

# Aa

DIN Next LT Pro

## DIN Next LT Pro

**ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuv
wxyz
1234567890**

**Primary Typefaces**

Our primary typeface is DIN Next LT Pro.
DIN is a smart, bold typeface with a large
variation of weights and sizes.

# Aa  Aa

## Ropa

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z
1 2 3 4 5 6 7 8 9 0

## Calibri

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w
x y z
1 2 3 4 5 6 7 8 9 0

**DIN Fallbacks**

There are replacement typefaces which can be used for instances when the primary typeface cannot be accessed.

Ropa is a free Google font that can be used online. Calibri is the fallback system font for when no other options is available.

While there is no close approximation to DIN in web-safe fonts, Arial may be used for emails. That is the only place Arial should be used in our branding.

WEBSAFE FONT OPTION: ARIAL

# Aa

Hoefler Text

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvw
xyz
1234567890

**Secondary Typeface**

Our secondary typeface is Hoefler Text. This serif typeface provides a connection to our 75 years of history. Hoefler Text should be used sparingly to compliment DIN.

Hoefler Text should normally be set in all-caps. However, if setting Hoefler Text in sentence case always use ligatures.

# Aa Aa

EB Garamond 12

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z
1 2 3 4 5 6 7 8 9 0

Georgia

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z
1 2 3 4 5 6 7 8 9 0

**Hoefler Text Fallbacks**

There are replacement typefaces which can be used for instances when the primary typeface cannot be accessed.

EB Garamond 12 is a free Google font that can be used online. Georgia is the fallback system font for when no other options is available.

Georgia is a web-safe font that can be used in emails.

Aa*a*

**90%**
DIN Next LT Pro

**10%**
Hoefler Text

**Type Use Percentages**

The general rule of our brand is to use DIN roughly 90% of the time and Hoefler Text about 10% of the time. This is a guideline, and not all documents will follow it exactly, but try to keep close to this percentage .

# A LARGE ALL-CAPS HEADER IN DIN NEXT LT PRO BOLD

Short intro paragraph in DIN Next LT Pro Light, using a gray color keeps this from competing with the header.

## HOEFLER TEXT IS A SECTION HEADER

Longer text is set in DIN Next LT Pro Light, note the large line height for increased legibility. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

**Sample Type Scenario**

In this example DIN is clearly being used much more than Hoefler Text. By varying the weight/caps of DIN you can create lots of variety within the one typeface.

Note that the all-caps fonts are widely tracked out. DIN Bold can be tracked out around 80, and Hoefler text can be tracked out around 150.

# 05 COLOR

**Primary Colors**

These three colors should be used on most materials,
the width of the color bar demonstrates how
prominent the color is in our brand.

**CMYK**
c83, m72, y46, k40

**RGB**
43, 50, 68

**HEX:**
#2b3244

**PMS Solid Coated:**
534c

**PMS Solid Uncoated:**
5395u

Navy

**CMYK**
c70, m57, y37, k15

**RGB**
75, 88, 109

**HEX:**
#4b586d

**PMS Solid Coated:**
5405c

**PMS Solid Uncoated:**
5405u

Cobalt

**CMYK**
c15, m6, y3, k0

**RGB**
211, 225, 234

**HEX:**
#d3e1ea

**PMS Solid Coated:**
649c

**PMS Solid Uncoated:**
649u

Silver

## Secondary Colors

An extended range of grays and blues to increase the versatality of the brand. These colors should be used sparingly.

| | | | | |
|---|---|---|---|---|
| **CMYK** c85, m75, y55, k70 | **CMYK** c50, m30, y30, k0 | **CMYK** c27, m14, y12, k0 | **CMYK** c12, m4, y2, k0 | **CMYK** c5, m1, y1, k0 |
| **RGB** 20, 27, 40 | **RGB** 133, 156, 164 | **RGB** 184, 200, 210 | **RGB** 221, 232, 242 | **RGB** 235, 242, 247 |
| **HEX:** #141b28 | **HEX:** #859ca4 | **HEX:** #b8c8d2 | **HEX:** #dde8f2 | **HEX:** #ebf2f7 |
| **PMS Solid Coated:** 7547c | **PMS Solid Coated:** 443c | **PMS Solid Coated:** 5445c | **PMS Solid Coated:** 656c | **PMS Solid Coated:** 649c |
| **PMS Solid Uncoated:** 5395u | **PMS Solid Uncoated:** 5497u | **PMS Solid Uncoated:** 5445u | **PMS Solid Uncoated:** 656u | **PMS Solid Uncoated:** 649u |
| **CMYK** c87, m56, y12, k0 | **CMYK** c72, m42, y0, k0 | **CMYK** c12, m4, y2, k0 | **CMYK** c40, m7, y0, k0 | **CMYK** c25, m5, y0, k0 |
| **RGB** 50, 98, 155 | **RGB** 67, 121, 186 | **RGB** 221, 232, 242 | **RGB** 129, 197, 247 | **RGB** 174, 215, 255 |
| **HEX:** #32629b | **HEX:** #4379ba | **HEX:** #dde8f2 | **HEX:** #81c5f7 | **HEX:** #aed7ff |
| **PMS Solid Coated:** 653c | **PMS Solid Coated:** 653c | **PMS Solid Coated:** 656c | **PMS Solid Coated:** 533c | **PMS Solid Coated:** 279c |
| **PMS Solid Uncoated:** 2945u | **PMS Solid Uncoated:** 661u | **PMS Solid Uncoated:** 656u | **PMS Solid Uncoated:** 5395u | **PMS Solid Uncoated:** 279c |

**CMYK**
c40, m0, y26, k0

**RGB**
153, 216, 201

**HEX:**
#99d8c9

**CMYK**
c10, m10, y32, k0

**RGB**
229, 221, 181

**HEX:**
#e5ddb5

**CMYK**
c18, m20, y0, k0

**RGB**
204, 198, 224

**HEX:**
#ccc6e0

**CMYK**
c83, m33, y68, k16

**RGB**
40, 117, 96

**HEX:**
#287560

**CMYK**
c10, m20, y72, k0

**RGB**
232, 198, 102

**HEX:**
#e8c666

**CMYK**
c89, m95, y0, k0

**RGB**
71, 53, 150

**HEX:**
#473596

**Tertiary Colors**

These additional colors are meant to be used in charts and graphs only, they should not be used for other purposes.

BASE GRAYS

BLUES

ACCENTS

A          B                    C

D                    E
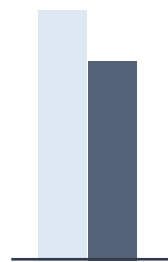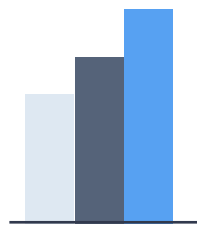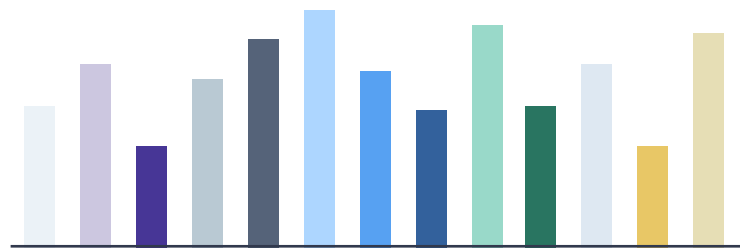
**Color in Charts & Graphs**

When creating charts and graphs begin with the base grays (A). To add additional contrast or to highlight one piece of data use our Blues (B). When many points of data need to be compared, our tertiary accent colors can be utilized (C).

Take care when using Base Grays that there is enough contrast between color (D). Avoid situations where viewers might have trouble differntiating between the colors (E).
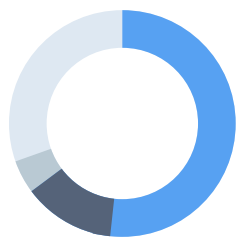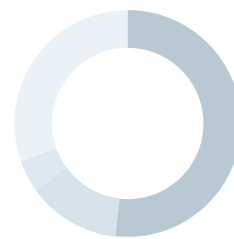
# 06

**VISUAL ELEMENTS**
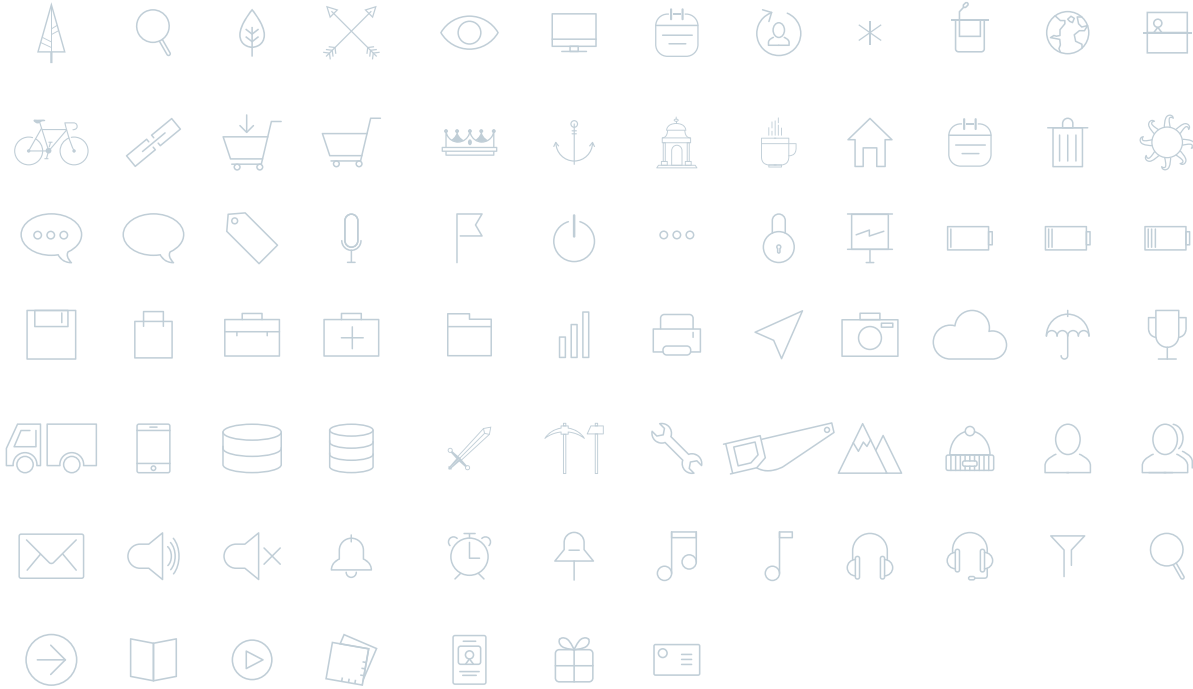
**Icons**

Iconography is an important part of our brand's visual language. By using thin, line icons, we can keep a consistent feeling of professionalism and clean design.

A

SECTION TITLE

C

SECTION TITLE

B

| SECTION TITLE

D

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor

E

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor

**Rules**

Both horizontal and vertical rules are used extensively throughought our branding. When using the rule to start a section, place it above the text so that the title hangs down from the rule (A). A vertical rule can also be used to set off a section header (B) or a thicker, shorter rule can be placed above a header for emphasis (C).

Rules can set off sections of notes (D) as well as seperate images from text (E).

# 07 DESIGN MATERIALS

2.65"

SIOR

November 24, 2015

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ac pellentesque tellus, nec porttitor risus. Quisque dictum massa in tortor mollis commodo. In consectetur convallis ante tempor lobortis. Cras eu eros eleifend magna rhoncus interdum eu at libero. Donec in suscipit metus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In porta felis quis orci volutpat, ac auctor tellus mattis. Curabitur tincidunt nisl ac lorem euismod laoreet. Suspendisse urna sem, tempus eu blandit vel, consequat id tellus. Maecenas fermentum lorem eget elit sagittis, at semper leo tincidunt. Suspendisse auctor, elit sed vehicula efficitur, orci ante consequat lectus, et viverra ipsum sem sed lacus. Suspendisse diam elit, malesuada sit amet bibendum in, condimentum ut sem. Quisque pellentesque nunc at justo ornare cursus. Praesent sollicitudin ligula eros, sit amet rutrum ex pharetra auctor. Morbi ac massa eu mauris congue bibendum. Sed eu vestibulum erat.

1.6"

Donec ex diam, tincidunt vel lectus eget, luctus sollicitudin erat. Fusce mollis mi ac dignissim convallis. Aliquam sed sodales sem, sed placerat felis. Cras tempor volutpat lorem, a venenatis nisl blandit sit amet. Donec sed justo eget mi dignissim accumsan et in neque. Donec facilisis vestibulum imperdiet. In hac habitasse platea dictumst. Mauris ornare, orci at fermentum bibendum, nibh tortor vestibulum tortor, ac efficitur mi urna ac turpis. Duis viverra erat ipsum, ut efficitur turpis iaculis eu. Nullam sed mollis ante. Praesent accumsan pretium mi at tempus. Fusce id ex ac ligula ultricies porta. In hac habitasse platea dictumst. Mauris ornare, orci at fermentum bibendum, nibh tortor vestibulum tortor, ac efficitur mi urna ac turpis. Duis viverra erat ipsum, ut efficitur turpis iaculis eu. Nullam sed mollis ante. Praesent accumsan pretium mi at tempus. Fusce id ex ac ligula ultricies porta.

In posuere velit sapien, ac elementum massa suscipit ut. Nam commodo sed purus ac dictum. Vestibulum lorem erat, tempus non tincidunt vel, ullamcorper a augue. Aenean dictum fermentum mollis. Aliquam ornare mi porta neque laoreet, at ornare augue eleifend. Vestibulum erat lorem, tincidunt in mi in, molestie ultricies metus. Integer maximus fringilla ante, venenatis laoreet velit viverra ac. Nulla sit amet mauris non massa semper ultrices et a est. Aliquam erat volutpat. Nulla at mauris eros. Ut eleifend ante vel purus ullamcorper facilisis.

Sincerely,
Person Name
Person Title

1.5"

1201 New York Ave., NW, Ste. 300, Washington, DC 20003   |   202.449.8200   |   **www.sior.com**

**Stationary System: Letterhead**

When using our letterhead keep a top margin of 2.65", left and right margins of 1.6", and a bottom margin of 1.5".

Type should be set at 9pt with 11pt of leading and 0 tracking.

**LIZZY
LOKEN**

DIRECTOR OF PROGRAMS ————————————————— A

202.449.8222
llokken@sior.com

1201 New York Ave., NW, Ste. 300
Washington, DC 20003 USA
202.449.8200
**www.sior.com**

SIOR ————————————————— B

**Stationary System: Business Cards**

The two sections of the business card that can be edited are the personal information (A) and the SIOR logo (B), which can be replaced by a chapter logo.

A

B

THE ADVISIOR

VO. 8 / SPRING / 2016

SIOR | LOS ANGELES CHAPTER

**PRESIDENT'S LETTER**

Dear Fellow SIORs and Industry Friends,

As my final message as Chapter President, I would like to take this opportunity to express my sincerest gratitude to the current Board of Directors. Their extraordinary work ethic, integrity and mindset of continual improvement has helped establish tremendous growth and positive momentum for our Chapter.

In preparing to leave the role as President, I am encouraged by the past individuals who have held this office before me. People like David Prior, Luke Staubitz, David Drummond, Craig Meyer, Bill Kiefer, Jim McDonald and Scott Martin to name only a few. These individuals have generously served in this role, yet continue to give back to SIOR and our industry. I remain resolute as they have to stay involved long after my term ends, dedicated to creating stronger relationships with our members and helping the next group of leaders deliver a result that exceeds expectations.

I am truly grateful to our membership and corporate sponsors for the very unique honor of serving as President and for your unending support. It is a privilege to be able to work alongside this amazing group of real estate professionals whose years of experience and professionalism serve our industry most honorably.

Sincerely,

Robert G. Thornburgh, SIOR
Chapter President

**CHAPTER LEADERSHIP**

**President**
Robert G. Thornburgh, SIOR

**Vice President**
Frank J.H. Schulz, SIOR

**Secretary / Treasurer**
Jack Whalen, SIOR

**Sergeant at Arms**
John R. DeGrinis, SIOR

**Membership Recruitment**
Jesse A. Laikin, SIOR

**Membership Retention**
James L. McDonald, SIOR

**Board of Directors**
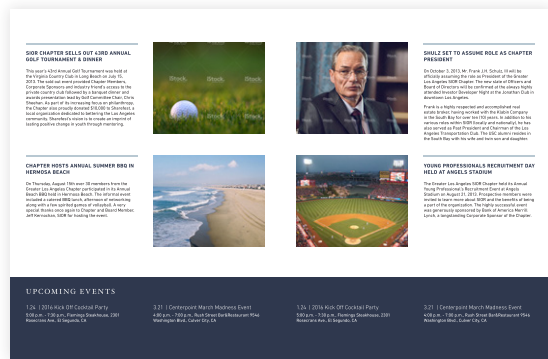Peter A. Drake
Jim Biondi, SIOR
Jeffrey S. Kernochan, SIOR
William G. Kiefer, SIOR
James A. Linn, SIOR

David A. Prior, SIOR
Ben Reiling, SIOR
Christopher J. Sheehan, SIOR
Past President
R. Scott Martin, SIOR

**Advisory Council**
Rob Antrobius
David A. Drummond, SIOR
Lucas G. Staubitz, SIOR

**Chapter Administrator**
PatriciaWisman

## Advisior Cover Page

There are two elements of the Advisior Cover that need to be changed per chapter; the background photo and the chapter logo.
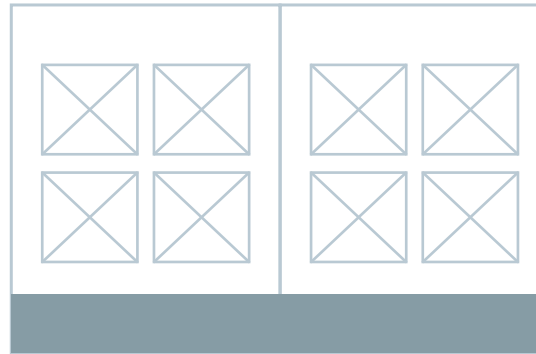
The background photo should be a wide shot of the chapter city. The InDesign file has filters in place to change the photo to black & white and give it the blue tint.

When changing the chapter logo make sure it is centered with on the page. Some chapter names are longer or shorter, so alignment the logo maybe become unalligned. Do not resize the logo.

A



B



C



D

 TEXT

 IMAGE

## Advisior Internal Pages

The interior spread of the Advisior Newsletter is a module system. The base design (A) involves text blocks with associated photographs to the right. This layout is broken into a simple grid (B) where four quadrants on each page can be filled with content.

In layout C there is one story with an associated photo on the top row of the left page and two stories with no associated photos below that. On the right page both the story and photo take up two quandrants, but keep the same right-to-left relationship as other stories and photos.

In layout D a full-spread photo takes up the entirety of the right page, and related text is placed in the right two quadrants

**2016 MEMBERSHIP DIRECTORY**

SIOR | LOS ANGELES CHAPTER

A

B

**Membership Directory Cover Page**

There are two elements of the Membership Directory Cover that need to be changed per chapter; the background photo and the chapter logo.

The background photo should be a wide shot of the chapter city. The InDesign file has filters in place to change the photo to black & white and give it the blue tint.

When changing the chapter logo make sure it is centered with on the page. Some chapter names are longer or shorter, so alignment the logo maybe become unalligned. Do not resize the logo.

After placing the chapter logo, be sure to crop out the icon (matching the design on this page).

www.siorlosangeles.com

**2016 SIOR CALENDAR OF EVENTS**

SIOR | LOS ANGELES CHAPTER

A

B

| | | |
|---|---|---|
| **1.24** | 2016 Kick Off Cocktail Party | 5:00pm - 7:30pm, Flemings Steakhouse, 2301 Rosecrans Ave., El Segundo, CA |
| **3.21** | Centerpoint March Madness Event | 4:00pm - 7:00pm, Rush Street Bar&Restaurant 9546 Washington Blvd., Culver City, CA |
| **1.24** | 2016 Kick Off Cocktail Party | 5:00pm - 7:30pm, Flemings Steakhouse, 2301 Rosecrans Ave., El Segundo, CA |
| **4.15** | Prologis Annual Spring SIOR Networking Event | 4:00pm - 7:00pm, Rush Street Bar&Restaurant 9546 Washington Blvd., Culver City, CA |
| **1.24** | SIOR BBQ | 5:00pm - 7:30pm, Flemings Steakhouse, 2301 Rosecrans Ave., El Segundo, CA |
| **1.24** | Investor Developer Recogntion | 5:00pm - 7:30pm, Flemings Steakhouse, 2301 Rosecrans Ave., El Segundo, CA |
| **1.24** | 2016 Kick Off Cocktail Party | |
| **1.24** | 2016 Kick Off Cocktail Party | |
| **1.24** | 2016 Kick Off Cocktail Party | |

19106 S. Normandie Ave. #242  |  Torrance, CA

**STAY ON TARGET
LOS ANGELES**

Maximize the power of SIOR by staying involved with the
Los Angeles Chapter, it's Members and Corporate Sponsors.

SIOR | LOS ANGELES CHAPTER

A

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**Calendar of Events Materials**

The two elements that need to be changed on the calendar of events flyer and postcard are the background photo and chapter logo.

The background photo should be a wide shot of the chapter city. The InDesign file has filters in place to change the photo to black & white and give it the blue tint.

When changing the chapter logo make sure it is centered with on the page. Some chapter names are longer or shorter, so alignment the logo maybe become unalligned. Do not resize the logo.