

Brand Guide



Updated April 2021



Table of Contents

Corporate Headquarters

1808 Swift Drive
Suite A
Oak Brook, IL 60523

630.586.8000 Phone
630.586.8010 Fax

INTRODUCTION

- 4 About CenterPoint
- 5 Our Brand at a Glance

LOGO

- 7 Logo
- 8 Logo Sizing & Spacing
- 9 Alternate Logos

TYPOGRAPHY

- 11 Web/Print Typography
- 12 Alternate Typography
- 13 Paragraph Styles
- 15 Alternate Styles

COLORS

- 17 Primary Colors
- 18 Supporting Colors
- 19 Supporting Tints

IMAGERY

- 21 Photography
- 22 Photo Overlays
- 23 Portraits

ICONS

- 25 Icons
- 26 Icon Library

ILLUSTRATIONS

- 28 Regional Maps
- 29 Local Maps
- 30 Aerials
- 31 Park Plans
- 32 Site Plans
- 33 Infographics

SIGNAGE

- 35 Broker Signage
- 36 Monument Signage
- 40 Logo Options
- 41 Shield Signage
- 43 Tenant Signage

PAINTING

- 48 Building Paint Guide



Introduction



About CenterPoint

The Company

CenterPoint is an industrial real estate company made up of dedicated thinkers, innovators and leaders with the creativity and know-how to tackle the industry's toughest challenges. And it's those kinds of problems—the delicate, the complex, the seemingly-impossible—that we relish most. Because with an agile team, substantial access to capital and industry-leading expertise, those are exactly the kinds of problems we're built to solve.

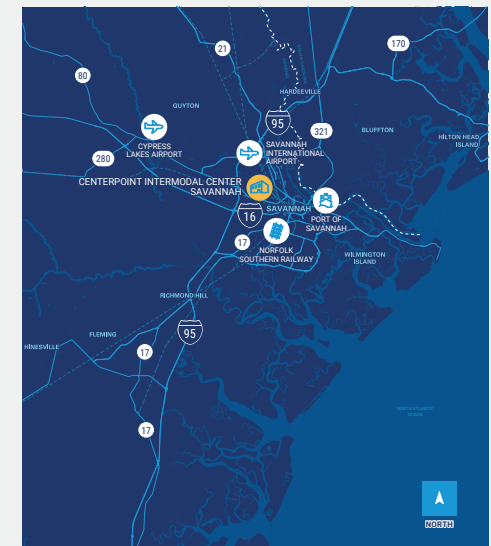
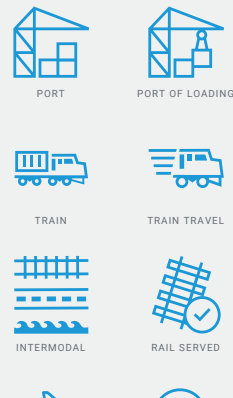
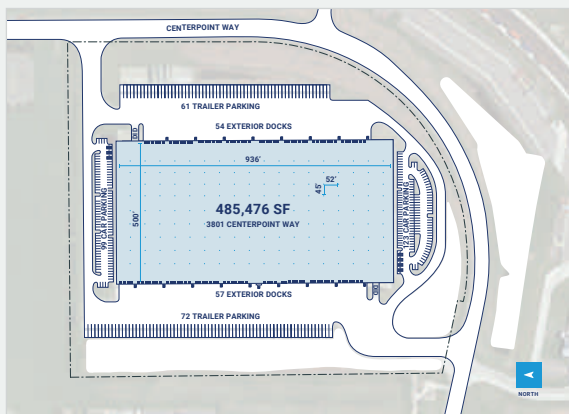
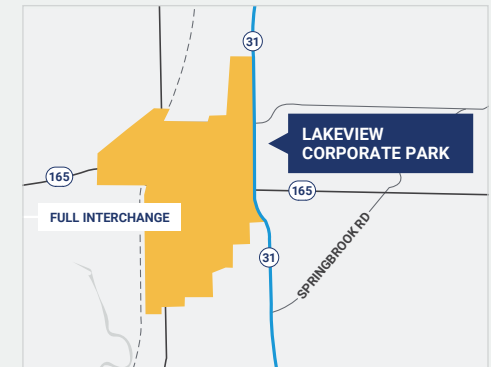
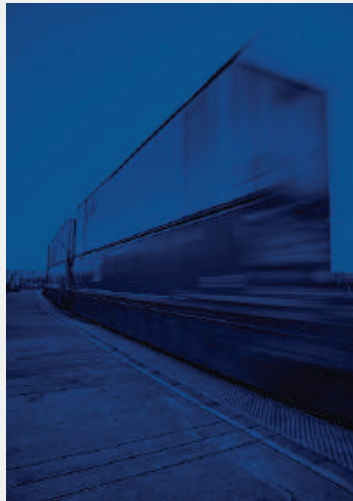
The Vision/Mission

CenterPoint continuously reimagines what's possible by creating ingenious solutions to our customers' most complex property, logistics and supply chain challenges.





Our Brand at a Glance





Logo



Logo

Logos should never be altered or modified. The relationship of all components of the logo (size of each element, alignment and space between elements) has been carefully considered and should not be changed in any way.

Logotype

The logotype is in a customized font for CenterPoint. It should not be altered or duplicated for other uses. It should also never appear without the shield.

Logo Color

One standard color has been selected for use with the CenterPoint logo: CNT Blue.

- + Spot Color: **PMS 288**
- + Four Color Process: **CMYK: 100.89.21.8.**
- + Screens and Web: **RGB: 30.55.108**



FULL LOGO



Shield

Logotype

LOGO COMPONENTS



Logo Sizing & Spacing

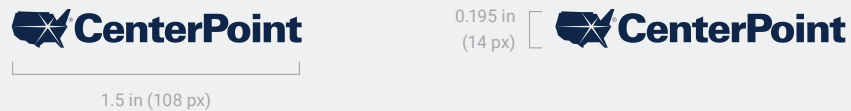
Logo Spacing

To prevent the identity from becoming visually crowded, clear space must surround the logo. At a minimum, this clear space should be **0.125 inches** or **12 pixels**.

Logo Sizing

The minimum sizing for CenterPoint's logo is **1.5 x 0.195 inches**, or **108 x 14 pixels**.

When sizing the logo, it must be scaled proportionately to prevent it from looking distorted and stretched. When sizing a logo, make sure to hold down the shift key and drag the anchor from a corner of the image to make the logo bigger or smaller.





Alternate Logos

Whenever possible, the logo should be produced in the CNT Blue Pantone spot color, however different applications may call for different color profiles. If the logo appears on a dark color or needs to be simplified in black and white, please use one of the options provided.

Note: the shield should never be a different color from the logotype.

Reverse

When the CenterPoint logo is being placed on a color or black background, the reverse (white) logo is recommended.

Black

When the CenterPoint logo is being used in a one-color space, use the black logo.

Grayscale

In some situations, the CenterPoint logo may need to be grayscale. If the reverse or black logos don't work, use the grayscale application.



REVERSE



BLACK



GRAYSCALE



Typography



Web/Print Typography

Using Roboto throughout branded materials allows consistency between messages. Roboto has three different weights which will be used in order for there to be variety. Weights provide a clear content hierarchy throughout certain pages. Content hierarchy is crucial in writing for web, as it directs users where to look. This will be great for navigation as well as providing clear communication.

Light

Light is utilized for large page titles.

Regular

Regular will be used the most, particularly as the main body copy of information across all print and web materials.

Bold

Since the bold type has the most visual impact, it is used to highlight important items (i.e., headings, pull quotes, page numbers, etc.).

Aa

ROBOTO (LIGHT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689

Aa

ROBOTO (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689

Aa

ROBOTO (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689



Alternate Typography

For internal company uses, Arial will be used as the font for all collateral. In particular, this can be used within Microsoft programs such as Word and PowerPoint. Arial is a font that is available as a default in most programs and therefore will always be accessible for team members.

Regular

Will be used for the main large page titles and body copy of information across platforms.

Bold

Utilizing bold type on headlines, buttons, callouts, etc. This will designate that information as being the most important or relevant information.

Aa

ARIAL (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689

Aa

ARIAL (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689



Paragraph Styles

Cover

The cover font style is used exclusively on the cover page of a document. It is typically placed on the bottom left corner of an image that has been treated with a blue overlay.

Page Title

The page title is used as an introductory header on a page. This is the largest font style on the page, and is used to give an overview of the page itself, or a specific section.

Page Header

The page header can be used as a secondary header if the cover or page title style is already on the page. It is also frequently used with a horizontal rule to as a pull quote.

Roboto
(Regular)

COVER

Size: 36 pt
Leading: 40 pt
Color: White

Roboto
(Light)

PAGE TITLE

Size: 21 pt
Leading: 24 pt
Color: Light Blue

Roboto
(Light)

PAGE HEADER

Size: 16 pt
Leading: 20 pt
Color: Light Blue



Paragraph Styles

Paragraph Heading

This style is used as a header within the body paragraphs to break the content up by topic. It can also be used in combination with icons or on the covers of folders to designate property size. If contact information needs to be a bit more styled, the paragraph heading can be used for the name. Though often blue, paragraph heading can also be used in white.

Body Copy

Body copy is used for main paragraph content, and any content that does not need emphasis. It is also used for contact information. On a blue background, a white version of the font is used.

Bulleted Lists

A bulleted list style is used if the content needs to be broken up, either for visual effect or easier readability. The bulleted list style is always used in tandem with either the body copy or paragraph heading style.

Roboto
(Bold) Size: 9 pt
Leading: 12 pt
Color: Blue

PARAGRAPH HEADING

Roboto
(Regular) Size: 8 pt
Leading: 12 pt
Color: Dark Gray

BODY COPY

Roboto
(Light) Size: 8 pt
Leading: 12 pt
Color: Dark Gray

BULLETED LIST



Alternate Styles

Large Format

Larger print assets, such as property folders, use a slightly larger version of the established paragraph styles. Typically in these instances, the traditional body copy sizing is used as “Body Copy Small” for contact information.

Note: take a look at the previous page to see what each of these font styles is specifically used for.

**Roboto
(Bold)** Size: 10.5 pt
Leading: 14 pt
Color: Blue

PARAGRAPH HEADING (LARGE)

**Roboto
(Regular)** Size: 9.5 pt
Leading: 14 pt
Color: Dark Gray

BODY COPY (LARGE)

**Roboto
(Light)** Size: 9.5 pt
Leading: 14 pt
Color: Dark Gray

BULLETED LIST (LARGE)

**Roboto
(Light)** Size: 8 pt
Leading: 12 pt
Color: Dark Gray

BODY COPY SMALL



Colors



Primary Colors

Blue

CenterPoint's main color (**PMS 288**) should always be used as the anchor color in all marketing pieces. Use this color to signify CenterPoint as a company, in corporate instances, and when talking about CenterPoint's mission and vision.

- + Used on CenterPoint's logo and is one of the main two blues we use. It is used on all collateral.

Light Blue

Typically used on all assets. Use this color to signify individual parks or properties rather than the company as a whole, or as an accent to the main blue.

- + Typically found on site plans, aerials, etc.

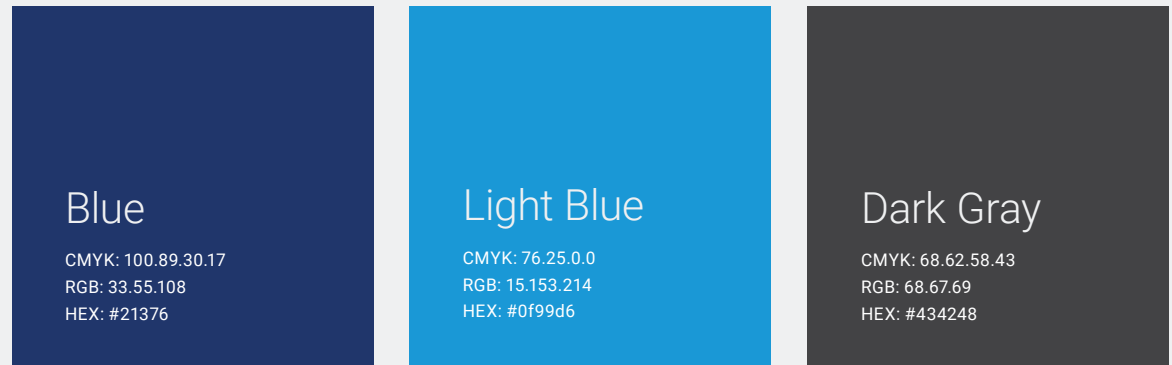
Dark Gray

CenterPoint's primary gray color is used on almost all assets. Its main use is for body copy color.

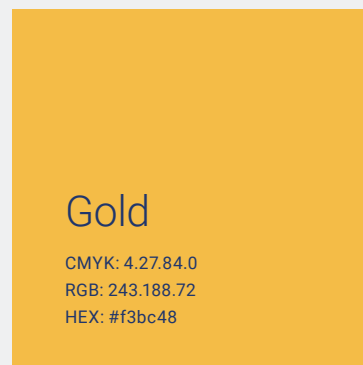
Gold

This color is used on most assets, generally as an accent or highlight, and signifies a specific location or building. Also use it to represent interactive elements on the web.

- + Use of the appropriate brand colors is an integral element of standards and best practices across packaging, printing, signage and electronic media.
- + Primary colors should be used to anchor the marketing piece. These should be used as dominant colors.



PRIMARY COLORS



ACCENT COLOR



Supporting Colors

Darkest Blue

- + Master Site Plans

Dark Blue

- + Developed for the Website (hover state, menu drop down)

Medium Blue

- + Used in graphics (placeholder images, color overlay formula, infographics)

Medium Light Blue

- + Used in the sidebar of the fliers, mimics the overlay on the website, also used in infographics, color overlay formula, and maps

Lightest Blue

- + Master Site Plans

Light Blue Gray

- + Master Site Plans



SUPPORTING COLORS



Supporting Tints

Medium Gray

- + Master Site Plans, local maps, site plans

Gray

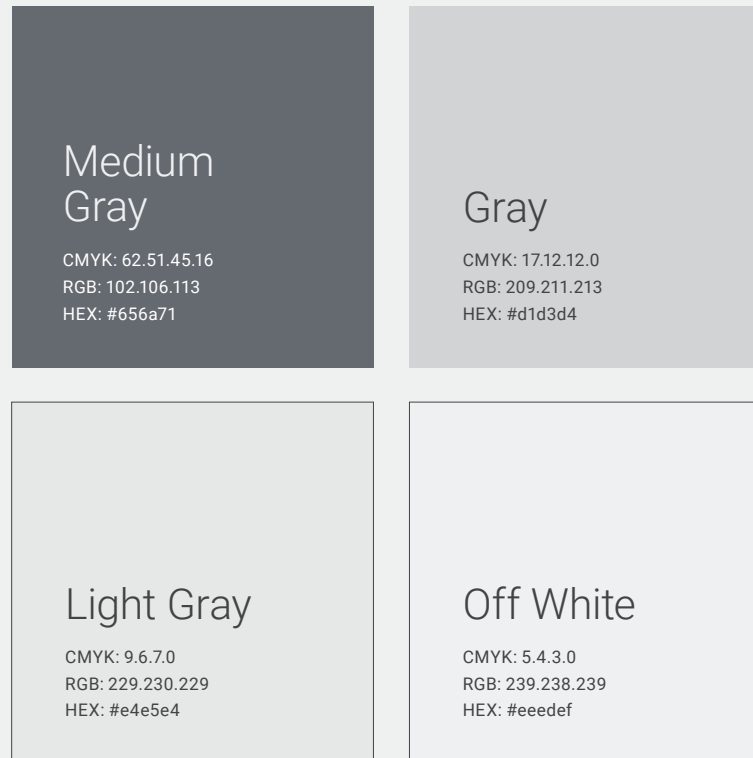
- + Master Site Plans, site plans, infographics, visual elements

Light Gray

- + Master Site Plans

Off White

- + Background color for local maps and site plans and used on website for color blocks



SUPPORTING TINTS



Imagery



Photography

The style that has been set for CenterPoint photography leans to more abstract imagery so it can work well as a background element for different assets. The subject matter for photography includes: logistics, terminals, rail, storage containers, and development which relates to the industries that CenterPoint has built its company around. We show building photos in either full-color or as abstract/accent photos in the blue duotone style.

For Print

+ 300 dpi, CMYK

For Web

+ 72 ppi, RGB

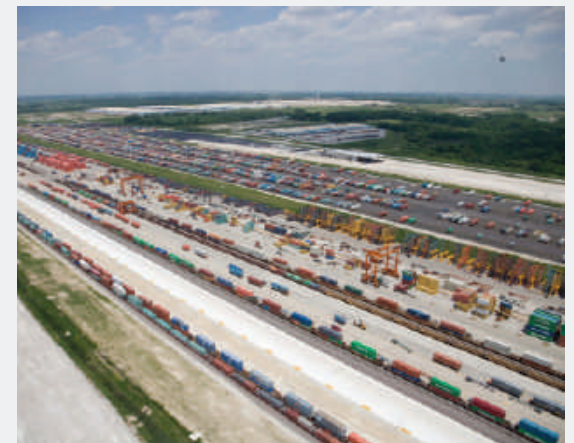




Photo Overlays

Applying the Overlay

To load the action into Photoshop:

1. Click the hamburger menu to access the Actions panel.
2. Select Load Actions
3. Find the .atn file, then upload it

Once loaded, the action will be housed in the Actions panel in a folder called “CNT Image Overlays.” With the actions loaded into Photoshop, you can now open any photo you want to color in Photoshop, convert it to CMYK and resize it if necessary, and then select either the “Light Blue” or “Dark Blue” action and press the play button to apply it.

Overlay Uses

DO NOT USE BOTH OVERLAYS TOGETHER.

Use the dark blue in places that indicate CenterPoint’s main brand (such as the back of the SoCal brochure with the company’s mission statement, or on the front of the corporate folders).

The light blue more for individual properties (like the property folders and SoCal’s collateral).

In this way, the dark blue can serve as the main brand color, while the light blue acts as an accent.





Portraits

To display CenterPoint's employees in a uniform, consistent fashion, the following elements should be considered when taking headshots.

Background

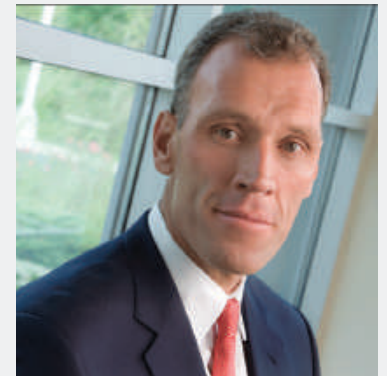
- + Should be fairly neutral and visually appealing

Angle

- + Photos should be taken at a slight angle; can vary across the different portraits

Foreground/Background/Aperture

- + Photographer should be sure that their aperture setting is set appropriately to capture the figure in focus with a blurred/out of focus background





Icons



Icons

CenterPoint's icons are used across a variety of assets that help to break up granular information with graphic representations. A complete set of icons has been built out for digital and print use.

Icon Characteristics

- + Line icons with occasional solid areas
- + Combines sharp edges with rounded accents
- + Normally shown in the Light Blue color on brochures, flyers, maps, etc.



TENANTS



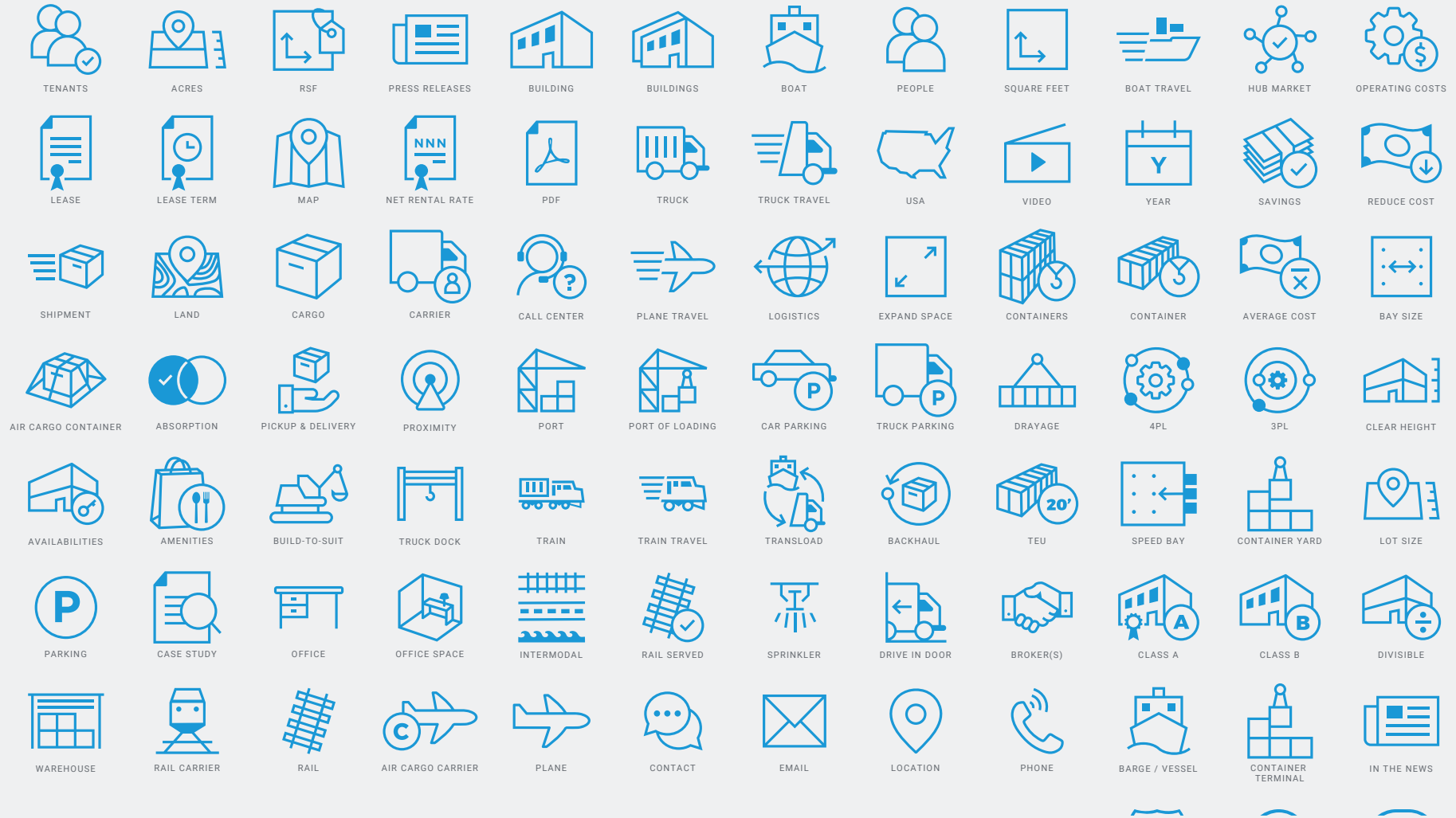
CASE STUDY



SAVINGS



Icon Library





Illustrations



Regional Maps

Markers

Property



North Arrow



NORTH

Roads



Ports



Railroads



Airports



Terminals



Colors



Water



Land



Highways



Railroads



State Borders

Text

MAJOR CITY NAME

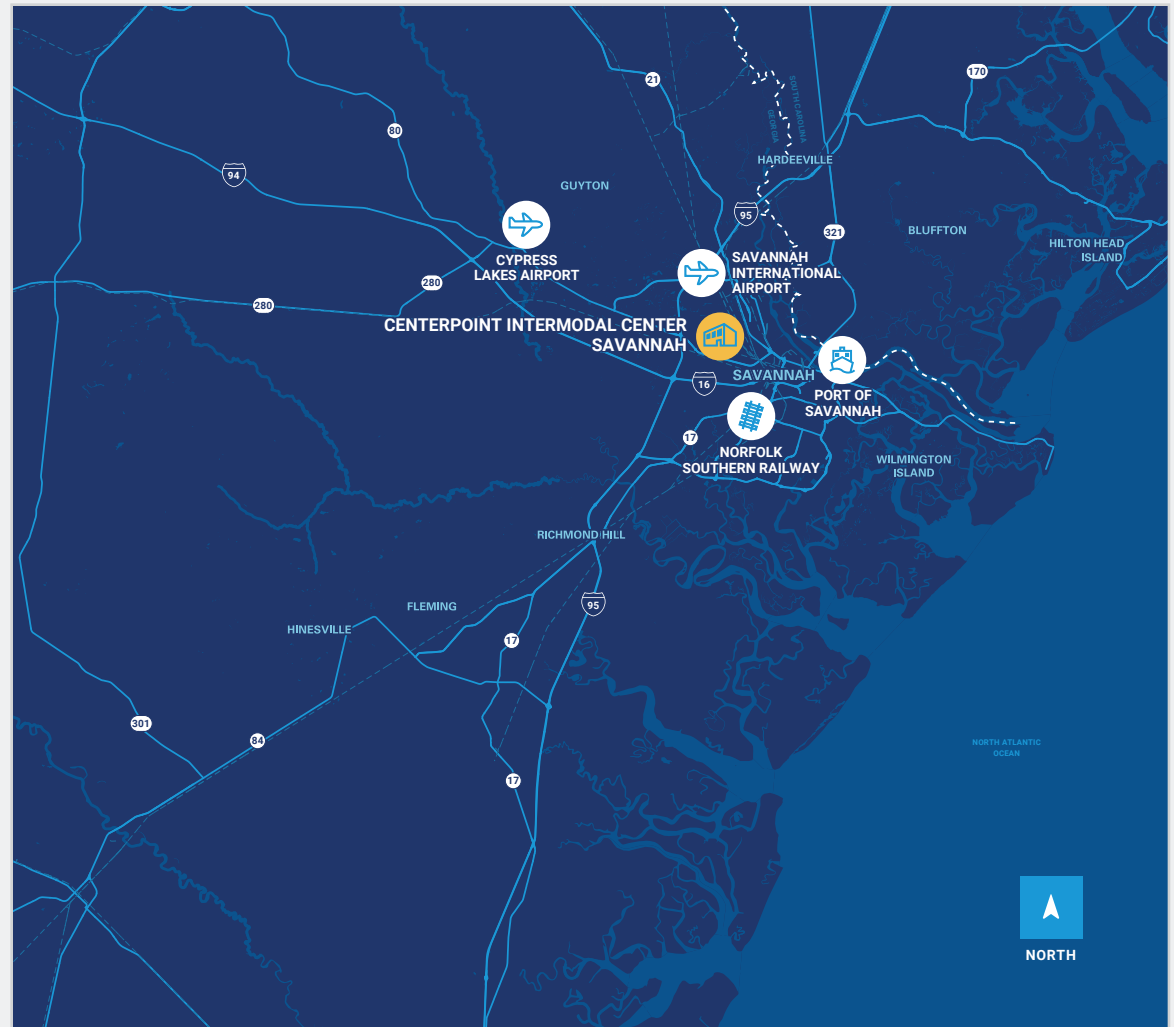
BUILDING NAME

MINOR TOWN

**PORT, RAIL, AIRPORT,
& TERMINAL**

STATE NAME

BODY OF WATER



- + All CenterPoint Illustrations are created from specified templates. Please refer to the individual templates for details regarding color, text size, line weight and art size.



Local Maps

Markers

Property

PROPERTY
NAME

Roads



39

399

Colors



Building/Property



Main Roads/Routes



Property Outline



Small Roads



Water



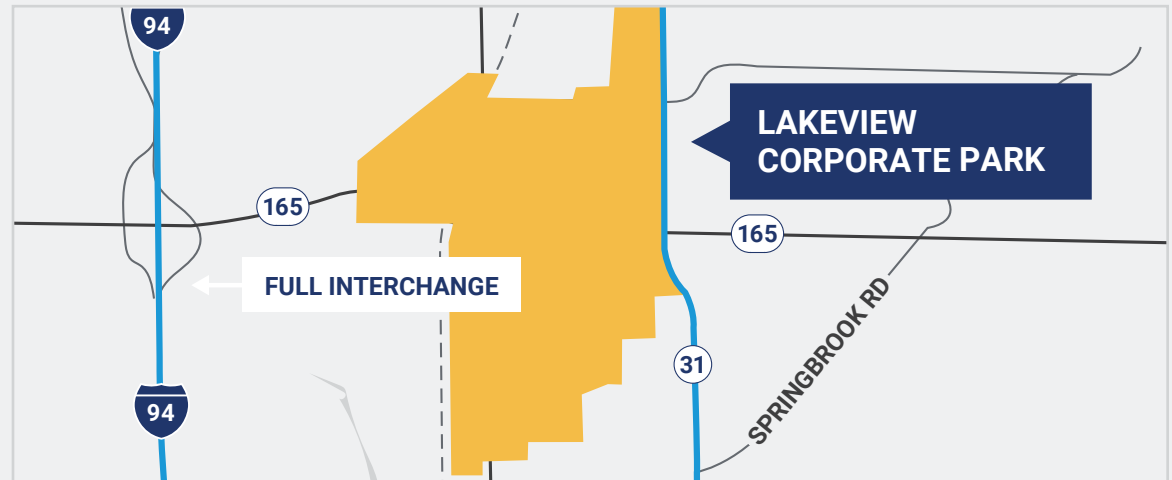
Railroads



Highways

Text

STREET NAMES



PARK



INDIVIDUAL PROPERTY

+ All CenterPoint Illustrations are created from specified templates. Please refer to the individual templates for details regarding color, text size, line weight and art size.



Aerials

Markers

Property

PROPERTY
NAME

Roads



Streets

STERN STREET

Highway Interchanges

FULL INTERCHANGE

Colors



Property Outline



Background Tint
(15% Opacity)

Images

Use aerial photography when possible, otherwise save an image from Google Earth Pro.

+ Color Profile: CMYK

+ Resolution: 300 dpi



+ All CenterPoint Illustrations are created from specified templates. Please refer to the individual templates for details regarding color, text size, line weight and art size.



Park Plans

Markers

Columns

Roads

Building Number Color/Style

Railroads

Dimensions

North Arrow

Building Key

TITLE

TITLE

Colors

Leased/Existing Distribution Warehouse

Parking Lot

Storage Yard/ Available Container Yard/Transload Use

Water

Leased Storage Yard/ Transload Use

US Army/ Conservation Area

Available/ Available Land

Background

Built-To-Suit

Lot Line

Retail

Truck Traffic

Building/Road Parking Lot Outline

No Truck Traffic/ Proposed

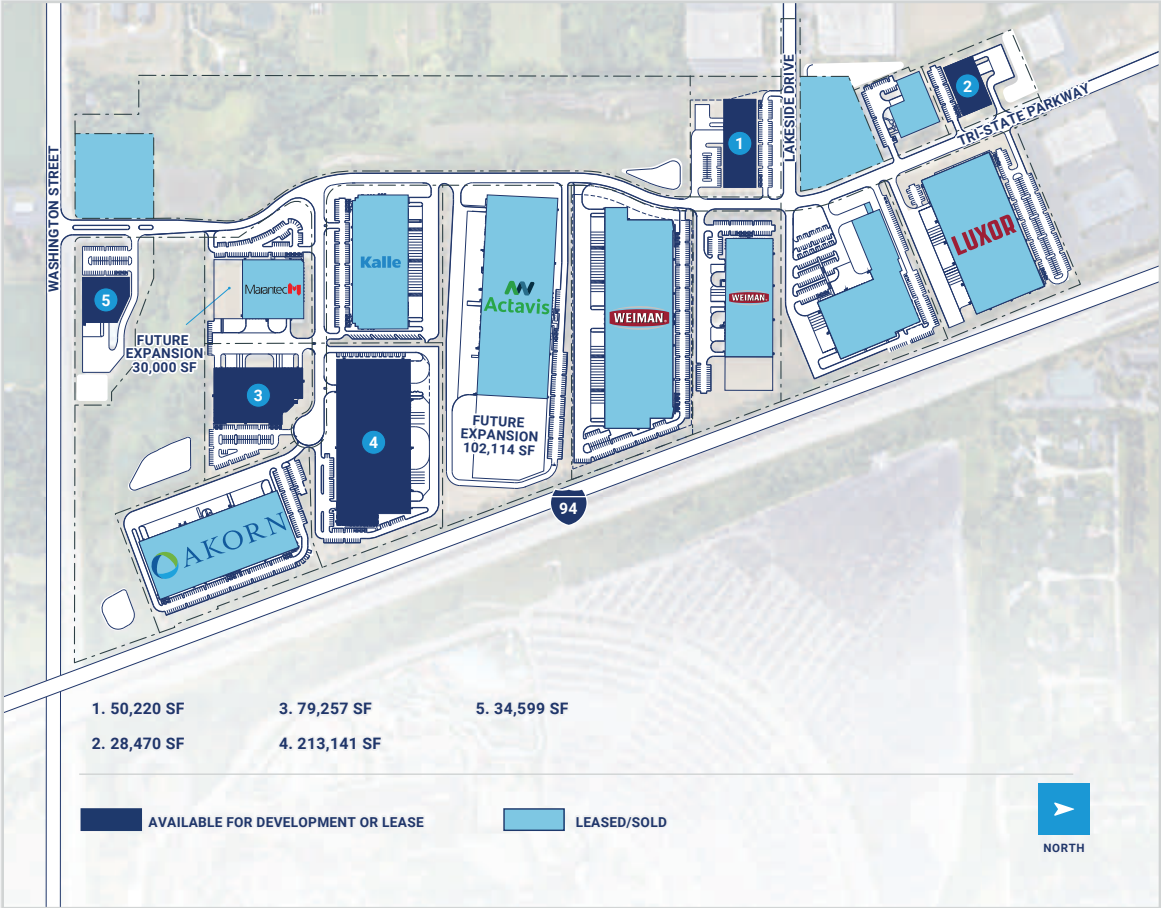
Text

SF TEXT

ADDRESS TEXT

ROAD/PARKING TEXT

SECONDARY ROAD/PARKING TEXT



+ All CenterPoint Illustrations are created from specified templates. Please refer to the individual templates for details regarding color, text size, line weight and art size.



Site Plans

Markers

Stairs

Parking

Railroads

Drive In Doors

Roads

Columns

Dock Doors

Dimensions

North Arrow

Gates

52'

50'

DID

94

39

399

NORTH

GATE

Colors

Building

Office

Concrete

Sidewalk

Building/Road Parking Lot Outline

Parking Lot

Water

Background

Lot Line

Fence

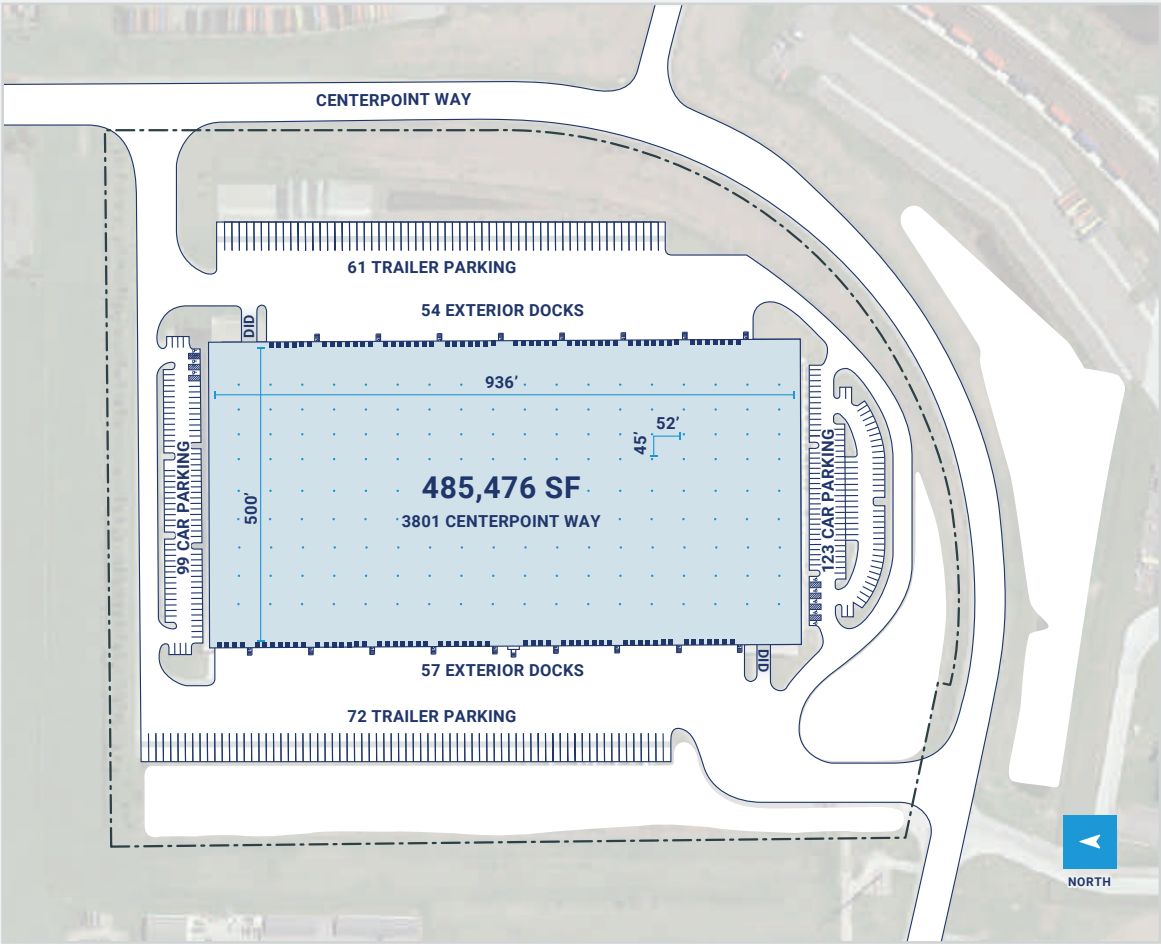
Text

SF TEXT

ADDRESS TEXT

ROAD/PARKING TEXT

SECONDARY ROAD/PARKING TEXT



+ All CenterPoint Illustrations are created from specified templates. Please refer to the individual templates for details regarding color, text size, line weight and art size.



Infographics

Markers

Property Marker



Colors



Background



City Dots



States



Lines/Arrows



Highways

Text

STATE TEXT

PROPERTY TEXT

AIRPORT TEXT

GENERAL NOTES





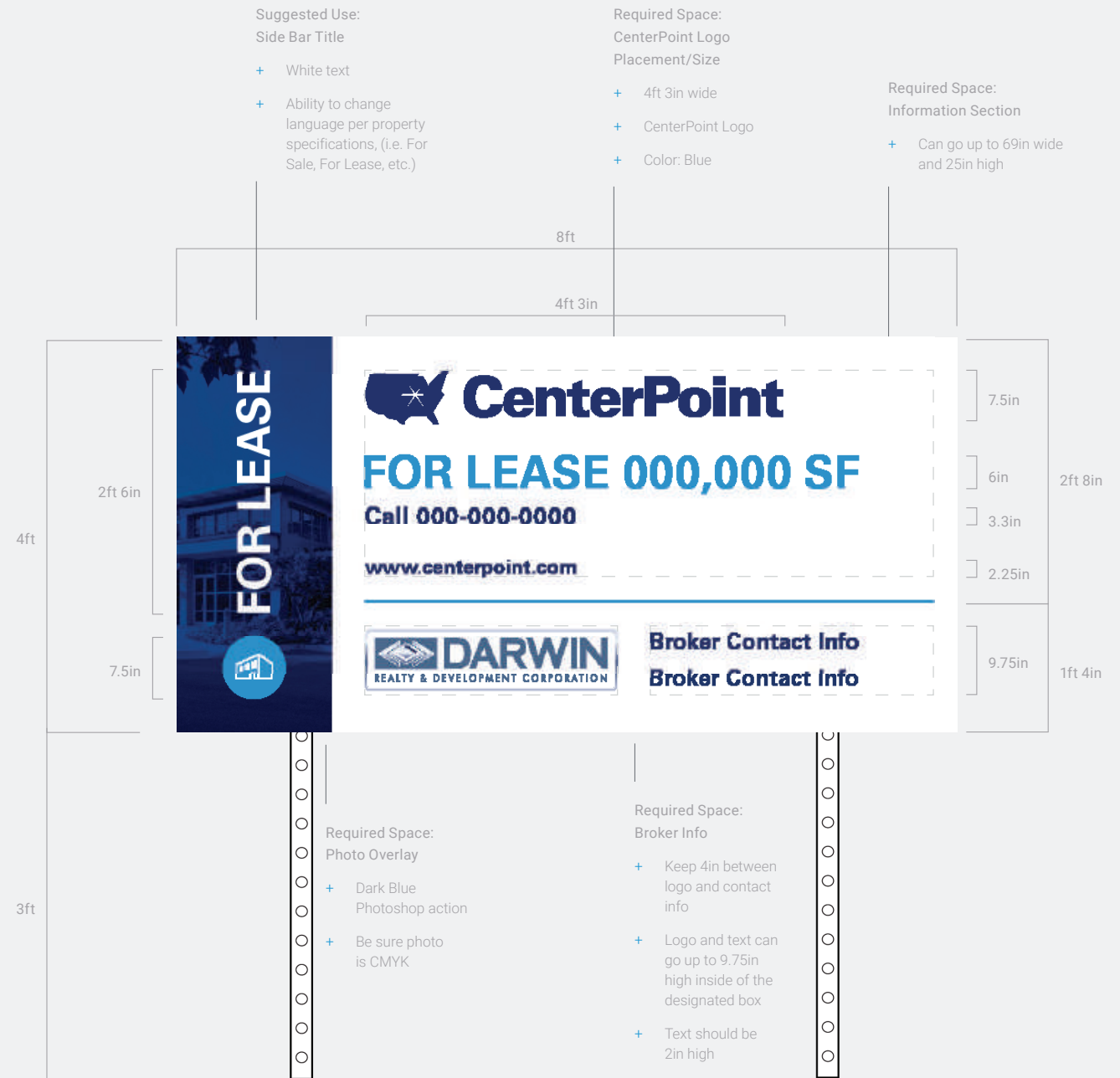
Signage



Broker Signage

Sign Details

- + Sign is 4'x 8' SF
- + CenterPoint Logo is Blue on White
- + Text is Blue, Light Blue and White
- + Sign utilizes the building icon from the CenterPoint branded icon set in Light Blue
- + Sign also has the standard CenterPoint Photo Overlay treatment





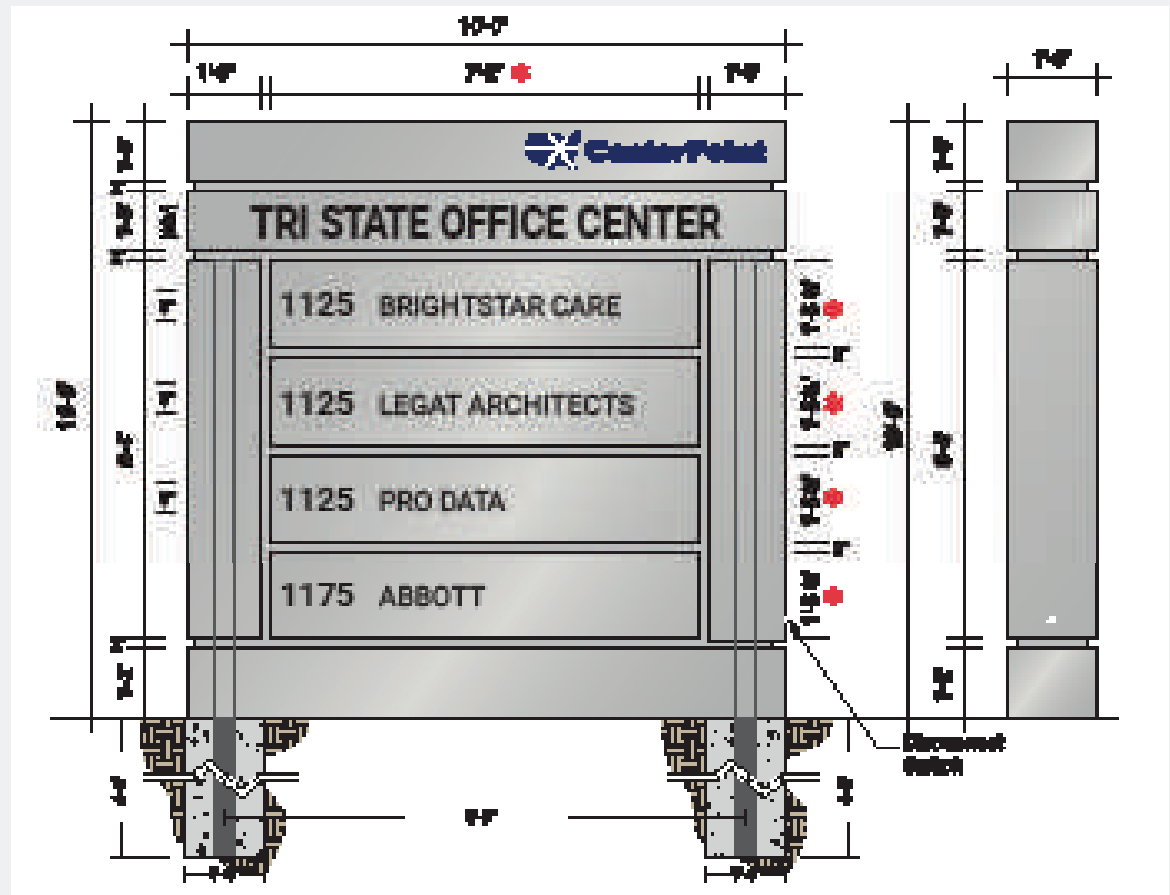
Monument Signage

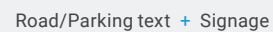
Sign Details

- + The size of monuments change depending on each village and district that they are placed in
- + The overall standard for the CenterPoint logo on monument signs is that it is always in the upper right-hand corner
- + Logo is painted aluminum in CenterPoint's Blue color (PMS 287 Blue - Suede Satin Finish)

Ordering Process

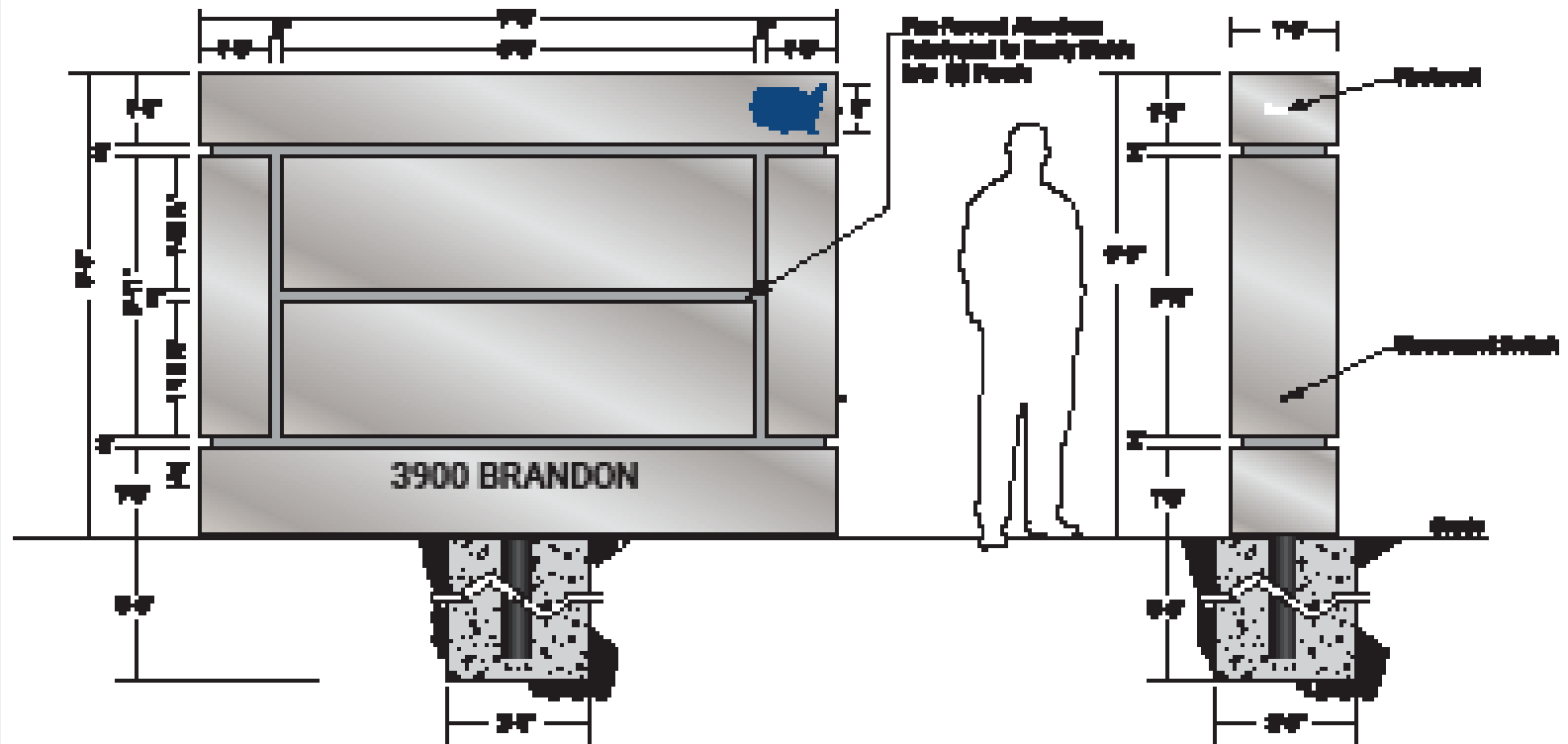
- + A member of the CenterPoint team can contact Parvin-Clauss directly via www.parvinclauss.com
- + CenterPoint has an existing account with Parvin-Clauss based on these specific signs. All a CenterPoint team member has to do is mention "CenterPoint Signage" and someone at Parvin-Clauss will be able to help





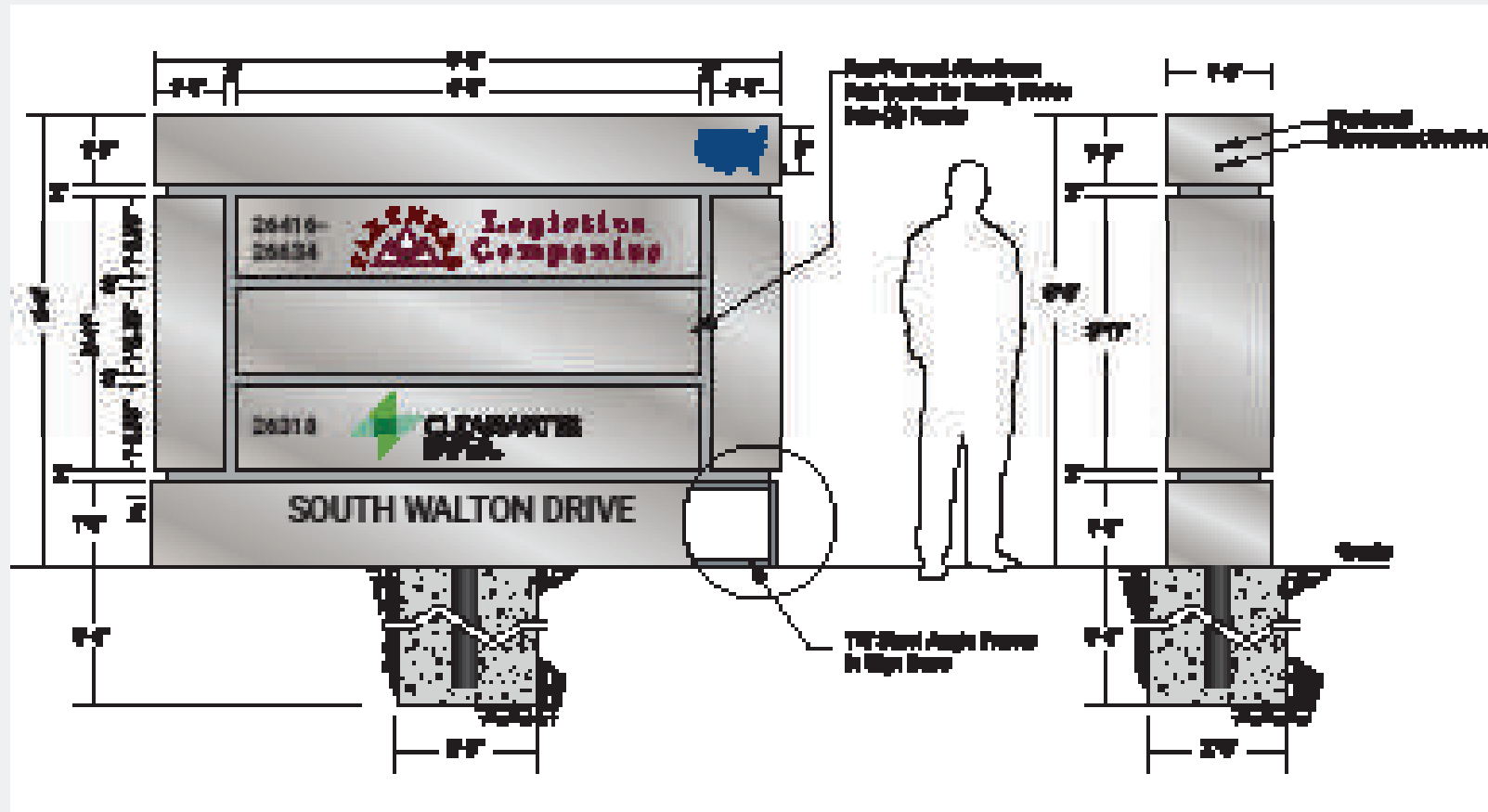


Sign Examples





Sign Examples





Logo Options

(1) 24" x 36" x 2" Deep Hole Mounted Logo
Logo Material: Fabricated .040" Aluminum Painted PMS 287 Blue - Smooth Matte Finish
Face: .030" Aluminum Painted PMS 287 Blue - Smooth Matte Finish
"Star": Routed & Backed w/ White Acrylic
Back: Clear Polycarbonate
Illuminator: 600 White LEDs (6000K) - Full-contained Power Supply
Power: (1) 20 Amp @ 120 Volts Electrical Circuit Run to Site by Others
Mounting: Projection Stud Mount 3/4"

(1) 48" x 72" x 2" Deep Hole Mounted Logo
Logo Material: Fabricated .040" Aluminum Painted PMS 287 Blue - Smooth Matte Finish
Face: .030" Aluminum Painted PMS 287 Blue - Smooth Matte Finish
"Star": Routed & Backed w/ White Acrylic
Back: Clear Polycarbonate
Illuminator: 600 White LEDs (6000K) - Remote Power Supply
Power: (1) 20 Amp @ 120 Volts Electrical Circuit Run to Site by Others
Mounting: Projection Stud Mount 3/4"

(1) 48" x 96" x 2" Deep Hole Mounted Logo
Logo Material: Fabricated .040" Aluminum Painted PMS 287 Blue - Smooth Matte Finish
Face: .030" Aluminum Painted PMS 287 Blue - Smooth Matte Finish
"Star": Routed & Backed w/ White Acrylic
Back: Clear Polycarbonate
Illuminator: 600 White LEDs (6000K) - Remote Power Supply
Power: (1) 20 Amp @ 120 Volts Electrical Circuit Run to Site by Others
Mounting: Projection Stud Mount 3/4"

(1) 96" x 144" x 2" Deep Hole Mounted Logo
Logo Material: Fabricated .040" Aluminum Painted PMS 287 Blue - Smooth Matte Finish
Face: .030" Aluminum Painted PMS 287 Blue - Smooth Matte Finish
"Star": Routed & Backed w/ White Acrylic
Back: Clear Polycarbonate
Illuminator: 600 White LEDs (6000K) - Remote Power Supply
Power: (1) 20 Amp @ 120 Volts Electrical Circuit Run to Site by Others
Mounting: Projection Stud Mount 3/4"



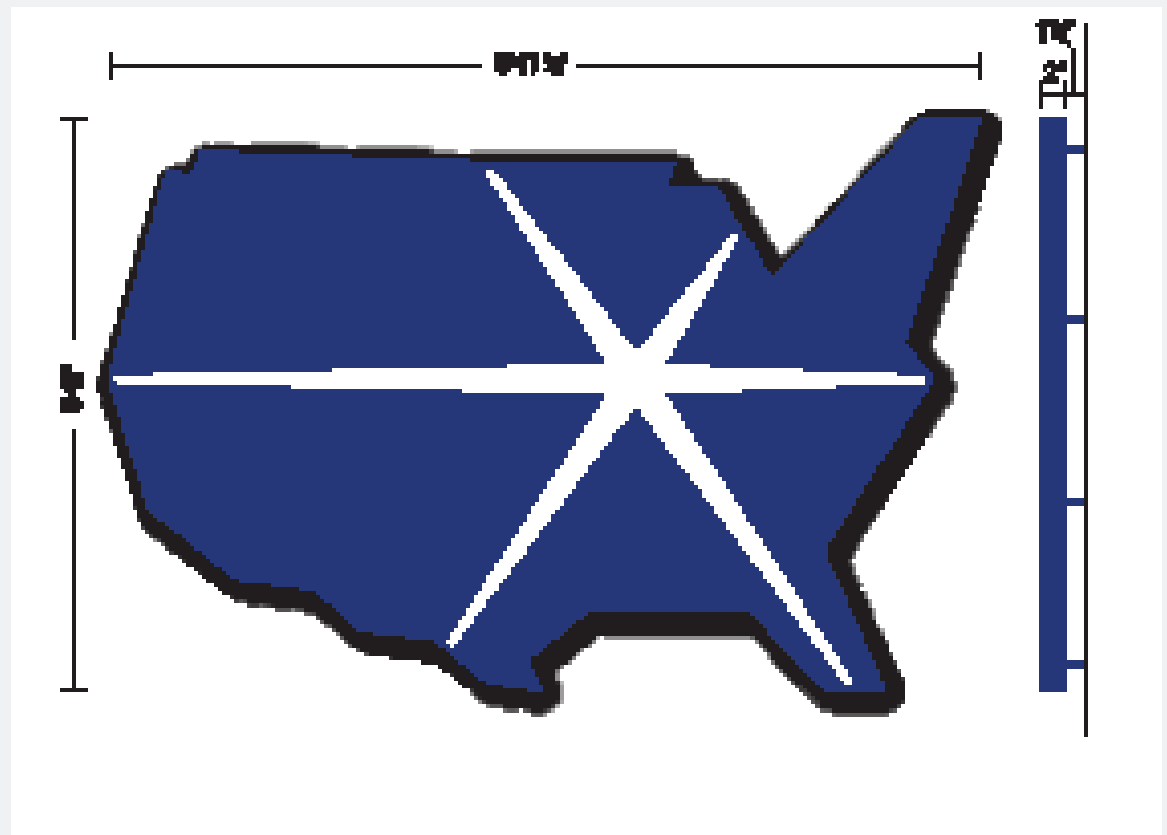
Shield Signage

Sign Type Preference

1. Illuminated, Raised, Aluminum Sign Connected to the Building
2. Illuminated, Raised, Aluminum Sign Using Solar Power and a Battery
3. Non-Illuminated, Acrylic Sign

Ordering Process

- + A CenterPoint Property Manager will reach out to Parvin-Clauss with the outline of preference information from this brand guide
- + Then, the Property Manager will CC Scott Zimmerman to get the production process started
- + Parvin-Clauss will design the sign, work with the city for details, contact the Property Manager for review, get approval and finally install the sign
- + Note: Parvin-Clauss does not run electric to the sign; the Property Manager will have to arrange for that, as it can be intrusive to the tenant





Shield Signage

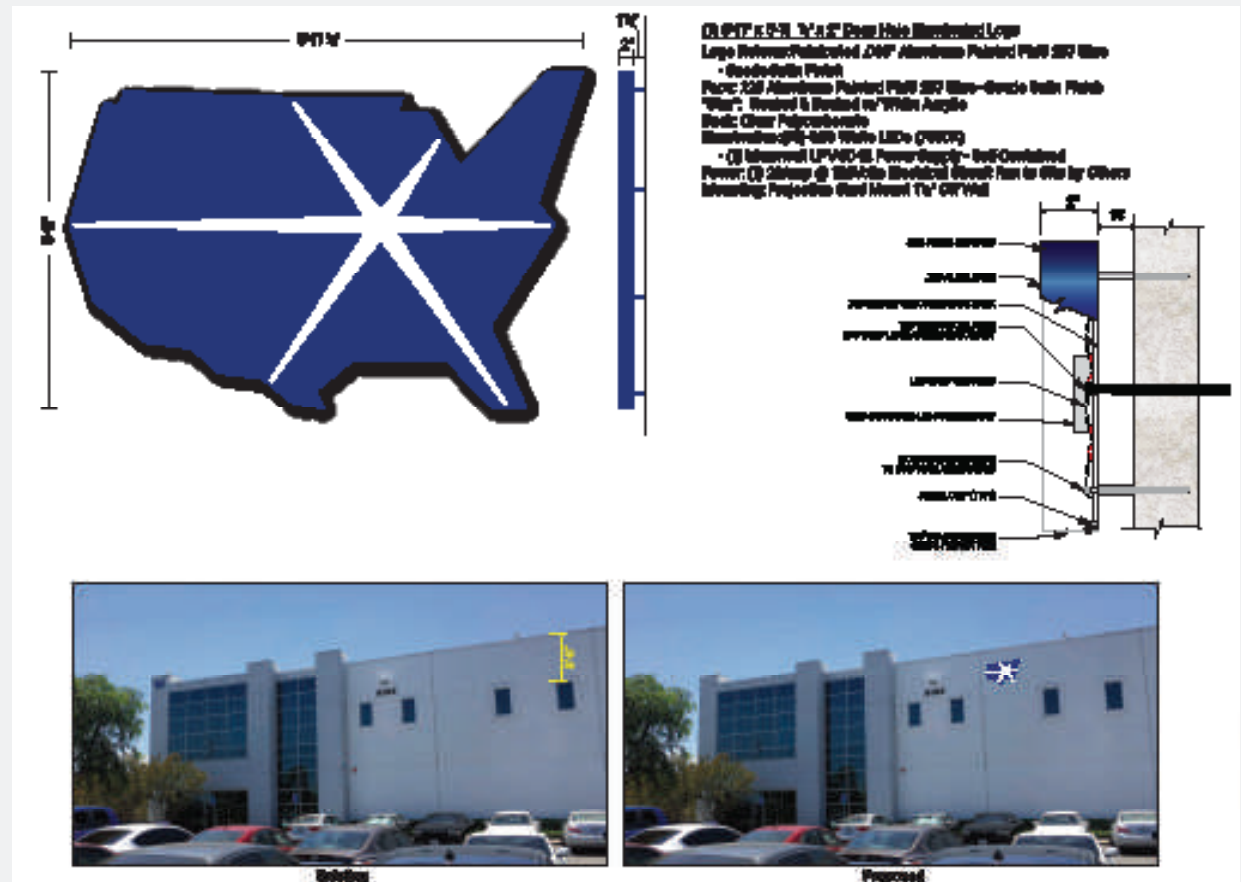
Parvin-Clauss Contact Information

+ Lisa Voight Staszak

Sales Manager
Parvin-Clauss Sign Company
165 Tubeway Drive - Carol Stream, IL 60188
Phone: 630-510-2020 Ext. 3011
Fax: 630-668-7802

+ Denice Bronis

Project Manager
Parvin-Clauss Sign Company
165 Tubeway Drive Carol Stream, IL 60188
Phone: 630-510-2020 Ext. 3028
Fax: 630-668-7802





Tenant Signage

Sign Details

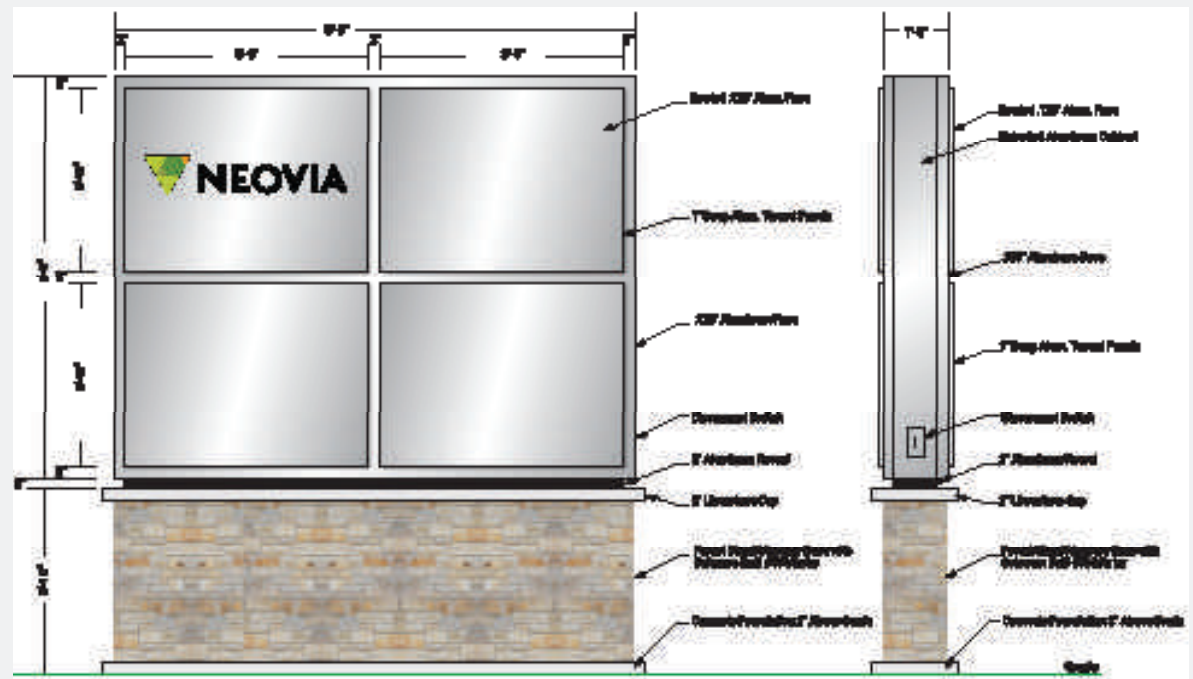
- + The size of monuments change depending on the village and district that they are placed in
- + Smaller than the monument signs previously described in this brand guide
- + Can be built with either a stone or aluminum base

Parvin-Clauss Contact Information

- + To create sign, contact the vendor below who will advise on the details of the signage

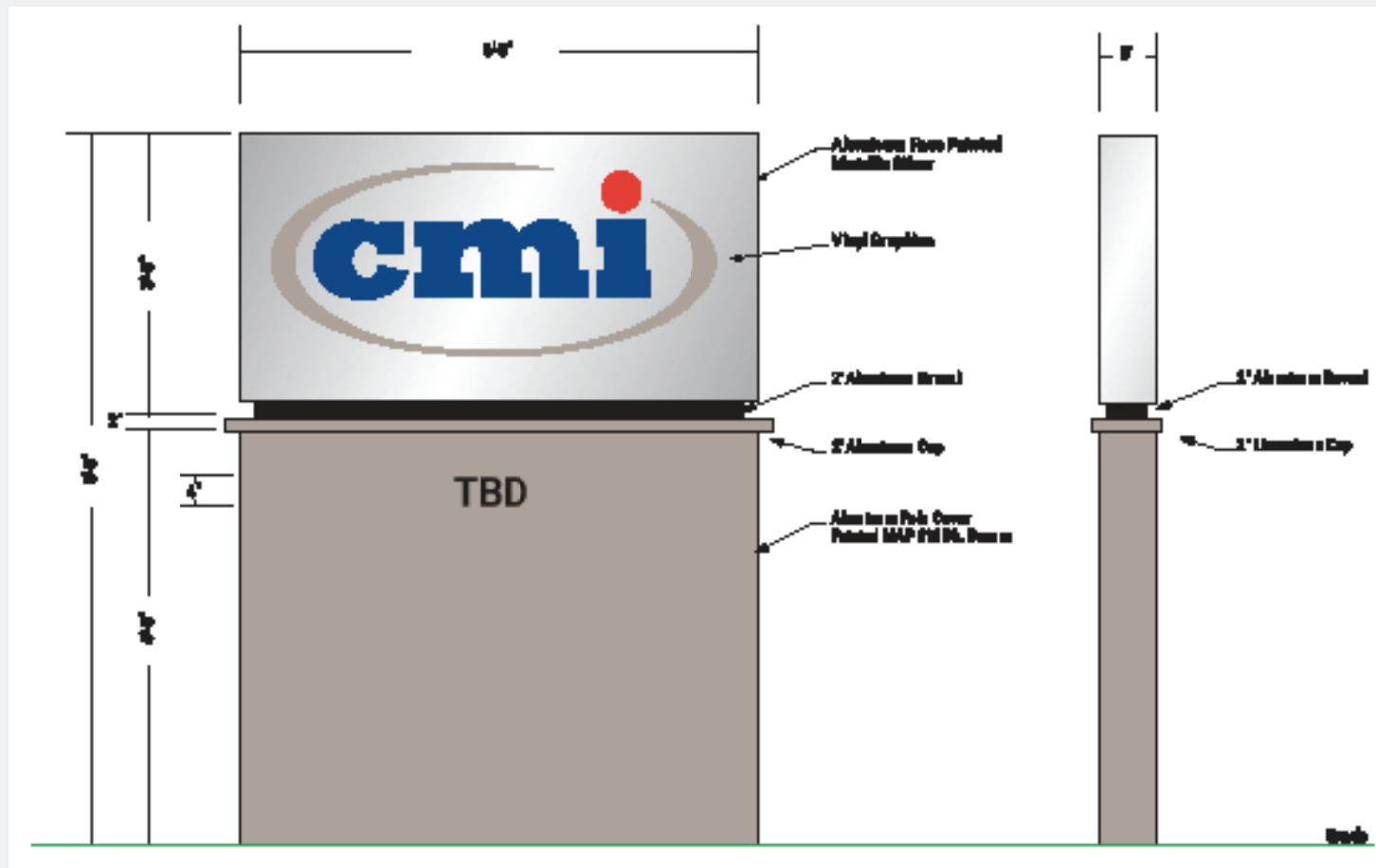
+ Lisa Stefan

Account Manager
Parvin-Clauss Sign Company
165 Tubeway Drive - Carol Stream, IL 60188
Phone: 630-510-2020 x3024
Fax: 630-668-7802
lstefan@parvinclauss.com
www.parvinclauss.com



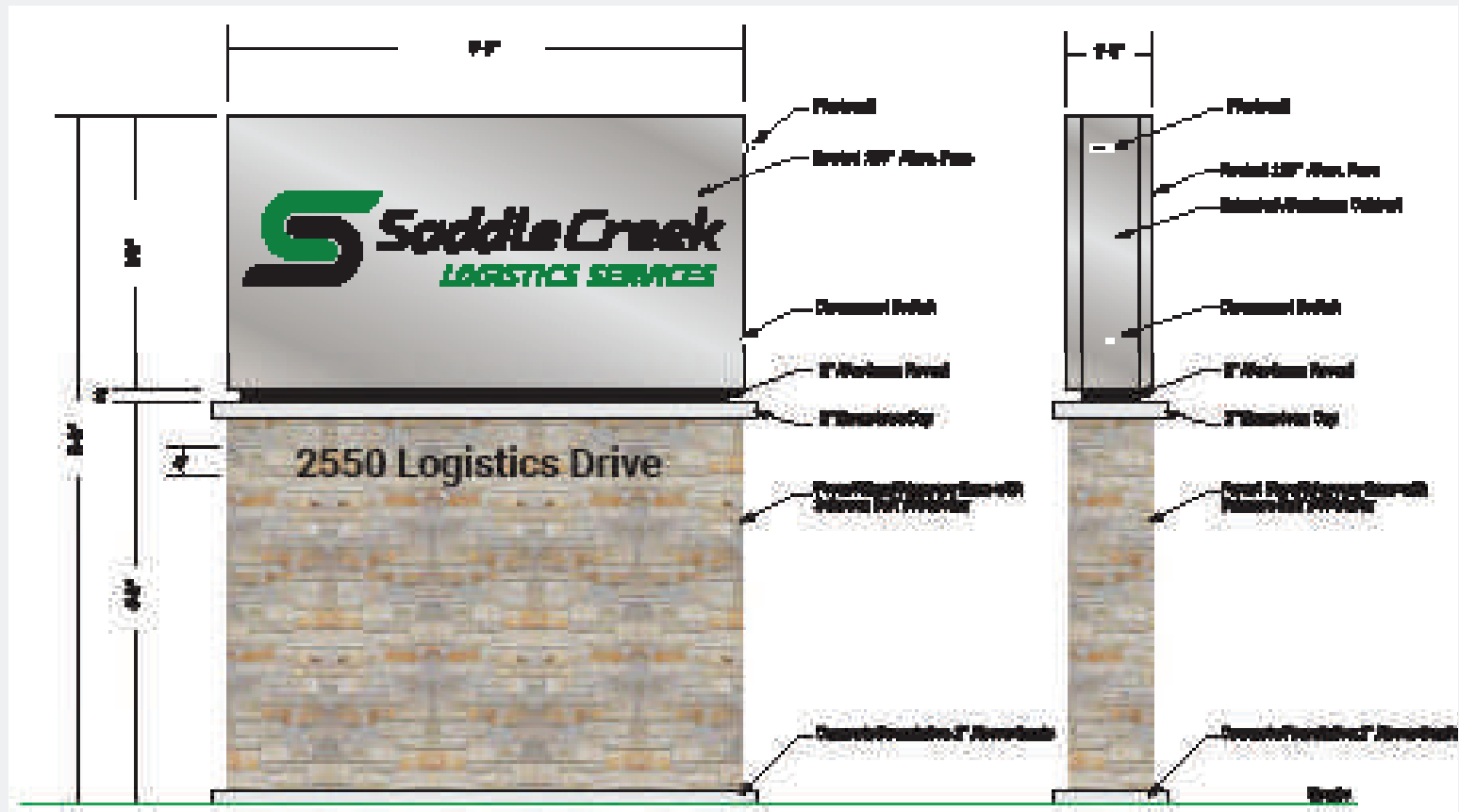


Sign Examples



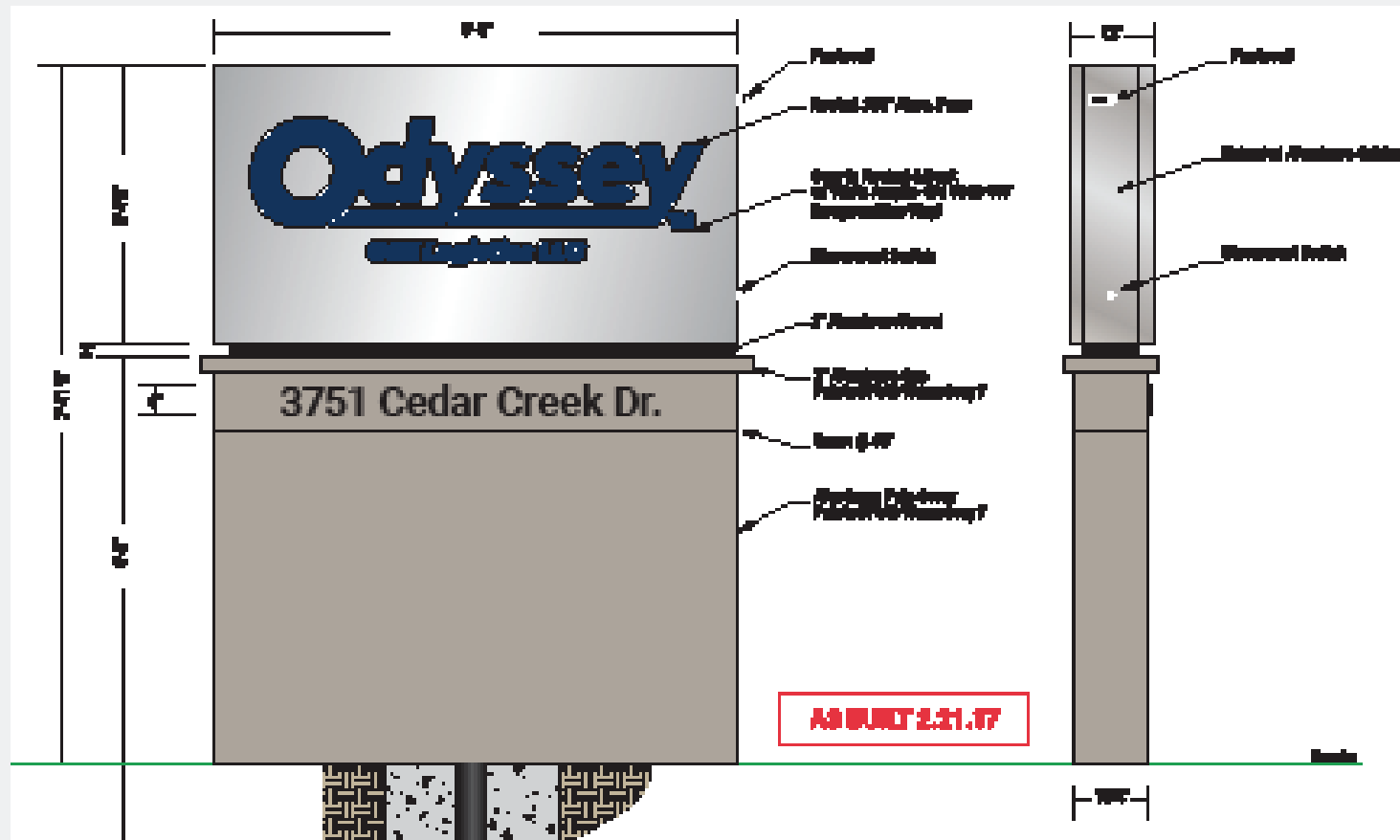


Sign Examples





Sign Examples





Painting



Building Paint Guide

Paint guide color palette consists of six base colors.

Exterior

+ Architectural

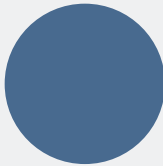
Super Paint

+ Latex

Flat

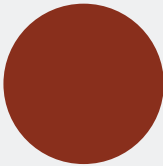
+ IFC 411X

* Color Formula are based on Sherwin-Williams paint.



CNT Blue

| BAC Colorant | OZ | 32 | 64 | 128 |
|--------------|----|----|----|-----|
| W1-White | - | 60 | - | - |
| L1-Blue | 4 | 40 | - | - |
| R3-Magenta | 4 | 35 | 1 | 1 |
| Y3-Deep Gold | - | 22 | - | - |



CNT Red

| BAC Colorant | OZ | 32 | 64 | 128 |
|--------------|----|----|----|-----|
| W1-White | - | 7 | 1 | - |
| N1-Raw Umber | 2 | 24 | - | - |
| R2-Marroon | - | 13 | - | - |
| R3-Magenta | 6 | 15 | - | - |



CNT Olive

| BAC Colorant | OZ | 32 | 64 | 128 |
|--------------|----|----|----|-----|
| W1-White | - | 62 | - | - |
| B1-Black | - | 27 | - | - |
| R2-Marroon | - | 3 | - | - |
| Y3-Deep Gold | 2 | 35 | - | - |



CNT Brown

| BAC Colorant | OZ | 32 | 64 | 128 |
|--------------|----|----|----|-----|
| W1-White | - | 60 | - | - |
| L1-Blue | 4 | 40 | - | - |
| R3-Magenta | 4 | 35 | 1 | 1 |
| Y3-Deep Gold | - | 22 | - | - |



CNT Yellow

| BAC Colorant | OZ | 32 | 64 | 128 |
|--------------|----|----|----|-----|
| W1-White | - | 7 | 1 | - |
| N1-Raw Umber | 2 | 24 | - | - |
| R2-Marroon | - | 13 | - | - |
| R3-Magenta | 6 | 15 | - | - |



CNT Gray

| BAC Colorant | OZ | 32 | 64 | 128 |
|--------------|----|----|----|-----|
| W1-White | - | 62 | - | - |
| B1-Black | - | 27 | - | - |
| R2-Marroon | - | 3 | - | - |
| Y3-Deep Gold | 2 | 35 | - | - |

