
Established in 1994, Phoenix Investors is a private real estate company with over twenty-five years of experience in successfully acquiring, managing, and operating commercial real estate from coast to coast.

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Creating a Brand Guide Book for Phoenix Investors, LLC

Joseph A. Crivello | Beneficiary

Anthony I. Crivello | Executive Vice President

Frank P. Crivello | Chairman & Founder

David M. Marks | President & CEO
In 1994, Frank P. Crivello, Phoenix Investors’ Chairman & Founder, and David Marks, President and CEO, created Phoenix Investors as an investment management company. Throughout the 1990’s, Phoenix focused on single-tenant arbitrage opportunities available across the country. To this end, Phoenix exploited various market inefficiencies that existed including information inefficiencies, differences in credit perceptions of unrated regional and national tenants, and innovative Wall Street financings, the combination of which produced above market returns.

From 2002 to the beginning of the Great Recession in 2007, our management team concluded that prevailing real estate opportunities and trends did not meet its disciplined risk/reward analysis. Phoenix suspended new acquisitions of commercial property and instead focused on improving its existing portfolio.

Since the Great Recession, Phoenix has aggressively used its experience to source, identify, and harvest unprecedented commercial real estate opportunities. Currently, our focus is on maximizing underappreciated asset classes including Class B and C industrial properties, portfolio and REIT dispositions, and creatively working with corporations, banks, and other institutions on underperforming asset dispositions.

Looking forward, Phoenix will continue applying its disciplined investment strategy to commercial real estate opportunities while implementing new technologies and adding resources.

To successfully identify and execute opportunities in a dynamic and changing marketplace, Phoenix has built a talented team of professionals across all levels of its business, providing them with cutting-edge technology tools, and superior benefits including a highly acclaimed wellness program. The Trust beneficiaries, Joseph and Anthony Crivello, both of whom grew up around Phoenix, are part of its Advisory Board and reflect the next generation of leadership for Phoenix. The Phoenix team has been critical to our achievements to date and will lead Phoenix to new heights in future decades.
LOGO INTRODUCTION

Our logo is the cornerstone of our identity, the primary visual element that identifies us. The signature is a combination of an icon and our company name – they have a fixed relationship and should never be altered except in approved cases.

1) The Logo Symbol
Consists of a powerful element evoking the culture of Phoenix Investors and a visual representation of a Phoenix.

2) The Logo Title
Carefully chosen for its sophisticated, refined, and highly legible style, Mrs Eaves along with its Regular and Italic variants serve as the fonts for the logo title. Utilizing bold capitalized letters as well as orange and gray colors reinforce a visual hierarchy.

3) The Complete Logo - Dark Version
For use when the logo is placed against a light background.

4) The Complete Logo - Light Version
For use when the logo is placed against a dark background.

PHOENIX INVESTORS

The logo of Phoenix Investors is composed of a symbol evoking the image of a phoenix combined with the company name and a slogan. The logo serves as a representation of Phoenix Investors’ corporate culture and acts as the basis for the rest of the company’s branding elements.

The typeface used in the logo has been selected to further reinforce the core ideas of the corporation’s philosophy. Mrs Eaves and its variant typefaces add a sophisticated air to the logotype while maintaining an approachable and attractive human quality.

The logo uses a spectrum of bright oranges and prominent diagonal lines as a powerful visual statement. The converging lines converge at a central point, creating an eye-catching element.
It is important to keep the corporate logo separate from other elements in order to ensure that it retains visual impact. Pursuant to this requirement, a clearspace has been established. This clearspace dictates the distance the logo and logo title should have reserved for it.

Furthermore, the logo and type are considered to be two elements of a singular whole, and should never be separated or have their relationship altered, except in certain approved cases.

**LOGO CONSTRUCTION AND CLEARSPACE**

**Definition**
- The logo should be separated from other visual elements with adequate spacing as shown above at all times in order to preserve visual impact.

**Computation**
- Clear space is defined as the height of the logo divided by 2 (Clearspace = Height / 2).

**CLEAR SPACE**
- Full Logo

**CLEARSPACE**
- Logo Icon Only

**APPLICATION ON A BACKGROUND**

**LOGO A**
- Black Background

**LOGO B**
- White Background

**LOGO C**
- Darker Color Background

**LOGO D**
- Lighter Color Background

**DO NOT:**
1. Do not print using low-resolution files. All print files should be 300dpi.
2. Do not invert the logo symbol.
3. Do not alter the logo symbol.
4. Do not alter the logo text.

Use of the logo in black and white should only be done when absolutely necessary. If you have any questions please contact First Station Media at lena@firststationmedia.com.
CORPORATE FONTs
AND TYPOGRAPHY

Typography plays an important role in communicating the corporate mindset of Phoenix Investors. Careful use of typography ensures that all communications maintain a holistic identity.

We have selected Mrs Eaves and Open Sans, which communicate an air of professionalism while remaining personable. These characteristics carry through into all corporate materials.

PRIMARY FONT
MRS EAVES

DESIGNER:
ZUZANA LICKO

THE FONT
Mrs Eaves is a variant of the popular serif font Baskerville. Mrs Eaves was designed as a display alternative of Baskerville featuring low x-heights and unusual ligatures that give it a distinctive appearance.
Open Sans is a humanist sans-serif font designed for optimal legibility across screen, mobile, web, and print applications, making it an ideal font for body text. Open Sans features tall x-heights and large apertures that give it a neutral but friendly appearance.

In all visual media, hierarchy is a central design element. Utilizing different hierarchical scales with type is an essential tool in communicating information. In most cases, the largest text will be laid out in such a way so that users can scan the page and still gather the most important information. Here are some of the more common elements of text hierarchy used in design work for Phoenix Investors.

**COPY TEXT AND INNER HEADLINES**

- Phoenix Investors
  - Open Sans Pro Regular
    - 6pt Type / 9pt Leading

- Phoenix Investors
  - Open Sans Pro Regular
    - 8pt Type / 11pt Leading

**HEADLINES AND SUBSECTIONS**

- PHOENIX INVESTORS
  - Mrs Eaves Roman - Capital Letters
    - 10pt Type / 10pt Leading

- PHOENIX INVESTORS
  - Mrs Eaves Bold - Capital Letters
    - 16pt Type / 16pt Leading

- PHOENIX
  - Mrs Eaves Bold - Capital Letters
    - 34pt Type / 36pt Leading
PHOENIX INVESTORS IS A NATIONAL COMMERCIAL REAL ESTATE FIRM BASED IN MILWAUKEE, WISCONSIN.

<table>
<thead>
<tr>
<th>PHOENIX INVESTORS, LLC BRAND GUIDE BOOK</th>
<th>DATE 2020 GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING INQUIRIES</td>
<td><a href="mailto:LENA@FIRSTSTATIONMEDIA.COM">LENA@FIRSTSTATIONMEDIA.COM</a></td>
</tr>
<tr>
<td>CONTACT PHONE</td>
<td>414.807.0032</td>
</tr>
<tr>
<td>DESCRIPTION</td>
<td>CREATING A BRAND GUIDE BOOK FOR PHOENIX INVESTORS, LLC</td>
</tr>
</tbody>
</table>
Color choice is a vital element of Phoenix Investor’s branding. Utilizing the recommended secondary colors along with the previously shown primary colors will ensure broad visual appeal amongst all of the materials produced by Phoenix Investors, as well as ensuring necessary stylistic consistency.

**PRIMARY COLOR SYSTEM**

- **PHOENIX FIRE**
  - **COLOR CODES**
    - CMYK: C000 M071 Y100 K003
    - Pantone: 1595 CP
    - RGB: R235 G105 B030
    - Web: #EB691E

- **PHOENIX SUN**
  - **COLOR CODES**
    - CMYK: C000 M022 Y100 K002
    - Pantone: 7549 CP
    - RGB: R250 G195 B010
    - Web: #FAC30A

- **PHOENIX SHADOW**
  - **COLOR CODES**
    - CMYK: C019 M012 Y013 K034
    - Pantone: 423 CP
    - RGB: R146 G151 B153
    - Web: #929799

- **PHOENIX ASH**
  - **COLOR CODES**
    - CMYK: C000 M020 Y100 K100
    - Pantone: Process Black CP
    - RGB: R0 G0 B0
    - Web: #000000

**IF USED AS A GRADIENT**

- **Explanation:**
  In the logo icon, the orange and yellow are used as a gradient. These are the only two colors that should be paired as a gradient.

Primary and secondary color systems

Phoenix Investors uses vibrant oranges and yellows as its primary colors. This combination creates an air of energy and serves as an important eye-catching tool.
PHOENIX INVESTORS BUSINESS CARDS

Explanation:
This diagram shows the appropriate layout and elements to be used in official business cards.

Usage:
Business cards are an essential part of how Phoenix Investors communicates with clients and colleagues.

PHOENIX INVESTORS LETTERHEAD

Explanation:
This diagram shows the appropriate layout and elements to be used in official letterhead for Phoenix Investors.

Usage:
This letterhead is used in official external communications for Phoenix Investors.

Parameters
Dimensions 8.5 x 11 in
Weight 70lb Uncoated white
Print CMYK

PHOENIX INVESTORS

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**LOGO PLACEMENT**

**Explanation:**
Guidelines for appropriate placement of Phoenix Investors’ logo can be found to the right. Avoid placing the logo in non-approved manners.

**Parameters**

Example Logo Placement

8.27 x 11.69 in
DIN A4
Data Property Sheets are a vital component of Phoenix’s business. Examples such as the ones displayed on the following pages serve as a basic structure in which to place information. Utilizing these layouts helps to ensure that there is a solid underlying framework dictating how data is organized.
FACEBOOK PAGE DISPLAYED ON VARIOUS DEVICES
WEBSITE DISPLAYED ON VARIOUS DEVICES

Opportunity Execution Value Creation

PHOENIX INVESTORS

Opportunity Execution Value Creation

PHOENIX INVESTORS
PHOENIX INVESTORS
CORPORATE IMAGE: COLORED IMAGES

The images used in Phoenix Investors’ marketing materials and social media campaigns are an essential part of communicating with potential customers. Images should be compliant with prescribed guidelines in order to ensure a consistent visual tone and identity.

LINKS TO PHOENIX INVESTORS’ SOCIAL MEDIA PAGES

Direct Link:
https://www.facebook.com/phoenixinvestorsllc/
https://twitter.com/PhxInvestors
https://www.linkedin.com/company/phoenix-investors/
https://www.instagram.com/phoenixinvestorsllc/

EXAMPLES FOR PHOENIX INVESTORS CORPORATE IMAGES ON FACEBOOK

Guidelines:
- High Contrast
- Sharp Images
- Minimalistic Look
- Modern & Businesslike

FACEBOOK IMAGE SIZES
1200 x 1200 px

LINKEDIN IMAGE SIZES
700 x 340 px
IN SUMMARY:
The resources provided in the previous pages are meant to act as a set of guidelines in order to better facilitate the creation of materials that are compliant with Phoenix Investors’ branding.

Please keep a copy of this document on hand when performing design work to ease the creation of branding-compliant marketing materials. I removed “in order to” since the previous paragraph has “in order to” already.

CONTACT
For further information about this brand guide, contact:
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First Station Media
E: lena@firststationmedia.com

THANK YOU FOR READING THE PHOENIX INVESTORS BRANDING GUIDE
PHOENIX INVESTORS

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