

JANUARY 2021

Brand Guidelines





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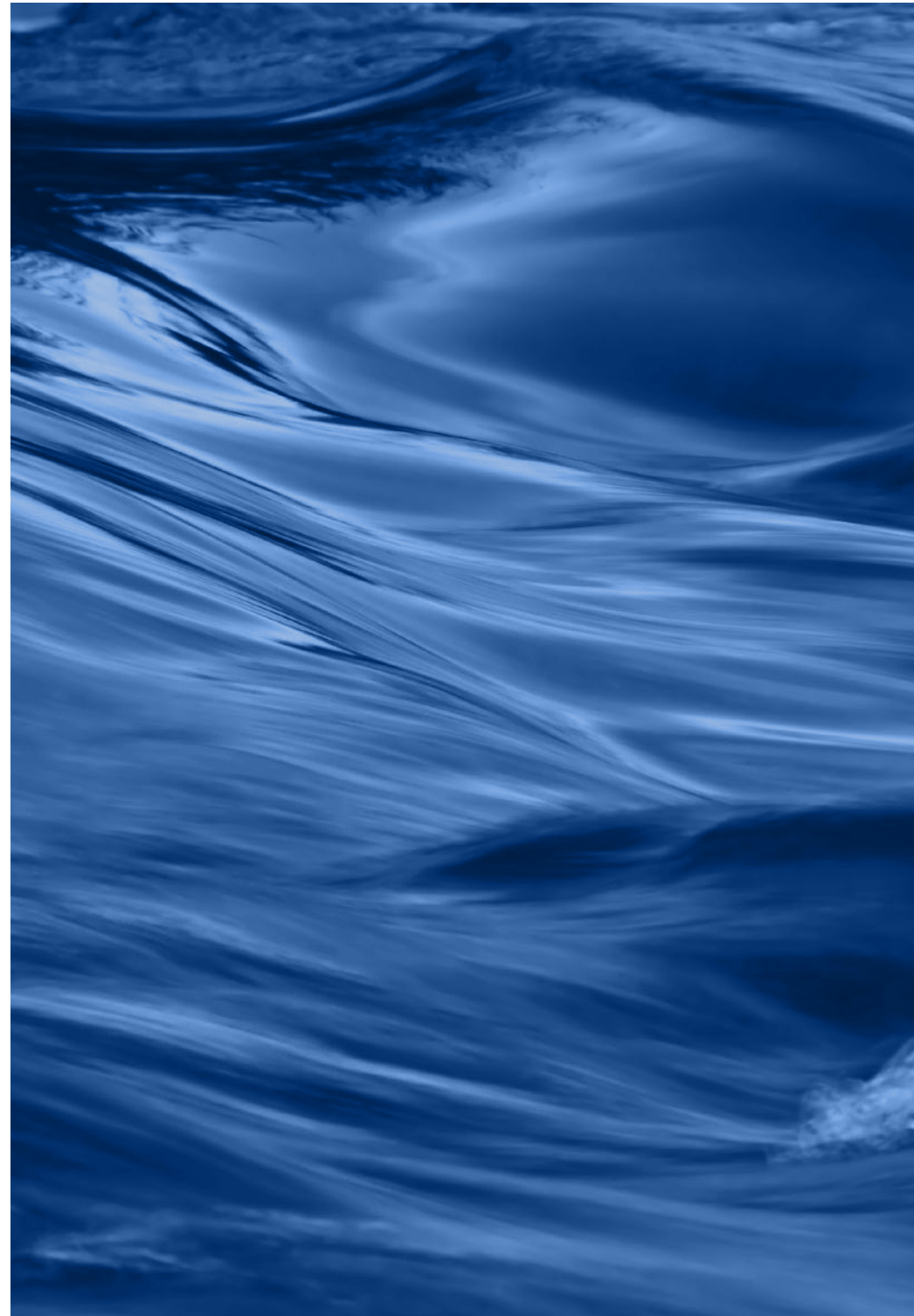
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Brand Voice

1.0

- 1.0 WHO WE ARE
 - 1.1 HOW WE SEE OURSELVES
 - 1.2 TAGLINE
 - 1.3 SECONDARY MESSAGING
 - 1.4 BEYOND THE TAGLINE



WE ARE

People-Centric

Goal Oriented

Innovative Problem Solvers

Nimble and Fluid

Full of Hustle and Grit

Adaptable

Relationship-Driven

Passionate

Limitless

WE ARE NOT

Deal-Centric

Reliant on Legacies

Bureaucratic

By the Book

Over-Regulated

Inflexible

Bottom-Line Driven

Complacent



Smart.

Nice.

Honest.

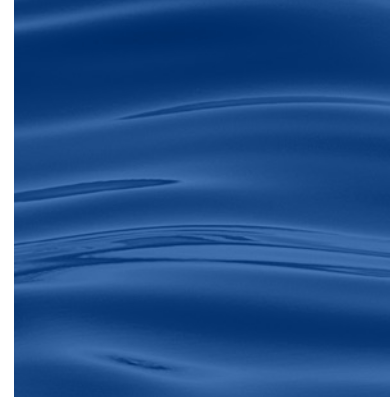
Passionate.





Tagline

*Changing the landscape
of commercial real estateTM*



Secondary Messaging

First, relationships. Then, real estate.

People are our passion. And real estate is our obsession. We recognize that the real estate landscape is everchanging and that complacency leads to failure. Known for outthinking, outworking and outselling the rest.

Beyond the tagline

Passion that transcends real estate

Empowered to do right by the client/situation

Transforming the real estate experience

Purpose-built company led by our talent

Where culture and opportunity drives value

A platform that delivers and develops opportunity





2.0

- 2.0 BRAND LOGOS
- 2.1 LOGO CLEAR SPACE
- 2.2 MINIMUM LOGO SIZE
- 2.3 LOGO AND WEBSITE LOCKUP
- 2.4 BRAND ICON MARK
- 2.5 HOW NOT TO USE THE LOGO
- 2.6 BRAND TAGLINE INTEGRATION

Logo



Primary Logo

The primary logo for Stream Realty Partners (Stream) is used on first point-of-contact marketing pieces, such as company collateral and internal stationery. It should be represented in 'Stream Navy' [PMS 294C] and used on a white background. In instances when color is not an option, the logo should be black.

Grayscale Logo

The grayscale logo can be utilized in instances where the brand is not the primary focus, as in advertising, sponsorships, digital marketing, property branding, follow-up pieces, etc. In these situations, the logo should be represented in PMS Cool Grey 1.



Reversed Logo

The reversed logo is represented in white against any dark background that provides sufficient contrast for the logo to retain legibility. The reversed logos should never be on any color other than Stream's primary color palette.





Clear Space

Whenever the logo is used, it requires a clear space surrounding it. The clear space is the height of the letter S in the Stream logo. Nothing should intrude upon this clear space including other logos, type, images, or the edge of the page.



Logo Size

Under no circumstances should the Stream logo be reproduced under 10 millimeters in height. This minimum size restriction ensures that the logo is always clearly visible.

Similarly, it is important not to overpower a document or object with the Stream logo. While there are no maximum size restrictions, always consider context to the overall project scale when using.



Logo and Website Lockup

When locking the logo up with the website url, the colors should always match. The website should maintain the same clear space described on the previous page (the height of the letter S of the logo) and be in Nunito Sans Black at the exact same width as the logo.





Incorrect Logo Usage

When utilizing the Stream logo, it is important to always follow the aforementioned guidelines to ensure that the Stream brand is being communicated correctly. The below lockups are not allowed. With the exception of the Stream website URL, no additional text should be paired with the Stream logo.

Consistency from each office and within our service lines is an important factor in always appearing as a strong, cohesive, national brand to clients, competitors, and others.





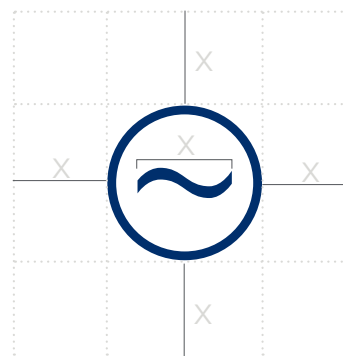
Brand Icon

The first brand application should always be the primary Stream logo. Once the Stream logo has been established, this icon can be utilized to represent the logo throughout the rest of the piece. For instance, if the primary logo is on the cover of a brochure, this icon can replace the logo on any interior spreads.

The icon should never be locked up with or larger than the primary logo.

Clear Space

Whenever the brand icon is used, it requires a clear space surrounding it. The clear space is the width of the wave in the icon. Nothing should intrude upon this clear space including other logos, type, images, or the edge of the page.





Tagline

Stream's trademarked tagline is Changing the Landscape of Commercial Real Estate™. It can be incorporated into marketing materials that promote the Stream brand, but is at the discretion of the Designer.

When used, the tagline should be set in Merriweather Bold Italics, sentence case, with +10 tracking. The TM mark should follow the tagline in superscript and should be set in Merriweather Bold Italics, all caps.

Changing the landscape of commercial real estate™

***Changing the landscape
of commercial real estate™***

***Changing the landscape
of commercial real estate™***

Clear Space

Whenever the tagline is used, it requires a clear space surrounding it. The clear space is the height of the letter C in the tagline. Nothing should intrude upon this clear space including other logos, type, images, or the edge of the page.

Changing the landscape of commercial real estate™

C

***Changing the landscape
of commercial real estate™***

Incorrect Tagline Usage

When utilizing the tagline, it is important to always follow the aforementioned guidelines to ensure that the Stream brand is being communicated correctly. The below lockups are prohibited.

✗ ***Changing the Landscape of Commercial Real Estate™***
Don't use title case

✗ **CHANGING THE LANDSCAPE OF COMMERCIAL REAL ESTATE™**
Don't use upper case

✗ ***changing the landscape of commercial real estate™***
Don't use lower case

✗ **Changing the landscape of commercial real estate™**
Don't use regular



Color Palette

3.0

- 3.0 PRIMARY COLOR PALETTE
- 3.1 SECONDARY COLOR PALETTE
- 3.2 USING COLOR
- 3.3 COLOR STUDIES





Primary Color Palette

Stream's Primary Color Palette consists of three main colors: Stream Navy (PMS 294 C), Stream Blue (PMS 2145 C), and Light Gray (PMS Cool Gray 1 C). The main brand color is Stream Navy and should be the primary color of use with Stream Blue acting as an accent. Grays should be used as a contrast to keep design clean and legible.

When working in Adobe Creative Suite, confirm you are working with the correct color values based off the document's color mode (CMKY/RGB). For instance, should your document color mode be set to RGB and you are using CMKY values for Stream Navy, it will appear muted.

STREAM NAVY

PMS 294 C
RGB – 0 47 108
CMYK – 100 74 0 45
HEX – 002F6C

STREAM BLUE

PMS 2145 C
RGB – 0 78 168
CMYK – 100 71 0 2
HEX – 004EA8

LIGHT GRAY

PMS Cool Gray 1 C
RGB – 217 217 214
CMYK – 10 7 5 0
HEX – D9D9D6

GRAY

PMS Cool Gray 5 C
RGB – 177 179 179
CMYK – 28 21 18 1
HEX – B1B3B3

DARK GRAY

PMS Cool Gray 11 C
RGB – 83 86 90
CMYK – 63 52 44 33
HEX – 53565A



Secondary Color Palette

Stream's Secondary Color Palette consists of four colors: Pacific Blue (PMS 7466 C), Sustainable Green (PMS 2255 C), Sunset Orange (PMS 158 C), and Golden Yellow (PMS 1235 C).

The secondary color palette should only be used once the primary color palette has been established. They should be used sparingly and to complement the primary colors. The secondary color palette should never be used as a the main representation of the Stream brand nor overpower the primary colors.

PACIFIC BLUE

PMS 7466 C

RGB – 0 176 185

CMYK – 91 0 30 0

HEX – 00B0B9

SUSTAINABLE GREEN

PMS 2255 C

RGB – 134 210 149

CMYK – 45 0 51 0

HEX – 86D295

SUNSET ORANGE

PMS 158 C

RGB – 232 119 34

CMYK – 0 62 97 0

HEX – E87722

GOLDEN YELLOW

PMS 1235 C

RGB – 255 184 28

CMYK – 0 25 94 0

HEX – FFB81C

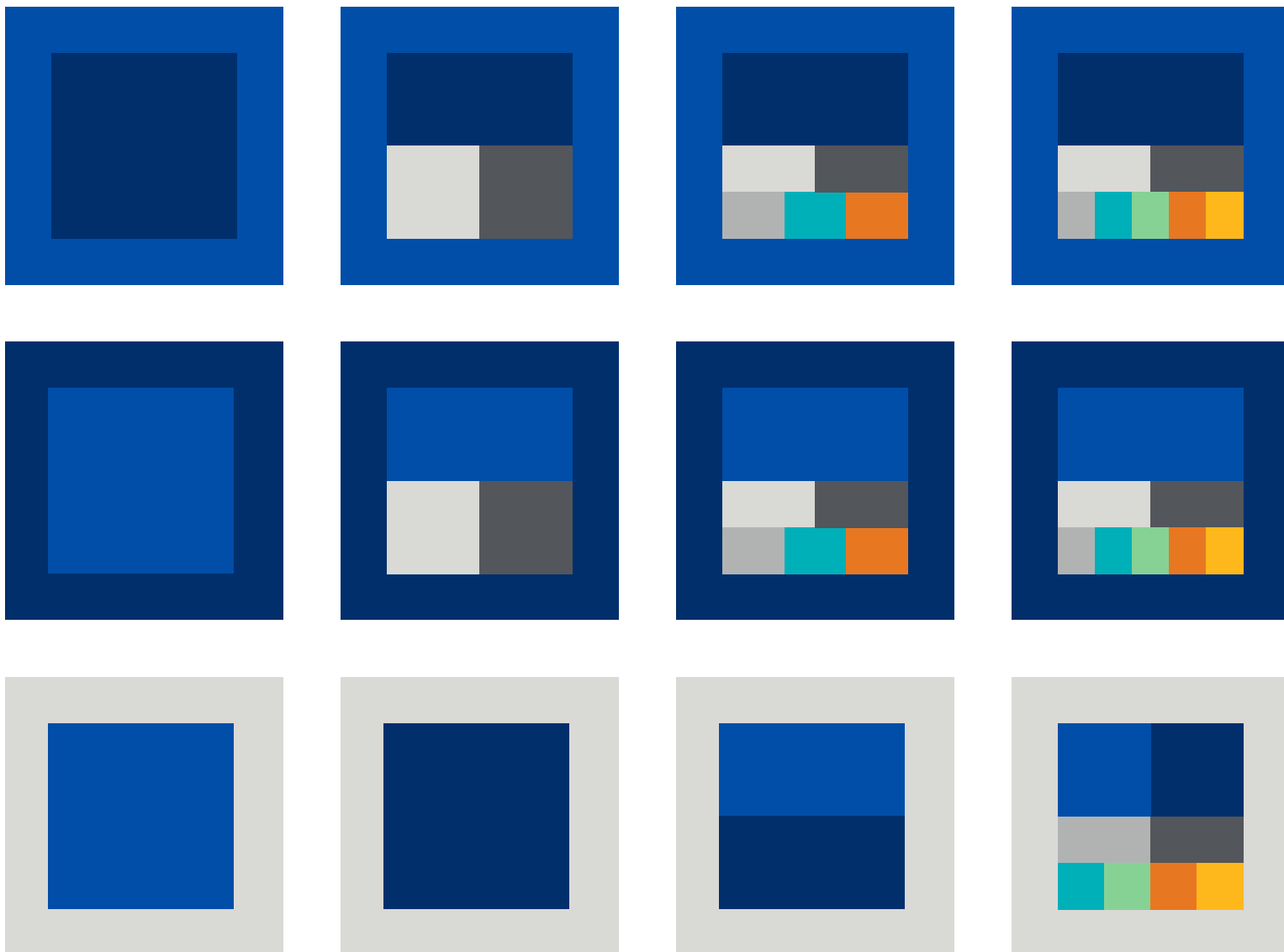


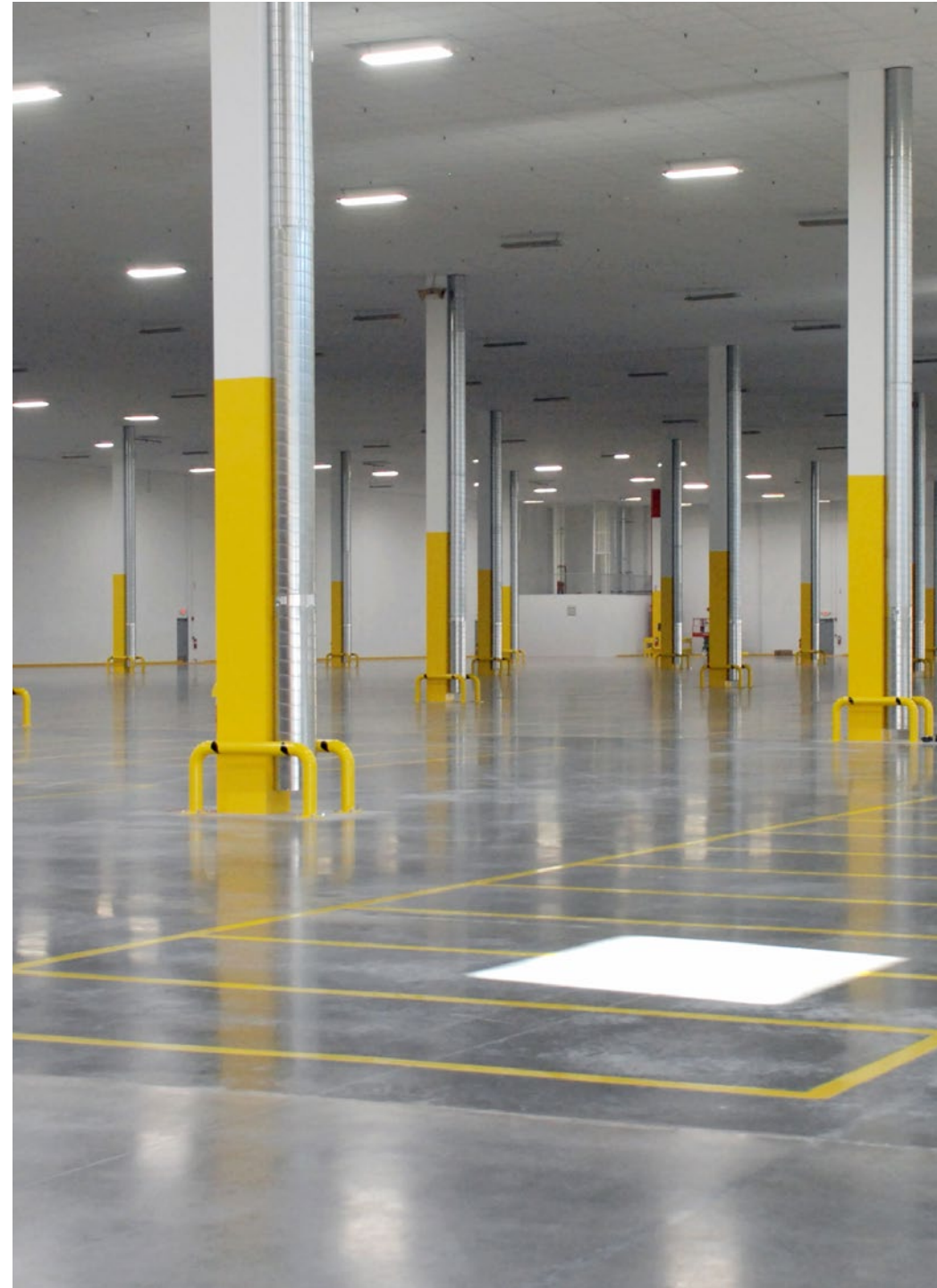
Using The Color Palette

When using Stream's primary color palette, the correct color ratio should be applied. As a general rule of thumb, the Stream Navy should have the most prominence in a design, followed by light gray and white, and then Stream Blue as an accent color. A recommended ratio is shown to the right.

When utilizing Stream's secondary color palette, each secondary color should be used solely as an accent. A recommended ratio is also shown to the right.

Ensure that all designs appear clean and polished. All important text should have appropriate contrast to maintain legibility.





Typography

4.0

- 4.0 PRIMARY TYPEFACE
- 4.1 SECONDARY TYPEFACE
- 4.2 TYPOGRAPHY HIERARCHY





Typography

Stream utilizes Nunito Sans and Merriweather as its approved font families.

Recommended weight variations are Nunito Sans Regular, Bold, and ExtraBold in conjunction with Merriweather Light, Regular and Bold. However, all weights and variations are acceptable, and usage will be left to the designer's discretion.

Please refer to the recommendations at right when designing.

Nunito Sans

Regular

Bold

ExtraBold

Merriweather

Light

Regular

Bold

HEADLINE FONT

We are Stream Realty Partners.

MERRIWEATHER REGULAR

SUBHEADLINE FONT

First, relationships. Then, real estate.

NUNITO SANS BOLD

BODY COPY

Stream began with a vision. Not one focused on bricks and mortar, but one with people at its foundation. It was that vision that our co-founders, Mike McVean and Lee Belland, set out to accomplish when they launched Stream Realty Partners (Stream) in 1996.

NUNITO SANS REGULAR

CALLOUT FONT

People are our passion. And real estate is our obsession. Known for our thinking outworking and outselling the rest—we are Stream Realty Partners.

MERRIWEATHER REGULAR



Graphics

5.0

- 5.0 LIFESTYLE PHOTOGRAPHY
- 5.1 ABSTRACT PHOTOGRAPHY
- 5.2 WATER PHOTOGRAPHY
- 5.3 TOPOGRAPHIC MAP GRAPHIC





Lifestyle Photography

ASSERTIVE + STRENGTH

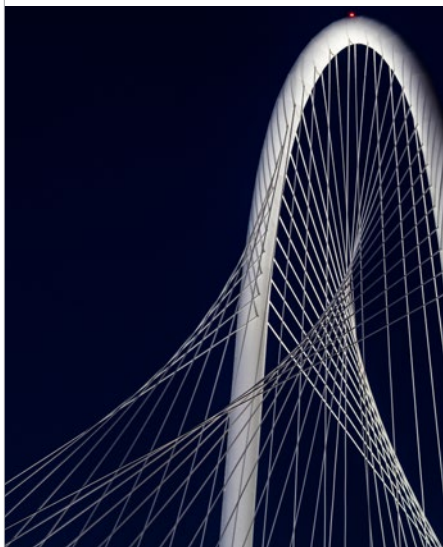
- Personnel photography that is professional in capture and editing

LIMITLESS

- People (tenants) interacting in spaces to show aspirational side of real estate

AUTHENTIC

- Photography captures that are in the moment and do not appear staged
- Consider personnel photography with environmental backgrounds



Supporting Architectural Photography

MODERN

- Abstract shapes and lines

INNOVATIVE

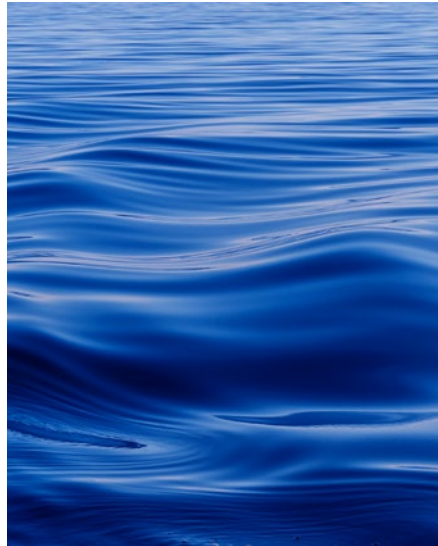
- Thoughtful photo cropping to create intrigue and interest

ENERGETIC + FLUID

- Sweeping shapes and lines that create dynamic visual movement

CLARITY

- Avoid overlays of many photos and objects



Water Photography

In addition to lifestyle and property photography, these approved water images are also allowed in Stream branded collateral.

If you would like to utilize an image that is not one of the approved images, you must:

- Ensure the color hue matches the Stream Navy
- Select an image that has movement and fluidity
- Be cognizant of the body of water in the image. It should be representative of a stream. It should not for example be large wave curls, vast oceans, pools, etc.
- Send newly suggested image to the National Marketing Team for approval prior to use.

[DOWNLOAD APPROVED IMAGERY](#)

PRIMARY PATTERN



When used on a white background, use navy pattern at 30% opacity.

Topographic Map Graphics

Stream utilizes these approved topographic map patterns to be used throughout marketing collateral.

In instances where a third or less of the pattern is seen, to avoid a wood grain feel, use the alternate patterns that incorporate a dashed line.

The maps should maintain the same cropping as the approved composition. Any scaling of the pattern is not permitted.

ALTERNATE PATTERN



[DOWNLOAD APPROVED PATTERNS](#)



Questions?

Contact Stream's National Marketing Team:

nationalmarketing@streamrealty.com