



Brand Guide

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Introduction

About CenterPoint

Quo verrorest eati officiusdam utem exeres sus
volute nobis aut volore quiasi dolupta ssitate.
Uptatet eume eatias maio et que volo qui int re
dion et que renempo riberferum ea quam que quia
ipsam audae exerume quamendam

The Company

CenterPoint is an industrial real estate market leader specializing in development, redevelopment, acquisition and management to enhance business and supply chain efficiency. As a major national developer, CenterPoint invests in major coastal and inland port logistics markets.

The Mission

CenterPoint's mission is to serve the community of our customers, creating opportunities and sustainable jobs while providing for the logistics, property and infrastructure needs of the property.

The Vision

As a top industrial real estate firm, we use our expertise to improve the effectiveness and efficiency of organizations that can benefit from transportation-advantaged industrial property. By enabling better supply chains, CenterPoint Properties plays a vital role in improving local, state, national and global economies.





Visual Identity

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 anyway.

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



Logo Sizing & Spacing

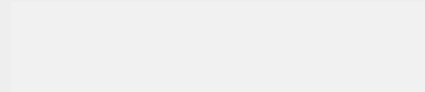
Logo Spacing

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.



Print Typography

Text about print typography

UNIVERS LT STD (45 LIGHT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689

UNIVERS LT STD (55 ROMAN)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689

UNIVERS LT STD (65 BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689



Header 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.

COVER

Univers LT Std
(55 Roman)

Size: 36 pt
Leading: 40 pt
Color: White

PAGE TITLE

Univers LT Std
(45 Light)

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

PAGE HEADER

Univers LT Std
(45 Light)

Size: 21 pt
Leading: 24 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.

PARAGRAPH HEADING

Univers LT Std _____ Size: 9 pt
(65 Bold) _____ Leading: 12 pt
_____ Color: Blue

BODY COPY

Univers LT Std _____ Size: 8 pt
(45 Light) _____ Leading: 12 pt
_____ Color: Dark Gray

BULLETED LIST

+ Univers LT Std _____ Size: 8 pt
(45 Light) _____ Leading: 12 pt
_____ Color: Dark Gray



Expanded 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.

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

PARAGRAPH HEADING (LARGE)

Univers LT Std _____ Size: 10.5 pt
(65 Bold) _____ Leading: 14 pt
Color: Blue

BODY COPY (LARGE)

Univers LT Std _____ Size: 9.5 pt
(45 Light) _____ Leading: 14 pt
Color: Dark Gray

BULLETED LIST (LARGE)

+ Univers LT Std _____ Size: 9.5 pt
(45 Light) _____ Leading: 14 pt
Color: Dark Gray

BODY COPY SMALL

Univers LT Std _____ Size: 8 pt
(45 Light) _____ Leading: 12 pt
Color: Dark Gray



Web Typography

text about web typography

ROBOTO (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345689

ROBOTO (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345689



Icon Library





Illustrations

Regional Maps

Markers

Property	North Arrow	Routes	Highways
Ports	Railroads	Airports	Terminals

Colors

	Water		Highways
	Land		Railroads
	State Borders		

Text

MAJOR CITY NAME

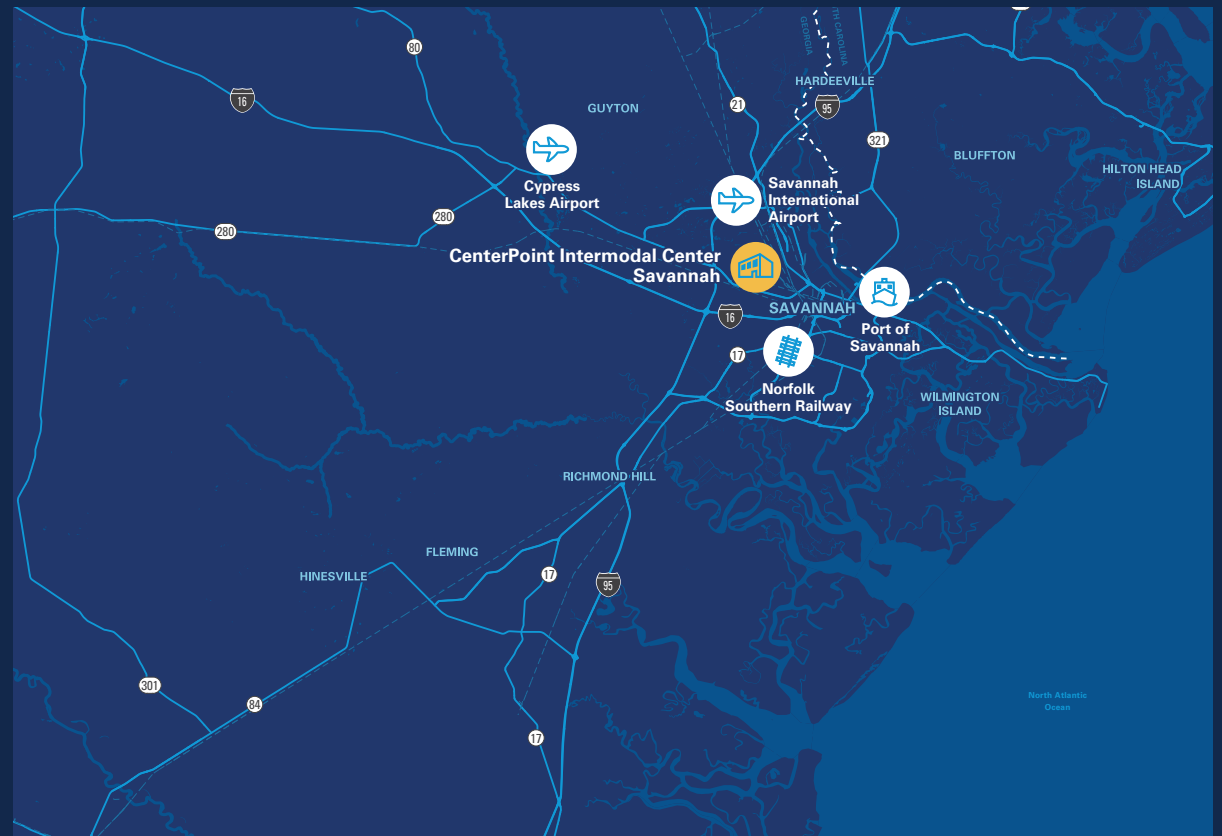
MINOR TOWN

STATE NAME

Body of Water

Building Name

Port, Rail, Airport,
& Terminal



- + 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

Routes

Highways

Property
Name

(39)



(399)

Colors



Building/Property



Main Roads/Routes



Property Outline



Small Roads



Water



Railroads



Highways

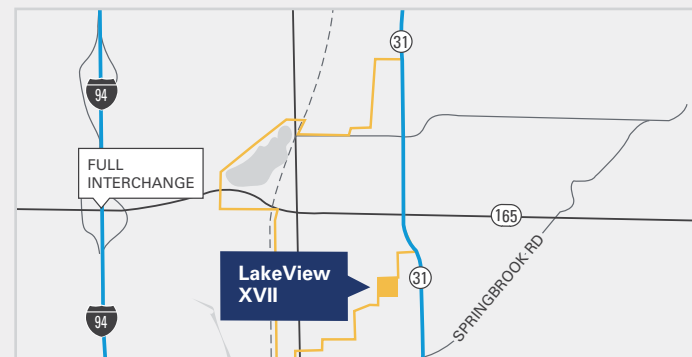
Text

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

Routes

52

100

Highways



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

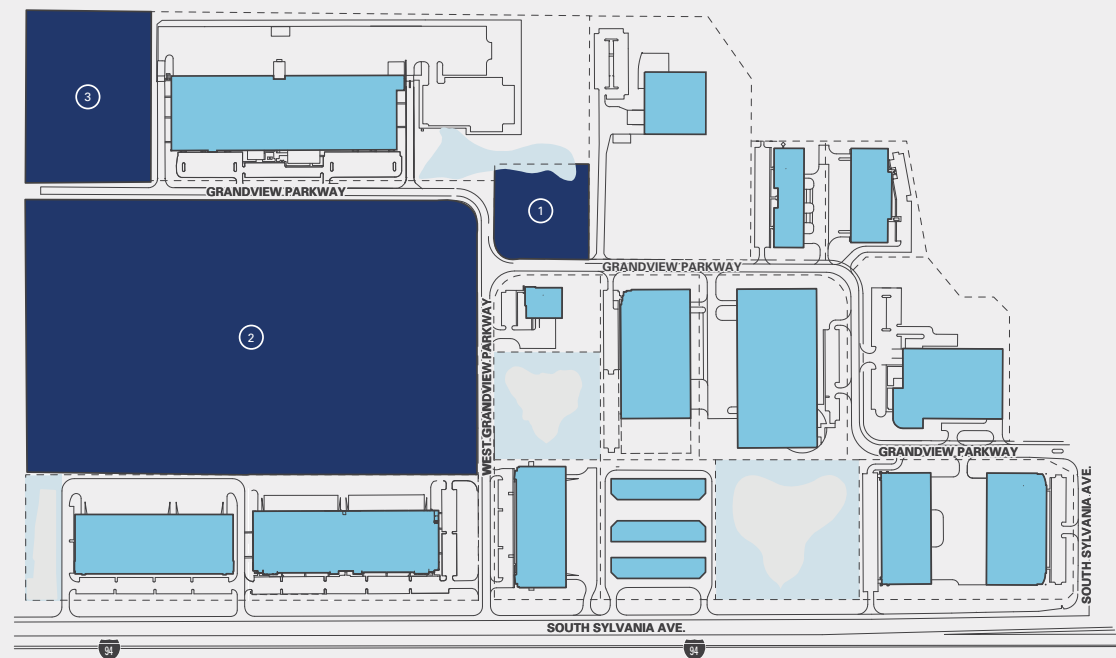
Property	Routes	Highways
1	39	5
	399	

Colors

Available	Proposed
Build-To-Suit	Conservation Area
Leased	Water
Available Storage Yard	Building/Land Outlines
Occupied Storage Yard	Streets
Truck Traffic	Property Outlines

Text

STREET NAMES




- + 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

Dock Doors Parking Stairs Drive In Doors
 ■ ■ ■ ■ ■ ■ ■ ■ D.I.D.

North Arrow Columns Railroads Dimensions
 ■ ■ ■ ■ ■ ■ ■ ■ 50' 47'

Colors

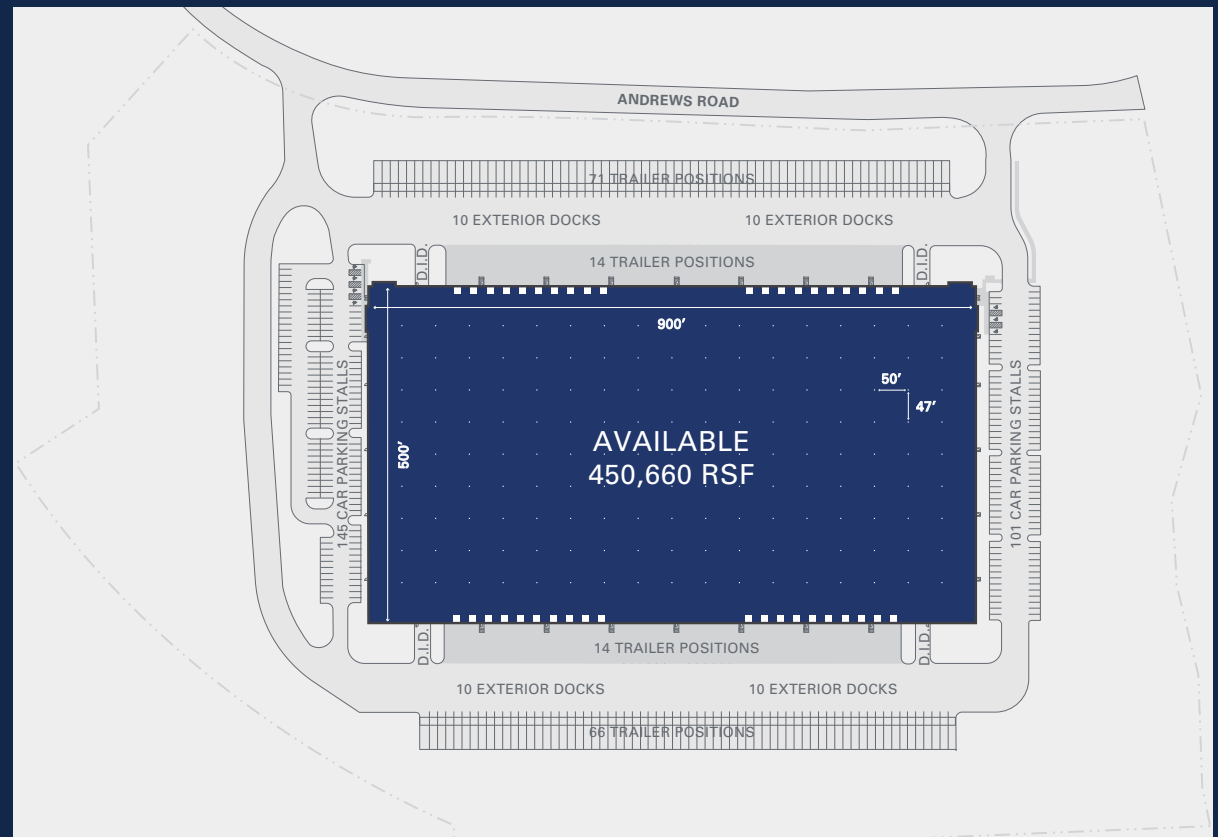
■ Building ■ Building Outline
 ■ Parking Lot ■ Parking/Street Outline
 ■ Concrete/Sidewalk ■ Property Outline

Text

PARKING TEXT

STREET TEXT

BUILDING TEXT



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