Visual Identity Guidelines

NEWMARK

Table of Contents

Logo

Logo

It is important that we maintain integrity and consistency when we are using the Newmark brand logo.

The brand logo is to be used in all published communications where possible, as it reinforces our global footprint and growth.

NEWMARK

Logo Colors

Newmark uses two versions of the brand logo, the difference being their colors.

Primary Logo
Black is the primary and required color of the logo. It should be used in any instance where there is a light-color background. The NEWMARK logo should only appear in black or KO and never reproduced in color.

Secondary Logo
White is the secondary logo color. The secondary logo should be used in instances where the primary logo is not legible when printed in black, e.g., on a dark-color background or over an image.

Primary Logo: Black

CMYK
0/0/0/100

RGB
255/255/255

HEX
#000000

Pantone
Black C

Secondary Logo: White

CMYK
0/0/0/0

RGB
0/0/0

Logo Sizes

NEWMARK

1.75 inches

Standard

The default logo size for the majority of printed materials, including brochures, one-pagers and presentations.

Where ever possible the size of the standard logo should always be sized at 100% (1.75 inches x 0.26 inches) to maintain brand consistency.

The only exceptions for logo resizing are large-format items, such as retail signage, large envelopes, event banners and posters, or when the available logo space is limited, such as client joint branding and other production space limitations.

NEWMARK

1 inches

Minimum

The approved minimum size Newmark logo is 1.0 inch in width. The minimum-size version of the logo is to be used only when the standard size logo is too large for the intended application.

Usage examples:
– Lapel pins
– Pens and/or pencils

If an exception to the approved minimum size is required, please contact the corporate marketing team to discuss the situation.

Digital Logo Size Minimum

Minimum Digital

NEWMARK

72 px

Minimum Digital Size

The logo should never be set smaller than 72 px wide to ensure that "Newmark" is always legible.

Standardized Digital Sizing

For consistent sizing across email communications, etc., use the presized logo in the templates available on the Brand Hub and CampaignBreeze.
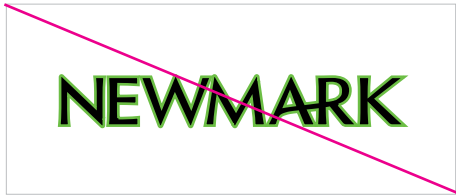
Maxmum Digital

NEWMARK

240 px

Maximum Digital Size

The logo is never scaled over 240 px wide to maintain a visually balanced composition.

Standardized Digital Sizing

For consistent sizing across email communications, etc., use the presized logo in the templates available on the Brand Hub and CampaignBreeze.
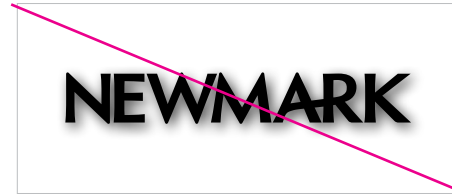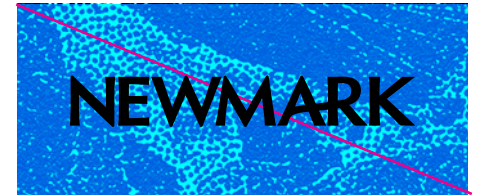
Logo Infringements

DO NOT add a stroke or outline; the logo should have only a single-color fill of black or white.

DO NOT fill the logo with blue or any color other than black or white.

DO NOT apply any effects or drop shadowing to the logo.
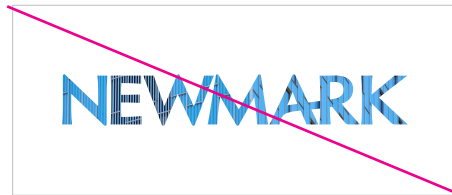
DO NOT use a black logo over a dark texture or image; the logo should always be legible.
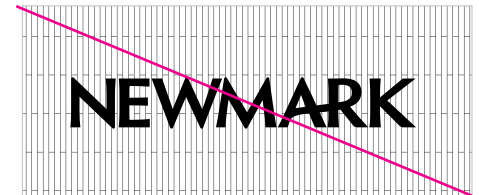
DO NOT fill the logo with a gradient; the logo should be solid black or white.

DO NOT fill the logo with a pattern; the logo should be solid black or white.

DO NOT fill the logo with an image or texture; the logo should be solid black or white.

DO NOT place a logo over a pattern; logos can be placed only on images or textures.

DO NOT stretch or elongate the logo.

DO NOT collapse the logo to avoid appearing skewed or condensed.

DO NOT adjust the transparency properties; the logo should be solid black or white.

DO NOT add tagline/team, name/specialty practice, etc. under the logo.

Logo Clear Space

Clear Space

At minimum, leave space equal to the width of the letter "W" from the logo around all four sides to ensure its predominance in layout.

Property Management

Property Management Brochure

Colors

Color Formulas – Primary Colors and Gray Tones

Primary Colors

Newmark Blue
Pantone: 300 U
CMYK
100/56/0/0
RGB
0/107/182
Hex
006BB6

Black
Pantone: Black C
CMYK
0/0/0/100
RGB
0/0/0
Hex
000000

White
CMYK
0/0/0/0
RGB
255/255/255
Hex
FFFFFF

Rich Navy
Pantone: 295 C
CMYK
100/79/24/21
RGB
0/62/105
Hex
003E69

Accent Blue
Pantone: 2915 C
CMYK
61/3/0/0
RGB
35/196/255
Hex
23C4FF

* For corporate digital collateral use only

Cream
Pantone: 663 C
CMYK
2/2/4/0
RGB
247/244/239
Hex
F7F4EF

Gray Tones

Charcoal
CMYK
0/0/0/80
RGB
51/51/51
Hex
333333

Dark Gray
CMYK
0/0/0/60
RGB
102/102/102
Hex
666666

Medium Gray
CMYK
0/0/0/40
RGB
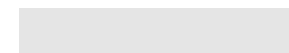153/153/153
Hex
999999

Light Gray
CMYK
0/0/0/20
RGB
204/204/204
Hex
CCCCCC

Pearl Gray
CMYK
0/0/0/10
RGB
229/229/229
Hex
E5E5E5

**Note: Color appearance may vary in brightness and saturation between screen (RGB) and print (CMYK).
Please work with your printing contact to get as close to Pantone colors when provided as possible.**

Color Formulas – Data Visualization Colors

Data Visualization Colors - Additional Colors for use in Research Charts, Graphs and Maps
Data visualization colors must follow a designated sequence beginning with Newmark Blue, Medium Gray, Accent Blue and Rich Navy in application. See guidance on page 14.

Newmark Blue	**Medium Gray**	**Accent Blue**	**Rich Navy**	**Teal**	**Tan**	**Dark Gray**	**Silver Blue**	**Slate**	**Olive**	**Gold**
CMYK 100/56/0/0	CMYK 0/0/0/40	CMYK 61/3/0/0	CMYK 100/79/24/21	CMYK 59/21/34/0	CMYK 13/20/48/0	CMYK 0/0/0/60	CMYK 36/10/8/0	CMYK 57/45/24/1	CMYK 52/38/71/25	CMYK 0/22/70/34
RGB 0/107/182	RGB 153/153/153	RGB 35/196/255	RGB 0/62/105	RGB 111/166/167	RGB 222/198/146	RGB 102/102/102	RGB 160/200/219	RGB 123/131/159	RGB 110/114/81	RGB 169/132/51
Hex 006BB6	Hex 999999	Hex 23C4FF	Hex 003E69	Hex 6FA6A7	Hex DEC692	Hex 666666	Hex A0C8DB	Hex 7B839F	Hex 6E7251	Hex A98433

Burgundy	**Terracotta**
CMYK 34/96/87/51	CMYK 18/82/98/7
RGB 101/20/22	RGB 193/78/41
Hex 651416	Hex C14E29

Note: Color appearance may vary in brightness and saturation between screen (RGB) and print (CMYK).
Please work with your printing contact to get as close to Pantone colors when provided as possible.

Primary Colors Usage

Newmark Blue is the color that is most identifiably Newmark. Newmark Blue should be used as the default for the most dominant color in a document. Newmark Blue can be used for full background fills. **Newmark Blue should be used for signage.**

Black is a foundational component of the Newmark brand and logo. Black is used for typography and bottom line footing in signage. Never use black for full background fills.

White is a foundational component of our brand identity and logo. Use white for full fill backgrounds and for typography over darker backgrounds.

Rich Navy pairs well with Newmark Blue and can be used to extend the brand color palette. Rich Navy can be used for full background fills. Rich Navy is also used for typography on presentation title headings on cover pages only.

Accent Blue should be used sparingly and only in instances where an additional highlight color is needed for text, callout boxes or mapping highlights. Never use Accent Blue for full background fills.

Gray Tones can be used to create visual hierarchy using a neutral palette. Gray tones may also be used sparingly as color fills for information callout boxes, horizontal rules and typography.

Rich Navy

Accent Blue

White

Newmark Blue

Black

Charcoal

Dark Gray

Medium Gray

Light Gray

Pearl Gray
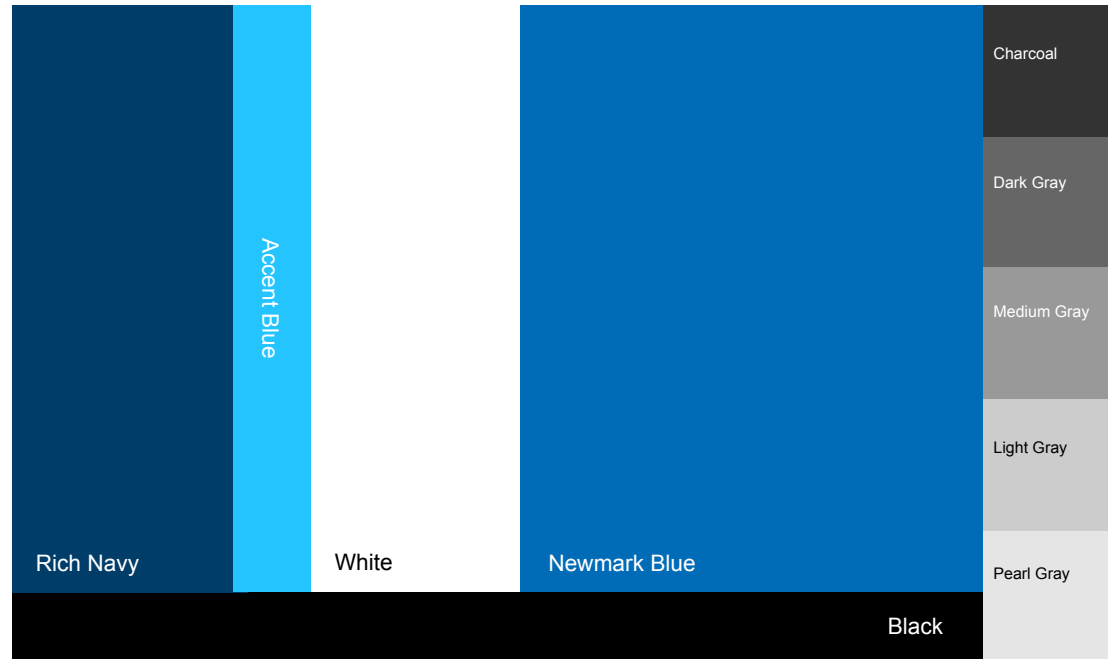
Examples of Primary Color Usage

Data Visualization Colors for Charts, Graphs and Maps

Data visualization colors must be used in the following sequence in the majority of applications. The expanded palette of data visualization colors should only be used when additional colors are needed to represent data in charts, graphs and maps.

Differentiate elements on maps using the beginning colors of the sequence, i.e. Newmark Blue, Medium Gray, Accent Blue, Rich Navy, Teal, etc.

DO NOT use Burgundy or Terracotta to differentiate elements on maps unless you have utilized the preceding colors in the data visualization color sequence.

| Newmark Blue | Medium Gray | Accent Blue | Rich Navy | Teal | Tan | Dark Gray | Silver Blue | Slate | Olive | Gold | Burgundy | Terracotta |
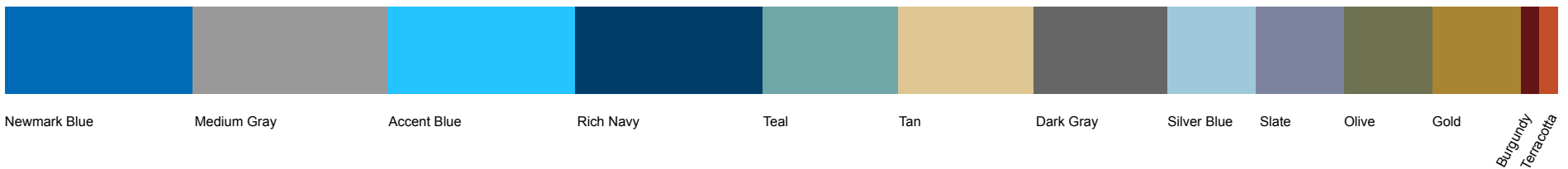
Examples of Data Visualization Usage for Charts, Graphs and Maps

Available Space and Tenant Demand as Percent of Overall Market

Sublease Space — Direct Space — Vacancy Rate — Tenants in the Market
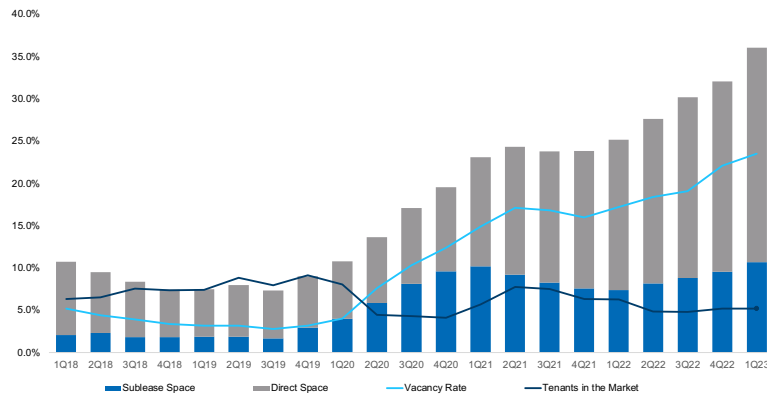
Employment by Industry, Month 202X

- Trade/Transportation/Utilities
- Education & Health
- Government
- Business & Professional
- Leisure/Hospitality
- Manufacturing
- Financial Activities
- Other Services
- Construction
- Information
- Technology
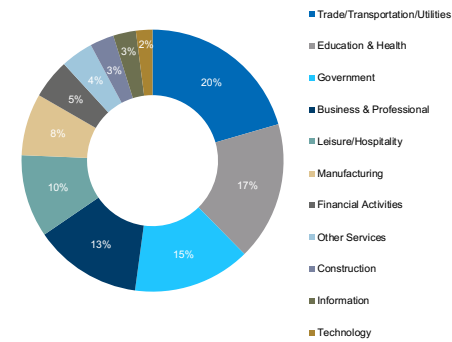
Employment Growth by Industry, 12-Month % Change, Month 202X

Industry	%
Leisure/Hospitality	8.8%
Education & Health	7.00%
Other Services	6.8%
Trade/Transportation/Utilities	4.4%
Total Nonfarm	3.7%
Construction	1.8%
Manufacturing	1.8%
Financial Activities	1.6%
Business & Professional	1.4%
Information	0.5%
Government	0.0%
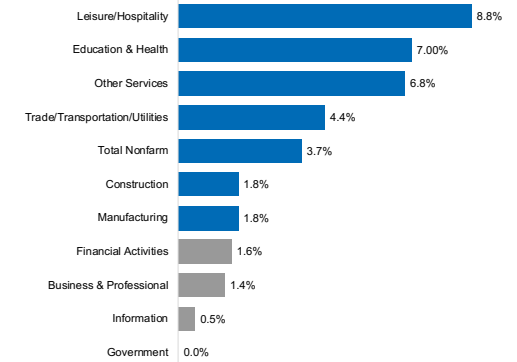
Total Leasing Activity (msf)

Q1 Q2 Q3 Q4 - - 16-Year Annual Leasing Average
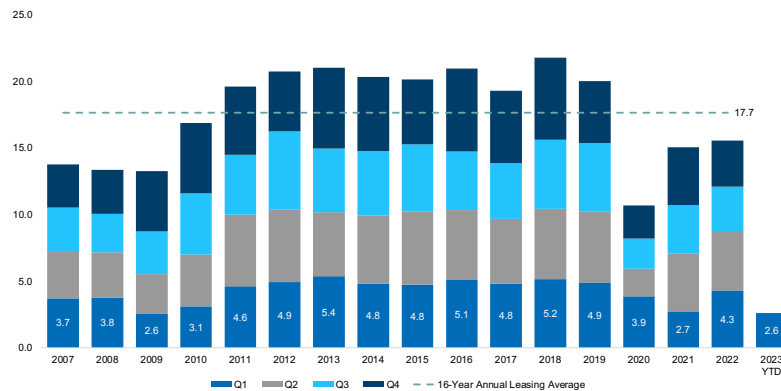
Availability Rate by Submarket

- North Financial District
- South Financial District
- SOMA
- Union Square
- Van Ness/Civic Center
- Waterfront/Jackson Square

43.6%
33.8%
30.7%
27.8%
18.1%
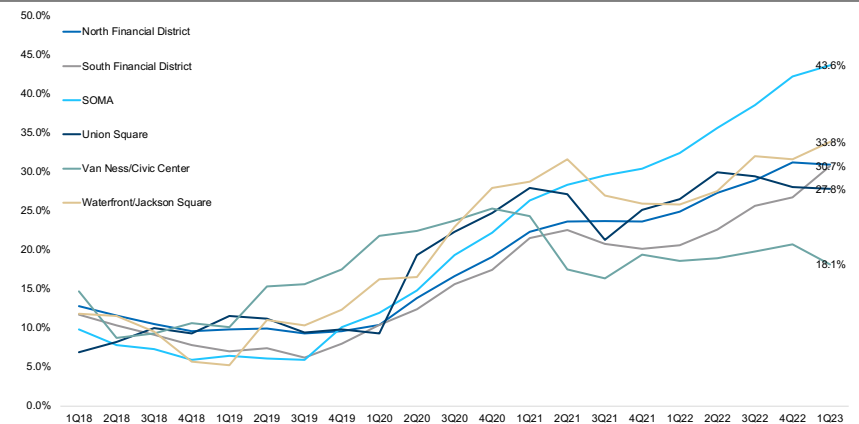
* In line graphs, interchange data visualization colors as necessary to enhance data distinction.

Color Usage

Use the guide to the right to determine when and where to use the different color breakdowns of Newmark Blue.

**Pantone
Custom Printing**

Pantone (PMS) is a color matching system that uses a code number to identify a specific color. Pantone is used to consistently reproduce color no matter where something is printed.

Use Pantone for the following:

– **High-end printing** of specialty items such as business cards, corporate brochures, etc. where consistent representation of the Newmark blue is especially important.

– **Color matching** reference for interior paint or branded merchandise.

– **Large-scale printing** for tradeshow booths.

**CMYK
Print**

CMYK stands for cyan, magenta, yellow and black; it is the color mode used for general printing.

Always use the CMYK color breakdown when a file's final output is a printed, physical document.

**RGB
Digital/On Screen**

RGB stands for red, green and blue; it is the color mode intended for screen display.

Use the RGB color breakdown when a file's final output will be viewed on a digital screen.

**Hex
Websites**

Hex (hexadecimal color) is **useded primarily for on-screen, website viewing.**

The six-digit combination of numbers and letters is the shorthand for a color's RGB breakdown.

Typography

Default Fonts

The brand default fonts are Arial and Times New Roman.

Use default fonts in situations where Baskerville and Univers may not be displayed correctly or font licenses are unavailable.

Instances where default fonts must be used:
– PowerPoint presentations
– Word templates
– Email

E.g., use Arial and Times New Roman in emails, Word documents and any PowerPoint files (.pptx) that will be shared outside Newmark.

DO NOT bold Times New Roman font.

DO NOT use Arial & Times New Roman for webfonts. Refer to page 20 for recommended alternatives.

Arial Bold

Replaces instances of Univers LT Pro Bold

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @&%$1234567890**

Arial Regular

Replaces instances of Univers LT Pro Light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @&%$1234567890

Times New Roman

Replaces instances of Baskerville Display PT Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @&%$1234567890

Times New Roman Italic

Replaces instances of Baskerville Display PT Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @&%$1234567890

Licensed Typography

Our licensed brand fonts are:

Baskerville Display PT
Use only the regular and italic weights
as directed on the following pages.

Baskerville is part of the Adobe font family
and can be activated in the font section of
its website upon sign-in.

DO NOT bold Baserville Display PT font.

Univers LT Pro
Use only the bold and light weights
as directed on the following pages.

Font licenses are limited. Unapproved
license holders can purchase
a copy of Univers LT Pro Roman and Bold by
contacting ITHelpDesk@nmrk.com.

Baskerville Display PT Regular

Headlines

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Baskerville Display PT Italic

CTAs and List Headers

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Univers LT Pro Light

Body Copy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Univers LT Pro Roman

Special Cases:
Retail Signage
Digital Evites

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Univers LT Pro Bold

Subheadlines: Uppercase

Section Headlines: Title Case

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Web Fonts

When designing for mobile/tablet experiences (800px width), we recommend at least 22pt sizing for body copy. We also strongly suggest testing all experiences on intended devices for usability and sizing.

Libre Baskerville
Access from Google Fonts:

https://fonts.google.com/specimen/
Libre+Baskerville

DO NOT bold Libre Baserville Display PT font.

Univers LT Pro
Use only the bold and light weights as directed on the following pages.

Font licenses are limited. Unapproved license holders can purchase a copy of Univers LT Pro Roman and Bold by contacting ITHelpDesk@nmrk.com.

If Univers LT Pro is unavailable, **Open Sans** from **Google Fonts** can be used as an alternative. This is especially useful when platforms don't support custom fonts and only provide access to Google Fonts.

Libre Baskerville Regular
Headlines

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Libre Baserville Italic
CTAs and List Headers

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Univers LT Pro Light
Body Copy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Univers LT Pro Roman
Special Cases:
Retail Signage
Digital Evites

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Univers LT Pro Bold
Subheadlines: Uppercase
Section Headlines: Title Case

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890**

Typography Styling with Default Fonts

The example to the right breaks down the styling and size relationships of Newmark's typographical system using deafult fonts.

HEADER
Arial Bold
Uppercase
8/10 pt.
+125
Black

HEADLINE
Times New Roman
Title Case
27/30 pt.
+0
Black or White

INTRO PARAGRAPH
Times New Roman
Sentence Case
16/18 pt.
+0
Black or White

BODY COPY
Arial
Sentence Case
8.5/12.5 pt.
+0
Black or White

SECTION TITLE
Arial Bold
Title Case
8.5/12.5 pt.
+0
Blue

BULLETED BODY COPY
Arial
Sentence Case
7.5/11.5 pt.
+0
Black
En Dash Bullet
Left Indent: -0.125 inches
First Line Indent: 0.125 inches

CAPITAL MARKETS

Lodging Capital Markets

Newmark's Lodging Capital Markets team represents a diverse range of industry experience across all types of lodging and leisure transactions, including property and portfolio sales, joint venture transactions and debt placement.

Building on decades of success, the Lodging Capital Markets practice is focused on delivering unmatched service and unparalleled results for clients by leveraging a unique combination of capital markets knowledge, in-depth understanding of lodging fundamentals and access to capital providers.

Led by Adam Etra, Mark Schoenholtz, Miles Spencer and Lawrence Wolfe, the team boasts nearly 100 years of combined experience and expertise with a broad range of clients, including REITs, private equity firms, hedge funds, high net worth investors and sovereign wealth funds. The group has handled countless noteworthy transactions, including some of the largest hotel sales nationwide.

Our Lodging Expertise
– Asset sales
– Financings
– Joint ventures and recapitalizations
– Capital sourcing and equity placement
– M&A advisory
– Loan sales

Our Value Proposition
– Lodging market leader
– Capital markets expertise with integrated debt team
– Dedicated team with unparalleled experience
– Real-time market intelligence
– Access to global investors

Our Global Reach
– Unparalleled access to emerging sources of capital
– Alliance with Knight Frank and its Global Wealth network
– Experts dedicated exclusively to maximizing cross-border capital flows
– Extensive network of investors

ABOUT NEWMARK

We transform untapped potential into limitless opportunity.

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

CONTACT

Adam Etra
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t 212-372-2250
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Mark Schoenholtz
Vice Chairman – Co-Head of Lodging
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mark.schoenoltz@ngkf.com

Miles Spencer
Vice Chairman – Co-Head of Lodging
t 202-292-0120
miles.spencer@ngkf.com

Lawrence Wolfe
Vice Chairman – Co-Head of Lodging
t 212-372-2161
lawrence.wolfe@ngkf.com

NEWMARK

Typography Styling with Licensed Fonts

The example to the right breaks down the styling and size relationships of Newmark's typographical system using licensed fonts.

HEADER
Univers LT Pro Bold
Uppercase
8/10 pt.
+125
Black

HEADLINE
Baskerville Display PT Regular
Title Case Only
27/30 pt.
+0
Black or White

INTRO PARAGRAPH
Baskerville Display PT Regular
Sentence Case
16/18 pt.
+0
Black or White

BODY COPY
Univers LT Pro Light
Sentence Case
8.5/12.5 pt.
+0
Black or White

SECTION TITLE
Univers LT Pro Bold
Title Case
8.5/12.5 pt.
+0
Blue

BULLETED BODY COPY
Univers LT Pro Light
Sentence Case
7.5/11.5 pt.
+0
Black
En Dash Bullet
Left Indent: -0.125 inches
First Line Indent: 0.125 inches

CAPITAL MARKETS

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CONTACT

Firstname Lastname
Title 1
Title 2

t 212-000-0000
firstname.lastname@nmrk.com

Firstname Lastname
Title 1
Title 2

t 212-000-0000
firstname.lastname@nmrk.com

Typography Usage Infringements

DO NOT alter the case of subheadlines below the anchor's horizontal rule; they should always be uppercase.

DO NOT change the typeface of the headline; it should always be Baskerville Display Regular or Times New Roman.
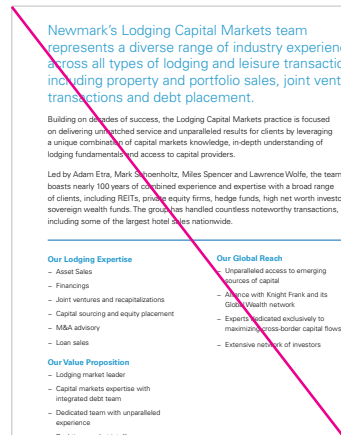
DO NOT change the typeface of the body copy; it should always be Univers LT Pro Light or Arial.
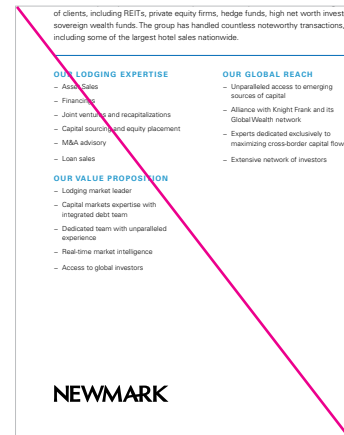
DO NOT change the typeface of section titles; they should always be Univers LT Pro Bold or Arial Bold and title case.

DO NOT bold Baskerville or Times New Roman Font.
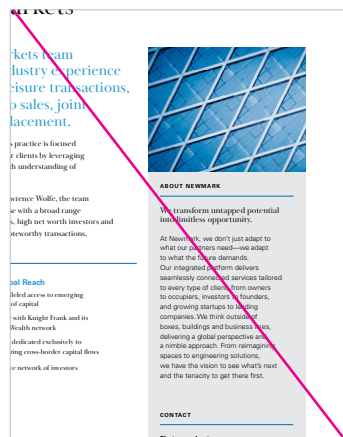
DO NOT change the formatting of the About Newmark copy found on most templates.
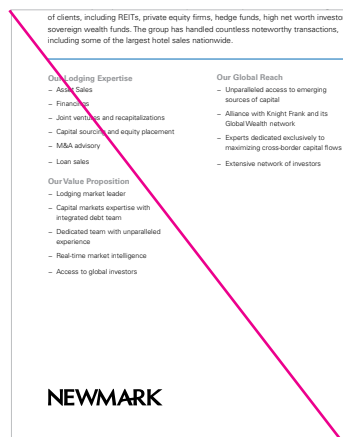
DO NOT use unapproved colors for section titles; use blue for corporate pieces.

DO NOT alter the color of a headline; headlines are always 100% black.

DO NOT use unapproved colors for intro paragraphs.

DO NOT use Accent Blue color as headline/subheadline.

Statistics Styles

Typography Styling

Numbers/Stats

Numbers/stats are the largest pieces of information and can be set in either Baskerville PT Display Regular or Univers LT Pro Light (or Times New Roman or Arial when using default fonts).

All numbers/stats should be Newmark Blue for light backgrounds and white for dark backgrounds.

Headline/Category Title

Headlines/category titles for the statistics are always set uppercase in Univers LT Pro Bold (or Arial Bold when using default fonts) with loose tracking in black or white depending on background.

Support Copy

The qualifying information that supports the stats is always set in Univers LT Pro Light (or Arial when using default fonts) in black or white depending on background. Support copy is approximately 25% smaller in size compared to the stats but should still be easily legible. The first letter of the first word after the stat is always lowercase, unless it's a proper noun.

Horizontal Rules

Use a horizontal rule in 0.5 pt. to separate multiple stats. Horizontal rules are Newmark Blue when placed on a white background and white when placed on a dark background.

Option 1

OUR PLATFORM BY THE NUMBERS

197   million square feet of nationwide

1,700   experts anticipating clients' every need

147   operating offices providing seamless service

700+   clients trusting in Newmark

Option 2

OUR PLATFORM BY THE NUMBERS

197   million square feet of nationwide

1,700   experts anticipating clients' every need

147   operating offices providing seamless service

700+   clients trusting in Newmark

Written Style

The information to the right is a quick guide on how to format commonly used types of information.

Company Name
The formal company name is Newmark. Do not reference it as NEWMARK, Newmark Knight Frank and/or NGKF.

Newmark

Name of Individuals and Offices
Names are always treated the same way. The individual or office name is set in Univers Bold.

Barry M. Gosin   **New York Headquarters**

Titles
Titles are always treated the same way. The title is set in Baskerville PT Italic.

Chief Executive Officer

Addresses
Addresses are always treated the same way. The individual or office name is set in Univers Bold and the address in Univers Light.

New York Headquarters
125 Park Ave.
New York, NY 10017

Telephone Numbers
A lowercase letter "t" and two spaces always precede a phone number. Do not use dots or parentheses when formatting telephone numbers, and leave off "+" and "00" for international numbers.

t   212-372-2000
m 212-566-7022

Avenues and Streets
Abbreviate Ave., Blvd. and St. only when used with a numbered address.

125 Park Ave.

Spell out and capitalize First through Ninth when used as street names; use figures for 10th and above.

Fifth Avenue
13th Street

Spell out and capitalize Avenue, Boulevard and Street when part of a formal street name without a number.

Park Avenue

URL Treatment
The URL should always appear in lowercase without the "www."

nmrk.com

Numbers
For numbers one through nine:
one, two, three

For numbers 10+:
10, 11, 12

Square Feet
In formal documents and within full sentences, spell out square feet:

3,200 square feet

In charts, tables and graphs:

3,200 SF

350 unit

Square feet as an adjective:

3,200-square-foot building

350-unit multifamily community

Horizontal Rules

Horizontal rules are applied to the typographic system to add structure and improve readability.

Horizontal rules are always 0.5 pt.

Gray tones colors should be used for rules whenever possible. Tints can be used for rules when printing with gray tone colors is not an option.

Rules can be either Newmark Blue, 30% black or white when used on a dark background or image background.

Horizontal rules should always be a solid line.

DO NOT change the type of stroke, e.g., dots or dashes.

DO NOT apply any effects to the horizontal rule.
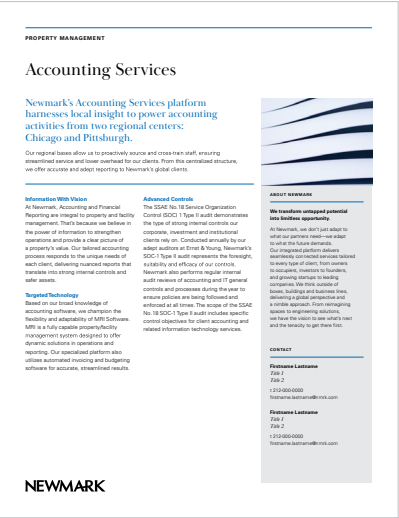
Property Management One-Pager

Blue Horizontal Rules

Blue horizontal rules are used to separate groups of information and/or paragraphs as needed on a light-color background.
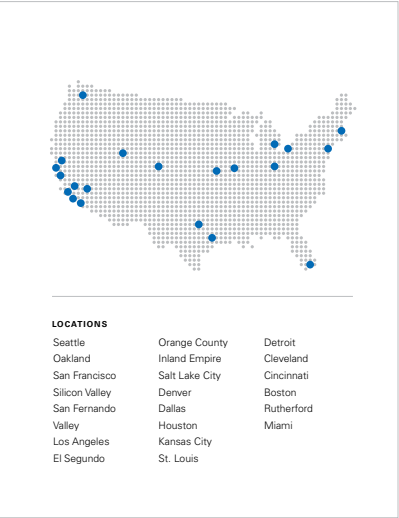
Example of a Location Map and List

Gray Horizontal Rules

Use 30% black horizontal rules when organizing sections of information under one topic against a light background.

Valuation & Advisory Brochure

White Horizontal Rules

Use white horizontal rules in instances where blue or gray rules lose visibility, e.g., against a blue or image background.

Horizontal Rule Infringements

ROVIT, EOS VOLO ESTIUMET

Harum que nobit laut repel ex et, voluptatus. Sumquodis eum faccus est ipsam que consern atemporit, ide officidi suntis sende re.
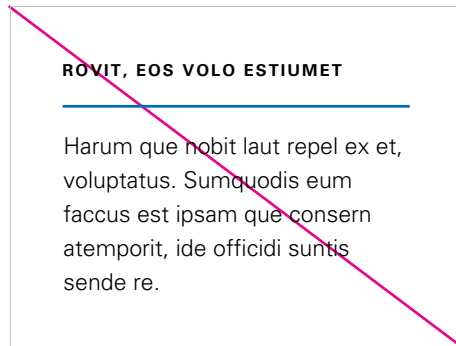
DO NOT alter the weight of a horizontal rule; horizontal rules are always 0.5 pt.

ROVIT, EOS VOLO ESTIUMET

Harum que nobit laut repel ex et, voluptatus. Sumquodis eum faccus est ipsam que consern atemporit, ide officidi suntis sende re.
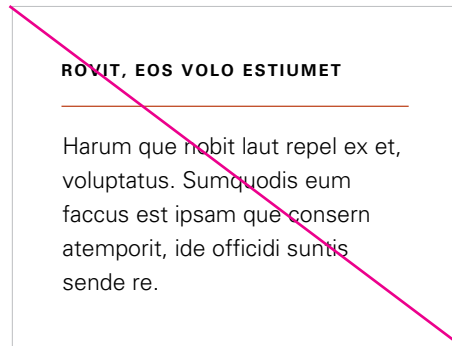
DO NOT apply a business line's color to a horizontal rule; use only blue or 30% black.

ROVIT, EOS VOLO ESTIUMET

Harum que nobit laut repel ex et, voluptatus. Sumquodis eum faccus est ipsam que consern atemporit, ide officidi suntis sende re.
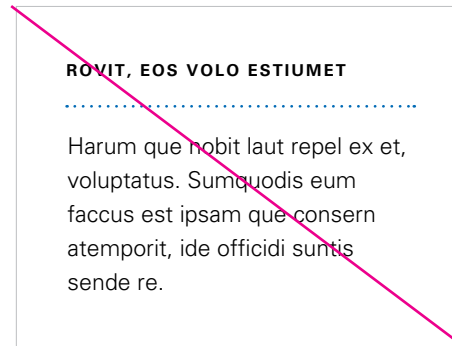
DO NOT change the line style of the horizontal rule; it should always be a solid line.

ROVIT, EOS VOLO ESTIUMET

Harum que nobit laut repel ex et, voluptatus. Sumquodis eum faccus est ipsam que consern atemporit, ide officidi suntis sende re.
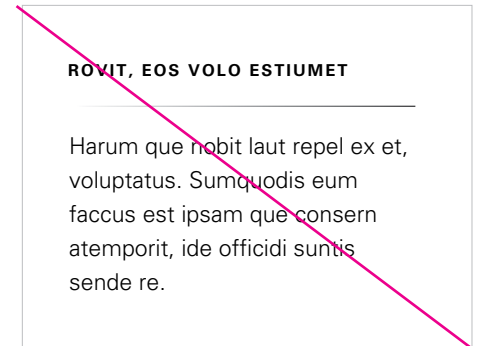
DO NOT apply a gradient to a horizontal rule; it should always be solid blue or 30% black.

ROVIT, EOS VOLO ESTIUMET

Harum que nobit laut repel ex et, voluptatus. Sumquodis eum faccus est ipsam que consern atemporit, ide officidi suntis sende re.
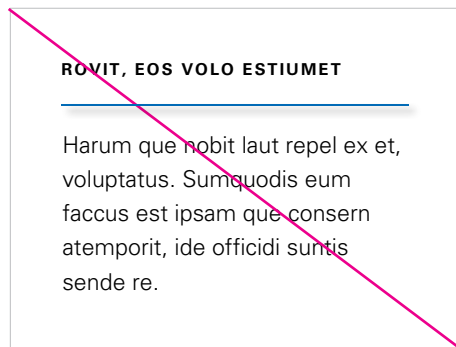
DO NOT apply an effect to a horizontal rule.

ROVIT, EOS VOLO ESTIUMET

Harum que nobit laut repel ex et, voluptatus. Sumquodis eum faccus est ipsam que consern atemporit, ide officidi suntis sende re.
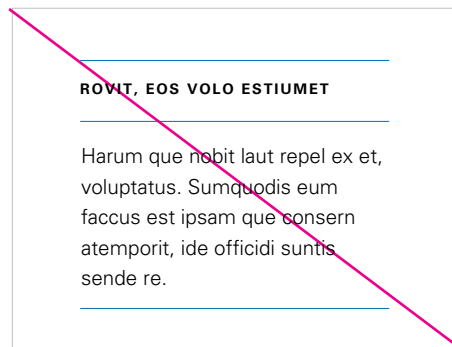
DO NOT overapply horizontal rules to a layout.

ROVIT, EOS VOLO ESTIUMET

Harum que nobit laut repel ex et, voluptatus. Sumquodis eum faccus est ipsam que consern atemporit, ide officidi suntis sende re.
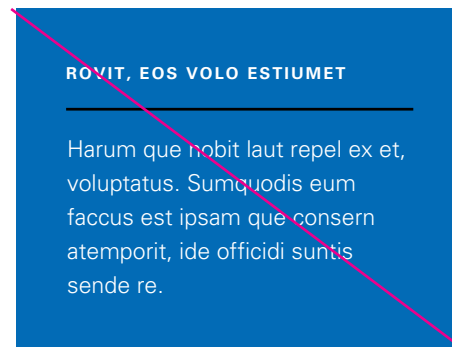
DO NOT use a blue or 30% black horizontal rule on a blue or dark background.

ROVIT, EOS VOLO ESTIUMET

Harum que nobit laut repel ex et, voluptatus. Sumquodis eum faccus est ipsam que consern atemporit, ide officidi suntis sende re.

DO NOT use a blue or 30% black horizontal rule on an image background that skews dark.

Patterns

Patterns

Use only approved brand patterns.

Patterns are always black lines with a white background.

Patterns are always white lines with a dark background.

DO NOT use unapproved patterns.

DO NOT change the color of the patterns.

DO NOT use patterns for background fills.

AVOID overwhelming the design with excessive patterns; strive for minimalism whenever possible.

Patterns should be used sparingly and only when provided in existing company templates. It is a best practice to not add additional patterns to templates that don't already have them provided.
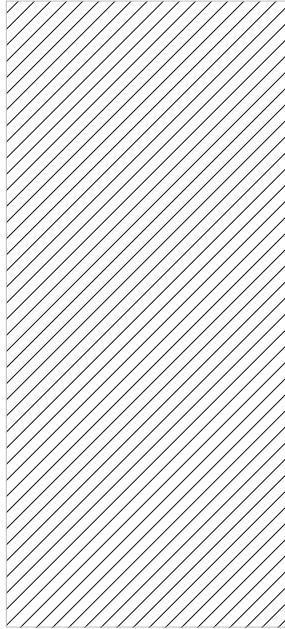
NM Angle Pattern
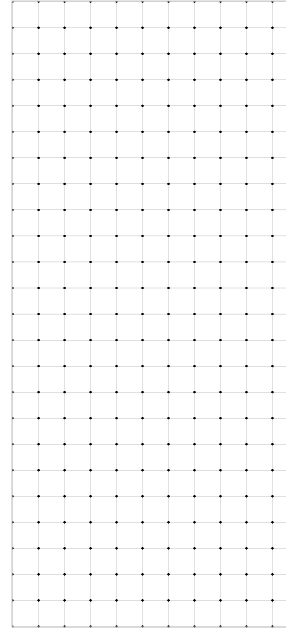
NM Grid Pattern

Photography

Brand Photography

Primary Brand Photography

Newmark's primary brand photography features abstract architectural images that are rich in texture and pattern.

People-Centric Photography

People-centric photography integrates humans into an architectural space with the same visual sensibilities as the brand's primary photography. Ideally, shots capture people in motion within a space.
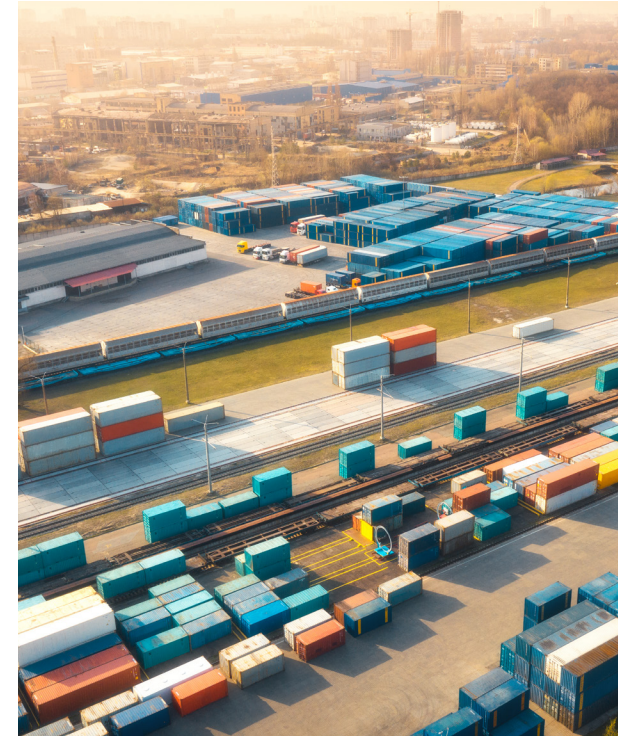
Themes & Sectors Photography

Themes & sectors photography can be utilized to showcase specialized offerings within business lines, e.g., industrial properties, technology, office and retail.

Primary Brand
Photography Examples
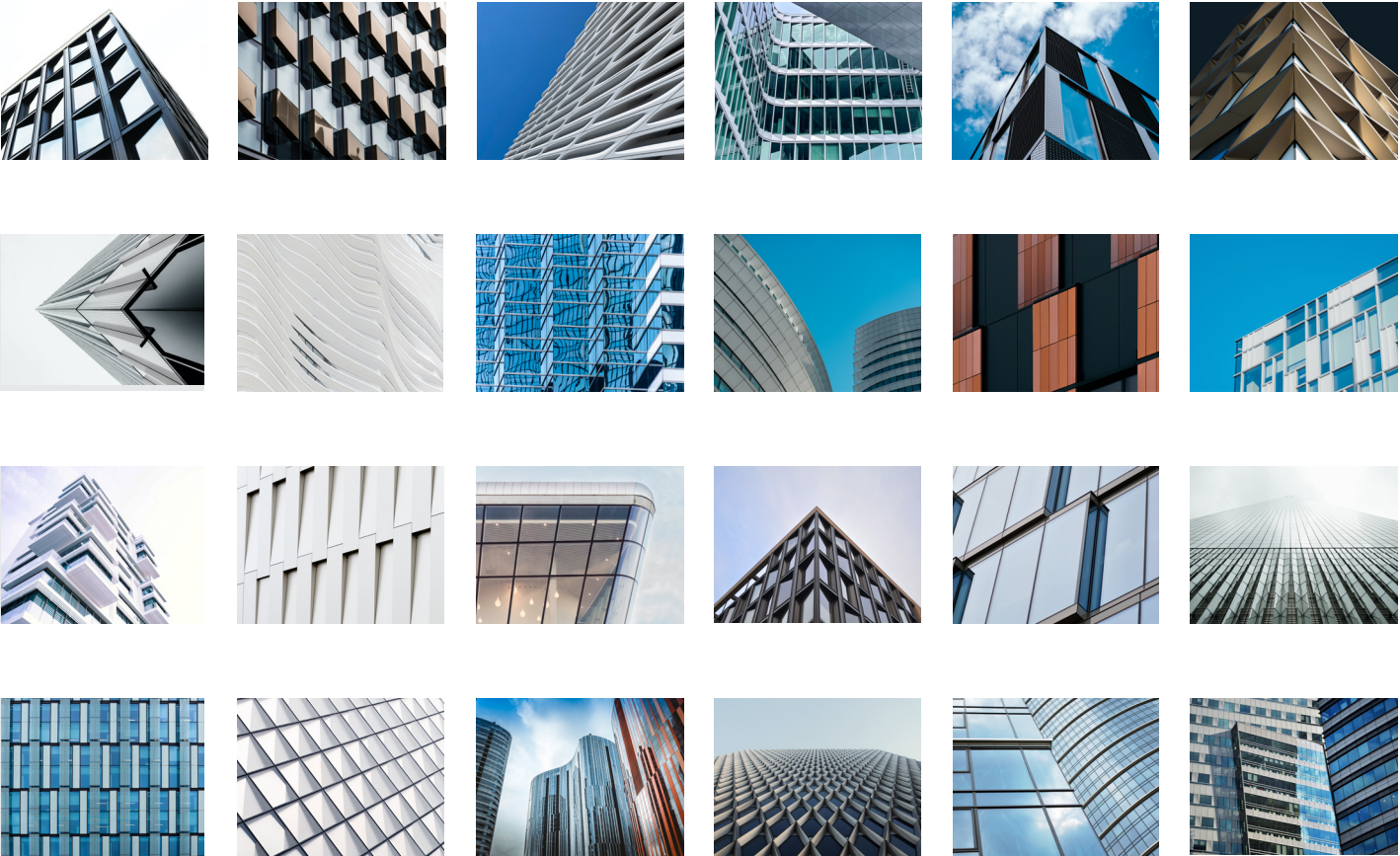
People-Centric
Photography Examples
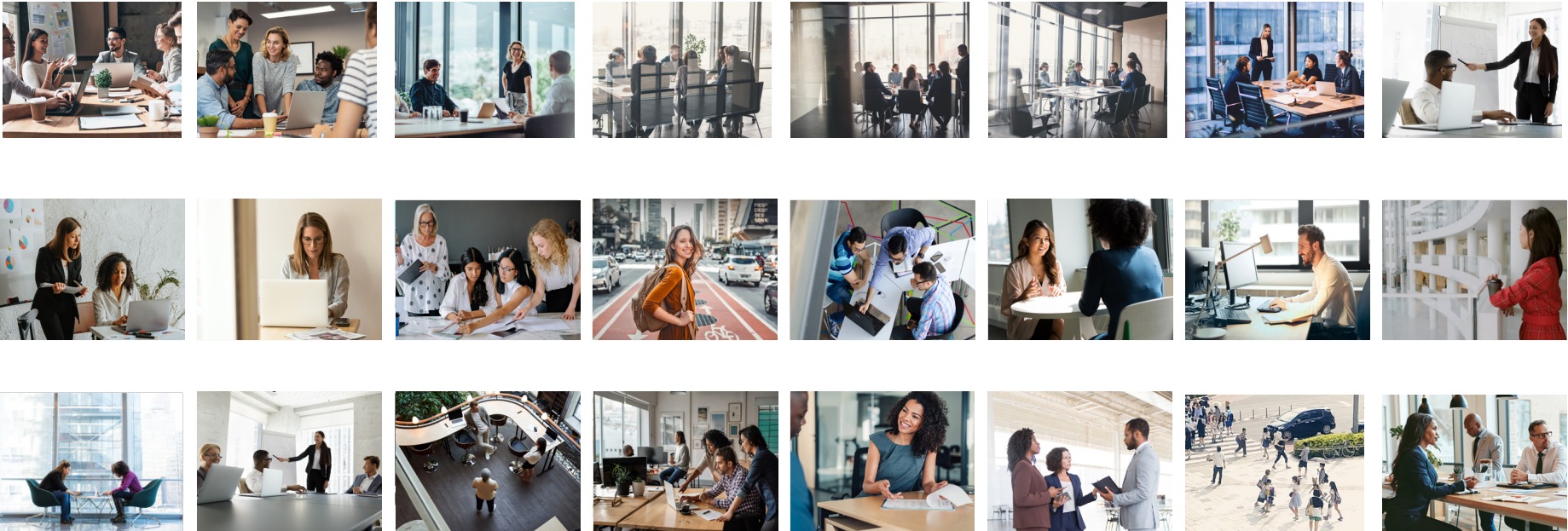
Themes & Sectors
Photography Examples
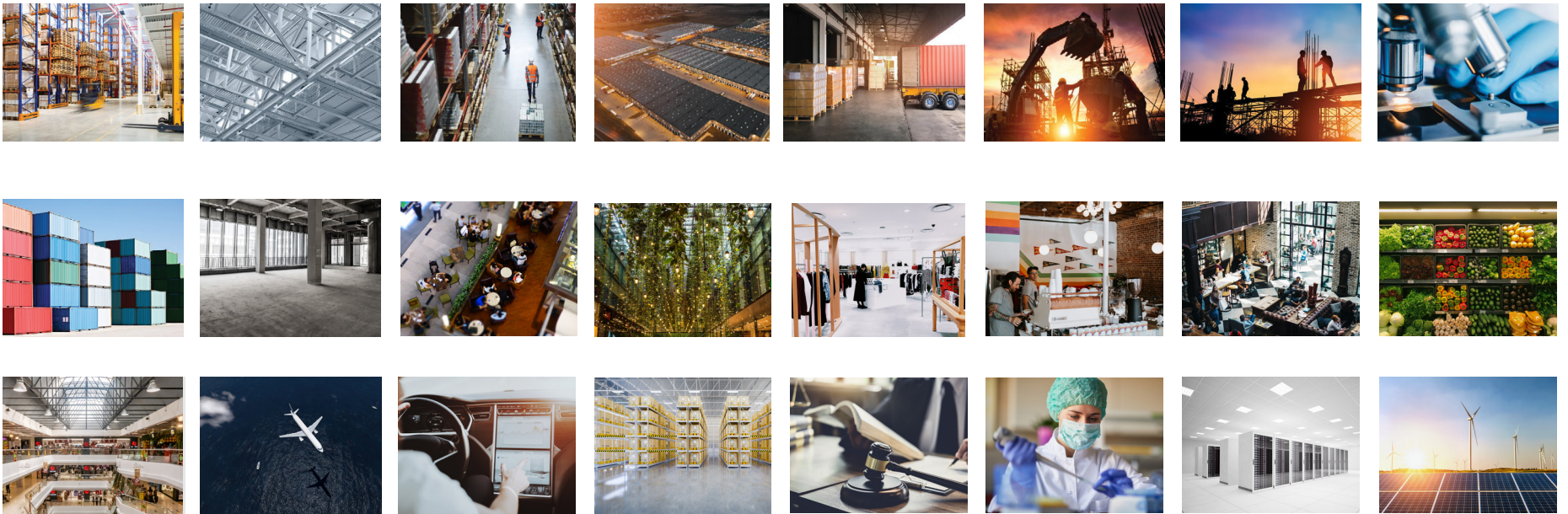
Headshots

Headshot Guidance

Headshots are used in a variety of corporate materials and digital applications. Follow the guidelines below to ensure consistency across different types of assets. Black and white headshots or color headshots may be used depending on application.

Use a seamless, neutral background that is clutter-free. All headshots backgrounds will be digitally replaced with **Pearl Gray**.

Frame the image from the waist up and include extra background to the right and left of the body. This will enable you to use the same headshot in different formats while providing the flexibility to crop.

Photograph at eye level, but do not pose straight on. Tilt head slightly and/or angle one shoulder forward to avoid a direct head-on shot.

Square is the preferred shape for all headshots and is the required shape for presenting headshots in bios.

The examples to the right show how the final headshot will be cropped.

Black and white headshots are the standard for corporate level materials including the website, press releases, etc. Color headshots may be used in direct to client deliverables such as business development pitches and proposals.

Color Headshot (uncropped)

Black-and-White Headshot (uncropped)

Examples of Final Cropped Headshots
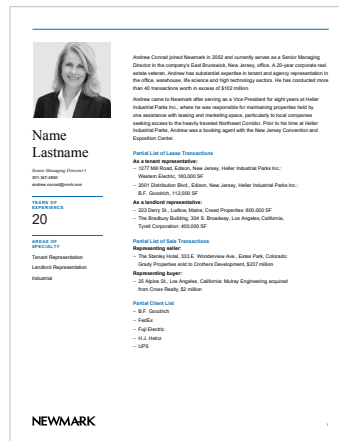
Square Headshot Holding Shape
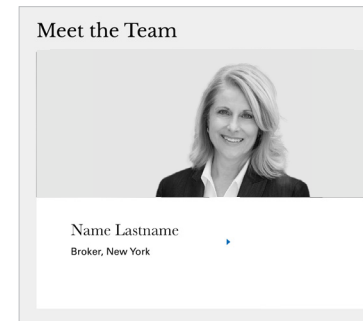
Webpage Extreme Horizontal Format

Headshot Infringements
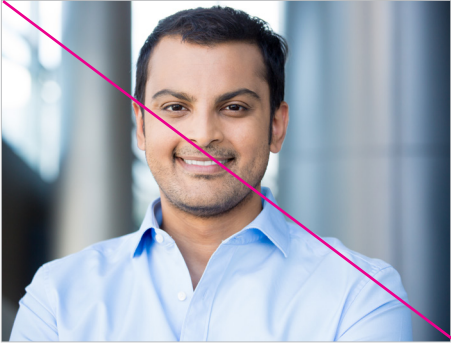
DO NOT use distracting backgrounds; make sure the background is seamless and neutral.

DO NOT crop too tight or tilt the camera.
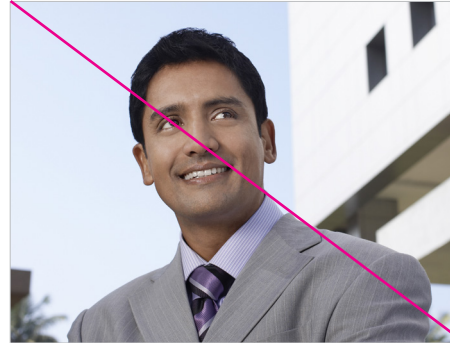
DO NOT photograph from above or below; photograph at eye level.
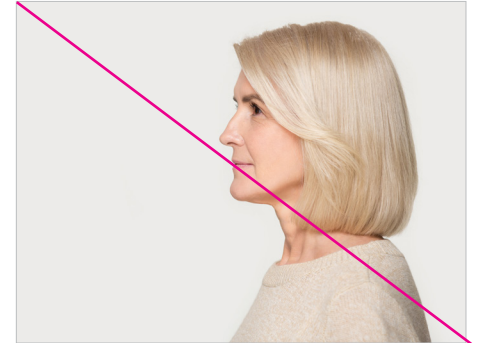
DO NOT look away from the camera or take a profile picture.
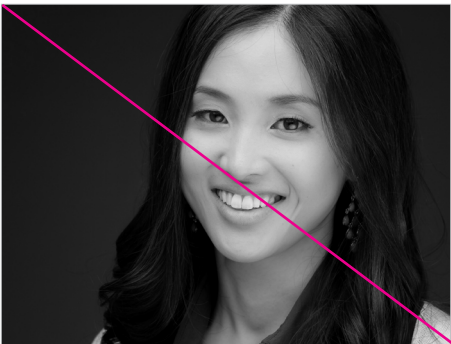
DO NOT make your background too dark; a Pearl Gray background is a best practice.

DO NOT take a selfie.

DO NOT face the camera straight on; angle your body or head.

Email Signature & Business Cards

Email Signature & Business Cards

Brand consistency must extend to email communications.

IT will provide a quick guide on how to update email signatures individually across both PC and Mac platforms.

When updating the email signature template with your contact information, always adhere to the formatting outlined to the right.

DO NOT insert the Newmark logo into signature blocks.

Hard copy business cards are typically reserved for client facing fee producers. There is no charge associated with digital business cards. To order, please contact your local Office Manager.

*Certain states require a licensee to include their license identification number(s) on communications with clients/consumers.

NAME
Arial Bold
Title Case
10 pt.
Black

TITLE(S)
Times New Roman Italic
Title Case
11 pt.
Black

COMPANY NAME
Arial Bold
Uppercase
10 pt.
Black

ADDRESS
Arial Regular
Title Case
10 pt.
Black

WEBSITE LINK
Arial Regular
Lowercase
10 pt.
Blue

SOCIAL LINKS
Arial Regular
Title Case
8 pt.
Blue

*LICENSE INFORMATION
Arial Regular
Title Case
6 pt.
Black

Firstname Lastname (Pronouns)
Title 1
Title 2

NEWMARK
125 Park Ave.
New York, NY 10017
t 212-372-2000
m 212-000-0000
firstname.lastname@nmrk.com

nmrk.com
LinkedIn X Facebook Instagram

RE License #12345
Corporate RE License #12345
Licensed Real Estate Broker

PRONOUNS
Arial Regular
Title Case
10 pt.
Black

Signage

Signage Color Palette

Branded signage is composed of the brand colors shown to the right.

Background Color

The main signage color is always Newmark Blue. **DO NOT** use Black, Gray, Rich Navy or Accent Blue.

The CMYK values were rigorously tested but color will vary among printers. Work with your printing contact to get as close to Pantone 300 U as possible. See page 16 for more information.

Logo and Text Color

The logo and text used on signage are always white.

The logo should always be placed in the bottom left area of signage.

Patterns Color

Patterns should always be black and white.

Use only approved patterns from the brand asset library on signage.

NEWMARK BLUE

BLACK

WHITE

PANTONE: 300 U

CMYK
100/56/0/0

RGB
0/107/182

HEX
006BB6

CMYK
0/0/0/100

RGB
0/0/0

HEX
000000

CMYK
0/0/0/0

RGB
255/255/255

HEX
FFFFFF

Design Styles

Choose from three different design styles with variations.

Each template offers layout options that address the following needs:

– Single agent
– Multiple agents
– California license number

Design Style 1

Retail Space
nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

Solid Blue

Design Style 2

Retail Space
nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

Pattern Bottom Border

Design Style 3

Retail Space
nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

Black Fill Bottom Border

Application for Multiple Agents

Retail Space
nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

Design Style 1 Usage

Typography must always be white and left justified (except nmrk.com). The background color must always be Newmark Blue.

The CMYK values were rigorously tested but color will vary among printers. Work with your printing contact to get as close to Pantone 300 U as possible.

Use only the white brand logo.

---

❶ Headlines

The headline must always be set title case in Baskerville Display PT Regular and be the largest piece of information on the sign.

❷ Agent Information

All agent information is set in varying weights of Univers LT Pro.

nmrk.com

Retail Space

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

Signage Logo Color

Newmark's logos for signage follow a slightly different set of rules than other branded materials.

Primary Signage Logo
White is the primary logo color used for signage. No other color of the logo should be used.

Signage uses only the secondary (white/KO) version of the logo.

Primary Signage Logo: White*

CMYK
0/0/0/0

RGB
0/0/0

*Blue background in provided example is for illustrative
purposes only.

Logo Color Infringements
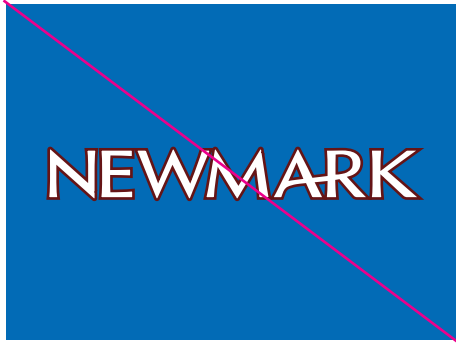
DO NOT add a stroke or outline; the logo should have only a single-color fill of white.

DO NOT fill the logo with a color other than white for signage.

DO NOT use a black logo over a dark color or image; use only the white logo for signage.
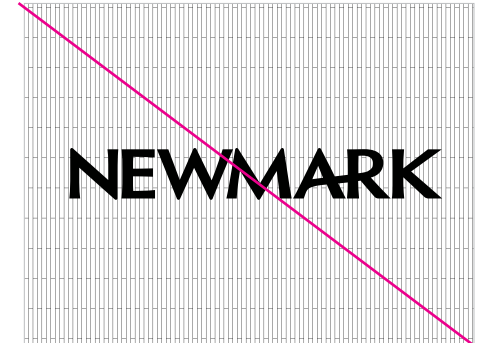
DO NOT place a logo over a pattern; logos can be placed only on images or textures.

DO NOT fill the logo with a gradient; the logo should be solid white for signage.

DO NOT fill the logo with a pattern; the logo should be solid white for signage.

DO NOT fill the logo with an image or texture; the logo should be solid white for signage.

DO NOT apply any effects to the logo.

Signage Color Usage Infringements

DO NOT change the background color; it should always be Newmark blue (Pantone 300) on signage.

DO NOT change the headline color; typography should always be white on signage.

DO NOT change the logo color; use only the white version of the brand logo on signage.

DO NOT change the background color of the pattern border; it should be a white background with a black pattern fill.

DO NOT change the background color; it should always be Newmark blue (Pantone 300) on signage.

DO NOT change the typography background color; it should always be blue regardless of the template design.

Signage Typography

Our brand fonts are:
Baskerville Display PT
Univers LT Pro

Baskerville Display PT
Use only the regular weight.

Univers LT Pro
Use only the bold and roman weights.

Baskerville Display PT Regular
Headlines

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Univers LT Pro Bold
Agent Name(s)
(smaller signs)

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890**

Univers LT Pro Roman
Agent Name(s)
Phone Number(s)
CA License Number(s)
nmrk.com

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@&%$1234567890

Signage Typography Styling

Type styling for both signage design options is outlined on the right.

When adding additional agents to a template, always enlarge or reduce the size of the name, phone number and license number (when applicable) proportionately to the original design.

To add an email address to the contact information, formatting should follow the specifications for the agent name or phone number depending on desired visibility and available space within the layout.

*California License Information

All signage used in the state of California must include license numbers for agents referenced on the sign.

The license number **CANNOT** be the smallest piece of information on a sign; therefore, the point size of the license number must be the same as the web address.

WEB ADDRESS
Univers LT Pro Roman
Lowercase
+0
White

HEADLINE
Baskerville Display PT Regular
Title Case
+0
White

AGENT NAME
Univers LT Pro Roman
Univers LT Pro Bold (smaller signs)
Title Case
+0
White

AGENT PHONE NUMBER
Univers LT Pro Roman
+0
White

AGENT LICENSE NUMBER*
Univers LT Pro Roman
Uppercase
+0
White

nmrk.com

Retail Space

Agent Name
212-599-3700
CA DRE #12345678

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

State of California Signage Guidelines

All Retail signage used in the state of California must adhere to the following guidelines:

The font size of the license number can be no smaller than the smallest size of any other type used in the material.

A licensee must include their name, license identification number and responsible broker's identity on all solicitations intended to be a first point of contact with consumers.

WEB ADDRESS
Univers LT Pro Roman
Lowercase
+0
White

AGENT NAME
Univers LT Pro Roman
Univers LT Pro Bold (smaller signs)
+0
White

AGENT PHONE NUMBER
Univers LT Pro Roman
+0
White

AGENT LICENSE NUMBER
Univers LT Pro Roman
Uppercase
+0
White

nmrk.com

Retail
Space

Agent Name
212-599-3700
CA DRE #12345678

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

Signage Disclaimer Guidelines

**Vertical/Square Layouts**

For vertically oriented signage, left justify and place the disclaimer copy between the logo and the pattern footer in the lower left corner of the layout.

Horizontal Layouts

For horizontally oriented signage, right justify and place the disclaimer copy in the lower right corner between the agent contact information.

Vertical/Square Layouts
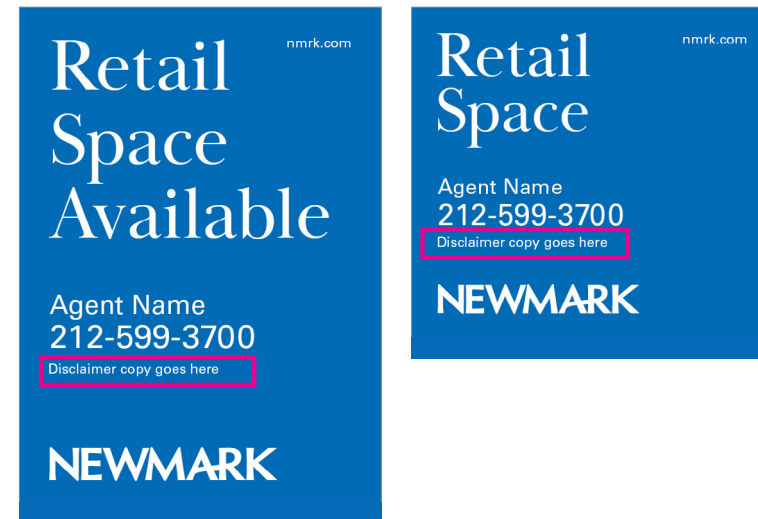
Horizontal Layouts

Signage Typography Usage Infringements

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT change the headline font; it should always be Baskerville Display PT Regular.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT reduce the headline size to the point where it is smaller than the agent name and/or contact number.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

Agent Name
212-599-3700
CA DRE #12345678

Agent Name
212-599-3700
CA DRE #12345678

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT change the size relationship between the agent name and phone number when adding additional contact information.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT further reduce the size of the California license information; it must always be the same size as nmrk.com.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT change the font for the agent name(s); it should always be Univers LT Pro Bold.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT change the weight of the headline font; it should always be Baskerville Display PT Regular.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT change the font for the agent phone number; it should always be Univers LT Pro Roman.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT change the size relationship of the California license information to the agent name and phone number.

Color Fill Usage

Color fills can be used on both signage styles.

Use only white or black.

DO NOT use Newmark Blue, Rich Navy or any other approved or unapproved colors colors in the areas where color fills are permitted.

White or black color fills can be used as the bottom border fill in place of approved brand patterns and textures.

DO NOT use a secondary/tertiary color or any other unapproved colors in the bottom border.

Signage Texture, Pattern and Color Fill Usage Infringements

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT add a pattern without adjusting the scale for visual clarity.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT overly scale a pattern; it should feel balanced and uniform in size.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT use an unapproved pattern.

Retail Space

nmrk.com

Agent Name
212-599-3700
CA DRE #12345678

NEWMARK

DO NOT use unapproved colors for the bottom border; use only white or black when not using a pattern or texture.

Resizing for Custom Signage

If a template size needed for signage does not exist on the Hub, follow the steps below when creating sizes from scratch:

1

Choose an available template size that most closely resembles the ratios and shape of the new signage.

2

Group elements in available template and copy over to new signage document.

3

Scale grouped content until the needed vertical sizing is reached. This ensures the sizing of the logo, borders, etc. is correct for the new template.

4

Adjust elements in the new template once content is in place.

5

See specifics on headline and contact information adjustments to the right.

6

Double-check the layout to ensure all elements will be readable at the new size, especially the logo.

Font styles can be increased if needed. Enlarge the name, phone number, and license number proportionately. The URL must also match the updated font size if the license number is enlarged.

Available

nmrk.com

Agent Name
Agent Name
Agent Name
212-599-3700

NEWMARK

Headlines

The size of a headline can be reduced if other elements on the sign need to be larger, e.g., contact information.

The headline size should not be reduced by more than 10 points and should always be bigger than the contact information.

Available

nmrk.com

212-599-3700

Agent Name   Agent Name
Agent Name

NEWMARK

Contact Information

Names and numbers can be increased so long as there is adequate space in the layout. **DO NOT** increase them to the point that they are larger than the headline.

In situations that require more than two contacts, the placement of names and numbers can be adjusted to fit within the layout, i.e., names can run across a layout horizontally versus being stacked.

After adjusting the size and/or placement of names and numbers, always check that they are vertically centered between the headline and the logo.

Bespoke Signage

Consult the brand guidelines provided by the property for which the signage is being created.

Newmark Logo Application
The logo may be the only visual representation of Newmark in these instances.

The Newmark logo should always be secondary in size to the property's logo.

If placement guidance is not provided, opt for a location that aligns with the overall design aesthetic established by the property. In most situations, the logo should be placed on the bottom of the layout.

DO NOT place the Newmark logo next to a property logo.

Bespoke Example 1: Centered Logo

Bespoke Example 2: Left Aligned Logo