

**CUSHMAN & WAKEFIELD**

# **BRAND IDENTITY GUIDELINES 2.0**



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# INTRODUCTION

The Cushman & Wakefield logo is a valuable brand and business asset. As such, it is our responsibility to protect it and grow its value.

Our logo should serve as the primary identifying unit for all our offices and Cushman & Wakefield businesses. It should appear at least once in every communication. When the Cushman & Wakefield name appears outside of text, it is to appear in the logo format. It must never be re-drawn, distorted or dismantled. The logo should never be separated or used as two pieces. The icon should never be used by itself without the Cushman & Wakefield lettermark attached to it. It must remain as one.

#### **ABOUT THIS GUIDE**

Whether you are a member of one of our internal global communication teams or one of the agencies tasked with helping us promote our brand, we appreciate your commitment to ensuring that the Cushman & Wakefield logo is always reproduced in accordance with the usage guidelines outlined in this document.



# LOGO



## OUR LOGO

The Cushman & Wakefield master brand logo consists of two elements: the Icon and Lettermark. Never alter it in any way.

## OUR NAME

'Cushman & Wakefield' should be written in full whenever we go to market externally. This distinguishes our brand from the competition and their use of acronyms, and from other firms across various industries who use the initials 'CW' or 'C&W'. The use of 'Cushman & Wakefield' leverages brand name awareness and the prestige of our formal name.

In legal contracts, after the first use of 'Cushman & Wakefield' you are permitted to use C&W thereafter.

Abbreviation to 'C&W' is occasionally permitted in social media or digital marketing where space restrictions exist.

## OUR TENSE

'Cushman & Wakefield' is always written in the singular tense. This means you must write:

- Cushman & Wakefield is
- Cushman & Wakefield has
- Cushman & Wakefield was



ICON

WORDMARK

LOGO

Red: PMS 185

Gray: PMS 424

## MASTER BRAND LOGO

The Cushman & Wakefield master brand logo reflects an innovative and agile business, where an entrepreneurial spirit thrives and our focus remains on our clients.

It is a combination of our business name, presented in a unique and distinctive style of wordmark and a modern icon.

## ICON

The icon represents our commitment to be identified as the world's preferred real estate firm.

## LETTERMARK

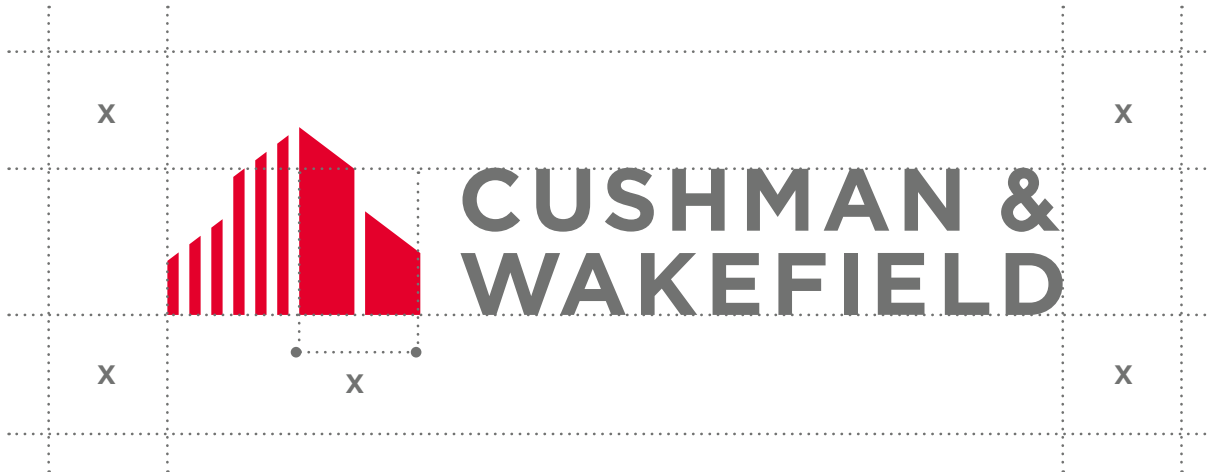
The wordmark reflects our proud and established brand equity, poised to thrive worldwide.

## GUIDELINES

- Our logo should appear at least once in every communication.
- When the Cushman & Wakefield name appears outside of text, it is to appear in the logo format.
- Our logo must never be re-drawn, distorted or dismantled.
- The logo should never be separated or used as two pieces. It must remain as one.
- The icon should never be used by itself, without the Cushman & Wakefield name attached to it.

## LOGO

### CLEARSPACE & MINIMUM SIZE



#### CLEARSPACE

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space is equal to the width of the right half of the icon, specified in the illustration to the left.



#### MINIMUM SIZE

Minimum size refers to the smallest size the Cushman & Wakefield logo may be reproduced to ensure its legibility. The Cushman & Wakefield logo may not be reproduced smaller than 1.125in or 28.5mm in width.

1a



1b



2



## LOGO PLACEMENT

A consistent approach to logo placement helps us ensure a uniformity to our communications and aids in brand recognition. That's why we have designated three possible positions for logo placement in all applications: upper left, upper right or bottom right. The preferred Cushman & Wakefield logo placement is the upper left or right corner but some applications or layouts may require that the logo be placed on the bottom right of the page. Do not place the logo in the bottom left corner of any application.

PRIMARY LOGO



**FULL COLOR**

The color application of the Cushman & Wakefield logo is in Red and Dark Gray. This is the preferred variation when applicable.

---

SECONDARY LOGOS



**2-COLOR REVERSED WHITE**

The 2-color reversed white logo is acceptable to use when the gray Cushman & Wakefield lettermark does not make the necessary impact. Do not place this logo on any bright, off-brand colors or on busy photographs.



**WHITE**

Use the inverted white logo with the preferred background color of Red. You can also use this logo treatment on a dark background or image. Do not place our white logo on any bright, off-brand colors or on busy photographs.



**BLACK & WHITE**

For restricted or one-color applications, or when the Cushman & Wakefield logo cannot be reproduced in the preferred color application specified above, the logo should appear in 100% black.

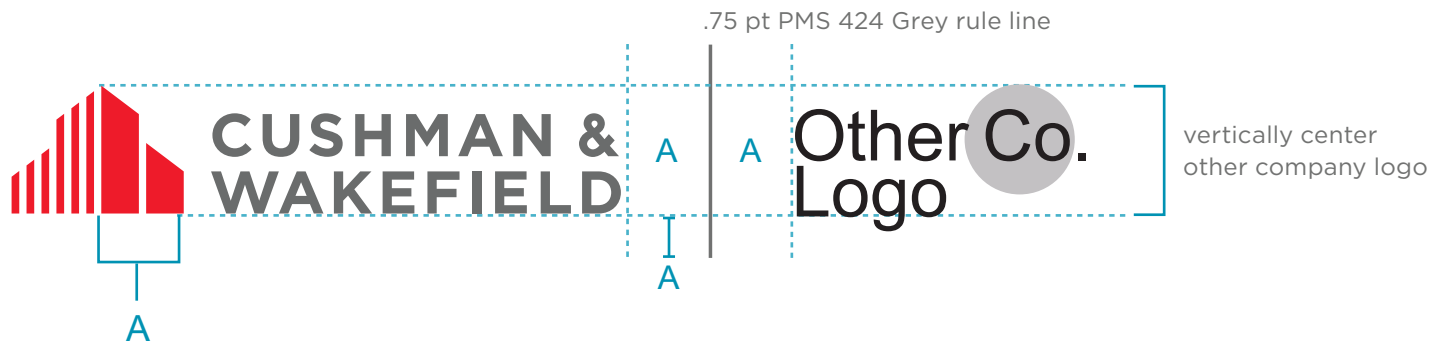


Other Co.  
Logo

### CO-BRANDED

In co-branding situations, such as a conference sponsorship or joint listing, the Cushman and Wakefield logo may be used in concert with the partnering company.

In these situations, please follow this guidance or share our appropriate co-branding guidance with the other party. Always ensure our logo appears visually equal to the partnering logo, so adjustments to reflect this should be made as you see fit.



If the partnering logo is square or appears too small next to our logo when using the above approach, it is acceptable to extend the height of the partnering logo to the top and / or bottom of the gray rule line shown at the right.





#### CHINA

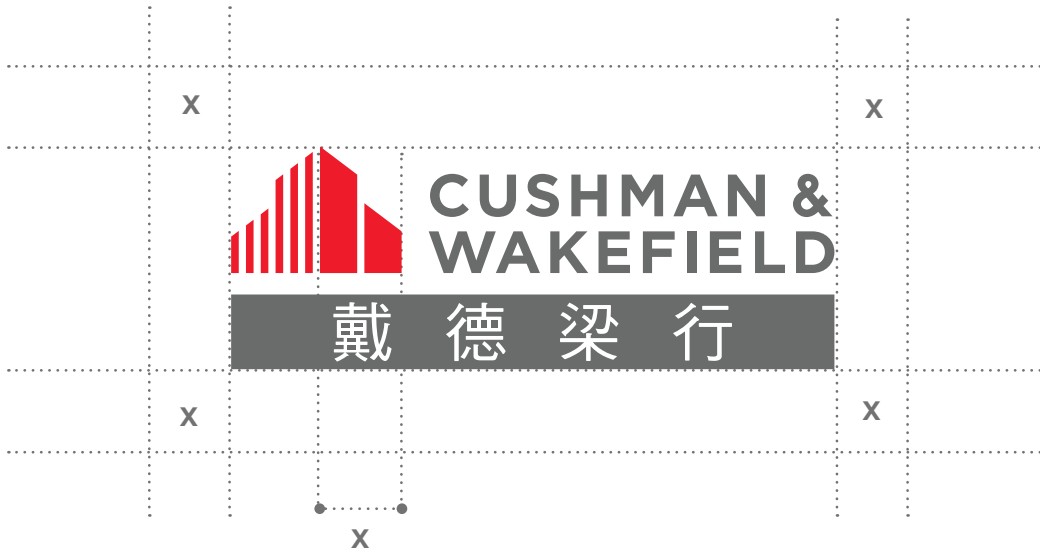
Within the Chinese market, always use the custom Cushman & Wakefield logo lock-up shown above. Never alter it in any way.

In written form, our company should always be referred to as to Cushman & Wakefield.



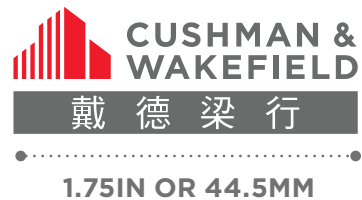
## LOGO

### MINIMUM SIZE & CLEARSPACE — GREATER CHINA



## CLEARSPACE

The co-branded logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.



## MINIMUM SIZE

Minimum size refers to the smallest size the co-branded logo may be reproduced to ensure its legibility. The co-branded logo may not be reproduced smaller than 1.75in or 44.5mm in width.



## SUB-BRANDS

We have four approved sub-brands at Cushman & Wakefield, C&W Services, DTZ Investors, C&W Design + Build, and Cushman & Wakefield Asset Services. Sub-brand logos are reserved for major legal entities of Cushman & Wakefield.

In written form, these sub-brands should be referred to as C&W Services, DTZ Investors, C&W Design + Build, and Cushman & Wakefield Asset Services, respectively.

C&W Design + Build is a separate legal entity in Europe which will provide a turnkey delivery model for our clients. It is an integral part of Cushman & Wakefield's existing Project & Development Services (PDS) platform. This brand is only approved for use in EMEA and in relation to the legal entity. Do not use C&W Design + Build logo if the services are provided to a client through a Cushman & Wakefield entity. For questions, contact Katie Kakindiros.

Cushman & Wakefield Asset Services is a separate legal entity and is an approved sub-brand at Cushman & Wakefield. This brand is only approved for use in Canada by the business formerly known as 20 VIC Management Inc. and by the people in Canada employed or engaged by Cushman & Wakefield Asset Services formally known as 20 VIC Management Inc. This logo is not to be used by those professionals who are associated with our U.S. based Asset Services offerings.

All sub-brand logos should be approved by the Executive Board and artwork should be created by Corporate Marketing - never create your own. If a new legal entity is created or purchased, contact Krissy Daily.

## LOGO

### MINIMUM SIZE & CLEARSPACE — SUB-BRANDS



#### CLEARSPACE

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space is equal to the width of the icon specified in the illustration to the left.



#### MINIMUM SIZE

Minimum size refers to the smallest size the sub-brand level one logo may be reproduced to ensure its legibility. The logo may not be reproduced smaller than 1.125in or 28.5mm in width.

#### NOTE:

The clear space indicated on this page is the same for DTZ Investors and our other approved sub-brand logos.



### ALLIANCE / AFFILIATE CO-BRANDS

The two co-brand logo options on this page are reserved exclusively for our alliance and/or affiliate members. These logos should not be a place for creating internal definition through names of departments, divisions, units, events, or clubs.

In written form, our alliance / affiliate members should be referred to as Cushman & Wakefield Alliance Name, e.g., Cushman & Wakefield Pacific Commercial.

All sub-brand logos should be approved by the Executive Board and artwork should be created by Corporate Marketing - never create your own. If a new legal entity is created or purchased, contact Krissy Daily.

## LOGO

### MINIMUM SIZE & CLEARSPACE — ALLIANCE / AFFILIATE LOGOS



#### CLEARSPACE

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space is equal to the width of the right half of the icon specified in the illustration to the left and should be applied to the affiliate logo as a whole. If the affiliate name extends past the Cushman & Wakefield text above it, then the “x” space is measured starting after the last letter of the affiliate name.



#### MINIMUM SIZE

Minimum size refers to the smallest size the sub-brand level two may be reproduced to ensure its legibility. The logo may not be reproduced smaller than 2.125in or 54mm in width.

#### NOTE:

The clear space indicated on this page is for both versions of the Alliance logos.

A



B



C



D



E



F



G



H



I



J



## LOGO MISUSE

Proper use of the Cushman & Wakefield logo is essential for maintaining and protecting the brand. The logo should be reproduced according to the specifications in these standards.

The examples to the left illustrate misuse of the Cushman & Wakefield logo.

## DO NOT

- A Alter the distance between elements
- B Change the proportions of the elements
- C Stretch the logo
- D Distort the logo
- E Retype or redraw the logo
- F Outline or recolor the logo
- G Skew or angle the logo
- H Use noticeable drop shadows
- I Use the icon separately
- J **Our social media icon is never allowed to be used as a variation of our logo. This stacked version is only approved for corporate-sanctioned social media accounts.**

# TYPOGRAPHY

HI,  
I'M GOTHAM.

Hello,  
I'm Chronicle.

HI,  
I'M ARIAL.

Hello,  
I'm Georgia.

#### OUR BRAND FONTS

We use two fonts in our brand communications: Gotham, a geometric and architectural sans serif, and Chronicle, a contemporary and elegant serif. Gotham is our primary font while Chronicle is secondary, to be used as an accent or call out. Chronicle should be used sparingly and never as a headline.

Arial and Georgia are standard windows and mac fonts, and should be used in Microsoft products and web applications.

If available, the Montserrat Font Family can also be used for web in replace or Arial.

In Chinese, the following fonts should be used: Noto Sans (for Adobe) and Simhei (for Microsoft).



## ADOBE CREATIVE CLOUD

### GOTHAM FONT FAMILY

#### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## WEB BASED / MICROSOFT PRODUCTS

### ARIAL

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### CHRONICLE FONT FAMILY

#### ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### GEORGIA

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**THIS TYPE IS SET IN GOTHAM BOLD.  
THIS TYPE IS SET IN GOTHAM BOLD.**

#### HEADLINE

Gotham Bold is used for all headlines. It establishes brand consistency between the type system and the logo's lettermark. Uppercase should be used for headlines unless there is a character count over 36. See page 26 for more details.

**This Type Is Set In Gotham Bold.  
THIS TYPE IS SET IN GOTHAM BOLD.**

#### SUBHEADLINE

Gotham Medium and Bold can be used for all subheadlines. It can be used in title case or all caps for subheadline text.

This type is set in Gotham Book. This type is set in Gotham Book.  
This type is set in Gotham Book. This type is set in Gotham Book.

#### BODY COPY

Gotham Book is used for all body copy, large and small.

This type is set in Chronicle Text Roman. Do not use All Caps or Small Caps with this font.  
*This type is set in Chronicle Text Italic. This type is set in Chronicle Text Italic.*

#### ACCENT OR CALL OUT

Chronicle Text Roman can be used as an accent font. Chronicle Text G2 Italics is approved to use as well. Do not use all caps or small caps with this font.

**ARIAL SHOULD BE USED IN MICROSOFT PRODUCTS. THIS TYPE IS SET IN ARIAL BOLD.**

**HEADLINE**

Use Arial Bold for all headlines. It should always be used in upper case for all applications.

---

**ARIAL SHOULD BE USED IN MICROSOFT PRODUCTS.  
This Type Is Set In Arial Bold.**

**SUBHEADLINE**

Arial Bold for all subheadlines. It should always be used in title case for all applications.

---

Arial should be used in Microsoft products. This type is set in Arial Regular.

**BODY COPY**

Use Arial Regular for all body copy.

---

DELIVERING  
VALUE,  
MANAGING  
COMPLEXITY

Headline

**GOTHAM BOLD**

34pt size, 32pt leading, all caps

COWORKING  
AND FLEXIBLE  
OFFICE SPACE

Additive or Disruptive  
to the Office Market?

Subheadline

**GOTHAM MEDIUM**

17pt size, 18pt leading, title case

AUGUST 2018

Subheadline

**GOTHAM MEDIUM**

14pt size, 15pt leading, all caps

Building for the Future,  
Supporting a Unique  
Mission, and Achieving  
Thoughtful Workplaces

Alternate Headline - when exceeds  
more approximately 36 characters

**GOTHAM BOLD**

25pt size, 26pt leading, title case

## FONT FORMATTING STANDARDS

Tight leading, and tight kerning adjustments, gives a bold and powerful look to our headline text. Optical (as opposed to metrics) kerning is suggested. Note, when the font size increases, adjustments must be made to leading to keep the compacted look.

If the headline is more than approximately 36 characters and around four lines, the alternate headline style of Title Case is suggested to avoid overcrowding and allow for easier viewing.

Avoid sentence case in subheadlines.

Only Gotham (or Arial) should be used for headlines and subheadlines; Chronicle (or Georgia) should only be used as an accent font and sparingly.

While tight leading is recommended for headlines and subheadlines, alternatively, wider leading maybe be used for body copy. It is recommended that tight kerning that be used for all copy.

# COWORKING AND FLEXIBLE OFFICE SPACE

**GOTHAM BOLD**  
*Headline*  
19pt size, 18pt leading, all caps

## ADDITIVE OR DISRUPTIVE TO THE OFFICE MARKET?

**GOTHAM BOLD**  
*Subheadline*  
14pt size, 13pt leading, all caps

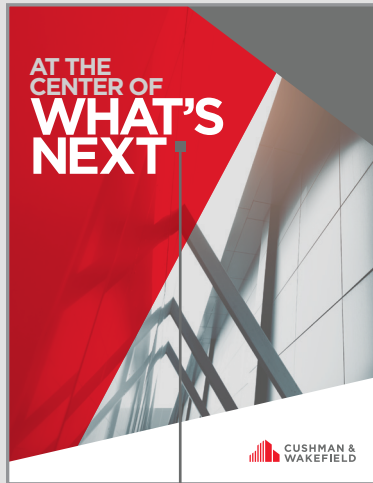
Zürich, through its local legal entities, has a global portfolio of properties held for investment or business purposes. Various local regulatory reporting regimes require each property to be valued externally on either an annual or a three-year schedule. Zürich wanted to engage a single-point-of-contact service provider across all its geographies to gain a consistent high level of service, managerial rigor, and cost efficiencies throughout the valuation process. As a global organization, Valuation & Advisory was able to assemble a team for Zürich to mimic its existing organizational structure with the relationship focused on EMEA, but with regional service leadership based in New York and Hong Kong. We worked with Zürich to hone a reporting template to satisfy

*Nes prem hilland  
aerferrorion nis ea a  
autem et es quis inum  
faceatia erferion con  
porepudia conse ne  
elignam, nam, consed que  
quae pro ratur.*

both its central and local reporting needs, and we were able to offer a flat fee throughout the global investment geography. Zürich, through its local legal entities, has a global portfolio of properties held for investment or business purposes. Various local regulatory reporting regimes require each property to be valued externally on either an annual or a three-year schedule. Zürich wanted to engage a single-point-of-contact service provider across all its geographies to gain a consistent high level of service, managerial rigor, and cost efficiencies throughout the valuation process. Zürich, through its local legal entities, has a global portfolio of properties held for investment or business purposes.

**GOTHAM BOOK**  
*Body Copy*  
10pt size, 15pt leading

**CHRONICLE TEXT  
ITALIC**  
*Call Out*  
14pt, 18pt leading



Please note: When we feature the word 'Center', it has been written in American English. Please localize this for your country so it is written for the appropriate audience.

For more information on approved 'What's Next' headlines in advertising, please visit our [Advertising Campaign Guideline](#) document.

## COPY & FORMATTING STANDARDS

The designs on this page illustrate three approved ways that the 'What's Next' headlines may be written. Remember, 'What's Next' and all headlines should be written in all caps. Please refer to all corporate provided templates for proper formatting and note that especially for advertising, we do not want to alter the headline formatting from what is built into the templates.

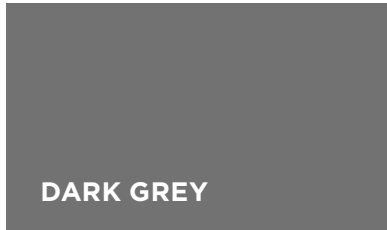
1. When part of a longer headline, the 'What's Next' should appear slightly larger for emphasis; the hierarchy helps simplify the visual and allows the message to be retained faster.
2. As a stand alone headline, 'What's Next' should appear as all caps and the placement of the words are staggered as shown.
3. An alternative variation to add more style to your headline, you may visualize the word WHAT in a smaller and lighter font to place emphasis on the word NEXT, both uppercase. This style may only be used with a solo 'What's Next.'

To keep the integrity of the size relationship and placement of these words, we have created an asset library you may [download here](#). These text blocks have also been added to an InDesign library available [here](#).

# COLOR



PMS 185  
CMYK: 0.100.93.0  
RGB: 228.0.43  
HEX: E4002B



PMS 424  
CMYK 57.47.48.14  
RGB 105.107.107  
HEX 686B6B



White  
CMYK 0.0.0.0  
RGB 255.255.255  
HEX FFFFFFFF

### PRIMARY COLORS

Our primary colors are clean, bold and distinguished. This palette should be used for all brand applications.

Note: it is recommended that you use black or 80% black instead of PMS 424 for text smaller than 10pt for increased legibility .



PMS COOL GRAY 6  
CMYK: 35.29.28.0  
RGB: 150.150.150  
HEX: A7A8AA



PMS 629  
CMYK: 38.3.12.0  
RGB: 155.211.221  
HEX: 9BD3DD



PMS 632  
CMYK: 91.24.23.0  
RGB: 0.147.178  
HEX: 0093B2



PMS 2955  
CMYK: 100.78.36.28  
RGB: 0.56.101  
HEX: 003865

### SECONDARY COLORS

The secondary colors are used to enhance and should be used in conjunction with the primary colors.



PMS 187  
CMYK: 22.100.89.15  
RGB: 166.25.46  
HEX: A6192E



PMS 390  
CMYK: 34.12.100.0  
RGB: 181.189.0  
HEX: B5BD00



PMS 165  
CMYK: 0 / 70 / 100 / 0  
RGB: 255.103.31  
HEX: FF671F

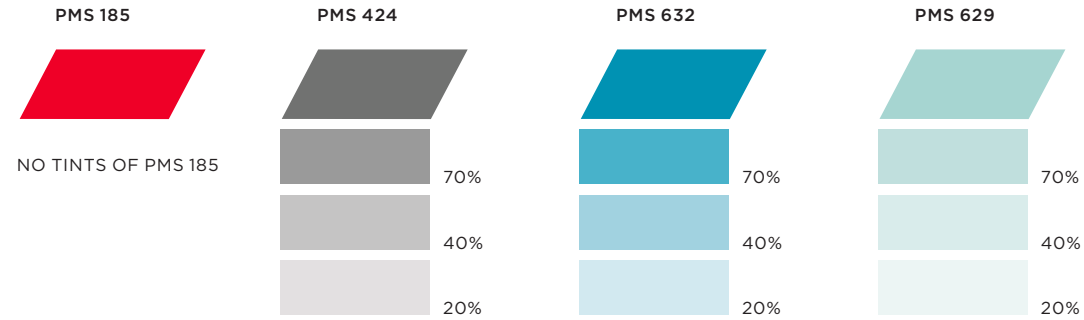
### ACCENT COLORS

These colors are accents and should be used sparingly in such instances as infographics, charts and diagrams. By default, you should not use both green and orange in the same application. See page 30 for more information.

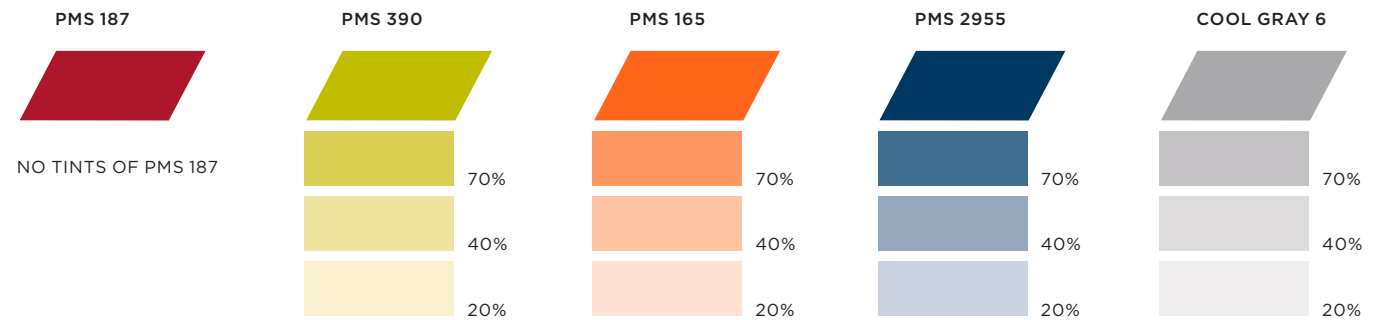


Tints shown are approved for use.

### PRIMARY USE COLORS APPROVED TINTS



### ACCENT COLORS APPROVED TINTS



**WHAT'S  
NEXT**

Black may be used for headline text when used with a red background.

It is recommended that you use black or 80% black instead of PMS 424 for text smaller than 10pt for increased legibility, especially when design for online.

Please do not use black as primary color in your designs as it is not one of our approved corporate colors.

Information graphics are used to convey complex information visually. All infographics should be simple, clear, organized and easy to understand. Be selective in what content is suited to infographic treatment. Approved colors and tints for charts and graphs shown here.

**Complex (20+ segment) graphs:**

If necessary, in a complex graphic the additional colors of orange and green may be used together to help differentiate the material.

**Charts and Graphs Do:**

- Aim for a clean, simple and easy-to-read graphic forms.
- Show information graphics as flat, non-dimensional elements.

**Don't:**

- Use a text size that is too small to be legible. For PowerPoint, do not use a font size smaller than 12pt.
- Use both green and orange in a color scheme at the same time
- Use gradients.
- Use pattern fills.

**APPROVED COLOR PALETTE**

**PMS 629**

100%  
 RGB: 155.211.221

40%  
 RGB: 217.236.235

**PMS 632**

100%  
 RGB: 0.147.178

70%  
 RGB: 86.170.198

40%  
 RGB: 158.200.219

**PMS 424**

100%  
 RGB: 105.107.107

70%  
 RGB: 150.152.152

40%  
 RGB: 195.196.196

20%  
 RGB: 208.206.207

**PMS 2955**

100%  
 RGB: 0.56.101

70%  
 RGB: 82.97.128

**USE ONLY ONE\***

**PMS 390**

100%  
 RGB: 181.189.0

70%  
 RGB: 201.206.113

40%  
 RGB: 222.225.170

20%  
 RGB: 238.240.211

**PMS 165**

100%  
 RGB: 255.103.31

70%  
 RGB: 255.152.99

40%  
 RGB: 255.197.163

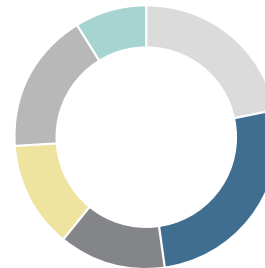
20%  
 RGB: 255.226.208

**COLOR SCHEMES**

**COLOR PALETTE + GREEN  
 STRONG**



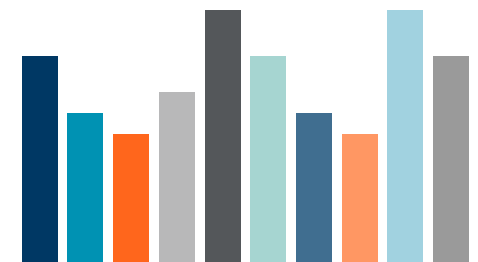
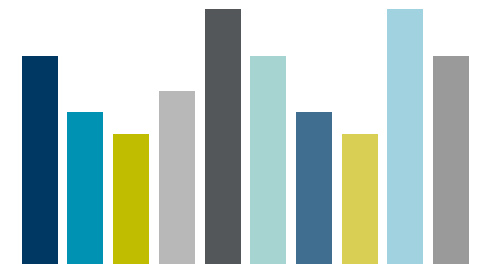
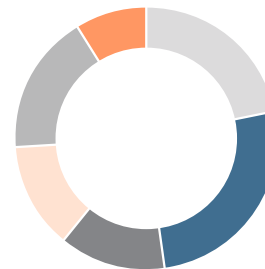
**MUTED**



**COLOR PALETTE + ORANGE  
 STRONG**



**MUTED**



# BRANDING ELEMENT

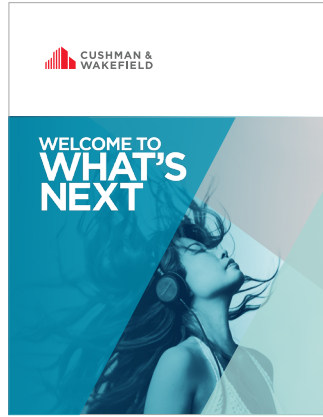
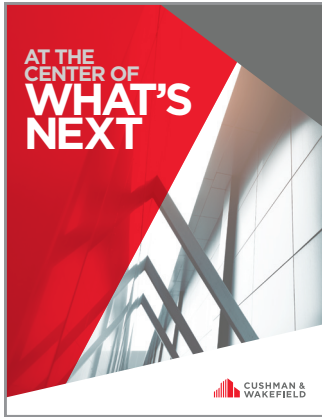


## THE EDGE DESIGN ELEMENT

A key asset to our brand is the Edge design element which is a unifying visual that ties all of our collateral and communications together. It is a contributor to what identifies us as Cushman & Wakefield and helps to build recognition for our company when used appropriately. The Edge graphic is part of a consistent, flexible system and can be used in different ways.

To the left and throughout this document are samples of how the Edge treatments should be applied across a single- or multi-channel campaign/project. It demonstrates how you can use the elements in various placements but with a consistent visual message.

There are specific parameters to use when working with one of the Edge treatments to maintain the integrity of this important brand asset. Please familiarize yourself with these standards on the next few pages.



NOTE: Part of our Brand 2.0 update includes the introduction of a new Edge element that we refer to as Edge 2 or E2. Our Primary and Secondary Edge elements have been renamed to Edge 1 (E1) Edge 3 (E3) respectively.

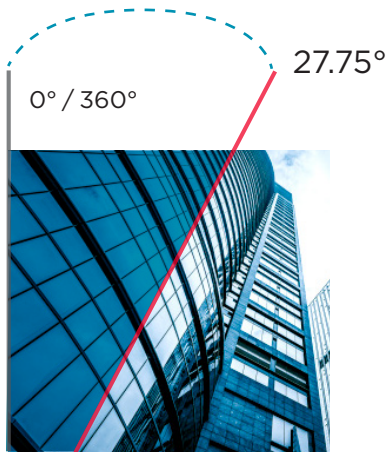
## GUIDELINES FOR USAGE

Consider the three Edges should be used and maintained in the following way:

1. Edge 1 (E1) can be used across all our materials in print and digital. For digital applications where the orientation is long and rectangular, E1 should be used primarily and should house our corporate logo (top left for online purposes) and any descriptive copy.
2. Edge 2 (E2) sits on the baseline of documents and should be used as the main element in all print and most digital materials. It houses the corporate logo and forms great consistency across all our materials. E2 should be used in publications, brochures, invitations, presentations and large format artwork. When designing in horizontal format, depending on the height of the document, you may find that using E2 in its entirety limits the space in the layout where you need to place text and graphics. It is recommended that Edge 1 is used when designing, for example, a web banner or social media graphic where the pixel ratio lends itself to a long, rectangular shape.
3. Edge 3 (E3) is a complimentary element that can be used at your discretion as an additional design element on both print and digital. It should never be used alone and should accompany E1, E2 or you may use all three.

Please review the parameters for how to create the three Edge elements on the next page.

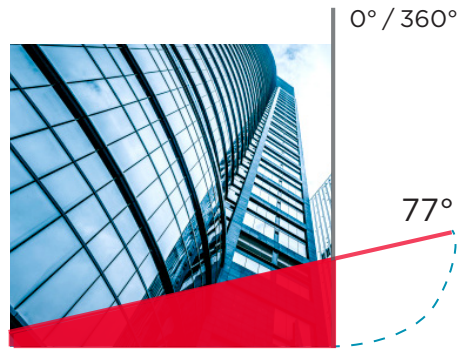
Templates for the designs shown here are available on [Brand Center](#).



### EDGE 1 (E1)

Step 1: Draw a box or rectangle  
Step 2: Transform the shape depending on what program you are in:

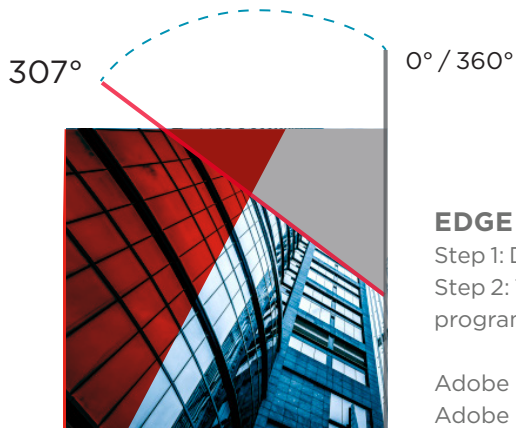
Adobe InDesign / Illustrator: **Shear Angle = 27.75°**  
Adobe Photoshop: **Skew = -27.75°**



### EDGE 2 (E2)

Step 1: Draw a box or rectangle  
Step 2: Transform the shape depending on what program you are in:

Adobe InDesign / Illustrator: **Rotate = 13°**  
Adobe InDesign / Illustrator: **Shear Angle = -77°**  
Adobe Photoshop: **Skew = -77°**



### EDGE 3 (E3)

Step 1: Draw a box or rectangle  
Step 2: Transform the shape depending on what program you are in:

Adobe InDesign / Illustrator: **Shear Angle = -53°**  
Adobe Photoshop: **Skew = 53°**

## PARAMETERS TO CREATE

The primary use of the Edge should appear in one of two ways:

- Angled on the left side at 27.75 degrees as shown in Edge 1 (E1).
- Angled on the right side at 77 degrees as shown in Edge 2 (E2).

The secondary use of the Edge, Edge 3 (E3), should appear at 307 degrees and should always accompany E1 and/or E2.

The left hand side of E2 should be at least 0.5in or 12.7mm high, not to exceed 0.75in or 19mm, and be placed accordingly on the bottom of the page when working in standard print and web sized document. For large format, please adjust accordingly to keep the ratio in line with the above standards.

It is recommended to simply use our approved Cushman & Wakefield templates or supplied [inDesign libraries](#). To create the Edge elements yourself, see the instructions to the left. Microsoft Users please use graphics built into approved templates.

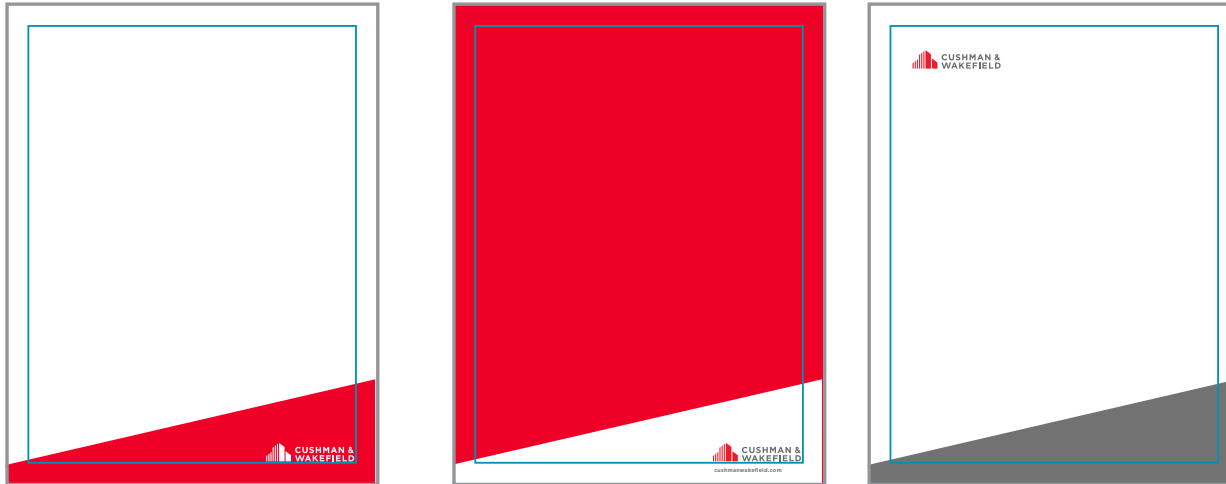




## EDGE 2 - GUIDELINES FOR USAGE

- The Edge 2 (E2) should only appear angled at the bottom of the page; see the following pages for more detail. E2 should not be used on the top of any design.
- E2 may appear in only white, PMS 185 Red, or PMS 424 Grey.
- The left hand side of E2 should be at least 0.5in or 12.7mm high, not to exceed 0.75in or 19mm, and be placed accordingly on the bottom of the page when working in standard print- and web-sized document. For large format, please adjust accordingly to keep the ratio in line with the above standards.
- Preferred logo placement for our Cushman & Wakefield logo is in lower right in E2.
- No other text or graphics are permitted in E2 other than the optional placement of our URL as indicated on the next page.
- It is recommended that you use only one photo in your cover designs to maintain a clean and fresh look.
- E2 may be used with E1 and E3 in your designs and layouts, please just ensure that the proper angles for all Edges are used in all applications.
- You may opt to include a .25in or 6.3mm white frame around any designs or choose to go full bleed.

## Edge 2 Primary Color & Preferred Logo Placement



## LOGO & URL PLACEMENT

When using Edge 2, the preferred logo placement for our Cushman & Wakefield logo is in the lower right in the Edge.

An optional [cushmanwakefield.com](http://cushmanwakefield.com) in 10pt, Gotham Medium, positioned as shown below is allowed bottom right corner. The URL is permitted to be within the logo clear space. Please scale and size appropriately for other document sizes.

For large format printing, you may increase the size of the URL as shown in the second option to increase legibility.

Please only use the bitly link version of our URL when space is very limited. Our web address when possible should be written in its entirety.

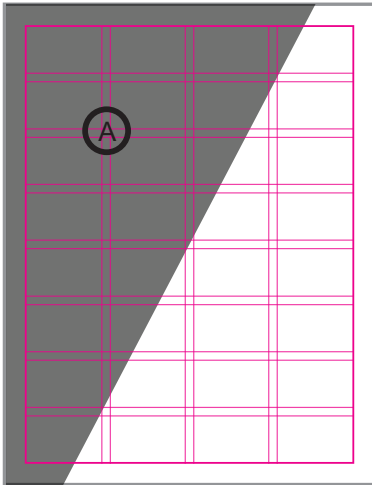
## Logo and URL Lock Up, Standard Size Documents



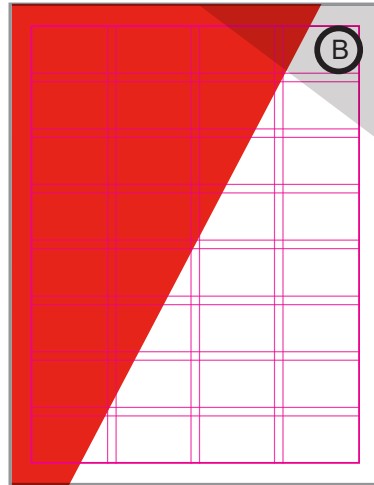
## Logo and URL Lock Up, Optional for Large Format Documents



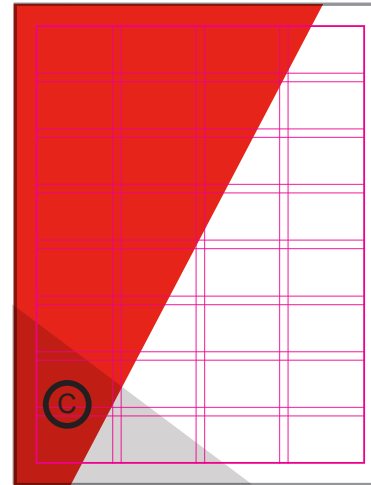




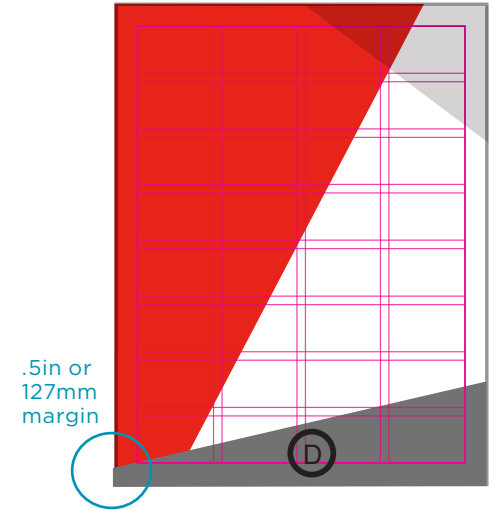
1. Create Edge 1.
2. Align to top left corner and scale to desired width Recolor. (See A)



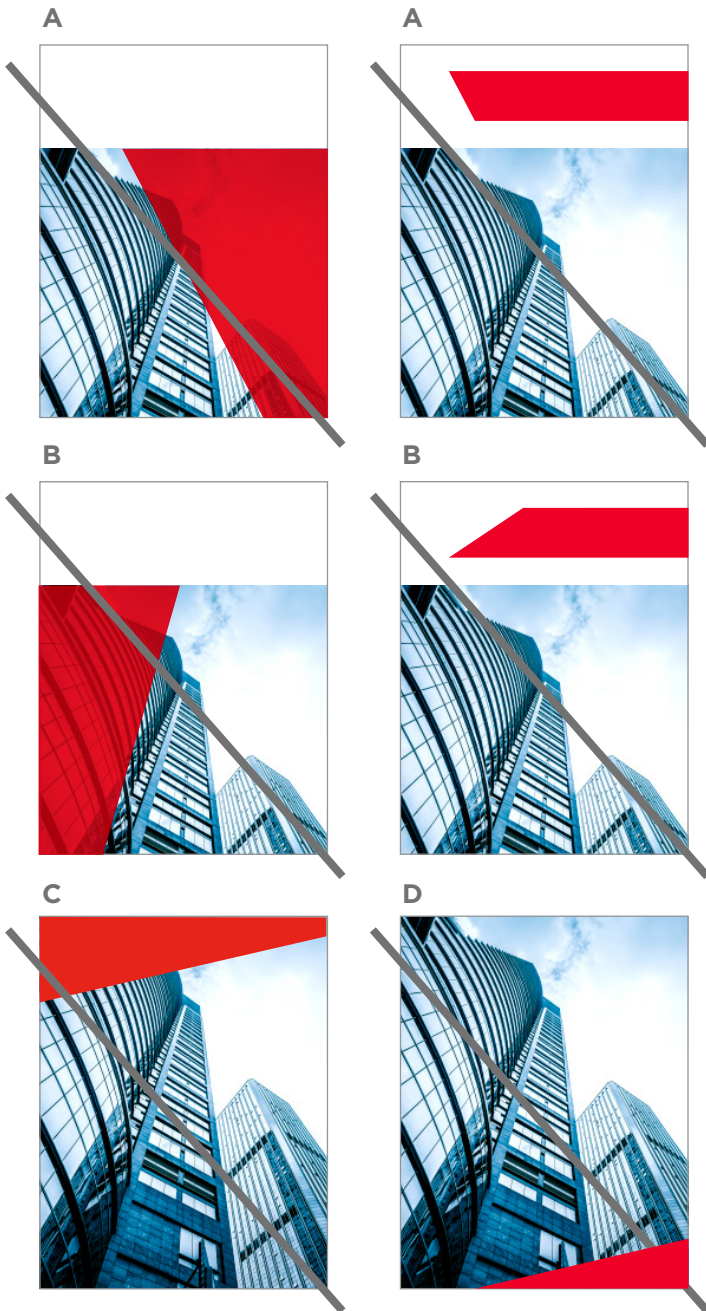
3. Create Edge 3.
4. Align to top right corner and drag out to desired size. (See B)



5. Option to place Edge 3 at bottom left corner; we do not recommend using in both top and bottom placements. (See C)



6. Create Edge 2.
7. Left side aligns with bottom .5in or 127mm margin, 10.5in or 255mm down the page. (See D)

**EDGE MISUSE**

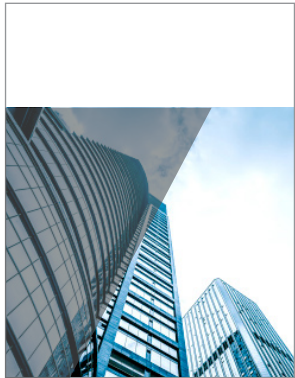
To keep the integrity of our Brand and to ensure consistency across all collateral created across the globe, please look out for these common non-compliant Edge treatments and always reproduce the Edge according to the specifications outlined in this document.

**AVOID THE FOLLOWING:**

- A** Edge 1 or Edge 2 facing the wrong way
- B** Any Edge element skewed
- C** Edge 2 placed at top of design
- D** Edge 2 not extending to left bottom corner



PMS 185  
Special blend  
see next page



PMS 424  
60% OPACITY



PMS 632  
75% OPACITY



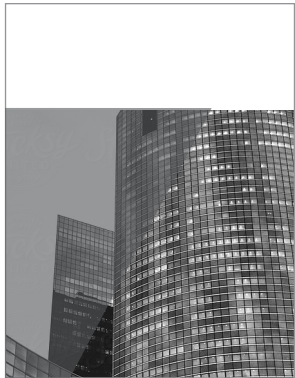
PMS 629  
85% OPACITY

EDGE TREATMENTS

To achieve brand consistency, we recommend only using these four colors to create the Edge shape. Adjust opacity to achieve a similar tonal value across colors. Recommended opacity percentages to visually match are shown here.



PMS 185  
Special blend  
see next page



PMS 424  
60% OPACITY



PMS 632  
75% OPACITY

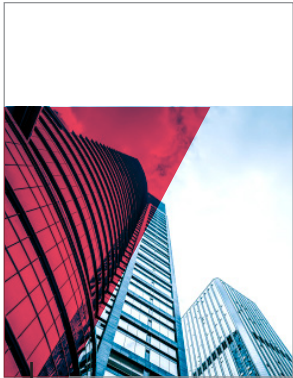


PMS 629  
85% OPACITY



LAYER 1  
PMS 185  
75% OPACITY

+



LAYER 2  
PMS 185  
MULTIPLY,  
75% OPACITY

=



DESIRED RESULT

**THE RED EDGE RULES FOR USE:**

In order to achieve the correct Cushman & Wakefield Red as a translucent color, often the shape must be built with two layers overlaid one on top of the other, as specified to the left. On certain images, PMS 185 set to multiply alone may achieve desired results, but more often than not you will need to apply the two layers.

# ASSETS & RESOURCES



## INTRODUCTION

Imagery is an extension of a brand and, as the saying goes, is worth a thousand words. To support our bold and fresh approach, the follow pages suggest how to choose imagery that will bring our brand to life and set us apart from our competition.

Dynamic and non-specific architectural images, with interesting angles or crops help to show our primary product types in a new, more interesting light.

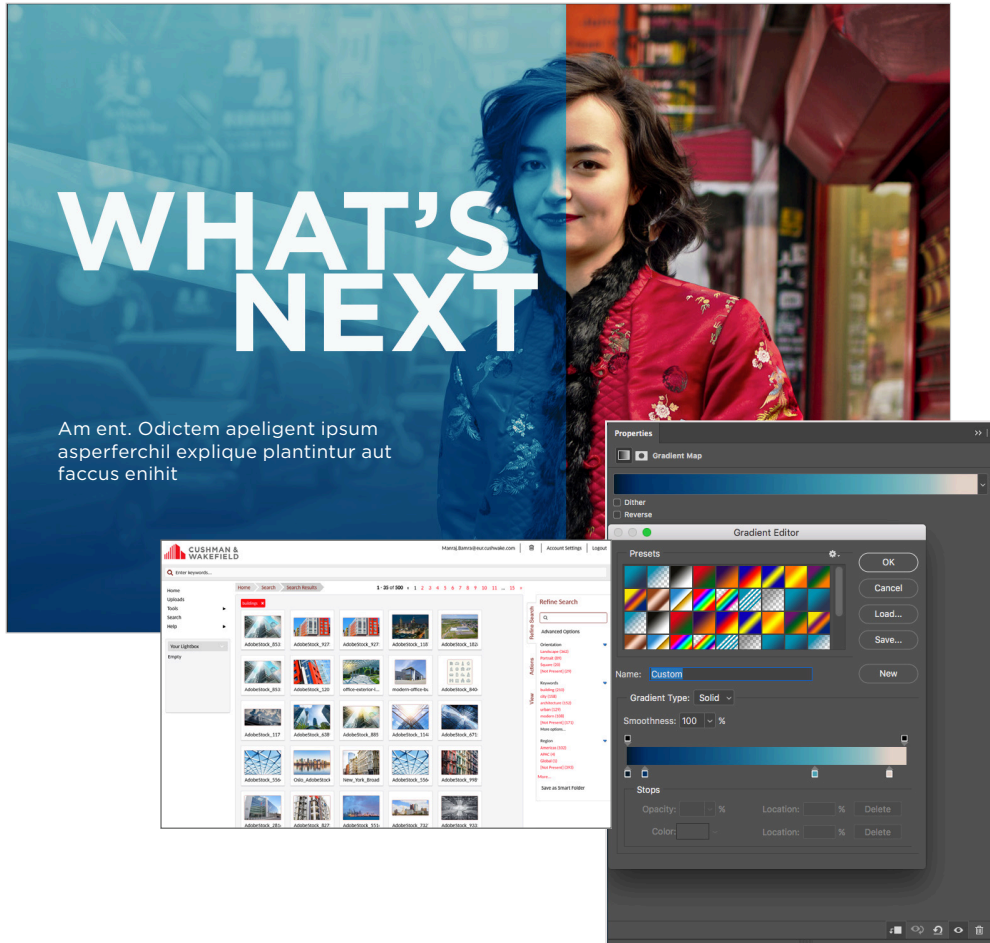
When choosing people images, the feel is confident, accessible and above all, authentic. Avoid images that appear staged, with unnatural poses, or with forced smiles or expressions. It is important that we show diversity in the people we choose, making sure we consider a collection of age, sex, race, and personalities.

When searching both architectural and people images, look for 'Hero imagery', which focuses on a single person or detail and can help draw the eye to important headlines or text.

Double exposure compositions, which explore the relationship between people and place, use a photographic technique that combines two different images into a single image. These images feel modern and are intriguing; they are a good option when trying to find a specific image or theme but want it to avoid using typical stock photo options.





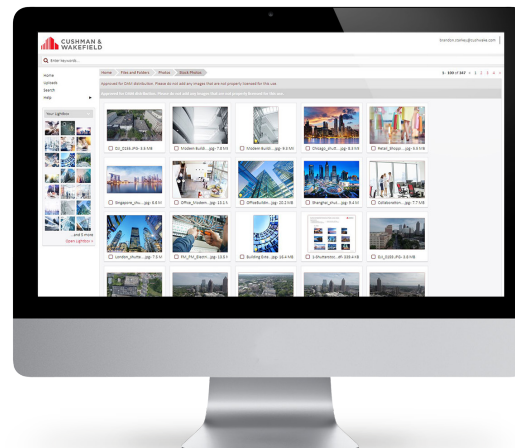
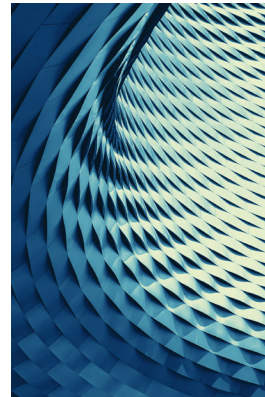


## DUOTONES & COLOR GRADIENTS

Duotone is a halftone process that converts an image to just two colors. This style is an interesting way to add cohesion to a set of photos that all look different.

This image treatment is unique to Cushman & Wakefield and can be seen as an additional brand design element to help unify our materials.

A set of approved gradient presets to overlay for use in Photoshop are available on [Brand Center](#). You should adjust the levels accordingly to best suit the imagery otherwise you may end up with too much of a contrast/ or washed out look. An InDesign template has been created for use. Image adjustments may need to be made to ensure the end result is aligned with the samples shown to the left and in this document. Click [here](#) to download the gradient templates and instructions on how to create.



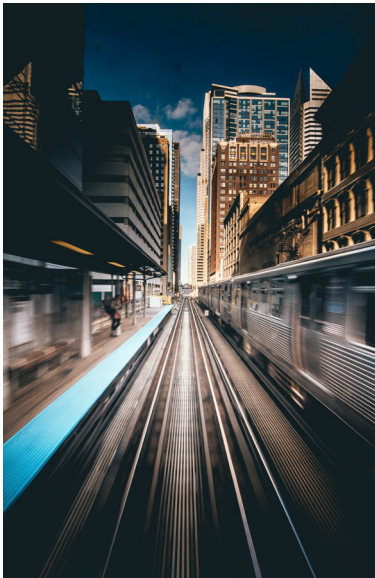
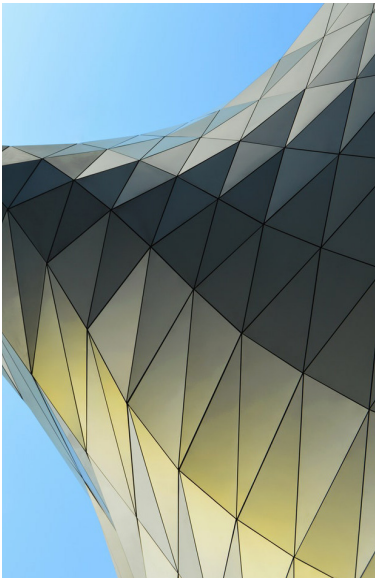
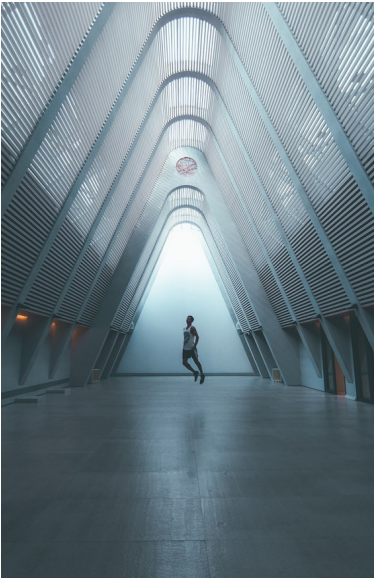
## IMAGE LIBRARIES

We have a new Corporate Imagery folder on [Third Light](#), direct link available via [Brand Center](#), that has a collection of approved images that match the look and feel of our refreshed brand. Samples of these images are shown on the following pages. The library includes reportage style, clipped, unfocused, gritty, wistful, some high impact, abstract, words overlaid, mix of melancholy and vibrancy. Following themes:

- **Cities** - More abstract, cropped, unidentifiable, people and their relationship to their environment
- **Transport** - In transit, high up lightflows at night
- **Retail / Leisure** - Pop-up, events, activity, dancing, eating, nightclubs—emphasis on activity, excitement & theatre
- **Workplace** - Co-working studio, people working at night—emphasis on creativity / interaction
- **Nature** - Greenery in urban setting, urban oasis — emphasis “roots coming through, organic approach”
- **Communities** - Relaxed groups, cultural activities – emphasize “diversity”
- **Technology** - (dashboards / diagnostic displays / sensors / smartphones / fibre)—emphasize “digital”

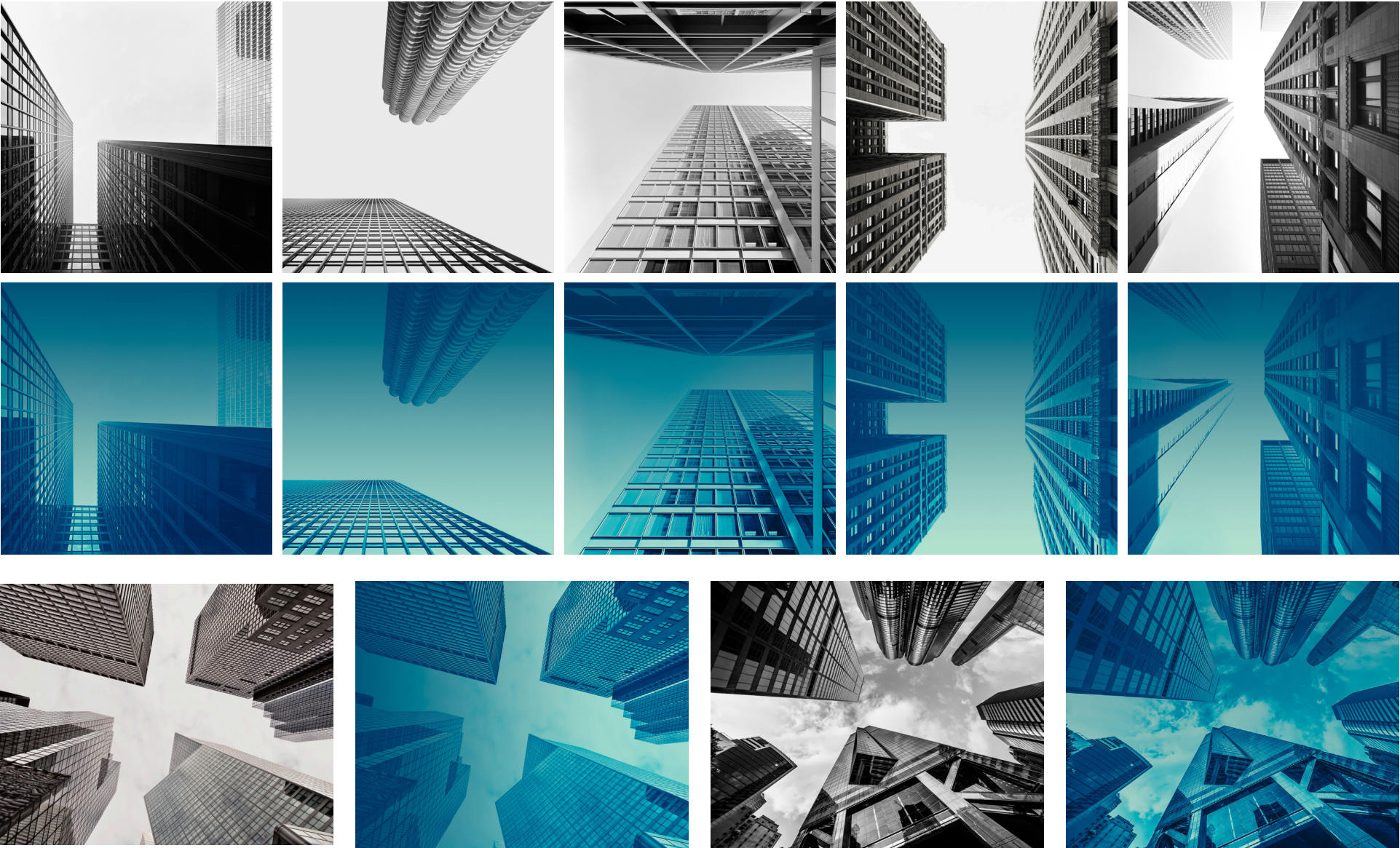


ARCHITECTURE





ARCHITECTURE



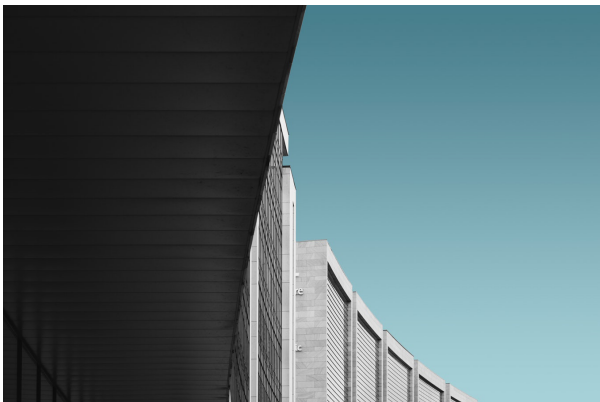


LIFESTYLE



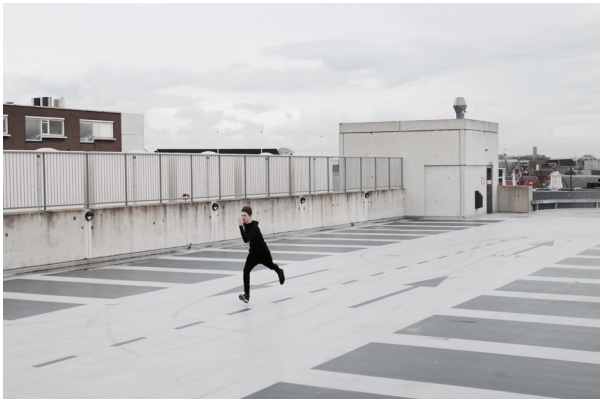


PLACES & PEOPLE





PLACES & PEOPLE





PLACES & PEOPLE





We have access to use approved, licensed images for our marketing and business development materials. Our Adobe contract allows us to use a limited number of credits each year, and these already licensed assets can be directly downloaded from Adobe Stock (if you are a Creative Cloud user) with your Cushman & Wakefield account, or you can download images from our digital asset management tool, Third Light. Using approved, licensed imagery is critical for collateral with internal and external distribution.

For more details on external company logo and photography usage, please read this [guideline](#).

### OUR ADOBE STOCK PLAN INCLUDES

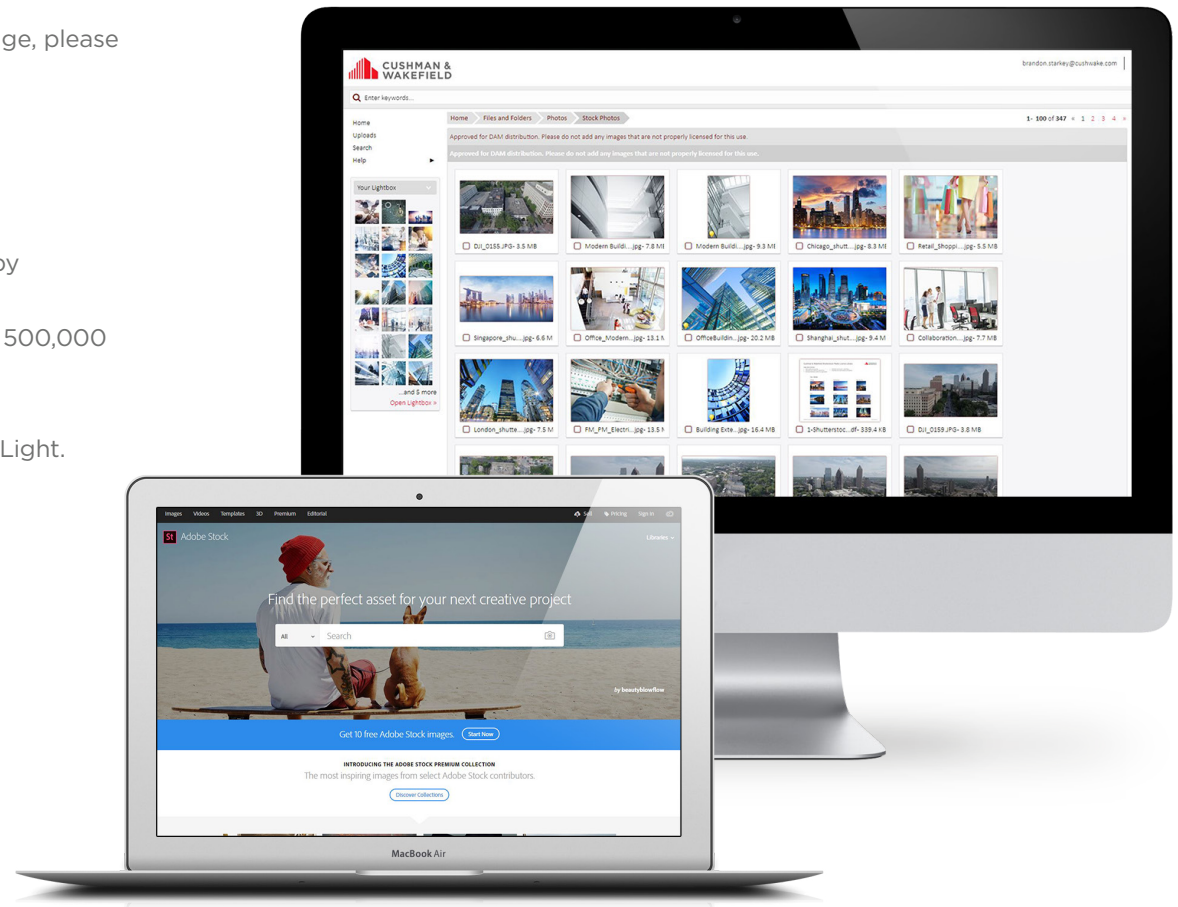
Assets like photos, vectors, and illustrations. Videos are available on a limited basis.

- All assets are Extended License and available for global use by Cushman & Wakefield employees in any medium.
- Approved usage for advertising and projects with more than 500,000 imprints digitally distributed to more than 500,000 viewers

Click [here](#) to learn how to search and download images on Third Light.

For Adobe Creative Cloud users, click [here](#) to learn how to search and request images on Adobe Stock.

Please note, **all licensed Adobe Stock images** will be added to our Third Light library for company wide access.



The objective of professional portrait photography standards is to ensure a consistent image and approach across all Cushman & Wakefield communications such as our website profiles and print resumes.

Adherence to these guidelines will not only support Cushman & Wakefield's image of professionalism but will also be helpful for you in developing your own professional image—crucial to success in our business. We want you to be the focus of the photography, not what you are wearing.

Portrait photography consists of two types:

- **Headshots:** For use in all marketing and communications such as website and resumes. Headshots should be taken against a light gray background and cropped from the mid-chest as per the samples below. The standard dimension for these images are:  
**Print, high resolution: 10.5 in x 11.2 in, (266mm x 284mm) 300 DPI**  
**Print, minimum resolution: 1.5 in x 1.7 in (40.5mm x 43mm) 300 DPI**  
**Web: 214 x 228 pixels, 72 DPI**
- **Optional: Standing portraits** that show the full body or upper body for use in local market advertising and communications promoting broker recognition. These photos will typically be used as silhouetted or outline images and can be taken against the standard gray background or against a “seamless” white background.

**Note file naming convention: First Name Last Name (ie. Joseph Smith.jpg)**

**Note standard cropping dimensions mentioned above.**



### Photography Standards

**Background:** Mid-gray to match sample below. Preferred equipment below:

Slate Grey Seamless Paper (Savage Widetone #26)

Slate Grey Seamless Paper (Superior Specialties #58)

**Body position:** No head-on shots; all subjects should be photographed with their body turned at an angle and head turned to face the camera (right or left) per the example on this page.

**Framing:** Frame subject in portrait mode, leaving sufficient breathing room around head and shoulders for post-processing of photos.

**Dress:**

- Men should wear a solid dark suit, a white or light colored shirt, and a dark tie.
- Women should wear a solid suit and a light blouse or solid colored top.

**Don'ts:**

- Avoid wearing bold stripes, plaids, checks, dots and prints, they do not photograph well. Patterns are fine, as long as they're not too distracting.
- Avoid light colors that approximate flesh tones such as beige, tan, peach, pink, white, and yellow.
- Avoid solid black which will photograph flat, and lack detail and dimension.
- Avoid wearing a light-gray suit.
- Loud ties and flashy jewelry divert attention from your face. Stick with simple and elegant.



For instructions on how to convert a white background and for the gray background file, [click here](#).

*Optional: Standing portraits*





Placed in document,  
used as background.



Example: placed and  
added on top of a shape  
or background



Example: placed  
into a shape

## HOW TO USE

Use this Edge Striped pattern to add depth or texture to a background, on an image or as an accent. You can download the vector pattern from [Brand Center](#) and then place within your InDesign files. Either place image pattern directly into your program as-is, without dragging to resize, or place into an existing shape.

If working in InDesign, and you place the image into a Edge shape, remember to change shear (or rotation, depending on how the Edge is made) of the placed image back to 0 (by selecting it with the direct selection tool). Make sure the image is scaled to 100%.

Do not change width of lines or stroke. Lines are 1.75pt, 15% tint of PMS 424, sheared at 27.75 degrees. Do not use any other angle or degree to make this pattern. Change background color by selecting the image and changing the fill color. You may change the opacity or apply effects such as multiply, when applicable, on images for example.



Over 200 icons available in both InDesign and PowerPoint libraries.

BUILDINGS



Portfolio Management



Office Buildings



Office Buildings (1.1)



Office Buildings (1.2)



Industrial Building



Industrial Buildings



Hospital



Campus



Retail Building



Government



Home



Multi-Family

SERVICES



Agency Leasing



Capital Markets



Construction



Due Diligence



eCommerce



Energy & Sustainability Services



Facility Management



Global Corporate Services



Healthcare



Implementation



Investor Services



Life Science

FINANCIAL



Bankrupt



Check-Calendar



Calculator



Capital Operating Plan



Capital Flows



Cash



Check



Forecasting



Management



Portfolio Advisory



Transaction (1)



Transaction (2)

PEOPLE



Investors



Owners



Partners



Person with Tie



Person



Restrooms



Team Tie

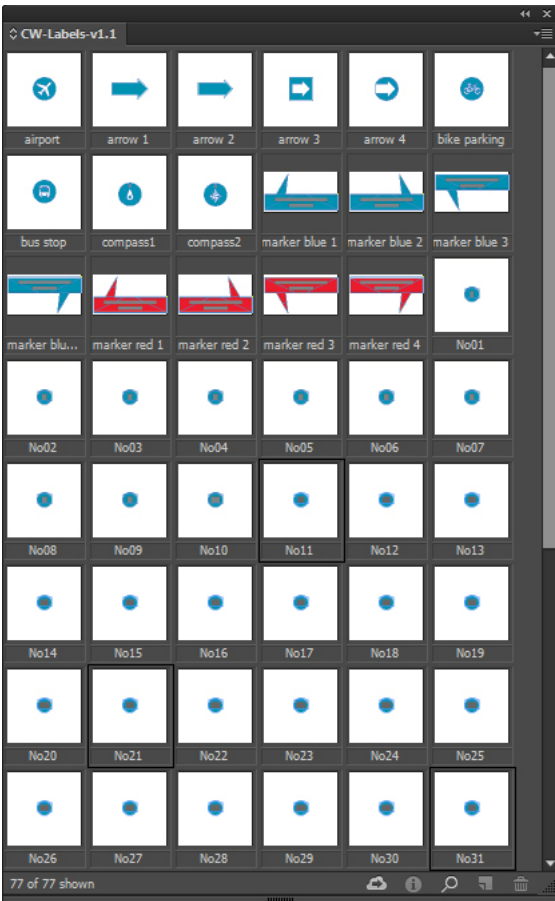
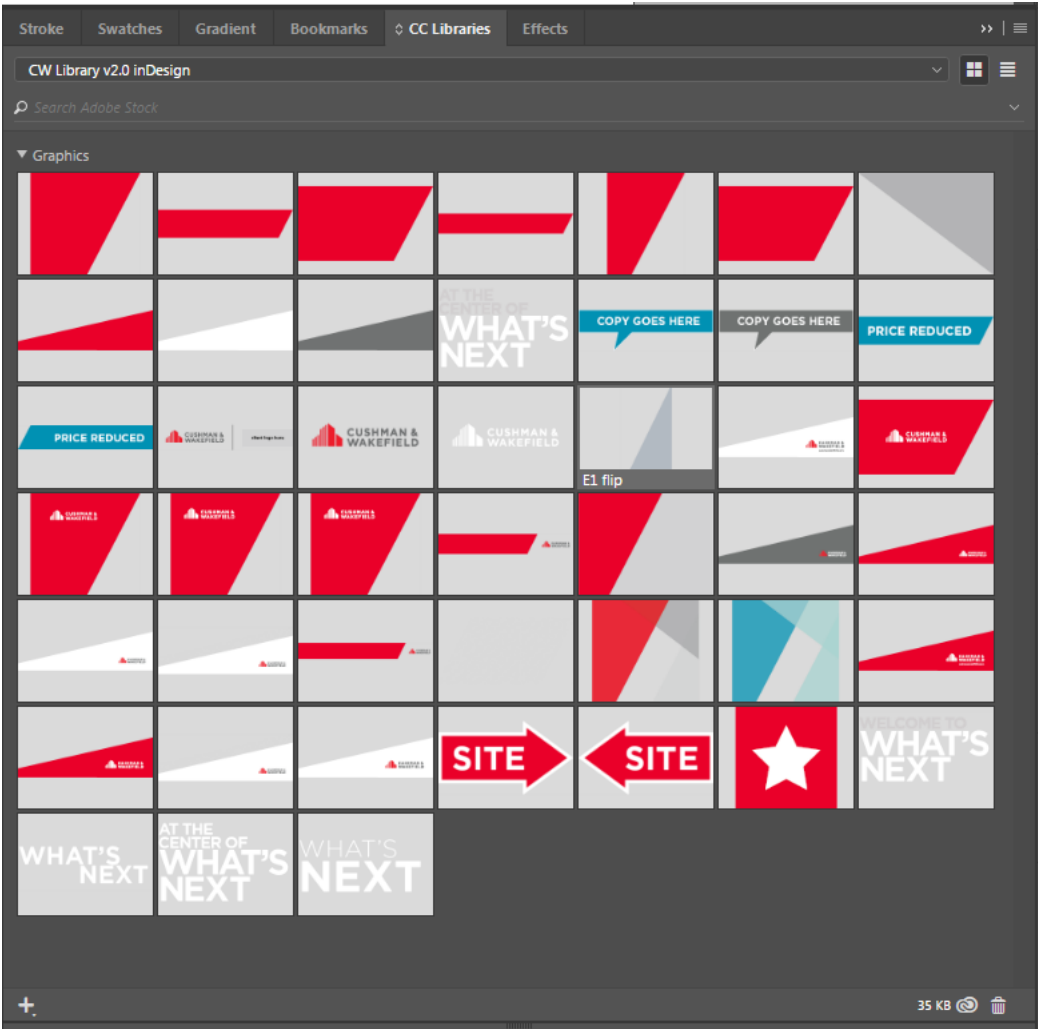


Team



Global Clients

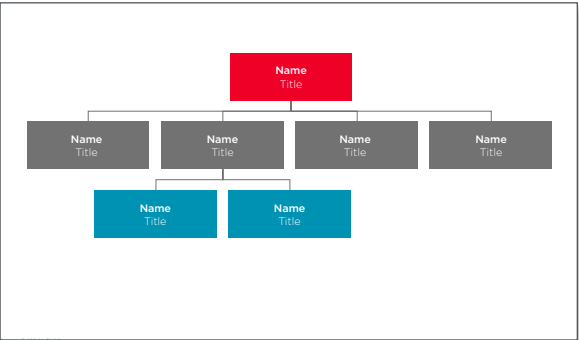
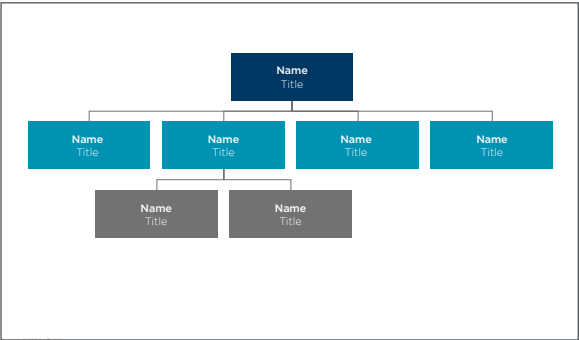
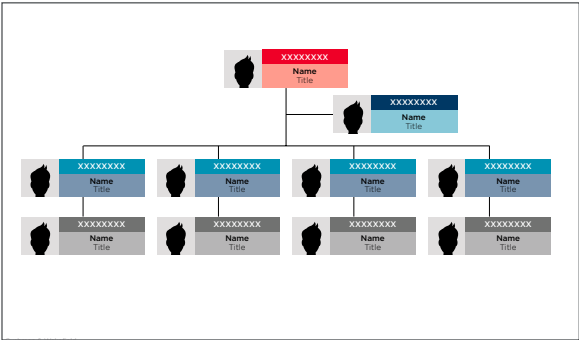
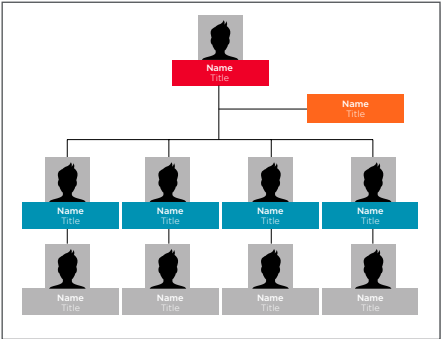
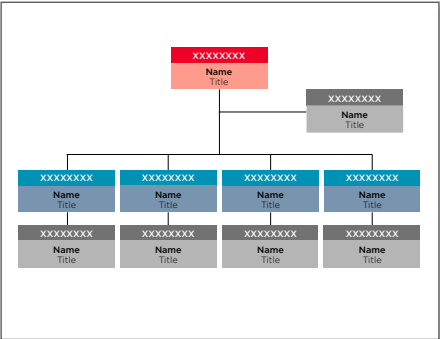
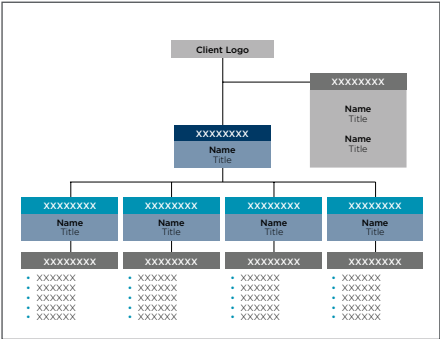
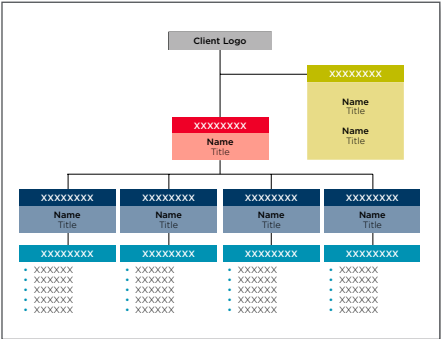
Available for easy drag and drop of logos, edge graphics, markers & more.



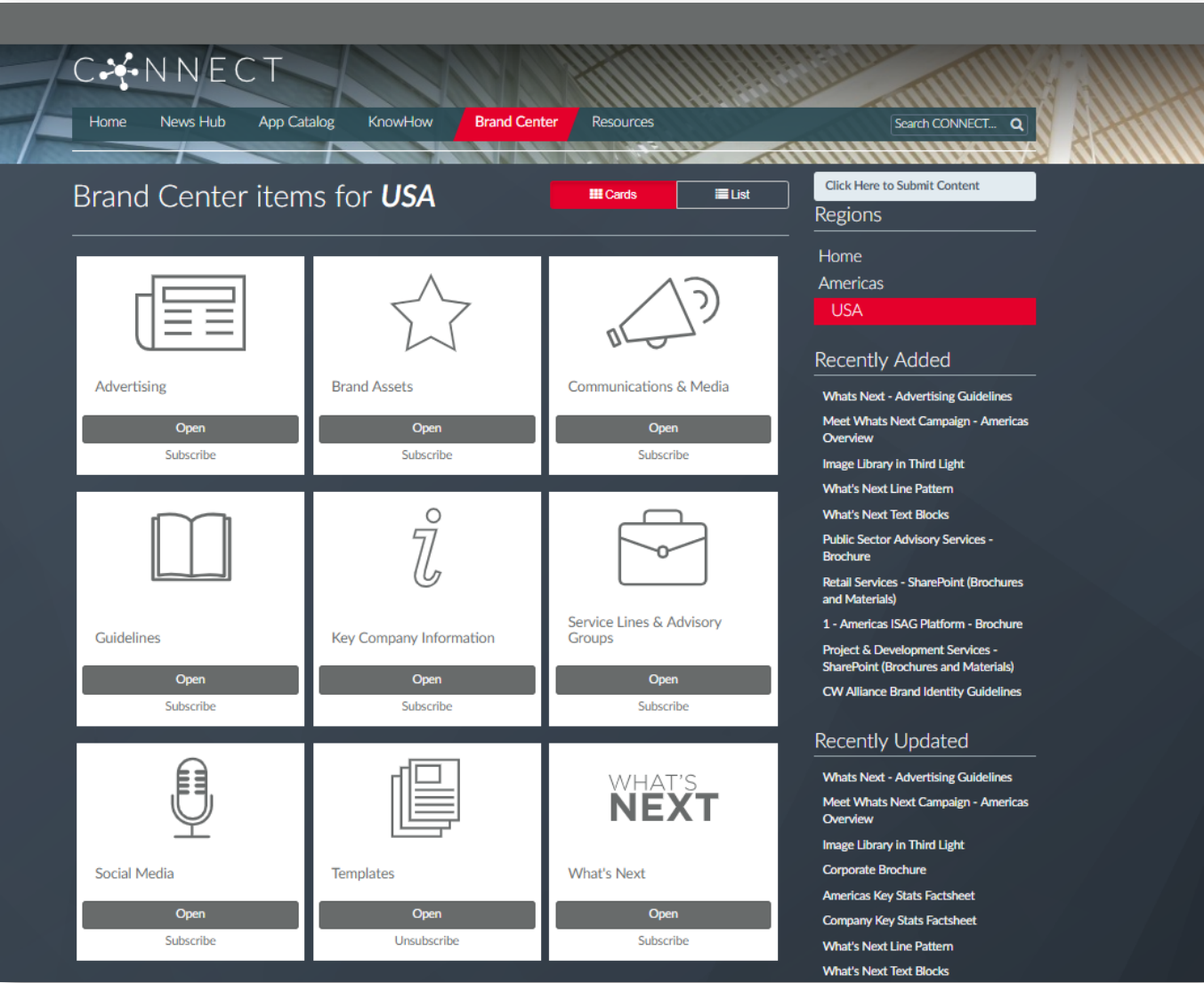
Available as JPEGs or InDesign.



Available in InDesign, PowerPoint and Word.



# TEMPLATES & COLLATERAL



The following pages contain a sampling of templates that are available for use. These files as well as additional templates can be downloaded from [Brand Center](#).

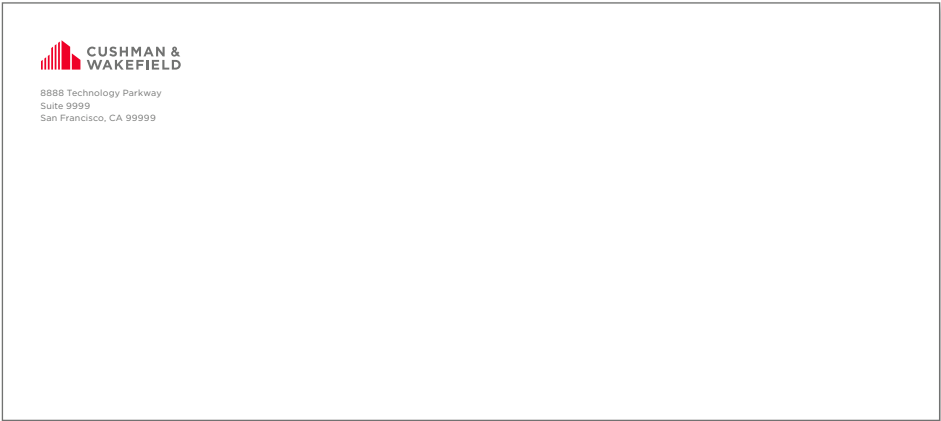
Please note, Americas stationery can be ordered directly through ArtCraft, our national print vendor. For more information on how to order Americas stationery, please contact your local operations or marketing manager.



Letterhead



Business Cards - Global Standard Size



Envelope - Various Sizes

Proper formatting:

- Phone number: add +1 ..... Direct +1 222 222 2222
- Phone number: no dots or dashes ..... Mobile +1 444 444 4444
- Email address: names lowercase ..... firstname.lastname@cushwake.com
- URL: no "www" ..... cushmanwakefield.com

8888 Technology Parkway  
Suite 9999  
San Francisco, CA 99999  
Direct +1 222 222 2222  
Mobile +1 444 444 4444  
firstname.lastname@cushwake.com  
cushmanwakefield.com



**Color**

Front: 2 PMS  
Pantone 185 (red)  
Pantone 424 (gray)

Back: 1 PMS

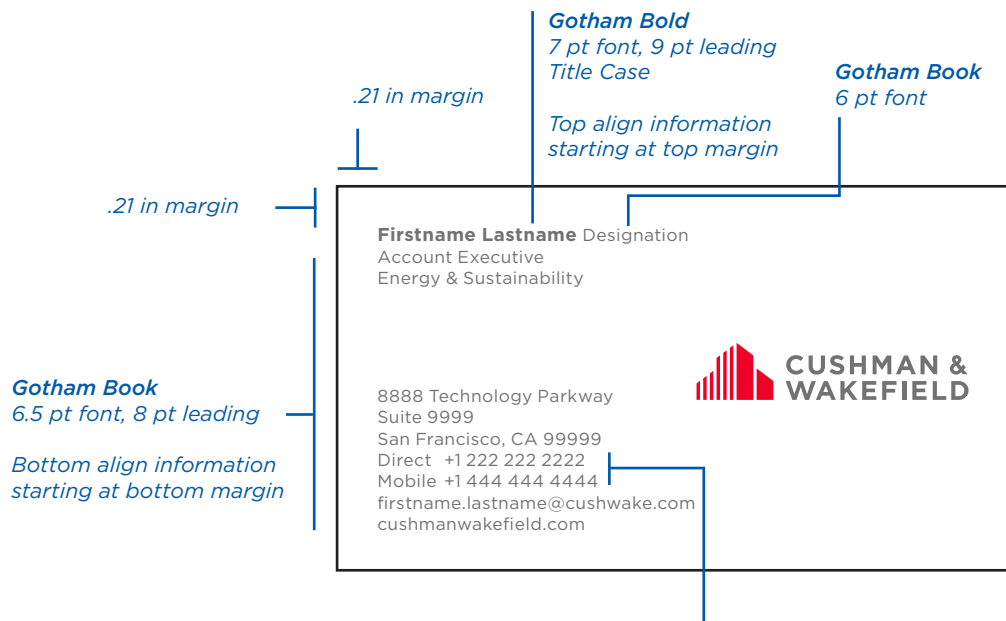
Pantone 185 (red)

**Size**

Global: 3.5in x 2in

**Paper Recommendation**

Mohawk Superfine Paper  
Smooth Finish  
Ultrawhite Color  
120lb Cover Weight



Note: Tabular Lining must be turned on under Open Type or you must tab between numbers to align

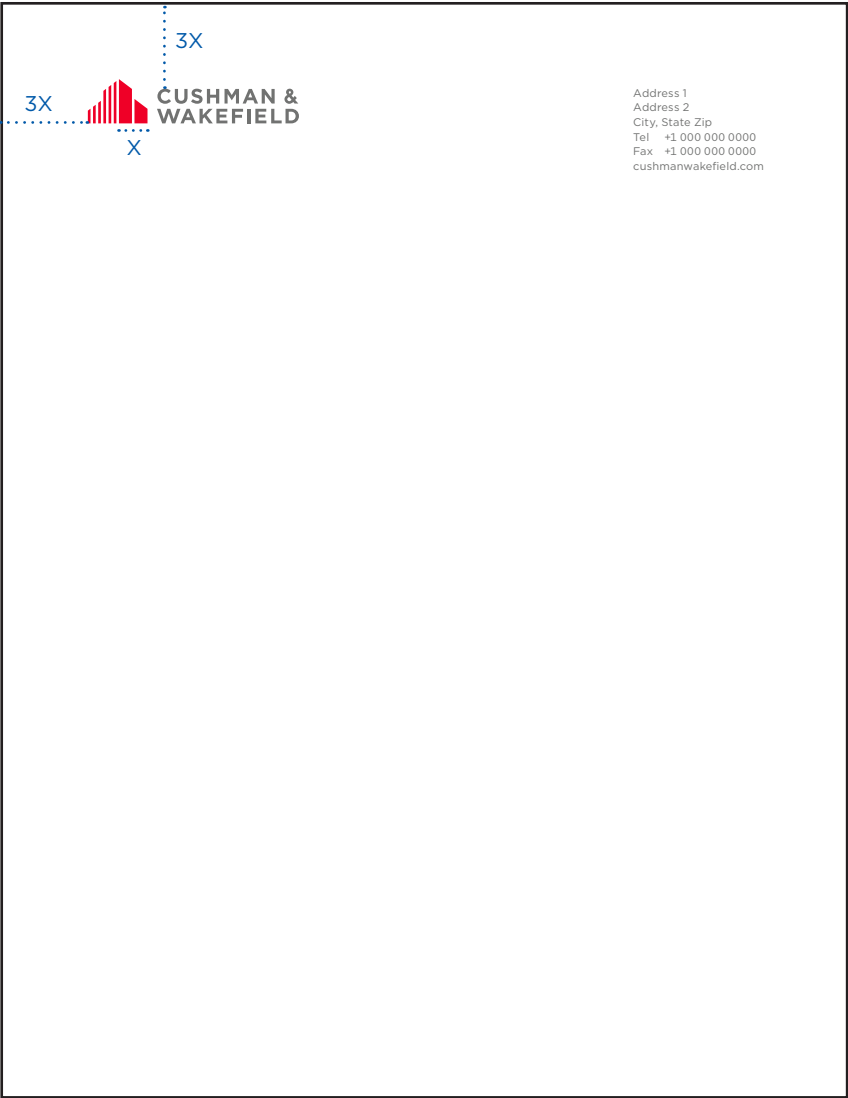
No "www" in front of the URL  
No dots or dashes in the phone number  
Please use +1 before the number

**Color**  
Front: 2 PMS  
Pantone 185 (red)  
Pantone 424 (gray)

**Size**  
US, APAC: US Standard  
EMEA: A4

**Paper Recommendation**  
Mohawk Superfine  
Eggshell Text  
Ultrawhite Color  
70lb Text Weight

**Gotham Book**  
8 pt font, 10.6 pt leading  
  
Top align information  
starting at top margin



Color	Size	Paper Recommendation
Front: 2 PMS Pantone 185 (red) Pantone 424 (gray)	Various	#10, A6: 70# Cougar Opaque Vellum Smooth White  10x13, 9 x12 and #9 : 24# White Wove

Large Envelopes (Over 9" x12")



Small Envelopes (under #10)



China



CUSHMAN & WAKEFIELD  
戴德梁行

42-43/F, Tower 2, Plaza 66, 1366 Nanjing West Road, Shanghai 200040, China  
中国上海市南京西路1366号 恒隆广场2座42-43楼  
Tel 电话 +86 21 2208 8888 | Fax 传真 +86 21 6288 9102  
cushmanwakefield.com



CUSHMAN & WAKEFIELD  
戴德梁行

**Edward Cheung**  
Chairman, Asia Pacific Board  
Chief Executive, Greater China  
DTZ/Cushman & Wakefield

42-43/F, Tower 2, Plaza 66  
1366 Nanjing West Road  
Shanghai, 200040  
China

Tel +86 21 2208 0088  
Fax +86 21 6288 1862  
edward.kc.cheung@dtzcushwake.com  
cushmanwakefield.com

Sub-Brand - CW Services



C&W SERVICES

Address 1  
Address 2  
City, State Zip  
Tel +1 000 000 0000  
Fax +1 000 000 0000  
cwservices.com

DD MM YYYY

Firstname Surname  
Address 1  
Address 2  
City Postcode  
Country

Dear Name,

Debit quibus ernam non perio velit atur, arumquuntia qui occaeriberi seque dunt ac  
doluplatibus mo quaeceptasim iusam que quis rehent ut qui diti omnihiliquid erit m  
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Ero blaut rem quae num ne inis estio. Nemporature, vel maximet voluptatem eliae  
volupti isitis verum inus, inctur re odicio exeroveridum facest, ium ipsape con nis e  
voluptatem quiaessim.

Vel ipsum aut liatempora dentem es dolorporist rerianducilis eate dipsant, qui tem  
nobis restorentio que ea qui tem. Landam solupis idelest liae. Labore nonem quo  
derum aut ut que conemos totatur?

Rum recta quo tem quae num facculparum et as mi, te dolo optatioreris illest, con  
pedianimo tem que voluptusa intioirem il mostio voloriandi undam vit, solupta ssita

Yours sincerely

Firstname Lastname  
Position

8888 Technology Parkway  
Suite 9999  
San Francisco, CA 99999  
Direct +1 222 222 2222  
Mobile +1 444 444 4444  
firstname.lastname@cwservices.com  
cushmanwakefield.com



C&W SERVICES

Sub-Brand - DTZ Investors



DTZ INVESTORS

Address 1  
Address 2  
City, State Zip  
Tel +1 000 000 0000  
Fax +1 000 000 0000  
cwservices.com

DD MM YYYY

Firstname Surname  
Address 1  
Address 2  
City Postcode  
Country

Dear Name,

Debit quibus ernam non perio velit atur, arumquuntia qui occaeriberi seque dunt acatlia venis simporibus  
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Yours sincerely

Firstname Lastname  
Position

**Christopher Cooper** BSc (Hons) MRICS  
Chief Executive

125 Old Broad Street  
London  
EC2N 1AR  
Direct +44 (0) 20 3296 3269  
Mobile +44 (0) 7771 635 213  
Fax +44 (0) 20 3296 3303  
christopher.cooper@dtzinvestors.com  
dtzinvestors.com



DTZ INVESTORS

CW Alliance Logo



**CUSHMAN &  
WAKEFIELD**  
Edmonton

Licensed to CW Edmonton Inc.  
Address 1  
Address 2  
City, State Zip  
Tel +1 000 000 0000  
Fax +1 000 000 0000  
cushmanwakefield.com

**Firstname Lastname** Designation  
Account Executive  
Energy & Sustainability

Licensed to CW Edmonton Inc.  
8888 Technology Parkway  
Suite 9999  
San Francisco, CA 99999  
Direct +1 222 222 2222  
Mobile +1 444 444 4444  
firstname.lastname@cushwake.com  
cushmanwakefield.com




**CUSHMAN &  
WAKEFIELD**  
Edmonton

*Independently Owned and Operated / A Member of the Cushman & Wakefield Alliance*


*Independently Owned and Operated / A Member of the Cushman & Wakefield Alliance*

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CW Alliance Co-Branded Logo



**CUSHMAN &  
WAKEFIELD**



**GRANT STREET**  
ASSOCIATES INC.

Cushman & Wakefield/  
<<Affiliate Name>>  
Address 1  
Address 2  
City, State Zip  
Tel +1 000 000 0000  
Fax +1 000 000 0000  
cushmanwakefield.com

**Firstname Lastname** Designation  
Title  
Service Line  
Legal Business Name

8888 Technology Parkway  
Suite 9999  
San Francisco, CA 99999  
Direct +1 444 444 4444  
Mobile +1 222 222 2222  
firstLast@cushwake.com  
cushmanwakefield.com

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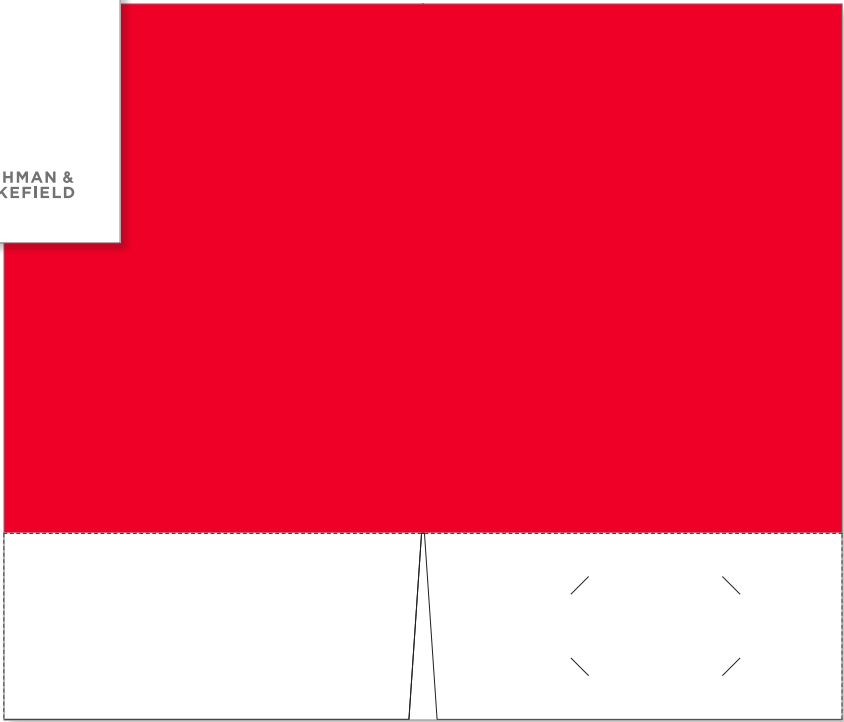
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Front



Back



Inside

## COLLATERAL & TEMPLATES

### SIGNATURE BLOCK

Please keep content and formatting as outlined below. There are restrictions on what can be included in the signature block; please refer to your regional policy located on Brand Center under Brand Resources for what is permitted.

The image shows an email signature block template within an email client interface. The template includes a header with tabs for File, Message, Insert, Options, Format Text, Review, and Adobe PDF. Below the tabs are various icons for actions like Paste, Bold, Italic, Underline, and links to Address Book, Check Names, Attach File, and Attach Item. The signature block itself starts with a "Send" button and fields for "To...", "Cc...", and "Subject:". The main body of the signature block contains the following elements:

- Greeting: "Dear Name,"
- Placeholder text: "Es ex eturem fuga. Et qui beruptatur acceptas dolorio magnima ionseru ptatium sedignisita nes il esto qui a con cus id ut quatia volectum quisque nesedit dolore dio inctem etur, occusci psunt.."
- Personal information fields: "First Name", "Last Name", "Designation", "Title Goes Here", "Service or Department (if applicable)", and "CA License 00000000 (if applicable)".
- Contact information: "Direct: +1 000 000 0000", "Mobile: +1 999 999 9999", and "Fax: +1 444 444 4444".
- Email address: "first.last@cushwake.com".
- Company logo: "CUSHMAN & WAKEFIELD" with a red and white graphic.
- Address: "201 California Street, Suite 800", "San Francisco, CA 94111 | USA", and "cushmanwakefield.com".
- Social media links: "LinkedIn | Facebook | Twitter | YouTube | Google+ | Instagram | Blog".

Annotations on the left side of the image specify the following formatting requirements:

- Arial 10 pt, Regular, Black (for the main body text).
- Arial 10 pt, Bold, Gray (for the personal information fields).
- Arial 8 pt, Regular, Gray (for the CA License field).
- Arial 10 pt, Regular, Gray (for the contact information).
- note: add +1 and no dots or dashes in phone number (for the contact information).
- note: names lowercase (for the email address).
- note: no "www" in URL (for the company website).
- note: links do not include underline (for the social media links).

Additional specifications for the logo and contact information are provided on the right side of the image:

- Logo dimensions: 152 x 35 px.
- Logo height: 18 px.
- Color specifications: Gray (R: 105, G: 105, B: 107) and Blue (R: 0, G: 147, B: 178).

Word and InDesign formats



**Name, Designation** Title

Address | City, ST Zip

Direct +1 000 000 0000 Mobile +1 000 000 0000

Fax +1 000 000 0000

first.last@cushwake.com | cushmanwakefield.com

Lic #0000000

**Professional Expertise**

The full bio (including narrative, list of clients and education) should be no longer than two short paragraphs]

**Clients Served** [if applicable, delete if not] 0

• Client Name

• Client Name

**Major Transactions** [if applicable, delete if not]

• Client Name/Property Name, and Address - XX,XXX SF

• Client Name/Property Name, and Address - XX,XXX SF

**Professional Affiliations** [if applicable, delete if not]

• [Example:] Member of Real Estate Board of New York (REBNY)

• Affiliation Name, Name of Chapter

**Professional Recognition** [if applicable, delete if not]

• [Example:] CoStar's '40 under 40,' 2009

• Award, Year Received

**Community Leadership** [if applicable, delete if not]

• [Example:] Member, Community Board 6

• Position Held, Organization

**Education**


• Highest Degree Received, Educational Institution, Honors Received

• Second-highest Degree Received, Educational Institution, Honors Received

[Example:] Masters of Business Administration, New York University Stern School of Business

Bachelor of Arts, City University of New York, graduated Phi Beta Kappa

Continuing Education in Real Estate, New York University SCPS



Fax

To: [To]

From: [From]

CC: [Company]


Email: [Email]

Fax number: [FaxNumber]

Ext: [Ext]

Date: [Date]

Subject:



Memo

To: [To]

From: [From]


CC: [Company]

Email: [Email]

Date: [Date]

Subject:

[Start message here]



Agenda

Subject:

Time:

Location:

Present:

Apologies:

**Preparation for Meeting**

Please read

Notes

Text

Text

**Open Meeting**

Objective

Notes

Text

Text

**Action Items from previous meeting**

Responsible

Due Date

Text

<initial>

Text

<initial>

Text

<initial>

**Agenda Topic**

1. Topic

2. Topic

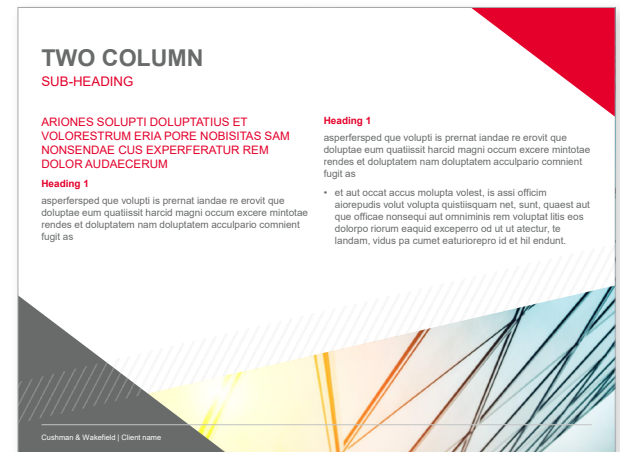
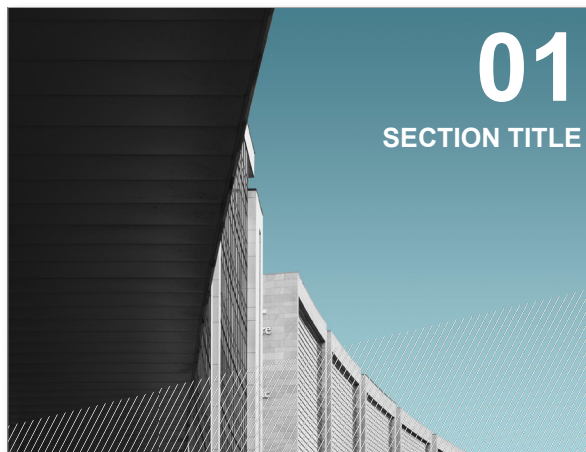
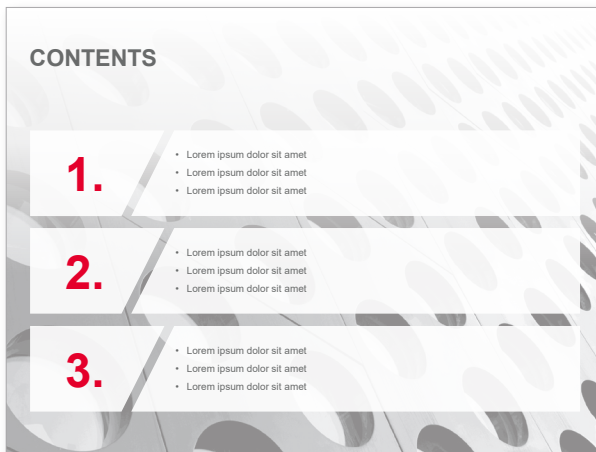
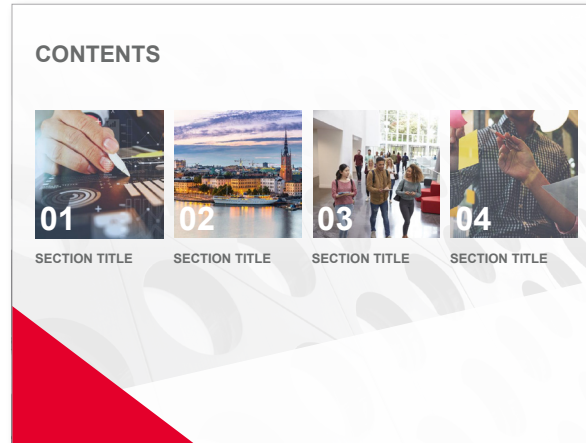
3. Topic

**Close Meeting**

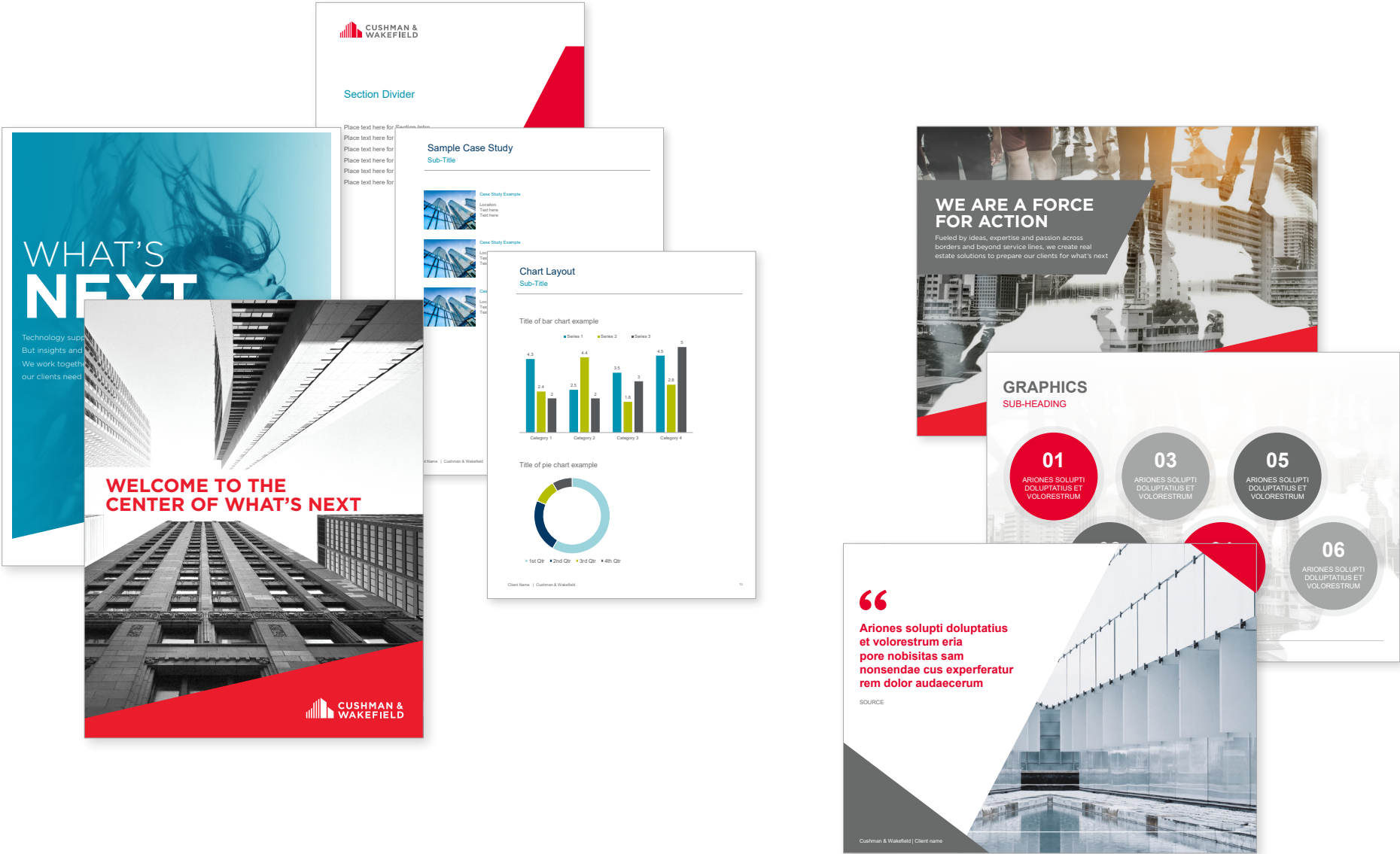
Fax, Memo & Agenda in Word



4:3, 16:9 and Letter size




PowerPoint and InDesign; Portrait & Landscape orientation, Letter, Legal & Tabloid size



InDesign and Word formats, Portrait orientation




InDesign, PowerPoint & Microsoft Publisher format, Portrait & Landscape orientation



FOR LEASE  
Property Name or Address  
1234 Address Street / City, State

OPTIONAL DESCRIPTOR TEXT



5,000 SF Class A Office Space  
Sale Price: \$1,234,567

Property Highlights

Lorem ipsum dolor sit amet,  
consectetur adipiscing dolor sit amet:

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Building Features

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Area Amenities

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Broker Name

Title

+1 000 000 0000

first.last@cushwake.com

LIC #00000000

Broker Name

Title

+1 000 000 0000

first.last@cushwake.com

LIC #00000000


123 Address Lane, Suite 1200

City, State


Main +1 000 000 0000

Fax +1 000 000 0000

cushmanwakefield.com




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Property Name or Address  
1234 Address Street / City, State

5,000 SF Class A Office Space  
Sale Price: \$1,234,567



Property Highlights

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Area Amenities

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Broker Name

Title

+1 000 000 0000

first.last@cushwake.com

LIC #00000000

Broker Name

Title

+1 000 000 0000

first.last@cushwake.com

LIC #00000000

Broker Name

Title

+1 000 000 0000

first.last@cushwake.com

LIC #00000000


123 Address Lane, Suite 1200

City, State

Main +1 000 000 0000

Fax +1 000 000 0000

cushmanwakefield.com



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BRAND IDENTITY GUIDELINES VERSION 2.0

10.01.18

72



Available in various sizes with content layout options. Please review the full signage suite on [Brand Center](#).



Available in InDesign and Photoshop. Cushman & Wakefield’s Social Media templates have been created for use on Cushman & Wakefield social channels only.

These templates adhere to size guidelines for each social media platform, as well as our branding standards. Designs and layouts can be altered as long as they remain on brand and are up to company standards.



## CONTACTS

### AMERICAS

#### KRISSY DAILY

Head of Brand and Design  
Americas  
Direct +1 415 677 0463  
[krissy.daily@cushwake.com](mailto:krissy.daily@cushwake.com)

### EMEA

#### KATIE KAKINDIROS

Head of Brand and Design  
EMEA  
Direct +44 (0) 7793 808 932  
[katie.kakindiros@eur.cushwake.com](mailto:katie.kakindiros@eur.cushwake.com)

### APAC

#### CHERYL CAPULONG

Head of Brand and Design  
APAC  
Direct +65 6232 0842  
[cheryl.capulong@ap.cushwake.com](mailto:cheryl.capulong@ap.cushwake.com)