

BRAND IDENTITY GUIDELINES

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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.

Cushman & Wakefield is an innovative and agile global business dedicated to surpassing client expectations wherever we do business around the world. We aim to establish new standards of excellence for our industry by ensuring that our beliefs become the drivers for our actions and behaviors.

WHO WE ARE

We are a leading global real estate services firm that helps clients transform the way people work, shop and live.

WHAT WE BELIEVE

- Deep local and global knowledge creates significant value for our clients
- Relentless curiosity delivers unseen opportunities
- Every touch point is an opportunity to deliver an exceptional experience for clients
- Diverse backgrounds, cultures and expertise inspire breakthrough innovation
- Our brand and our people will be the envy of the industry
- Alone we are good; together we are great

WHAT WE'LL ACHIEVE

We will lead the real estate industry with the best talent, the best clients and the best results.

HOW WE'LL WORK

• A strong bias for action

- A rigorous focus on results
- Value created through insight
- The right people powered by the right platform

CHAPTER 1.2

LOGO



OUR LOGO

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

In written form, our company should always be referred to as Cushman & Wakefield. C&W is not an acceptable variation.



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 lettermark and a modern icon.

ICON

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

LETTERMARK

The lettermark 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.



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.

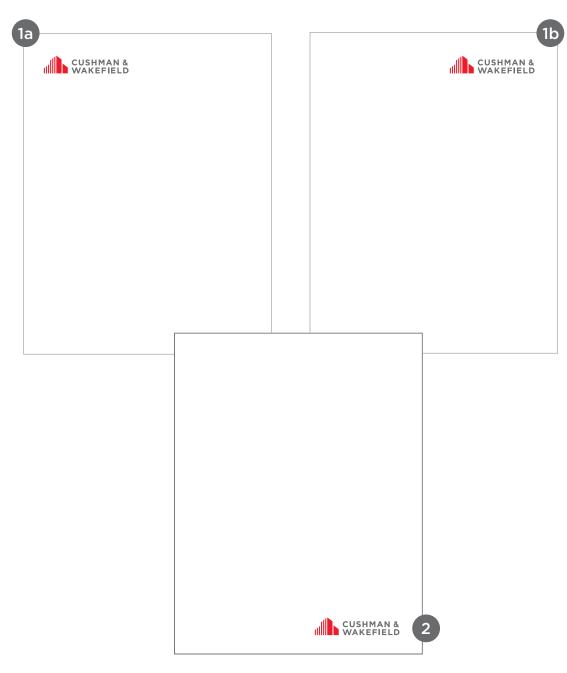
No other elements should infringe upon this space.

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.



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 72% black. We have two levels of sub-brands at Cushman & Wakefield.

Level One is a position reserved for major legal entities that comprise Cushman & Wakefield.

The only approved Level One sub-brands are

C&W Services and DTZ Investors.

In written form, these sub-brands should be referred to as C&W Services and DTZ Investors, respectively.

Level Two is reserved exclusively for our affiliates. Level Two should not be a place for creating internal definition through names of departments, divisions, units, events, or clubs.

In written form, our affiliates should be referred to as Cushman & Wakefield/Affiliate Name, e.g., Cushman & Wakefield/Oxford 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.

SUB-BRAND LEVEL ONE





SUB-BRAND LEVEL TWO



Oxford Commerical



Pyramid Brokerage Company



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 C&W Services logo may be reproduced to ensure its legibility. The C&W Services logo may not be reproduced smaller than 1.125in or 28.5mm in width.



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 Cushman & Wakefield logo may be reproduced to ensure its legibility. The Cushman & Wakefield/Affiliate logo may not be reproduced smaller than 2.125in or 54mm in width.

CO-BRANDED LOGO - CHINA





CHINA

Within the Chinese market, always use the custom DTZ/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 DTZ/Cushman & Wakefield.



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.

The minimum clear space is equal to the width of the space between the DTZ logo and the Cushman & Wakefield logo as specified in the illustration to the left.



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.

Α



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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
- Change the proportions of the elements
- Stretch the logo
- Distort the logo
- Retype or redraw the logo
- Outline or recolor the logo
- Skew or angle the logo
- Use glows, drop shadows or other effects
- Use the icon separately
- 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, call out or headline. Chronicle may be used as body copy on special reports or publications.

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

In Chinese, Microsoft Yafei and Simsun should be used.

ADOBE CREATIVE CLOUD

GOTHAM FONT FAMILY

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

воок

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

CHRONICLE FONT FAMILY

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

WEB BASED / MICROSOFT PRODUCTS

ARIAL

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

BOLD

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. It should always be used in upper case for all applications.

This Type Is Set In Chronicle Text Roman. This Type Is Set In Chronicle Roman.

HEADLINE OPTION 2

Chronicle Text Roman is also used for all subheadlines. It should always be used in title case for all applications. Do not use all caps or small caps with this font.

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

SUBHEADLINE

Gotham Bold is also 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, CALL OUT and BODY COPY

Chronicle Text Roman can be used as an accent font for call outs, headlines and, in some cases, all body copy, large and small. 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.

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

HEADLINE OPTION 2

Use Georgia Regular as an alternative for headlines.

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.

Cushman & Wakefield GLOBAL VALUATION & ADVISORY • SUPPORTS ZÜRICH'S GLOBAL PORTFOLIO

GOTHAM BOLD

Headline

THE CHALLENGE

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.

THE SOLUTION

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 both its central and local reporting needs, and we were able to offer a flat fee throughout the global investment geography.

GOTHAM BOLD

Subheadline

CHRONICLE TEXT ROMAN

Body Copy

In 2011, we valued and reported on 67 properties located in Belgium, Portugal, Sweden and the United States, and we have a forward program of valuations for properties located in EMEA, APAC, and the Americas.

CHRONICLE TEXT ITALIC

Caption

COLOR



PMS 185 CMYK: 0.100.93.0 RGB: 228.0.43 HEX: E4002B



PMS 424 CMYK 59.49.49.17 RGB 105.107.107 HEX 686B6B WHITE

White CMYK 0.0.0.0 RGB 255.255.255 HEX FFFFFF

PRIMARY COLORS

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

GREY

PMS COOL GRAY 6 CMYK: 44.36.36.1 RGB: 150.150.150 HEX: A7A8AA



PMS 629 CMYK: 39.12.2.0 RGB: 155.211.221 HEX: 9BD3DD



PMS 632 CMYK: 93.2.15.7 RGB: 0.147.178 HEX: 0093B2



PMS 2955 CMYK: 100.60.10.53 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: 7.100.82.26 RGB: 166.25.46 HEX: A6192E



PMS 390 CMYK: 34/12/100/2 RGB: 181/189/0 HEX: B5BD00



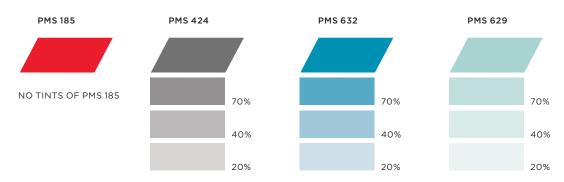
PMS 165 CMYK: 0/70/100/0 RGB: 255/103/31 HEX: FF671F

ACCENT COLORS

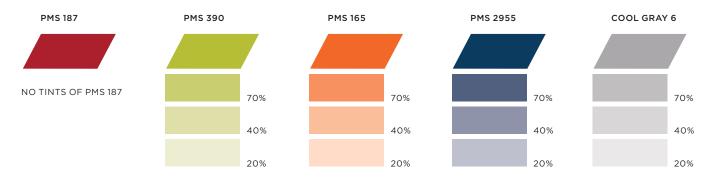
These colors are accents and should be used sparingly in such instances as infographics, charts and diagrams. By default, you should not use both green and orange in the same application. See page 27 for more information.

Tints shown are approved for use.

PRIMARY USE COLORS APPROVED TINTS



ACCENT COLORS APPROVED TINTS



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

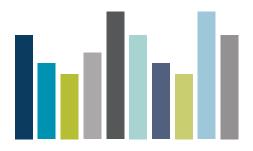
PMS 629 PMS 632 PMS 424 PMS 2955 100% 100% 100% RGB: 0.56.101 RGB: 155.211.221 RGB: 0.147.178 RGB: 105.107.107 70% 70% RGB: 86.170.198 RGB: 82.97.128 40% 40% 40% RGB: 217.236.235 RGB: 158.200.219 RGB: 171.169.170 20% RGB: 208.206.207

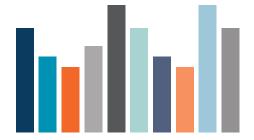
USE ONLY ONE*

PMS 390 PMS 165 100% 100% RGB: 181.189.0 RGB: 255.103.3 70% 70% RGB: 201.206.113 RGB: 255.152.99 40% 40% RGB: 222.225.170 RGB: 255.197.163 20% 20% RGB: 238.240.211 RGB: 255,226,208

COLOR SCHEMES







BRANDING ELEMENT











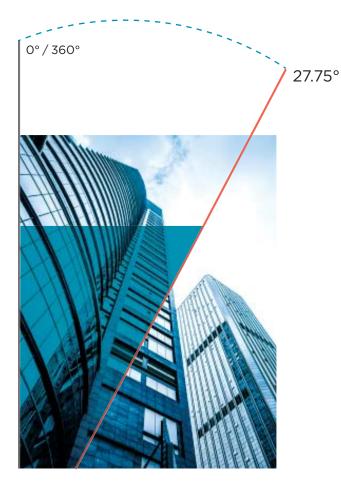


INTRODUCTION

The Edge is one of the most distinctive graphic features in our new design system and is used in most communications. It incorporates elements found in the new (and previous) Cushman & Wakefield logo and the previous DTZ brand.

The Edge element unifies our brand communications and acts as a framework for imagery, color and messaging. It will help to build recognition for our company when used appropriately. It allows us to visualize our connections and solutions in communications. The Edge is a clean, modern and simple design element intended to activate page layouts by adding another layer of visual interest for the reader.

The Edge graphic is part of a consistent, flexible system and is used in different ways. It should be used on the front page or surface of applications. Avoid overusing the Edge graphic on interior pages of communication materials as this detracts from the overall impact of the graphic.



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**°



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°**

Microsoft Users = use graphics built into approved templates // inDesign Users = there is an inDesign Library with edge graphics built in

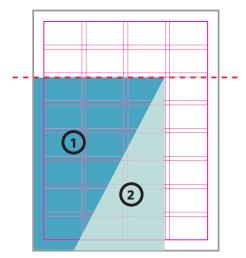
EDGE TREATMENTS

The primary use of the Edge should appear angled on the right side at 27.75 degrees.

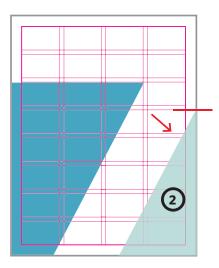
The secondary use of the Edge should appear angled on the left side at 307 or -53 degrees.

To create the Edge see instructions below, or you can use the supplied CW Library file available on the Brand Hub. Microsoft users, please use the edge elements already built into the available templates.

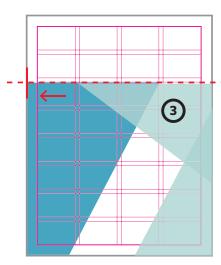
0° / 360°



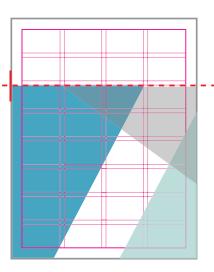
- 1. Create the primary CW edge.
- 2. Create a secondary edge (2 above) in the negative space.



- 3. Right align right edge of triangle to right edge of page.
- 4. Shrink triangle until it's one baseline lower than the CW main edge.



5. Create the secondary CW edge.



6. Scale until the left edge of the triangle hits the left edge of the page. Recolor.



PMS 185 Special blend see next page



PMS 424 60% OPACITY



PMS 632 75% OPACITY



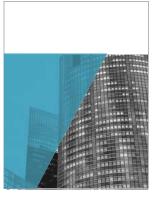
PMS 629 85% OPACITY



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.



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

Over 200 icons available in both in Design and PowerPoint libraries.

BUILDINGS











Office Buildings (1.2)

















SERVICES



Capital Markets Agency Leasing























FINANCIAL





Check-Calendar

















Portfolio Advisory



PEOPLE









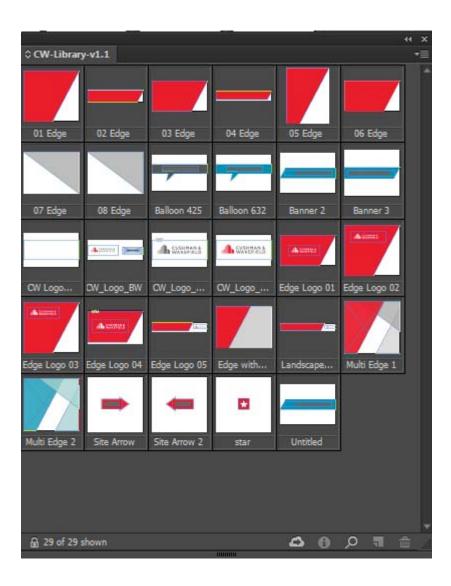


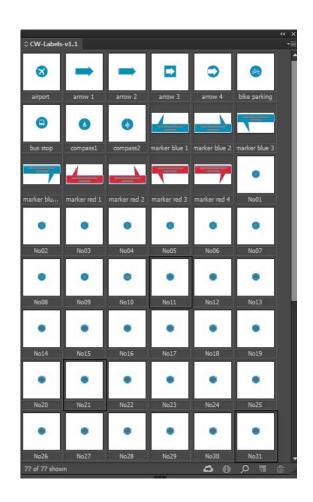




BRAND IDENTITY GUIDELINES VERSION 1.4

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





BRAND IDENTITY GUIDELINES VERSION 1.4 08.31.15

Buildings / Architectural Detail



































City / Market



















Product Specific



















Business People, Collaboration





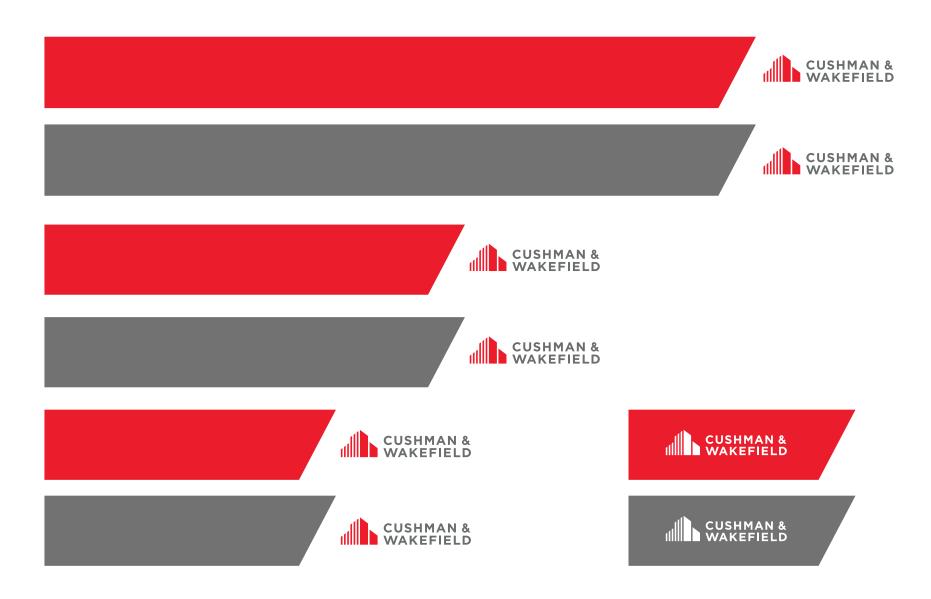








Available as JPEGs or inDesign.



TEMPLATES & COLLATERAL



Address 1 Address 2 City, State Zip Tel +1 000 000 0000 Fax +1 000 000 0000 cushmanwakefield.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 aceatia venis simporibus doluptatibus mo quaecuptasim iusara que quis rehent ut qui dit omnihiliquid erit molecae nostotatque nest omnimus natio elligen tetus, commodiae consequia quas que doluptatus.

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Vel ipsum aut liatempora dentem es dolorporist rerianduciis eate dipsant, qui temperi orehenis prae plibea nobis restorentio que ea qui tem. Landam solupis idelest liae. Labore nonem quo et ommoles rerumque as derum aut ut que conemos totatur?

Rum recta quo tem quae num facculparum et as mi, te dolo optatioreris illest, comnia se volorporerum con pedianimo tem que voluptusa intiorem il mostio voloriandi undam vit, solupta ssitatae labo. Bis ea num veri.

Yours sincerely

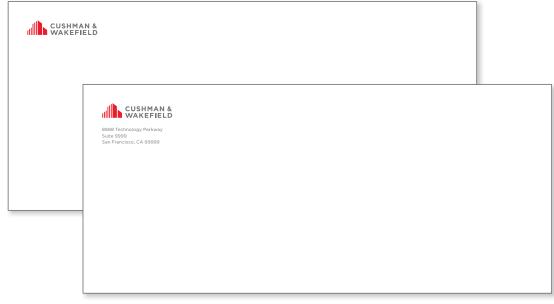
Firstname Lastname Position

Letterhead

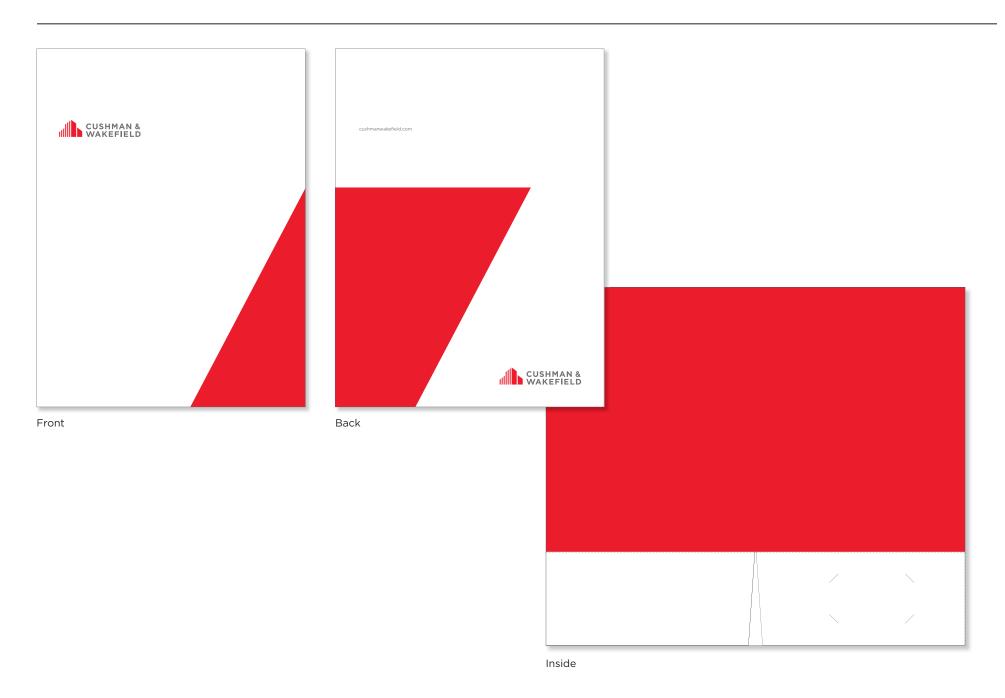




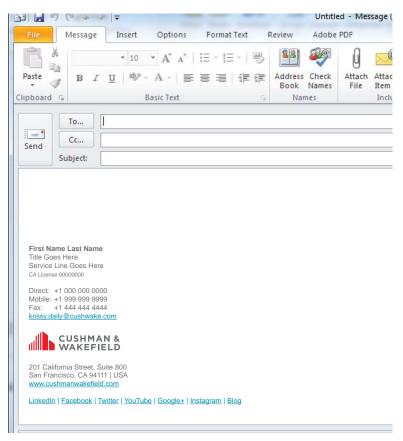
Business Cards - Global Standard Size



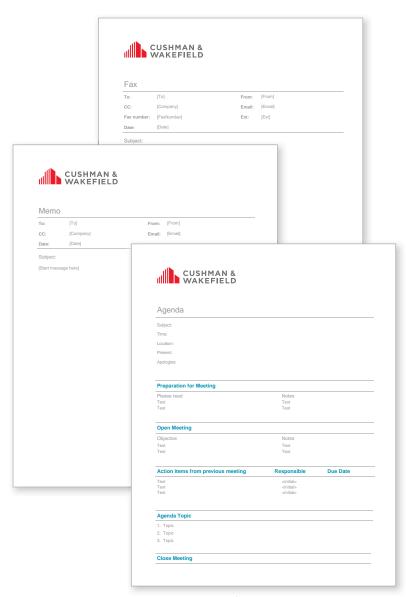
Envelope - various sizes



BRAND IDENTITY GUIDELINES VERSION 1.4 08.31.15



Signature block



Fax, Memo & Agenda





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

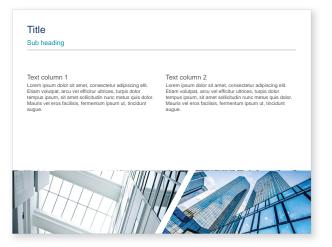
[Example:] Masters of Business Administration, New York University Stern School of Business Bachelor of Arts, City University of New York, graduated Phi Beta Kappa Continuing Education in Real Estate, New York University SCPS

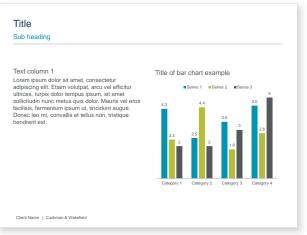
















Section Name Section Header - 2 column layout Heading 2 Mel or prompher of the data author andicare in the column layout and the prompher of the data author and column layout the column layout the column data and the column layout the column l

Section Header

Dae nectiati conseque perspis simus. Nam re consecto explit mi, cus et dolorion re est am reptat.

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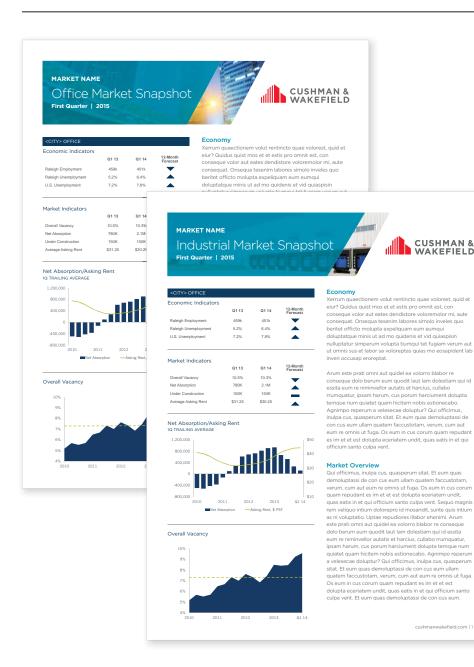




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