R.B. | MURRAY COMPANY

COMMERCIAL & INDUSTRIAL REAL ESTATE

BRANDING GUIDE

SINCE 1909

Contents

Founded in 1909, R.B. Murray Company is the most trusted name in commercial and industrial real estate in Southwest Missouri.

A consistent dedication to professionalism, integrity, and a collaborative, results-driven approach bring value to transactions for clients and properties of all sizes.

R.B. Murray Company has earned the industry's most prestigious individual designations, thanks to a rigorous code of ethics, an ongoing commitment to professional development, and substantial volume requirements.

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About

R.B. Murray Company implements a results-driven, collaborative approach to full-service commercial and industrial real estate, backed by an unparalleled depth of knowledge, breadth of experience, and an extensive network of relationships.

For more than 100 years, R.B. Murray Company has been the most trusted commercial real estate brokerage firm in Southwest Missouri, managing transactions for clients and properties of all types and sizes.

A firm commitment to best-in-class service, continuous professional development, and a rigorous code of ethics have earned numerous professional designations including SIOR, CCIM, CPM, and LEED AP.

R.B. Murray Company possesses the in-depth knowledge, decades of experience, and extensive relationships necessary to complete any transaction successfully.

Clients benefit from consistent one-to-one communication, access to the largest contact database of any commercial real estate firm in Southwest Missouri, and the use of the industry's most advanced technologies.

Brand Guidelines

SPRINGFIELD, MO

The R.B. Murray Company brand guideline is a resource that should be used to maintain the distinct voice and identity of the historic brand. The value of this document is paramount, as it will be the thread that ties together what the public sees from R.B. Murray Company.

This document will explain in detail, every way that the R.B. Murray Company brand and its design identity should be communicated. It will aid in establishing rules for creating an identifiable presence for the company. This includes everything from the design of the logo and how it can be used, to brand colors and fonts, and to the brand stationary and website.

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OPPORTUNITIES FOR USE

Primary Logo

R.B. Murray Company's rebranded primary logo is a modernized approach to their previous logotype. The new design should be used whenever possible to officially represent the company. The logo can be used on the specified color options shown directly to the right.

Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These colors are those not shown but included in the R.B. Murray Company color palette. These should be used discretionary and on a situational basis.

RETIRED LOGOS

The retired logotypes below are R.B. Murray Company's previous brand logos. As of this publication, these should not be used within any internal or external R.B. Murray Company communication.

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Secondary Logo

R.B. Murray Company's rebranded secondary logo is a modernized approach to their previous logotype. The new secondary design is the primary logo with "Since 1909" added to the logotype. It replaces the original R.B. Murray Company primary logo that included "100 Years Since 1909."

The R.B. Murray Company secondary logo should be used whenever it is more important to communicate the company's history, hence the "Since 1909." The logo can be used on the specified color options shown directly to the right.

Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These colors are those not shown but included in the R.B. Murray Company color palette. These should be used discretionary and on a situational basis.

Also note, that the retired secondary logo is shown on the previous page and should still not be used within any of R.B. Murray Company's internal or external communications.

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R.B. | SINCE 1909
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MURRAY COMPANY
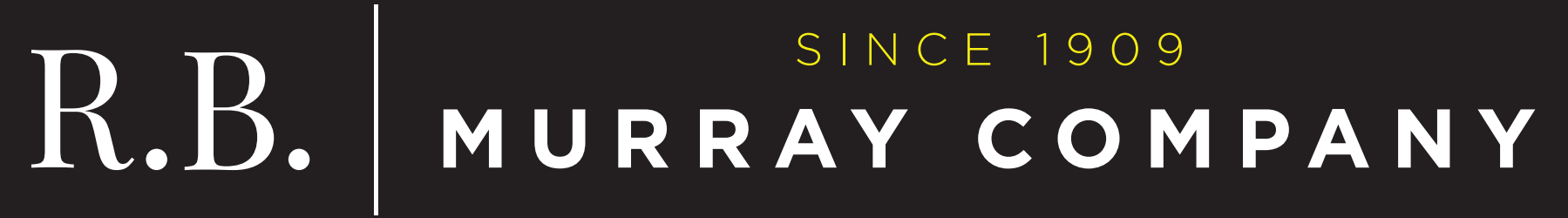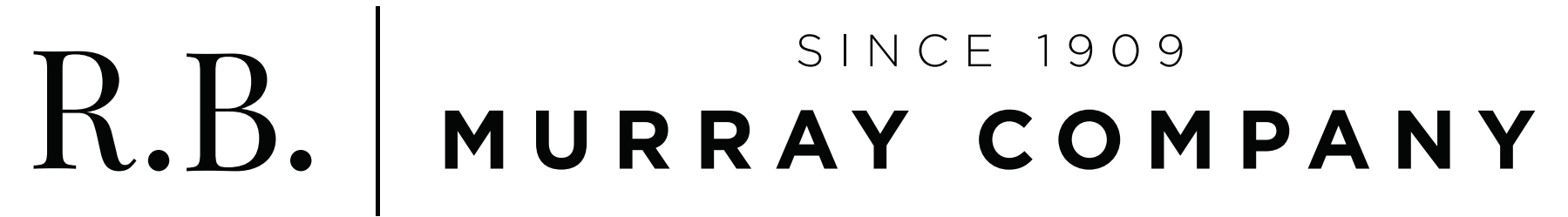
COMMERCIAL & INDUSTRIAL REAL ESTATE

Incorrect Logo Usage

The R.B. Murray Company logo must be used correctly to ensure its visual impact. Consistent use of the logo increases trust in the organization and makes it more recognizable.

While this is not intended to be a complete list, the examples on the right illustrate incorrect uses of the R.B. Murray Company logo. Always reproduce the logo from the approved artwork.

Even though they are not shown, the same examples illustrated on the next page also apply to the R.B. Murray Company secondary logo.

01. Do not alter the proportions or reposition any of the logo elements.

02. Always use the complete logo.

03. Do not skew or distort the logo.

04. Do not change the colors of the logo.

05. Do not change the color combinations of the logo.

06. Do not place the logo on a background with insufficient contrast.

07. Do not add any extra text or elements.

08. Do not apply any effect to the logo .

09. Do not crop the logo.

10. Do not add an outline to the logo.

01. COMMERCIAL & INDUSTRIAL REAL ESTATE — R.B. | MURRAY COMPANY

02. R.B. | MURRAY COMPANY

03. R.B. | MURRAY COMPANY — COMMERCIAL & INDUSTRIAL REAL ESTATE

04. R.B. | MURRAY COMPANY — COMMERCIAL & INDUSTRIAL REAL ESTATE

05. R.B. | MURRAY COMPANY — COMMERCIAL & INDUSTRIAL REAL ESTATE

06. R.B. | MURRAY COMPANY — COMMERCIAL & INDUSTRIAL REAL ESTATE

07. R.B. | 100 Years in Business Since 1909 MURRAY COMPANY — COMMERCIAL & INDUSTRIAL REAL ESTATE

08. R.B. | MURRAY COMPANY — COMMERCIAL & INDUSTRIAL REAL ESTATE

09. R.B. | MURRAY — COMMERCIAL & INDUSTR

10. R.B. | MURRAY COMPANY — COMMERCIAL & INDUSTRIAL REAL ESTATE

Logo Clear Space

The legibility and distinction of all R.B. Murray Company logotypes are very important. The area of isolation, or minimum required clear space, surrounding all logotypes should have an adequate amount of space. Do not allow any other graphic elements to penetrate this area of isolation.

The clear space designated around the R.B. Murray Company logos is illustrated to the right. The amount of clear space needed to ensure that the logos effectively communicate, as well as holds their ground among competing elements, is the height of bottom section of the logos on every side of their parameter.

SIZE REQUIREMENTS

To ensure the R.B. Murray Company logos are always legible, there are requirements for the minimum size at which they may be used for both print and on-screen applications.
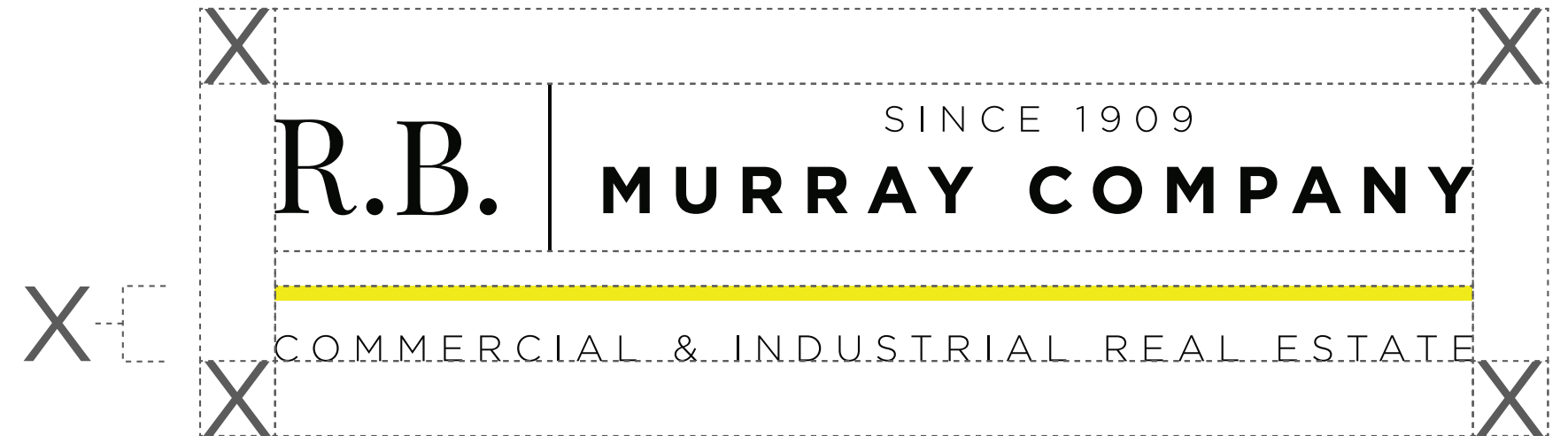
For legibility reasons, the R.B. Murray Company logos should never appear less than 3/8" tall in printed materials, and no less than 36px tall in the digital realm.

PRIMARY LOGO

R.B. | MURRAY COMPANY
COMMERCIAL & INDUSTRIAL REAL ESTATE

SECONDARY LOGO

R.B. | SINCE 1909
MURRAY COMPANY
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Color Palette

A brand's color palette is one of the most recognizable aspects of their company identity, aside from the logotypes themselves. Because of this, the color palette should be carefully and methodically utilized in a way that is both cohesive and consistent with a brand's identity.

The primary yellow and black color palette for R.B. Murray Company has a rich history with the brand. Not only do the colors reflect the R.B. Murray Company heritage, history, and vision, they also play an important role in maintaining the brand's identity, especially while going through the rebranding process. The yellow and black, when used appropriately, are some of

the easiest ways in making sure the R.B. Murray Company branding and marketing materials remain consistent and cohesive.

The additional secondary colors, the three shades of gray added to the R.B. Murray Company color palette, were included during the company's rebranding. These colors are important, as they work as neutrals, only used to accent the two primary colors. These colors - dark gray, medium gray, and light gray - will primarily be used as background colors and text colors on both print and web materials.

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R.B. MURRAY BLACK

CMYK: 33, 0, 17, 98
RGB: 4, 6, 5
Hex: #040605

R.B. MURRAY YELLOW

CMYK: 0, 4, 92, 4
RGB: 245, 236, 19
HEX: #F5EC13

DARK GRAY

CMYK: 0, 0, 0, 75
RGB: 65, 65, 65
HEX: #414141

MEDIUM GRAY

CMYK: 0, 0, 0, 40
RGB: 153, 153, 153
HEX: #999999

LIGHT GRAY

CMYK: 0, 0, 0, 8
RGB: 235, 235, 235
HEX: #EBEBEB

Typography

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. This is why typography is such an essential component of the R.B. Murray Company's brand identity.

R.B. Murray Company has specific typefaces and typography guidelines that must be implemented to insure that the brand materials remain constant across all platforms, both in print and on web, as well as internally and externally.

HEADERS

Playfair Display
Regular

ACCENT

Gotham

Book **Bold Black**

BODY

Source Sans Pro

Regular **Semi Bold Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmN nOoPpQqRrSsTtUuVvWwXxYyZz12 34567890*AaBbCcDdEeFfGgHhIiJjK kLlMmNnOoPpQqRrSsTtUuVvWw XxYyZz1234567890*AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234 567890*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz1234567890*AaBbCcDdEeFf GgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*AaBb CcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz12345678 90*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxY yZz1234567890*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz1234567890*

Stationary Mockup

The stationary design for R.B. Murray Company is a crucial element for maintaining brand consistency. Business cards, letterheads, folders, envelopes, and much more, speak and provide information to external audiences who can be familiar or unfamiliar with the brand. Because of this, it is important for the design of all stationary and other real-life application materials to be parallel and adhere to the R.B. Murray Company brand standards previously discussed in this booklet.

When creating artwork for stationary accessories the design should be very clean, where all text and all branding elements remain very clear and visible. Additionally, aside from specific exceptions, the only colors that should be utilized are R.B. Murray Company colors, plus true black and true white.

When deciding on fonts to use for stationary, brand fonts should always be used unless for very exceptional circumstances when the brand fonts are not available. When this is the case, fonts chosen as substitute should look and feel very similarly to those in the R.B. Murray Company typography palette.

Web Mockup

The R.B. Murray Company website is one of the most crucial digital components for the brand, as it will work as a hub for all digital communications for both internal and external audiences.

The website's design was carefully considered, to match and compliment the company's rebranding process. All added material and website pages must be parallel and adhere to R.B. Murray Company's new brand identity as well as the website's design.

For colors, RGB color codes should be used to make sure the proper brand color is shown. The nuetral grays found in the color palette should be used for background colors while the black should be used for text color and the yellow as an accent color.

For fonts, only the header and body font shown on the Typography page should be used on the R.B. Murray Company website. The accent font, Gotham, should only be used on print materials and documentation.

Finally, the R.B. Murray Company website must be responsive to adapt to the dimensions of various mobile and tablet devices. These designs must adhere to the same standards as mentioned above for the website.
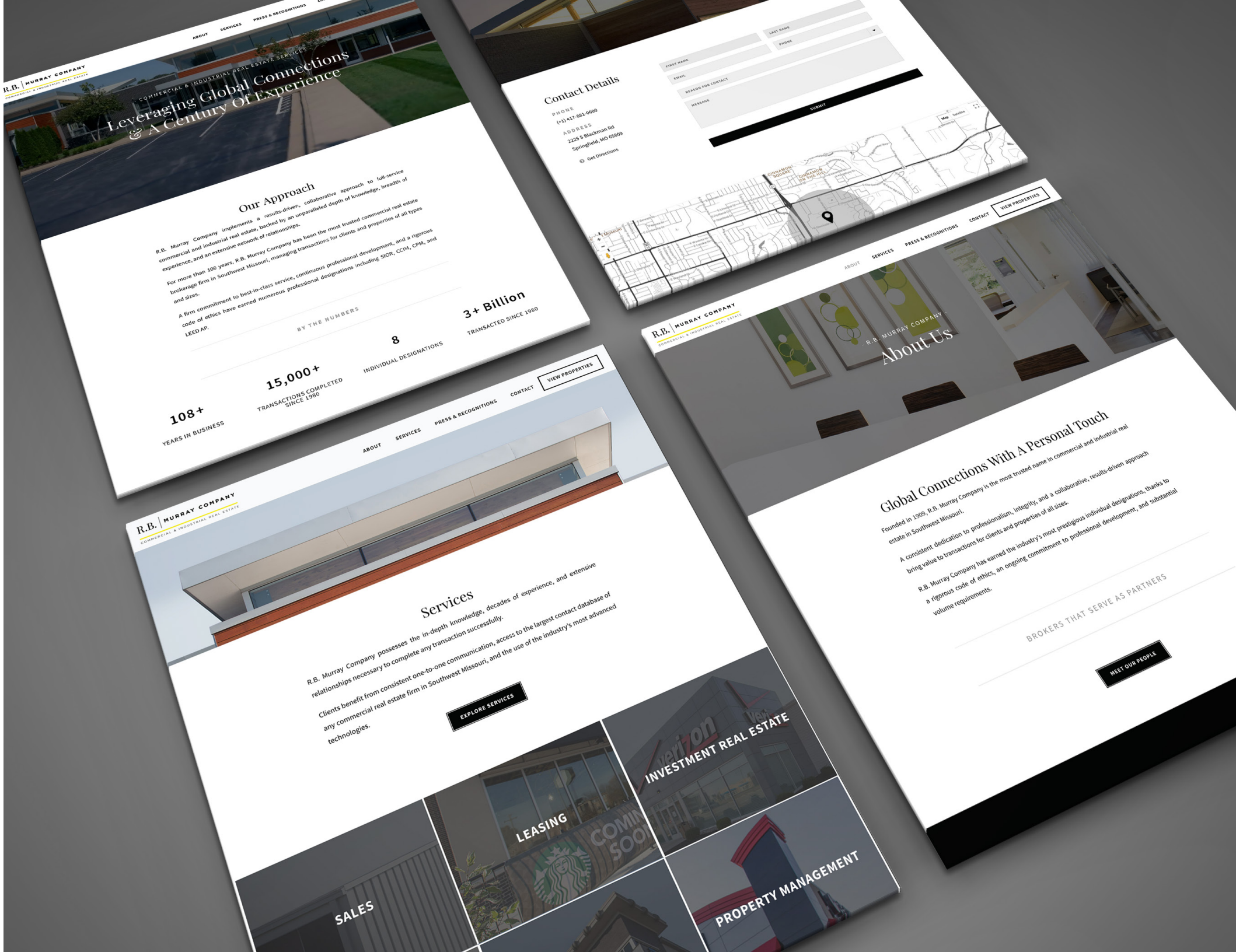
Contact Information

Unauthorized use of the R.B. Murray Company brand is prohibited. We do not allow third parties to use brand elements unless they have received prior written permission and the proposed use strictly complies with R.B. Murray Company's branding guidelines. To request additional information, permission, or request a copy of the official R.B. Murray Company branding guide, please contact us via the information on the right.

Thank you for utilizing these brand guidelines as directed by R.B. Murray Company. It is because of these guidelines that company's integrity is maintained and history is unaltered.

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