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# Brand Manual

**FISCHER BRAND GUIDELINES**

**CORPORATE DESIGN MANUAL V1**

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**PREPARED FOR - FISCHER MARKETING PARTNERS**

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# The Brand Brief

## PURPOSE

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We optimize businesses' operations, productivity, and balance sheet.

## WHAT

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Global Corporate Real Estate Services & Technology Solutions

## STONE OF VOICE

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Sophisticated & Established  
Slightly Irreverent  
Resolute

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## WHO

-

### FIRST SEGMENT | Corporate Real Estate Professionals

SVPs, VPs & Directors of Corporate Real Estate

### SECOND SEGMENT | Corporate Accounting & Finance Professionals

Controllers & CFO's

### THIRD SEGMENT | Corporate Real Estate Technology Power Users

Lease Administrators/Analysts

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## TARGETED CLIENT VERTICALS

- Transportation & Logistics
- Industrial Manufacturing & Equipment
- Law Firms
- Education
- Banking & Finance
- Professional Services

## THE IDEAL CLIENT

- Publicly Owned
- > 3k FTEs
- Leased Locations
- Locations being >5k sq ft
- Majority of Locations being Domestic

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## HOW

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### **BROKERAGE SERVICES**

Increased negotiation power and leverage through conflict-free market insights.

### **CONSULTING SERVICES**

Process and workflow automation for increased efficiencies, optimized project schedules and completion cycles.

### **TECHNOLOGY SOLUTIONS**

Expedited implementations for speed to decision making by eliminating data silos and extracting insights informing location strategy.

### **SERVICE OFFERING:**

Corporate Real Estate Strategic Consulting

Portfolio Management Services

Transaction Management Services

Construction Project Management Services

Capital Markets & Corporate Finance

Lease Administration Services

Lease Accounting Services

# Logo Introduction

## LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name. The sybmol can be used independently of the full type logo, but the the Full Type Logo must always incorporate the sybmol. The symbol can be used for both the solid globe in brand colors or the outlined globe in brand colors.

1

FULL TYPE LOGO



2

LOGO SYMBOL



3

LOGO SYMBOL OUTLINE



3

DARK VERSION



4

LIGHT VERSION



### RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

### ATTENTION:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with the Fischer Marketing Department if you have any questions or need further help.

# Logo Applications



Colored Logo Version A



Colored Logo Version B



Colored Logo Version C



Colored Logo Version D

## Logo Application Guidelines

### MINIMUM LOGO SIZES

#### Full Logo

Minimum Size: 10mm x 2.5 mm

#### Logo Symbol

Minimum Size: 5 mm x 5 mm



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# Company Name

## PRIMARY USE:

*For Verbal & Written References*

"Fischer"

## SECONDARY USE:

*For Legal Documents*

"Clifford Fischer & Company"

## INCORRECT USES

"Fischer & Company"

*This is our old name and we have transitioned out of it.*

"Fischer & Co."

*This is a very old version of our name and is not to be used moving forward.*

"The Fischer Company"

*This has never been our name.*

"The Fischer Companies"

*While we do have several subsidiaries, however, this has never been our name.*

"Fischer Companies"

*Again, this has never been our name.*

# Fischer Brand Colors

## FISCHER GREEN PRIMARY

*For Graphics*

**RGB** 150 / 192 / 61  
**CMYK** 47 / 5 / 100 / 0  
**PANTONE** 375  
**WEB** #96C03D



100 %



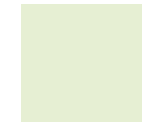
80 %



60 %



40 %



20 %

## FISCHER GREEN ACCENT

*For Graphics*

**RGB** 116 / 183 / 67  
**CMYK** 60 / 5 / 100 / 0  
**PANTONE** 368  
**WEB** #74B743



100 %



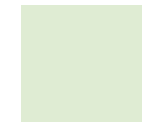
80 %



60 %



40 %



20 %

## FISCHER NAVY

*For Headers & Digital Buttons*

**RGB** 0 / 39 / 69  
**CMYK** 88 / 58 / 17 / 70  
**PANTONE** Pantone Solid Coated 289 C  
**WEB** #002745



100 %



80 %



60 %



40 %



20 %

## FISCHER BLACK

*For Text*

**RGB** 0 / 0 / 37  
**CMYK** 100 / 94 / 0 / 88  
**PANTONE** Pantone Solid Coated 5255 C  
**WEB** #000025



100 %



80 %



60 %



40 %



20 %

## FISCHER BLUE GREY

*For Graphics &  
Uber Graphic Text*

**RGB** 206 / 216 / 221  
**CMYK** 5 / 0 / 0 / 15  
**PANTONE** 5445  
**WEB** #CED8DD



100 %



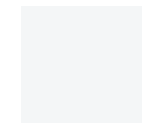
80 %



60 %



40 %



20 %

# The Corporate Font

For PC Users

TYPE EXAMPLES  
OPEN SANS

calibri

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special  
Characters

! " § \$ % & / ( ) = ? ` ; : ; " ¶ ¢ [ ] | { } ≠ ¿ ' « Σ € ® † Ω ¨ / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç



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# The Corporate Font

For Mac Users

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## TYPE EXAMPLES OPEN SANS

open  
sans

---

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

---

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

---

Figures

0 1 2 3 4 5 6 7 8 9 0

---

Special  
Characters

! " § \$ % & / ( ) = ? ` ; : ; " ¶ ¢ [ ] | { } ≠ ¿ ' « Σ € ® † Ω ¨ / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

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# Thank you.

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FOR OUR MARKETING PARTNERS

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