2015 BRAND GUIDELINES

PARMENTER®

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The *Parmenter® Brand Guidelines* are designed to protect the strength of the Parmenter brand so that it continues to create value for the company by ensuring consistency in communication, and promoting a common understanding of the Parmenter brand among everyone involved. Brand Guidelines play an important role in managing the perception stakeholders have of the company. Every time you communicate with your customers, suppliers, employees, investors, journalists and the community, it is essential to build and reinforce a consistent image of Parmenter.

A brand is more than a name, logo, symbol or mark. It is the total image of a company, its products and services created in people's hearts and minds by what that company makes, says and does. This total image, the brand, determines whether people trust and/or feel an affinity for the company and its products and services.

Strengthening the brand image is very important for Parmenter. No company can directly control how people feel about its brand, but the brand image is greatly influenced by what a company does. If corporate activities are conducted consistently and in accordance with clear standards, the intended brand image will take shape effectively and efficiently in people's hearts and minds.

The key is consistent action by every person who has a part in what Parmenter says and does. Implementing consistent company values, brand communication and brand symbols. This consistency in communication not only builds a unified brand image for Parmenter and strengthens the brand, but also ensures people quickly recognize and readily understand what the company stands for. This, in turn, increases the favor and trust with all stakeholders.

Company Values

• Core concepts that guide corporate conduct
• The heart of everything Parmenter does

Brand Symbols

• Parmenter name, logo and trademarks
• Symbols and images that represent Parmenter's core values

Brand Communications

• Defines the way we want stakeholders to think and feel about the Parmenter brand
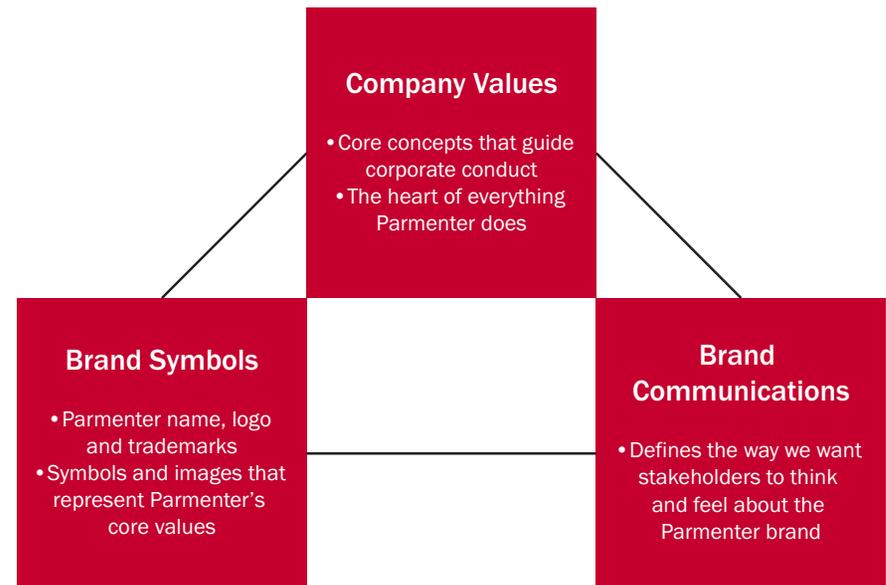
BRAND COLOR PALETTE

The Parmenter brand color palette helps define the Parmenter brand to set it apart. The primary brand colors are Parmenter Blue (Pantone® 540) and Parmenter Red (Pantone® 200). Accent colors are only to be used in support of the primary brand colors for aesthetic purposes.

Parmenter Blue

Print

Spot Color:	Pantone® 540
Process Color:	C100 M80 Y39 K37

Microsoft Software, Videos, TV, etc.

RGB:	R0 G47 B86

Websites

Web Safe:	#002F56

Accent Color

Print

Spot Color:	Pantone® 299
Process Color:	C80 M18 Y0 K0

Microsoft Software, Videos, TV, etc.

RGB:	R0 G161 B223

Websites

Web Safe:	#00A1E0

Accent Color

Print

Spot Color:	Pantone® 5405
Process Color:	C74 M47 Y33 K27

Microsoft Software, Videos, TV, etc.

RGB:	R80 G116 B138

Websites

Web Safe:	#4E748B

Parmenter Red

Print

Spot Color:	Pantone® 200
Process Color:	C16 M100 Y87 K6

Microsoft Software, Videos, TV, etc.

RGB:	R194 G0 B47

Websites

Web Safe:	#C2002F

Accent Color

Print

Spot Color:	Pantone® Cool Gray 11
Process Color:	C65 M57 Y52 K29

Microsoft Software, Videos, TV, etc.

RGB:	R85 G85 B89

Websites

Web Safe:	#555559

Accent Color

Print

Spot Color:	Pantone® Cool Gray 6
Process Color:	C35 M29 Y28 K0

Microsoft Software, Videos, TV, etc.

|	
RGB:	R169 G168 B169

Websites

Web Safe:	#A9A8A9

LOGO AND VARIATIONS // TYPE A

Parmenter logo Type A is the primary version of the logo, and should be used whenever possible. Other types of the Parmenter logo accommodate various commonly used applications. Only variations in this Brand Guidelines are approved to be used.

Preferred Type
Type A (2-Color)
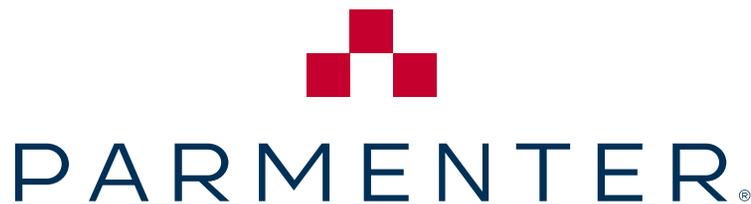
Usage Guidelines:
Parmenter logo Type A should be primarily displayed on a white background, but it can also be placed on a colored or photographic background, and up to 40% solid gray.

Colors:
Parmenter Blue and Parmenter Red

File Name:
Parmenter-LOGO_2C

Type A Variations
Type A (2-Color Reversed)

Type A (1-Color)

Usage Guidelines:
2-Color Reversed should only be used when printing on a Parmenter Blue background or in special approved situations.

Colors:
Parmenter Red and White

File Name:
Parmenter-LOGO_2CWhite

Usage Guidelines:
1-Color may be used when a monochromatic display reproduces more effectively or when 2-Color cannot be used due to printing limitations. 1-Color can only be used in Black or White, and can be displayed on any color background.

Colors:
Black or White

File Name:
Parmenter-LOGO_1C
Parmenter-LOGO_White

Parmenter logo Type B is a secondary version of the logo, and should only be used when Type A doesn't work due to formatting or size issues.

Type B (2-Color)

Usage Guidelines:
Parmenter logo Type B should be primarily displayed on a white background, but it can also be placed on a colored or photographic background, and up to 40% solid gray.

Colors:
Parmenter Blue and Parmenter Red

File Name:
Parmenter-LOGO-B_2C

Type B Variations
Type B (2-Color Reversed)

Type B (1-Color)

Usage Guidelines:
2-Color Reversed should only be used when printing on a Parmenter Blue background or in special approved situations.

Colors:
Parmenter Red and White

File Name:
Parmenter-LOGO-B_2CWhite

Usage Guidelines:
1-Color may be used when a monochromatic display reproduces more effectively or when 2-Color cannot be used due to printing limitations. 1-Color can only be used in Black or White, and can be displayed on any color background.

Colors:
Black or White

File Name:
Parmenter-LOGO-B_1C
Parmenter-LOGO-B_White

This image illustrates the minimum amount of clear space that should surround the Parmenter logo and separate it from other elements such as text, pictures, illustrations, page or area borders, and other logos or symbols. This area, referred to as the "area of non-interference", will preserve the visual impact and legibility of the Parmenter logo.

LOGO BACKGROUND APPLICATION

The gray-scale chart below serves as a guide for displaying the Parmenter logo in relation to shades of background colors other than white. The chart here is monochromatic, but should also be used when the background is colored or photographic.

Background Color Shade	2-Color Logo	2-Color Logo Reversed	1-Color Logo Black	1-Color Logo White
0% (White)	PARMENTER.		PARMENTER.	
10%	PARMENTER.		PARMENTER.	
20%	PARMENTER.		PARMENTER.	
30%	PARMENTER.		PARMENTER.	
40%	PARMENTER.		PARMENTER.	
50%	PARMENTER.	PARMENTER.	PARMENTER.	PARMENTER.
60%	PARMENTER.	PARMENTER.	PARMENTER.	PARMENTER.
70%	PARMENTER.	PARMENTER.	PARMENTER.	PARMENTER.
80%	PARMENTER.	PARMENTER.	PARMENTER.	PARMENTER.
90%	PARMENTER.	PARMENTER.	PARMENTER.	PARMENTER.
100%	PARMENTER.	PARMENTER.		PARMENTER.

INCORRECT LOGO USAGE

Changing the color or any graphic element of the Parmenter logo will dilute its impact and detract from the image of consistency we want to project. Below are some, but not all, of the unacceptable uses of the Parmenter logo. Outlines, drop shadows, stretching, borders, or interfering with the clear space surrounding the logo are not acceptable.
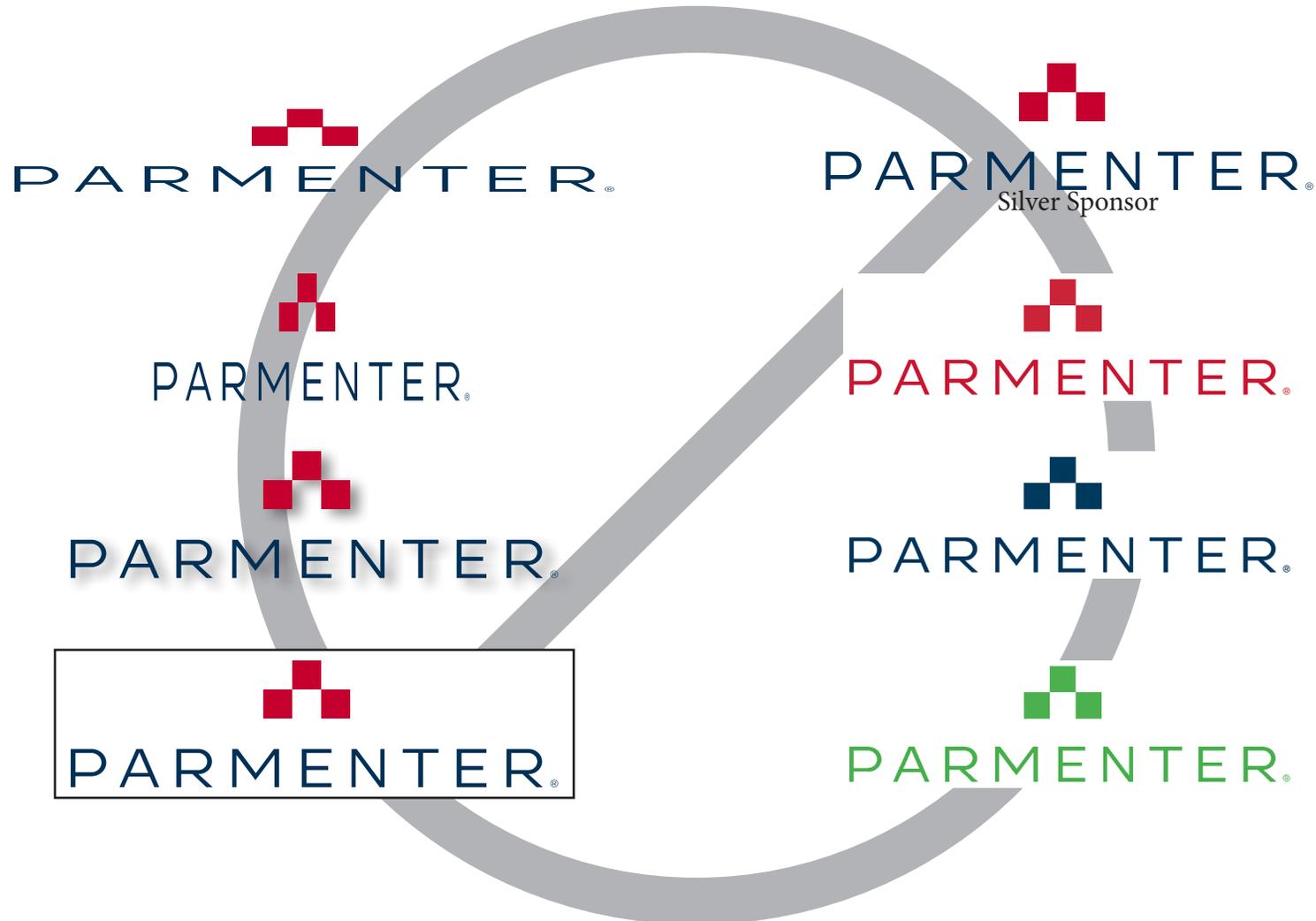
PARMENTER TYPOGRAPHY + STYLE

Typography is important in getting the Parmenter message across. The primary and secondary Parmenter typefaces are *Franklin Gothic* and *Resamitz*. Below is the library of typefaces with their proper uses to create a seamless interaction and presentation for the target audience. In the absence of Resamitz, Franklin Gothic Book in Caps may be used for the headline.

Style Guide

Headline
Resamitz Bold (Caps)

Subhead
Franklin Gothic Demi

Body Copy
Franklin Gothic Book

PARMENTER HEADER
Subhead

Il et plitin pos dolupta aliciendiae perum nulpa qui non et aceped maximolore es eos quae pro ditaquiam, offic to eicipsape etur sit officient ut que comnim hil molectata volut modis experch icabo. Disitiorit doluptatquis unte voluptiore niet re nonsero etur aut eat.

Hic tenimi, sum volupta epudaep ercilissimus magnim vendeliquam, sequi omniet, quis serum eseni blaccus rernatu rercilibus illictaerro volorio. Et quo eatis minum sant poribus, quam, omnisse cullabo. Ut imus re qui comnimu scipid maio. Os re coreheniat.

Resamitz
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Resamitz Bold
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Book
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Demi
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A sub-brand is an affiliated brand of the Parmenter Brand that tells a specific story to a specific audience segment. Building successful sub-brands is different from a free-for-all where there's no central brand. A strategic sub-brand helps the audience understand the full range of programs Parmenter has to offer. Parmenter currently has one sub-brand, ParmenterGREEN, which tells the story of Parmenter's sustainable programs within the parameters of the company's overall brand strategy. The ParmenterGREEN sub-logo is only to be used in communication pertaining to sustainability.

Preferred Type
Type A (2-Color)

Usage Guidelines:
ParmenterGREEN logo Type A should be primarily displayed on a white background, but it can also be placed on a colored or photographic background, and up to 40% solid gray.

Colors:
Pantone 369 (Green) and Pantone Cool Gray 11

File Name:
ParmenterGreen-LOGO_2C

Type A Variations
Type A (2-Color Reversed)

Type A (1-Color)

Usage Guidelines:
2-Color Reversed should only be used when printing on a dark background that does not clash with the green color.

Colors:
Pantone 369 (Green) and White

File Name:
ParmenterGreen-LOGO_2CWhite

Usage Guidelines:
1-Color may be used when a monochromatic display reproduces more effectively or when 2-Color cannot be used due to printing limitations. 1-Color can only be used in Black or White, and can be displayed on any color background.

Colors:
Black or White

File Name:
ParmenterGreen-LOGO_1C
ParmenterGreen-LOGO_White

SUB-BRAND COLOR PALETTE

The ParmenterGREEN sub-brand color palette helps define the Parmenter brand to set it apart. The primary brand colors for ParmenterGREEN are Pantone® 369 and Pantone® Cool Gray 11. All colors in the Parmenter Brand Color Palette on page 4 can to be used to compliment the two colors for aesthetic purposes.

ParmenterGREEN Green

Print

Spot Color:	Pantone® 369
Process Color:	C67 M12 Y100 K1

Microsoft Software, Videos, TV, etc.

RGB:	R98 G166 B10

Websites

Web Safe:	#62A60A

ParmenterGREEN Gray

Print

Spot Color:	Pantone® Cool Gray 11
Process Color:	C65 M57 Y52 K29

Microsoft Software, Videos, TV, etc.

RGB:	R85 G85 B89

Websites

Web Safe:	#555559

Copyrights, trademarks and registrations are legal ways to protect original ideas from being stolen and used as the property of someone else. Although each one has a similar purpose, each is quite different in use and definition.

A copyright protects works of authorship, such as writings, music, intellectual property, and works of art that have been tangibly expressed. Once an original piece is finished, it automatically receives copyright protection. Copyrights can be designated by attaching the symbol ©, the full word "copyright," or the abbreviation "Copr."

A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others. A service mark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of a service rather than goods. The term "trademark" is often used to refer to both trademarks and service marks.

A registered trademark is designated with the symbol ®. With a registration, a trademark is protected against another company's use of the name or image. A registered trademark is a federal and legal registration of the mark. Any future companies wishing to register its own design/name/image has to check to be sure that it is not like any registered trademarks. If the image is too similar and is still produced, the company is guilty of trademark infringement.

Parmenter trademarks include: **Parmenter, Parmenter Realty Partners, ParmenterGREEN**, and the **three-block logo**.

Copyright and Registration Trademark Mark Usage

All Parmenter marketing collateral including brochures, flyers, presentation, etc. needs to have the copyright symbol and the following legal verbiage:
© [Current year] Parmenter. [Other legal copy, if applicable.] All rights reserved.

For example:
© 2015 Parmenter. Buckhead Tower is owned, managed and leased by Parmenter Realty Partners. All rights reserved.
© 2015 Parmenter. ParmenterGREEN is a registered trademark of Pamenter. All rights reserved.

In any text or document, the first mention of 'Parmenter' should have the registration trademark. Any subsequent mentions within the same document do not need the registered trademark after the name.

Custom printed stationery continues to be an important part of attracting and maintaining clients, even in the digital age. The main purpose is to depict the company in a positive and professional manner, and is an important part of Parmenter's visibility.

All Parmenter stationery is printed at a professional printer in Miami, Florida. Please contact the Marketing Communications Department for orders.

PARMENTER.

DARRYL W. PARMENTER
Chairman & Chief Executive Officer

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305.379.7500 **telephone** | 305.213.7353 **mobile**
dwparmenter@parmco.com **email** | parmco.com

TRUST. PASSION. INNOVATION.

PARMENTER.

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Miami, Florida 33131

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MIAMI / ATLANTA / DALLAS / WASHINGTON, D.C.

PARMENTER EMAIL SIGNATURE

Email Signature is considered part of the company's stationery. The main purpose is to depict the company in a positive and professional manner, and is an important part of Parmenter's visibility. All outgoing emails should contain the Parmenter signature layout below. Please request the Word document from Marketing Communications for easy copy and pasting.

Name and Title
Typeface: Franklin Gothic Book - 9pt
Color: Pantone® Cool Gray 11
Note: Name in caps.

Parmenter Realty Partners
Typeface: Franklin Gothic Book - 11pt
Color: Parmenter Blue - Pantone® 540
Note: In caps; font expanded 2pt.

Address and Information
Typeface: Franklin Gothic Book - 8pt
Color: Pantone® Cool Gray 11

Follow us on
Typeface: Franklin Gothic Book - 9pt
Color: Pantone® Cool Gray 11, links Parmenter Blue - Pantone® 540

Note: Refer to page 4 for color definitions. Separate items with vertical stripe. Use Tel, Fax and Mob as acronyms. Use periods to separate numbers. Ensure hyperlinks to email and company website are working properly.

JOHN DOE | Very Important Person

PARMENTER

701 Brickell Avenue, Suite 2020 | Miami, FL 33131
Tel 305.960.2117 | Fax 305.379.0009
jdoe@parmco.com | www.parmco.com

Follow us on:
Facebook | LinkedIn | Twitter | Pinterest

Please consider the environment before printing this email.

PARMENTER BUILDING SIGNAGE

All properties should have a Parmenter signage at each public entrance of the building. The correct Parmenter logo needs to be used in all instances. Below are some of the commonly used signage for the public entrances, management office, concierge desk, etc. Since each property is different, work with the property Asset Manager to determine where signs should be placed. If you need any customized signage, contact Marketing Communications for assistance.

Metal Office Signage: Brushed silver metal with red (Pantone® 200) squares
Sizes may vary depending on space. Logo needs to be scaled proportionately, and elements needs to stay locked and not to be moved around.

OWNED AND MANAGED BY

Window Decal Option 1: All white or all white with red (Pantone® 200) squares
Sizes may vary depending on space. Logo needs to be scaled proportionately, and elements needs to stay locked and not to be moved around.

OWNED AND MANAGED BY

Suite 150
305-234-5678

Window Decal Option 2: All white or all white with red (Pantone® 200) squares
Sizes may vary depending on space. Logo needs to be scaled proportionately, and elements needs to stay locked and not to be moved around.

PARMENTER MARKETING COLLATERAL

It is important that Parmenter maintains its reputation of quality and trustworthiness. The Parmenter brand should be carried over to all marketing collateral, and should be used in a way that is consistent and gets our message across in the most effective and efficient way possible.

There is some flexibility with the design of Parmenter collateral in order not to restrict creativity. However, the Parmenter logo rules and color palette on page 4 are elelments that should not be modified or changed. Some samples below.
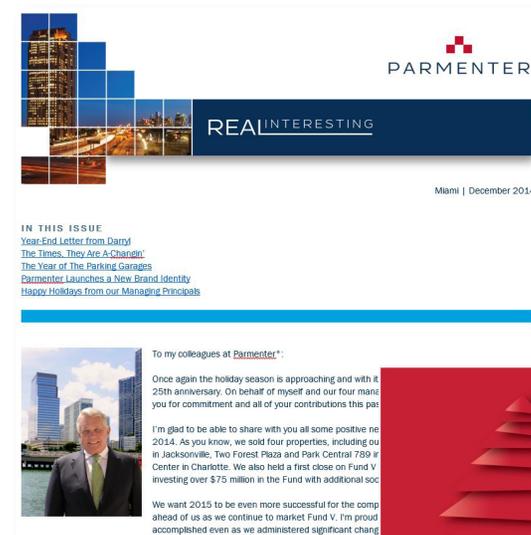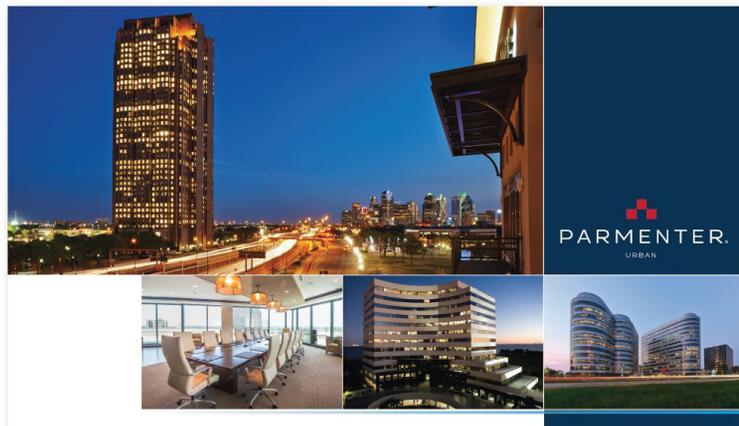
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PARMENTER.