



An  **LCS** Company

DESIGN BRAND STANDARDS

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why design brand standards?

As a member of the LCS family of companies, the LCS Real Estate brand is one of our most valuable assets. Consequently, it needs to be respected and protected. Adhering to a set of approved graphic standards for representing our brand visually and in text helps ensure that the superior capital market services we provide are universally recognized as LCS Real Estate.

This guide explains the standards that must be followed when using our brand in media, printed materials and other forms of communication. Anyone using our brand is expected to comply with these requirements and use these branding elements with care.

If you have a question about the information presented here or would simply like some guidance in your use of the brand, please email brand@LCSnet.com.

logo

proper logo usage

4-color with An LCS Company tag



spot-color with An LCS Company tag (printed)



gray scale with An LCS Company tag
(used for printed 1-color applications)



reversed black and white with An LCS Company tag



tone-on-tone/black with An LCS Company tag
(used for signage and other limited applications)



Note: Electronic versions of each of the LCS Real Estate logos have been created and are available for your use on the LCS Brand Materials website. Never try to recreate the LCS Real Estate logo yourself. The LCS Real Estate text should never be separated from the graphic. Use only the approved, electronic version.

size

Do not use An LCS Company tag when the logo is 1-inch wide or smaller.



Our logo is a valuable asset; always position it for maximum impact with plenty of clearspace to separate it from other elements.

The example shown here represents minimum clearspace requirements.



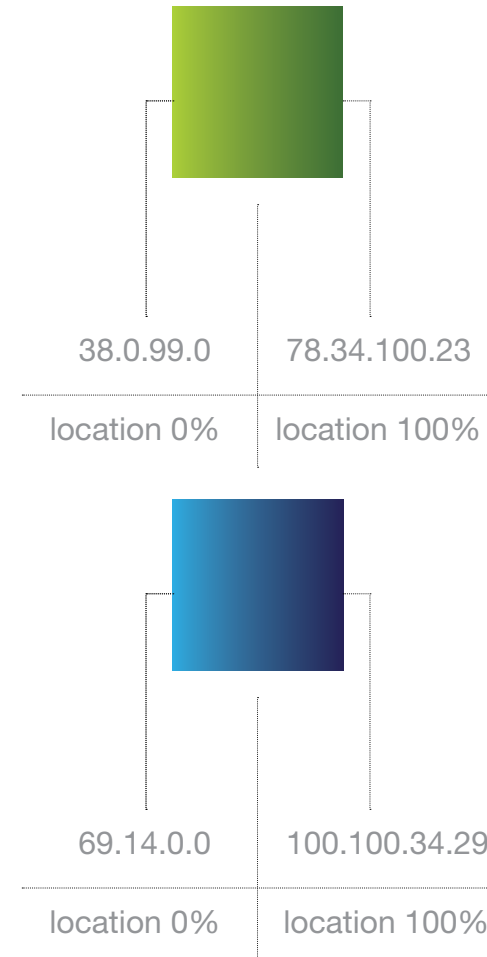
color

Primary Colors



Pantone	7743 C	7490 C	7685 C
CMYK	71.8.100.50	57.6.92.19	95.69.0.0
RGB	68.105.61	113.153.73	44.86.151
HEX	44693D	719949	2C5697

Primary Gradients



fonts

for print

Helvetica 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%*

Helvetica 46 Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%**

Helvetica 55 Roman

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%***

Helvetica 56 Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%****

Helvetica 65 Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%***

Helvetica 66 Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%****

Helvetica 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%***

Helvetica 76 Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%****

Helvetica 85 Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%***

Helvetica 86 Heavy Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%****

alternative for print and web

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%*

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%**

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%***

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%****

corporate identity

Whenever the company name LCS Real Estate appears in logo format, it is entirely in uppercase, in the format shown here. (Please refer to “logo” and “size” pages of this manual for additional information.)



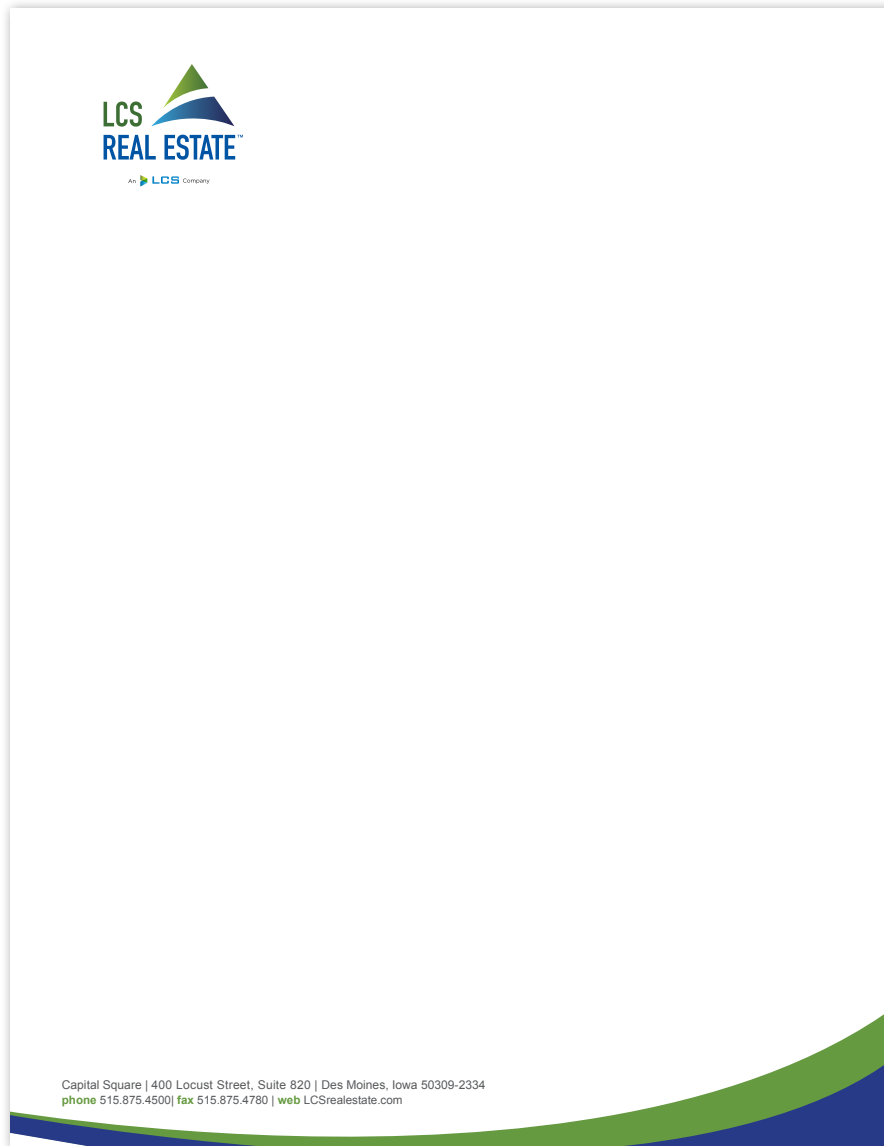
When the company name appears in text, copy or anywhere other than the logo, it is written LCS Real Estate—always in uppercase and lowercase, no italics, no boldface and no color.

When “An LCS Company” is used with LCS Real Estate in text, the same rules apply—no italics, no bold and no color as shown here:

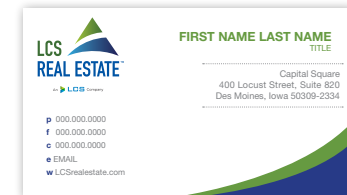
LCS Real Estate™, An LCS® Company

Please note: LCS Real Estate is a **trademarked** brand name, so it should carry the ™ designation in first use on each page or panel surface unless the logo is included on the same page. (Please reference the [LCS Family of Companies Brand Guidelines](#) for details)

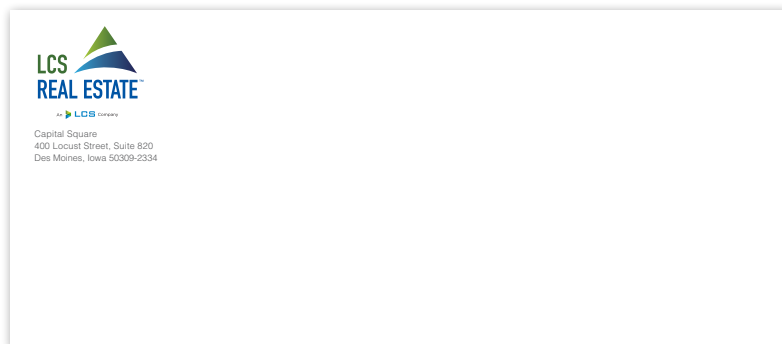
corporate identity



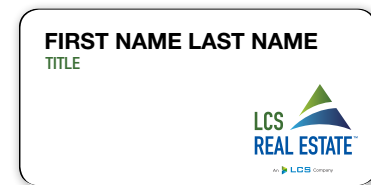
Letterhead



Business Card



#10 Envelope



Name Badge

advertising & collateral materials

Each piece of advertising or collateral for LCS Real Estate is unique, and created for a special circumstance or opportunity. So, establishing firm rules for logo use (other than size restrictions) in those materials is difficult.

With that, it is recommended to use the full four-color logo with An LCS Company tag wherever possible, positioned prominently and in an appropriate size to foster positive brand identity for LCS Real Estate. A representative sample is shown here:



All advertising and collateral and PR materials need to be approved by a designated LCS contact on page 3, prior to publication. Please submit your materials to the contacts with sufficient time built in to make any required adjustments.

apparel & promotional items

Apparel that incorporates the LCS Real Estate logo helps create team spirit and immediately identifies team members or friends of LCS Real Estate.

T-shirts: Use the complete, four-color LCS Real Estate logo with An LCS Company tag. Because a T-shirt offers a large display surface, the logo can appear in almost any size desired.

Polo shirts: Choose the complete, one-color/tone-on-tone logo with tag to embroider on the breastplate or sleeve of the polo shirt. Make sure to use a contrasting but complementing color so the logo stands out attractively against the background color of the shirt.

Promotional items: Below are a few promotional items that can carry the LCS Real Estate logo. Selection of the logo to use may depend on the size and shape of the item. A four-color logo is preferred wherever practical.

Examples:

Magnets

Pens

Iced cookies

Candy

Coffee mugs

Caps

General Rule: If the logo is 1-inch wide or smaller, use the logo without An LCS Company tag.

4-color with An LCS Company tag



tone-on-tone/black with An LCS Company tag
(used for signage and other limited applications)



spot color with An LCS Company tag



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