



# PHOENIX INVESTORS

Opportunity . Execution . Value Creation




---

*Opportunity. Execution. Value Creation.*

Established in 1994, Phoenix Investors is a private real estate company with decades of experience in successfully acquiring, managing, and operating commercial real estate from coast to coast.

# CONTENTS

SEC. 01		INTRODUCTION	06
SEC. 02		CORPORATE LOGO	07
SEC. 03		CORPORATE TYPOGRAPHY	11
SEC. 04		CORPORATE COLOR SYSTEM	17
SEC. 05		CORPORATE STATIONERY	19
SEC. 06		LOGO PLACEMENT GUIDE	21
SEC. 07		PROMOTIONAL LOGOS	23
SEC. 08		EMBROIDERY	24
SEC. 09		DATA SHEET LAYOUT	25
SEC. 10		SOCIAL MEDIA	27
SEC. 11		DESKTOP & MOBILE	29
SEC. 12		SUMMARY	31

PHOENIX INVESTORS, LLC BRAND GUIDEBOOK	GUIDELINES
MARKETING INQUIRIES LENA@FIRSTSTATIONMEDIA.COM	
CONTACT PHONE 414.807.0032	
DESCRIPTION A BRAND GUIDE BOOK FOR PHOENIX INVESTORS, LLC	

# BRAND GUIDE



01

ABOUT

EXPERIENCE  
WITH SUCCESS

PHOENIX



In 1994, Frank P. Crivello, Phoenix Investors' Chairman & Founder, and David Marks, President and CEO, created Phoenix Investors as an investment management company. Throughout the 1990s, Phoenix focused on single-tenant arbitrage opportunities available across the country. To this end, Phoenix exploited various market inefficiencies that existed, including information inefficiencies, differences in credit perceptions of unrated regional and national tenants, and innovative Wall Street financings, the combination of which produced above-market returns.

From 2002 to the beginning of the Great Recession in 2007, our management team concluded that prevailing real estate opportunities and trends did not meet its disciplined risk/reward analysis. Phoenix suspended new acquisitions of commercial property and instead focused on improving its existing portfolio.

Since the Great Recession, Phoenix has aggressively used its experience to source, identify, and harvest unprecedented commercial real estate opportunities. Currently, our focus is on maximizing underappreciated asset classes, including Class B and C industrial properties, portfolio and REIT dispositions, and creatively working with corporations, banks, and other institutions on underperforming asset dispositions.

Looking forward, Phoenix will continue applying its disciplined implementing new technologies and adding resources, including an intentional foray into data center development.

To successfully identify and execute opportunities in a dynamic and changing marketplace, Phoenix has built a talented team of professionals across all levels of its business, providing them with cutting-edge technology tools and superior benefits including a highly acclaimed wellness program. Joseph and Anthony Crivello, both of whom grew up around Phoenix, are part of its Advisory Board and reflect the next generation of leadership for Phoenix. The Phoenix team has been critical to our achievements to date and will lead Phoenix to new heights in future decades.



# CORPORATE LOGO



**PHOENIX**  
**INVESTORS**

*Opportunity. Execution. Value Creation.*

## LOGO INTRODUCTION

Our logo is the cornerstone of our identity, the primary visual element that identifies us. The signature is a combination of an icon and our company name—they have a fixed relationship and should never be altered except in approved cases.



**PHOENIX**  
**INVESTORS**

*Opportunity. Execution. Value Creation.*



**PHOENIX**  
**INVESTORS**

## PHOENIX INVESTORS FULL LOGOTYPE

The logo of Phoenix Investors is composed of a symbol evoking the image of a phoenix combined with the company name and a slogan. The logo serves as a representation of Phoenix Investors' corporate culture and acts as the basis for the rest of the company's branding elements.

The typeface used in the logo has been selected to further reinforce the core ideas

of the corporation's philosophy. Mrs Eaves and its variant typefaces add a sophisticated air to the logotype while maintaining an approachable and attractive human quality.

The logo uses a spectrum of bright oranges and prominent diagonal lines as a powerful visual statement. The lines converge at a central point, creating an eye-catching element.



### THE LOGOTYPE

#### 1) The Logo Symbol

Consists of a powerful element evoking the culture of Phoenix Investors and a visual representation of a phoenix.



#### 2) The Logo Title

Carefully chosen for its sophisticated, refined, and highly legible style, Mrs Eaves along with its regular and italic variants serve as the fonts for the logo title. Utilizing bold capitalized letters as well as orange and gray colors reinforces a visual hierarchy.

**PHOENIX**  
**INVESTORS**

*Opportunity. Execution. Value Creation.*

#### 3) The Complete Logo: Dark Version

For use when the logo is placed against a light background.



**PHOENIX**  
**INVESTORS**

*Opportunity. Execution. Value Creation.*

#### 4) The Complete Logo: Light Version

For use when the logo is placed against a dark background.



**PHOENIX**  
**INVESTORS**

*Opportunity. Execution. Value Creation.*



## LOGO CONSTRUCTION AND CLEARSPACE

It is important to keep the corporate logo separate from other elements in order to ensure that it retains visual impact. Pursuant to this requirement, a clearspace has been established. This clearspace dictates the distance the logo and logo title should have reserved for it.

Furthermore, the logo and type are considered to be two elements of a singular whole and should never be separated or have their relationship altered, except in certain approved cases.



### CLEAR SPACE

Full Logo

#### Definition

The logo should be separated from other visual elements with adequate spacing as shown above at all times in order to preserve visual impact.

#### Computation

Clear space is defined as the height of the logo divided by 2 (Clearspace = Height / 2).



## APPLICATION ON A BACKGROUND



LOGO A  
Black Background



LOGO B  
White Background



### CONSTRUCTION



LOGO C  
Darker Color  
Background



LOGO C  
Lighter Color  
Background



Use of the logo in black and white should only be done when absolutely necessary. If you have any questions, please contact First Station Media at [lena@firststationmedia.com](mailto:lena@firststationmedia.com).

## DO NOT:

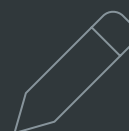
- 1) Do not print using low-resolution files. All print files should be 300dpi.
- 2) Do not invert the logo symbol.
- 3) Do not alter the logo symbol.
- 4) Do not alter the logo text.
- 5) Do not change the size relationship between the logo symbol and logo type.
- 6) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

# CORPORATE TYPOGRAPHY

## CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating the corporate mindset of Phoenix Investors. Careful use of typography ensures that all communications maintain a holistic identity.

We have selected Mrs Eaves and Open Sans, which communicate an air of professionalism while remaining personable. These characteristics carry through into all corporate materials.



### PRIMARY FONT MRS EAVES

DESIGNER :  
ZUZANA LICKO

-

### THE FONT

Mrs Eaves is a variant of the popular serif font Baskerville. Mrs Eaves was designed as a display alternative of Baskerville featuring low x-heights and unusual ligatures that give it a distinctive appearance.

# MRS EAVES

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

Italic

*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*

Special  
Characters

! “ § \$ % & / ( ) = ? ` ; :  
i “ ¶ ¢ [ ] | { } ≠ ¢ ‘  
« Σ € ® † Ω “ / ø π • ± ‘

# CORPORATE TYPOGRAPHY



## SECONDARY FONT

## 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

SECONDARY FONT  
OPEN SANS

DESIGNER :  
STEVE MATTESON

-

### THE FONT

Open Sans is a humanist sans-serif font designed for optimal legibility across screen, mobile, web, and print applications, making it an ideal font for body text. Open Sans features tall x-heights and large apertures that give it a neutral but friendly appearance.

## TEXT HIERARCHY

In all visual media, hierarchy is a central design element. Utilizing different hierarchical scales with text is an essential tool in communicating information. In most cases, the largest text will be laid out in such a way so that users

can scan the page and still gather the most important information. Here are some of the more common elements of text hierarchy used in design work for Phoenix Investors.

### COPY TEXT AND INNER HEADLINES

Caption Text

Phoenix Investors  
-  
Open Sans Pro Regular  
6pt Type / 9pt Leading

Copy Text

Phoenix Investors  
-  
Open Sans Pro Regular  
8pt Type / 11pt Leading

Headlines  
Copy Text

PHOENIX INVESTORS  
-  
Mrs Eaves Roman - Capital Letters  
10pt Type / 10pt Leading

### HEADLINES AND SUBSECTIONS

Subsections

PHOENIX INVESTORS  
-  
Mrs Eaves Bold - Capital Letters  
16pt Type / 16pt Leading

Big  
Headlines  
and Title

PHOENIX  
-  
Mrs Eaves Bold - Capital Letters  
34pt Type / 30pt Leading



PHOENIX

INVESTORS IS

A NATIONAL

COMMERCIAL


REAL ESTATE

FIRM BASED

IN MILWAUKEE

WISCONSIN.



PHOENIX INVESTORS, LLC BRAND GUIDEBOOK	GUIDELINES
MARKETING INQUIRIES LENA@FIRSTSTATIONMEDIA.COM	
CONTACT PHONE 414.807.0032	
DESCRIPTION A BRAND GUIDE BOOK FOR PHOENIX INVESTORS, LLC	

# CORPORATE COLOR SYSTEM



## PRIMARY COLOR PHOENIX FIRE

-

### COLOR CODES

CMYK : C000 M071 Y100 K003  
Pantone : 1595 CP  
RGB : R235 G105 B030  
Web : #EB691E

## PRIMARY COLOR PHOENIX SUN

-

### COLOR CODES

CMYK : C000 M022 Y100 K002  
Pantone : 7549 CP  
RGB : R250 G195 B010  
Web : #FAC30A

## PRIMARY COLOR PHOENIX MANGO

-

### COLOR CODES

CMYK : C000 M041 Y074 K000  
Pantone : 804 C  
RGB : R247 G168 B80  
Web : #F7A850

## SECONDARY COLOR PHOENIX ASH

-

### COLOR CODES

CMYK : C019 M012 Y013 K034  
Pantone : 423 CP  
RGB : R146 G151 B153  
Web : #929799

## SECONDARY COLOR PHOENIX SHADOW

-

### COLOR CODES

CMYK : C000 M020 Y100 K100  
Pantone : Process Black CP  
RGB : R0 G0 B0  
Web : #000000

## PRIMARY COLOR SYSTEM

-

### Explanation:

Phoenix Investors uses vibrant oranges and yellows as its primary colors. This combination creates an air of energy and serves as an important eye-catching tool.

## PRIMARY AND SECONDARY COLOR SYSTEMS

Color choice is a vital element of Phoenix Investors' branding. Utilizing the recommended secondary colors along with the previously shown primary colors will ensure broad visual

appeal amongst all of the materials produced by Phoenix Investors, as well as necessary stylistic consistency.

---

### IF USED AS A GRADIENT

-

Explanation:

In the logo icon, the orange and yellow are used as a gradient.

These are the only two colors that should be paired as a gradient.



# CORPORATE STATIONERY



## PHOENIX INVESTORS BUSINESS CARDS

-

### Explanation:

This diagram shows the appropriate layout and elements to be used in official business cards.

### Usage:

Business cards are an essential part of how Phoenix Investors communicates with clients and colleagues.



Parameters

Dimensions  
3.5 x 2 in

Weight  
100lb Gloss

Print  
CMYK

## PHOENIX INVESTORS LETTERHEAD

-

### Explanation:

This diagram shows the appropriate layout and elements to be used in the official letterhead for Phoenix Investors.

### Usage:

This letterhead is used in official external communications for Phoenix Investors.

### Parameters

#### Dimensions

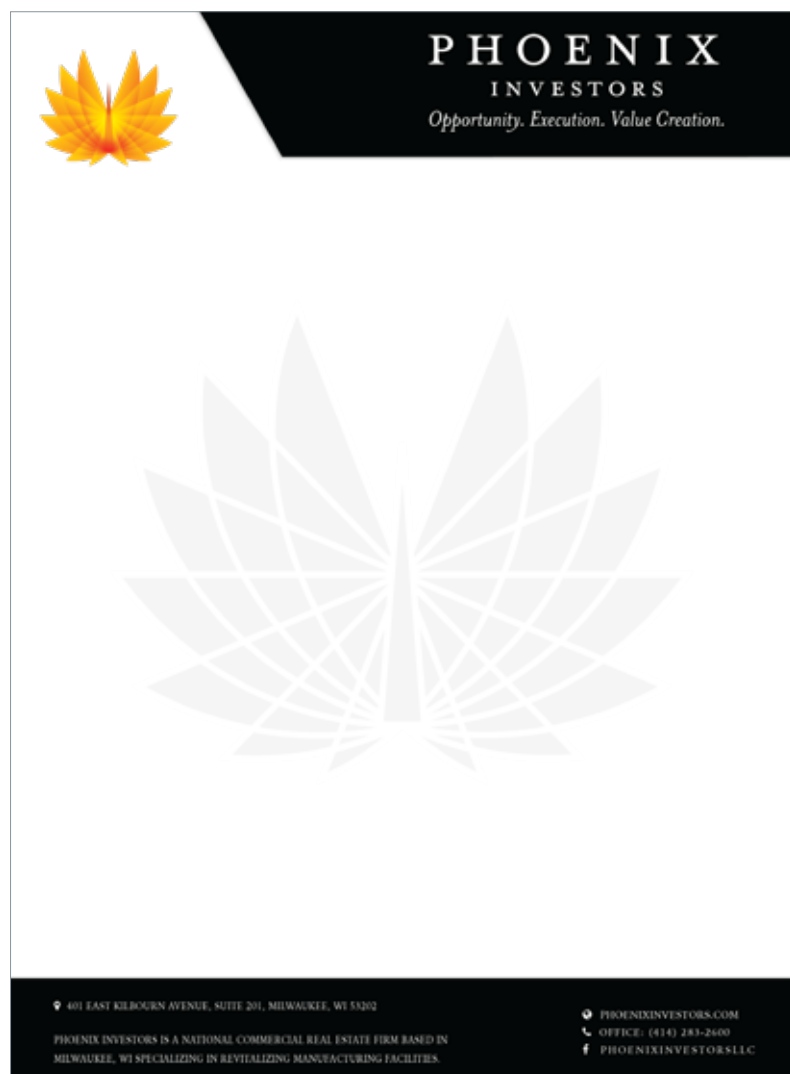
8.5 x 11 in

#### Weight

70lb Uncoated  
white

#### Print

CMYK



# LOGO PLACEMENT GUIDELINES



PHOENIX  
INVESTORS  
*Opportunity. Execution. Value Creation.*

## LOGO PLACEMENT

-

### Explanation:

Guidelines for appropriate placement of Phoenix Investors' logo can be found to the right. Avoid placing the logo in non-approved manners.

### Parameters

Example Logo Placement  
8.27 x 11.69 in  
DIN A4





# PROMOTIONAL LOGOS

It is important to keep the corporate logo separate from other elements in order to ensure that it retains visual impact. Pursuant to this requirement, a clearspace has been established. This clearspace dictates the distance the logo and logo title should have reserved for it. Furthermore, the logo and type are considered to be two elements of a singular whole and should never be separated or have their relationship altered, except in certain approved cases.



# EMBROIDERY



# DATA SHEET LAYOUT

## PHOENIX INVESTORS PROPERTY DATA SHEETS



Property data sheets are a vital component of Phoenix's business. Examples such as the ones displayed on the following pages serve as a basic structure in which to place information. Utilizing these layouts helps ensure that there is a solid underlying framework dictating how data is organized.



## PROPERTY DATA SHEET EXAMPLES

### PROPERTY HIGHLIGHTS

- FULLY FENCED WITH GUARDSHACK
- CLOSE PROXIMITY TO I-57
- RENOVATIONS IN PROGRESS
- AIR-CONDITIONED OFFICE SPACE

### PROPERTY DETAILS

1501 S 19TH ST | MATTOON, IL

AVAILABLE SPACE	234,673 SF
WAREHOUSE AVAILABLE	15,367 SF
WAREHOUSE SPACE	183,263 SF
OFFICE SPACE/MECHANICAL	35,413 SF
CLEAR HEIGHT	10' - 22' 6"
DOCK DOORS	4
DR. DOORS	3
ROOF	TPO & Polished Metal
FLOORING	3" Reinforced Concrete
WALLS	Masonry Brick & Concrete Block
YEAR BUILT	1967 - 1993
LAND AREA	43.32 Acres
FIRE SUPPRESSION	Wet
PARCEL ID	01-1-00940-001   01-1-00940-002
PARKING	205 Parking Spaces
POWER	24,000kw
ZONING	1 Industrial District
RAIL	Rail Spur Possible via Canadian National Railway
OPEN ESTIMATE	\$4.80/SF

### FLOOR PLAN

1501 S 19TH ST | MATTOON, IL

NUMBER	SPACE DESCRIPTION	CLEAR HEIGHT	SQUARE FEET
1	WAREHOUSE BUILDING	10' - 22' 6"	183,263 SF
2	OFFICE/MECHANICAL	10' - 22' 6"	35,413 SF
TOTAL			218,676 SF

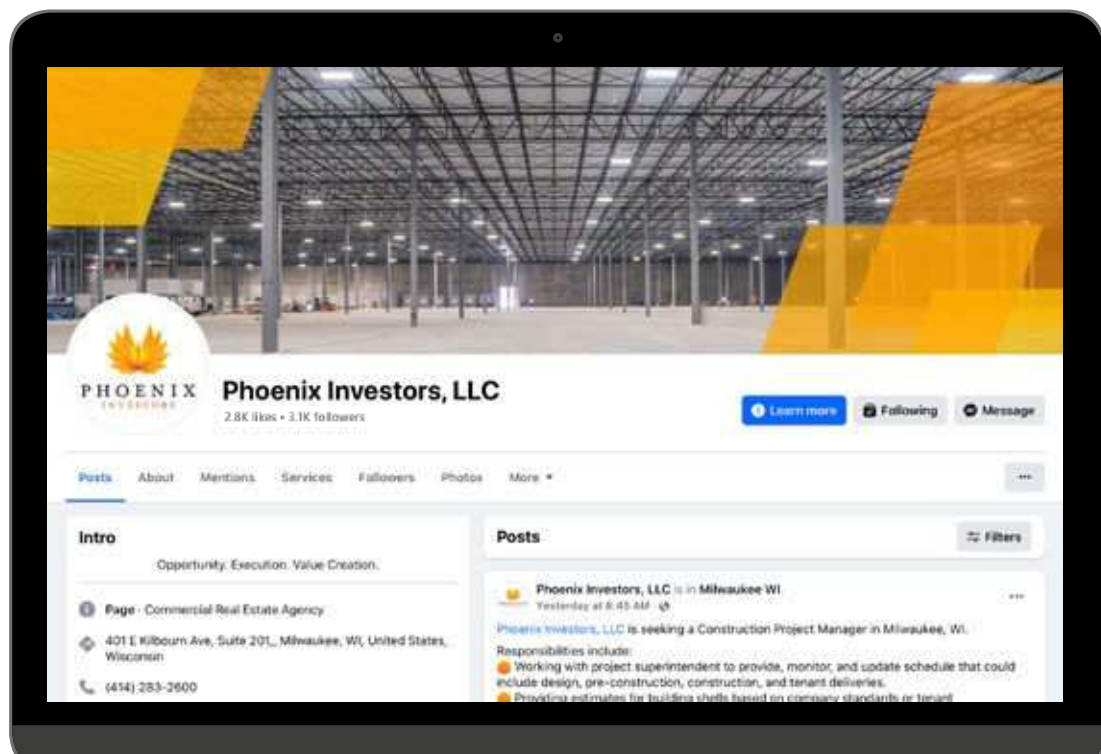
### LOCATION MAP

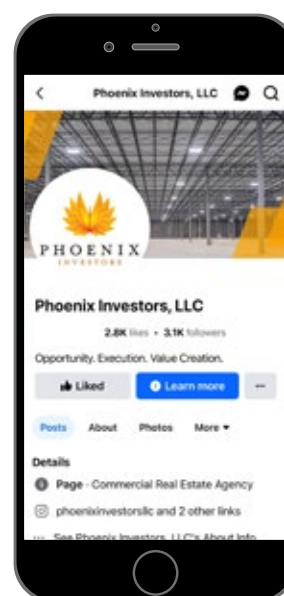
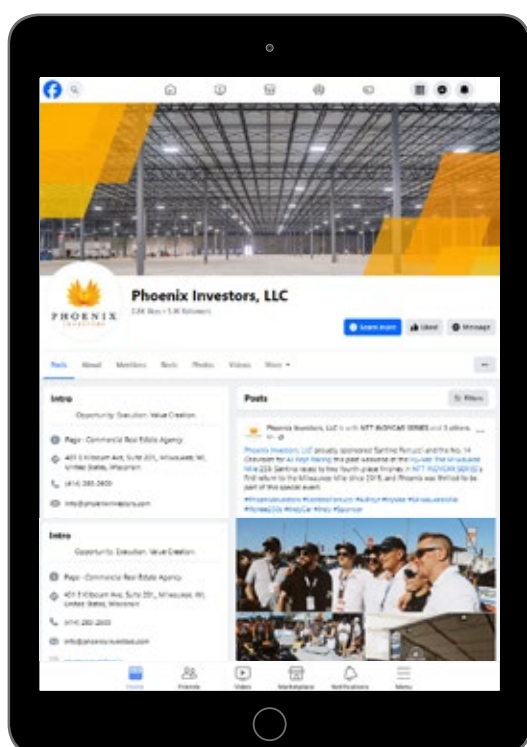
1501 S 19TH ST | MATTOON, IL

I-57	9 MILES
SPRINGFIELD	85 MILES
INDIANAPOLIS	133 MILES
ST. LOUIS	139 MILES
CHICAGO	176 MILES

# SOCIAL MEDIA

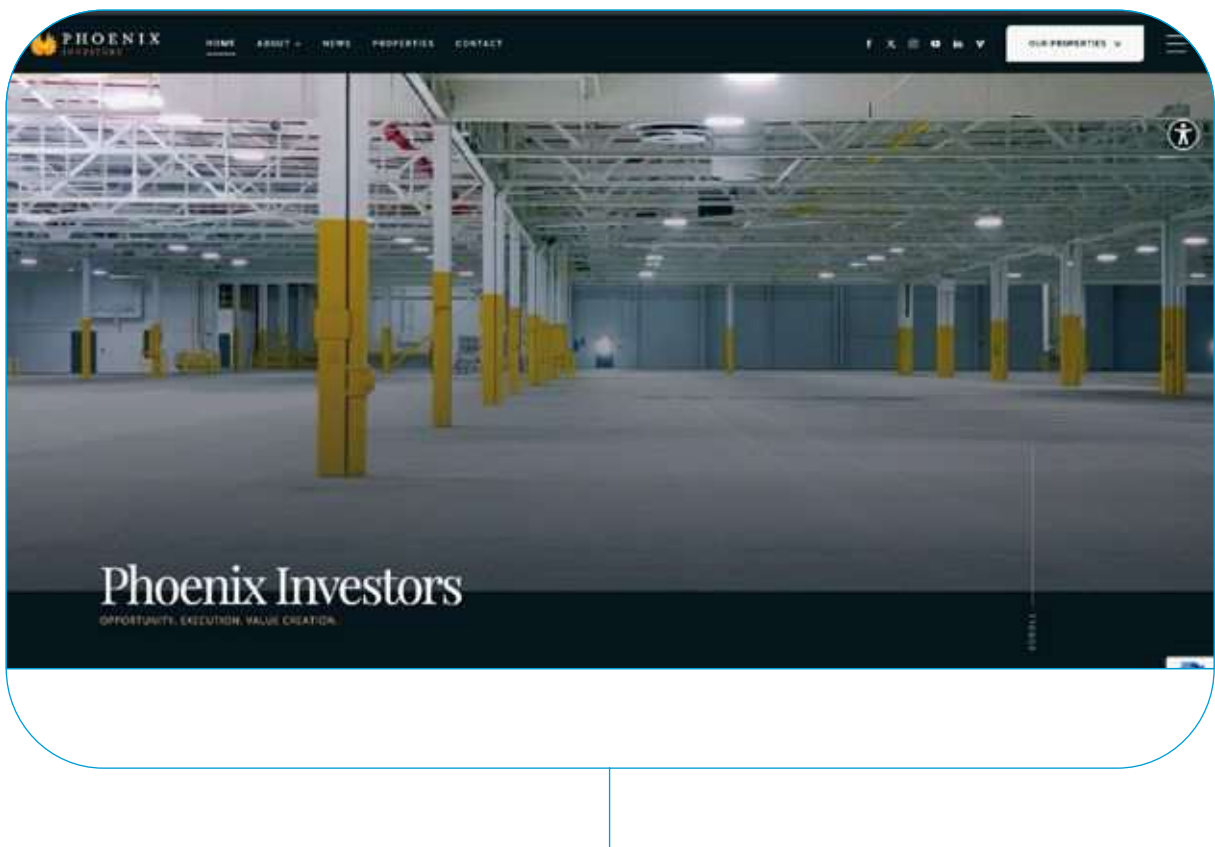
FACEBOOK PAGE DISPLAYED  
ON VARIOUS DEVICES



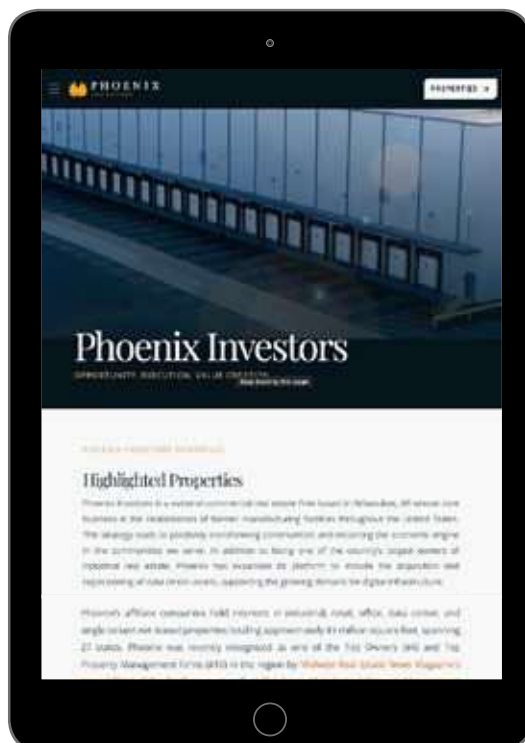


# DESKTOP AND MOBILE

WEBSITE DISPLAYED ON  
VARIOUS DEVICES









PHOENIX

INVESTORS

*Opportunity. Execution. Value Creation.*

# 12 SUMMARY AND CONTACT



## THANK YOU FOR READING THE PHOENIX INVESTORS BRANDING GUIDE

-

### IN SUMMARY:

The resources provided in the previous pages are meant to act as a set of guidelines in order to better facilitate the creation of materials that are compliant with Phoenix Investors' branding.

Please keep a copy of this document on hand when performing design work to assist in the creation of compliant and consistent marketing materials.

### CONTACT

For further information about this brand guide, contact:

Lena Levy  
First Station Media  
[lena@firststationmedia.com](mailto:lena@firststationmedia.com)

# PHOENIX INVESTORS



**PHOENIX**  
**INVESTORS**

*Opportunity. Execution. Value Creation.*



## CONTACT

### Address

401 East Kilbourn Avenue  
Suite 201  
Milwaukee, WI 53202  
United States

---

(414) 283-2600

<https://phoenixinvestors.com>

---