



PHOENIX INVESTORS

Opportunity . Execution . Value Creation


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Opportunity. Execution. Value Creation.

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

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| | |
|---|---|
| PHOENIX INVESTORS, LLC BRAND GUIDE BOOK | DATE 2020 GUIDELINES |
| MARKETING INQUIRIES LENA@FIRSTSTATIONMEDIA.COM | |
| CONTACT PHONE 414.807.0032 |  |
| DESCRIPTION CREATING A BRAND GUIDE BOOK FOR PHOENIX INVESTORS, LLC | |

ADVISORY BOARD & SENIOR MANAGEMENT



Joseph A. Crivello | Beneficiary



Anthony I. Crivello | Executive Vice President



Frank P. Crivello | Chairman & Founder



David M. Marks | President & CEO

01



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 1990's, 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 investment strategy to commercial real estate opportunities while implementing new technologies and adding resources.

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. The Trust beneficiaries, 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.



ABOUT
PHOENIX
EXPERIENCE
WITH SUCCESS

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 converging lines converge at a central point, creating an eye catching element.



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.



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 reinforce a visual hierarchy.



3) The Complete Logo - Dark Version

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



4) The Complete Logo - Light Version

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



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



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 lana@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.

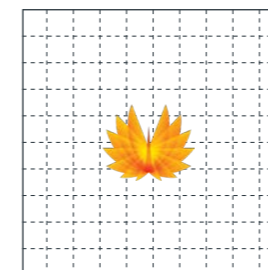
LOGO CONSTRUCTION

Logo Icon Only



CLEARSPACE

Logo Icon Only



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.



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 type 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.

| | |
|---|---|
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CORPORATE COLOR SYSTEM



PRIMARY COLOR
PHOENIX FIRE

PRIMARY COLOR
PHOENIX SUN

COLOR CODES

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

COLOR CODES

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

SECONDARY COLOR
PHOENIX SHADOW

SECONDARY COLOR
PHOENIX ASH

COLOR CODES

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

COLOR CODES

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

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 Investor's 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 ensuring 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 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



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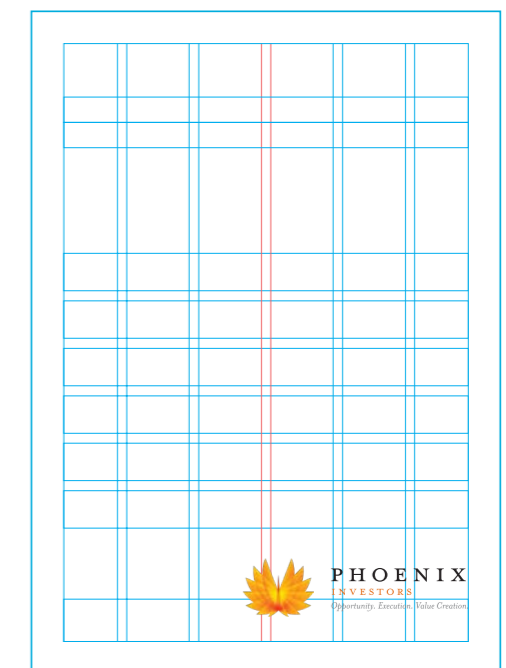
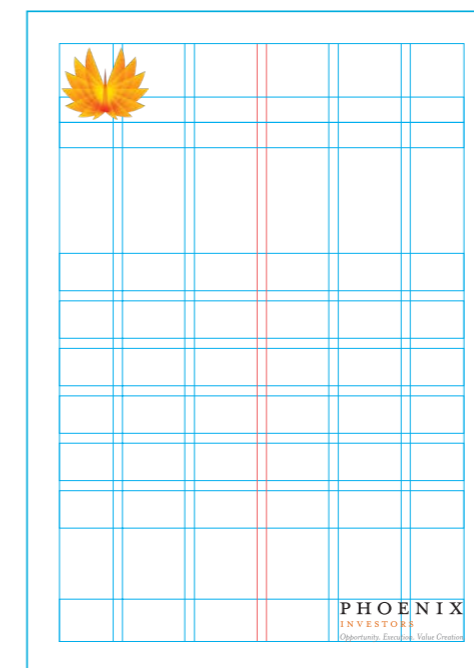
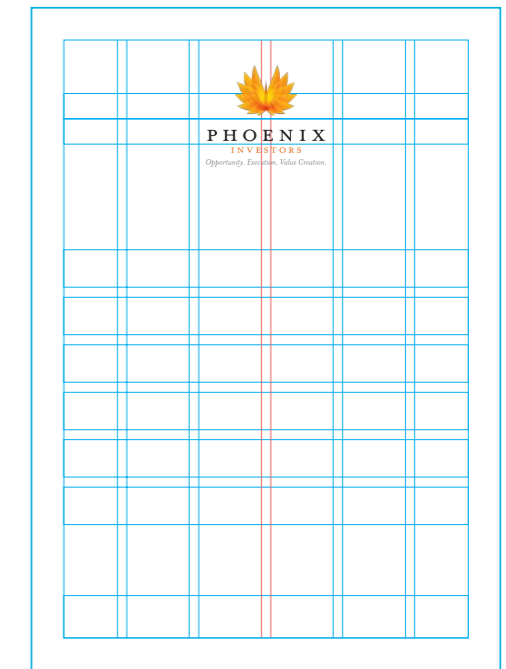
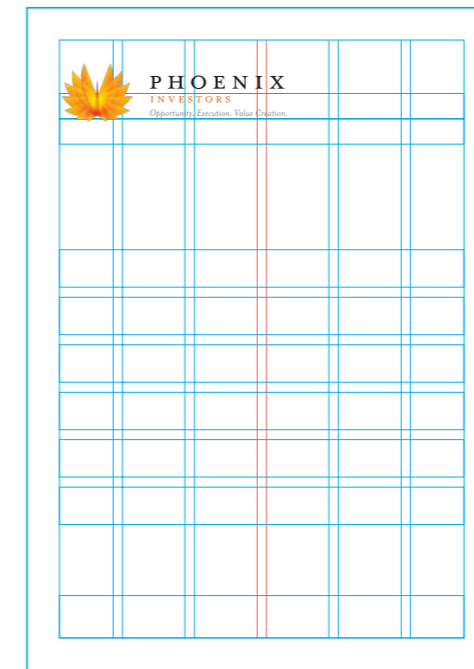
LOGO PLACEMENT

-

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



DATA PROPERTY SHEET LAYOUT

PHOENIX INVESTORS DATA PROPERTY SHEETS



Data Property 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 to ensure that there is a solid underlying framework dictating how data is organized.

DATA PROPERTY SHEET EXAMPLES

PROPERTY HIGHLIGHTS

- 20' - 26' CLEAR HEIGHT
- 20,043 SF OFFICE
- 125 EXTERIOR LOADING DOCKS
- SECURED TRUCK COURT
- 248+ PARKING SPACES
- 70 TRAILER STALLS
- CROSS-DOCK FACILITY

PROPERTY DETAILS

4650 SHEPHERD TRAIL | ROCKFORD, IL

| | |
|----------------------|---|
| BUILDING SIZE | 517,577 SF |
| AVAILABLE SPACE | 517,577 SF |
| MINIMUM DIVISIBLE | 20,000 SF |
| WAREHOUSE SPACE | 497,534 SF |
| OFFICE SPACE | 20,043 SF |
| FLOORS | 2 |
| ELEVATORS | One ADA compliant passenger & one freight |
| DOCK DOORS | 127 exterior |
| DRIVE-IN DOORS | 1 |
| CROSS DOCKS | Yes |
| CLEAR HEIGHT | 20' - 26' |
| COLUMN WIDTH/DEPTH | Varies |
| ROOF | Metal (over roof to be insulated EPDM) |
| WALLS | Metal and masonry |
| FLOORS | 10' Reinforced concrete |
| YEAR BUILT | 1985-1990 Renovation in progress |
| FIRE SUPPRESSION | 100% Wet |
| LIGHTING | High efficiency T8 |
| POWER | Heavy power throughout |
| PARKING | 248+ surfaces & trailer spaces |
| LAND AREA | 25.78 Acres |
| ZONING | UR: Urban Industrial & UC: Urban Commercial |
| PARCEL ID | 07-36-301-009 07-36-351-001 |
| OFFICE ESTIMATE 2020 | 93.65 |

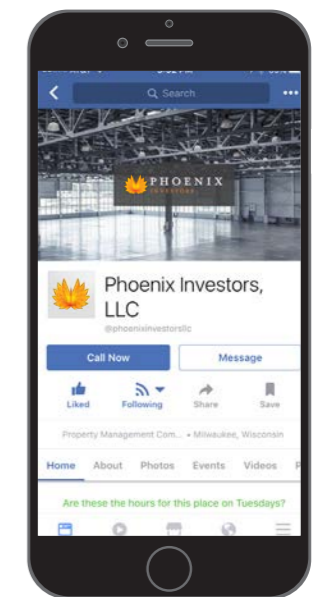
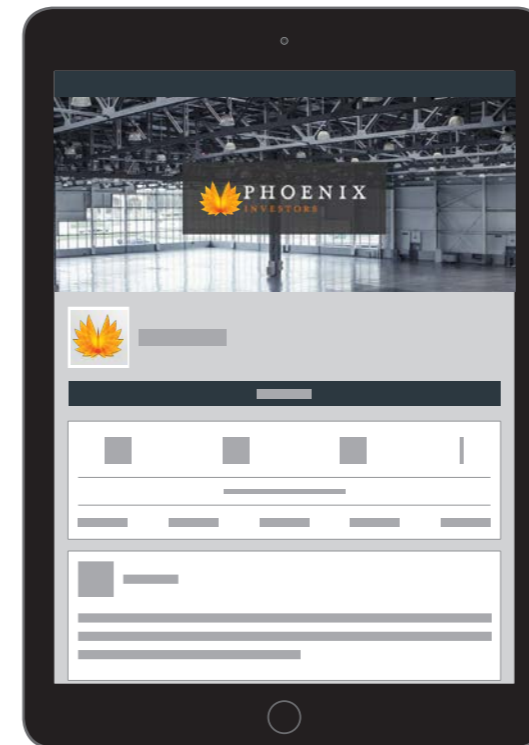
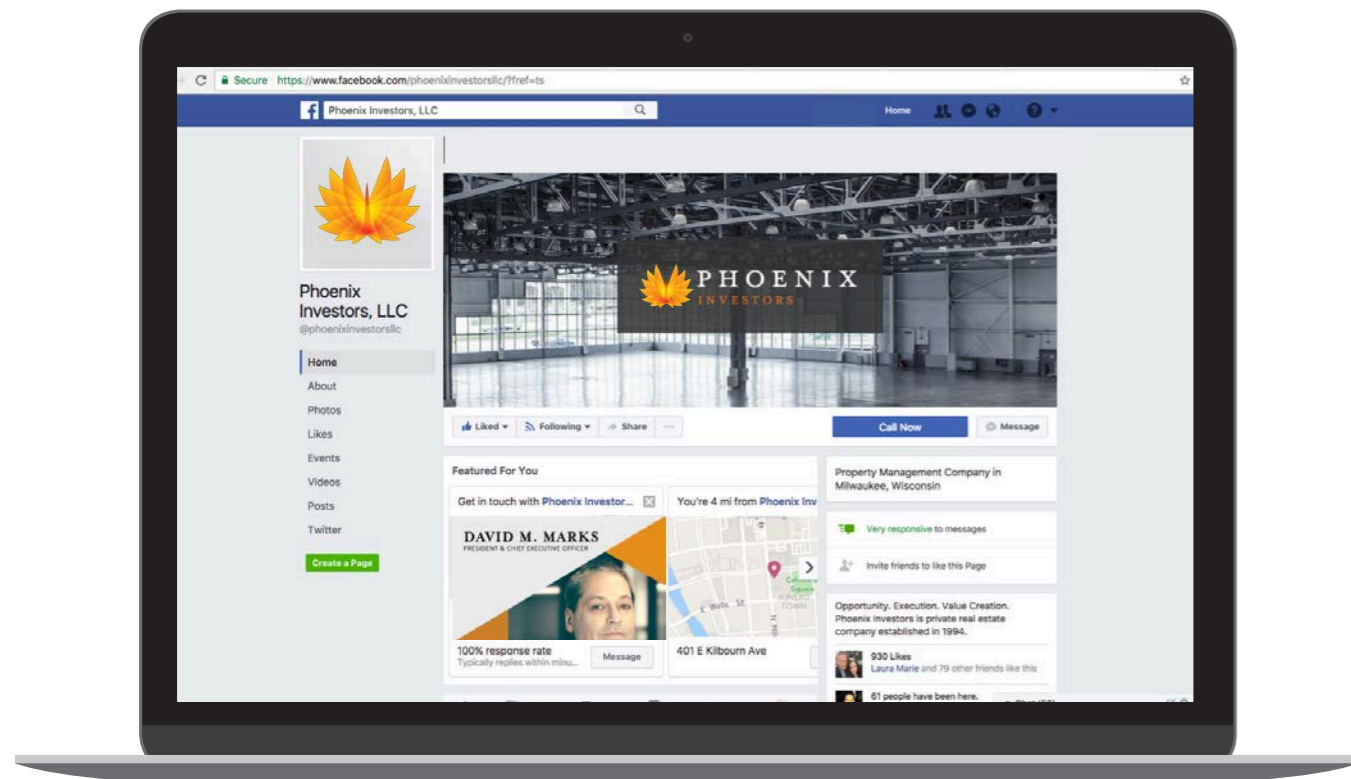
SITE & FLOOR PLAN

4650 SHEPHERD TRAIL | ROCKFORD, IL
 FLEXIBLE AVAILABILITIES FROM 50,000 SF TO 517,577 SF

| SECTION | COMBINE USE | CLEAR HEIGHT | COLUMN SPACING | DOCKS | SQUARE FEET |
|---------|---------------------|--------------|----------------|-------|-------------|
| 1A | WAREHOUSE | 20' | 33' x 30' | 5 | 28,140 SF |
| 1B | WAREHOUSE | 20' | 33' x 30' | 5 | 48,930 SF |
| 2A | WAREHOUSE | 24' | 30' x 30' | 13 | 63,300 SF |
| 2B | WAREHOUSE | 24' | 30' x 30' | 13 | 63,300 SF |
| 2C | WAREHOUSE | 20' | 24' x 30' | 14 | 61,140 SF |
| 3A | WAREHOUSE | 20' | 24' x 30' | 13 | 48,750 SF |
| 3B | WAREHOUSE | 20' | 24' x 30' | 13 | 48,750 SF |
| 3C | WAREHOUSE | 20' | 24' x 30' | 13 | 24,300 SF |
| 4 | 2nd FLOOR WAREHOUSE | 20' | 24' x 30' | N/A | 146,850 SF |
| 5 | OFFICE | N/A | N/A | N/A | 20,043 SF |
| TOTAL | | | | | 517,577 SF |

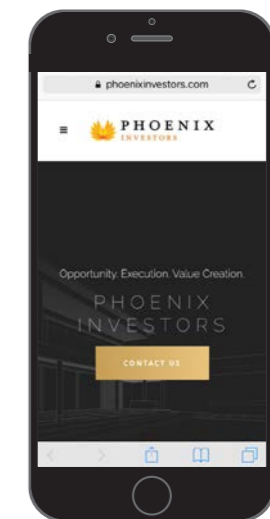
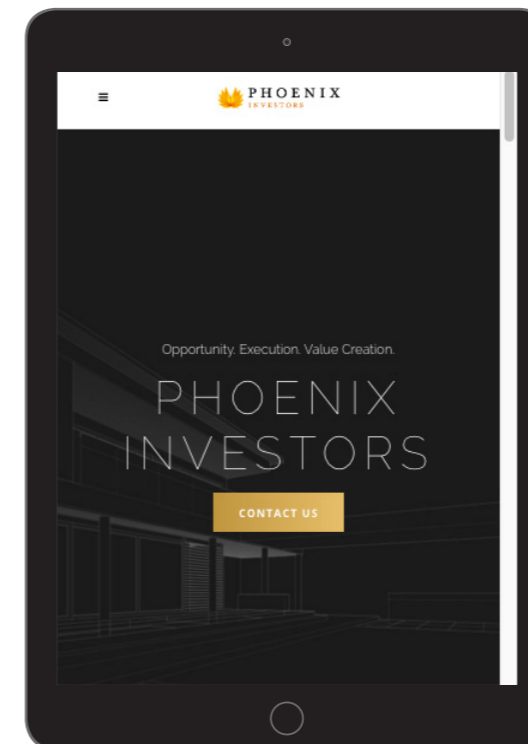
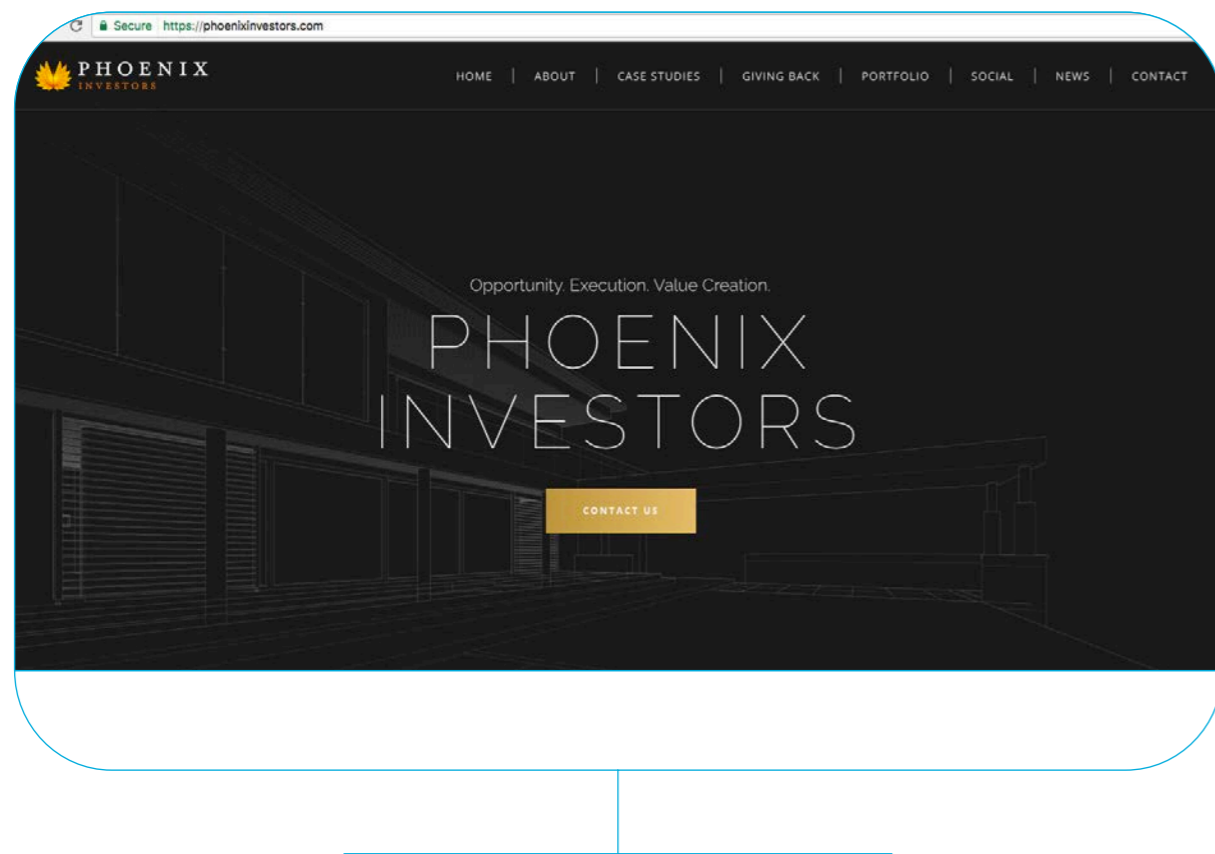
DESKTOP AND MOBILE

FACEBOOK PAGE DISPLAYED
ON VARIOUS DEVICES



DESKTOP AND MOBILE

WEBSITE DISPLAYED ON
VARIOUS DEVICES



CORPORATE IMAGES SHARED ON SOCIAL MEDIA



PHOENIX INVESTORS CORPORATE IMAGE : COLORED IMAGES

The images used in Phoenix Investors' marketing materials and social media campaigns are an essential part of communicating with potential customers. Images should be compliant with prescribed guidelines in order to ensure a consistent visual tone and identity.

LINKS TO PHOENIX INVESTORS' SOCIAL MEDIA PAGES

Direct Link:

<https://www.facebook.com/phoenixinvestorsllc/>

<https://twitter.com/PhxInvestors>

<https://www.linkedin.com/company/phoenix-investors/>

<https://www.instagram.com/phoenixinvestorsllc/>

EXAMPLES FOR PHOENIX INVESTORS CORPORATE IMAGES ON FACEBOOK

Guidelines:

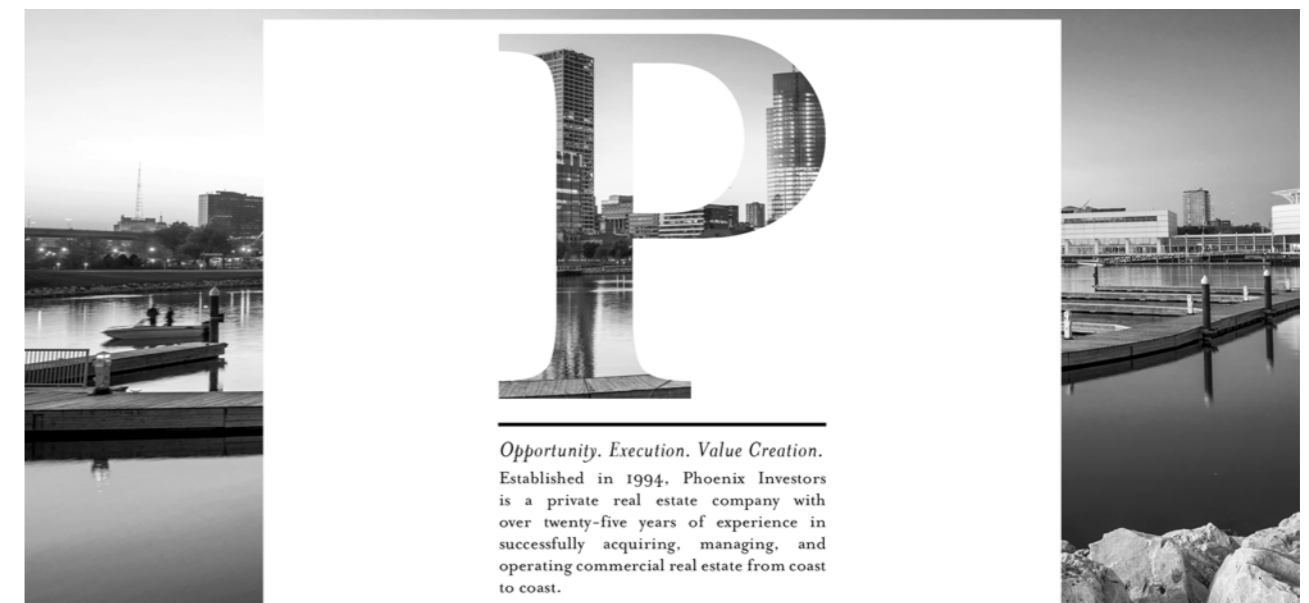
- High Contrast
- Sharp Images
- Minimalistic Look
- Modern & Businesslike

FACEBOOK IMAGE SIZES

1200 x 1200 px

LINKEDIN IMAGE SIZES

700 x 340 px





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10 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 ease the creation of branding-compliant marketing materials." à I removed "in order to" since the previous paragraph has "in order to" already.

CONTACT

For further information about this brand guide, contact:

Lena Levy
First Station Media

E: lena@firststationmedia.com

PHOENIX INVESTORS



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