



STONERIVER

Branding Guide

Table of Content

Section 1 - Introduction

Section 2 - Company Profile

Section 3 - Company Logos

Section 4 - Brand Colors

Section 5 - Brand Fonts

Section 6 - Email Signature

BRANDING GUIDE

Introduction

OVERALL GOAL

To create a cohesive design and brand strategy for StoneRiver Company and StoneRiver Property Management to help strengthen and establish the overall brand of StoneRiver.

Establish an approach that helps build public awareness of the StoneRiver organization while simultaneously leveraging the brand value of current and future business groups within the organization.

HOW TO USE THIS GUIDE

These guidelines describe the visual and verbal elements that represent StoneRiver's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

These guidelines reflect StoneRiver's commitment to quality, consistency and style. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

The StoneRiver brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the StoneRiver name and marks.

BRANDING GUIDE

Company Profile

WHO ARE WE

StoneRiver Company is a vertically integrated investment firm that acquires, develops, and manages multifamily real estate in the Southeast.

OUR MISSION

To create exceptional multifamily communities for our residents, exceptional returns for our investors, and exceptional opportunities for our people.

OUR VISION

To be the Southeast's premiere multifamily investment firm creating meaningful and enduring contributions for our communities, partners, and people.

OUR CORE VALUES

Committed to Integrity
Performance Oriented
Forward Thinking
People Driven
Community Focused

BRANDING GUIDE

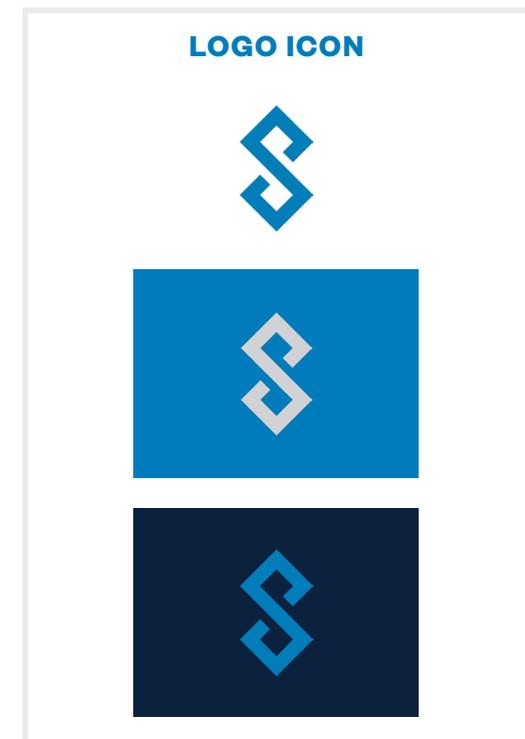
Brand Logo

STONERIVER COMPANY LOGO

The main logo is the dark logo used on white or colored background. This logo can also be used to represent the overall StoneRiver brand. For darker backgrounds you will find alternative logos on the next page.



STONERIVER PROPERTY MANAGEMENT LOGO



BRANDING GUIDE

Brand Logo

APPLICATION ON DIFFERENT COLOR BACKGROUNDS

LIGHT VERSION



1

LIGHT 1 COLOR VERSION



2

DARK 1 COLOR VERSION



3



1



2



3

1) THE LOGO LIGHT VERSION

will be used when the background color is dark colored.

2) THE LOGO LIGHT 1 COLOR VERSION

an alternative to be used when the background color is dark colored.

3) THE LOGO DARK 1 COLOR VERSION

an alternative to be used when the background color is light colored.

RECOMMENDED FORMATS ARE:

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

ATTENTION:

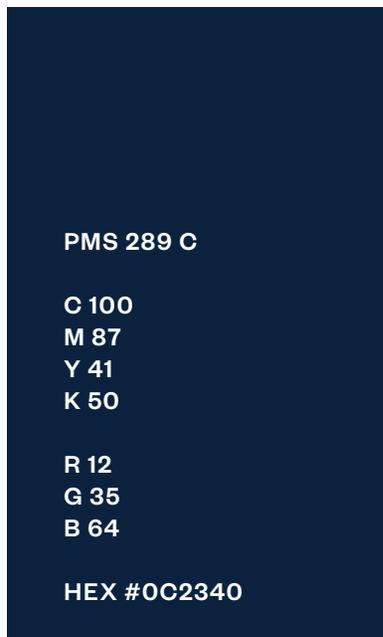
Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with the Director of Marketing if you have any questions or need further help.

BRANDING GUIDE

Brand Colors

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the StoneRiver brand identity program. Consistent use of these colors will contribute to the cohesive and harmonious look of the StoneRiver brand identity across all relevant media.

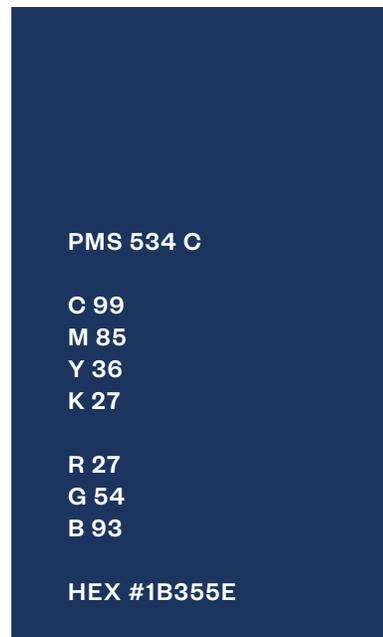


PMS 289 C

C 100
M 87
Y 41
K 50

R 12
G 35
B 64

HEX #0C2340

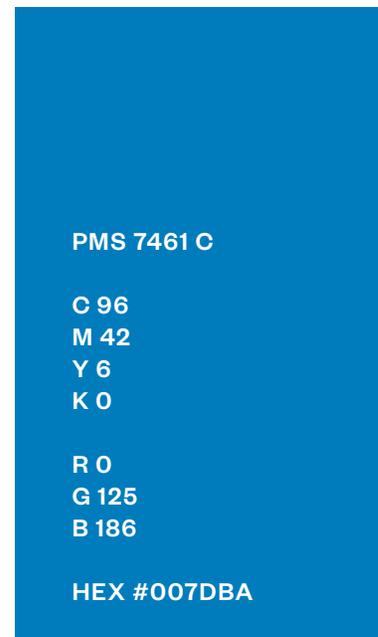


PMS 534 C

C 99
M 85
Y 36
K 27

R 27
G 54
B 93

HEX #1B355E



PMS 7461 C

C 96
M 42
Y 6
K 0

R 0
G 125
B 186

HEX #007DBA



PMS 427 C

C 18
M 12
Y 13
K 0

R 208
G 211
B 212

HEX #D0D3D4

BRANDING GUIDE

Brand Fonts

DISPLAYS / HEADINGS

FOUNDERS GROTESK

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

SEMIBOLD

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

MEDIUM

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

LIGHT

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

BRANDING GUIDE

Brand Fonts

BODY COPY / DESCRIPTIONS

Financier

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

MEDIUM

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

BRANDING GUIDE

Email Signature

STONERIVER EMAIL SIGNATURE

Please refer to our guide on creating a branded email signature in Outlook for assistance with crafting your personalized signature.

First and Last Name

Your Title

O: 000-000-0000

C: 000-000-0000

www.stonerivercompany.com



First and Last Name

Your Title

O: 000-000-0000

C: 000-000-0000

www.stoneriverpm.com



