BRAND GUIDELINES

DOMINION
REIT PROPERTIES

WELCOME

This document contains all you need to know about how our brand should be used in print and digital materials to ensure consistency and proper representation. Using our brand correctly is extremely important to us, so we ask that the guide is always referred and adhered to.

TABLE OF CONTENTS

OUR LOGO

PRIMARY (WITH ICONOGRAPHY)

DOMINION REIT PROPERTIES
(Preferred)

DOMINION REIT PROPERTIES
(Dark Backgrounds Only)

SECONDARY (ICON REMOVED)

DOMINION REIT PROPERTIES
(Preferred)
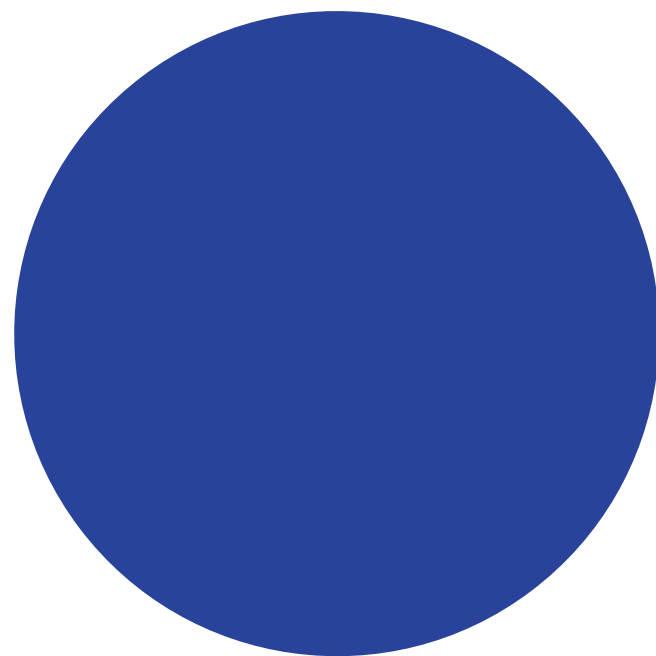
DOMINION REIT PROPERTIES
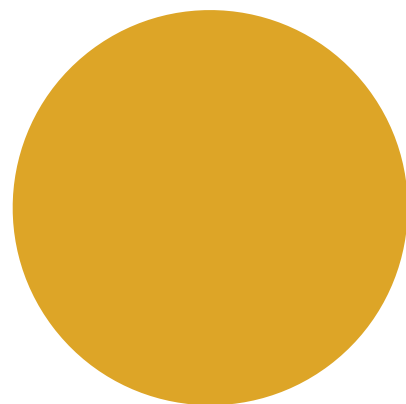*(Dark Backgrounds Only)*
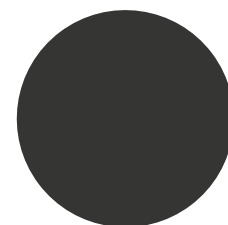
COLOR PALETTE

ROYAL BLUE

#29439b

GOLD

#DDA300

GREY

#353535

GREEN

#31B081

TYPOGRAPHY

PRIMARY HEADINGS:

BRANDON GROTESQUE BOLD

SECONDARY HEADINGS:

BRANDON GROTESQUE REGULAR
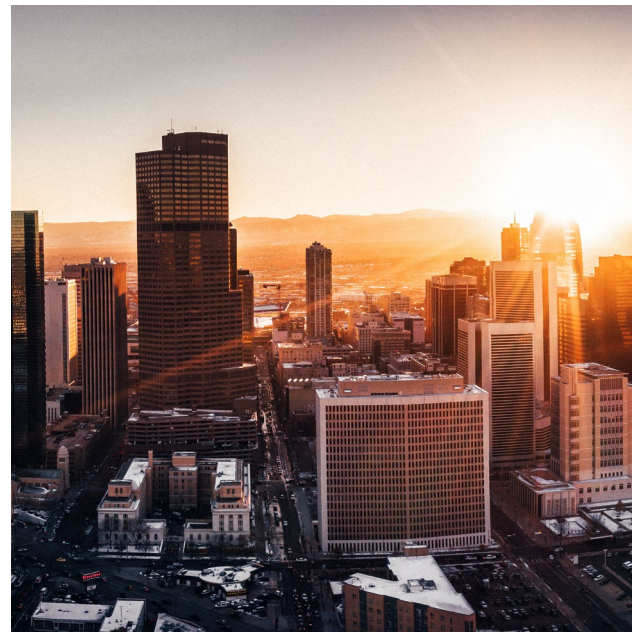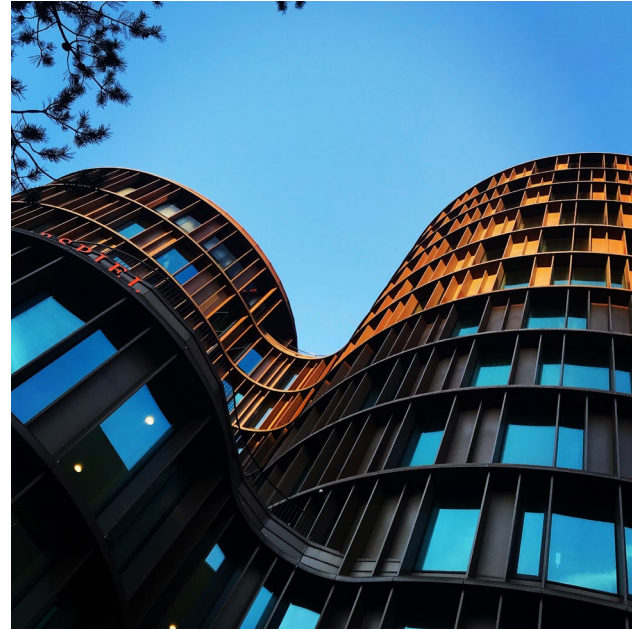
SUBHEADINGS:

Avenir LT Std 95 Black

PRIMARY PARAGRAPH:

Avenir LT Std 55 Roman

SECONDARY PARAGRAPH:

Avenir LT Std 45 Book

BRAND PHOTOGRAPHY