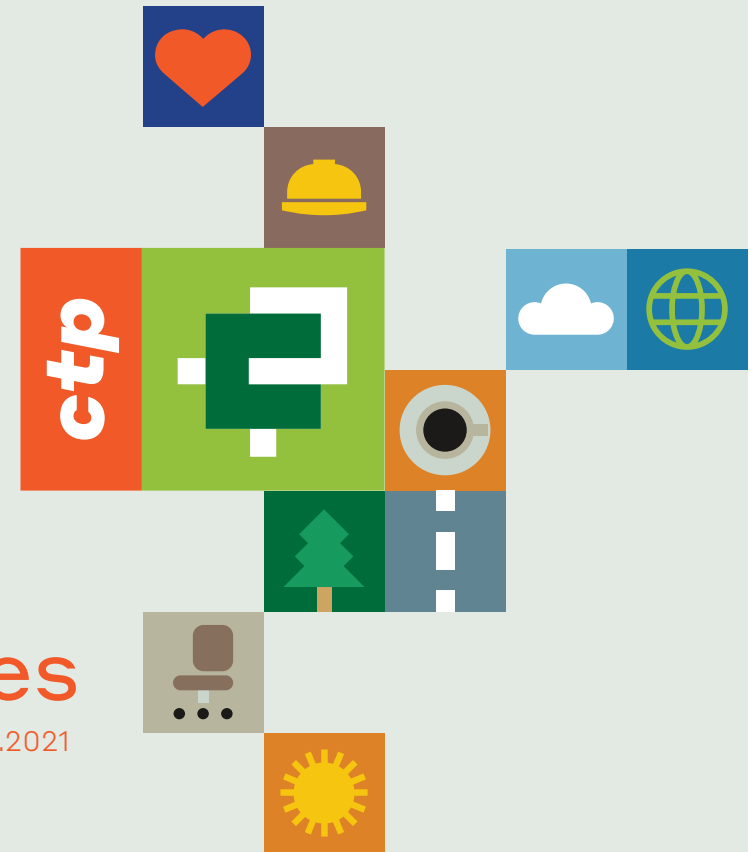


Identity Guidelines

26.02.2021



1.1

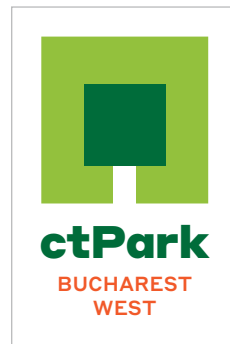


PARKMAKERS



PARKMAKERS

2.1



3.1

CTP BRICK RED

CTP LIME GREEN

CTP PINE GREEN

CTP COAL GREY

4.1

Styrene A Light
Styrene A Medium
Styrene A Bold
Styrene A Bold italic
Styrene A Black

Styrene B Light
Styrene B Medium
Styrene B Bold
Styrene B Bold italic
Styrene B Black

4.2

Arial Regular
Arial Bold

LOGOTYPES

1.1 LOGOTYPES

CTPARK LOGOTYPE

2.1 CTPARK NETWORK LOGOS

CORPORATE COLOURS

3.1 CORPORATE COLOURS

CORPORATE FONTS

4.1 PRINT CORPORATE FONTS
 4.2 DIGITAL CORPORATE FONTS

1.1 POSITIVE COLOR HORIZONTAL VERSION (PREFERRED)



1.1.1 POSITIVE B&W HORIZONTAL VERSION



1.2 POSITIVE COLOR VERSION WITH PARK ICON (WITH CLAIM)



1.2.1 POSITIVE B&W HORIZONTAL VERSION (WITH CLAIM)



1.1 MAIN COLOUR LOGOTYPE

OUR PRIMARY LOGO IS ONE OF THE MOST VISIBLE PARTS OF OUR IDENTITY AND THE PREFERRED VERSION FOR ALL MATERIALS. THE POSITIVE VERSION OF THE LOGO IS ALWAYS PREFERRED (BOTH IN COLOR AND B&W USE).

1.2 LOGOTYPE WITH CLAIM

COLORS IN LOGOTYPE 1.1, 1.1.1



COLORS IN THIS LOGOTYPE 1.2, 1.2.1



1.3 POSITIVE COLOR VERSION WITH PARK ICON



1.3.1 POSITIVE B&W HORIZONTAL VERSION



1.4 POSITIVE COLOR HORIZONTAL VERSION (WITH CLAIM)



1.4.1 POSITIVE B&W HORIZONTAL VERSION (WITH CLAIM)



1.3 LOGOTYPE WITH PARK ICON

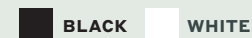
OUR PRIMARY LOGO IS ONE OF THE MOST VISIBLE PARTS OF OUR IDENTITY AND THE PREFERRED VERSION FOR ALL MATERIALS. THE POSITIVE VERSION OF THE LOGO IS ALWAYS PREFERRED (BOTH IN COLOR AND B&W USE).

COLORS IN LOGOTYPE 1.2, 1.4



1.4 LOGOTYPE WITH PARK ICON AND CLAIM

COLORS IN THIS LOGOTYPE 1.3.1, 1.4.1



2.1 POSITIVE COLOR VERTICAL VERSION



2.3 HORIZONTAL VERSION



2.1 CTPARK NETWORK LOGO

COLORS IN LOGOTYPE 1.2, 1.4



3.1 MAIN COLOUR

**CTP BRICK RED****PANTONE** 2028 U**PANTONE** 2028 C**CMYK** 0/80/95/0**RGB** 233/78/27**HEX** #E94E1B**CTP LIME GREEN****PANTONE** 390 U**PANTONE** 390 C**CMYK** 48/4/100/0**RGB** 156/191/29**HEX** #9CBF1D**CTP PINE GREEN****PANTONE** 356 U**PANTONE** 357 C**CMYK** 100/29/100/24**RGB** 0/104/50**HEX** #006633**CTP COAL GREY****PANTONE** 447 U**PANTONE** 425 C**CMYK** 68/50/53/49**RGB** 67/77/75**HEX** #434D4B

3.2 COMPLEMENTARY COLOURS

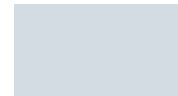
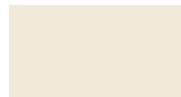
**CTP YELLOW****PANTONE** 108 U**PANTONE** 116 C**CMYK** 3/18/100/0**RGB** 250/206/0**HEX** #FACE00**CTP STEEL BLUE****PANTONE** 5425 U**PANTONE** 5425 U**CMYK** 30/0/0/51**RGB** 114/139/152**HEX** #728B98**CTP CALM GREY****PANTONE** COOL GRAY 2 U**PANTONE** COOL GRAY 2 C**CMYK** 16/8/16/0**RGB** 222/226/216**HEX** #DEE2D8**CTP BROWN****PANTONE** 7504 U**PANTONE** 7504 C**CMYK** 43/51/61/16**RGB** 144/114/90**HEX** #90725A**CTP UMBER****PANTONE** 7626 U**PANTONE** 7626 C**CMYK** 16/83/89/5**RGB** 199/70/42**HEX** #C7462A**CTP ORANGE****PANTONE** 7413 U**PANTONE** 7413 C**CMYK** 11/57/100/0**RGB** 222/130/6**HEX** #DE8206**CTP BATTLESHIP****PANTONE** 5503 U**PANTONE** 5503 C**CMYK** 46/10/36/0**RGB** 154/193/172**HEX** #9AC1AC**CTP PURPLE****PANTONE** 7641/2 U**PANTONE** 7641/2 C**CMYK** 44/74/39/5**RGB** 120/66/86**HEX** #784256

3.3 MAIN COLOURS

ACTIVE, SELECTED

**CTP BRICK RED****HEX #E94E1B**

PARK COLOURS

**CTP LIME GREEN****HEX #9CBF1D****CTP PINE GREEN****HEX #006633****CTP COAL GREY****HEX #434D4B****HEX #416174****HEX #93ACBA****HEX #D2DCE2****HEX #D7C39C****HEX #F1E9D9****HEX #E7F2BF**

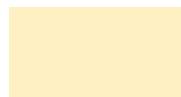
BUTTON COLORS

**HEX #FFAF13****HEX #13B349**

FOOTER

**HEX #8D7062**

3.4 COMPLEMENTARY COLOURS

**HEX #7FB161****HEX #DECC2E****HEX #D4A95C****HEX #CFE0D8****HEX #FFF0C3**

4.1

Styrene A Light
Styrene A Medium
Styrene A Medium Italic
Styrene A Bold
Styrene A Bold Italic
Styrene A Black

Styrene B Light
Styrene B Medium
Styrene B Medium Italic
Styrene B Bold
Styrene B Bold Italic
Styrene B Black

4.2

Arial Regular
Arial Bold

Styrene A Medium Italic

Styrene B Black

Styrene A Bold

Styrene A Light

Styrene B Bold

Styrene A Medium

Award-Winning

1234567890 *Parkmakers*

FULL-SERVICE PROPERTY DEVELOPER

BALANCED PORTFOLIO

AN INTERNATIONAL TEAM OF OVER 100 DEDICATED PROFESSIONALS

PARKMAKERS 1234567890

Styrene A Medium Italic

Styrene A Black

Styrene B Light

CORPORATE FONTS

4.1 **PRINT CORPORATE FONTS**

4.2 **DIGITAL CORPORATE FONTS**

This is to clarify CTP “house style” usage for certain written terms in relation to our new branding and logos. The “house style” applies to all written communication, including social media.

“CTP”

CTP	Always in CAPS Used for the name of the company or Group public communication.
CTP Group	Always CAPS CTP; Group is always capitalised Used in particular and more formal reference for CTP collectively across its countries as collective company various companies.
CTP Czech Republic	Always CAPS CTP and first letter of country; always use English name of country. We NO longer use CTP Invest when referring to the company. Either use CTP CountryName or CTP. Only use the official name of the company where required by law: CTP Invest spol. s r.o.; CTP Romania SRL etc.
#byctp	Always lowercase; for use on social media / guerrilla marketing / hastags.

Property types

	Always capitalised*
CTBox	
CTFlex	
CTSpace	  
CTFit	
CTOffice	

Park names

CTPark Network Always capitalised*

CTPark Brno South Always capitalised

The system for naming parks in the CTPark Network is best left to local teams to identify the best / most useful LOCAL place name in the local language, including correct diacriticals. Use of the English place name is not ideal.

CTPark Plzeň **not** CTPark Pilsen

CTPark Pitești **not** CTPark Pítesti



Office or Standalone developments:

As part of our new branding, we have simplified the naming of our stand-alone developments. In all cases, the name as used in the LOGO is the official name, and does not include descriptors like “Office Centre.” So for example:

Spielberk **not** Spielberk Office Centre

Ponávka **not** Ponávka Business Park

Vlněna **not** Vlněna Office Centre

IQ Ostrava **not** IQ Ostrava Office Centre

Domeq **not** Domeq Residential

While the official name is only the name of the development, you may use non-capitalised, descriptive phrases. For example:

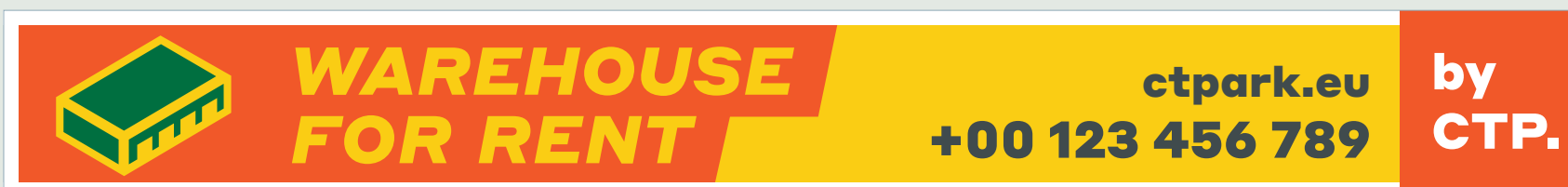
Spielberk office centre, Spielberk office park

Vlněna office centre, Vlněna office park

Ponávka business park

IQ Ostrava office centre, IQ Ostrava office park

Domeq residential units, Domeq accommodation







5.7 × 2.7 M



12 × 4 M



12 × 3 M



5.1 × 2.4 M




4.15 × 2.5 M

PANEL A - VARIATIONS



coal, green  






fish pasta, red  

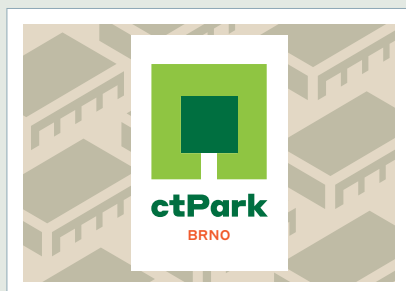


coal, red  



yellow, pine, red   

PANEL B



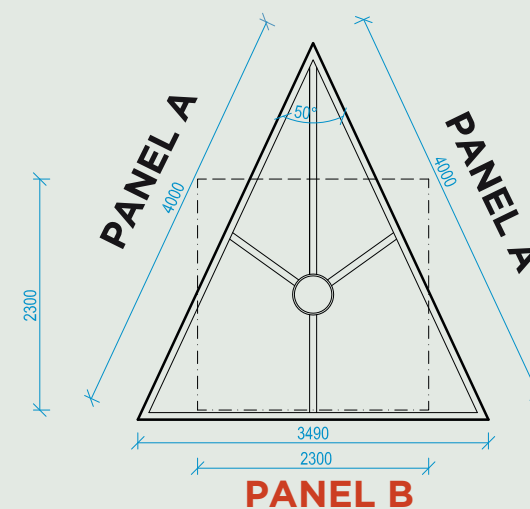
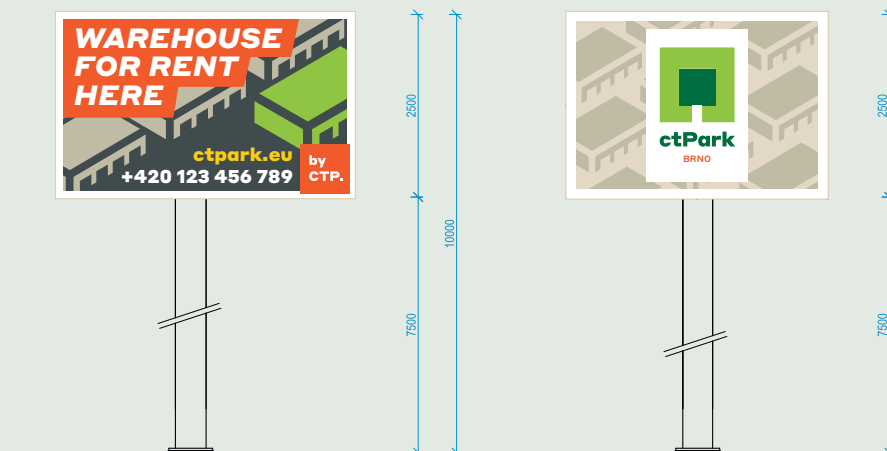
PANEL A
(FACING OUTWARD FROM THE PARK):

4,000 x 2,500 cm



PANEL B
(FACING INWARD TO THE PARK):

3,490 x 2,500 cm



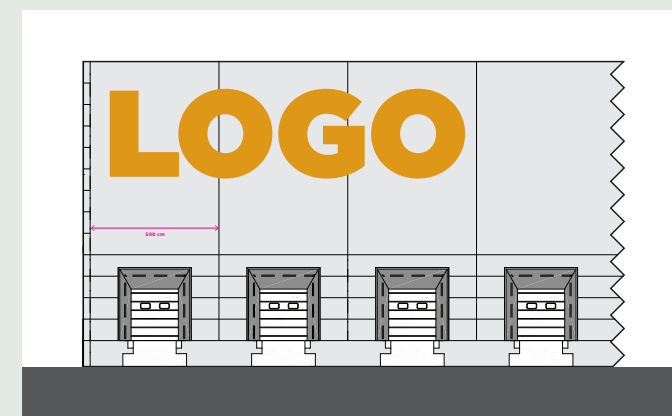
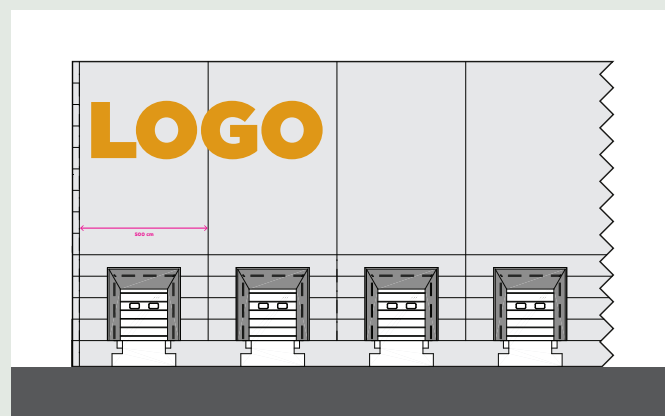
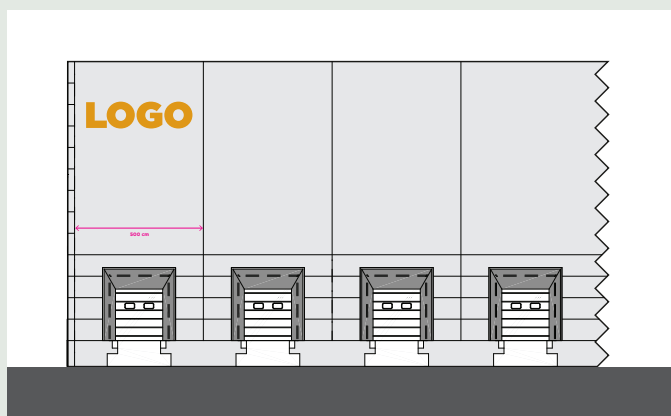
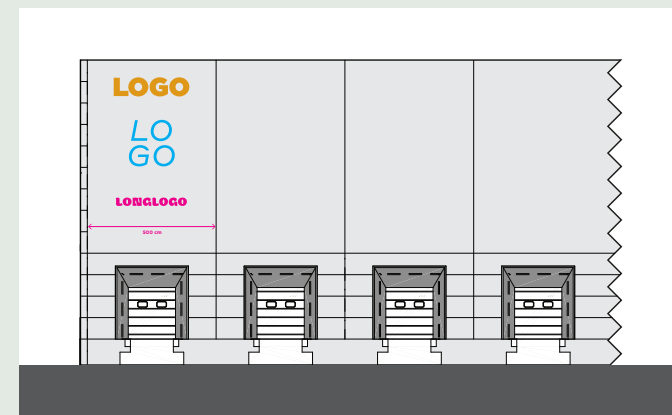
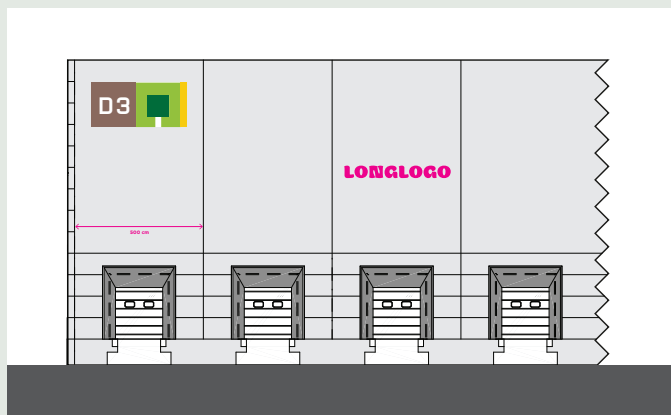
The size and placement of tenant logos follows a simple rule:

The larger the leased space, the bigger the logo.

Technical specifications:
Extruded signage with LED light.

Important notice:

Because logos may have various shapes and visual weight, CTP reserves the right to propose individual treatment in order to keep visual balance between multiple logos.



Logo of a tenant leasing a space up to 10,000 m² spans one facade panel.

Logo of a tenant leasing a space up to 30,000 m² spans two facade panels.

CTP will propose individual solutions for larger clients.

