

**CREW**

GREATER  
PHILADELPHIA



BRAND STYLE GUIDE

## HOW TO USE THIS GUIDE

These brand guidelines serve as an internal resource for our leadership, staff, and content creators.

By adhering to these principles to create a consistent and clear brand experience for anyone who engages with CREW Network and your chapter, we will be more effective and memorable in all of our communications.

While the external messaging in this guide is focused on CREW Network's mission, vision and initiatives, your chapter may use the copy when appropriate and where it fits your needs.

### **Design Questions?**

Contact Nancy Percich, Graphic Designer, at [NancyP@crewnetwork.org](mailto:NancyP@crewnetwork.org) or (785) 856-8266.

### **Messaging Questions?**

Contact Laura Lewis, Chief Marketing Officer, at [LauraL@crewnetwork.org](mailto:LauraL@crewnetwork.org) or (785) 856-8275.

**BRAND** STRATEGY 

01

**OUR PURPOSE FOR EXISTING AND GUIDE FOR OUR ORGANIZATION**

THIS IS AN EXTERNAL STATEMENT

CREW Network exists to transform the commercial real estate industry by advancing women globally.

**OUR HOPE FOR THE FUTURE WE WILL CREATE**

THIS IS AN EXTERNAL STATEMENT

We will transform the global commercial real estate industry to be diverse, inclusive and equitable for all, where women have equal access to opportunities, and equal compensation, power, and influence.

## WHO WE ARE

CREW Network is a thriving global business organization with members representing every discipline in the commercial real estate industry. Our network provides the connections, resources, and opportunities for women in commercial real estate to become more successful in their careers, seizing business opportunities and career growth.

For more than 30 years, our members have found success with CREW Network. Our international business network now includes 12,000 members, across the United States, Canada, and the United Kingdom. CREW members create business together, connect each other to opportunities, and grow their careers and leadership. For our members, CREW Network is a powerful asset for business and professional success.

By advancing women in commercial real estate, CREW Network is working to create a more diverse, equitable, and inclusive industry, where success is equally available to all who are willing to pursue it.

## **THE ATTRIBUTES AND PRINCIPLES THAT WE COMMUNICATE THROUGH OUR BRAND**

We should always align with these values in every communication.  
These are internal values that should guide our external content.

### SUCCESS

We are successful, confident, and capable.

### LEADERSHIP

We are leading the way to a better  
commercial real estate industry.

### VIBRANCY

We are energized, inspiring, and powerful,  
and together we are creating positive change.

### CONNECTION

We connect members to business deals  
and opportunities, and offer loyalty to each  
other across our network.

### EQUITY

We are inclusive, welcoming, and a diverse  
group of people and professions.

## THE PERSONALITY OF OUR BRAND

### LEADING

Confident experts showing the way forward.

### EMPOWERING

Inspiring, powerful, and positive.

### ELEVATED

Polished, respected, and successful.

### ENGAGING

Welcoming, inclusive, and supportive.

*While elements of our persona should be present in our external content, these personality traits are an internal guide. Sometimes we may lean more on certain traits and decrease the visibility of others, depending on the audience and the channel.*



**THE PERSONALITY TRAITS THAT BRING OUR BRAND TO LIFE**

THIS IS AN INTERNAL GUIDE

WE ARE

Bold  
Vibrant  
Sophisticated  
Modern  
Energetic  
Proud  
Welcoming  
Best-in-class  
Optimistic

WE ARE NOT

Overbearing  
Relaxed  
Careful  
Scientific  
Laid-back  
Formal  
Boring  
Timid

**MESSAGING** GUIDELINES



02

## USE THIS AS AN INTERNAL GUIDE FOR HOW WE SPEAK TO ALL AUDIENCES

### CONFIDENT

We are leaders, striving for excellence and success for ourselves and our members.

We speak directly, with authority, but are not overbearing or condescending.

### ENGAGING

We are compelling, interesting, and relevant.

We speak in a way that captures and keeps the interest of our audiences.

### INSPIRING

We are positive and optimistic. We speak in a visionary voice about big, transformative goals.

### VIBRANT

We speak in an energetic and enthusiastic voice. Our content is exciting.

### PROFESSIONAL

To demonstrate our expertise and credibility, we speak in a polished voice. However, we should avoid jargon, insider terms, and complexity.

### INCLUSIVE

As a supporting, welcoming community of professionals, our voice should be inviting and personable. Consider the breadth of audiences you may be communicating to so that everyone feels a sense of belonging with us.

While our voice remains constant, our tone may need to change depending on the audience we are speaking to. Always consider who your audience is, and how to communicate most appropriately with them using our voice.

For example:

- Our tone on social media may be slightly less formal, while still speaking clearly as a business organization because we are communicating to external audiences.
- At CREW events, our tone becomes much more energized, inspiring, and positive.
- In our research, our tone should be more serious, expert, and professional. The messaging focus may be more on diversity, gender equity, etc.

## USE THIS AS AN INTERNAL GUIDE

We communicate in **plain language**, using simple, straightforward language and avoiding jargon and needless complexity. This makes us more engaging, welcoming, and approachable. Plain language means we write for our audiences, using easy-to-understand words and sentence structure.

We speak in the **active voice** for more clarity, energy, and confidence.

We speak in **first person plural**, using we, us, our, and ours. This makes us more inclusive and welcoming. It keeps our audiences involved and engaged. This connection helps make our network strong and connects us to our members.

## **THIS IS AN ON-BRAND DESCRIPTION OF THE SERVICES THAT CREW NETWORK PROVIDES**

CREW Network is a global business organization advancing women in commercial real estate.

We connect professionals from every discipline in the commercial real estate industry for business networking and deal-making. We build and develop leaders. We conduct industry research. And we grow our industry pipeline through career outreach and education, and offering opportunities to women and girls. At every stage of a career, we offer the resources and support that women need to be successful. Through local and global connections, events, resources, and tools, we advance women as professionals and leaders. And we are making the commercial real estate industry more equitable and inclusive for all.

**AN EXAMPLE OF HOW OUR BRAND COULD BE BROUGHT TO LIFE  
IN PUBLIC-FACING MESSAGING AND CONTENT**

**OFF-BRAND**

Facilitating business networking and deal-making among our multi-disciplinary membership is the cornerstone of our organization.

**ON-BRAND**

Members from every discipline in commercial real estate come to CREW Network to advance their career. What does success look like to you? Find it here.

**WHY?**

Optimistic, powerful, engaging, and confident. We are clearly recognizable as CREW Network.

**AN EXAMPLE OF HOW OUR BRAND COULD BE BROUGHT TO LIFE  
IN PUBLIC-FACING MESSAGING AND CONTENT**

OFF-BRAND

CREW Network is at the forefront of achieving gender equity and greater diversity in commercial real estate. We will achieve this by transforming the industry by advancing women globally.

ON-BRAND

We see a more equitable and diverse commercial real estate industry that starts with our members' success.

CREW Network and its members are leading the way to a more equitable industry: achieving equity in opportunity, leadership, and success for women.

WHY?

True to both our Mission and Vision, this also aligns with our persona and voice (elevated, empowering, and leading).



## HOW TO USE OUR BRAND TO GUIDE OUR MESSAGING TO DIFFERENT AUDIENCES

### MESSAGING PRIORITIES

Our value proposition offers multiple reasons for someone to support our brand: to generate business, advance their career, gain access to a multi-disciplinary network, or support diversity, equity, and inclusion. The sum of these values makes us unique and different. We may focus on one value more in different contexts, but we always remember why our audiences connect with us and choose us.

Keep in mind our positioning statement to understand which messages to lead with: we are (1) a global business organization focused on (2) the success of our members, (3) creating a more diverse and inclusive commercial real estate industry. In some contexts, or depending on the audience, we may focus more on one of these key messages.

### KEY MESSAGES

We are a global business organization representing every discipline in commercial real estate.

We are focused first on the success of our members, as the place for commercial real estate women to advance their careers.

We are creating a more diverse and inclusive commercial real estate industry, which will transform the industry to be more equitable for all.

CREW Network offers the opportunity to find success through business connections, leadership development, industry research, and career opportunities.

**LOGO** USAGE 

03

# ▶ CREW GREATER PHILADELPHIA LOGO

This is the standard format in which the CREW Greater Philadelphia logo should be used. The arrow mark is oriented to the right of the stacked words “CREW Greater Philadelphia.”



## File Formats and Color

### Print - CMYK

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- .ai** – printed and digital materials
- .eps** – printed and digital materials
- .jpg** – print
- .tif** – print

**NOTE:** These logos can be found in the Print-CMYK folder.

*Both .eps and .ai files are high resolution, vector-based graphics that can be scaled to any size without losing resolution. They have a transparent background and can be a CMYK or spot color file depending on the printing needs; .pdf files are used for viewing and not recommended for printing.*

### Screen-RGB

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- .jpg** – web, Word documents, PowerPoint files
- .png** – web, PowerPoint files  
(can have a transparent background)
- .gif** – animations, (256 color limit)

**NOTE:** These logos can be found in the Screen-RGB folder.

# ► CREW GREATER PHILADELPHIA LOGO

## Clear Space

Clear space (X) should be used for all formats of the CREW Greater Philadelphia logo. The (X) distance is the same for all versions of the logo. Clear space (X) is defined by half the height of "CREW" in the logo.



## Minimum Size

Recommendations for minimum logo sizes have been provided for optimal recognition and readability.



Minimum Size: 1.25 inches

# ▶ ARROW MARK

The CREW Greater Philadelphia arrow mark can be used separately.

## Color

- Gradient
- Black
- White
- 8% Fearless Blue or 10% Future Fuchsia

## Clear Space

Clear space (X) should be used for all formats of the mark. The (X) distance is the same for all versions.

## Minimum Size

Recommendations for minimum logo sizes have been provided for optimal recognition and readability.



Arrow Mark - gradient



black



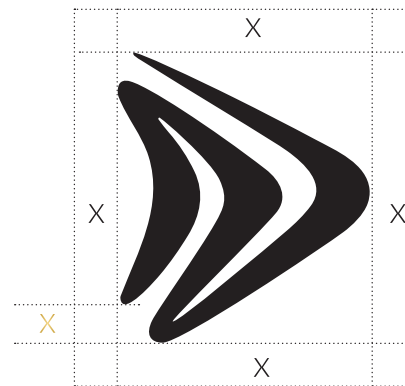
white



8% Fearless Blue



10% Future Fuchsia



Minimum Size: 0.25 inches

# ▶ PRIMARY COLOR PALETTE

The CREW Greater Philadelphia logo and brand uses the following primary colors shown here.

## GRADIENT



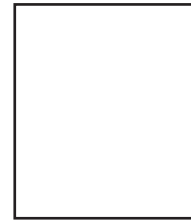
### FEARLESS BLUE

HEX #01426a  
RGB: 1r 66g 106b  
CMYK: 100c 57m 9y 52k  
PMS: 7694 C



### FUTURE FUCHSIA

HEX #c82d55  
RGB: 200r 45g 85b  
CMYK: 16c 96m 57y 3k  
PMS: 198 C



### PURE WHITE

HEX #ffffff  
RGB: 255r 255g 255b  
CMYK: 0c 0m 0y 0k



### BOSS BLACK

HEX #111c24  
RGB: 17r 28g 36b  
CMYK: 100c 78m 44y 91k  
PMS Black 6 C

## Chapter Website Colors

### PRIMARY



HEX #2f3a42  
RGB: 47r 58g 66b

### SECOND



HEX #01426a  
RGB: 1r 66g 106b

### THIRD



HEX #111c24  
RGB: 17r 28g 36b

### PRIMARY HOVER



HEX #111c24  
RGB: 17r 28g 36b

### SECOND HOVER



HEX #002f4f  
RGB: 0r 49g 79b

### THIRD HOVER



HEX #2f3a42  
RGB: 47r 58g 66b

## Email Colors

### PRIMARY



HEX #000000  
RGB: 0r 0g 0b

### ACTION



HEX #c82d55  
RGB: 200r 45g 85b

# ▶ ALTERNATE USES OF LOGO

All logo formats should adhere to these specific color requirements.

- a) The preferred logo treatment is a full color option on a white or light background.
- b) A white logo can be used on dark or black backgrounds.
- c) The logo should appear in full black or reversed format for black/white printing.
- d) If the gradient option cannot be used (embroidery or other uses), the arrow mark should be 100% Fearless Blue.

*Note: The logo color should be chosen based on it providing the most contrast and readability on a background.*



# ▶ IMPROPER USE OF LOGO

Improper uses of the logo:

- Do not incorporate any new colors into the logo mark.
- Do not stretch or skew the logo mark in any way.
- Do not place the arrow mark to the left of the words CREW Greater Philadelphia
- Do not turn or flip the logo mark.
- Do not insert an image or pattern into the arrow mark.





# **TYPOGRAPHY** / APPLICATIONS

# ▶ FONTS

The CREW Greater Philadelphia brand uses fonts from the Nobel font family.

Nobel should be used when creating any collateral in InDesign or Illustrator.  
(ex. business cards, brochures, banners, etc.)

*Note: CREW Greater Philadelphia wordmark is designed with a customized use of the Nobel font.*

## Nobel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Nobel Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# FONTS CONTINUED

## DIGITAL

Use **Arial** for digital formats and when Nobel is unavailable.

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## CHAPTER WEBSITES

**Nobel** will be used for all copy except for body copy.

Helvetica will be used for body copy.

### Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Bold Italic

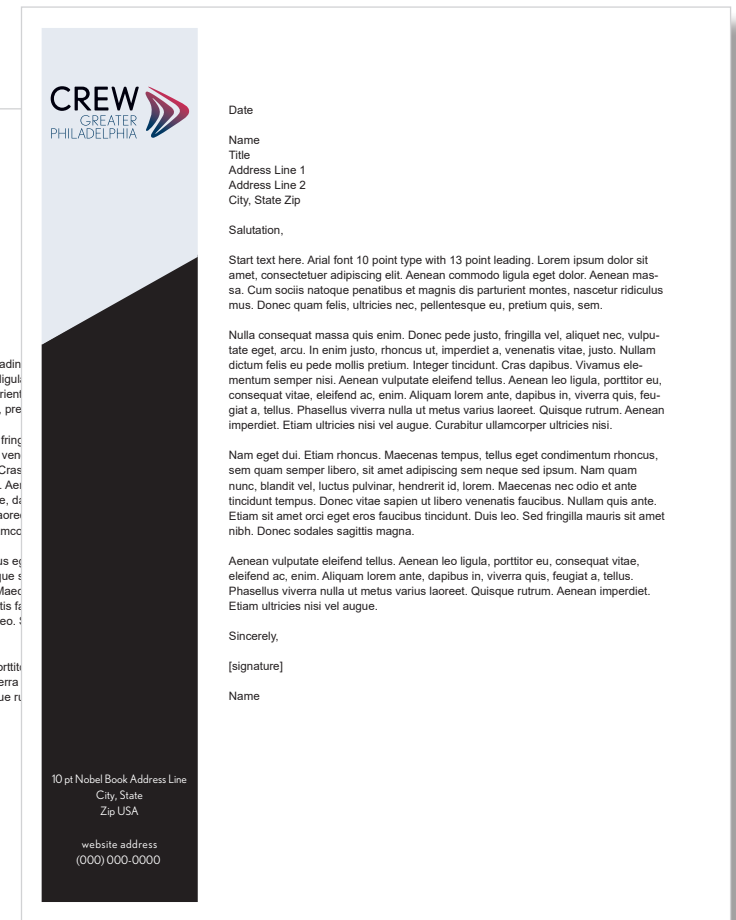
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# ▶ BRAND COLLATERAL: LETTERHEAD

Please refer to the samples to the right when developing collateral for CREW Greater Philadelphia.

Samples shown are:

- Letterhead (8.5 x 11 inches) examples for In-House Board of Directors and plain
- Use Arial font, 10 pt for body copy



In-house printing - plain

In-house printing - Board of Directors

# ▶ BRAND COLLATERAL: BUSINESS CARD

Please refer to the samples to the right when developing collateral for CREW Greater Philadelphia.

Samples shown are:

- Business Card front & back (3.5 x 2 inches)

*Note: Nobel should be used when creating any collateral in InDesign or Illustrator. (ex. business cards, brochures, banners, etc.)*



Front Side



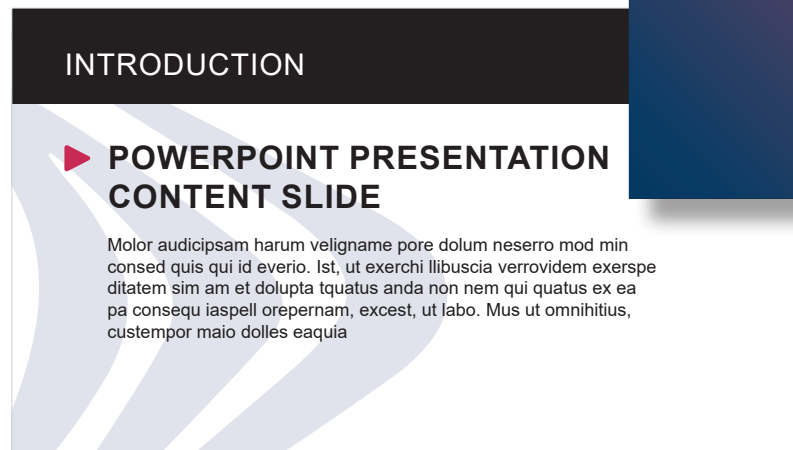
Back Side

# ▶ BRAND COLLATERAL: POWERPOINT

Please refer to the samples to the right when developing collateral for CREW Greater Philadelphia.

Samples shown are:

- PowerPoint Presentation deck (cover, divider, and content slide)
- Use Arial font when developing PowerPoint presentations.



# CREW

GREATER  
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For more information, contact:  
CREW Greater Philadelphia  
E: [crewphiladelphia@crewnetwork.org](mailto:crewphiladelphia@crewnetwork.org)  
W: [crewphiladelphia.org](http://crewphiladelphia.org)