

Hana Brand Guide



Q2 2020



Why a brand guide?

The best brands live in the mind and flourish with a steady mix of recognizable consistency and unmistakable experiences. Jeff Bezos famously said, “Your brand is what other people say about you when you’re not in the room.”

At Hana, we create experiences that stretch from the physical to the digital to the conversational. At the root of all of these experiences sits our brand, a careful mix of vision, values and unique identifiers that bring Hana to life in ways big and small — and keep people talking about us when we’re not around.

The following pages offer a resource and reference for Hana’s unique mission, values, look-and-feel and personality — the key components that give life to everything we do as a company.



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Our Mission

To provide places where people with purpose can accomplish great things.





hana

The Hana Values

BE A BUILDER

As builders, we are entrepreneurs and self-starters with a bias towards action and outcomes.

SEEK SIMPLICITY

We drive success by keeping it simple for our members, partners and teammates.

WELCOME ONE & ALL

We obsess about each members' or guests' experience and believe in inclusive places for all.

SWEAT THE SMALL STUFF

We know that every detail matters and the little things can make the biggest difference.

TRUST TEAMWORK

We are better together. We know the power of partnership and collaboration.

Our values are the touchstones of how we act, what we do and why we do it.



THE BIG IDEA

Joy Through Accomplishment





What makes a great day?

Hana believes it's the joy you feel through accomplishment.

Accomplishment isn't just productivity. Accomplishment is the feeling of joy when you conquer a milestone, try something new, or achieve something of significance.

Our physical spaces, services and amenities, and brand expressions are all centered on eliciting this core emotion.

The Hana Promise & Pillars



Hana creates value for owners, occupiers and members by empowering them to accomplish their goals through a focus on enabling performance, flexibility and trust.

PERFORMANCE

Rooted in a deep well of workplace research, Hana sweats the small things so you can do the big things, building environments uniquely designed to help people perform and accomplish great things — every day.

FLEXIBILITY

Deeply attuned to the needs of owners, occupiers and members, Hana is the easiest flexible workspace provider to work with, giving you the freedom to work your way with a variety of spaces and workplace solutions.

TRUST

Backed by CBRE's years of expertise, Hana is a distinctly trusted partner to occupiers and owners alike. With unfettered attention to detail, Hana focuses on building trust through exceptional hospitality, amenities and premium services.

Our Personality

Performance, flexibility and trust are strong brand pillars. But they're not words you'd use to describe someone's personality.

Hana exists to help people with purpose accomplish great things. Here are a few words that shine light on who we are — and how you can embody the best of Hana.

WELCOMING
THOUGHTFUL
INSPIRING
INTUITIVE
POLISHED



A green cactus with white starburst patterns is positioned on the left side of the page, set against a textured brown wall. The cactus has several arms, with the most prominent one being tall and slender, topped with a smaller arm. The white starburst patterns are scattered across the green segments of the cactus. The background wall is a warm, earthy brown with a subtle texture. A shadow of the cactus is cast onto the wall to the right, extending from the bottom right towards the center.

Hana Naming Framework

Our spaces are reflection of who we are as a company: welcoming and polished. When we think about people within our spaces, we use the three following terms as a nod to our roots in hospitality.

MEMBERS

As the foundational term, all Hana customers are members first. In doing so, we leverage an industry-standard term that takes little education — and start with a clear foundation.

CLIENTS

We treat every member as a client of Hana, catering to their needs by way of exceptional hospitality. Moreover, we refer to large-scale enterprise accounts as clients.

GUESTS

For those using Hana Meet or stopping by to work at Hana Team as an invitee of a member. The term “guest” implies an upscale service ethos, which is something Hana takes seriously.



The Hana Logo

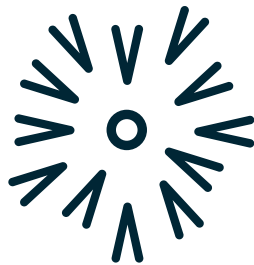
Our logo tangibly represents the workspace as we see it — a combination of space, people and teams. It also lives at the heart of our company’s visual identity, serving as a unique and instantly recognizable signifier of our brand.

You may also notice our logo bears a passing resemblance to the cross section of a pineapple, i.e. a universal symbol for hospitality. Let’s just say that wasn’t an accident.

We have four — and only four — variations of our logo. And no: We won’t make any location or product logos. And we’d strongly advise (ahem) that you don’t either.



SPACE



PEOPLE



TEAM



WORKPLACE

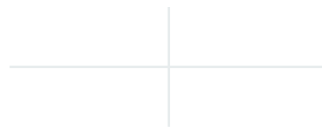
Primary Logo

The horizontal logo should serve as the primary lockup of the Hana symbol and word mark.



Secondary Logo

The vertical logo should serve as the secondary lockup of the Hana symbol and word mark.



The Hana Word Mark

is a representation of Hana's trademark. It flows in nature while being classic and comfortable.



The Hana Symbol

is a representation of people coming together in a centralized workplace that celebrates accomplishment.





Logo Color Usage

The Hana logo is the cornerstone of our visual identity. It is critical that we always use the correct version of our logo consistently in all applications. It should always be used in Midnight, Black or White. It should never be used in any alternative colors or with varying transparency or gradients.



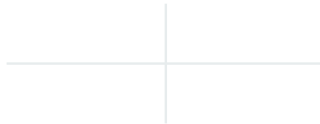
**POSITIVE COLOR VERSION
IN MIDNIGHT**

Use the positive version of our logo when placing it on light color backgrounds or suitable light areas of images where there is no detail interfering.



**POSITIVE COLOR VERSION
IN WHITE**

Use the negative version of our logo when placed on Midnight or a suitable dark area of images where there is no detail interfering.



POSITIVE B/W VERSION

Use the positive black and white version of our logotype when using black and white applications, or when using color is not suitable.



NEGATIVE B/W VERSION

Use the negative black and white version of our logotype when using black and white applications, or when using color is not suitable.

Logo Sizing

The Hana symbol, **word mark** and lockup should always be used in accordance with this brand book. Do not rotate, stretch, or modify the elements. This includes, but is not limited to, adding effects or gradients, opacity, rearranging elements or using colors outside of the Hana palette (page 26).

To preserve visual integrity, do not display the Hana lockup — or its elements — smaller than the minimum sizes, shown below.

SIZES

The size of the logo, symbol or word mark is always measured in width. For a standard 8.5" x 11" document, the minimum width is 3/4 of an inch. For an 11" x 17" tabloid, the minimum width is 1.25 inches.

These are recommendations, but depending on unique situations some variance is permitted.



3/4 in
Letter Size



1.25 in
Tabloid Size



Clear Space



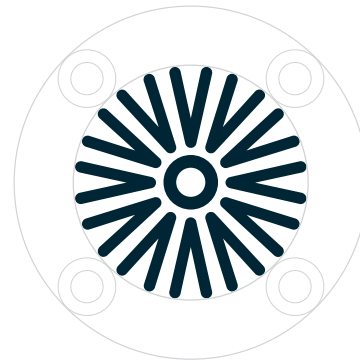
An area of clear space should be applied equally along the perimeter of the Hana logo that is 2x of the height of horizontal logo.



An area of clear space should be applied equally along the perimeter of the Hana logo that is 1/5th of the height of vertical logo.



An area of clear space should be applied equally along the perimeter of the Hana word mark that is 2x the height of the word mark when it exists as a single object.

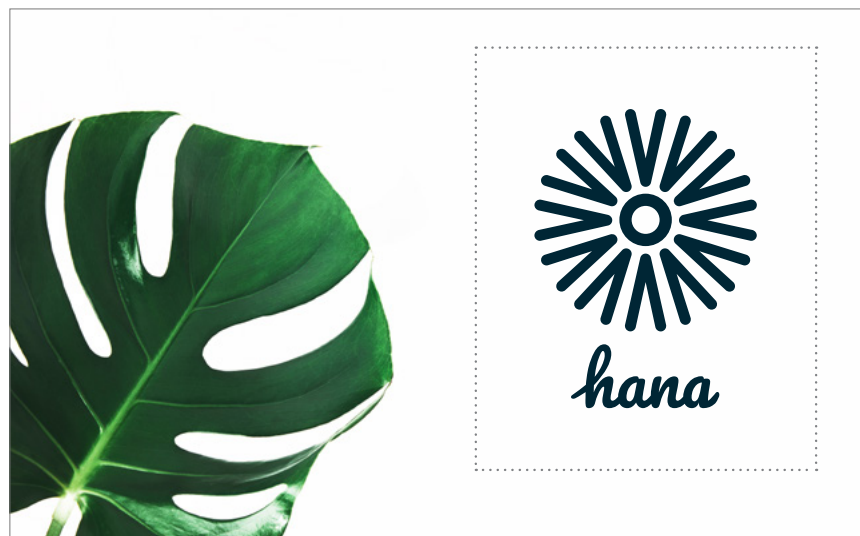


An area of clear space should be applied equally along the perimeter of the Hana symbol that is 1/4 the diameter of the symbol when it exists as a single object.

Logo Do's and Do Not's

SAMPLE USAGE

Use the clear space guide on page 19 when applying our logotype to imagery avoiding strong visual elements entering this space.



THINGS TO AVOID

Our logo is a visual cornerstone of our brand — and consistent treatments are key. To keep our brand strong, please avoid using our logo inconsistently or in the wrong context.

Here are some examples of what you should never do with our logo. Seriously, just don't.



DO NOT use prior versions of the logo.

Take a tour at *hana* today!

DO NOT use in bodies of text.

hana team *hana nyc*
(or)
hana team *hana nyc*

DO NOT add the name of a service or location to the logo.



DO NOT change the color or use two colors.



DO NOT place in a container.



DO NOT add effects or distort.

Hana Hana

DO NOT retypeset.

hana *hana*

DO NOT add outlines.



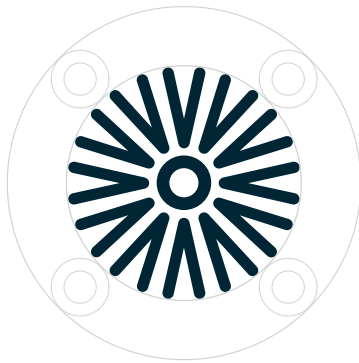
DO NOT rotate.



DO NOT layer on top of strong graphic backgrounds.

The Hana Tag

The Hana Tag can be used for varying purposes specifically on research papers and other print materials. Use the clear space guide on page 19 when adding a tag perimeter to the Hana logo. Only the secondary logo and symbol should be used in this configuration. These graphics with the tag incorporated can be provided by Marketing for easy application.



CORRECT COLOR USAGE

Only white should be used in the background to enhance the use of negative space in the layout. Do not introduce a secondary color as the background color. Do not add a colored outline around the white portion of the tag.

✓



✓



✗



CORRECT PLACEMENT

The logo should be offset slightly in relation to the photo or background and spaced with sufficient white space between the edge of the logo and the edge of the document in accordance with the clear space guidelines shown on page 19.

✓



✓



✗





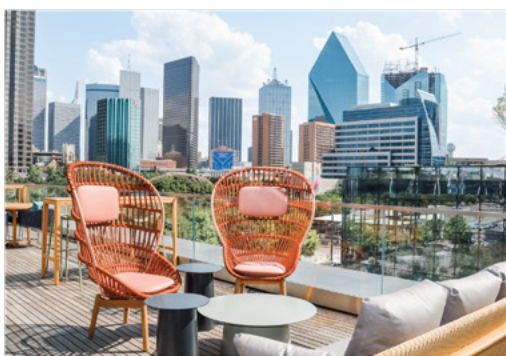
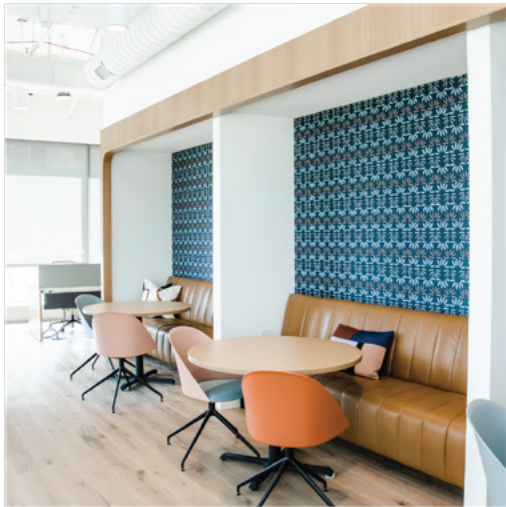
Hana Color Palette

Colors are a funny thing. Try to describe the color blue and you're apt to just say "Well, it's blue." (Unless you're color blind. Then it might be grey or sort-of grey.)

But each hue undeniably colors our existence and carries emotional significance. Where the color orange might excite and energize, the color blue can calm and pacify.

At Hana, we have thoughtfully created a color palette that strikes at the heart of our core mission: to help people with purpose accomplish great things. Each tone and hue come together to create a palette designed to make professionals feel comfortable and at ease with an aesthetic that is unfussy and uncluttered.

Our color scheme signifies an environment ripe for creativity and accomplishment. Our aesthetic is a thoughtful balance between the timeless and sophisticated alongside the inspiring and playful.



Color Hierarchy & Usage



Midnight and Snowbound should be used as the primary colors of Hana. Tide, Rust and Cypress should be used intentionally to compliment our primary colors and add depth to the brand. Aspen should be used sparingly as an accent in print and digital materials.

PRIMARY

MIDNIGHT
 #002636
 rgb(0,38,54)
 cmyk(100,30,0,79)

TIDE
 #4C6672
 rgb(76,102,114)
 cmyk(33,11,0,55)

SECONDARY

RUST
 #9A502F
 rgb(154,80,47)
 cmyk(0,48,69,40)

CYPRESS
 #617560
 rgb(97,117,96)
 cmyk(17,0,18,54)

ACCENT

ASPEN
 #DFB868
 rgb(223,184,104)
 cmyk(0,17,53,13)

SNOWBOUND

#F4F3F1
 rgb(244,243,241)
 cmyk(0,0,1,4)

TIDE LIGHT

#D2DEE0
 rgb(210,222,224)
 cmyk(6,1,0,12)

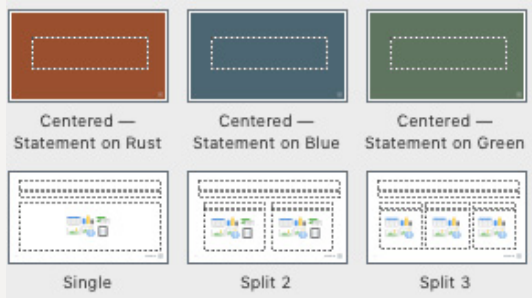
RUST LIGHT

#ECD0BB
 rgb(236,208,187)
 cmyk(0,12,21,7)

CYPRESS LIGHT

#D7DCCC
 rgb(215,220,204)
 cmyk(2,0,7,14)

INTENTIONAL USE OF WHITE SPACE & BACKGROUND COLORS



White should be the primary background choice in most print and digital applications. Midnight, Snowbound and the secondary colors should rarely be used as full-bleed background colors. Some exceptions can be made for divider and call-out pages in PowerPoint presentations and the like.



MIDNIGHT COLOR USAGE

It should be apparent throughout any Hana branded piece that Midnight is one of Hana's two primary colors. Main headers should default to Midnight. The Hana logo, word mark and symbol should also be used in Midnight whenever possible. More information about logo colors can be found on pages 16-17.

accomplish
great things



SECONDARY COLOR USAGE

Color-blocking usage of Snowbound and Hana's secondary colors are appropriate to accentuate a section of copy or highlight a featured image.

Hana's secondary colors are suitable to use for pull quotes and text highlights. More information about correct color usage with typography can be found on page 35.

Color Codes

To simplify conversion of the Hana color palette to HEX, CMYK, RGB and Pantone color spaces, we have provided the following reference page.





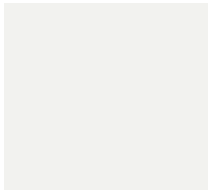
MIDNIGHT

#002636
rgb(0,38,54)
cmyk(100,30,0,79)
pms 539C



SNOWBOUND

#F4F3F1
rgb(244,243,241)
cmyk(0,0,1,4)
warm gray 1C (20%)



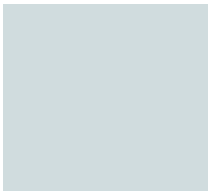
TIDE

#4C6672
rgb(76,102,114)
cmyk(33,11,0,55)
pms 2180C



TIDE LIGHT

#D2DEE0
rgb(210,222,224)
cmyk(6,1,0,12)
pms 7541C



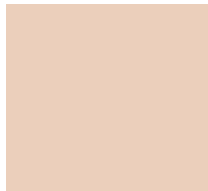
RUST

#9A502F
rgb(154,80,47)
cmyk(0,48,69,40)
pms 7586C



RUST LIGHT

#ECD0BB
rgb(236,208,187)
cmyk(0,12,21,7)
pms 2309C



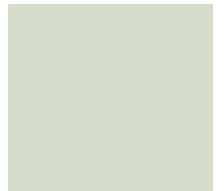
CYPRESS

#617560
rgb(97,117,96)
cmyk(17,0,18,54)
pms 5615C



CYPRESS LIGHT

#D7DCCC
rgb(215,220,204)
cmyk(2,0,7,14)
pms 5665 C



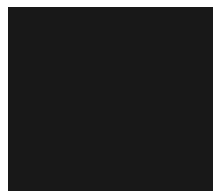
ASPEN

#DFB868
rgb(223,184,104)
cmyk(0,17,53,13)
pms 2008C



BLACK* 90%

#191919
rgb(25,25,25)
cmyk(0,0,0,90)



BLACK* 70%

#4D4D4D
rgb(77,77,77)
cmyk(0,0,0,70)



BLACK* 50%

#808080
rgb(128,128,128)
cmyk(0,0,0,50)



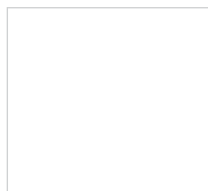
BLACK* 30%

#b3b3b3
rgb(179,179,179)
cmyk(0,0,0,30)



WHITE

#FFFFFF
rgb(255,255,255)
cmyk(0,0,0,0)



*Black and variations of black are not core colors of the Hana palette. As such, they are to be used sparingly.



Typography

A brand's typography should be a reflection of the brand's innate nature.

Tiempos and Maison Neue are Hana's two primary typefaces. Select weights have been chosen as our preferred versions in each font family outlined in the following pages. Times New Roman and Arial can be used when Tiempos and Maison Neue are not available.

Tiempos

WELCOMING THOUGHTFUL INSPIRING PROFESSIONAL

Selected for its visual presence, this serif is modern and sleek, yet nods to the traditional comfort and hospitality of the Hana brand.



a f y

Maison Neue

BALANCED THOUGHTFUL POLISHED APPROACHABLE

This well-balanced typeface provides ease of readability and balances well with Tiempos to create a distinct hierarchy.



a f y

Primary Fonts

Tiempos and Maison Neue are to be used as Hana's primary typefaces.

TIEMPOS HEADLINE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789±!@£\$%^&*()_+<>?

TIEMPOS HEADLINE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789±!@£\$%^&*()_+<>?

MAISON NEUE DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789±!@£\$%^&*()_+<>?

MAISON NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789±!@£\$%^&*()_+<>?

Universal Fonts

Times New Roman and Arial are to be used for email marketing and when Tiempos and Maison Neue are not available typefaces.

TIMES NEW ROMAN 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

0 1 2 3 4 5 6 7 8 9 ± ! @ £ \$ % ^ & * () _ + < > ?

TIMES NEW ROMAN 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

0 1 2 3 4 5 6 7 8 9 ± ! @ £ \$ % ^ & * () _ + < > ?

ARIAL 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

0 1 2 3 4 5 6 7 8 9 ± ! @ £ \$ % ^ & * () _ + < > ?

ARIAL 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

0 1 2 3 4 5 6 7 8 9 ± ! @ £ \$ % ^ & * () _ + < > ?

Font Hierarchy & Usage

The following weights from each font family are recommended.

Primary Header

BODY HEADER

Body Copy

Tiempos Headline Medium

Maison Neue Demi

Maison Neue Light

Times New Roman Bold

Arial Bold

Arial Regular

TYPOGRAPHY TIPS

- In general, limit the fonts to only three different point sizes per piece.
- Avoid distorting the font vertically or horizontally.
- Reserve italics for sparing use only—endnotes and footnotes are two immediate examples. Italics are no longer used in primary headers.
- Numbers should be in Maison Neue and Arial rather than Tiempos and Times New Roman.

Our Typography in Practice

Joy Through Accomplishment

TO PROVIDE PLACES WHERE PEOPLE WITH PURPOSE CAN ACCOMPLISH GREAT THINGS.

What makes a great day? Hana believes it's the joy you feel through accomplishment. Accomplishment isn't just productivity.

Accomplishment is the feeling of joy when you conquer a milestone, try something new, or achieve something of significance. Our physical spaces, services and amenities, and brand expressions are all centered on eliciting this core emotion.

Accomplishment is the feeling of joy when you conquer a milestone.

Tiempos Headline Medium (or Times New Roman Bold) should only be used for primary headlines. It should rarely be used for body copy. It should primarily be used in Midnight or White. Italics should rarely be used in primary headlines.

Maison Neue Demi (or Arial Bold) should be used for sub-headers and can be changed to a secondary color as seen in rust throughout this document.

Maison Neue Light (or Arial Regular) should be used for body copy and can be changed to 85%-90% black or 100% Midnight. Body copy should remain between 8.5 and 12 point font size. It is recommended to increase the leading (space between lines) to allow for better legibility when reading large paragraphs of text.

Maison Neue Light (or Arial Regular) should be used for pull quotes in a significantly larger font size. The text can also be changed to a secondary color. Additionally, a highlight can be added to draw attention to specific words.

Hana Boilerplate

CBRE Hana, LLC is a wholly-owned subsidiary of CBRE Group, Inc., the world's largest commercial real estate services and investment firm (based on 2019 revenue). Hana partners with real estate owners to develop and operate integrated, scalable, flexible workspaces. Each unit contains office suites (Hana Team), conference rooms and event space (Hana Meet) and shared workspaces (Hana Share). Hana provides property owners increased transparency and a valuable offering for companies that desire to maintain their culture and brand while leveraging the benefits of a flexible space offering. More information is available at www.yourhana.com.

Hana helps institutional property owners meet the rapidly growing demand for flexible office space solutions. Hana offers a range of partnership solutions for real estate investors that may include Hana designing, building and operating the facilities and services.



Email Signature

MICROSOFT OUTLOOK TEMPLATE

FONT

- Line 1: Arial Bold, 10 pt., rgb (0/38/54) (Utilize all capital letters for your first and last name)
- Line 2-4*: Arial, 10 pt., rgb (0/38/54)
- Bold the "M" that precedes your phone number.
- No dashes or periods should be used in phone number formatting.

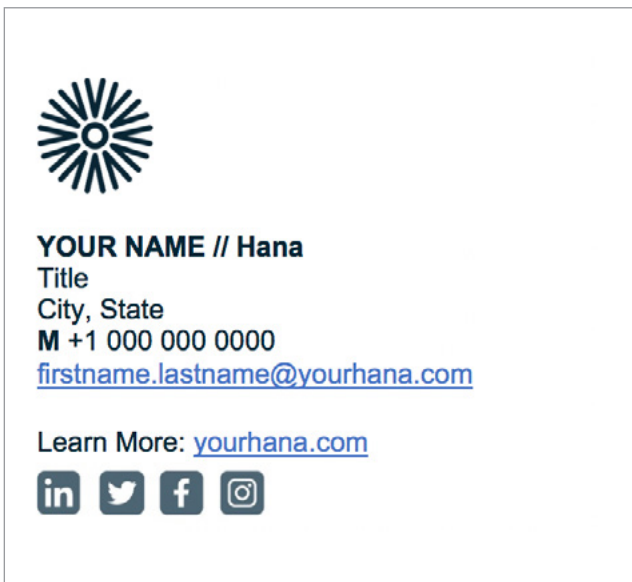
SOCIAL MEDIA ICONS

LinkedIn: <https://www.facebook.com/HanaSpaces>

Twitter: <https://twitter.com/HanaSpaces>

Facebook: <https://www.facebook.com/HanaSpaces>

Instagram: <https://www.instagram.com/hanaspaces>



Your Role in Hana's Brand

A brand only exists when everyone and everything that comprises it operates in harmony.

The previous pages offer guidelines for our brand that we hope you'll bring to life, no matter what role you play at Hana.

Now, what will you accomplish today?





Hana Brand Tip Sheet



PRIMARY



SECONDARY



SYMBOL



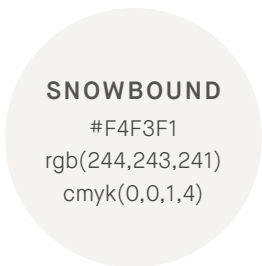
WORD MARK



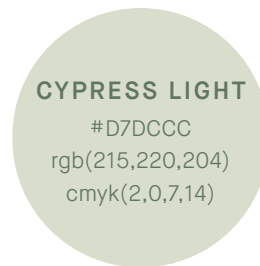
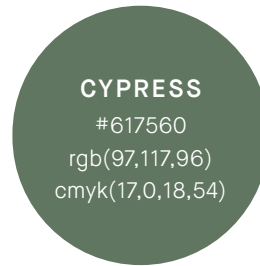
Color

The following color palette should be used across all Hana digital (rgb) and print (cmyk) materials. Midnight and Snowbound are Hana's primary colors. Tide, Rust and Cypress can be used to compliment our primary colors. Aspen should be used sparingly as an accent color.

PRIMARY



SECONDARY



ACCENT



Font

Select weights have been chosen as our preferred versions in each font family.
If you don't have Tiempos and Maison Neue, please use Times New Roman and Arial.

PRIMARY

Tiempos Headline Medium

Maison Neue Demi

Maison Neue Light

UNIVERSAL

Times New Roman Bold

Arial Bold

Arial Regular

FOR QUESTIONS REGARDING THE HANA BRAND GUIDELINES, PLEASE CONTACT:

MARISSA NETLEY

Marketing Manager

marissa.netley@yourhana.com

+1 517 610 9336

