

# BRAND + GUIDELINES



IMMOBEL

SINCE 1863

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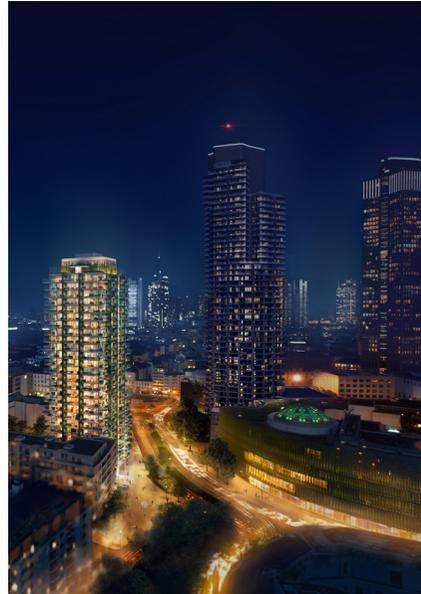
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**THE BASICS** + Part I



## Immobel

### OUR POSITIONING

As experts in highly complex real estate projects in major European cities, we create attractive architectural environments that meet clients' expectations and the needs of today and tomorrow. With more than 150 years of experience, we dare to take a position, we have the agility to invest and the drive to improve living and working environments.

### OUR MISSION

Create high-quality, future-proof urban environments with a positive impact on the way people live, work and play.

### OUR VISION

Reinvent living and working environments to help communities live well and sustainably.

## TRUST +

Trust is the cornerstone of our business, and of our company's story that started in 1863. Every day, we put our dedication and expertise to work for clients, investors, citizens and partners. Every day, we aim to be worthy of their trust.

## OUR VALUES



## PASSION +

We love what we do! It is the driving force for our team of 200 dedicated people, and it fuels our constant desire for improvement and our solutions-oriented approach. It also creates a lively work atmosphere where all colleagues can give the best of themselves and contribute real added value to our projects.

## + AGILITY

We are used to working with many different stakeholders, as well as improvising in ever-changing circumstances. Without ever compromising on quality or the key aspects of responsible development, we design real estate projects that meet the most exacting standards of construction and urban renewal.



## OUR LOGO

Our brand is built on solid foundations and a proud history that is perfectly embodied in our logo. The logo has taken on a more modern look over time, but maintained its fundamentals: a graphic element that represents the company's ambition, entrepreneurial spirit and ability to make things happen.

It is a dynamic symbol that expresses, in its infinite form, our positive impact on our environment.

The typeface expresses status, harmony and modernity.

Proportionally, the name takes up a large part of the logo.

Our experience, conveyed by the founding date, is an integral part of the logo.

Together, these components articulate the ambition of a brand with a long history that is firmly rooted in the present and always ready to meet new challenges.

## Our fundamentals

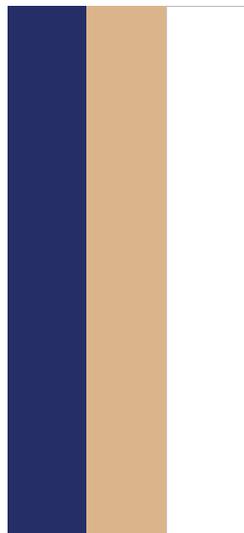


## OUR GRAPHIC TERRITORY

Immobel's graphic territory is made up of proprietary visuals, a colour palette and typefaces that will be described in detail in the following pages.

We use a specific graphic element, known as a booster, to highlight our personality and express our difference in the marketplace. This booster makes our communication unique.

Main colours



Secondary colours



Tagline

FOR CITIES  
FOR PEOPLE

Visuals



Typeface

**BEBAS NEUE**

REGULAR

**ARCHIVO**

Medium

**LATO**

Bold

LATO

Light

**VISUAL IDENTITY  
COMPONENTS** + Part II

## LOGO DESIGN

The design is a balanced equation of the different components that represent who we are: a symbol that expresses our vision of the business and our vibrant outlook, our name and our founding date.

**The logo cannot be modified.**

### Main logo



### Alternative logo



### Symbol alone (specific uses)



## LOGO VERSIONS

The main logo, centred, is the preferred version for the majority of applications.

A horizontal version may be used as an **alternative** when the centred version is not feasible, because the available height is insufficient or the format is very elongated (for example, a banner or beach flag).

The symbol may be used alone in exceptional cases only, when technical constraints rule out use of the main logo or alternative version.

Examples include social media or PowerPoint templates, due to lack of space and lack of clarity for the founding date.



## PROTECTION AREA

The logo should always be surrounded by a clear space, known as a protection area, the size of the "I" in Immobel.

The space between the symbol, the name and the founding date corresponds to half the "I" in Immobel.

### Minimum size

20 mm wide



25 mm wide



## Our logo



## THE LOGO AND ITS APPLICATIONS

The logo is printed in its main colour when placed on a very light colour background or image.

A reverse white logo is used on a dark background or image. Be careful with contrasts.

**No other uses are allowed.**

**Black version**  
(specific uses)





Deformed logo

## UNACCEPTABLE LOGO USAGE

The logo's proportions, colours and composition must never be modified. The logo must remain visible in all circumstances.



Improper proportions for the symbol or name

Non-compliance  
with colour guidelinesIntroverted symbol  
and nameNon-compliance with  
typeface guidelines

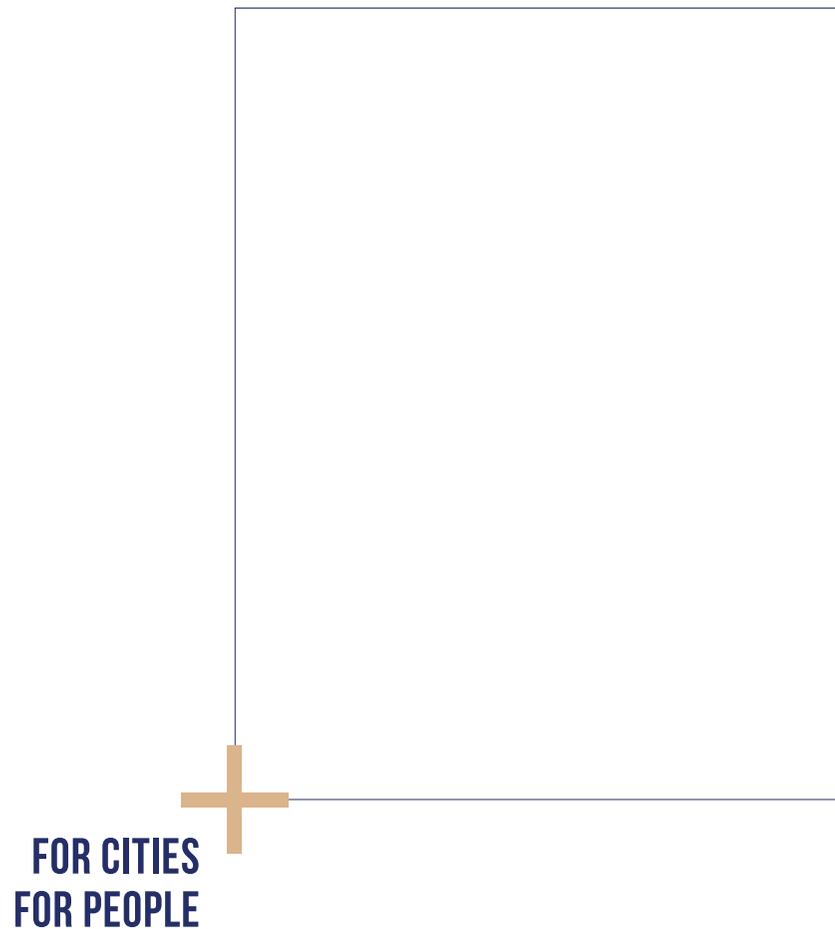
## THE TAGLINE, A STATEMENT OF VALUES

The **“For cities, for people”** tagline expresses Immobel’s ability to create value with innovative projects and to share the values that inform its purpose, including respect for the environment and an inclusive vision of city living.

Combined with the booster, it reflects the added value provided to cities and their residents.

FOR CITIES  
FOR PEOPLE





## THE BOOSTER, + OUR DISTINGUISHING GRAPHIC ELEMENT

As a developer of sustainable, user-centric properties, Immoebel has a positive impact on cities. The booster is a distinctive marker that makes our added value tangible.

This distinguishing graphic element introduces the tagline and provides numerous possibilities for visual composition. It expresses a powerful benefit for our stakeholders.



**FOR CITIES  
FOR PEOPLE**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

## Booster



## THE BOOSTER, OUR DISTINGUISHING GRAPHIC ELEMENT

The booster links the tagline with a tangible benefit. It is a focal point that ties our projects to customer needs.

### Usage guidelines:

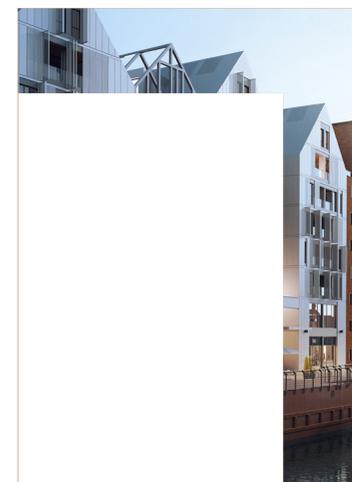
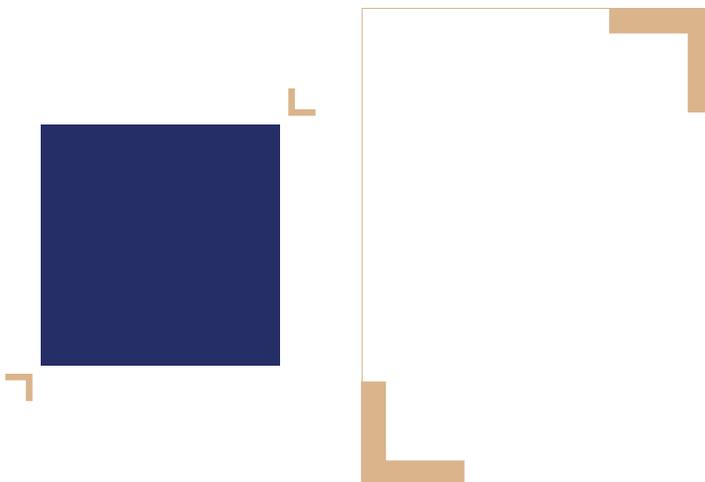
#### Booster: +

In most cases, it introduces the tagline. It can also be used to introduce visuals or to position the main body copy (for example, in an advertisement).

#### Closed and open booster:

The open booster indicates direct speech. On a visual, it highlights an important element or draws the eye to a key detail.

The closed booster frames a visual element or section of text to provide emphasis and punctuate the layout (for example, in a brochure).

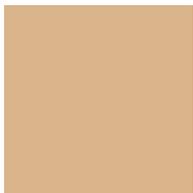


## Colour palette

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**Main colours****BLUE (IDENTITY)**

C97 M90 Y25 K25  
Pantone® 2766C (90%)  
R39 G49 B99  
#263062

**WHITE****SAND**

C14 M29 Y48 K0  
Pantone® 726C  
R224 G187 B142  
#E0BB8E

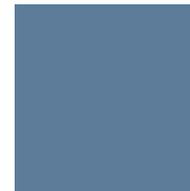
**COLOURS**

No changes may be made to Immobel's main colours. They contribute to a strong, consistent visual identity for our communication.

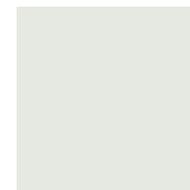
The references are as follows:

- **CMYK four-colour codes** for publications and digital printing ;
- **Pantone®** colours for printing stationery or marking objects ;
- **RGB values** for screen displays ;
- **Hex code (#)** for the web.

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**Secondary colours****BLUE-GREY**

C70 M48 Y29 K0  
Pantone® 5415C  
R101 G124 B150  
#647B96

**GREY**

C9 M5 Y10 K0  
Pantone® 9100C (80%)  
R230 G231 B225  
#E5E7E1

## TYPEFACES

The typefaces were chosen to make Immobel's communication universe even more consistent and distinctive.

### Other than stationery and office software

(Project brochures, advertising, press kits, annual reports, etc.)

#### **BEBAS NEUE**

**REGULAR**

FOR COVER OR CHAPTER TITLES.  
UPPER CASE.

#### **LATO**

Light

For body copy.

#### **ARCHIVO**

Medium

For subtitles and headings.  
Lower case.

#### **LATO**

**Bold**

For elements to be highlighted  
in the body of the text.

### Stationery and office software

(Word correspondence, PowerPoint presentations, business cards, etc.)

#### **FRANKLIN GOTHIC**

**DEMI CONDENSED**

FOR TITLES. UPPER CASE.

#### **ARIAL**

Regular

For body copy.

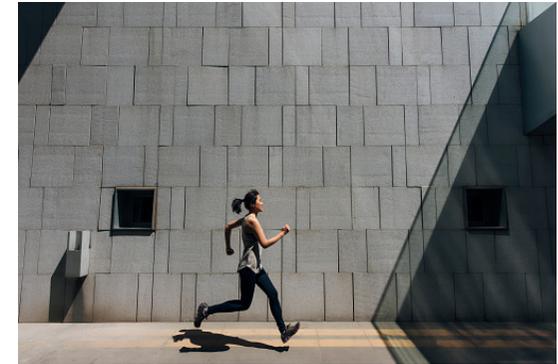
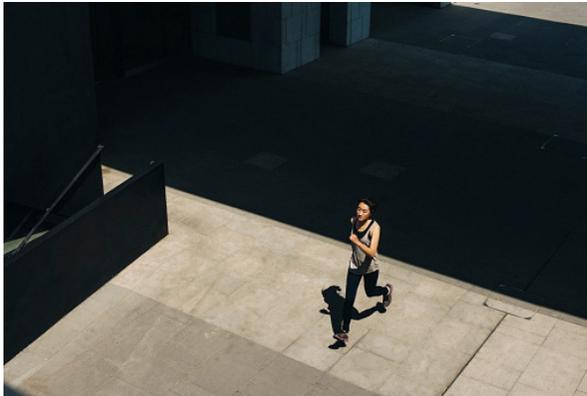
#### **ARIAL**

**Bold**

For elements to be highlighted  
in the body of the text.



## LIFESTYLE VISUALS



### BRIEF

Visuals display moments from everyday life.

People in the city, living the city.

Focus on users in action.

No posing.

Use visuals with traces of blue and sand.

People, with the city as the background.

## BUSINESS VISUALS



### BRIEF

Visuals display moments from work life.

Focus on employees in action.

No posing.

Use visuals with traces of blue and sand.



## BUILDING VISUALS



### BRIEF

Highlight the buildings.

Prefer warm sunlight, with tones of blue.

Capture architectural details.



## ICONS

The Immobel icons have been designed on the basis of our visual identity standards.

They may be used to illustrate our businesses, highlight our expertise or describe trends.

A library of some 30 icons is available in the Brand Centre.

### Graphic recommendations for designing new icons:

- Icons always contain two colours that play off each other in the composition. Sand sets the stage and blue underlines the key information.
- All icons are line drawings.
- One or more blue points may be used. They unify the icons by bringing Immobel's logo symbol to mind.

### Examples



Icons

Business



M/F Talent



Cityscape



International and local



Listed on the stock exchange



Market capitalisation



Market



Business model



Operational track record



Financial profile



Growth strategy



Legal



Prospecting



Acquisition



Conceptualisation



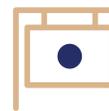
5 segments



Permitting



Construction



Commercialisation



360° integration of competencies



Strong family shareholding base

Icons

Trends



Demographics



Digitalisation



Shared economy



Mixed functions



Urban transformation



New ways of living and working



"Real estate as a service"

CSR  
(environment,  
foundation,  
community  
engagement)



Social inclusion



Culture



Health



Socially involved



Green buildings



Sustainability



Financial climate



Environment



Green energy



Safety



Well-being



Intergenerational

# MAIN APPLICATIONS

+ Part III

Stationery – 24

Administrative documents – 27

Publications – 29

Digital media – 57

Other – 59

## Stationery – Business cards



Business card with one title



Business card with two titles

Stationery  
Letterhead  
Correspondence cards



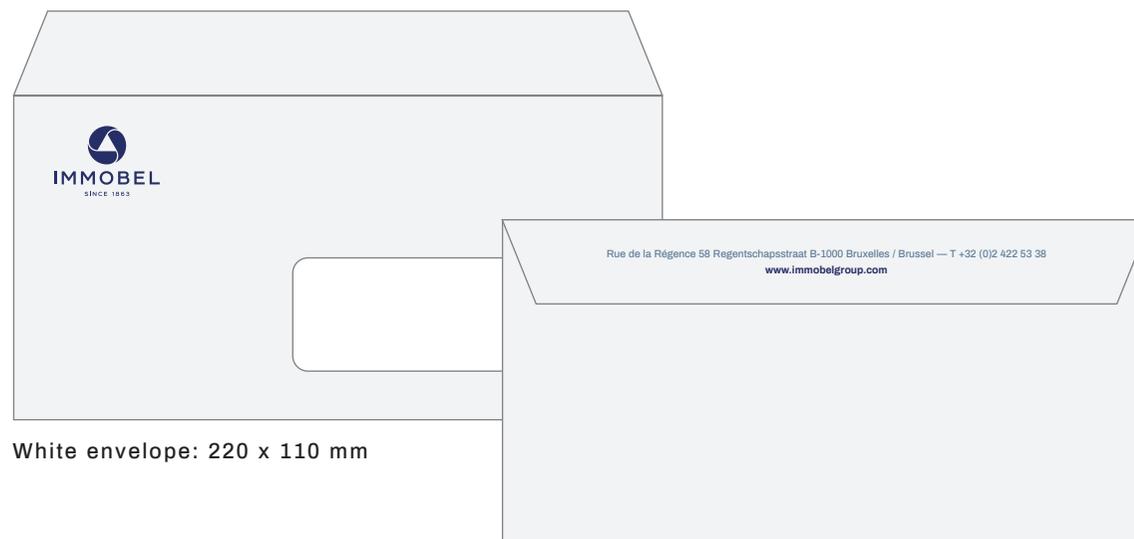
Rue de la Régence 58 Regentschapsstraat B-1000 Bruxelles / Brussel — T +32 (0)2 422 53 38  
[www.immobelgroup.com](http://www.immobelgroup.com)



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[www.immobelgroup.com](http://www.immobelgroup.com)

Template available in InDesign, Word and Excel formats

Stationery – envelopes

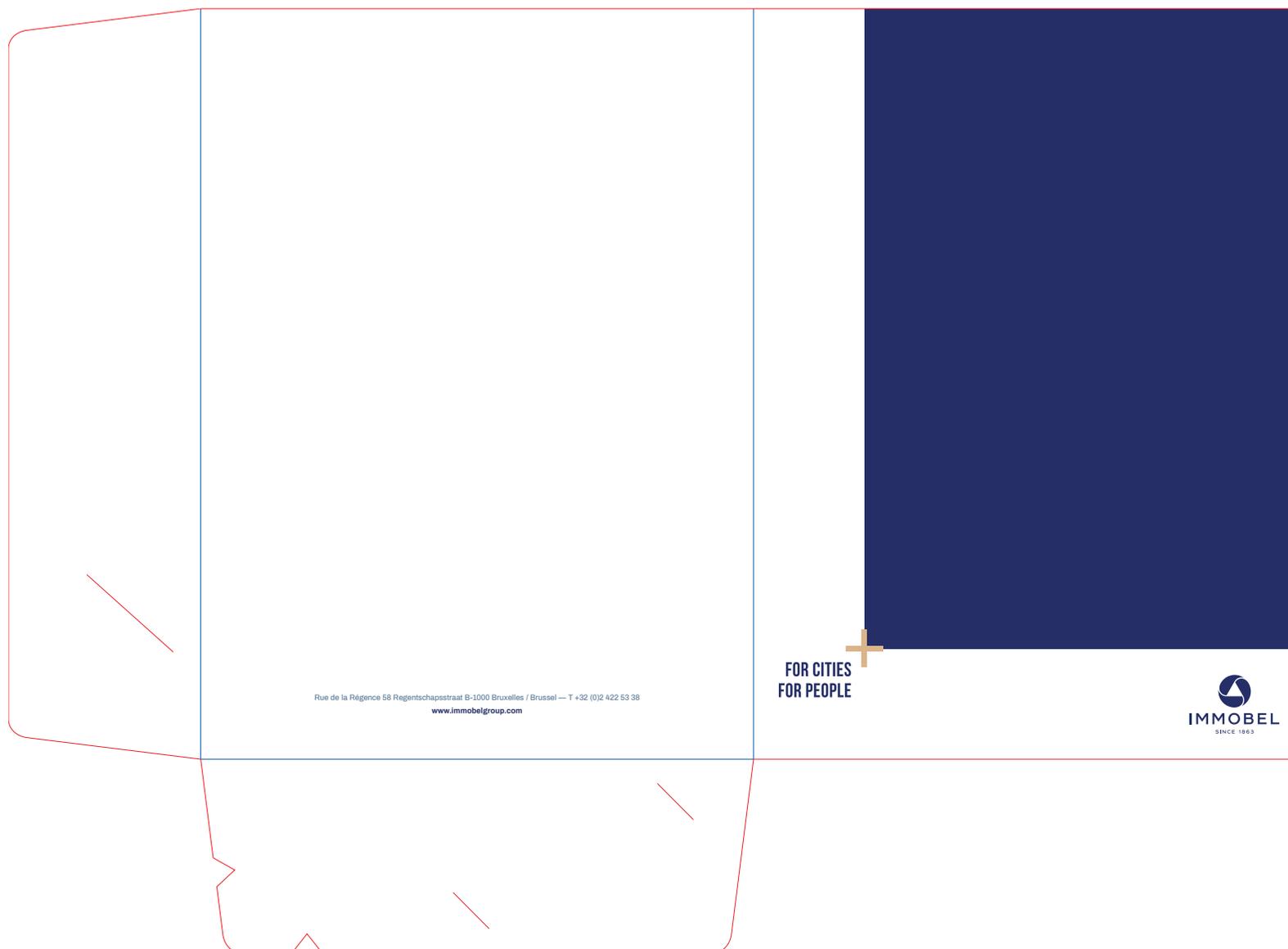


White envelope: 220 x 110 mm

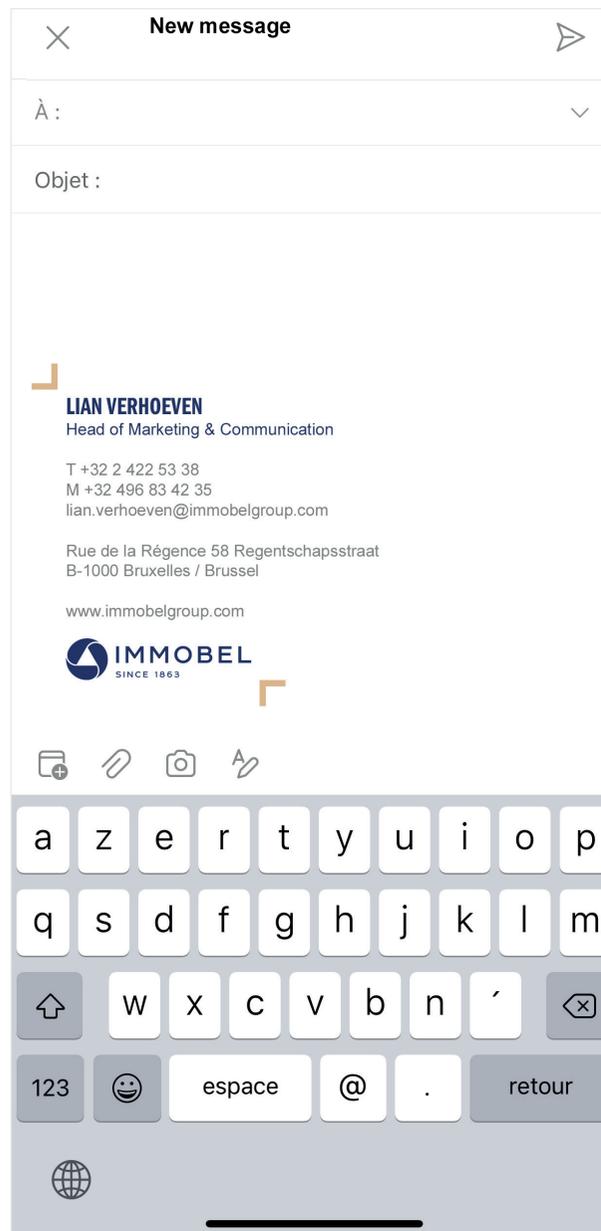


White envelope: 229 x 162 mm

Administrative documents – Flap folders

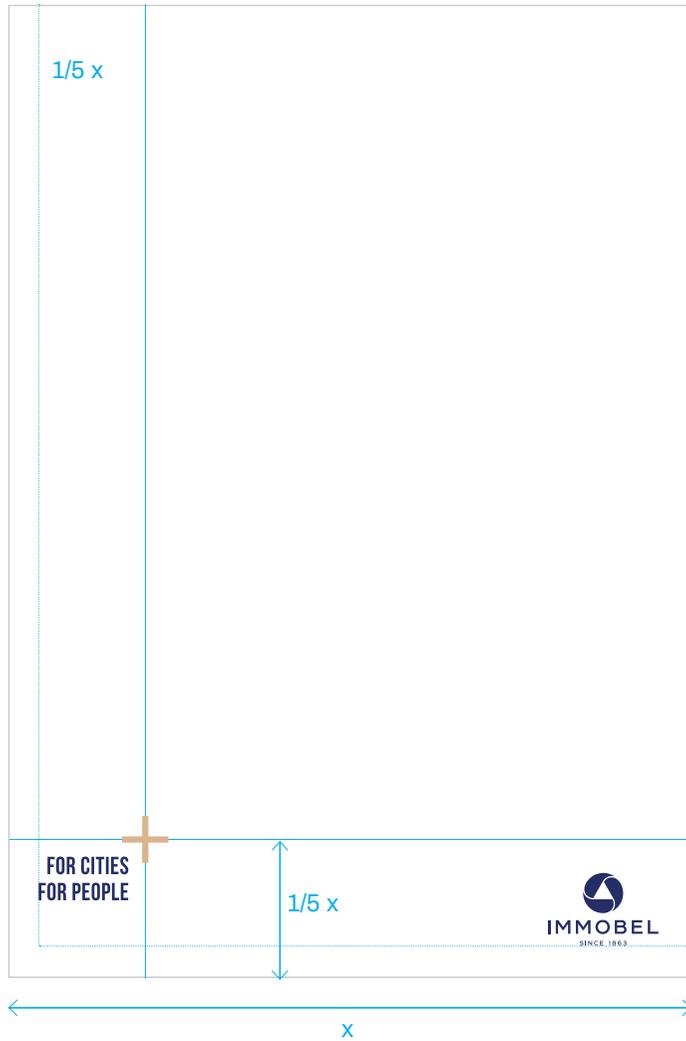


## E-mail signature

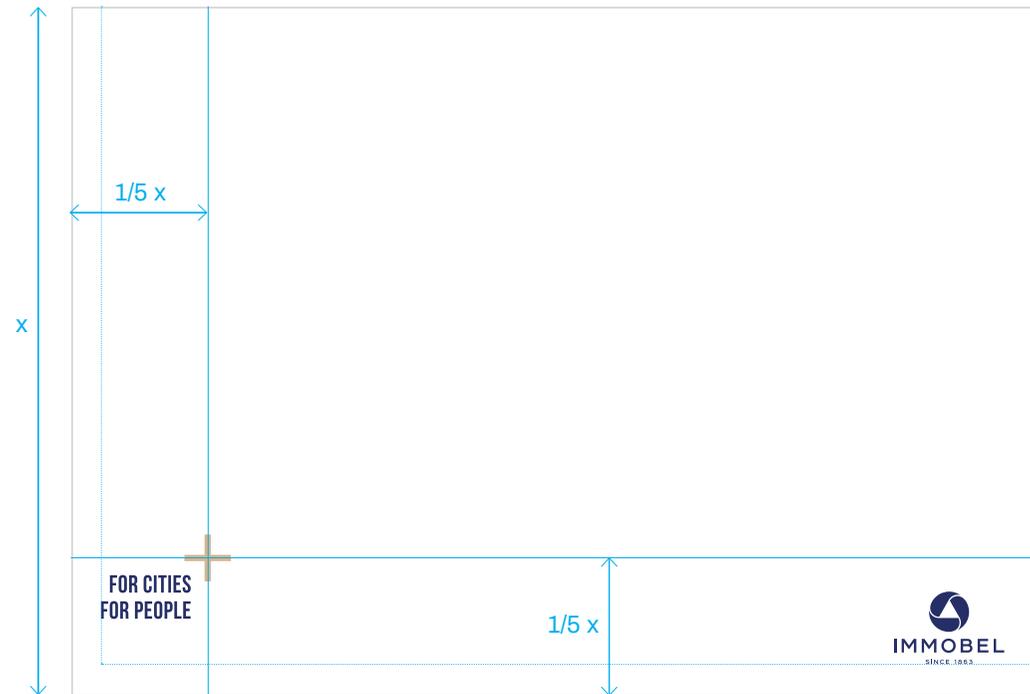


Project advertisement  
Grid

Grid for portrait format



Grid for landscape format



- Keep the elements (logo, visual, booster, tagline) in proper proportion in relation each other.
- Maintain an "L" effect (white or colour)

Project advertisement  
Application

Portrait format



**FOR CITIES  
FOR PEOPLE**

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.



Landscape format



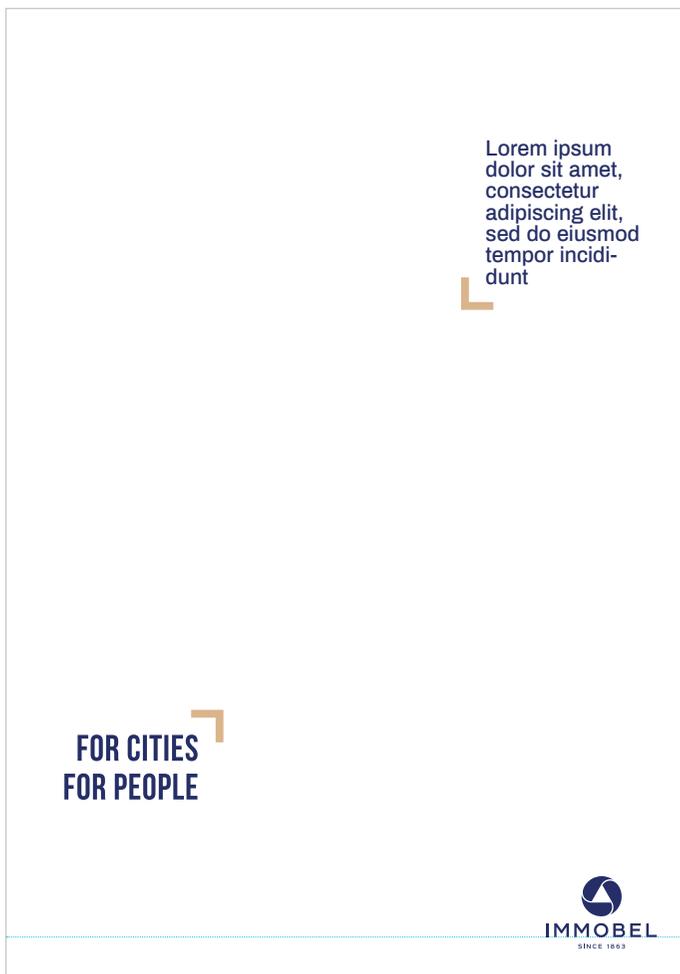
**FOR CITIES  
FOR PEOPLE**

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Lifestyle advertisement  
Grid

Grid for portrait format



Grid for landscape format



Height of the symbol

Lifestyle advertisement  
Application

Portrait format

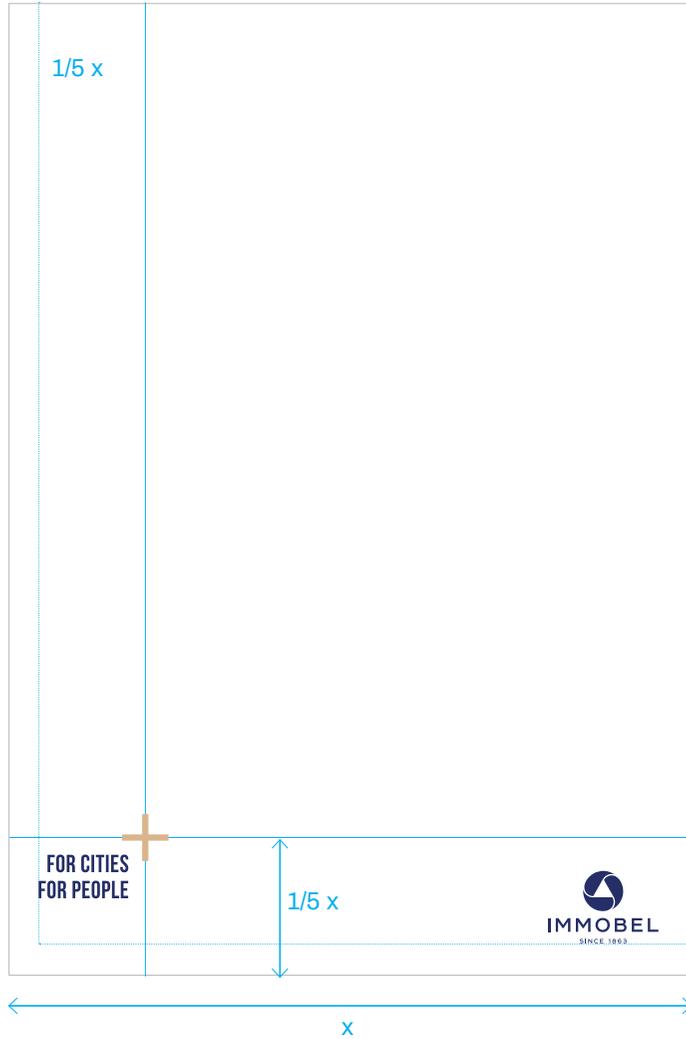


Landscape format

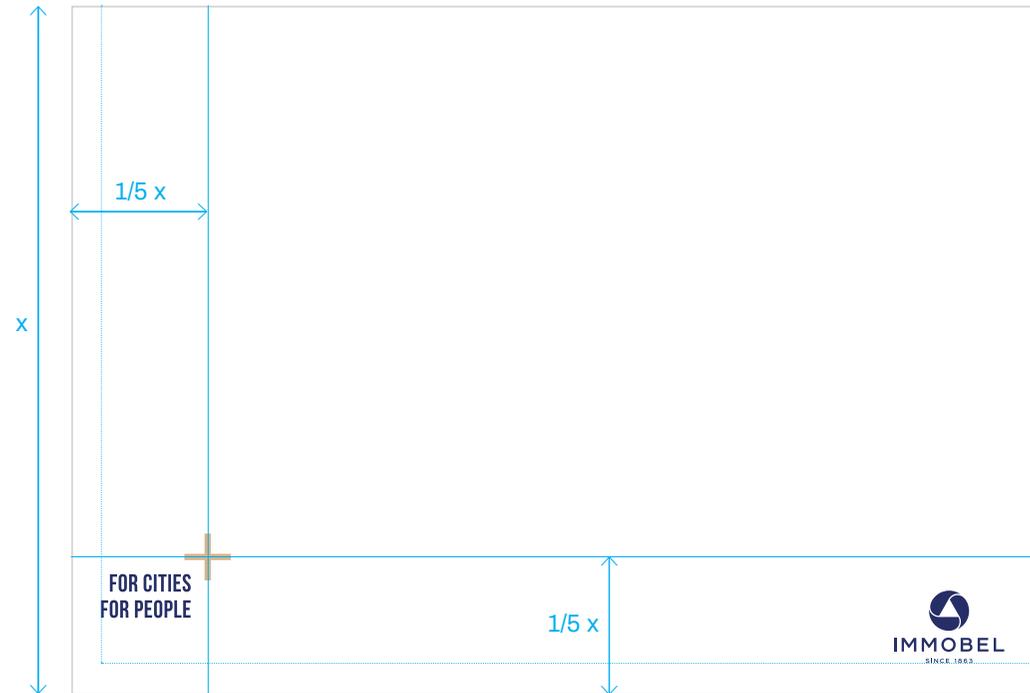


Project endorsement  
Grid

Grid for portrait format

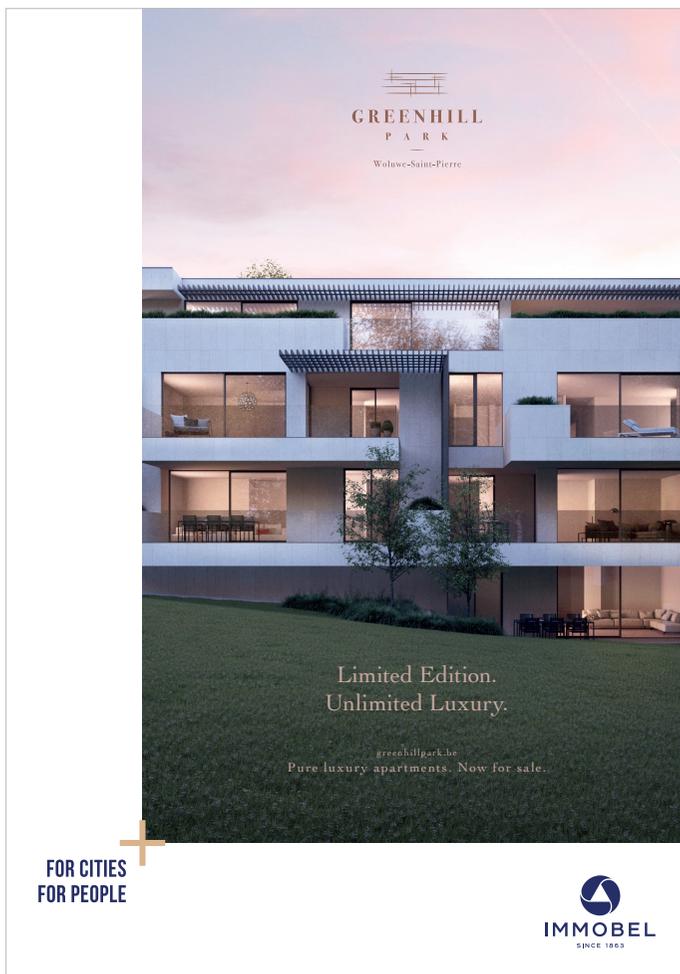


Grid for landscape format



Project endorsement  
Application

Portrait format



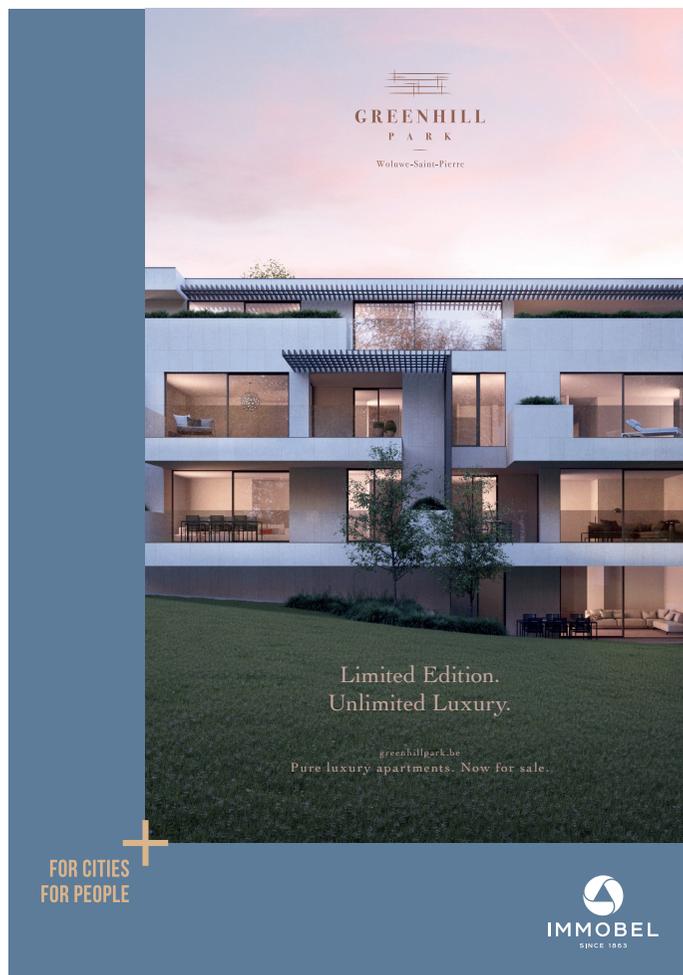
Landscape format



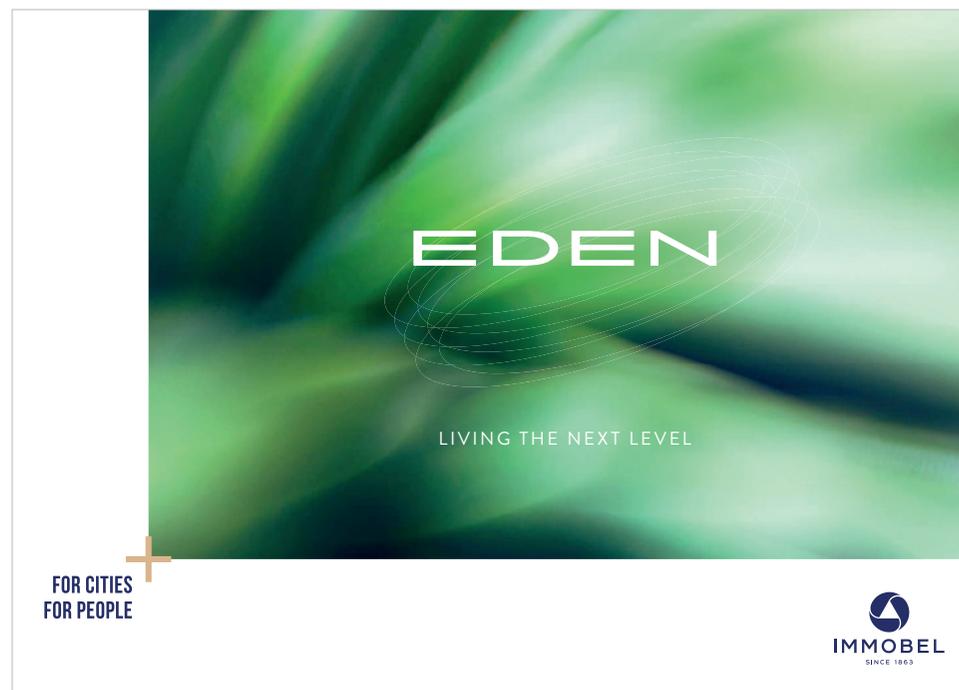
Select the booster colour that goes best with the project visual from the five available in the colour palette.

Project endorsement  
Application

Portrait format



Landscape format



Select the booster colour that goes best with the project visual from the five available in the colour palette.



**PRESS RELEASE**  
17/03/2021

Non-regulated information  
Brussels, 17 March at 3 PM CET

## UT DIT, SAE VOLUPTAQUID QUONDI BERO OFFICIUS EST VOLOR SUM

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Ut dit, sae voluptaquid quondi bero officius est volor sum resto qu plandant elluupti busdaeseque officiatem aut dolorem aut est adia doloreratur re quiande matius nos num et laut lametur res sincta sus, utet ium ut optiassit ariam eumquam acerupt atectotaque eum facere odios ut odi con net inim.

**For further details:**  
Lian Verhoeven \*, Head of Marketing & Communications  
+32 2 422 53 38  
Lian.verhoeven@immobelgroup.com

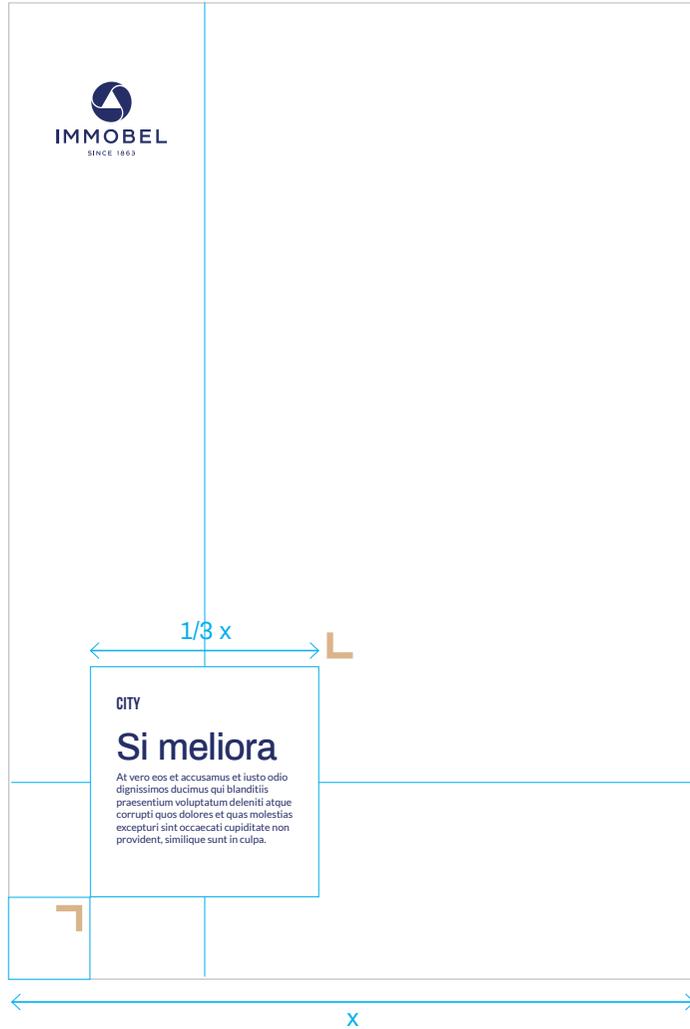
\* as a representative of LV Communications BVBA

**About ImmoBel:** ImmoBel is the largest listed real estate developer in Belgium. The group, founded in 1863, specialises in innovative, metropolitan projects that fit the lifestyle of the contemporary user. The company develops mixed real estate with a variety of functions: living, working, shopping and relaxing. Finally, it is also active in landbanking. With a stock market value of over EUR 700 million and a portfolio of more than 1,200,000 m<sup>2</sup> of project development in six countries (Belgium, Grand Duchy of Luxembourg, Poland, France, Spain, Germany), ImmoBel occupies a leading position in the European real estate landscape. The group strives for sustainability in urban development. Furthermore, it uses part of its profits to support good causes in the areas of health, culture and social inclusion. ImmoBel employs approximately 200 people.

For more information, please go to [www.immobelgroup.com](http://www.immobelgroup.com)

Project presentation  
Grid

Grid for portrait format



Grid for landscape format



Project presentation  
Application

Portrait format

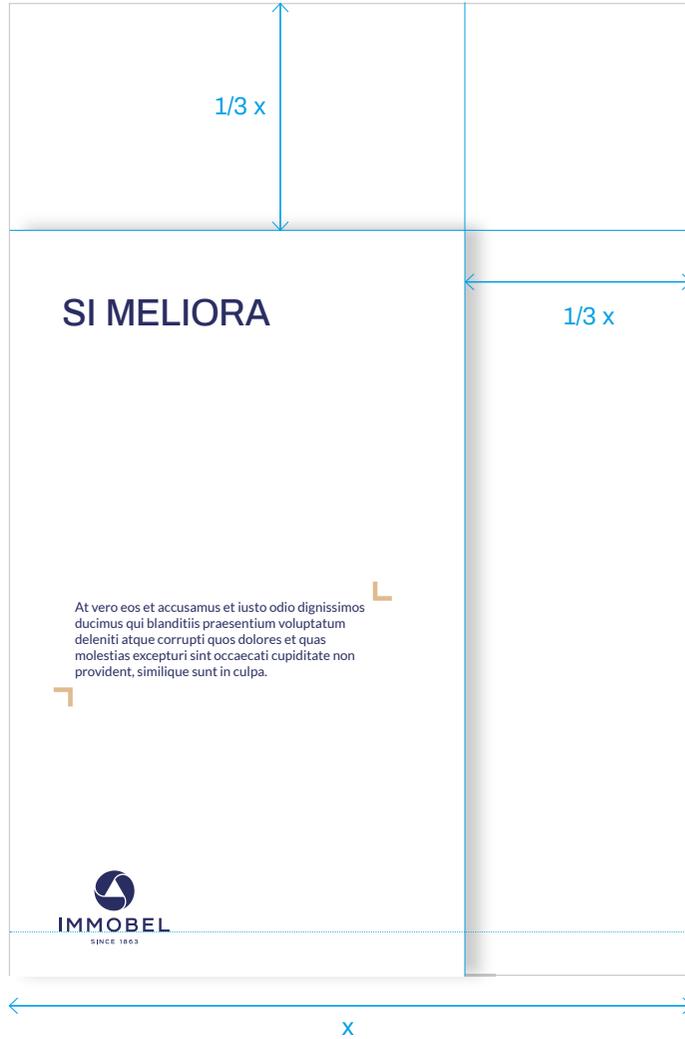


Landscape format



Brochure with flap  
Grid & Application

Grid for portrait format



Portrait format



Brochure with flap  
Grid & Application

Portrait format



Double page application

SI MELIORA DIES UT



LOREM IPSUM  
Sed ut perspiciatis unde  
LOREM IPSUM  
Sed ut perspiciatis unde  
LOREM IPSUM  
Sed ut perspiciatis unde  
LOREM IPSUM  
Sed ut perspiciatis unde

**QUAE AB ILLO  
INVENTORE**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo.

SI MELIORA DIES UT



LOREM IPSUM  
SED UT PERSPICIAS UNDE

**Si meliora dies ut**

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Page layout that creates doubled booster shapes with white.

Double page application

SI MELIORA DIES UT



LOREM IPSUM  
Sed ut perspiciatis unde  
LOREM IPSUM  
Sed ut perspiciatis unde  
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Si meliora dies ut

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SI MELIORA DIES UT

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LOREM IPSUM  
Sed ut perspiciatis unde  
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Sed ut perspiciatis unde  
LOREM IPSUM  
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LOREM IPSUM  
Sed ut perspiciatis unde

Double page application

SI MELIORA DIES UT

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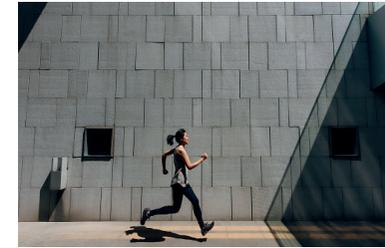
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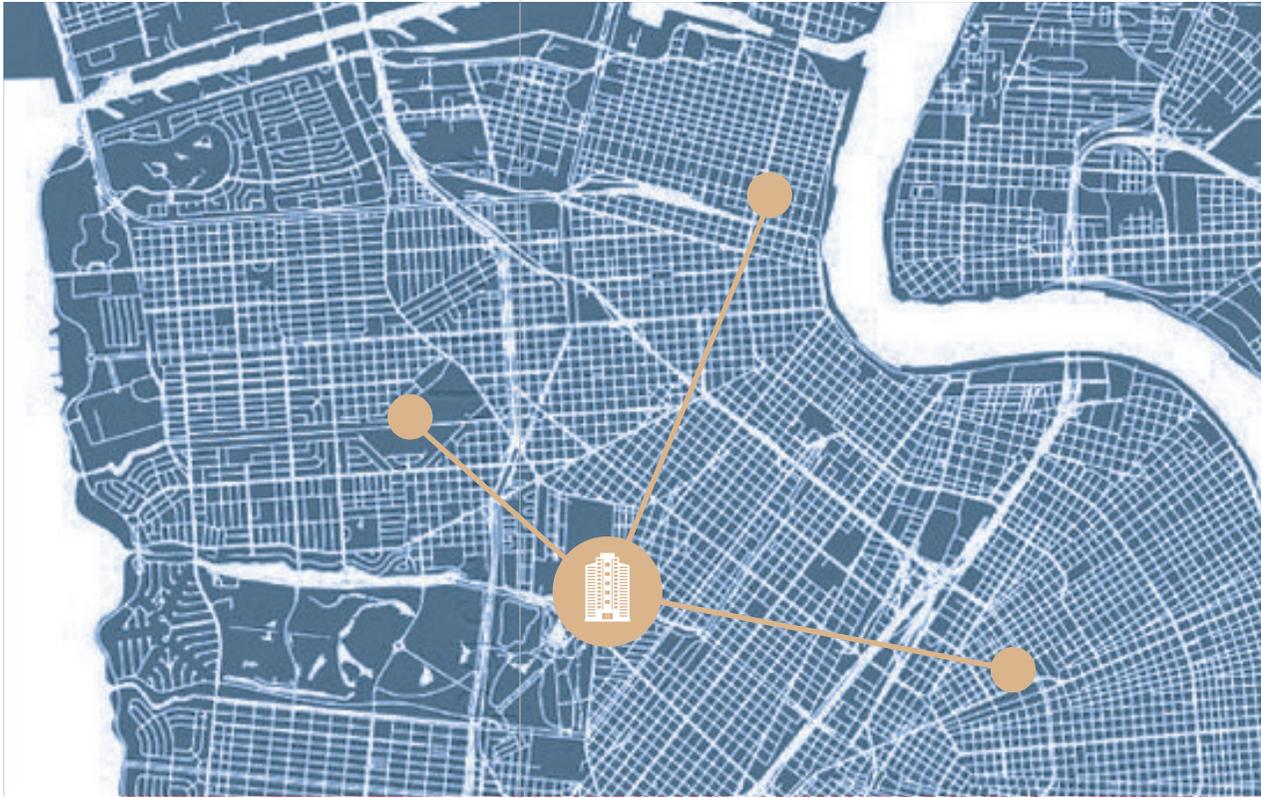
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SI MELIORA DIES UT

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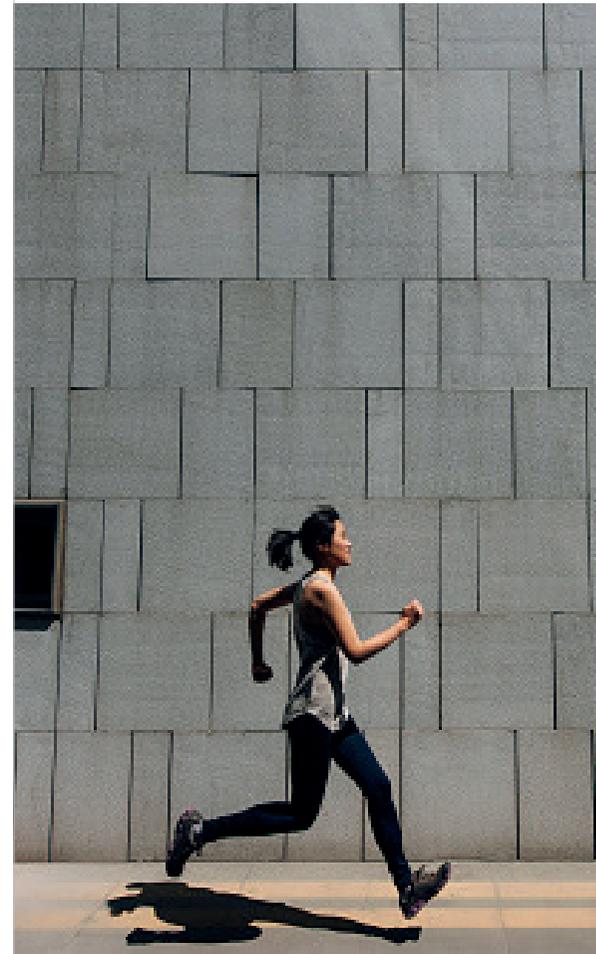
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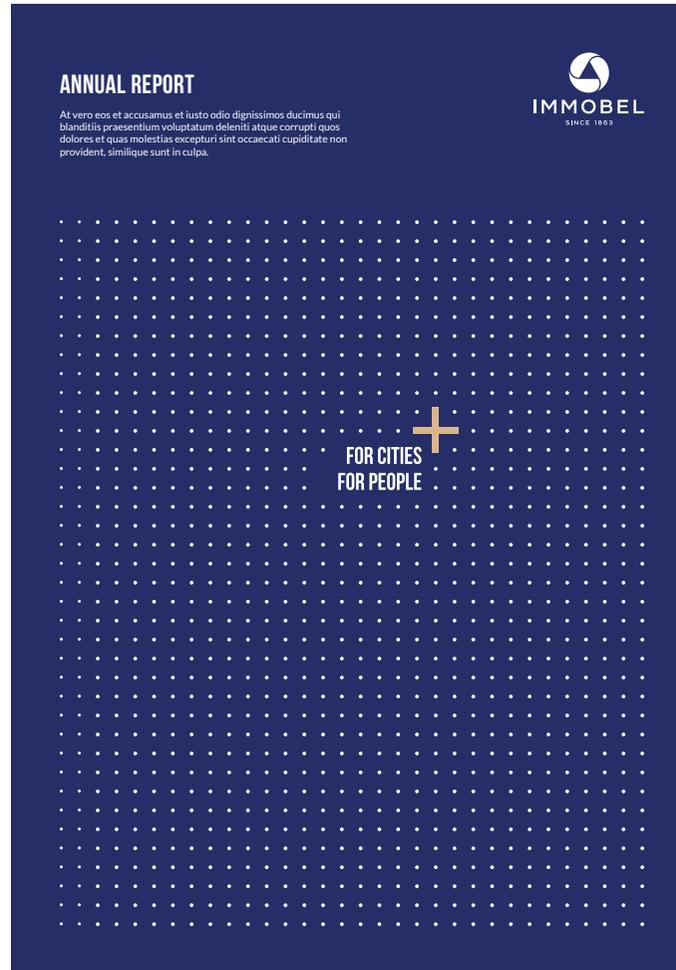
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Example: Annual Report



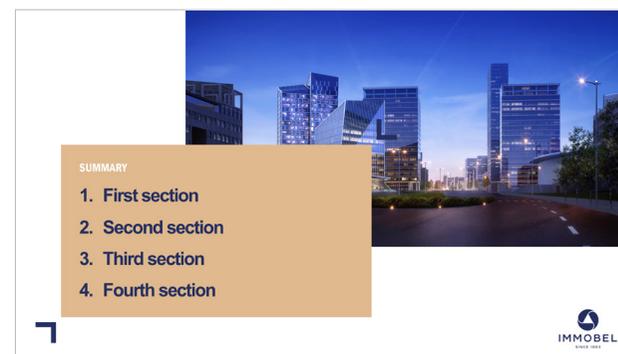


Alternate version



**SUMMARY**

1. First section
2. Second section
3. Third section
4. Fourth section

**SUMMARY**

1. First section
2. Second section
3. Third section
4. Fourth section



Alternate version



**SECTION 1**

## Title of section

5

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Presentation Template (2020 redesign)

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## DICTA SUNT EXPLICABO



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SOURCE: BIGSTUDY 2020

**KEY LEARNINGS**  
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Presentation Template (2020 redesign)



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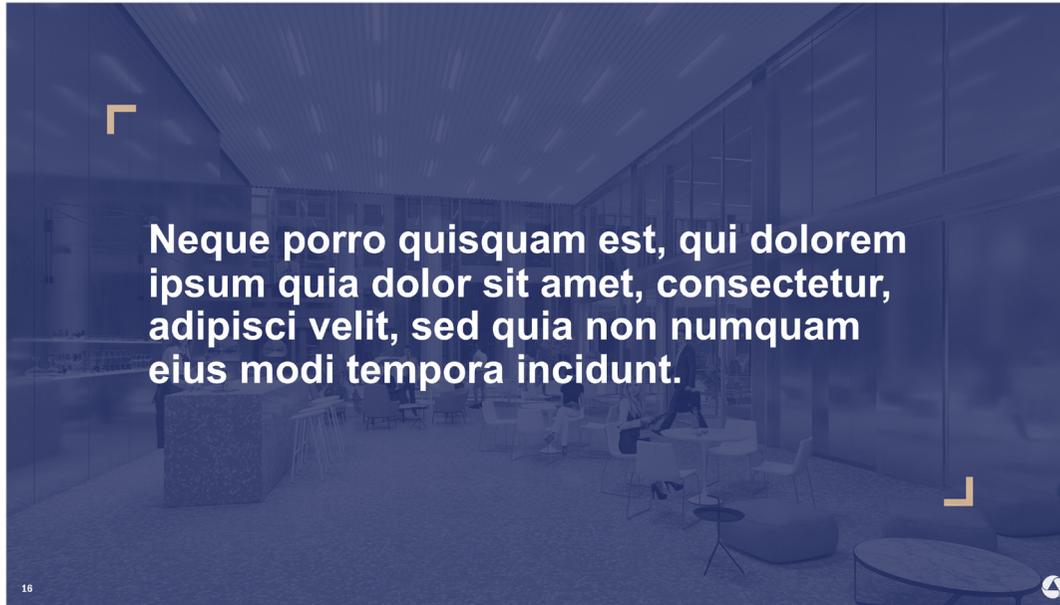
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FOR PEOPLE

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Alternate versions



## Title of slide

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Year	Lorem	Ipsum
2020	50	120
2021	130	230
2022	50	80

**QUI DOLOREM IPSUM**

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SOURCES: BIGSTUDY 2020

19 Presentation Template (2020 redesign)

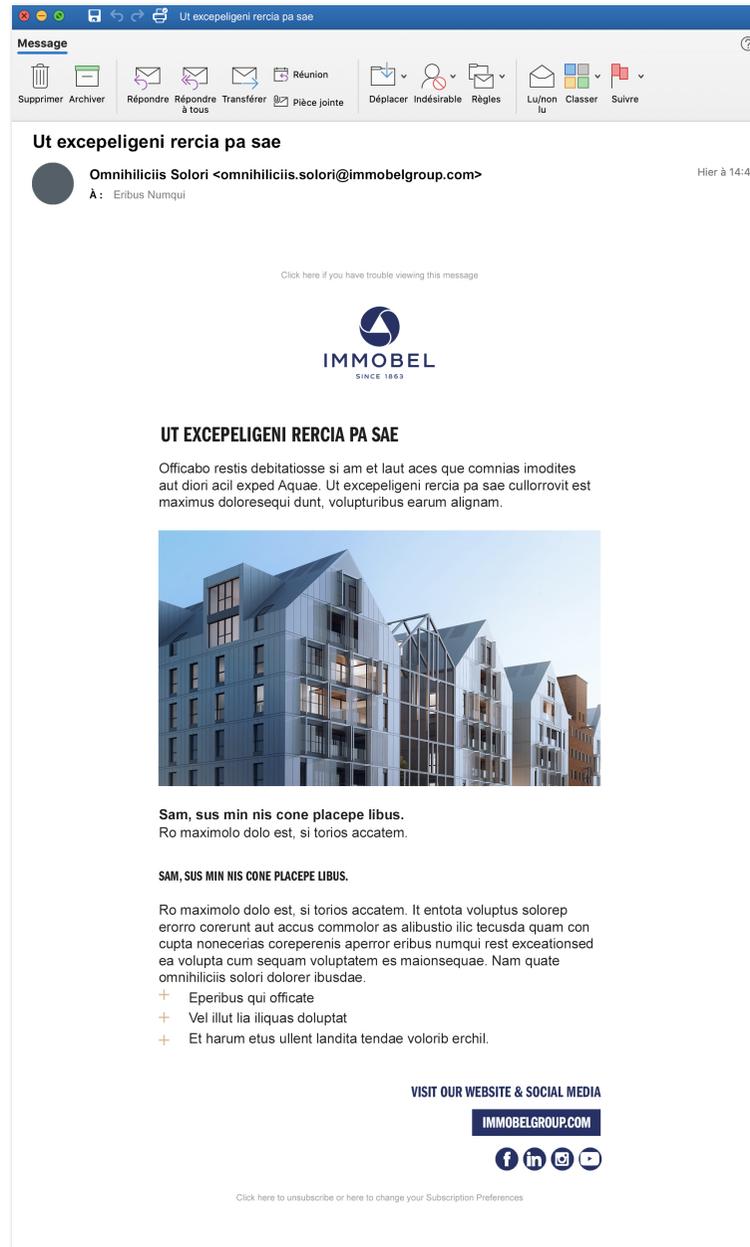
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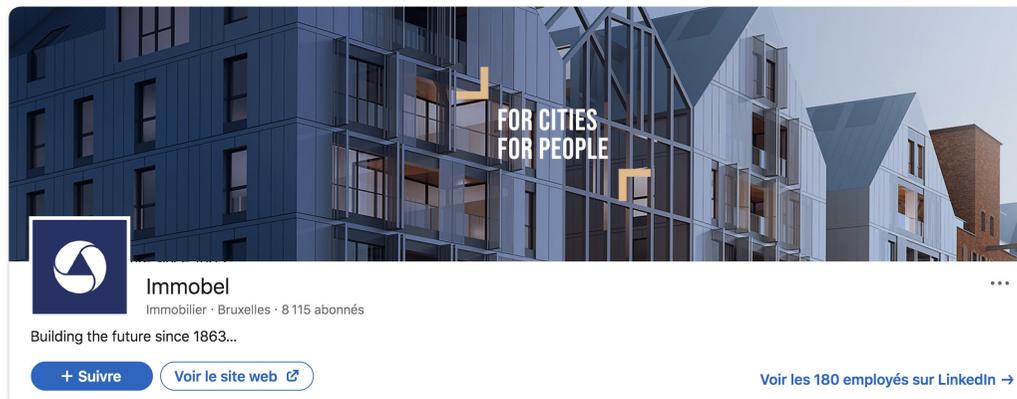
# Thank you





Digital - Social networks

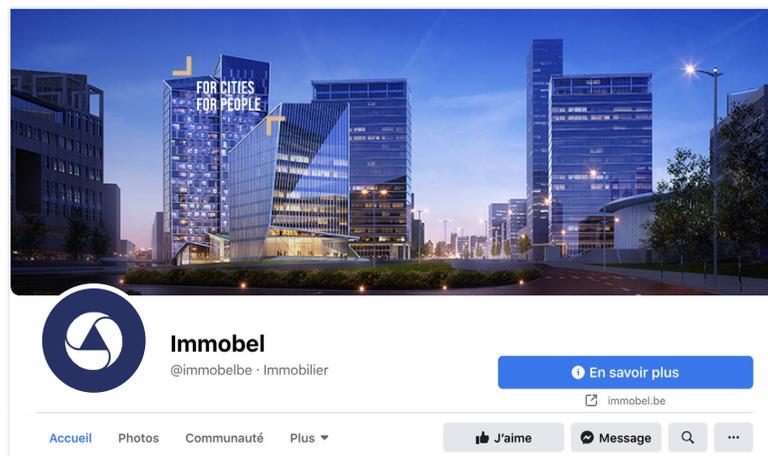
LinkedIn



Instagram



Facebook



Twitter



# SOCIAL NETWORKS

- LinkedIn
- Instagram
- Facebook
- Twitter

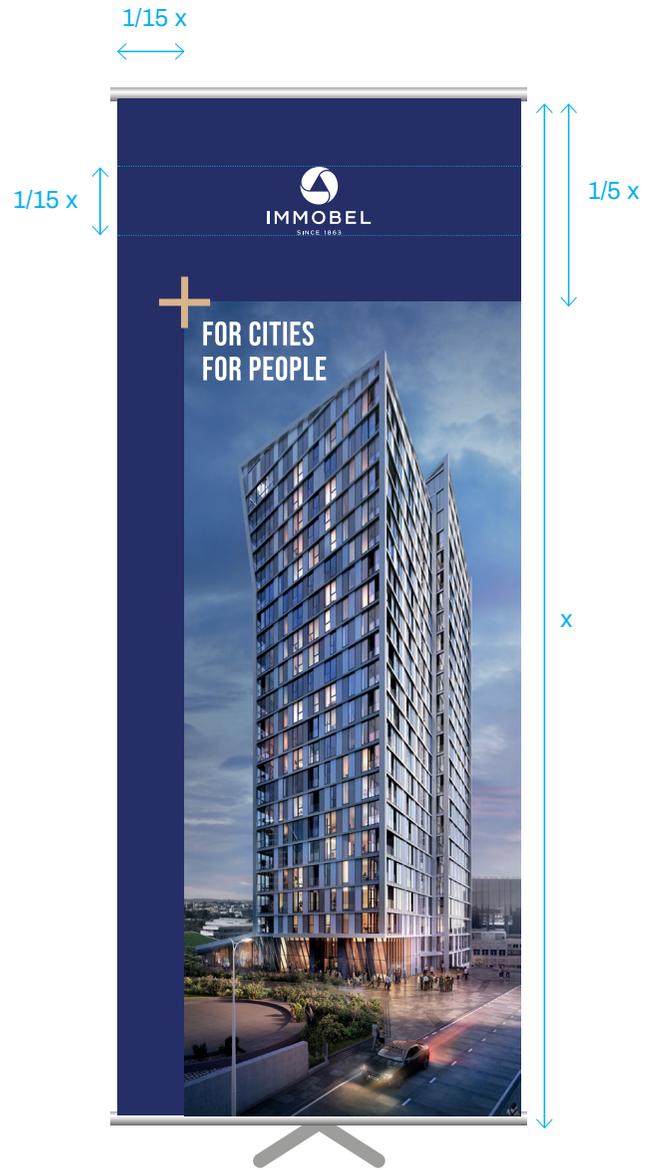
We want to be consistent every time we address the public.

We prefer a common header for the different media to ensure immediate brand recognition.

Beach flag



Roll-up banner



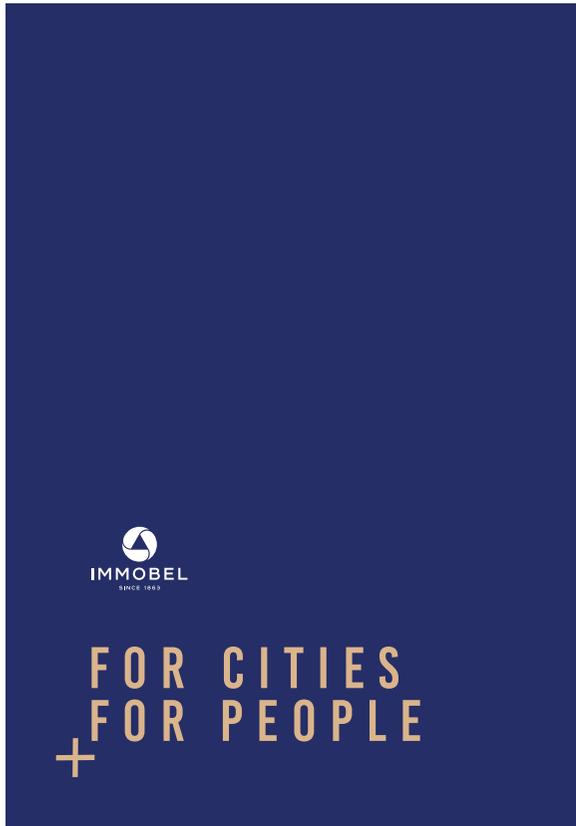
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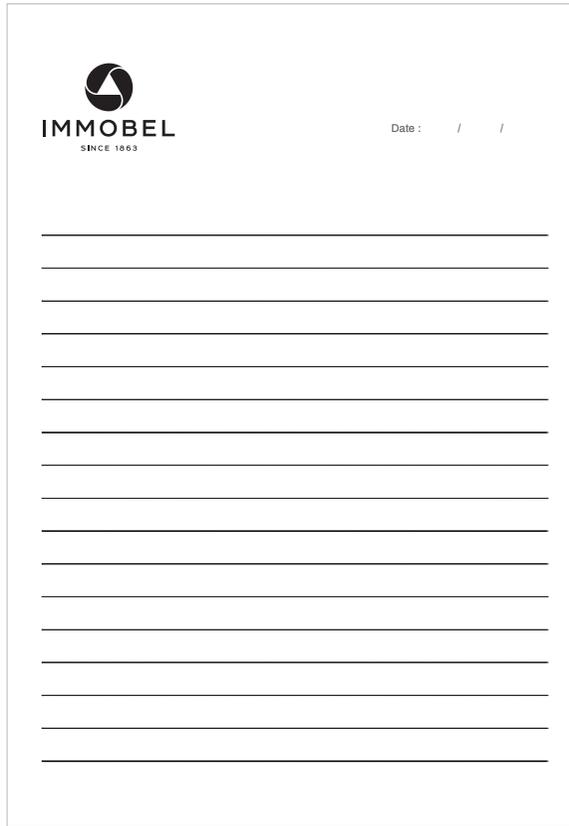
Outdoor office sign



Promotional items



Bloc notes A5



USB flash drive

Worksite communication



**EDITORIAL  
PLATFORM** + Part IV

## PURPOSE OF SEMANTIC GUIDELINES



Immobel is a unique logo,  
common identity codes in all countries  
and a shared vision.

For that reason, we need to speak  
with a single voice.

When presenting the Group,  
speak Immobel!



## A MESSAGE PLATFORM FOR TALKING ABOUT IMMOBEL

### A POSITIONING

Demonstrates our positive impact on society

As experts in highly complex real estate projects in major European cities, we create attractive architectural environments that meet clients' expectations and the needs of today and tomorrow. With more than 150 years of experience, we dare to take a position, we have the agility to invest and the drive to improve living and working environments.

Immobel  
is:

### A TAGLINE

Highlights the value of our action at the user and city level

FOR CITIES  
FOR PEOPLE

### THREE SUPPORTING MESSAGES

#### We develop for people

We are committed to understanding and keeping pace with our stakeholders' changing needs and expectations.

#### We develop projects with the future in mind

We deploy value-added initiatives with our network of partners that have a positive impact on society.

#### We develop on solid foundations

We combine years of experience and a pan-European footprint with dynamic, agile teams and 360° expertise.

## USING THE MESSAGE PLATFORM TO PRESENT CONTENT

TWO GOALS:

Demonstrate how  
Immobel creates value  
through its projects.

Present the benefits  
of Immobel's action  
for cities and  
their residents.

## A TONE OF VOICE TO:

1

Speak with  
one voice.

2

Align message  
form and content.

3

Demonstrate  
our convictions.

## A TONE OF VOICE FOCUSED ON CUSTOMERS

# Human

People are our top-of-mind concern. This golden rule applies to all our communication, no matter what the subject: innovation, CSR or Group strategy.

**Our writing must be empathetic**

### That means:

- Showing our involvement by putting user experience and benefits first
- Speaking directly by using the imperative mood
- Keeping things simple so our communication is accessible

### Useful methods:

- Make business cases sound like stories
- Use testimonials

## A TONE OF VOICE THAT ADDS VALUE

# Entrepreneurial

We are entrepreneurs focused on growth. We detect opportunities and invest in areas that can create value. We do not fear change and we modify our scope of action, as well as our geographic footprint, as needed.

**Our writing must be dynamic**

### **That means:**

Using action verbs  
Expressing convictions and a vision  
Creating a sense of immediacy

### **Useful methods:**

Provide figures  
to describe impacts

## A TONE OF VOICE THAT EMPHASIZES COLLABORATION

# Enthusiasm

We're known for being an involved, engaged partner. We work hand in hand, leveraging our energy, expertise and networks to make each project a success.

**Our writing must be engaged**

### That means:

Showing consideration  
for our various stakeholders

Demonstrating expertise in project presentations

Personalising our writing

### Useful methods:

Let our partners speak  
whenever possible

Don't hesitate  
to use testimonials

## STYLE GUIDE

Helpful writing guidelines for talking about Immobel.

### Not allowed

~~IMMOBEL~~

~~Passive mood.~~

Example: "It was decided that..."

~~Abstract and  
distant copy~~

### Best practices

#### Immobel

Generally in lower case with a capital "I".  
Must be in upper case if used in a title in all caps.

#### Active mood.

Example: "Immobel decided that..."

We avoid abstract and distant copy and show **it's about real life**, that people are involved on a daily basis and that **there is real impact**.

The tone of voice is **straight and to the point**, reflecting professionalism, transparency and confidence. A facts-oriented tone focused on results will refer to Immobel's approach, determination and dedication to achieve its ambitions. Technical/ niche vocabulary may be used for specific audiences (experts) when needed.



**IMMOBEL**

SINCE 1863

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