

## Logos

Our logo is the single strongest visual element used to promote the BRIXMOR brand. Therefore, it must be used consistently and correctly to effectively communicate to our audiences—strengthening recognition and building greater brand awareness. Two versions of the logo have been created. One without, and one with the “Property Group” line.

## Clear Space

To ensure optimum legibility, and visual impact of the BRIXMOR logo, a minimum clear space surrounding the logo must be maintained.

The clear space is proportional and based on the cap height of the BRIXMOR logotype. The minimum clear space is equal to the height of the cap ‘B’ in the logotype. This area should be clear of typography, photography, patterns, folds, surface edges, and page trim that would affect the legibility of the logo. Use the same guidelines when staging the BRIXMOR logo with the “Property Group” line.

It is highly recommended that a more generous clear space surround the logo, whenever possible.

## Overview of Colors

Always use the color formulas shown here to ensure consistency and accuracy in color reproduction and appearance.

# BRIXMOR<sup>®</sup>

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Property Group



<b>Pantone</b>	<b>485</b>	<b>483</b>	<b>151</b>
<b>CMYK</b>	<b>0/100/100/0</b>	<b>15/90/100/60</b>	<b>0/60/100/0</b>
<b>RGB</b>	<b>255/0/0</b>	<b>110/40/20</b>	<b>255/130/0</b>

## Logo Color Formats

Consistent logo appearance is important in maintaining the strength of our brand identity. The full-color positive and reverse logo color treatments are the most impactful and recognizable configurations; therefore, they should be used whenever possible.

The use of optional gray logo treatments is restricted for cases where it is not possible to use the full-color logo. The one-color black and white logos are not used unless reproduction techniques will not allow for the use of screen-tinted color.

The examples shown here demonstrate the only logo color formats available. Always use approved logo artwork to ensure correct color use. Do not attempt to alter one logo format to create another.

### Color



### Gray



This value is a 60% black  
This value is a 30% black

### Black (fax and exceptional cases)

### White (exceptional cases)

For the color and gray formats only the positive artwork is needed and can be displayed on both light and dark backgrounds.

## Logo Nomenclature

This "matrix" shows the naming of the logo files. Each name will indicate the following:

- name of entity
- setting (positive or reverse)
- fill (black will be positive only, white will be reverse only)
- mode (cmyk, pantone, rgb)
- format (eps, jpg, tiff, png)

## name\_setting\_fill\_mode.format

brix (BRIXMOR)  
brixpg (BRIXMOR Property Group)

p (positive)  
r (reverse)

clr (color)  
gr (grayscale)  
bk (black)  
wh (white)

### Examples of possible names:

brix\_p\_clr\_pms.eps  
brixpg\_p\_clr\_rgb.jpg

cmyk (4-color process)  
pms (Pantone)  
rgb (screen colors)

eps  
jpg  
tiff  
png