

# GLP Brand Guidelines

April 2020 Version 1.1



GLP has developed a brand style guide as a resource for designers, product managers, and developers to maintain consistency with the brand's core look & feel. It is recommended that all GLP branded communications are reviewed by the Global Communications team prior to production. The following team members are available to answer brand-related questions and discuss key design points and templates contained within this document.

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# 1. Introduction to the Brand

- 1.1 Brand Overview
- 1.2 Brand Story
- 1.3 Brand Driver
- 1.4 Brand Mood & Tone



# Introduction to the Brand

## 1.1 Brand Overview

Welcome to the GLP brand. This document outlines everything you need to know about our brand from our core strategy to our global message to the technical details of the usage of our logo and signature graphics. Careful consideration and adherence to these brand guidelines will ensure that we express ourselves consistently and effectively and present GLP as leading world-class brand.

Founded as a logistics real estate investor, developer and operator, GLP revolutionized the modern logistics industry by taking an innovative and entrepreneurial approach. As we grow, we apply the same principles to adjacent sectors and new markets.

# Introduction to the Brand

## 1.2 Brand Story

Our brand story captures the essence of our new brand strategy as investment managers and business builders in narrative form.

**We take a vested interest. In building the businesses that make the modern world run more efficiently. In the new thinking and innovations that'll transform whole industries.**

**In expertly allocating capital and efficiently operating assets. In returns for our investors and ongoing value for our customers. In empowering our people and encouraging an entrepreneurial spirit that the dynamic global market demands and helps local communities thrive.**

**At GLP, we're invested in thinking big and getting our hands dirty. In seeing the big picture but always sweating the details. We're deeply invested because that's what it takes to advance the businesses and industries that fuel global commerce.**

## Introduction to the Brand

### 1.3 Brand Driver

Our brand driver is the core strategic framework for the GLP brand. It clarifies our core idea, purpose and distinguishing beliefs.

# Deeply Invested

**GLP is deeply invested in fueling the businesses that make the modern world run more efficiently. From expertly investing capital to efficiently operating assets and building businesses, we take a bold and innovative approach to growth and value creation for our customers and investors.**





# GLP





## 2. Brand Messaging

2.1 Global Messaging

2.2 Boilerplate

# Brand Messaging

## 2.1 Global Messaging

### WHO IS GLP

- GLP is deeply invested in building, acquiring and scaling businesses that make the modern world run more efficiently.
- We are a leading global investment manager and business builder in logistics, real estate, infrastructure, finance and related technologies with \$89 billion of assets under management in real estate and private equity funds.
- We believe our combined experience and expertise as investors and operators provides us with a distinct competitive advantage to build, acquire and scale high-quality businesses and create value for our customers and investors.
- Our team can execute a full spectrum of transactions from global M&A and acquisitions to strategic partnerships and ground-up development. We strive to create value by investing in and partnering with industry-leading businesses that we can achieve scale over the long term.
- Founded as a logistics real estate investor, developer and operator, GLP revolutionized the modern logistics industry by taking an innovative and entrepreneurial approach. As we expand, we apply the same principles to adjacent sectors and new markets.
- GLP is dedicated to investing in innovative new technologies that enhance our businesses and assets by making them smarter and more efficient. We are focused on data analytics, robotics, artificial intelligence (AI), Internet of Things (IoT), telematics, sensor technology and more.
- We have 58 offices in 12 countries across Brazil, China, Europe, India, Japan and the U.S. and invest and operate businesses in logistics real estate, industrial property, cold storage, business parks, commercial and office spaces, mixed development property, data centers, renewable energy, transportation, private equity, finance and related technology.

\*Please reference the Global Communications Messaging document for updated and in-depth global messaging.

# Brand Messaging

## 2.1 Global Messaging

### OUR PEOPLE & CULTURE

- People and culture are core to GLP's business and its global success. We believe in empowering people to be entrepreneurial, growth focused, have a winning mindset and a passion to be the best.
- We encourage our people to think beyond the bounds of their roles and our industry by pursuing innovation, sharing new ideas and working as a team to push each other to succeed.
- We focus on maintaining a small company identity with an entrepreneurial mindset to continue our growth trajectory. Our ability to attract top talent and focus on developing their skills supports our global growth and helps the company expand beyond what it is today.
- GLP doesn't have a global headquarters, we have offices around the world that share the same values.
- Our ability to think globally and act locally differentiates us. We have the ability to transfer knowledge and share insights from different markets to build a stronger global business and create the most value for our investors and customers.
- We believe our expansion into new sectors and markets will benefit our core logistics real estate business by bringing a more diverse set of experience, market knowledge, investment partners and customers.

\*Please reference the Global Communications Messaging document for updated and in-depth global messaging.

# Brand Messaging

## 2.1 Global Messaging

# CORE LOGISTICS REAL ESTATE BUSINESS

- GLP is a global leader in logistics real estate with a long heritage and proven track record as an investor, operator and developer in 12 countries across Brazil, China, Europe, India, Japan and the U.S.
- Our experience and expertise as operators gives our team a distinct competitive advantage to build and scale high-quality businesses and create value for our customers and investors.
- We will continue to be the market and thought leader in logistics real estate with a focus on expanding our presence in existing markets and entering new ones. We will maintain our position by continuing to take a disciplined and data driven approach to investing in our business.
- Our investment in innovative logistics technologies is an important differentiator for our business. We focus on identifying and implementing technologies that will create more efficient modern logistics ecosystems and support our customers.
- We leverage our global scale and local expertise to build and grow our business. Our local teams use their market knowledge and existing relationships to take a local approach while having the support and knowledge transfer from other regions.

\*Please reference the Global Communications Messaging document for updated and in-depth global messaging.



# Brand Messaging

## 2.1 Global Messaging

## OUR APPROACH TO GROWTH

- As a global leader in logistics real estate, we apply the same investment and operating principles we did in the logistics real estate sector to other high-growth sectors of the global economy.
- We develop sector expertise and invest our own capital to build and scale high-quality businesses in adjacent sectors.
- We focus on enhancing the value of our assets through operations, ecosystem development and technology and innovation.
- Using our global scale and data driven insights we can identify new business opportunities to expand our business beyond what it is today.
- We take a strategic and thoughtful approach when building and investing in new businesses that support our core logistics real estate business and where we feel like we can be successful given our areas of expertise.
- As a global business, GLP is able to leverage its asset and fund management expertise as well as access to capital to identify, invest and build businesses in infrastructure and other adjacent sectors.
- We have the ability to forecast the market better because our investments are supported by our operational expertise and experience, which gives us proprietary industry insights to identify emerging trends and new businesses.

\*Please reference the Global Communications Messaging document for updated and in-depth global messaging.

## Brand Messaging

### 2.2 Boilerplate

**GLP is a leading global investment manager and business builder in logistics, real estate, infrastructure, finance and related technologies. Our combined investing and operating expertise allows us to create value for our customers and investors. We operate across Brazil, China, Europe, India, Japan, and the U.S. and have US\$89 billion in assets under management in real estate and private equity funds.**

## 3. Brand Logo

- 3.1 Official Logo Lock-Up
- 3.2 Reversed Logo Lock-Up
- 3.3 Black & White Logo Lock-Up
- 3.4 Clear Space
- 3.5 Minimum Size
- 3.6 Logo Misuse
- 3.7 Subdivision Logo Lock-Up
- 3.8 Co-Branding Logo Lock-Up
- 3.9 Other Logo Lock-Ups
- 3.10 Trademark Usage (U.S.)
- 3.11 Trademark Usage (Outside U.S.)

# Brand Logo

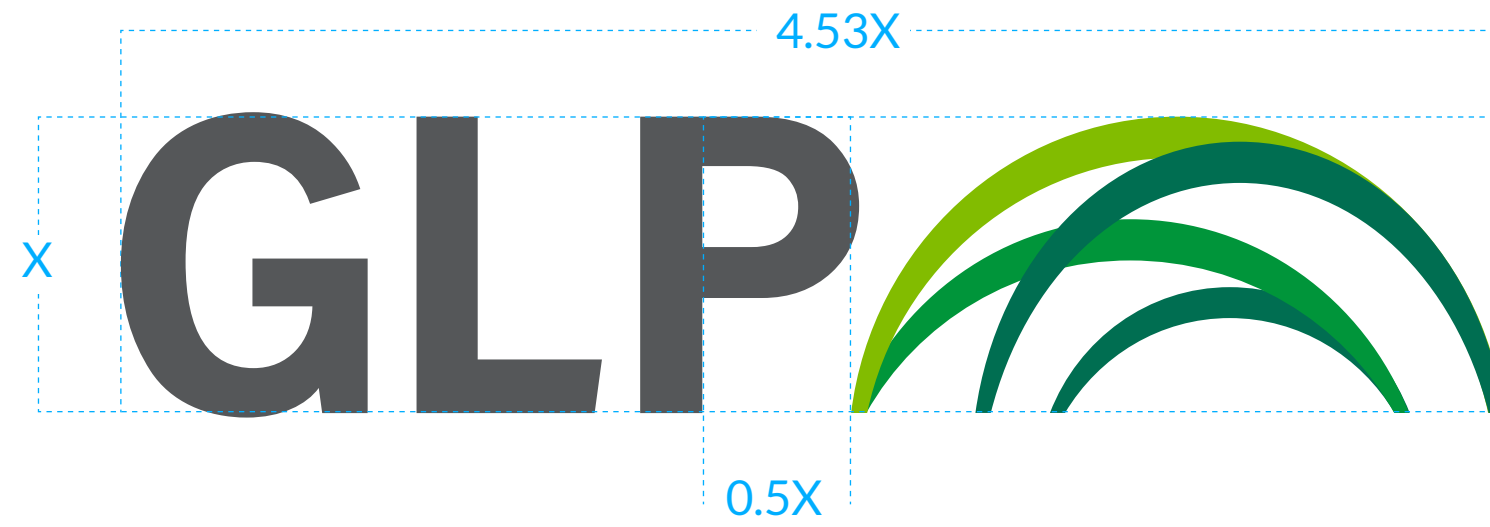
## 3.1 Official Logo Lock-Up

### Horizontal Logo Lock-up

The horizontal logo version with GLP Gray\* letter color and triple-green\* symbol is the official corporate identity of GLP.

#### Usage Principle

Recreating or redesigning the corporate logo is strictly prohibited, it is required to use the official artwork from GLP Marketing Department.



\* To see color values in detail, please refer to page 10 “Brand Color”

# Brand Logo

## 3.2 Reversed Logo Lock-Up

### Reversed Logo Lock-Up on dark Backgrounds

When the official GLP logo lock-up is placed on dark backgrounds, the reversed version of the logo is required.

The logo letter color will be changed from GLP Gray\* to white. Within the logo symbol element no. 2 will be changed from GLP Green\* to White.

#### Usage Principle

Recreating or redesigning the corporate logo is strictly prohibited, it is required to use the official artwork from GLP Marketing Department.

\* To see color values in detail, please refer to page 19 “Brand Color”



## Brand Logo

### 3.3 Black & White Logo Lock-Up

This page demonstrates the color set-up for the logo with single color black and white logo. Corporate logo with triple-green symbol is always the preferred version. Monotone black and reversed white logos are provided for special cases.

#### Applicable Scenario

1. In cases where material, production techniques and costs do not allow the use of the triple-green symbol (e.g. fax sheet, packaged products, signage etc.)
2. In cases where triple-green symbol cannot achieve sufficient contrast against the background color and will result in poor or legibility or recognition.
3. In cases related to co-brand, sponsorship or partnership where logo must adhere to partner's usage guidelines.
4. Other scenarios; when unclear, contact experts of Brand Management Department for enquiry.



# Brand Logo

## 3.4 Clear Space

The corporate logo is protected by a minimum clear space to ensure it is not diminished by other graphic elements.

### Minimum Clear Space Usage Principle

The height of symbol is defined as G.

The size of the minimum clear space is G.



# Brand Logo

## 3.5 Minimum Size

To assure legibility, avoid using the logo lock-up smaller than the following guidelines. To obtain an accurate measurement, measure the height of the letterform G.

Minimum print height: 5 mm or 14 px  
Minimum print height for bilingual logo lock-up: 7mm or 20 px

In the case of using the Icon alone, use the following guidelines.

Minimum print width: 9 mm  
Minimum digital width: 34 px

In circumstances where a smaller logo lock-up or Icon may be required, please obtain approval from the GLP Global Marketing team. Avoid changing the proportions, style, spacing, and color of the logo lock-up. Only authorized copies of the logo lock-up should be used for reproduction.

Minimum height  
5 mm or 14 px



Minimum  
print width:  
9 mm



Minimum  
digital width:  
34 px



# Brand Logo

## 3.6 Logo Misuse

The following are examples of incorrect use of the GLP identity elements.

Do not stretch in only one direction



Do not place on busy backgrounds



Do not rotate



Do not change color



Do not modify the lock-up



Do not add an outline or drop shadow



# Brand Logo

## 3.7 Logo and Tagline Lock-Up

The horizontal logo version with GLP Gray\* letter color and triple-green\* symbol is the official corporate identity of GLP.

### Usage Principle

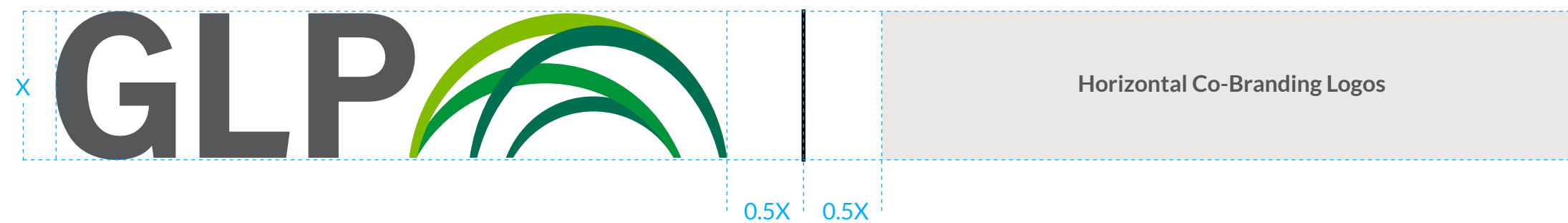
Recreating or redesigning the corporate logo is strictly prohibited, it is required to use the official artwork from GLP Marketing Department.



# Brand Logo

## 3.9 Co-Branding Logo Lock-Up

Horizontal Co-Branding Logos



Demonstration



# Brand Logo

## 3.11 Trademark Usage (U.S.)

The first mention of GLP in body copy should include a registration symbol. When referring to GLP as a group or company, you do not need to include the registration symbol. When referring to GLP as a brand, use the registration symbol. GLP should always be written in all caps.

### Service Mark

The Service Mark (SM) can be used for new any GLP marks until registration process is finalized.



### Registered Trademark



## 4. Brand Color

4.1 Primary Color

4.2 Additional Color Impressions

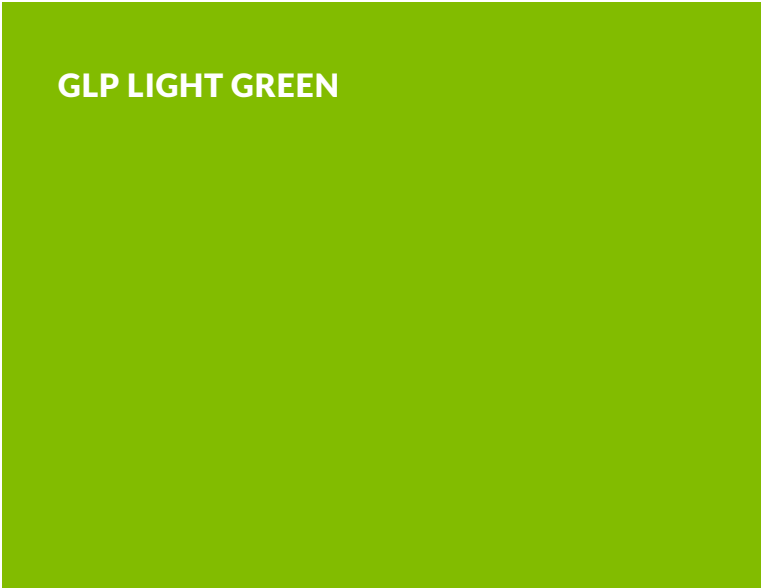
# Brand Color

## 4.1 Primary Color

### Corporate Colors

This is the GLP corporate color palette, selected to build a unique brand image, applicable in all visual communications and touchpoints.

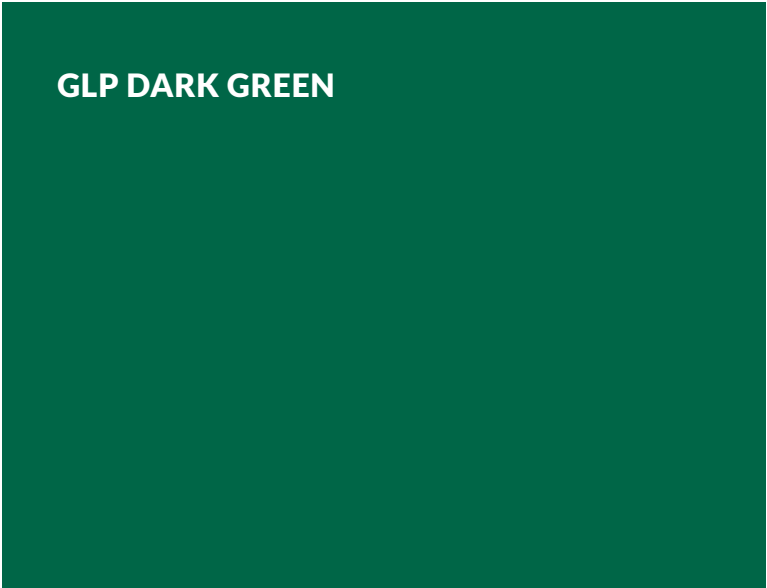
RGB values are for digital usage, CMYK values are for print usage.



PANTONE 376C  
C: 57 M: 0 Y: 100 K: 0  
R: 130 G: 188 B: 0



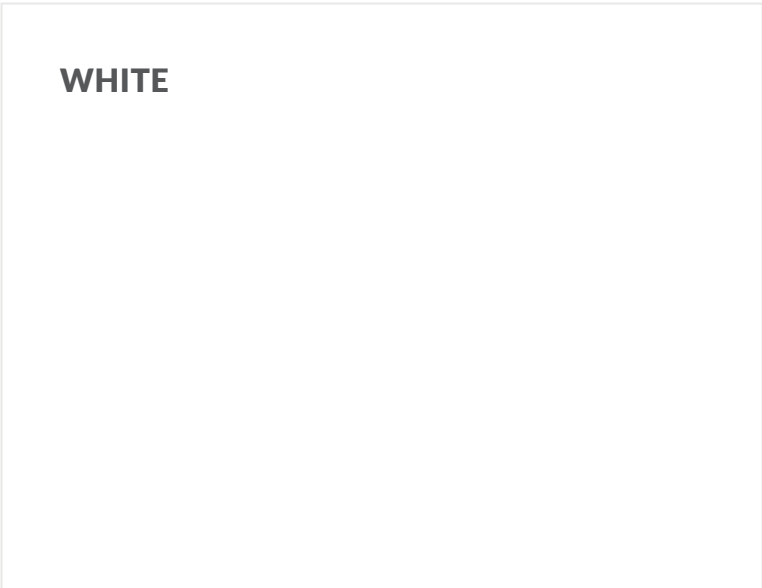
PANTONE 355C  
C: 96 M: 4 Y: 100 K: 0  
R: 0 G: 149 B: 58



PANTONE 342C  
C: 95 M: 32 Y: 79 K: 26  
R: 0 G: 102 B: 71



PANTONE 425C  
C: 62 M: 50 Y: 47 K: 40  
R: 85 G: 87 B: 89



C: 0 M: 0 Y: 0 K: 0  
R: 255 G: 255 B: 255



PANTONE COOL GRAY 1C  
C: 10 M: 7 Y: 5 K: 0  
R: 233 G: 232 B: 231

# Brand Color

## 4.2 Additional Color Impression

### Overlap of Primary Colors

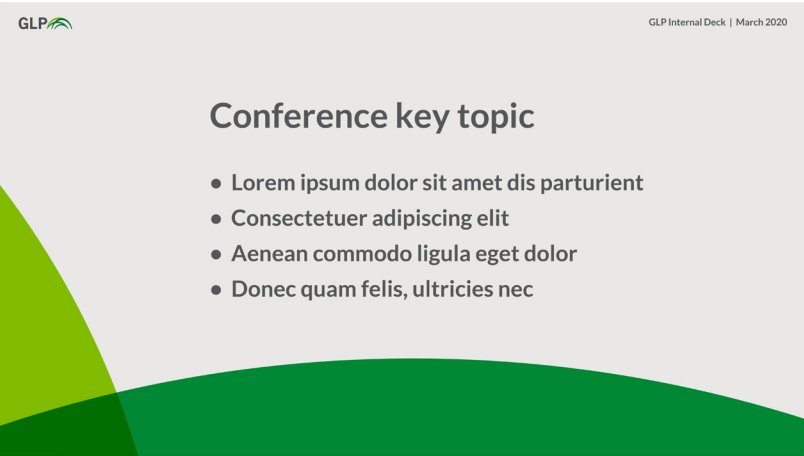
The updated GLP brand utilizes circles to create a powerful visual language.

The below color impressions appear when GLP corporate colors are overlapping within a layout.

**Note**  
The additional set of greens generated by "multiply effect" should not directly used when creating new GLP materials.



### Examples



# 5. Typography

5.1 Primary Font

5.2 Brand Font Usage



# Typography

## 5.1 Primary Font

### Lato - Primary Latin Font Family

The font chosen for GLP is a typeface that is an optimized Google resource with unmatched legibility, clarity, and consistency.

Lato is the Latin font with a slightly rounded and low contrast style. It belongs to the sans-serif type family.

Available for use in different weights, the font is free to download. The links mentioned below can be copied on a browser for access.

<https://fonts.google.com/specimen/Lato>

### Lato Black

**Leading Global Investment  
Manager Specializing in Logistics  
and Related Technology  
Investments**

### Lato Regular

GLP is a leading global investment manager and business builder in logistics, real estate, infrastructure, finance and related technologies.investment manager and business builder in logistics, real estate, infrastructure, finance and related technologies.

### Lato Bold

**Leading Global Investment  
Manager Specializing in Logistics  
and Related Technology  
Investments**

### Lato Light Italic

*GLP is a leading global investment manager and business builder in logistics, real estate, infrastructure, finance and related technologies.investment manager and business builder in logistics, real estate, infrastructure, finance and related technologies.*

# Typography

## 5.2 Brand Font Usage

### Color in Font Usage

Consistent type hierarchy and layout creates engaging, easy-to-read communications. This sample type presents a well-designed type hierarchy.

Subhead  
Lato Regular



Use concise subheads

Headline  
Lato Black



**Headline with impact words colored & bold.**

Featured text  
Lato Bold



**Lorem ipsum dolor sit amet, consectetur adiplit. Aenean comm ligula eget dolor massa.**

Body copy  
Lato Regular



Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.

## 6. Graphic Elements

6.1 Introduction of the Graphic Elements

6.2 Composition Principles

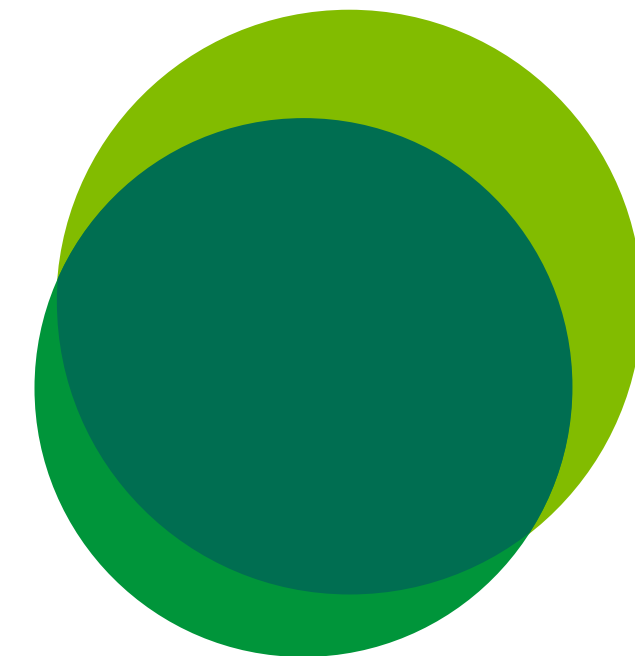
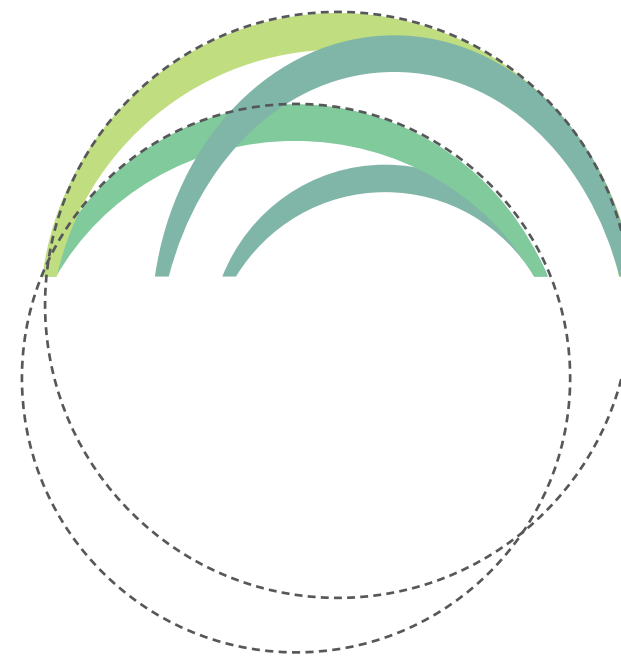
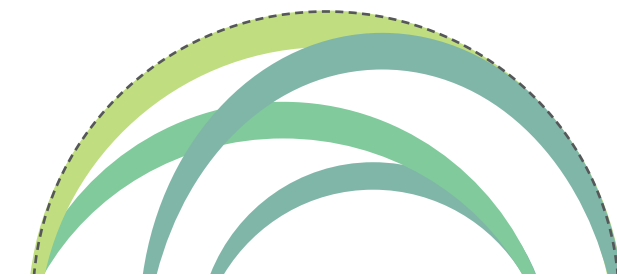
# Graphic Elements

## 6.1 Introduction of the Graphic Elements

### GLP's Symbol Curves

GLP's graphic system takes the ownable curves from the logo symbol and scales them up to create contemporary graphic partner.

**Note**  
Shaded area only to show how graphics are created from original assets. They do not represent approved colors.



# Graphic Elements

## 6.2 Composition Principles

### Dynamic Usage

GLP's graphic system is built around their distinctive curves from the logo symbol. There are various ways to create a graphic expression:

A) Crops of the logo symbol elements

B) Crops of overlapping circles, derived from the logo symbol

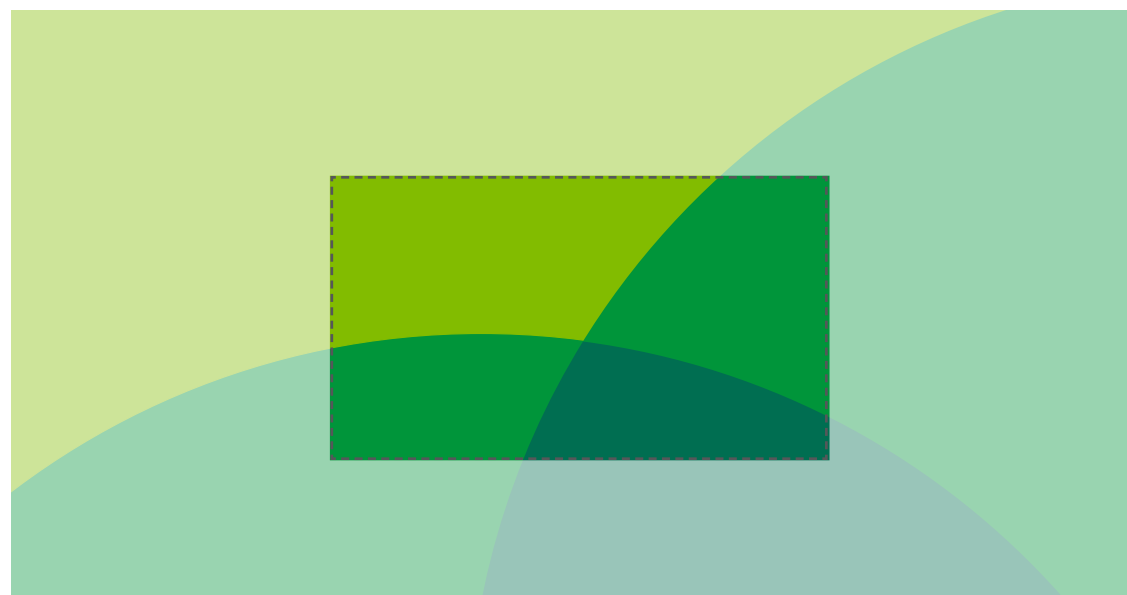
### Note

Cropped areas represents approved colors. Shaded area only to show how graphics are created from original assets.

A



B



# 7. Photography Style

7.1 Photography Style

7.2 Dont's



# Photography Style

## 7.1 Photography Style

### Fresh, Contemporary and Neat

GLP's photography style defines GLP's look and feel and is a powerful tool that delivers and unifies the brand. The GLP imagery bank is in sync with its brand ethos as it captures ideas that speak to forward moving, innovation and empowering people. Therefore a fresh, contemporary and clean photography style has been selected.



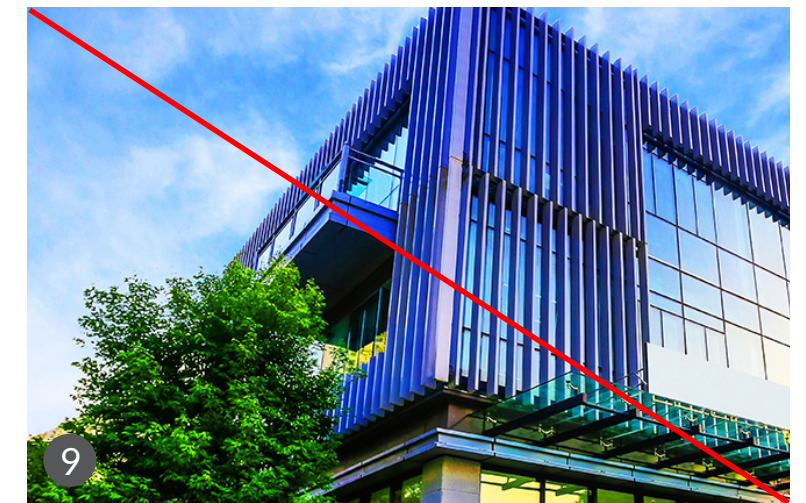
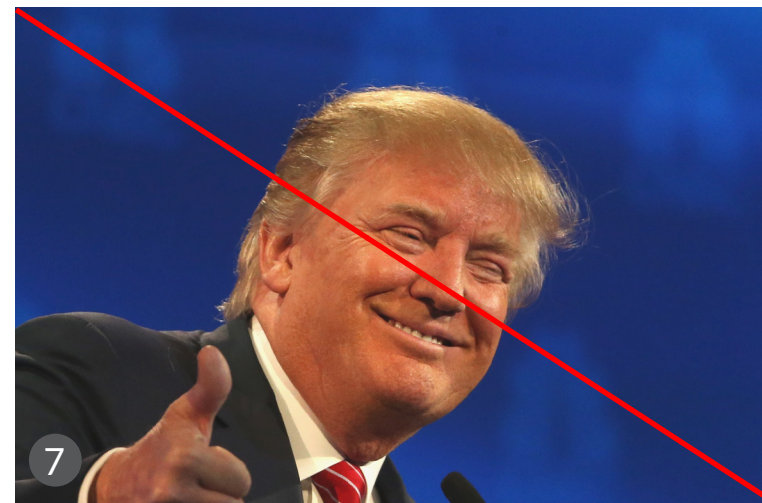
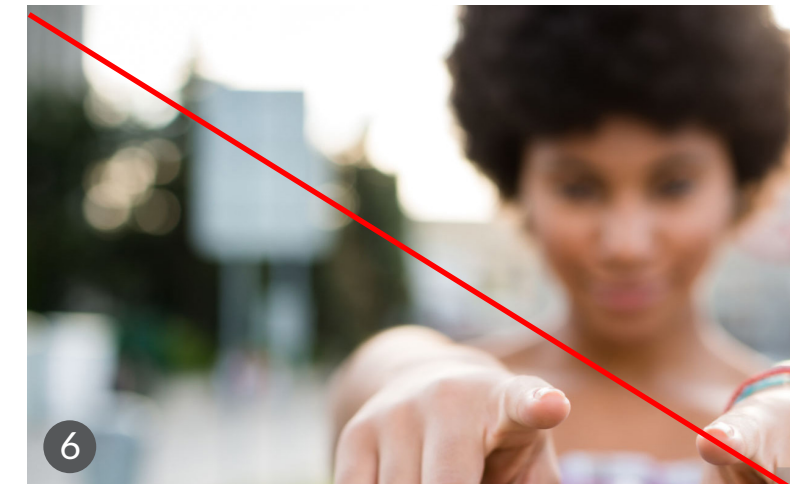
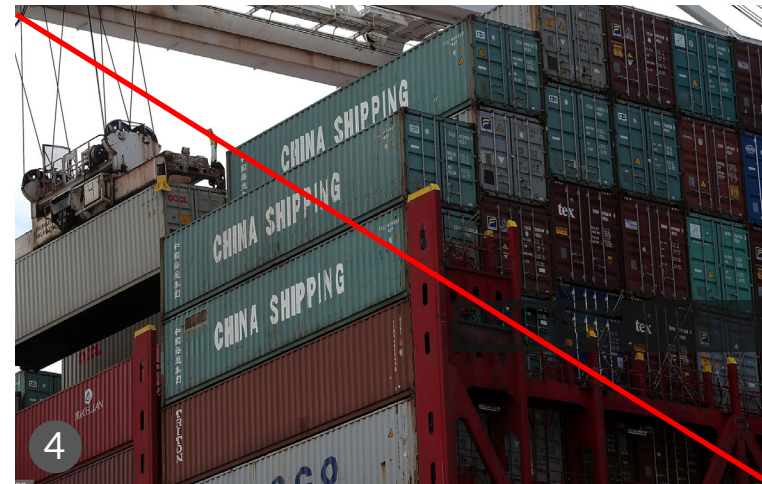
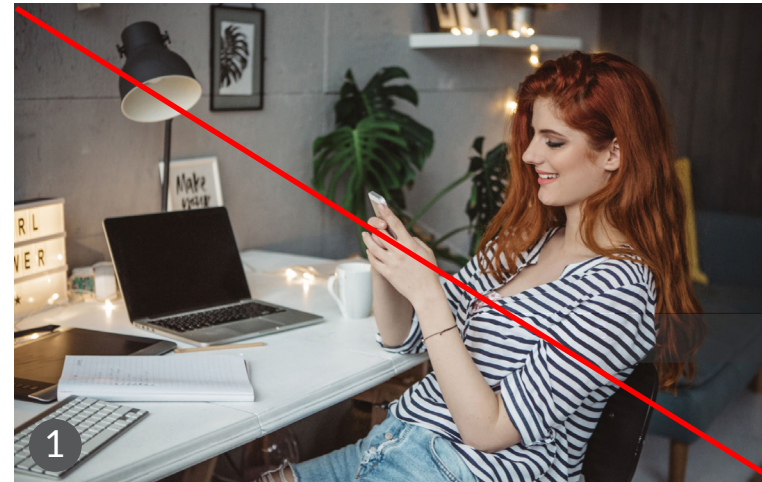


# Photography Style

## 7.2 Dont's

### High contrast, Messy or Unbalanced

1. Never use images with complicated or messy background.
2. Never use images of people are shoot from far away.
3. Never use images of people with inappropriate expression such as stress, passive, tired, etc.
4. Never use images with unbalanced composition, or shots from side angle.
5. Never use dark, heavy or high contrast colors.
6. Never use images that is out of focus.
7. Never use images that is or implies political theme.
8. Never use images that are cliché or obviously computer-generated.
9. Never use images that are too saturated.





## 8. Applications

- 8.1 Business Card
- 8.2 Letterhead
- 8.3 Envelope
- 8.4 Corporate ID Card
- 8.5 Brochure
- 8.6 A4 Poster
- 8.7 PowerPoint Template
- 8.8 Email Signature
- 8.9 EDM
- 8.10 Advertisement

# Application

## 8.1 Business Card

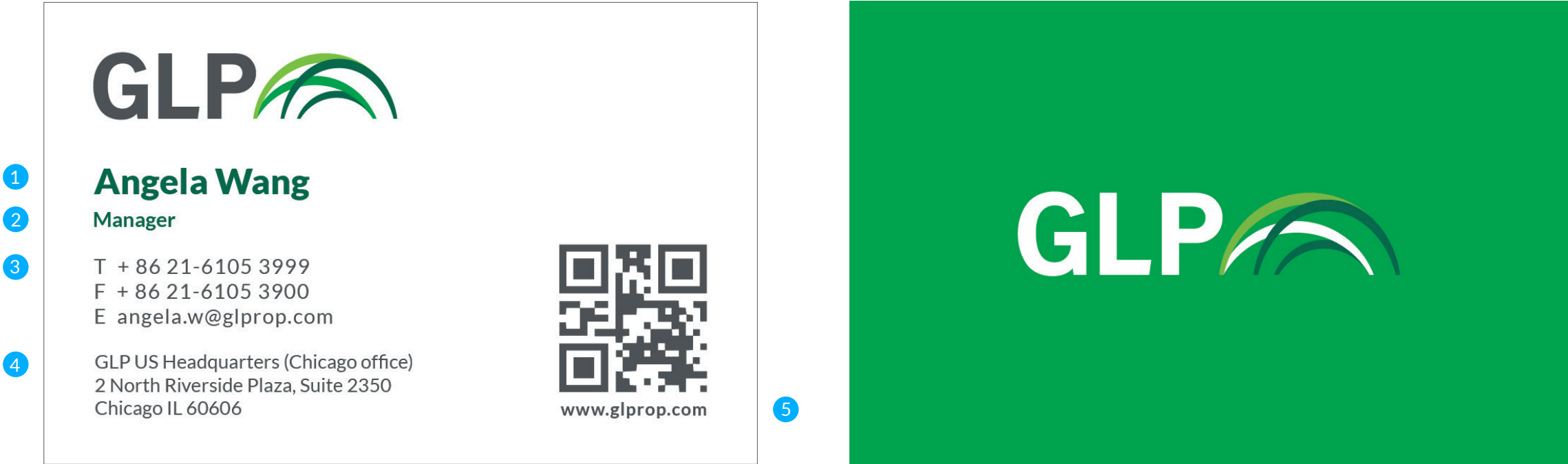
### Business Card English Version

#### Type setting

- 1. Business Name: Lato Black 12 pt
- 2. Designation: Lato Bold 7 pt
- 3. Contact Details: Lato Regular 7 pt, leading 8.4 pt, letter spacing 50
- 4. Address: Lato Regular 6.5 pt, leading 7.8 pt
- 5. Website: Lato Bold 6 pt, letter spacing 50

**Size**  
85 mm x 55 mm

**Note**  
The logo must always be left aligned on the front of the business card & centre aligned on the back of the business card.



# Application

## 8.2 Letterhead

### English Version

#### Type setting

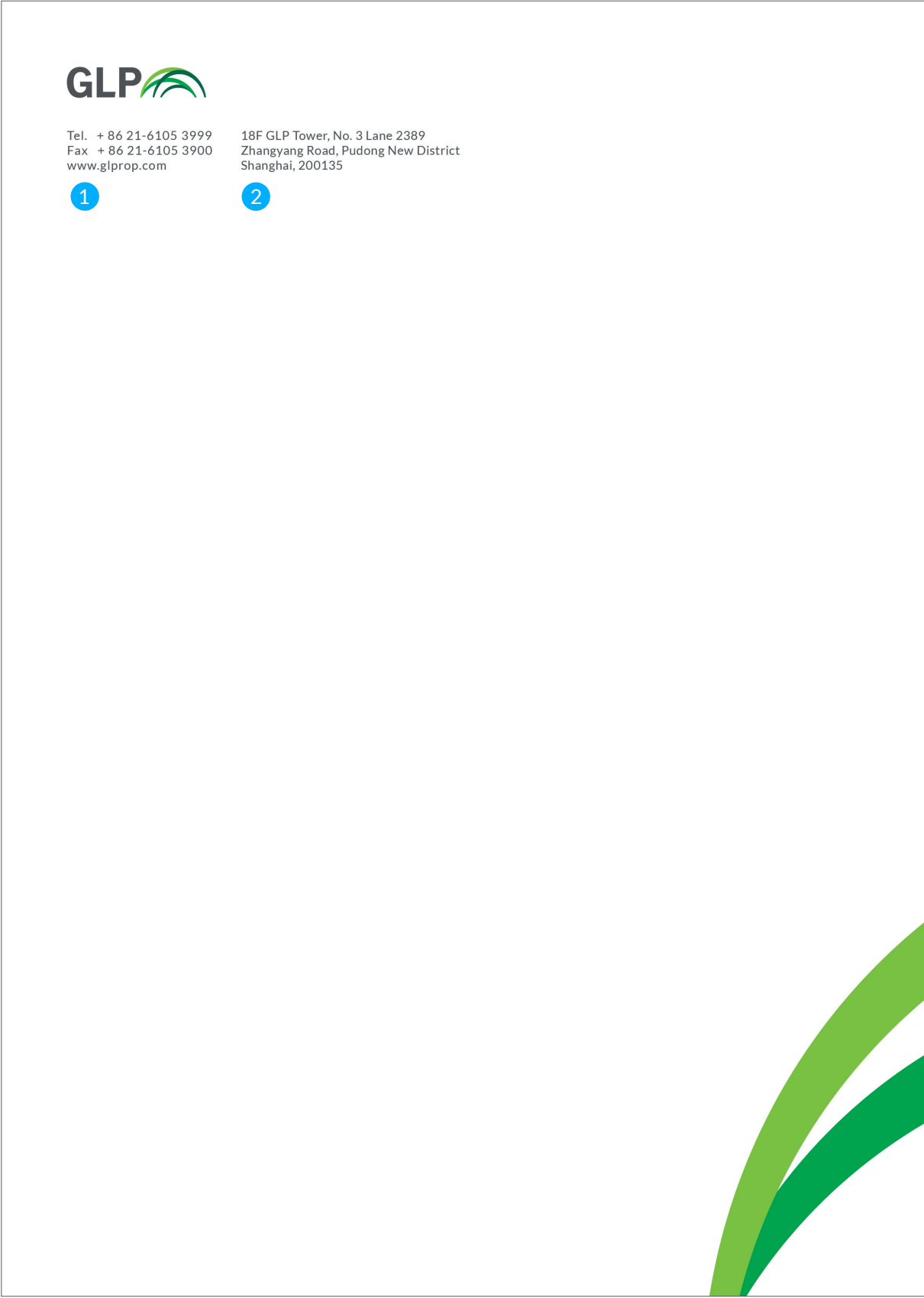
- 1. Contact Details: Lato Regular 8 pt, leading 9.6 pt, letter spacing 50
- 2. Address: Lato Regular 8 pt, leading 9 pt, letter spacing 25

#### Size

210 mm x 297 mm

#### Note

The logo must always be left aligned on the letterhead.



# Application

## 8.3 Envelope

**Type setting**

- 1. Contact Details: Lato Regular 6 pt, leading 7.2 pt, letter spacing 50
- 2. Address: Lato Regular 6 pt, leading 7.2 pt, letter spacing 25

**Size**

210 mm x 110 mm

**Note**

The logo must always be left aligned on the letterhead.



# Application

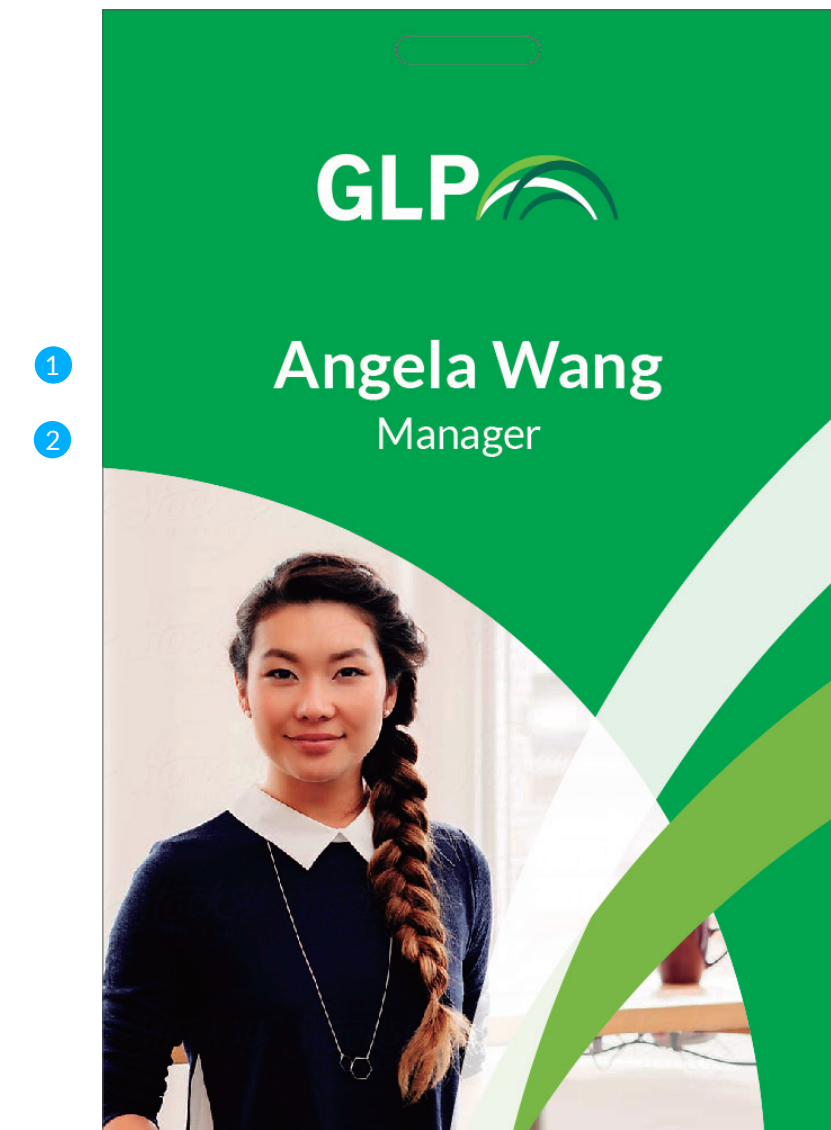
## 8.4 Corporate ID Card

### Type setting

1. Employee Name: Lato Bold 14 pt
2. Designation: Lato Regular 9 pt

### Size

55 mm x 85 mm



# Application

## 8.5 Brochure

### Type setting

1. Headline: Lato Black 78 pt, leading 83 pt
2. Sub Headline: Lato Black 16 pt, leading 16.45 pt, letter spcaing 50
3. Featured words: Lato Regular 16 pt, leading 14.68pt, letter spacing 50
4. Contact details: Lato Regular 12 pt, leading 14.4 pt
5. Website: Lato Bold 14 pt

### Size

210 mm x 297 mm

Back



Front





# Application

## 8.5 Brochure

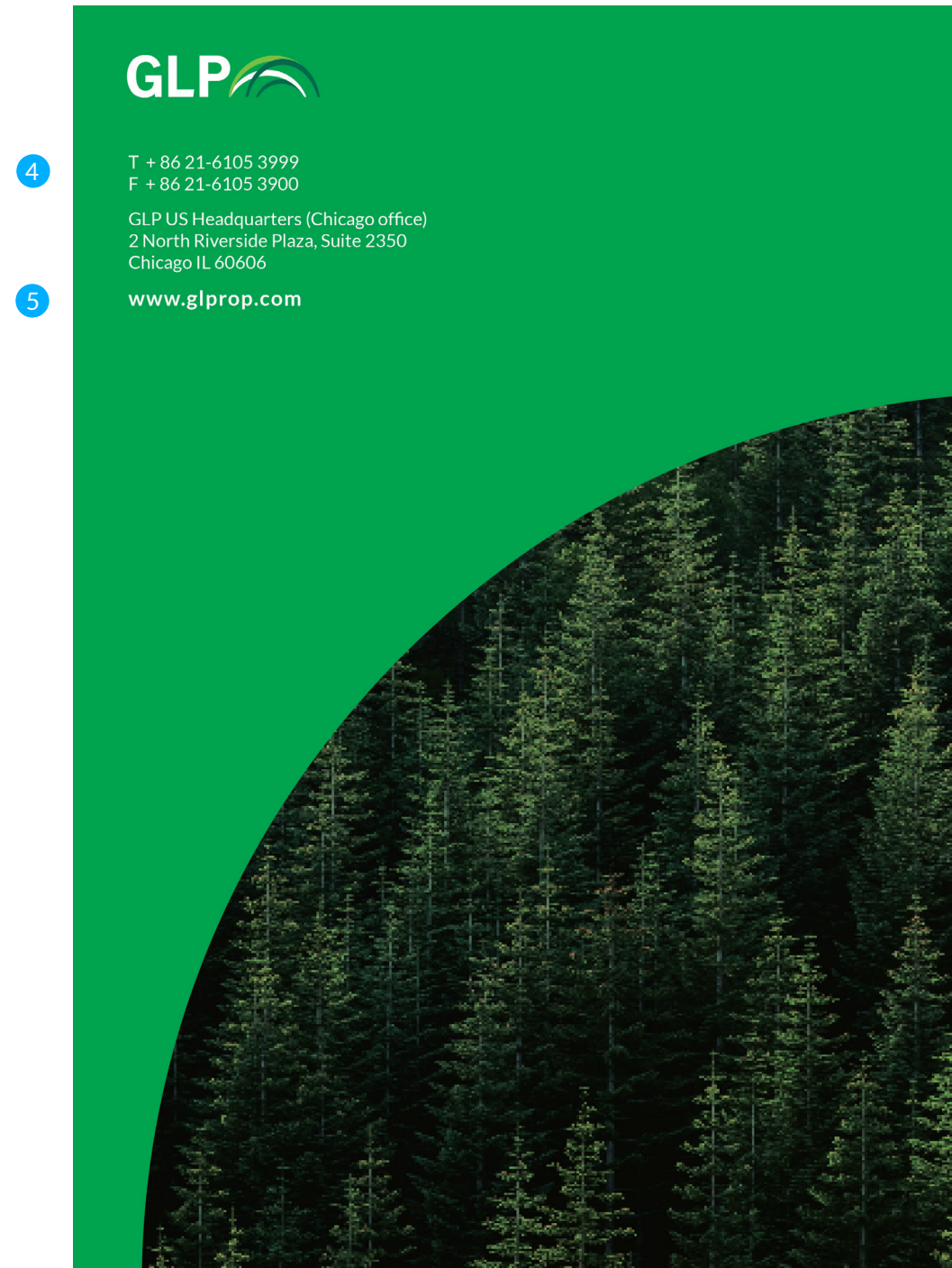
### Type setting

1. Headline: Lato Black 78 pt,  
leading 83 pt
2. Sub Headline: Lato Black 16 pt,  
leading 16.45 pt, letter spcaing 50
3. Featured words: Lato Regular 16 pt,  
leading 14.68pt, letter spacing 50
4. Contact details: Lato Regular 12 pt,  
leading 14.4 pt
5. Website: Lato Bold 14 pt

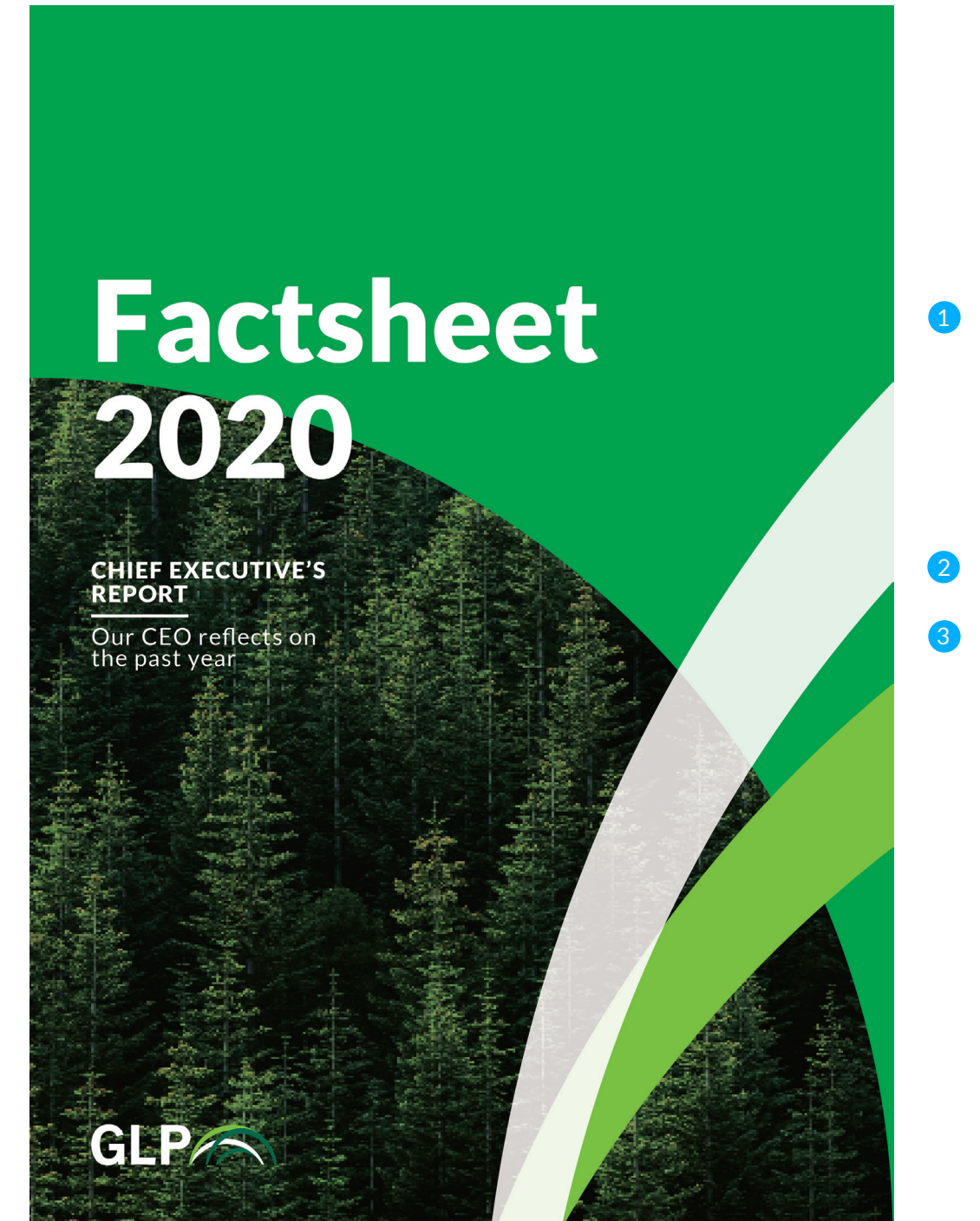
### Size

210 mm x 297 mm

Back



Front



# Application

## 8.6 A4 Poster

### Event

#### Type setting

- 1. Headline: Lato Black 42 pt, leading 48 pt
- 2. Subtitle: Lato Bold 18 pt, leading 21.6 pt
- 3. Body Copy: Lato Regular 14 pt, leading 18 pt
- 4. Highlight Content: Lato Bold 21 pt, leading 30 pt
- 5. Notes: Lato Regular 14 pt
- 6. Page Head: Lato Bold 12 pt, leading 21 pt

#### Size

210 mm x 297 mm





# Application

## 8.6 A4 Poster

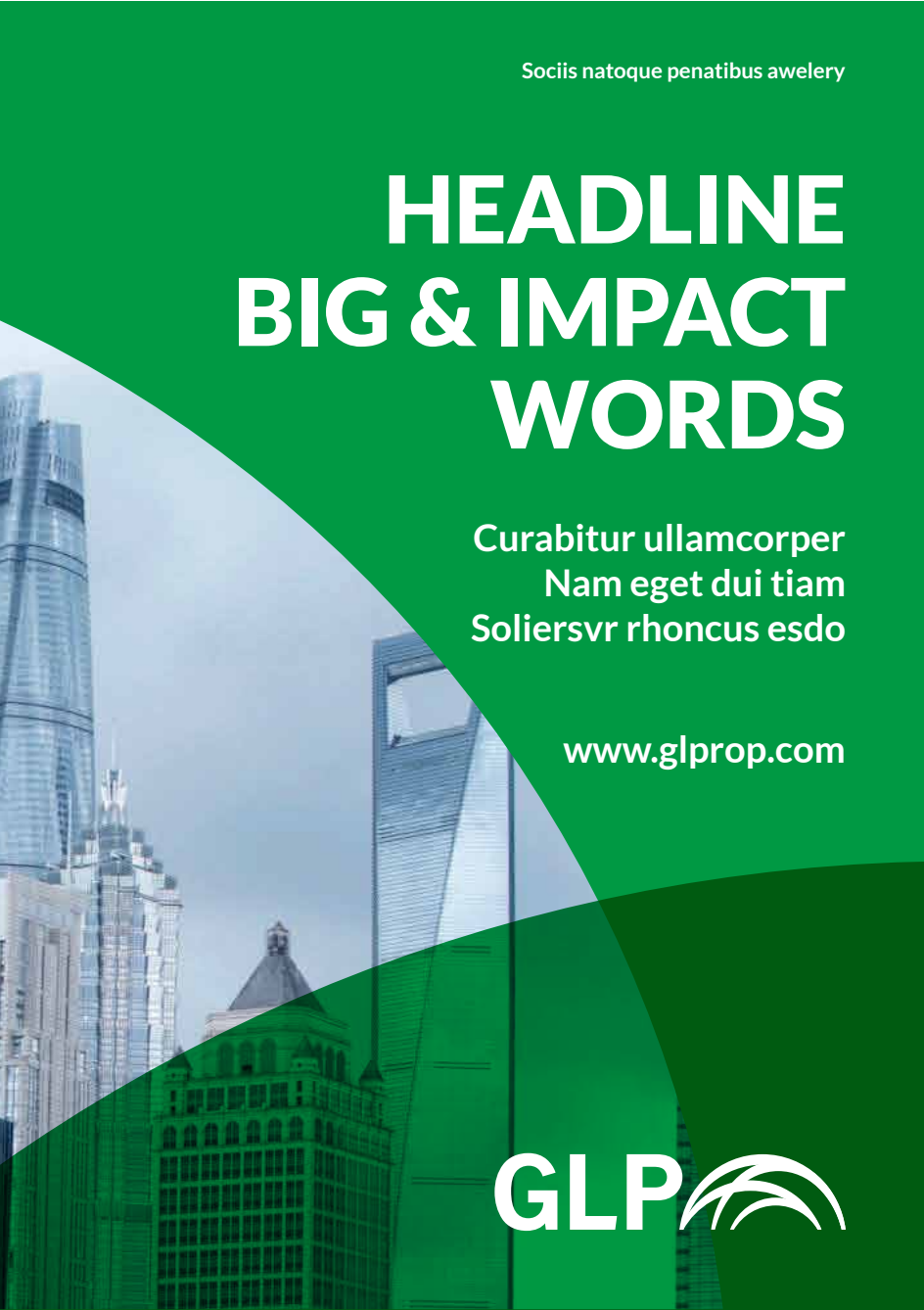
### Special Occasion

#### Type setting

- 1. Page Head: Lato Bold 14 pt, leading 21 pt
- 2. Headline: Lato Black 60 pt, leading 66 pt
- 3. Subtitle: Lato Bold 24 pt, leading 28.8 pt

#### Size

210 mm x 297 mm



1

2

3

# Application

## 8.7 PowerPoint Template

### Type setting

- 1. Cover Headline: Lato Bold 80 pt
- 2. Agenda Headline: Lato Bold 58 pt
- 3. Title: Lato Bold 42 pt
- 4. Subtitle: Lato Bold 36 pt
- 5. Bodycopy: Lato Bold 24pt, leading 36 pt

Size  
1366 x 768 px

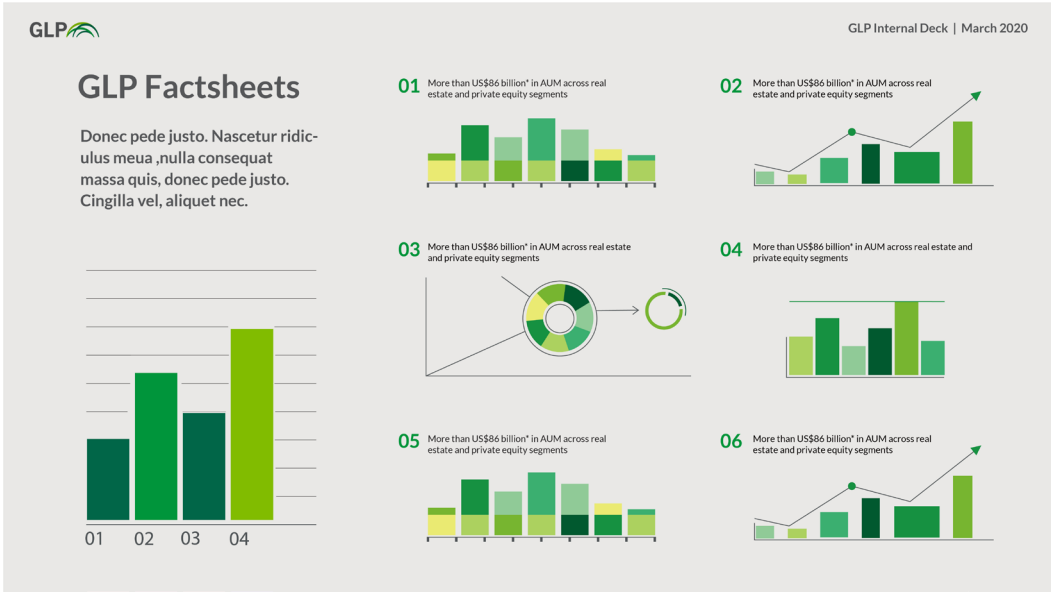
1



2



3



3



# Application

## 8.8 Email Signature

Type setting

- 1. Name: Lato Bold 12 pt, leading 16 pt
- 2. Designation: Lato Bold 9 pt
- 3. Contact Details: Lato Regular 9 pt, leading 12 pt

To:

Cc:

Subject:

1

2

3

Angela Wu

Manager

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F +86 (21) 6105 3999


E angela.w@glprop.com

18F GLP Tower, No.3 Lane

2389 Zhangyang Road. Pudong New District

Shanghai, 200135

GLP




# Application

## 8.9 EDM 1

### Type setting

- 1. Title: Lato Black 48 pt
- 2. Featured Words: Lato Bold 14 pt, leading 18 pt
- 3. Button Copy: Lato Black 24 pt
- 4. Subtitle: Lato Bold 14 pt
- 5. Body Copy: Lato Regular 12 pt leading 14.4 pt

Size  
width 640 px



LOGISTICS  
& REAL  
ESTATE

As leading global investment managers,  
GLP is focused on fueling the businesses  
that fuel the global economy.

1

WE ARE DEEPLY  
INVESTED

2

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LEARN MORE

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5




OUR INSIGHTS



INVESTMENT



BUILD








GROW

GLP 2020

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GLP BRAND GUIDELINES

50

# Application

## 8.9 EDM 2

### Type setting

- 1. Featured Section: Lato Black 12 pt
- 2. Title: Lato Bold 14 pt
- 3. Body Copy: Lato Regular 12 pt, leading 14.4 pt

Size  
width 640 px

## WE ARE DEEPLY INVESTED

As leading global investment managers, GLP is focused on fueling the businesses that fuel the global economy.



### EVENT

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### INSIGHT

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### NEW BUSINESS

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### NEWS

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### FEATURED WORK

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### AWARDS

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### GLP 2020

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### Contribute to The Weekly

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# Application

## 8.10 Advertisement

### Type setting

1. Headline: Lato Black 78 pt,  
leading 96.14 pt
2. Website: Lato Bold 36 pt
3. Featured Copy: Lato Regular 32 pt,  
leading 38.4 pt, letter spacing 25 pt

### Size

1366 x 768 px



