



## BRAND STYLE GUIDE

**Here's an interesting fact: It takes more time to close a commercial real estate deal than it takes to build a Boeing 787.**

Why? Because the process is fraught with disorganization, bureaucracy and unreliable information – and no real way to measure it. Meanwhile, a never-ending information stream pours in from team members, brokers and competitors. Portfolio managers and decision-makers hold their head in their hands and ask “Why is this so slow and difficult?”

What makes it all the more frustrating? Commercial real estate is your corporation's second- or third-largest spend. These decisions matter.

Nearly 150 years ago, John D. Rockefeller, saw a similar problem in the burgeoning oil industry. Wildcatters found oil, but the process was disorganized. The product was raw and unusable. Rockefeller understood the problem wasn't oil, it was how to put oil to work.

Until now, CRE had no refinery. There is no Zillow or Bloomberg Terminal for commercial real estate. Our goal is to be that, but better, smarter and faster – the one source of truth for commercial real estate decisions.

We're doing the same thing for the world of CRE portfolio management (and with less emissions) that Rockefeller did for oil, and it's working. We're growing quickly, and our clients include Fortune 500 and Fortune 250 companies.

Our brand is how we tell our story to the world – our investors, our clients and our future clients, and this is the essential guide for telling that story.

Let's change CRE forever.

Ryan Turner  
Founder & President  
RefineRE



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## WHAT IS REFINERE?

RefineRE empowers organizations to make smarter, better, faster real estate decisions that achieve enormous efficiencies and significantly reduce costs through a cutting-edge portfolio intelligence platform that for the very first time provides immediate access to real-time market rates and all relevant internal data in a single and easy to use visual interface.



## OUR VISION

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We don't just dump data on decision-makers. We refine it into information that powers effective decision-making.

## OUR MISSION

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Give commercial real estate managers the information they need to make better decisions, faster.

## COMPANY VALUES

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### CUSTOMERS FIRST

We're in it for the portfolio managers, the brokers and CRE people. We empower and embolden.

### SMARTER DATA

Relationships matter, but good data rules the day. Our goal is to turn data into actionable information.

### ALWAYS LEARNING

We support our customers by learning from them. We ask for feedback and apply it to our process, products and promotions.

## THE REFINERE STORY

*“Don’t be afraid to give up the good to go for the great.”*

– John D. Rockefeller

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Imagine you’re flying over a big city. Thousands of employees are working in the skyscrapers below – dollars stacked on top of dollars. In the cockpit, the pilots check dozens of read-outs – how much fuel they have, their course, air speed. The pilots use the right information at the right time to chart the right course to your destination.

And yet, below, in those skyscrapers, too many teams are waiting for information or are simply ignorant to how commercial real estate determines the business’s course.

Ryan Turner wants to change this. Turner’s father was a pilot and flight engineer for more than 30 years. He taught him the importance of checking your gauges and having the right information to make the right decisions at the right time.

Turner parlayed this wisdom and his natural drive into a successful career in the commercial real estate field. But after 15 years, he was frustrated by the slow and imprecise nature of the business. Why were some of the biggest companies in the world simply guessing about how to best manage their commercial real estate portfolios? Pilots don’t fly blind. Why does commercial real estate?

The problem was more complicated. Commercial real estate portfolio managers had tons of data, but it was strewn across

the organization on hard drives, spreadsheets and print-outs. Imagine if a pilot had to go to the passengers in the cabin to find data every time he or she needed it. Imagine if the air traffic controllers all had different information sources.

***“I was in charge of helping companies manage their commercial real estate portfolios for 15 years, and time and time again, I saw money left of the table from a lack of information.”***

***– Ryan Turner, Founder & President, RefineRE***

He found inspiration in John D. Rockefeller, who founded a start-up that became the largest oil refinery in the world. Instead of focusing on drilling up more oil (data), he focused on refining it and making it useful for business. The U.S. economy exploded. The speed of business accelerated. Cities lit up with lights. Rockefeller became synonymous with the process of refinement and business success itself.

From his Dallas home, Turner pulled together the first version of the RefineRE service himself, one that combined internal and external commercial real estate data. The market responded swiftly – RefineRE has already captured 12 clients, and is bringing in \$18,700 in monthly recurring revenue. And the fun is just beginning.

OUR BRAND

**WE'RE OBSESSED WITH MAKING  
SMARTER COMMERCIAL REAL ESTATE DECISIONS  
BETTER AND FASTER.**

## BRAND SUMMARY

Modern business doesn't leave much room for error. You have to be smarter and you have to do it better and faster.

Our brand should do the same. We have to make this more than our brand. It has to be an essential part of our DNA.

Our look should be modern and streamlined. It should always feel precise and well-chosen. We should be as skilled and reliable as pilots and as concise as someone asking a million-dollar question.

Our photography should be energetic and on-its-feet. It should be confident and assured; motivated and energized. Our design should be clean, but bold.

Our voice should be smart and insightful, but it should skip the techy B.S. We're here to help real organizations solve real problems. We don't dumb things down. We simplify them. The former is condescending. The latter is a mark of genius. We're engaged and funny, but we're never goofy. Think of the original Apple Mac team of the early '80s. We're motivated by a mission to help organizations make smarter decisions quickly.

When we communicate, we're listeners and we're teachers. We understand that while there are common trends, similar problems and familiar anxieties, every business is different because it's our client's business. We're competitive, but we're not petty. We're motivated to empower and equip.

We're not drilling for data, we're refining it into better commercial real estate decisions.

## MESSAGE: WHAT MAKES REFINERE DIFFERENT?

Message is everything. It's driven by consistency and complete and total unity of message. Every public appearance. Every email. Every web page. Every ad. The product itself. RefineRE should never, ever communicate without reinforcing at least one of its key messages.

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### SPEED

We're a Mustang in a horse-and buggy business, dedicated to becoming the Bloomberg Terminal of commercial real estate. It's better information, faster.

### EXPERTISE

We know commercial real estate. With 50-plus years of combined experience, we're not seduced by fancy gadgets – we're trying to help make and close deals better, faster.

### SIMPLICITY

RefineRE bridges portfolio managers and decision-makers. We provide diagnostic-level information for experts and dashboard-level information for decision-makers.

### AUTHORITY

We know that he who has the most, best information wins. RefineRE is the single source of truth for CRE decisions and it empowers portfolio managers.

### RELIABILITY

RefineRE just works, the way you need it to, every time. We are focused on delivering a product that is consistent and excellent. Consistency is essential to our product.

### INTELLIGENCE

We're bureaucracy crushers. Every day, we're learning and making RefineRE a smarter, leaner, more intelligent product that serves the need of our customers.

## VALUE PROPOSITION

*Identify \$5 million savings in 48 hours*

Using RefineRE is bringing a motorcycle in a bicycle race. We de-silo your data and put it to work for you by combining it with the best external information, all in real-time. It empowers your organization – and you to make real, revenue-driving decisions.

What it does:

1. Centralize your data in a smart, sleek, central platform
2. Compare and contrast your data with external market data
3. Save money by making portfolio better decisions, faster

## ELEVATOR SPEECH

RefineRE is the only service that gives commercial real estate occupiers the information they need to make informed business decisions. By centralizing your internal data and combining it with accurate external market data, we empower portfolio managers to make better commercial real estate decisions, faster and save your organization millions of dollars.

***“We want to be the Bloomberg Terminal for commercial real estate occupiers.  
We want to be the single source of truth for commercial real estate decisions.”***

***– Ryan Turner, Founder & President, RefineRE***

## BRAND VOICE

Brand Voice is how you deploy RefineRE’s message. Brand voice should be consistent in all communications to maximize the power of the brand. Before communicating on behalf of RefineRE, ask yourself if the communication fits these parameters.

### FAST

Every second counts in CRE, which is why we’re hopelessly addicted to making RefineRE better, faster for our customers. Our voice should be concise and prepared.

### FEARLESS

We have no interest in business as usual. We’re ambitious, engaged and obsessed with bringing the future to CRE. Our voice should empower the user in all CRE discussions.

### INTELLIGENT

We are accurate and actionable, and it’s our goal to be the single repository for real-time leasing information. We should sound smart and engaged in all CRE discussions.

### INNOVATIVE

Our user’s needs are evolving every single day, and so are we. We cut the typical tech B.S. and get right to the heart of the matter. Our voice should sound like a new solution, not conservative or stodgy.

## VOICE RUBRIC

Voice rubrics help to refine and define the brand. Use these to test your communications before they go out. Does it fall within these parameters? If they do, then proceed, if they don't it's time to revise.

RefineRE is:

- Fast, not slow
- Customer-engaging, not self-absorbed
- Concise, not long-winded
- Innovative, not clichéd
- Smart, not pretentious
- Intelligent, not techy
- Confident, not cocky

## \$70 MILLION

*How much savings RefineRE has already identified for its clients*

## BRAND TONE

The brand tone is how you use the brand's voice to deliver the message. Think of it like your own voice: Your voice always sounds the same, but you change the tone based on the situation.

That's why we don't yell at dinner or whisper at football games. The key to good tone is understanding the situation and the state of mind your message receiver is in.

# tone situations

## investors

Investors are making a decision to both support our organization with a major outlay of capital, but they are also looking for a product that can believe in and be an evangelist for. We're not looking to simply influence pocketbooks (although that is important) because we know people invest in vision.

- Focus on the vision, but back it up with details. Unfocused people do unfocused work. Your tone should be friendly, engaging, bright, but above all, it should be metrics-driven and results-focused.
- Be consistent and focused in your message. Every time a marketing communication goes out that is inconsistent, whether it's a sales pitch, an email a phone call or a social media post, it costs the company money. Branding is a five-year investment.
- Take a confident tone, but not an arrogant tone. The RefineRE brand is organized, confident and focused. Consider the investor's mental state. Their time is valuable, and has many demands. A key word is "anticipate." Do you research. What will he or she want to know? Can we provide it in an attractive way?

## leads

When we communicate with prospects and leads, the focus is on the lead's specific business needs. We want to listen carefully and identify relevant solutions we can provide. We're not talking tech – we're talking about solving real problems.

- Adopt a listening tone. Think "how can we help," and then answer it.
- Once again, anticipate their needs and show you have.
- Show successful results – Anticipate common objections

## UNHAPPY CUSTOMERS

Unhappy customers are our greatest source of learning. We are never defensive or close-minded. Upset people are passionate people, and those are our people. We value learning and listening above everything and know that unhappy customers expose us to our blind spots. Some examples:

- Take an open, understanding tone. It's important to empathize with unhappy customers. We want to resolve their issue quickly and professionally, and we also want them to understand that we have heard their concerns.
- Take a zero-tolerance policy for defensiveness. We're not here to win arguments. We're here to help people make better decisions. Check your emotions at the door. Listen, learn, adapt and repeat.

## HAPPY CUSTOMERS

We want to celebrate big wins with our customers and turn them from happy customers into allies and evangelists. We also want to keep them happy by living out our values – we listen and learn from them. Some examples:

- Celebrate users with regular education blogs, videos and emails. (Ex.: “You’re on your way to saving company money. Here’s how you can do more.”)
- Follow up with satisfied customers to see how RefineRE is helping them save money and make better decisions – consider quarterly calls or an email campaign that solicit stories and follow-up on wins. We’re a customer-first company. (Ex.: “Are you closing deals and crushing the bureaucracy? Tell us how.”)
- Create a five-question survey based on our key business objectives with an open-ended section for users to submit their thoughts. (Ex.: “We’re making RefineRE better. We need your help.”)



## VISUAL STYLE GUIDE

## LOGO

The RefineRE logo is uniquely designed to fit the brand story and software platform. Its visual tone is clean, simple, modern and represents both a real-estate and tech personality.

The logo is defined by three distinct parts:

1. The RefineRE text as a whole piece
2. The accentuated RE
3. And the location tag with the flame

These elements can be used together or separate to enhance the brand identity.



## LOGO OPTIONS

Below are different logo formats and color options to fit both digital and print needs.

### VERTICAL

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### HORIZONTAL

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### TEXT

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REFINERE



REFINERE

## LOGO USE

Designated clear space is shown below by the height of 'R' in the logo. Each logo should be given proper space in print and digital formats. This makes sure the logo is clear and easy to read and doesn't get lost.

### VERTICAL



Designated clear space  
needed on all sides of logo

### HORIZONTAL



### TEXT



## ALTERATIONS

The RefineRE logo should not be altered in any way. Below are samples of misuse. Do not change or rearrange elements, avoid changing the colors or fonts.



## ICONS

The RE and flame icons can both be used together or separate, giving the brand flexibility for design. The RE should not be used by itself as it needs the flame or the Refine text for brand recognition.

### RE ICONS

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### FLAME ICONS

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### CIRCLE ICONS

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### APP ICONS

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## COLORS

Primary and secondary colors are shown below.



**Dark Orange**

RGB  
242 / 82 / 0

CMYK  
0 / 82 / 100 / 0

Pantone  
1655 C



**Medium Orange**

RGB  
244 / 138 / 0

CMYK  
0 / 65 / 100 / 0

Pantone  
158C



**Light Orange**

RGB  
245 / 120 / 33

CMYK  
0 / 55 / 100 / 0

Pantone  
715C



**Gradient**

Dark orange to  
light orange.  
Using RGB, CMYK  
or Pantone, the  
dark orange  
should start at  
the top or left side  
and fade lighter.



**Dark Gray**

RGB  
102 / 102 / 102

CMYK  
0 / 0 / 0 / 75

Pantone  
Cool Gray 10C



**Light Gray**

RGB

CMYK  
0 / 0 / 0 / 45

Pantone  
Cool Gray 6C



**Navy**

RGB  
0 / 32 / 92

CMYK  
100 / 90 / 31 / 53

Pantone  
281C



**Light Green**

RGB  
148 / 214 / 0

CMYK  
47 / 0 / 100 / 0

Pantone  
368C



**White**

RGB  
255 / 255 / 255

CMYK  
0 / 0 / 0 / 0

## FONTS

Bozon is the official brand font of RefineRE. This font is modern, clean and easy to read at any weight or size. It has 20 different weight options and was chosen because of the wide variation and accessibility of use. When Bozon is not available, Verdana is the replacement.

Bozon Hairline Sentence Case  
BOZON HAIRLINE UPPERCASE  
*Bozon Hairline Italic*

Bozon Book Sentence Case  
BOZON BOOK UPPERCASE  
*Bozon Book Italic*

**Bozon Extra Bold Sentence Case**  
**BOZON EXTRA BOLD UPPERCASE**  
***Bozon Extra Bold Italic***

Bozon Ultra Thin Sentence Case  
BOZON ULTRA THIN UPPERCASE  
*Bozon Ultra Thin Italic*

Bozon Regular Sentence Case  
Bozon Regular UPPERCASE  
*Bozon Regular Italic*

**Bozon Black Sentence Case**  
**Bozon Black UPPERCASE**  
***Bozon Black Italic***

Bozon Thin Sentence Case  
BOZON THIN UPPERCASE  
*Bozon Thin Italic*

**Bozon Demi Bold Sentence Case**  
**Bozon Demi Bold UPPERCASE**  
***Bozon Demi Bold Italic***

Bozon Light Sentence Case  
BOZON LIGHT UPPERCASE  
*Bozon Light Italic*

**Bozon Bold Sentence Case**  
**Bozon Bold UPPERCASE**  
***Bozon Bold Italic***

## STYLING

When typing the brand name in body copy and text, type as follows:

RefineRE - In lowercase, use the RE in all caps

REFIN**RE** - In uppercase, bold the RE

## DESIGN ELEMENTS

The flame and location tag are the main design elements. These two pieces can be scaled large and cropped to frame text or enhance imagery. The gradient can also be used to enhance images and be used as a supporting asset.

