

Contents

Company Identity

About

Vision and Mission

Brand Voice

Master Logo

Favicon Version

Logo Variations

Unacaptable Uses

Logo Usage

Fonts

Color Palette

Signage

Channels



Company Identity

- For print/media mentions, use "The Missner Group, LLC" on first reference.
- Use "The Missner Group" for any additional mentions.
- Never reference the company in an official capacity as "Missner Group" or "TMG".



The Missner Group

Chicagoland's Recognized Leader in Construction and Development
The Missner Group, headquartered in Des Plaines, Illinois, provides
comprehensive and integrated real estate development, property/
asset management, and construction services throughout the Midwest.
The Missner Group specializes in a broad range of project types, from
industrial and office buildings to healthcare, retail, and specialty buildings.



Our Vision

Our vision is to institute and ultimately achieve the highest possible standards in everything we do in business and within our community. Each day, we will work to establish our company as the premier and preferred general contractor and developer throughout the Midwest.

Our Mission

Remain dedicated to constructing and developing real estate of superior quality. To always understand our client's needs and strive to exceed their expectations. To continue placing immeasurable value on the people in our organization, their families, and those we have the pleasure of doing business with, and to consistently bring value to the communities in which we live and work.

Brand Voice

Professional, friendly, client-focused, expert

NOT: Pompous, elite, exclusive, corporate, unknowledgeable



Master Logo

THEMISSNER GROUP

Favicon Version



THE MISSNER GROUP

THEMISSNER GROUP

THEMISSNER GROUP

THE MISSNER GROUP

THEMISSNER GROUP

THEMISSNER GROUP

THEMISSNER GROUP

THEMISSNER GROUP

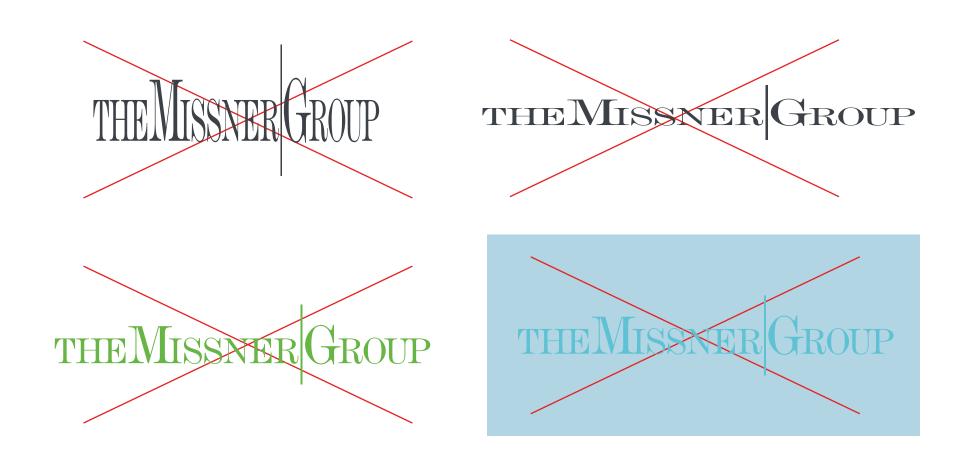
TMG

TMG

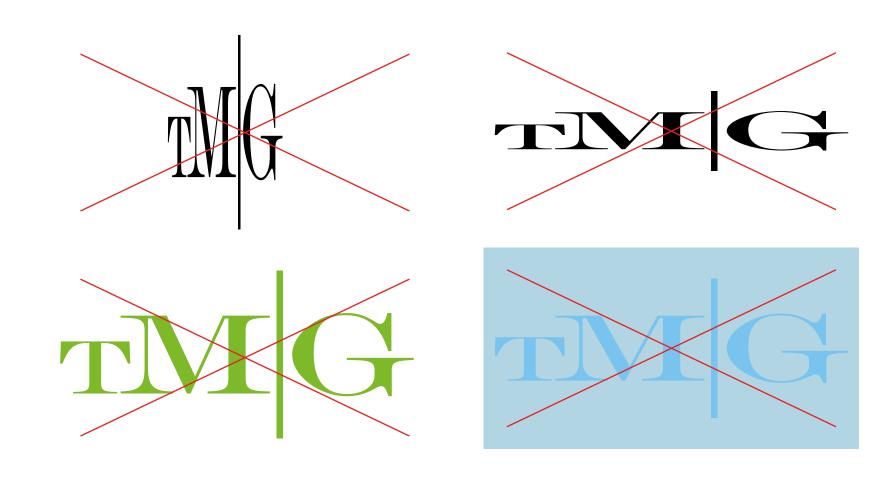
TMG

TMG

Unacceptable Uses



Unacceptable Uses



Logo Usage

- The white, black or blue, transparent background version of the full The Missner Group logo should be used as a default.
- Do not use the black or blue version when the logo is placed against a dark or black background.
- Do not use the white version when the logo is placed against a light or white background.
- Other than the versions depicted in this guide, no other variations or manipulations of the logo should be used.
- "The Missner Group" portion of the logo should never be depicted as without the vertical line as a stand-alone entity.
- The secondary logo can be used as a stand-alone entity on apparel but is not encouraged elsewhere unless approved by The Missner Group.

Fonts

Primary font

Stevie sans 123456789!@#\$%&/*_+ Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uv Ww Xx Yy Zz

Secondary font

Roboto 123456789!@#\$%&/*_+ Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uv Ww Xx Yy Zz

Light

Chicagoland's Recognized Leader in Construction and Development The Missner Group, headquartered in Des Plaines, Illinois, provides comprehensive and integrated real estate development, property/asset management, and construction services throughout the Midwest.

Regular

Chicagoland's Recognized Leader in Construction and Development The Missner Group, headquartered in Des Plaines, Illinois, provides comprehensive and integrated real estate development, property/asset management, and construction services throughout the Midwest.

Bold

Chicagoland's Recognized Leader in Construction and Development The Missner Group, headquartered in Des Plaines, Illinois, provides comprehensive and integrated real estate development, property/asset management, and construction services throughout the Midwest.

Light

Chicagoland's Recognized Leader in Construction and Development The Missner Group, headquartered in Des Plaines, Illinois, provides comprehensive and integrated real estate development, property/asset management, and construction services throughout the Midwest.

Regula

Chicagoland's Recognized Leader in Construction and Development The Missner Group, headquartered in Des Plaines, Illinois, provides comprehensive and integrated real estate development, property/asset management, and construction services throughout the Midwest.

Bold

Chicagoland's Recognized Leader in Construction and Development The Missner Group, headquartered in Des Plaines, Illinois, provides comprehensive and integrated real estate development, property/asset management, and construction services throughout the Midwest.







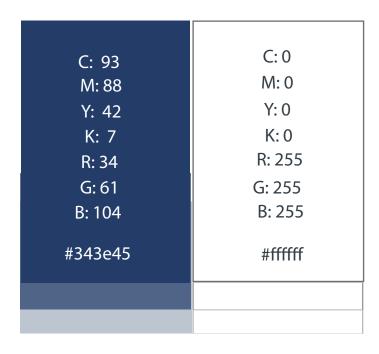


Color Palette

C: 93	C: 57	C: 0	C: 0	C: 0
M: 88	M: 20	M: 0	M: 0	M: 0
Y: 42	Y: 30	Y: 0	Y: 0	Y: 0
K: 7	K: 0	K: 70	K: 0	K: 100
R: 34	R: 116	R: 112	R: 255	R: 0
G: 61	G: 169	G: 111	G: 255	G: 0
B: 104	B: 175	B: 111	B: 255	B: 0
#343e45	#74a9af	#706f6f	#ffffff	#00000



Signage



- All signage should have a solid blue background with white typeset (colors noted above).
- All construction projects should follow the top sign and all development projects should follow the bottom sign (refer to the right of the page).
- Placement of signage must be approved by The Missner Group.





Channels

- <u>www.missnergroup.com</u>
- https://www.linkedin.com/company/the-missner-group-llc/
- https://twitter.com/missnergroup
- https://m.facebook.com/MissnerGroup/
- https://instagram.com/missnergroup
- https://www.youtube.com/c/TheMissnerGroup
- The Missner Group, LLC | 1700 W Higgins Rd. Suite 400 Des Plaines, IL 60018 847.675.8877 | info@missnergroup.com