



SENTRE

BRAND BOOK & STYLE GUIDE



ONCE IN AWHILE, A
REVOLUTIONARY COMPANY
COMES ALONG THAT CHANGES
EVERYTHING YOU KNOW ABOUT
AN INDUSTRY.

MEET THE
NEXT GENERATION OF



SENTRE

BECOMING ONE OF ONE

Bringing together a robust foundation of stability and experience with a youthful edge, vision, ambition and momentum, **SENTRE** is launching an inspiring future outside the lines.

Leading a new experience in global real estate investment management that rethinks the game and builds a legacy.



What truly differentiates **SENTRE** from a broad field of competitors?
Why do you exist beyond the drive to make money?

IT STARTS WITH HEART

It's the philosophical purpose that creates connection. Drives action.
And inspires emotional attachment. Not only with your key audiences, but also your **SENTRE** team.



Baseball, it is said, is only a game. True. And the Grand Canyon is only a hole in Arizona. Not all holes, or games, are created equal."

- George Will

**NEITHER ARE ALL
COMPANIES.
OR ALL BRANDS.**



BRAND PROMISE

An authentic truth that is simple, inspiring and infused into the core beliefs of your company. It's the promise made by **SENTRÉ** to every person who experiences your brand.

TO REIMAGINE REAL ESTATE FOR GOOD

EXTENDED VERSION:

TO REIMAGINE REAL ESTATE FOR
GOOD. FOR OUR PARTNERS. FOR OUR
TEAM. FOR OUR GLOBAL
COMMUNITIES.



BRAND MANIFESTO

The emotional side of how you establish loyalty with your audiences.
It's the "why" of **SENTRE**.

Everything we do at **SENTRE** is driven by a passion to reimagine real estate for good. We believe in elevating the experience at every touchpoint.

We do this with a legacy-building ethos: Being a cutting-edge steward of capital. Thinking and acting like an owner. Maintaining relationships as true partnerships. And viewing our success as a transformational catalyst for giving back.

SENTRE

WE SIMPLY LIVE,
BREATHE AND **LOVE**
REAL ESTATE

BRAND MANIFESTO



BRAND PERSONALITY

The distinct tone and spirit **SENTRE** takes in its communications.



CREATOR AND STEWARD

The **SENTRE** personality conveys unbounded enthusiasm and imagination. It's bold but never boastful. Confident, but not so buttoned-up it can't be fun. A curated real estate connoisseur that talks to neighborhood tenants and high-net-worth investors with equal ease.

Pairing global aspirations with West Coast cachet, **SENTRE** sees the world's limitless potential through a creative, cross-cultural, can-do lens. All with a powerful spirit of belonging and giving back.



BRAND CORNERSTONES

The key pillars that define the foundation of the **SENTRE** brand and provide distinct entry points for telling your larger story.

A LEGACY OF INNOVATION

Strengthened by our 30-year history, we are driven to continually push the possibilities of global real estate in bold, innovative ways that make a mark.

PASSION FOR GREATNESS

We're relentless in our passion to learn, grow and be greater every single day at who we are and what we do. It's part of the fun of raising the bar.

EMPOWERING CONNECTIONS

Every action depends on our ability to forge and nurture deep, genuine and mutually beneficial bonds with our partners—investors, vendors and team members alike.

THE JOY OF GIVING

We leverage our good fortune by giving our time, talent and/or treasure to local and global causes. This spirit of generosity shines in and outside the company.



BRAND POSITIONING

A cohesive narrative that creates a unique niche for your brand
in the minds of your audiences.

POSITIONING

SENTRÉ is a dynamic, magnetic, vertically integrated real estate investment management company with the entrepreneurial drive of a 30-year startup. Empowered by the shared vision and imagination of our team, we are leveraging our global access to financial and intellectual capital to grow **SENTRÉ** into a value-added powerhouse that's as passionate about stewardship and philanthropy as performance and profits.

As the engine for international investment, we buy and manage a diverse portfolio of projects— principally office, industrial, retail and multifamily. Our niche is in finding diamond-in-the-rough properties to rebrand, reimagine and remake into high-performance assets our partners and communities are proud of.

We are driven to build a legacy that will help our partners thrive—whether investors, vendors or team members. To sculpt an experience that is infinitely rewarding in the real estate space and beyond.

SENTRÉ

BRAND POSITIONING



POSITIONING LINE

A condensed version of what's most relevant to
your target audiences.

POWERED BY A BOLD PASSION FOR STEWARDSHIP
AND GIVING BACK, **SENTRE** IS A DYNAMIC, MAGNETIC,
VERTICALLY INTEGRATED REAL ESTATE INVESTMENT
MANAGEMENT COMPANY WITH THE
ENTREPRENEURIAL DRIVE AND LEGACY-BUILDING
SAVVY OF A 30-YEAR STARTUP.

SENTRE

POSITIONING LINE



BRAND ATTRIBUTES

The words that define the special qualities that can, and should,
be attributed to the **SENTRÉ** brand.

ENDURING

Doing it right—as an individual, a team and a company

THOUGHTFUL

Of our people, properties and portfolio

ENTREPRENEURIAL

Infusing a startup spirit into an age-old industry

PASSIONATE

Loving what we do—every deal, every day

INNOVATIVE

Forever pushing what's possible

GENEROUS

A giving culture with a personal connection

OPTIMISTIC

A magnetic spirit of positivity in work and life

CREATIVE

The drive to go beyond the box

ASPIRATIONAL

There can never be a status quo

COLLABORATIVE

Sharing the wins, high-fiving the team and listening to every idea



BRAND IDENTITY

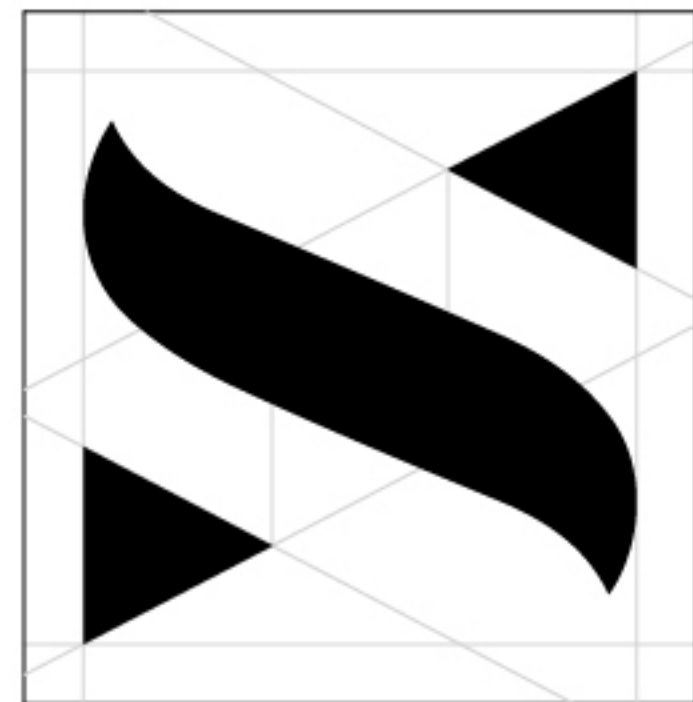
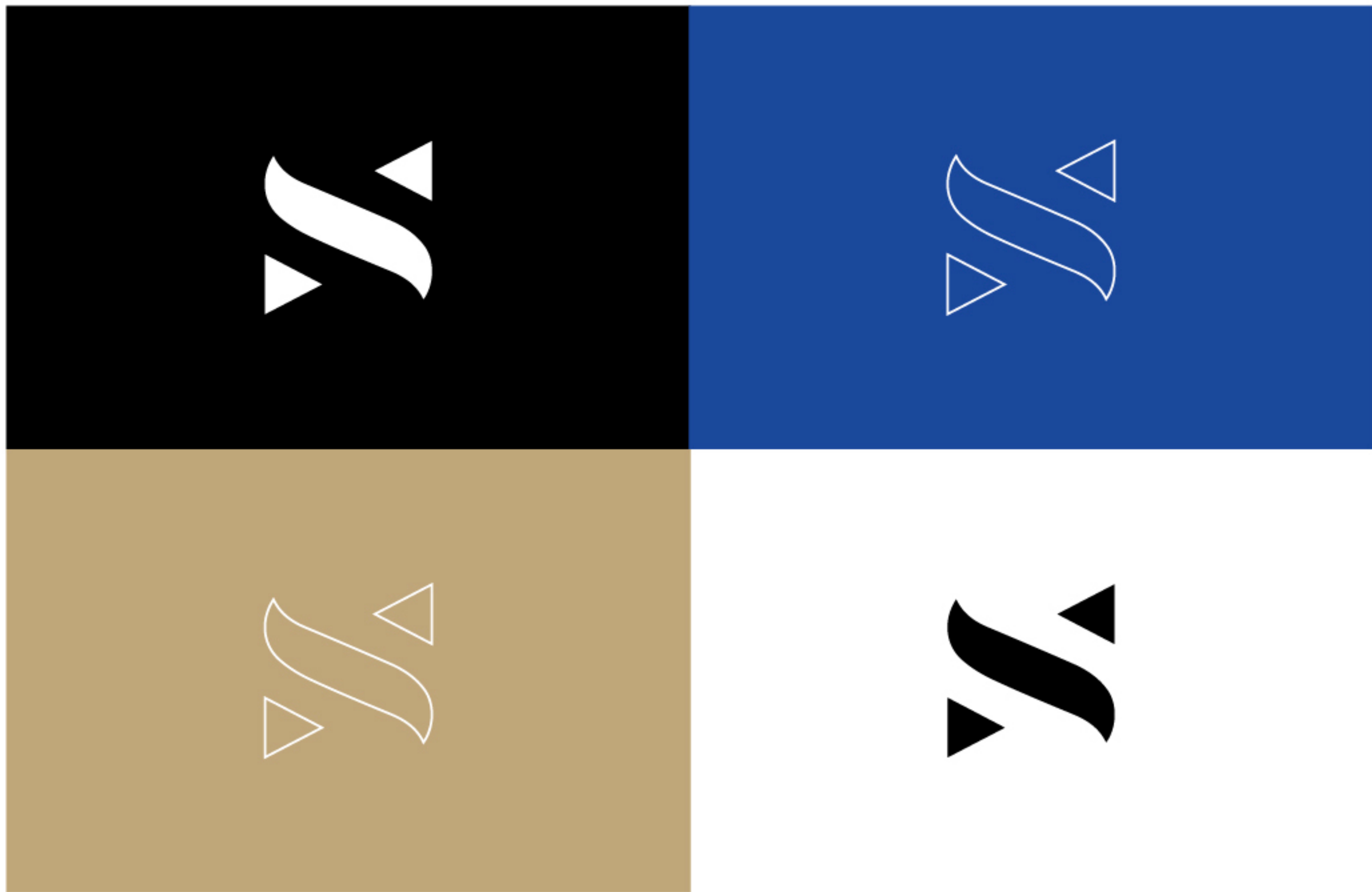
A strong, consistent brand image is an essential part of building trust and integrity with customers.

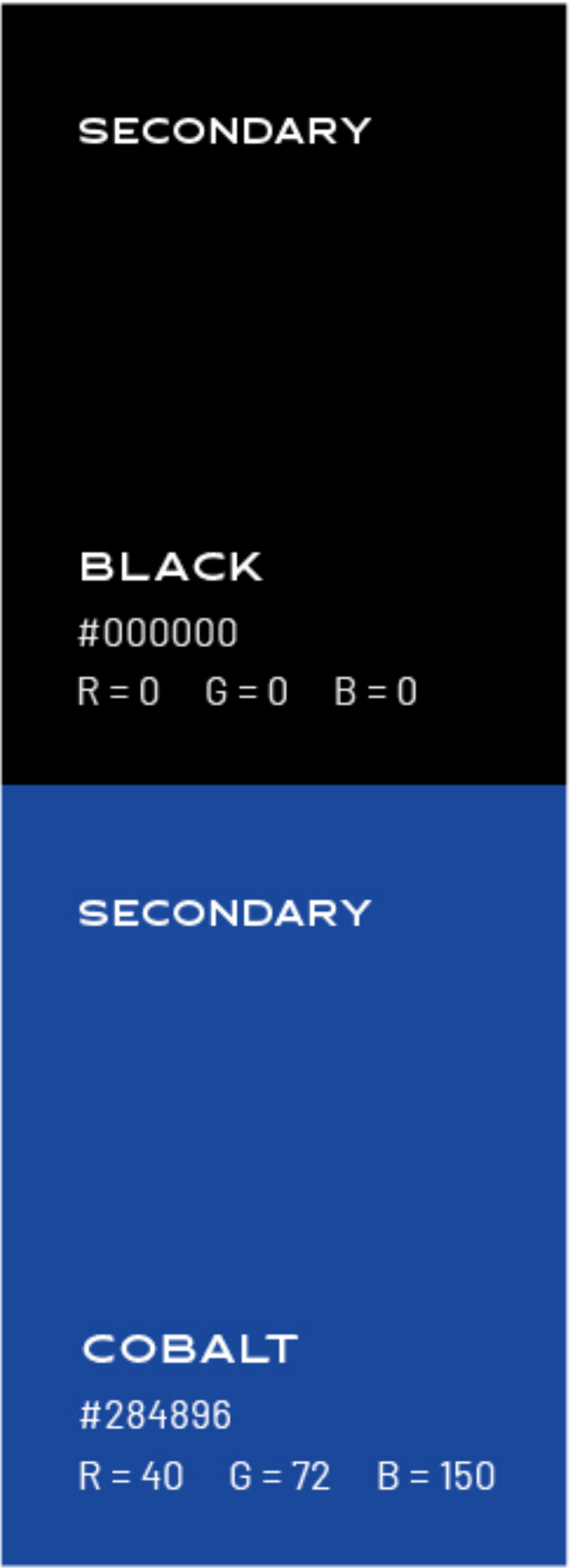


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Barlow Regular

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