

STYLE GUIDE

NEW EDITION



BRANDON MICHAELS
GROUP

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Logo Usage

The lowercase B cleverly shaped as a pair of buildings. Strong enough to stand on its own.

6



Color Palette

Primary, Secondary, and Tertiary with fun color pops, based on 2021 Fashion Trends.

8



Typography

Bebas Neue, Quasimoda, and Josefin Sans all working together in a cohesive package.

10



Agent Profiles

Titles / Bios
Photo Treatments

12



Approved Icons

Communicate ideas with assisting visuals

BRANDON MICHAELS

SENIOR MANAGING DIRECTOR OF INVESTMENTS

Brandon Michaels is a Senior Managing Director of Investments at Marcus & Millichap's office in Encino, California. Since joining the firm in 2004, Brandon has established himself as one of the top producers in retail, office, single-tenant net leased, industrial, and land development opportunities in the entire country.

Brandon has successfully closed over 400 commercial real estate transactions totaling in excess of \$1.5 billion. Brandon's closings are typically within 98% of the original list price. His outstanding results are a result of the detailed analysis performed during the underwriting process, the comprehensive and aggressive marketing plan and platform he has created, and his ability to negotiate on behalf of his clients.

Since 2010, Brandon has been the number one ranked transactional broker throughout Los Angeles County across all firms. Brandon's commitment to serving the needs of his clients and executing on their behalf has earned him national sales recognition over the past 13 consecutive years. Over the past decade, Brandon has been ranked as a top-five multi-tenant retail agent nationally, including four years as the top multi-tenant retail agent nationwide.

Brandon has earned nine National Achievement Awards and 10 Sales Recognition awards since 2004 and has been a member of the prestigious Chairman's Club on two occasions. Most recently, Brandon was ranked #31 nationally for all Marcus & Millichap agents across all product types and gained the unique distinction of being named nationally a top retail, office, and land development agent.

His extensive role as a real estate broker as well as an active investor has educated him on all aspects of the commercial real estate field. His vast experiences have allowed him to play an active role in the marketing, negotiating, financing, legality, management, leasing, and sales aspects of commercial real estate, all of which makes him extremely knowledgeable and professional within the investment real estate industry.

Brandon graduated from the University of Southern California, where he earned a Bachelor of Science in business administration from the Marshall School of Business. Brandon has lived in Southern California his entire life and has an in-depth understanding of the varying regions and nuances associated with each specific market.

Brandon is a member of the International Council of Shopping Centers (ICSC) and a Senior Director of Marcus & Millichap's National Retail Group.



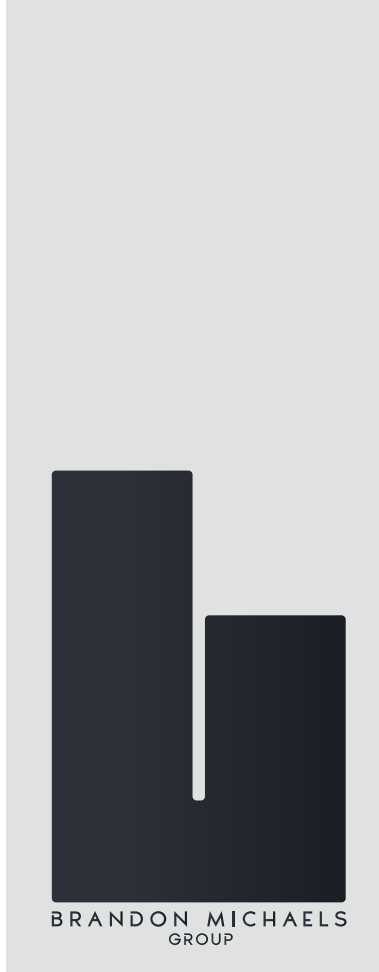
- Who's Brokering Los Angeles - Los Angeles Business Journal - 2017
- #31 Ranked Marcus & Millichap Agent Nationwide - 2016
- Broker of the Year Nominee - Los Angeles Business Journal - 2016
- #12 Multi-Tenant Retail Investment Sales Agent - 2015
- #1 Multi-Tenant Retail Investment Sales Agent - 2014
- #5 Multi-Tenant Retail Investment Sales Agent - 2013
- #15 Multi-Tenant Retail Investment Sales Agent - 2012
- Broker of the Year Nominee - Los Angeles Business Journal - 2016
- Best Land Sale - San Fernando Valley Business Journal - 2016
- Best Office Sale - San Fernando Valley Business Journal - 2015

CLEAN. CLEVER. CURRENT. CREATIVE.



BRANDON MICHAELS
GROUP

MAIN LOGO



STACKED
OPTION 2

VARIATIONS ON A THEME



BRANDON MICHAELS
GROUP

WIDE OPTION 1



BRANDON MICHAELS
GROUP

WIDE OPTION 2

DO'S



Utilize the provided 4 Logos- 1 Main, 1 Additional Stacked, and 2 Wide Options, whilst adhering to the approved color palette on page 6.

Please do not distort, warp, rotate, separate, or change the typeface in any way. Please do not add any effects- outer/inner glow, strong drop shadows, metallics, etc. Please do not apply colors outside of the approved BMG color palette. Please do not use the old BMG logo.



DON'T'S

BMG COLOR PALETTE

HEX #: 121721
C: 82% M: 73% Y: 58% K: 74%

PMS BLACK 6 C

HEX #: 212933
C: 81% M: 70% Y: 55% K: 61%

PMS 5395 C

HEX #: 636669
C: 61% M: 51% Y: 49% K: 19%

PMS COOL GRAY 10 C

HEX #: C8C8C8
C: 21% M: 16% Y: 17% K: 0%

PMS COOL GRAY 3 C

HEX #: CEC3B3
C: 20% M: 20% Y: 28% K: 0%

PMS 4685 C

HEX #: 4F6A7A
C: 73% M: 50% Y: 40% K: 13%

PMS 2180 C

HEX #: DC9404
C: 13% M: 45% Y: 100% K: 1%

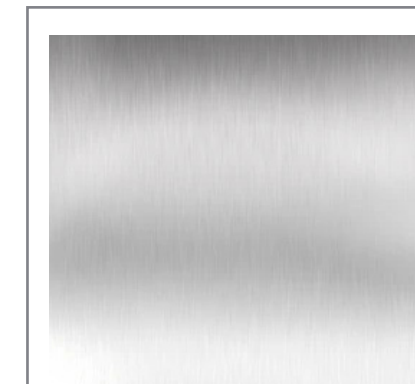
PMS 4026 C

APPROVED COLORS

EDITORIAL. ON TREND. CONSUMER FRIENDLY.

APPROVED METALLICS

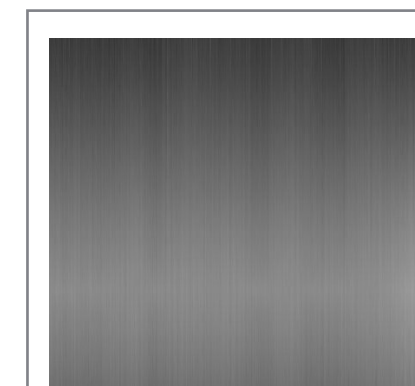
FOR PRINT - TO BE UTILIZED IN CONJUNCTION WITH APPROVED COLORS



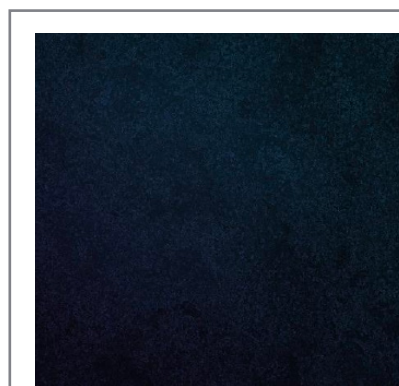
**PMS 877 C METALLIC
LIGHT SILVER**



**PMS 8005 C METALLIC
CHAMPAGNE GOLD**



**PMS 8403 C METALLIC
DARK SILVER**



**PMS 8483 C METALLIC
TEAL**

APPROVED TEXTURES

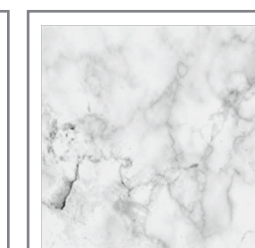
OPAQUE BLOCKS - TO BE UTILIZED IN CONJUNCTION WITH BMG COLORS



PROPERTIES / LAND



PAPER



MARBLE

TYPOGRAPHY

HEADING | BEBAS NEUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBTEXT / TABLES | QUASIMODA
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Paragraph | Josefin Sans

Abcdefghijklmnopqrstuvwxyz. Abcdefghijklmnopqr-
vwxyz. Abcdefghijklmnopqrstuvwxyz. Abcdefghijklm-
nopqrstuvwxyz. Abcdefghijklmnopqrstuvwxyz. Abcdefghi-
jklmnopqrstuvwxyz.

1. Large Number Callouts / Rankings | MEDIO
123456789

EXAMPLE EXAMPLE EXAMPLE EXAMPLE

PUDAE. NEM RE EICIT A A EAQUO CON PA CONSEQUE MODICIPICIAM HARUM NAMENIH ILIQUOS
VEL ILIQUI CUPTA DOLOREMPORUM QUIAS CORE DEBIS EXPLACCATE CON PARCIDIAM, TENDIS.

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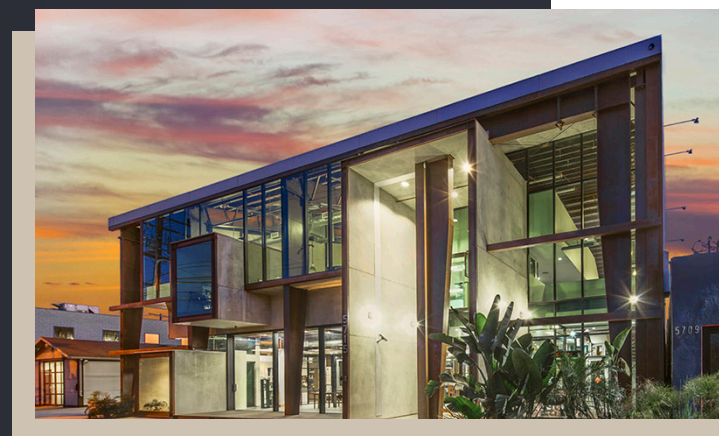
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PRO FORMA	PF RENT/SF
\$57,750	\$1.75
\$57,750	\$1.75
\$57,750	\$1.75
\$57,750	\$1.75
\$57,750	\$1.75
\$63,525	\$1.93



1.

THE COLOR COMBINATIONS UTILIZED ABOVE DO NOT HAVE TO BE REPLICATED IN THE SAME MANNER.

MEET THE TEAM

THE BRANDON MICHAELS GROUP IS A SELECT GROUP OF HAND-PICKED INDUSTRY LEADERS THAT HAVE A VAST AND UNIQUE KNOWLEDGE BASE IN ALL AREAS OF COMMERCIAL REAL ESTATE. OUR CORE FOCUS IS TO MEET OUR CLIENTS' OBJECTIVE OF CREATING AND PRESERVING LONG TERM WEALTH BASED ON THEIR SPECIFIC REAL ESTATE NEEDS. OUR COMMITMENT IS TO PROVIDE THE HIGHEST LEVEL OF TOOLS AND RESOURCES IN A FOCUSED EFFORT TO ADD AND CREATE VALUE.

SOCIAL MEDIA & WEBSITE SPOTLIGHTS

TRADED LA
UTILIZE WHITE BG PHOTOS



WHITE BACKGROUND PHOTO TREATMENTS



STEVEN SCHECHTER
FIRST VICE PRESIDENT
INVESTMENTS



ANDREW LEFF
FIRST VICE PRESIDENT
INVESTMENTS



AUSTIN SREDEN
INVESTMENT ASSOCIATE



JOHN ANDREASEN
INVESTMENT ASSOCIATE



DANE GARSON
INVESTMENT ASSOCIATE



MORGAN KOFF
INVESTMENT ASSOCIATE

PROFILE PHOTOS



STEVEN SCHECHTER
FIRST VICE PRESIDENT
INVESTMENTS



ANDREW LEFF
FIRST VICE PRESIDENT
INVESTMENTS



AUSTIN SREDEN
INVESTMENT ASSOCIATE



JOHN ANDREASEN
INVESTMENT ASSOCIATE

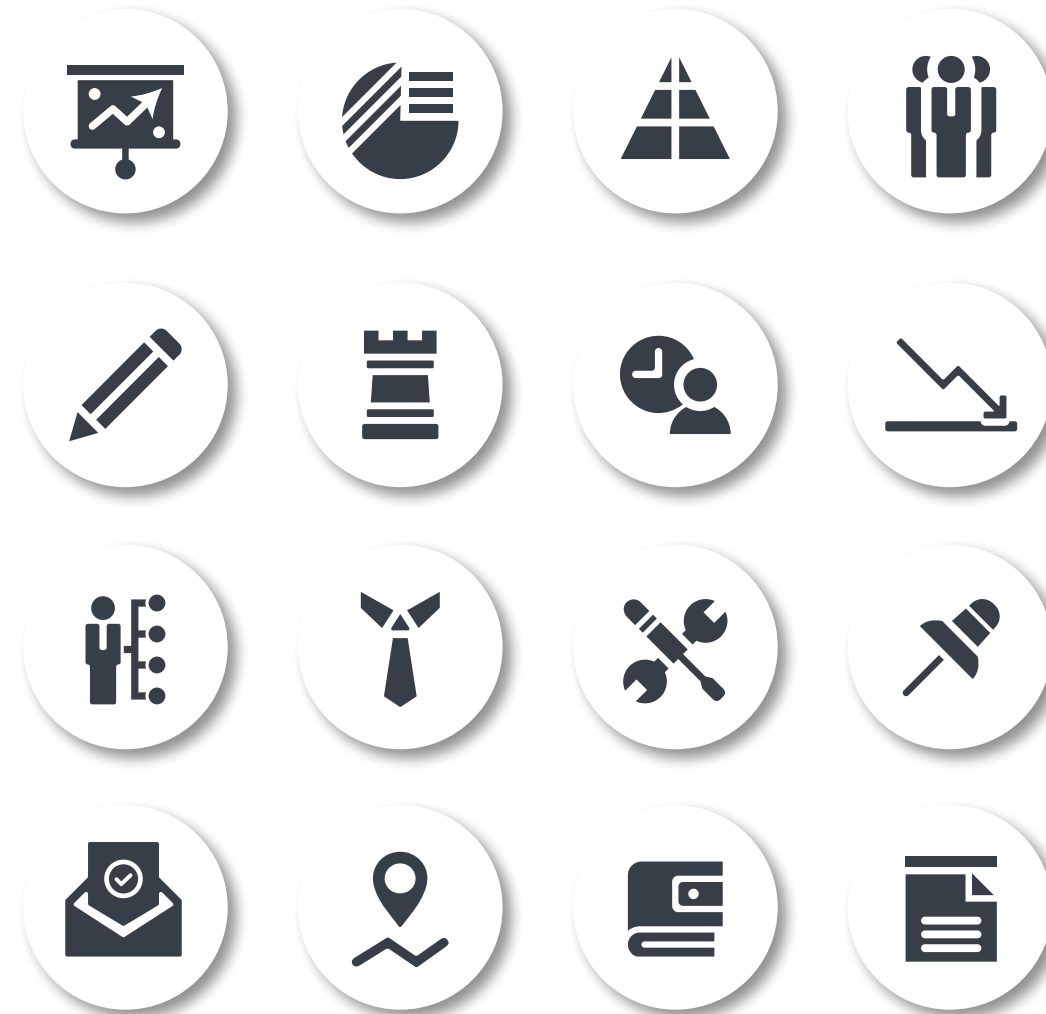
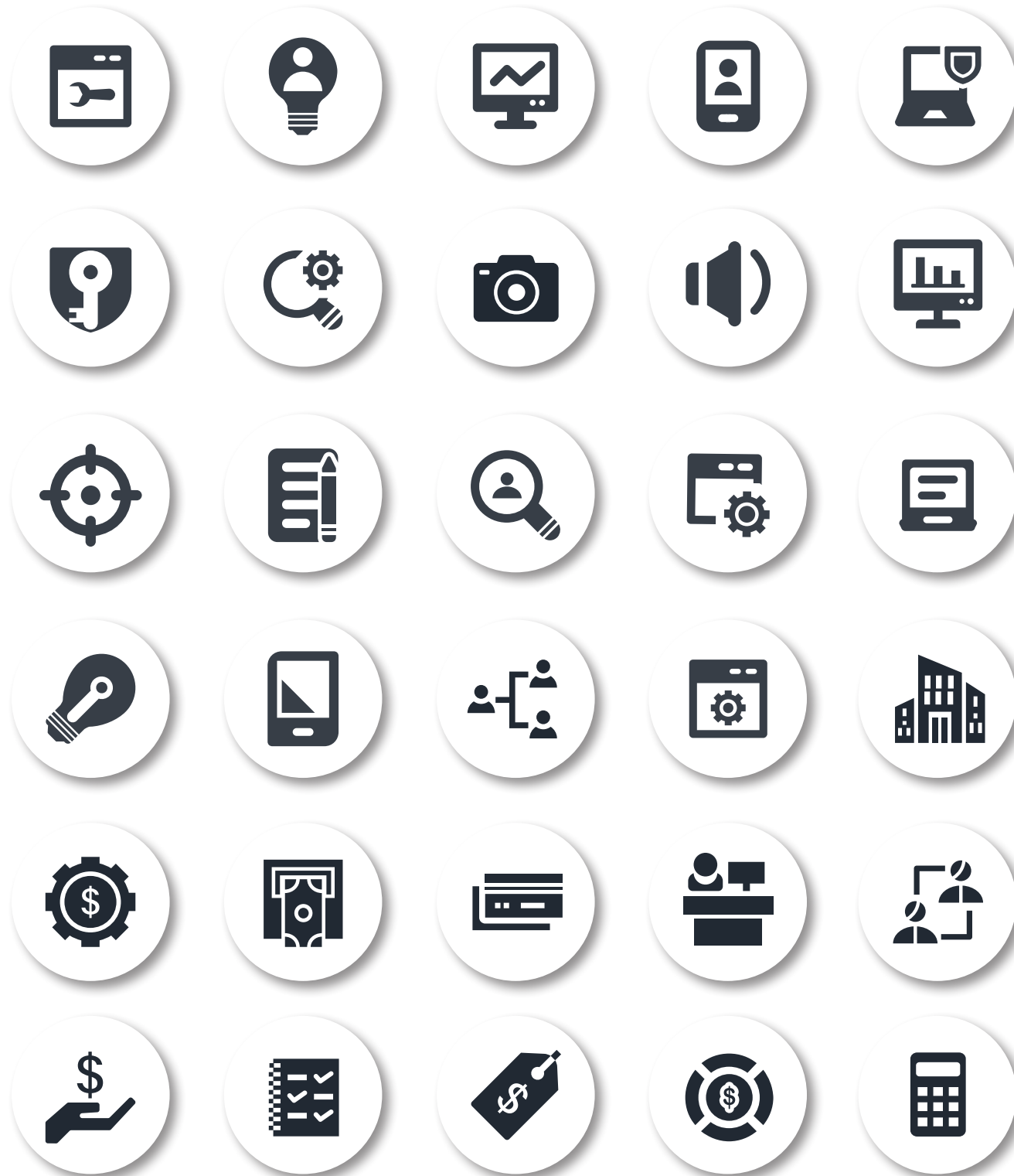


DANE GARSON
INVESTMENT ASSOCIATE



MORGAN KOFF
INVESTMENT ASSOCIATE

APPROVED ICONS



EXAMPLE

Ed ute exerum simaiost, ipsum quibus autas mil im ditatibus doluptum destiae invelit et erum as quam ad magnihni litiasequas volore-pudios sequaerro vid

1.



EXAMPLE

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2.



EXAMPLE

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3.