



H O F F M A N
INNOVATING URBAN LIFE

2022

Brand Guide

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The image features a black background with several horizontal orange lines. Two lines are positioned near the top, and three lines are positioned near the bottom. The lines vary in length and are staggered horizontally, creating a modern, abstract design.

Vision + Purpose

Hoffman & Associates uses vision and forward thinking to create authentic, innovative and inclusive communities that connect us.

Since 1993, we've developed catalytic mixed-use, residential, office, entertainment and retail spaces that have enhanced neighborhoods from Downtown and Southwest DC to Virginia and Raleigh, NC. With a proven approach and commitment to connecting people, we are shaping cityscapes across the Mid-Atlantic and Southeast.



Our mission is to create innovative, inclusive, socially responsible and sustainable communities that enhance the way we come together to socialize, work and live.

Logos

Primary Logo

Use on all corporate and national communications.

May be used interchangeably with secondary logos (p. 8 and 9) when horizontal layout space is limited.

HOFFMAN & ASSOCIATES

HOFFMAN & ASSOCIATES

Logo With Tagline (Secondary)

Locally, & Associates can be dropped when necessary within communications and swag.

Use the tagline logo for local communications unless sizing becomes too small (see p. 16). This application is also appropriate to use where other rectangular logos are present.



HOFFMAN
INNOVATING URBAN LIFE



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Logo Without Tagline (Secondary)

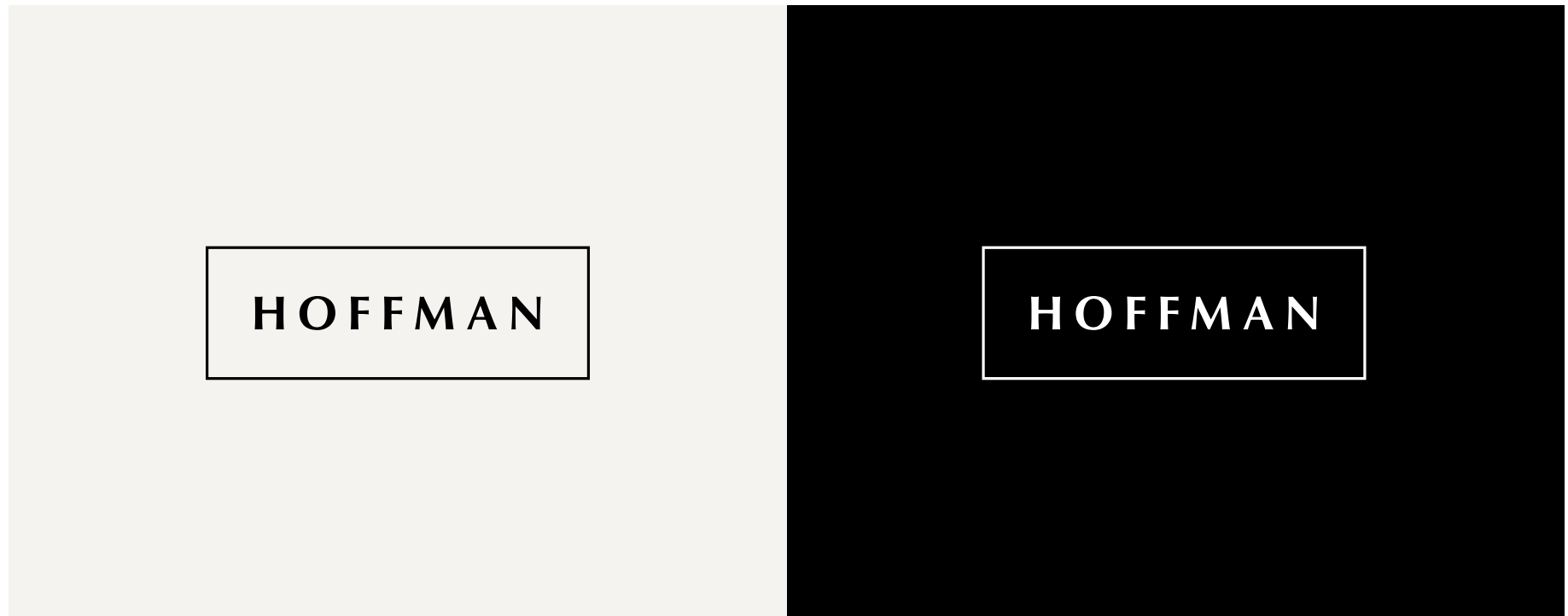
Use on local communications only when tagline logo becomes too small to read.

H O F F M A N

H O F F M A N

Logo With Box (Tertiary)

Boxed logo may also be used as a “badge” for swag and other materials where it needs to stand out by itself (especially when surrounded by other logos in applications like fence banners).



When using the boxed logo on a dark background, be sure to use the white version.

Tagline Logo With Box (Tertiary)

May be used interchangeably with Logo With Box (p. 10) so long as tagline text isn't competing with other nearby text elements and is legible enough to read (reference p. 16 for spacing guidelines for this lockup).



When using the boxed logo on a dark background, be sure to use the white version.

Stacked Logo (Tertiary)

For use in paired lockup with Hoffman Realty logo (p. 17).

May also be used in situations where other stacked logos are present and something similar is needed for consistency (corporate and national communications).

H O F F M A N
& A S S O C I A T E S

H O F F M A N
& A S S O C I A T E S

Logo Hierarchy

Primary Lockup

HOFFMAN & ASSOCIATES

Secondary Lockups

HOFFMAN
INNOVATING URBAN LIFE **HOFFMAN**

Tertiary Lockups

HOFFMAN

HOFFMAN
INNOVATING URBAN LIFE

HOFFMAN
& ASSOCIATES

HOFFMAN
& ASSOCIATES


HOFFMAN
REALTY

Clear Space – Primary Logo

Liberal use of white space within and around design elements including type, images and logos, and text legibility are hallmarks of the Hoffman visual identity.



To ensure legibility, the logo must not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or graphics.

The space is defined by the width of the letters "HO" from the Hoffman wordmark.

To ensure legibility at small sizes, the primary logo should never be used at a size smaller than 1.5" wide.

Clear Space – Secondary Logos

These logos follow similar rules as the other Hoffman lockups. Always give your logos room to breathe.



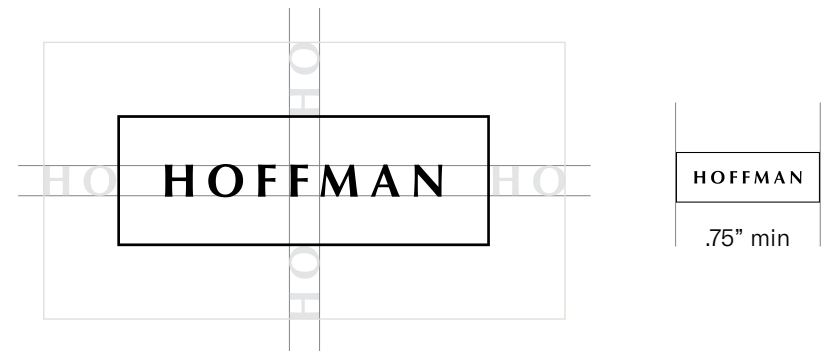
To ensure legibility, the logo must not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or graphics.

The space is defined by the width of the letters “HO” from the Hoffman wordmark.

To ensure legibility at small sizes, the logo with tagline should never be used at a size smaller than 1.25” wide. The logo without tagline can shrink down as small as .75”.

Clear Space – Tertiary Logos

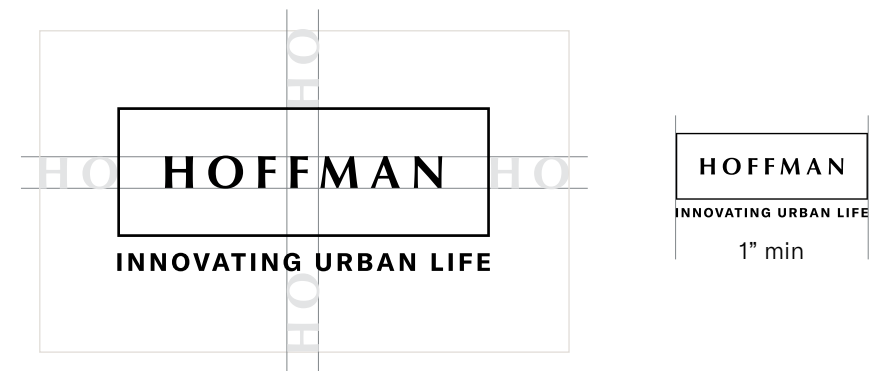
These logos follow similar rules as the other Hoffman lockups. Always give your logos room to breathe.



To ensure legibility, the logo must not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or graphics.

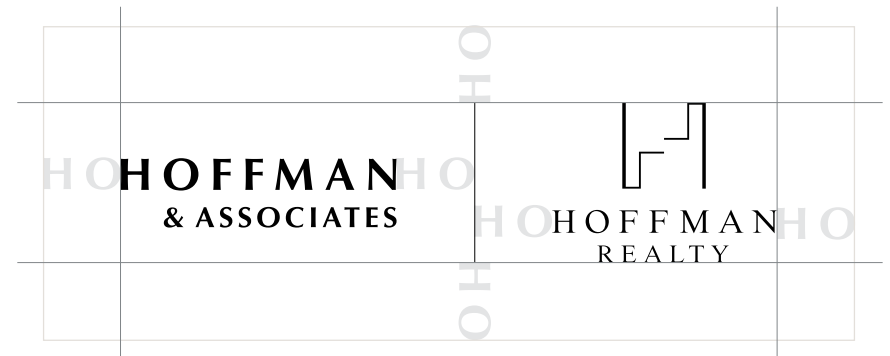
The space is defined by the width of the letters “HO” from the Hoffman wordmark.

To ensure legibility at small sizes, the stacked and logo with box (tagline) logos should never be used at a size smaller than 1” wide. The logo with box (no tagline) can shrink down as small as .75”.



Paired Lockup

Oftentimes, the Hoffman Realty team will collaborate with the development team (Hoffman & Associates) to sell and lease a developed property. In this case, the logos form a single lockup.



To ensure legibility, the logo must not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or graphics.

The space is defined by the width of the letters "HO" from the Hoffman & Associates wordmark.

To ensure legibility at small sizes, the paired realty/associates lockup should never be used at a size smaller than 1.5" wide.



Usage Don'ts

HOFFMAN & ASSOCIATES

Don't use unapproved,
non-brand colors

HOFFMAN & ASSOCIATES

Don't change or alter the
logo's font

HOFFMAN & ASSOCIATES

Don't stretch or squeeze
the logo

HOFFMAN & ASSOCIATES

Don't warp or skew

HOFFMAN & ASSOCIATES

Don't tilt or rotate

HOFFMAN & ASSOCIATES

Don't apply drop shadows or
other design filter effects

HOFFMAN & ASSOCIATES

Don't change proportions
or scaling of elements

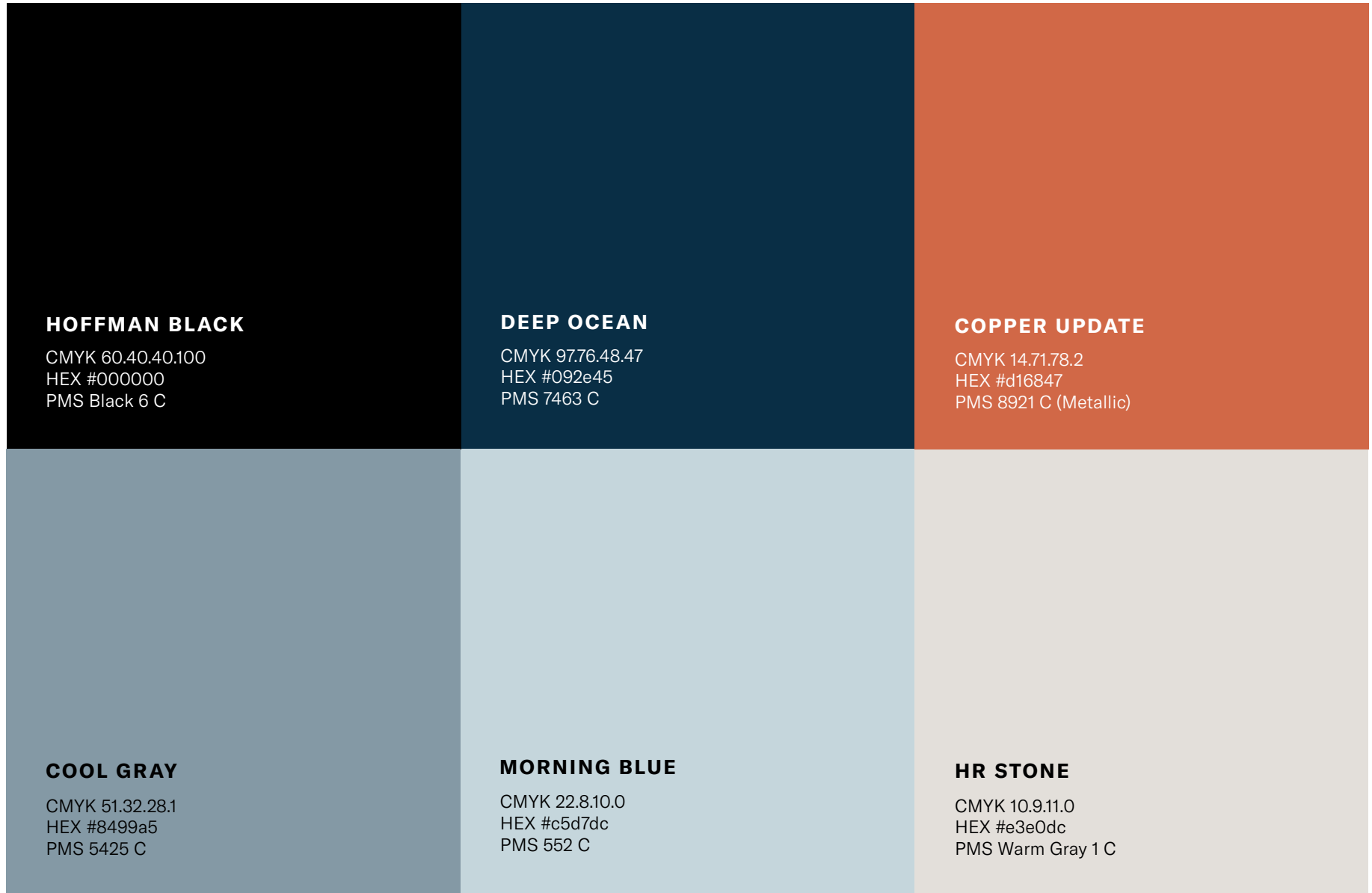
HOFFMAN & ASSOCIATES

Don't outline, alter
weights or apply strokes

DISTRICT WHARF HOFFMAN & ASSOCIATES

Don't ignore clear
space rules

Color



The image features a black background with the word "Typography" centered in white. There are four horizontal orange lines: one at the top left, one at the top right, one at the bottom left, and one at the bottom right, all of varying lengths.

Typography

PRINT FONTS

HEADLINE
GT AMERICA

→ **Leading with passion.**

BODY COPY
GT SECTRA

→ Our mission is to create innovative, inclusive and sustainable communities that enhance the way we socialize, work and live together.

CTA TEXT
GT AMERICA

→ **OUR MISSION**

GT AMERICA

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

GT SECTRA

Book
Book Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

GT AMERICA TRACKING 100

LIGHT
REGULAR
MEDIUM
BOLD
BLACK

WEB FONTS

HEADLINE
PUBLIC SANS

→ ***Leading with passion.***

BODY COPY
MINION PRO

→ Our mission is to create innovative, inclusive and sustainable communities that enhance the way we socialize, work and live together.

CTA TEXT
PUBLIC SANS

→ **OUR MISSION**

PUBLIC SANS

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

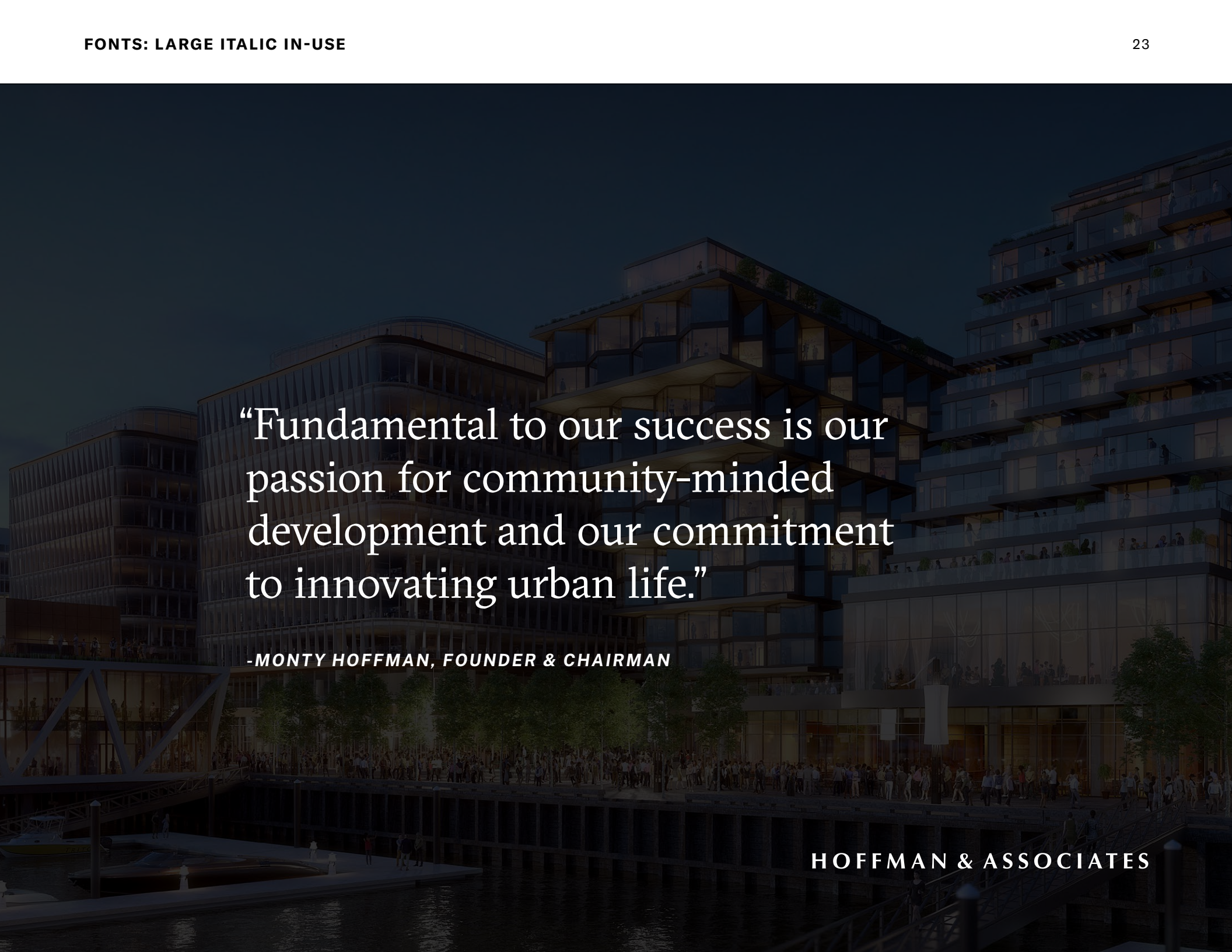
MINION PRO

Regular
Regular Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

PUBLIC SANS TRACKING 100

LIGHT
REGULAR
MEDIUM
BOLD
BLACK

In limited instances where web fonts are unavailable, you can use Arial in place of Public Sans and Times New Roman in place of Minion Pro.



“Fundamental to our success is our passion for community-minded development and our commitment to innovating urban life.”

-MONTY HOFFMAN, FOUNDER & CHAIRMAN

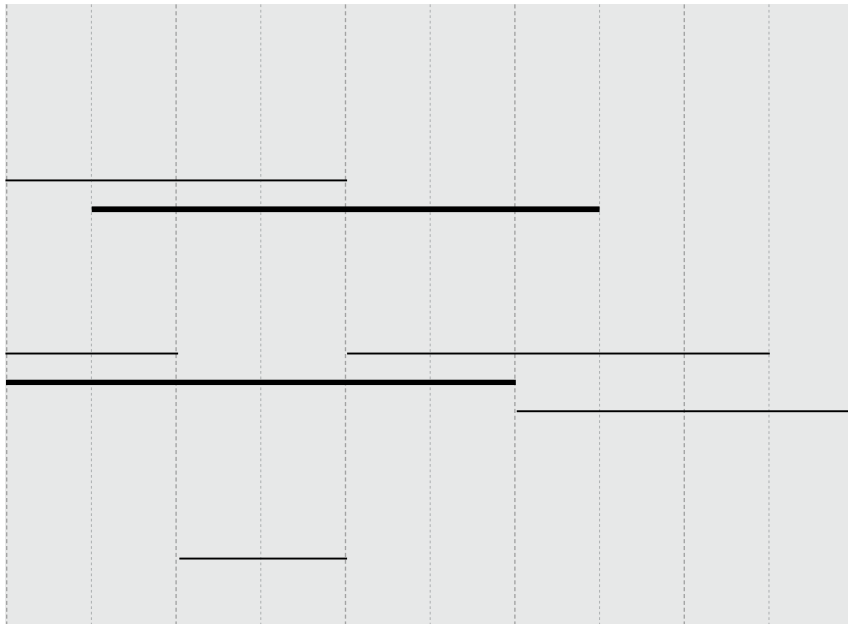
HOFFMAN & ASSOCIATES

The image features a black background with four horizontal orange lines. Two lines are positioned in the upper half of the frame, and two are in the lower half. The lines are of varying lengths and are staggered horizontally, creating a modern, minimalist aesthetic.

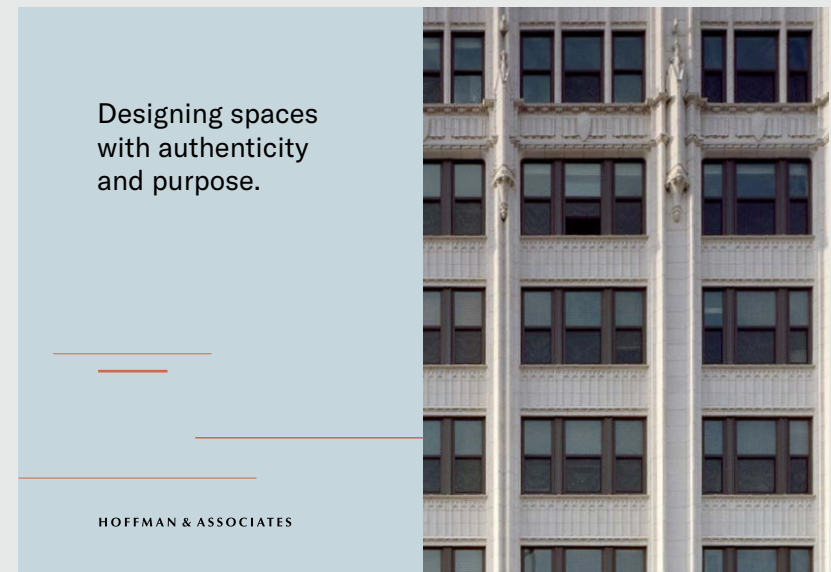
Brand Elements

Grid & Line Graphics

The Hoffman grid serves as the framework for visual elements. Combined with line styles, the grid serves as a visual reference to movement, innovation and building.

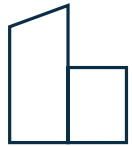


Different line weights can be used for visual interest. Lines should be spaced apart at varying heights and lengths. Line length should always go to the middle or end of a column, never in between that. Lines can be horizontal or vertical. Vertical lines can fall anywhere within columns but should never impede text.



Graphic Styles – Iconography

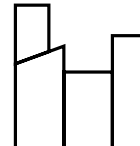
Create iconography with lines and simple angular shapes.



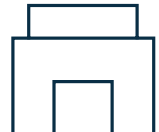
DESIGN + ARCHITECTURE



RESIDENTIAL



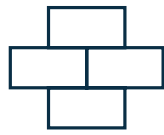
MIXED-USE



RETAIL



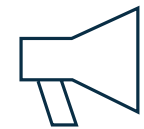
SALES + LEASING



CONSTRUCTION



FINANCING



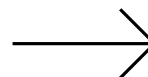
PR + MARKETING



CONSULTING



APPROVALS



BUTTON/CTA ARROW

Photography

Ensure vibrant, blue skies with minimal cloud cover.

BUILDINGS

Adjust perspective to ensure vertical building lines are straight.



ARCHITECTURE FEATURES

Crop photos to focus on detail.

Avoid clutter (people, vehicles, urban signage) where possible.



BUILDINGS WITH PEOPLE

Be mindful of facial expressions.

Must show diversity.

Must comply with federal and state fair housing laws.



RENDERINGS

Only use renderings if no photos exist of the completed project.

Only use approved marketing renderings.



Graphic Typography

RECTANGLE HIGHLIGHT

Bring forward the rectangle from the original brand in new ways like highlighting type.

Leading with passion.

VERTICAL LINES

Add interest to section layouts with vertical type.

Vertical type is always set in CTA font and copper color. It is preceded by a vertical line which touches the edge of a section.

Vertical type baseline always faces left.

TEAM

LARGE PULL QUOTES

Create an editorial edge with large pull quotes using the brand serif and varying weight of lines or rectangles.

“Fundamental to our success is our passion for community-minded development and our commitment to innovating urban life.”

- MONTY HOFFMAN

Graphic Typography

LARGE CALLOUT NUMBERS

Use large sans serif numbers when highlighting quantitative information (numbers) and body copy serif font for providing information underneath.

PRINT NUMBER FONT GT AMERICA LIGHT
PRINT INFO FONT GT SECTRA REGULAR

30

Years of Experience

75+

Developments from
Mixed-Use to Residential,
Office & Retail

6.5M

SF in Development &
Construction

\$6B

Portfolio

WEB NUMBER FONT PUBLIC SANS LIGHT
WEB INFO FONT MINION PRO MEDIUM

30

Years of Experience

75+

Developments from
Mixed-Use to Residential,
Office & Retail

6.5M

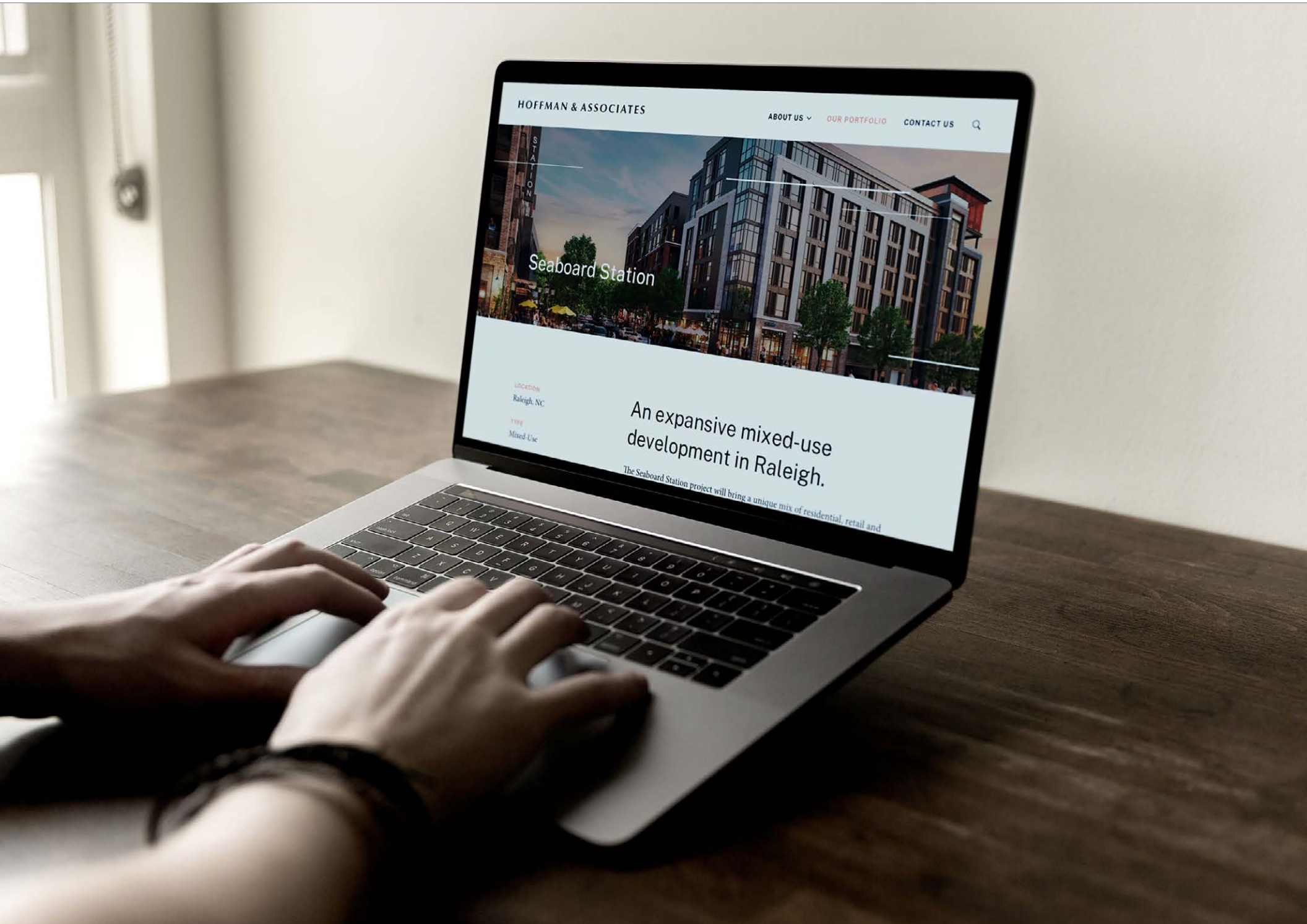
SF in Development &
Construction

\$6B

Portfolio

The image features a black background with several horizontal orange lines of varying lengths and positions. One line is at the top left, another is at the top right, one is at the bottom left, one is at the bottom middle, and one is at the bottom right. The word "Applications" is centered in white text.

Applications



HOFFMAN & ASSOCIATES

ABOUT US ▾ OUR PORTFOLIO CONTACT US 🔍

STATION

Seaboard Station

LOCATION
Raleigh, NC

TYPE
Mixed-Use

An expansive mixed-use development in Raleigh.

The Seaboard Station project will bring a unique mix of residential, retail and

Our mission is to create innovative, inclusive, socially responsible and sustainable communities that enhance the way we come together to socialize, work and live.

See how we live our mission through our expertise.

We believe sustainable design and construction not only benefits people but is also a good long-term business strategy.

MONTY HOFFMAN, FOUNDER AND CHAIRMAN

Leading the way.

Besides professional leadership, they foster a culture of teamwork, inclusivity and creative problem solving to create world-class communities that deliver value for all and enhance human connection.



Monty Hoffman Founder & Chairman, Mark Dorigan Chief Executive Officer, Shawn Seaman President, Maria Thompson Executive Vice President of Development & Construction, Michelle Executive Vice President of Business Development

OUR TEAM

Offering experience and forward thinking.

Our reputation as a dependable partner comes from our holistic approach to every project we take on, focusing first and foremost on the communities we serve to create spaces for all.

- Entitlements & Approvals, Funding & Financing, Development & Construction, Design & Architecture, Marketing & Public Relations, Sales & Leasing, Merchandising & Retail, Management & Consulting

Recent News



Media Inquiries

If you have a question about the latest Hoffman & Associates news or if you are a member of the media, please contact us at media@hoffman-dcr.com.

Award-winning achievements.



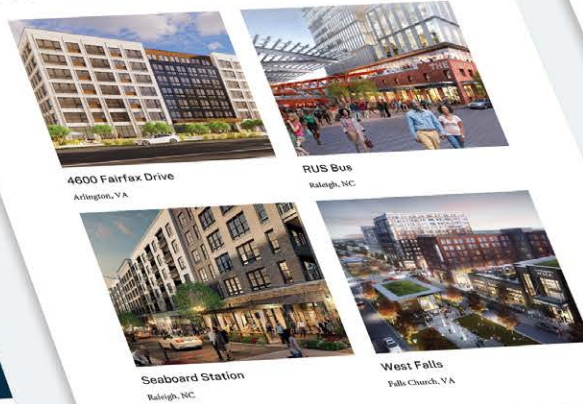
75+ Developments from Mixed-Use to Residential, Office & Retail, 30+ Years of Experience, 500M SQF in Development & Construction, \$5.5+ Billion Portfolio

Shaping cityscapes across the Mid-Atlantic.

OUR PORTFOLIO

HOFFMAN & ASSOCIATES

Placemaking is our specialty.



HOFFMAN & ASSOCIATES

Find us in DC or Raleigh.



Washington, DC: 200 Spring Avenue, NW, Washington, DC 20024, 202.486.0010

Raleigh, NC: 11 West Franklin Street, Raleigh, NC 27604, 919.426.3188

Questions? Please fill out the form below and we will get back to you shortly.

- GENERAL INQUIRIES, PARTNERSHIP/INVESTMENT INQUIRIES, DEVELOPMENT, RESIDENTIAL SALES, CONSTRUCTION, MARKETING & PR

Contact form with fields for First Name, Last Name, Email, Phone Number, Reason for Contact, and Message.

Experience The Wharf

The Wharf is a \$2.5 billion, world-class, mixed-use waterfront neighborhood.

SEE MORE

HOFFMAN & ASSOCIATES

Fostering a culture of teamwork, inclusivity and creative problem solving.



Monty Hoffman Founder & Chairman, Mark Dorigan Chief Executive Officer, Shawn Seaman President, Maria Thompson Executive Vice President of Development & Construction

Monty Hoffman formed Hoffman & Associates in 1993 with a single townhouse conversion and has since then transformed the company into a market leader of real estate development in the Washington, DC metro area and beyond.



Michelle Giannini Executive Vice President of Multifamily & Brand, John Florian Executive Vice President of Development, Jon McAvoy Executive Vice President of Asset Management



Matthew Stoenhook Senior Vice President of Development, Robin Bettaral Senior Vice President of Development



Rob Steward Vice President of Development, George











Fair Housing + ADA

Fair Housing & Accessibility

All marketing materials must comply with state, federal and HUD guidelines and with respect to prohibited words and phrases relating to equal housing opportunity and fair housing under federal law. For more information on these laws and compliance, please refer to the following:

<http://www.ohr.dc.gov>

<https://www.hud.gov/>

https://www.hud.gov/program_offices/fair_housing_equal_opp/advertising_and_marketing

<https://www.hud.gov/sites/dfiles/FHEO/documents/BBE%20Part%20109%20Fair%20Housing%20Advertising.pdf>

<https://www.hud.gov/library/bookshelf11/hudgraphics>

<https://www.ada-compliance.com/>

HOFFMAN & ASSOCIATES