

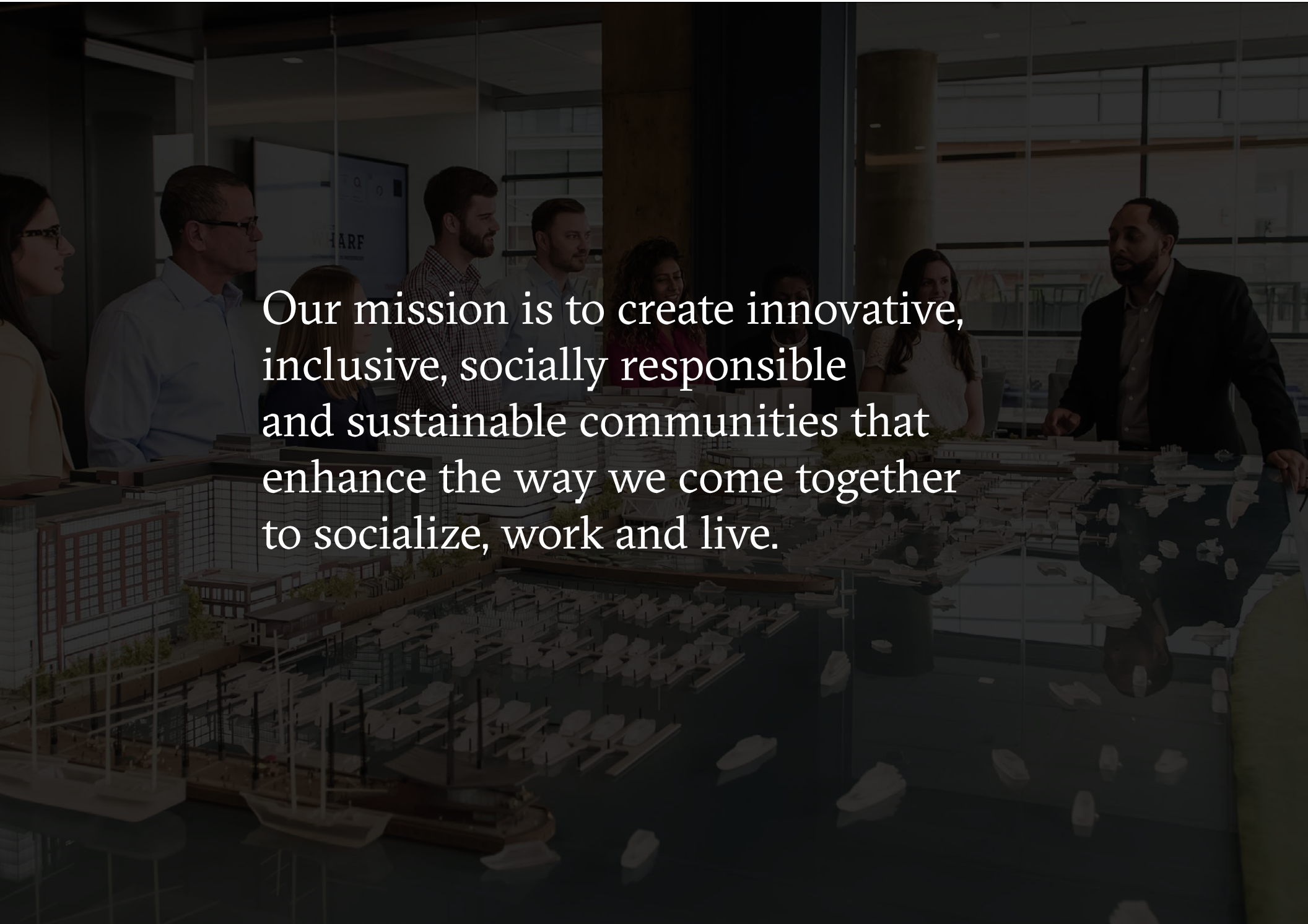
Brand Guide

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Applications 30
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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.





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.



TAGLINE FONT GT AMERICA BOLD

Logo Without Tagline (Secondary)

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



Logo With Box (Tertiary)

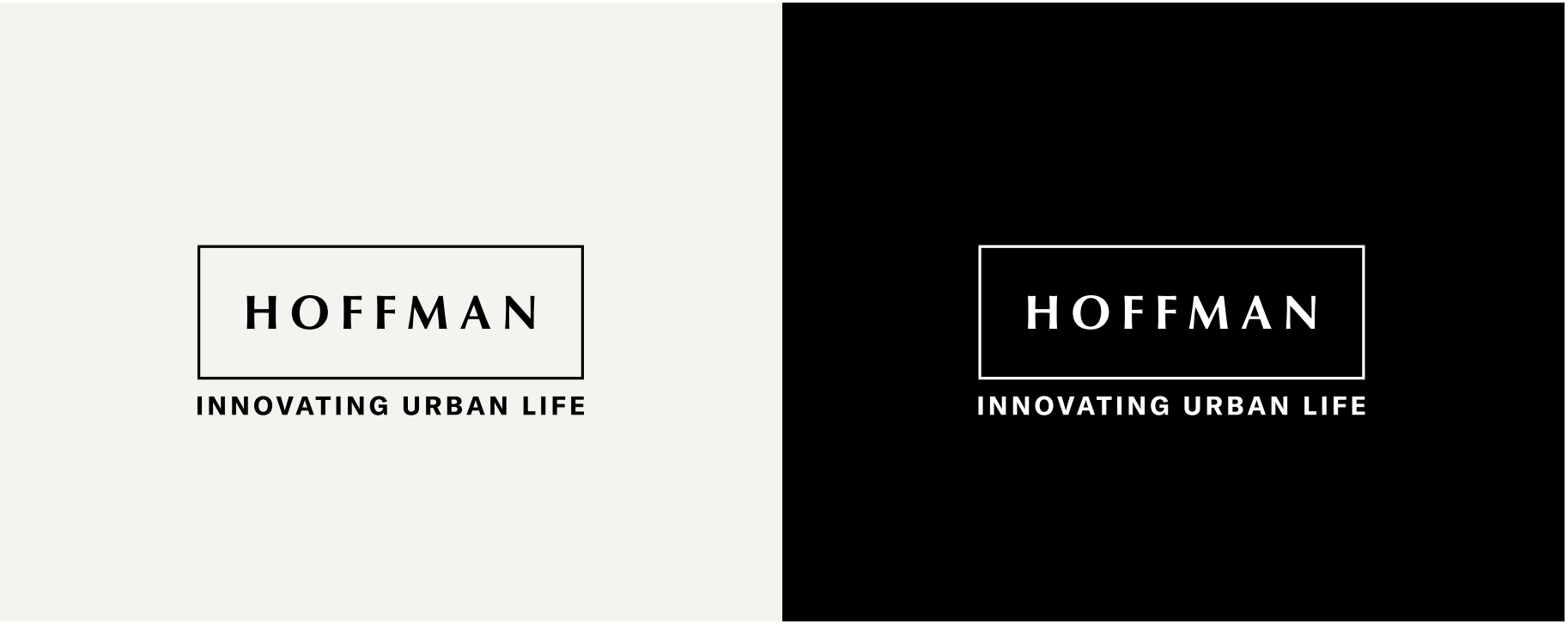
Boxed logo may also be used as a “badge” for swag and other materials where it needs to stand out by itself (especially when surrounded by other logos in applications like fence banners).



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).





Logo Hierarchy

Primary Lockup

HOFFMAN & ASSOCIATES

Secondary Lockups

HOFFMAN
INNOVATING URBAN LIFE

HOFFMAN

Tertiary Lockups

HOFFMAN

HOFFMAN
INNOVATING URBAN LIFE

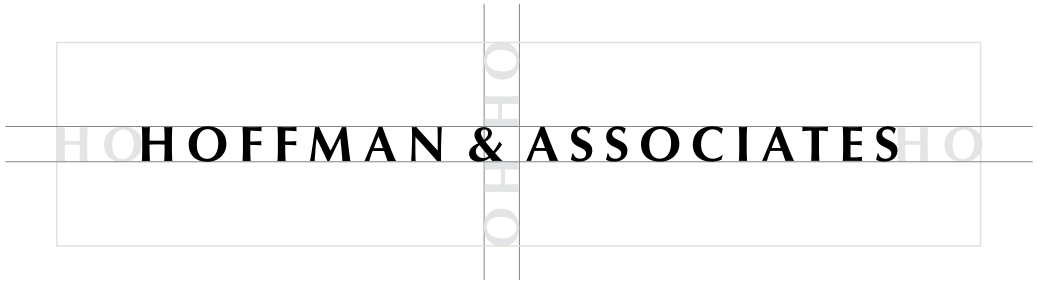
HOFFMAN
& ASSOCIATES

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.

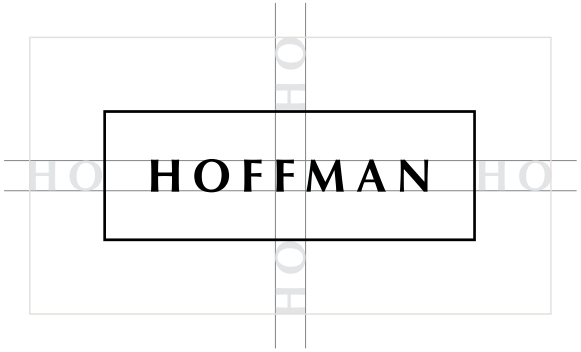
To ensure legibility at small sizes, the logo with tagline should never be used at a size smaller than 1.25” wide. The logo without tagline can shrink down as small as .75”.

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.

HOFFMAN & ASSOCIATES | HOFFMAN REALTY



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

HOFFMAN BLACK

CMYK 60.40.40.100
HEX #000000
PMS Black 6 C

DEEP OCEAN

CMYK 97.76.48.47
HEX #092e45
PMS 7463 C

COPPER UPDATE

CMYK 14.71.78.2
HEX #d16847
PMS 8921 C (Metallic)

COOL GRAY

CMYK 51.32.28.1
HEX #8499a5
PMS 5425 C

MORNING BLUE

CMYK 22.8.10.0
HEX #c5d7dc
PMS 552 C

HR STONE

CMYK 10.9.11.0
HEX #e3e0dc
PMS Warm Gray 1 C

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

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.

PUBLIC SANS

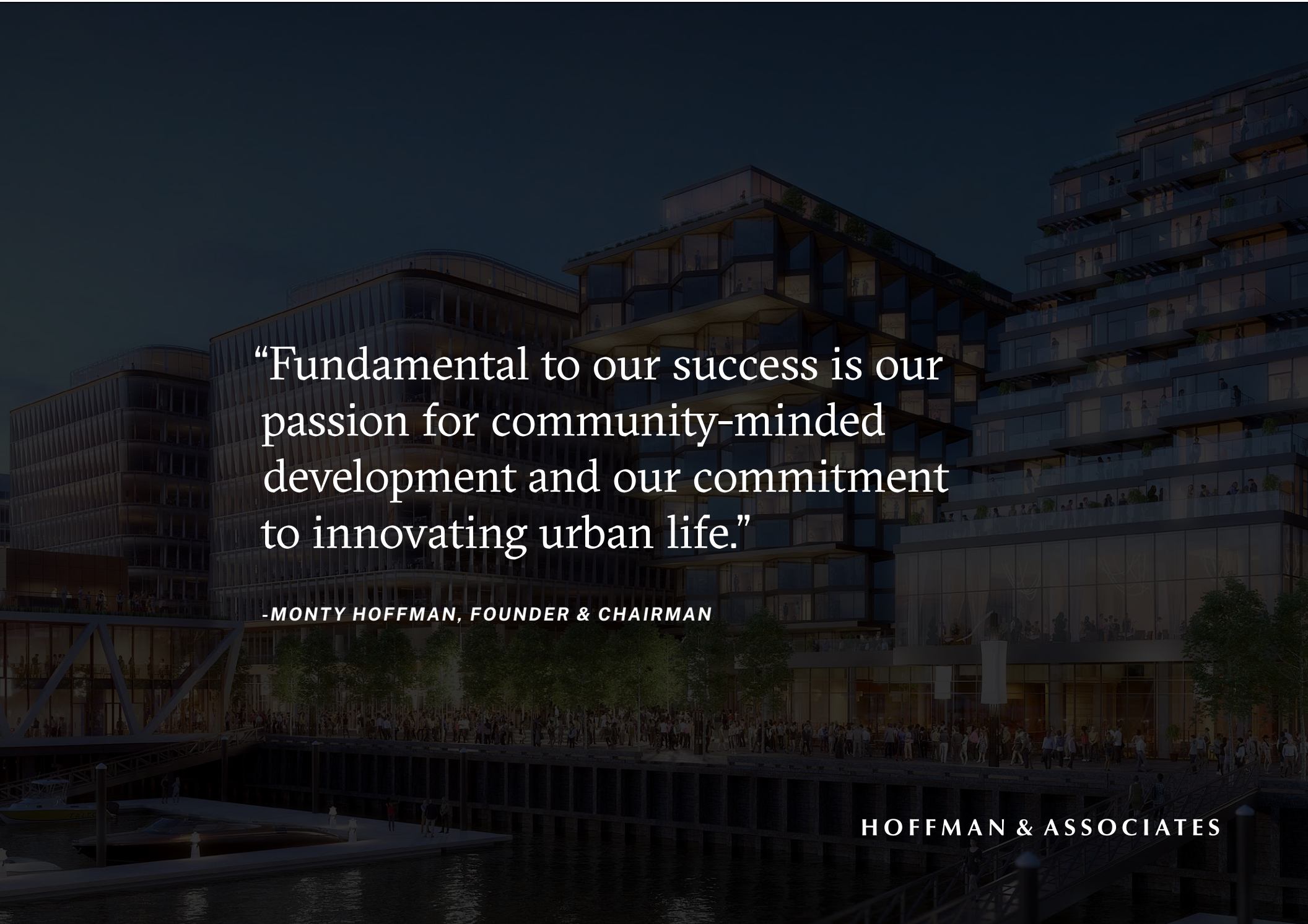
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

MINION PRO

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

PUBLIC SANS TRACKING 100

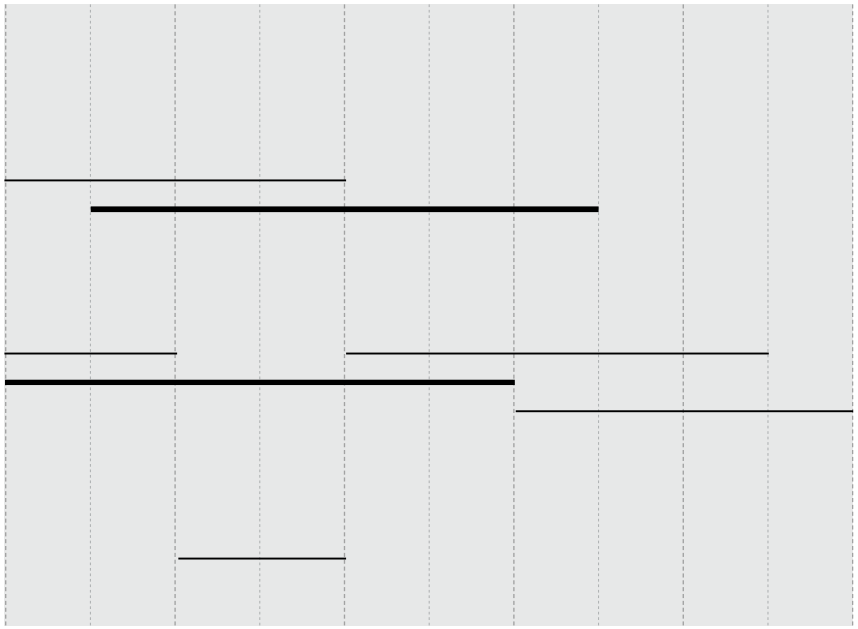
LIGHT
REGULAR
MEDIUM
BOLD
BLACK


“Fundamental to our success is our passion for community-minded development and our commitment to innovating urban life.”
-MONTY HOFFMAN, FOUNDER & CHAIRMAN
HOFFMAN & ASSOCIATES

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.



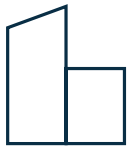
Different line weights can be used for visual interest. Lines should be spaced apart at varying heights and lengths. Line length should always go to the middle or end of a column, never in between that. Lines can be horizontal or vertical. Vertical lines can fall anywhere within columns but should never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



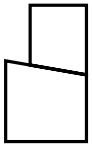


Graphic Styles – Iconography

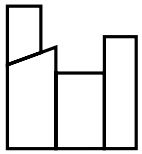
Create iconography with lines and simple angular shapes.



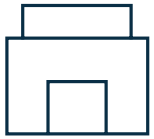
DESIGN + ARCHITECTURE



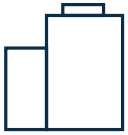
RESIDENTIAL



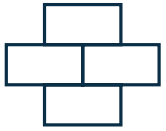
MIXED-USE



RETAIL



SALES + LEASING



CONSTRUCTION



FINANCING



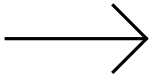
PR + MARKETING



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

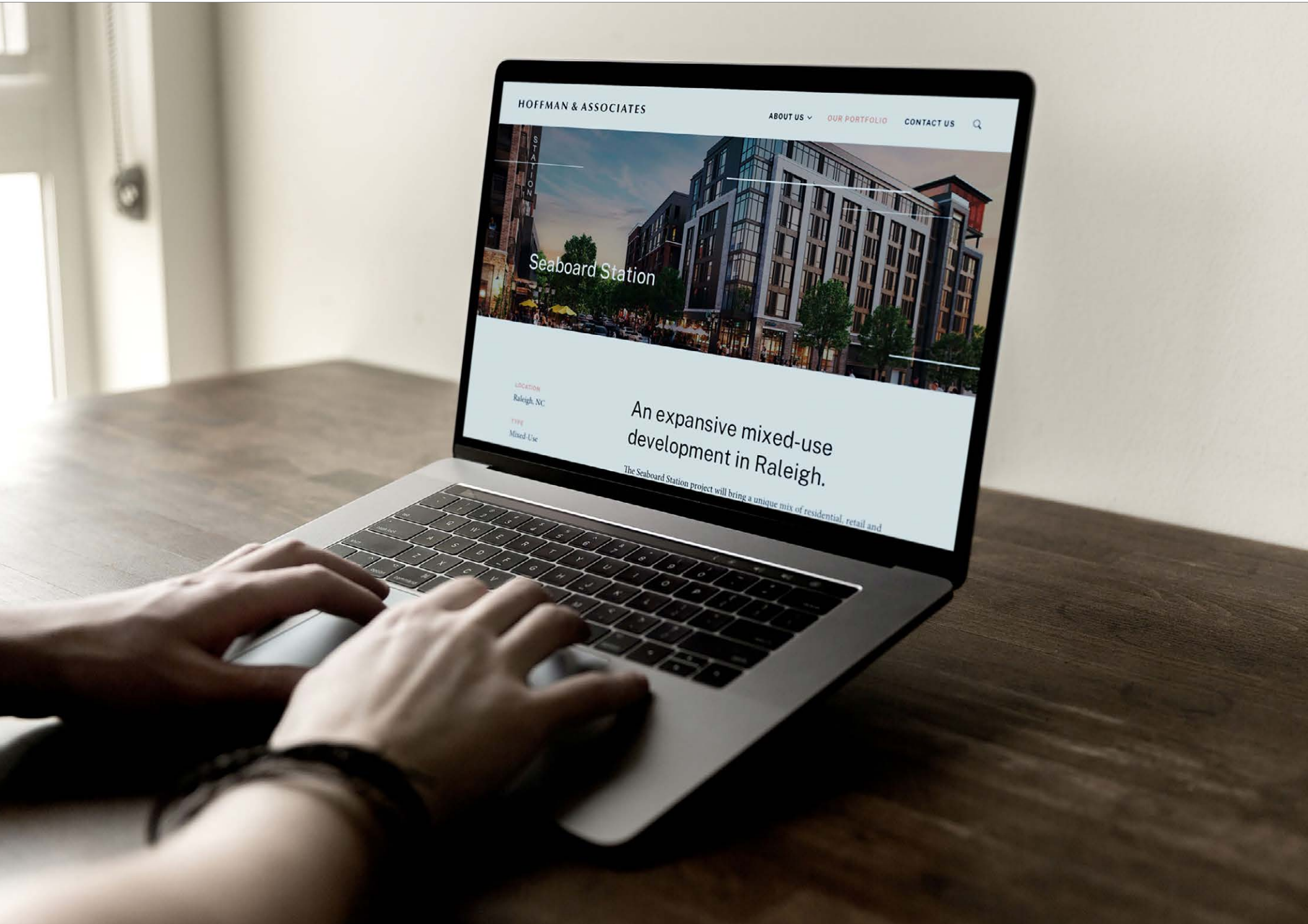
30
Years of Experience

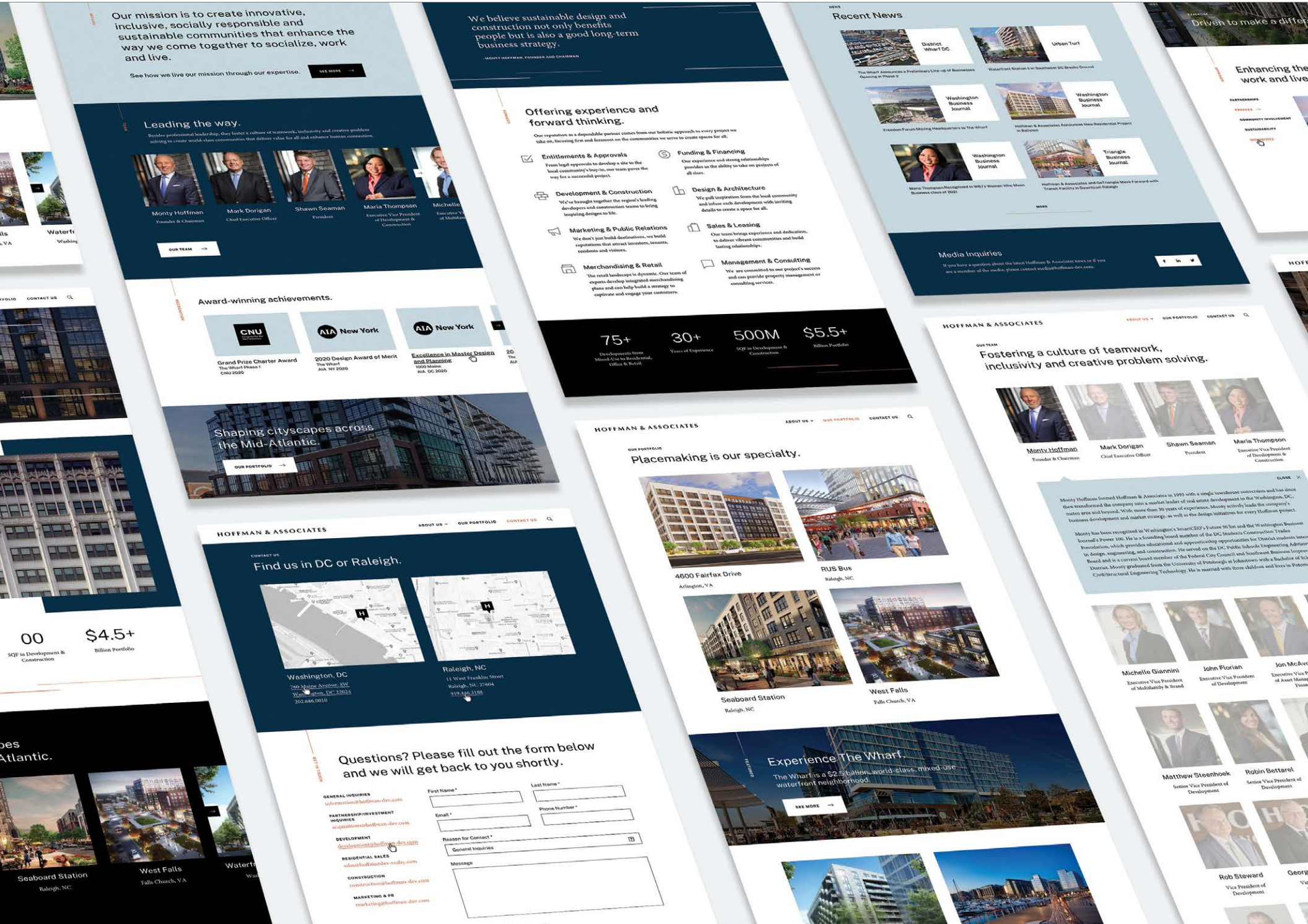
75+
Developments from Mixed-Use to Residential, Office & Retail

6.5M
SF in Development & Construction

$6B
Portfolio

Applications


HOFFMAN & ASSOCIATES
ABOUT US
OUR PORTFOLIO
CONTACT US
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.
SEE MORE
We believe sustainable design and construction not only benefits people but is also a good long-term business strategy.
-MONTY HOFFMAN, FOUNDER AND CHAIRMAN
Recent News
Leading the way.
Monty Hoffman
Founder & Chairman
Mark Dorigan
Chief Executive Officer
Shawn Seaman
President
Maria Thompson
Executive Vice President of Development & Construction
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
From legal approvals to develop a site to the local community's buy-in, our team paves the way for a successful project.
Funding & Financing
Our experience and strong relationships provides us the ability to take on projects of all sizes.
Development & Construction
We've brought together the region's leading developers and construction teams to bring inspiring designs to life.
Design & Architecture
We pull inspiration from the local community and infuse each development with inviting details to create a space for all.
Marketing & Public Relations
We don't just build destinations, we build reputations that attract investors, tenants, residents and visitors.
Sales & Leasing
Our team brings experience and dedication, to deliver vibrant communities and build lasting relationships.
Merchandising & Retail
The retail landscape is dynamic. Our team of experts develop integrated merchandising plans and can help build a strategy to captivate and engage your customers.
Management & Consulting
We are committed to our project's success and can provide property management or consulting services.
75+
Developments from Mixed-Use to Residential, Office & Retail
30+
Years of Experience
500M
SQF in Development & Construction
$5.5+
Billion Portfolio
Media Inquiries
Award-winning achievements.
CNU
Grand Prize Charter Award
The Wharf Phase I
CNU 2020
AIA New York
2020 Design Award of Merit
The Wharf
AIA NY 2020
AIA New York
Excellence in Master Design and Planning
1000 Maine
AIA DC 2020
Shaping cityscapes across the Mid-Atlantic.
OUR PORTFOLIO
HOFFMAN & ASSOCIATES
ABOUT US
OUR PORTFOLIO
CONTACT US
Placemaking is our specialty.
4600 Fairfax Drive
Arlington, VA
RUS Bus
Raleigh, NC
Seaboard Station
Raleigh, NC
West Falls
Falls Church, VA
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
Find us in DC or Raleigh.
Washington, DC
760 Maine Avenue, SW
Washington, DC 20024
202.886.0010
Raleigh, NC
11 West Franklin Street
Raleigh, NC 27604
919.446.5188
Questions? Please fill out the form below and we will get back to you shortly.
GENERAL INQUIRIES
information@hoffman-dev.com
PARTNERSHIP/INVESTMENT INQUIRIES
acquisitions@hoffman-dev.com
DEVELOPMENT
development@hoffman-dev.com
RESIDENTIAL SALES
sales@hoffmandev-realty.com
CONSTRUCTION
construction@hoffman-dev.com
MARKETING & PR
marketing@hoffman-dev.com
First Name *
Last Name *
Email *
Phone Number *
Reason for Contact *
General Inquiries
Message
Experience The Wharf.
The Wharf is a $2.5 billion, world-class, mixed-use waterfront neighborhood.
SEE MORE
Michelle Giannini
John Florian
Matthew Steenhoek
Robin Bettarel
Rob Steward
Seaboard Station
Raleigh, NC
West Falls
Falls Church, VA


HOFFMAN & ASSOCIATES
Our Mission
Our mission is to create innovative, inclusive and sustainable communities that enhance the way we socialize, work and live together.
HOFFMAN & ASSOCIATES
The Wharf
HOFFMAN & ASSOCIATES
By the Numbers
75
PROJECTS
Residential and mixed-use projects
30+
YEARS
Of experience and forward thinking
4
STATES
Projects in DC, MD, VA and NC
$6
BILLION
Portfolio & pipeline
HOFFMAN & ASSOCIATES
Our Approach
We take a holistic approach to every project — focusing first and foremost on the communities we serve to create mixed-use, residential, office and retail spaces for all. Through our community relationships, we bring civic responsibility, purpose and inclusivity to every development.


HOFFMAN
INNOVATING URBAN LIFE


HOFFMAN
& ASSOCIATES


OFFMAN
patagoni


HOFFMA


HOFFMAN & ASSOCIATES
INNOVATING URBAN LIFE
HOFFMAN & ASSOCIATES
Dear Friend,
202.886.0010
HOFFMAN-DEV.COM

Fair Housing + ADA

Fair Housing & Accessibility

All marketing materials must comply with state, federal and HUD guidelines and with respect to prohibited works 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