

Hey, Key Tower! Everything you need to “live” your brand can be found in the following pages. We envision this as an overarching tool to help you write for your brand, create marketing materials, and execute your brand’s vision and concept on the day-to-day level. There are corresponding files for everything in this book in the digital folder provided. This includes your logo, fonts and more! Please use this book as a resource to guide you in execution.

Sincerely,
Hey Now! Media



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WHY KEY “TOWER”

Standing at 947 feet, Key is the tallest skyscraper in Ohio and the highest point between Philadelphia and Chicago. It’s visible from up to 20 miles away and is arguably the most iconic building in the Cleveland skyline. Towers are a physical embodiment of economic success and thriving urban communities. There’s no argument that the physical structure is a tower, but it’s also critical to evaluate the connotation and perception of the word “tower.” Towers are bold, strong landmarks that define a landscape and offer an elevated perspective on the world. The word “tower” also works well as a verb in this application. Key “towers” over the competition, providing unmatched views and building services along with world-class lifestyle perks employees will love. While this type of verbiage may never be seen by public eyes, the sentiment can live on through branding. Key Tower’s brand is iconic, highly visible, and bold. It stands out and solidifies Key Tower as Cleveland’s premier commercial real estate option.



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CHAPTER 1

STRATEGY



APPROACH

“Cleveland Luxury”

(West Coast Tech + East Coast Fashion + Midwest Sensibility = Cleveland Luxury)

The Key Tower brand will embody “CLE Luxury.” It’s a mix of the West Coast focus on forward thinking and fun, the more established East Coast prestige and luxury, and Midwest warmth and approachability. This combination sets Key Tower apart from other comparable properties around the country, offering a sweet spot for the best of everything. Key Tower is a world-class building right here in the Midwest, and by showcasing innovation mixed with traditional luxury, the brand will communicate that we are the best in a confident yet approachable way; Cleveland’s own brand of luxury.

POSITIONING

To CEOs and decision makers, Key Tower is the office space young talent dream of that provides an innovative and high-end experience while remaining a smart business decision.

That’s Because

- Efficiency / Productivity
- Layout and View
- Amenities – All the excitement, none of the cost
- Location - Cleveland and its attractions

VOICE

The Key Tower brand has an authoritative and knowledgeable voice that positions itself as a leader in the real estate industry. It's reflective of a male, top executive in his mid-fifties. Fairness and consistency with clients and employees alike are of the highest importance to him. Over his tenure he has constantly pushed boundaries, taken responsible risks, and pushed himself and those around him to use their imagination and creativity to inspire smart and innovative growth. It is an evolving voice that takes the past, present, future into account and remains professional. Clients interacting with Key Tower will appreciate transparency, fairness, and the ability to break down technical information in a way that is easy to process.

BRAND ATTRIBUTES

Our brand is **Luxurious, Forward-Thinking, Confident / Bold, Inspiring, and Welcoming / Approachable.**

Luxurious

Our building is world-class. We want to mimic the luxury purchasing experience while still communicating how moving to Key Tower makes sense for a company's bottom line.

Forward-Thinking

If we want to attract forward-thinking and innovative companies, our brand must showcase that we, too, are innovative. Highlighting new ownership and the opening of new amenities will allow the brand to be a thought leader in the industry.

Confident

We are the best and we know it. Our brand is bold and confident, always seeking to add value to businesses looking to thrive.

Inspiring

We want people to feel excited to go to work and be inspired by where they spend their days. We want recent graduates to think, "I want to find a job in Key Tower!"

Welcoming

The brand should also feel welcoming. We want decision makers to feel at home while they experience the brand and want their workforce to feel welcomed at work. The brand should have a sense of warmth and approachability. It's important we retain a down-to-Earth quality that straddles the line between confident and approachable. Our brand will also connect the workforce to the community. We want to emphasize that Key Tower is the center of Cleveland and businesses at Key Tower have access to it all.

MESSAGING

MESSAGE MAP

The message map is an exercise that helps our team communicate a clear and concise message. The message map consists of a top-line message, three supporting buckets, and talking points for each category.

The top-line message is typically 140 characters, one-sentence, and acts as a quick, seven-second response to an introduction of what the company does. If you combine the first sentence with a second sentence that includes the three messaging buckets, you will create a 15-second pitch. Running through the entire message map will typically last 60 seconds.

TOP LINE

Key Tower is an iconic Cleveland landmark towering over the city with 57 floors of office and amenity space. Along with the attached Cleveland Marriott Downtown at Key Tower, it brings a world-class, professional experience to premier businesses and the city at large.

THREE SUPPORTING BUCKETS: Amenities, Location, Smart Business Decision

Talking points for each bucket:

Amenities

Key Tower provides a world-class experience. With fitness, wellness, a connected hotel, meeting spaces, and a range of food options, Key Tower is bursting at the seams with perks your entire staff will enjoy.

- Day spa
- Barber shop
- Fitness center
- Dining options
- Conference center
- Hotel
- Cleveland transit system and parking

Location

Key Tower features first-class amenities both in and around the Tower's expansive urban campus and offers breathtaking views of the lake in the heart of downtown.

- Heart of Cleveland
- At the very top of the city
- The views
- Cost of living
- Attractions and top-tier city amenities, entertainment and food
- Only a 10-minute walk from 97 dining options
- The lake
- Proximity to water, nature, and urban + suburbs
- Live downtown and walk to work
- Easy access to public transit and parking options

Smart Business Decision

Key Tower is distinctive and makes financial sense. Attract and retain top talent, offer them incredible amenities, and make cost-effective, customizable choices with space and square footage.

- Efficient floor plan and service from building
- What you get in NYC vs. what you get here
- Get all the Google amenities without the cost
- Attract top talent
- Enjoy Cleveland's remarkably low cost of living
- Being in Key Tower is good for your brand
- Be among the best in a bottom-line-conscious way
- Network with exclusive CEOs and companies
- Best in class service; 24/7 building engineers and security; responsiveness is amazing
- Key Tower is your partner to help attract and keep new talent. Equal emphasis on the attract and keep

KEY MESSAGES

- Focus on showcasing the experience of being/working at Key Tower
- Towering over the city with 57 floors of office, commercial & mixed-use space
- Key Tower offers stunning panoramic views of Cleveland in the heart of downtown
- Attract top talent with incredible amenities both in and around Key Tower
- Largest, most iconic building in Cleveland
- View
- Lifestyle experience
- Don't need to invest in anything but your business
- Downtown and location
- Exclusive
- Top companies/premier businesses
- Community/ public space
- Amenities
- Smart business decision

SAMPLE MESSAGING

- Top Line

Key Tower is an iconic Cleveland landmark towering over the city with 57 floors of office and amenity space. Along with the attached Cleveland Marriott Downtown at Key Tower, it brings a world-class, professional experience to premier businesses and the city at large.

- 15 second

Key Tower is an iconic Cleveland landmark towering over the city with 57 floors of office and amenity space. Along with the attached Cleveland Marriott Downtown at Key Tower, it brings a world-class, professional experience to premier businesses and the city at large. The building features world-class amenities located on an expansive urban campus. Key Tower is distinctive and makes financial sense.

- 60 second

Key Tower is an iconic Cleveland landmark towering over the city with 57 floors of office and amenity space. Along with the attached Cleveland Marriott Downtown at Key Tower, it brings a world-class, professional experience to premier businesses and the city at large. With fitness, wellness, a connected hotel, conference center, meeting spaces, easy access to public transit and parking and a range of dining experiences (including 97 options within a ten-minute walk), Key Tower is bursting with perks your whole staff will enjoy.

Key Tower features world-class amenities both in and around the Tower and breathtaking views of the lake in the heart of downtown. Enjoy Cleveland's beaches and giant, state-wide park system, the fifth best art museum in the nation, the second largest theater district outside of New York City, a top-tier orchestra, and so much more.

Key Tower is distinctive and makes financial sense. Attract and keep top talent, offer them incredible amenities, and make cost-effective, customizable choices with space and square footage. The building features efficient floor plans, offers best-in-class service with 24/7 responsiveness and security, and connects top CEOs and companies. It's like getting all the amenities at Google's headquarters without the cost!

SLOGANS & TAGLINES

It's All Here.

Love where you work - all 57 floors of it.

Top floor views, top-tier space.

Defining Cleveland.

Why Go Home?

Rise to the top.

Structured for Success.

Hit The Sky Running.

Unlock Key Tower.

New Brand. Better Tower.

We've reimaged it all.

It's an exceptional time: Welcome to the new Key Tower.

Come visit, enjoy, and rise to the top.

Unlock Key Tower - the premiere office tower from New York to Chicago.

WRITING TIPS

1. Think about what you are trying to say

Take a few moments to jot down the main message(s) you want to get across to your reader. Revisit this list after you've crafted your message. Are the main points you identified easy to see, read, and understand? Are they the "meat" of your message?

2. Remember who you are talking to

What's important to them? What would excite or help them? How much time do they have? How old are they? The more detailed the picture, the easier it will be to write for them. Think of someone you know who is in this target audience. Imagine them sitting right in front of you. Read it out loud. Would you talk to this person like this?

3. Create a clear structure

Divide your work into bite-sized paragraphs featuring one idea in each. This helps create a clear narrative that people can easily navigate and helps you get your message across clearly.

4. Use headings

Headlines for chapters, pages, sub-sections, and paragraphs create a narrative. They help break up the information for the reader and make it more digestible.

5. Just start

Start writing. Write to your structure but let the ideas flow. Don't worry about getting it right the first time. You can edit later.

TOP TEN TIPS FOR DIGITAL WRITING

1. Digital content is not the same as print content

People encounter and read it differently – they scan it, so you need to write it differently. Divide it into smaller chunks with subheadings.

2. Language is most powerful when used economically – and that's doubly true online

Write in tabloid-size packages using a maximum of 25 words per sentence, one sentence per paragraph, four to six words per headline.

3. Legibility

It's hard to read off a screen. It's 25% slower than print. Help your reader. Don't go crazy with bolding, italicizing, and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.

4. Credibility

Poor spelling and grammar undermines the credibility of your message. Make sure this is a priority in all your written communication.

5. Clarity

Is your message clear? Is it as condensed as it could be but still impactful? Giving yourself time and coming back to your message can help you master this skill.

6. Searchability

Write to be found. What words would people type into Google to find you? Use those words in your copy. Don't overuse the same phrase to the detriment of your writing or marketing but be conscious that words in the digital realm are both delivering your intended message and helping new people find your message.

7. Accessibility

Don't let your copy rely heavily on imagery. Use tags and captions as opportunities to fully describe pictures. Remember to describe hyperlinks fully. People who receive your messages are accessing them on all kinds of devices, this helps ensure that your message comes through no matter how and what it is read on.

8. Personality

Just because you're writing for digital media doesn't mean that you have to lose your brand's personality. There is always a way to infuse even the most restrained copy with personality. Always keep the brand voice in mind.

9. Spam

Don't unintentionally make emails to customers look like spam. This is especially important in subject lines. Avoid words like "free" and "win." Avoid spelling mistakes, text-speak abbreviations and acronyms as these are all on the spam filter hit list. Think hard about the words you use and how they'll look sitting in your customer's inbox. Would you open an email with your title?

10. Structure

When structuring your work, think of an inverted pyramid. The most important information first, the broader base of detail later.

CHAPTER 2

IDENTITY



LOGO & LOGO USES

GENERAL USE

The general use of the brand is meant for simple applications and times where we are just presenting the logo and word mark.

FULL LOGO - Layout Variations



FULL LOGO - Rules

- Never use as a watermark.
- Never tilt at an angle.
- Never place logotype on the left side of the monogram.
- Never use any other colors besides black and white.
- Never use a gold foil treatment.

FULL LOGO - Color Variations



MONOGRAM & LOGOTYPE - Color Variations



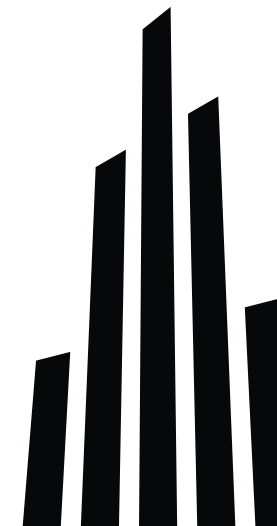
MONOGRAM & LOGOTYPE



MONOGRAM & LOGOTYPE - Rules

- MONOGRAM: Never use as a watermark.
- MONOGRAM: Never use as a design element.
- LOGOTYPE: May be used as a watermark (opacity change only), but never on top of photography.
- LOGOTYPE: May be used as a design element.
- Never tilt at an angle.
- Never use any other colors besides black and white.
- Never use a gold foil treatment.

TOWER ICON - Rules



- May only be used as a design element.
- Only use black and white or gray.
- Never place on top of photography.
- May be used as a watermark (opacity change only).

CORPORATE USE

The corporate use is meant to speak directly to the CEOs and Brokers. This is the primary use of the brand and is meant to communicate premium luxury. All materials will be printed with gold foil and the use of black, gold and white elevate the mark.

FULL LOGO - Layout Variations



FULL LOGO - Rules

- Never use as a watermark.
- Never tilt at an angle.
- Never place logotype on the left side of the monogram.
- Never use any of the workforce/general public colors.
- Gold foil should only be applied to the monogram when desired.
- Never use any of the two gray accent colors unless it is applied as a background.
- Never use ALL gold.

FULL LOGO - Color Variations



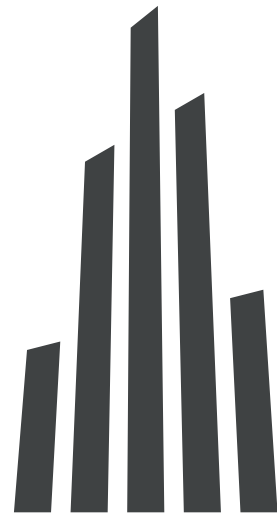
MONOGRAM & LOGOTYPE



MONOGRAM & LOGOTYPE - Rules

- MONOGRAM: Never use as a watermark.
- MONOGRAM: Never use as a design element.
- MONOGRAM: Never use any of the two gray accent colors.
- LOGOTYPE: May be used as a watermark (opacity change only), but never on top of photography.
- LOGOTYPE: May be used as a design element.
- LOGOTYPE: Never use any other colors besides the five corporate colors.
- Gold foil may be applied when used separately.
- Never tilt at an angle.

TOWER ICON - Rules

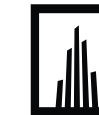


- May only be used as a design element.
- Only use the five corporate colors.
- Never place on top of photography.
- May be used as a watermark (opacity change only).

WORKFORCE/PUBLIC USE

The workforce use of the brand is for the general public and tenants of Key Tower. The vibrant colors communicate fun and excitement. This use is primarily for events and amenities at the tower. The toned-down gold and addition of the color maintains the premium branding but introduces a fun and playful element. The tower is an exciting place to work and the brand reflects this.

FULL LOGO - Layout Variations



FULL LOGO - Rules

- Never use as a watermark.
- Never tilt at an angle.
- Never place logotype on the left side of the monogram.
- Never use any of the four accent colors unless using them together as a background.
- Never use a gold foil treatment.

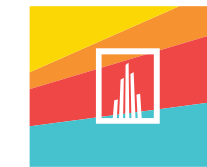
FULL LOGO - Color Variations



MONOGRAM & LOGOTYPE - Color Variations



KEY TOWER



MONOGRAM & LOGOTYPE

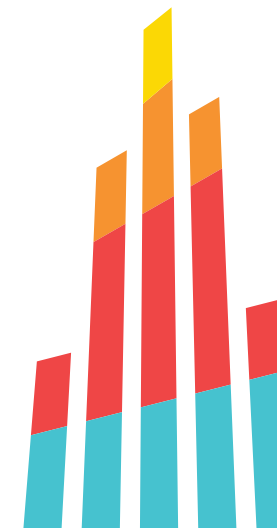


KEY TOWER

MONOGRAM & LOGOTYPE - Rules

- MONOGRAM: Never use as a watermark.
- MONOGRAM: Never use as a design element.
- LOGOTYPE: May be used as a watermark (opacity change only), but never on top of photography.
- LOGOTYPE: May be used as a design element.
- Never tilt at an angle.
- Never use any of the four accent colors unless using them together as a background.
- Never use a gold foil treatment.

TOWER ICON - Rules



- May only be used as a design element.
- Can be used with black, white, or full, four-color spectrum.
- Never place on top of photography.
- May be used as a watermark when using black or white (opacity change only).

COLORS

GENERAL COLORS

BLACK

CMYK
50 | 40 | 40 | 97
RGB
9 | 9 | 9
HEX
#080909

WHITE

CMYK
0 | 0 | 0 | 0
RGB
255 | 255 | 255
HEX
#FFFFFF

CORPORATE COLORS

BLACK

CMYK
50 | 40 | 40 | 97
RGB
9 | 9 | 9
HEX
#080909

GOLD

CMYK
20 | 29 | 60 | 0
RGB
207 | 174 | 105
HEX
#CFAE69

WHITE

CMYK
0 | 0 | 0 | 0
RGB
255 | 255 | 255
HEX
#FFFFFF

GRAY 1

CMYK
50 | 40 | 40 | 80
RGB
42 | 45 | 46
HEX
#080909

GRAY 2

CMYK
50 | 40 | 40 | 64
RGB
64 | 67 | 68
HEX
#404344

WORKFORCE/PUBLIC COLORS

BLACK
CMYK
50 | 40 | 40 | 97
RGB
9 | 9 | 9
HEX
#080909

WHITE
CMYK
0 | 0 | 0 | 0
RGB
255 | 255 | 255
HEX
#FFFFFF

ORANGE
CMYK
0 | 51 | 91 | 0
RGB
247 | 147 | 49
HEX
#F79331

YELLOW
CMYK
2 | 12 | 100 | 0
RGB
254 | 216 | 0
HEX
#FED800

PINK
CMYK
0 | 88 | 73 | 0
RGB
239 | 71 | 71
HEX
#EF4747

BLUE
CMYK
63 | 0 | 19 | 0
RGB
70 | 195 | 208
HEX
#46C3D0

FONT S

Headline / Display

TURNPIKE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Headline / Body

HEEBO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

THIN

LIGHT

REGULAR

MEDIUM

BOLD

EXTRA BOLD

CHAPTER 3

ART DIRECTION

