



Brand Guide May 2023

National Retail Properties (NYSE:NNN) is now NNN REIT. This reference guide outlines the basics of the new brand to assist you in properly representing the company in all digital and print marketing and communications materials.

LOGO

The primary NNN REIT logo is comprised of three colors and is used with the NYSE ticker symbol below the name. The logo may be used alone or in lockup with the 33 consecutive annual dividend increases graphic, as depicted above.



SAFE SPACE

A margin equal to the width of the leftmost triangle of the logo mark is used to determine the safe space of the logo. Keep all other graphic elements and type outside of this zone.

DO NOT stretch, distort, rotate, colorize or otherwise modify the logo.



Reverse Logo (below left) – Use on dark colored backgrounds.
Logo + white (below right) – Use on light colored backgrounds.



COLORS

The NNN REIT color palette features three primary colors used in the logo, plus six secondary colors for a broader brand expression.

PRIMARY COLORS



NNN Blue | PMS 288
cmyk 100c 92m 26y 15k
rgb 33r 55g 108b



NNN Green | PMS 3298
cmyk 100c 33m 75y 24k
rgb 0r 103g 84b



NNN Lime | PMS 375
cmyk 44c 0m 100y 0k
rgb 156r 203g 60b

SECONDARY COLORS



NNN Grass
cmyk 66c 0m 100y 0k
rgb 102r 170g 69b



NNN Citron
cmyk 22c 0m 100y 0k
rgb 210r 222g 38b



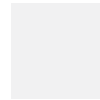
NNN Dark Grey
cmyk 0c 0m 0y 85k
rgb 77r 77g 79b



NNN Medium Grey
cmyk 0c 0m 0y 35k
rgb 177r 179g 182b



NNN Light Grey
cmyk 0c 0m 0y 15k
rgb 220r 221g 222b



NNN Ultra-light Grey
cmyk 0c 0m 0y 5k
rgb 241r 242g 242b

- Blue: Primary corporate color, use for titles and headlines, solid background fills. Avoid screening back.
- Green: Overlay color for gradations. Use for backgrounds and graphic elements.
- Lime: Background solid color for gradations. Use for graphic elements, rules, charts and graphs.
- Grass: Use for subheads, charts and graphs.
- Citron: Use for heads or subheads on dark backgrounds, charts and graphs.
- Dark Grey: Use for text.
- Medium Grey: Use for subordinate text, rules and graphics.
- Light Grey: Use for light-tone backgrounds and graphic elements.
- Ultra-light Grey: Use for light-tone backgrounds.

FONT: ENCODE SANS

The NNN REIT brand font is Encode Sans, a versatile sans-serif Google font featuring five widths from Condensed to Expanded, each with nine weights from Light to Black. It can be downloaded for free [HERE](#).

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890