



**NNN
REIT™**

NYSE:NNN

Brand Standards

July 26, 2023

NNN REIT Brand

This comprehensive brand guide offers guidance for all elements of the NNN REIT brand, including logos, color, typography, brand architecture.

The NNN REIT logo, symbol, and wordmark are important expressions of our brand identity. These pieces have each been carefully designed to achieve visual harmony, and should never be altered, modified, or redrawn. Because these elements are highly visible brand assets, it is vital that they always be applied consistently. Prior to usage of our logos, we ask that you review the brand guidelines to help you communicate the NNN REIT brand most effectively.

For any questions about the use of these logos, please contact us at nnn-investorrelations@nnnreit.com.

The NNN REIT Logo

The primary NNN REIT logo is composed of a diamond logomark and a logotype with the NYSE ticker symbol locked up below the name.



For internal audiences, the logo is used without the NYSE ticker symbol.



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.



Logo Versions

There are different versions of the logo to use depending on your background.

Full-color logo (preferred version) – Use on white or light-toned backgrounds.



Reverse-Type logo – Use on medium-toned backgrounds – make sure there is enough contrast to easily view all elements of the logo.

Reverse logo – Use on medium or dark-toned backgrounds.



Black logo – Use on light-toned backgrounds or when color version cannot be used.



Logo Usage

To maintain proper brand standards, please avoid all of the following:



❌ Do not stretch or distort the logo in any way



❌ Do not rotate or skew the logo









❌ Do not alter the colors or add shadows or effects to the logo

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	HEX 21376C	RGB 33 55 108	CMYK 100 92 26 15	PMS 288
 NNN Green	HEX 006855	RGB 0 104 85	CMYK 100 33 75 24	PMS 3298
 NNN Lime	HEX 9CCB3C	RGB 156 203 60	CMYK 44 0 100 0	PMS 375

-  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.

SECONDARY COLORS

NNN Grass	HEX 66AA45	RGB 102 170 69	CMYK 66 12 100 0
NNN Citron	HEX D2DE26	RGB 210 222 38	CMYK 22 0 100 0
Dark Grey	HEX 4D4D4F	RGB 77 77 79	CMYK 0 0 0 85
Medium Grey	HEX B1B3B6	RGB 177 179 182	CMYK 0 0 0 35
Light Grey	HEX DCDDDE	RGB 220 221 222	CMYK 0 0 0 15
Ultra-Light Grey	HEX F1F2F2	RGB 241 242 242	CMYK 0 0 0 5

- 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

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

Titles and Headlines: The preferred font weight is Encode Sans Bold

Subheads: The preferred font weight is Encode Sans Semibold

Text: The preferred font weight is Encode Sans Regular

Consecutive Annual Dividend Increases Graphic

The NNN REIT brand includes a graphic that is updated each year, indicating the number of consecutive annual dividend increases the REIT has paid (34 years as of July, 2023). This graphic is used by itself and in combination with the NNN REIT logo. Follow the same usage guidelines that apply to the main logo. Safe space on all sides is equal to the distance from the baseline of the small type to the top edge of the blue bar above it.



Graphic Elements

The following elements can be combined in various ways to create a dynamic range of layouts and designs.

THE WEDGE

The wedge is an isosceles right triangle and is the same shape used on either side of the reverse N in the logo mark. It is most often used as an adornment in the corner of a layout, as shown in the upper right on this page, but can be used in other ways as well. The wedge can be used in any of the brand colors, but the preferred presentation is a base fill of 100% Lime with an overlay linear gradation of NNN Green set to multiply. Use this same combination when creating Lime/Green gradations for any application.



Graphic Elements

DIAMOND GRID

The diamond grid pattern can be used as a background texture or in combination with solid color fills to create framing elements as in the example below.

When structuring layout spaces or creating shapes, always use 90- or 45-degree angles.



Graphic Elements



SEPARATOR

Apart from background textures, the diamond grid pattern is also used in combination with the wedge as a graphic separator to break up content or to add visual language to a mostly text layout.

The thickness of the bar is always exactly equal to a single row of diamonds. Make sure the angled edge of the wedge is aligned with the edge of one of the diamonds in the pattern, as shown above.

Photos and color blocks can butt against the edges of the separator bar, but the bar should never be placed against the outside edge of a page or pasteboard and the wedge should overlap any content that falls underneath it.