

COMMUNIQUÉ : EIGHT | CHAMBERS STREET PARTNERS : CORPORATE REBRAND

## CHAMBERS STREET PROPERTIES

Chambers Street Properties, a real estate investment trust (REIT) formerly known as CBRE Realty Trust, needed a new brand to visually distinguish itself from the former entity's parent company, CB Richard Ellis (CBRE).

SJV|NY Design was engaged to develop a new and comprehensive visual language for the Chambers Street Properties brand, providing it with visual clarity, simplicity, and a more elegant look and feel compared to that of the existing CBRE Realty Trust materials.

## CHAMBERS STREET PROPERTIES

### A Unifying Visual Language

The name, Chambers Street Properties, evokes an image of a firm founded on classic, time-honored traditions. As such, the new brand was intended to separate the company from its CBRE roots, while still providing it with a stable and robust visual presence at a time when any change could negatively influence the firm's perceived strength and position in the marketplace.

Therefore, the rebrand leveraged the use of classic black & white photography, using images of "paving stones", inspired by the Chambers Street Properties name. In addition, classically proportioned typography, reinforced the brand's core attributes while providing enhanced legibility in both print and digital applications.

An new color palette was developed — rich in hue, and with a depth of color spectrum — providing a unique, yet conceptually appropriate, color signature for applications ranging from web and interactive, to print collateral and other marketing initiatives.

Together, the various elements of the firm's new visual language presented a consistent and unifying brand expression and client experience, across all media.

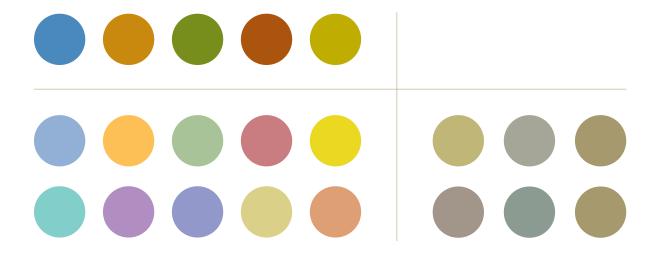
## Chambers Street Properties Market 1 Properties Chamber Street Properties Chamber Street Properties

FONTS: PRIMARY AND SECONDARY

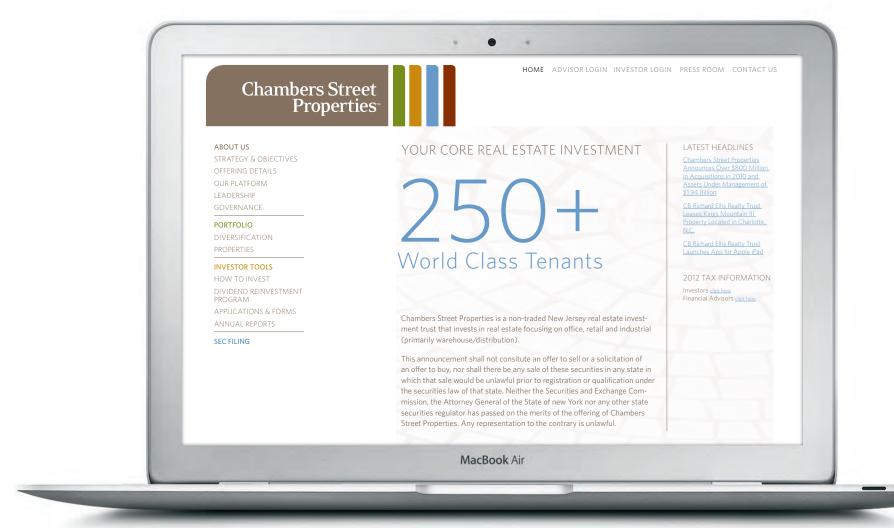
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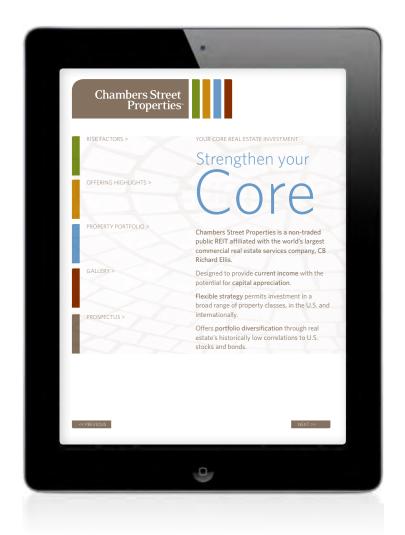
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PALETTES: PRIMARY, SECONDARY AND TERTIARY

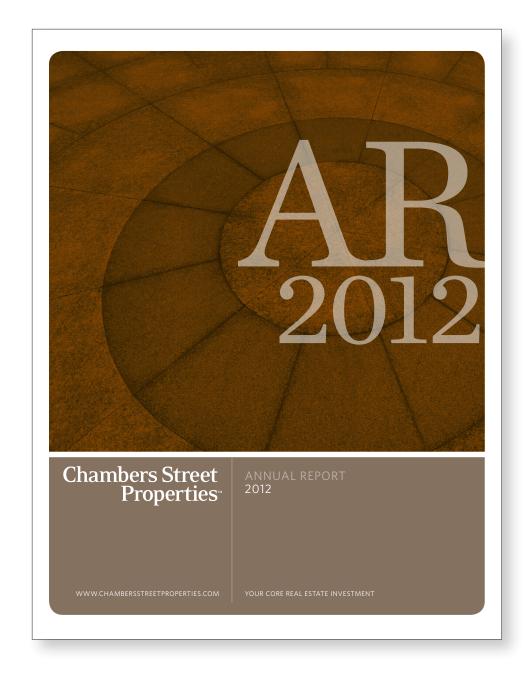


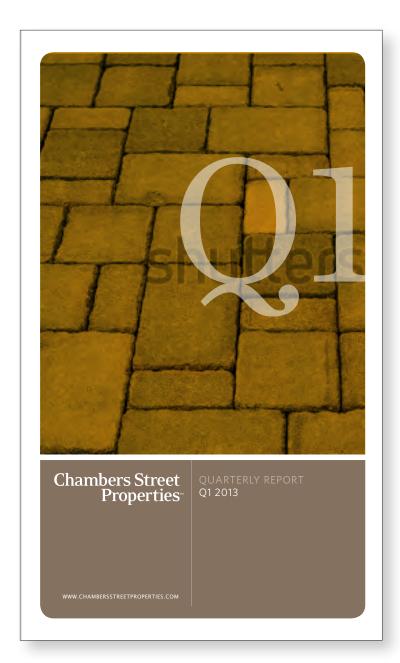
ORIGINAL BRANDMARK WAS RETAINED

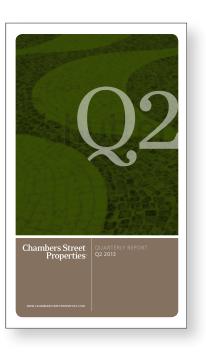




DIGITAL APPLICATIONS: CORPORATE WEBSITE AND MOBILE APP









CORPORATE REPORTING: ANNUAL AND QUARTERLY REPORTS



### PACIFIC CORPORATE PARK

Pacific Corporate Park is comprised of four Class A office buildings totaling almost 700,000 square feet in the Washington, D.C., area. The property features immediate access to Route 28 and is less than a five-minute drive to Washington Dulles International Airport. Additionally, Pacific Corporate Park is less than a mile from the Dulles 28 Center, a 300-acre planned development that includes a 150,000 square foot lifestyle shopping center.



We and the Investment Advisor, CBRE Advisors LLC (hereafter, the "Investment Advisor"), an affiliate of CBRE Investors, commenced operations in July 2004 and have a limited operating history. We have imitted experience operating as a real estate investment trust (hereafter the "REIT") and may not be able to operate our business or implement our operating policies and strategies surresetful?

strategies successfully.

This is a "best forts" offering and if we are unable to raise substantial funds then we will be limited in the number and type of investments we may make. Although we have adopted a policy to limit our aggregate berrowing to no more than 65% of the value of the cost of our assets, if we change the policy and become more highly leveraged, then the resulting increase in debt service could adversely affect our ability to make payments on outstanding indebtedness and to pay our articipated distributions and/or the distributions required to quality as a REIT, and could harm our financial condition.

We will attempt to offer portfolio diversification through real estate's historically

We will attempt to offer portfolio diversification through real estate's historically low correlation to marketable securities (stocks and honds). However, there could be periods of time in which real estate values approximate the values of marketable securities. During such periods, real estate investments may have gains and losses that are similar to those realized by investments in marketable securities.

There are potential conflicts of interest in our relationship with the investment Advisor and its affiliates, including CRBE investors, including that our advisory agreement was negoliated between related parties and we did not have the benefit of arm's length negotiations of the type normally conducted with an unaffiliated third party, the investment Advisor and its affiliates may engage in investment activities that may complete with ours, and certain advisory fees paid to the investment Advisor and its affiliates are not tied to the performance of our portfolio. Our chairman and chiel executive officer, chief financial officer and chief operating officer are employees of the Investment Advisor and CRBE investors, our sponsor.

We pay substantial fees and expenses to the Investment Advisor, its affiliates

We pay substantial fees and expenses to the Investment Advisor, its affiliates and the Dealer Manager, which payments increase the risk that you will not earn a profit on your investment.

CHAMBERS STREET PROPERTIES

YOUR CORE REAL ESTATE INVESTMENT<sup>TM</sup>





Shares of CB Richard Ellis Realty Trust are illiquid. No public market currently exists for our common shares and it will be difficult to sell your shares promptly. Therefore, you should

If we fail to qualify as a REIT in any taxable year, our operations and ability to make distribution will be adversely affected because we will be subject to U.S. federal income tax on our taxable income at regular corporate rates with no ability to deduct distributions made to our sharehold-

ers.

This sales and advertising literature contains forward-looking statements that are based on the research and beliefs of CB Richard Ellis Realty Trust. These forward looking statements are subject to uncertainties and can change as a result of unforeseable events. We undertake no obligations to publicify update or nevise forward looking statements herein, whether as a result of future events, new information or otherwise.

No offering is made to New York residents except by a prospectus filed with the Department of Law of the State of New York. The Attorney General of the State of New York has not passed on or endorsed the merits of this offering. Any representation to the contrary is unlawful.

We encourage Investors to contact their Financial Advisor for more information Financial Advisors may contact CB Richard Ellis Realty Trust's dealer manager, CNL Securities Corp., for more information at (866) 650-0650.

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Chambers Street Properties



### Jack A. Cuneo



Chairman of the Board of Trustees, President and Chief Executive Officer, CB Richard Ellis Realty Trust President and Chief Executive Officer, CBRE Advisors LLC Executive Managing Director, CB Richard Ellis Investors, L.L.C.

Mr. Cuneo has been the Chairman of our board of trustees since January 2009 and our President, Chief Executive Ocer and the President and Chief Executive Ocer of the Investment Advisor since March 2004. Mr. Cuneo is also an Executive Managing Director of CBRF Investors.

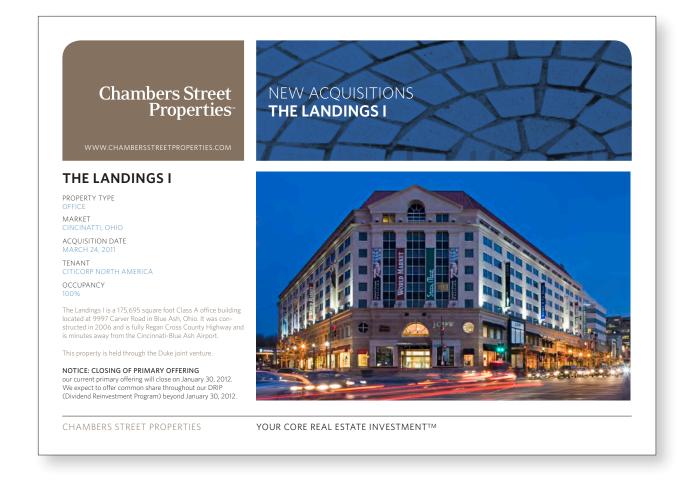
Mr. Cuneo has over 41 years of experience in the real estate industry and had been involved in a wide range of real estate investment activity including acquisitions, development, joint venture structuring, property sales, work outs and private equity financing for REITs and real estate operating companies. Prior to joining CBRE Investors in June 2003, Mr. Cuneo served as President of Cuneo Capital Group which engaged in advisory and private equity investment activities from 2002 to 2003. Mr. Cuneo also spent 26 years at Merrill Lynch where he served from 1997 to 2000 as the Chairman and Chief Executive Ocer of Merrill Lynch Hubbard, a real estate investment subsidiary which acquired, operated and sold over 100 properties valued at \$1.8 billion on behalf of over 240,000 individual investors. Mr. Cuneo was a Managing Director of the Global Real Estate and Hospitality Group at Merrill Lynch from 2000 to 2002 where he led private equity, advisory and asset sales activities.

He is a member of the Urban Land Institute (ULI), the Policy Advisory Board at the Haas School of Business, University of California at Berkeley and the Real Estate Board of New York. Mr. Cuneo received a B.A. from City College of New York and pursued graduate studies at the University of Massachusetts at Amherst.

CHAMBERS STREET PROPERTIES

YOUR CORE REAL ESTATE INVESTMENT™

CORPORATE REPORTING: PROPERTY SPOTLIGHT AND EXECUTIVE PROFILE TEMPLATES

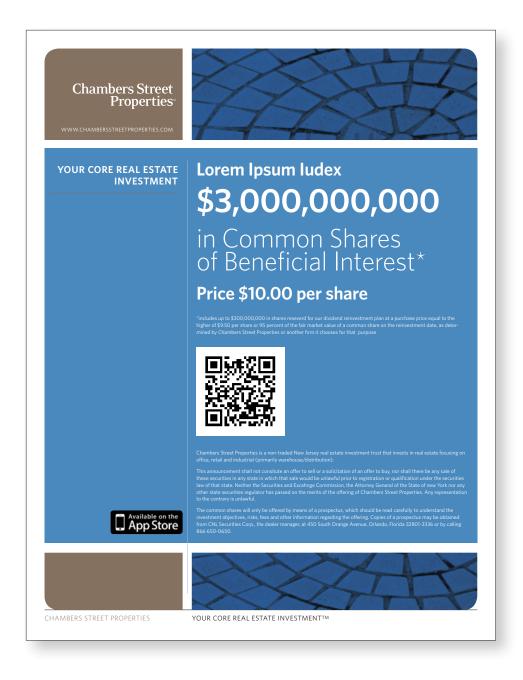








CORPORATE REPORTING: PROMOTIONAL PROPERTY CARDS









CORPORATE REPORTING: PROMOTIONAL ADVERTISING AND E-MARKETING CAMPAIGN

An independent design and brand consultancy led by creative director and principal, Stephen Visconti, SJV|NY Design blends classic design elegance with equal parts strategic insight and compelling storytelling, helping to build and shape brands for significant clients such as Ameriprise, Clarion Partners, CBRE, Mack-Cali Properties, Merrill Lynch, Morgan Stanley and UBS.

FOR MORE INFORMATION REGARDING
OUR BRANDING, DESIGN, AND STRATEGIC
MARKETING CAPABILITIES, PLEASE
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