

Simple, enduring, local

# OUR BRAND GCP





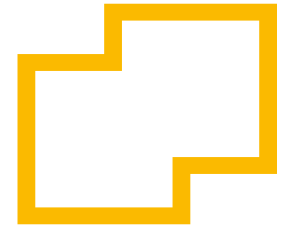
## INTRO

We have always regarded it as our task to provide people throughout Germany with a home. While doing so, we have always continued to evolve as a reliable and supportive partner to our tenants. Our brand also reflects this.

**Grand City Property became GCP!**

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# OUR PURPOSE

## What motivates us

GCP has experienced strong growth. We have developed new locations and set new benchmarks – including in the sphere of tenant services. We thought about the core of our business. What do we stand for? What does our brand stand for? What is its purpose? What emerged is a set of principles that inspires us. And motivates us day after day: **We do everything to make living become home - and to keep it that way.**

## The GCP Story

“Moving out, moving in – arriving and feeling at home. We are on the side of our tenants and support them wherever we can. That’s because we understand that home above all means sanctuary and security. To ensure that this remains the case, we do everything in our power to make things run smoothly. And in the rare instances where it doesn’t, we immediately take care of it.”

We are a reliable partner who has a solution to every situation. A partner who always acts transparently and simply in the interests of our tenants. We do everything to ensure that our tenants feel at home in their properties, now and in future.”

# OUR VISION

## What we want to achieve together

We already have a 97% satisfaction rate among tenants, fantastic staff and a strong market position. So why do we need a vision? Because it defines our brand's target image that we want to work together to achieve and be measured by. The top priority here is the satisfaction of our tenants. We pay very close attention to what our tenants need, and continuously develop services that make a real difference to them. This is how we achieve strong tenant loyalty and recommendation rates.

We are also continuing to invest in the quality of our properties wherever needed. This is because we always want to be able to offer living spaces that are of good quality and affordable, now and in future.



We create the highest tenant satisfaction levels **by providing the very best service and good-quality, affordable living spaces.**

# OUR AREAS OF EXPERTISE AND OUR VALUES



## **Our areas of expertise**

- Offering and maintaining living spaces
- Good quality of living, guaranteed
- Qualified points of contact on site
- Comprehensive, certified tenant service



## **Our values**

- We are reliable
- We think long-term
- We find solutions
- We foster community

## **What guides us in our daily work and makes us stand out**

What exactly defines us, and how? Our team of 800 employees is highly diverse, and yet there are many things that we all have in common and that we shape together. The way we work together, for example. Where our strengths lie as a company. How we create added value for our tenants. With our areas of expertise and our values, we define the things that we have in common and that are tangible to our tenants.



# OUR NAME AND LOGO

## How we present ourselves

We have always given our all to make life as simple as possible for our tenants. We also express this ambition in our name. Searching becomes finding, properties become homes, **Grand City Property became GCP.**

Our name is easy to remember and express; our logo is straightforward and recognisable. Starting with the initial concept of a floor plan, we have created a logo that is stable, exudes confidence and offers space for opportunities – from app to online, from arriving to feeling at home. In good hands – and homes – with us.

# OUR CLAIM

## What we promise

Our claim “Bei uns in guten Wänden”, a pun that roughly translates as “In good hands – and homes – with us”, transforms our approach into a communication tool and pithily summarises our brand’s central promise. It is short and to the point, clear and unambiguous. These five words contain two key messages: We offer good-quality living spaces in which to feel happy and secure. And we care and are reliable – in other words, we are a partner you can trust.

Bei uns in guten Wänden.

# OUR BRAND DESIGN

## How our tenants and partners experience us

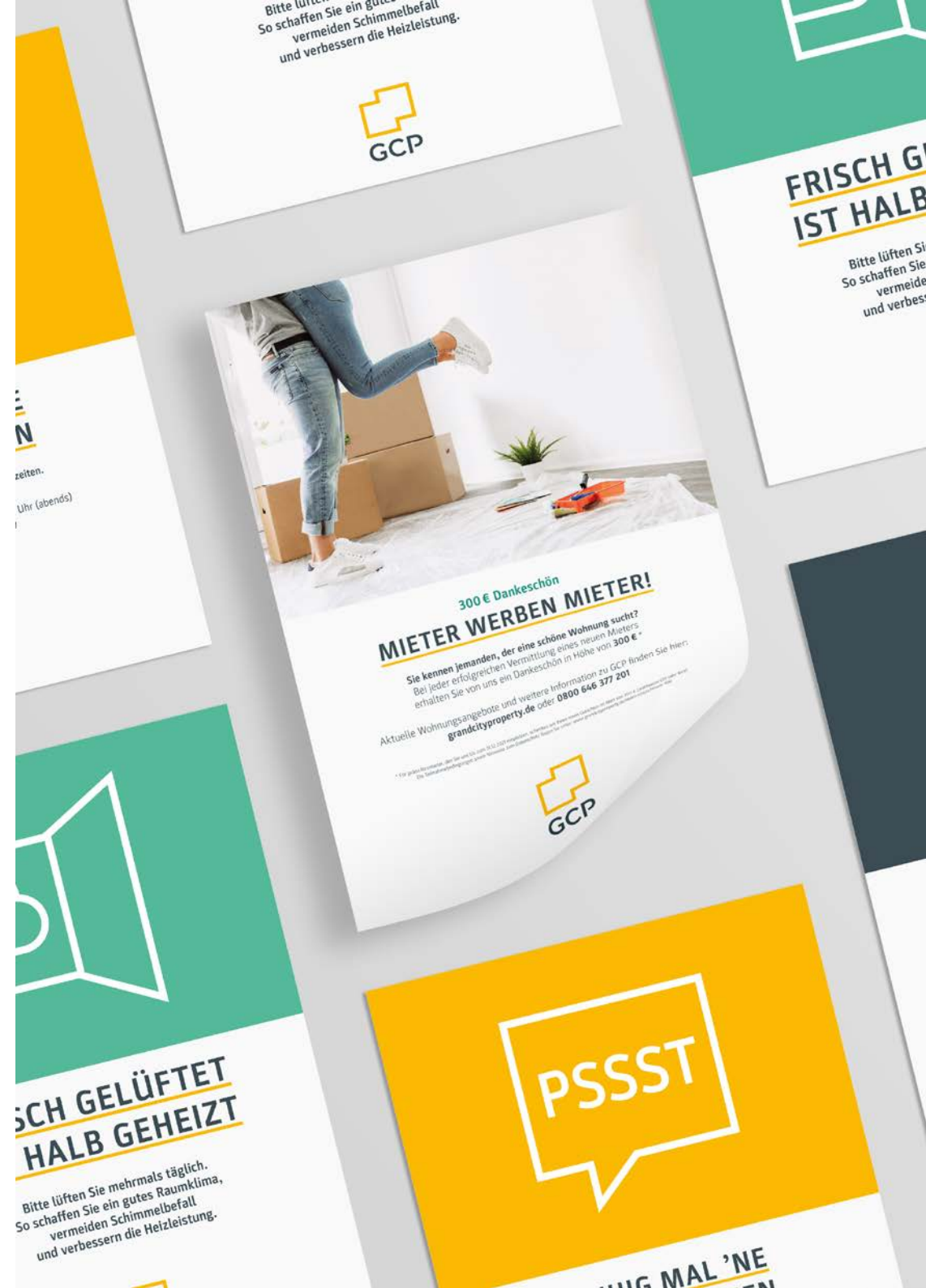
What we are making tangible are the principles according to which GCP acts: simple, enduring, local.

## We are the brand

Digital touchpoints such as the website and app, but also very classic templates in the handbook and in AIMS are your everyday touchpoints with the GCP brand. But also advertising material, as implemented in the cross-media plans, or brandings such as signs etc. make the brand known to the outside world.

However, the most important thing is this: to your customers and contacts, you are GCP. Actively express the name, values and vision of GCP to the outside world. Follow our principles. Help make the GCP brand tangible to colleagues, customers and partners throughout Germany!

Click [here](#) to log-in into the GCP Brand Portal.





Any questions?

## **HERE YOU WILL FIND THE ANSWERS!**

### **01 When did the brand design come into effect?**

The key date was 17 February 2020: since this day, only the brand design and logo “GCP” with the stylized floor plan are in use.

### **02 What became of “Grand City Property”?**

When talking about ourselves, we refer to ourselves exclusively as GCP. Whether with tenants or partners, in writing or on the phone. Always. The long version „Grand City Property Ltd – Zweigniederlassung Deutschland“ is retained only as the legal company name, in the website’s legal information section (“Impressum”), for example.

### **03 Can I continue to use templates and advertising tools that still have the old logo on them?**

No. All the existing templates, from Word to stationery to PowerPoint, and all promotional materials such as pens, posters, etc. carry the "GCP" logo. Templates and promotional materials with the old "Grand City Property" logo are no longer used.



#### 04 **Where can I find the templates and advertising tools?**

As always, all templates can be found centrally in the GCP Handbook (T:\GCP\_Handbook) and all advertising materials can be ordered as usual in the webshop (<https://webshop.grandcityproperty.de/>). If you are unable to find something, you can get hold of it centrally via the marketing department ([marketing@grandcityproperty.de](mailto:marketing@grandcityproperty.de)). Important: please do not create your own templates! The marketing department always creates all the layouts.

#### 05 **Who is in charge of the layouts?**

The regions inform the marketing department about what they need to be replaced (e.g. banners, signs, advertising). The marketing department creates all the layouts.

#### 06 **What will happen to the logos that have “Grand City Property” on them?**

Old logos should already be replaced. If you do come across an old logo, please inform the marketing department directly. The best thing to do is take a picture with your smartphone and mail it to [marketing@grandcityproperty.de](mailto:marketing@grandcityproperty.de) together with a note about where you found it.



## 07 Which logo do I use and when?

Our primary logo consists of the anthracite word mark “GCP” and the yellow figurative mark (the stylized floor plan). Both elements are arranged vertically to one another. The primary logo is used on all white areas. For narrow formats we use the same logo in a horizontal arrangement. As soon as the logo is on an image or a colored area, use the completely anthracite or white secondary logos (word and figurative mark are both anthracite or both white).

## 08 Where do I get the logo?

To ensure correct use, the logo file is issued by marketing. If you need a logo, just send your request to [marketing@grandcityproperty.de](mailto:marketing@grandcityproperty.de). Otherwise you will find all writable PDF templates in the handbook.

### Any questions? Feedback?

#### Please write to us!

We look forward to your message and are always happy to help: [marketing@grandcityproperty.de](mailto:marketing@grandcityproperty.de)