



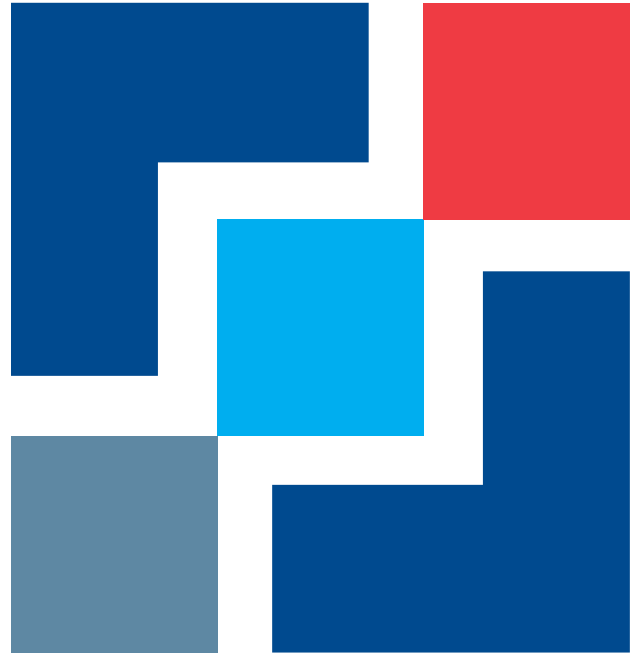
■ **BRANDING GUIDE**



ABOUT RPAI

RPAI (Retail Properties of America, Inc.) is a self-managed REIT focused on the acquisition, development and management of strategically located retail assets. As one of the largest owners and operators of shopping centers in the U.S., RPAI has a diversified mix of properties including power centers, community centers, and lifestyle centers.

Our experienced team offers a fresh vision to leasing, innovative and award-winning marketing, and hands-on attention to every property in our portfolio, bringing motivated tenants and consumers to yield proven results. When people look for the very best in retail, they come to RPAI.



THE MARK

The mark represents the Company's portfolio and strength in the marketplace. The three middle blocks are comprised of three separate but cohesive colors representing the three types of shopping centers - community, lifestyle/mixed-use, and power. The "arms" represent RPAI's strong supporting services and management teams at the local and corporate level.

THE LOGO

The logo, or lock-up, expresses the strength, togetherness reflected in RPAI. It is cohesive, and requires the communication and confidence of the retailers as well as RPAI. The logo is a powerful symbol of unbreakable blocks that will fit within one another with ease.

The logo is a very important fusion of symbol, typography and color that represent the essence of RPAI. It should be used properly, and with the understanding that it's form was designed for maximum potentiality.



THE COLOR PALETTE



Pantone 186 C
C: 0/ M: 100/ Y: 81/ K: 4
R: 227/ G: 24/ B: 55
Web: #E73E40



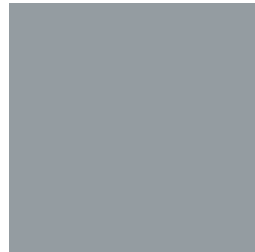
Pantone 5415 C
C: 42/ M: 8/ Y: 0/ K: 40
R: 93/ G: 135/ B: 161
Web: #5F88A2



Pantone 299 C
C: 85/ M: 19/ Y: 0/ K: 0
R: 0/ G: 157/ B: 220
Web: #23A9E1



Pantone 419 C
C: 0/ M: 0/ Y: 0/ K: 80
R: 80/ G: 78/ B: 83
Web: #504E53



Pantone 430 C
C: 5/ M: 0/ Y: 0/ K: 45
R: 148/ G: 156/ B: 161
Web: #949CA1



Pantone 280 C
C: 100/ M: 72/ Y: 0/ K: 18
R: 0/ G: 73/ B: 144
Web: #0E4C89

LOGO COLOR VARIATIONS



INCORRECT LOGO APPLICATIONS



THE TYPOGRAPHY

Primary

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Eurostile Demi is preferably used for titles, headlines, and taglines. Eurostile is a strong and graphic typeface that reflects the strength, structure and proficiency of RPAI due to it's squared off and wide-set letterforms. It is best displayed with wide kerning, and it may also sometimes be used for other important company information such as the address, phone number, and website.

Secondary

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

DIN Regular was chosen specifically for text use. DIN is a friendly, uniform face with a pleasant, contemporary, and solid feel. It is extremely legible at most sizes, but is best displayed with it's natural letter spacing.

Tertiary

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Goudy Old Style Italic is to be used only for very small descriptive text. Goudy is a classic face, which, at small sizes, is extremely legible and is complimentary to it's san serif counterparts.



Retail Properties of America, Inc.