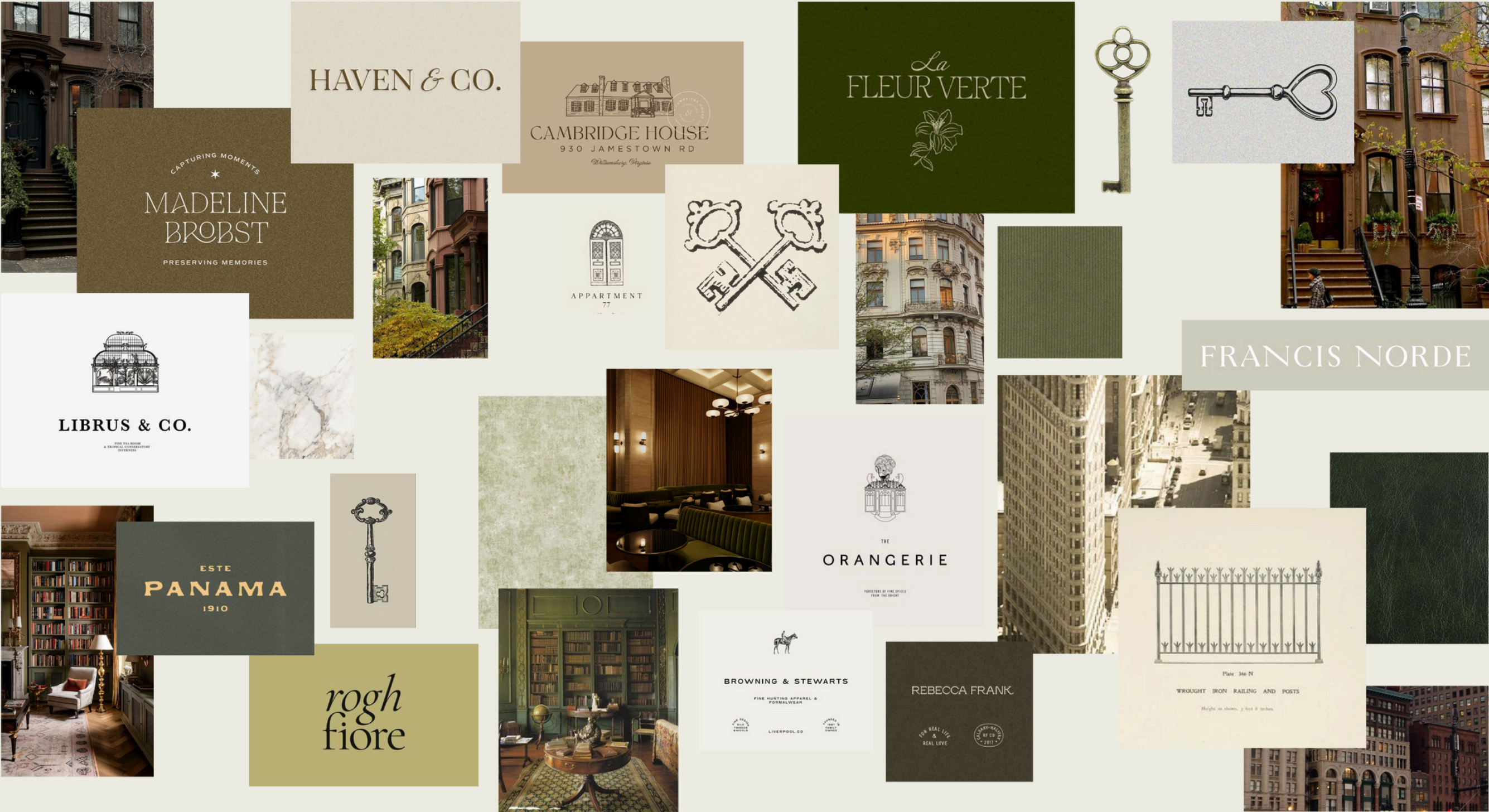


GRAMERCY & GABLE

*BRAND GUIDELINES*

# MOODBOARD

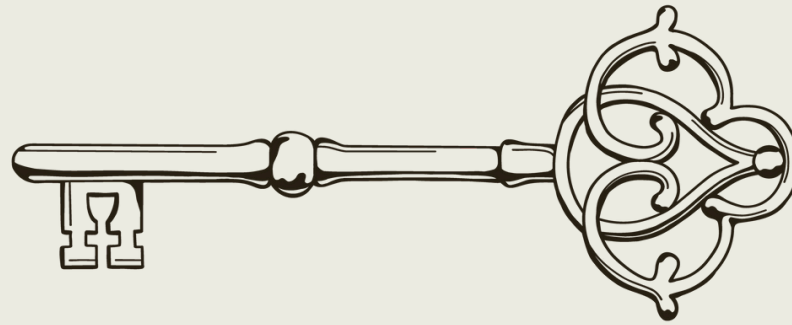


# LOGO DESIGN

## *STANDARDS*



## PRIMARY LOGO

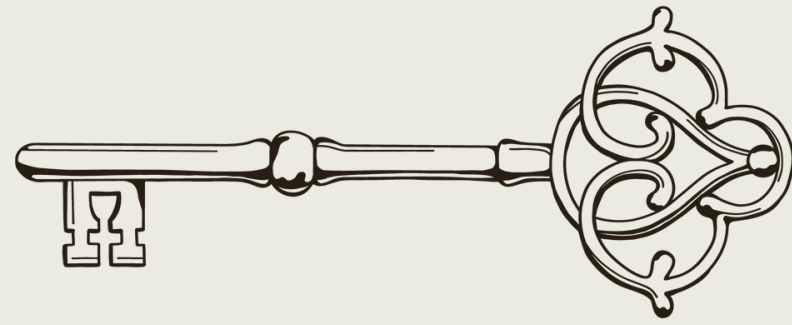


# GRAMERCY & GABLE

The primary logo is a combination mark, featuring an clean and bold font paired with an classic, vintage key symbol. The key represents the trust between contractor and client, as well as the exclusivity and sophistication of Gramercy Park, the brand's namesake.



## EXPANDED LOGO

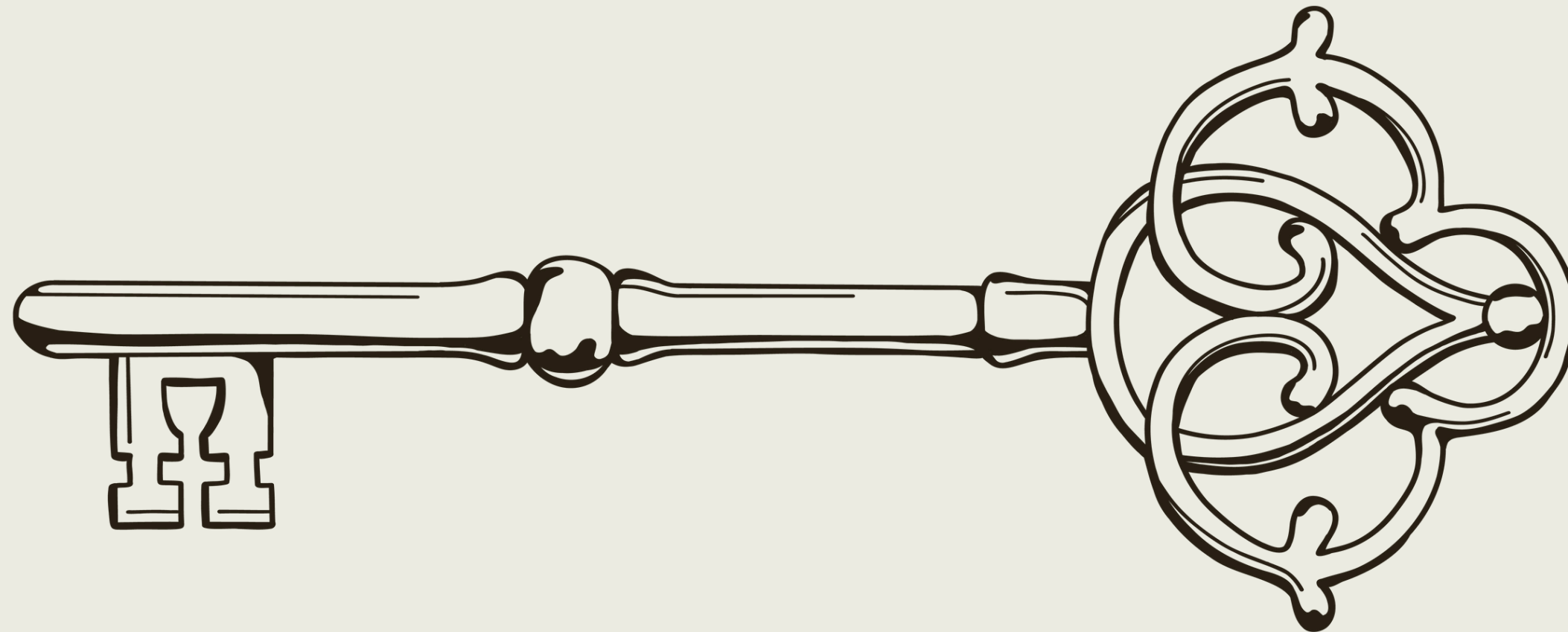


# GRAMERCY & GABLE

OWNER'S REPRESENTATION  
& PROPERTY MANAGEMENT

The expanded logo is the primary combination mark with an additional line describing the business. This logo is more self-explanatory and better used in a context where people might not be familiar with the brand.

## SYMBOL LOGO



The symbol logo mimics the shapes seen in the wrought-iron gates of Gramercy Park, and hides two “G” shapes in the head of the key. This logo is best used on branded materials or merchandise, where small words might not be legible.

# BRAND COLOR

## *STANDARDS*

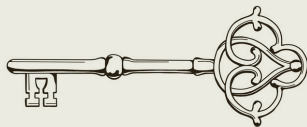


# BRAND COLORS

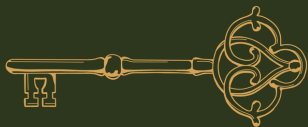


The brand colors are rich and timeless, emanating a feeling of nostalgia and sophistication.

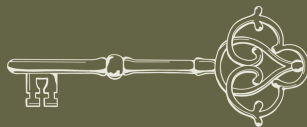
LOGO COLOR COMBINATIONS



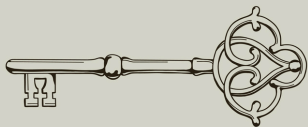
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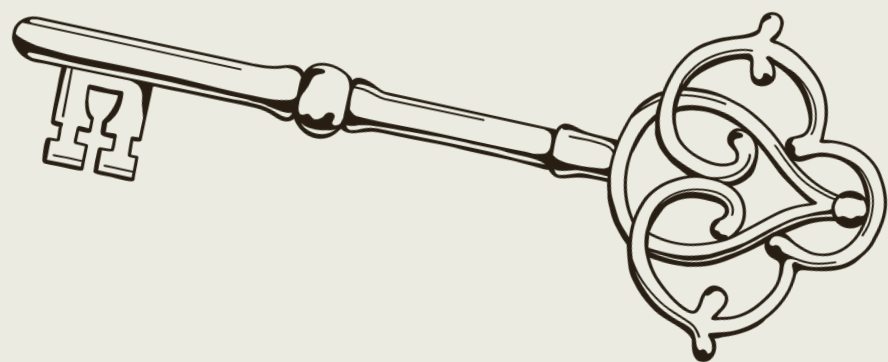
GRAMERCY & GABLE



GRAMERCY & GABLE

# USAGE GUIDELINES

## EXAMPLES



Logo should not be rotated or squished as this will negatively impact readability.



Logo should not be cropped closely. Instead, allow padding around the edges to let the design breathe.





# TYPOGRAPHY

## *STANDARDS*

# FONT

## Interstate Regular

A B C D E F G H I J K L M N O P Q R S T U V W

X Y Z

1 2 3 4 5 6 7 8 9

! @ # \$ % ( ) : ! ?

The quick brown fox jumped over the lazy dog.

This typeface is used for headers and body text. Should be used in all caps for headers.

## *Interstate Italic*

*This typeface is used for body text, and also to highlight certain lines of text.*

## **Interstate Bold**

**This typeface is used for body text, and also to highlight certain lines of text.**

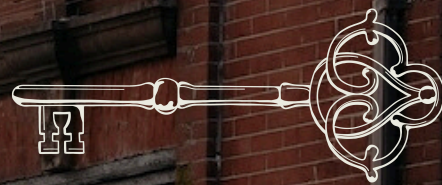
# BRAND IDENTITY





TAGLINE

# Where Ownership Meets Expertise.



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# MISSION STATEMENT

Gramercy & Gable redefines property ownership and development with a seamless, curated approach. Drawing on decades of real estate expertise, Gramercy & Gable specializes in bespoke property management, ownership representation, and project oversight for New York City's most distinguished properties. By delivering strategic solutions with meticulous attention to detail, transparency, and discretion, Gramercy & Gable protects and enhances investments, allowing clients to experience to fully realize the value and potential of properties.



# BRAND STORY

Gramercy & Gable was founded on the principle that exceptional properties deserve exceptional care. Ownership of a distinguished property should be as seamless and elevated as the property itself.

After decades of experience in real estate operations and management, including launching landmark skyscrapers and restoring treasured brownstones, Gramercy & Gable was created to address a crucial gap in the industry. Too often, owners of extraordinary properties are met with ordinary services, falling short of the expertise and personalized care their investments deserve.

Our approach is built on a foundation of trust, discretion, and long-term vision. We see every property as an investment in history and the future, and our bespoke management services are designed to preserve each property's legacy while unlocking its full potential. By partnering with the most skilled craftsmen, artisans, and industry experts, we deliver unparalleled quality in every detail.

At Gramercy & Gable, we are redefining property management with a tailored approach unique to the needs of high value property owners. Every detail is handled with precision and foresight, ensuring your property is not only maintained but also enhanced.

Our mission is simple: to provide a seamless, elevated ownership experience that reflects the timeless values of care, privacy, and meticulous craftsmanship.





# FOUNDER STORY

The inception of Gramercy & Gable was inspired by a simple yet profound belief: property ownership is more than an investment—it is a legacy that deserves to be nurtured, respected, and preserved. Over two decades of experience in real estate management and consulting has given us a deep understanding of the complexities of ownership. This insight was not only shaped by professional experience but by a personal commitment to ensuring that every property entrusted to us stands as a timeless testament to its owner's vision.

At Gramercy & Gable, our clients trust that their properties are cared for with the same dedication and precision that they would provide themselves. No detail is too small, no question too trivial. From pre-purchase evaluations and renovation management to ongoing oversight, every service we offer is designed to enhance and preserve the essence of each property.

What began as a desire to reimagine real estate management has grown into a firm defined by thoughtful, bespoke service and unparalleled expertise. At Gramercy & Gable, we don't just manage properties; we protect legacies and ensure that every home continues to embody the vision and standards of its owner for generations to come.



# TONE

## REFINED & POLISHED

Language should be professional yet warm, reflecting the firm's expertise in handling luxury properties and discerning clients.

## EXCLUSIVE & CURATED

Emphasize the firm's ability to tailor services to individual needs, highlighting the unique, one-on-one experiences they provide.

## TRUSTWORTHY & SOPHISTICATED

Build confidence by showcasing an understanding of the importance of privacy and discretion for high-net-worth individuals.

## PERSONABLE

Balance exclusivity with a friendly, inviting tone to foster trust and long-term relationships.

## TRADITIONAL

For clients that value consistency, legacy, and attention to detail, language should convey a deep connection to tradition, history, while avoiding ostentation.



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# BRAND POSITIONING

Gramercy & Gable delivers bespoke property management and ownership representation for New York City's most exceptional properties. Tailored to serve those with the highest of standards, the firm combines meticulous attention to detail with an unwavering commitment to excellence. By preserving legacies, enhancing investments, and anticipating every need, Gramercy & Gable ensures a seamless and elevated ownership experience for those who expect nothing less than the best.





# CORE VALUES

EXCELLENCE

CRAFTSMANSHIP

CLIENT-CENTRIC FOCUS

EXCLUSIVE

STRATEGIC VISION

INTEGRITY



# AUDIENCE

1.

## BUSY HIGH-NET-WORTH FAMILIES

Families with significant wealth, often managing multiple properties and investments. Time is limited and they prefer hands-off, expert property management.

2.

## PRIVACY-CONSCIOUS CLIENTS

Individuals who seek discretion and confidentiality in every aspect of property management.

3.

## NYC/BROOKLYN SINGLE-FAMILY HOME/CO-OP OWNERS

High-net-worth individuals seeking expert property management for their unique urban properties.

# BUSINESS SERVICES STRUCTURE

## OWNER'S REPRESENTATION

We act as your trusted advocate in all matters related to your property, ensuring your best interests are always prioritized. With a focus on preserving your privacy and exclusivity, our owner-managed firm ensures direct accountability at the highest level.

We provide strategic oversight of property and project management, distilling complex technical scenarios into clear, actionable insights to expedite decision-making. This personalized approach gives you peace of mind and confidence in your property's management.

## PROJECT MANAGEMENT

Our project management services ensure seamless execution of renovations, construction, or development projects, handling every detail with precision and care. We manage vendor selection and the bidding process, create and maintain detailed project schedules, and coordinate between all stakeholders, including architects, designers, and contractors. Regular site inspections and quality control measures ensure work meets the highest standards.

We provide comprehensive budget tracking, cost control, and change order management while proactively identifying and mitigating risks. Our team oversees the close-out of all permits, culminating in a white-glove turnover to ownership. With us, your projects are delivered on schedule, within budget, and with exceptional attention to detail.

## PROPERTY MANAGEMENT & MAINTENANCE

We provide comprehensive property management and maintenance services, ensuring your property operates seamlessly while maintaining its value and appeal. Our 24/7 rapid-response team guarantees same-day response for emergencies, leveraging an elite network of contractors to address issues promptly and effectively. We also manage third-party staff, ensuring seamless coordination and oversight.

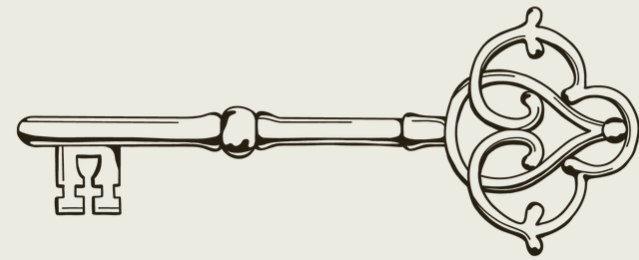
Our proactive systems monitoring covers mechanical, electrical, plumbing, and smart home technology to prevent issues before they arise. From end-to-end management of renovations and upgrades to routine maintenance, we uphold strict quality standards. Additionally, we harmonize lifestyle needs across your portfolio, ensuring your property aligns perfectly with your expectations and goals.

## PROPERTY ASSESSMENT & INSPECTIONS

Our property assessment and inspection services provide a detailed evaluation of your property's condition, ensuring it remains in optimal shape and retains its value. With a licensed in-house inspector, we conduct thorough pre-sale inspections for both residential and commercial properties. We also perform insurance renewal assessments and bank draw inspections to support financial and insurance requirements.

Our condition assessments offer a comprehensive view of your property's current state, helping to identify maintenance needs and future planning. Focused on asset protection, our insights enable you to make informed decisions to preserve and enhance the long-term value of your investments.





# GRAMERCY & GABLE

OWNER'S REPRESENTATION  
& PROPERTY MANAGEMENT



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