

BRAND GUIDELINES

Where Life Takes Shape.



WESTERN NATIONAL
PROPERTY MANAGEMENT
CaIDRE LIC #00838846



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MESSAGING





DEFINING WESTERN NATIONAL PROPERTY MANAGEMENT

FROM BUILDING TO BELONGING

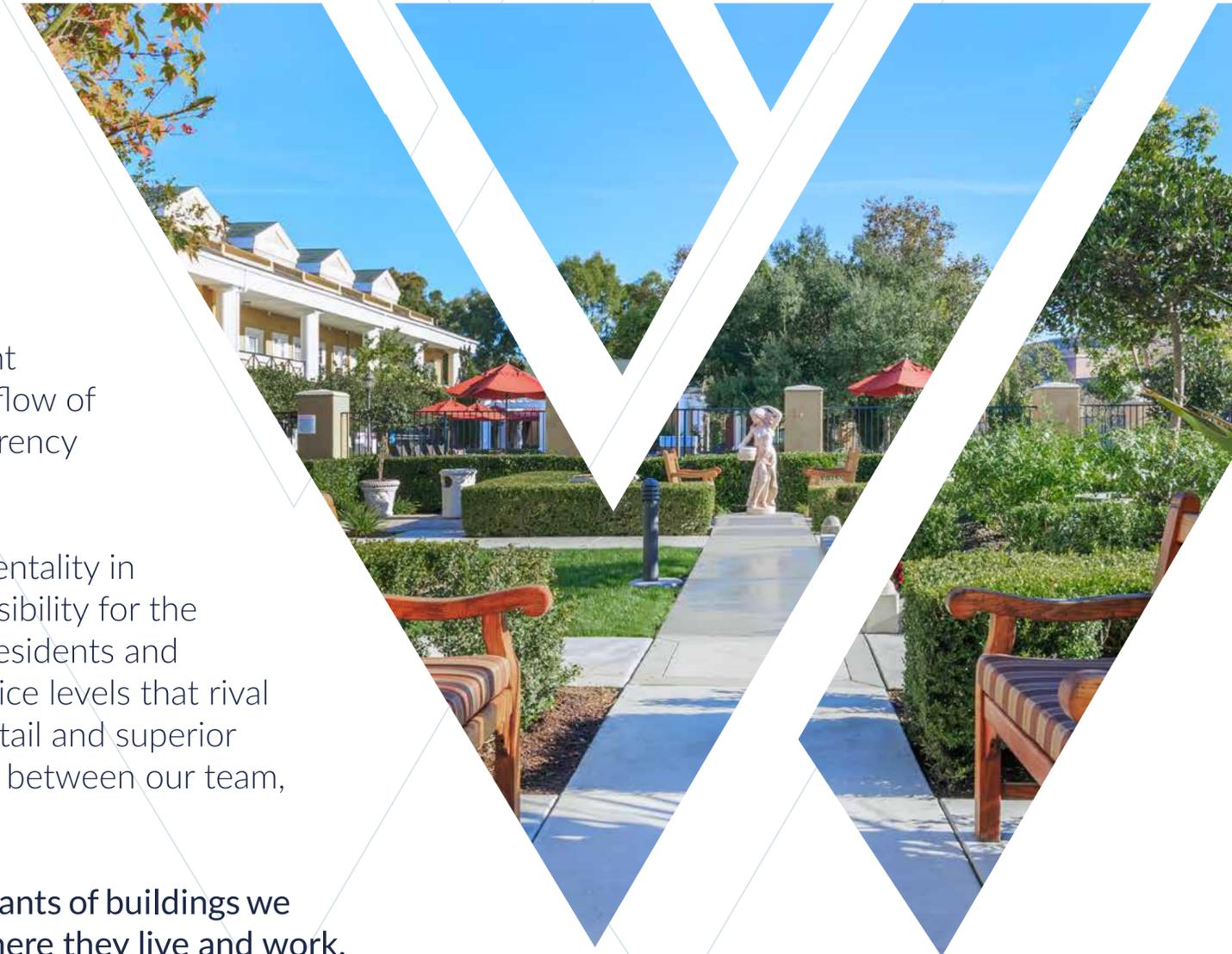
Western National Property Management (WNPM) is the commercial real estate management division of Western National Group (WNG), a vertically integrated owner, operator, and investor in commercial real estate founded in 1958. WNPM oversees the management of a portfolio of properties valued at greater than \$3.5 billion and has annual revenues exceeding \$350 million. The WNPM management portfolio includes nearly 25,000 apartments in communities across the Western U.S.

WNPM also serves as the property manager for third-party (non-WNG) assets in California, which comprise around half of the portfolio. WNPM provides management services to third parties, in addition to WNG assets, because a larger platform creates operating efficiencies that benefit both WNG-owned communities and those of its clients.

WNPM intimately knows the importance of efficient resource allocation and effective rent collection. Our duty is to maximize the cash flow of any building we manage and provide transparency across all aspects of asset performance.

WNPM associates maintain an ownership mentality in their roles. Associates recognize their responsibility for the total comfort, safety, and enjoyment of our residents and tenants. They are empowered to deliver service levels that rival the hospitality industry. Their attention to detail and superior customer service creates strong connections between our team, residents, and tenants.

WNPM clients are not just residents and tenants of buildings we manage, they belong to the communities where they live and work.





OUR PURPOSE

MAKING COMMERCIAL REAL ESTATE PERSONAL

Western National Property Management exists to bring personalized service to commercial real estate management. From multifamily residential to offices and retail properties, WNPM seeks to serve the owners, residents, and tenants of our spaces and communities with the highest regard for their needs through attention to detail and a dedication to customer service.

Our purpose is to grow stable, welcoming communities that enrich people's lives for the long term. To achieve this purpose, WNPM builds from a cornerstone of customer service and ethical conduct. It is our job to do what is right for our clients, tenants, residents, and associates.

WNPM PERSONAL VALUES

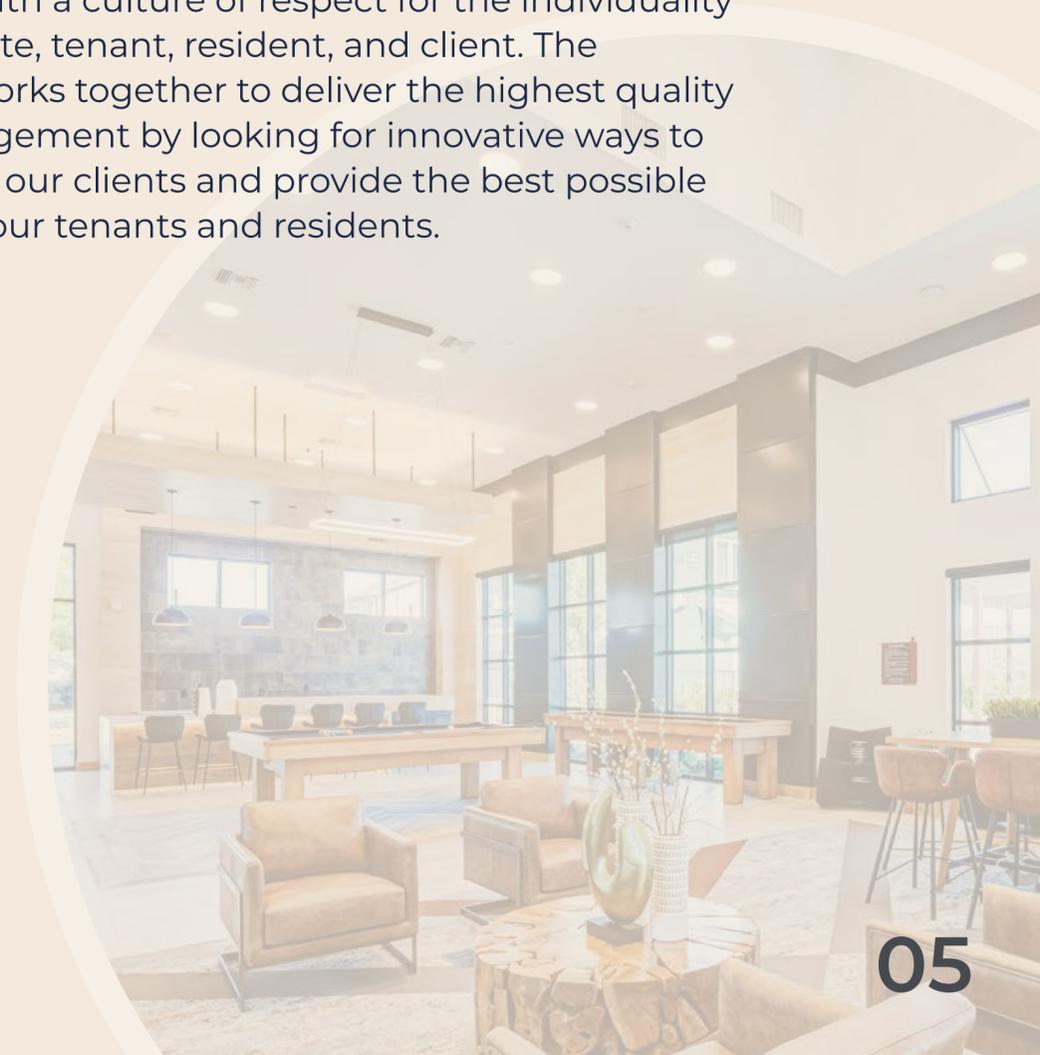
- ◆ A Community-minded Organization
- ◆ Dedicated to Providing Legendary Customer Service
- ◆ Honest and Ethical in All our Actions
- ◆ Focused on Stable and Long-term Growth



OUR MISSION

PROPERTY MANAGEMENT WITH A PERSONAL TOUCH

WNPM's mission is to build lasting value by meeting the unique needs of every property, community, and client by providing exceptional service. At WNPM, exceptional service starts with a culture of respect for the individuality of every associate, tenant, resident, and client. The WNPM team works together to deliver the highest quality property management by looking for innovative ways to create value for our clients and provide the best possible experience for our tenants and residents.





OUR VALUES

VALUE BEYOND BRICKS

Our brand values are the guiding principles that inform our behavior and decision-making process, help us serve our customers, and differentiate our brand in the marketplace.

INTEGRITY

All our business interactions begin with our integrity. As a leader in the industry, we must set an example of ethical behavior. Our clients, residents, and tenants trust us because we are honest and transparent in our dealings with them.

INNOVATION

Every WNPM associate is encouraged to explore new ways to get the job done to better meet the needs of the clients, residents, and tenants we serve.

ACCOUNTABILITY

WNPM is a trusted partner for our clients, residents, and tenants. We are accountable to them. Each client, tenant, or resident has expectations that must be met; those expectations are the reason they partner, lease, or live with us. Every team member at WNPM is responsible for meeting those expectations.

COMMUNITY

We create communities within our commercial properties, multifamily buildings, and within WNPM itself. We want everyone we encounter in our interactions to experience a sense of belonging and understanding that creates a welcoming and comfortable environment.

EXCELLENCE

We seek to surpass our owners' goals and our tenants' and residents' expectations. We want them to feel that the choice to work with WNPM, or live in our buildings, or lease our commercial space, was the best decision they could have made. We must strive for excellence in everything we do.



OUR PILLARS

REAL ESTATE, REAL IMPACT

Key brand pillars serve as the fundamental support of our brand. They highlight our strongest aspects and help differentiate us in a crowded marketplace.

ADAPTABLE

We want our associates to have a growth mindset to guide their attitudes and actions at work.

A PEOPLE-FIRST MENTALITY

We put people first. Our decisions are made with the needs and expectations of the people we serve as the primary factor. Our properties are managed to ensure that 1) Our tenants' and residents' lives are comfortable and successful; 2) our clients receive the value they sought with their investments; and 3) our associates have the career opportunities they sought when joining WNPM.

FOCUS ON LONG-TERM VALUE

Our management style is prudent and thoughtful. WNG's 65 years of success has instilled in WNPM the belief that success isn't measured quarter by quarter, or even year to year, but how it is passed from generation to generation. Maintaining and growing a business over the long haul requires decision-making that comes from a balance of forward-thinking vision and deep experience over decades.





WHY OUR CLIENTS CHOOSE US

WHY INVESTORS CHOOSE US

Because we are owners working for owners, we know exactly what is expected from each property – cash flow, value growth, and prudent investment. However, every asset has different needs and challenges. WNPM's six-plus decades of experience managing the unique aspects of hundreds of properties provides the experience needed to deliver on our clients' expectations. Clients appreciate WNPM's hands-on approach that is tailored to address the specific requirements of each client and property.

WHY RESIDENTS CHOOSE US

People want to live somewhere they can call home; a comfortable community with a management company that cares about their needs. Our communities provide high quality apartments with accessible amenities including fitness studios, spas, event spaces, and pools. We even make it easy to work from home with business centers and available internet. At WNPM, we treat each and every community under management as if we own it. Our associates really do care about the residents who live in our apartments. For the past 25 years, we have provided a Customer CARES Hotline to give our residents a voice and ensure that they are all satisfied.

WHY COMMERCIAL TENANTS CHOOSE US

Doing your job or running a business is hard enough, so WNPM works to make leasing at our properties as easy as possible for tenants. We work with our commercial tenants with integrity, honesty, and loyalty. Whether office or retail, WNPM views commercial tenants, just like our residents, as individuals. Our tenants expect a great place to conduct their business that's easy to access, well run, and cost effective. Our buildings are located where our tenants want to be, and when issues arise, our associates are there, all at the most competitive rates.

OUR TONE

Positive

The WNPM team is charismatic and fun-loving. The tone for all our communication should be fundamentally positive, and as a team we should be inspired to always look on the bright side of things.

Genuine

The WNPM CREDO says that our associates should act with honesty and integrity. If we aren't genuine in all of our communication and interactions with our residents, tenants, or clients, we won't live up to our CREDO, our brand promise, or our business objectives.

Intentional

We say what we mean and act on it. We do not do or say anything that we cannot stand behind 100%.

Detailed

Every property, community, client, tenant, and resident is different. Treating them each like the individuals they are requires attention to detail and meticulous consideration. Our communications, interactions, and decisions must be viewed through various lenses to be certain they are the right ones and executed properly.

Confident

WNG has been successful for over 60 years. Like any experienced leader, we have likely seen and heard it all, and (probably) know how to handle it, but we don't know everything. We are confident, not arrogant. We embrace learning and innovation, looking at change to make our business better for ourselves, our residents and tenants, and our clients.

Open-minded

While processes are important, sometimes things change and so do we. We are assured in what we do, we but remain open-minded and curious. Our WNPM team is committed to thoughtfully evolving our business and services to best meet the shifting needs of our clients, residents, and tenants alike.





LOGO





CURRENT LOGO



WESTERN NATIONAL PROPERTY MANAGEMENT
A WESTERN NATIONAL GROUP COMPANY





NEW LOGO DESIGN VARIATIONS



Where Life Takes Shape.



BRAND COLORS





Core Palette

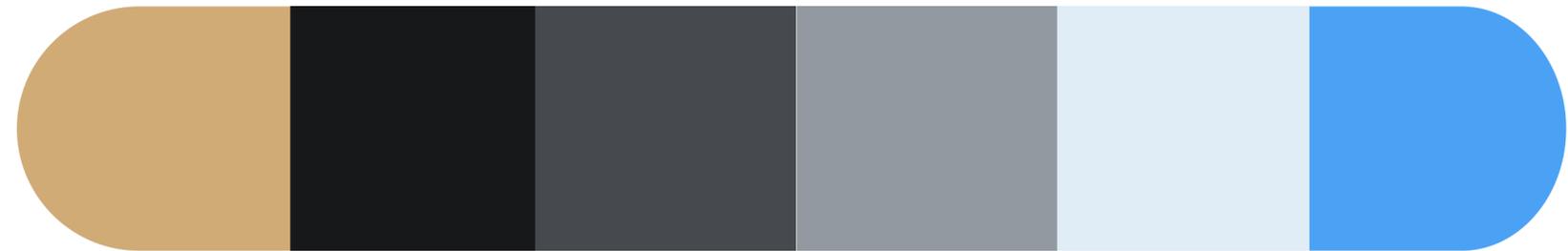


WNPM Blue: #004B8D

Navy: #1A2644

White: #FFFFFF

Secondary Palette



Tan: #D0AB76

Gray 4: #17181A

Gray 3: #46494D

Gray 2: #989FA6

Gray 1: #E6F2FC

Cyan: #4BA2F4

Usage Proportions





TYPOGRAPHY





Typographic Scale

Display

Headline 1

Headline 2

Headline 3

Body 1

Body 2

Body 3

Caption

OVERLINE / EYEBROW

Headline Font

Montserrat

Light

Regular

Medium

Bold

Body Font

Lato

Light

Regular

Medium

Bold





PATTERN





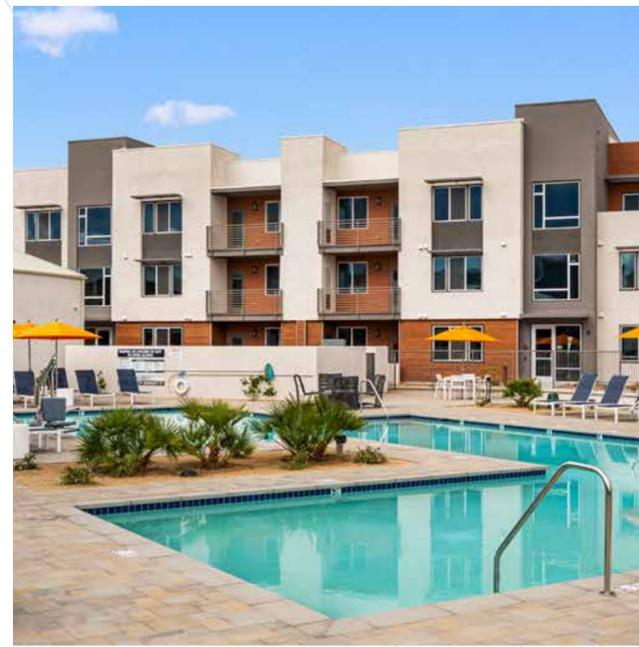
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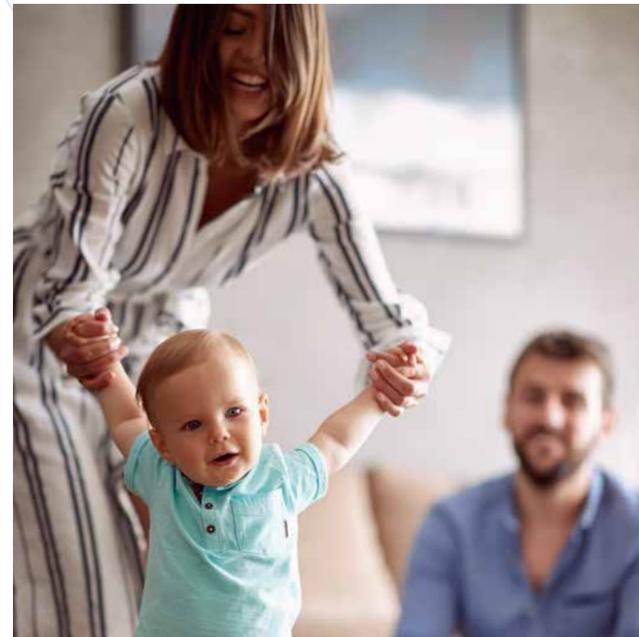
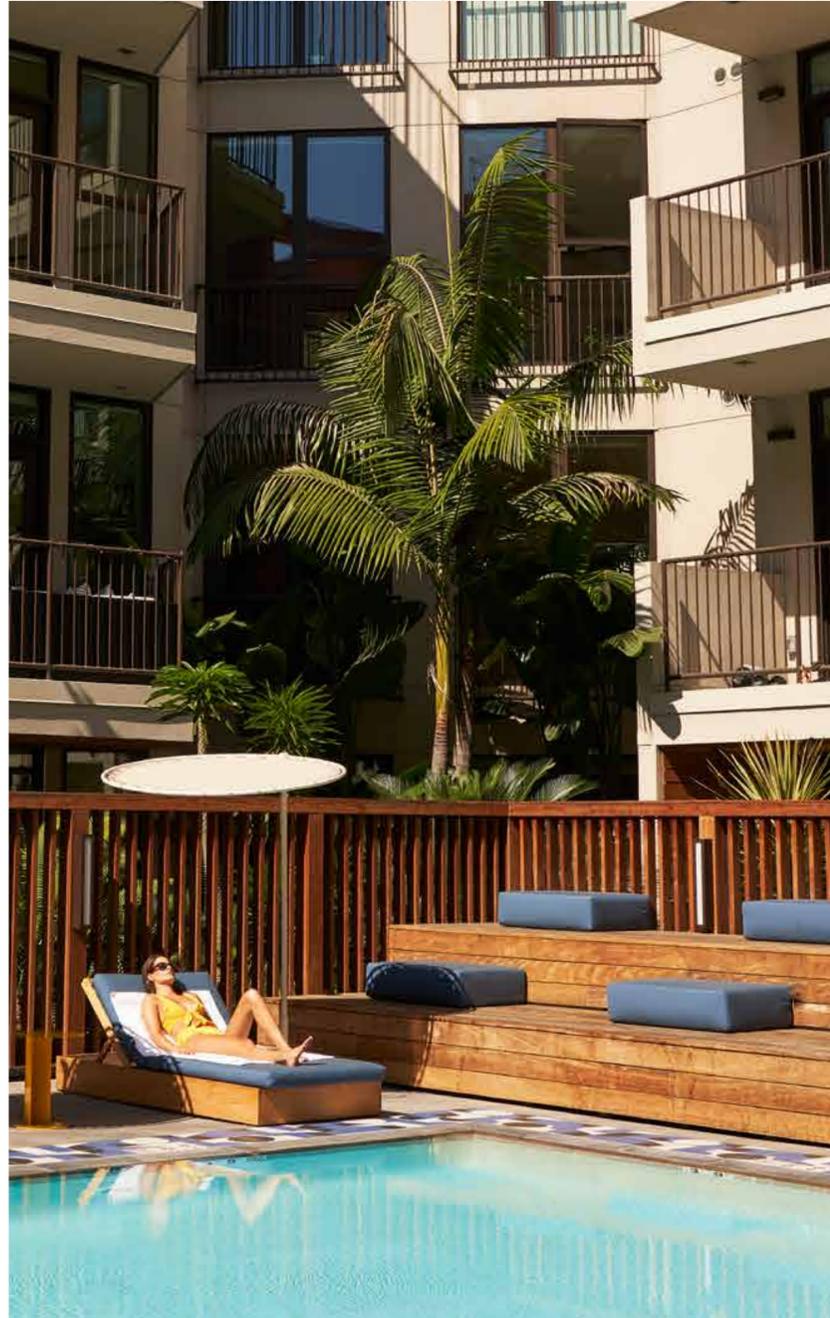




PHOTOGRAPHY









APPLICATION





8 Executive Circle
Irvine, CA 92614
info@wnapartments.com
(949) 862-6200

To: Mike Hayde
8 Executive Circle
Irvine, CA 92614

Date: 10 May, 2025

Dear Mike,

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Laura Khouri
Managing Director



WESTERN NATIONAL GROUP CREDO
People are our most important asset.
A reputation for honesty, integrity and loyalty.
Attention to detail.
Dedicated to the needs of our residents, customers and investors.
A foundation of teamwork and respect.
Treat each property as if it were your own.
Quality work leads to fun, success and rewards.

LAURA KHOURI
President and CEO
(949) 862-6200
lkhour@wnpm.com
WESTERN NATIONAL
PROPERTY MANAGEMENT
CalDRE LIC #00838846







OUR PURPOSE

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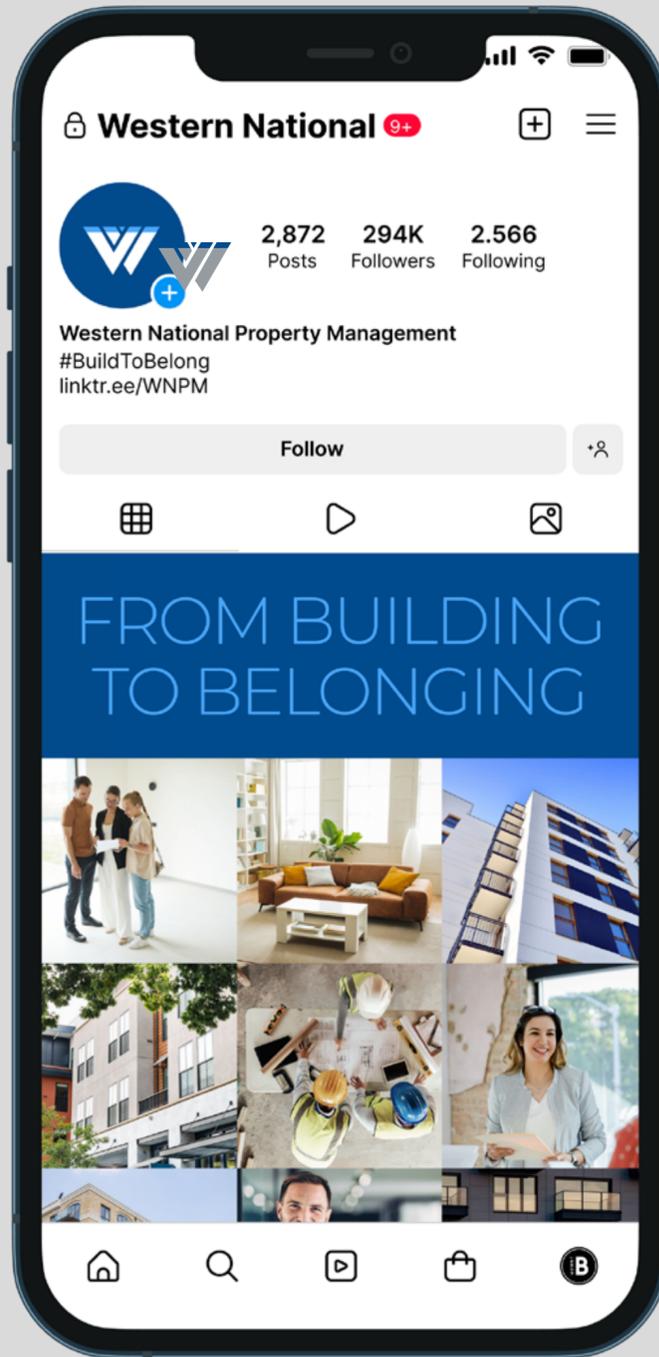


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[Services](#)

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[CONTACT US](#)



 WHERE LIFE TAKES SHAPE



Who We Are



We care for you,
so you can be *carefree.*

At Western National Property Management, we are committed to service and resident satisfaction. Our communities are caring and friendly places, staffed with enthusiastic people who provide you with the best value in apartment living. Our personal touch shows the pride we take in making our residents feel at home.

 WESTERN NATIONAL
PROPERTY MANAGEMENT
CalDRE LIC #00838846

Where Life Takes Shape.



WELCOME TO

Vista imperio APARTMENTS



*If there is anything you need,
please let us know!*

We are delighted to welcome you to your new home! As you unpack and settle in, we want you to know that we are here to make sure your experience is comfortable and enjoyable.



To pay your rent and submit maintenance requests through our resident app, download Zego Living today!

COMMUNITY MANAGER

FACILITIES MANAGER