NORTHEAST Private Client Group®

Building Relationships That Drive Results



Press & Media Kit

Contact | www.northeastpcg.com Information | admin@northeastpcg.com

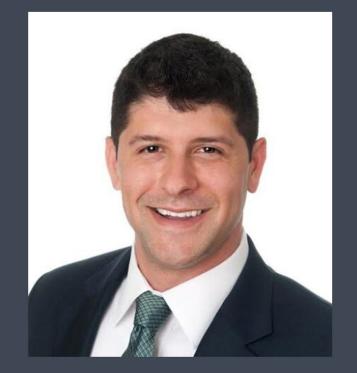
Leadership

Featured below, for your use, are the bios and images of CEO & Founder Edward Jordan and Brad Balletto, Senior VP, Investment. For full bios, please visit the media kit webpage.

Edward Jordan co-founded Northeast Private Client Group® in 2010 and now serves as the company's CEO. He is based in the investment sales firm's Boston regional office. In his role, Edward is responsible for providing strategic, financial, and operational leadership for the company as well as supporting the senior leadership team.

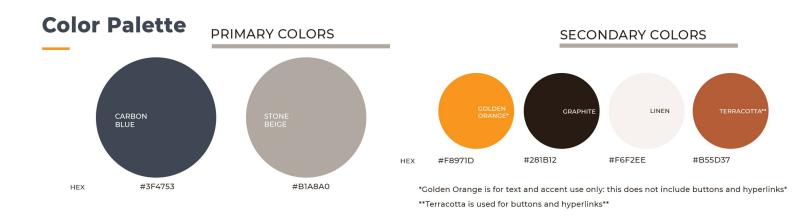
Since starting the company, Edward has led the award-winning growth of the firm across many states, recruited, coached, and deployed a deep bench of talented investment sales professionals, and captured commanding market share in the private client mid-market deal size.





Brad Balletto co-founded Northeast Private Client Group® in 2010 and has risen to Senior VP, Investments with the company. He is based in the real estate investment sales firm's Connecticut office and sells real estate in the Northeast and nationally. He is the leader of the Metro North Team. He has closed over \$1 billion in sales and over 100 transactions.

Brad has won the CoStar Power Broker award in 2015, 2017, 2019, and 2020. He also received the 2021 Connect Media Annual Top Broker Award.



Logo Forms

The stacked orientation of our logo is our primary logo and should be used whenever possible. The horizontal format can be used when limited by space.

NORTHEAST



Building Relationships That Drive Results

OFFICIAL 2-COLOR LOGO (with tagline) OFFICIAL 2-COLOR LOGO (no tagline)

PRIVATE CLIENT GROUP®



2 .

BLACK LOGO (with tagline)



Building Relationships That Drive Results

CARBON BLUE LOGO (with tagline) NORTHEAST PRIVATE CLIENT GROUP[®] Building Relationships That Drive Results

> REVERSE LOGO (with tagline)





NORTHEAST PRIVATE CLIENT GROUP

BLACK LOGO (no tagline) CARBON BLUE LOGO (no tagline)

REVERSE LOGO (no tagline)

Font Use & Typography

The typefaces below make up our type system. The primary type family has varying uses, and comes in a variety of font weights to allow for flexibility.

DISPLAY HEADLINES

Montserrat ExtraBold, Sentence or Title Case Kerning 20 Carbon Blue

SECONDARY HEADLINES

Montserrat Medium, All Caps Kerning 150 Stone Beige

TERTIARY HEADLINES

Montserrat SemiBold, All Caps Kerning 150 Carbon Blue

BODY COPY

Montserrat Regular, Sentence Case Graphite PRIMARY

Montserrat

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!?S @ % &

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!?S @ % &

EXTRA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ! ? S @ % &





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