

## Alexander & Baldwin Reveals New Corporate Logo and Tagline, "Partners for Hawaii"

HONOLULU, Nov. 13, 2017 /PRNewswire/ -- Alexander & Baldwin, (NYSE:ALEX) (A&B) Hawaii's premier commercial real estate company, today revealed a new corporate logo and the tagline "Partners for Hawaii" to reinforce the company's strategic focus on investing in Hawaii. To mark the launch of the new corporate brand, A&B President and CEO Chris Benjamin and a team of company executives today rang The Opening Bell at the New York Stock Exchange.

"A&B's vision is to create special places and experiences that help to make Hawaii better, while acting with an abiding respect for our state's communities, people, cultures and environment. Our new logo and tagline illustrate our commitment to our home state. Whether through farming, construction, real estate or related businesses we want to continue the Company's 147-year history of dedication to the islands, and reinforce our role as Partners for Hawaii," Benjamin said.

Inspired by the motifs of A&B's historic corporate headquarters building in downtown Honolulu, the logo represents strength in history and a fresh approach to the future. The circular shape of the logo represents Hawaii's community. Within the circle, a modern rendition of the initials "A&B" is surrounded by imagery illustrating the diversity of Hawaii's culture and the company's heritage in agriculture, shipping, development, materials and construction.

The tagline "Partners for Hawaii" reflects A&B's commitment to enhance Hawaii's communities and continue the caring legacy of the company's founders. In the last five years, A&B has invested \$1.5 billion in Hawaii while also contributing more than \$5 million to non-profit and community organizations across the state.

"Our new logo reflects our history while also illustrating our progressive nature. For nearly 150 years, A&B has evolved to remain successful in an ever-changing world," Benjamin said.

To develop the logo and tagline, A&B partnered with Sae Design, a respected Hawaii-based design firm, and iQ360, an accomplished communications agency with offices in Honolulu, San Francisco and New York. Both agencies studied A&B's history and worked closely with employees to develop a refreshed brand identity that reflects the company's culture and commitment to Hawaii.

### **ABOUT ALEXANDER & BALDWIN**

[Alexander & Baldwin](#) is Hawaii's premier commercial real estate company and the state's largest owner of grocery/drug-anchored retail centers. With a portfolio of approximately 87,000 acres in Hawaii, A&B is the state's fourth largest private landowner. A&B is a fully integrated real estate investment trust and owns, operates and manages 4.8 million square feet of retail, industrial and office space primarily in Hawaii and on the U.S. Mainland. A&B's interests extend beyond commercial real estate into diversified agriculture, renewable energy, and land stewardship. A&B also is Hawaii's largest construction materials company and paving contractor. Over its nearly 150-year history, A&B has evolved with the state's economy and played a lead role in the development of the agricultural, transportation, tourism, construction and real estate industries. Learn more about A&B at [www.alexanderbaldwin.com](http://www.alexanderbaldwin.com).

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