NEWS RELEASE

Colliers Unveils New Visual Identity

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Colliers launches brand refresh built to own the blue for years to come

TORONTO, February 3, 2021 – Colliers (NASDAQ and TSX: CIGI) announced today the launch of a new visual identity as part of its global brand strategy. Designed for today's evolving digital era, the refresh is a natural evolution of the iconic Colliers brand.

"Our expert advice leads the industry into the future and how we represent ourselves reaffirms our position as market leaders and supports business growth," said Becky Finley, Global Chief Brand and People Officer. "The changes we're introducing today reinforce our commitment to accelerating the success of our clients and shape our industry presence."

"The Colliers brand is more than our name – it's our enterprising culture, mission and values. It's how we interact every day with clients and how we represent ourselves visually. Today is a significant milestone for our business as we strengthen our presence within the industry and broaden our public profile," continued Finley. "Our changes are designed to modernize our iconic brand, maximizing our established equity."

With the long-standing tagline "accelerating success" at the forefront of Colliers business decisions, the rebranding builds upon Colliers' culture that prides itself on acting with agility, championing new ways to make quick and informed decisions, thinking differently, and bringing passion to work.

Key changes to the visual identity as part of the refresh include:

- Updated logo design – The logo is the most critical and recognizable element of the Colliers brand. The word “international” has been removed to give more prominence to the Colliers wordmark, allowing for greater legibility especially for digital formats.
- More blue – The colour palette has been updated to be bold and feature energetic shades that align with the company’s passionate and enterprising culture.
- New typography – The new typography communicates a clean, approachable and confident brand.
- Energized and modern design elements – The refresh brings a suite of new design elements, including more prominent use of the Colliers tagline “accelerating success”.

Switching to the new visual identity online will be Colliers’ top priority, to be followed by updated print materials and new signage.

About Colliers

Colliers (NASDAQ, TSX: CIGI) is a leading diversified professional services and investment management company. With operations in 68 countries, our more than 15,000 enterprising professionals work collaboratively to provide expert advice to maximize the value of property for real estate occupiers, owners and investors. For more than 25 years, our experienced leadership, owning approximately 40% of our equity, has delivered compound annual investment returns of almost 20% for shareholders. In 2019, corporate revenues were more than $3.0 billion ($3.5 billion including affiliates), with $33 billion of assets under management in our investment management segment. Learn more about how we accelerate success at **corporate.colliers.com**, Twitter **@Colliers** or **LinkedIn**.

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