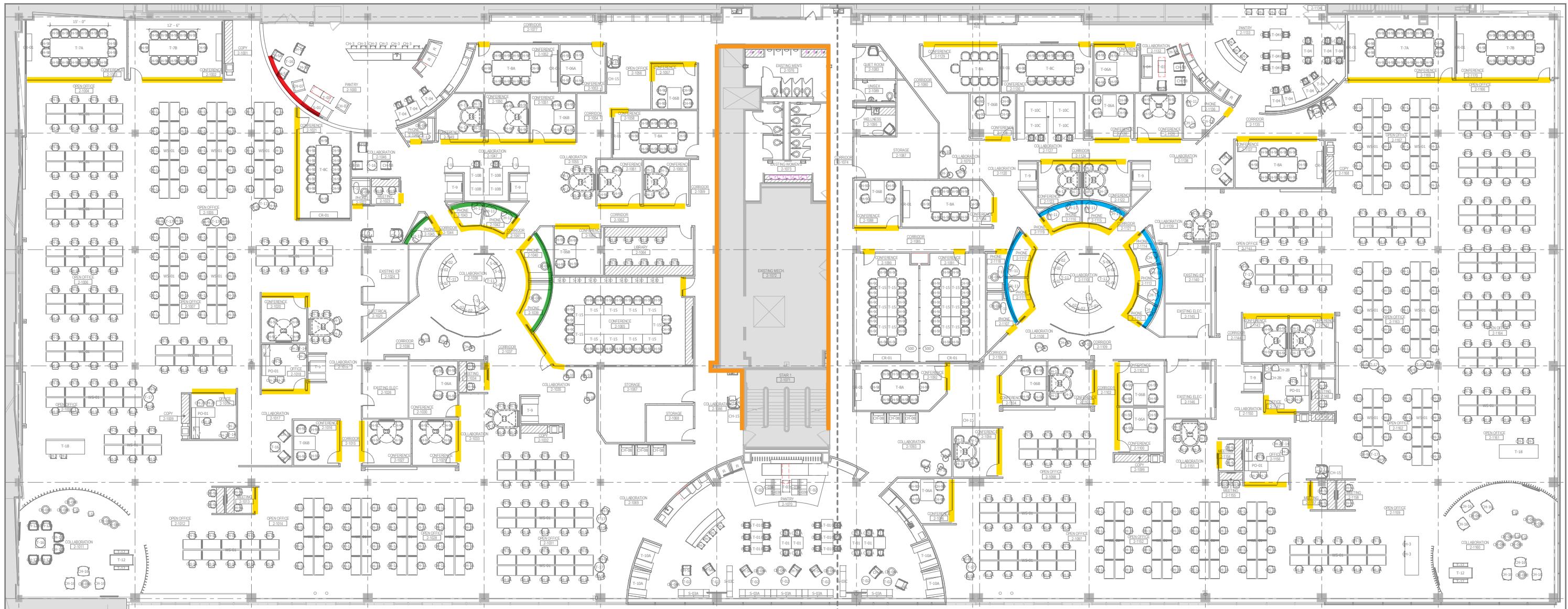




**atrium
environmental
branding & signage
for approval**

Kahler Slater
ENVIRONMENTAL BRANDING

BRANDING PROGRAMMING



● ARRIVAL: C1 BOOM

● HUB WEST: PARK

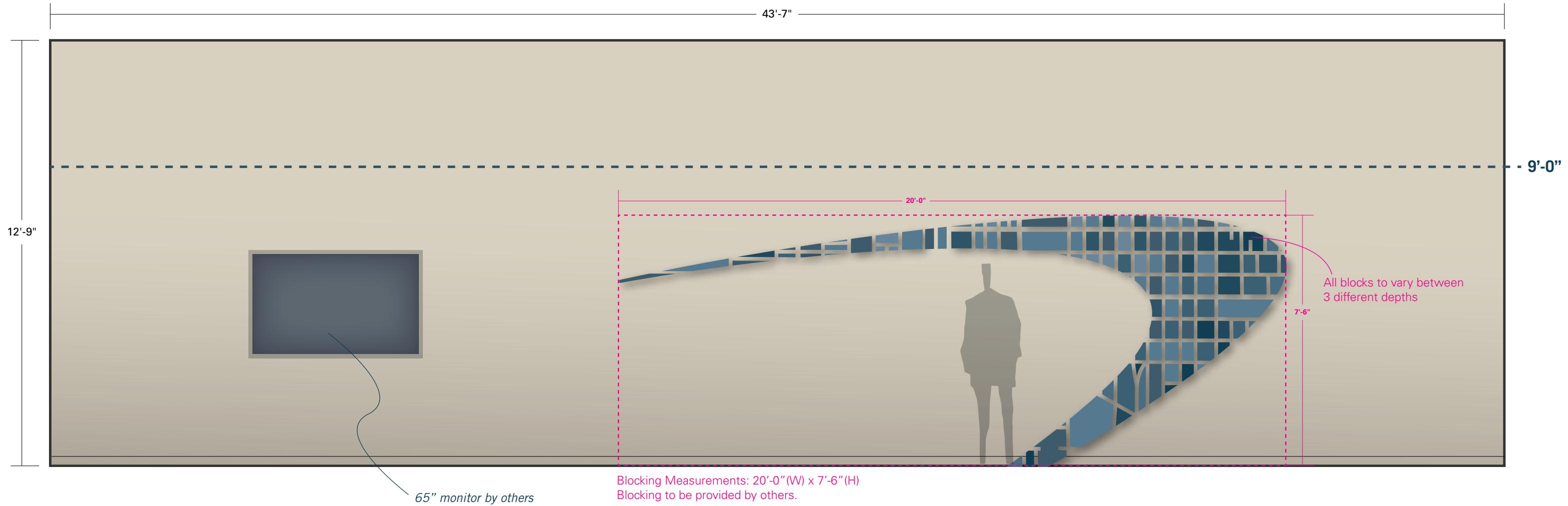
● CORE: THE LOOP & 'L'

● HUB EAST: LAKE

● GLASS FACES: FILMWORK



ARRIVAL: C1 BOOM



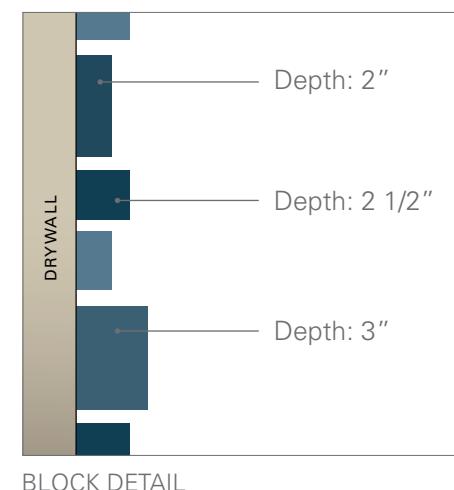
DESIGN INTENT

WOOD TO BE:

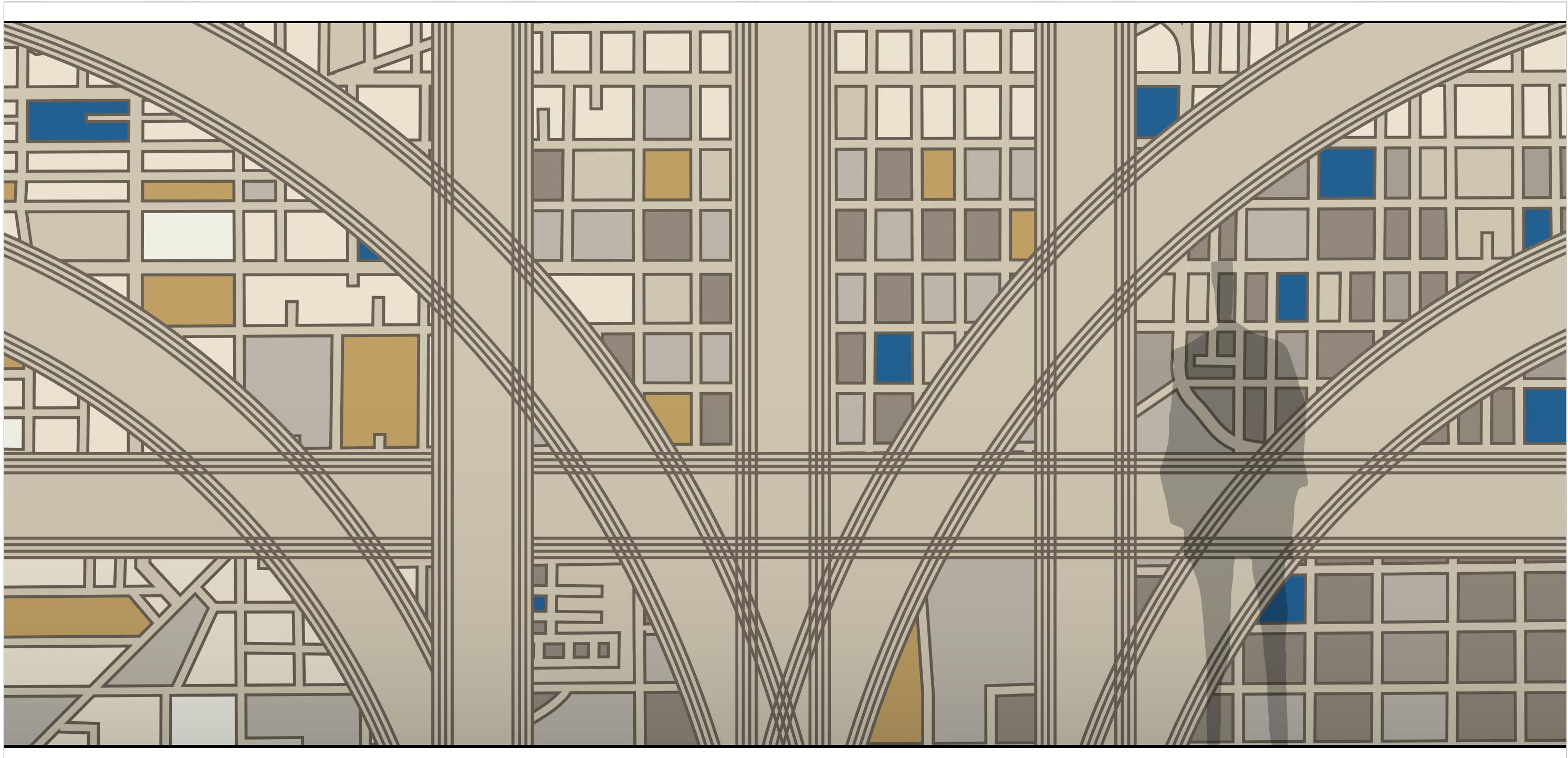
- (108) Wood blocks of varying shapes and sizes arranged to appear like a city grid taking the shape of the boom
- (4) different blue stains TBD
- (3) Varying depths of 2", 2 1/2" and 3"
- Wood cut to show end grain
- Mounted flush to wall (method TBD)

Pricing to include the following samples:

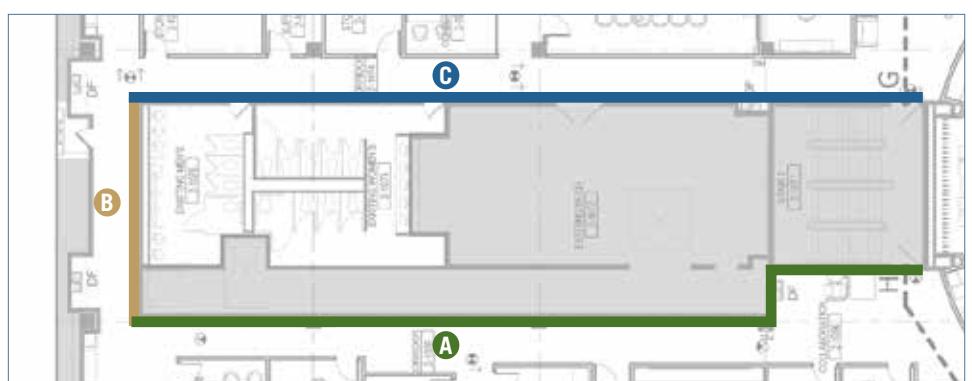
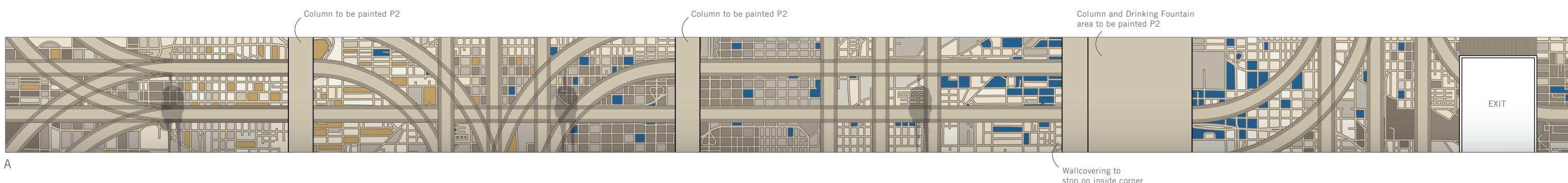
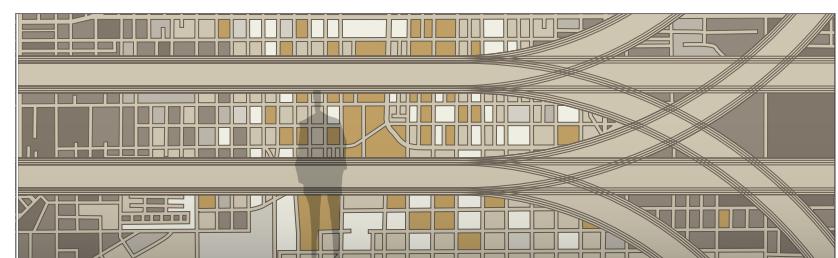
- (6) Stain options
- (1) small full scale mock-up 12"x12"



CORE: FINAL DESIGN DETAIL



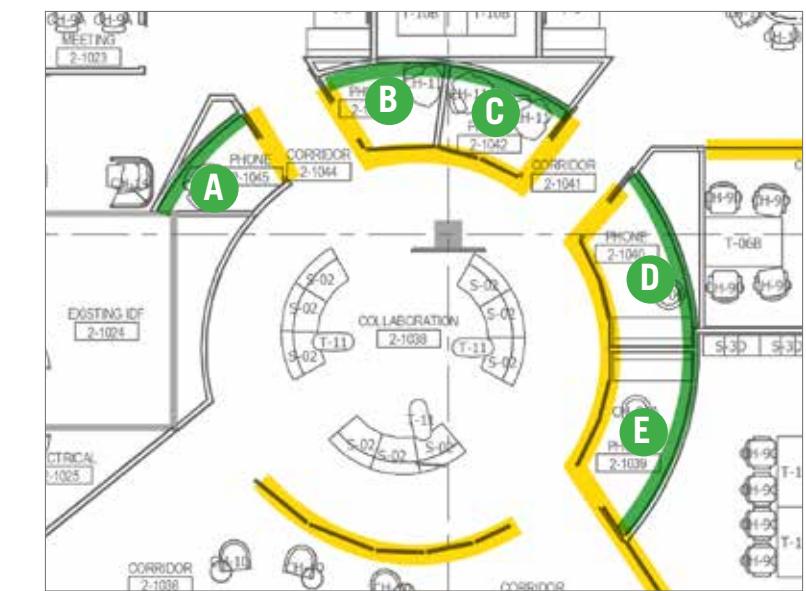
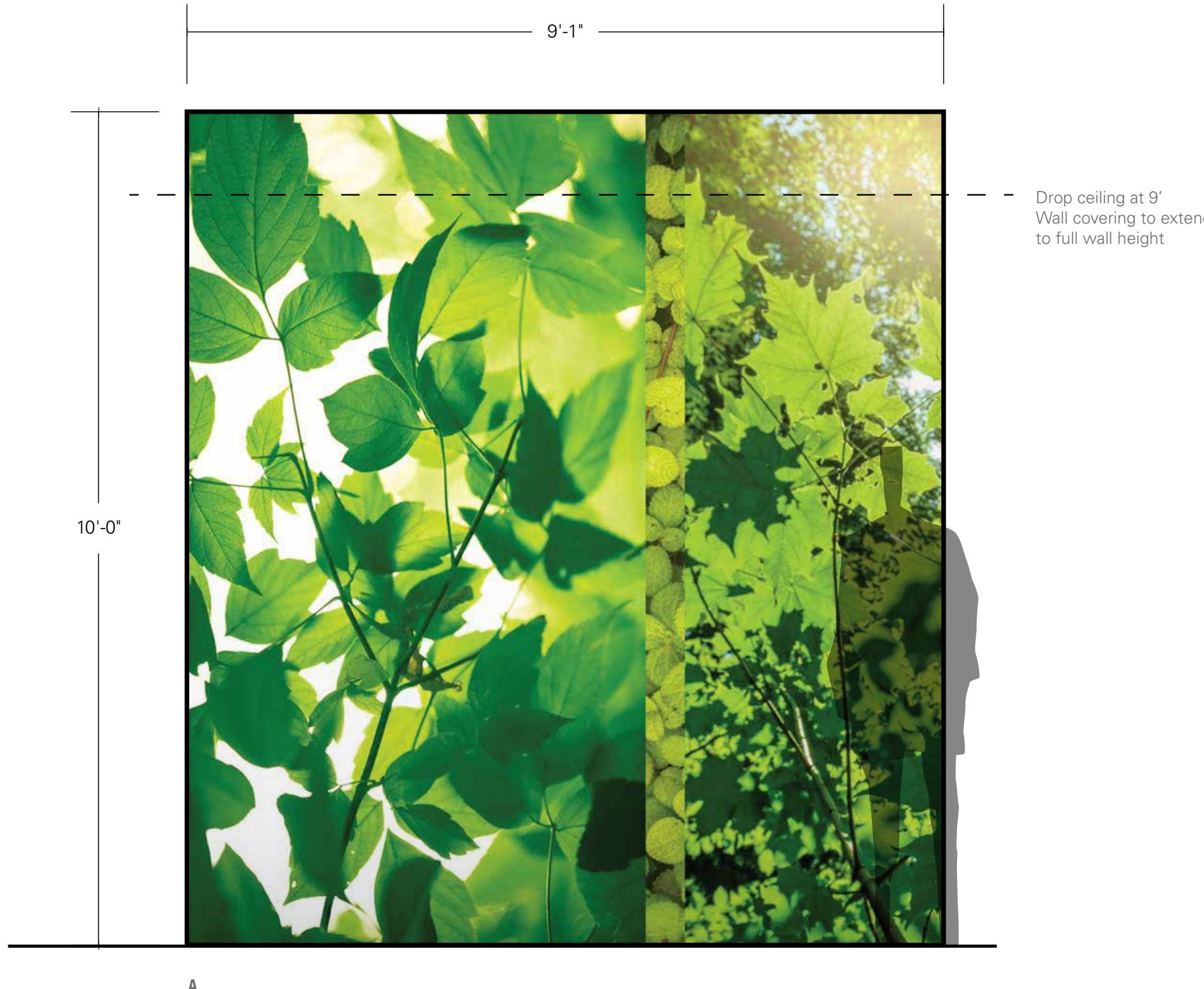
CORE: FINAL DESIGN



MAIN CORE COLORS

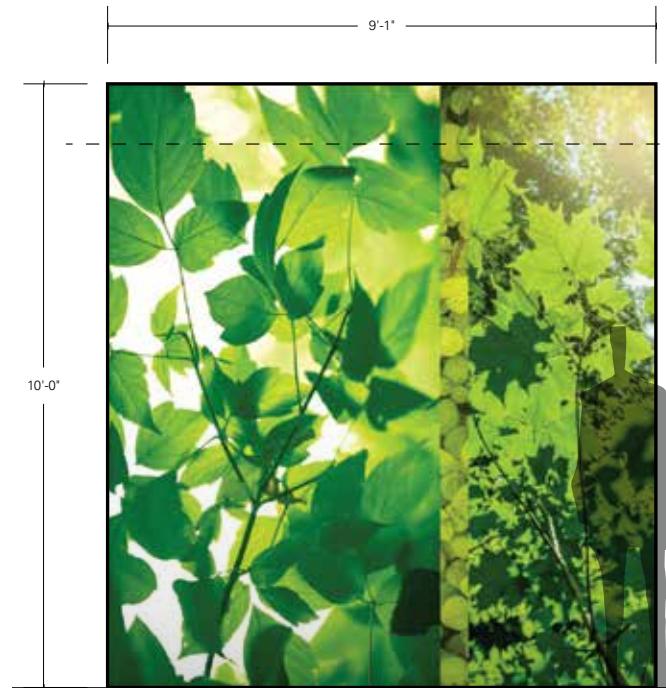
- PMS 364
- PMS 647
- SW 6130
- BM HC-83
- SW 7026

HUB WEST: PARKS TYPICAL ELEVATION

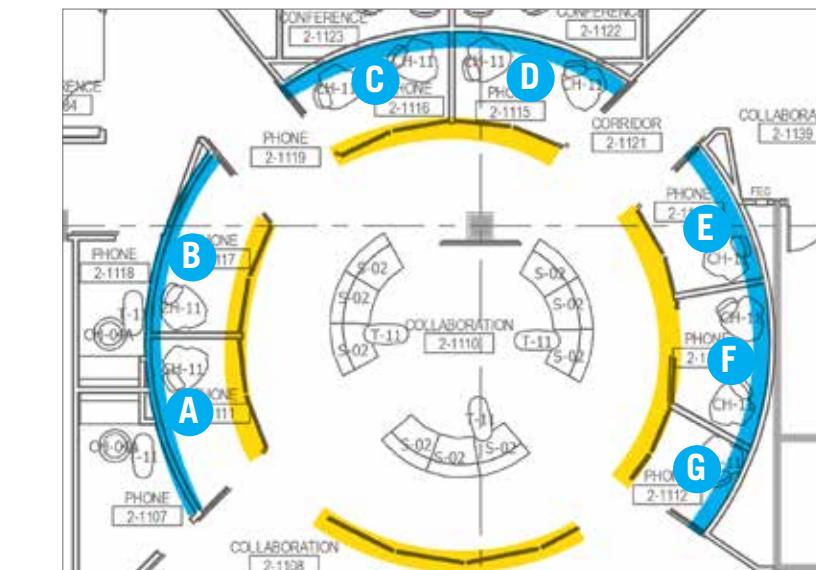
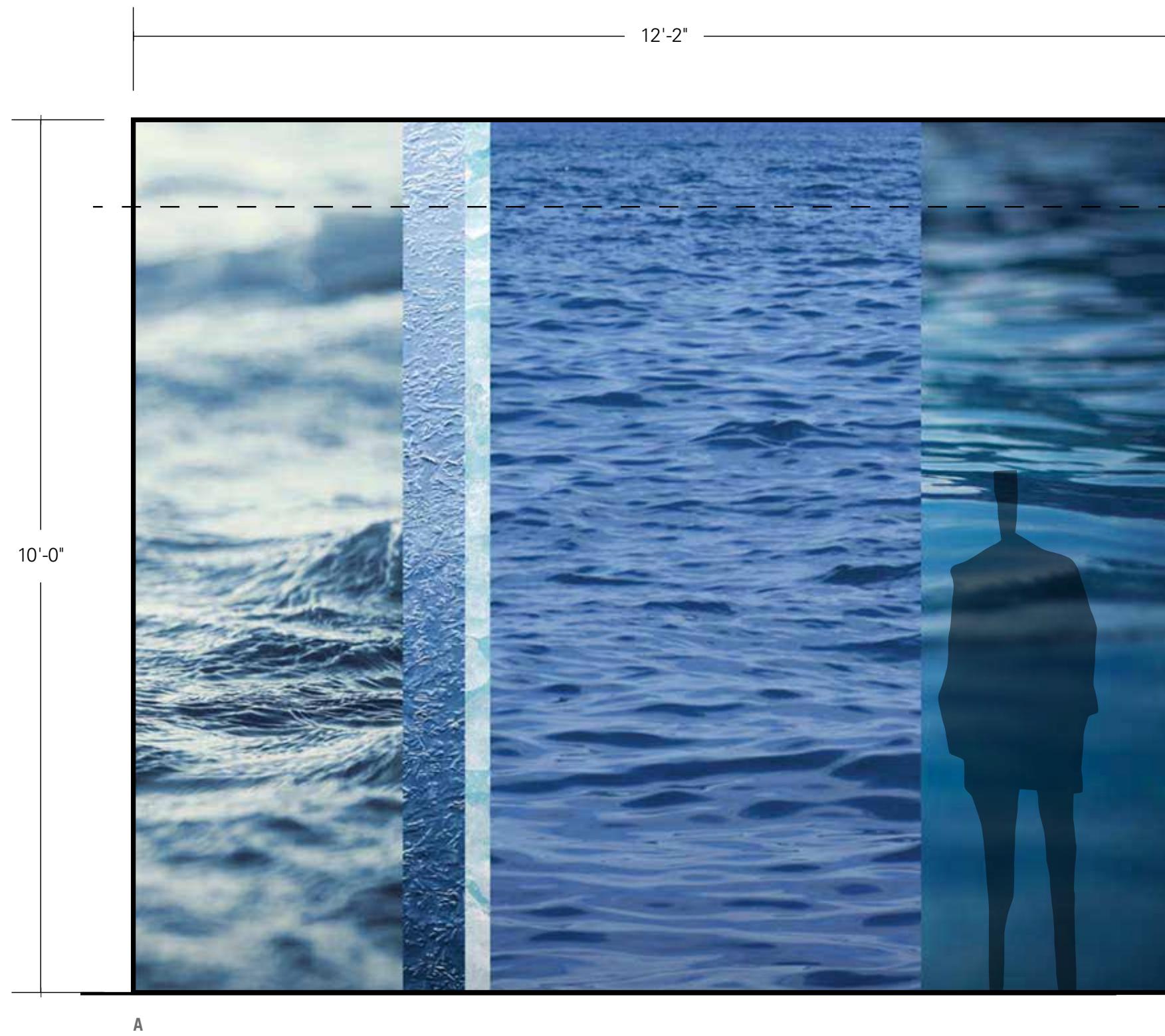


Park Hub Location Plan

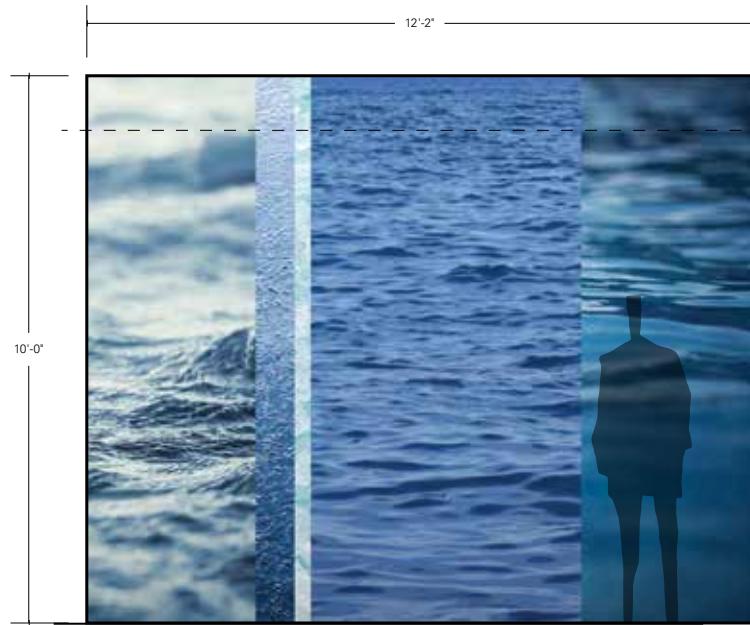
HUB WEST: PARKS



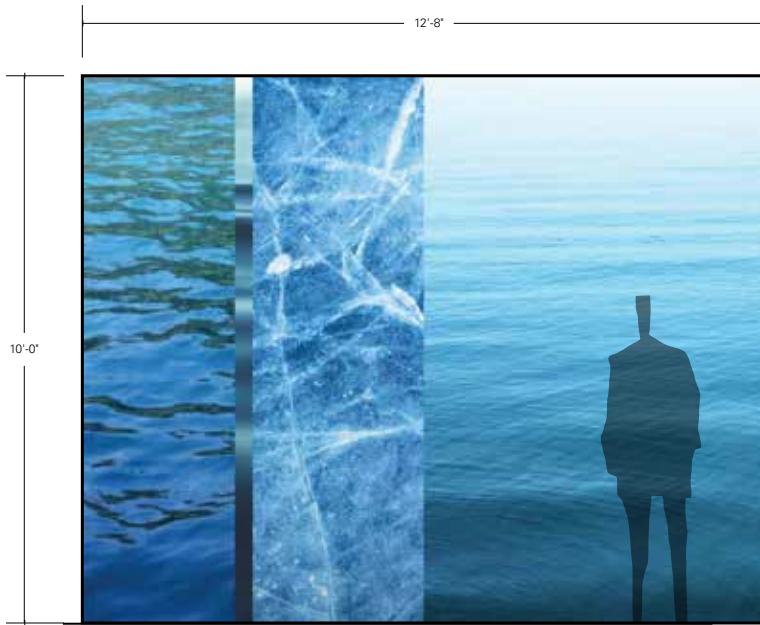
HUB EAST: LAKE TYPICAL ELEVATION



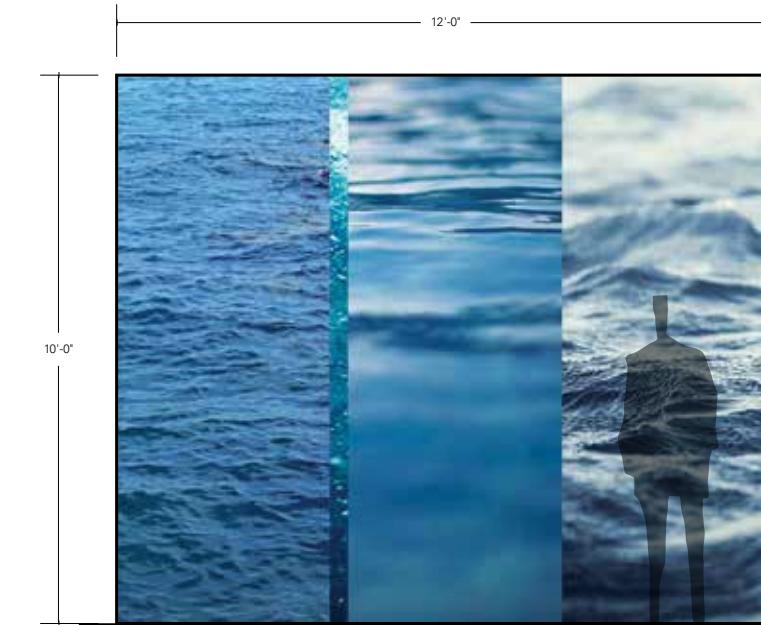
HUB EAST: LAKE



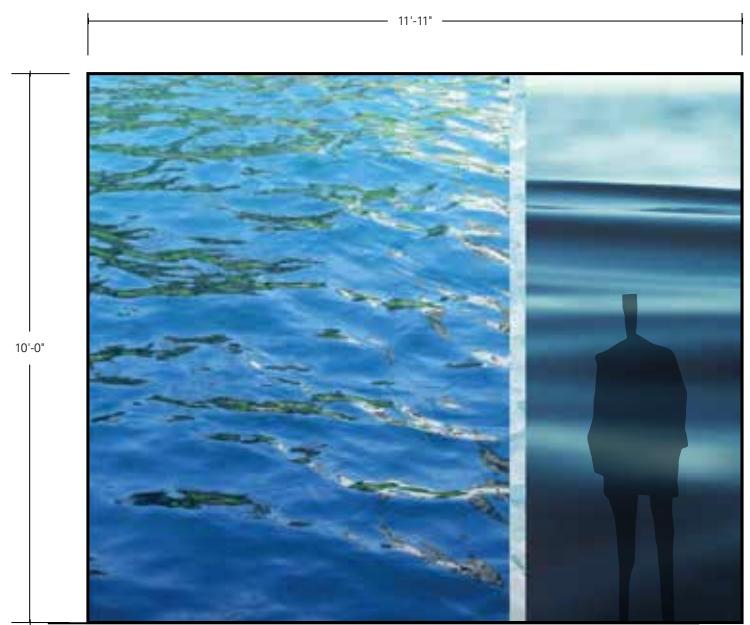
A:



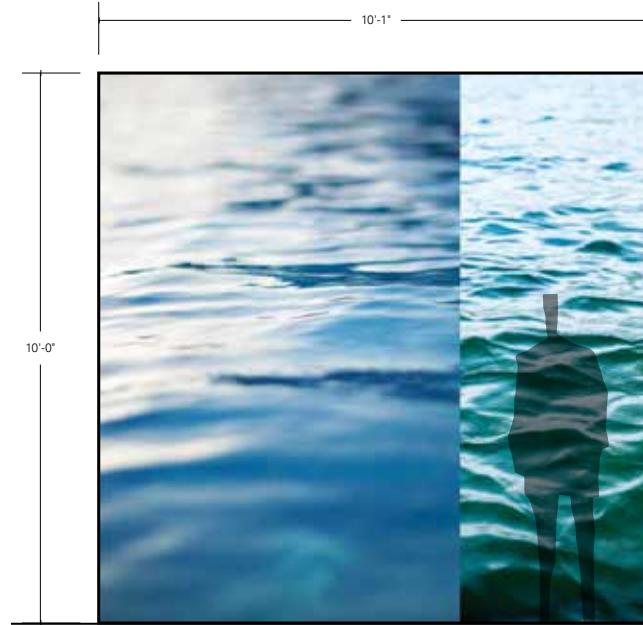
B:



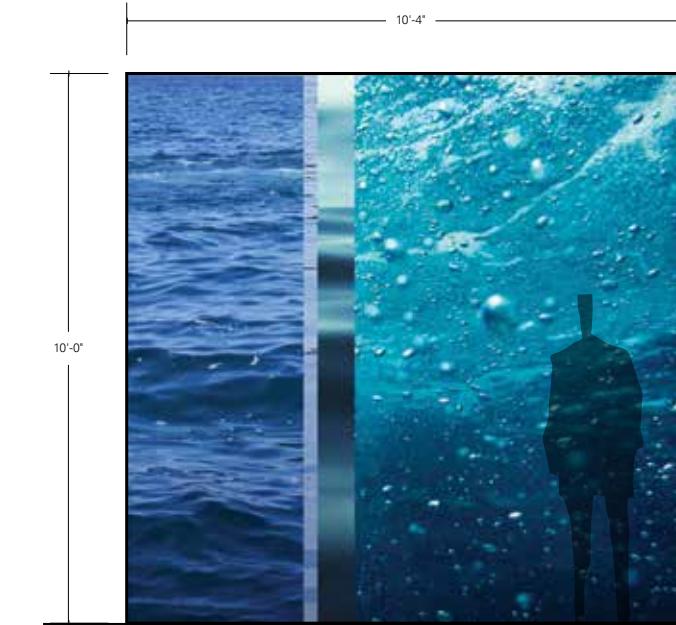
C:



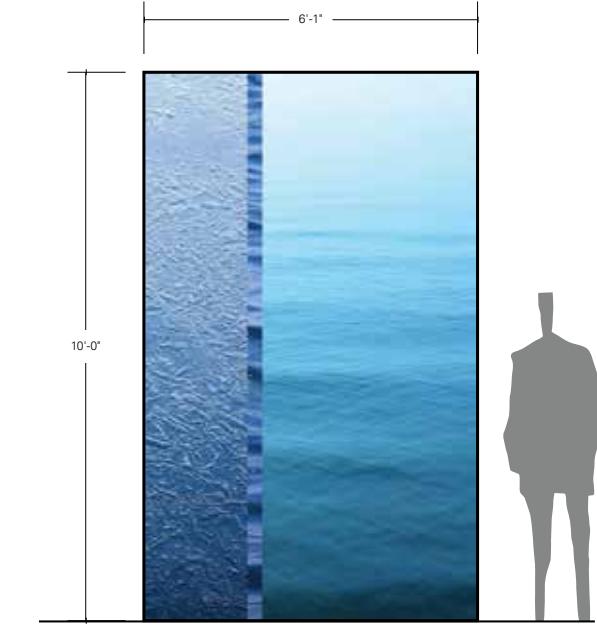
D:



E:

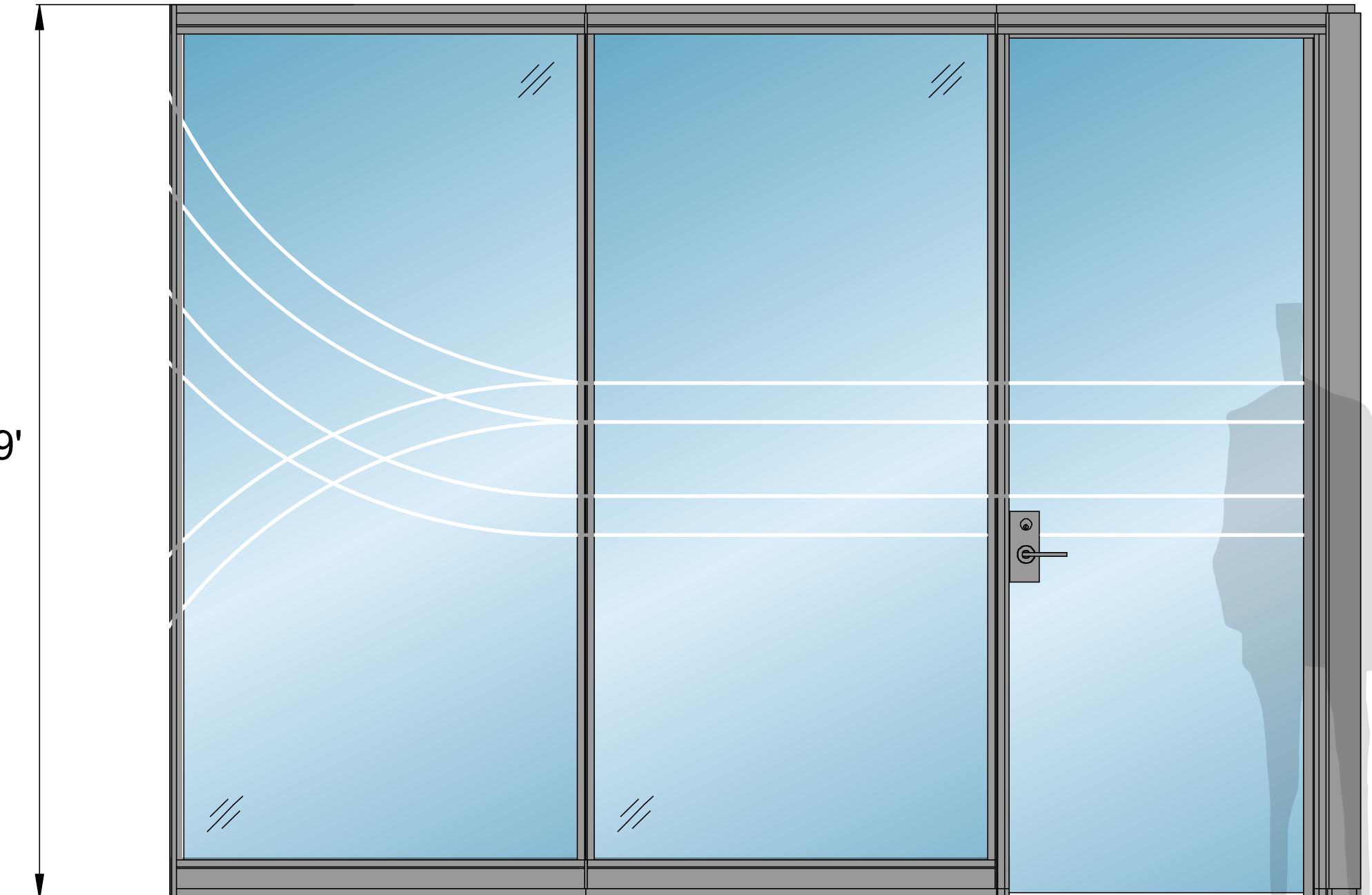


F:

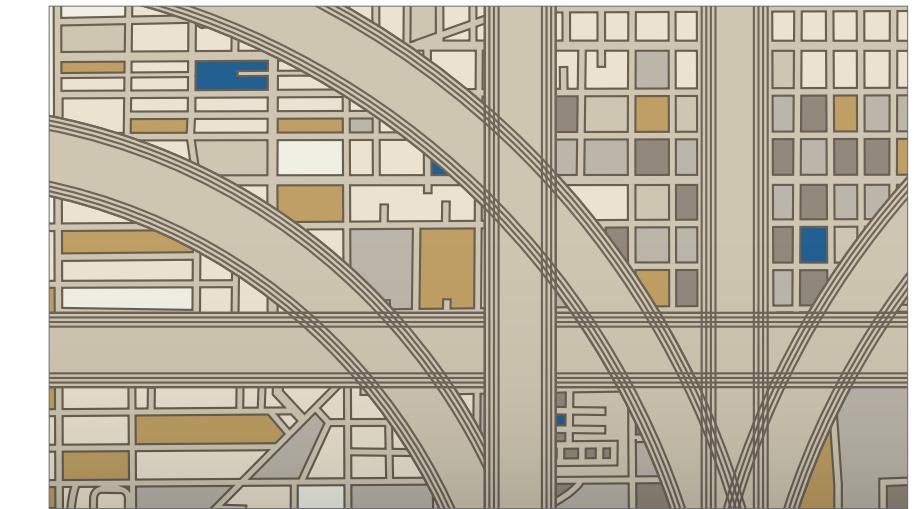


G:

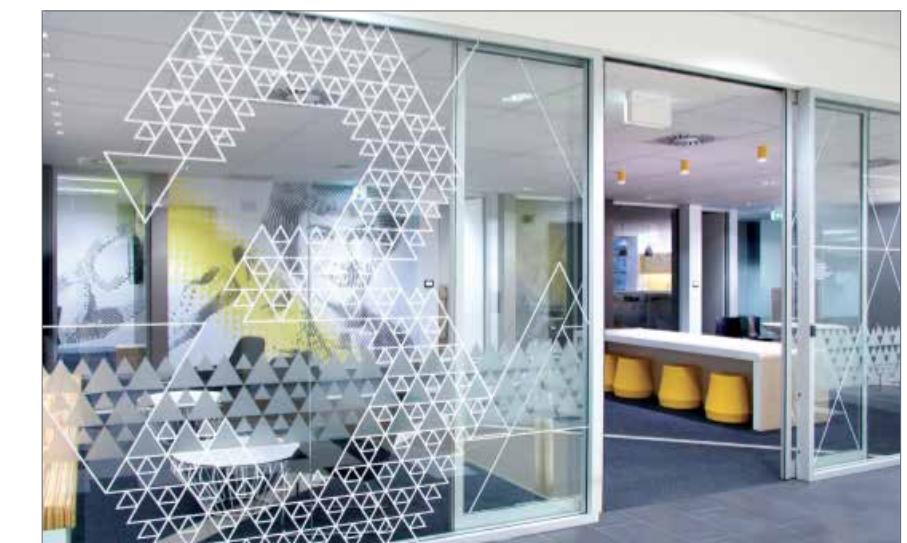
FILM WORK: DESIGN



Typical Elevation



REFERENCE: Core



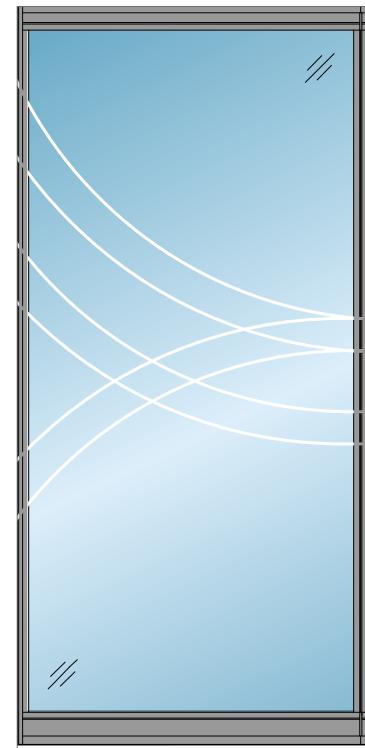
REFERENCE: Window Film

FILM WORK: DESIGN OPTIONS

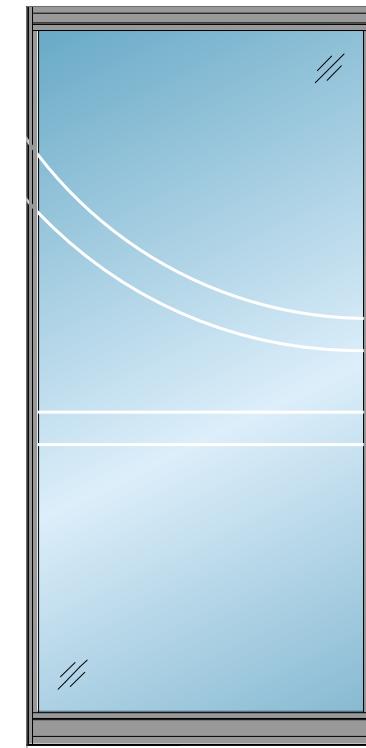
See pg. 2 for locations



A



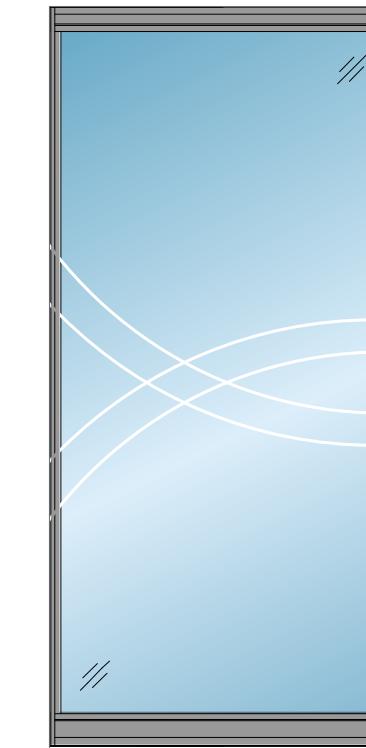
B



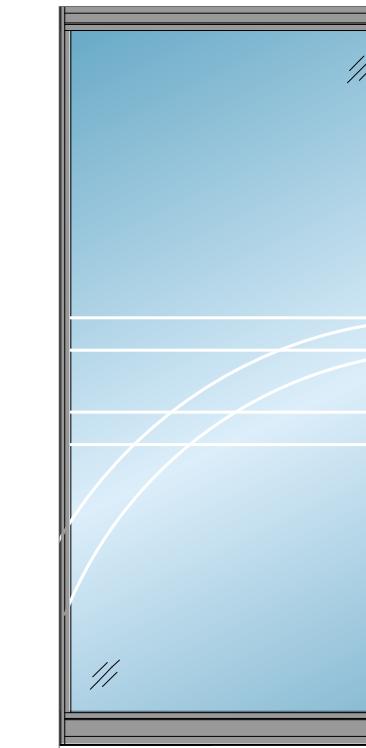
C



D



E



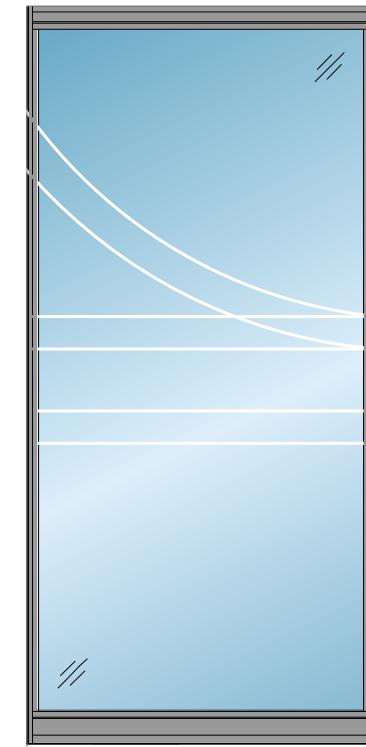
F



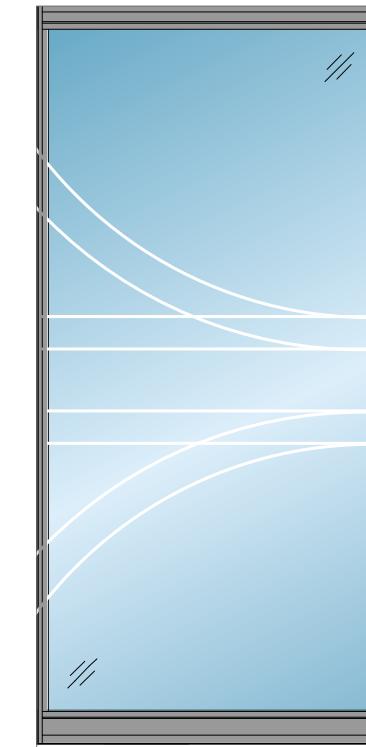
G



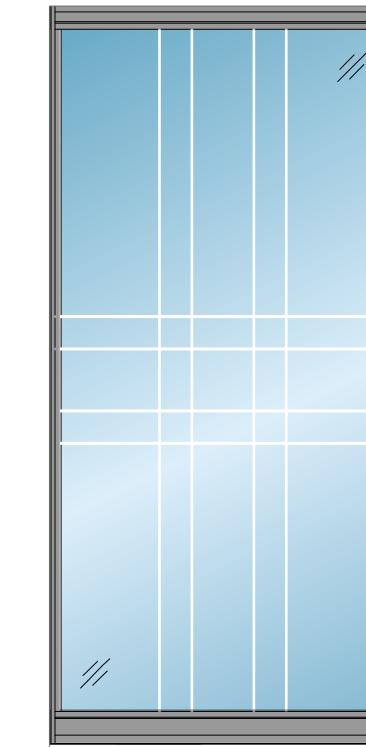
H



I



J



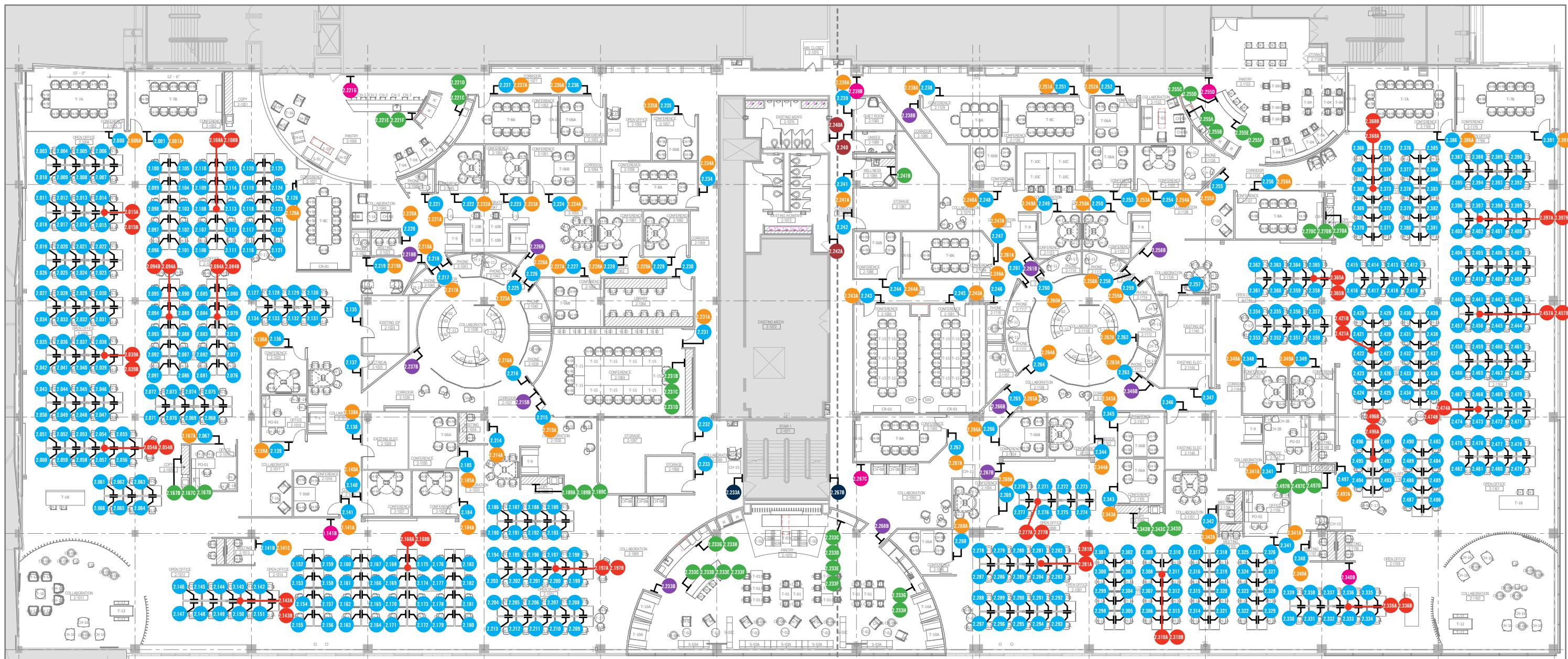
K



L

SIGNAGE & WAYFINDING

PROGRAMMING



● ROOM / OFFICE / WORKSTATION ID

● WAYFINDING MAP

● CONFERENCE ID

● TEAM GROUP ID

● GUIDE ID

● RESTROOM ID

● STAIRS ID

● RECYCLE / TRASH / SHRED ID



SIGN FAMILY

A. Office / Workstation / Room ID



A.0 BLUE
Room/Office ID
Lake Hub



A.0 GREEN
Room/Office ID
Park Hub



A.1 BLUE
Workstation ID
Lake Hub



A.1 GREEN
Workstation ID
Park Hub

B. Conference ID

CONFERENCE ROOM



B.0
Conference ID
Vinyl typography

D. Restroom ID



D.0 BLUE
Restroom ID
Park Hub



D.1 BLUE
Restroom ID
Park Hub



D.2 BLUE
Restroom ID
Park Hub

E. Stair ID



E.0 BLUE
Stair ID
Lake Hub



E.0 GREEN
Stair ID
Park Hub

C. Guide ID



C.0 BLUE
Guide ID
Lake Hub

C.0 GREEN
Guide ID
Park Hub

SIGN FAMILY

F. Recycling/Trash/Shred ID



F.0
Recycling/Trash/Shred ID

F.1
Recycling/Trash/Shred ID

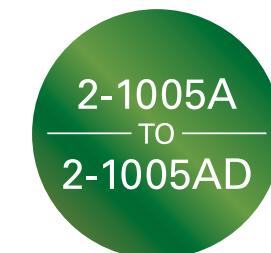
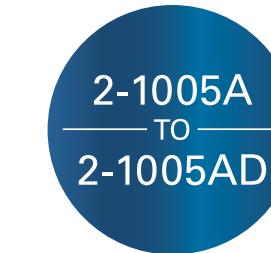
F.0 (ALT)
Recycling/Trash/Shred ID

F.1 (ALT)
Recycling/Trash/Shred ID

F.2 (ALT)
Recycling/Trash/Shred ID

G.0 BLUE
Team ID

G.0 GREEN
Team ID



H. Occupancy ID



H.0 BLUE
Occupancy ID

H.0 GREEN
Occupancy ID

J. Wayfinding Map



J.0
Wayfinding Map

MATERIALS



Acrylic painted to match PMS 647



Acrylic painted to match PMS 364

Typeface

Univers LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Univers LT Std 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Univers LT Std 67 Bold Condensed

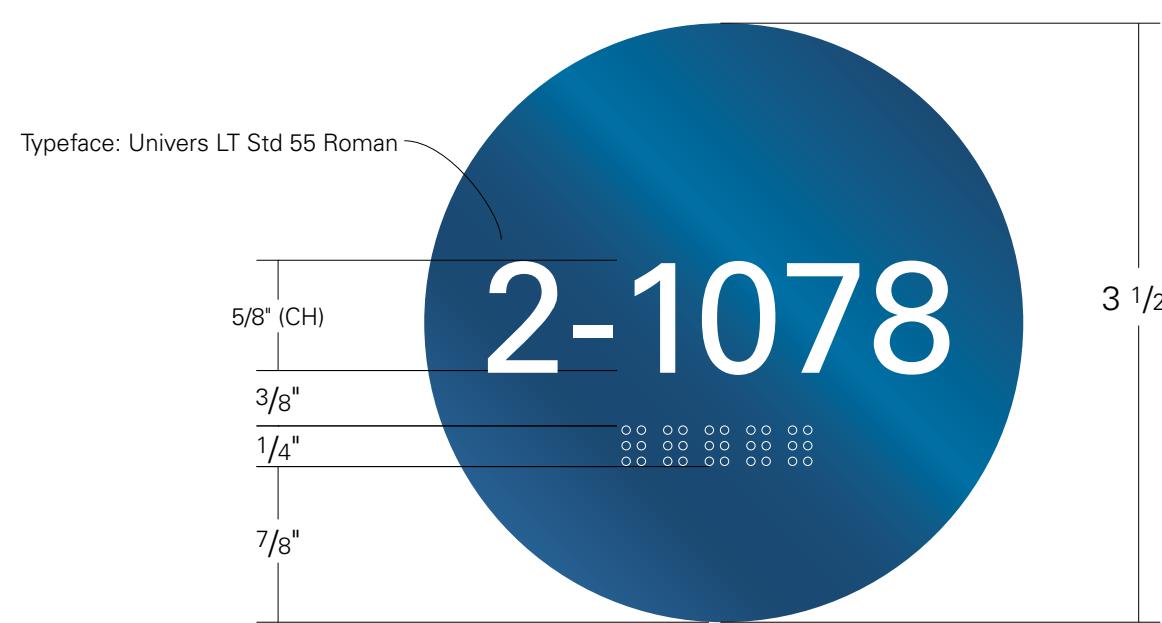
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Primary Symbols

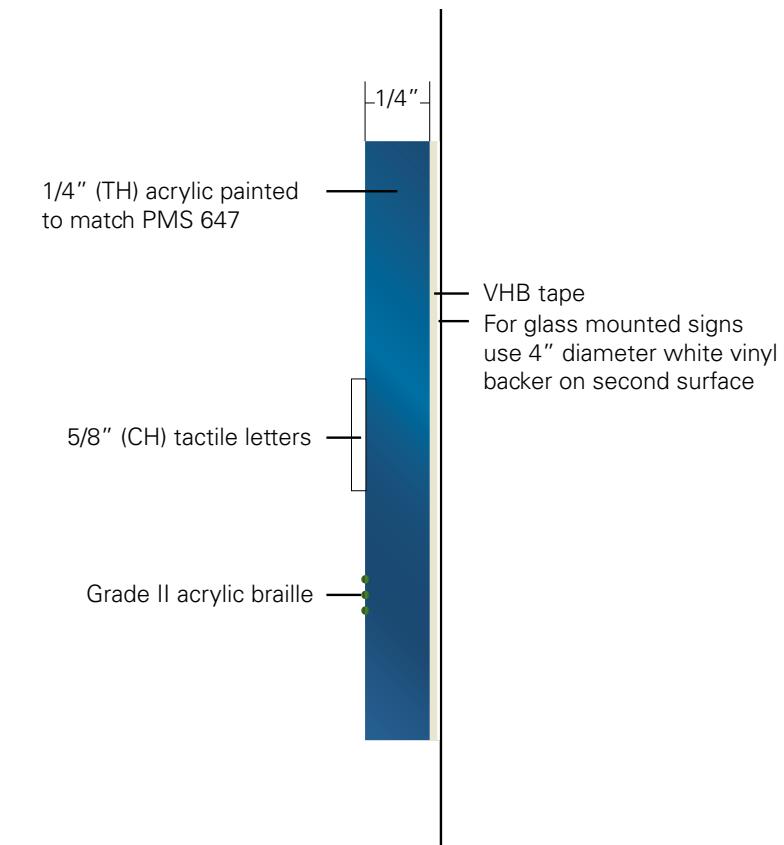


A.O BLUE

ROOM/OFFICE ID



FRONT VIEW NTS



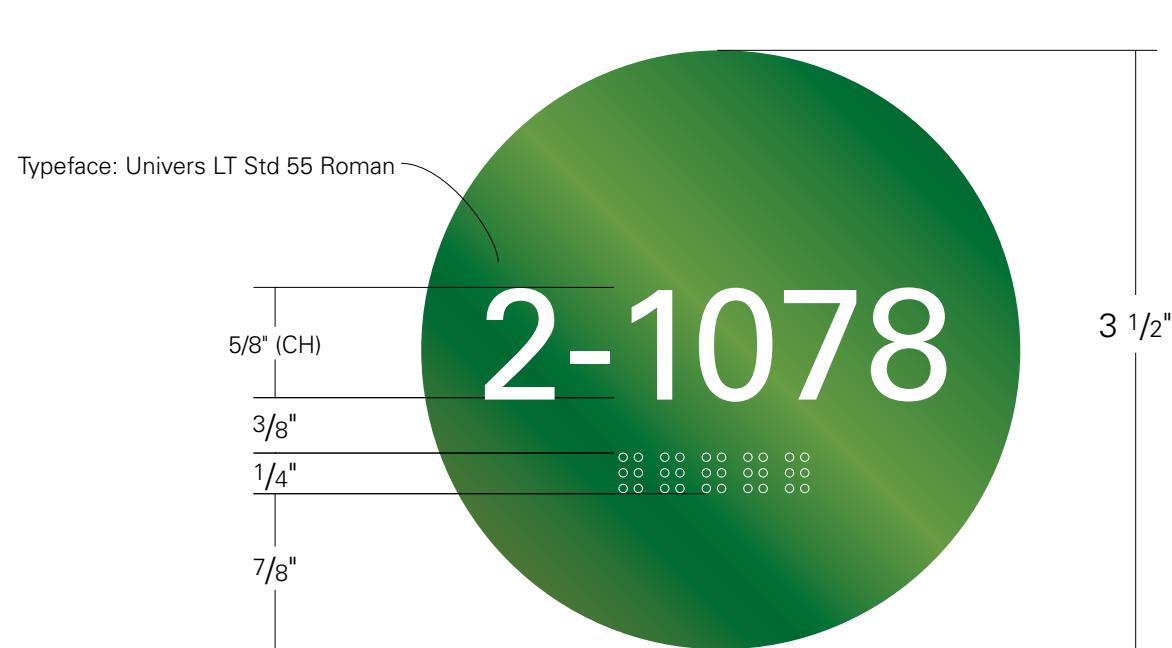
SIDE VIEW NTS



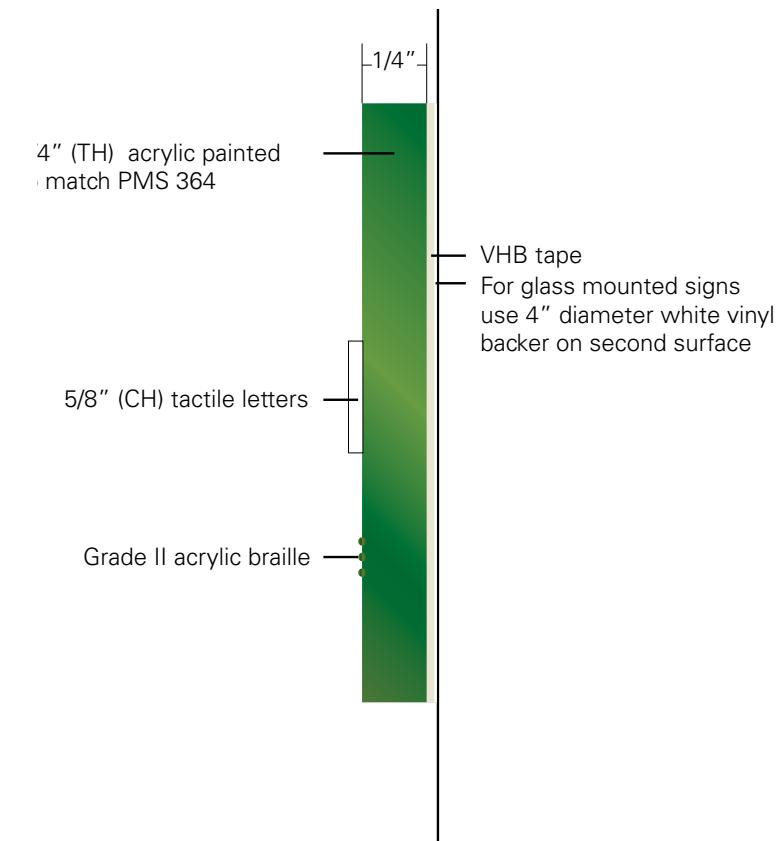
DETAIL: GLASS MOUNTED SIGN

A.O GREEN

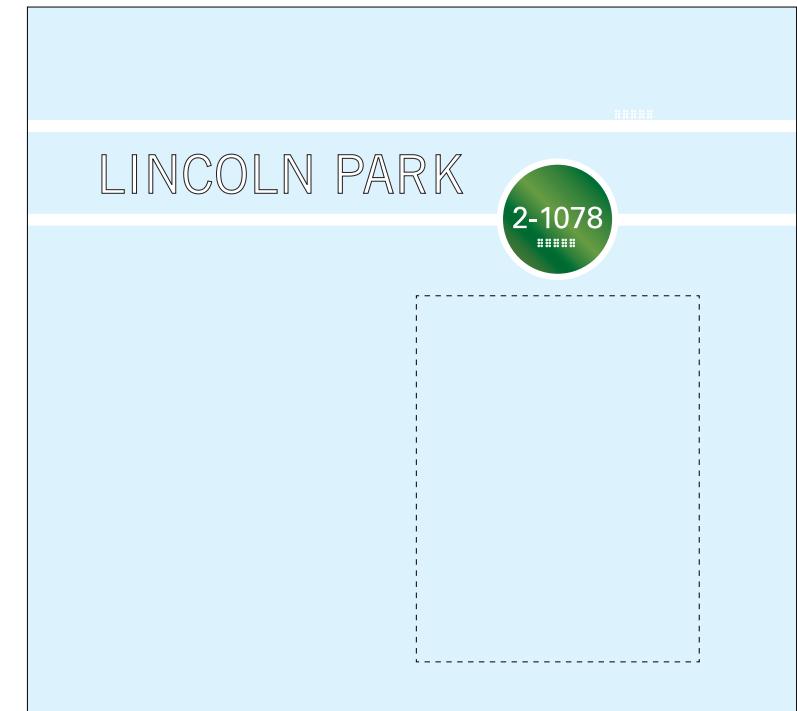
ROOM/OFFICE ID



FRONT VIEW NTS

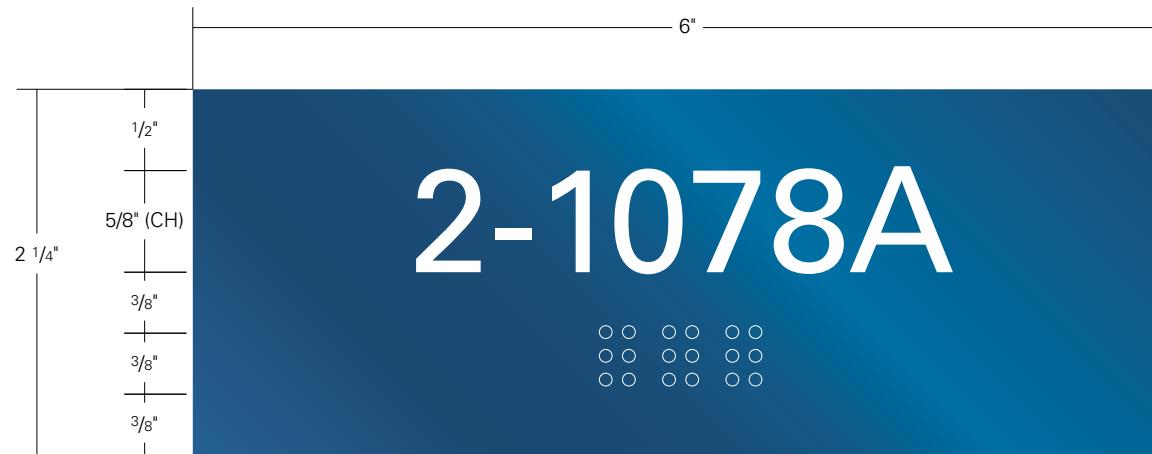


SIDE VIEW NTS

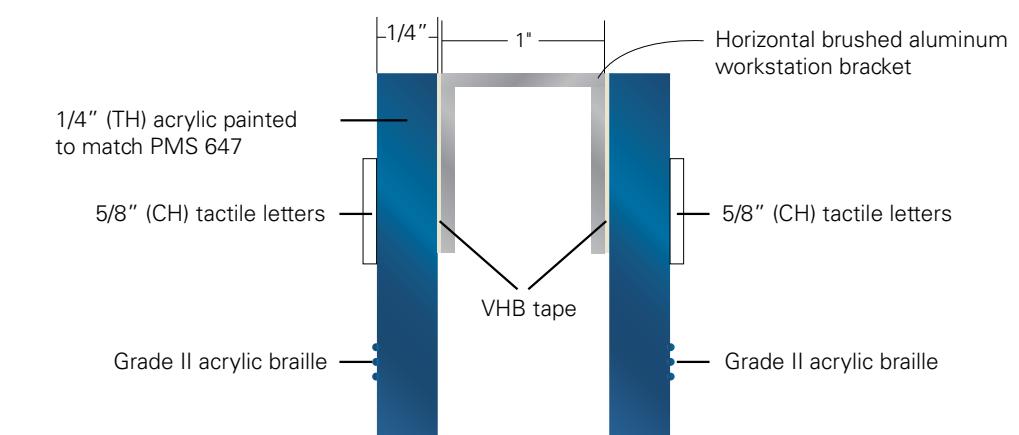


DETAIL: GLASS MOUNTED SIGN

A.1 BLUE WORKSTATION ID



FRONT VIEW NTS

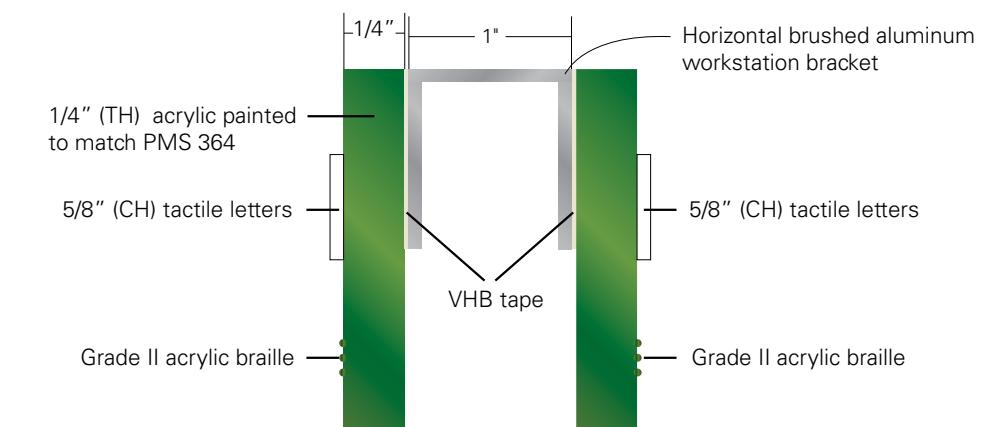


SIDE VIEW NTS

A.1 GREEN WORKSTATION ID

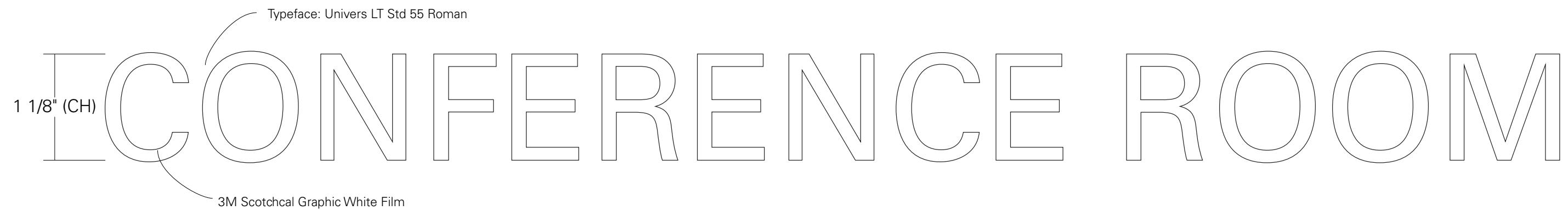


FRONT VIEW NTS

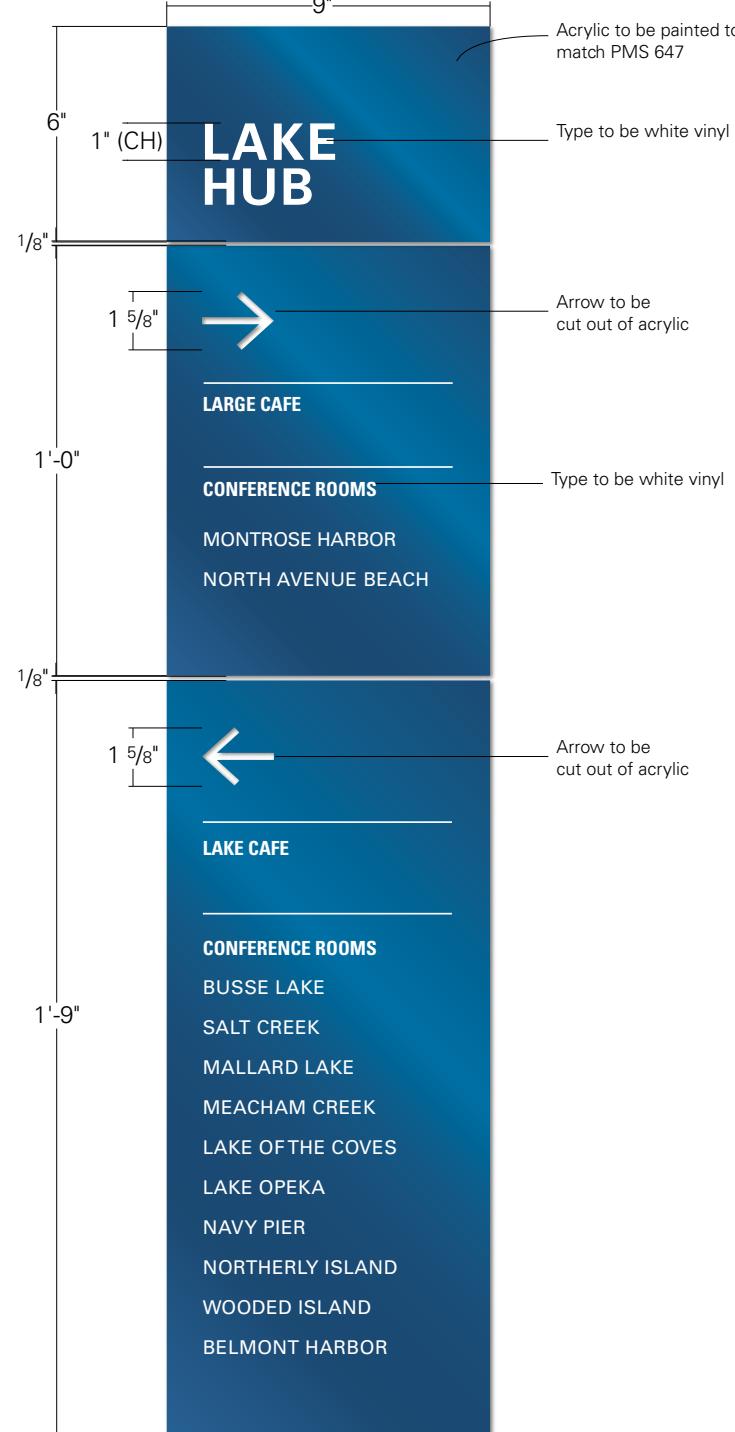


SIDE VIEW NTS

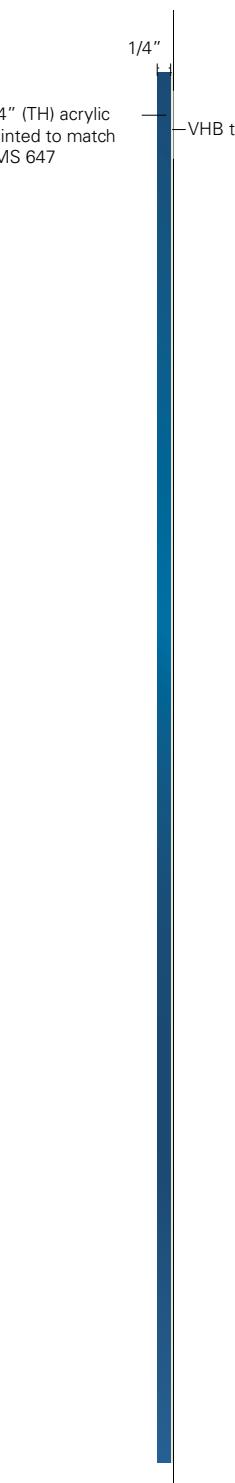
B.O CONFERENCE ID



C.O BLUE (TYPICAL) GUIDE ID

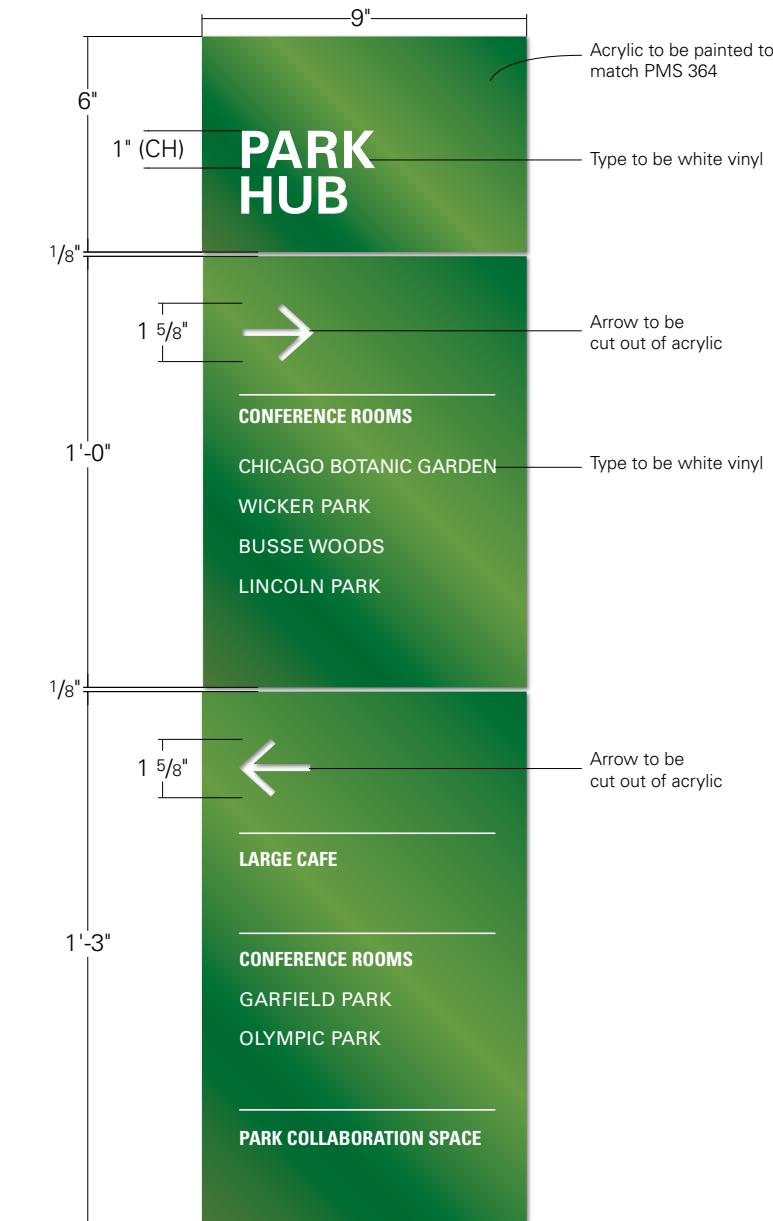


FRONT VIEW NTS

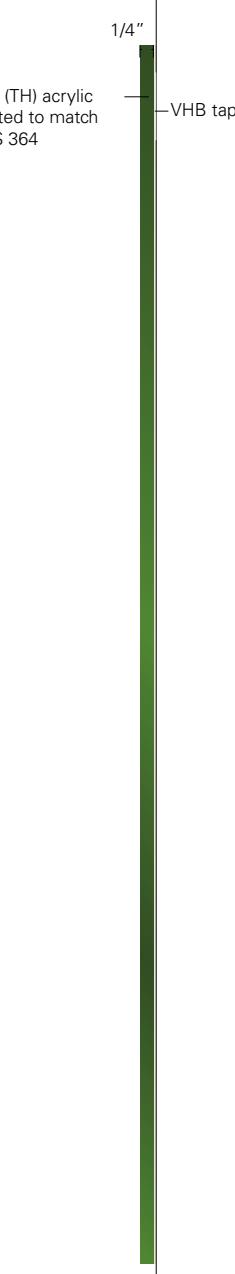


SIDE VIEW NTS

C.O GREEN (TYPICAL) GUIDE ID



FRONT VIEW NTS



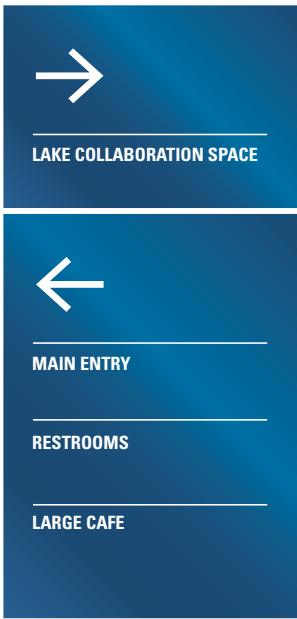
SIDE VIEW NTS

ALL GUIDE SIGNS

LAKE HUB



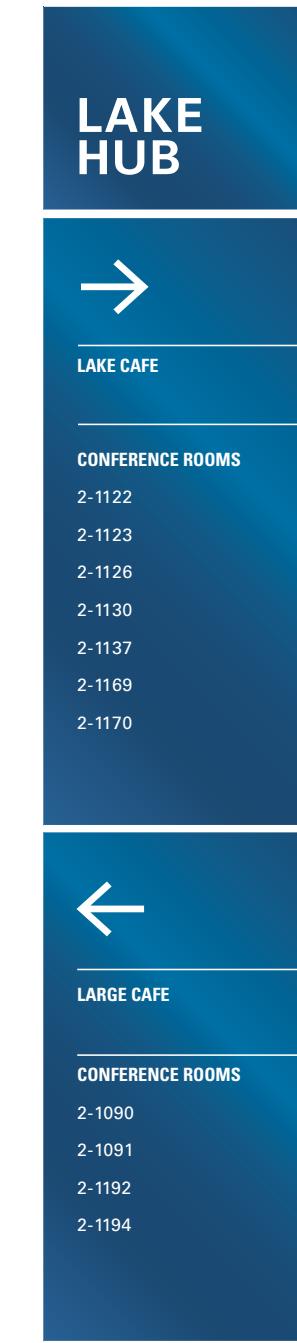
SIGN 2.268B



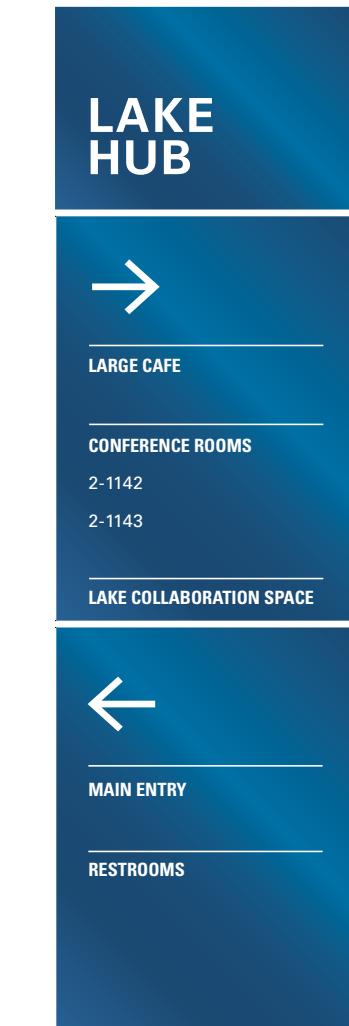
SIGN 2.267B



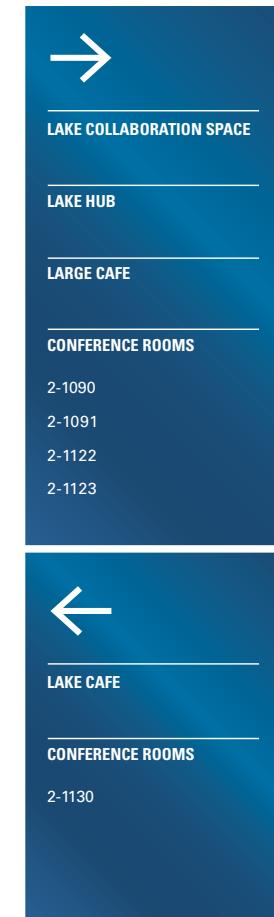
SIGN 2.266B



SIGN 2.258B



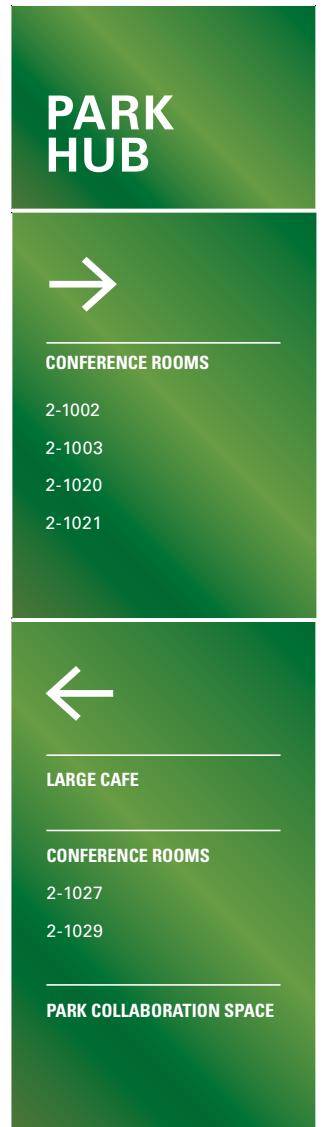
SIGN 2.261B



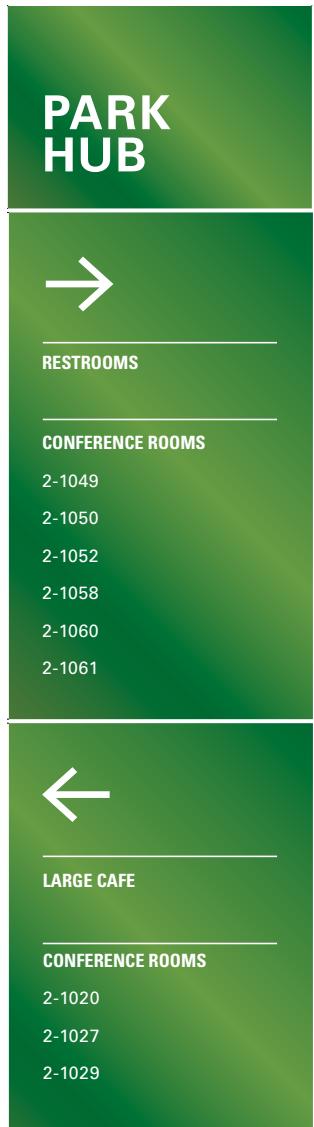
SIGN 2.238B

ALL GUIDE SIGNS

PARK HUB



SIGN 2.218B



SIGN 2.226B



SIGN 2.237B

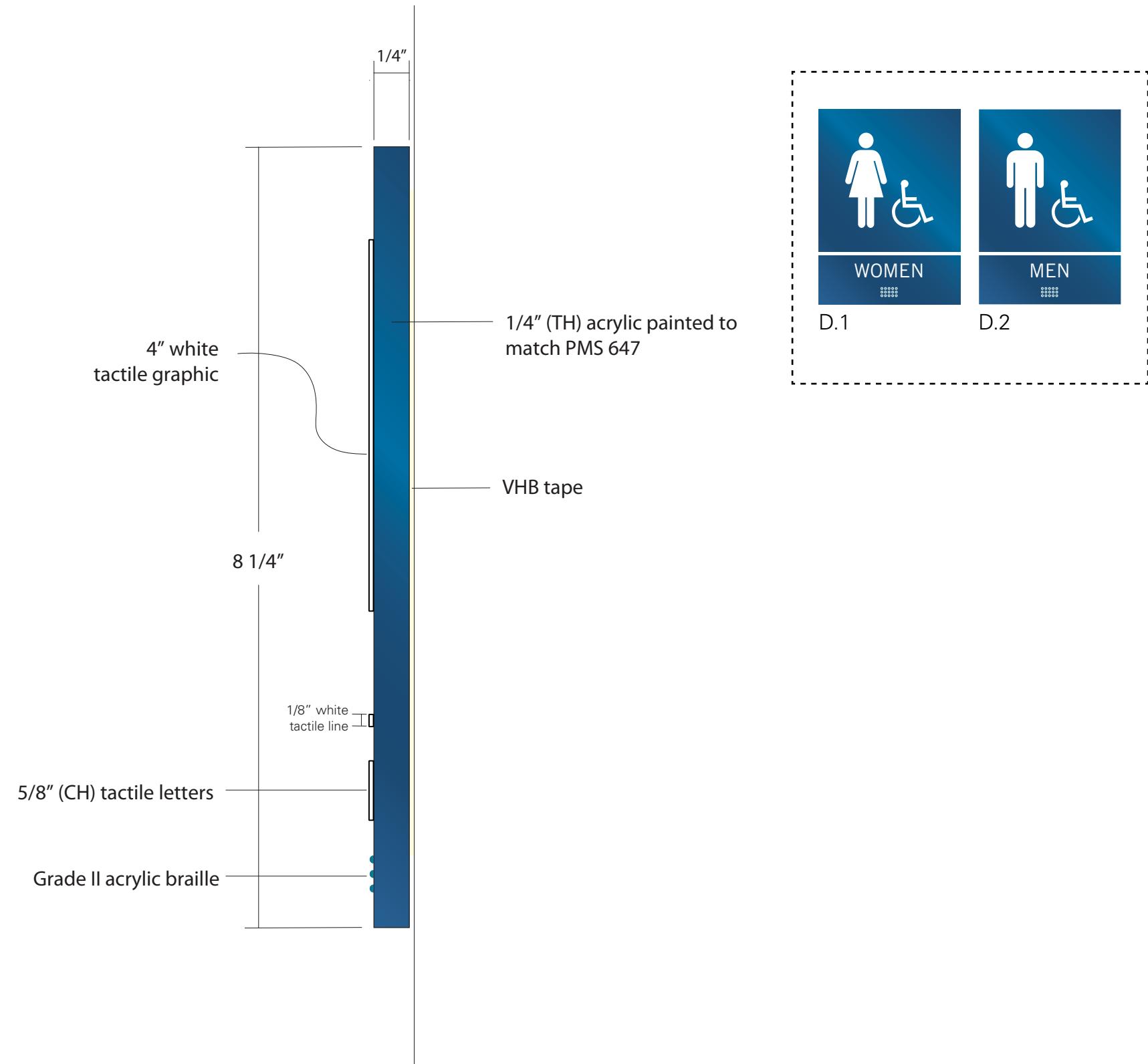
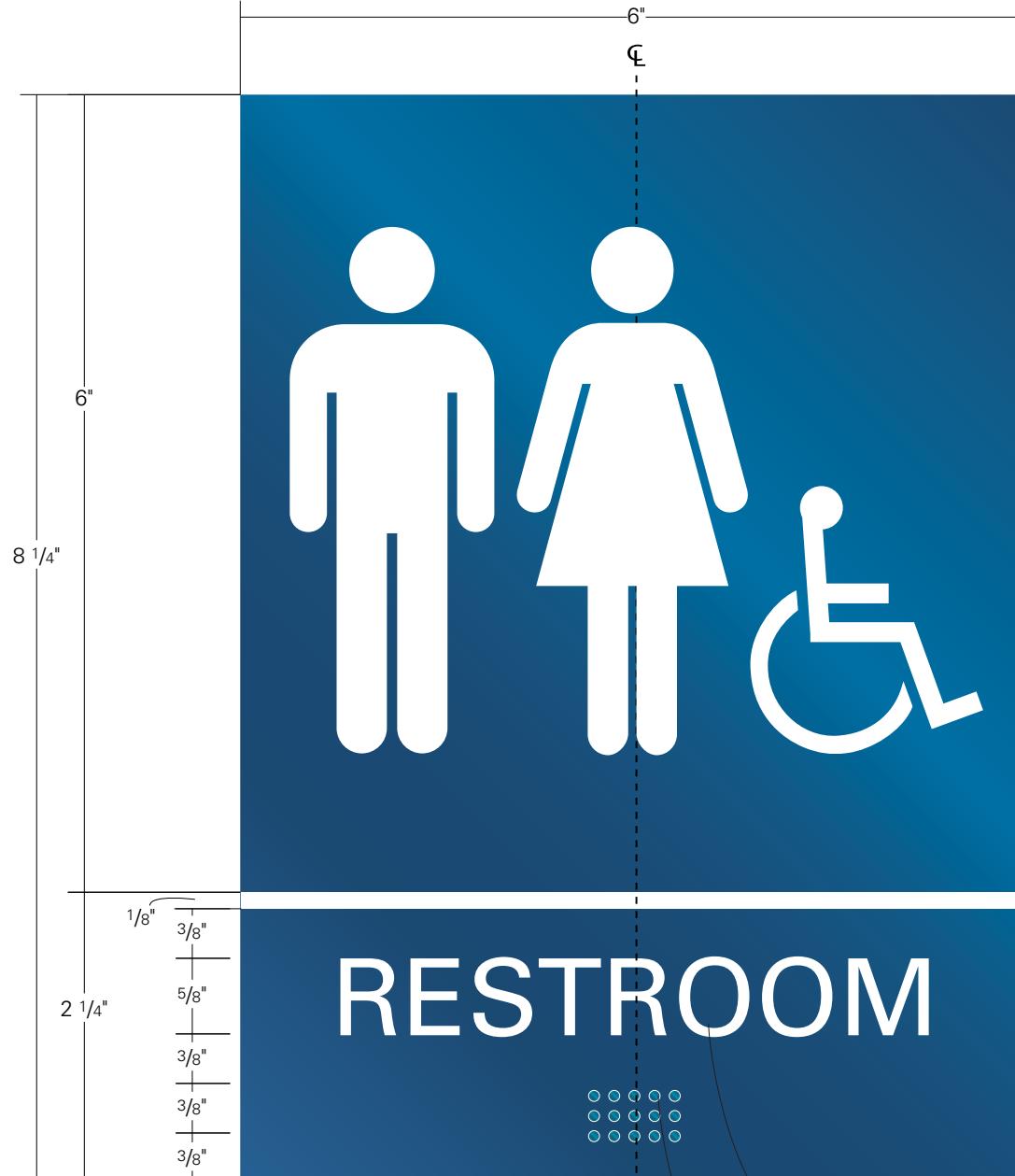


SIGN 2.215B

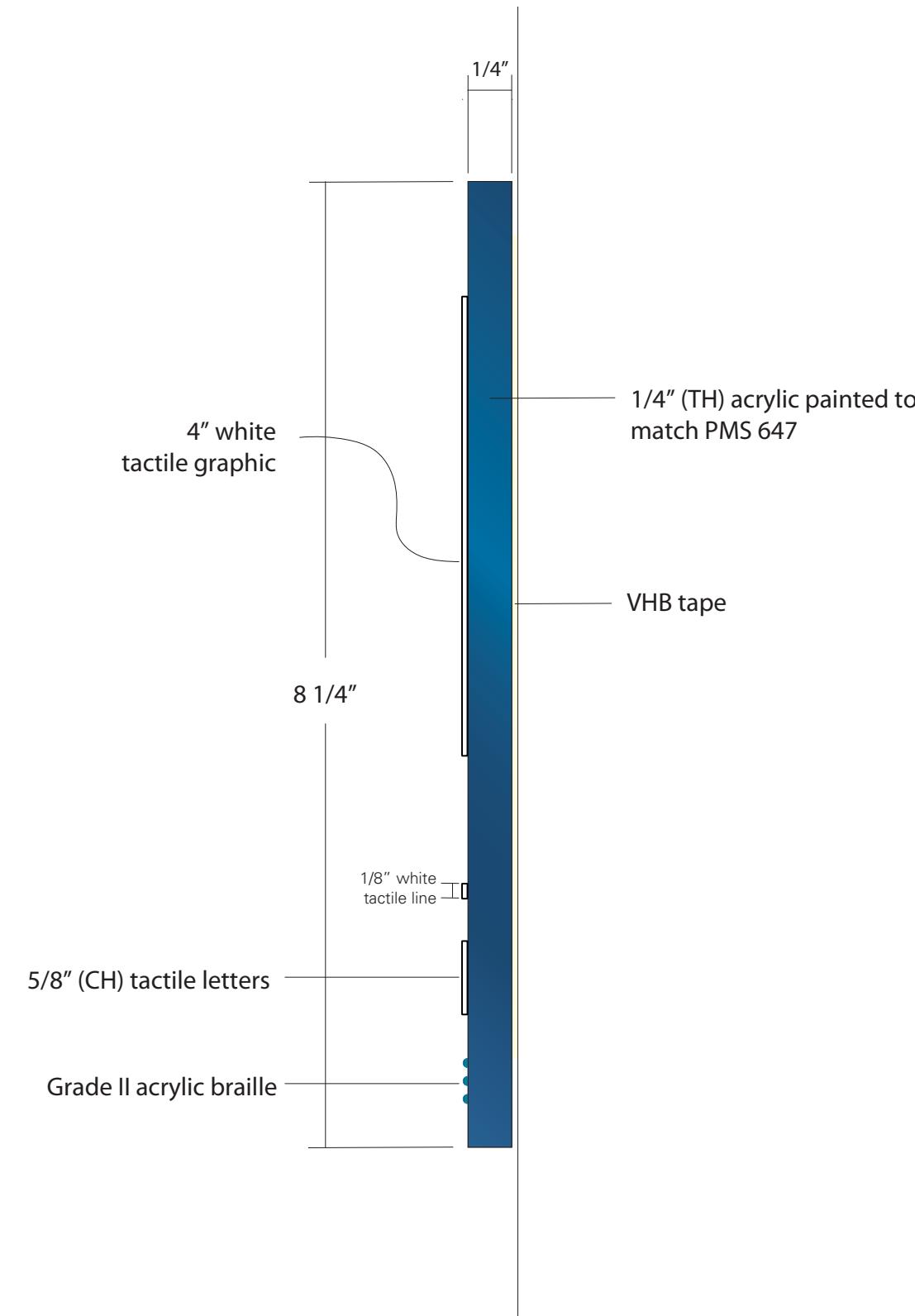
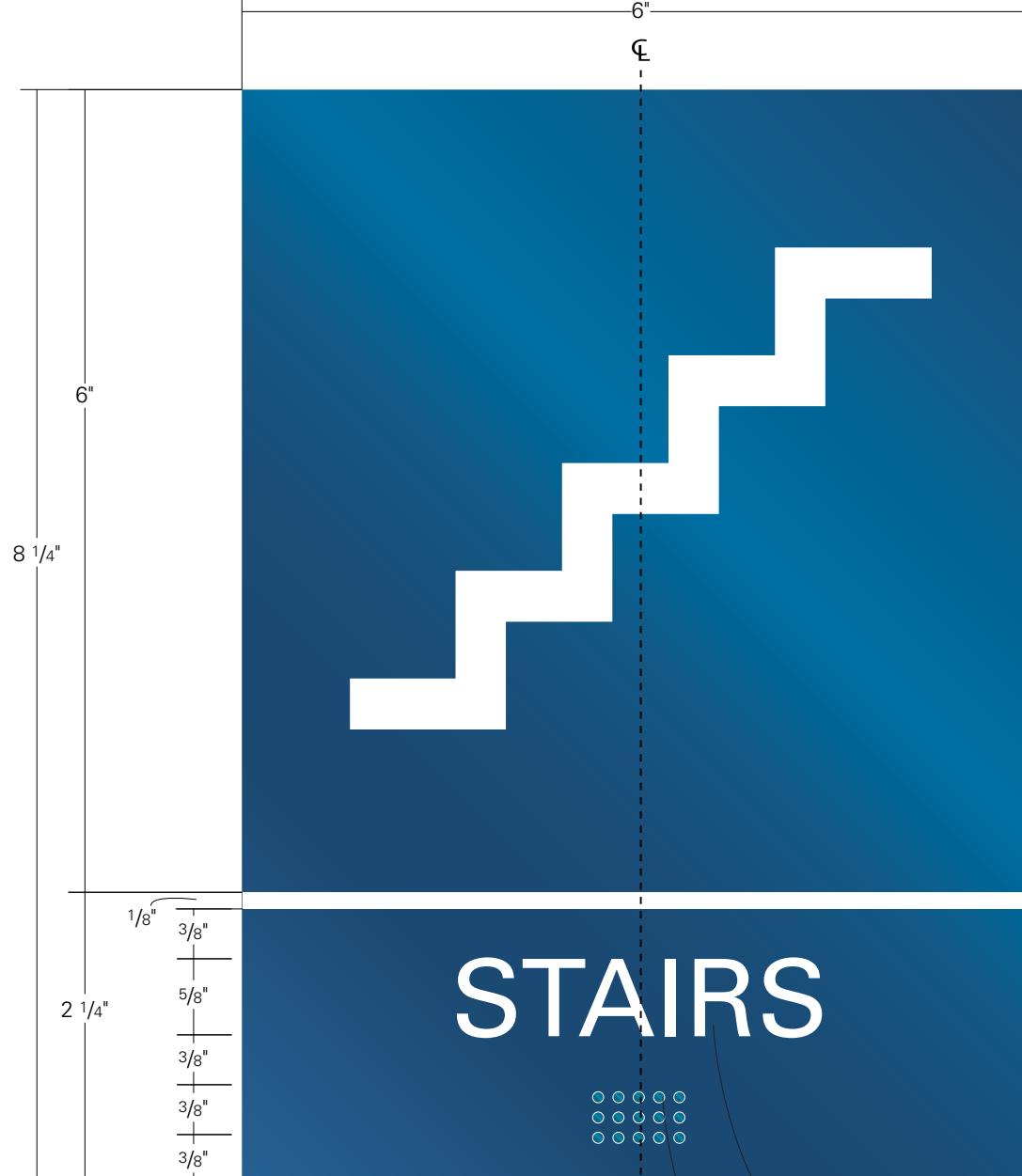


SIGN 2.233B

D.O BLUE RESTROOM ID

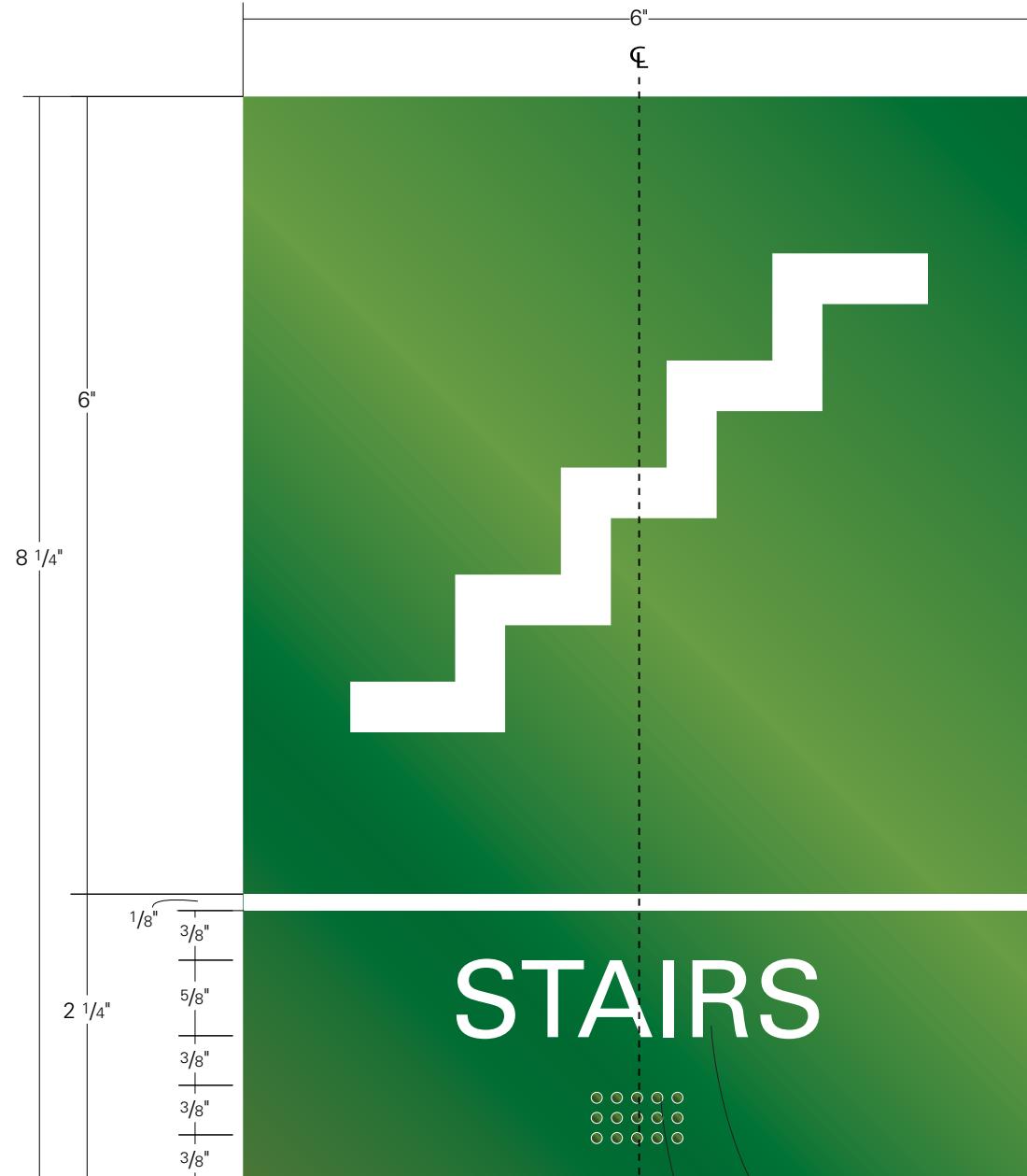


E.O BLUE STAIR ID

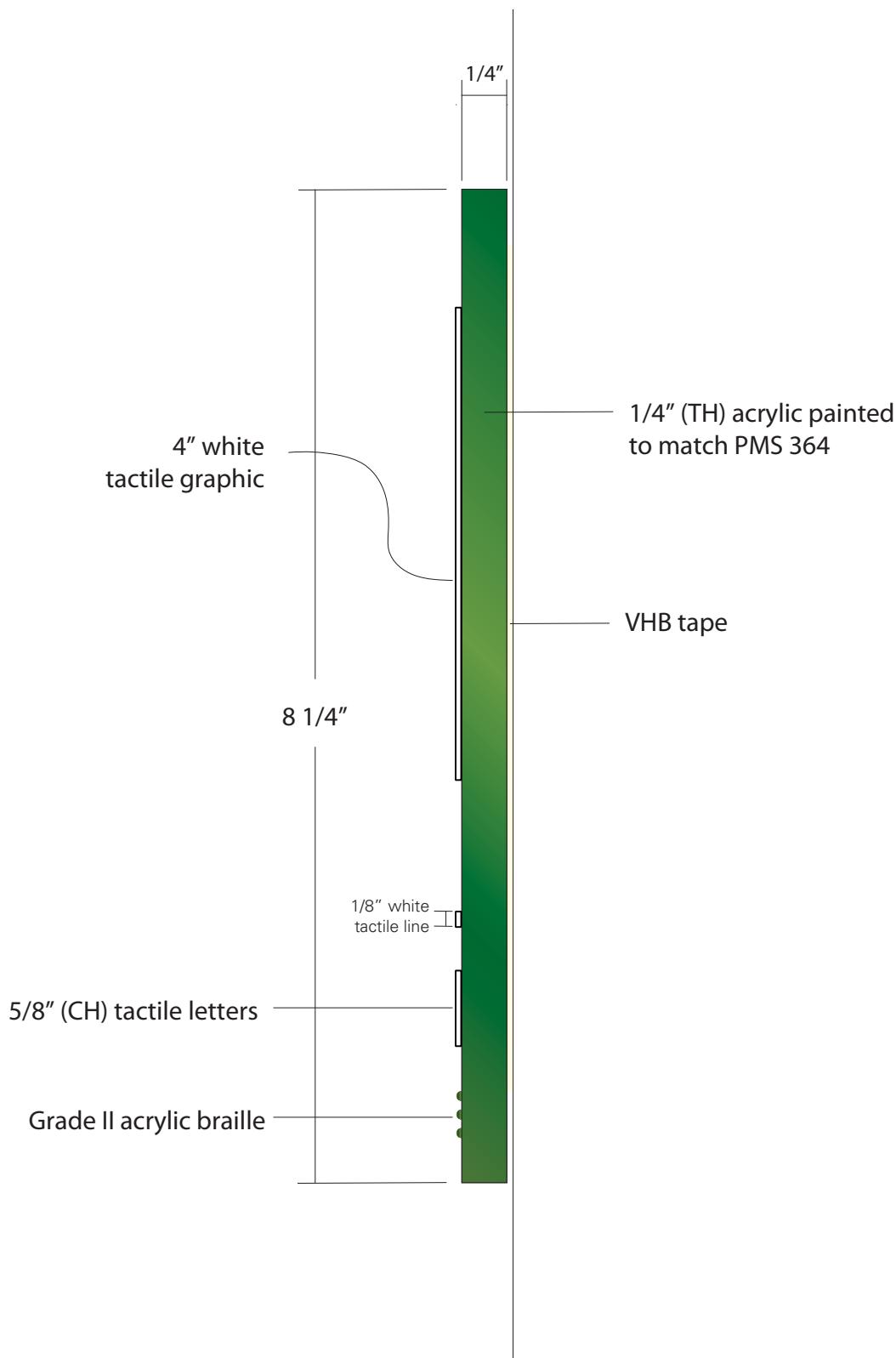


E.O GREEN

STAIR ID



FRONT VIEW NTS



SIDE VIEW NTS

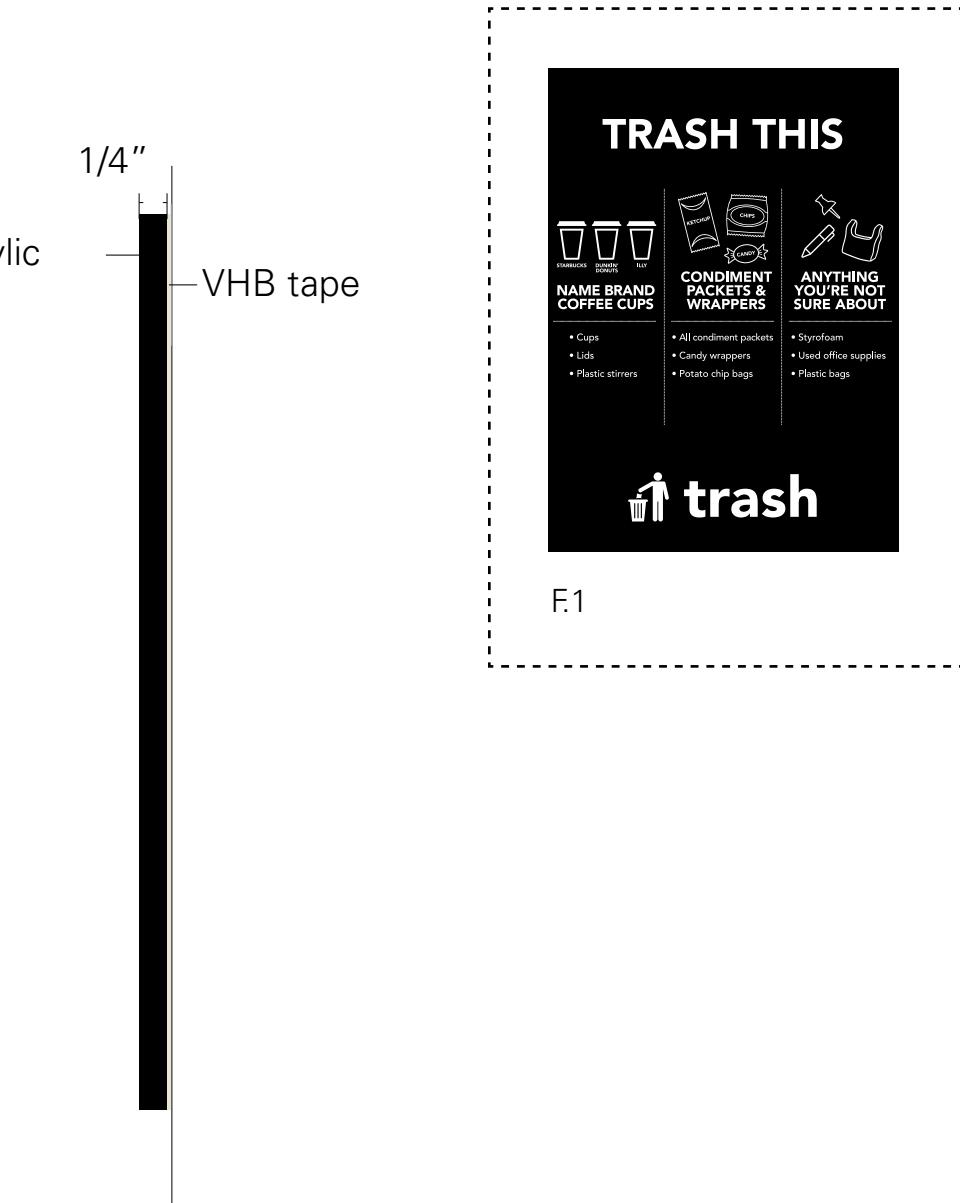
F.O

RECYCLE / TRASH ID



FRONT VIEW NTS

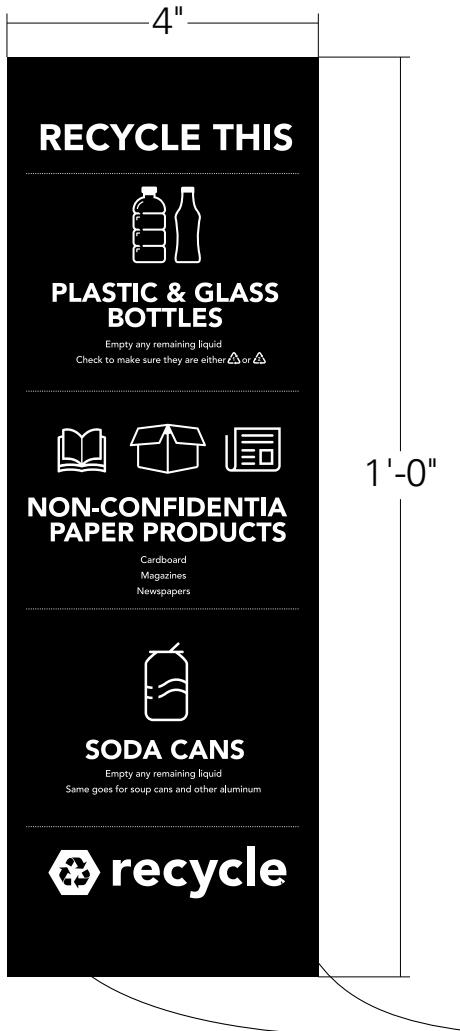
Type and graphics to be
silkscreened direct
to painted acrylic



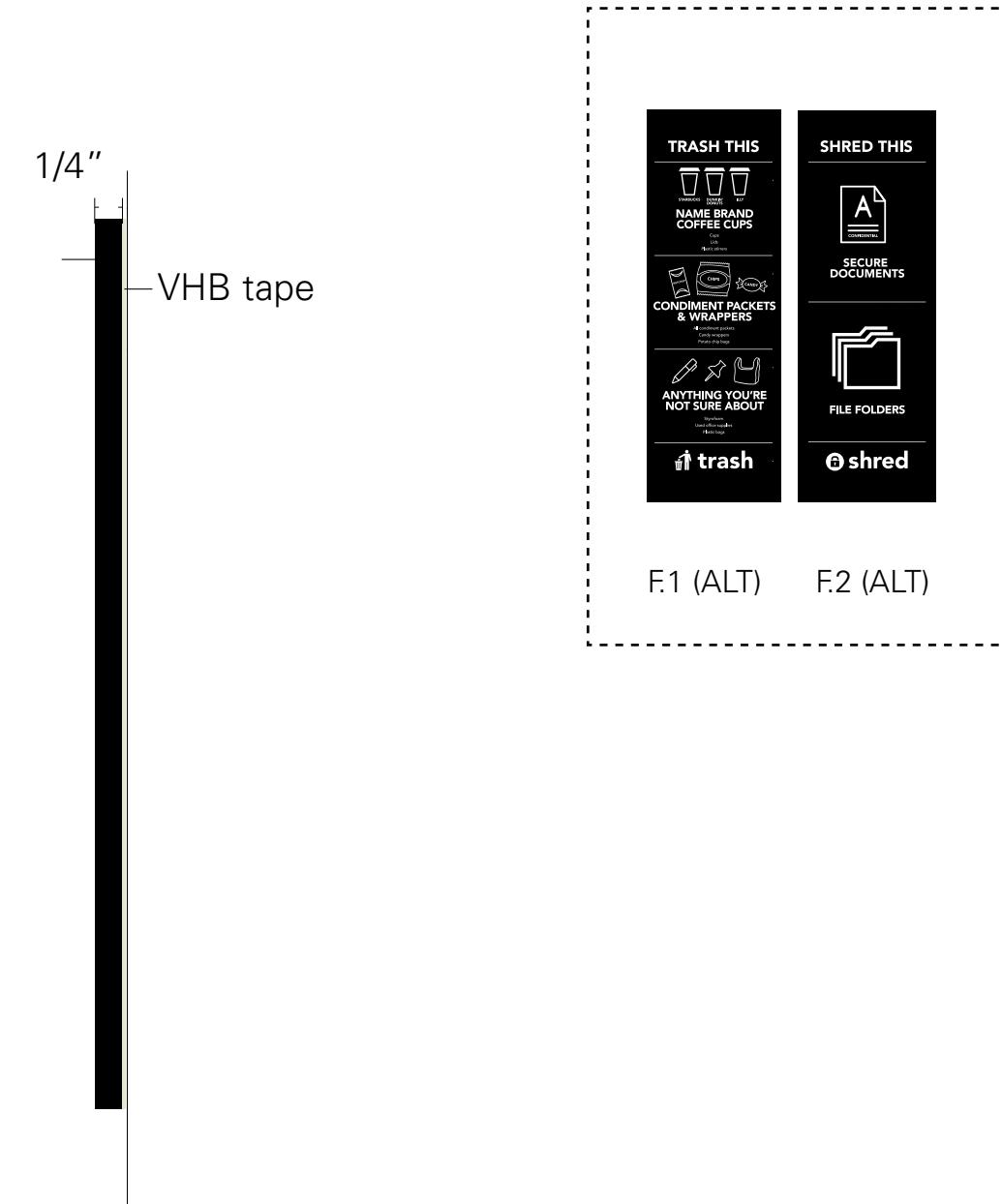
SIDE VIEW NTS

F.O (ALT)

RECYCLE / TRASH ID



FRONT VIEW NTS



SIDE VIEW NTS

G.O GREEN

TEAM ID

Typeface: Univers LT Std 55 Roman

3/4" (CH)

3/8"

1/2" (CH)

3/8"

3/4" (CH)

1 5/8"

2-1005A

TO

2-1005AD

6"

1/32" (TH)
white vinyl line

1/4" (TH) acrylic painted
to match PMS 364

3/4" (CH)
white vinyl letters

1/2" (CH)
white vinyl letters

3/4" (CH)
white vinyl letters

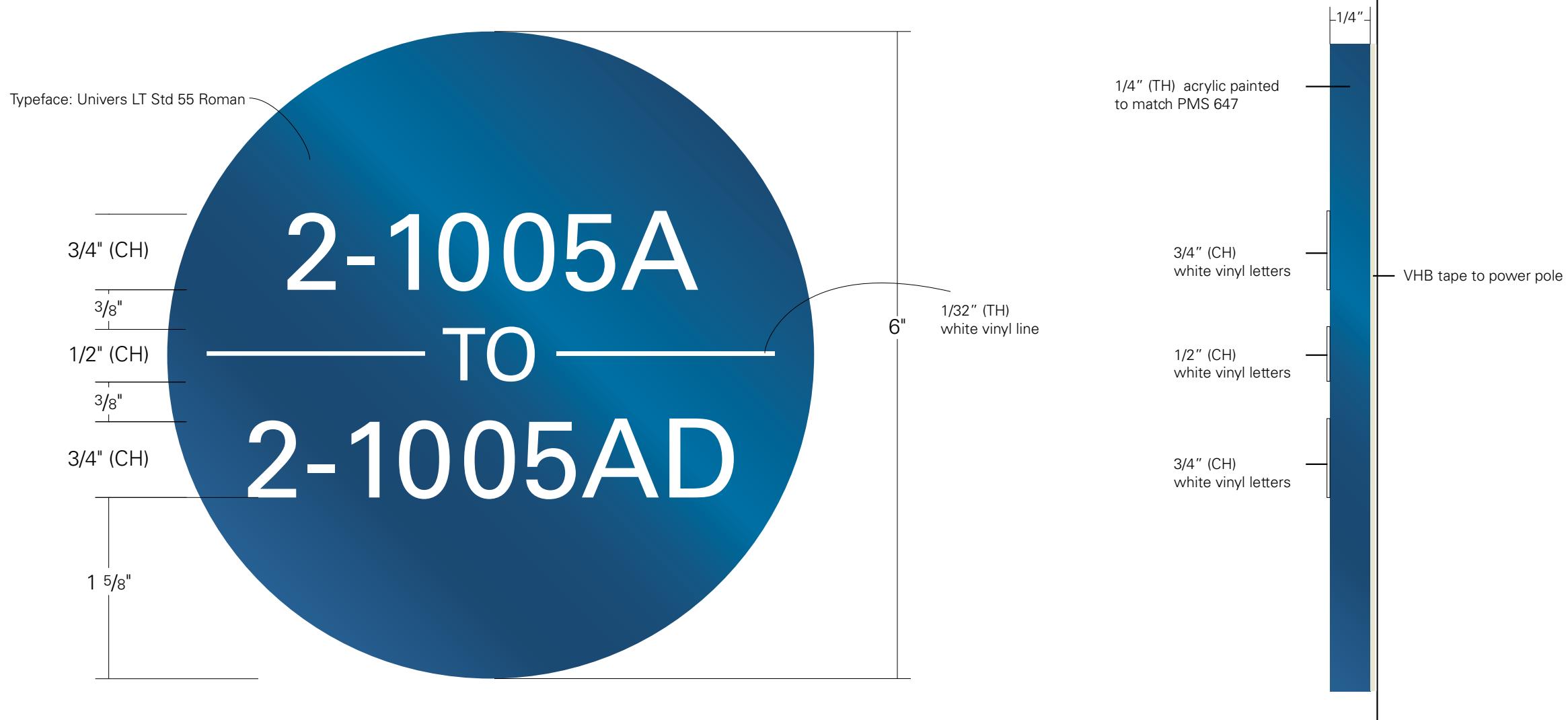
1/4"

VHB tape to power pole

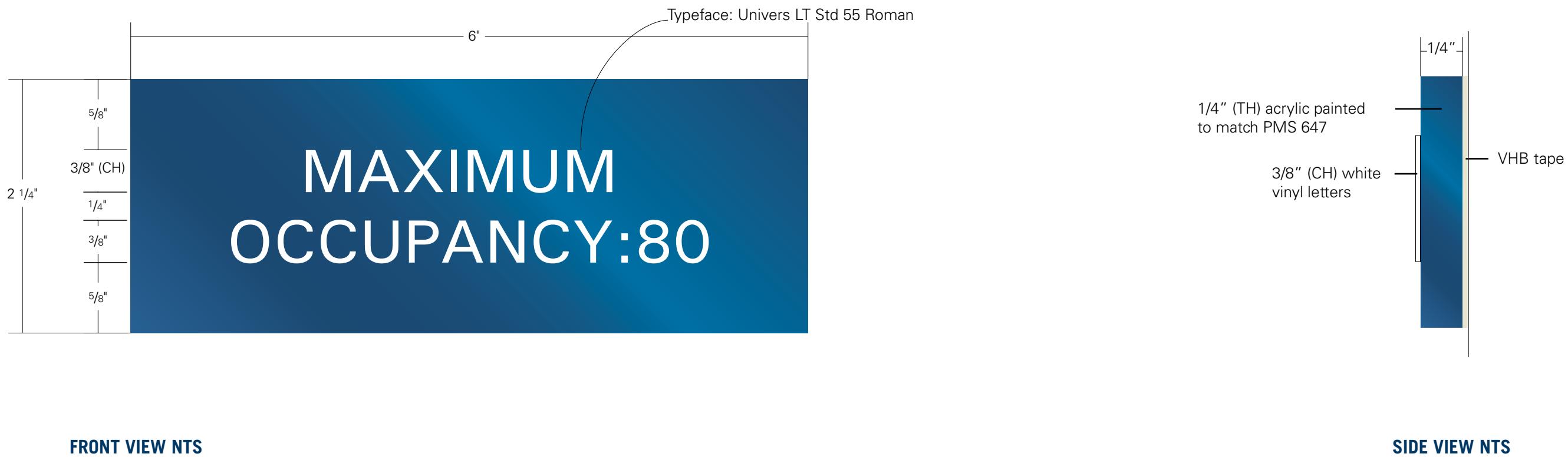
FRONT VIEW NTS

SIDE VIEW NTS

G.O BLUE
TEAM ID

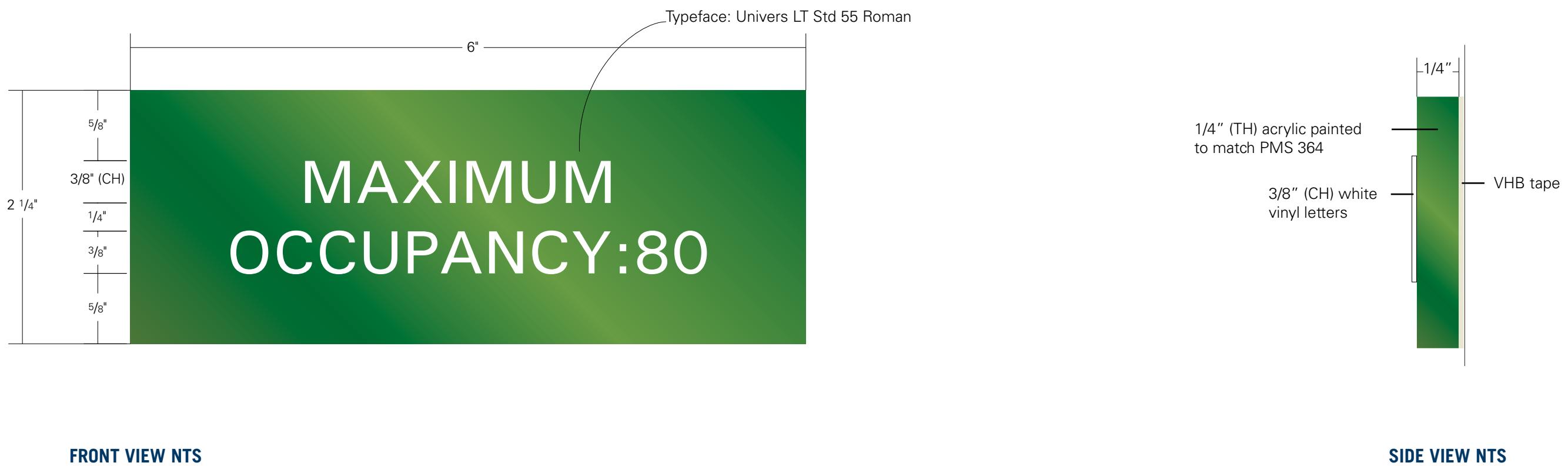


H.O BLUE OCCUPANCY ID



H.O GREEN

OCCUPANCY ID



J.O WAYFINDING MAP

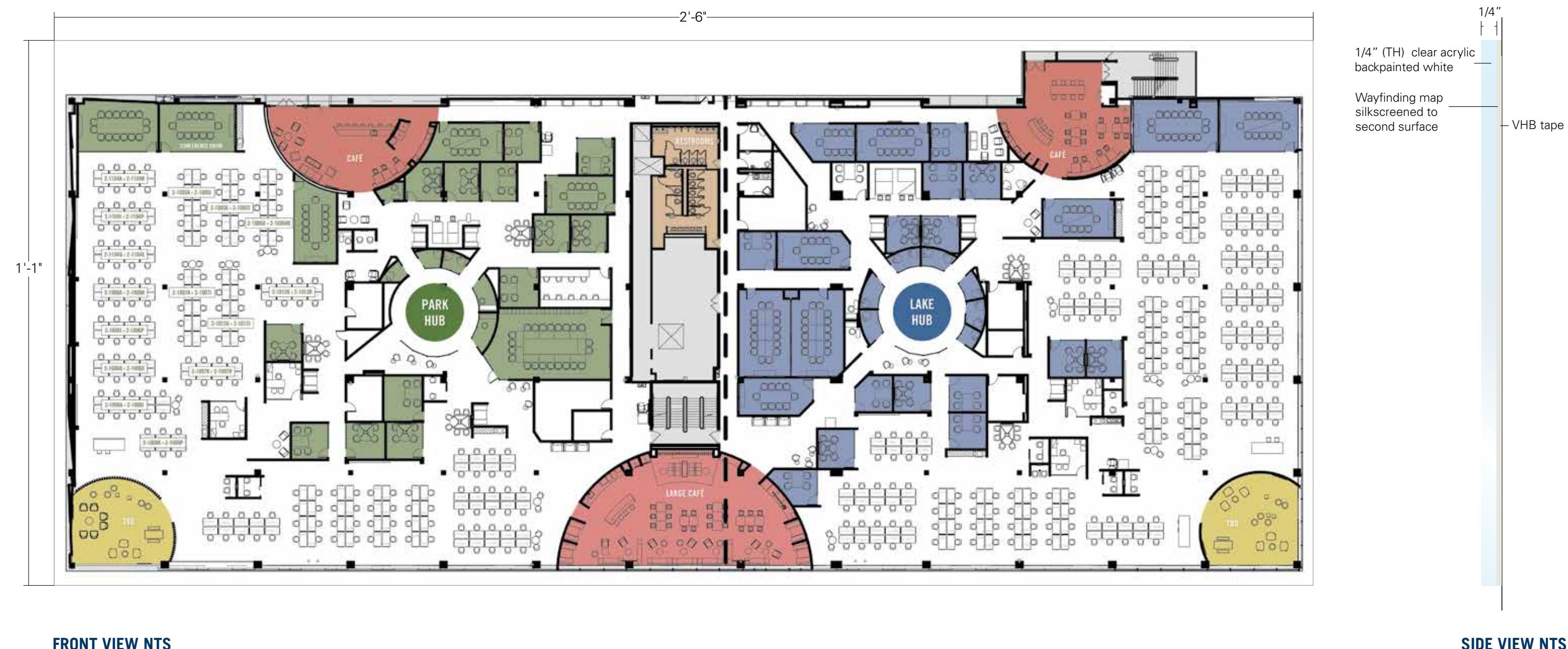


Fig. 1: OPAQUE SURFACES

A.0, D.0, D.1, D.2, E.0, H.0

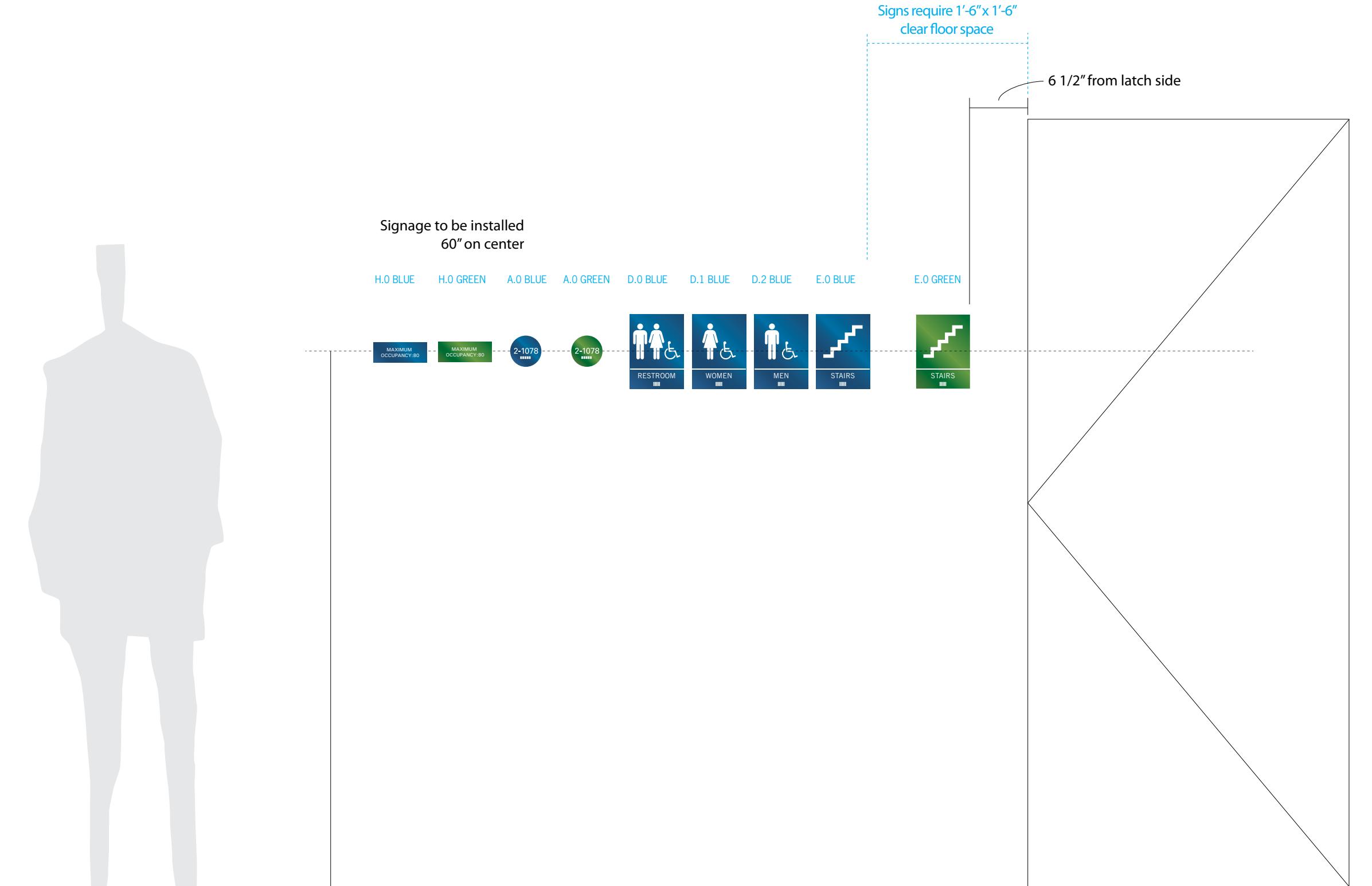
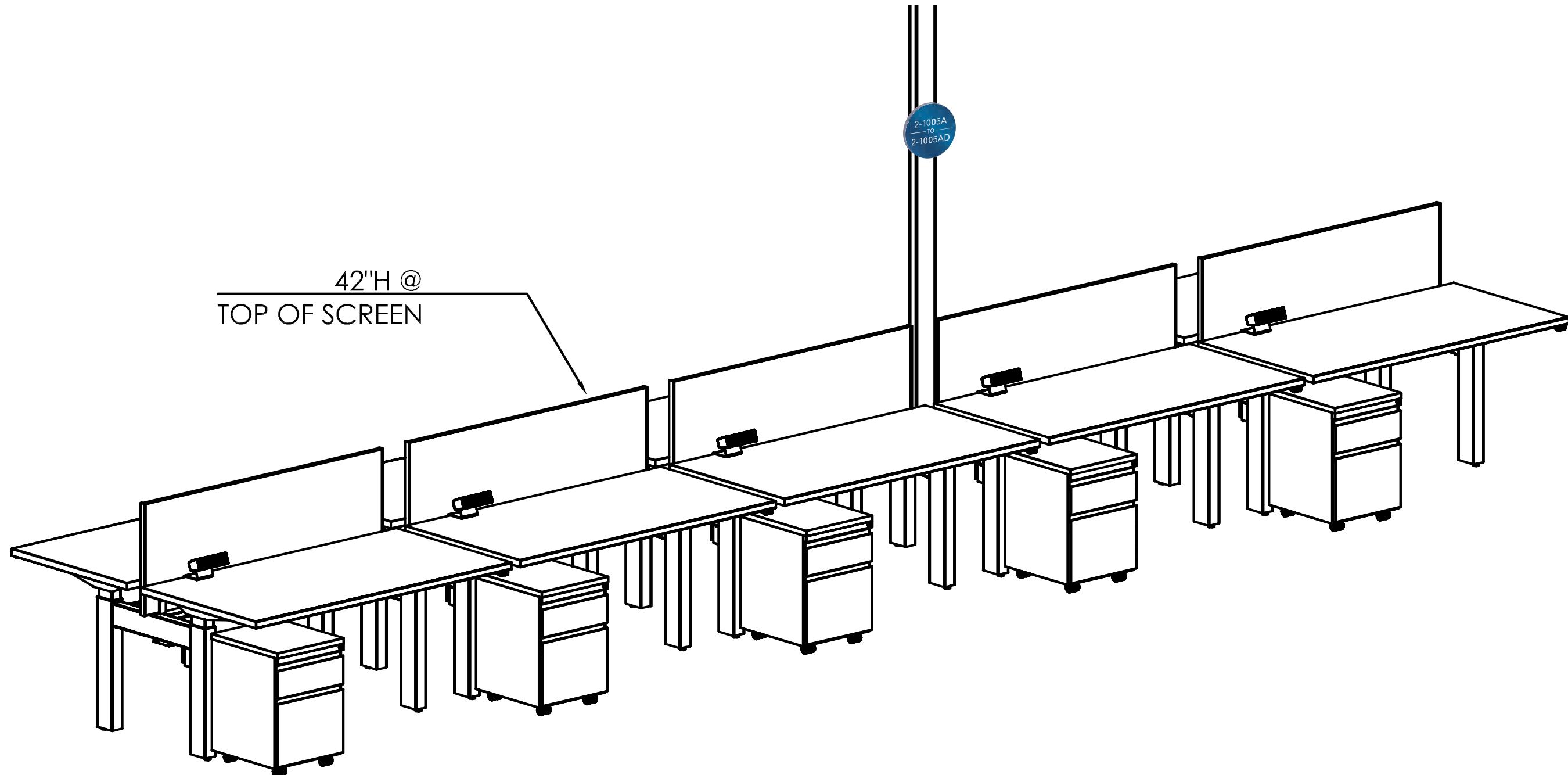


Fig. 2: TEAM GROUP ID



SIGN COUNT

SIGN TYPE

A.0 BLUE	43 Signs	D.2	1 Signs	G.0 GREEN	18 Signs
A.0 GREEN	37 Signs	E.0 BLUE	1 Signs	H.0 BLUE	TBD
A.1 BLUE	204 Signs	E.0 GREEN	1 Signs	H.0 GREEN	TBD
A.1 GREEN	200 Signs	F.0	TBD	J.0	6 Signs
B.0	78 Signs	F.1	TBD		
C.0 BLUE	7 Signs	F.0 (ALT)	17 Signs		
C.0 GREEN	5 Signs	F.1 (ALT)	19 Signs		
D.0	1 Signs	F.2 (ALT)	5 Signs		
D.1	1 Signs	G.0 BLUE	22 Signs		