



50TH FLOOR BRANDING – DESIGN INTENT

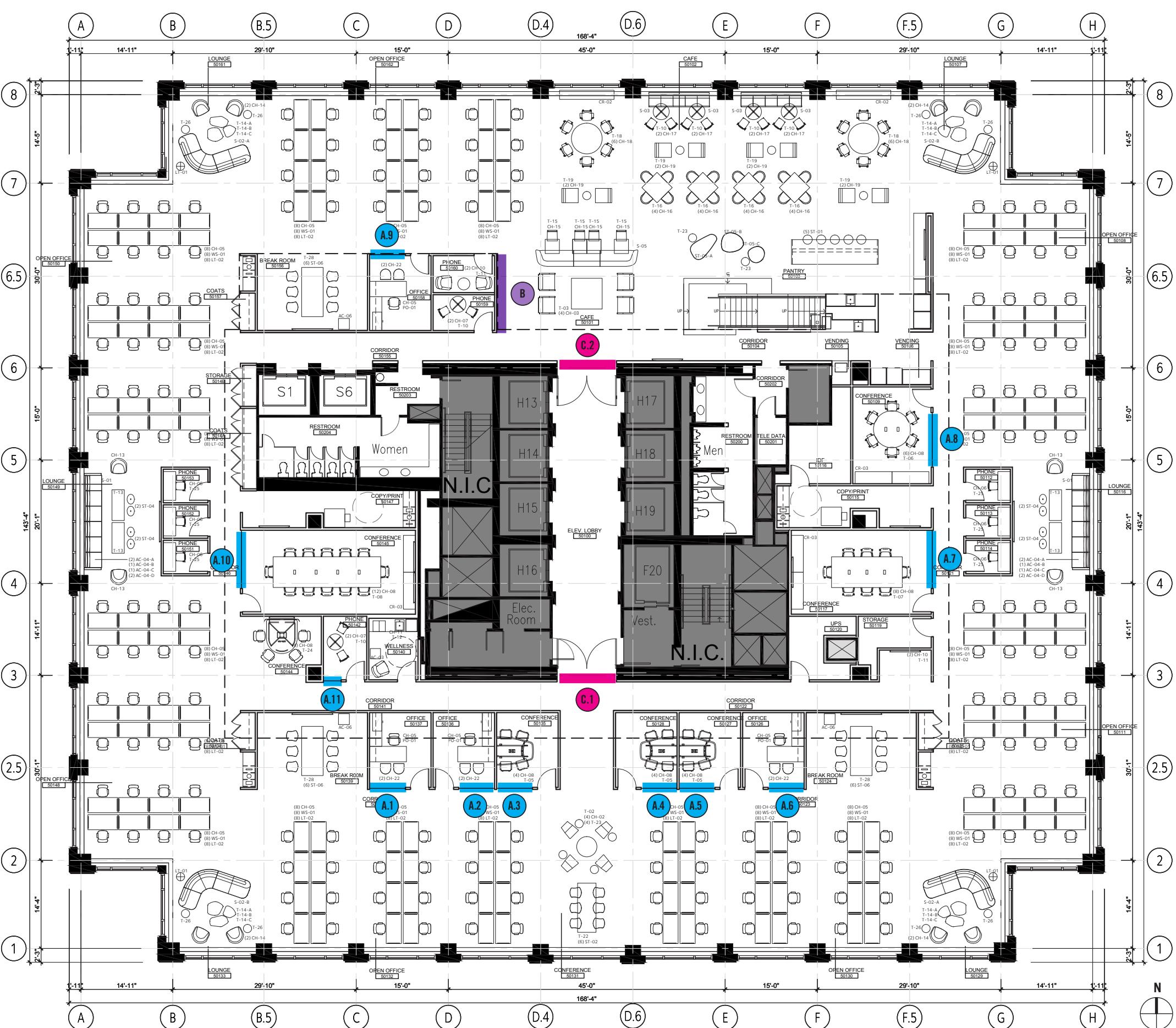
12.14.16 / 216069.00

Kahler Slater
ENVIRONMENTAL BRANDING

BRANDING LOCATION PLAN

50

- ELEMENT A Wind Mapping
- ELEMENT B Boom Wall
- ELEMENT C Lobby Film



BRANDING LOCATION PLAN

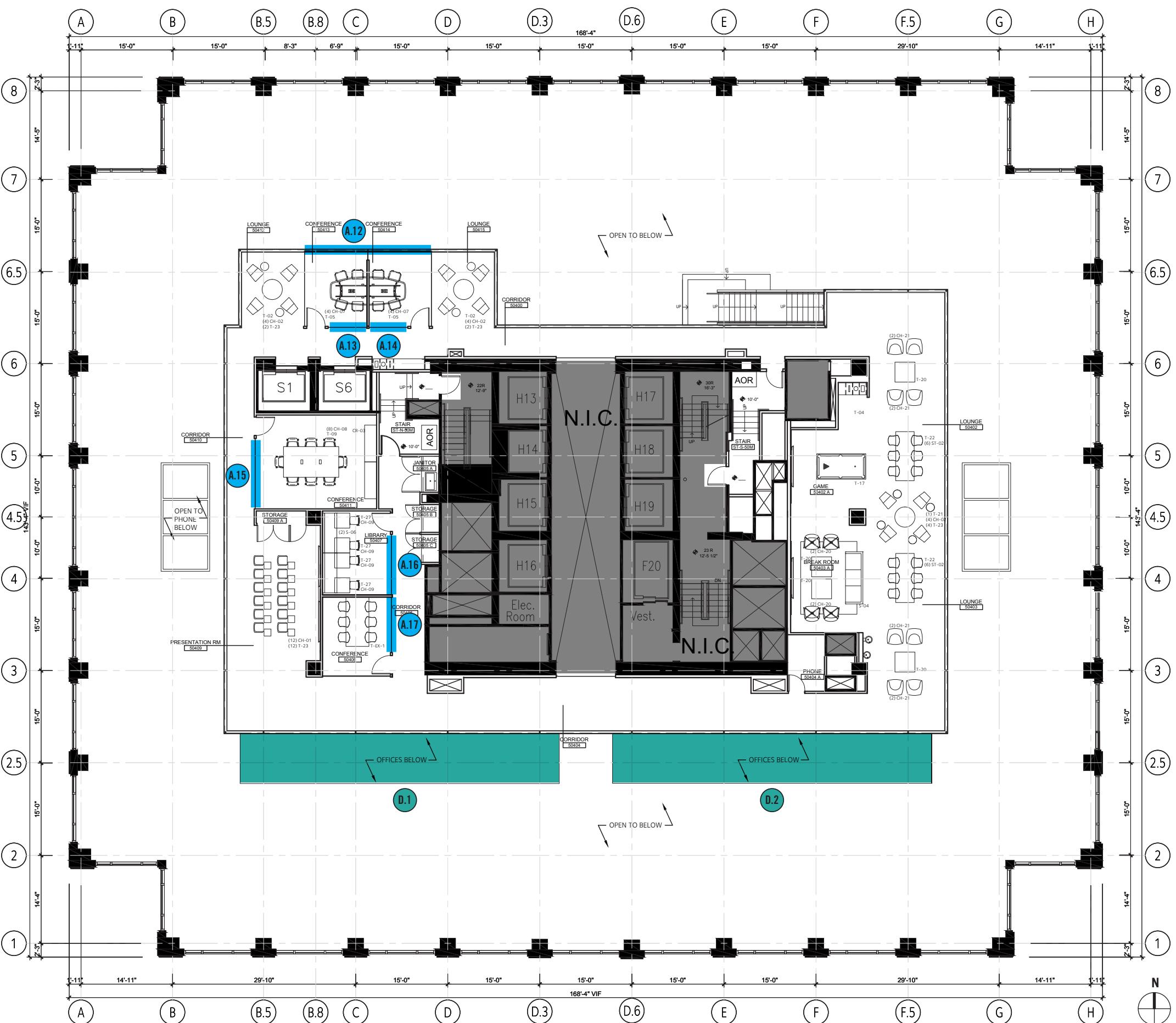
50 MEZZANINE

ELEMENT A

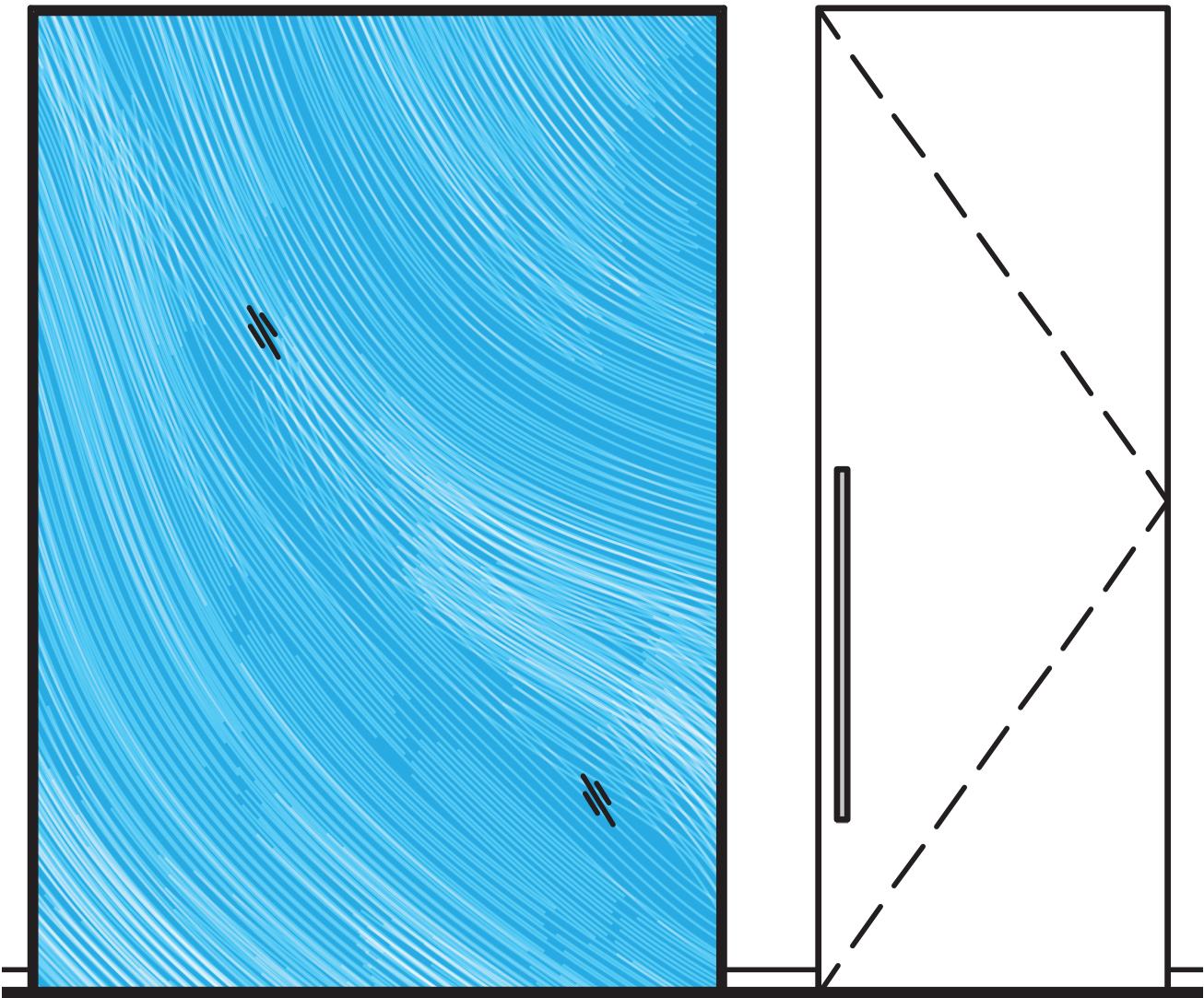
Wind Mapping

ELEMENT D

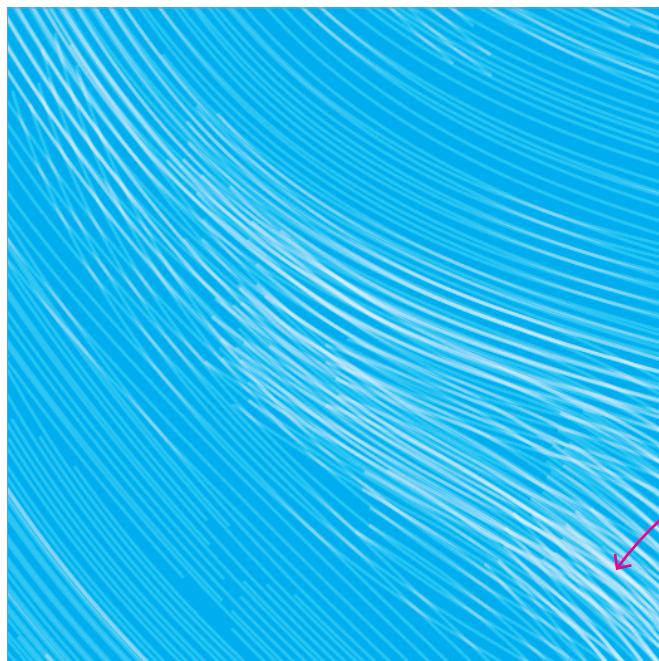
Ceiling Wind Map



ELEMENT A: TYPICAL ELEVATION



A.1 Elevation



Wind Map Detail

5% White

20% White

DESIGN INTENT:

White wind map pattern to be printed directly to clear lintec. White ink to be printed at 5% and 20% opacity. Lines will overlap and create varying levels of opacity. Note: the glass is blue and will be installed by others.

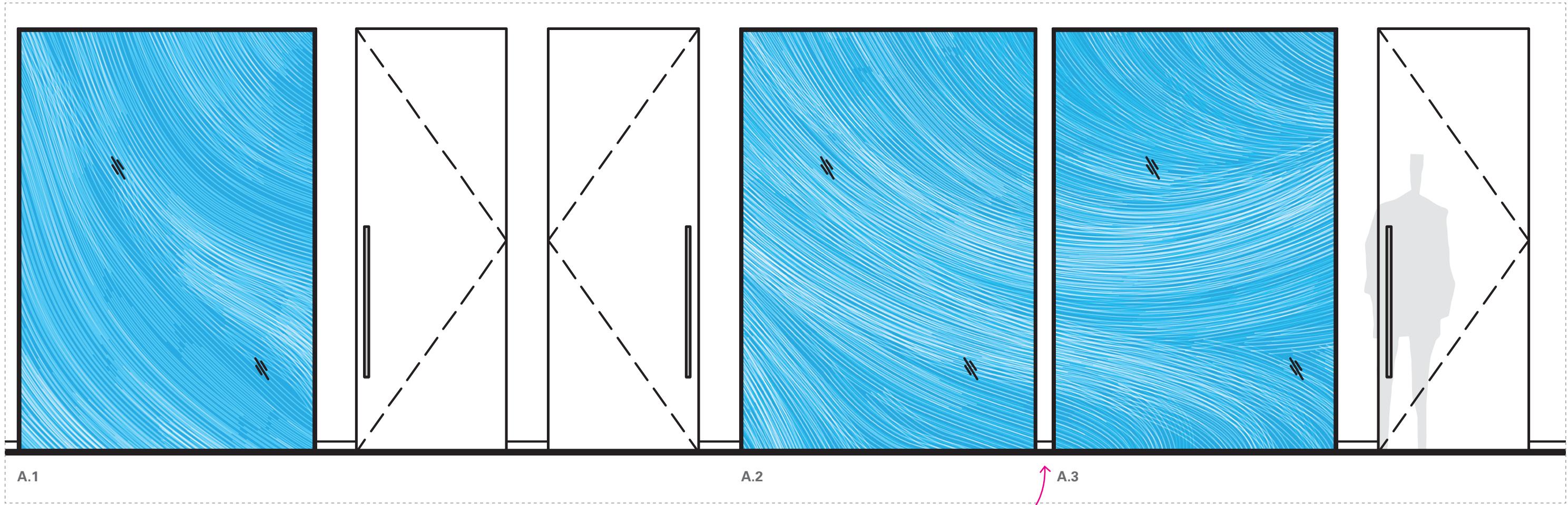
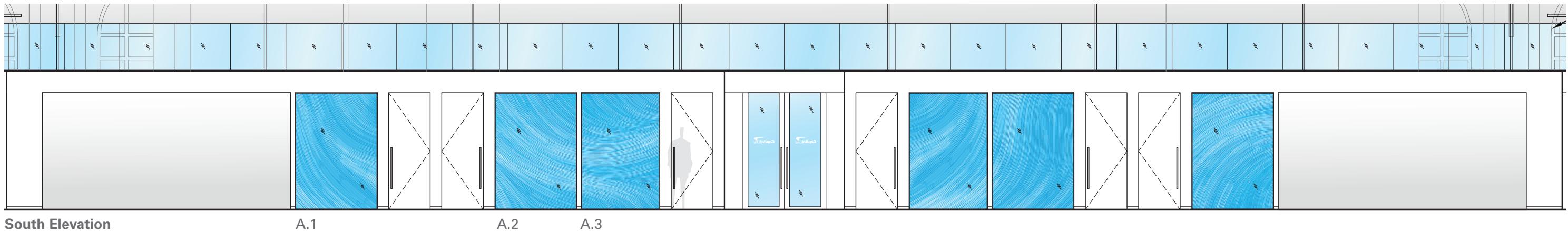
Lintec to be applied direct to second surface of the glass (from corridor).

16 locations with varying sizes. See the following pages for dimensions.

All glass panel measurements to be verified in field by vendor.

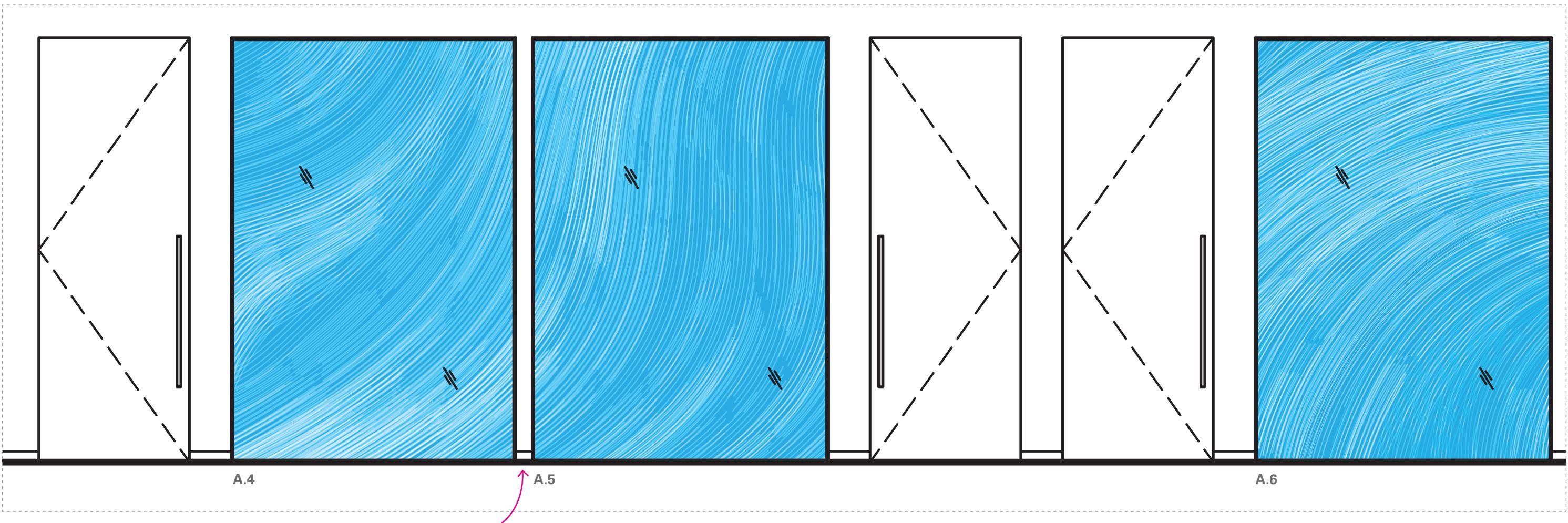
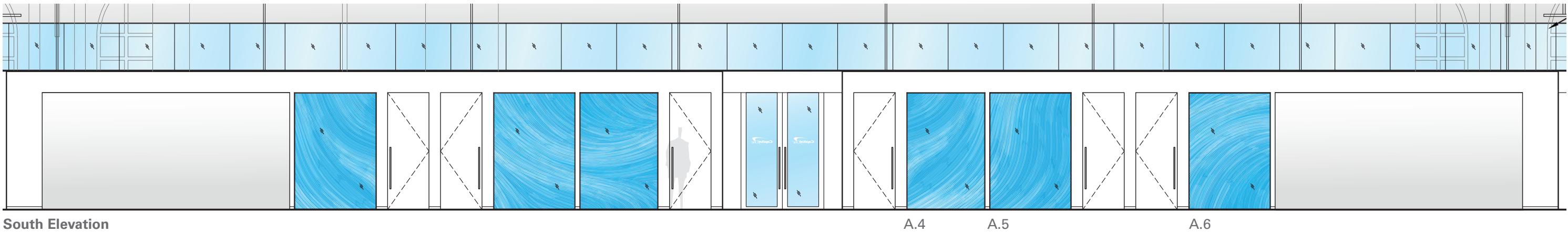
Samples: (1) full-size panel to confirm opacities. 2 rounds.

ELEMENT A: WIND MAP A.1 & A.3



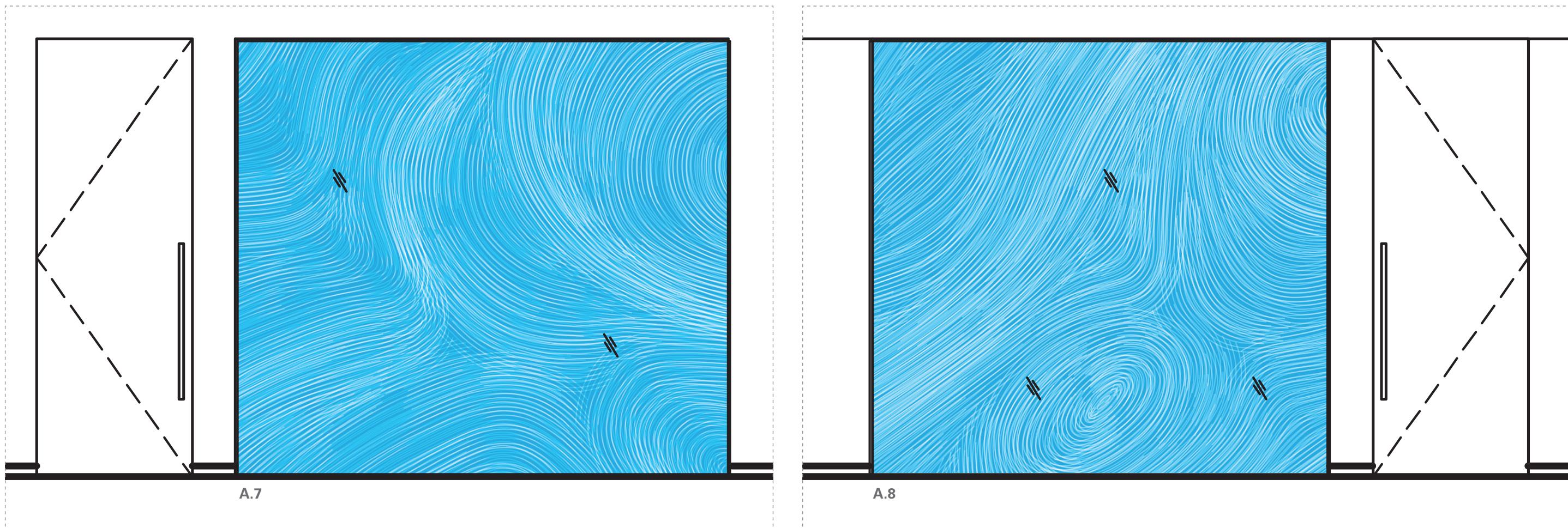
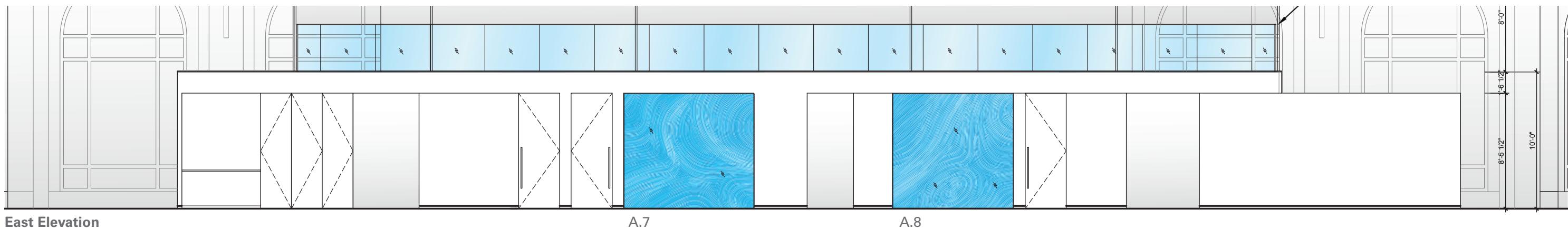
DESIGN INTENT: SEE PAGE 4

ELEMENT A: WIND MAP A.4 & A.6



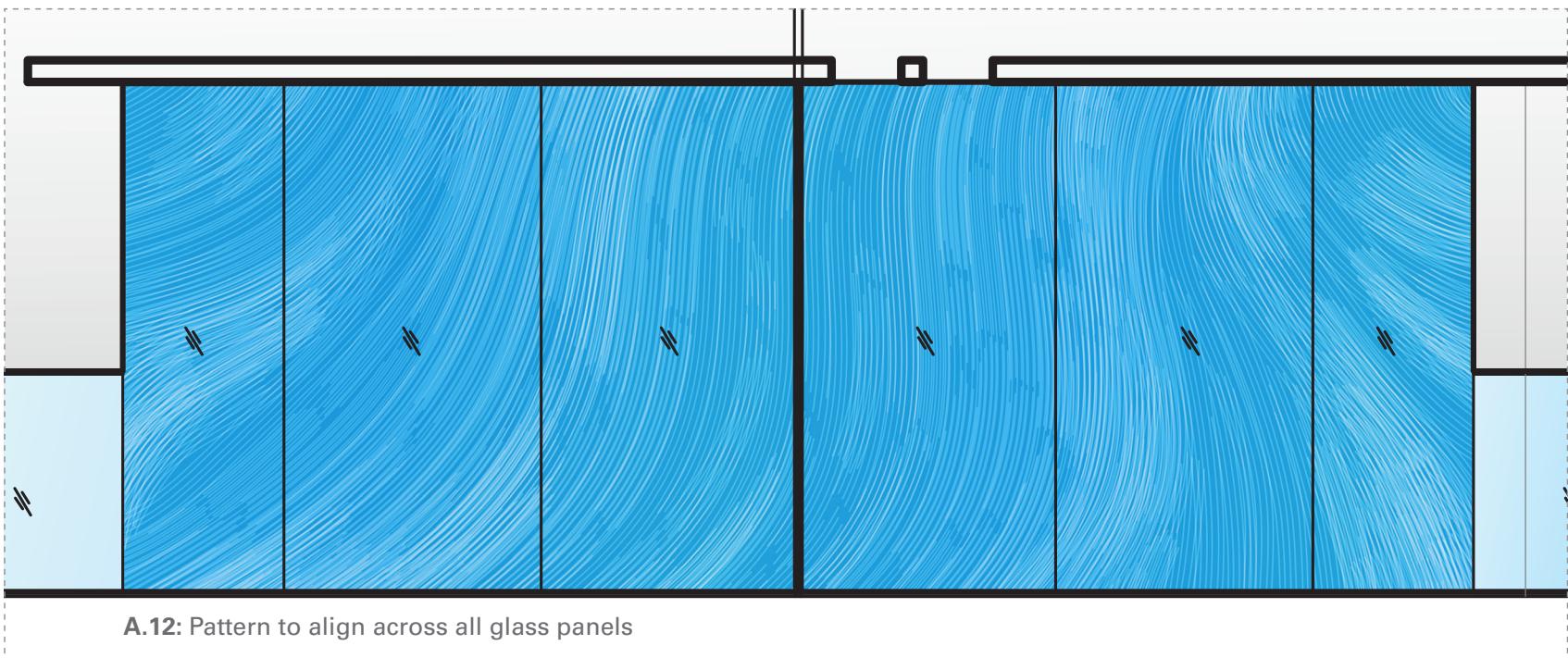
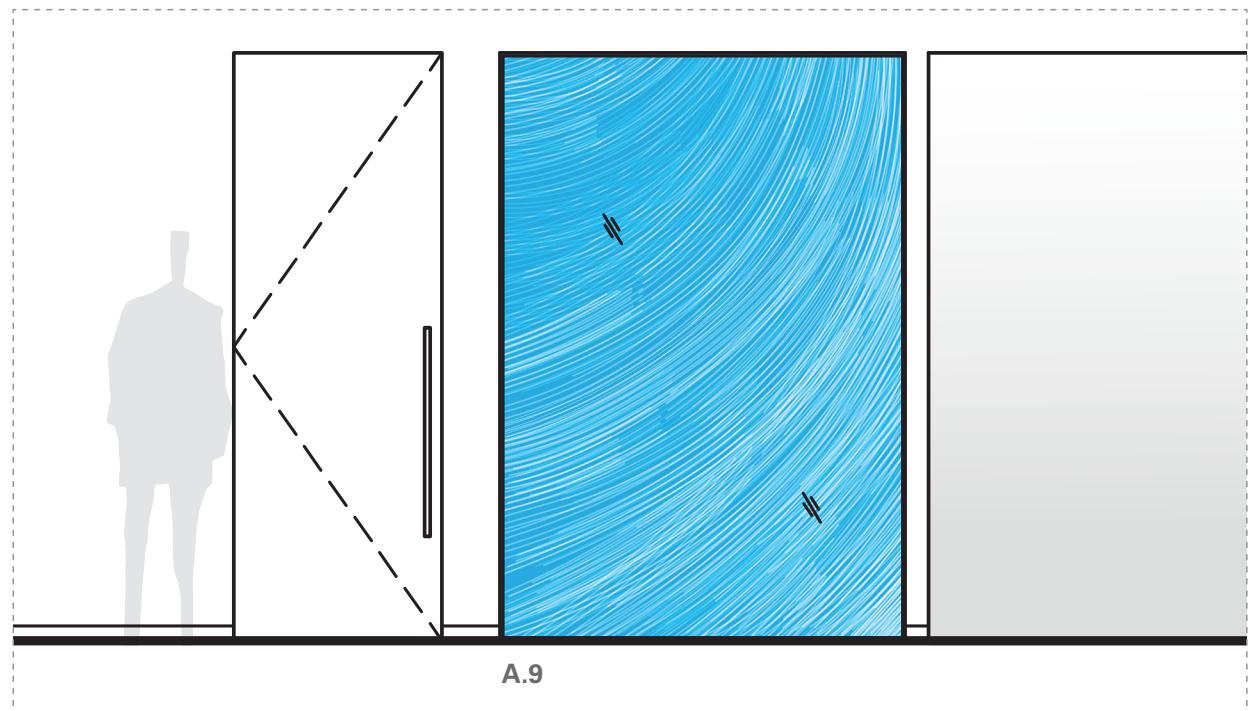
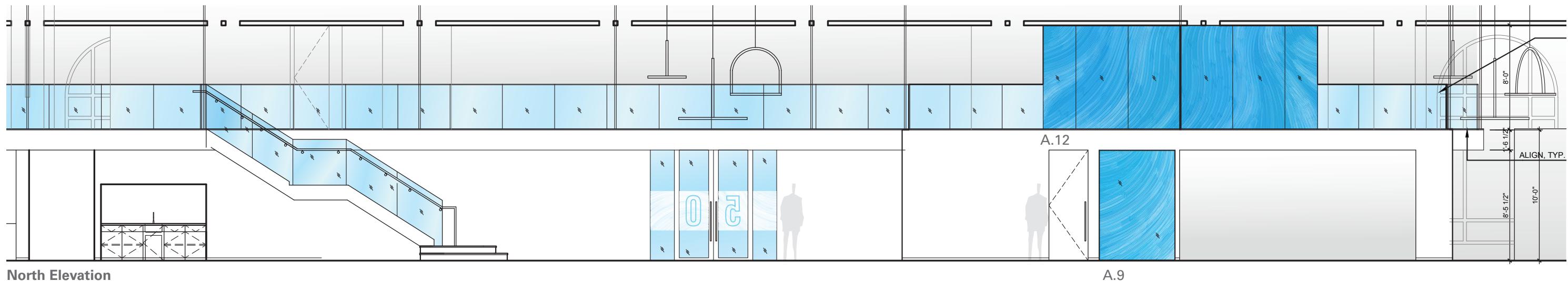
DESIGN INTENT: SEE PAGE 4

ELEMENT A: WIND MAP A.7 & A.8



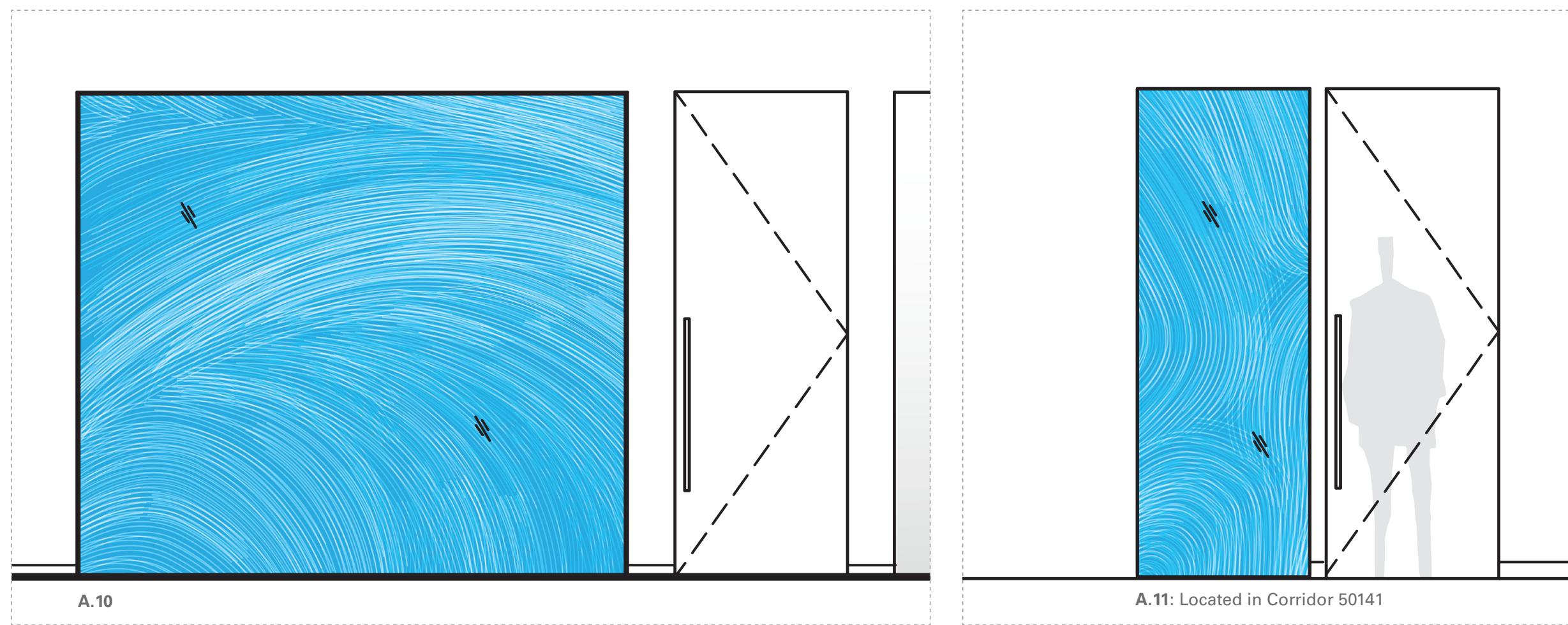
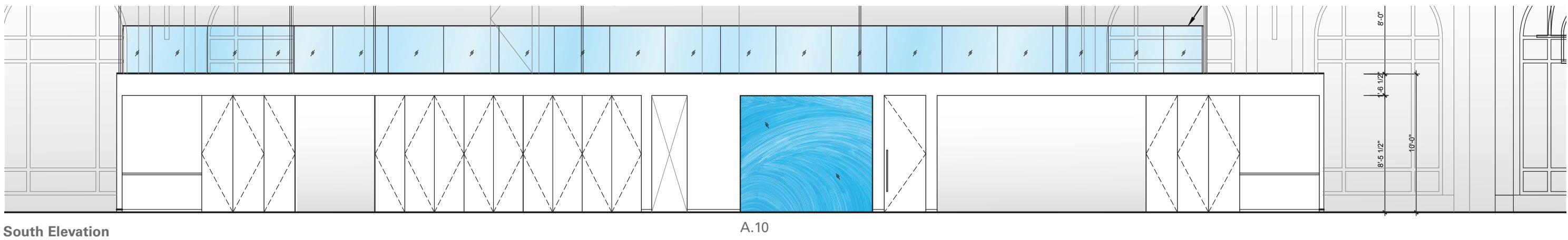
DESIGN INTENT: SEE PAGE 4

ELEMENT A: WIND MAP A.9 & A.12



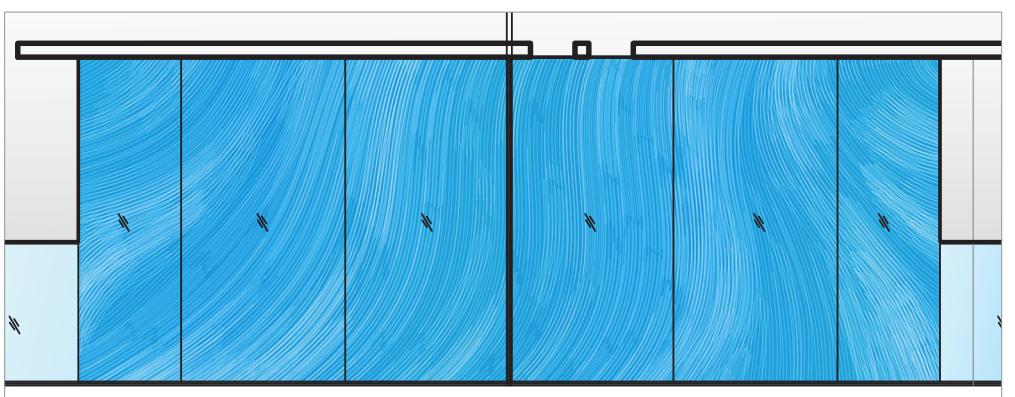
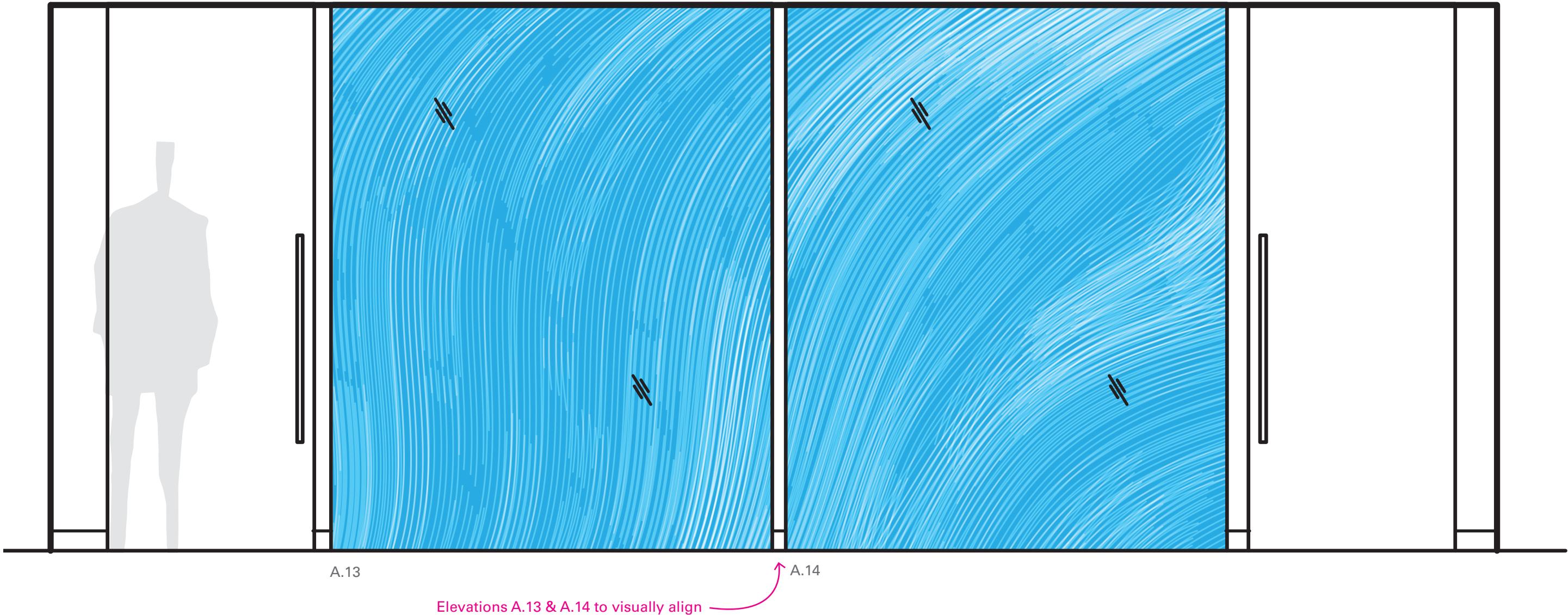
DESIGN INTENT: SEE PAGE 4

ELEMENT A: WIND MAP A.10 & A.11



DESIGN INTENT: SEE PAGE 4

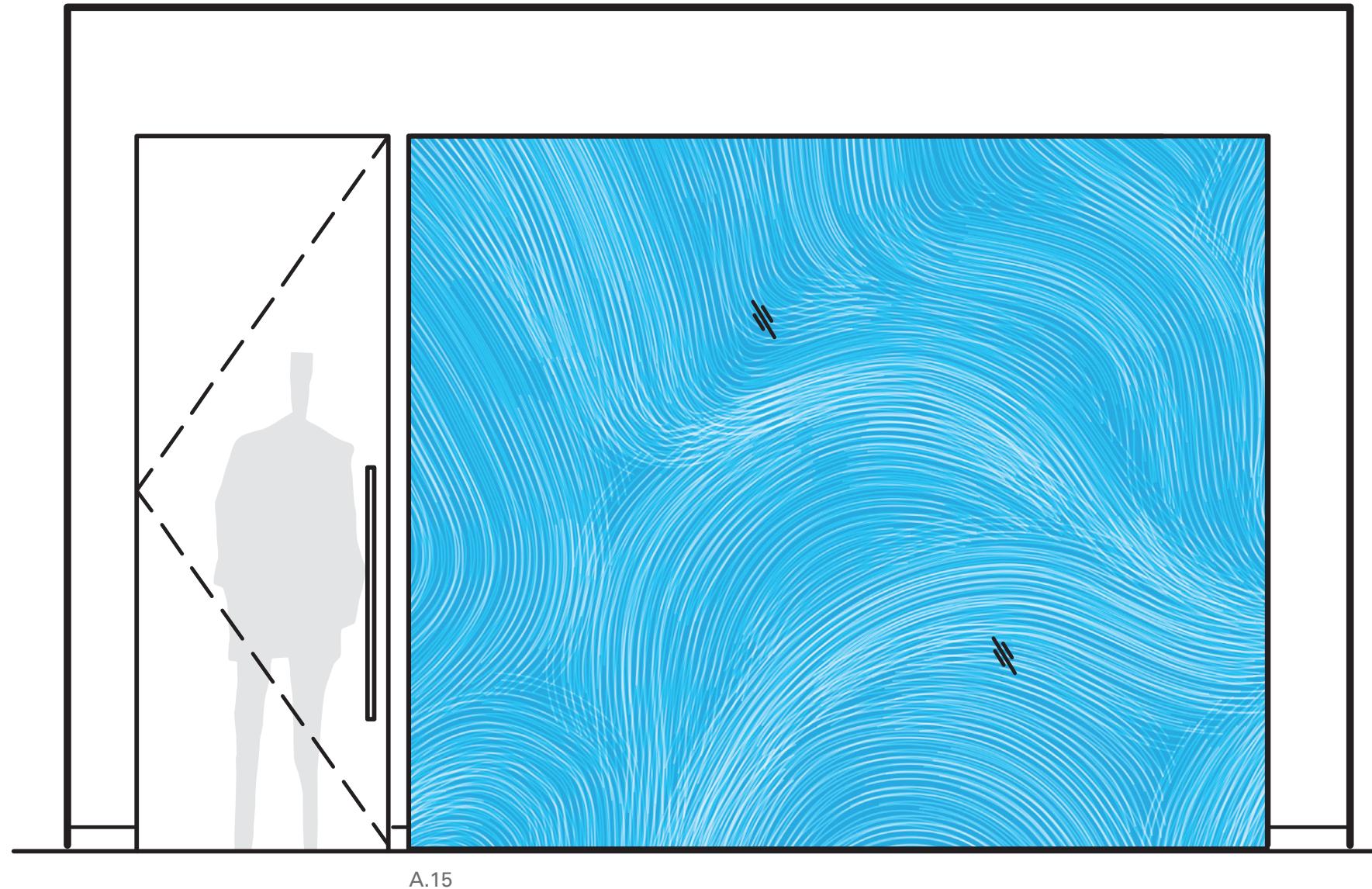
ELEMENT A: WIND MAP A.13 & A.14



Reference: South view of conference rooms

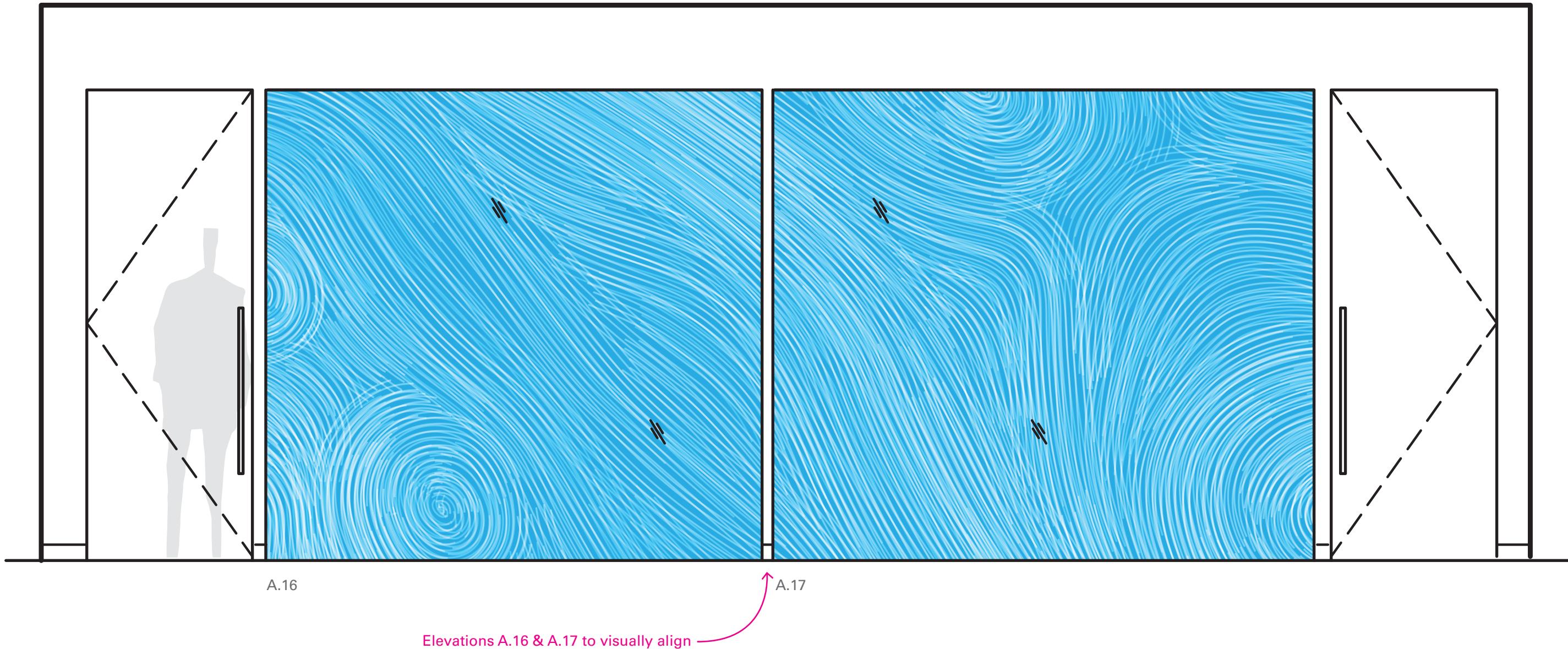
DESIGN INTENT: SEE PAGE 4

ELEMENT A: WIND MAP A.15



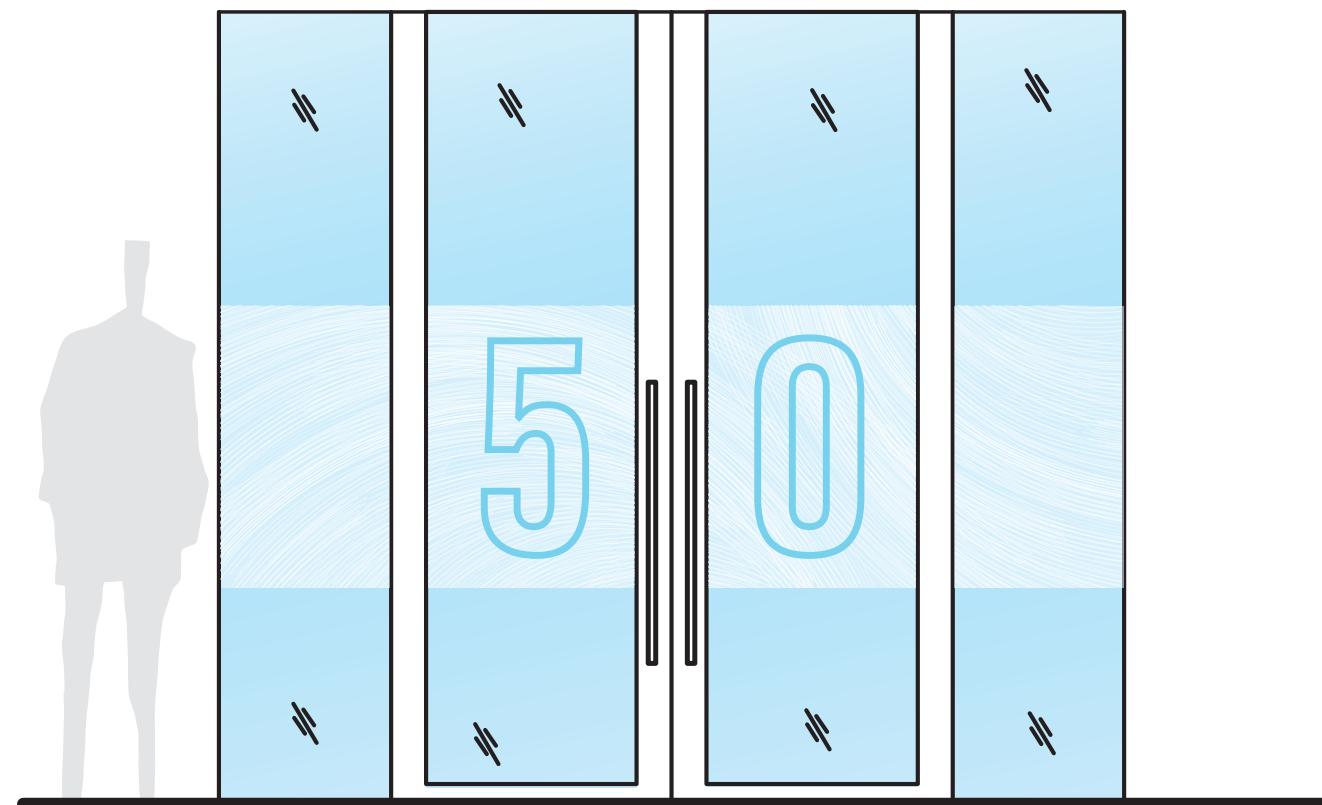
DESIGN INTENT: SEE PAGE 4

ELEMENT A: WIND MAP A.16 & A.17

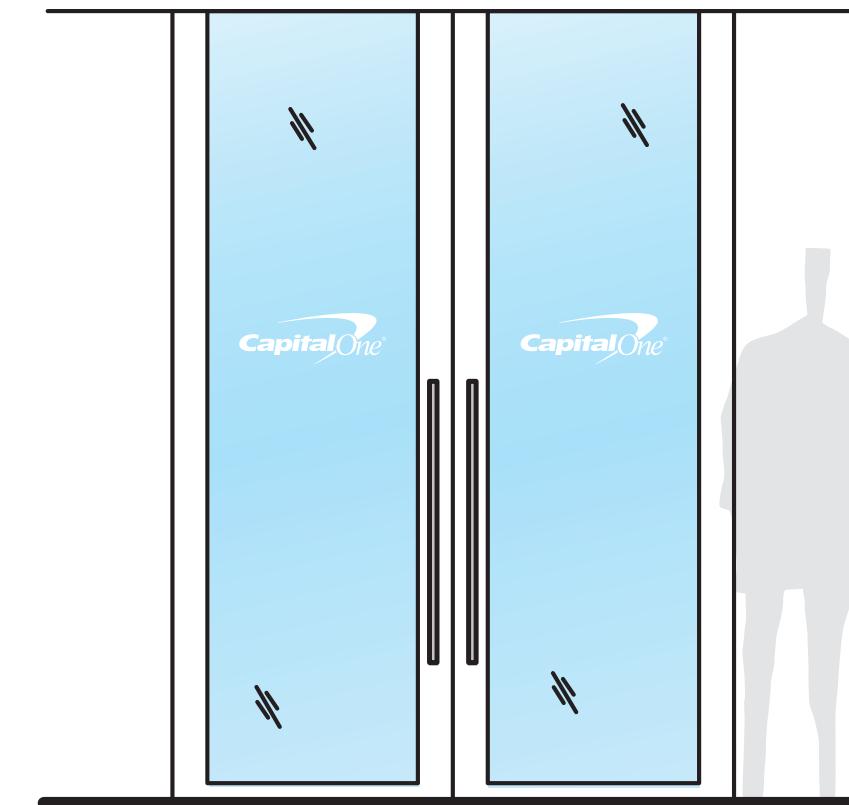


DESIGN INTENT: SEE PAGE 4

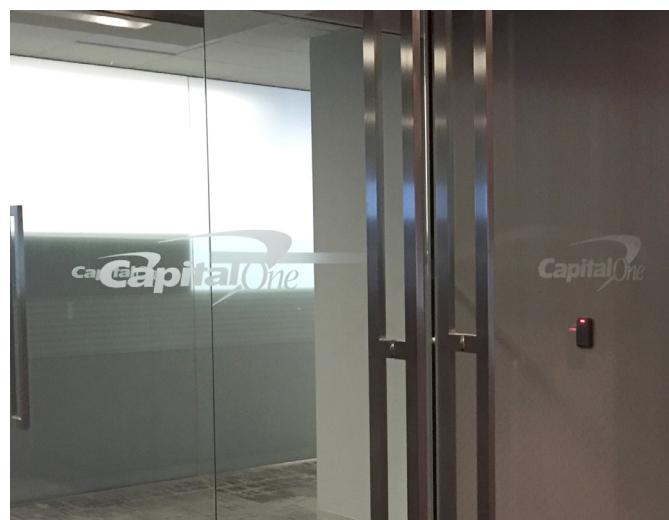
ELEMENT C: LOBBY FILM



C.1: North Doors



C.2: South Doors



Reference: Vinyl

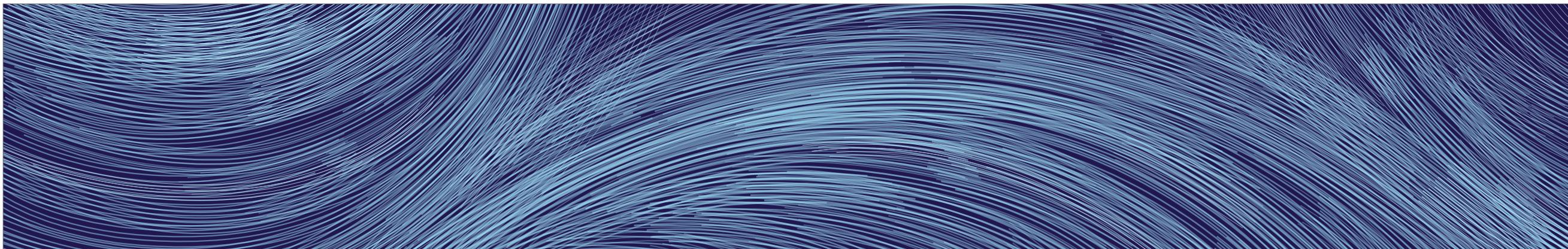
DESIGN INTENT:

North: Two floor numbers to be cut from lintec film band. Windmap pattern to be printed direct to clear Lintec film band. Film band to be installed on glass surface within elevator lobby.

South: Two vinyl logos made from 3M White 7725-10 opaque film. Logos to be installed on glass surface within elevator lobby.

Dimensions to be field verified by vendor.

ELEMENT D: CEILING WIND MAP



D1



D2

DESIGN INTENT:

Two full-color vinyl large format graphics to be applied direct to floor surface (beyond the mezzanine railing). Graphics to have minimal seaming. Each seam to align and create a consistent pattern and die into corners.

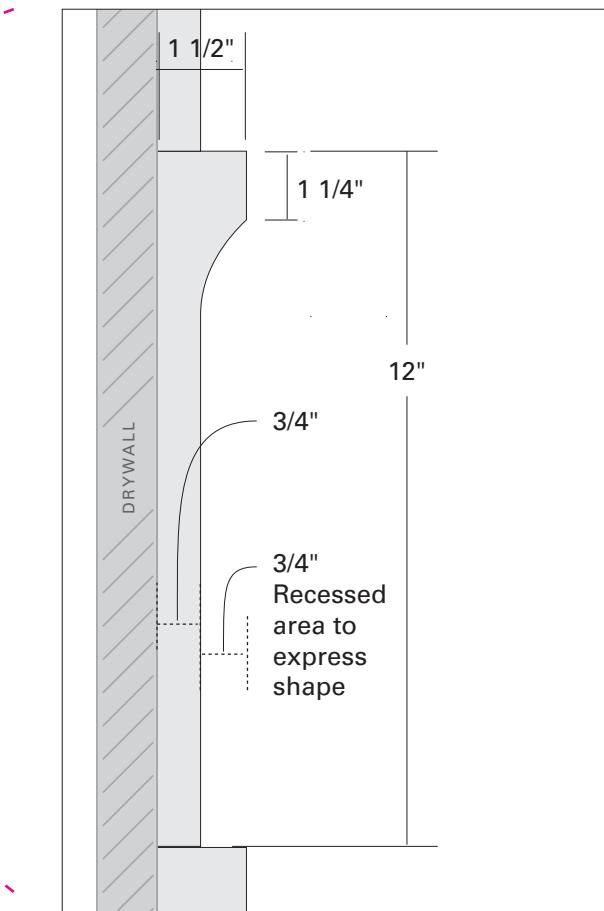
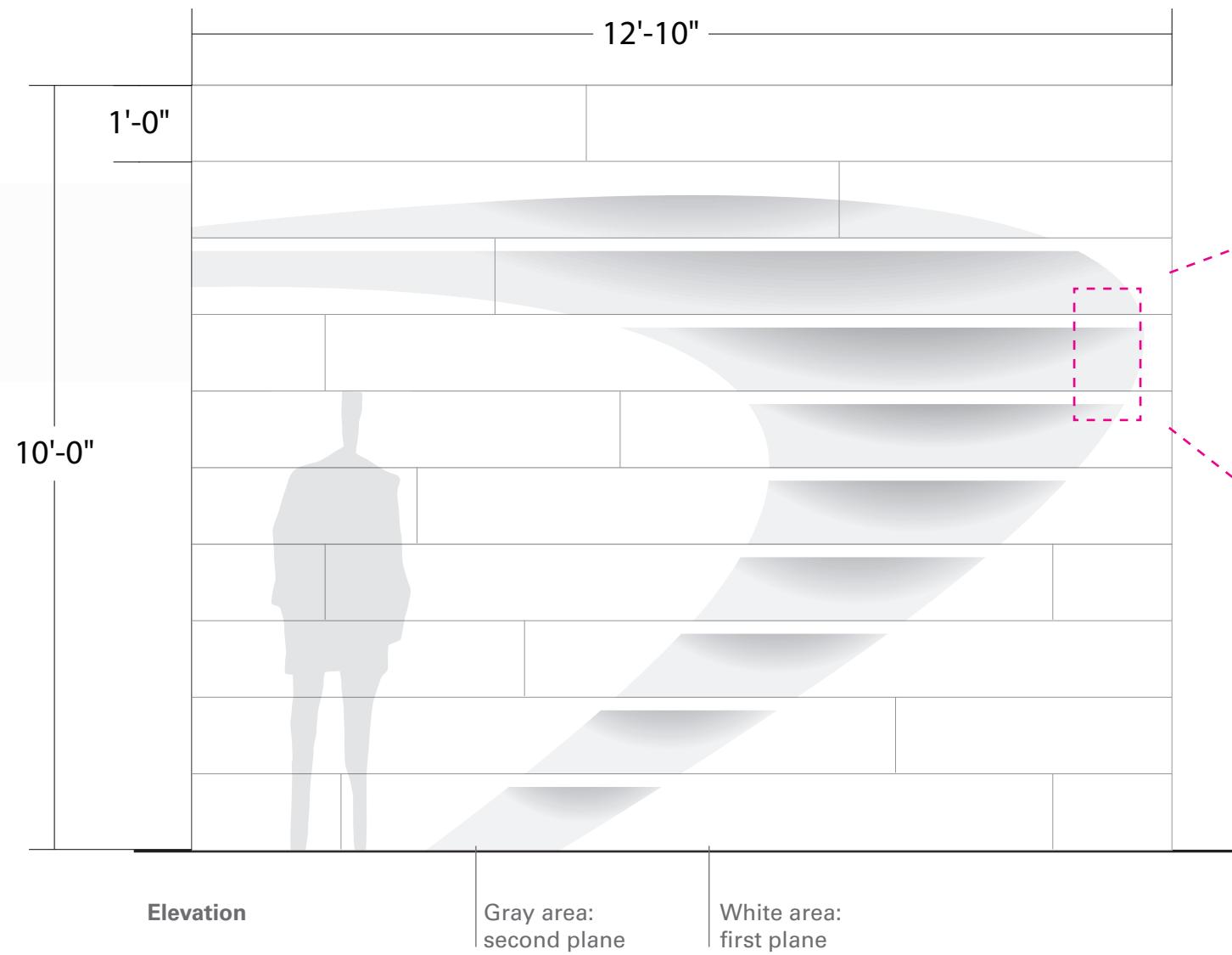
Vendor to provide recommendations about finishing edges of graphics.

(1) graphic measures: 52'- 0" (w) x 8'-2" (h)

Dimensions to be field verified by vendor.

Samples: (2) rounds of color sampling.
Samples to be 24" x 24"

ELEMENT B: BOOM WALL



Reference: Engraved shape



Reference: "BOOMerange" element from logo

DESIGN INTENT:

Feature Boom wall to be made of 10 rows of solid white acrylic (no paint) adhered directly to the drywall. Each row to measure 12" (tall) x 1 1/2" (thick). Panels to sit flush with the row above and below creating minimal seams. Each row will be routed to a gradual depth of 3/4" deep. When all pieces are together the boom shape will appear. Wall dimensions to be field verified by vendor.

Samples: (1) one small mockett (10% scale)
(1) one full scale routed panel to represent final fabrication

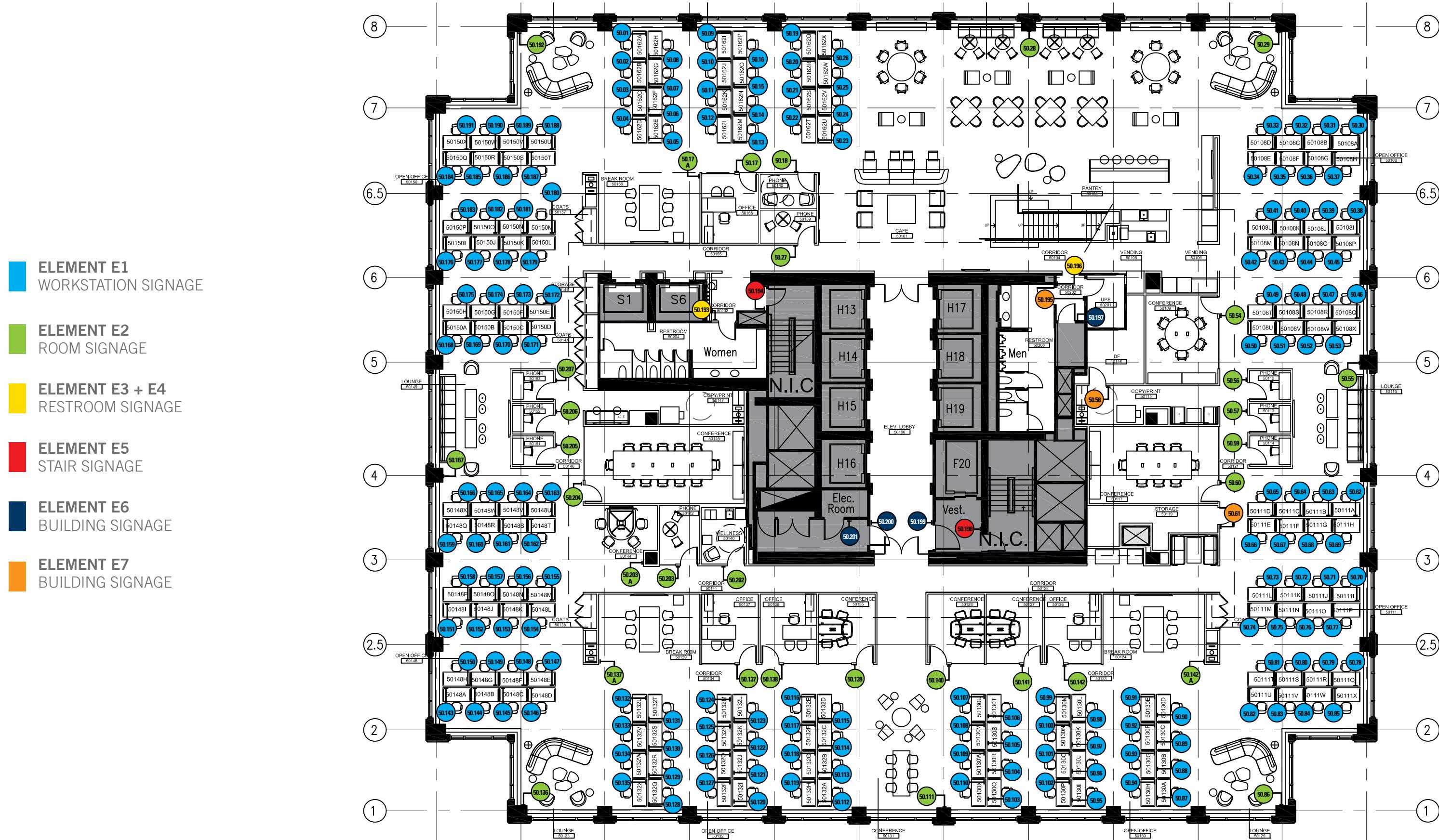


50TH FLOOR SIGNAGE

01.24.17 / 216069.00

Kahler Slater
ENVIRONMENTAL BRANDING

FLOOR 50

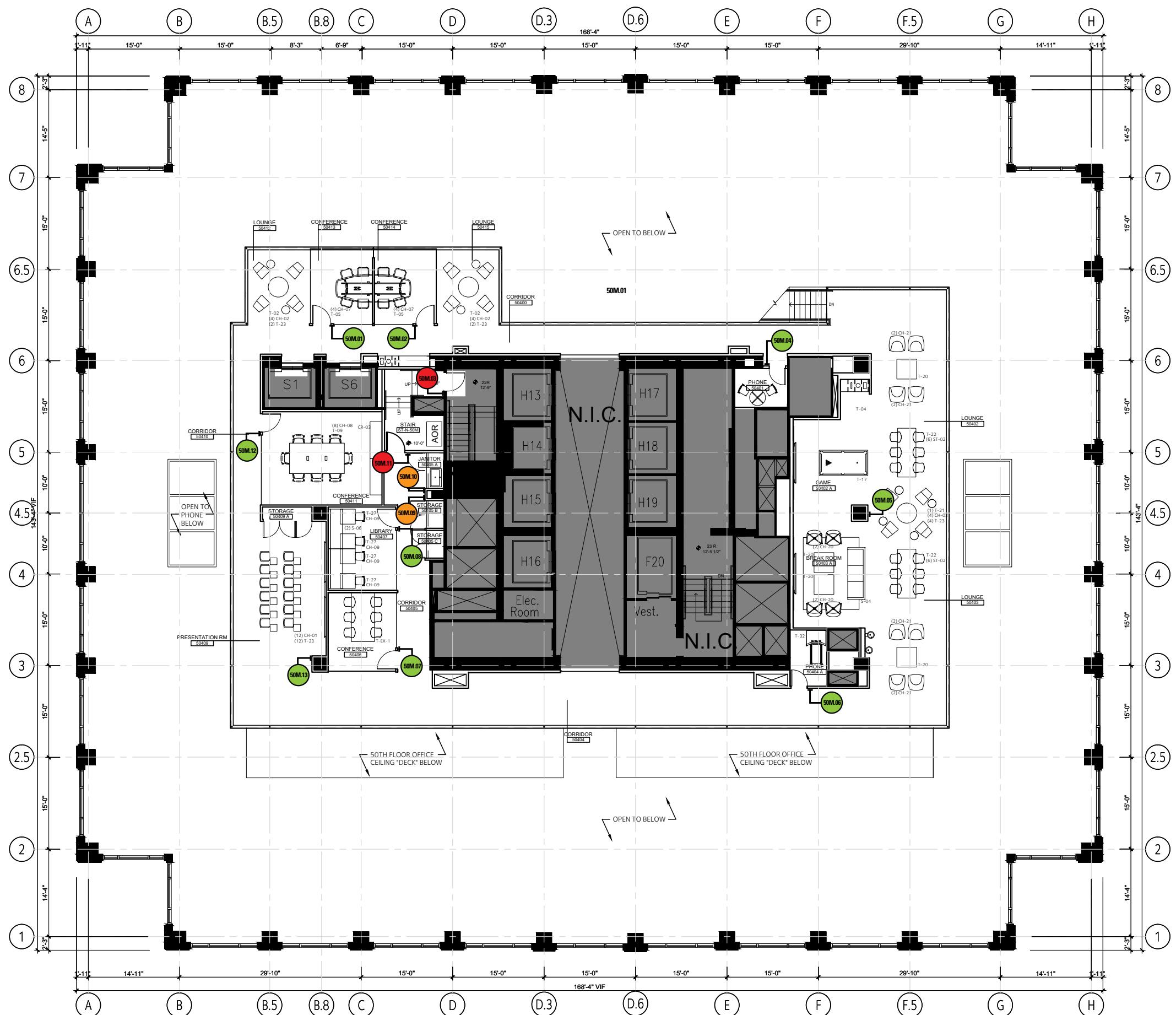


FLOOR 50 MEZZANINE

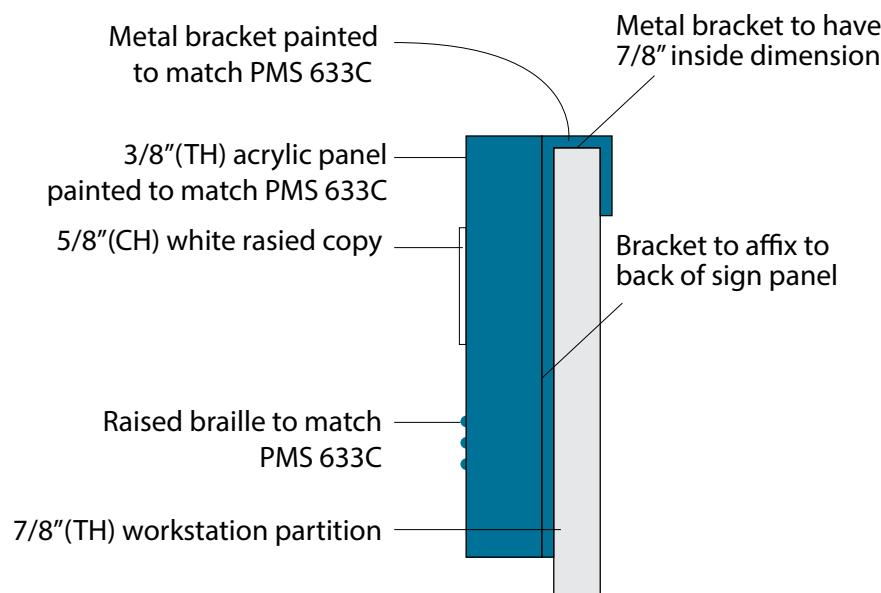
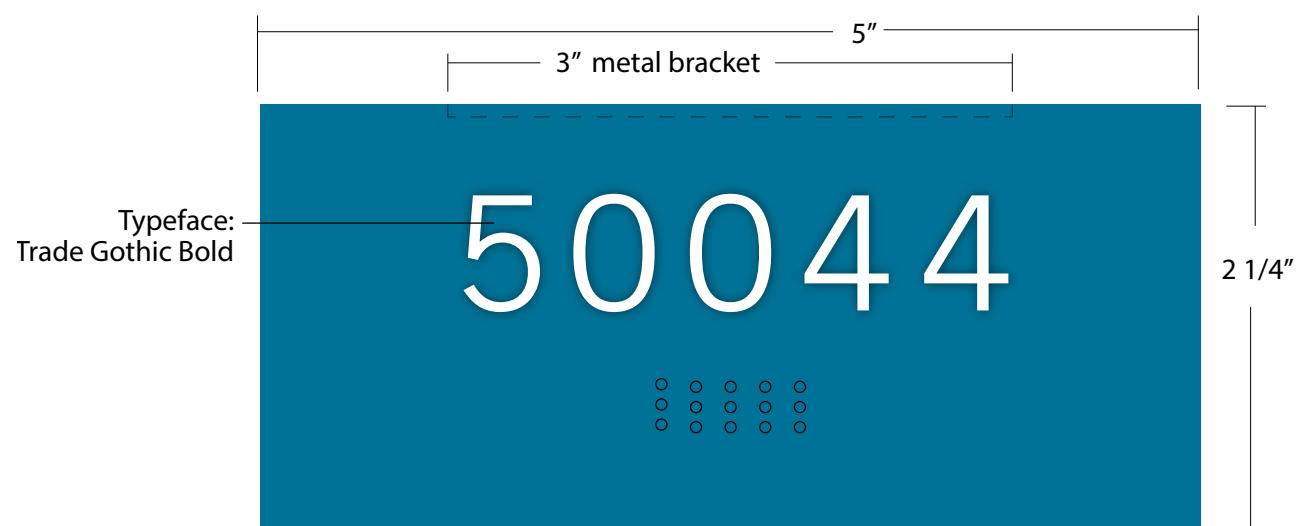
■ ELEMENT E2
ROOM SIGNAGE

■ ELEMENT E5
STAIR SIGNAGE

■ ELEMENT E7
BACK OF HOUSE SIGNAGE



ELEMENT E1: WORKSTATION SIGNAGE



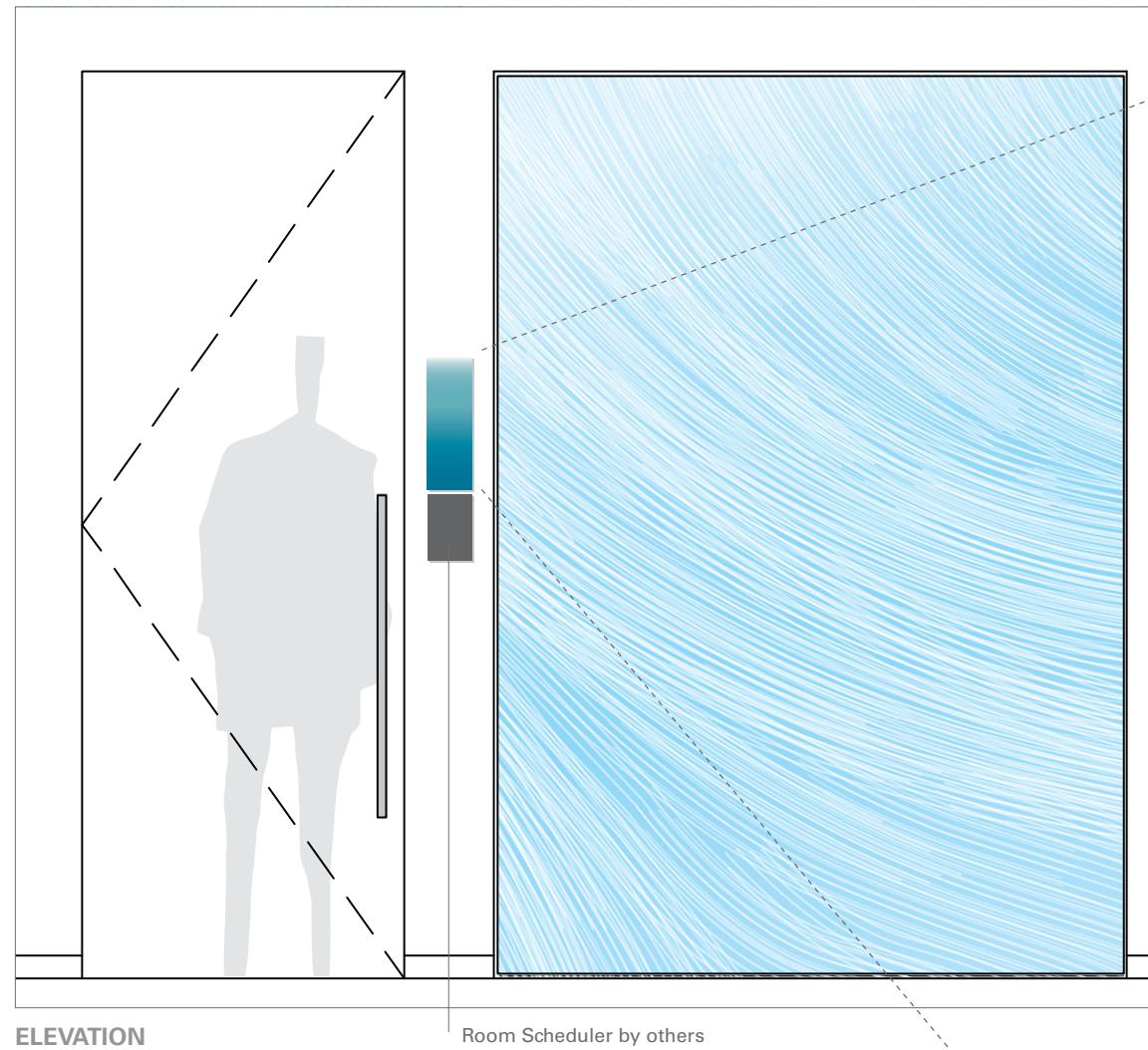
E1: SIGN DETAIL



DESIGN INTENT:

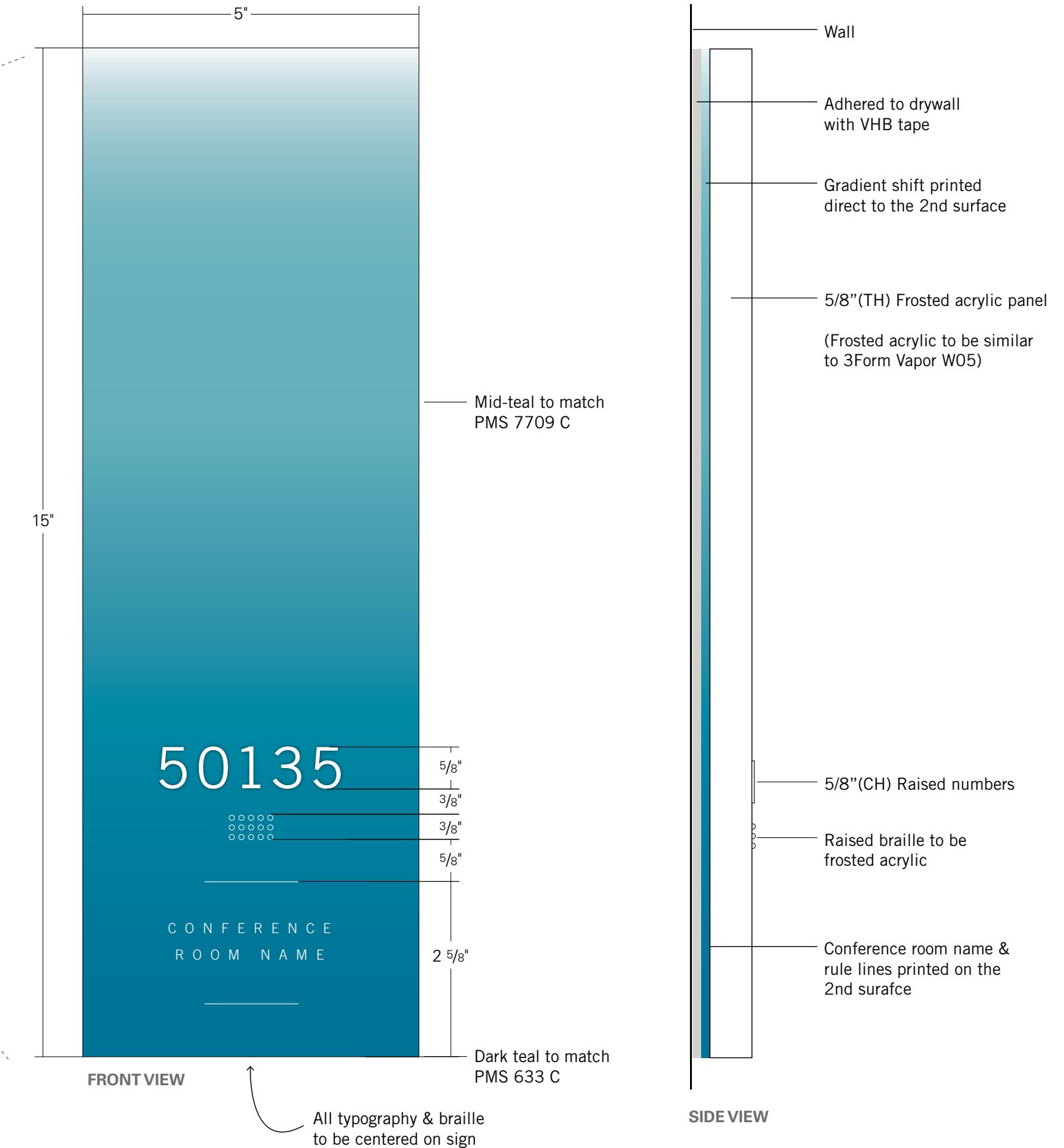
3/8"(TH) acrylic sign painted to match PMS 633C with white raised copy. Sign to be mounted to L bracket that will fit over partition. Metal bracket to be painted to match PMS 633C.

ELEMENT E2: ROOM SIGNAGE

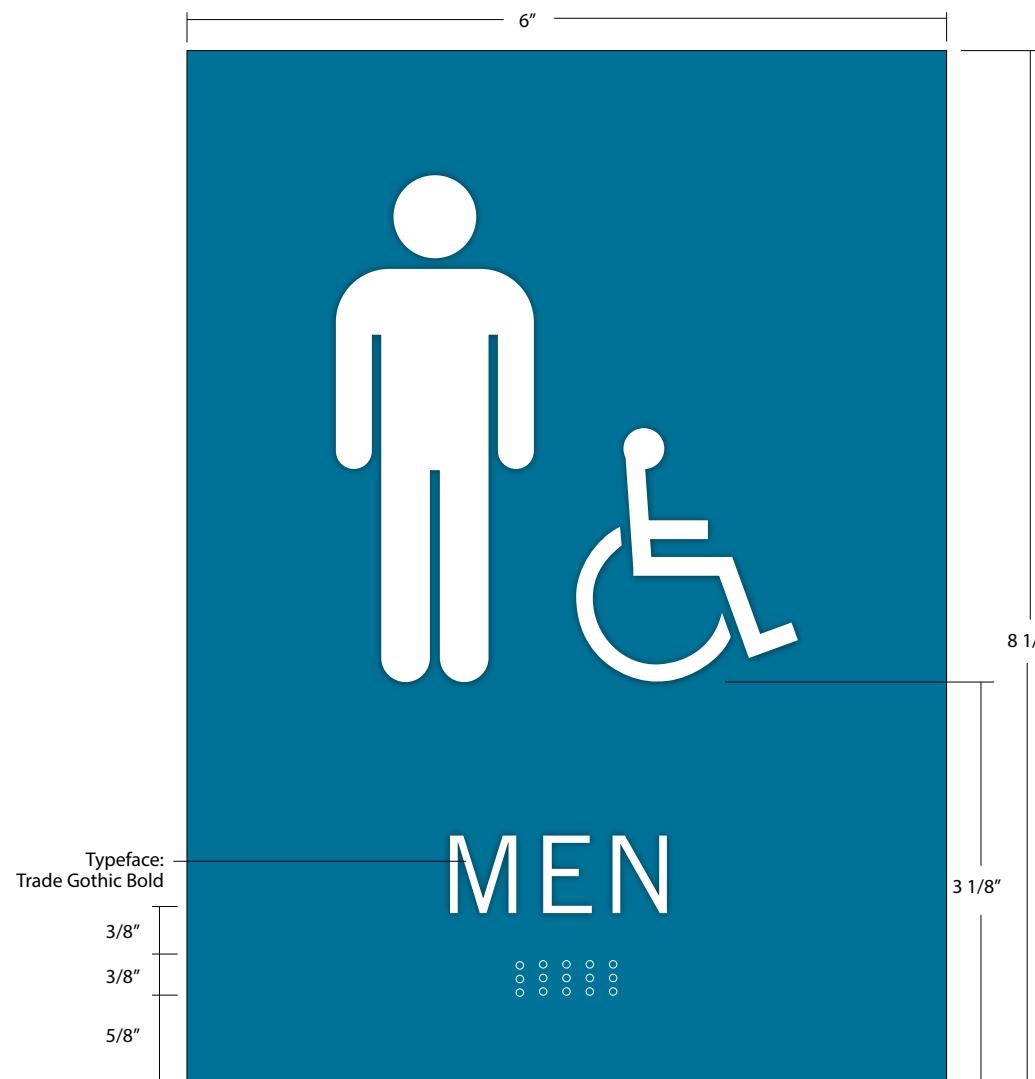


DESIGN INTENT:

5/8"(TH) frosted acrylic sign with printed graphic gradient applied to second surface with white raised copy on first surface. Conference room name to be printed on graphic gradient panel. Sign to be mounted to glass/drywall with VHB tape and align with room scheduler.

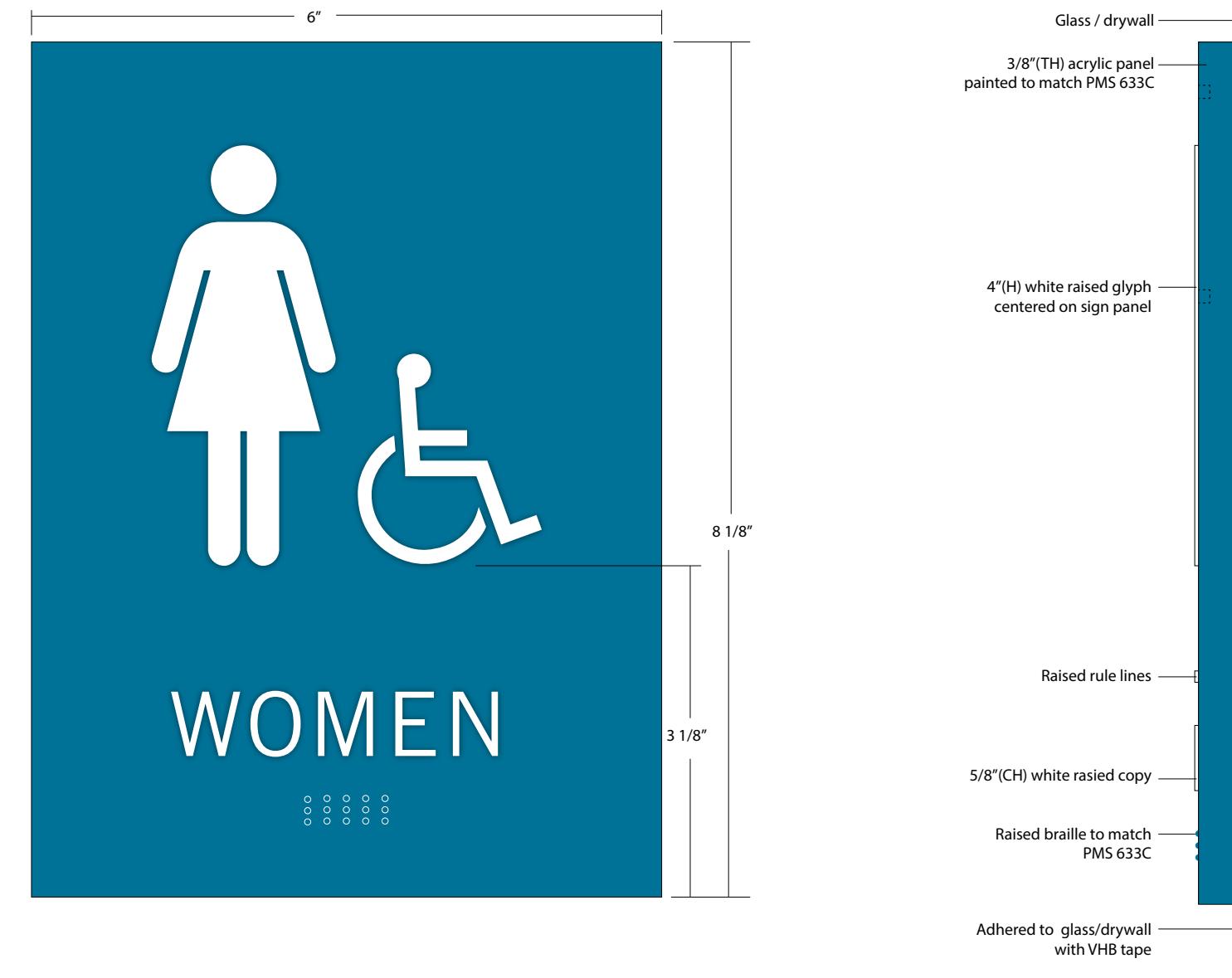


ELEMENT E3: RESTROOM SIGNAGE (MEN)



E3: SIGN DETAIL

ELEMENT E4: RESTROOM SIGNAGE (WOMEN)

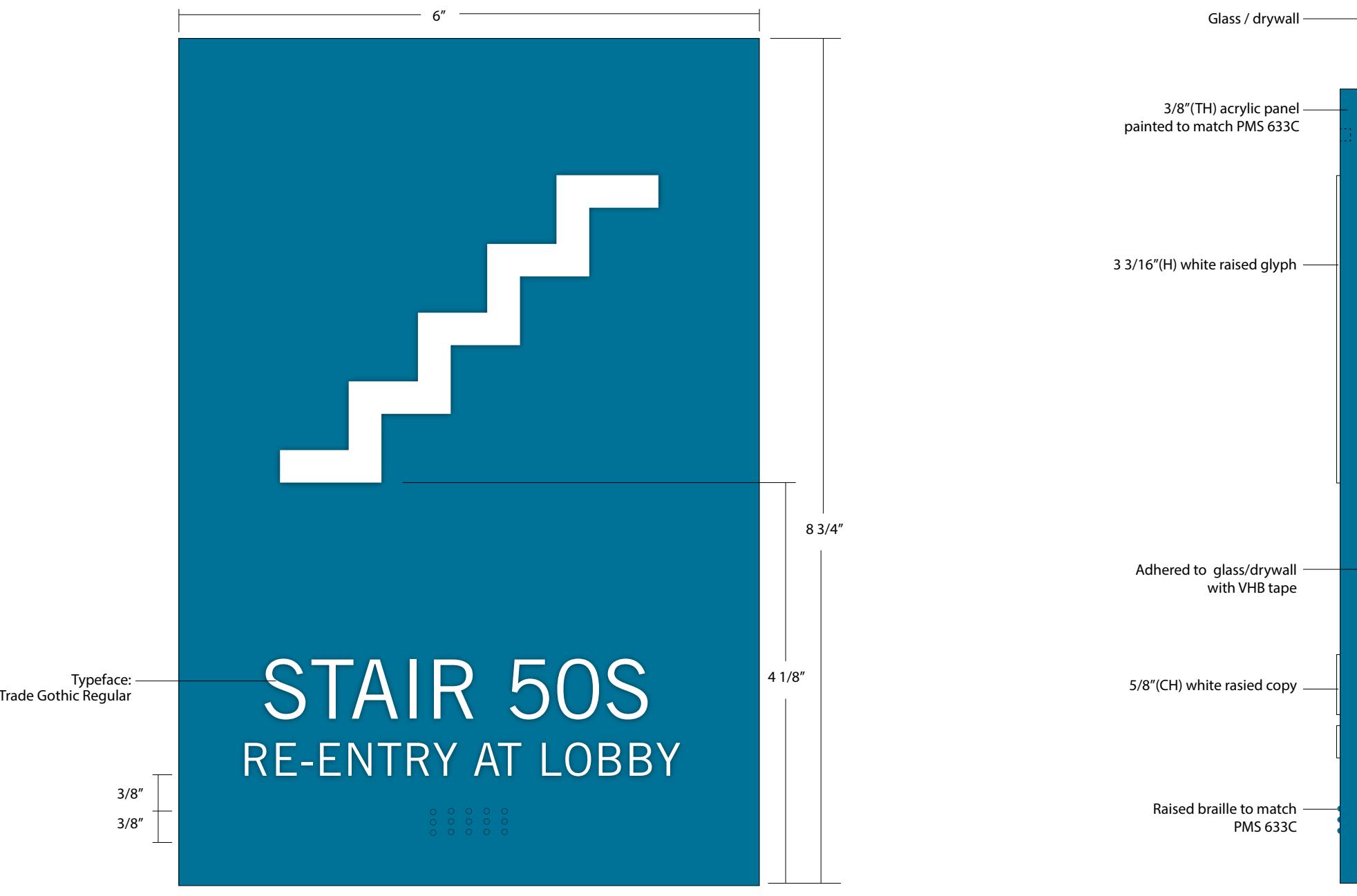


E4: SIGN DETAIL

DESIGN INTENT:

3/8"(TH) acrylic sign painted to match PMS 633C with white raised copy / glyph. Sign to be mounted to glass/drywall with VHB tape.

ELEMENT E5: STAIR SIGNAGE



E5: SIGN DETAIL

DESIGN INTENT:

3/8"(TH) acrylic sign painted to match PMS 633C with white raised copy / glyph.
Sign to be mounted to glass/drywall with VHB tape.

ELEMENT E6: BUILDING SIGNAGE

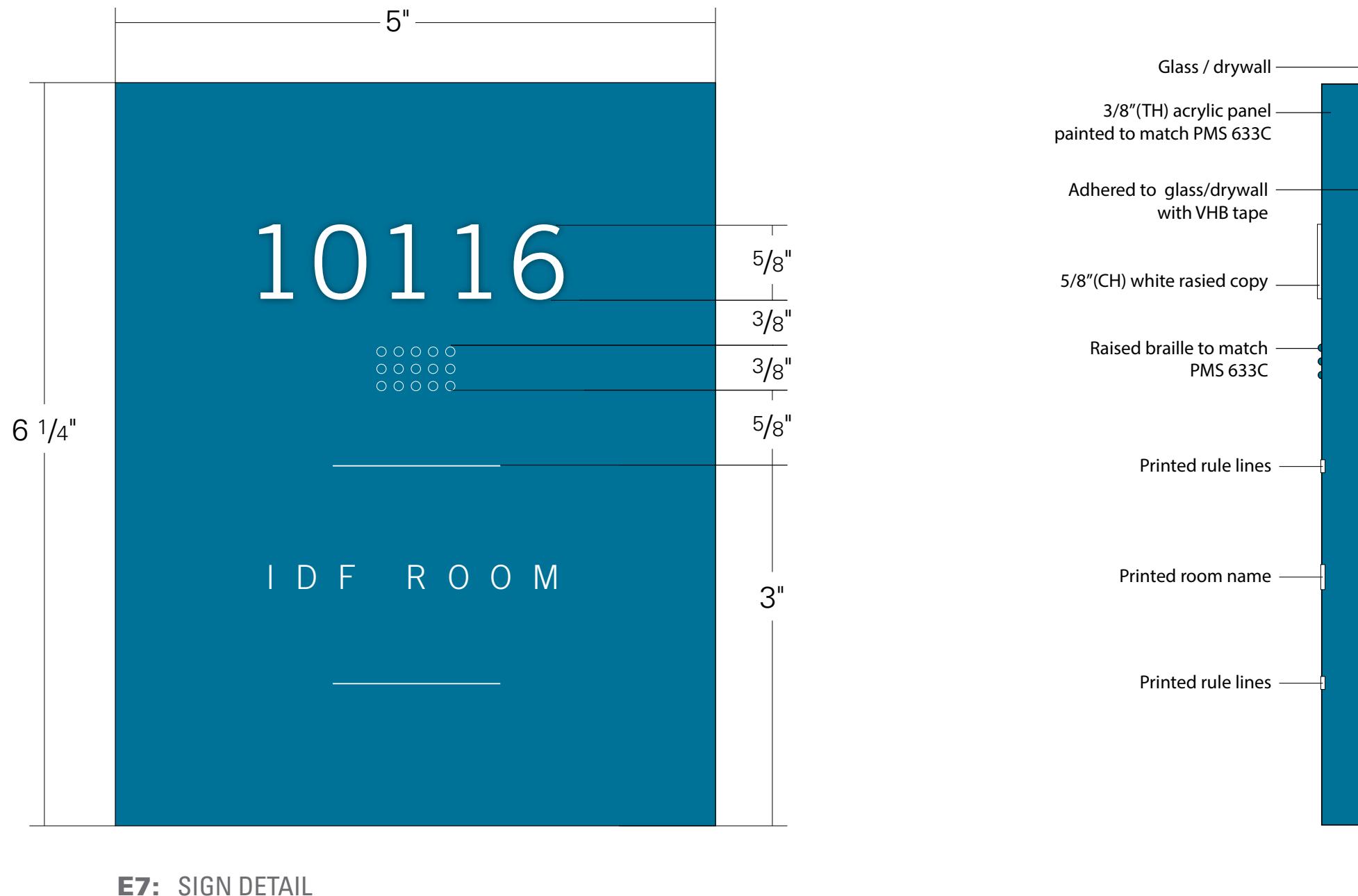


E6: SIGN DETAIL

DESIGN INTENT:

3/8"(TH) acrylic sign painted PMS 633C with white raised copy. Sign to be mounted to glass/drywall with VHB tape.

ELEMENT E7: BACK OF HOUSE SIGNAGE



E7: SIGN DETAIL

DESIGN INTENT:

3/8"(TH) acrylic sign painted PMS 633C with white raised letters. Sign to have white printed rule lines and smaller room name. Sign to be mounted to glass/drywall with VHB tape.