

**WE TRANSFORM
PLACES INTO
DESTINATIONS.**

TOWER

RICHIER

APARTMENTS ON CAPITOL HILL

DESTINATION BRANDING

IDENTITY



- BRAND DEVELOPMENT
- MARKETING
- PLACEMAKING

Branding is much more than a name and a logo. Building brand equity in a real-estate development requires a comprehensive understanding of both the developer's vision and the target market to create a compelling identity for the project that differentiates itself from its competitors.

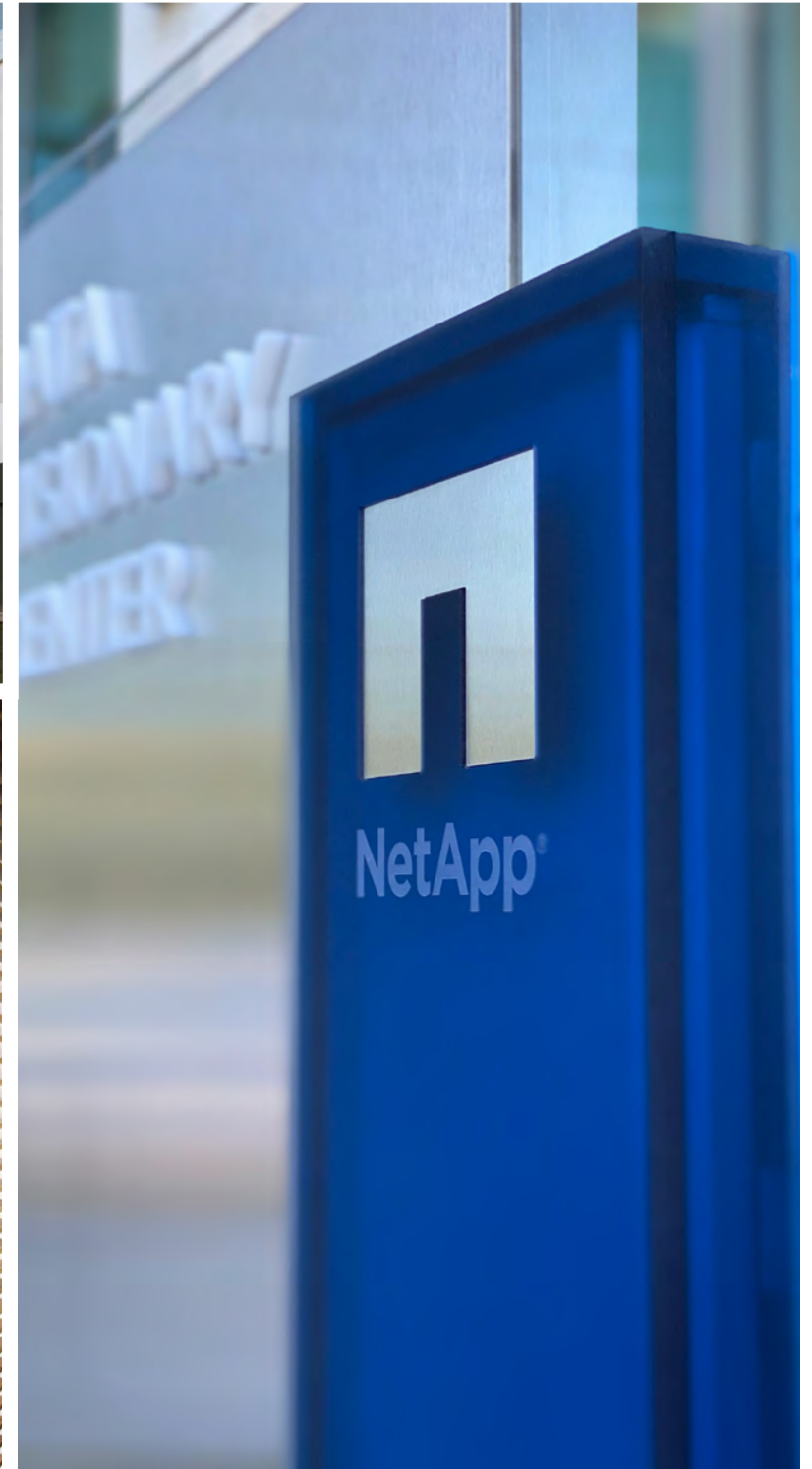
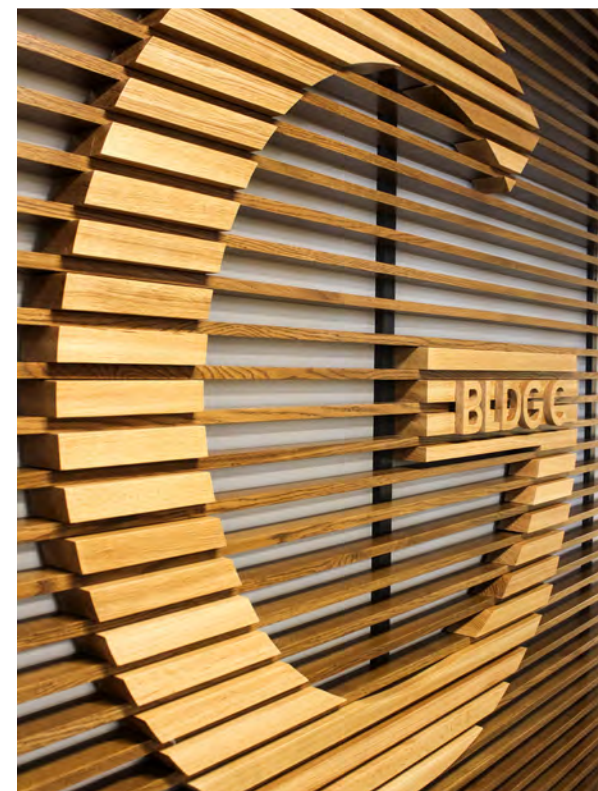


MARKETS WE SERVE

- Retail
- Multi-Family Residential
- Workplace / Campus

MARKETS WE'RE TARGETING

- Life Sciences
- Healthcare



BRAND DEVELOPMENT

During the early design phases of a development project, we help you find the story that will guide future phases of the design and assures the completed project will resonate with its intended audience.

- Prepare market research
- Identify unique project features and establish the project's value proposition
- Clarify key brand attributes, project name, and logo to establish a strong connection with target audiences
- Develop brand guidelines

MARKET RESEARCH

Market research is used to identify competitors, potential project differentiators, and target markets. We coordinate with developers, architects and sales teams to identify unique project features and establish the project's value proposition.



BRAND GUIDELINES

Naming, logo creation and clarifying key brand attributes helps build consensus amongst project stakeholders. The development of Brand Guidelines ensure key messages are communicated consistently across multiple communication channels and brand touch points.




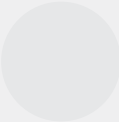


Logo Guidelines




Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the importance of the brand.

The required amount of clear space ensures maximum legibility and visibility. This is determined by matching the height of the "E" in "One" in the logo lockup.

PRIMARY COLOR PALETTE

 Pantone 2915c C:60 M:13 Y:1 K:0 R:86 G:179 B:228 Hex #56b3e4	 Pantone 7608 C:68 M:61 Y:64 K:65 R:64 G:64 B:65 Hex #404041	 Pantone 136c C:2 M:26 Y:88 K:00 R:249 G:191 B:60 Hex #f9b33c	 Pantone 284 C:8 M:6 Y:6 K:0 R:231 G:231 B:232 Hex #e7e7e8
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SECONDARY COLOR PALETTE

 Pantone 710c C:4 M:91 Y:65 K:00 R:229 G:61 B:61 Hex #e53d51	 Pantone 643c C:22 M:10 Y:5 K:00 R:196 G:221 B:226 Hex #c4d3e2	 Pantone 3285c C:83 M:20 Y:57 K:3 R:00 G:147 B:130 Hex #009382
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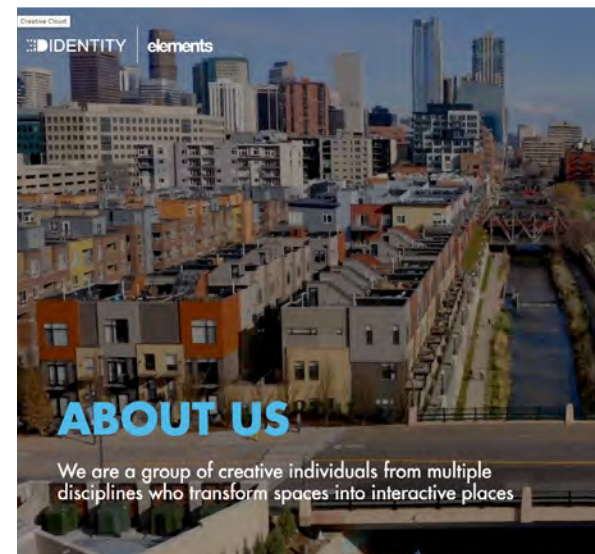
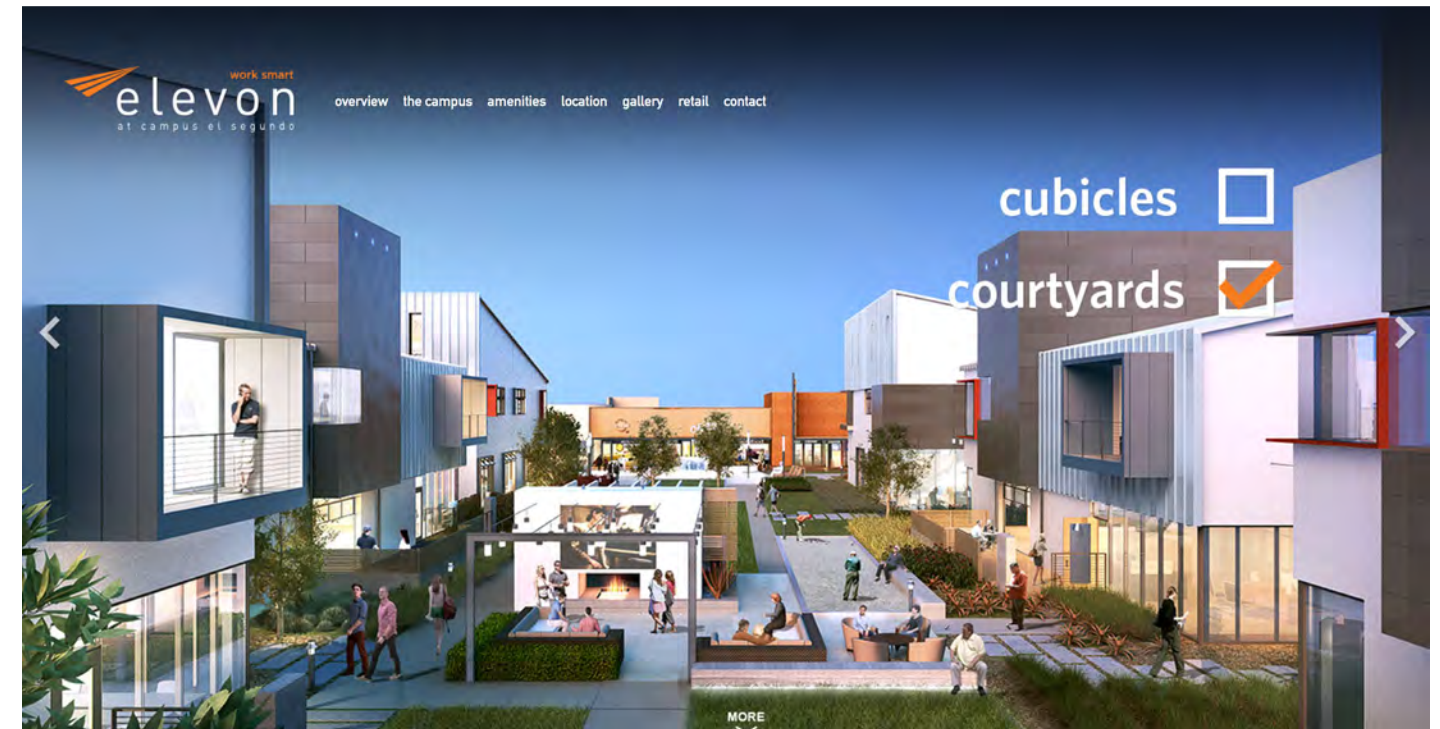
MARKETING

We bring your brand to market through promotional materials specifically designed for your target audience.

- Marketing materials
- Website splash pages
- Construction barricades and site billboards
- Branded swag

MATERIALS + WEBSITES

A consistent brand experience increases awareness, credibility and perceived value. When your brand is ready to promote, we help you communicate through brochures, websites and social media recommendations.



BILLBOARDS + BARRICADES

Turn construction and remodeling sites into a brand-enhancing opportunity. Well-designed billboards and site barricades provide great ways to create a marketing buzz for outside prospects.



PLACEMAKING

We bring your brand's story to life through visual storytelling in the physical and digital space. Our integrated approach blends technology, construction, and design to build spaces where meaningful interactions are encouraged.

- Identity and monument signage
- Programming, wayfinding, and ADA signage
- Environmental artwork and sculpture
- Tenant experiential design and branding
- Fabrication and installation

IDENTITY SIGNAGE

We design iconic site signage, wayfinding, artwork and sculpture that cost-effectively sets the project apart from its competitors.



WAYFINDING

+ ADA

We enhance user experiences in the physical environment by creating site and building sign systems necessary for permitting. We prepare comprehensive construction documents and shop drawings for permitting, bidding, fabrication and installation of all signage, graphic, and placemaking elements.



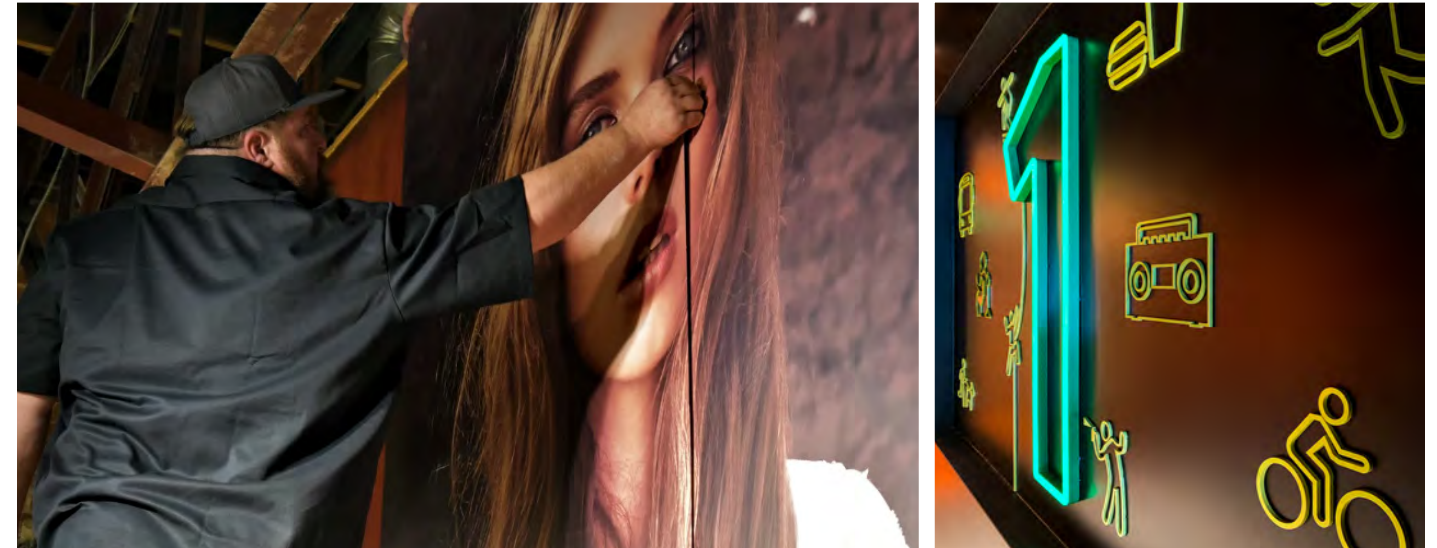
TENANT SERVICES

3D Identity has extensive experience in helping workplace tenants invigorate their environments. We create compelling environmental branding that reinforces unique corporate culture to help our clients attract and retain talent.



FABRICATION + INSTALLATION

Fabrication and installation of all elements are coordinated with the architect, general contractor and/or end user. We prepare cost estimates prior to the fabrication and installation, as well as self-perform and manage vendors as necessary to assure that the fabrication and installation. Our in-house fabrication, installation, and management teams allows us to contain costs and meet tight schedules while assuring high quality results.





LET'S DO GREAT WORK TOGETHER.

Thank you for the opportunity.

IDENTITY

elements



3D Identity
2501 Blake Street
Denver, CO 80205

3d-identity.com
workplaceelements.com