



POWER 300 INDUSTRIAL

GILBERT, ARIZONA

CONCEPTUAL DESIGN
PHX22-0010-00
02.11.2022

WARE MALCOMB



This conceptual design is based upon a preliminary review of entitlement requirements and on unverified and possibly incomplete site and/or building information, and is intended merely to assist in exploring how the project might be developed. Signage shown is for illustrative purposes only and does not necessarily reflect municipal code compliance. All colors shown are for representative purposes only. Refer to material samples for actual color verification.

CORNER OFFICE PERSPECTIVE
POWER 300 INDUSTRIAL
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CORNER OFFICE ENTRY
POWER 300 INDUSTRIAL
GILBERT, ARIZONA - PHX22-0010-00

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GUIDING INFO

GOAL

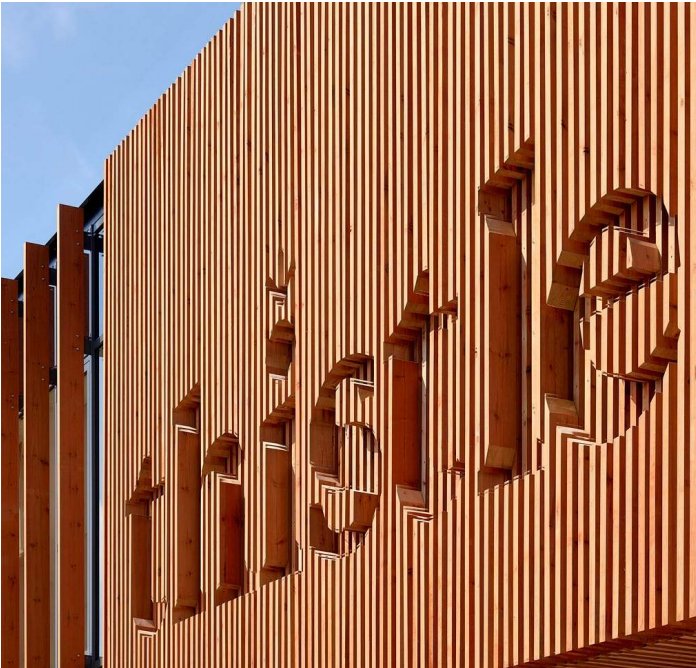
Create a cohesive and strategic brand identity that positions the property as an integrated neighborhood campus in a predominately residential area. The brand identity will be utilized in all marketing collatoreal and building signage.

BACKGROUND INFO

- 300 acres near Mesa, AZ
- In a predominately residential area
- White picket fence feeling
- Entry way will have ater fountains, colonnade of palm trees with prominent monument sign
- Bigger buildings in the back hidden by smaller, more intimate building in front
- Front porch community feel
- Surrounding locale is bike friendly - bike path integrated into this campus
- Building to have defining corner feature
- Materials may utilitze corten/Metal panels or be clean and monochromatic
- More windows than most industrial projects

DESCRIPTIVE KEYWORDS

- Approachable
- Contemporary
- Clean
- Bold
- Open
- Comfortable
- Intimate



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THE
RANCH



THE RANCH

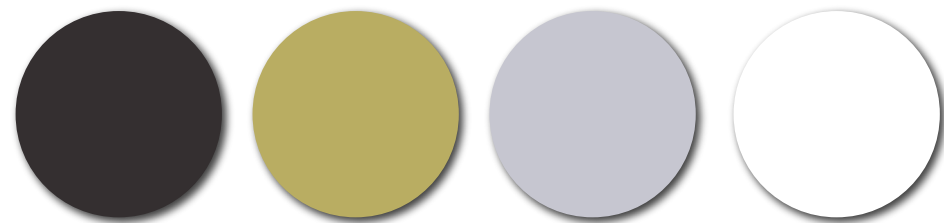
THERANCH

THE RANCH



The Ranch

THE RANCH

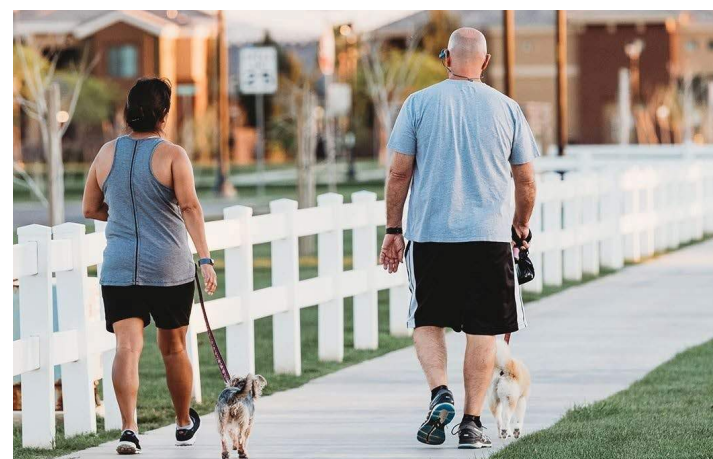
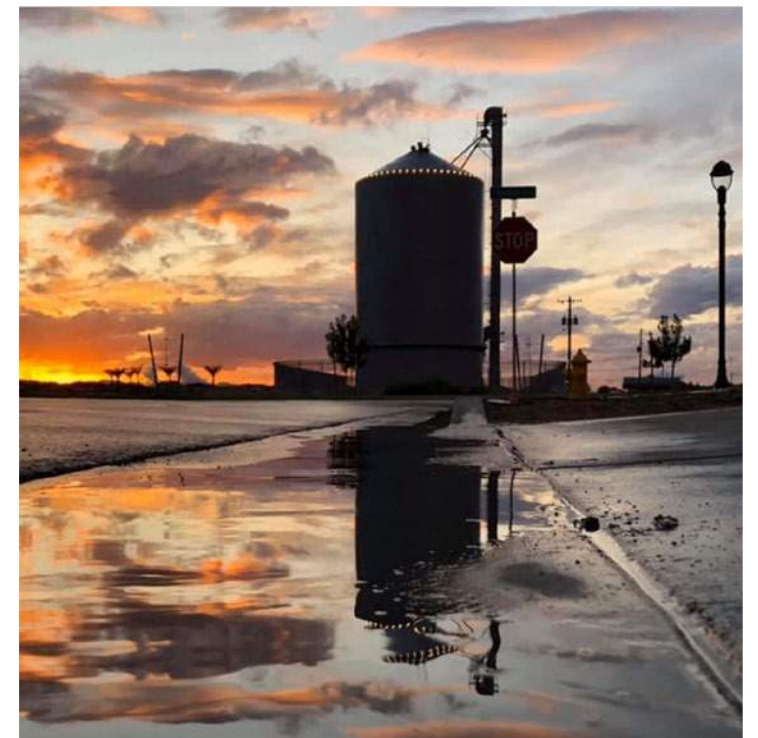
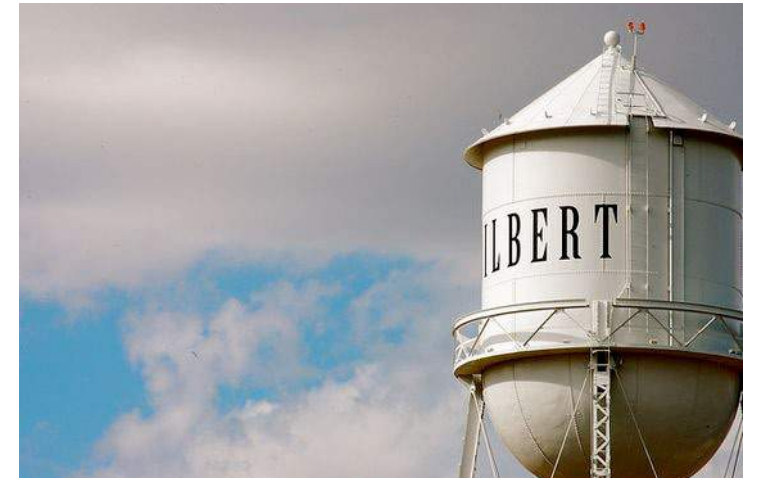


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abcdefghijklmnopqrstuvwxyz

C l e a n

B o l d

O p e n



THE RANCH



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DRAFT 1

SIGNAGE APPLICATION
NAMING & LOGO TREATMENT
PHX22-0010-00

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02.14.2022

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Creative Process & Timeline

Name and Logo Development

- 1

Visioning

Meeting with all project experts discuss target market, competition architecture design narrative.
- 2

Research

Research competing properties and/or admired brands. What are their names and logo? How do we differentiate?
- 3

Charrette

WM collaboration session including architecture, interior and brand designers for planning and collection of name and logo ideas.
- 4

Name Planning

WM Branding project lead synthesizes name ideas and extracts the strongest.
- 5

WM Market Research

WM Branding project lead shares strongest ideas with internal market research group and surveys perceptions and preferences.
- 6

Create Name and Logo Approach

Based on research and planning, provide approaches to name and logo style, look & feel.

TIMELINE



- 7

Owner & Project Team Review

WM present approach. Owner and team comments on preferred direction.
- 8

Name and Logo Development

Develop name and logo options based on preferred approach.
- 9

Owner & Project Team Review

WM present name and logo options. Owner and team comments
- 10

Name and Logo Refinement

Refine preferred name and logo option including typography and brand colors.
- 11

Owner & Project Team Review

WM submit refined solution for final comment.
- 12

Name and Logo Final

Finalize property identity. Distribute logo with type and color specifications for Project Team's use.

