

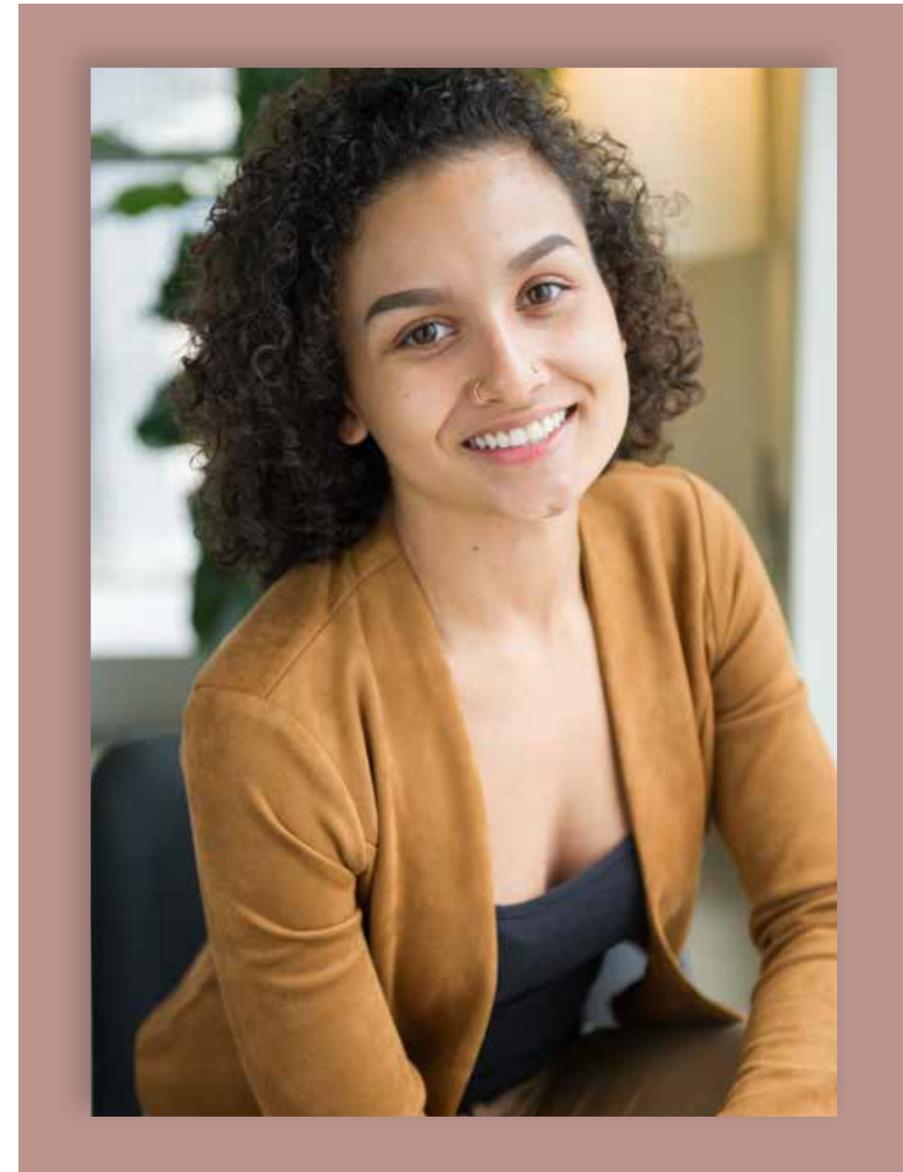
Portfolio

IDENTITY DESIGN & BRAND DEVELOPMENT

TAYLOR HENDERSON | FOUNDER
OS DESIGN CO.

The Artist

TAYLOR W. HENDERSON IS A VISUAL ARTIST, GRAPHIC DESIGNER AND CONTENT CREATOR. HER MISSION IS AND HAS ALWAYS BEEN ARTICULATION. TAYLOR BELIEVES WE ALL CAME TO THIS EARTH TO SHARE A PERSPECTIVE ONLY WE COULD EXPERIENCE. NATURALLY, GRAPHIC DESIGN & BRAND DEVELOPMENT IS HER WAY OF BEING OF SERVICE IN OTHERS' LIVES AND BUSINESSES FOR NEARLY FOUR YEARS. PASSIONATE ABOUT FUNCTION, VERSATILITY AND CAPTURING THE ESSENCE OF YOUR BRAND, TAYLOR LOVES TO USE DESIGN TO EXPRESS CORE VALUES AND PROJECT VISION.





Elements

CUSTOM HAND, DRAWN FONT. COLORS INFLUENCED BY COMMUNITY, NEUTRALITY AND GROUNDEDNESS. LOVE AND PEACE USED AS A HEART-SHAPED SHIELD ACROSS THE CITY'S MOST FAMOUS MONUMENT.

Summary

BASED IN ST. LOUIS, MO. - THE CLIENT'S DESIRE WAS TO TIE TOGETHER PEACE, LOVE AND THE CITY.

SOUF SIDE IS FOCUSED ON INVESTING IN CHILDREN IN AN OVERLOOKED COMMUNITY. CURATING EVENTS AND OPPORTUNITIES TO TAKE THE CULTURE AND LOVE ON THE SOUTH SIDE OF ST. LOUIS AND BLEND IT WITH EDUCATION, MENTORSHIP AND SHOWING CHILDREN WHAT IS POSSIBLE FOR THEM AS THEY GROW UP.



Just Beauty



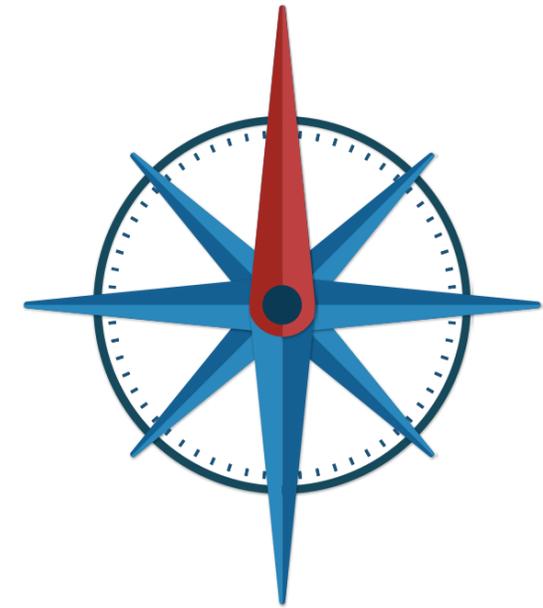
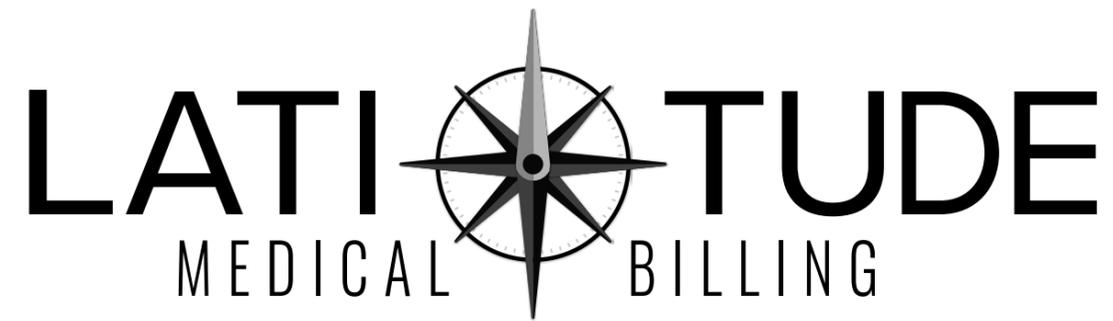
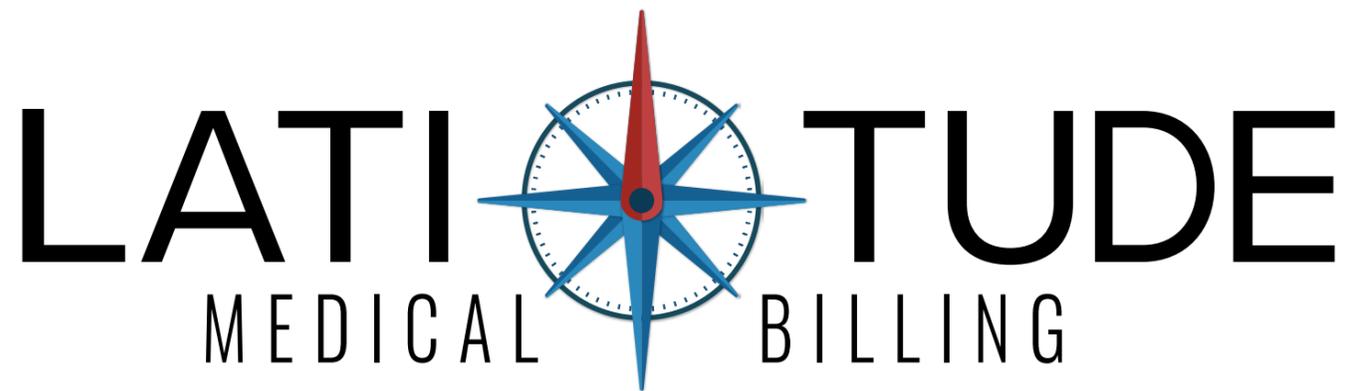
Elements

CUSTOM HAND, DRAWN FONT. COLORS A NEON TAKE OF THE TIMELESS TIFFANY BLUE COUPLED WITH CUSTOM SCRIPT AND A MODERN ICON MARK. EMBODYING A PERSONAL, FREE-FLOWING AND LIGHT ATMOSPHERE.

Summary

JUST BEAUTY IS A DYNAMIC, MOBILE BEAUTY SERVICE. THE FOUNDER HAS A PASSION FOR SHARING SELF LOVE AND BRINGING OUT THE INNATE BEAUTY IN US ALL.

THE CLIENT DESIRED TO HAVE A LOGO THAT WAS NOT CLICHE OR ATTACHED TO ANY SPECIFIC SIDE OF THE BEAUTY INDUSTRY, DUE TO HER DIVERSE OFFERINGS AND THE BUTTERFLY ADAPTATION OF THE SCRIPT LENDED PERFECTLY TO HER MOBILITY AND DESIRE TO TRANSFORM.



Elements

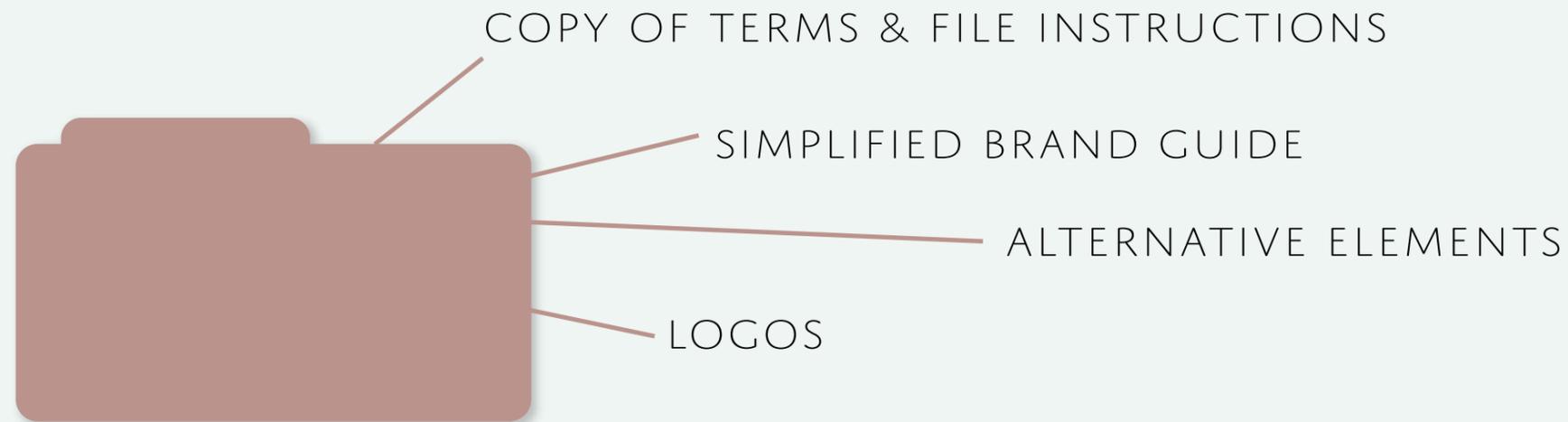
CUSTOM TYPOGRAPHY LOGO WITH MULTI-LAYERED VECTOR COMPASS. COLOR SELECTION BASED IN THE ASSOCIATIONS WITH STRATEGY AND CALCULATIONS (BLUE) AS WELL AS TO REPRESENT DIRECTION AND ACTION AND "TRUE NORTH" (RED).

Summary

LATITUDE MEDICAL BILLING IS A BUSINESS REVOLUTIONIZING THE WAY MEDICAL COMPANIES CONNECT WITH CLIENTS AND SUCCESSFULLY EXECUTE THE BILLING PROCESS.

THE CLIENT HAS MADE INCREDIBLE IMPACTS BY USING HER DECADES OF EXPERIENCE IN ENGINEERING TO BUILD SYSTEMS TO INCREASE RETURN FOR COMPANIES AS WELL AS TO POSITIVELY IMPACT CUSTOMER SATISFACTION. THE DIRECTION, CALCULATION & EXPERTISE PROVIDED IS ILLUSTRATED BY THE ICONMARK OF A COMPASS.

Branding Elements

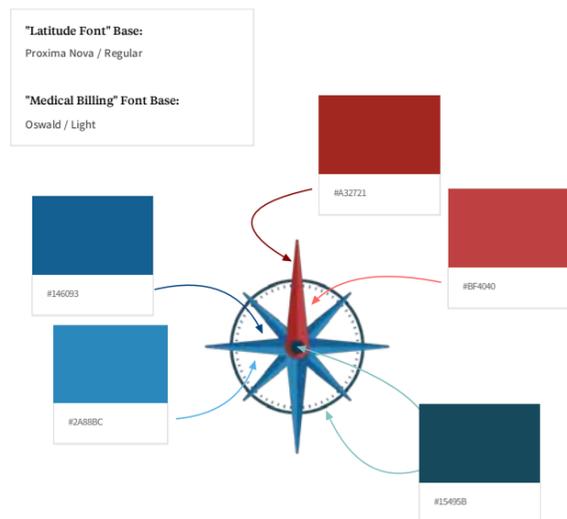


Process Breakdown

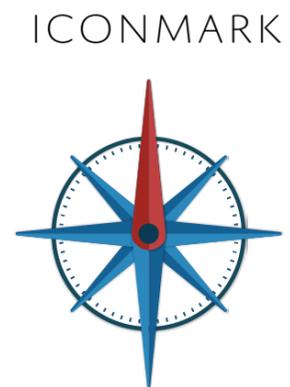
- I. DISCOVERY CALL
- II. MOODBOARD & REVIEW CALL
- III. DRAFT 1
- IV. DRAFT UPDATES (FINAL)
- V. COMPLETION / DELIVERY

TIMELINE: 3 - 4 WEEKS

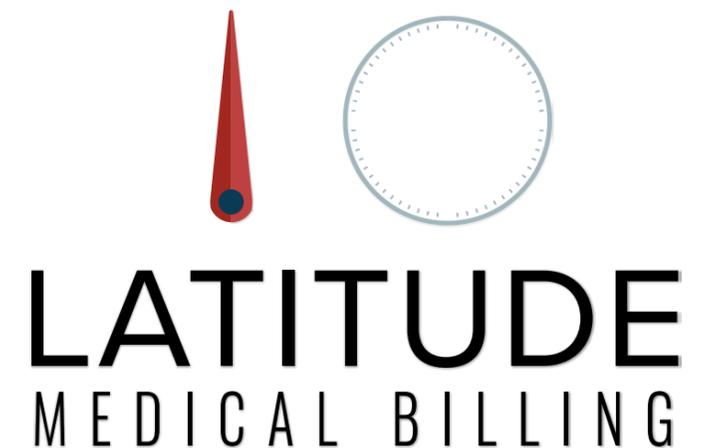
SIMPLIFIED BRAND GUIDE

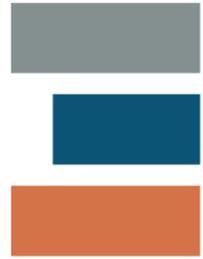


LOGOS



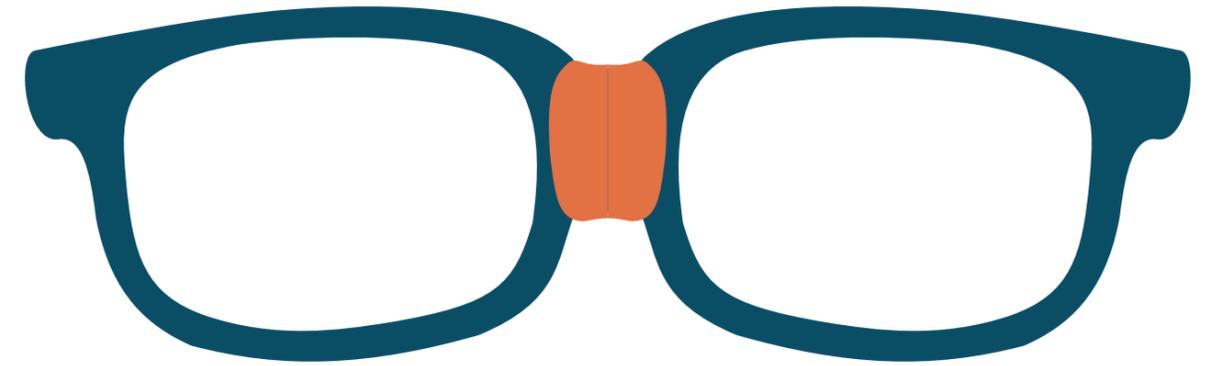
ALTERNATIVE ELEMENTS





3 PROPERTIES

Good Things Come In 3s



Themes

3 PROPERTIES IS A COMMERCIAL REAL ESTATE BROKERAGE WITH A TWIST. UNLIKE THE SUBJECTIVE NATURE OF THE CRE INDUSTRY, THESE "NET LEASE NERDS" FOCUS ON USING DATA, EMERGING TECHNOLOGY AND REAL TIME, HISTORICALLY RELEVANT METRICS TO SPEED UP THE INVESTMENT PROCESS, REDUCE HUMAN ERROR AND HELP ALL PARTIES GET THE MOST OUT OF NNN INVESTMENT.

Summary

I WORKED WITH 3 PROPERTIES FOR OVER A YEAR BUILDING A RELATIONSHIP WITH THEIR AUDIENCE ON THE CORE VALUES OF EFFICIENCY, STRATEGY AND HUMANITY. THE BRANDING AND MARKETING CAMPAIGNS MAINTAINED A TO THE POINT ENERGY WITH A HINT OF HUMOR. I CREATED THE NERD GLASSES TO PLAY OFF OF THEIR NICKNAME: THE NET LEASE NERDS. THE EMBLEM WENT ON TO BE INCREDIBLY ICONIC AND NOTEWORTHY IN CONVENTIONS AND AMONGST THE INDUSTRY.

Branding Elements

OUTBOUND IDENTITY MATERIALS

SIMPLIFIED BRAND GUIDE



3 PROPERTIES BLUE
#0B5475
R: 11 G: 84 B: 117



3 PROPERTIES GREY
#848F8F
R: 132 G: 143 B: 143



3 PROPERTIES ORANGE
#D47348
R: 212 G: 115 B: 72

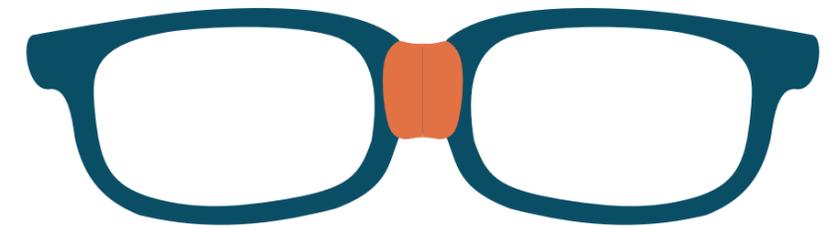
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3 PROPERTIES



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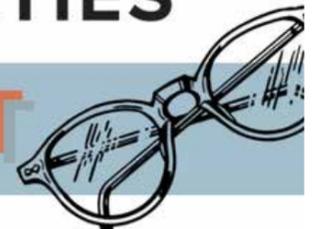
WWW.3-PROPERTIES.COM

TAMPA | ASPEN | NEW YORK



3PROPERTIES

#NERDALERT



3PROPERTIES
Good Things Come In 3s

INVESTMENT & PROPERTY HIGHLIGHTS

- \$XX0,000 NOI
- Zero Landlord Responsibilities
- New Long Term Investment Credit Tenant in Major Market
- Brand New Construction XXX,000 SF TENANT
- XX acre Site with Ample Parking of XXX Spaces
- Located in Prestigious \$XXM Lake Nona Landing Shopping Center, joining Walmart and Sam's Club
- Great Demographics with Numerous New Home Communities Added and Under Construction
- Superior Visibility on Main Retail Corridor of Narcoossee Road in Orlando

DESCRIPTIVE ASSET TITLE

\$X,XX0,000 / X.XX% CAP RATE* / LEASE TYPE

LEASE SUMMARY

Tenant Trade Name	TENANT
Initial Lease Term	XX Years
Lease Type	NNN Ground Lease
Landlord Responsibilities	None
Rent Commencement	MONTH, XX, 20XX
Expiration Date	MONTH, XX, 20XX
Increases	X% Every X Years including Options
Renewal Options	(X) NUMBER-Year Options

ANNUALIZED OPERATING DATA

	Annual Rent	Monthly Rent
Years 1-10	\$XXX,000.00	\$XX,000.00
Years 11-20	\$XXX,000.00	\$XX,000.00
Option #1 Years 21-25	\$XXX,000.00	\$XX,000.00
Option #2 Years 26-30	\$XXX,000.00	\$XX,000.00
Option #3 Years 31-35	\$XXX,000.00	\$XX,000.00
Option #4 Years 36-40	\$XXX,000.00	\$XX,000.00
Option #5 Years 41-45	\$XXX,000.00	\$XX,000.00
Option #6 Years 46-50	\$XXX,000.00	\$XX,000.00

Base Rent as of X/X/20XX \$XXX,000 / \$XX,000 per month

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www.3-PROPERTIES.com
Tampa | Aspen | New York City

LOCATION OVERVIEW FORT MYERS | SARASOTA, FL

DEMOGRAPHICS

Drive Time Radius	5 Min	10 Min	20 Min
2017 Population	2,619	43,745	301,607
Median Age	42.1	34.8	41.9
Average Household Income	\$87,247	\$58,451	\$70,562
Average Household Size	2.1	2.5	2.4

Ft. Myers is a top destination for golf and beach enthusiasts. There are 50 miles of beaches and more than 150 golf courses. In 2017, numbers from the Bureau of Labor Statistics reported that Cape Coral/Ft. Myers MSA had over 313,500 people employed and an overall unemployment rate of only 3.5%.

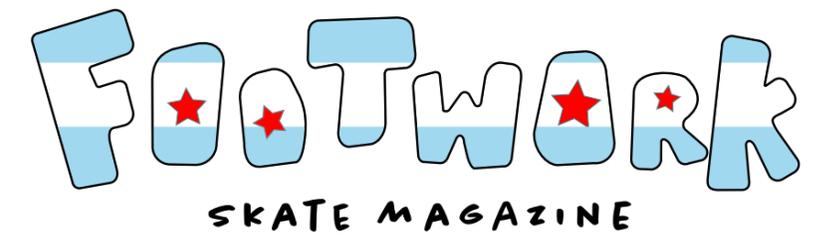
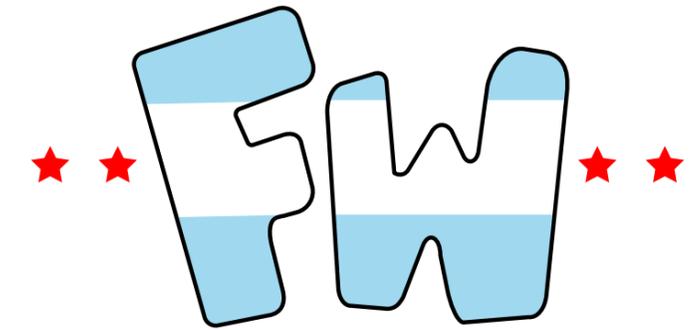
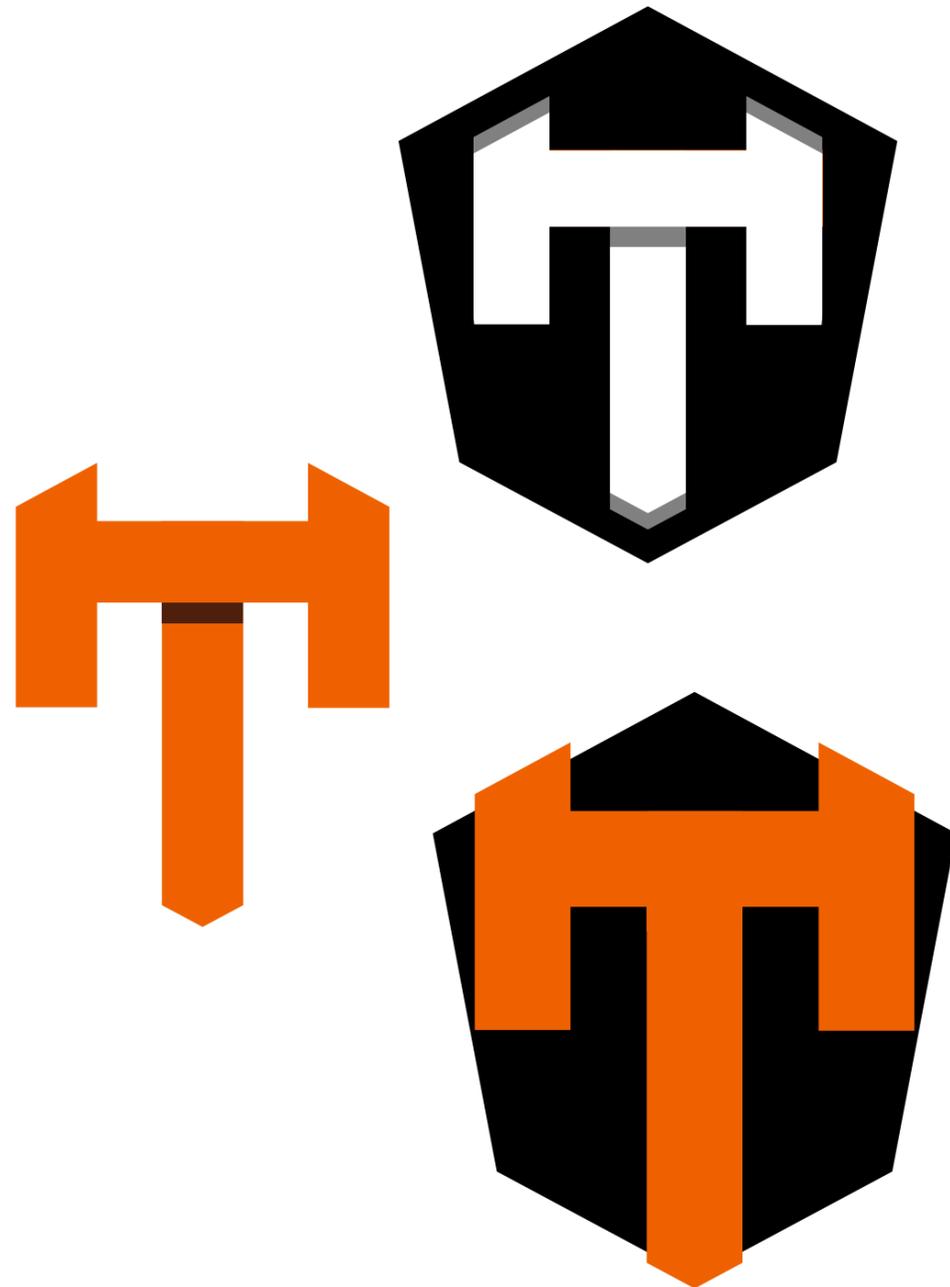
3 Properties was founded by triple net lease investment professional David Sobelman. Its platform allows experts to perform more efficiently, ultimately lowering corporate expenses and therefore reducing client fees. With fifteen years of experience equating billions of dollars in assets and a transaction volume reaching the thousands, 3 Properties exploits the cost effective aspects of the transaction process. Clients receive better outcomes because overhead expenses are no longer factored into their fees. In essence,

3 Properties provides the highest level of streamlined performance at a lower cost due to drastically reduced firm expenses. When performance and cost-effectiveness are combined, all parties benefit enough for the market to embrace a drastically new net lease brokerage business model. To say that 3 Properties is disrupting the industry is an understatement. 3 Properties has offices in Tampa, FL, Aspen, CO and New York City and is looking to expand throughout the US.

3PROPERTIES
Good Things Come In 3s

www.3-PROPERTIES.com
Tampa | Aspen | New York City

More Examples



HERE ARE SOME OF MY FAVORITE LOGOS TO DATE. FROM LEFT:
DROPOUT PHILOSOPHY, THE PODCAST
TIGER HACKS, MIZZOU HACKATHON
FOOTWORK SKATE MAGAZINE
2ND LIFE STUDIOS
PACE REAL ESTATE,
SWITCH ON COACHING

More Examples

2nd
Life

Life

STUDIOS

P
PACE REAL ESTATE
SERVICES

P
PACE REAL ESTATE

SWITCH ON

GET YOUR
SWITCH ON

Thank You...

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