

WATER GARDEN / BRAND DEVELOPMENT

ROLL OUT PROGRAM



MC BRANDSTUDIOS



WATER/GARDEN

POSITIONING STATEMENT

Water Garden is where creators and innovators come to work and play. It's a thriving green campus boasting world-class amenities, inspired outdoor space, and just inside the doors, common areas that are anything but ordinary. At Water Garden, you're free to redefine how and where work gets done. Think outside the cubicle and pitch a project in the sensory garden; stretch your legs and your imagination with a brainstorm session along the river walk; close a deal around a fire pit—anything goes. There's room to roam at Water Garden, and open spaces mean open minds.

When the workday is done, Water Garden gets social. Tenants and visitors alike are invited to skip traffic and unwind. Whether you're down for a concert on the green, or more into down dog, we've got options. Dine al fresco with friends at The Corner; screen a movie at the amphitheater; go for a jog around the property; and all without looking for a parking spot. Was that a 'thank you?' Not necessary. At Water Garden, you are always more than welcome.

Water Garden delivers Class A services, artfully inspired spaces inside and out, and an energized sense of community. Much more than just a place of business, Water Garden is an interconnected environment for work and play that seamlessly blends the best of both worlds.

WATER GARDEN. OPEN TO INSPIRE.



WATER/
GARDEN



PANTONE 2284 U

PANTONE 7701 U



WATER/
GARDEN



PANTONE 7701 U



WATER/
GARDEN



PANTONE 2284 U



WATER/
GARDEN



PROCESS BLACK



WATER / GARDEN

**PATTI
GILBERT**

SENIOR VICE PRESIDENT

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LIC. 011620301 CBRE



www.wg.com



WATER / GARDEN

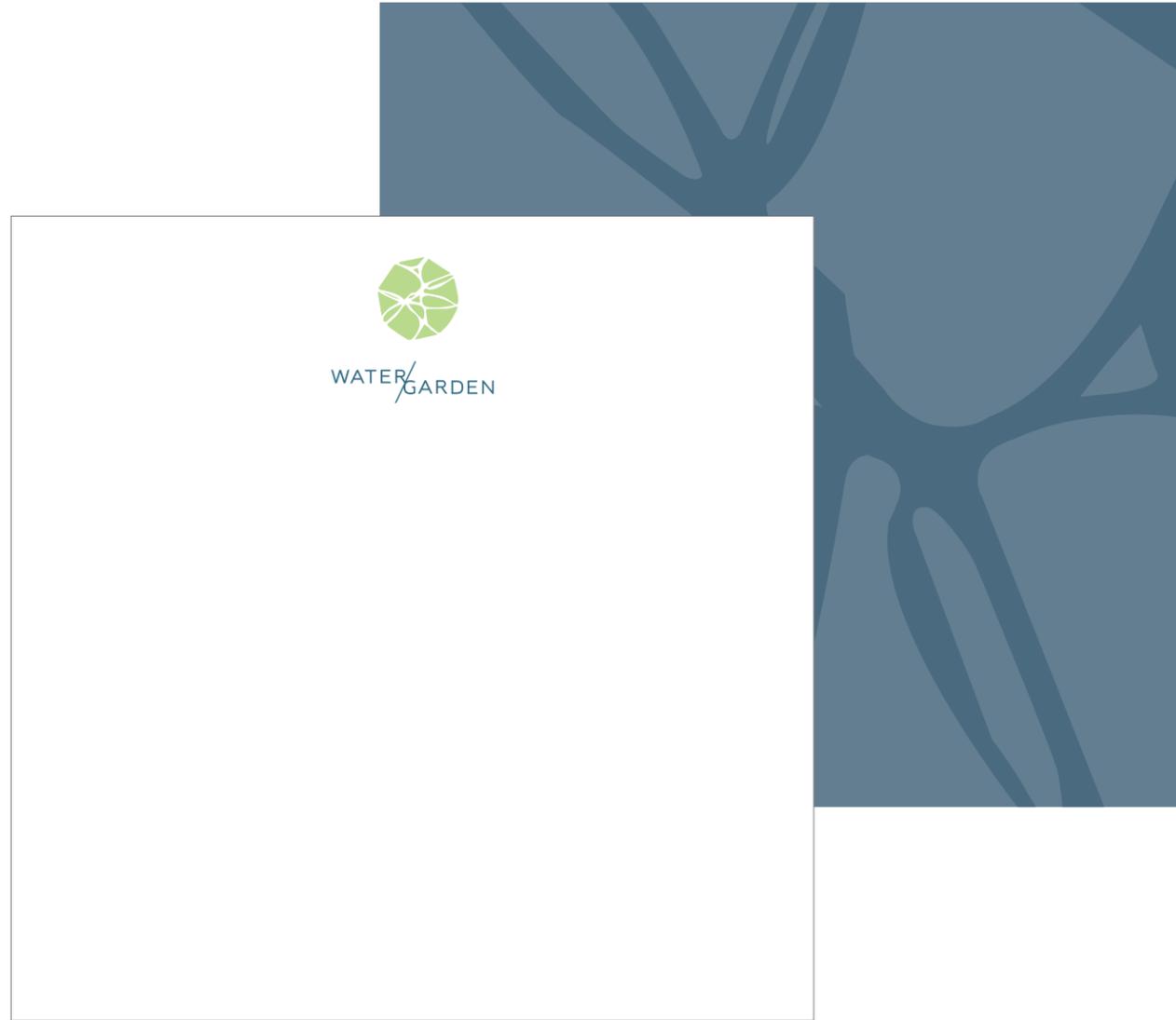


BUSINESS CARDS (R4 COLLECTED)
120 lb. McCoy Silk Cover
laser cut
front: PMS 7698 C + 2284 C
back: 2284 C + Spot UV Varnish

LETTERHEAD (R3)
8.5 in. x 11 in.
Uncoated Neenah Environment
Ultra Bright White Smooth Text
front: PMS 7701 U + 2284 U + cool grey PMS 6 U
back: PMS 7701 U + PMS 7701 U (85% Tint)

MAILING LABEL
3.5 in. x 5 in.
Uncoated Ultra Bright White Smooth Text
front: 2284 U reverse out white logo and type





NOTE CARD (R3)

5.75 in. x 5.75 in.

Uncoated Neenah Environment 120 lb. Double Thick Cover

front: PMS 7701 U + PMS 2284 U

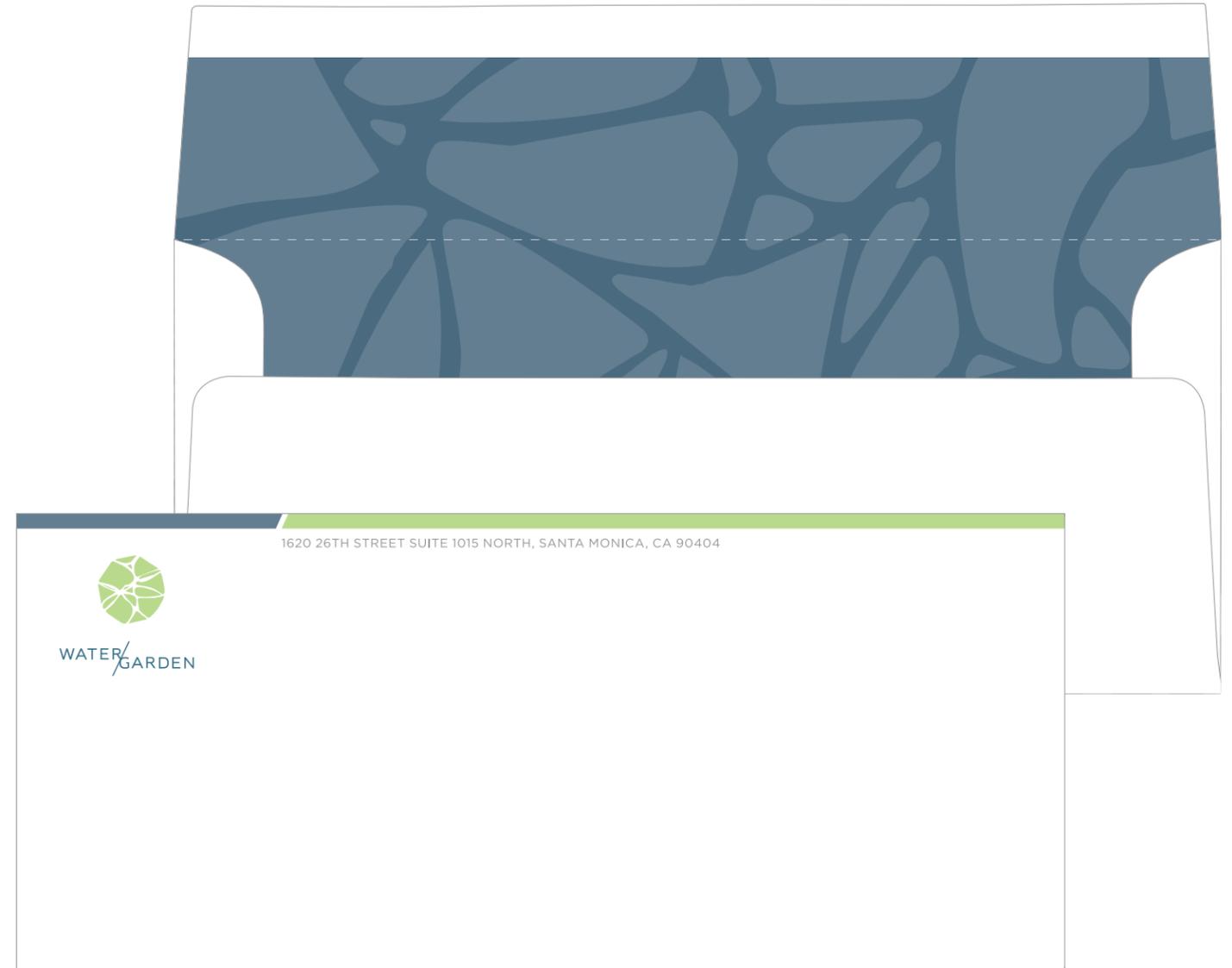
back: PMS 7701 U + PMS 7701 U (85% Tint)

NOTE CARD ENVELOPE

6x6 Square Envelope

Uncoated Neenah Environment 70lb. Smooth Text.

front: PMS 7701 U + PMS 2284 U + Cool Grey PMS 6 U



ENVELOPE (R3)

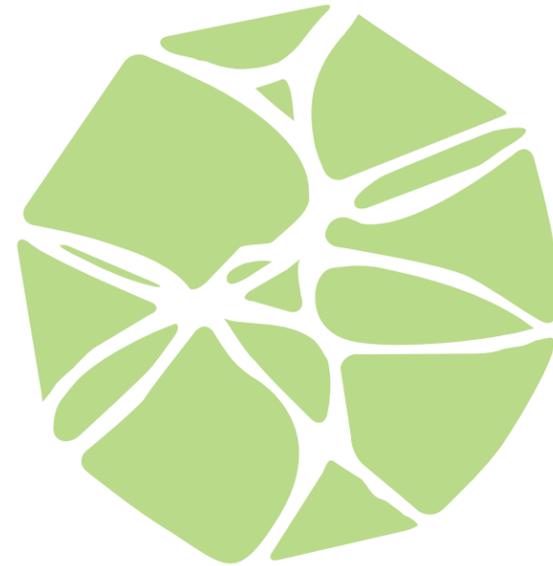
#10 Square Flap

Uncoated Neenah Environment

70lb. Ultra Bright White Smooth Text

outside: PMS 7701 U + PMS 2284 U + Cool Grey PMS 6 U

inside: PMS 7701 U + PMS 7701 U (85% Tint)



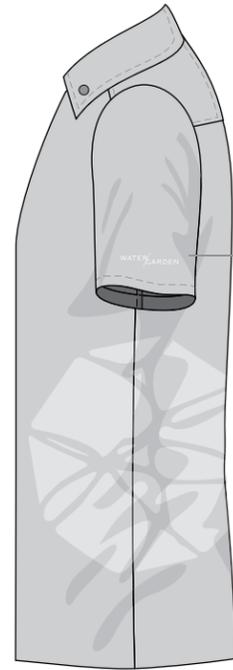
WATER / GARDEN
OPEN SPACES. OPEN MINDS.



PANTONE 7701 U		PANTONE 7698 C	C: 80 M: 45 Y: 30 K: 20	R: 60 G: 116 B: 132	HEX: #3C7484
PANTONE 2284 U		PANTONE 2284 C	C: 35 M: 0 Y: 60 K: 0	R: 158 G: 210 B: 93	HEX: #9ED25D
		PANTONE 2019 U	C: 10 M: 60 Y: 80 K: 0	R: 201 G: 126 B: 76	HEX: #C97D4C
		PANTONE 128 U	C: 5 M: 20 Y: 70 K: 0	R: 231 G: 199 B: 90	HEX: #E6C65A
		PANTONE 2205 U	C: 55 M: 10 Y: 10 K: 10	R: 136 G: 181 B: 196	HEX: #87B4C3

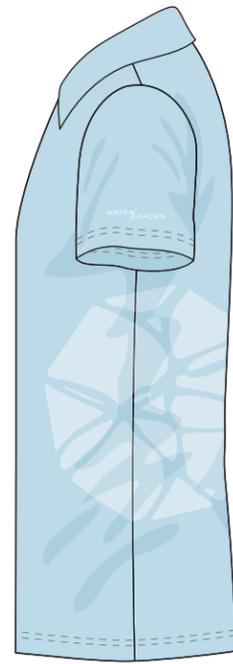
UNIFORMS (R1 V1)

STATUS: ACTIVE???



EMBROIDERED "WATER GARDEN"

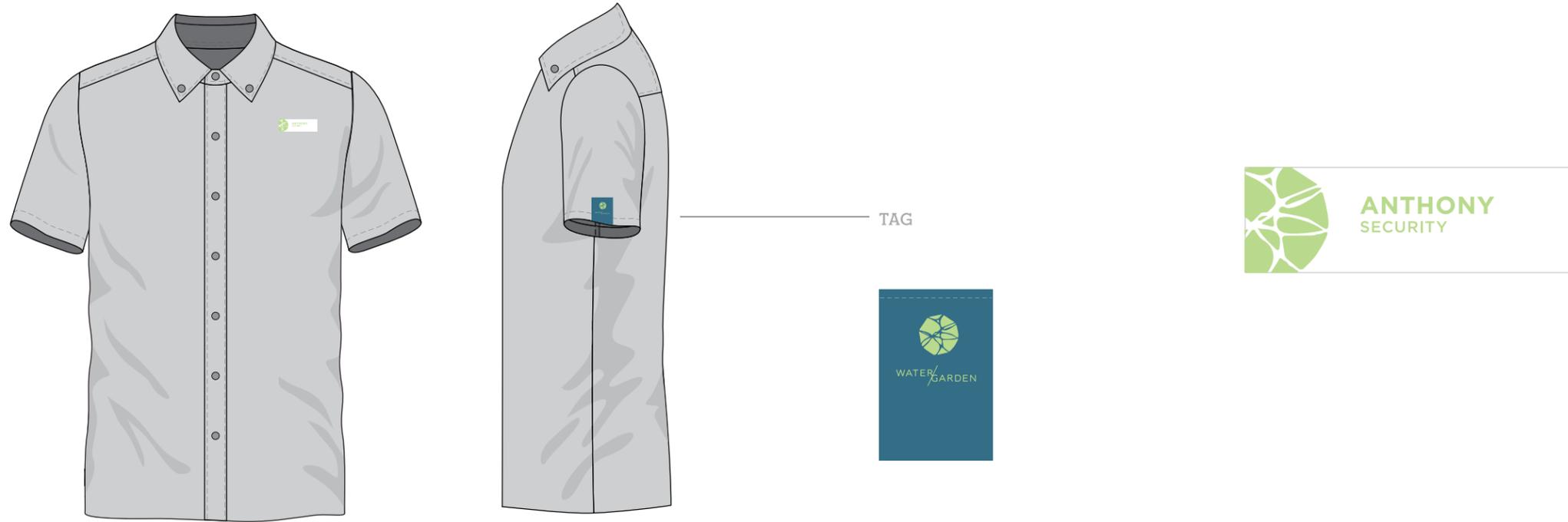
SCREEN PRINT

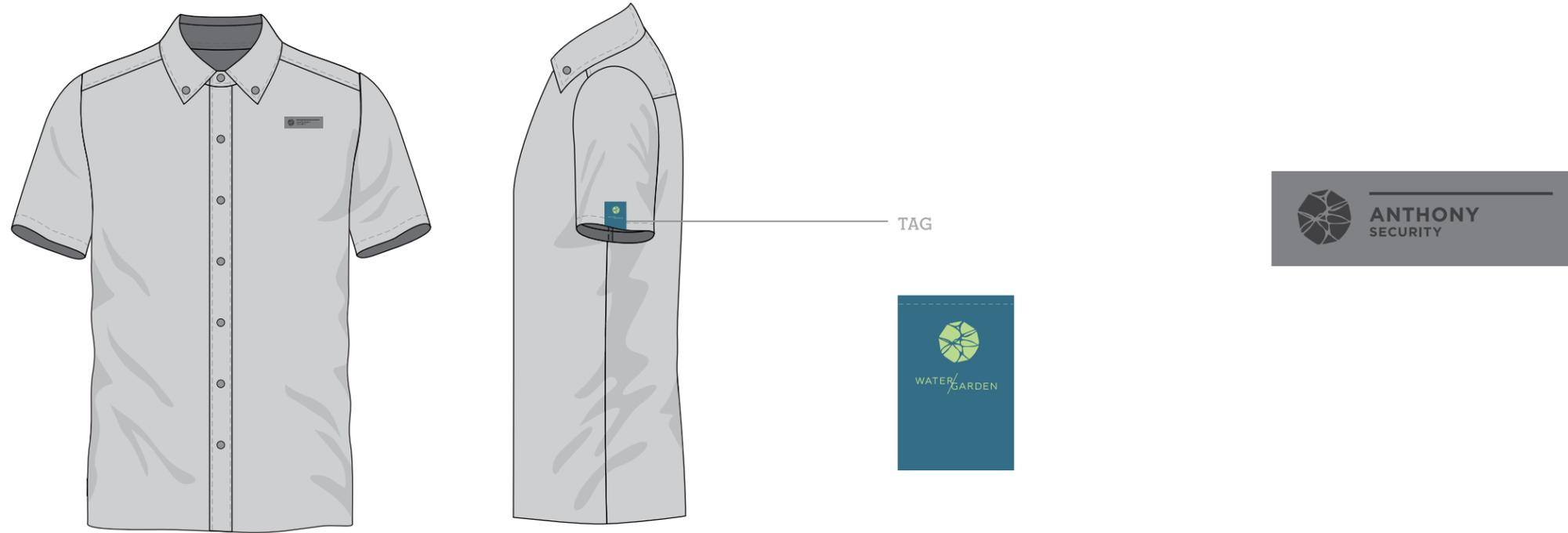


REFERENCE

LASER CUT









SIZE RECOMMENDATION
4 Panels, 10' Each

5 + 7
40' 40'

 WATER/GARDEN	OPEN DURING TRANSFORMATION: COLORADO BUILDING Mrs. Winston's • Subway • Sundry Store & Dry Cleaning The Corner - coming soon • Trimana OLYMPIC BUILDING Bay Club (Spectrum) 26TH STREET Bright Horizons • City Kitchen • City National Bank • Sundry Store & Dry Cleaning	INSPIRATION IN PROGRESS.	 WATER/GARDEN
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6 + 8
40' 40'

 WATER/GARDEN	OPEN DURING TRANSFORMATION: COLORADO BUILDING Mrs. Winston's • Subway • Sundry Store & Dry Cleaning The Corner - coming soon • Trimana OLYMPIC BUILDING Bay Club (Spectrum) 26TH STREET Bright Horizons • City Kitchen • City National Bank • Sundry Store & Dry Cleaning	INSPIRATION AT WORK.	 WATER/GARDEN
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BARRICADES & CONSTRUCTION Exterior Barricades (R9)

STATUS: ACTIVE

4

94'



3

125'



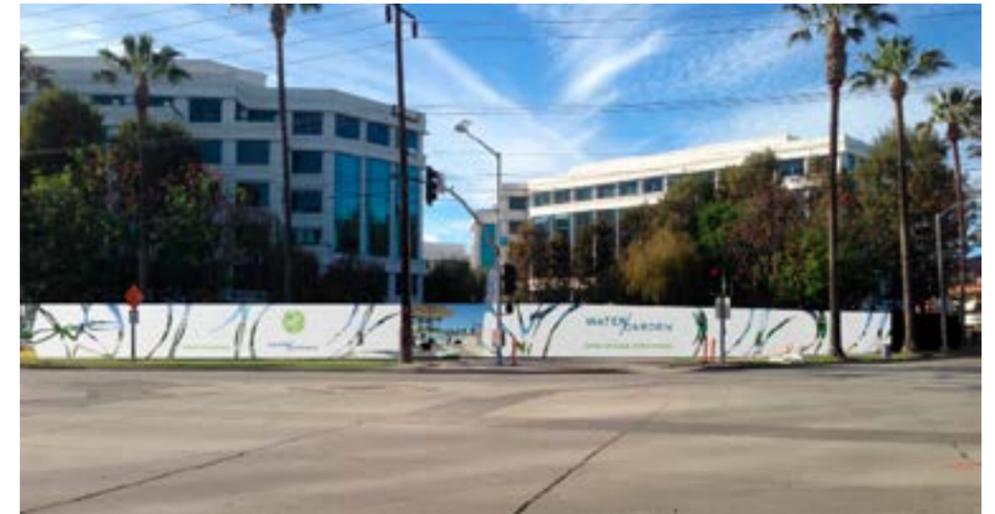
2

160'



1

287'



5'HIGH X 6' WIDE PANEL (LEFT)



5'HIGH X 8' WIDE PANEL



5'HIGH X 8' WIDE PANEL



5'HIGH X 6' WIDE PANEL (RIGHT)



5’HIGH X 8’ WIDE PANEL

CITY NATIONAL BANK

OPEN DURING CONSTRUCTION



WATER/GARDEN

INSPIRATION IN PROGRESS

5'HIGH X 8' WIDE PANEL

COLORADO | CLOVERFIELD
LOADING DOCK

LOADING DOCK

CLOSED
PROCEED TO 26TH STREET
DOCK ENTRANCE



WATER/
GARDEN

COLORADO | CLOVERFIELD
LOADING DOCK

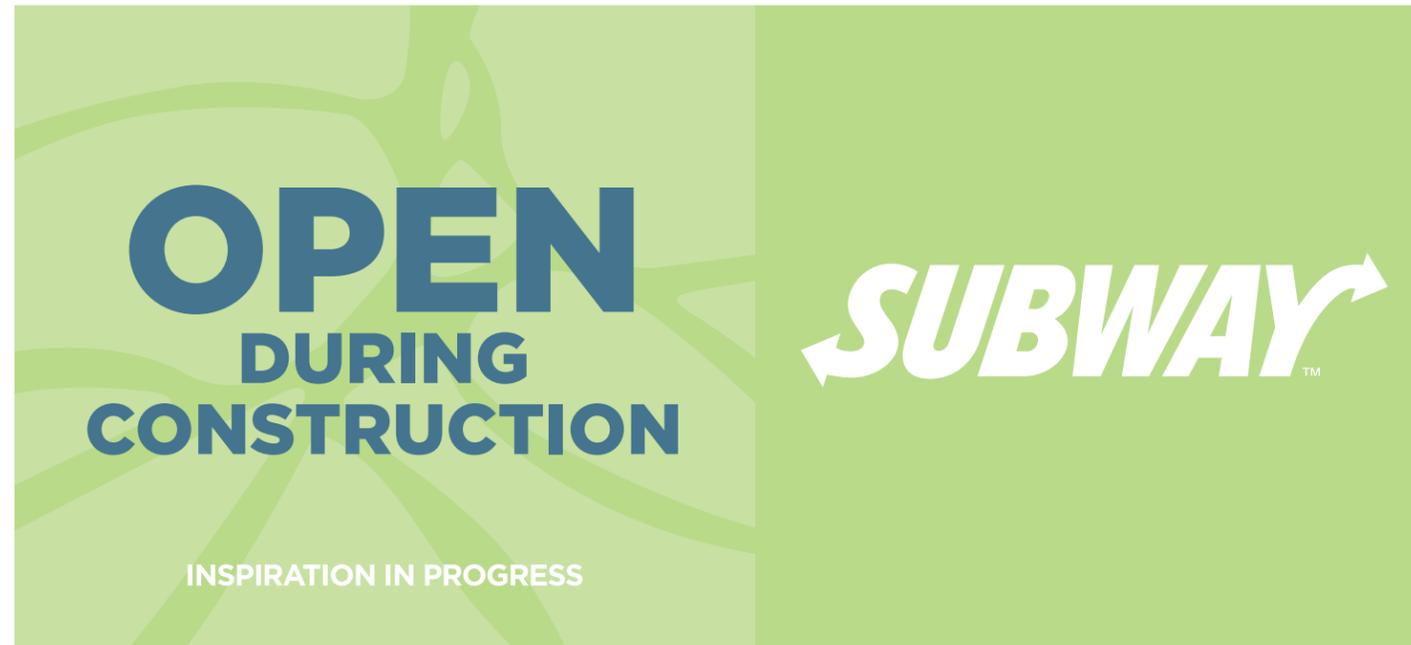
LOADING DOCK

OPEN
CHECK IN WITH SECURITY
AT THE GATE

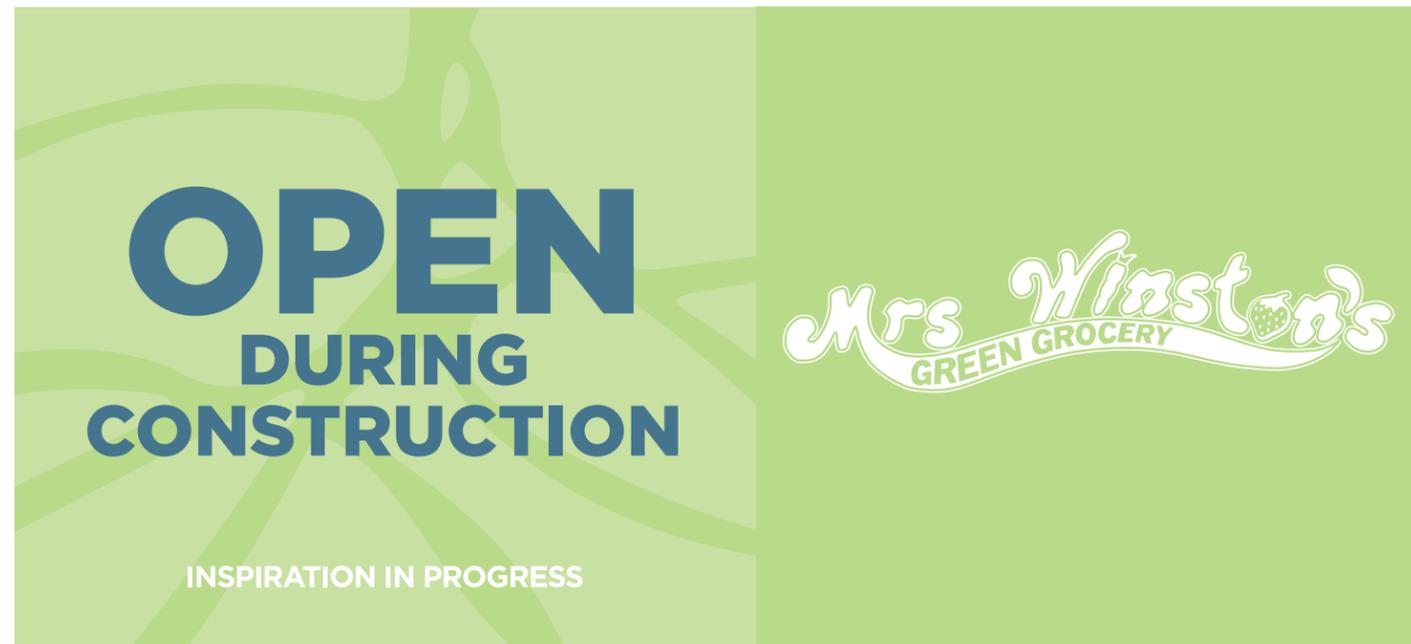


WATER/
GARDEN

5'HIGH X 11' WIDE BANNERS



1" = 1'





ALT - NO DECAL

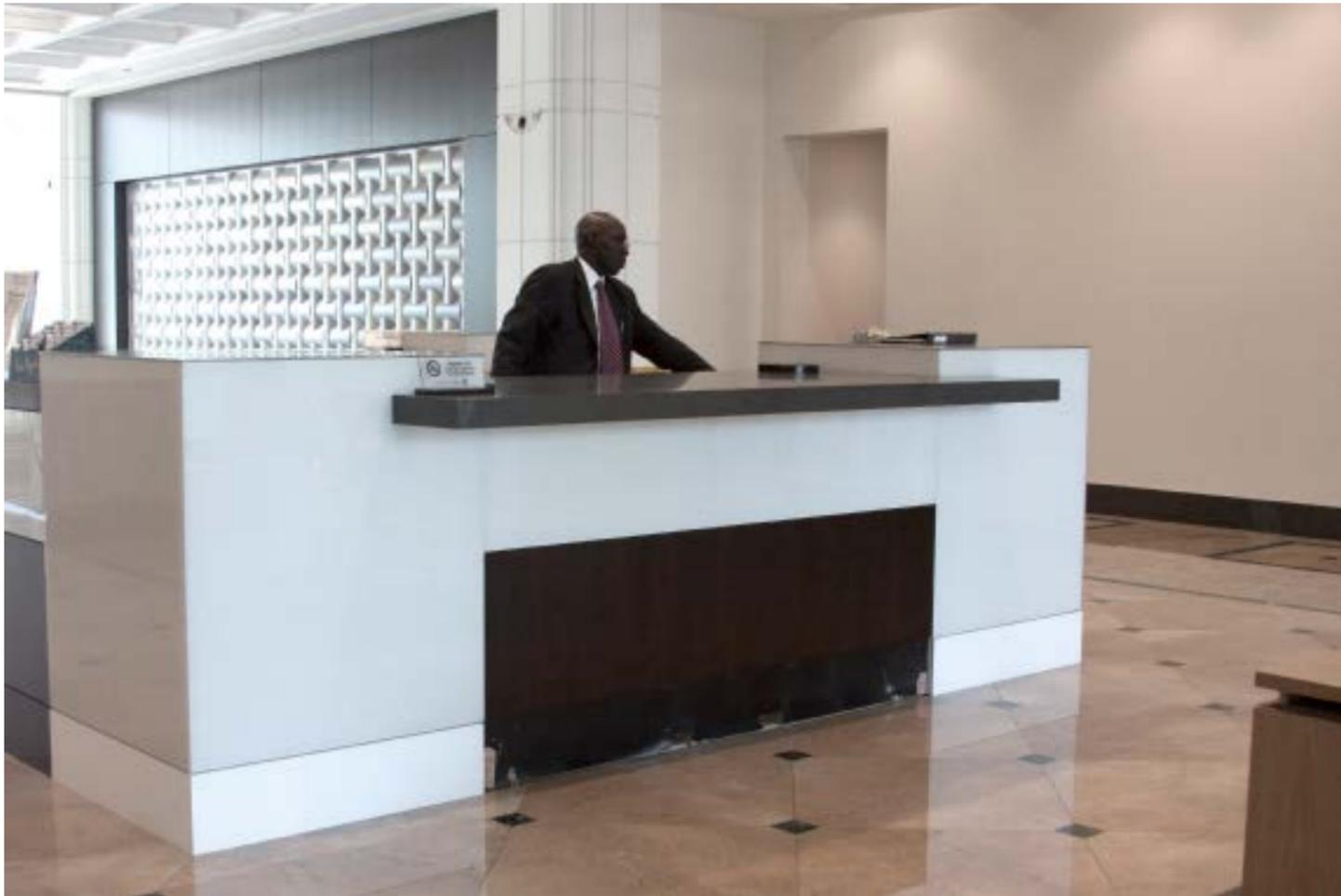


MATERIAL



PROPERTY SIGNAGE SECURITY DESK

STATUS: ON DECK TO DESIGN







WATER GARDEN OPEN SPACES. OPEN MINDS.

4000
NORTH CLOVERFIELD



OPEN TO BLURRING THE LINE BETWEEN WORK AND PLAY?

28,869 RENTABLE SQUARE FEET



FLOOR PLAN EARTHCAM TRANSFORMATION GALLERY

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WATER GARDEN

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Patti Gilbert Lic. 01169030
Amanda Calof Lic. 01470409
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WATER GARDEN OPEN SPACES. OPEN MINDS.

5000
NORTH CLOVERFIELD



OPEN TO BLURRING THE LINE BETWEEN WORK AND PLAY?

17,098 RENTABLE SQUARE FEET



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WATER GARDEN OPEN SPACES. OPEN MINDS.

6000
NORTH CLOVERFIELD



OPEN TO BLURRING THE LINE BETWEEN WORK AND PLAY?

25,245 RENTABLE SQUARE FEET



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WATER GARDEN

OPEN SPACES. OPEN MINDS.

2425
OLYMPIC BOULEVARD



OPEN SPACES
OPEN MINDS.

SUITE 200E/2000W
60,772 RENTABLE SQUARE FEET



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WATER GARDEN

OPEN SPACES. OPEN MINDS.

2425
OLYMPIC BOULEVARD



OPEN SPACES
OPEN MINDS.

SUITE 500E
14,749 RENTABLE SQUARE FEET



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WATER GARDEN

OPEN SPACES. OPEN MINDS.

2425
OLYMPIC BOULEVARD



OPEN SPACES
OPEN MINDS.

SUITE 670E
2,854 RENTABLE SQUARE FEET



FLOOR PLAN EARTHCAM TRANSFORMATION GALLERY

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WATER GARDEN Reveal Campaign (4 e-blasts)

STATUS: ACTIVE/IN PROGRESS



INNER BEAUTY

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DISCOVER
New lobbies, corridors, elevator cabs & restrooms
—
Impromptu collaborative spaces & lounges
—
LEED Gold/ENERGY STAR environment

SEE FOR YOURSELF | VIEW SITEPLAN +



FOR LEASING:
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Amanda Calof Lic. 01470409

OPEN SPACES. OPEN MINDS.

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CULTURAL LANDSCAPE

CLICK OR CALL NOW. +1.310.226.7429 WWW.WG-LA.COM



DISCOVER
Fitness/yoga/fit trail & play areas
—
Recycling riverwalk/outdoor living spaces/ fire pits
—
Drought tolerant, sustainable native plants

SEE FOR YOURSELF | VIEW SITEPLAN +



FOR LEASING:
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TRAVEL IN THE RIGHT CIRCLES

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DISCOVER WATER GARDEN
Expo Line-Adjacent Bergamot Station (Opening May 2016)
—
Big Blue Bus stops surrounding complex
—
Subterranean parking/ bike lockers and bike share

GET TO WATER GARDEN WITHOUT STRESS



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DISCOVER WATER GARDEN
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—
Big Blue Bus stops surrounding complex
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GET TO WATER GARDEN WITHOUT STRESS



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OPEN SPACES. OPEN MINDS.

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TRANSFORMING LIFE AT WORK

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YOU'LL LOVE
Fitness/yoga/fit trail & play areas
Recycling riverwalk/outdoor living spaces/ fire pits
Drought tolerant, sustainable native plants

SEE FOR YOURSELF | VIEW SITEPLAN +



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COMING ATTRACTIONS

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YOU'LL LOVE
Fitness/yoga/fit trail & play areas
Recycling riverwalk/outdoor living spaces/ fire pits
Drought tolerant, sustainable native plants

SEE FOR YOURSELF | VIEW SITEPLAN +



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WATER GARDEN Parking (4) Levels Garage Graphics

STATUS: ACTIVE/IN PROGRESS



BASE PAINT COLOR



CUSTOM PAINT MATCH
C: 33
M: 0
Y: 58
K: 0

CUSTOM PAINT MATCH
C: 5
M: 60
Y: 25
K: 0

GRAPHIC PATTERN



SPOT MATCH
C: 40
M: 5
Y: 70
K: 0

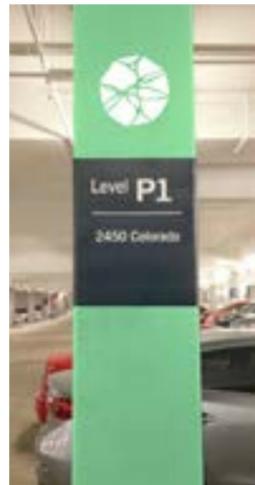
SPOT MATCH
C: 9
M: 70
Y: 100
K: 0

HEADER GRAPHIC



SPOT MATCH
C: 15
M: 0
Y: 30
K: 0

SPOT MATCH
C: 0
M: 35
Y: 65
K: 0



CUSTOM PAINT MATCH
C: 2
M: 12
Y: 85
K: 4

CUSTOM PAINT MATCH
C: 55
M: 15
Y: 15
K: 0



SPOT MATCH
C: 5
M: 25
Y: 100
K: 5

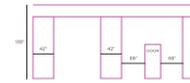
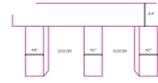
SPOT MATCH
C: 70
M: 25
Y: 20
K: 3



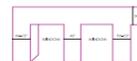
SPOT MATCH
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M: 5
Y: 40
K: 0

SPOT MATCH
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M: 5
Y: 10
K: 0

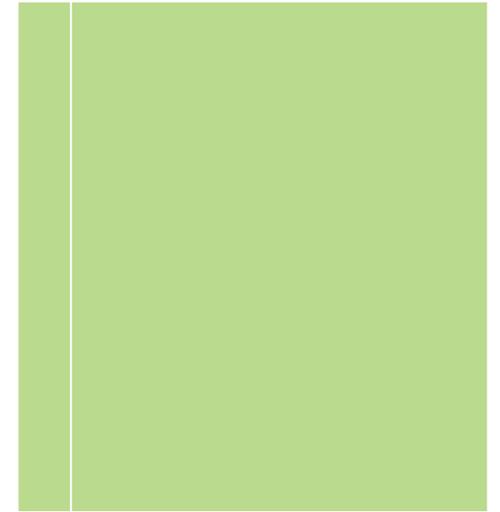
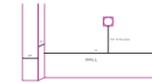
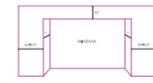
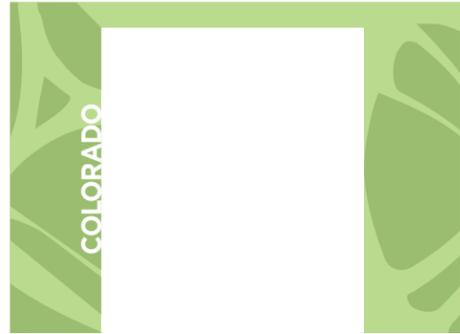
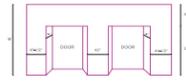
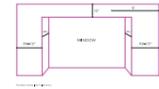
1620 26TH STREET
FILE BUILT TO 1/10 SCALE



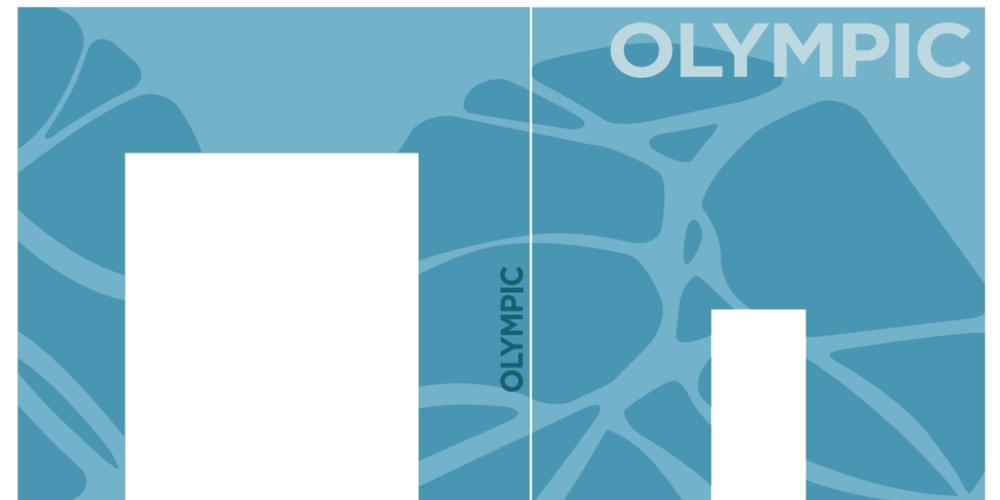
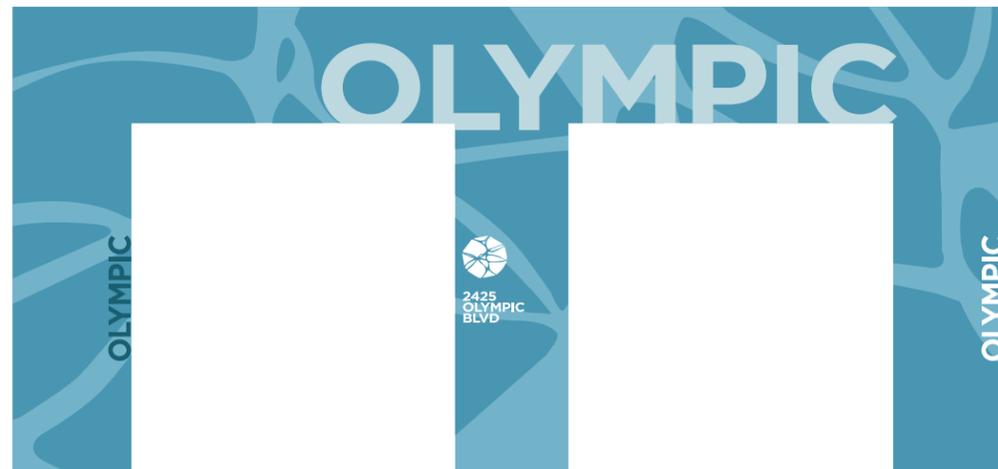
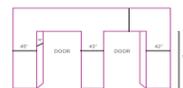
1601 CLOVERFIELD
FILE BUILT TO 1/10 SCALE



2450 COLORADO
FILE BUILT TO 1/10 SCALE

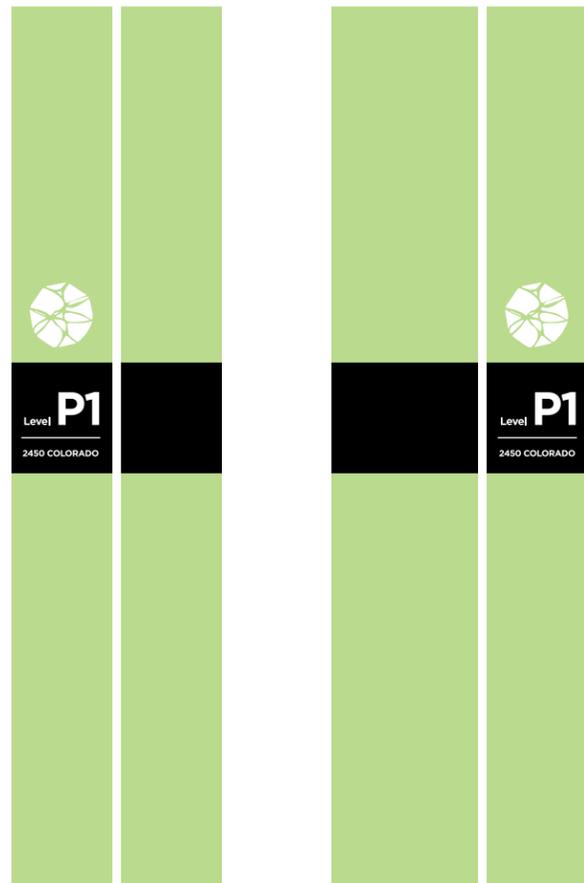
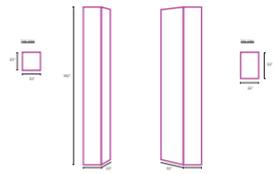


2425 OLYMPIC
FILE BUILT TO 1/10 SCALE



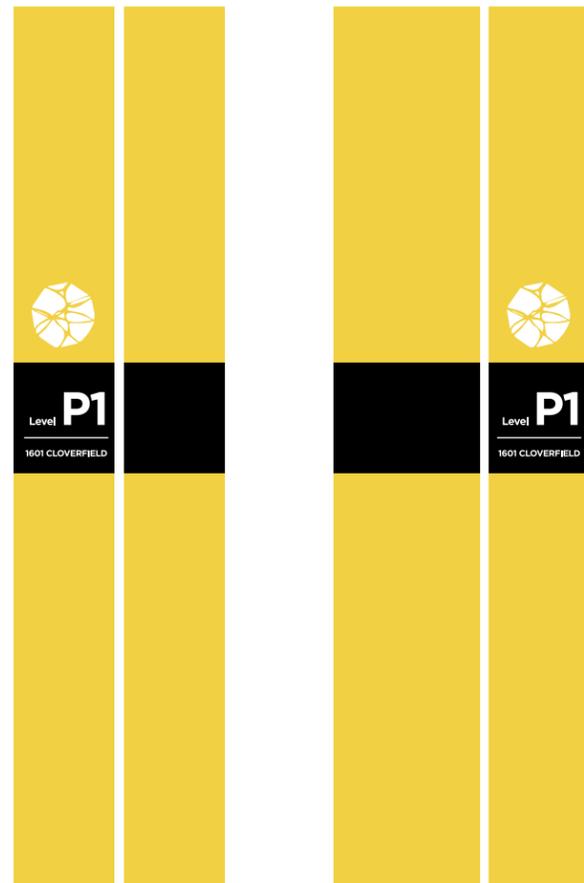
2450 COLORADO

FILE BUILT TO 1/10 SCALE



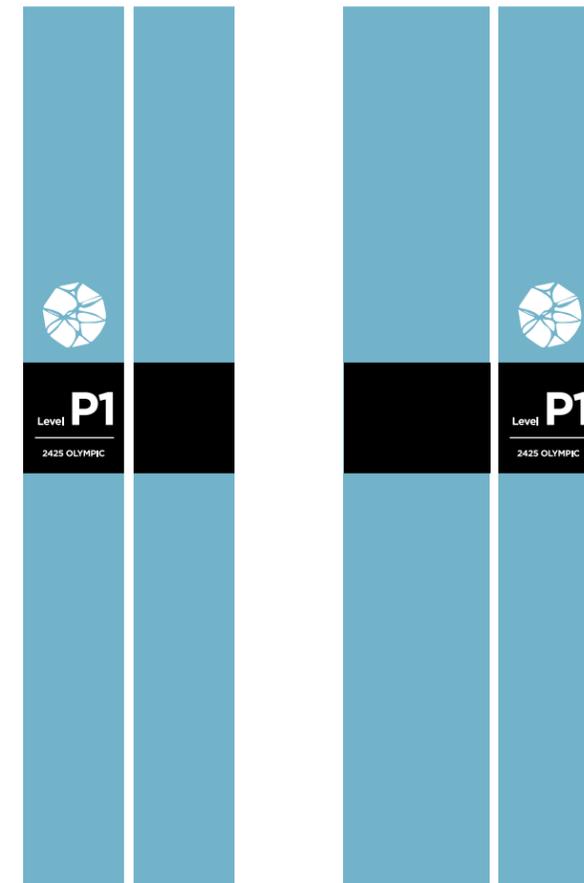
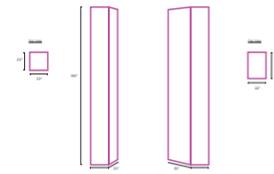
1601 CLOVERFIELD

FILE BUILT TO 1/10 SCALE



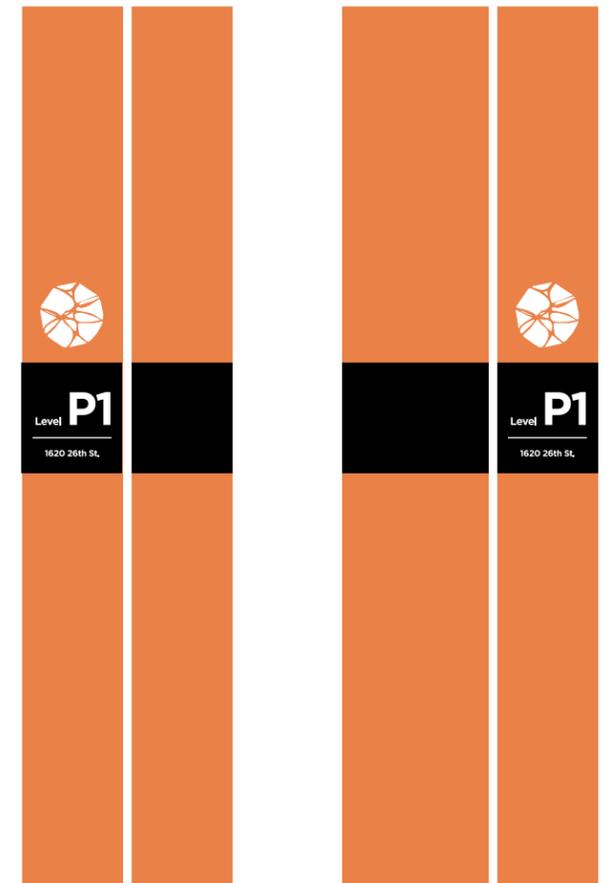
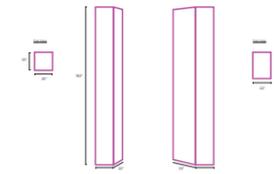
2425 OLYMPIC

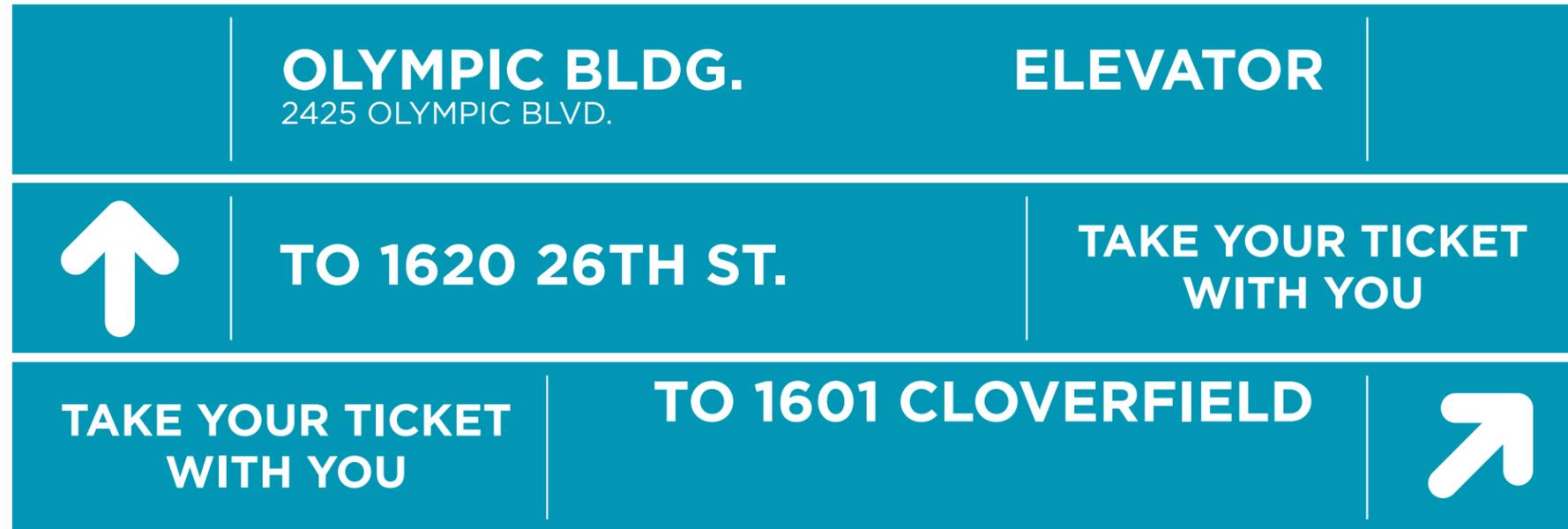
FILE BUILT TO 1/10 SCALE



1620 26TH STREET

FILE BUILT TO 1/10 SCALE





3-HANGING SIGNS: 186" X 20"



2-HANGING SIGNS: 186" X 20"

	26TH STREET BLDG. 1620 26TH STREET	ELEVATOR	
	TO 2425 OLYMPIC	TAKE YOUR TICKET WITH YOU	
TAKE YOUR TICKET WITH YOU	TO 2425 OLYMPIC		
EXIT-VISITOR	 BAY CLUB & MONTHLY SANTA MONICA		 

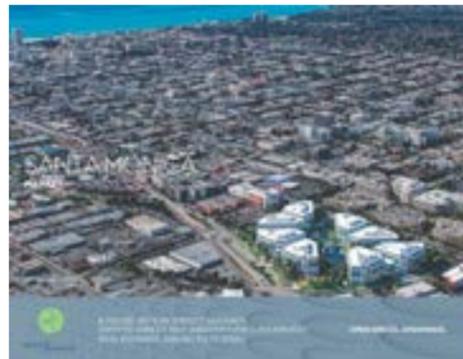
4-HANGING SIGNS: 186" X 20"

	CLOVERFIELD 1601 CLOVERFIELD BLVD.	ELEVATOR	
	TO 2425 OLYMPIC	TAKE YOUR TICKET WITH YOU	
TAKE YOUR TICKET WITH YOU	TO 2450 COLORADO		

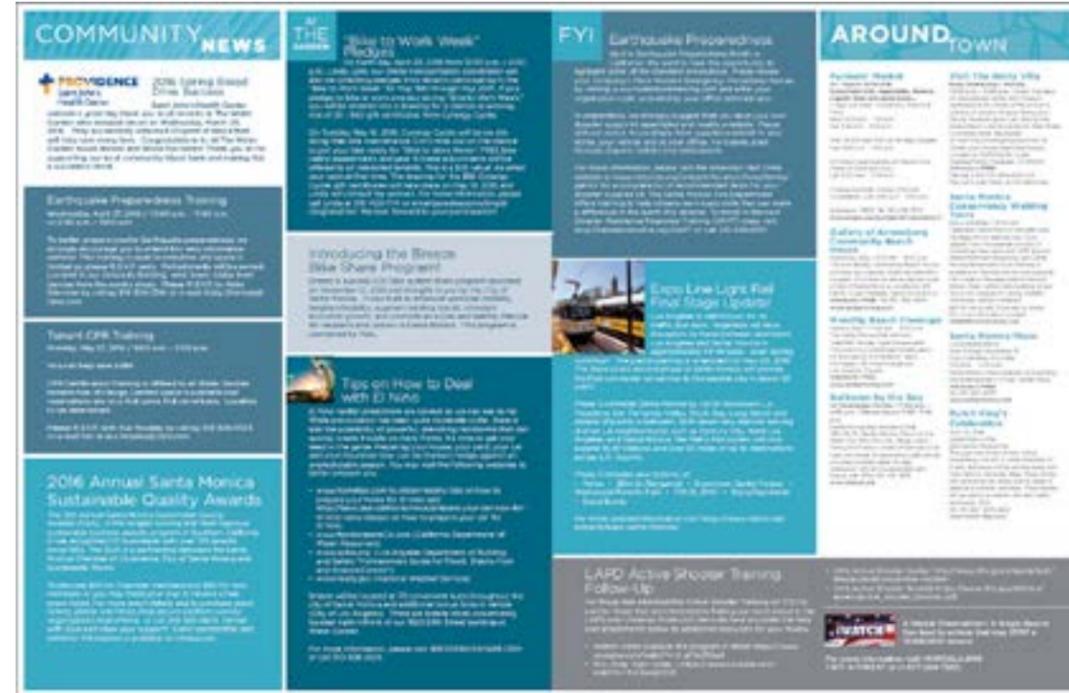
3-HANGING SIGNS: 186" X 20"

WATER GARDEN PowerPoint presentation templates

STATUS: ACTIVE/IN PROGRESS



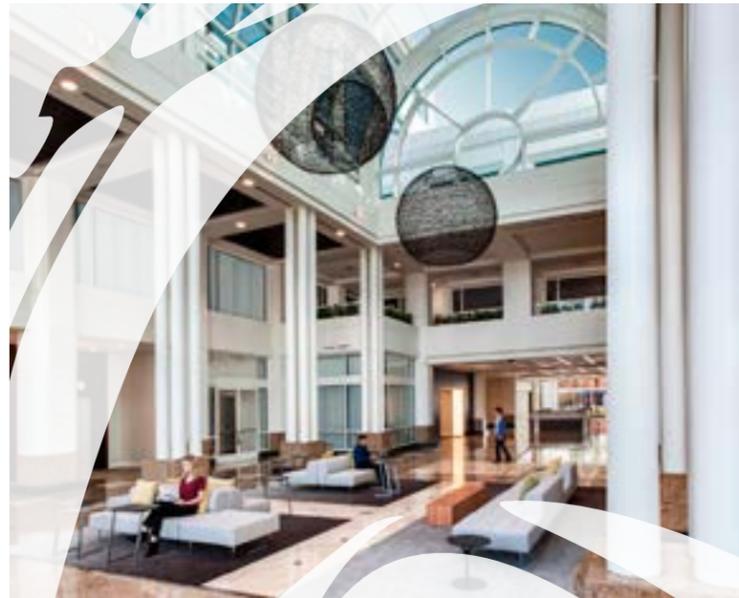






WHERE INSPIRATION TAKES YOU.

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We are proud to have **Oracle** sharing our future by expanding at Century Plaza Towers – LA's premier office destination.

Thank you **Matthew Miller** of CRESA for your outstanding tenant representation and successful leasing partnership.

FOR LEASING:

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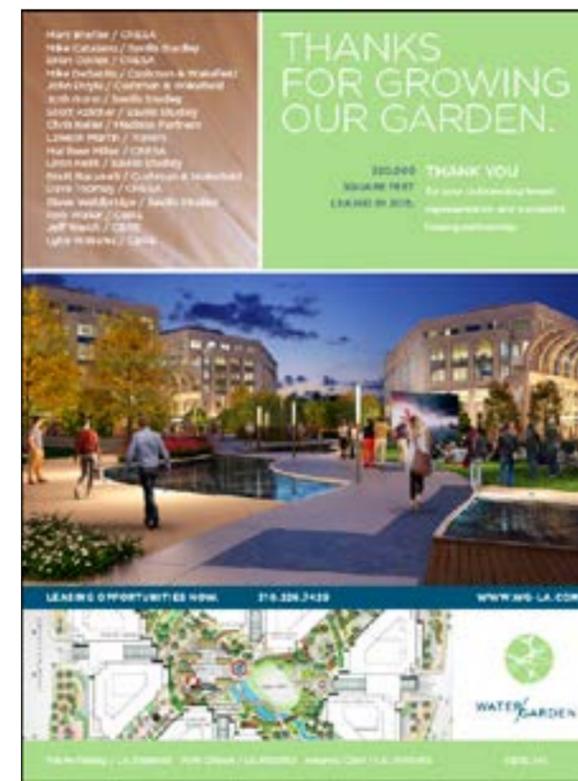
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