

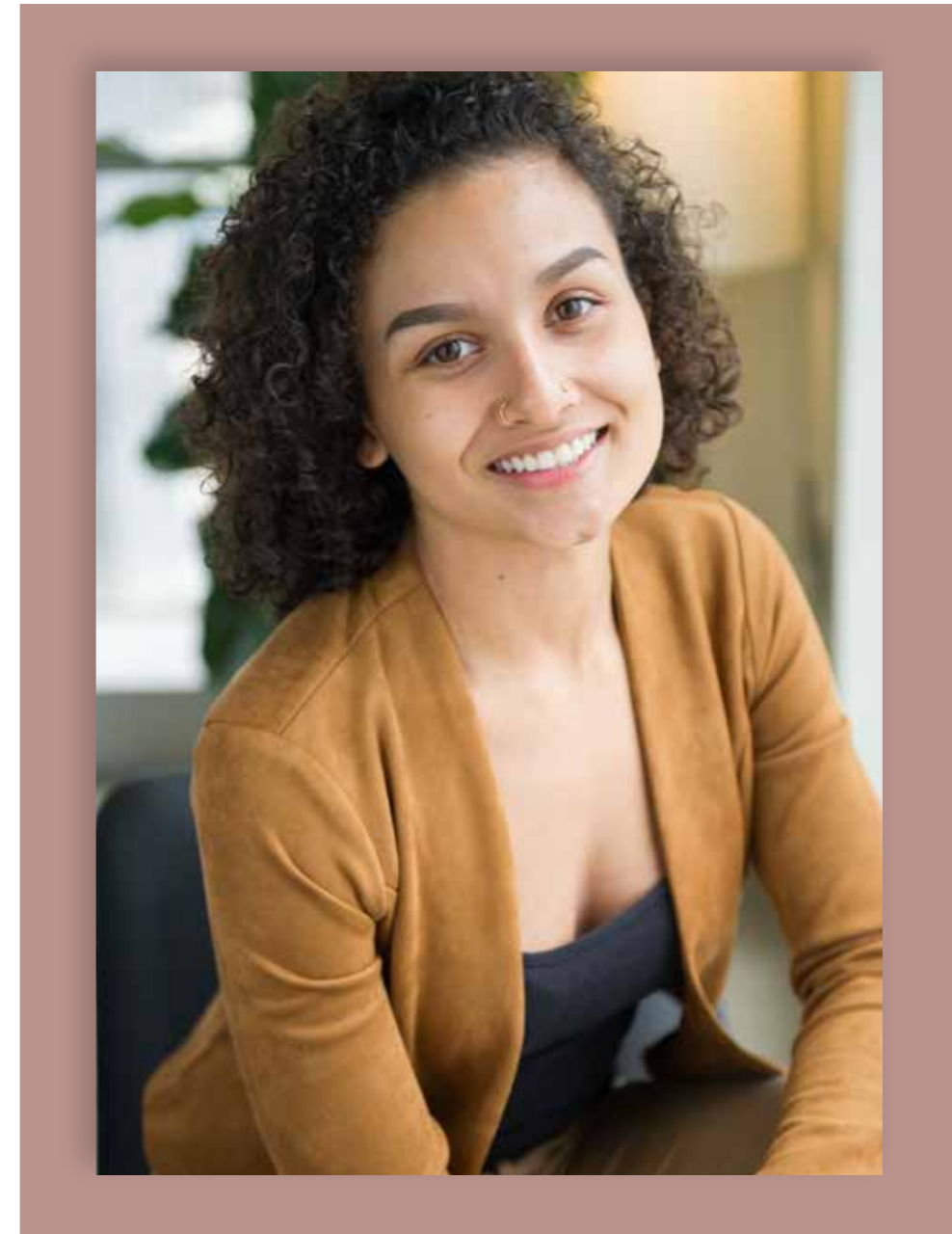
# Portfolio

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

Just Beauty



Just Beauty

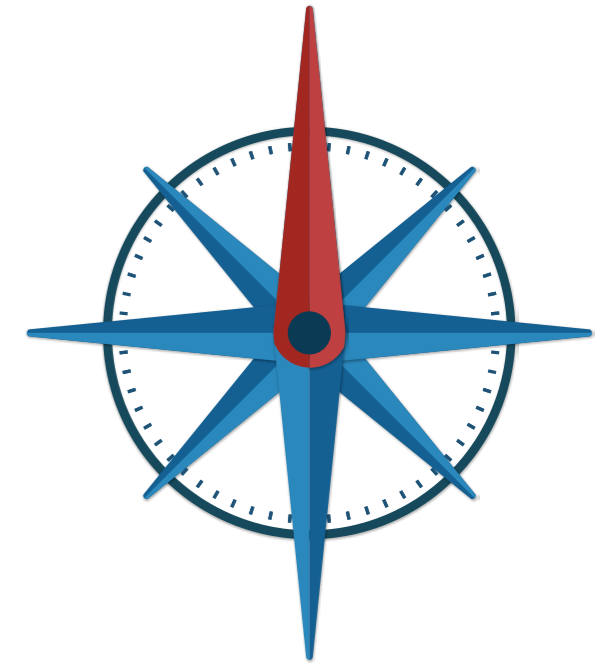
## Elements

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*

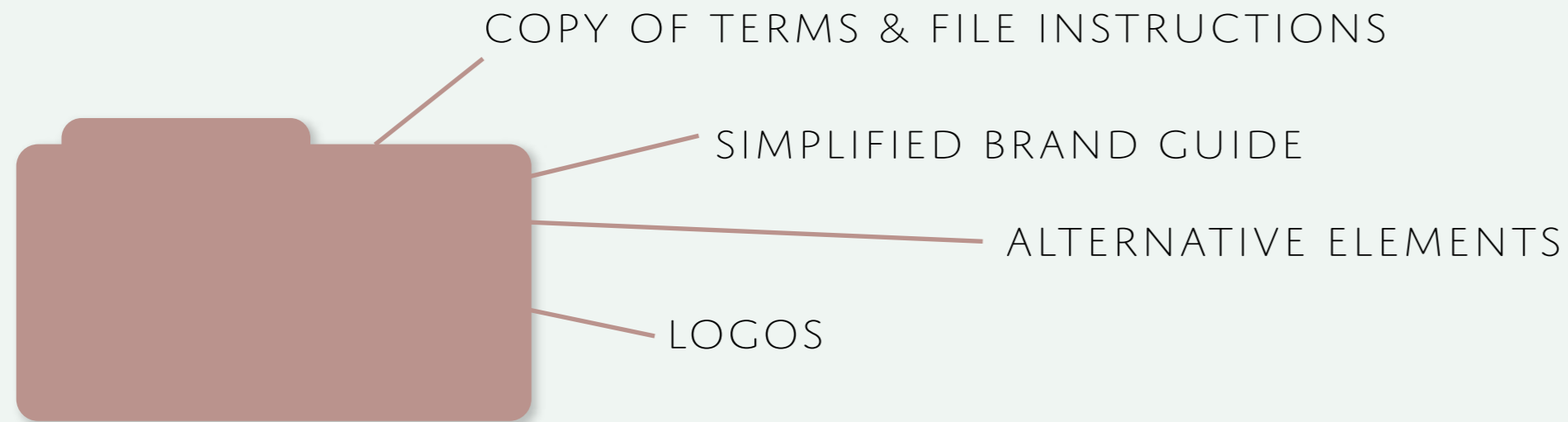
CUSTOM TYPOGRAPHY LOGO WITH MULTI-LAYERED VECTOR COMPASS. COLOR SELECTION BASED IN THE ASSOCIATIONS WITH STRATEGY AND CALCULATIONS (BLUE) AS WELL AS TO REPRESENT DIRECTION AND ACTION AND "TRUE NORTH" (RED).

## *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

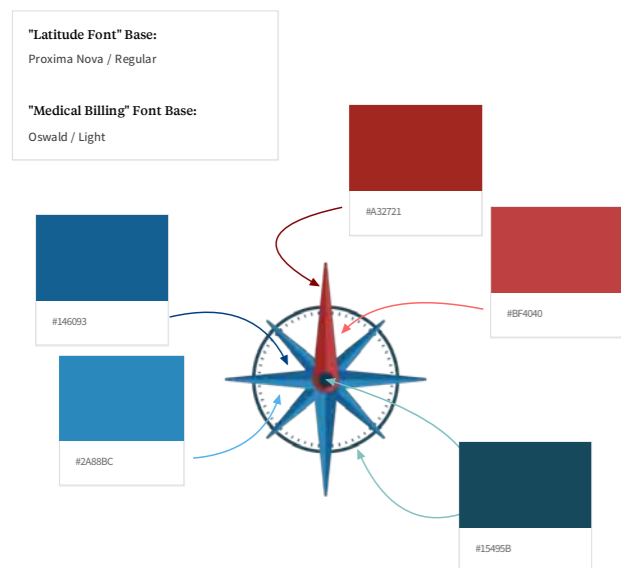


# Process Breakdown

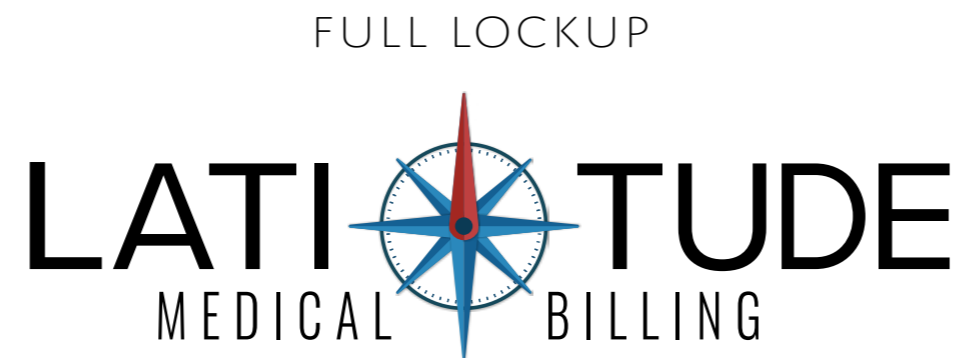
- I. DISCOVERY CALL
- II. MOODBOARD & REVIEW CALL
- III. DRAFT 1
- IV. DRAFT UPDATES (FINAL)
- V. COMPLETION / DELIVERY

TIMELINE: 3 - 4 WEEKS

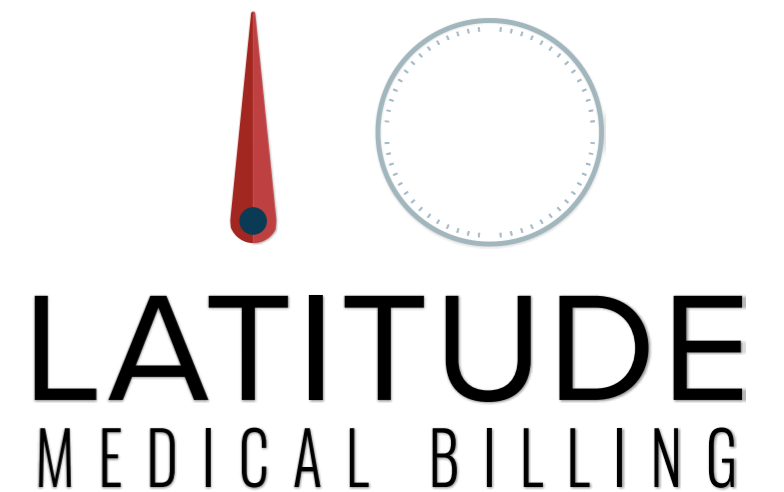
## SIMPLIFIED BRAND GUIDE



## LOGOS



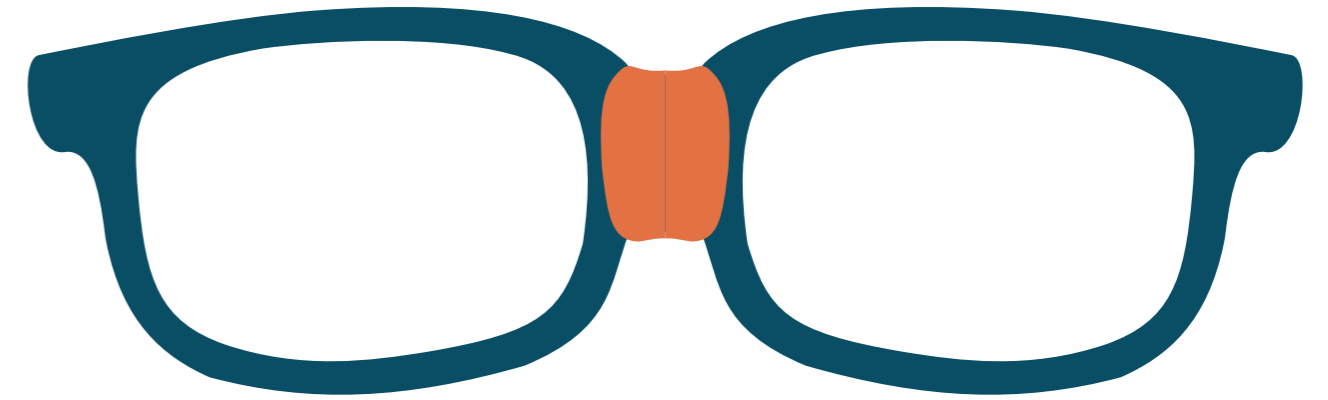
## ALTERNATIVE ELEMENTS





# 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

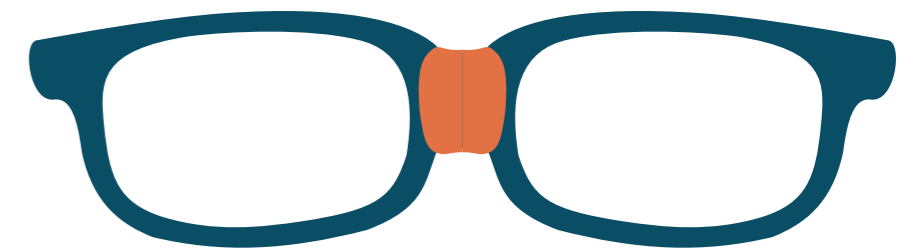
EMILY CUSMANO  
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3 PROPERTIES



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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,

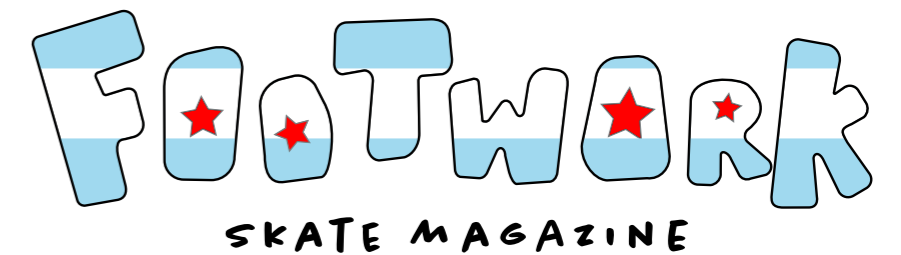
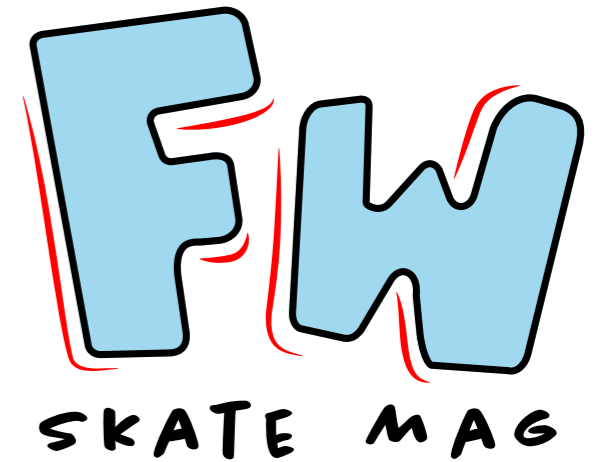
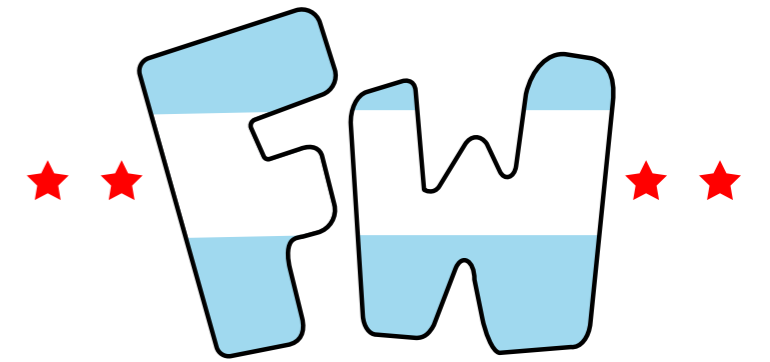
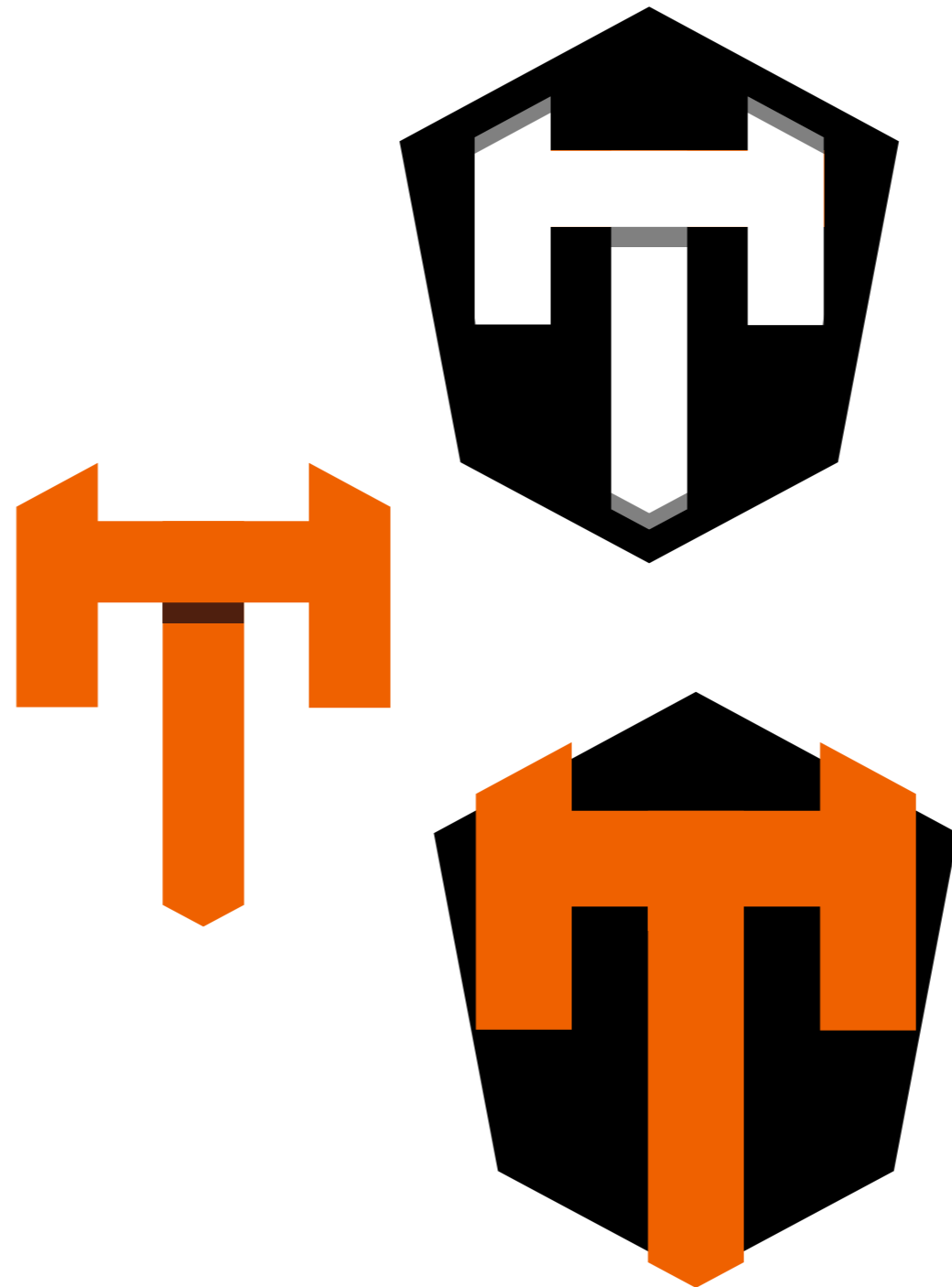
3 Properties provides the highest level of streamlined performance at a lower cost due to drastically reduced firm expenses. When performance and cost-effectiveness are combined, all parties benefit enough for the market to embrace a drastically new net lease brokerage business model. To say that 3 Properties 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

2<sup>nd</sup>  
Life



SWITCH **ON**

Life



GET YOUR  
SWITCH **ON**

*Thank You...*

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