



INSITE

PROPERTIES

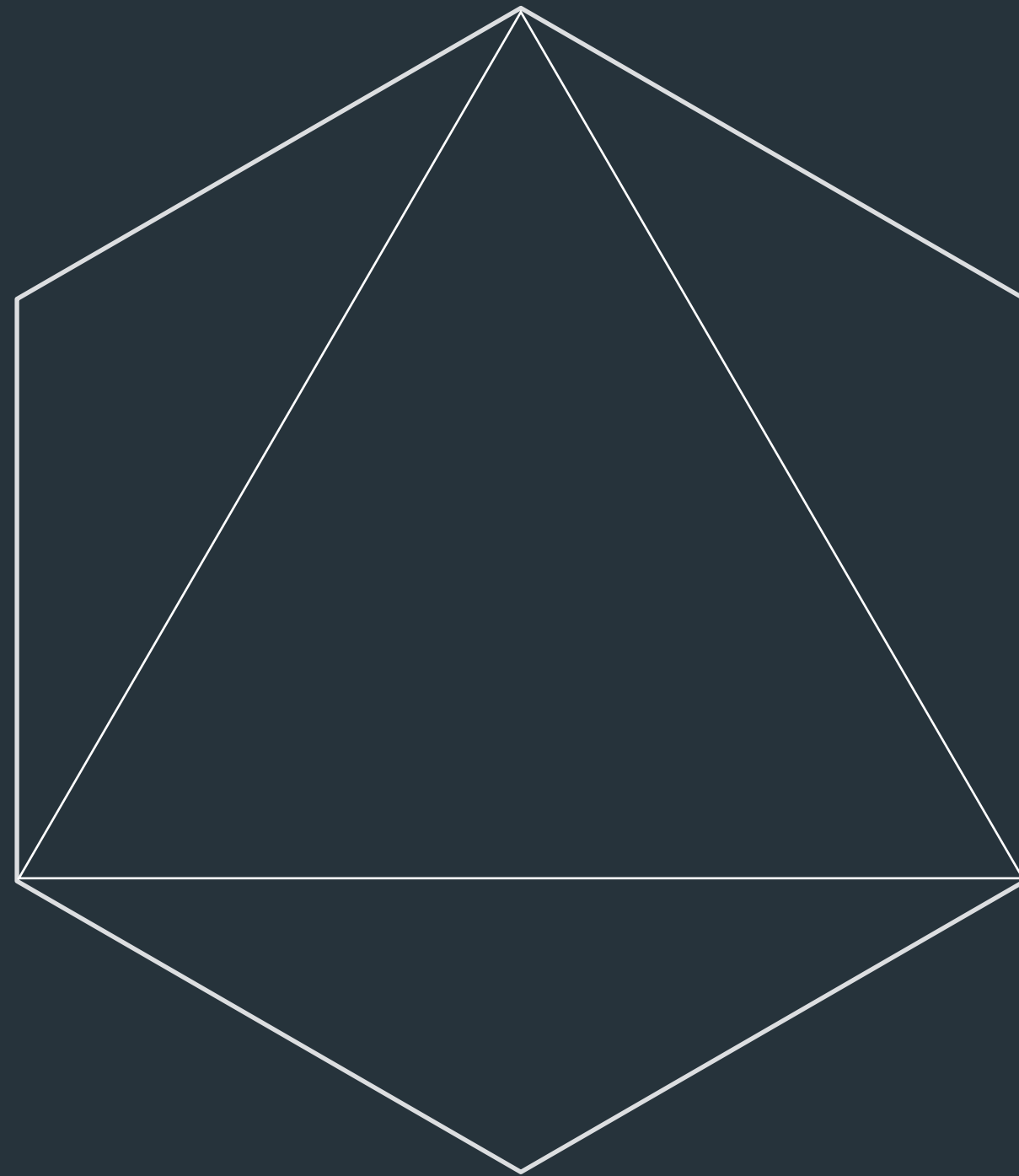


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- WHAT TO LOOK FOR
- PRESENTATION PROCESS
- LOGOS 1-6
- RECAP
- THANK YOU



INSITE PROPERTIES



HISTORY & VISION

Formed in 2001, and is headquartered in Charlotte, N.C., with offices in Charlotte and Charlottesville, Va. We are a full service commercial real estate firm specializing in the development, acquisition, ownership, management, leasing and sales of professional and medical office properties in the Southeastern region of the United States.

In order to grow our footprint in the region, we are actively seeking to acquire or develop medical office buildings (MOB's) and professional office buildings that are well-located, single and multi-tenant, stabilized or value-add.

REASONS FOR A NEW LOGO

1. Your logo doesn't adapt well to modern media.
2. Your logo doesn't represent your current business.
3. Your logo was a do-it-yourself project.
4. Your logo isn't as appealing as your competition's.
5. Your logo is too complex.



HOW TO ASSESS A LOGO



The principal role of a logo is to identify, and simplicity is its means... Its effectiveness depends on distinctiveness, visibility, adaptability, memorability, universality, and timelessness.

- *Paul Rand*

- **Is it distinctive?**
- **Is it visible?**
- **Is it adaptable?**
- **Is it memorable?**
- **Is it universal?**
- **Is it timeless?**
- **Is it simple?**

LOGO CONCEPTS

PRESENTATION PROCESS

**We will begin with a brief description
of the each logo concept.**

Next, we will view the following for each concept:

- Logo on isolated white
- Logo comparison on black & white
- Stationary mock-up
- Building mock-up
- Lastly, logo on isolated white



LOGO CONCEPTS

LOGO 1

ABOUT THE DESIGN

The thought process behind concept one, is an homage to the brands original mark.

An “I” initial conveyed as a building within a rondel. Icon & font weight have been increased to modernize & update the look. “Properties” has been set to all lower case to better emphases “INSITE”.

01



INSITE
properties



INSITE
properties

January 21, 2014
Masa Dobson
Level 2, 1 Madison Street
New York, NY 10011

Dear friend,

Following is an excerpt from *The Mock Turtle's Story*.

"Everybody says 'come on!' here," thought Alice, as she went slowly after it: "I never was so ordered about it all my life, never!"

"They had not come far before they saw the Mock Turtle in the distance, sitting sad and lonely on a little ledge of rock, and, as they came nearer, Alice could hear him sighing as if his heart would break. She plied him closely, and he answered, very slowly, what is his sorrow?"

"So they went up to the Mock Turtle, who looked at them with large eyes full of tears, but said nothing.

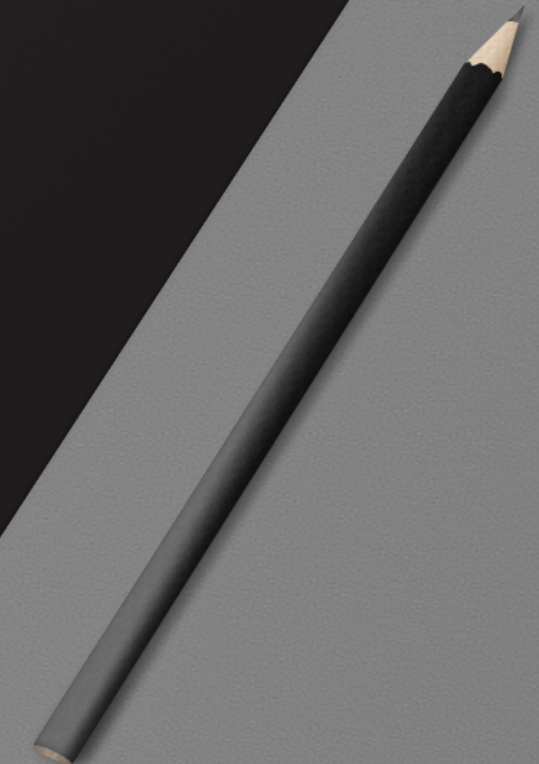
"This here young lady," said the Gryphon, who wants for to know your history, she do."

"I'll tell it her," said the Mock Turtle in a deep, hollow tone: "all down, both of you, and don't speak a word all I've finished."

So they sat down, and nobody spoke for some minutes. Alice thought to herself, "I don't see how he can EVEN finish, if he doesn't begin," but she waited patiently.

Yours faithfully
Brett Hebo
Managing Director

Mock-up
Level 1, 2 Madison Street
New York, NY 10011
phone: 212 321 8876
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INSITE
properties

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Managing Director

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properties

LOGO CONCEPTS

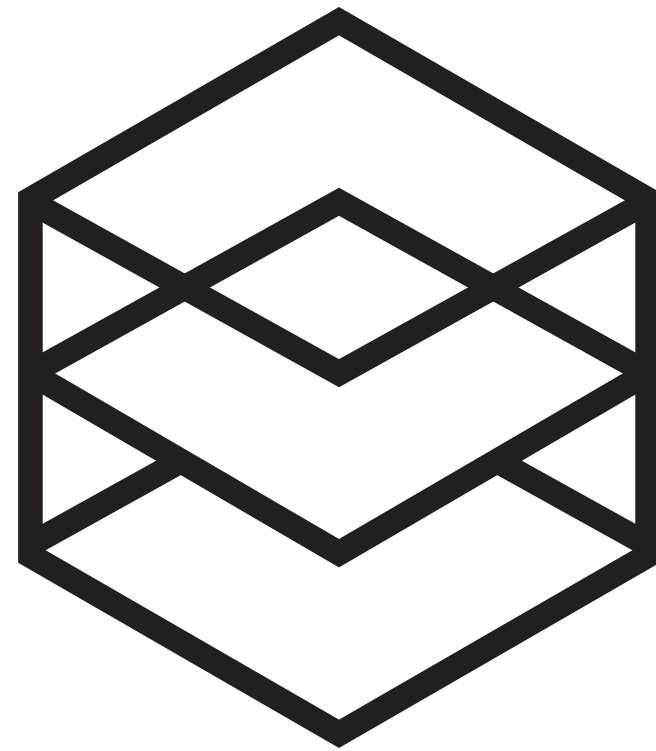
LOGO 2

ABOUT THE DESIGN

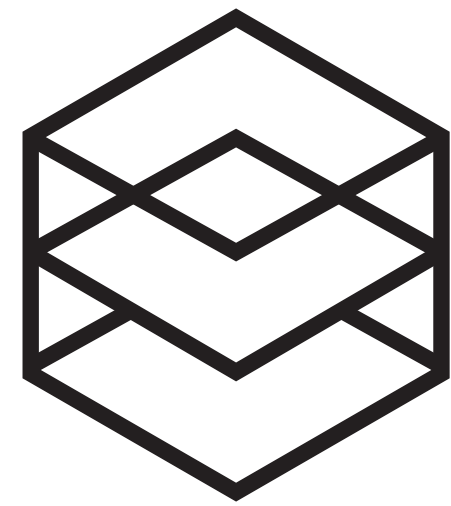
Hyper modern & geometric. Logo 2 uses clean lighter weight lines in its icon.

The icon represents two aspects of Insite, multiple properties or plots, & a midsize office or MOB. Fonts weights are set to provide visibility. but match the line weight of the icon.

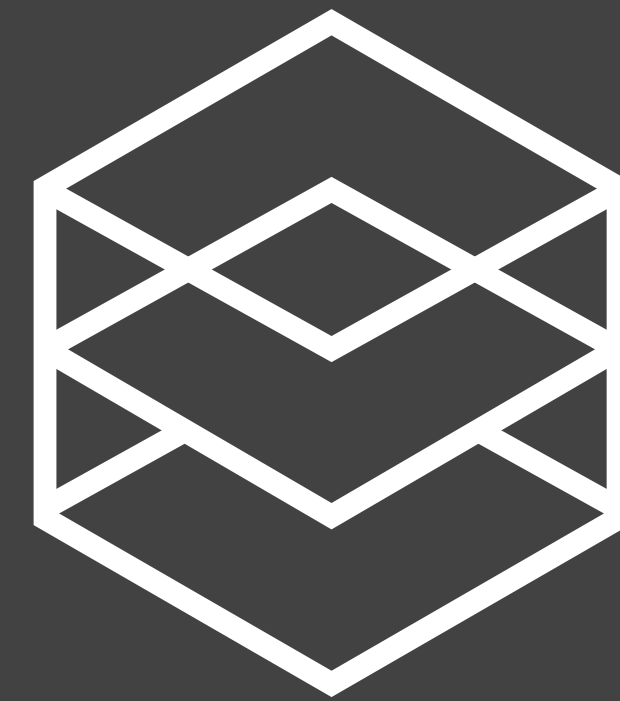
02



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January 21, 2014
 Missa Doboska
 Level 2, 1 Messenger Street
 New York, NY 10011

Dear friend,
 Following is an excerpt from *The Mock Turtle's Story*:
 "Everybody says 'come on!' here," thought Alice, as she went slowly after it: "I never was so ordered about it all my life, never!"
 "They has not gone far before they saw the Mock Turtle in the distance, sitting sad and lonely on a little ledge of rock, and, as they came nearer, Alice could hear him sighing as if his heart would break. She pitied him deeply, and, as they came nearer, she asked the Gryphon and the Gryphon answered, very solemnly in the same words as before, "It's all his fancy, that; he hasn't got no sorrow, you know. Come on!"
 So they went up to the Mock Turtle, who looked at them with large eyes full of tears, but said nothing.
 "This here young lady," said the Gryphon, who waits for to know your history, she do."
 "I'll tell it her," said the Mock Turtle in a deep, hollow tone: "sit down, both of you, and don't speak a word till I've finished."
 So they sat down, and nobody spoke for some minutes. Alice thought to herself, "I don't see how he can EVEN finish, if he doesn't begin," but she waited patiently.
 Yours faithfully
 Brett Hebo
 Managing Director

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Brett Hebo
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INSITE
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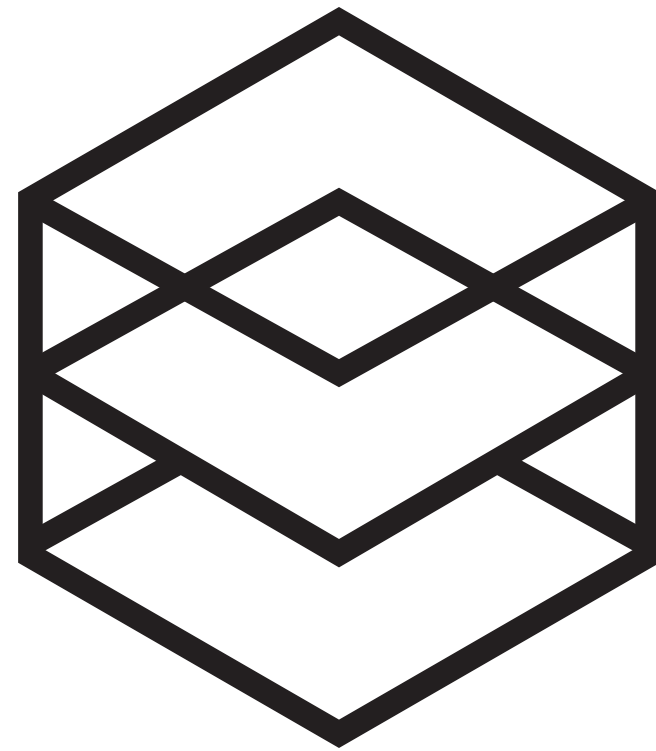

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I N S I T E
P R O P E R T I E S

03

LOGO CONCEPTS

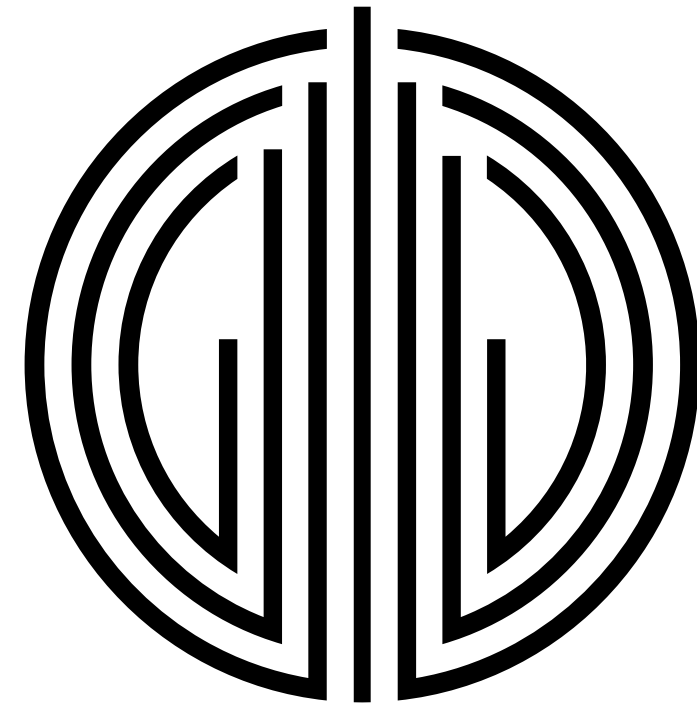
LOGO 3

ABOUT THE DESIGN

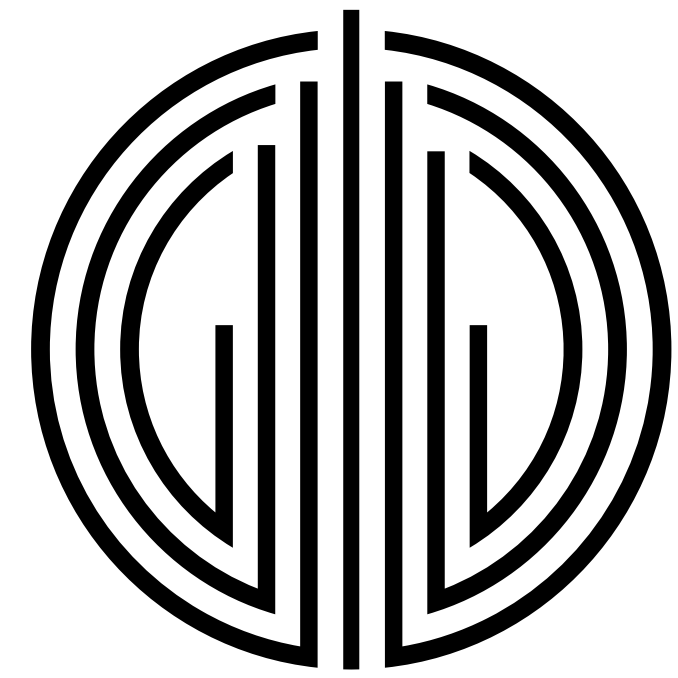
Logo 3 is based upon a retro/modern effect.

The icon pulls strongly from art deco building design, while the typeface is a bold and modern sans serif.

It is understood that Insite Properties does not currently manage high-rise properties, but this icon was rendered for use here simply because of its ease of understanding to the viewer, & the thought of future projects.



INSITE
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INSITE
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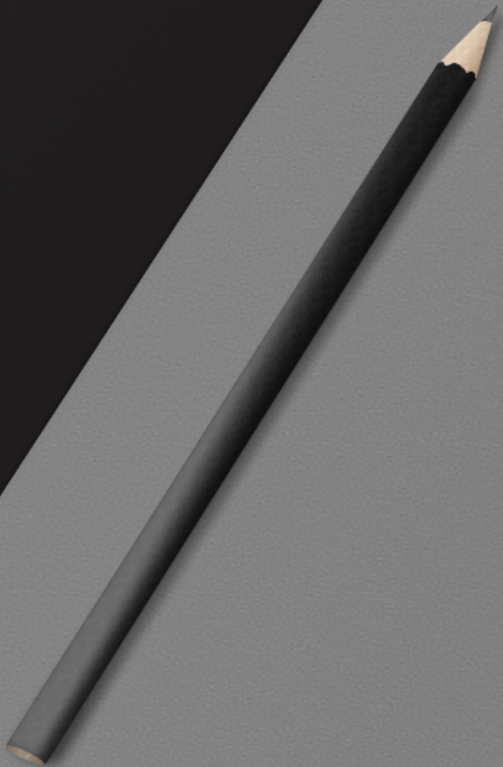
January 21, 2014
Miss Dobson
Level 2, 1 Messenger Street
New York, NY 10011

Mock-Up
Level 1, 2 Messenger Street
New York, NY 10011
Phone: 212 321 8876
web: mock-up.com

Dear friend,

Following is an excerpt from *The Mock Turtle's Story*.
"Everybody says 'come on!' here, though Alice, as she went slowly after it: 'I never was so ordered about in all my life, never.'
They had not gone far before they saw the Mock Turtle in the distance, sitting sad and lonely on a ledge of rock, and, as they came nearer, Alice could hear him sighing as if his heart would break. She plied him closely, 'What is his sorrow?' she asked the Gryphon, and the Gryphon answered, very heavily in the same words as before, 'It's all his fancy; that: he hasn't got no sorrow; you know. Come on!'
So they went up to the Mock Turtle, who looked at them with large eyes full of tears, but said nothing.
'This here young lady,' said the Gryphon, 'she wants for to know your history, she do.'
'To tell it her,' said the Mock Turtle in a deep, hollow tone: 'sit down, both of you, and don't speak a word till I've finished.'
So they sat down, and nobody spoke for some minutes. Alice thought to herself, 'I don't see how he can EVEN finish, if he doesn't begin.' But she waited patiently.

Yours faithfully
Brett Hedo
Managing Director





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LOGO CONCEPTS

LOGO 4

ABOUT THE DESIGN

An icon/wordmark hybrid.

This option gives Insite a more legible version of the “ip” from the original mark. But instead of hiding the the initials, we put them front and center for high visibility and brand recognition on signage from a distance.

A condensed font is used for “INSITE” to tie together with the original branding while also aiding icon alignment. Can be used with or w/o icon bounding box.

04



I N S I T E
P R O P E R T I E S



INSITE
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INSITE
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ip
INSITE
PROPERTIES

January 21, 2014
Miaa Dobosha
Level 2, 1 Shelton Street
New York, NY 10011

Dear friend,

Following is an excerpt from *The Mock Turtle's Story*:

Everybody says "come on" here, thought Alice, as she went slowly after it: "I never was so ordered about in all my life, never!"

They had not gone far before they saw the Mock Turtle in the distance, sitting sad and lonely on a little ledge of rock, and, as they came nearer, Alice could hear him sighing as if his heart would break. She pitied him very much, and, as they came closer, she asked the Gryphon and the Crypton, answered, very quietly in the same words as before, "It's all his fancy, that; he hasn't got no sorrow, you know. Come on!"

So they went up to the Mock Turtle, who looked at them with large eyes full of tears, but said nothing.

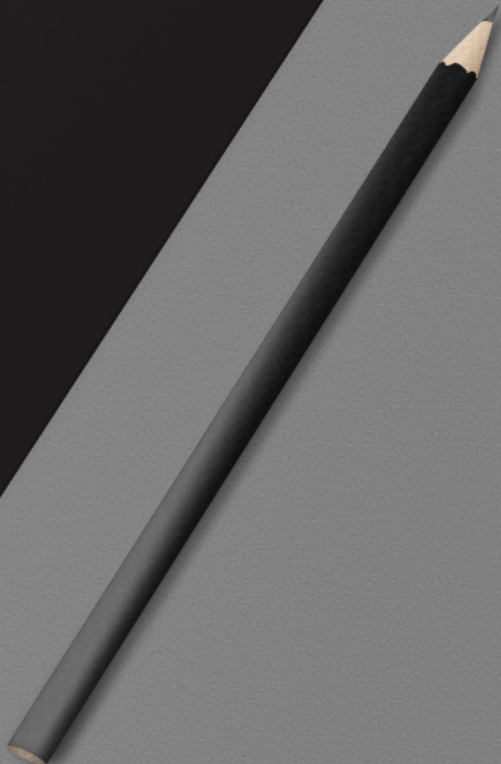
"This here young lady," said the Gryphon, "she wants for to know your history, she do."

"I'll tell it her," said the Mock Turtle in a deep, hollow tone: "sit down, both of you, and don't speak a word till I've finished."

So they sat down, and nobody spoke for some minutes. Alice thought to herself, "I don't see how he can EVEN finish, if he doesn't begin," but she waited patiently.

Yours faithfully
Brett Hebb
Managing Director

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ip
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ip
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I N S I T E
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05

LOGO CONCEPTS

LOGO 5

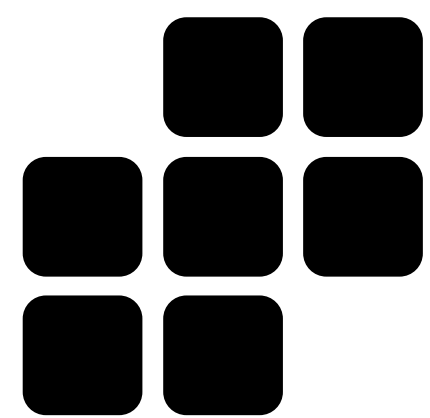
ABOUT THE DESIGN

Icon & word mark with a more traditional, corporate feel.

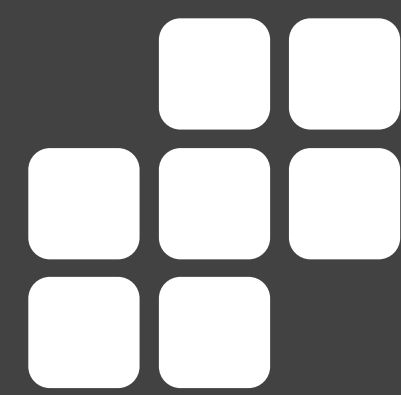
Styled as both a representation of properties, & as a hidden “iP” created via negative space, the icon sets the pace for forward comforting movement with its off center stance & rounded corners.

The typeface utilizes ease of readability w/o being overly loud or ostentatious.





Insite Properties



Insite Properties

Insite Properties

January 21, 2014
 Meta Dobson
 Level 2, 1 Madison Street
 New York, NY 10011

Dear friend,

Following is an excerpt from *The Mock Turtle's Story*:

"Everybody says 'come on!' here," thought Alice, as she went slowly after it: "I never was so ordered about in all my life, never!"

"They here not come far before they see the Mock Turtle in the distance, sitting sad and lonely on a little ledge of rock, and, as they come nearer, Alice could hear him sighing as if his heart would break. She plied him closely, 'What is his sorrow?' she asked the Gryphon, and the Gryphon answered, very rarely in the same words as before, 'It's all his fancy, that; he hasn't got no sorrow, you know. Come on!'"

"So they went up to the Mock Turtle, who looked at them with large eyes full of tears, but said nothing.

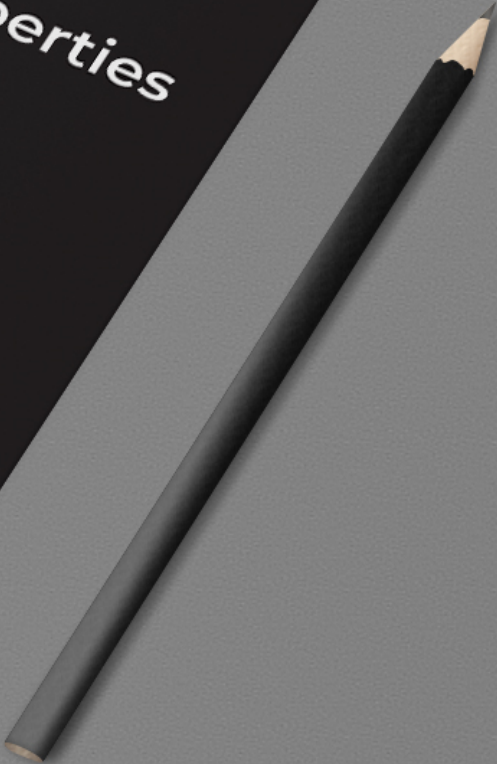
"This here young lady," said the Gryphon, who wants for to know your history, she do."

"I'll tell it her," said the Mock Turtle in a deep, hollow tone: "sit down, both of you, and don't speak a word all I've finished."

"So they sat down, and nobody spoke for some minutes. Alice thought to herself, 'I don't see how he can EVEN finish, if he doesn't begin.' But she waited patiently.

Yours faithfully
 Brett Hebo
 Managing Director

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Insite Properties



06

LOGO CONCEPTS

LOGO 6

ABOUT THE DESIGN

The building icon combined with word mark.

The “I” of Insite is implied through the shadow on the building, while the sloped roof leads the eye from top to bottom, left to right typically found in western reading.

Gill Sans is used for the the main typeface for its bold presence, & as a nod to the brand’s original letterform.



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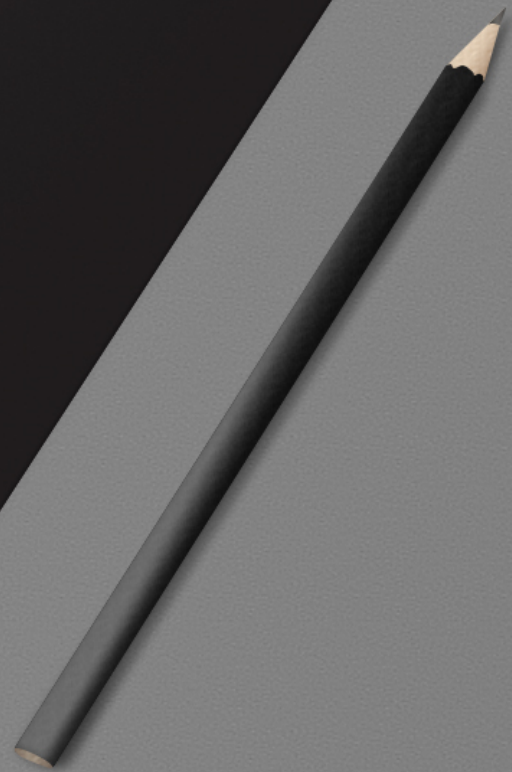
January 21, 2014
Miss Ostolinska
Level 2, 1 Madison Street
New York, NY 10011

Mock-Up
Level 1, 2 Madison Street
New York, NY 10011
phone 212-321-9876
web mock-up.com

Dear friend,

Following is an excerpt from The Mock Turtle's story.
"Everybody says 'come on' here, thought Alice, as she went slowly after it: 'I never was so ordered about in all my life, never!"
"They had not gone far before they saw the Mock Turtle in the distance, sitting sad and lonely on a little ledge of rock, and, as they came nearer, Alice could hear him sighing as if his heart would break. She tilted him wearily. 'What is the sorrow?' she asked the Gryphon, and the Gryphon answered, very slowly, in the same words as before, 'It's all his fancy, that; he hasn't got no sorrow, you know. Come out!"
So they went up to the Mock Turtle, who looked at them with large eyes full of tears, but said nothing.
"This here young lady," said the Gryphon, she wants for to know your history, she do."
"I'll tell it her," said the Mock-Turtle, in a deep, hollow tone: 'sit down, both of you, and don't speak a word till I've finished."
So they sat down, and nobody spoke for some minutes. Alice thought to herself, 'I don't see how he can EVEN finish, if he doesn't begin.' But she waited patiently.

Yours faithfully
Strett Hobo
Managing Director



phone 212-321-9876
web mock-up.com





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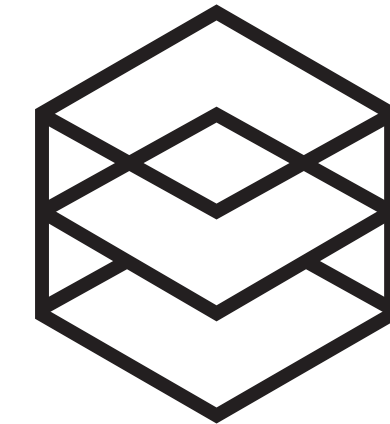
RECAP

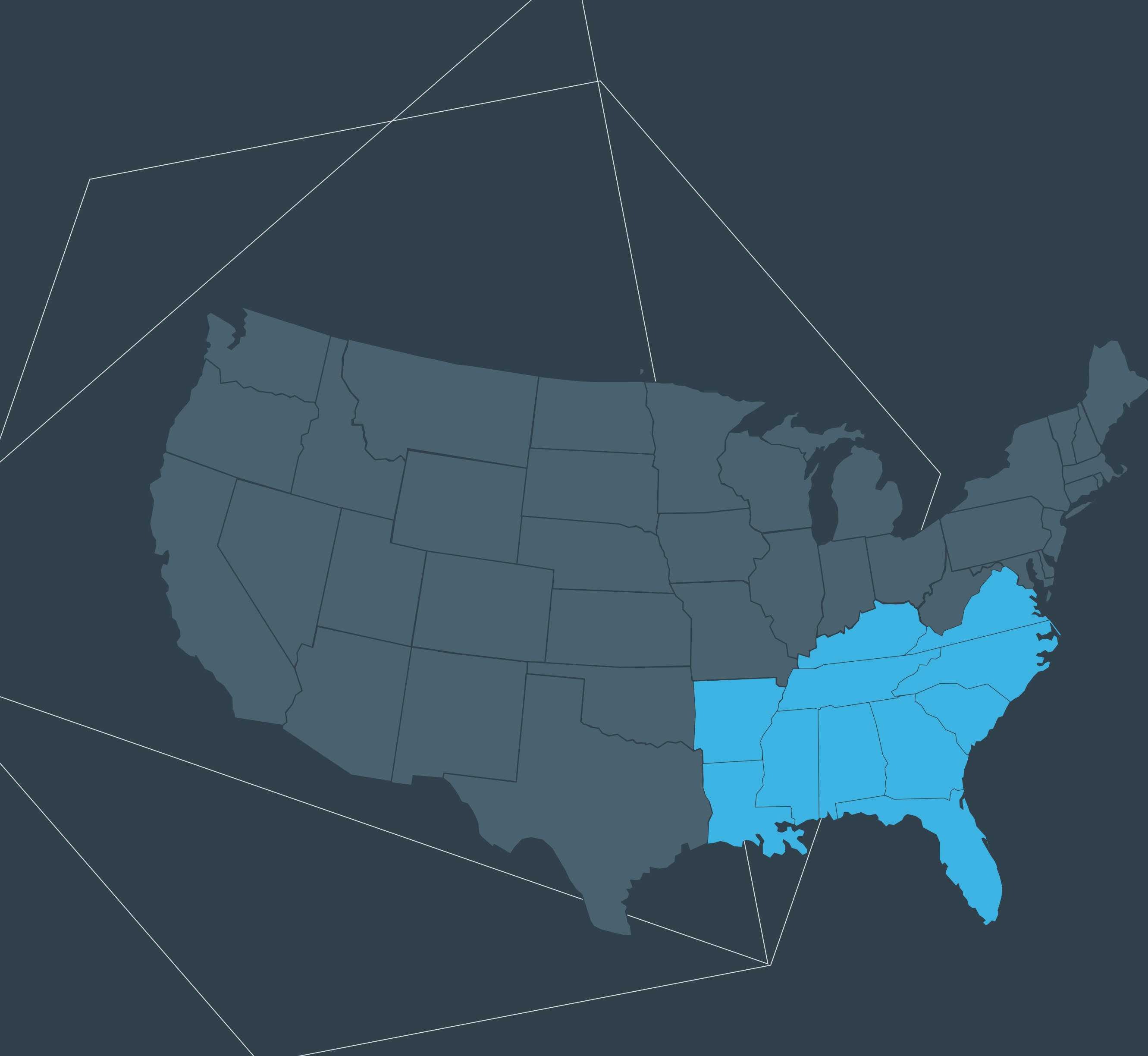
LOGO CONCEPTS 1-6

In review we have 6 logo options proposed for the rebrand of Insite Properties, LLC.

As we review, first keep in mind the seven objectives for logo review. Take into consideration usage, & the formats that the logo will be reproduced in. Keep in mind that this mark will be on signage & should be legible from a distance, in addition to as a social icon.

Think about what you like & feel best fits your company. But most importantly, think about which design will best influence your customer.





PREPARED FOR:

INSITE PROPERTIES

20181201 BY:

ATOMIC DESIGN CO.



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3220 Central Ave
Suite 301
Charlotte, NC 28205

Phone (704) 779-1876
AtomicDesignCompany.com

THANK YOU

