

PERSONIFY

*Hello, nice to meet you!*



P

*We are a strategy driven branding and design studio based in the San Francisco Bay Area. In collaboration with our in-house team and extensive creative network, we implement game-changing solutions for the people and companies we partner with.*



We are designers, strategists  
and content creators.



## OUR SERVICES

### Strategy

Brand Positioning

Personas

Creative Direction

### Branding

Naming

Narrative + Messaging

Logos

Identity Systems

Campaigns

Photography

Art Direction

### Print

Graphic Design

Illustration

Packaging

Signage

Collateral

Merchandise

### Digital

Web Design

Web Development

Motion Graphics

Social Media

Digital Marketing

SEO/SEM/PPC

Video Creation



## REAL ESTATE CLIENTS

*to name a few...*

**SOUTH BAY**  
DEVELOPMENT CO.

LANE PARTNERS

 **SIERRA  
MAESTRA**

  
**WINDY HILL**  
*property ventures*

 **PRINCE STREET  
PARTNERS**

 **BENCHMARK  
BUILDERS**

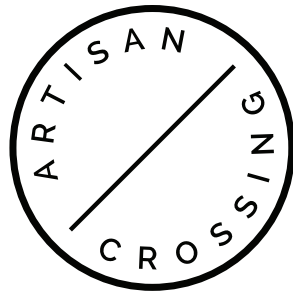
 **VANCE BROWN BUILDERS**

DEMMON  **PARTNERS**



## PROPERTY LOGOS

*to name a few...*

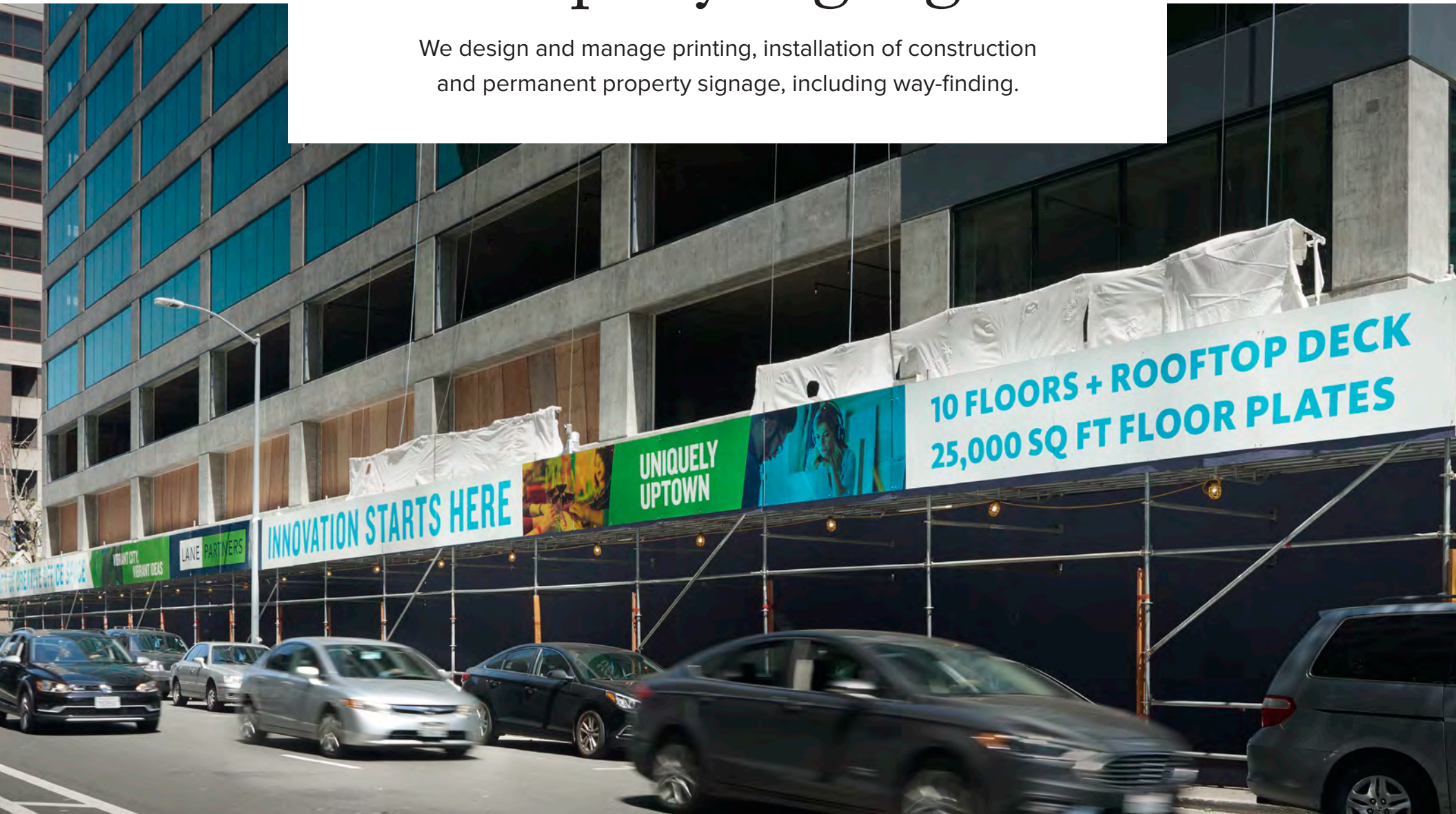




## SERVICES

# Property Signage

We design and manage printing, installation of construction and permanent property signage, including way-finding.

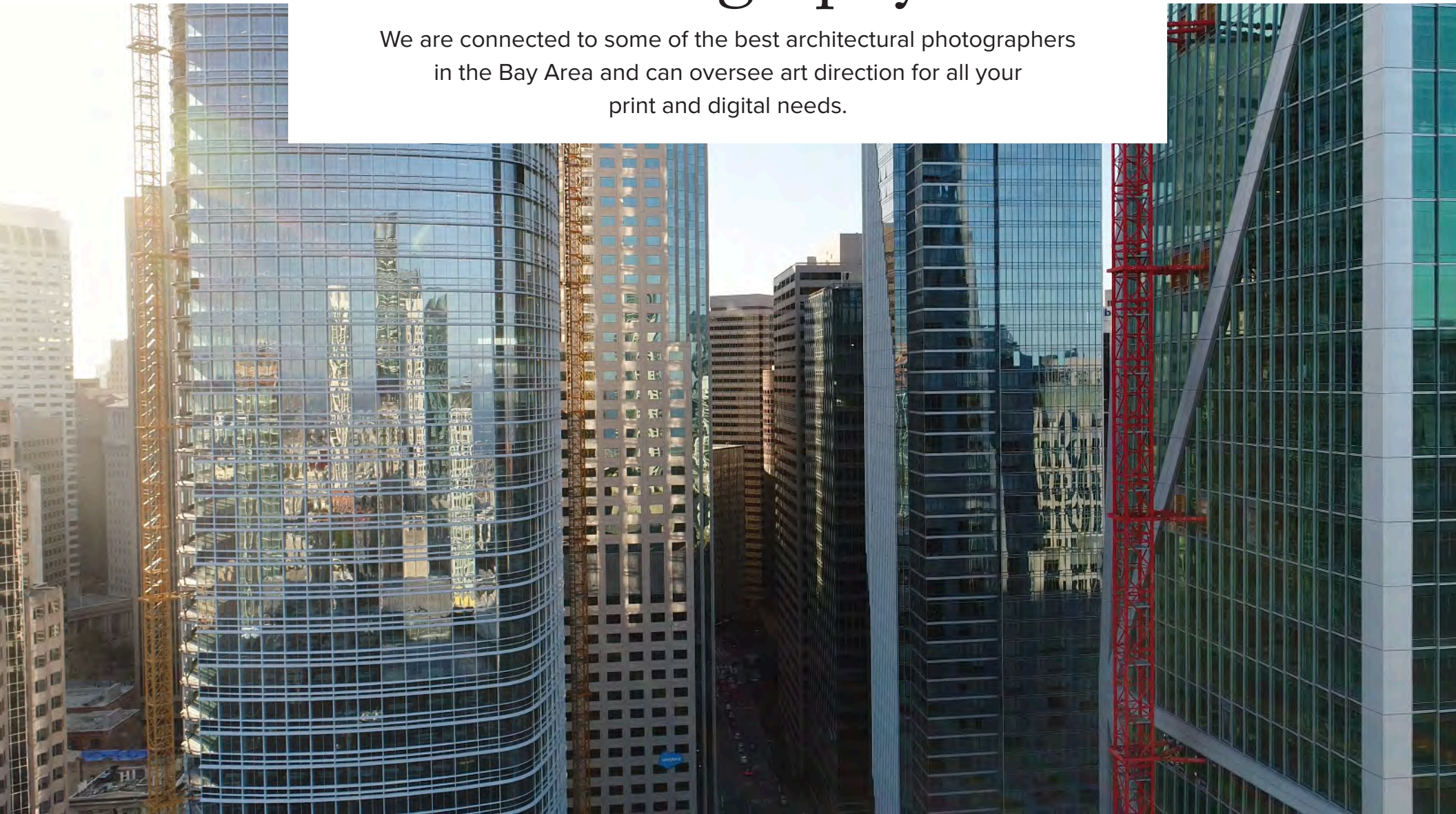




## SERVICES

# Photography

We are connected to some of the best architectural photographers in the Bay Area and can oversee art direction for all your print and digital needs.

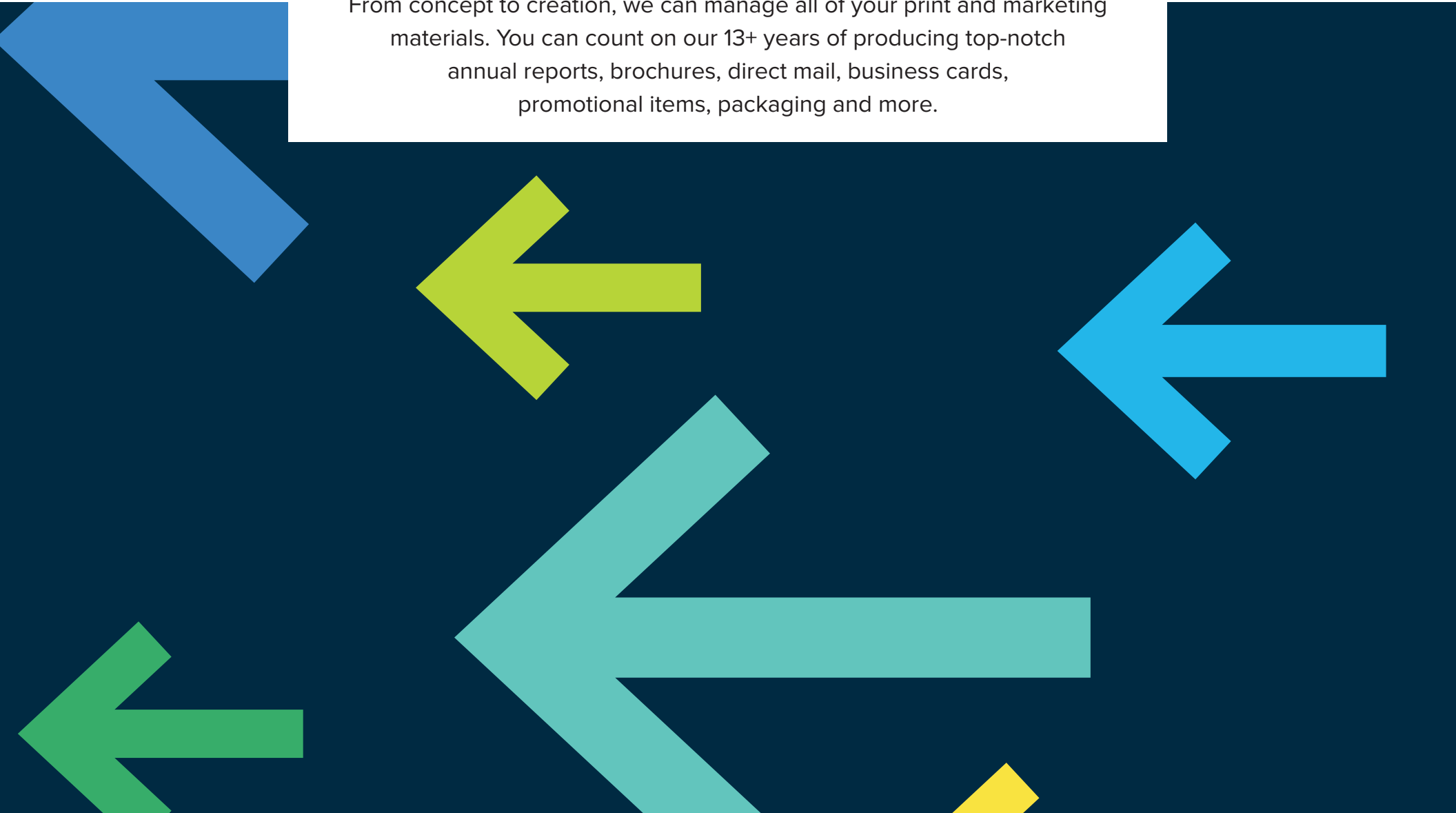




## SERVICES

# Print

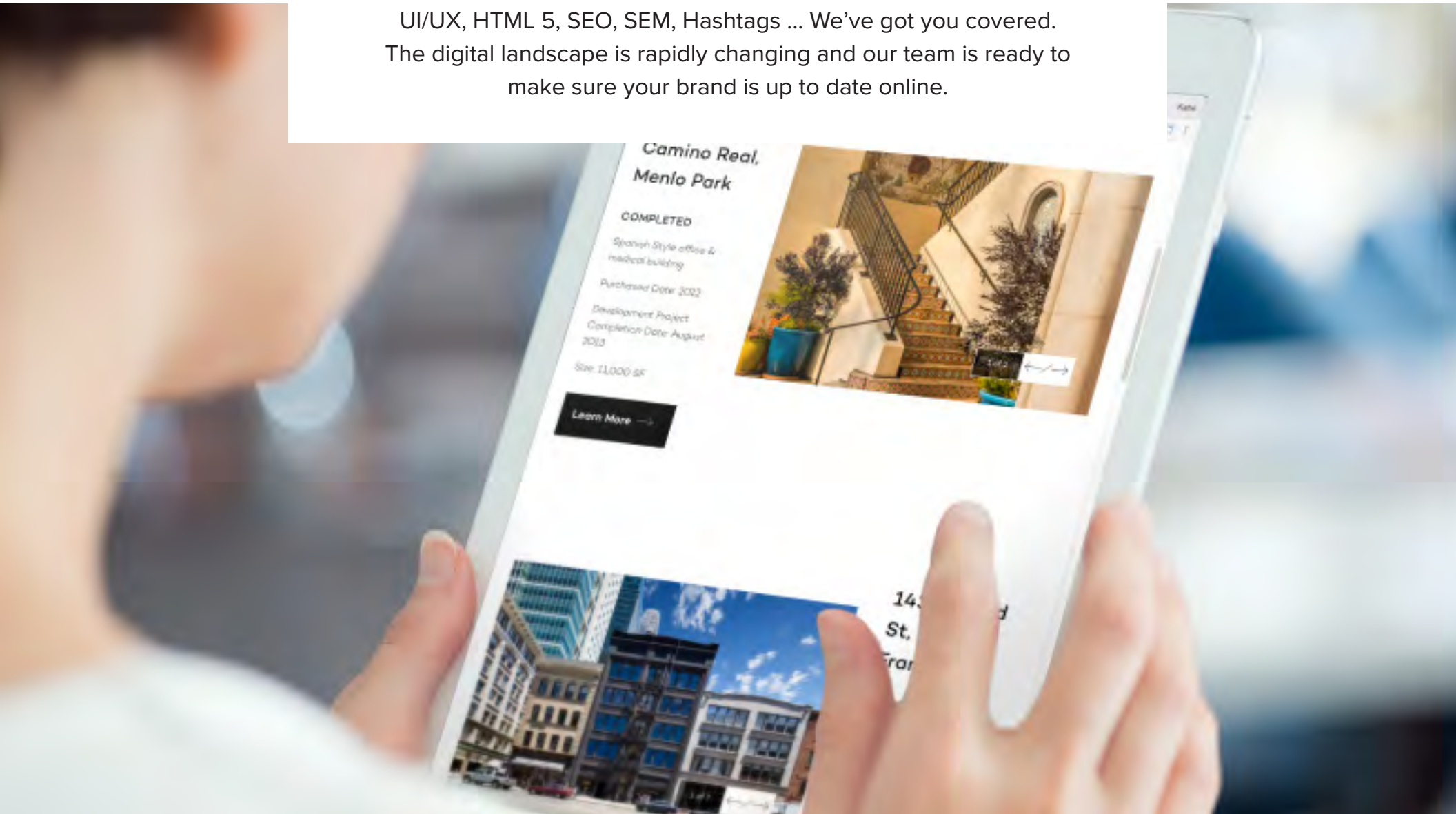
From concept to creation, we can manage all of your print and marketing materials. You can count on our 13+ years of producing top-notch annual reports, brochures, direct mail, business cards, promotional items, packaging and more.



## SERVICES

# Digital

UI/UX, HTML 5, SEO, SEM, Hashtags ... We've got you covered.  
The digital landscape is rapidly changing and our team is ready to  
make sure your brand is up to date online.

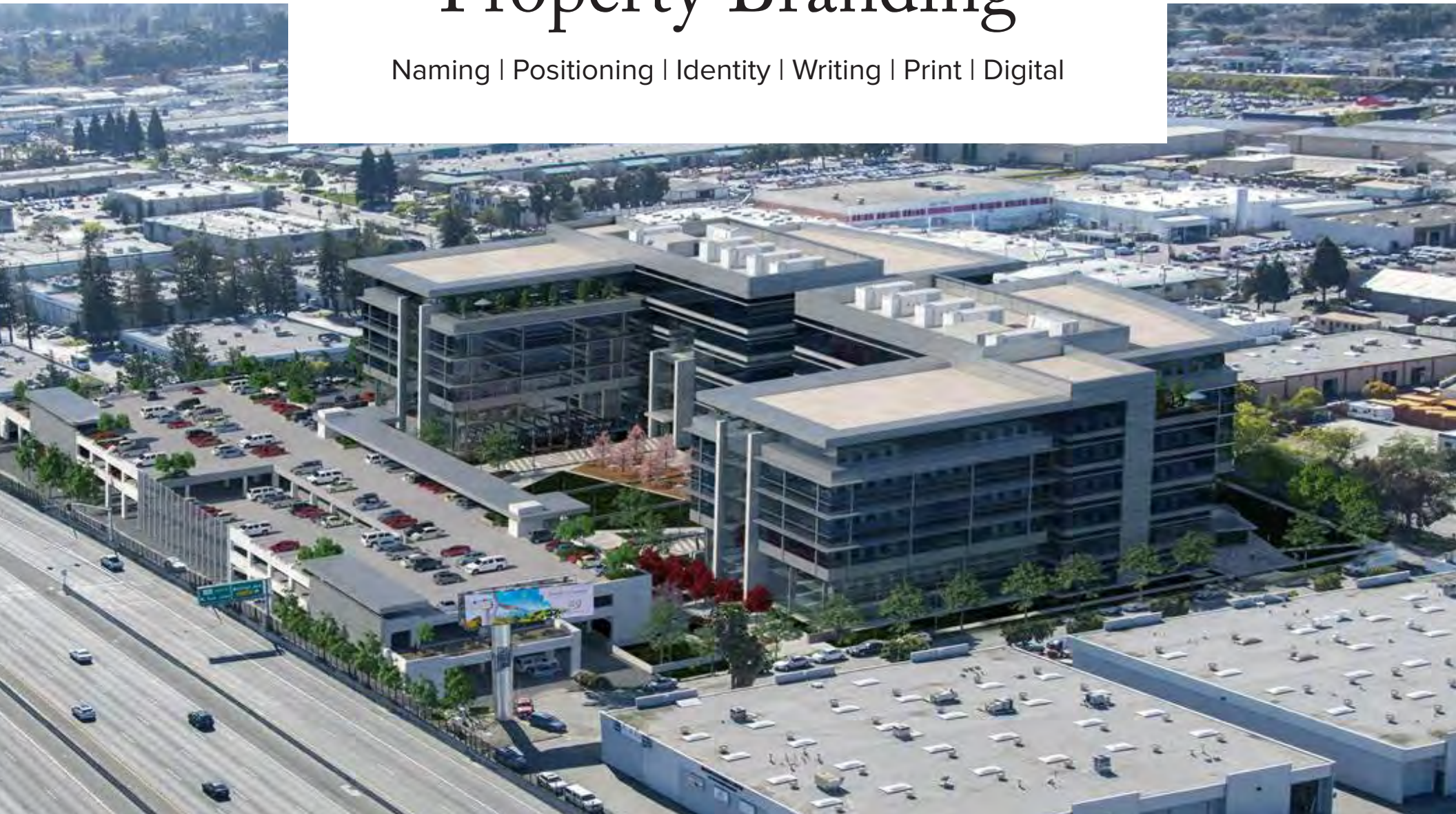




CASE STUDY

# Property Branding

Naming | Positioning | Identity | Writing | Print | Digital





## CASE STUDY

### PROPERTY BRANDING

Your partner to help  
drive ROI.

The mission was to turn this 8 acre development vision into an enticing and tangible Silicon Valley leasing opportunity. In this competitive market, differentiation is critical. PERSONIFY uncovered the developments “x-factor” with a naming and branding strategy to capitalize on the locations 25 mile center point between the Bay’s two major hubs of talent— San Jose and San Francisco. Meridian25 is the business and lifestyle dream for commuters and businesses whose human resources live throughout the area. We designed visual branding, naming graphic assets and a website to help prospective tenants (and investors) hone-in on the opportunity.

***The project was entitled quickly and sold to Alexandria Real Estate Equities, Inc. for \$85 million.***

#### PRIMARY LOGO



#### SECONDARY LOGOS

meridian25



#### ICONS



#### TYPOGRAPHY

Rockwell Light  
HEADLINES & CALLOUTS 1  
Headline & Callouts 2  
Rockwell Light Italic  
Special Callouts  
Helvetica Regular  
Body Copy

#### COLORS



PANTONE 109 C  
C 0 M 16 Y 100 K 0  
R 255 G 209 B 0  
HTML #FFD100



PANTONE PROCESS BLUE C  
C 100 M 35 Y 7 K 0  
R 0 G 133 B 202  
HTML #0085CA



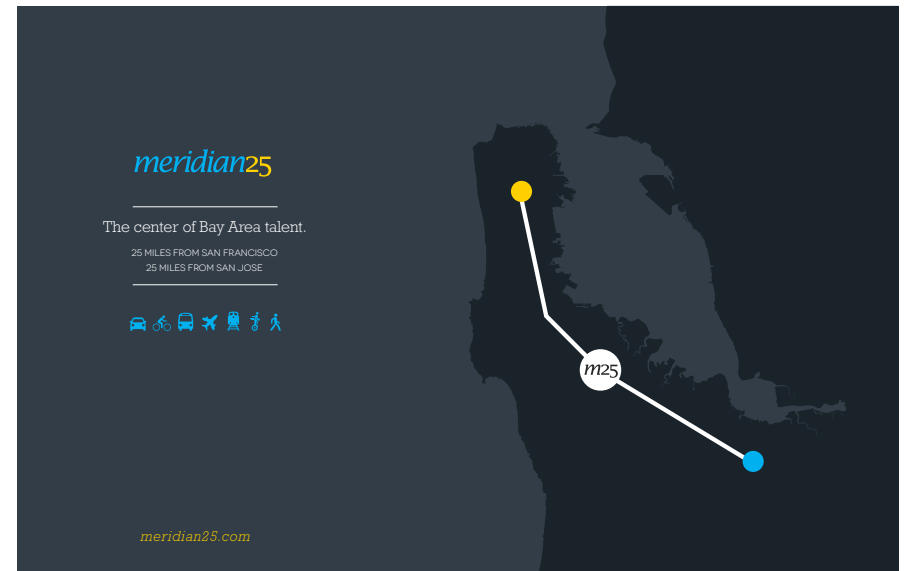
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C 66 M 52 Y 45 K 17  
R 91 G 103 B 112  
HTML #6677D



PANTONE 432 C  
C 66 M 52 Y 45 K 17  
R 91 G 103 B 112  
HTML #6677D



PANTONE 433 C  
C 0 M 0 Y 100 K 0  
R 29 G 37 B 45  
HTML #1D252D



We handled everything from photoshoots to leasing signage and verbiage. We even created event invitations for the community to help get the project through entitlement.



VIEW BROCHURE



PERSONIFY.US



# 855MAIN

DOWNTOWN REDWOOD CITY



Identity  
Messaging  
Signage  
Art Direction  
Brochure Design

[VIEW BROCHURE](#)

The  
Next  
Generation  
Of  
Main St.





Naming  
Identity  
Messaging  
Art Direct Renderings  
Brochure Design

[VIEW BROCHURE](#)

30-60,000 SF  
DOWNTOWN SAN MATEO  
3 BUILDING CREATIVE CAMPUS



**YARDLINE**

10TH + RAILROAD



1933



2020



**YARDLINE CREATIVE CAMPUS**

**ONE-OF-A-KIND  
PRIVATE OUTDOOR  
WORKSPACES**

- ±60,000 SF of Land
- ±30,000 SF Available Now
- ±30,000 SF of Expansion Space in Planning
- Exclusive Signage Opportunity Visible from Caltrain
- AT&T + Comcast Fiber Available
- Complete Campus Control

**YARDLINE**

IN THE MIDDLE OF IT ALL







Naming  
Identity  
Messaging  
Map Design  
Brochure Design

[VIEW BROCHURE](#)



ON THIRD



PUBLIC PARKING & CALTRAIN SCHEDULE

## SAN MATEO

### WEEKDAY MORNING SERVICE

Northbound Train #	211	215	219	223	227	231	235
Arrive San Mateo Station	6:20	6:25	6:30	6:35	6:40	6:45	6:50
Depart San Mateo Station	6:25	6:30	6:35	6:40	6:45	6:50	6:55
Southbound Train #	212	216	220	224	228	232	236
Arrive San Mateo Station	6:25	6:30	6:35	6:40	6:45	6:50	6:55
Depart San Mateo Station	6:30	6:35	6:40	6:45	6:50	6:55	7:00

Northbound Train #	239	243	247	251	255	259	263
Arrive San Mateo Station	6:55	7:00	7:05	7:10	7:15	7:20	7:25
Depart San Mateo Station	7:00	7:05	7:10	7:15	7:20	7:25	7:30
Southbound Train #	240	244	248	252	256	260	264
Arrive San Mateo Station	7:00	7:05	7:10	7:15	7:20	7:25	7:30
Depart San Mateo Station	7:05	7:10	7:15	7:20	7:25	7:30	7:35

Bullet Train

ON THIRD

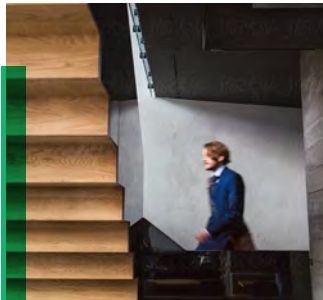




Identity  
Messaging  
Photoshoots  
Art Direct Renderings  
Brochure Design

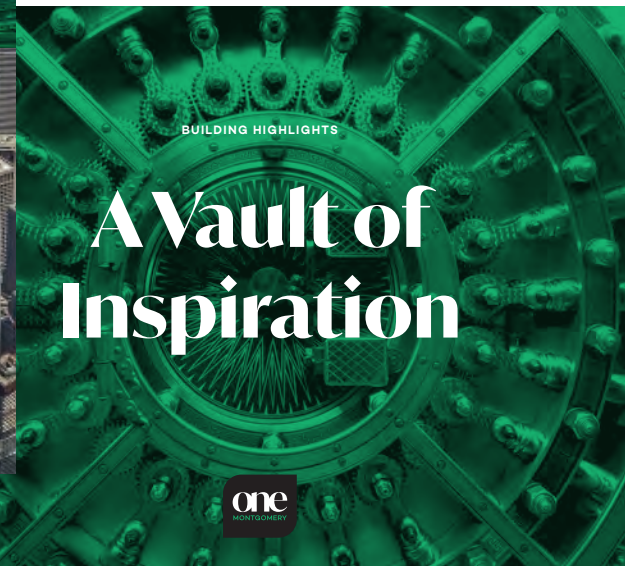
BROCHURE IN PROGRESS

ONE-OF-A-KIND LANDMARK



## Elevate the Everyday.

Boasting 30' ceiling heights on the ground floor and 15' – 16' heights on the Vault and 2nd floors. Averaging 30,000 SF per floor, One Montgomery provides ultimate collaboration, innovation and efficiency for all business lines. Eight sides of window-line allow ample natural light into the space with operable windows on the 2nd floor, overlooking the Palace Hotel and Market Street.



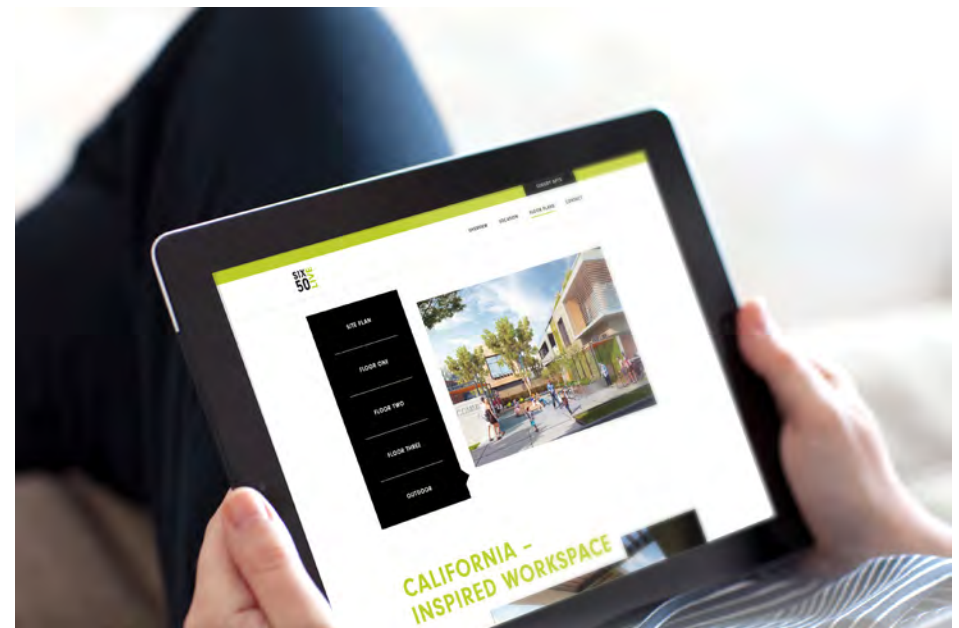




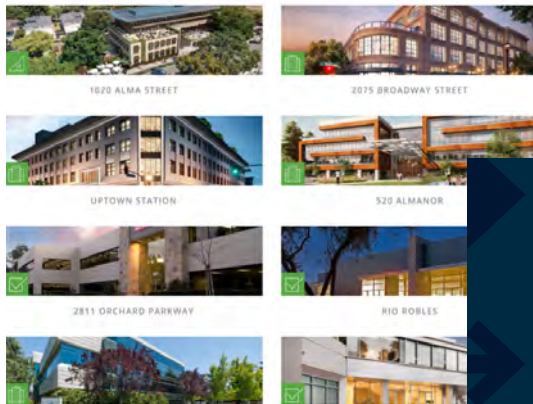
Name  
Identity  
Messaging  
Drone & Stock Photography  
Signage  
Brochure Design  
Website Design

[VIEW BROCHURE](#)

[VISIT WEBSITE](#)







DEVELOPER: LANE PARTNERS  
 ARCHITECT: KORTH SUNSERI HAGEY  
 GENERAL CONTRACTOR: DEVCON  
 STRUCTURAL ENGINEER: NISHKIAN MENNINGER  
 LENDER: PCCP

LANE-PARTNERS.COM

Signage  
 Messaging  
 Stock Photography  
 Manage Print/Install  
 Lane Partners Brand/Website

[VISIT LANE-PARTNERS.COM](https://www.lane-partners.com)



INSPIRED DESIGN.  
 FORWARD THINKING.

LANE PARTNERS



4-STORY OFFICE  
 231,000 SQFT

520 ALMANOR  
 LEASING OPPORTUNITY





An aerial photograph of San Francisco, California. The image shows the city's skyline with several prominent skyscrapers, including the Transamerica Pyramid. In the foreground, there are various urban buildings, a multi-lane highway with traffic, and a large clock tower. To the right, the San Francisco Bay Bridge is visible, spanning the water. The sky is blue with some light clouds.

## WHERE TO FIND US

*We thrive in markets we love and understand.  
When it comes to real estate, nothing is more  
important than location and market knowledge.  
With a partner born and raised in the Bay Area  
and another with a decade of commercial real  
estate experience, we're confident we will  
position you for success.*





GET IN TOUCH

**ACCOUNT DIRECTOR // PARTNER**

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*Menlo Park, California*

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