

PLANIT

Presenting

# Graphic Design & Branding Portfolio



# PLANIT



## WHO WE ARE

PLANIT Studios' multi-disciplinary team of designers, and project managers excels at creative problem solving and developing project delivery strategies for healthcare providers, colleges and universities, municipal and state government agencies, and private developers. Areas of expertise include signage and wayfinding, branding and messaging, and product design and app development, landscape architecture and site planning, permitting and zoning, site investigation and analysis.

PLANIT Studios represents a diverse collection of talented individuals who share the same core philosophies, enjoy doing great work, and most importantly, collaborate and contribute to generating ideas that move our clients from chaos to concept. Furthermore, we share the belief that our clients are at the center of everything we do.

*In other words, we are here to solve "IT".*

## WHAT WE DO

### GRAPHIC DESIGN

Full service designs crafted from insights to deliver a consistent visual language.

### LANDSCAPE ARCHITECTURE

Beautiful and functional environments designed to impact communities.

### WAYFINDING

Confidence and direction starts with designing for the first time visitor.





## THE OHIO STATEHOUSE

PLANIT performed an audit of the interior, exterior, and garage wayfinding systems. We developed a unique interior sign system simple enough to not detract from the building's historical significance and beauty, while remaining effective for first time visitors. Apart from the Statehouse's interior system, a simple and bold garage wayfinding system was created to maximize visibility, traffic flow, and brand awareness. Elements from the garage and interior systems were blended to create a wayfinding system that better displayed the new Statehouse brand, maximized sign visibility, and increased pedestrian and vehicular traffic safety.



ID	STATEHOUSE OFFICES	FLOOR
016	CSRAB	G
019	Communications	G
001	Education & Visitor Center	G
GOV	Governor's Office	1
003B	Governor Thomas Worthington Center	G
017 - 018	Hearing Rooms	G
014	Highway Patrol	G
003A	Legislative Service Commission	G
013	OGT, The Ohio Channel	G
004	Robert E. Netzley Conference Room	G
015	Radio-TV News Room	G
210	Representatives' Hall	2
207	Senate Chamber	2
005	Senate Mail	G

ID	AMENITIES	FLOOR
A	Atrium	1
☕	Cafe	G
🍴	Dining	G
🚪	Elevators	
🛍	Gift Shop	G
🗺	Map Room	G
M	Museum	G
🚻	Restrooms	
R	Rotunda	R
🚪	Stairs	
006	Vending	G

ID	SENATE OFFICES	FLOOR
044 - 045	Conference Rooms	G
126	Finan Financial Hearing Room	1
217	North Hearing Room	2
034 - 036	Senators' Offices	G
039 - 042	Senators' Offices	G
048 - 052	Senators' Offices	G
056 - 057	Senators' Offices	G
231	South Hearing Room	2



## THE DISTRICT AT LINWORTH

PLANIT designed a simple and contemporary brand identity along with a signage system for this 43 building apartment complex that emphasizes Coastal Carolina architecture. In addition to graphics and signage design, the scope included interior design and brand-specific displays for the clubhouse and sales office. These displays integrate with a mobile leasing application that was developed to assist sales staff in identifying the needs of each prospective renter, and to provide more information about the developer and the surrounding area.





## THE DISTRICT AT TUTTLE

For one of the first Vision Communities, PLANIT created a brand identity along with a signage system that encompasses Coastal Carolina architecture. In addition to graphics and signage design, the scope included interior design and brand-specific displays for the clubhouse and sales office. These displays integrate with a mobile leasing application that was developed to assist sales staff in identifying the needs of each prospective renter, and to provide more information about the developer and the surrounding area.

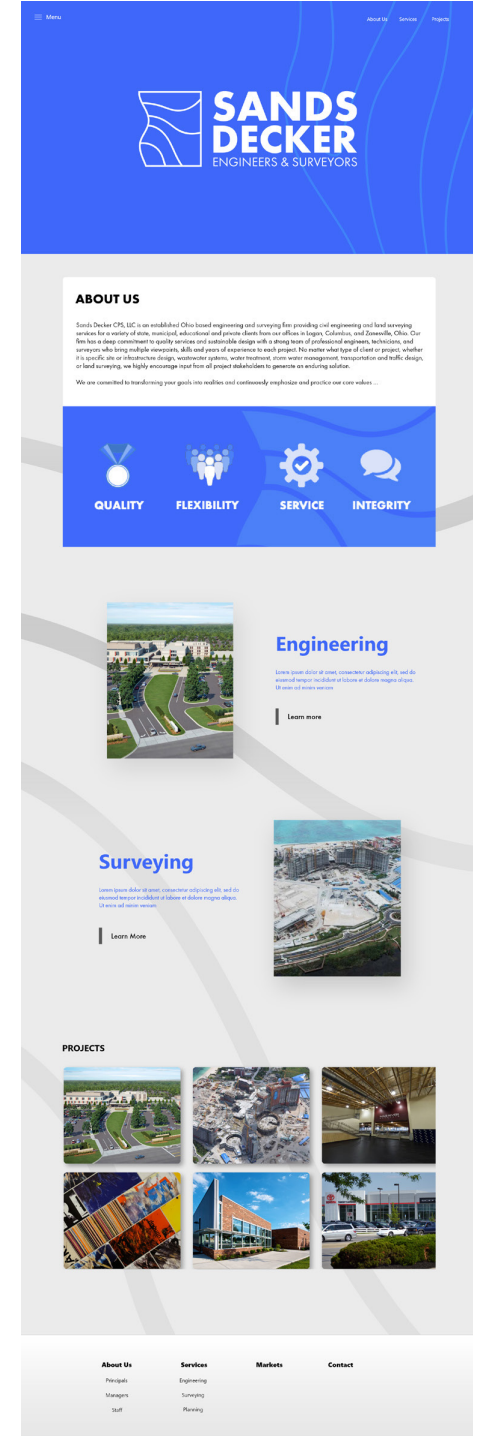
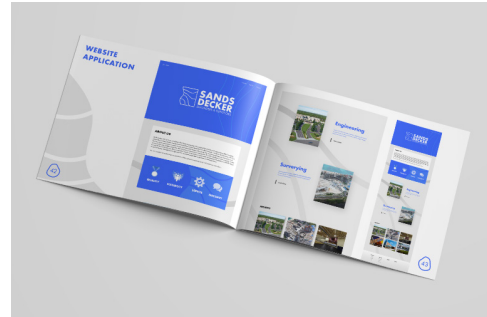


Scope: Logo Design, Brand Audit, Brand Guidelines,  
Graphic Design  
Location: Columbus, OH

PLANIT

## SANDS DECKER

As their twenty year anniversary approached, PLANIT was given the opportunity to research, strategize, and create a new identity system to position Sands Decker as a standout civil engineering firm in the Midwest region. By researching the Midwest's leading civil engineering firms, surveying current staff and clientele, and Sands Decker's rich history PLANIT developed a identity strategy rooted in both analytics and creativity. Inspired by elements Sands Decker uses everyday such as topographic maps and soil profiles led to the creation of their new dynamic, narrative-driven logo sealed in an electric blue. To ensure a consistent visual language across their brand and take out the guesswork with many of its applications PLANIT developed a unique brand guidelines package. In June of 2018, Sands Decker celebrated their 20th Anniversary by unveiling the new brand.





## SAFELITE

PLANIT, formerly Innocom, was retained to redesign the lobby for the U.S. headquarters of Safelite AutoGlass. The goal of the project was to create a brand saturated environment that immerses visitors in the company's principal product. The prominent feature of the design is a custom-made light feature that mirrors the flooring detail, which also serves as a gesture to the "Lite" component (i.e. polymer membrane) of safety glass. It also guides visitors through a series of product displays as they proceed to the elevators. All of the displays also utilize safety glass as a primary building component.





## THE MIRADA

PLANIT was tasked with the creation of the brand identity and signage for a new concept in apartment living. To get maximum visibility for the development, the design included a monumental element on the corner of the site, bold identification on the north and south ends of the building, and sophisticated interior branding elements. The overall design direction was based on the smoldering cool factor of Hollywood star Lauren Bacall. To emulate this, all design elements were created using linen white and black.







## TIFFIN UNIVERSITY

PLANIT worked with MKC Architects on developing signage for the former Pettibone Warehouse Building as they designed the new home for the university's music department, bookstore, cafe, and social gathering space. Identity graphics and signage were developed for the new Paul Marion Book Store (Dragon Shoppe) and The Wall Street Pub & Grille.







## OHIO BUREAU OF WORKERS COMPENSATION - AKRON

Our design team worked with BWC's in-house architect to create the overall "thematic" direction for the graphics for their new office space in the original Hoover factory building. The team worked to create an environment that both embodies the history of the area and inspires the employees. We assisted with the selection of historic images, colors, conference room naming, and graphic elements.







## COTA

Creation of new signage and informational graphics for the Zoo's expanded parking facilities and renovated main entrance plaza. The scope included the design of multiple entrance features, vehicular and pedestrian wayfinding systems, walk-in gateway identity, entry "Village" hospitality area building naming, and themed signage system design.







## ITA

New leadership and a fresh vision for ITA led to PLANIT creating a logo, brand guide and launch video in hopes of revitalizing the smallest governing body over collegiate tennis. The association's rich history was refined and simplified in the form of a new logo that emphasized a bold relation to tennis. Additionally, the logo was crafted to stand out among conference and sponsor logos. Along with the logo design, PLANIT delivered a brand standards guide to ensure brand consistency and animated a launch video that highlighted the logo's design process. The logo has been covered by many sport authorities and can be seen online and across collegiate tennis tournaments.



## THE POINTE

This contemporary community stands out among the influx of classically themed communities along Edwards Farms Road in Hilliard, Ohio and offers the best in unit and clubhouse amenities to a predominantly millennial audience. PLANIT was tasked with the development of brand and sign standards. The visual language blended Scandinavian and lodge styles and features a full scale wooden moose, faux wooden monument signage, and an interactive brand wall. The Pointe began leasing in summer 2017.





## THE BOULEVARD AT GREEN

PLANIT refined the Boulevard at Green logo and developed a sign standard that was both creative and cost-effective. In addition to the standard signs, unique signs were designed and fabricated for the clubhouse's interior and exterior. The halo lighting, digitally printed graphics on wood, and custom photography all surrounded the modern Carolina theme. The monument signs leading into the property were designed to reflect the community's unique, modern style.







## APEX AT TEXAS STATE

A new development opportunity near the campus of Texas State University and in the heart of San Marcos led to the formation of the Apex brand. Initially, Celmark Development Group approached PLANIT to create a name and logo for the new luxury student housing company. After a few revisions the name Apex, which represents the “apex” of luxury student living was chosen. Shortly after the logo was created. The inspiration from luxurious and modern objects like chandeliers and fighter jets led to the creation of a diamond shaped logo projected upward. The gold, black, and white colors further helped solidify the modern luxury aesthetic.







**DELAWARE COUNTY  
DISTRICT LIBRARY**

This new 33,000 SF facility incorporates the newest and most flexible library design elements to facilitate short and long term users, as well as various public organizations. As part of the design team, Innocom developed the interior graphics and wayfinding system. Using Jonathan Feinberg's "Wordle" software, a series of unique graphics of carved, printed and dimensional letters and words were designed to come to life, and engage and guide users as they navigate through the building.

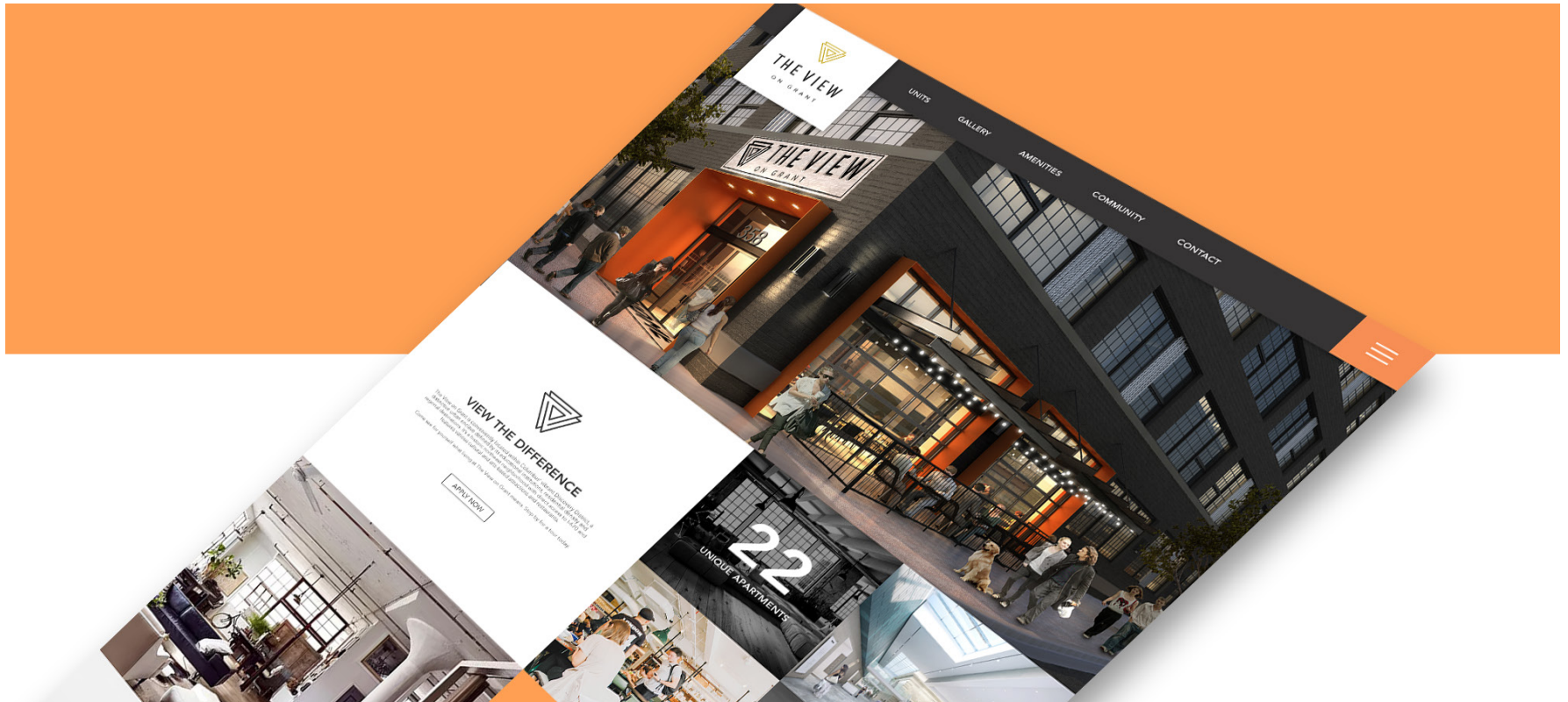






## THE VIEW ON GRANT

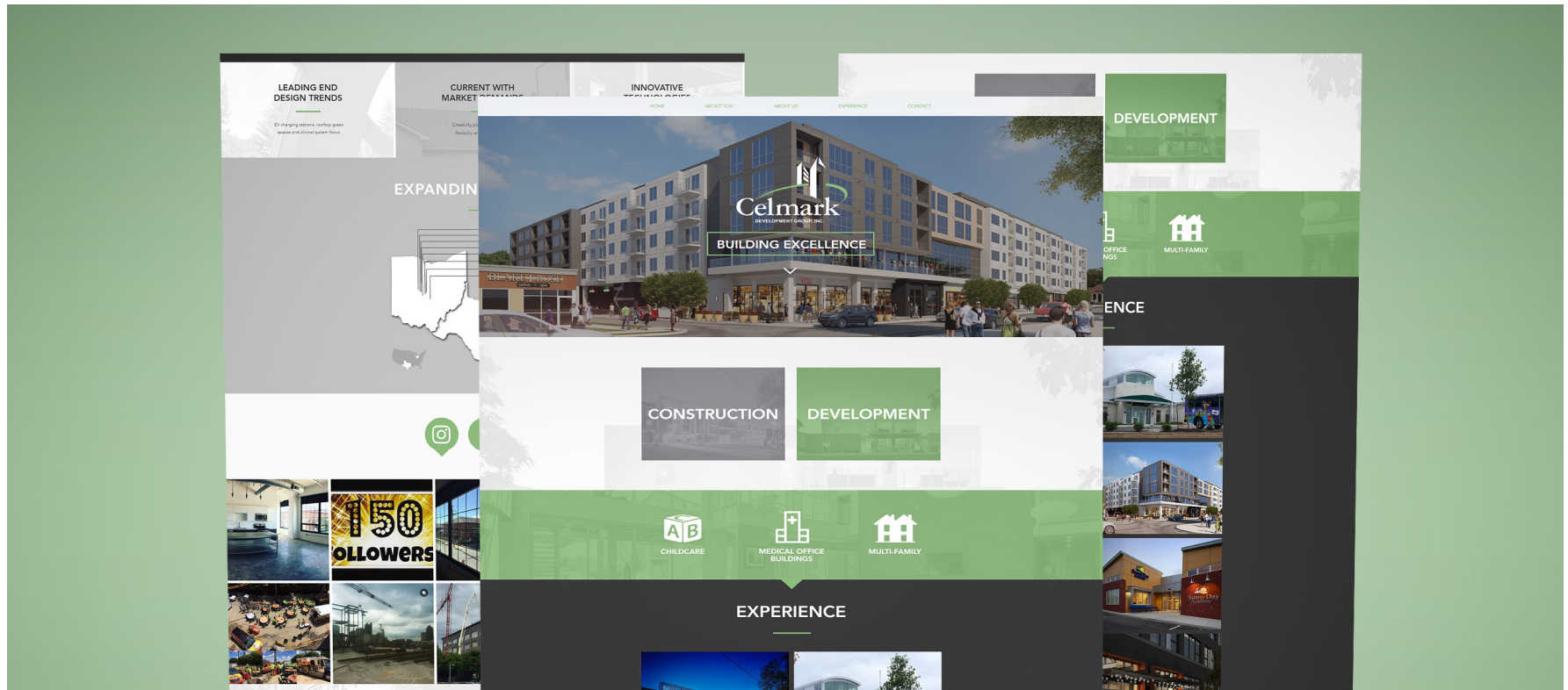
PLANIT developed web-based marketing tools for this unique property which offers a mix of studio, one and two bedroom layouts in a historic industrial building that has been topped by a striking modern addition. We also developed a property-specific signage system which has its roots in the client's standard brand signage. The final design supports the architect's vision for the interior which celebrates the building's heritage





## CELMARK

PLANIT worked with a long time client to update their website and brand standards while also creating several marketing pieces. The original website was archived and the new design was crafted from Celmark's core philosophy, "Building Excellence." Formerly, Google alerted visitors of potential viruses within celmark.com and the company was ranked eighth among commercial developers in Columbus, Ohio. After crafting a SEO strategy and switching hosts their website ranks second, is labeled secure and has seen a 95.6% increase in users months after its' launch without the use of paid marketing tools.





## SOLOVE REAL ESTATE

Another long time client approached PLANIT to craft a simple portfolio website to compile all of their properties' websites and photography. Alongside the website, we designed a print booklet to leave behind with potential partners and investors.





Scope: Brand Development, Messaging, Planning and Strategy, Sign Standards and Design, Site Planning, Site Analysis, Site Investigation Report, Graphic Design, Landscape Architecture, Website Design, Implementation, Zoning and Permitting  
Location: Columbus, Ohio



## VIEW ON PAVEY SQUARE

This project features several historic homes and a new five-story building and offers students of The Ohio State University housing in furnished studio, one- two- three- and four-bedroom configurations. PLANIT provided a wide range of services including site planning, landscape architecture, website development and signage design. In addition to applying the client's standard signage system, the firm designed a large courtyard which ties the entire block together and includes areas for quiet contemplation or group interaction.





## VIEW ON THE SQUARE

Located just off the historic city square, The View on the Square features 118 apartments for 373 students from nearby Texas State University in a range of one, two and four bedroom layouts. The property also features a wrap around five-story parking garage and a spectacular amenities including a pool, outdoor grilling and seating areas, a clubhouse, and sand volleyball and basketball courts. To date, PLANIT's scope of work has involved website development, and interior and exterior signage utilizing the client's very successful brand and signage standards.







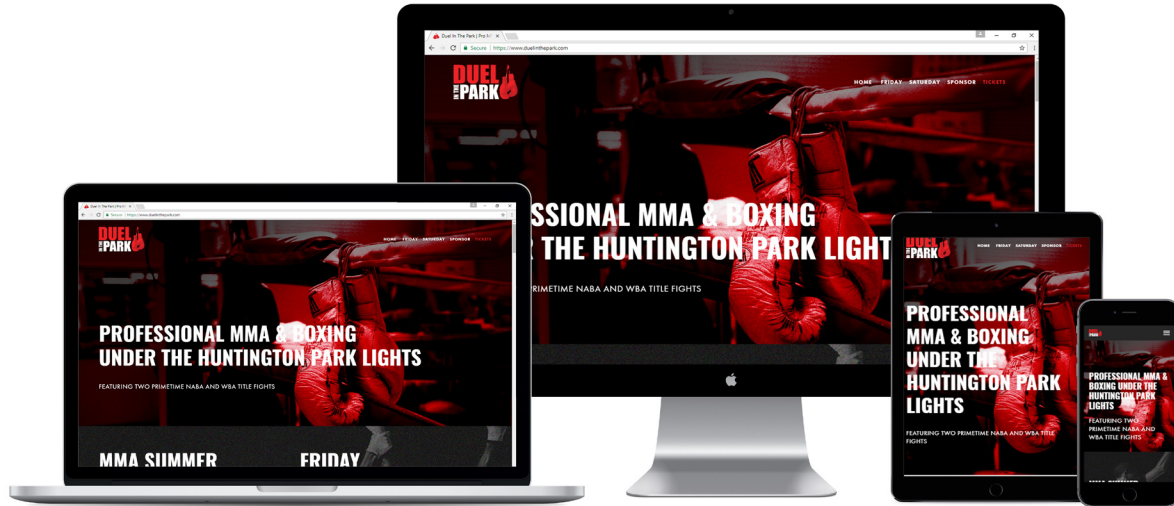
## THE VIEW ON FIFTH

The View on Fifth is a six-story, 148,000 SF multi-family complex. PLANIT Studios was hired to design the streetscape along Fifth Ave, as well as the second-story pool deck. A central, second-floor pool deck included features such as a hot tub, fire pits, grills, and dining areas, and plenty of comfortable seating.

In addition to the pool deck PLANIT developed the signage and wayfinding system as well as exterior signs and graphics throughout the building and attached parking garage. PLANIT managed the sign installation for the Owner.







## DUEL IN THE PARK

The first ever fight series at the Columbus Clippers' Huntington Park stadium was in need of a brand, marketing strategy and an updated website to gain traction just a month and half away from it's launch. PLANIT quickly crafted a brand guide, social media strategy and website design while leveraging analytics, Google Ads and social promotions to build an audience in Ohio's largest cities as well as Detroit. By the end of the month duelinthepark.com's exposure grew +2,203.8% and played a huge part in the event's success.





# CONTACT INFORMATION

## **ANDY ENGLISH**

Principal

Phone: (614) 505-0375 ext. 701

Email: [aenglish@planitstudios.com](mailto:aenglish@planitstudios.com)

Website: [www.planitstudios.com](http://www.planitstudios.com)