

PLANIT

Presenting
**Multi-Family
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.

MULTI-FAMILY

With so many options available to today's renter, commercial developers understand the need to offer a product that delivers the energy and lifestyle sought by their targeted demographic. Here at PLANIT, we work closely with each multi-family client to not only ensure their property reflects the strength of their brand, but also reflects the "experience" that grabs the prospective resident's attention and entices them to be part of the community. From creating the brand to providing tools to assist with the sales process, PLANIT offers a single source for positioning our commercial development clients for success.

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.



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.



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.



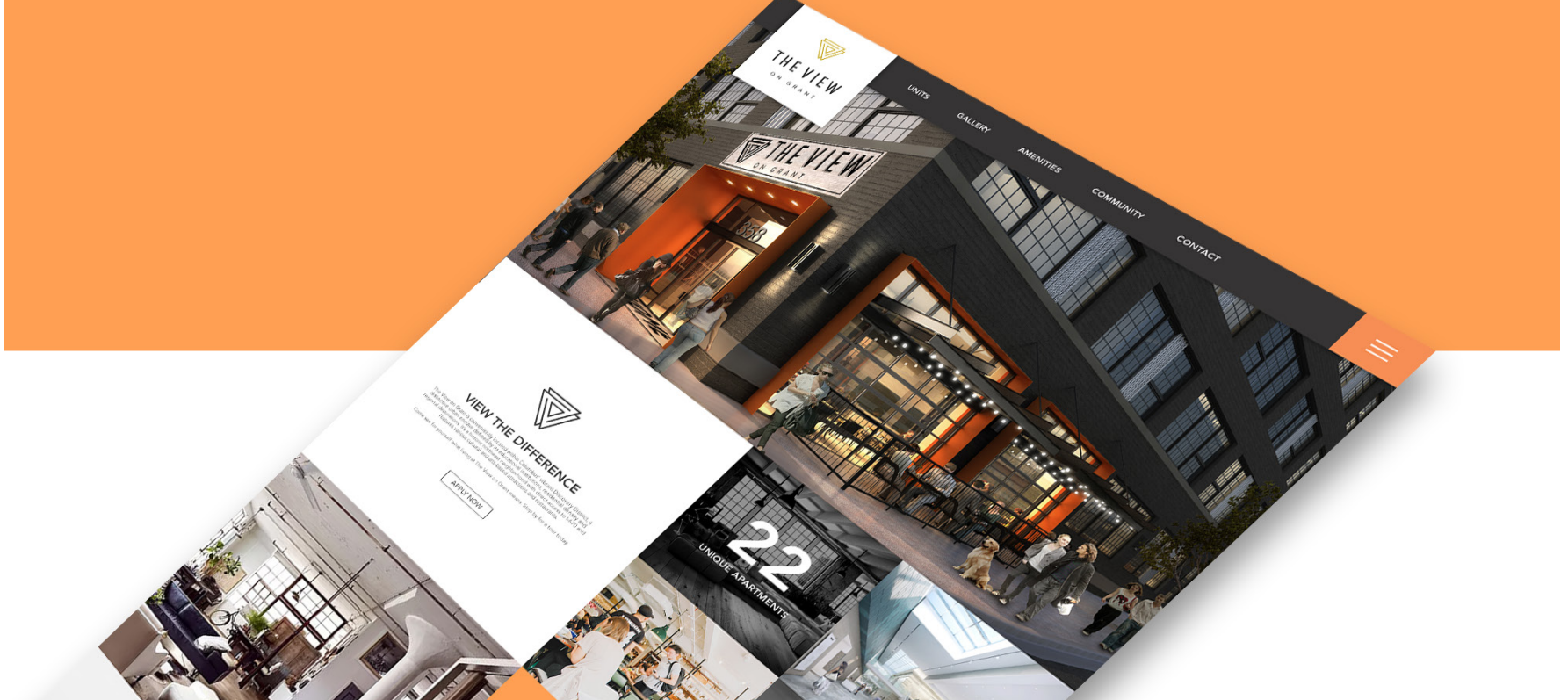
THE BOULEVARD AT GREEN
 PLANIT refined the Boulevard at Green logo and developed a sign standard that was both creative and cost-effective. In addition to the standard signs, unique signs were designed and fabricated for the clubhouse's interior and exterior. The halo lighting, digitally printed graphics 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.





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

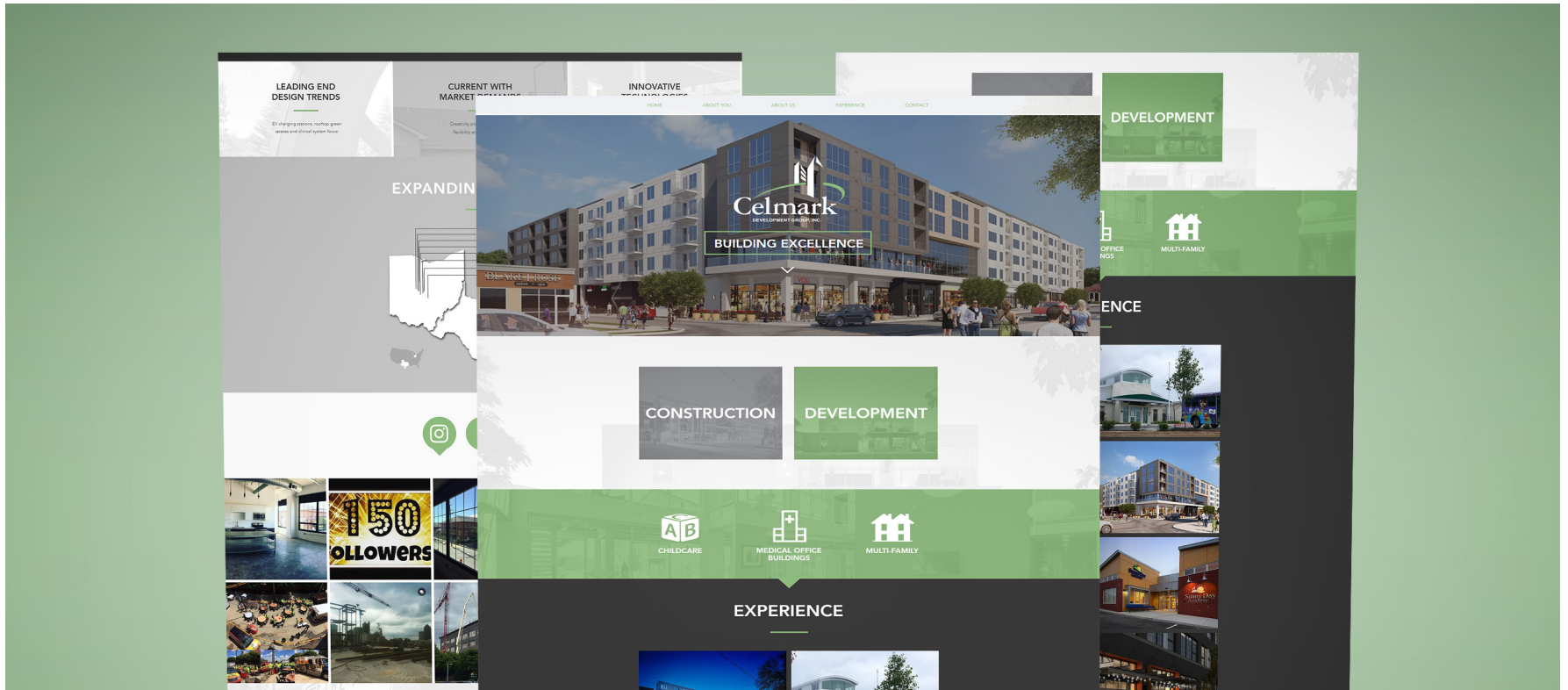


CELMARK

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.

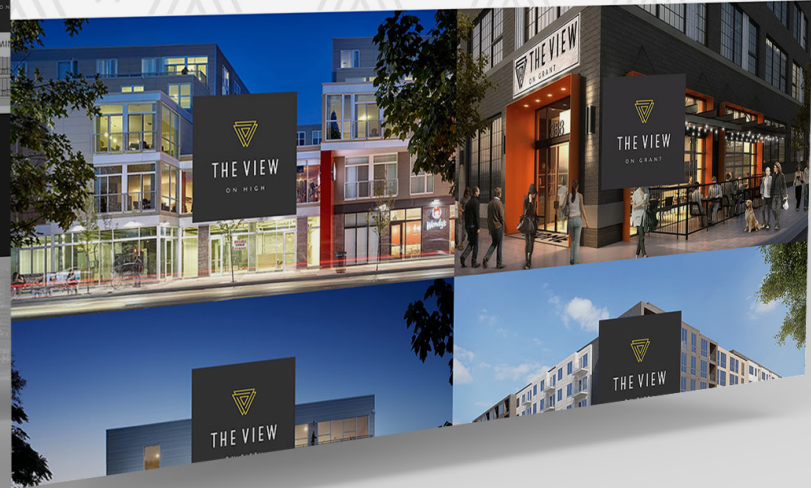


Scope: Brand Development, Graphic Design, Website Design
 Location: Dublin, Ohio



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.



Scope: Brand Development, Messaging, Planning and Strategy, Sign Standards and Design, Graphic Design, Website Design, Implementation
 Location: San Marcos, TX





THE VIEW ON HIGH

Conveniently located directly across the street from Ohio State University, The View on High is a brand new luxury student housing community. The View on High is a five-story, 148,000 SF building. PLANIT was hired to design the streetscape along High Street, as well as the second-story central gathering area. A central, second-floor courtyard features fire pits, grills, and dining areas, and plenty of comfortable seating. Since opening in 2015, the building has boasted a 100% occupancy rate for the 2015-16 school year and the 2016-2017 school year.



Scope: Messaging, Wayfinding Audit and Analysis, Sign Standards and Design, Site Investigation Report, Graphic Design, Landscape Architecture, Implementation, Irrigation Plan, Zoning and Permitting, Wayfinding
 Location: Grandview, Ohio



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.





HUBBARD PARK PLACE

The Wood Company turned to PLANIT for expertise to design their roof top pool and spa deck, as well as a 2nd floor roof garden in their new 7 story apartment building in the Short North District of Columbus, Ohio. Being involved in the design process of the building itself, we worked with Schooley Caldwell to manipulate the parapet next to the pool creating a quasi-negative edge, providing breathtaking views of the cityscape to the south. The deck amenities include an outdoor kitchen, deck seating with tables, private seating with gas fire tables, and café tables along the edge.

Scope: Landscape Architecture
 Location: Short North, Columbus, Ohio





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.

Scope: Logo Design, Graphic Design
Location: San Marcos, TX



CONTACT INFORMATION

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