

# Graphic Design Services for Real Estate Development





# Our Mission and Vision

## **Mission Statement**

r.o.i. Design collaborates with clients to provide a return on investment.

We are a flexible and creative team enriching the way you live, work and play.

We offer a focused and organized process for product fulfillment, consulting and design.

## **Vision Statement**

Driven to create a better world through design.

# Who We Serve

r.o.i. Design is involved in a variety of markets .

## Hospitality

Resorts (Properties with amenities, lodging and real estate)

- Planning
- Concept Development
- Branding
- Interior Design
- Fulfillment

Hotels (Properties with some amenities, lodging no real estate)

- Programming and Budgeting
- Graphic Design
- Interior Design
- Fulfillment

## Residential

- Community Planning and Market Positioning
- Home Design and Architecture
- Interior Design
- Decorating and Fulfillment

## Workplace

- Building Concepts
- Programming and Space Planning
- Interior Design
- Budgeting and Vendor Research

## Retail, Food Service and Religious

- Building Facades
- Programming and Space Planning
- Interior Design
- Visual Merchandising
- Fulfillment

## Manufacturers and Service Providers

- Marketing and Communications
- Graphic Design
- Consulting

The following pages describe our graphic design services and their related deliverables. For more information about our interior design and architectural services, please contact us and we will forward our company information.

# Graphics Design for Real Estate Development

- We view graphic design as an extension of our work in design development and planning. In order for a concept to be sold, our client needs supportive materials that expresses the brand of the design. We believe we offer a “return on investment” by providing effective graphic design work that “sells” the vision of our customer’s projects.
- Our services include:
  - *Creation of Identity, logos and signage*
  - *Design and Assembly of Sales Collateral*
  - *Supportive Business Collateral*
  - *Site and Interior Signage Design*

# Logo & Identity Portfolio

Creating a logo for a development is a symbol of the vision for the project. It helps customers and investors understand what the developer wants to property to become, whether it be friendly, stately, comfortable, contemporary, or just plain fun.



# Sales Collateral Portfolio

Before a property is developed or the building is built, and sometimes before they are even designed; they must be sold. The presentation must create an emotional response and actively engage the customer in the idea of being part of the development's future. These presentations are often boards that describe finishes, descriptive brochures (print and electronic) and product sales sheets.

**Double JJ Ranch & Golf Resort**

**Your Guide To Five "Outside the Ordinary" Real Estate Opportunities**

- Thoroughbred Suites
- Back Forty Log Homes
- Thoroughbred Homestead Condominiums
- Back Forty Log Cabins
- Wildcat RV Park

The brochure features four small images: a person in a yellow inflatable ring, a sunset over a field, a person riding a horse, and a person on a horse in a field.

**The Interior**

**TAMARACK LODGE**  
OF TRAVERSE CITY

*The legend lives the most beautiful life here. —Book (City) Knight, 1800-1900*

**The Creation of a Legacy**

Resort-style living is the heart of this project. The interior design is a blend of traditional and modern. The exterior design is a blend of traditional and modern. The interior design is a blend of traditional and modern. The exterior design is a blend of traditional and modern.

Architectural rendering of the lodge interior showing a dining area and a bar.

**ePad**  
675-1030 sq. ft.  
Garden sizes (where avail.) range 385-580 sq. ft.

**Other Similar Plans:**

- #111
- #113
- #114
- #115
- #116
- #117
- #118
- #119\*
- #202
- #204
- #205
- #207
- #208
- #303'
- #304'
- #305'
- #306'

#112

#206

These floor plans represent the smallest square foot layouts in these two groups of unit types. Any unit in this group will accommodate the quality of furniture shown, but may not allow for an enclosed bedroom.

The price includes:

- Kitchen with cabinetry
- Sleeping area
- One bathroom
- Laundry closet
- Mechanical closet
- Base-grade wall and floor finishes, trim, electrical and plumbing

For more information call 616.559.1030  
All information, designs and plans are preliminary and are subject to change without notice.  
www.tallhouse.com

*Uncommon and Unforgettable,*  
**FOREST DUNES**

Architectural rendering of a golf course with a clubhouse and a golf cart.

**Fellowship**

This is a new way of living. This project allows a homeowner the option to buy a unit and gain rental revenue from an adjoining unit. The overall and modern exterior of these units represent a variety of finishes which help the building stay in style with the creative tastes of the community. The adjacent porches allow for a neighborhood lifestyle but the garage and non-attached are private.

**Features**

- 2730 Minimum Square Foot for Fellowship unit including 2nd bathroom
- Fireplaces in each unit
- Private Porches
- Attached two-car garage
- Master suite
- Built-in slab
- Custom mechanical
- In-situative washer/dryer disposal
- Private unit at 616.559.1030 for Fellowship

Architectural floor plan of the Fellowship unit showing a garage, living area, kitchen, and bedrooms.

For more information call 616.559.1030  
All information, designs and plans are preliminary and are subject to change without notice.  
www.tallhouse.com

# Business Collateral

In addition to identity design and sales collateral, there is a need for business collateral. This could include illustrated market studies, financial presentations, related news and educational pieces, as well as the traditional needs of business cards, form templates, price lists, stationary, and more. No matter what graphics are created for a real estate development, all collateral needs to be organized and uniform in reflecting the vision, the brand and the story of the project.

**HOLLAND LOG & CEDAR HOMES**

**One Couple's Log Home Dream Comes True**

One of the best parts of working at Holland Log Homes is helping people like this couple. We don't get them and we need to know what they want. It's a great reward for us.

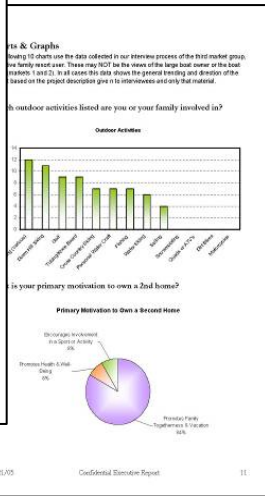
**Meet the Team at Holland Log & Cedar Homes**

We want to take a moment to thank you for being part of our team. We are proud to have you on board and we hope you are having a great time working with us.

**South Harbor**  
For Elberta Land Holdings

**An Executive Report Summarizing Marketing Recommendations**

February 21, 2005



**TALL HOUSE AT 1818 IONIA**

Investment Opportunity

**TALL HOUSE AT 1818 IONIA**

Table of Contents

- I. Executive Summary
- II. About the Developers
  - a. The Developer
  - b. The Challenge
  - c. The Expectation
- III. About the Building
  - a. The Design
  - b. The Interior
  - c. The Exterior
  - d. The Units
- IV. About the Marketing and Sales Efforts
  - a. Our Team
  - b. Our Sales Office and Model
  - c. Our Strategy
  - d. Our Philosophy
  - e. Our Events
  - f. Our Operations
  - g. Sales Efforts
- V. About the Opportunity
  - a. The Market Opportunity
  - b. Investor Return
  - c. Sources and Uses
  - d. Revenue Reconciliation Schedule
  - e. Unit Price List
  - f. Development Cost Schedule
  - g. Lease to value at Profitability
  - h. Reworked Construction Cost Estimate
- VI. Appendix and Related Operational Agreement
- Exhibit A. About General Rights
  - a. Current developments
  - b. Reports and Journals on Economic Growth of Grand Michigan

# Signage Design Portfolio

A logo is just the beginning of helping the customer understand the property's brand. Site signage is often one of the first ways a logo is put to work and works with other materials to create a sense of place.

**Interior Directional**

Wall mounted application: Panels to be 1/8" thick, Sintra, 1 sided with white vinyl lettering, 3 color logo. Copy to be Arial Condensed Bold, upper and lower case, center on panel. Maximum copy length per line 12". Sintra to match Pantone 2965C and 194C. Installation to be 5/8" to vertical center of sign panel and 4" from door frame on handle side of door. Logo colors to match Pantone 2965C, 194C and 130C.

Suspended application: Panels to be 1/8" thick, Sintra, 2 sided with white vinyl lettering, graphic. Copy to be Arial Condensed Bold, upper and lower case, center on panel. Maximum copy length 20". Sintra to match Pantone 2965C and 194C. Installation to be no lower than 7'0" AFG.

**NOTE:**  
Sign details are to be used as template for planning signs. All dimensions and conditions for each sign should be verified and adjusted to meet these specific conditions. All dimensions and copy should be approved by Searchmont Resort.

Refer to 12-10-03 sign list Searchmont Signage Needs for individual signs.

All vinyl, aluminum, exterior grade plywood and Sintra colors should match specified Pantone colors as close as possible. Color approval by Searchmont Resort.

Color: Searchmont Resort, Searchmont, Ontario  
 Sheet Title: Signage Graphics Standards Page 4  
 Job #: D30220  
 Date: 4/02/03  
 Scale: N.T.S.

**Exterior Identity**

**Graphic Standards:**  
 All panels to be 3/4" thick, solid body stained, 2 sided with 3/8" dp. routed lettering, logo and outline.  
 All Exterior Identity signs shall have panel to match Pantone 5615C with border to match Pantone 155C.  
 All Copy to be white, Garamond BE Medium, upper and lower case, centered on panel.  
 Forest Dunes logo to match Pantone 155C & 390C.  
 See separate detail for installation.

**NOTE:**  
 Graphics Standards are to be used as template for planning signs. All dimensions and conditions for each sign should be verified and adjusted to meet these specific conditions. All dimensions and copy should be approved by Forest Dunes.

All vinyl, aluminum and exterior grade plywood colors should match specified Pantone colors as close as possible. Color approval by Forest Dunes.

Color: Forest Dunes Golf & Country Club Roscommon, MI  
 Sheet Title: Sheet 2 Exterior Identity Graphics Standards  
 Job #: D30419  
 Date: 5/27/03  
 Scale: N.T.S.

Custom Metal Post Cap  
 Paint to Match Pantone 3415

24" H. X. 18" W. Galvanized Corrugated Steel Sign Backer

18" H. X. 12" W. 31 Prized Aluminum Sign

Exposed Fasteners

4 X 4 P.C. Wood Post

Color: LOGAN TOWN SITE SIGNAGE  
 Sheet Title: WAITING/DIRECTIONAL SIGNS  
 Job #: 051815  
 Date: 11/22/05  
 Scale: 1/8" = 1'-0"

Corrugated Metal "Roof"

Die-cut Aluminum Logo Sign

Painted Aluminum Signs w/ Vinyl Die-cut Graphics

4x4 Pressure-treated Posts


Galvanized Metal Laminates on 3/4" Exterior Plywood

Color: Double JJ Ranch & Golf Resort Roshtery, MI  
 Sheet Title: Site Signage Directory Sign Concept  
 Job #: D40404  
 Date: 5/18/06  
 Scale: N.T.S.

# How does r.o.i. Design operate?

r.o.i. Design is a fee-based company and makes revenue from selling design time.

- We offer one free consultation at no cost.
- We assess your situation and learn as much as we can about your needs. r.o.i. Design staff will respond with an itemized proposal of services that are tailored to meet your needs.
- Our proposal will include rates, the scope of work and how long we think it will take to provide services.
- After you have hired r.o.i. Design, we will send you an invoice every two weeks, itemized by service activity and date; payable net 15.
- We can provide support through printing and project execution as needed.

 DESIGN	1451 Front Street NW, Suite A Grand Rapids, MI 49504 P 616.459.3539 F 616.459.7971 www.roideign.com roidesign@roidesign.com	<i>r.o.i. Design collaborates with clients to provide a return on investment.</i> <i>We are a flexible and creative team who enriches the way you live, work and play.</i> <i>We offer an organized and focused process for product fulfillment, consulting and design.</i>
<b>Proposal</b>		<b>Proposal Number D60617</b> Submitted
<b>Project Name:</b> <b>Client Name:</b> <b>Contact:</b>		
<b>Project's Goal:</b> The overall goal is create a liaison with _____ as retail merchandising consultants, helping them provide a return on investment to their retail customers. The initial project may be to work with them and _____ in creating an image and brand that is more "retail" and consumer appealing.		
<b>Our Role:</b> Our initial role would be of observer and consultant. We would provide recommendations to _____ for physical design changes that incorporate supportive branding into the building's interiors and architecture.		
<b>Services to be Performed:</b> <ol style="list-style-type: none"><li>1. <b>Meeting with</b> Initial submersion meetings with three designers at _____ offices in Muskegon.</li><li>2. <b>Site Immersion</b> Observations at each of the three locations. Two designers per observation.</li><li>3. <b>Client Meetings and Interviews</b> customer interview. Three designers.</li><li>4. <b>Written Recommendations</b> Recommendations for space changes and interior design, as well as, recommendations for overall branding message and opportunities for application. Report would be in Power Point format.</li><li>5. <b>Presentation Meeting</b></li></ol>		
<b>Provided by Others:</b> _____ are providing all direct customer contact. _____ are providing all design deliverables.		
<b>Future Services:</b> r.o.i. Design would be pleased to provide estimates for fees to provide graphic design and interior design services to fulfill some or all of the recommendations.		
<b>Services Not Included:</b> This proposal does not include interior design selections, product design, graphic design or marketing. This proposal does not include the actual cost of furnishings, signage or fixtures their delivery or installation.		
D60617		Page 1 of 2