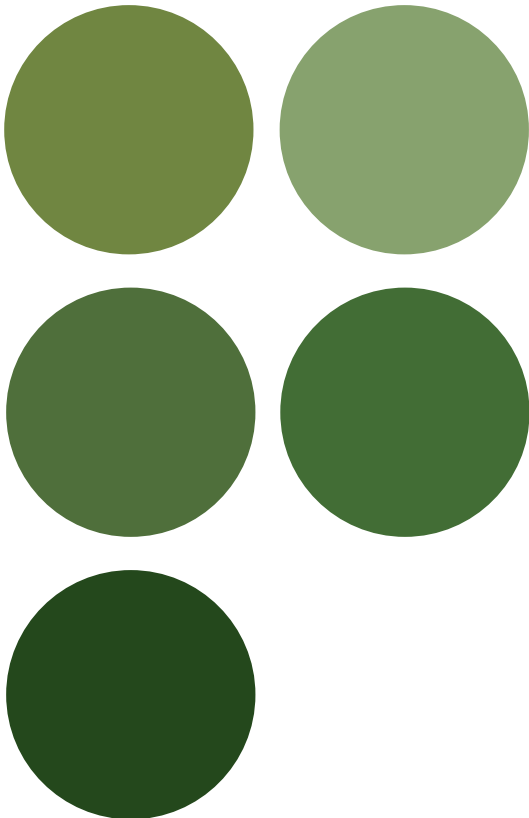


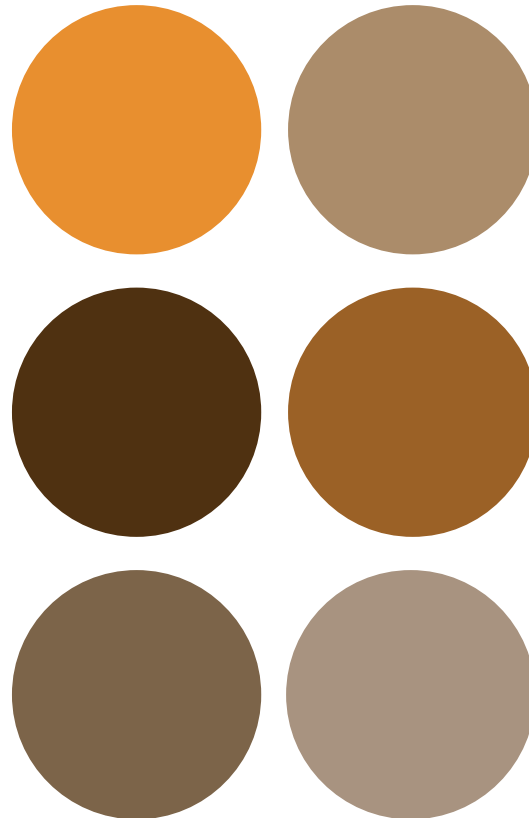
### Color Palette

Palette of earthy/ organic greens and browns chosen to complement the main logo colors. These colors set against the cement structure of the building will reinforce the property branding of nature meeting industry.

#### Greens



#### Browns

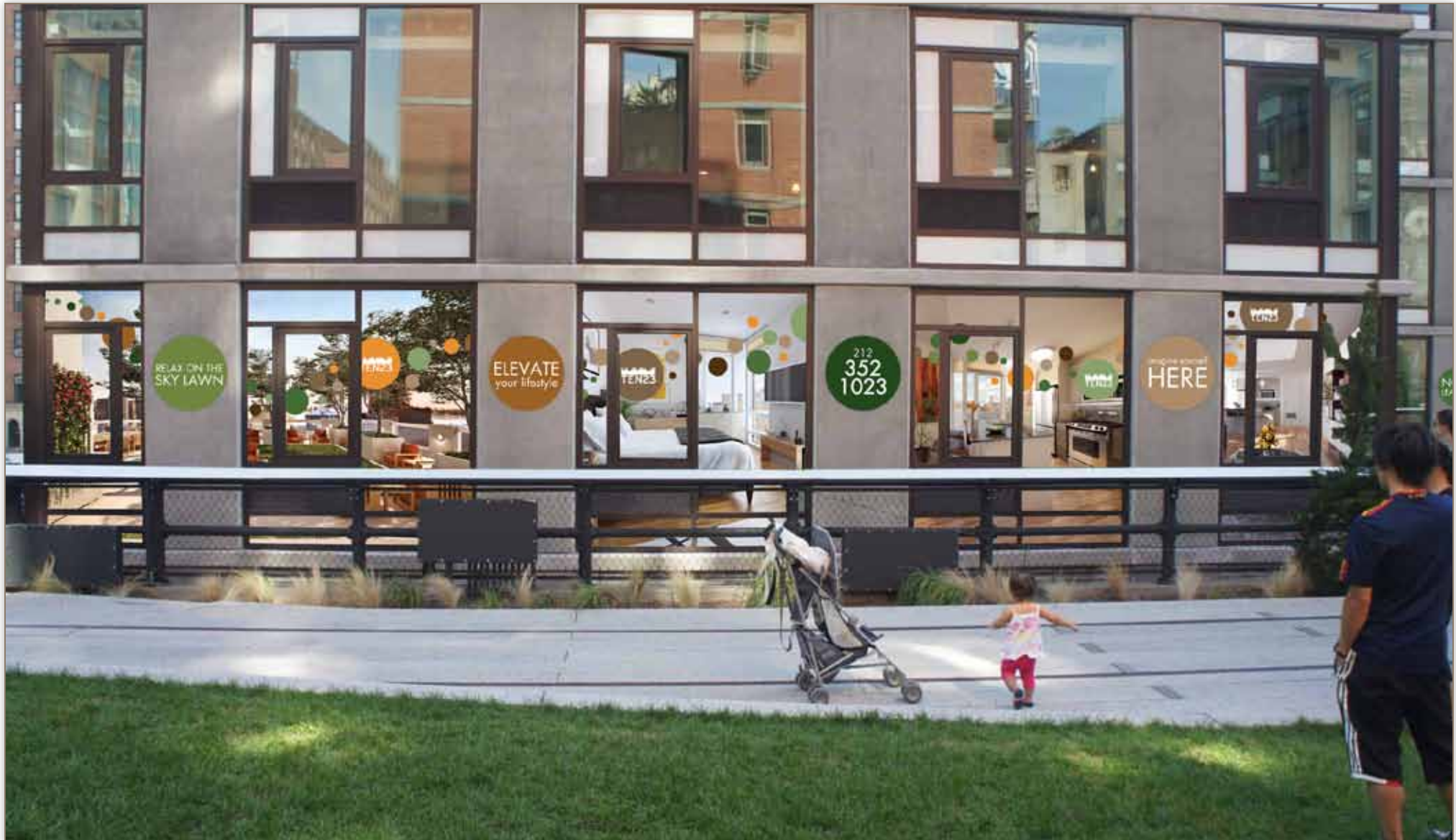


← Logo colors →

Ten23 Exterior vinyl wall signage - Option 1 - full window graphics and textured wall graphic circles



Full window graphics of renderings with a graphic circle element for a continuous flow of circles to create one cohesive piece. The circles also provide space for the TEN23 logo. Textured wall graphic circles are applied to the outside structure of the building to create depth and to draw attention to key messages and property information.



**Ten23 10th Street Retail Windows - Option 1 - full window graphics and textured wall graphic circles**

Textured wall graphic circles are placed at a height that can be easily viewed from a distance, but will still make an impact when viewed up close. The flow of graphic circles draws attention upward to the key messages and property information. The 23rd Street retail windows will be based on the same concept.



Option 1 -Textured wall graphic signage



Option 1 - Graphic circle element



Option 1 - Full window graphic renderings



Ten23 Exterior vinyl wall signage - Option 2

Full window graphic renderings of interiors and Sky Lawn. Textured wall graphic circles are applied to the outside structure of the building to create depth and to draw attention to key messages and property information.



**Ten23 10th Street Retail Windows - Option 2 - full window graphics and textured wall graphic circles**

Textured wall graphic circles are placed at a height that can be easily viewed from a distance, but will still make an impact when viewed up close. The 23rd Street retail windows will be based on the same concept.



Option 1 -Textured wall graphic signage

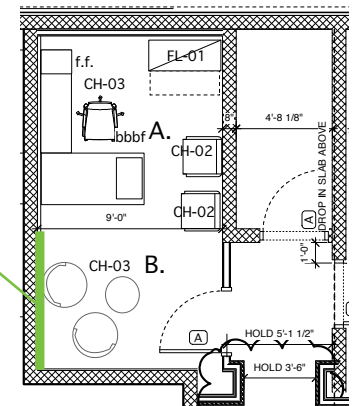


Option 1 - Full window graphic renderings



Ten23 leasing center displays

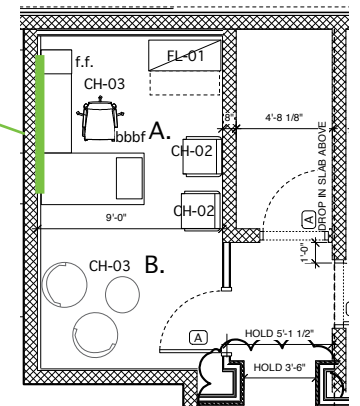
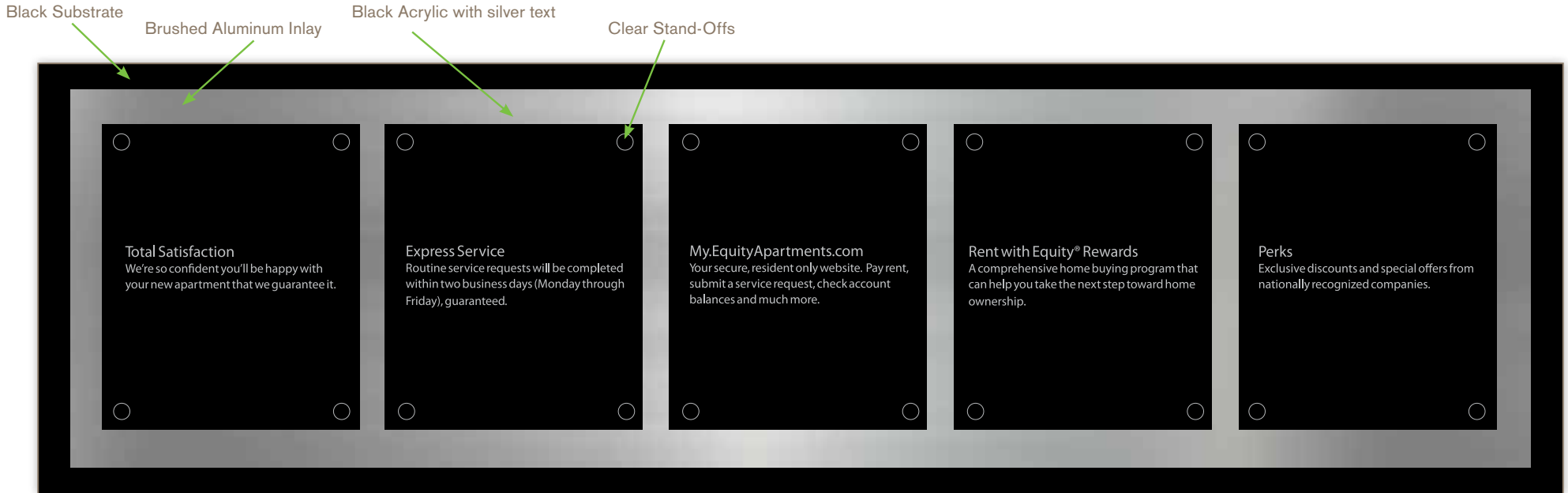
Exhibit A-Leasing Center wall mural  
107.5 x 98"



Placements shown by green line.

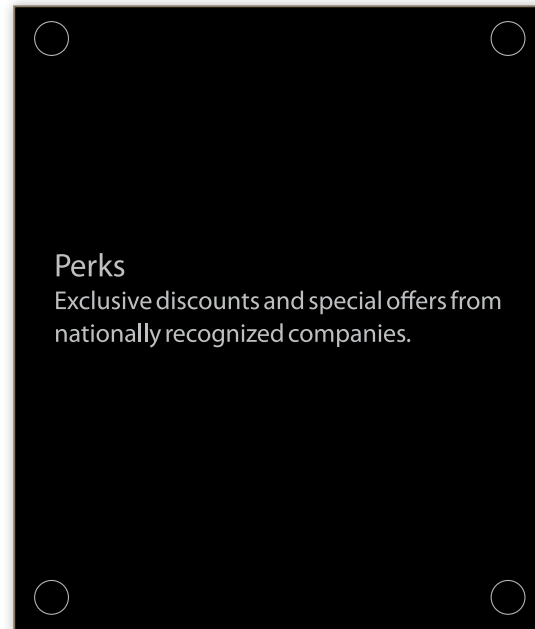
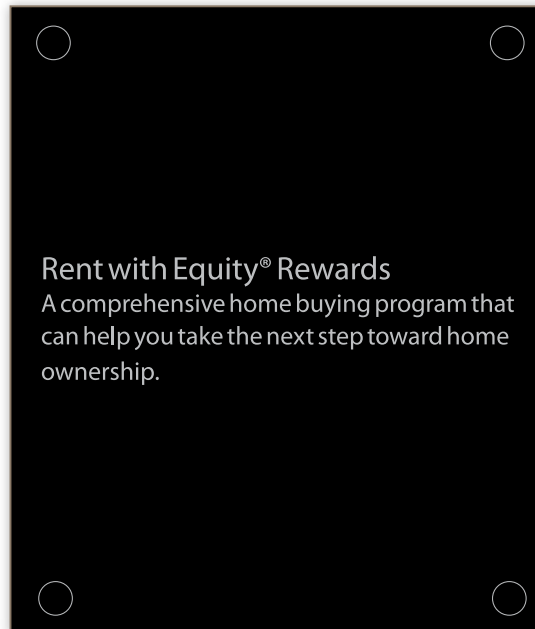
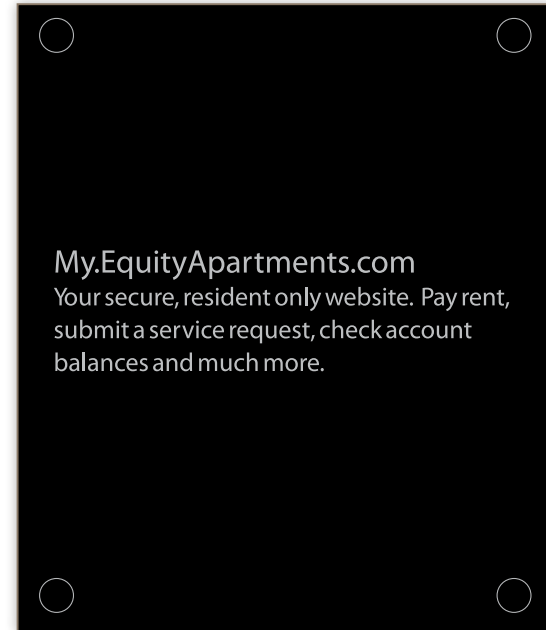
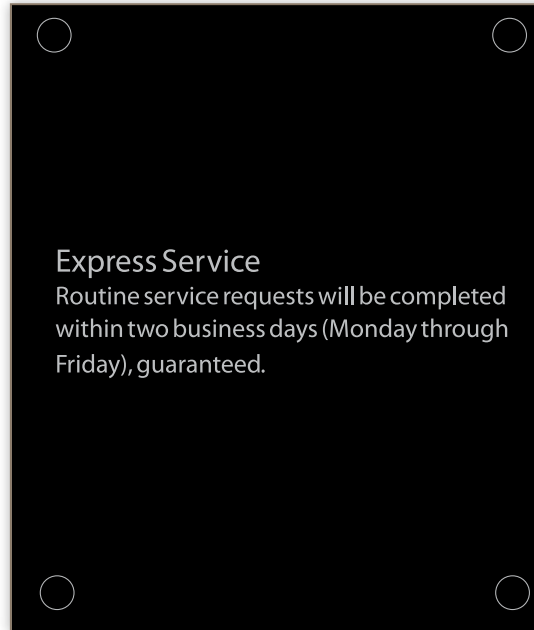
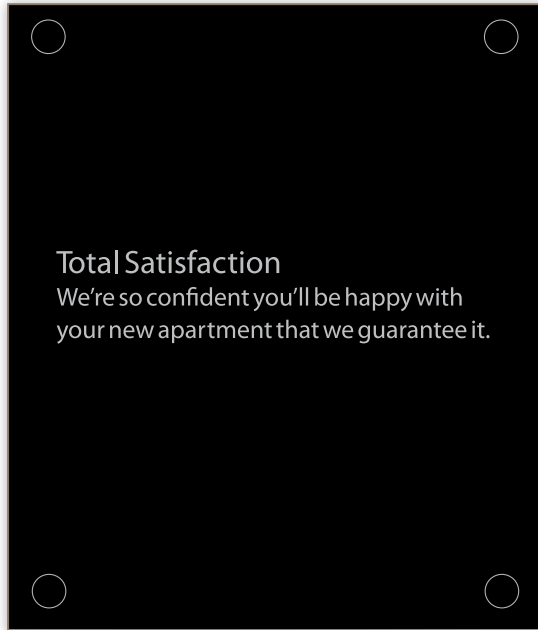
**Exhibit B-Resident Portal display**  
54 x 16"

This piece is intentionally streamlined with a clean approach to the Resident Portal display. The substrates chosen without images present nicely with a modern effect.

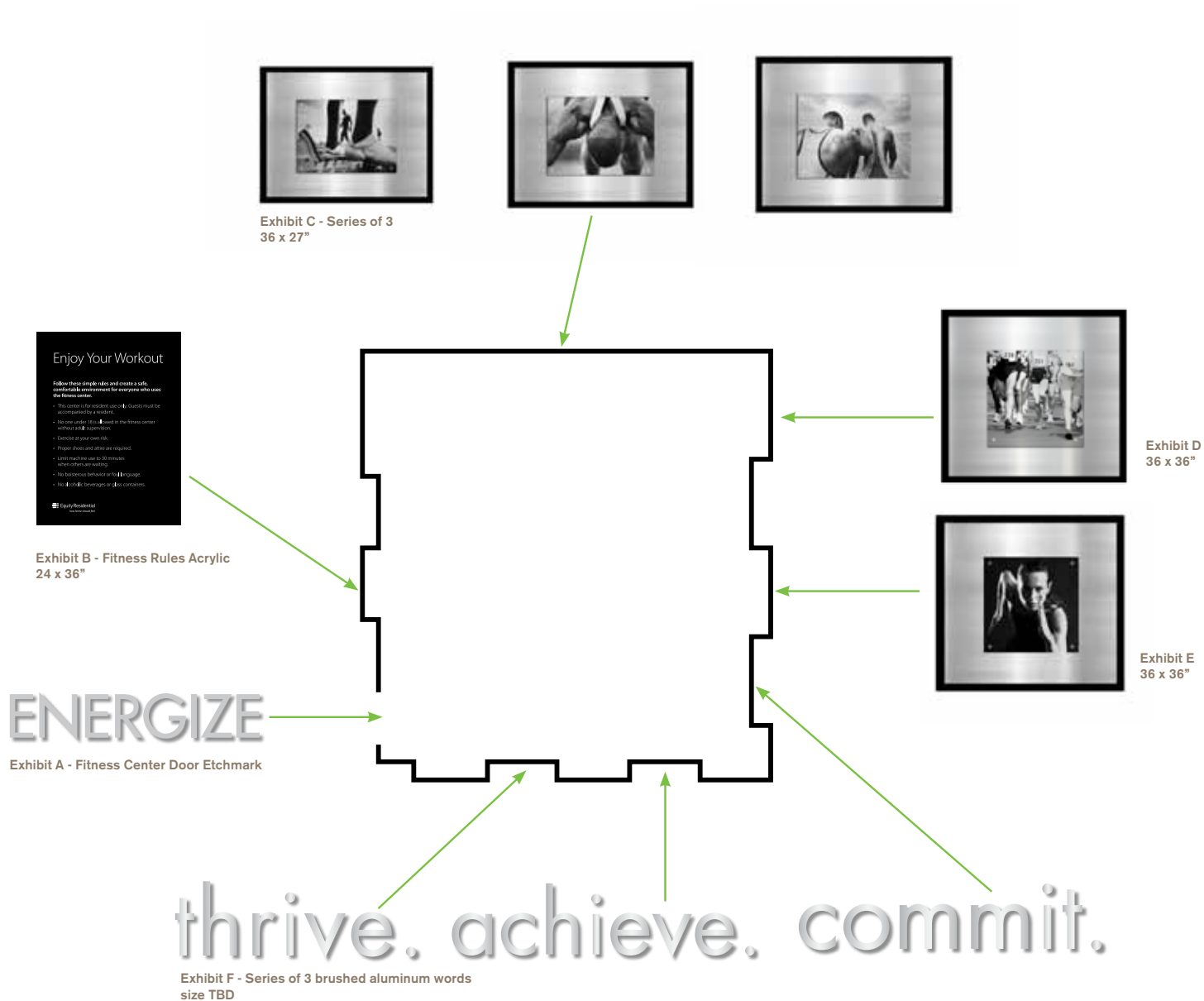


Placement shown by green line.

Exhibit B-Close up view



Ten23 fitness center display concepts



**Exhibit A**  
Fitness Center Door Etchmark


# ENERGIZE

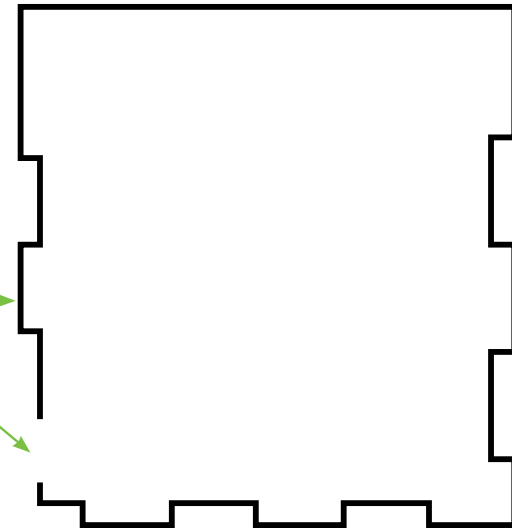
**Exhibit B**  
Fitness Rules Acrylic  
24 X 26"

Enjoy Your Workout

Follow these simple rules and create a safe, comfortable environment for everyone who uses the fitness center.

- This center is for resident use only. Guests must be accompanied by a resident.
- No one under 18 is allowed in the fitness center without adult supervision.
- Exercise at your own risk.
- Proper shoes and attire are required.
- Limit machine use to 30 minutes when others are waiting.
- No boisterous behavior or foul language.
- No alcoholic beverages or glass containers.

 Equity Residential



**Exhibit C**  
Series of 3 - 36 x 27"

Black Substrate

Brushed Aluminum Inlay

Clear Acrylic with Black Ink

Clear Stand-Offs

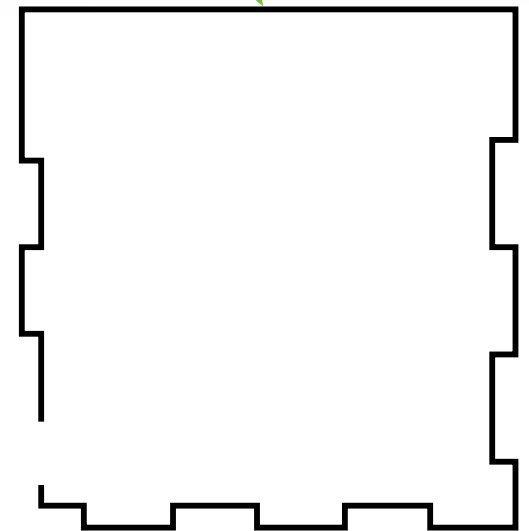
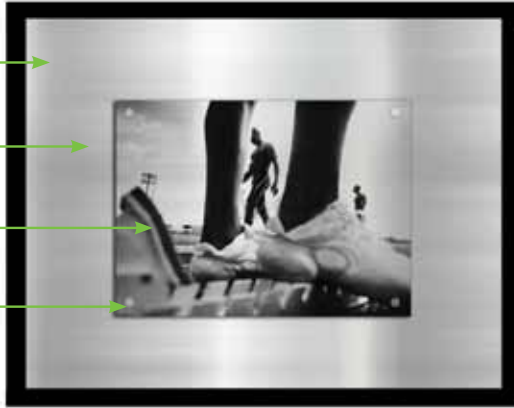
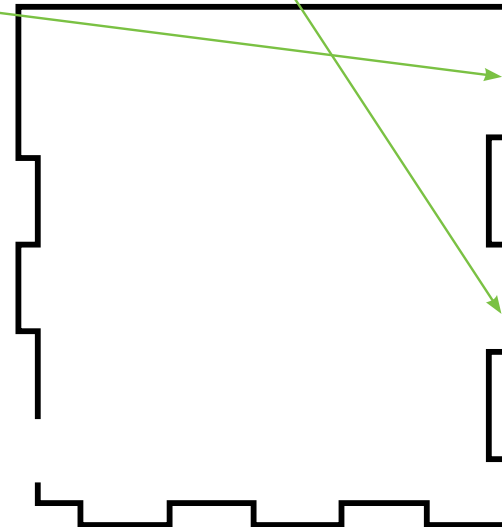




Exhibit D and E  
36x36" Wall Displays



**Exhibit F**  
Brushed aluminum channel lettering  
size TBD

thrive.

achieve.

commit.

