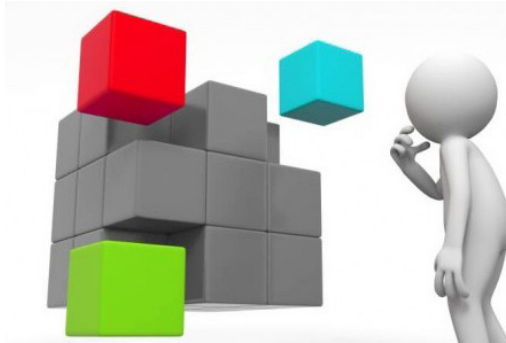




## Optimizing Your Brand for the Built Environment

By: Joseph Thoma, Experiential Designer, Interior Architects

Historically, brands are designed to function inside a 2D world. They are optimized for placement on your websites, letterheads and the standard cast of marketing/advertising collateral. There is much less consideration placed on how a brand functions inside the built environment and how you can optimize the impact of your brand within a 3D world.



### Print branding vs built environment branding

A Brand provides the framework for creating a consistent and recognizable visual experience, message and voice. This consistency is accomplished through a multitude of tools like logos, fonts, colors and imagery, to name a few. But how do you create a seamless and legible brand experience from your website to the built environment? The answer is to optimize your "print" brand standards for usage within the built environment. This optimization does not replace your "print" standards but supplements them, fostering consistency and legibility through disparate mediums.

### Logos are not one-size-fits-all

The logo printed on your business card is optimized for viewing at a small size, and logos inside the built environment should be optimized in the same way. This optimization for the built environment can be as simple as adjusting the spacing of the letters inside the logo to increase the legibility when made dimensional, viewed from a distance/angle or illuminated. A more elaborate modification may be redrawing a logo to simplify its form to be cut out of steel or even reproduced with plants inside a biophilic wall.

*continued on page 9*

## Volunteer Spotlight

### Trish Michell

Director, Business Development  
LF Driscoll



#### Tell us a little about your role at Driscoll:

I am the Director of Business Development and I go out and find the next projects for LF Driscoll to build for the last 10 years. I am very fortunate to represent one of the largest builders in the Mid-Atlantic region.

#### How did you get involved with CoreNet?

I have been attending various CoreNet events for years and have co-chaired the golf outing with Ed Piscopo for the last 5 years so decided it was time for me to join and get more active in the Philadelphia Chapter.

#### What do you like about CoreNet?

It is a great for networking and connecting with clients and colleagues in commercial real estate locally and nationally. The Eastern Regional Symposium recently held in Philadelphia was an extraordinary and educational 2 day program with conversations regarding the future of workplace. I was very happy to attend!

#### Is there advice you would give to someone new in your industry?

Advice for future leaders: Gratitude and appreciation of yourself and those around you is the key to resiliency in this industry. Take a few minutes every day to acknowledge and thank someone – the gift of appreciation is the best foundation for happiness and success.

# Membership

## What Can CoreNet Mean for YOU?!!

The Greater Philadelphia Chapter is an essential forum to bring peer colleagues together from all real estate functions... from end users to service providers and economic developers. Being a member helps to create lasting, value-added relationships in a casual environment. We urge you to consider this opportunity to enhance your professional well-being through Connecting, Growing, Learning and Belonging! Join or renew your membership today!

JOIN NOW ►

TIME TO RENEW? ►



## Executive Committee

### Greater Philadelphia Chapter

President:

**Lea Ann Molinuex** • EVgo

Vice President/President-Elect:

**John Bullen** • Comcast

Treasurer:

**Jay Joyce** • Savills

Secretary:

**Erin Costello** • Cofco Office Furnishings

Past President:

**David Kontra** • CHOP

CoreNet Global

133 Peachtree Street, N.E., Suite 3000  
Atlanta, GA 30303

## Letter from the President

Dear CoreNet Members and Friends,

Summer 2022 has been most memorable! As you know, the Philadelphia Chapter hosted the Eastern Regional Symposium at Drexel University to much acclaim. The backdrop of University City provided an inspiring environment for industry education. Topics included the Metaverse (which I finally might better comprehend), tours of the amazing life science facilities, and compelling dialog around diversity, equity, and inclusion to make our business stronger. In addition to the thoughtful topics, our Chapter and guests enjoyed an evening of fine food, live music, and networking overlooking the Schuylkill River, at Aramark's headquarters. Attendees raved and our Chapter members beamed with pride. Special appreciation goes out to everyone who contributed and the entire ERS committee but especially to Ken Zirk and David Kontra for quarterbacking the committee and to Audrey Fedeles and Adrienne Waldron for the strategy and execution of a spectacular evening of networking and celebrating.

Once sufficiently recovered from our exhaustion and joy from the ERS, it was time to practice our swing at the annual Golf Outing. Ed Piscopo led the effort, in collaboration with NAIOP, and delivered another hole in one! A sold-out crowd enjoyed a day of golf and camaraderie to the delight of sponsors and members. It was the perfect signature event to close out the summer.

As we take a month to enjoy our family, friends, and hopefully a trip down to the shore, we are fired and up and ready to return energized in Fall!

Fall plans include an Education Committee event on September 13, 2022, called SEPTA's Transit Expansion – A New Vision for King of Prussia. This is a not to be missed event highlighting transit infrastructure improvements that connect our region and drive market growth.

We will also look forward to continuing to build out our Diversity, Equity, and Inclusion education within the Chapter, fostering paths for growth for leadership and development within the Chapter, and new ways to network.

See you in September!

Best,

Lea Ann

President, CoreNet Global Philadelphia Chapter



## Find Us on Social Media





# Join us in Chicago this November for the CoreNet Global Summit I North America.

Stay relevant in the rapidly changing corporate real estate (CRE) profession. The CoreNet Global Summit is **THE** place for you to stay current on the latest trends and research while connecting with colleagues from all aspects of the profession.

Don't miss the must-attend (**and in person!**) event for CRE professionals.

Check out all the [companies supporting this event](#).



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**James Pitts**  
Atlanta



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**Chris Coble**  
Dallas



**Darrell Cobbins**  
Memphis



**Corina Irvin**  
Los Angeles

### Get in touch with the Philadelphia team:



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215.868.5785



**Tommy Choi**  
tommy.choi@greenwoodcre.com  
908.938.7638



# SEPTA'S TRANSIT EXPANSION

## *A New Vision for King of Prussia*

SEPTEMBER 13, 2022 | 8:30AM - 10:00AM  
630 FREEDOM BUSINESS CENTER DRIVE  
KING OF PRUSSIA

CORENET GLOBAL Philadelphia Chapter



Join us for a breakfast discussion as we hear from Jody Holton with SEPTA and Eric Goldstein with King of Prussia District on the exciting expansion of public transportation further into the suburbs. SEPTA's King of Prussia Rail Project will extend the existing Norristown High Speed Line (NHSL) 4 miles into King of Prussia (KOP), providing a high-speed, "one-seat" ride from any station along the NHSL, including the 69th Street Transportation Center in Upper Darby and the Norristown Transportation Center in Norristown. Our panelists will discuss the new vision for King of Prussia and how this rail extension will achieve a variety of important community and transportation goals.

**REGISTER TODAY!**

# Innovation has an address in Philadelphia.

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A graphic for a 'Fall Social' event. It features a large blue circle in the center, a red maple leaf at the top, and a glass of white wine on the right. The background is a bokeh of warm lights. The bottom left corner has a yellow triangle containing the CORENET GLOBAL logo and 'Philadelphia Chapter'.

# FALL SOCIAL

## Save the Date

The Roof Deck and Lounge at  
123 S. Broad  
October 26, 2022  
5:30 PM - 7:30 PM

  
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## 2022 CoreNet/NAIOP Annual Golf Outing

The 2022 CoreNet Philadelphia/NAIOP Golf Outing took place on July 25th at the Philadelphia Cricket Club with over 200 members and guests in attendance. Participants enjoyed a great day of golf on the Wissahickon and Militia Hill courses, as well as in the golf clinic. Thank you to everyone that supported the outing.

A special thank you to our event sponsors, IMC, Clayco, ARCO, Link Logistics Real Estate, ASAPR, TANGO Analytics, Floss Barber, Inc. Interior Design, LF Driscoll, Total Construction, Teligent Solutions, CoStar, AKRE, and McCann Commercial.



## ERS: Disruptive Workplace Trends & Shifting Real Estate Paradigms

What a time it was at ERS 2022! The symposium at [Drexel University](#) brought together over 400 Corporate Real Estate professionals. A huge thank you all of our sponsors and everyone who helped make ERS 2022 such a great success!



PLACES THAT WORK FOR PEOPLE



## One uCity: Purpose Built Lab Space

On May 12th, CoreNet Philadelphia organized a hard hat tour of Wexford Science + Technologies newest building, One uCity, at UCity Square. CoreNet Philadelphia members and guests then ended the evening with networking and Q+A Discussion with Pete Cramer, Senior Director of Development with Wexford.



## Young Leaders Park Clean Up and Happy Hour at FDR Park and Xfinity Live

In partnership with Humanscale and Arborite, CoreNet Young Leaders and Community Reinvestment collaborated to host a park clean-up at FDR park followed by a happy hour at Xfinity Live! There was a great turnout with 10+ bags of trash picked up in time for the Flower Show at FDR Park (6/11-6/19). Take a trip down to FDR park to see the hard work and flowers!



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# Welcome New Members

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**Walid Araghoun** • Aramark

---

**MaryVictoria Barr** • NELSON

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**Dorothy Dillalogue** • CBRE

---

**Jessica Donelan** • HOK

---

**Mark Duckett** • Granum

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**Kathleen Fahy** • Irwin & Leighton, Inc.

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**Michael Handwerk** • Ellucian

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**Sabine Illias** • Knoll, Inc

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**Jacob Malikkal** • Chubb Insurance

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**Trish Harrington Michell** • LF Driscoll an STO  
Building Group Company

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**Frank Petrella** • Infogrid

---

**Julian Ramos** • Vanguard

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**Joelle Roberts** • Exelon

---

**Kimberly Smith** • JLL

---

**Bakari White** • Berkshire Hathaway

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## CoreNet Global Member Savings Program

Participating CoreNet Global Strategic Partners are offering discounts exclusively for CoreNet Global Members. [Click here](#) to realize savings on the services offered by these valued partners.





## Optimizing Your Brand for the Built Environment *continued from page 1*

### Going beyond the logo

It is important to consider what aesthetic choices, such as building materials, say about your brand; are they hardline and bold to imbue strength, or something that is more organic and flowing that feels more compassionate? Consider how your brand colors integrate with furniture and finishes within the space, when translating brand colors into paint colors, paint colors may need to be adjusted to optimize their impact. Your brand voice and messaging come to life in the built environment fostering

the brand culture, living your brand values and cultivating a sense of discovery.

Optimizing your brand for the built environment creates a cohesive aesthetic, messaging, and experience through all brand touchpoints, increasing your brand's equity. To learn more about the process and value of developing a comprehensive set of Experiential Brand Guidelines, check out our blog post on that topic here: [Experiential Graphic Design: Guidelines and Value | IA Interior Architects](#)

## Call for Volunteers!



CoreNet Philadelphia is looking for eager volunteers! There are many ways to get involved such as helping a **committee**, presenting or organizing a webinar, writing an article for the newsletter, and more. Please **let us know** if you are interested!

**NOTE:** You must be a CoreNet member to volunteer for a committee.

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## Diversity & Inclusion Certificate Program

The CoreNet Global Diversity & Inclusion Certificate Program covers a broad range of diversity and inclusion topics through a series of seven webinar recordings. CoreNet Global is committed to doing all we can, using our collective power, to eliminate discrimination and promote equality in the workplace. Discrimination in any form – including due to race, skin color, national origin, gender, gender expression, sexual orientation, disability, religion, or age – must be erased in the places we live and work. [Click here](#) to learn more.

### Don't Miss These Events!

September 13:  
**SEPTA's Transit Expansion – A New Vision for King of Prussia**

October 26:  
**Fall Social**

November 1-3:  
**CoreNet Global Summit North America**

Visit the [events section](#) of the chapter website for more information and to register.

## Thanks to Our Sponsors

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