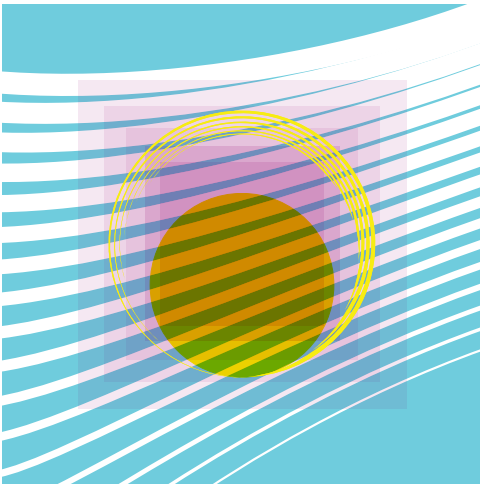




Brendan McBryan portfolio

Investment Offering Memoranda

Real estate offerings requiring branded identities, technical illustrations, data presentations, information graphics, and narrative story telling layouts. The offerings require continuous communication and collaboration with high level stakeholders from concept to delivery.

NACUBO Brand Identity

Full rebranding of The National Association of College and University Business Officers.

Residential Real Estate Marketing

Full branded identities and marketing for residential developments; including websites, events, virtual grand openings, signage, motion graphics, and digital & print advertising.

The Nanz Company Advertising

Continuation and expansion of brand advertising for luxury hardware company, including product photography.

MusicGamingCon2020

Marketing and technical support for Virtual Music Gaming Convention in 2020. Includes heavy production of iterative design techniques to produce consistent and varied marketing materials and identity elements.

Last Refuge of the Incompetent

A Santa Barbara, CA Radio Station KCSB Science Fiction show consisting of weekly themed discussions around a particular book, movie, or other artistic work interspersed with music inspired by said discussion.

Hui No'eau Visual Arts Center

Working along-side board members and on-site marketing managers, the Hui required a vast array of visual materials.

Investment Offering Memoranda

Real estate offerings requiring branded identities, technical illustrations, data presentations, information graphics, and narrative story telling layouts. The offerings require continuous communication and collaboration with high level stakeholders from concept to delivery.

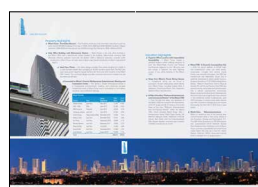
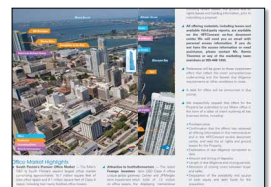
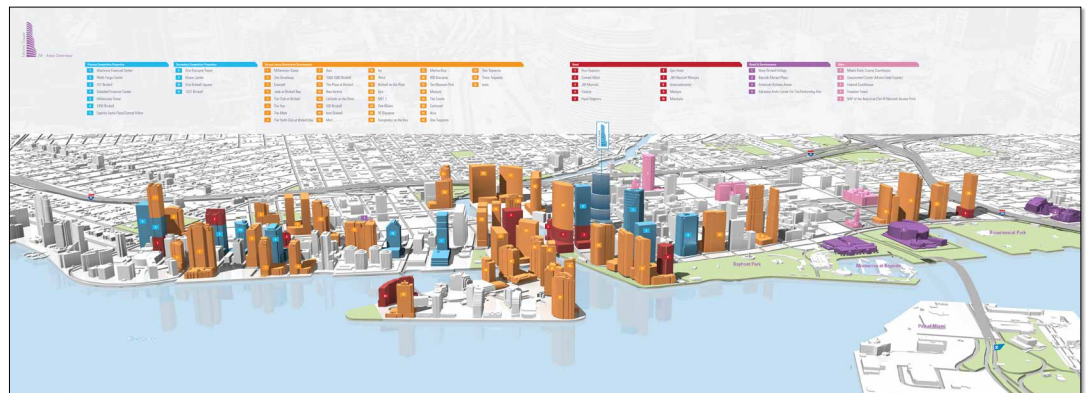
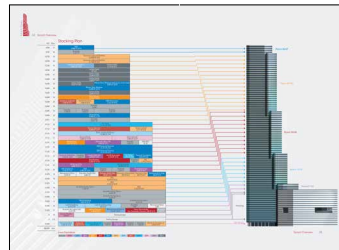
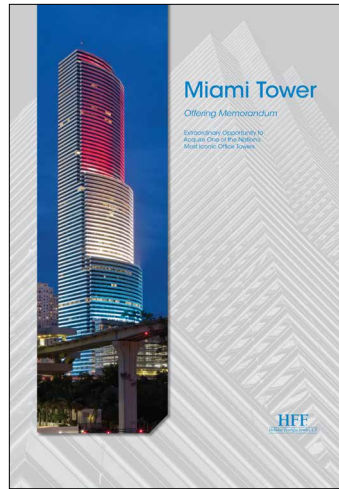
The process of creating an offering memorandum in the real estate industry is elaborate. Ranging from 24 to 300 pages, they are fast paced, short-windowed communications requiring a full branding effort and subsequent maintenance. Legal and style adjustments continue during the sale window in order to attract new potential investors.

I have created and directed hundreds of offering memoranda for Class A Trophy properties, land developments, and industrial parks.

In addition to narrative layouts and local market research, these pieces require maps, site plans, floor plans, aerials, photo manipulation, stacking plans, and information graphics. Importantly they also include the visual presentation of financial and leasing data that is often revised on a daily basis.

While the presentation of this information is itself impressive, the real key to this process is its flexibility. These documents are constantly revised and adjusted with new information and updated figures from VPs, legal departments, and other high level stakeholders. These documents serve as the main source for other marketing communications.

On this page, you will find layout examples from a particularly complex offering memorandum for Miami Tower, a 47 floor Class A Trophy property in Miami, Florida.



The following are cover samples of the hundreds of memoranda I have produced. Each project includes custom logos, colorways, and typography as well as illustrations and visual data presentation in harmony with its identity.



NACUBO Brand Identity

Full rebranding of The National Association of College and University Business Officers.

Long time client NACUBO was in need of a brand refresh. The organization wanted to pivot away from conservative aesthetics and make a splash with a more modern and memorable identity.

We began with current employee surveys to determine how the organization views itself. The survey gathered user information on the current tone along with inputs on the new direction.

Using the employee survey results NACUBO's brand identity shifted to a bolder and brighter organisational face.

With inclusiveness a core pillar of NACUBO's mission much of the rebrand was devoted to clarity and readability. Our color pallet was tested and rules for contrast explicitly illustrated for employee use.

In addition to the brand elements and guidelines, deliverables included templates for employee use across multiple departments, such as PowerPoint Templates, Invoices, Advertisements, Social Media Posts, language Positioning and Tone of Voice.

NACUBO'S Previous Logo

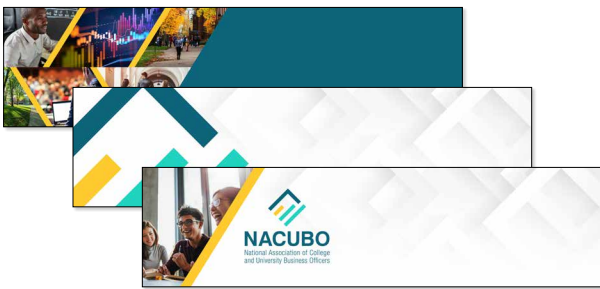
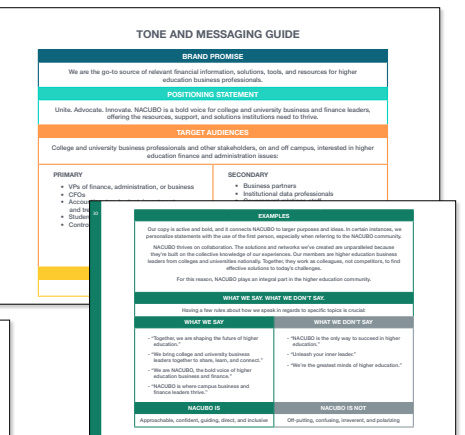
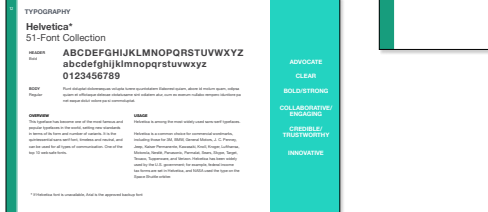
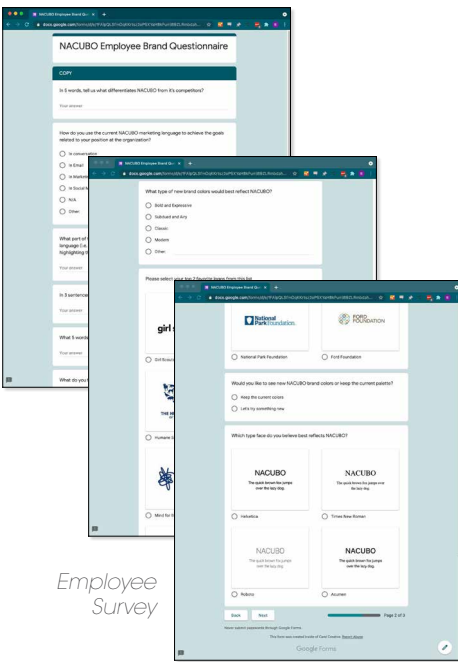
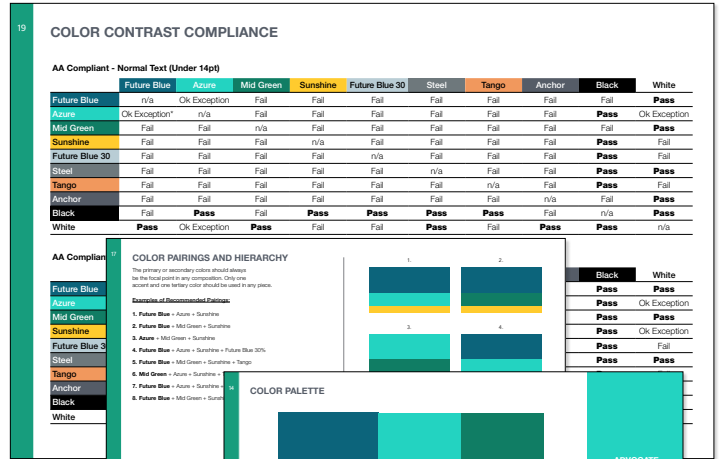
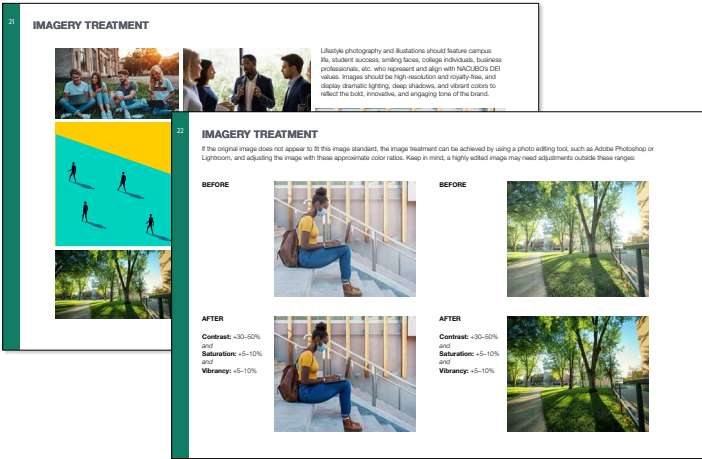
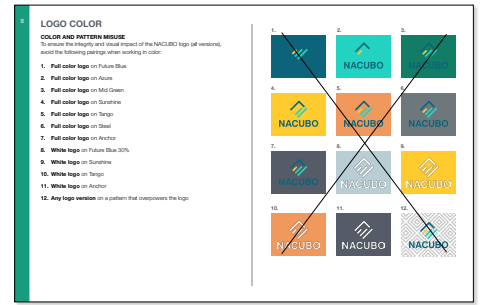
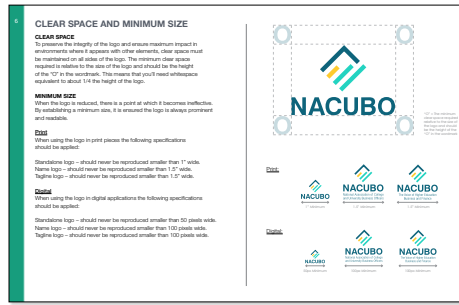
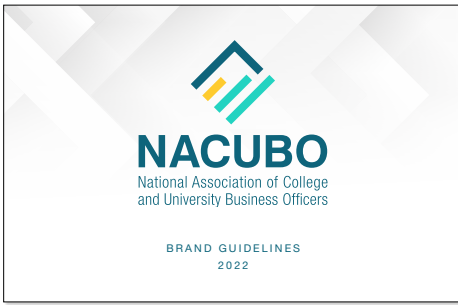


NACUBO'S New Logo



NACUBO's Previous Identity

Like with many established groups in this space, NACUBO tended towards a reserved style. Efforts to break into a more dynamic approach can be noted. However, a reliance on navy, darker hues, and serif fonts pushed the organization's branding efforts into a sea of similar styles.



Residential Real Estate Marketing

Full branded identities and marketing for residential developments; including websites, events, virtual grand openings, signage, motion graphics, and digital & print advertising.

The marketing for new residential developments often begins long before any groundbreaking. It runs parallel with development and ideally all units are sold before the buildings completion.

Depending on size and sales pace, the marketing of a particular property can last for months.

This requires the updating and refreshing of visual styles to grow and expand in order to take advantage of new trends and mediums.

A project will start with a kick off and research into the buildings location and position in the market. From there, our creative team starts with naming the building and proposing taglines.

Then communication graphics and brand identity production begins. Websites, advertisements, eblasts, and other support material are all prepared.

When building construction completes, events like Grand Openings (IRL and Virtual), cocktail parties and other inducements are planned and marketed.

I have worked with brokerages on marketing and selling out dozens of condominiums and apartments, typically in the Washington DC area.

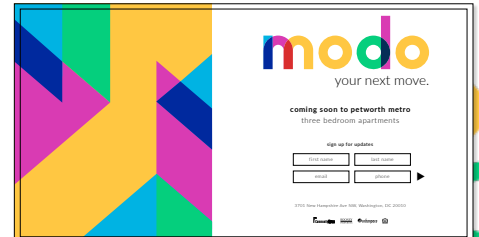
Presented are two such developments. *Modo*, a 25-unit condominium in Petworth, and *The Tribeca*, a 99-unit residential apartment building in NoMa.

modo: your next move.

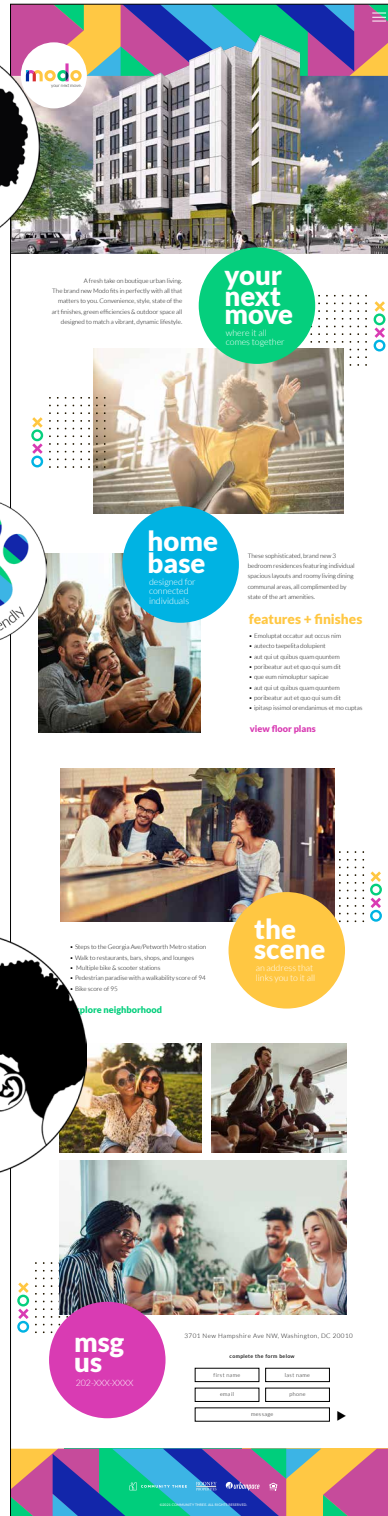
The projected buyer for modo was young urban professionals in the market for their first home. Designed with a modern colorful aesthetic, the development aimed to attract cosmopolitan, dynamic individuals and couples.



initial "splash" page



mododc.com at launch

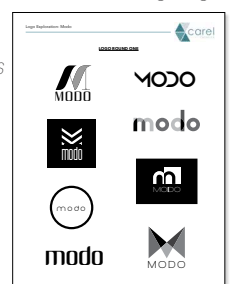


construction fence signage installation

tagline exploration



window signage



initial logo options

event invites



floorplan tearsheet

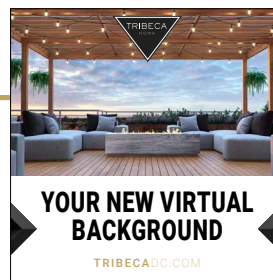
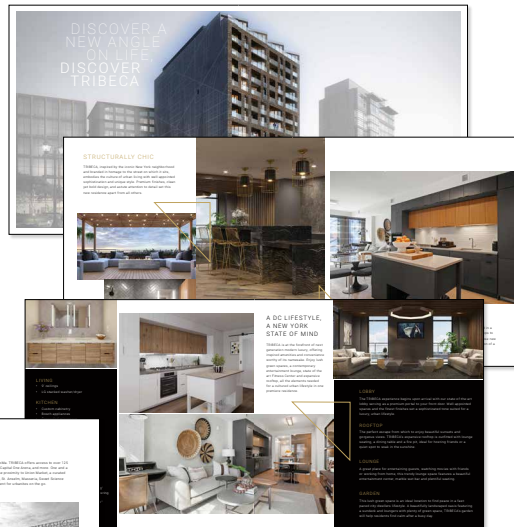


TRIBECA: DISCOVER A NEW ANGLE ON LIFE

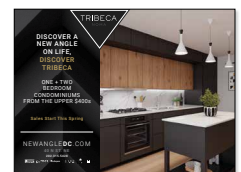
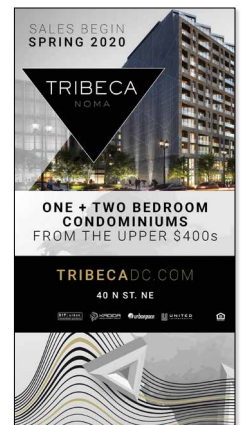
Marketed to chic and luxury minded young professionals, TRIBECA was inspired by the iconic NYC neighborhood. Built on a base of black and cool grays, a gold pop color was used to signal wealth and status. Marketing included a highlight video and a virtual grand opening event.



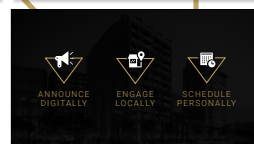
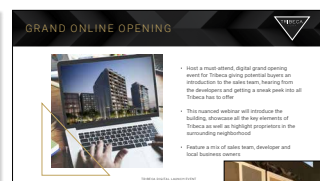
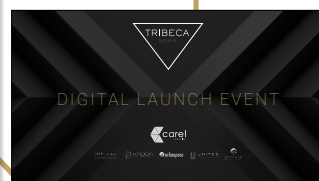
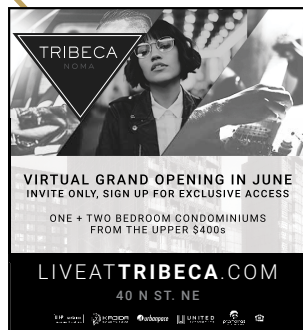
brochure leave behind



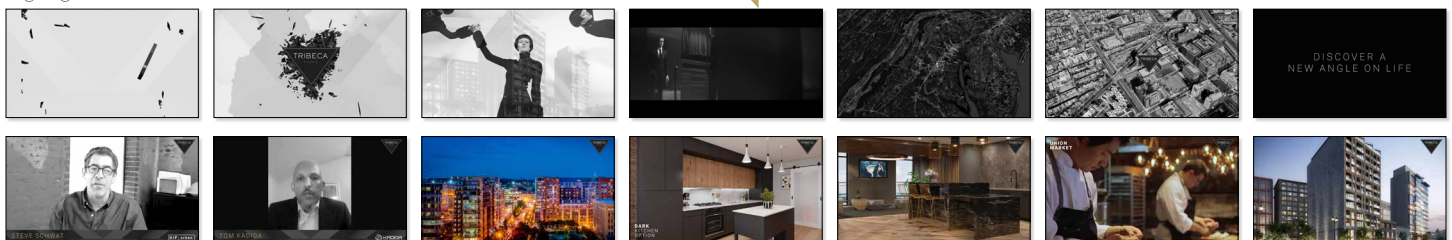
preview website



Featuring a mix of the sales team, developer and local business owners, the digital launch event offered an exclusive first look at the residences and life in the neighborhood. Requiring invitation, the event allowed brokers to sell directly to an eager audience. Potential buyers were able to get questioned answered in real time from the sales team.



Highlight video stills



The Nanz Company Advertising

Continuation and expansion of brand advertising for luxury hardware company, including product photography.

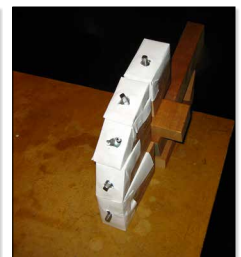
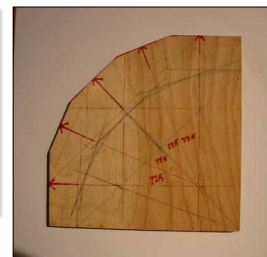
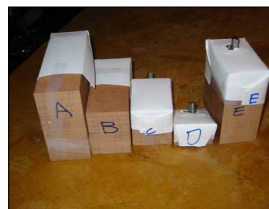
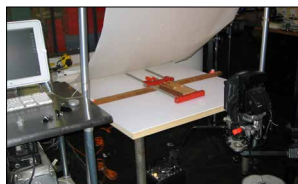
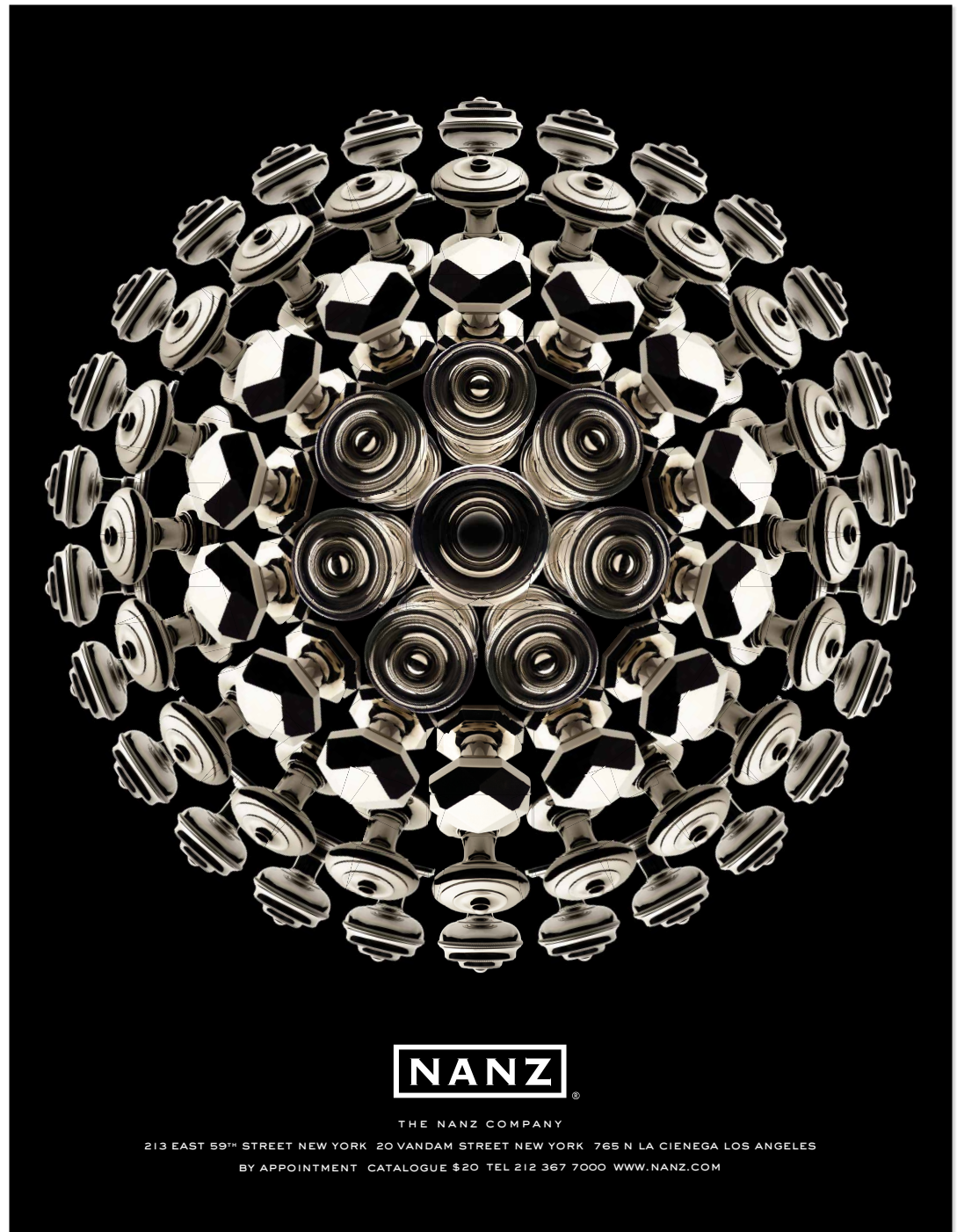
Nanz Globe Ad

For years, Nanz's most popular advertisement was a circular composition of catalog imagery (see sample on opposite page).

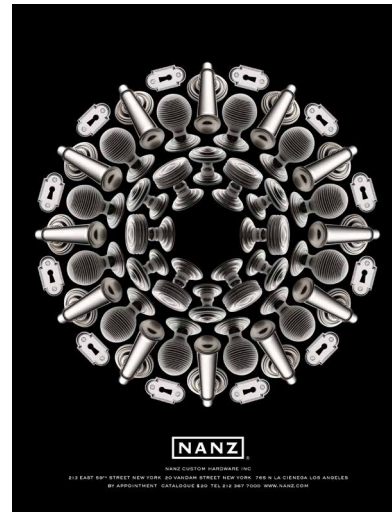
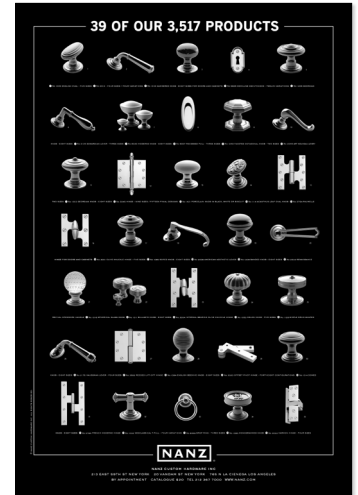
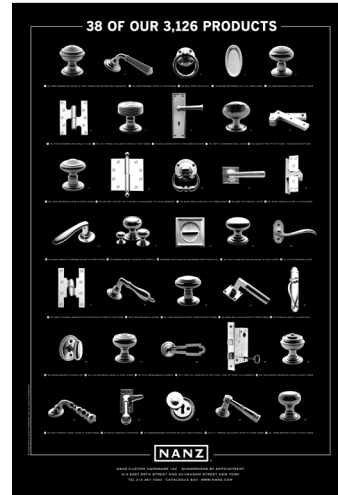
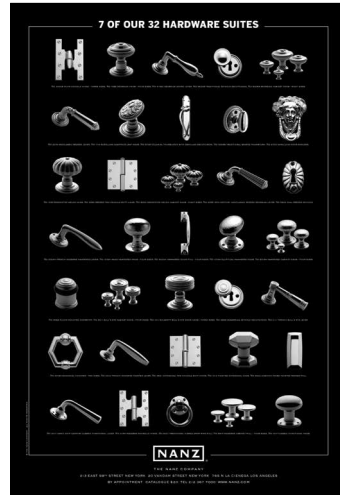
The Nanz Globe imagery was the next step for this advertisement campaign. I designed and created a process to produce "3D" globes created with Nanz products. This process started with jigs to place the piece in the correct position and capture the image to later compose.

These up-leveled globe ads replaced all instances of the circular ads across all publications.

I have a special fondness for this project because of the physicality of the production. Created long before common place digital 3D assets. Each image was positioned and photographed as seen, and composited into the final form.



A sampling of other print advertisements for Nanz. The ads appeared in a plethora of Magazines and industry broadsheets. These include, Absolute Magazine, Architectural Digest, Merchandise Mart, and Veranda magazine.



Nanz
circular
ad



Hui No'eau Visual Arts Center

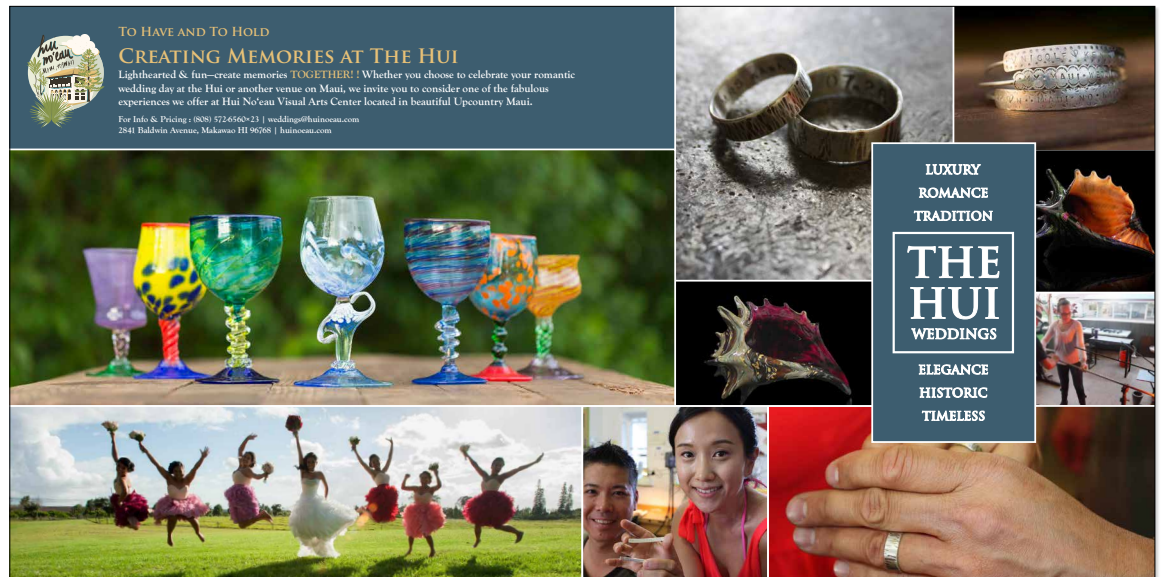
Working along-side board members and on-site marketing managers, the Hui required a vast array of visual materials.



Art Affair Programs, main annual fundraiser and auction event for The Hui

Located on a historic estate in Maui, the Hui houses multiple studios, a museum and a Waldorf school. The center positions itself as a hands on local art community with a mission to expand access to locals and vacationing tourists alike. The general aesthetic is one of teaching and proselytizing artistic endeavors.

Materials produced consisted of monthly event flyers, yearly fundraising event materials, direct mailers, signage, informational vendor packets, supplemental logos, and technical illustrations.



Hui Weddings marketing material, including new logo, appointment cards, signage and advertisements.

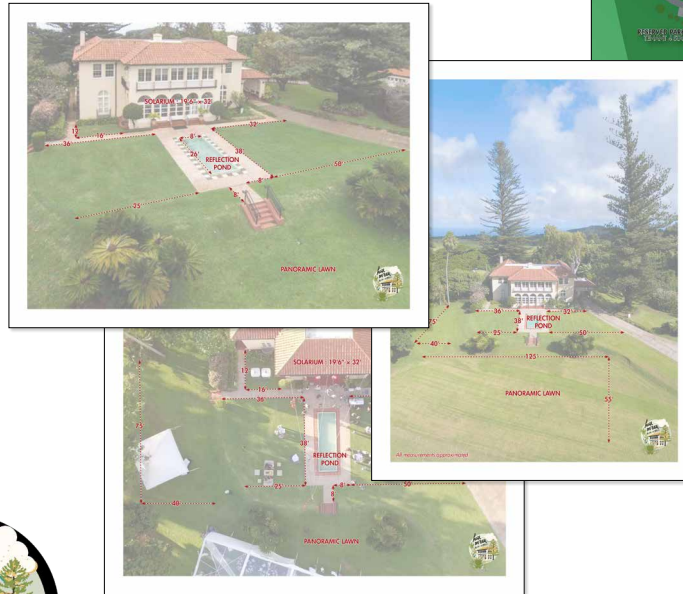
The Hui Weddings

Always looking for more engagement and use for the property, the Hui positioned the estate as a wedding destination. Informed its own identity as a non-profit art space, the Hui was successfully able to engage a previously untapped audience of potential customers without straying from its mission.





Hui Vendor packets, including site plan and as-built measurements for vendors and other grounds users.



The Hui 100th Anniversary Logo



A selection of mailers, brochures and signage

Studio Development Elevations

