



The Pier at Town Lake
Tempe, Arizona

Client Laguna Pacific Properties
Barker Pacific Group
Highland Realty Capital Partners

Size Gross Site Area: 27.38 Acres
Building Area: 3,693,400 sq.ft.
Residential Density: 54 DU/AC

Completed To be determined

Graphic Design services can often be implemented into a project at conception to stimulate the vision, interest and demand for ideas that are still within the preliminary stages.

Pier 202 at Tempe Town Lake in Arizona is no exception to this strategy. MVE's client approached the graphics team with a sincere need to brand the look, feel and attitude of this unique development while reflecting the core embodiment of natural sustainability extrapolated from the Sonoran Desert.

The result is a marketing package that encompasses natural earthtones and harmonious rhythms found in nature. A motion graphics DVD was created as a sales tool as well as several volumes of books that serve as design guidelines for consultants and expressions of the project design.

