

carrier johnson +culture



carrier
johnson
+culture

carrier
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+culture

Carrier Johnson + Culture

Brand Identity System: 2024

As Carrier Johnson + Culture ventures into a fresh era under the guidance of new leadership, we have revisited the firm's brand. The existing brand has been in place for over ten years and represented the firm well in prior years but no longer effectively express the values and ambitions of the firm's new approach and leadership. This rebranding project serves to meet multiple goals:

- + reflect the firm's design approach to its client-focused projects
- + instill a fresh, revitalized, and joyful expression into our branded materials that reflect our company culture
- + create consistency across all of our marketing channels - print and digital
- + standardize templates to facilitate simple, quick workflows when crafting marketing and promotional materials
- + raise brand awareness to better introduce our firm into new markets, regions, and client bases
- + establish ourselves as a design-forward and modern firm in the industry

Follow these guidelines and you will always have beautiful content to share. Don't follow them, and face the consequences, namely, having bad looking stuff. No one wants that.

This is What Our Brand Looks Like

It's clean, simple, modern, with bursts of joy.

- + White is our most prominent color.
- + Most text should be black.
- + Orange is used as an accent.



Our brand voice and aesthetic should be consistent accross all print and digital media.

Except when it's tiny.



WHEN CRAFTING MESSAGING, USE A VOICE THAT IS CLEAR, CONFIDENT, AND PROGRESSIVE.

These guidelines will help all team members maintain a consitent brand aesthetic across all media.

WHEN CREATING MATERIALS THAT EMPLOY OUR BRAND, THINK ABOUT CLEAN LINES, ALIGNED GEOMETRIES, AND EVEN SPACING.

Don't be afraid to have some fun! Our brand is creative, lively, youthful, yet tasteful.



- 1 teaching lab
- 2 research lab
- 3 instrument lab
- 4 classroom
- 5 cell culture room
- 6 microscopy darkroom
- 7 conference room
- 8 stock room
- 9 prep room
- 10 restroom
- 11 data
- 12 environmental shield
- 13 mechanical shaft
- 14 elevator



MAIN LOGO

To be used in all scenarios when feasible

ALTERNATE: ICON

To be used in rare circumstances

SOCIAL MEDIA

STANDARD



ALL BLACK



ALL WHITE



WHITE + ORANGE



white logos should be used when there is a dark image-based or colorful background



BLACK
RBG 0 0 0
CMYK 0 0 0 100
HEX 000000



WHITE
RBG 255 255 255
CMYK 0 0 0 0
HEX FFFFFFFF



ORANGE - DIGITAL
RBG 227 111 30
CMYK 0 66 100 7
HEX E36f1E



ORANGE - PRINT
RBG 201 113 70
CMYK 3 52 95 6
HEX C97146

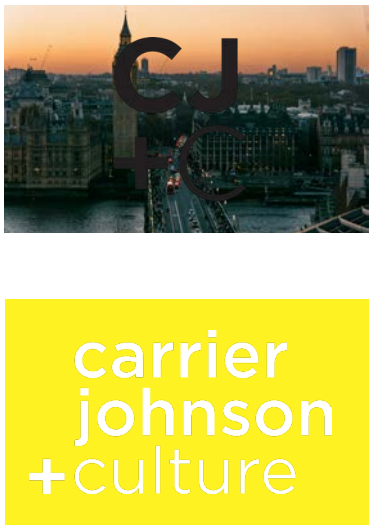


Refrain from:

STRETCHING THE LOGO



MAKING THE LOGO ILLEGIBLE



RECONFIGURING THE LOGO



MISUSING JPG FILES



PARAGRAPH STYLES

Gotham SSM is the primary font for the Carrier Johnson + Culture brand, and should be used for all applications whenever possible. Sentence case is the preferred case for all standard typography styles. All caps is used for standard headings.

Standard body text uses 85% Black, light font.

Below are the typical font styles that are used for most documents.

Gotham SSM Bold - Black

Gotham SSM Book - Black

Gotham SSM Light - 85% Black

Gotham SSM Extra Light - 85% Black

Orange / Black

	White or Black
Normal Case	Black
	Orange
	Black
ALL CAPS	Black
	Orange
	Black 85%
	Black
Normal Case	
	Black 85%
	Black
ALL CAPS	Black

Cover 1

Cover 2

Cover 3

Title

Title Orange

Sub Title

HEADER 1

HEADER 2

HEADER 2 ORANGE

Body

Body Book

Quote

Caption for Image

+ Bullets

+ Bullets

TOC Title

TOC SUB TITLE 1

TOC Sub Title 2

COVER 1

COVER 2

COVER 3

Logo is justified to top left of text box

Text box is vertically aligned to center of margins

carrier
johnson
+culture

Text should only extend across three or four columns, not the full page width

IQHQ
Aventine Hyatt
Regency

Public Area Improvements
and Interior Renovation

La Jolla | CA
July 19, 2023

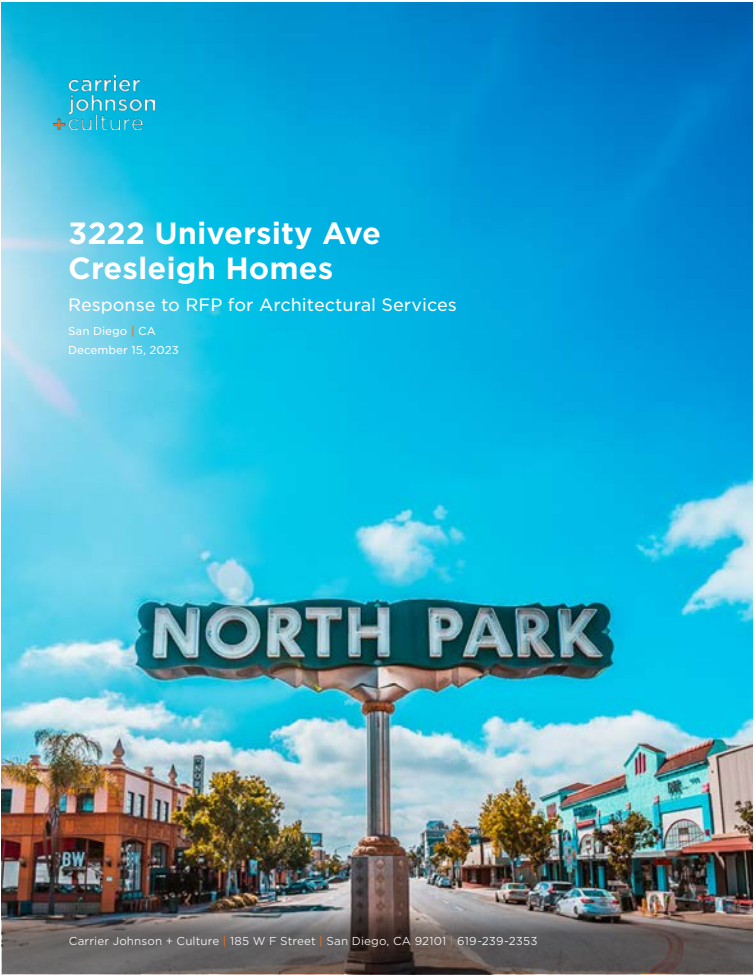
Examples of Customization



SIMPLE



WITH CLIENT LOGO



ADJUSTED FONT SIZE

PROPOSALS
MARGINS, COLUMNS, & GUTTERS

Margins and Columns

Margins

Top: 0.875 in

Bottom: 0.75 in

Inside: 0.75 in

Outside: 0.5 in

Columns

Number: 5

Gutter: 0.1667 in

Create Guides

Rows

Number: 6

Gutter: 0.1667 in

Columns

Number: 0

Gutter: 0.1667 in

Options

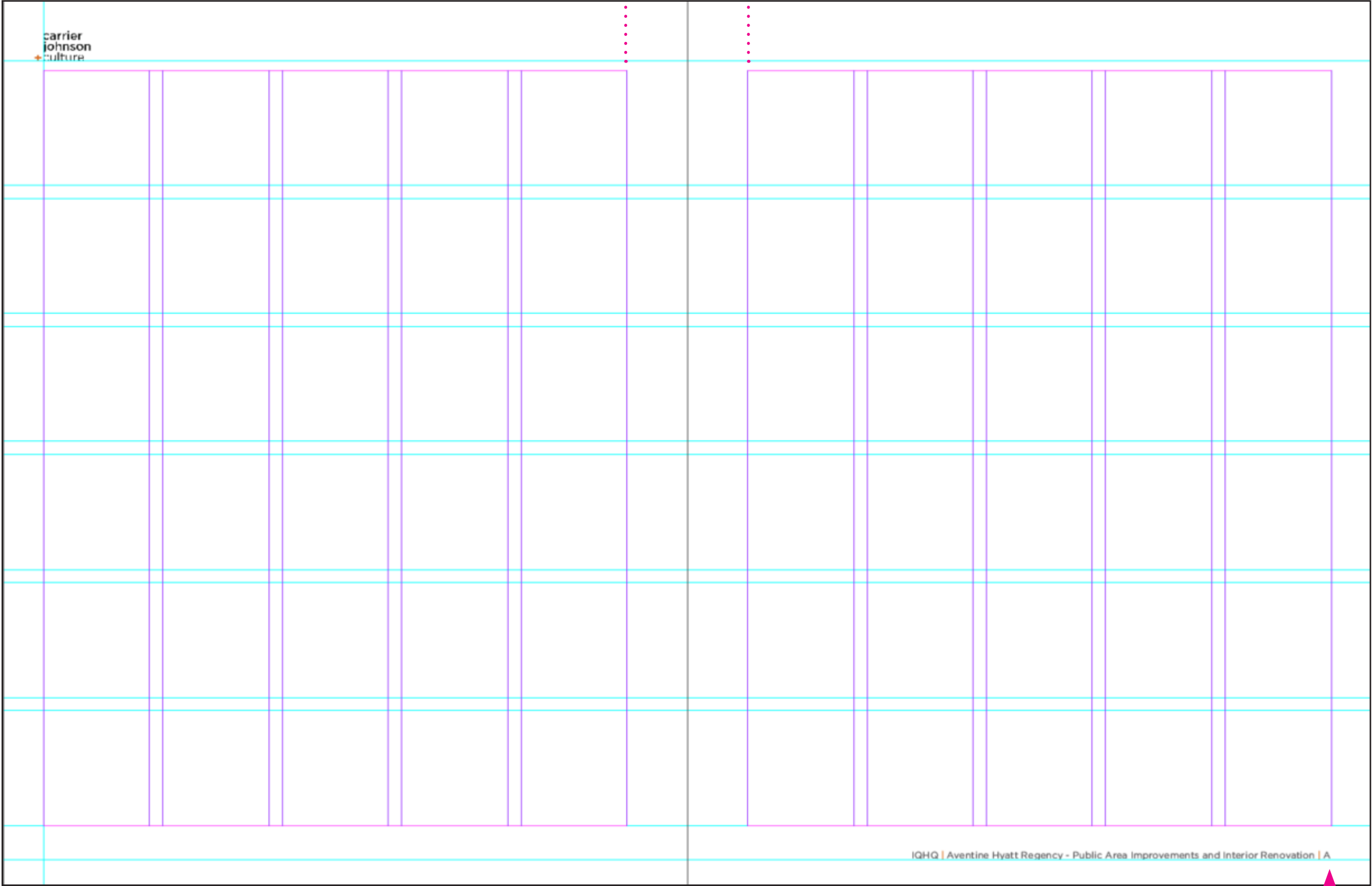
Fit Guides to: Margins

Page

Remove Existing Ruler Guides

logo is justified on the left side of the text (not the cross) with the left page left margin

inside margins allow binding when applicable



no page number on the left page

footer with page number is right justified to right page right margin



width of table of contents

Contents				
A. Cover Letter				01
B. Exceptions & Confidential Material				02
C. Experience				03
D. Proposed Personnel				21
E. Work Plan / Methodology / Schedule				25
F. References				31
G. Fee Schedule				33
H. Certification Form				35
Appendix				37
CONSULTANT QUALIFICATIONS				

use full bleeds on left page of new section or
right page to end a section

use 3:2 page organization for main content...

and accessory content

“Triple Column”

“Double Column”

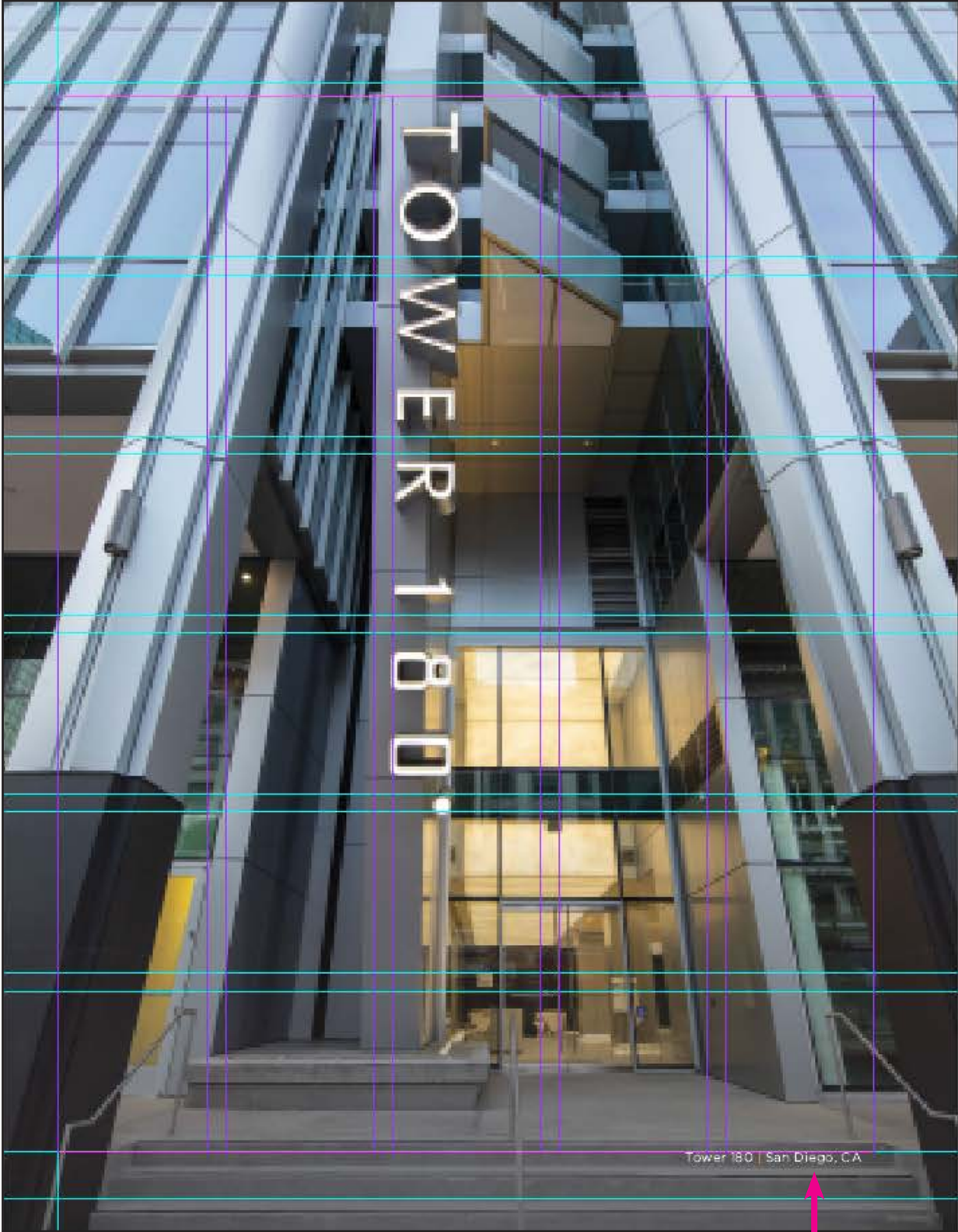


image captions align with grid

02. Firm Qualifications

OVERVIEW

carrier johnson + culture is an international architecture, interior design, landscape architecture and planning firm with over 80 professionals creating individualized solutions for the built environment. Founded in 1977, we have over 45 years of success designing worldwide. Our work is seen everywhere from Southern California to Virginia; Guangzhou to Portland. Known for great architecture, CJ+C has an outstanding reputation for design excellence with the ability to bring the “WOW” factor to a project and surrounding community. Our firm has received over 200 awards for design excellence in architecture, interior, and sustainable design.

Our design practice is based on the convergence of design disciplines, which helps our clients, and their organizations, capitalize on their essentials: defining who they are and what makes them successful. Our design teams work in partnership with our clients to help define their unique attributes and translate them into built space, communicating their message through a physical expression of their culture.

ENVIRONMENTAL RESPONSIBILITY

We think critically and creatively about how beautiful designs can perform better for their users, owners, and the planet. towards our goals of resilience, utility and beauty for the modern age. We do this through an Integrated Design approach which entails collaborating with clients and industry partners to explore project performance goals and options early in the design process to ensure that sustainability, resilience, and energy savings are holistically weaved into the design vision. Carrier Johnson has coordinated LEED Certification on 59 projects across three states. As signatories of the AIA 2030 Commitment program, our firm has pledged to significantly reduce our use of natural resources, non-renewable energy

EXPERTISE

Architecture
Interior Design
Landscape Architecture
Planning

KEY PRACTICE AREAS

Corporate
Higher Education
Multi-Family / Mixed-Use
Public
Science & Technology

LOCATIONS


San Diego
Los Angeles
Seattle
Atlanta

start sections on the right page



Gaps can move around a page as long as the width of them remain consistent.

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+culture

CJ+C has been instrumental in numerous hospitality and food and beverage projects. Our portfolio is comprised of new builds and renovations in the San Diego area and all over the west coast. You'll find that these projects strongly relate to the Aventine Hyatt Regency both in scope and design vision. Below is a collection of our most notable and relevant work.

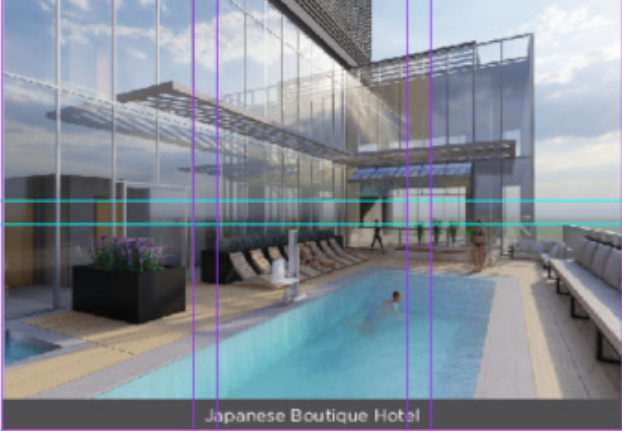


LAX Hyatt House/Hyatt Place

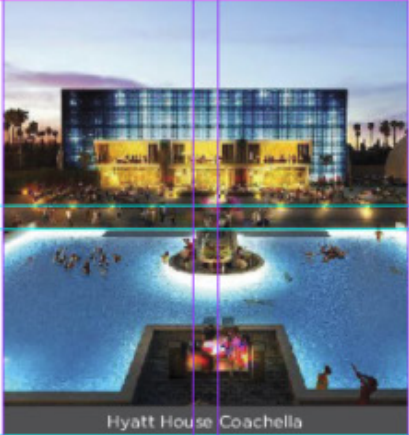


Colorado Springs Marriott


Hale Koa Hotel




Japanese Boutique Hotel



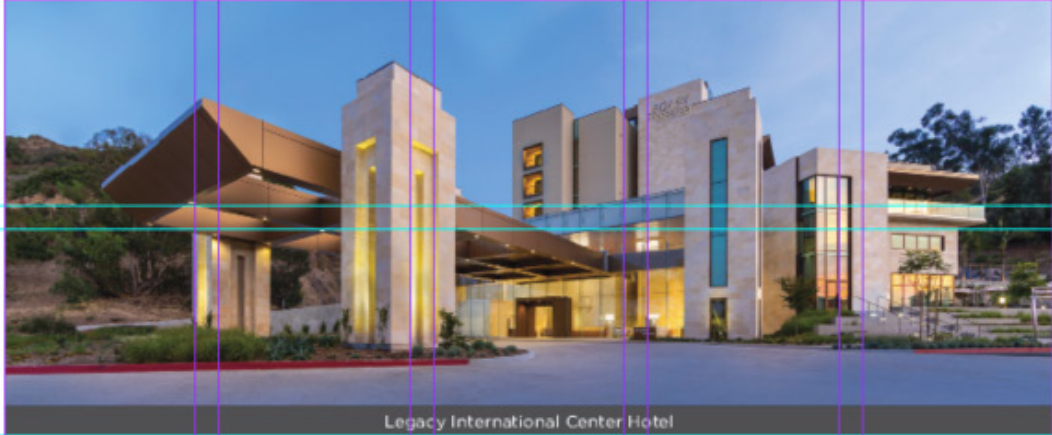
Hyatt House Coachella





Sheraton Harbor Island Ballroom



Mission Valley Marriott





Legacy International Center Hotel



Hard Rock Hotel San Diego

California Theater



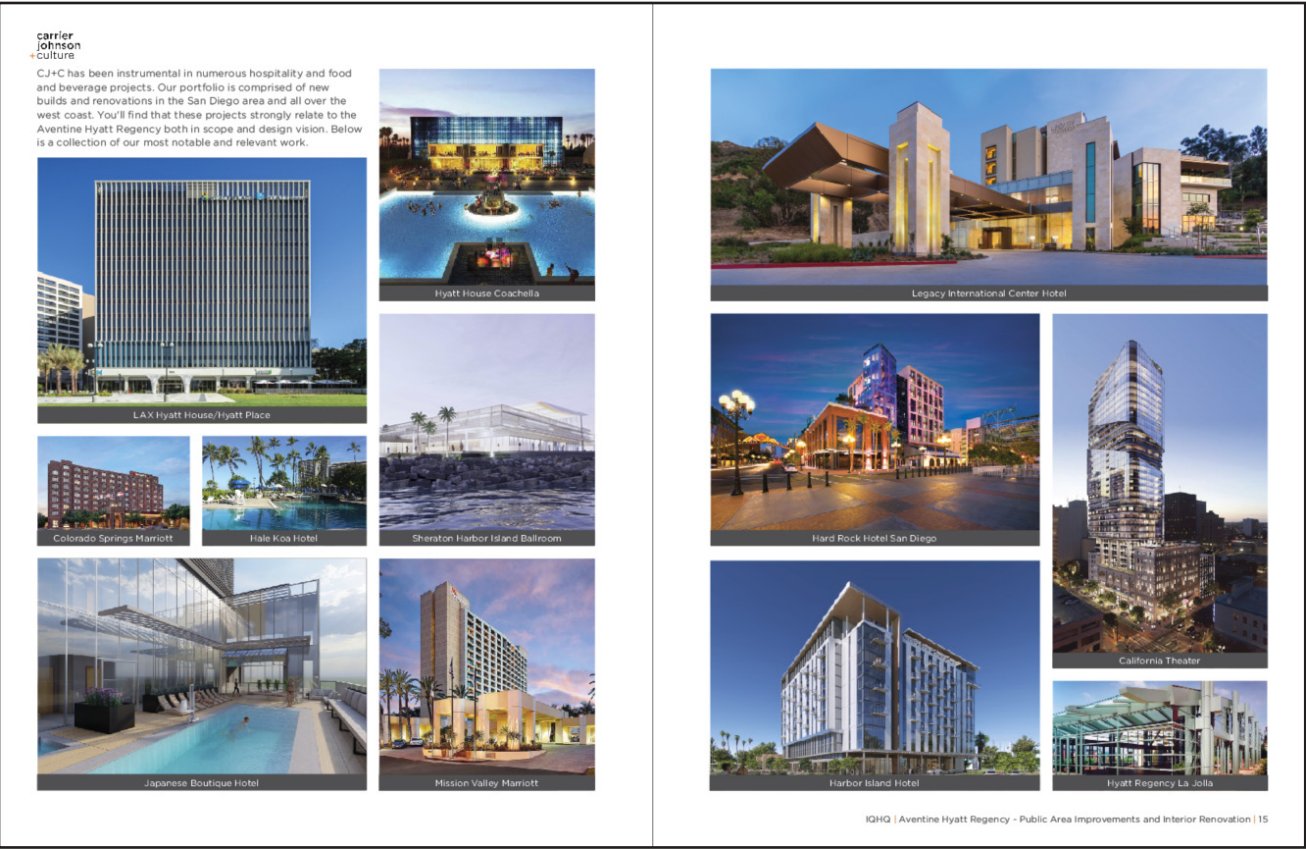
Harbor Island Hotel

Hyatt Regency La Jolla

IQHQ | Aventine Hyatt Regency - Public Area Improvements and Interior Renovation | 15

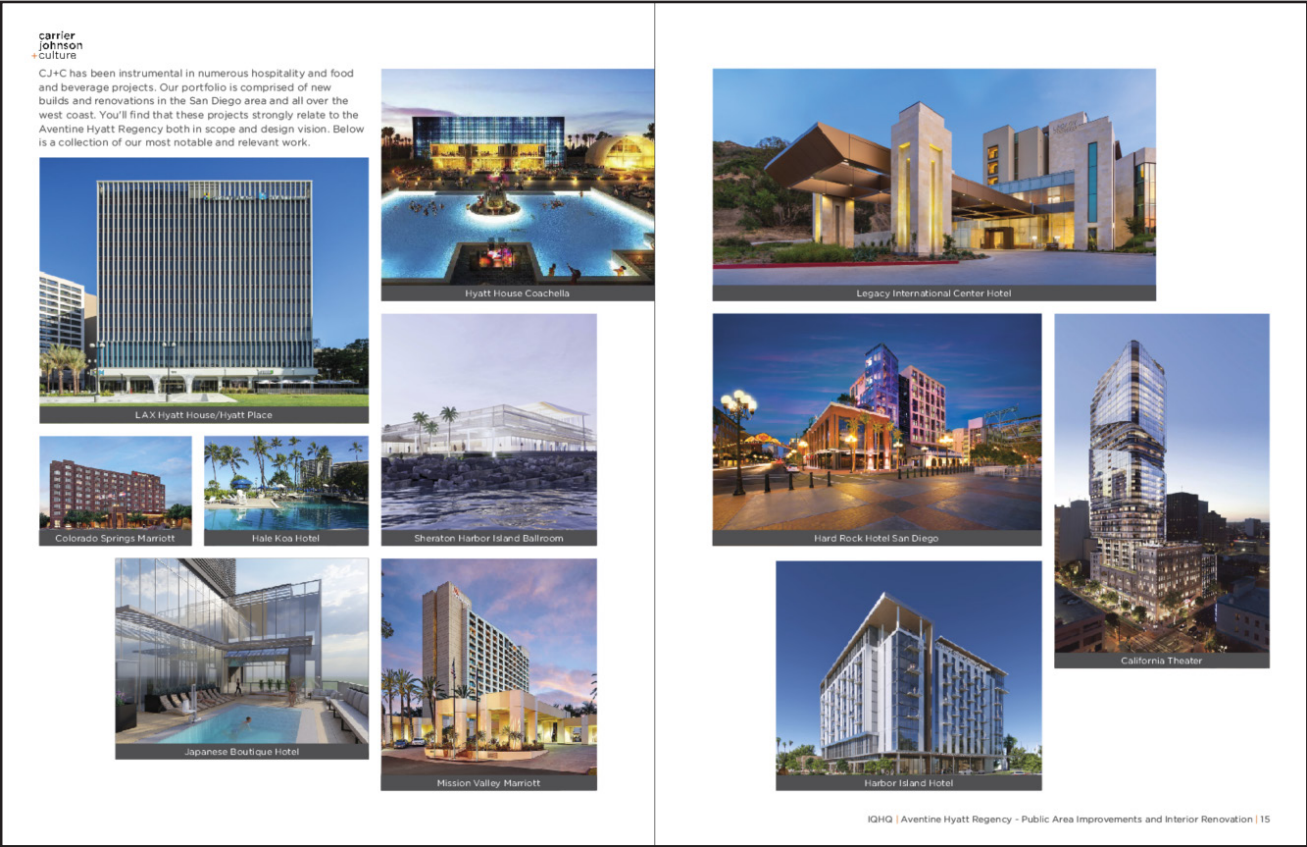
13

Image collages on print media should avoid jagged edges.

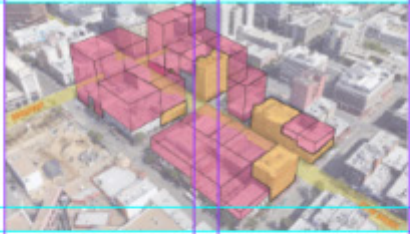


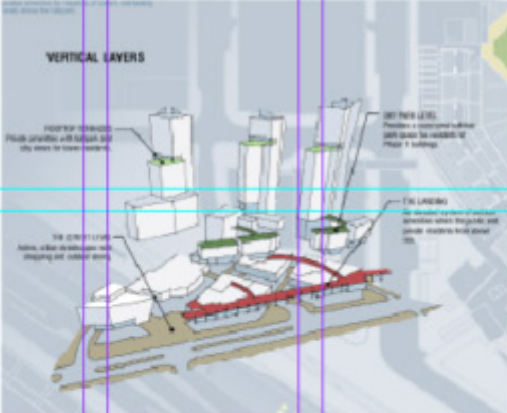


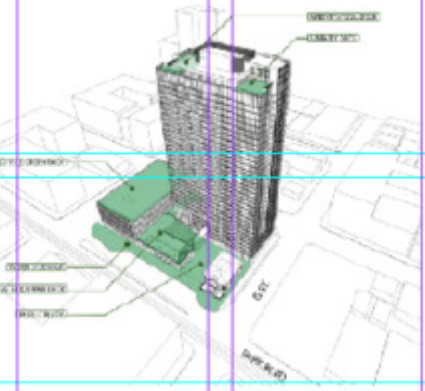



INCORRECT

CORRECT



Images in the Double Column don't necessarily need to align with text in the Triple Column. Use design discretion and keep margins consistent using the "gap tool"

<div>carrier johnson + culture</div>					
			<h2>Lennar, JMI, Gaslamp Quarter Association</h2> <h3>Ballpark Village & 5th Ave Masterplan</h3> <p>Carrier-Johnson + Culture crafted plans to develop and build up the area surrounding Petco Park to instill this entertainment district with live, work, and play opportunities. Our plans scaled in scope, dialing into details such as sidewalk pavers and plantings to make popular 5th Avenue more safe and enjoyable for pedestrians, and dialed out to look at massing and volume of new mid- and high-rise buildings.</p> <p>To the east of the Park, our plan provided options for building up the masses abutting 5th Avenue, placing larger and taller buildings closer to the commercial area of Broadway. We also envisioned ways to make 5th Avenue more pedestrian and cyclist centric so as to grow into a woonerf-inspired promenade.</p> <p>To the west of the Park, Ballpark Village is a collection of vertical neighborhoods; a variety of residences offer views of the city, park, and bay, have terraces and neighborhood art, and are connected by elevated walkways. Seven acres have already been developed to add over 700 residential units and 55,000 SF of ground level retail.</p>		
			<h2>Holland Partner Group & UCSD</h2> <h3>Park & Market</h3> <p>UC San Diego sought to create a new <u>Urban Innovation and Education Hub</u> in downtown San Diego to foster a wide range of educational experiences and research opportunities as well as arts and cultural activities and build a stronger connection to the San Diego community. This site for UC San Diego's satellite campus was strategically selected based on its proximity to the San Diego trolley line that connects the UCSD La Jolla campus to the north and the US-Mexico border to the south. The City of San Diego, who owned the land parcel and hoped it would be developed for housing, business incubation, and cultural activities, enlisted Holland Partner Group, with whom CJ+C already had a successful relationship. Together, the City and the developer envisioned an iconic high-rise that offered a mix of high-end and affordable rental units, retail along Park Boulevard, restoration of the historic Remmen Building, and publicly accessible open space to fulfill multiple uses. The Hub amplifies UCSD's academic outreach to local middle and high school students in the city and serve as a catalyst for faculty to engage in research and collaborative partnerships with other institutions in the downtown area.</p> <p>Overall, the project includes:</p> <ul style="list-style-type: none">+ 426 units across 34 stories+ 509,00 SF residential+ 66,000 SF UCSD Hub+ 11,400 SF retail+ 3,200 SF amphitheater+ 5,400 SF public plaza		
					
					
					
					
			SDSU Response to RFQ No. 7000 27		

PROPOSALS
GRAPHICS / COLORS

Graphics, charts, iconography, and important information can and should be displayed in visually engaging ways. As clients and colleagues sift through documents that are several pages long, our reports and proposals should stand out and be fun to read.

Use color, various paragraph styles, hierarchy, and images to keep readers engaged and present information clearly and neatly.

Audiences should find our content fun and easy to read.



B. Approach

Our approach is based upon the pursuit of a clear passion:

The design and enhancement of sports-related environments, such as Gillette Stadium, while providing public-facing parks, open space and beautifully sculpted streetscapes for connection, leisure, and enjoyment. Moreover, our thinking is aimed at providing highest value assessment of the property's land use, while capitalizing on the development opportunity revealed.

The end game is to provide your property with a holistic land-use vision, a frame work within which you are able to maximize the property's greatest value through future development.

Focused on achieving your property goals, our approach is designed to bring creativity, build consensus among a wide range of interested parties, and develop sound and sustainable economic development strategies for the Kraft Group while providing you with a clear roadmap for the site's future.

For this assignment, we will organize our work effort into three main areas:

01

INVENTORY & ANALYSIS
Site explorations and discoveries, uncovering the visual quality of the Kraft property and adjacent sites.

02

DESIGN OPTIONS
Exploring all of the possibilities for future growth and development. Understanding the implications of each scenario.

03

FINAL MASTER PLAN
Collecting and summarizing all data and discoveries, outlining the best path forward to ensure success for years to come.

Each of these likely carries some aspect of public engagement (at your discretion) – a process we will touch on in Section E of this proposal.

Kraft Group | Area Use Master Plan Proposal | 17

C. Proposed Fee Structure

Our projected fees are in the range of **\$397,000 with reimbursables estimated at 8-10% of that fee.** This figure is calculated by estimating the work hours and team members required to undertake and complete this assignment by June 1, 2024. We've also included an estimated fee for Public Engagement, should that be desired; this final fee would depend on complexity and extent of engagement processes.

We anticipate 6-8 trips to Foxborough for work progress meetings with The Kraft Group as well as stakeholder engagement meetings (if desired).

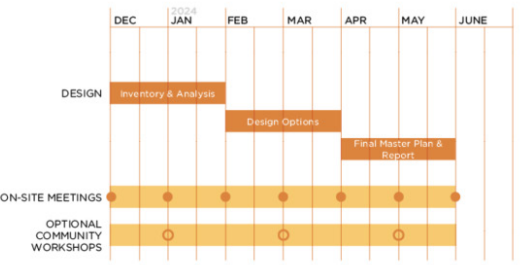
As discoveries made in the work effort may change the project direction and you may authorize us to change tasks mid-course, our fees will then be adjusted accordingly.

Basic Services	Staff Hours	Fee	Est. Reimbursables
Master Planning	2,232	\$397,000	8-10%

Public Engagement (If Necessary)	Staff Hours	Est. Fee
Public Engagement	TBD	~\$15,000-\$30,000

Hourly Rates		Reimbursable Expenses
Design Principal	\$340.00	In addition to professional fees, the usual and customary reimbursable expenses to be billed include, but are not limited to, typical travel expenses including food and lodging, telephone, plotting, printing, reproduction, postage, overnight deliveries, presentations, models and renderings and web-based third-party project management sites or services. These items will be billed at actual cost plus 8-10% to cover administrative processing costs.
Principal	\$280.00	
Associate Principal	\$250.00	
Senior Associate	\$235.00	
Project Manager	\$200.00	
Project Designer	\$165.00	
Designer	\$140.00	
Junior Designer	\$115.00	
Admin/Intern	\$95.00	

D. Project Schedule



Kraft Group | Area Use Master Plan Proposal | 23



3. FINAL MASTER PLAN AND GUIDING FRAMEWORK (2 MONTHS)

Our design work will continue as we compose the **Final Master Plan and Guiding Framework**. The final plan and corresponding guiding principles will result from rigorous coordination and refinement of the ideas we previously explored; they will form the basis for evaluating and managing the property's future development opportunities and will be an invaluable tool for the Kraft Group going forward.

This plan will be captured in a model, a set of drawings, and a report of relevant project data assumptions. Each of these components will record evidence of our inclusive process and will serve as a document to measure and direct future site development over time.



DELIVERABLES

The **Final Report** will be delivered in printed and digital formats and will include the final site model and final site illustrative drawings with yield assumptions, including design rationale based on conclusions drawn by the design team and discussions with potential contributing consultants.

The report will summarize and emphasize the site's character and special qualities helping to guide the design intent of future developments.

The report will also recommend value-based project phasing and recommended next steps to kick off impending development phases successfully.



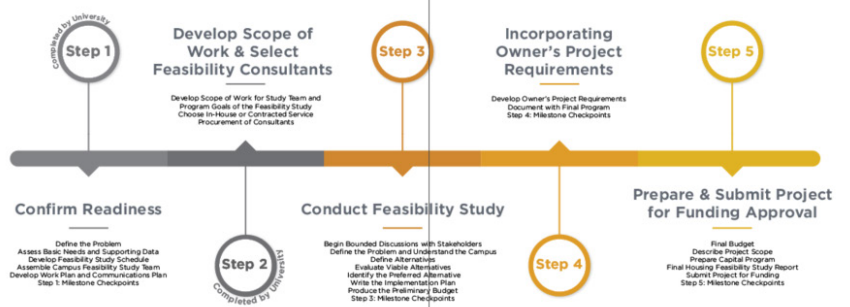
E. Work Plan, Methodology & Schedule

As you set out to meet the goals of your **Strategic Plan**, our effort will drill down with an examination of campus life and how the campus will accommodate more students living on-campus. We can all agree that it will be possible to add 5,000 beds to the existing campus. The measure of a feasible approach will be tested by many variables including cost, land availability, phasing, demand, environmental considerations and other criteria we expect to uncover during our process. We have crafted a work plan that starts with a thorough understanding of the campus, agreement on key constraints, ample opportunity for input from key stakeholders, a full exploration of alternative sites and massing, the role of open spaces, evaluation criteria for the alternatives and ends with a coordinated set of recommendations that will reflect the amount of flexibility determined during our process.

A FEW INITIAL OBSERVATIONS

The identity of the campus is the historic central core. The primary axis and most beloved open spaces are in the center, as are the mix of academic and cultural uses. Students criss-cross the area regularly and use this part of campus and get the full SDSU experience. The current housing communities are clustered around this core with easy access to the center. Parking and vehicles are guided outside this center ensuring that it is auto-free and peaceful. The prominent green spaces give the campus a feeling of tranquility.

On the other hand, the campus is very developed and full, meaning the search for future housing sites presents some challenges like grouping housing sites and adding needed infrastructure improvements. We have built a team to address these challenges and work with sensitivity that will make more of the existing strengths of the campus.



WE HAVE REVIEWED THE CSU FEASIBILITY STUDY GUIDELINES AND HAVE ADAPTED OUR OWN APPROACH PROCESS TO ALIGN WITH YOURS.

SDSU | Response to RFQ No. 7000 | 45

Previous Project Brief sheets were organized on a two-column system. Important project data was low on the page and in very small font. The wide variety of selected fonts created inconsistencies across documents.

7th and market

ENHANCING THE EMERGING FABRIC OF EAST VILLAGE

The Cisterra Development vision for the 7th & Market site will create for the City and citizens of San Diego a project that will be a dynamic contribution to the surrounding community; a strong addition to the affordable housing network of San Diego; a creator of jobs, both short term and long term; an energizer of pedestrian activity and a magnificent jewel within the fabric of the city.

This unique site is a lynch pin that will serve to tie together the neighborhoods of the East Village, Ballpark District and Gaslamp Quarter as no other site can. The project vision focuses on creating a landmark tower along Market Street that combines a mix of

residential, retail, hotel and public parking, and then steps down to an office tower along Island Avenue of comparable height to the Sempra Energy and DiamondView Tower buildings integrating this project into the urban fabric of the city that enhances the pedestrian and residential experience as well as the visual experience from the ballpark. The project will be a landmark vertically integrated mixed-use development, worthy of the most discriminating tenants and residents. This is clearly demonstrated by the fact that it has commitments from Ritz Carlton, Whole Foods Market and preleasing interest from several office tenants to locate within the project.



Project Type: Mixed-Use Development Luxury Hotel Office Retail Residential	Scope: Master Planning Architecture Interiors - apartments and office spaces	Size: 1,167,438 GSF Client: Cisterra 7th & Market, LLC Location: San Diego, CA	Construction Cost: \$250,000,000 Project Cost: \$400,000,000	Completion: In-Progress Seeking LEED Silver certification
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. . . 7th and market

The project includes the following components, totaling 1.2 million square feet of development in addition to the rehabilitation of the Clermont Hotel:

- 40,000 square foot gourmet grocer - Whole Foods Markets
- 153 room Ritz Carlton hotel with a 20th floor sky-lobby restaurant, street-level ballroom/prefunction, and a 6th floor conference/spa/special events terrace
- 59 Ritz Carlton branded residential units
- 150,000 square feet of Class A office space and a 1st floor café
- 125 market rate apartments
- 34 affordable housing units
- 53 SRO units in the maintained Clermont Hotel
- 6,000 square foot public park adjacent to the 1st floor café
- 226 above-grade public parking spaces
- Five levels of below-grade parking totaling 662 spaces

Cisterra believes in the importance of good design, both for the benefit of the project and for the enhancements it provides to the mosaic of the city. The design of this tower will create an iconic structure to anchor the East Village and enhance the overall design quality of the city. Carrier Johnson + CULTURE developed a concept with striking visual character that clearly expresses the structural building components while seamlessly integrating sustainable design practices, sensitive massing and proportions, and thoughtful movement of goods and people all while enhancing the existing cityscape. Good design goes well beyond design aesthetic but embodies functionality, sustainability and urban integration. This project does all these things and more.



New Project Brief sheets display important information up front in bold, easy to read font. Clear headers quickly orient the reader within the bodies of text. The grid system allows for flexible layouts to accommodate various image compositions.



LOCATION San Diego, CA

AFFIRMED HOUSING GROUP The Link

The Link

SIZE

50,275 SF
72 units for below 40% AMI
14 units for below 50% AMI

SERVICES

Site Planning
Architecture
Interior Design

FUNDING STATS

9% tax credit

ON-SITE SUPPORTIVE SERVICES:

Life skills classes, mental health care and case management

The 7-story affordable housing project at 17th and G in the East Village neighborhood of downtown San Diego provides 72 of the units for permanent supportive housing units for persons earning below 40% area median income and 14 units affordable for persons earning below 50% of the Area Median Income (AMI). The project dubbed 'The Link', exemplifies the client's vision of creating housing enriched with support resources - a special place that can link its formerly homeless residents with the help they need to survive and thrive.

The building design concept also serves to link residents and those in the surrounding community - by inviting the community in with jewel box-like shared-use amenity spaces and outdoor courtyards at street and podium level and providing high visibility from the outside in and inside out.

This affordable housing project site boasts a combination of stunning views of the city skyline, Balboa Park, the Coronado Bridge and San Diego Bay. Conceptually, a clear connection between outdoor common space, indoor common space, the views to the city beyond gives the spaces vibrance and energy.

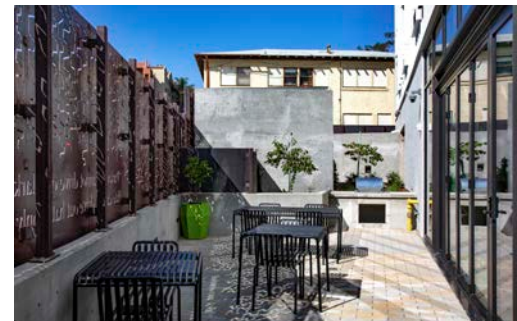
INCENTIVE STATS

50% FAR Bonus: Allowance to build to 13.0 FAR maximum. Base FAR is 3.0. (Affordable Housing Bonus)

Reduction of Parking Requirement (from 1.0 parking space per unit to .5 spaces/bedroom)

Allowance for up to five incentives from development standard
(Project specific incentive: elimination of streetwall requirement
on the southwest corner of the site)

Not subject to private open space requirement ("Living Units" exempt from the CCPDO requirement)



Project briefs can be easily copied and pasted into the proposal template and rearranged. Creators can choose from single or double page layouts. The grid system adapts depending on how much project information is available to display.

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CLIENT
NBC Universal

LOCATION
San Diego, CA

PROJECT TYPE
Tenant Improvement
Renovation

SERVICES
Programming
Space Planning
Architectural Renovation
Interior Design
FF&E

COMPLETION
2015

SIZE
52,000 SF

CONSTRUCTION COST
\$10,000,000

LEED RATING
LEED Silver



NBC UNIVERSAL
NBC 7 San Diego

Carrier Johnson + Culture was retained by NBC Universal to program, plan and design the new offices and studio for NBC 7 SAN DIEGO's new headquarters. To enable their move from downtown San Diego to Kearny Mesa, CJ+C's design team identified the functional and operational requirements for the News Operation, Technology and Engineering Operations, Creative Services, Sales and Marketing, Digital Services, Human Resources, Finance and Administration departments. A total of 183 employees were housed in the new facility. Staffers for the broadcast and business operations moved from their current offices in downtown San Diego to their new building in the fourth quarter of 2015. The new two-level building spans more than 50,000 square feet, and includes a larger news studio as well as room for the station to grow. The new space provides employees with more affordable amenities and an improved workspace.

CLIENT
Confidential

LOCATION
San Diego, CA

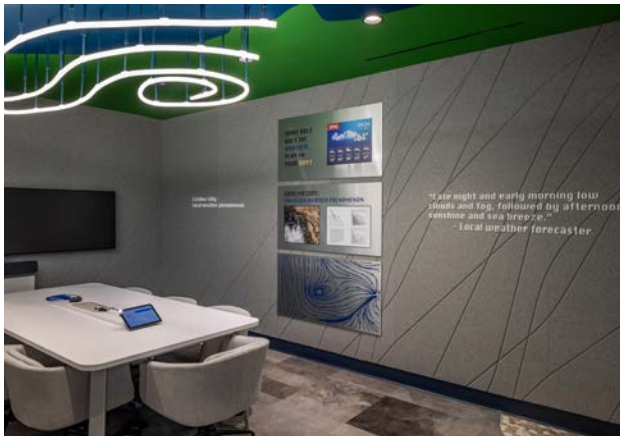
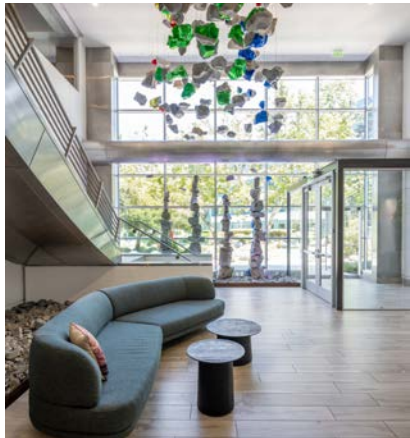
PROJECT TYPE
Office
Renovation

COMPLETION
2023

SIZE
10,555 SF
7,476 SF Meeting Space
3,909 SF Amenity Space

CONFIDENTIAL TECH INNOVATOR COMPANY
Tech Office Amenities

We were approached this office renovation with human wellbeing at the forefront by bringing the landscape in, utilizing the latest technology, and promoting inclusive environments. Our designs were inspired by the colors, lighting and textures of an iconic coastal canyon landscapes. Each floor of this renovated office speaks to a different level of a canyon - from the canyon floor to the horizon views at the top. Wayfinding and signage are shaped like rock; greenwalls wrap hallways and corners; desert floral patterns dot the interior environment. The most dramatic architectural piece - a artful stair - creates a central vertical connection through the building. Its wall graphics and textures evoke striations of a canyon's natural sediment layers.



PROJECT BRIEFS
LAYOUT

This grid layout is exactly the same as the resumes template.

Project briefs have a flexible layout to allow for different image configurations and text lengths

carrierjohnsonculture

PADRES BASEBALL TEAM

Home Plate Club

Our team completed a renovation and expansion of the two-story Home Plate Club at Petco Park, improving the user experience and creating more usable space. We redesigned the circulation and support areas in the path of travel leading to the ticketholder seats with access from the lower level and created a new exterior entry, interior vestibule and concierge. Improvements to the existing dining and bar areas included expanding the restrooms on both levels, reconstructing the existing first-floor bar and the addition of a new bar at the lower level and inserting a new stair to connect the two. This created more semiprivate areas for guests to enjoy. The main challenge our team faced was completing the work before the season's opening day. We were able to successfully meet the construction deadline by including alternate material selections for those that had long or unexpected lead times.

CLIENT

Confidential

LOCATION

San Diego, CA

PROJECT TYPE

Office
Renovation

COMPLETION

2023

SIZE

10,555 SF
7,476 SF Meeting Space
3,909 SF Amenity Space



carrierjohnsonculture



CLIENT

NBC Universal

LOCATION

San Diego, CA

PROJECT TYPE

Tenant Improvement
Renovation

SERVICES

Programming
Space Planning
Architectural Renovation
Interior Design
FF&E

COMPLETION

2015

SIZE

52,000 SF

CONSTRUCTION COST

\$10,000,000

LEED RATING

LEED Silver

NBC UNIVERSAL


NBC 7 San Diego

Carrier Johnson + Culture was retained by NBC Universal to program, plan and design the new offices and studio for NBC 7 SAN DIEGO's new headquarters. To enable their move from downtown San Diego to Kearny Mesa, Carrier Johnson + Culture's design team identified the functional and operational requirements for the News Operation, Technology and Engineering Operations, Creative Services, Sales and Marketing, Digital Services, Human Resources, Finance and Administration departments. A total of 183 employees were housed in the new facility. Staffers for the broadcast and business operations moved from their current offices in downtown San Diego to their new building in the fourth quarter of 2015. The new two-level building spans more than 50,000 square feet, and includes a larger news studio as well as room for the station to grow. The new space provides employees with more affordable amenities and an improved workspace.

Text box of Project Data can shorten or lengthen depending how much data is available for the project

Justify Double Column and Triple Column toward each other

Previous resumes used an overwhelming amount of gray. Headers and titles used lower case fonts, creating confusion for readers.



registration
Architect: WA

education
Master of Architecture, University of Oregon, Portland, WA

Bachelor of Science, Architectural Studies (Magna Cum Laude), Washington State University, Pullman, WA

associations
American Institute of Architects

aaron frease,^{aia, ncarb}

PROJECT MANAGER / PROJECT ARCHITECT

Aaron has over 13 years of experience across mixed-use, workplace, single-family residential, commercial, and memory care facilities, with a specialty in science + technology. His collaborative approach with clients and project teams allows him to support the unique skills of each team member to execute the client vision. Aaron's responsibilities include coordinating with designers and consultants, quality control of the design process and documentation, managing the permitting process, and construction administration.

healthcare experience
Haven in Allyn Memory Care, Allyn, WA
Project Architect: 50-bed assisted living facility focused on memory care patients. Developed the ArchiCAD model and led efforts to create permit and construction documents. Submitted permit applications to Mason County Building Department and the Washington State Department of Health. Led the coordination efforts for engineering consultants including Civil, Landscape, Structural, Mechanical, Electrical, Plumbing, and Commercial Kitchen.*

science + technology experience
Alder Biopharmaceuticals, Bothell, WA
Project Architect: Interior office improvements for 13,000 SF. The project consisted of remodeling the existing first floor office space to match second floor offices. Involvement started at schematic design and continued through construction administration.*

Athira Pharma, Bothell, WA
Project Architect: Office and research lab space for a biotech startup. 11,100 SF of tenant improvements: 2,360 SF of lab space, including imaging lab and tissue culture. Project involvement started with developing the project scope and writing the fee proposal. Helped lead the design and documentation efforts from schematic design through construction documents.*

Seattle Genetics - Building 5, Bothell, WA
Project Architect: The project occurred in three phases in an existing 50,000 SF building. Core & Shell improvements created a mechanical platform within the building and at the roof level. An interstitial support structure was added across the entire building to accommodate the mechanical, plumbing, and electrical services that were unable to be suspended from the existing roof framing. contract documents and construction administration for tenant improvements to create 22,000 SF of lab space and 28,000 SF of office and support spaces. The lab space included a product development lab to handle highly toxic substances, tissue culture, chemistry lab, and potency assay labs.*

Seattle Genetics - Small Projects, Bothell, WA
Project Manager + Project Architect: A wide range of projects including site planning, commercial interiors, lab improvements, exterior storage enclosures, and core & shell improvements for research facilities and offices across 8 buildings. Typical project involvement began with programming and continued through construction administration. Attended regular OAC meetings during construction. Participated in weekly meetings with key facilities stakeholders for planning and development of projects. Additional services include as-built drawings, record documents, and managing the facilities operations database.*

Sony Biotechnologies, Bothell, WA
Project Architect: Project consisted of remodeling 12,000 SF of an existing lab and office suite. Managed the MEP Consultants and worked closely with the owner's representative throughout the project. Created design, permit, construction, and record documents. Managed the permit submittal and corrections with the City of Bothell. Led the construction administration efforts during 10 weeks of construction.*

mixed-use residential experience
Piper Village Buildings 5 & 6, Seattle, WA
Architectural Staff: Assisted in the creation of Construction Documents and assisted with Construction Administration for (2) 5,500 SF mixed-use buildings in Greenwood. Each building consisted of 3,500 SF of commercial space on the ground level with 3 apartments on the second floor.*

aaron frease,^{aia, ncarb}

RESUME CONTINUED

retail + restaurant experience
Bremerton Bar & Grill, Bremerton, WA
Architectural Staff: Assisted in the creation of renderings, design, and construction documents for a 5,000 SF bar & restaurant *

Crossroads Shopping Center, Bellevue, WA
Architectural Staff: Assisted in the creation of design & construction documents from schematic design through design development for a variety of commercial & retail projects at the direction of the owners of Crossroads Shopping Center. Including: Stone Gardens (Climbing Gym) TI, New York Cupcakes TI, ROIC Office TI, interior & exterior mall improvements, and feasibility studies for adding additional commercial lease space, offices, a hotel, and senior housing.*

Fran's Chocolates Retail, Offices & Factory in Georgetown, Seattle, WA
Architectural Staff: Assisted in the creation of design & construction documents from schematic design through construction administration for tenant improvements of 4,000 SF retail and office and 30,000 SF chocolate factory. Adaptive re-use of the original Rainier Brewery brew house for the Retail and office spaces. The chocolate factory improvements occurred in a tilt-slab addition to the brewhouse constructed by the landlord.*

single-family residential experience

- + **The Landing (Contemporary, Resort Style, Renovation)** – Project Architect, Project Manager*
- + **Whidbey Island Residence (Northwest Regional Modern)** – Project Architect, Project Manager, Designer*
- + **Northlake Bedroom Addition (Craftsman, Contemporary, Renovation and Addition)** – Project Architect*
- + **Project Manager Maple Leaf Remodel: Phase 1 (Craftsman, Contemporary, Renovation and Addition)** – Project Architect, Project Manager*
- + **Maple Leaf Remodel: Phase 2 (Craftsman, Contemporary, Renovation)** – Project Architect, Project Manager*
- + **Fletcher Bay Residence (Craftsman, Contemporary)** – Architectural Staff*
- + **Manitou Beach ADU (Craftsman)** – Architectural Staff*

** prior to joining Carrier Johnson + CULTURE*

Other previous resumes did not use employee headshot images.
Paragraph styles were inconsistent. Font styles were small, narrow,
and difficult to read quickly.

katee chard, ncarb

ASSOCIATE, PROJECT ARCHITECT

registration

Architect: California

education

Bachelor of Science - Architecture,
Texas Tech University

certification

National Council of Architectural
Registration Board (NCARB)

responsibilities

Katee's wide-ranging experience in mixed-use, residential, senior housing, worship,
and essential facilities have produced exceptional designs within the community.
Her responsibilities include working closely with the team to develop high-quality,
sustainable designs for small and large complex projects.

mixed-use experience

Fairfield Residential "Totem Lake" Upper Mall Mixed-Use Development, *Kirkland, WA* – Lot 1: 400 residential units with average of 900 s.f., 20,000 s.f. of retail/
restaurant space, 1,040 parking spaces on 3 levels of above grade parking; Lot 2:
300 residential units with average of 930 s.f., 25,000 s.f. of retail/restaurant space
and 2 levels of above grade residential parking

Greystar "Park 12" at Ballpark Village Parcel C, *San Diego, CA* – 3.9 acre site with
35-story mixed-use tower, six-story podium with 634 residential units, 51,000 s.f.
retail, central plaza and 627,180 s.f. parking

Holland Partner Group "Courthouse Commons", *San Diego, CA* – 790,000 s.f.
mixed-use development including approximately 431 units, 300,000 s.f. office space,
17,000 s.f. retail/commercial space and below grade parking

Holland Partner Group "Orange and Wilson", *Glendale, CA* – 165,000 s.f. mixed-use
development with retail and 165 residential units

Holland Partner Group "Rhodes Crossing", *Rancho Penasquitos, CA* – 4-story wrap
with 342 units

Holland Partner Group "The Brand" at Brand and Wilson, *Glendale, CA* – 246,720
s.f. 238 apartment units, 6 townhomes, green roof and terrace, retail and restaurants,
& an additional public open plaza

Jefferson Pacific Beach, *San Diego, CA* – 3-story, 172 unit mixed-use development
with ground level and subterranean parking

JPI "15th & Broadway", *San Diego, CA* – 60,000 s.f., mixed-use development
including approximately 300 units, 7,000 s.f. retail/commercial space, and above and
below grade parking

Lennar Multifamily Communities "Luma" at 520 West Ash, *San Diego, CA* –
24-story 433,476 s.f. multi-family residential with 220 units

Lennar Multifamily Communities "Shift" at 460 16th Street, *San Diego, CA* –
20-story 620,162 s.f. multi-family residential with 368 units

R&V Management "4354 Twain", *San Diego, CA* – 5-over-2 podium building with 93
units and 100 parking stalls, leasing office, clubroom, fitness center and pool.

Villas at South Bank, *Tucson, AZ* – 254 unit senior living development consisting of
Independent Living, Assisted Living, and Memory Care

academic experience

California State University, East Bay CORE Building, *Hayward, CA* – new 100,000
g.s.f. library aiming to achieve Zero Net Energy

katee chard

...RESUME CONTINUED

Point Loma Nazarene University Science Building, *San Diego, CA* - 37,000 s.f. wet
laboratory / classroom building expansion; 30,000 s.f. renovation into classrooms,
offices and dry laboratories

healthcare experience

California Institute for Men, *Chino, CA* – 46,694 s.f. healthcare facility improvement
project including the construction of new buildings, renovation of existing buildings,
DPP accessibility improvements, infrastructure upgrades and ancillary improvements

California Institute for Women, *Corona, CA* – healthcare facility improvement
project including construction of new buildings, renovation of existing buildings, DPP
accessibility improvements, and ancillary improvements

Richard J Donovan State Prison, *San Diego, CA* – healthcare facility improvement
project including the construction of new buildings, renovation of existing buildings,
DPP accessibility improvements, infrastructure upgrades and ancillary improvements

Villas at South Bank, *Tucson, AZ* – 254 unit senior living development consisting of
Independent Living, Assisted Living, and Memory Care

corporate office experience

180 Broadway, *San Diego, CA* – repositioning of an existing 25-story high-rise,
8-story low-rise, and a 6-story parking structure. The project also includes a complete
exterior renovation to both the low-rise and high-rise office tower and a complete
upgrade of the common area spaces of the building

New resume templates employ our new colored employee photos set inside an orange circle. Important employee information is bold and easy to find. The hierarchy of paragraph styles makes resumes easy to scan.



Registration

Architect: California C37408

Education

Bachelor of Science - Architecture, Texas
Tech University

Certifications

National Council of Architectural
Registration Board (NCARB)

Associations

AIA San Diego | 2023 Treasurer/Secretary

AIA California | 2023 Board of Directors

California Architectural Foundation | 2023
Board of Directors

Regional Design Advisory Council | Chair

AIA California CA Design Awards | 2023
Committee Member

Katee Chard AIA, NCARB

SENIOR ASSOCIATE | PROJECT MANAGER

Katee's wide-ranging experience in mixed-use, residential, senior housing, cultural, and essential facilities have produced exceptional designs within the community. She has served as lead architect on numerous large-scale San Diego mixed-use developments. Through that work she has developed a passion and skillset for leading large and diverse teams to achieve shared goals. It is that passion, paired with her expertise to efficiently conduct meetings, delicately navigate complex stakeholder structures, and keenly advance project initiatives in a time and cost-effective manner that our clients find is a significant add value to their projects.

MIXED-USE EXPERIENCE

Greystar "Park 12" at Ballpark Village | San Diego, CA
Designer for 3.5-acre site adjacent to Petco Park at Park, Imperial and 12th Streets, consisting of a 35-story residential tower, 3 6-story residential buildings with 718 units, 52,619 SF of retail and above-grade and below-grade parking with 1,323 spaces, for a total of 988,400 SF of residential/retail space

Holland Partner Group “Rhodes Crossing” | Rancho
Penasquitos, CA

Project Architect for 7.14 acre site, 461,276 GSF (excluding parking structure) 4-story type VA construction with 342 residential R2 units, type IB wrap parking structure with 650 stalls, leasing, clubroom, pool, spa, and exterior courtyards

Holland Partner Group, Orange and Wilson | Glendale, CA
Designer for 165,000 GSF, 6-story type VA over type 1A construction with 166 residential R2 units and 7 townhomes, 217 parking stalls, spa, and amenity roof deck including a green roof terrace; LEED Silver certified

Holland Partner Group “The Brand” at Brand and Wilson | Glendale, CA
 Designer for 246,720 GSF, 7-story type VA over type 1A construction with 238 residential R2 units and 6 townhomes, 359 parking stalls, green roof and terrace, retail and restaurants, and an additional public open plaza; LEED Silver certified

JPI | "Jefferson Pacific Beach" | San Diego, CA
Designer for 2.9 acre site, 374,370 GSF, 4-story type VA over type IA construction with 172 residential R2 units, 382 parking stalls, retail, office, fitness center, pool, spa, and amenity roof deck. Project included 11% very-low-income affordable units

*prior to joining CJ+C



KATEE CHARD

CONTINUED

JPI 15th & Broadway | San Diego, CA

Project Architect for 1,383 acre site, 361,189 GSF (excluding below grade), 60,000 SF mixed-use development; 8-story above grade and 3-story below grade, type IIIA over type IA construction, 368 residential R2 units, 412 parking stalls, leasing, clubhouse, fitness center, pool, spa, multiple amenity roof decks; 5% very-low-income affordable units; 7,000 SF retail/commercial space, and above and below grade parking

Lennar Communities 520 W. Ash "Luma" | San Diego, CA

Project Architect for .458 acre site, 442,122 GSF, 24-story type, IA construction with 220 residential R2 units, 319 parking stalls, leasing office, clubroom, fitness center, pool, spa and multiple amenity roof decks with ground-level retail, five levels of below grade and three levels of above grade parking; LEED Homes Gold certified

ACADEMIC EXPERIENCE

California State University, East Bay “CORE Building” |
Hayward, CA

Project Architect for 100,000 GSF, 3-story type IIA construction core building including a library, reading and study areas, academic collaboration areas, and office support areas; Zero Net Energy Ready

CORPORATE EXPERIENCE

HV Companies Tower 180 | San Diego, CA

Project Architect for repositioning of an existing 26-story high-rise, 9-story low-rise, and a 6-story parking structure; complete exterior renovation to both the low-rise and high-rise office tower and a complete upgrade of the common area spaces of the building

IQHQ "674 Via De La Valle" | Solana Beach, CA

Project Manager for exterior repositioning of a 1990 119,600 SF, 3 story, type VA construction office building; features a complete exterior renovation including recladding of the façade, new bolt-on-balconies, new storefront windows and doors, and a complete upgrade of the exterior patio and landscaping

*prior to joining CJ+C

Circle aligns with left margin

Circle aligns with left margin and is centered between edge of page and Triple Column

Use design discretion to choose where top of this text box is

carrierjohnson+culture



Katee Chard AIA, NCARB

SENIOR ASSOCIATE | PROJECT MANAGER

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Regional Design Advisory Council | Chair

AIA California CA Design Awards | 2023 Committee Member

Holland Partner Group "Rhodes Crossing" | Rancho Penasquitos, CA

Project Architect for 7.14 acre site, 461,276 GSF (excluding parking structure) 4-story type VA construction with 342 residential R2 units, type IB wrap parking structure with 650 stalls, leasing, clubroom, pool, spa, and exterior courtyards

Holland Partner Group, Orange and Wilson | Glendale, CA

Designer for 165,000 GSF, 6-story type VA over type IA construction with 166 residential R2 units and 7 townhomes, 217 parking stalls, spa, and amenity roof deck including a green roof terrace; LEED Silver certified

Holland Partner Group "The Brand" at Brand and Wilson | Glendale, CA

Designer for 246,720 GSF, 7-story type VA over type IA construction with 238 residential R2 units and 6 townhomes, 359 parking stalls, green roof and terrace, retail and restaurants, and an additional public open plaza; LEED Silver certified

JPI "Jefferson Pacific Beach" | San Diego, CA

Designer for 2.9 acre site, 374,370 GSF, 4-story type VA over type IA construction with 172 residential R2 units, 382 parking stalls, retail, office, fitness center, pool, spa, and amenity roof deck. Project included 11% very-low-income affordable units

*prior to joining C.J+C

carrierjohnson+culture

KATEE CHARD

CONTINUED

JPI 15th & Broadway | San Diego, CA

Project Architect for 1.383 acre site, 361,189 GSF (excluding below grade), 60,000 SF mixed-use development; 8-story above grade and 3-story below grade, type IIA over type IA construction, 368 residential R2 units, 412 parking stalls, leasing, clubhouse, fitness center, pool, spa, multiple amenity roof decks; 5% very-low-income affordable units; 7,000 SF retail/commercial space, and above and below grade parking

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ACADEMIC EXPERIENCE

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CORPORATE EXPERIENCE

HV Companies Tower 180 | San Diego, CA

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*prior to joining C.J+C

firstname
lastname is
vertically
centered here

PROPOSALS

E. Public Engagement				
We are collaborative and inclusive by nature and if the project would benefit from community interface/approval, we can facilitate discussions with neighboring communities and interest groups regarding the master plan vision for Patriot Place.				
Based on our past experience with similar projects, we can attest to the advantages of soliciting and incorporating community feedback in the master planning process. Our team has seen prior projects soar to success and acclaim by the public because the owners included them in their design process. Conversely, we have also seen the lack of community engagement lead to delayed timelines and approval processes.				
However, rest assured, we see this service to be at your complete discretion, as every property owner sees Public Engagement through their own lens.				
If a Public Engagement process is desired:				
Public Engagement activities can run through the entire course of our work. We craft our outreach programs to meet the particular needs of a project, relying on simple communication techniques to gain insightful results.				
We provide stakeholders with timely information about participation in the master plan process with a program based on a multi-step process, each building upon the previous, and focused on capturing the most meaningful input from stakeholders, the public, and future users.				
Depending on the depth of desired public interaction, we may utilize various digital and physical platforms to engage and collect public input such as web platforms, interactive kiosks, town hall style meetings, and social media. We also use these communication vehicles to provide updated information about the planning process to the community. As the vision for the final plan evolves, public presentations can provide an opportunity for The Kraft Group and the design team to explain how community involvement will have shaped the master plan vision, ensuring the community feels heard and understood.				
Again, this service definition is at the complete discretion of the Kraft Group.				

PROJECT BRIEFS

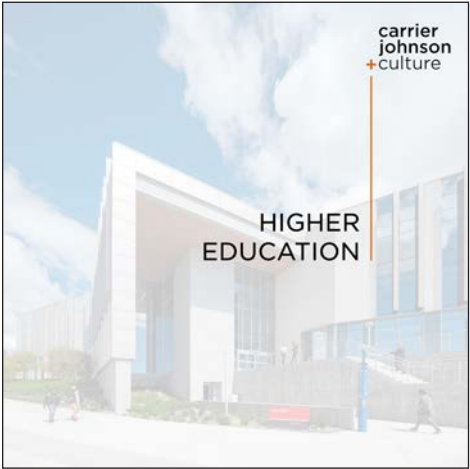
carrier johnson culture				
PADRES BASEBALL TEAM				
Home Plate Club				
Our team completed a renovation and expansion of the two-story Home Plate Club at Petco Park, improving the user experience and creating more usable space. We redesigned the circulation and support areas in the path of travel leading to the ticketholder seats with access from the lower level and created a new exterior entry, interior vestibule and concierge.				
Improvements to the existing dining and bar areas included expanding the restrooms on both levels, reconstructing the existing first-floor bar and the addition of a new bar at the lower level and inserting a new stair to connect the two. This created more semiprivate areas for guests to enjoy. The main challenge our team faced was completing the work before the season's opening day. We were able to successfully meet the construction deadline by including alternate material selections for those that had long or unexpected lead times.				
				
				
				
				
				

RESUMES

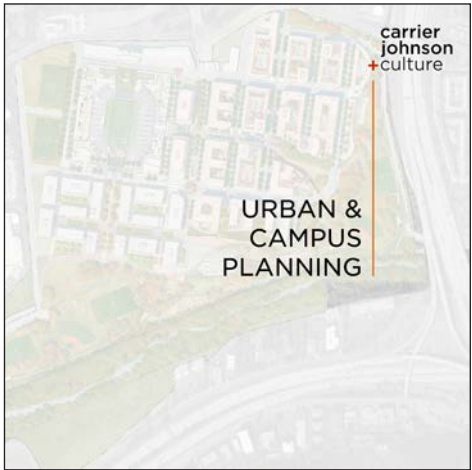
carrier johnson culture				
				
Katee Chard AIA, NCARB				
SENIOR ASSOCIATE PROJECT MANAGER				
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Registration Architect: California C37408				
Education Bachelor of Science - Architecture, Texas Tech University				
Certifications National Council of Architectural Registration Board (NCARB)				
Associations AIA San Diego 2023 Treasurer/Secretary AIA California 2023 Board of Directors California Architectural Foundation 2023 Board of Directors Regional Design Advisory Council Chair AIA California CA Design Awards 2023 Committee Member				
Greystar "Park 12" at Ballpark Village San Diego, CA Designer for 3.5-acre site adjacent to Petco Park at Park, Imperial and 12th Streets, consisting of a 35-story residential tower, 3 6-story residential buildings with 718 units, 52,619 SF of retail and above-grade and below-grade parking with 1,323 spaces, for a total of 988,400 SF of residential/retail space				
Holland Partner Group "Rhodes Crossing" Rancho Penasquitos, CA Project Architect for 7.14-acre site, 461,276 GSF (excluding parking structure) 4-story type VA construction with 342 residential R2 units, type IB wrap parking structure with 650 stalls, leasing, clubroom, pool, spa, and exterior courtyards				
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Holland Partner Group "The Brand" at Brand and Wilson Glendale, CA Designer for 246,720 GSF, 7-story type VA over type IA construction with 238 residential R2 units and 6 townhomes, 359 parking stalls, green roof and terrace, retail and restaurants, and an additional public open plaza; LEED Silver certified				
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*prior to joining CJ+C				

The new five-column grid system is employed across most templates, making it easy for creators to copy and paste content from one document to another and ensure all content is laid out consistently throughout document pages among differently files. This system will allow teams to assemble marketing and promotional materials quickly and correctly.

Front Cover




Back Cover

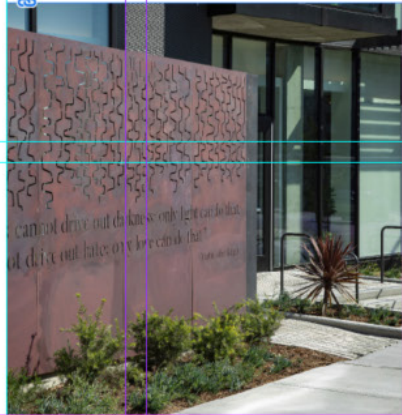


Quals template is on a 3x3 grid



AFFIRMED HOUSING GROUP
Cypress
For the formerly homeless in San Diego's East Village, Cypress Apartments' 62 new units of permanent supportive housing provides more than shelter; the design affords space for on-site outpatient treatment and job training. Completed on a limited budget and constructed on a tiny site with adjacent structures, Cypress features a bold façade inspired by the local arts scene and an abstracted "tree canopy" executed in zinc panel. Lounges and a kitchen form the heart of the residence, encouraging informal interaction among neighbors.







Data
CLIENT
Affirmed Housing Group
LOCATION
San Diego, CA
SIZE
50,275 SF
72 units for below 40% AMI
14 units for below 50% AMI
SERVICES
Site Planning
Architecture
Interior Design
FUNDING STATS
9% tax credit
ON-SITE SUPPORTIVE SERVICES:
Life skills classes, mental health care and case management

The first page of a project looks like this.



LENNAR MULTIFAMILY COMMUNITIES

Luma

During design, the 520 West Ash project's prime location near the waterfront and the lively Little Italy neighborhood gave it the potential of becoming one of San Diego's most desirable residential properties. The challenge - a 19-foot commercial tower just a block away stands between the site and the San Diego Bay, an obstruction to those magnificent views.



The right page of every first spread is the ONLY time a page can be full bleed

Vision

The client enlisted Carrier Johnson + CULTURE to design a 24-story mixed use tower that would fully capitalize on the site's potential and maximize views. After an in-depth exploration, Carrier Johnson + CULTURE's designers found creative ways to "look around" or over the obstructing building - such as emphasizing "sky life" by providing a concentration of amenities at the penthouse level; canting the western façade to open up view portals; and creating deep north and south balconies that extend beyond the obstructing building's outer edge.



Comprised of 220 luxury apartments, ground floor retail and parking (five levels below grade and three levels above grade for a total of 331 spaces), the innovative mixed use building also activates the vibrant neighborhood street life. The fully glazed ground floor retail base along Columbia Street encourages pedestrian traffic from the two neighboring districts. The building's modern design also responds to the character of these neighborhoods-addressing the high rise commercial district with sleek glass prism and speaking the language of symmetry while the addressing the village-like neighborhood with the informality of asymmetrical patterns and playful forms on a more intimate scale.

Together, the building design reinforces San Diego's distinctive regional identity through its contributions to diversity in urban architecture and thoughtful place-making that re-imagines the environments that residents will call home.

Tall images, in particular, can bleed off the top and bottom of pages. Same goes for particularly wide images using the sides of a page.

Hero landscape images
may fit across more than
one page.



Data

CLIENT
Lennar Multifamily
Communities

LOCATION
San Diego, CA

PROJECT TYPE
Mixed Use Residential
Type 1A

COMPLETION
2018

SIZE
433,476 SF

CONSTRUCTION COST
\$87,000,000

LEED RATING
Certified Gold NC Target

Project Data is always the
last content for a project
and is always displayed
on the right side of the
last spread.

Vertical, single column
text can be vertically
aligned at the top, center,
or bottom.

The character of the 1960's building's architecture and historical office environment plays a role in the essence of the interior design. A mix of bold accent colors, statement furniture pieces, and mixes of rich materials elevates the design concept.

The proximity to the international airport adds a dynamic and adventurist quality to the concept approach, resulting in unexpected designs integrating masculine characteristics sprinkled with feminine accents. The ground level of the building contains the main amenities such as the lobby, reception area, lounges, F&B outlets, multi-function rooms, and guest services. The dual-branded LAX Hyatt House/Place project includes 403 keys.



Data

CLIENT
5959 LLC

LOCATION
Los Angeles, CA

PROJECT TYPE
Dual-Branded Hotel
Adaptive Reuse

COMPLETION
2021

SIZE
280,000 SF

Old



architecture + environments + brand strategy + graphics

carrierjohnson + CULTURE

Emily Kwon, Director, Design
IQHQ
989 Pacific Highway, Suite 100
San Diego, CA 92101

July 19, 2023

RE: Aventine Architectural Services for Hotel Improvements

Dear IQHQ team,

We are delighted to submit our proposal to provide architectural and design services for IQHQ Aventine Hyatt Regency Public Area Improvements and Interior Renovations in La Jolla.

It all comes down to right experience to align with the project challenge...Carrier Johnson + Culture (CJ+C) is the right team for this assignment with the appropriate mix of passion, commitment, and attention to detail.

Founded 47 years ago in California, CJ+C offers expertise in architectural and interior design services for many local and national hospitality clients. We are registered with the Hyatt Global Consultant Directory and are an approved national design partner vendor for Hyatt, Hyatt House, Hyatt Place and many other nationally recognized institutional brands and private developers. Over the years we have created bespoke solutions for 5000 + keys between our offices in San Diego, Los Angeles, Seattle, New York, and Atlanta.

We have assumed a team of passionate, creative, and industry-recognized team members for this assignment. CJ+C is uniquely qualified for this exciting project and we are intimately familiar with the Aventine Campus. As such, we are excited by the possibilities for enhancing the guest experience and further exploring with you the design options we outline in Section 6, such as:

- + creating new and improved conference and event space with improved circulation and program flexibility
- + crafting a unique dining experience in a new restaurant with a strong architectural presence
- + inserting seamless visual and physical connections between indoor and outdoor spaces
- + enhancing outdoor gathering space for hotel, conference, and restaurant guests

We not only have an inspired vision for this hotel, but we also have the expertise to successfully see it through. This project sits firmly in our wheelhouse as we have renovation experience with Hyatt. Further, we understand the occupancy challenges with this project and will provide design solutions that will align with your budget and schedule and eliminate permitting and regulatory jurisdiction approval concerns. Our previous success negotiating contracts with IQHQ and our established rapport with your preselected subconsultants sets us up to be an exemplary team!

With unparalleled expertise and a renowned industry reputation, we are prepared to begin this assignment immediately. It is a privilege for me to introduce you to our world-class team of designers and architects. We can't wait to meet your team in person and get started!

Thank you for allowing us to propose this project and I invite you to contact me directly with any questions.

Sincere regards,



Ray Valera, President
Carrier Johnson + CULTURE

185 west f street suite 500 san diego ca 92101 | phone 619.239.2353 | fax 619.239.6227 | www.carrierjohnson.com

New

Single / First Page



February 20, 2024

First Last
Company
Address

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New

Final Page for Multiple Pages



Page 3 of 3

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Sincerely,

Chelsea Gazaille | Assoc. AIA, LEED Green Associate
Marketing | Brand Manager

1932 1st Avenue | Suite 607 | Seattle, WA 98101 | 206.479.9788 | carrierjohnson.com

A

Normal Case

Up until this year, we have referred to ourselves as Carrier Johnson + CULTURE in written copy.

April 14, 2024

John Hook
Director
Capitol Investments
Seaside Harbor Drive
San Diego, CA

Hi John,

It is my pleasure to present qualification on behalf of Carrier Johnson + Culture in response to your RFQ #4057 - Interior Design Renovation to the ~~WAX Hyatt House, Hyatt~~ Place. On the following pages you will find our statement of qualifications and relevant experience.

Carrier Johnson + Culture has four decades of experience designing world-class spaces for people of all age groups across the world. We are passionate about crafting unique spaces for you and your targeted user base. Not only can we offer custom design packages to suit your needs, we also have an integrated design delivery process to ensure we meet your budget.

If you have any questions about our presented scope or fees, please do not hesitate to reach out. Having been a Principal at CJ+C for over nine years, I can confidently say that we would love the opportunity to speak with you about any future project needs you may have.

Best,

David Huchteman | AIA, LEED AP, NCARB
Principal | Managing Director, Los Angeles

Going forward, we are using Title Case format in written copy so that our name appears as Carrier Johnson + Culture.

Old

JH

Joseph Holland

To: ⚡ Ray Varela; ⚡ Claudia C. Escala; +17 others

Wed 10/11/2023 5:43 PM

📎

Oct12_Prelim.xlsx

25 KB

▼

Hello all,

Please find the attached BD meeting report as it stands now, and update any leads you have for tomorrow.

Tomorrow we will go through opportunities and upcoming industry events. See you all at 10!

[Link to events sheet.](#)

Michael Forward >>>

joe holland | marketing manager seattle

carrier johnson + CULTURE

san diego | los angeles | new york | seattle

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p 619.239.2353 ext 493
d 619.687.2493

[www.carrierjohnson.com](#)

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architecture+interior architecture+brand strategy+graphics

HJ

Hoda Jafarzadeh

To: All Personnel

Wed 10/11/2023 1:29 PM

Hi Team,

Send me your wish list!

We are progressing on our Revit detail library. The current detail PDF file is in the link below “CJ Master Detail File_v2022”:
[J:\BIM Resource\Revit - Template](#)

Please send me any detail you love to have in the library, or you are copying from one project to another. So, we can add it to the library and keep it updated for future use.

Thanks,

Michael Forward >>>

hoda jafarzadeh | leed ap |project architect

carrier johnson + CULTURE

san diego | los angeles | new york | seattle

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There were multiple issues with the previous email signatures:

- + inconsistencies for spacing, order of information, font styles and colors, the expressed number of years in business, and more
- + the tribute to Michael Johnson confused email recipients in that they thought they were receiving and email from someone named Michael Forward
- + not all staff members had Atlanta noted as a location in their signature
- + these signatures were very long and included several font styles

Natalia O'toole

To: ✅ Bill Nevell; ✅ Chelsea Gazaille

Tue 10/10/2023 7:48 PM

Start reply with:

You are very welcome!

Happy to help!

Of course!

Thank you both! 😊

natalia o'toole | marketing coordinator, social media specialist

carrier johnson + CULTURE

San Diego | Los Angeles | New York | Seattle

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p 619.239.2353 ext 420
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[www.carrierjohnson.com](#)

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New

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Best,

Ray Varela | NCARB
President | Design Principal



185 West F Street, Suite 500
San Diego, CA 92101
www.carrierjohnson.com
p 619.687.2555
c 619.555.0123

Hi John,

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Best,

Ray Varela | NCARB
President | Design Principal



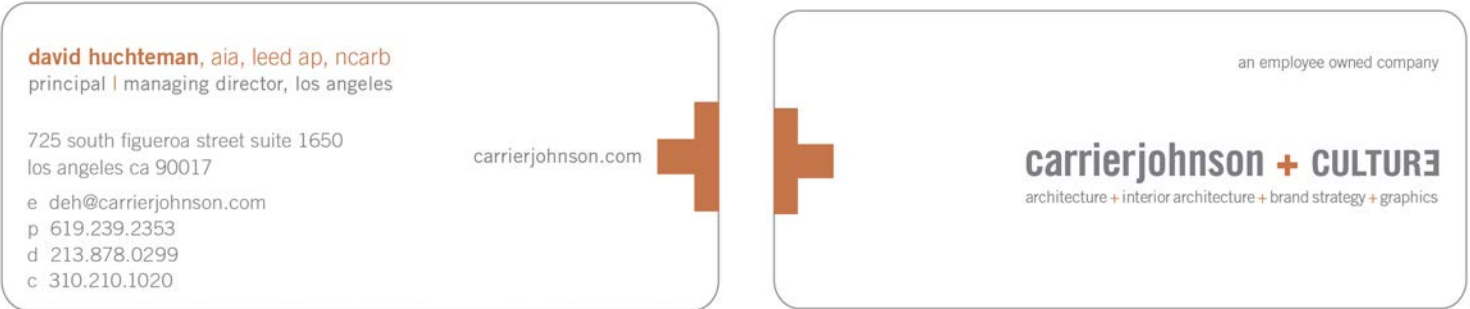
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c 619.555.0123

← No extensions
Only direct lines
and (optional) cell

New email signatures will be centrally controlled so that all information displays consistently and accurately. These will use the Gotham SSM font only. The tribute to Michael Johnson has been removed to avoid confusion.

Old

Some look like this



While others look like this

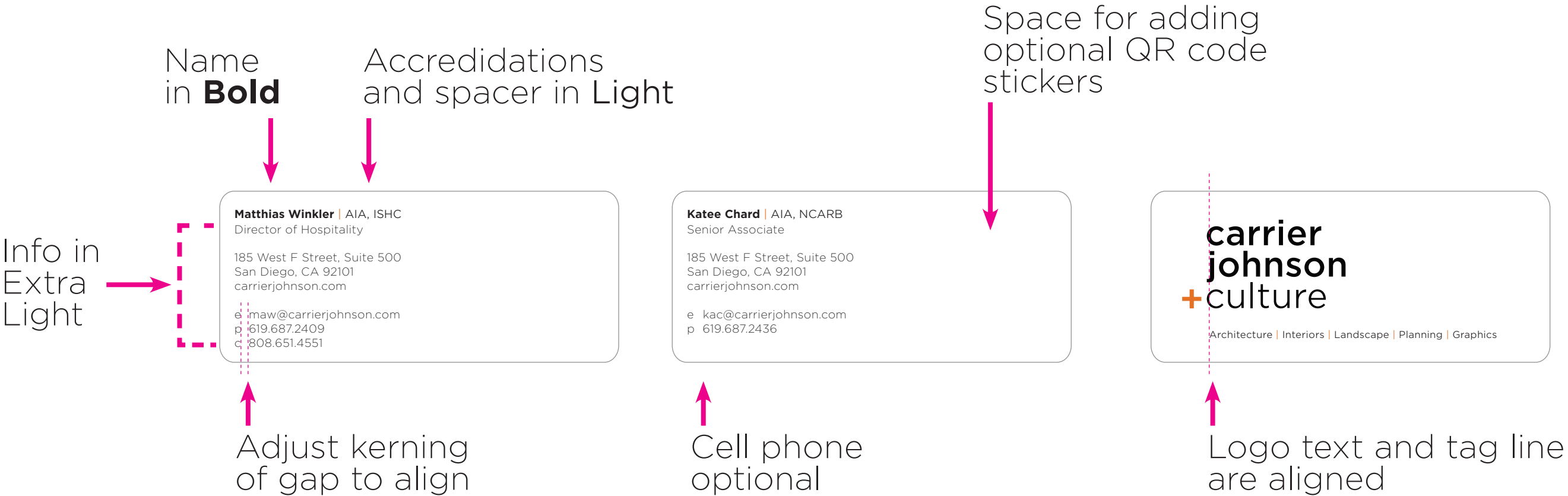


Gray & Orange Text
All Lowercase
2-3 Phone Numbers

Previous business cards also showed inconsistencies across staff members. However, there is a strong preference to keep the size, shape, and paper quality of the cards in the new brand.

New

Black Text
Orange Spacers



Old



New







SIGNAGE

OLD



NEW OPTION 1



NEW OPTION 2





Also Coming Soon...

Office WIFI Signage

New Intranet

Miro

DelteK

Technology Guidelines

Employee Onboarding Materials

Linkedin Backgrounds