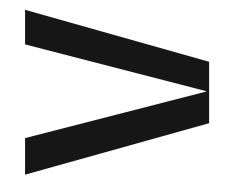




TELEGRAPH
TOWER



TELEGRAPH TOWER is a new 875,000-square-foot commercial office tower being developed in Oakland, CA. Developer TMG Partners tasked us with creating a brand that transcended the traditional transactional approach of commercial real estate.

The name is derived from its iconic Bay Area address – Telegraph Avenue – and the building’s historical parallels with the telegraph towers that signaled a communications revolution in the 1800’s.

This Telegraph Tower signals the coming of a new generation of tech pioneers leaving staid Silicon Valley suburbs and a growth-limited San Francisco for a more diverse and dynamic city: Oakland.



WORK PERFORMED

Art Direction
Brand positioning
Campaign Strategy
Collateral design
Copywriting
Naming
Research
Visual identity
Verbal identity

TEAM

Photography: Melissa de Mata
Website: Savage Bureau
Renderings: Pictory

CLIENT

TMG Partners

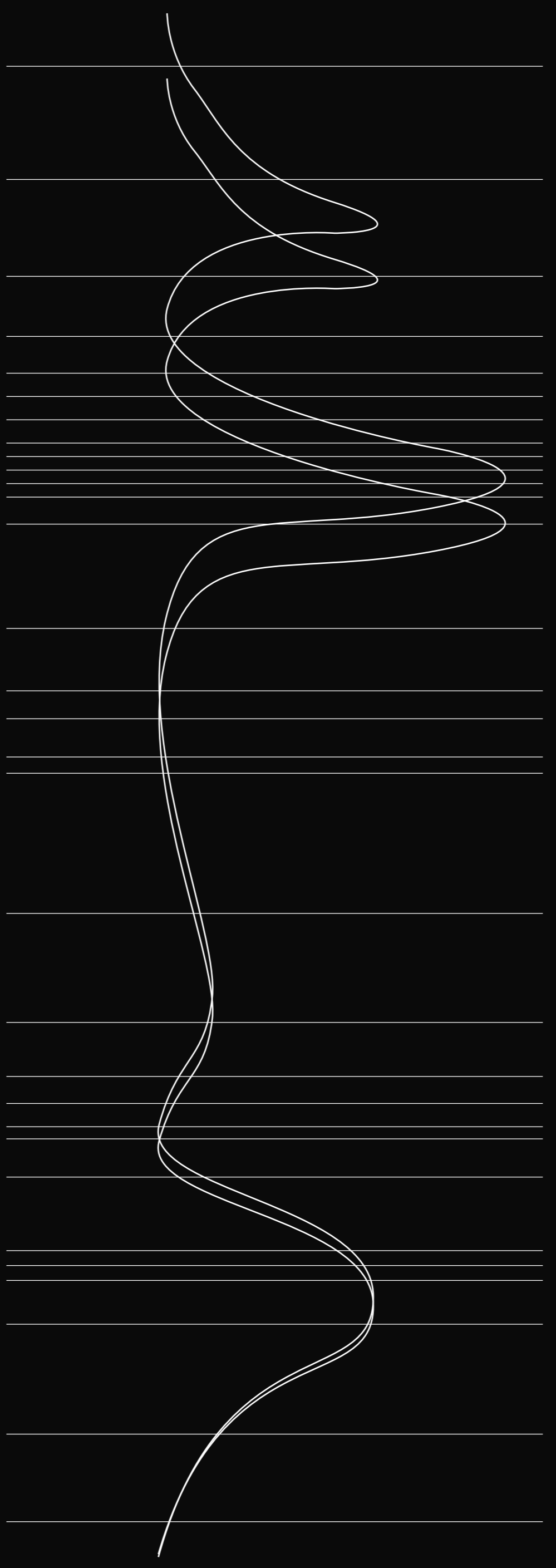
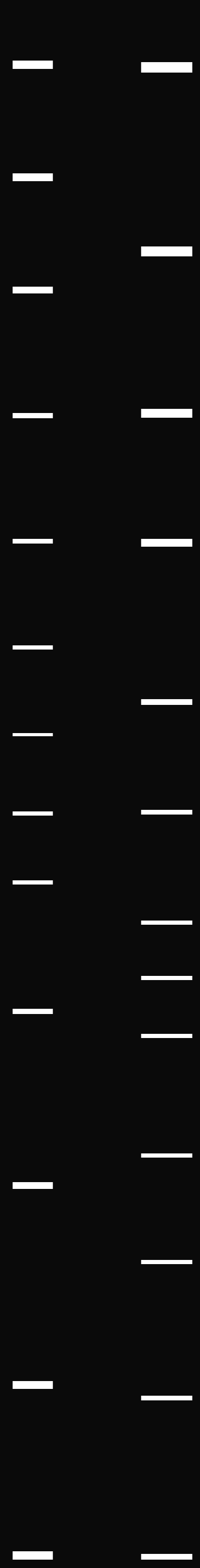
be

on your
employees'

wavelength

TELEGRAPH
TOWER

moxy



TELEGRAPH
TOWER



BASIS FOR SIGNAL

The Signal Dash patterns are modeled after the building's Solar Pattern ("fins" on the exterior walls).

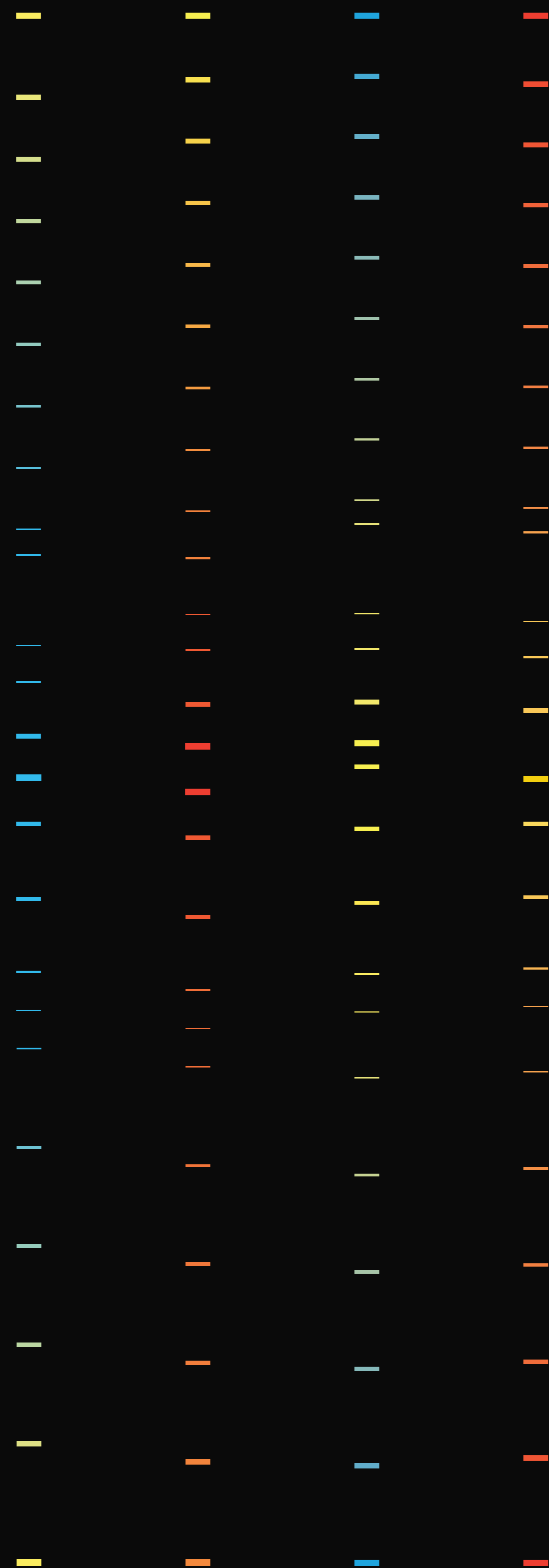
The Signal spacing logic inspired by sinewave graphs and spectral densities.



BASIS FOR COLOR SCHEME

Lake Merritt is one of the defining features of Oakland's identity.

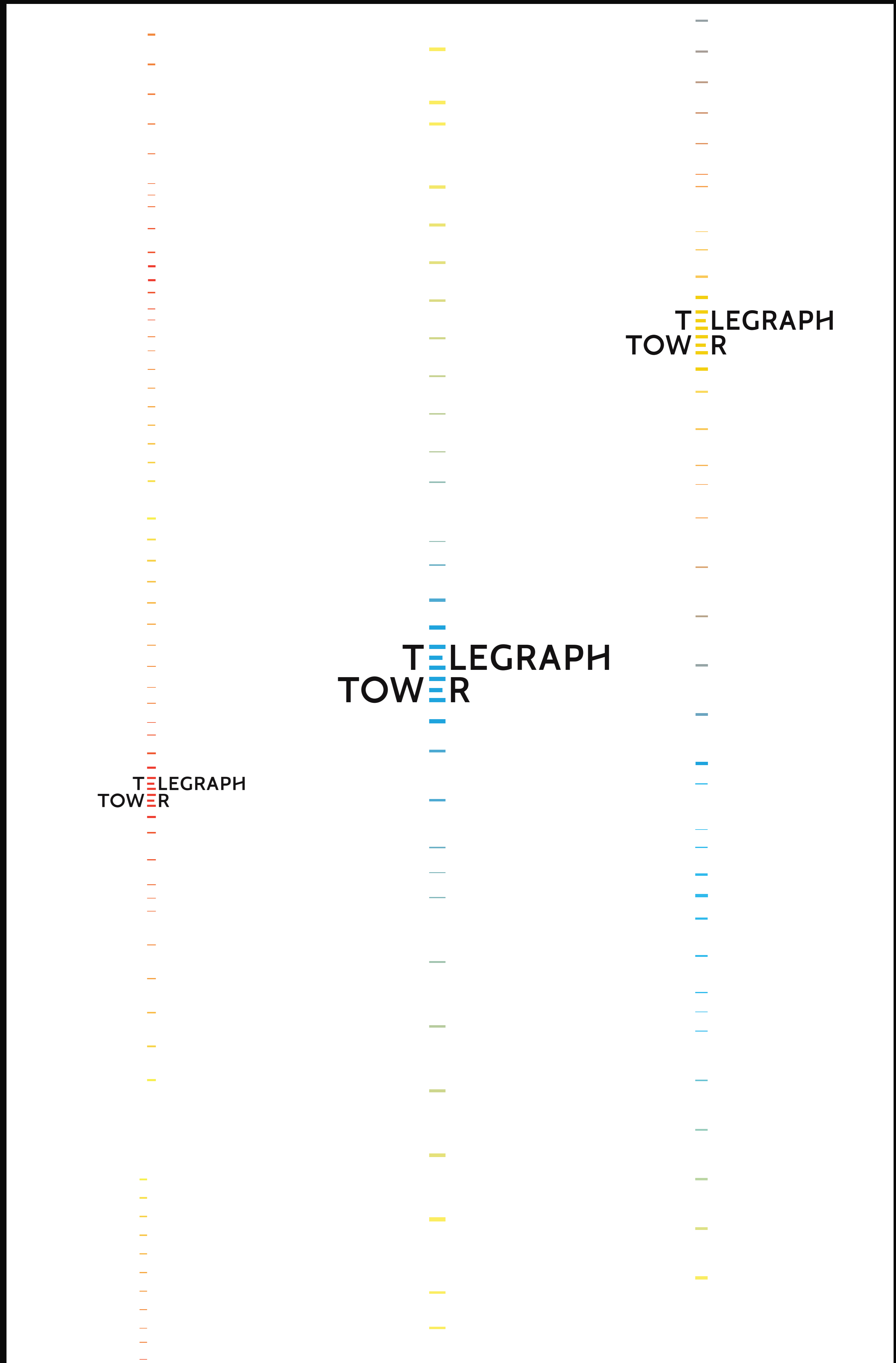
It reflects the town's lights and landmarks on its surface every night. That spectrum of light acted as the basis for the brand's color scheme.

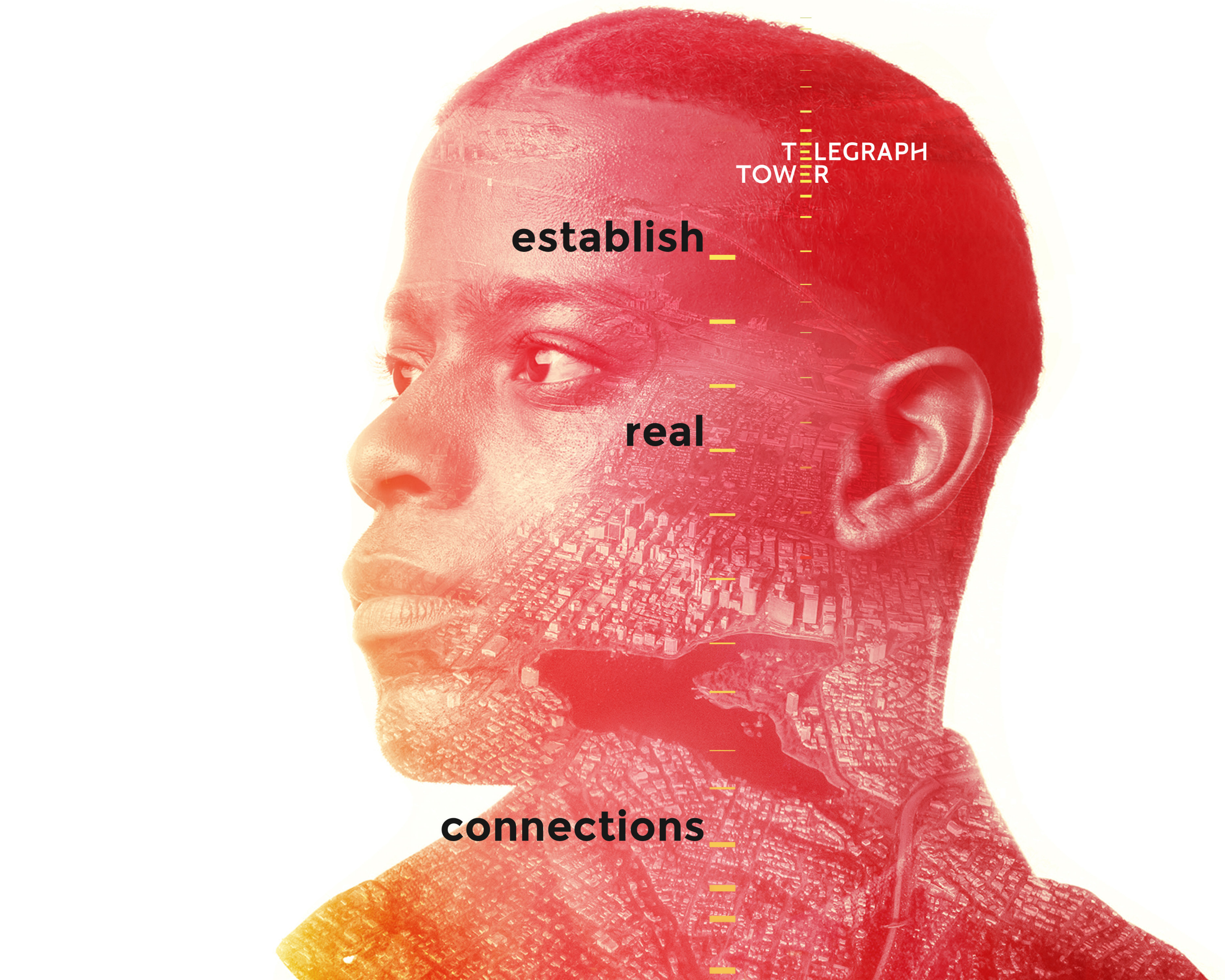


TELEGRAPH
TOWER

TELEGRAPH
TOWER

TELEGRAPH
TOWER





TELEGRAPH
TOWER

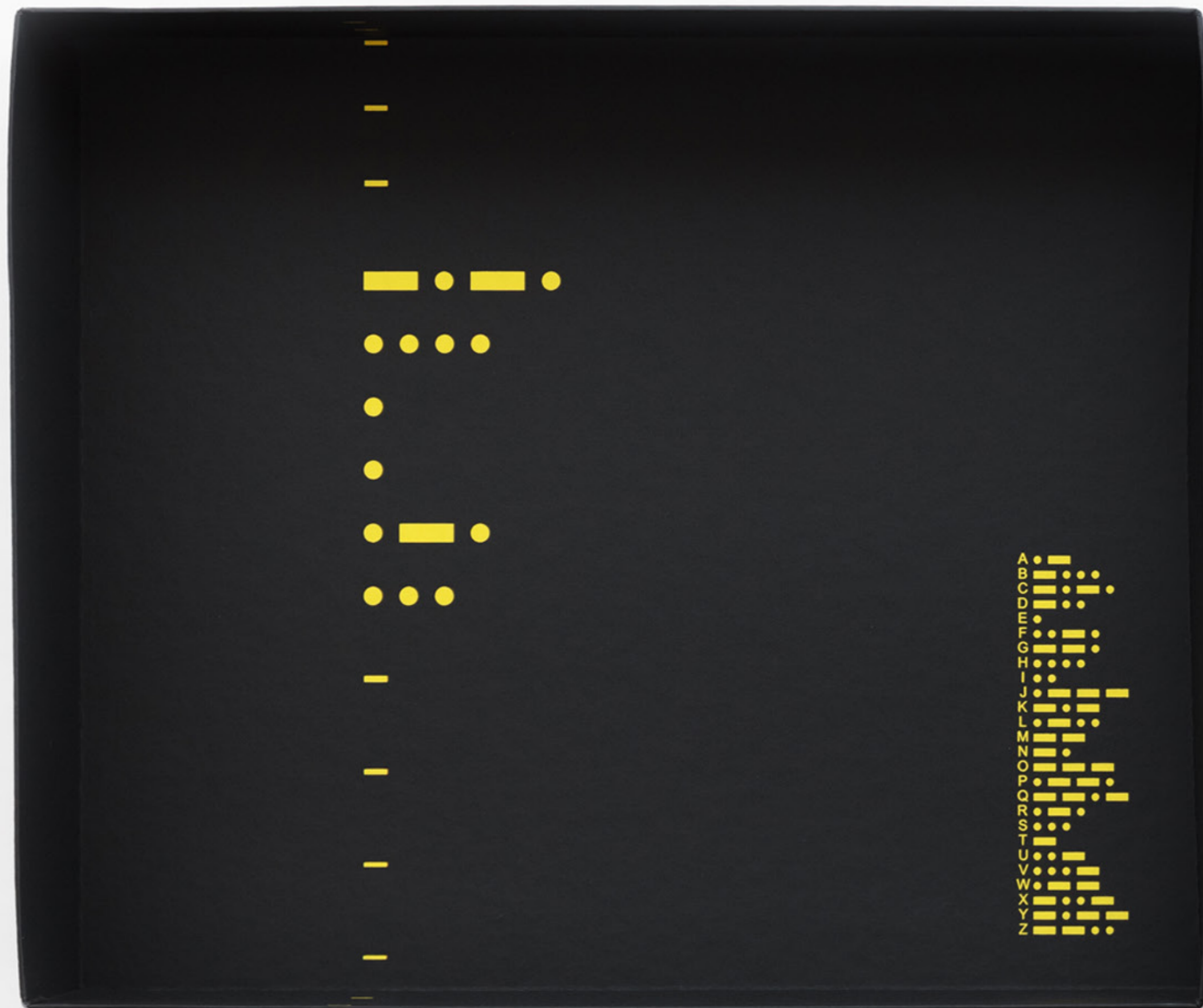
establish

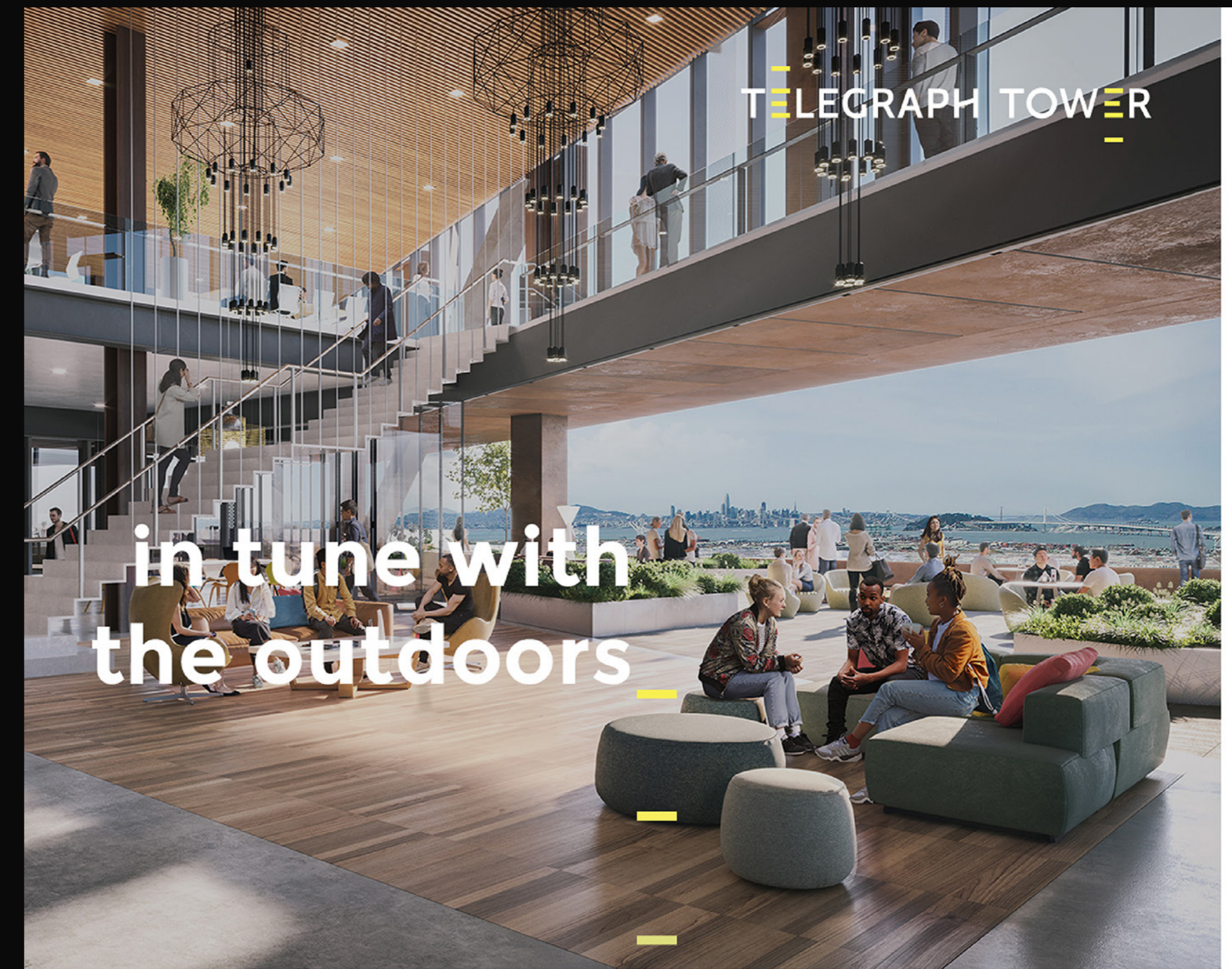
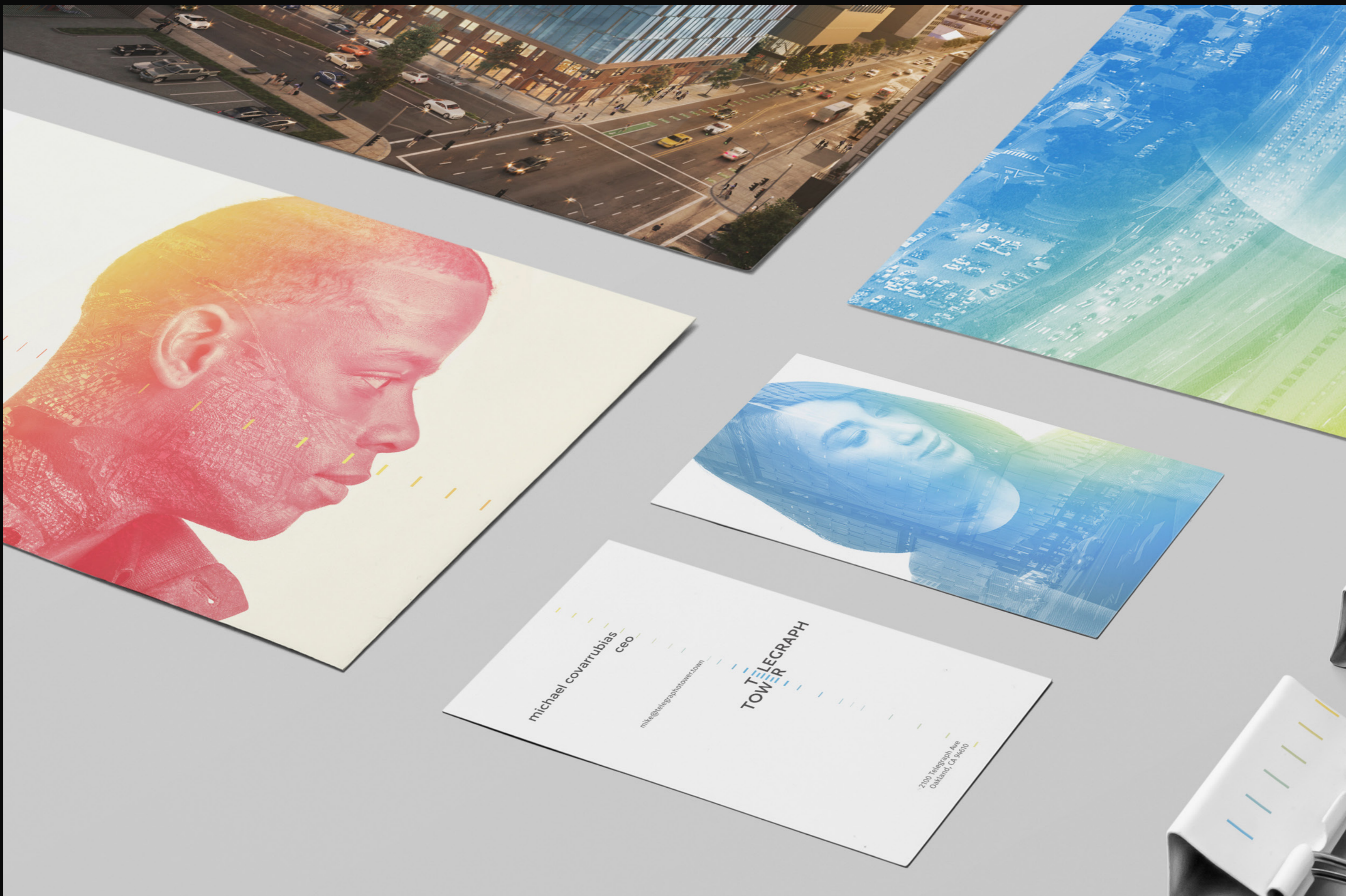
real

connections



uptown is home to artists, creatives, thinkers, creative thinkers, technologists, fixie fanatics, scraper bike buffs, beatmakers, band practices, revolutionaries, sculptors, skaters, coffee roasters, emcees, deejays, legends, foodies, michelin chefs, designers, developers, ghost riders, engineers, hyphy muralists, cooks, baristas, entrepreneurs, athletics, intellects, coffee connoisseurs, activists, teachers, coders, community organizers, motorcycle clubs, scooter sliders, actors, writers, moviemakers, mixologists, professional crafters, hoopsters, personal trainers, sneakerheads, photographers, painters, designers, tastemakers, influencers and future builders.





in tune with
the outdoors

Telegraph Tower's 11-foot folding glass walls blur the line between indoors and outdoors. The NanaWall system is available on floors with large private terraces.

[see more](#)



TMG PARTNERS

JLL

CUSHMAN & WAKEFIELD

SCB



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TMG Partners — Telegraph Tower

<https://www.tmgpartners.com>

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[update your preferences](#) or [unsubscribe](#).



life cycle of housing

young family
young couple
mature family
elderly couple

East Bay	██████████
South Bay	██████████
North Bay	██████████
San Francisco	██████████
3 Bed	██████████
2 Bed	██████████
1 Bed	██████████
Studio	██████████

tune into where your talent lives

Oakland ranks among the Bay Area's best places to live and work, with home prices 50% lower than San Francisco and Silicon valley. Talented, innovative workers are already here - 5 year population growth is up 50% over San Francisco and 70% over Silicon Valley

and will live in the future

TELEGRAPH
TOWER

2100 Telegraph Ave
Oakland, CA 94610

2100 Telegraph Ave
Oakland, CA 94610

2100 Telegraph Ave
Oakland, CA 94610

hello, world

michael covarrubias
ceo

mike@telegraphtower.town


2100 Telegraph Ave
Oakland, CA 94610

the FOMOOO* is real_

TELEGRAPH
TOWER


*Fear Of Missing Out ... On Oakland



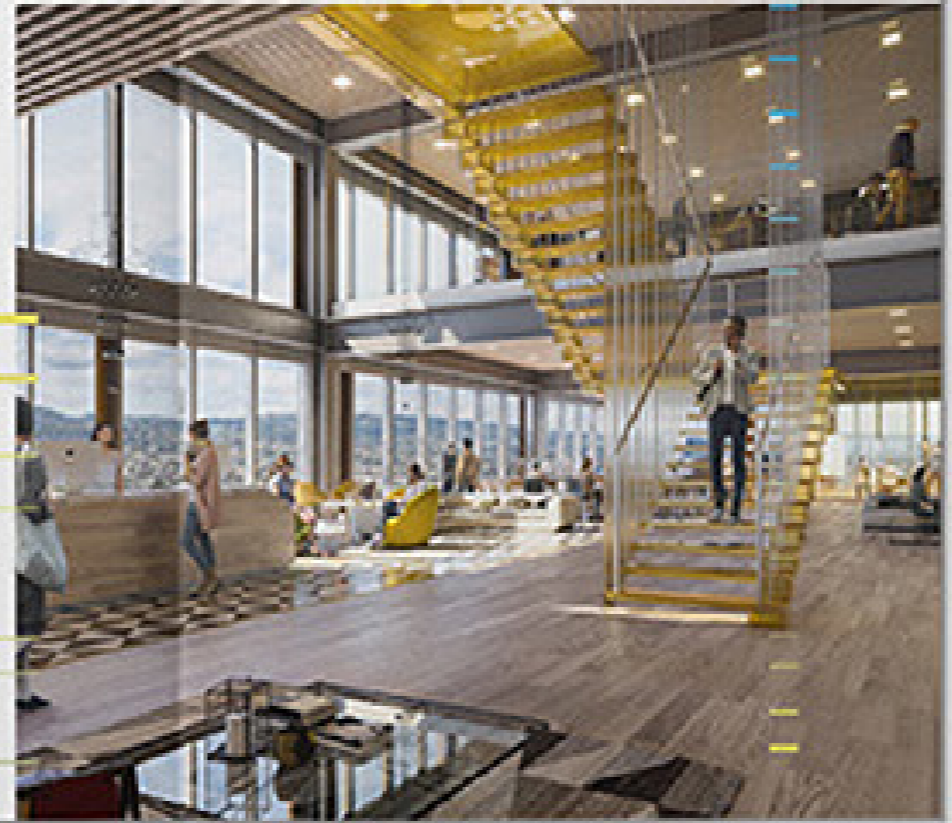


hello, world

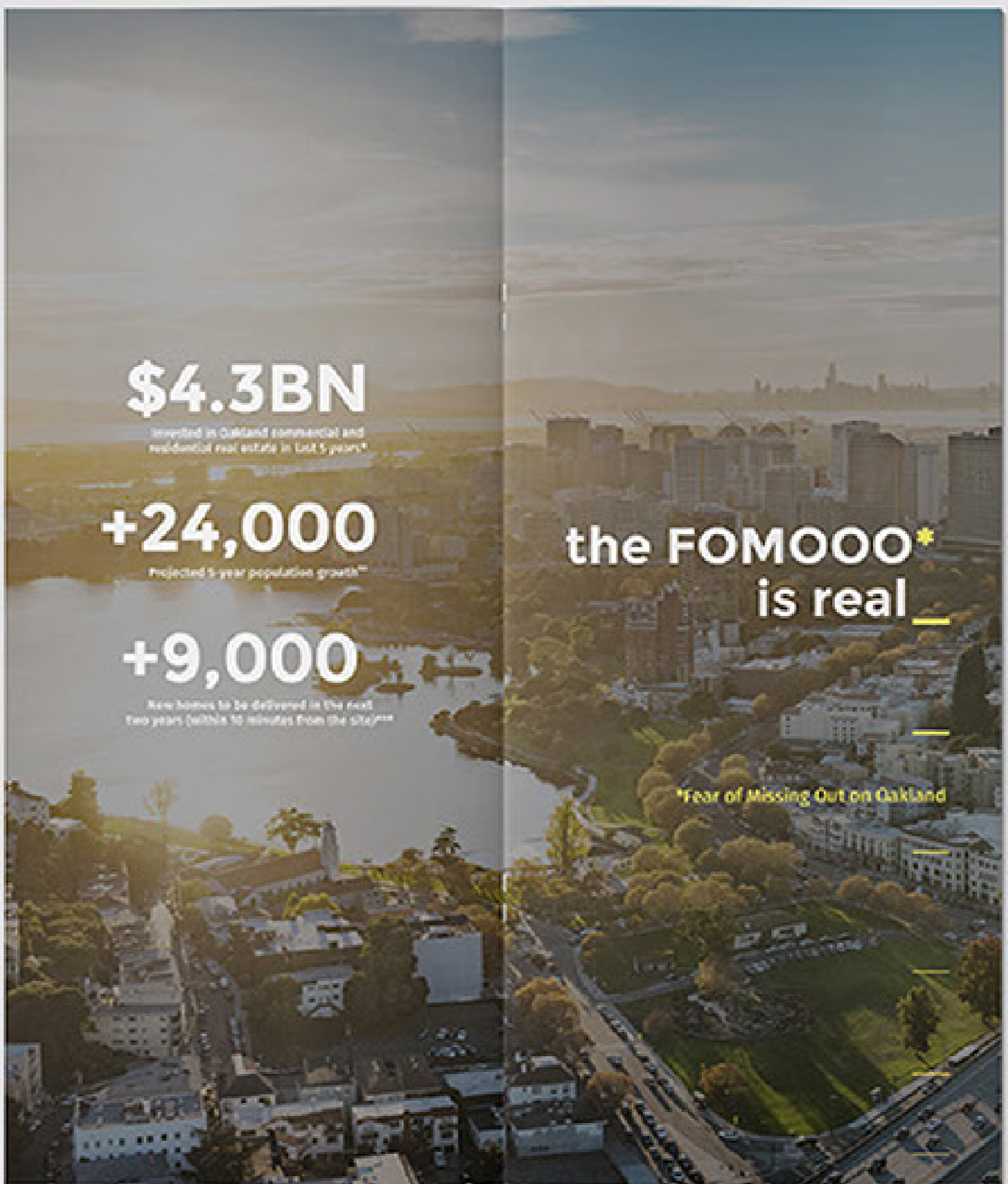
Telegraph Tower is 820,000 SF of next-gen office in the most dynamic neighborhood in the Bay - Uptown Oakland.



interconnected workspaces



be on your employees wavelength



\$4.3BN
Invested in Oakland commercial and residential real estate in last 5 years**

+24,000
Projected 5-year population growth**

+9,000
New homes to be delivered in the next two years (within 10 minutes from the station)**

the FOMOOO* is real

*Fear of Missing Out on Oakland





where the talent wants to be

28 floors

- Retail (1)
- Wellness Center/Amenity (2)
- Parking (3-4)
- Creative Office (5-28)

large floorplates

- 38k RSF Low-Rise (5th - 6th Floors)
- 30k RSF Mid-Rise (7th - 18th Floors)
- 32k RSF High-Rise (19th - 28th Floors)

floor height & glassline

- 15' floor-to-floor (30' ground floor)
- 110' glassline

interconnected workspaces

Opportunity for double-height spaces and/or interconnecting stairs on every floor

private terraces & balconies

- 30,000 square feet

unobstructed views

San Francisco, Marin, East Bay Hills


virtually column-free

- Only 4 Interior Columns
- Typical E-W spans 33'-40'
- Typical N-S spans 42'-49'

parking

- 196 cars on 2 levels
- 4,200 RSF per stall

most experience per square foot in the bay



200 Telegraph Avenue | Oakland, CA 94612



cast your signal



Ville Kansanen

VILLE@VILLEVILLE.CO

VILLEVILLE.CO