



NAVIGATION \ PARK



NAVIGATION PARK is a 600,000-square-foot campus development in Washington, DC, designed for flexibility with expansive 60,000-square-foot floors, abundant natural light, and private outdoor spaces. Situated in the Yards waterfront community, it combines access to parks, retail, and vibrant nightlife with a dynamic workplace environment.

Commissioned by Cushman & Wakefield for Brookfield in 2021, I developed a brand positioning strategy and identity for Navigation Park. Inspired by the area's shipbuilding history, I created a seafaring theme, naming the campus "Navigation" to symbolize charting new ventures and "Park" to emphasize its green spaces. The logo transformed the campus footprint into the letters "NAV," forming a cohesive naming system for the buildings: West Nav, Mid Nav, and East Nav.

The visual identity leveraged the Yards' brand equity while ensuring Navigation Park stood out as a modern workplace destination, distinct yet harmonized with the neighborhood's residential, retail, and public spaces.

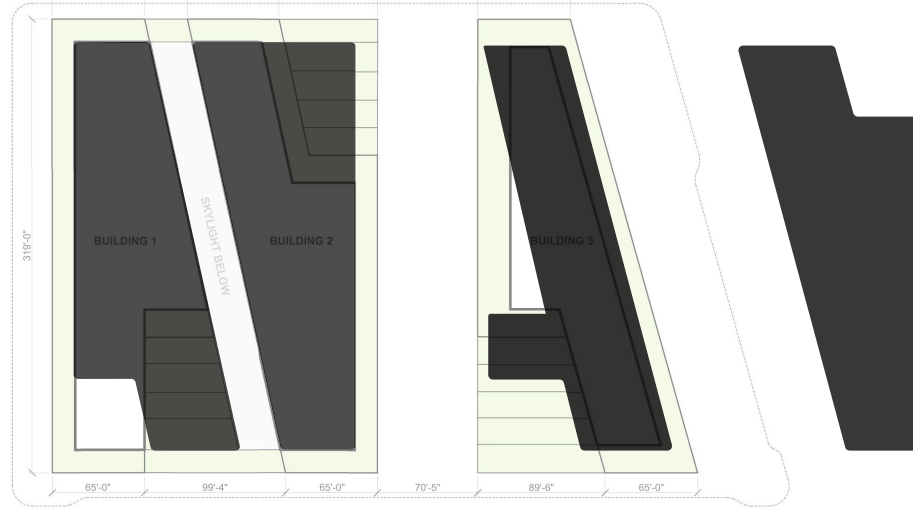


WORK PERFORMED

- Brand positioning
- Collateral design
- Messaging & Taglines
- Naming
- Visual identity
- Verbal identity

CLIENTS

- Brookfield
- Cushman & Wakefield



NAVIGATION \ PARK

WEST



NAV

MID



NAV

EAST



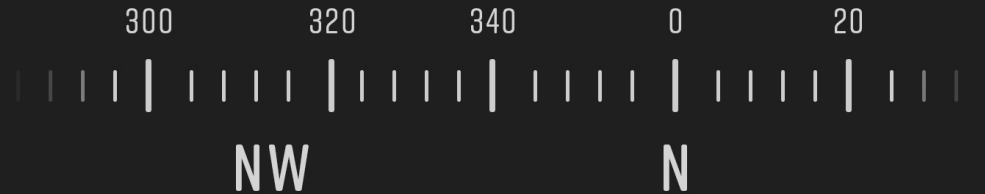
NAV

NAVY YARDS
SHIPBUILDING
VESSEL
VOYAGE
HEADING
BEARING
COURSE

HORIZON
POLARIS
TRUE NORTH
COMPASS
COORDINATES
WAYPOINT
PRIME MERIDIAN
DEAD RECKONING

LOCATE
TRACK
MARK
NAVIGATE
FIX
CHART
SOUND
FIND

NAVIGATION.



SET A COURSE FOR NEW VENTURE

FIND THE RIGHT PEOPLE

LOCATE THE BEST IDEAS

TRACK YOUR MISSION & VISION

POSITION YOUR COMPANY FOR

NAVANA

SET A COURSE FOR NEW VENTURES

FIND THE RIGHT PEOPLE

LOCATE THE BEST IDEAS

TRACK YOUR MISSION & VISION

POSITION YOUR COMPANY FOR GROWTH

FIND THE RIGHT PEOPLE

LOCATE THE BEST IDEAS

NAVIGATION \ PARK



NAVIGATION
NAVIGATION

SET A COURSE FOR NEW VENTURES

IN YOUR COMPANY FOR GROWTH FIND THE RIGHT PEOPLE LOCATE THE BEST IDEAS TRACK YOUR MISSION &

Brookfield



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FIND THE RIGHT PEOPLE LOCATE THE BEST IDEAS TRACK YOUR MISSION

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FIND THE RIGHT PEOPLE LOCATE THE BEST IDEAS TRACK YOUR MISSION & VISION POSITION YOUR COMPANY FOR GROWTH FIND THE RIGHT PEOPLE LOCATE





FOR GROWTH FIND THE RIGHT PEOPLE LOCATE THE BEST IDEAS TRACK YOUR MISSION & VISION

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CHART ONE OF AMERICA'S MOST DYNAMIC CITIES HIDDEN IN PLAIN SIGHT

#3 LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA, QUIBET ALIQUA.

71%

#5 CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE

47%

#1 DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA, QUIBET ALIQUA.

41%

\$3.5 B

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED

\$15 M

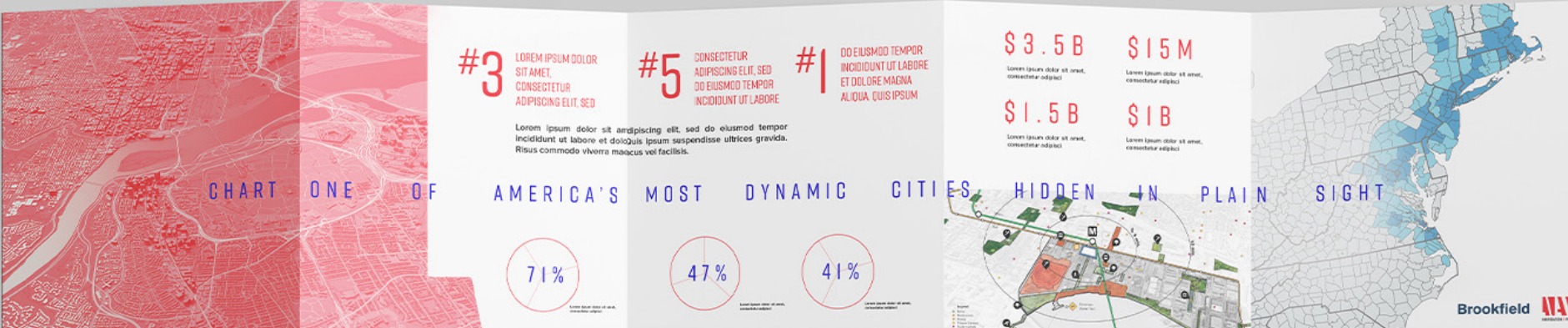
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED


\$1.5 B

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED

\$1 B

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED



Brookfield 









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