
Piedmont Center

Branding and Marketing
Positioning and Content Framework

FOREWORD

This positioning guide and content framework was created exclusively for use in Piedmont Center campus and neighborhood-specific marketing collateral.

PIEDMONT CENTER CAMPUS POSITIONING

This section includes brand positioning for the Piedmont Center campus as a whole, communicating general target audiences, defining purpose and articulating what Piedmont Center does to create value for its audiences.

NEIGHBORHOOD INTRODUCTIONS | FULL + ABRIDGED

This section includes customized neighborhood introductions for The Commons, The Fountains and The Tower. These introductions are meant to serve as first-impression About copy, with flexibility to extend across multiple pages of marketing collateral.

CONTENT FRAMEWORK

These section provide a framework to follow for content organization across all neighborhood specific marketing materials.

For questions on the enclosed or how to use in-application, please contact:

LAUREN RIEDLING

lauren@nimbledesignco.com

404.445.3400

MARIA ROYAL

maria@nimbledesignco.com

404.445.3400

Brand Positioning

PIEDMONT CENTER CAMPUS POSITIONING

Piedmont Center is a united, nine-building office campus connecting three diverse workplace neighborhoods — The Commons, The Fountains and The Tower. With convenient accessibility to GA-400 and a variety of alternative transit options, Piedmont Center is primely positioned at the pulse of Buckhead's growing tech corridor.

The natural progression for dynamic start-ups and established professionals alike to join a progressive workplace community. Make lasting connections in shared amenity spaces that foster collaboration. Leverage the opportunity to scale your business and create a workplace home that exudes company culture. At Piedmont Center, success begins with connected community.

THE CAMPUS

PIEDMONT CENTER CAMPUS POSITIONING

Piedmont Center is a united, nine-building office campus connecting three diverse workplace neighborhoods — The Commons, The Fountains and The Tower. With convenient accessibility to GA-400 and a variety of alternative transit options, the campus is primely positioned at the pulse of Buckhead's growing tech corridor. The natural progression for dynamic start-ups and established professionals alike to join a progressive workplace — at Piedmont Center, success begins with connected community.

THE CAMPUS

THE COMMONS

The Commons at Piedmont Center, Buildings 1-4, is a unified four-building office neighborhood with over 500,000 SF of indoor-outdoor creative workspace. Under new, forward-thinking ownership, The Commons invites start-up spirited and tech-minded companies to join a community that fosters innovation. Enjoy direct, walkable access to a variety of restaurants and amenities on Piedmont Road or retreat from the hustle and bustle of Buckhead with on-site, activated greenspaces from the re-imagined courtyard with putting greens, to the bocce ball court and outdoor break-out areas. At The Commons, access premium connectivity in a space thoughtfully designed to bring like minded people together to produce meaningful work.

THE COMMONS

THE COMMONS

A vital part of Piedmont Center's united, nine-building office campus community, The Commons at Piedmont Center, Buildings 1-4, is a connected four-building office neighborhood with over 500,000 SF of indoor-outdoor creative workspace. Walkable to a diverse range of restaurants and secluded from the hustle and bustle of Buckhead, The Commons invites start-up spirited and tech-minded companies to join a community that fosters innovation.

THE COMMONS

THE FOUNTAINS

The Fountains at Piedmont Center, Buildings 9–12, is a four-building connected office neighborhood comprised of 550,000 SF of Class A office space. Under new local ownership with a variety of on-site amenities that support quality teamwork, The Fountains offers corporations and tech-minded companies alike the opportunity to create a workplace home that reflects their company culture. The Fountains serves as a trail head for the 1.2 mile walking loop that wraps the campus perimeter, connecting to walkable area restaurants and alternative transit options. From the fully equipped fitness studio to the on-site cafe, conference room and activated courtyard seating areas — find a unique, communal space to drive growth for your business at The Fountains.

THE FOUNTAINS

THE FOUNTAINS

A vital part of Piedmont Center's united, nine-building office campus community, The Fountains, Buildings 9-12, is a connected office neighborhood comprised of 550,000 SF of Class A office space. The Fountains offers corporations and tech-minded companies alike the opportunity to create a workplace home that reflects company culture. With access to walkable area amenities and updated communal green spaces on-site, find a unique area to drive growth for your business at The Fountains.

THE FOUNTAINS

THE TOWER

The Tower at Piedmont Center, Building 15, is 16 story, prominent Class A office building rising above an established, connected campus community. Under new local ownership, The Tower boasts a variety of on-site amenities that support business growth and talent retention. Interior common area renovations create an elevated sense of arrival while targeted conference center enhancements transform meeting areas into thoughtful spaces designed to boost productivity. Bring work outside and enjoy direct pedestrian access to Old Ivy Road and abundant surrounding area amenities via the soon-to-debut outdoor corridor. With flexible suites suited for studios and full floor corporations alike, The Tower at Piedmont Center invites both seasoned and young professionals to stake their claim in a workplace built for quality and performance.

THE TOWER

THE TOWER

A vital part of Piedmont Center's united, nine-building office campus, The Tower, Building 15, is a prominent Class A office building rising 16 stories above its connected campus community. With flexible suites suited for studios and full floor corporations alike, The Tower at Piedmont Center invites both seasoned and young professionals to stake their claim in a workplace built for quality and performance.

THE TOWER

Brand Assets & Usage Guidelines

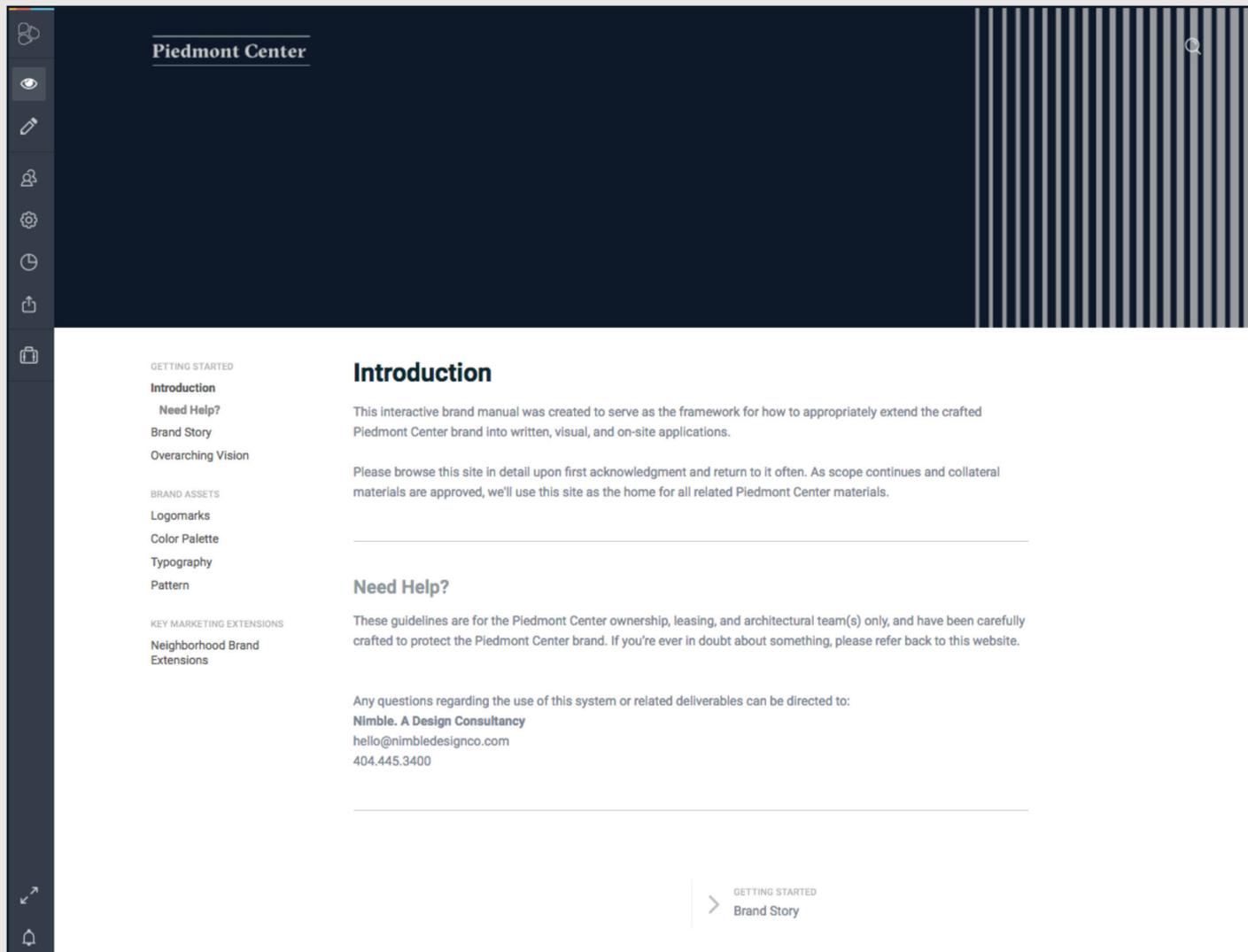
Where do I find?

Approved Brand Assets?

Usage Guidelines?

Approved Messaging?

<http://bit.ly/piedmontcenterbrandassets>



Content Framework

CONTENT FRAMEWORK

1. CAMPUS OVERVIEW

Insert plug-and-play Piedmont Center Campus Positioning copy here.

2. NEIGHBORHOOD INTRODUCTION

Insert plug-and-play Neighborhood-Specific Introduction copy here. This copy is meant to inspire headlines and intro sentences for following pages.

3. CAPITAL IMPROVEMENTS (EXTERIOR TO INTERIOR)

Insert differentiating selling points, describing recent updates and renovations or soon-to-come enhancements.

4. AMENITIES (ON-SITE AMENITIES TO AREA AMENITIES)

Insert copy or list of on-site amenities, communicating the value of each amenity, followed by area amenities. This can break-out visually in the form of a surrounding area macro map showcasing nearby conveniences.

5. AVAILABILITIES

Insert availability-specific information if available including spec suites, floor plans, prominent tenant signage opportunities, and contact information.

CONTENT GUIDE

CONTENT FRAMEWORK

THE COMMONS

1. CAMPUS OVERVIEW

Insert plug-and-play Piedmont Center Campus Positioning copy here.

2. NEIGHBORHOOD INTRODUCTION

Insert plug-and-play The Commons Introduction copy here.

3. CAPITAL IMPROVEMENTS (EXTERIOR TO INTERIOR)

Craft copy to communicate differentiating selling points. Ideally showcase through visuals with captions that communicate value. If visuals are not available, consider a bulleted list similar to the following:

- *Anchoring green space secluded from the hustle and bustle of Buckhead's daily grind*
- *WiredScore commitment to providing superior tech capabilities for tenants*

4. AMENITIES (ON-SITE AMENITIES TO AREA AMENITIES)

Craft copy or bulleted list of on-site amenities that communicate value, supported by photography. I.E. —

- *RideShare program enabling thoughtfully planned, convenient commutes*
- *Community programming to fuel team building creative breaks for employees*

Area amenities can break-out visually on a separate page in the form of a surrounding area macro map showcasing nearby conveniences if appropriate.

5. AVAILABILITIES

Insert availability-specific information if available including spec suites, floor plans, unique large block opportunities, prominent tenant signage opportunities, and contact information.

CONTENT FRAMEWORK

THE FOUNTAINS

1. CAMPUS OVERVIEW

Insert plug-and-play Piedmont Center Campus Positioning copy here.

2. NEIGHBORHOOD INTRODUCTION

Insert plug-and-play The Fountains Introduction copy here.

3. CAPITAL IMPROVEMENTS (EXTERIOR TO INTERIOR)

Craft copy to communicate differentiating selling points. Ideally showcase through visuals with captions that communicate value. If visuals are not available, consider a bulleted list similar to the following:

- Dynamic water features and abundant outdoor seating create a serene work environment*
- Covered parking for ease of arrivals and departures*

4. AMENITIES (ON-SITE AMENITIES TO AREA AMENITIES)

Craft copy or bulleted list of on-site amenities that communicate value, supported by photography. I.E. —

- Food Truck Fridays bring local foodie delicacies straight to the campus*
- Large board room perfect for annual training*

Area amenities can break-out visually on a separate page in the form of a surrounding area macro map showcasing nearby conveniences if appropriate.

5. AVAILABILITIES

Insert availability-specific information if available including spec suites, floor plans, unique large block opportunities, prominent tenant signage opportunities, and contact information.

CONTENT FRAMEWORK

THE TOWER

1. CAMPUS OVERVIEW

Insert plug-and-play Piedmont Center Campus Positioning copy here.

2. NEIGHBORHOOD INTRODUCTION

Insert plug-and-play The Tower Introduction copy here.

3. CAPITAL IMPROVEMENTS (EXTERIOR TO INTERIOR)

Craft copy to communicate differentiating selling points. Ideally showcase through visuals with captions that communicate value. If visuals are not available, consider a bulleted list similar to the following:

- Interior common area renovations create an elevated sense of arrival*
- Enjoy direct pedestrian access to Old Ivy Road and abundant surrounding area amenities via the soon-to-debut outdoor corridor.*

4. AMENITIES (ON-SITE AMENITIES TO AREA AMENITIES)

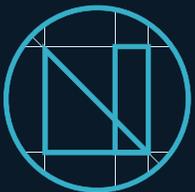
Craft copy or bulleted list of on-site amenities that communicate value, supported by photography. I.E. —

- Access an array of walkable amenities via a connected campus bridge and trail system*
- Reserved parking available for scaling companies*

Area amenities can break-out visually on a separate page in the form of a surrounding area macro map showcasing nearby conveniences if appropriate.

5. AVAILABILITIES

Insert availability-specific information if available including spec suites, floor plans, unique large block opportunities, prominent tenant signage opportunities, and contact information.



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