



**COLDWELL BANKER**

*Global Luxury  
Office Design Playbook*

*Version 3*

*August 2023*



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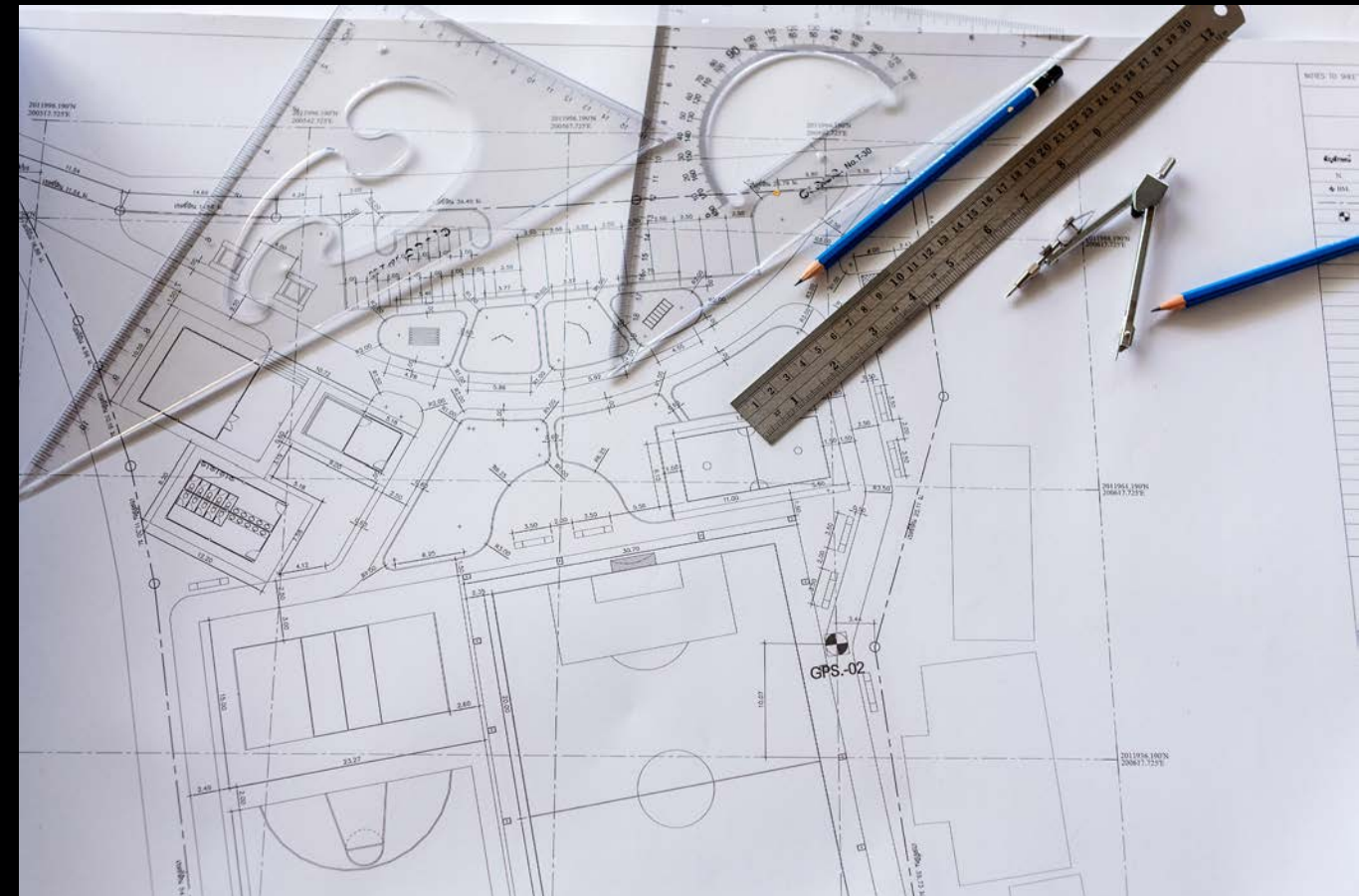
DESIGN IMPLEMENTATION

· specifications and guidelines



# 1 GLOBAL LUXURY OFFICE DESIGN

· *project introduction*





PROJECT INTRODUCTION – *company overview*

A NEW EXPRESSION OF LUXURY AWAITS.

For over a century, home has been our purpose. It defines us and everyone in our network. Our mission will never waver – to deliver the treasure of home ethically and honestly.

The founding tradition and heritage of providing professionalism and superior customer service remain at the core of the **Coldwell Banker®** philosophy more than a century later.





PROJECT INTRODUCTION – *Coldwell Banker® brand overview*

A GOLD STANDARD  
OF SERVICE

ELITE  
EXPERTISE

A HISTORY OF  
INNOVATION

AN INDUSTRY  
PIONEER



OUR MISSION:

*to leave our mark on the luxury real estate industry*

**2,600**  
OFFICES IN  
**40**  
COUNTRIES  
WORLDWIDE

BESPOKE  
MARKETING STRATEGIES  
AND  
STATE-OF-THE-ART  
TECHNOLOGY

FULFILLING  
THE DREAM  
OF HOME SINCE  
**1906**

**100,000**  
INDEPENDENT  
SALES ASSOCIATES



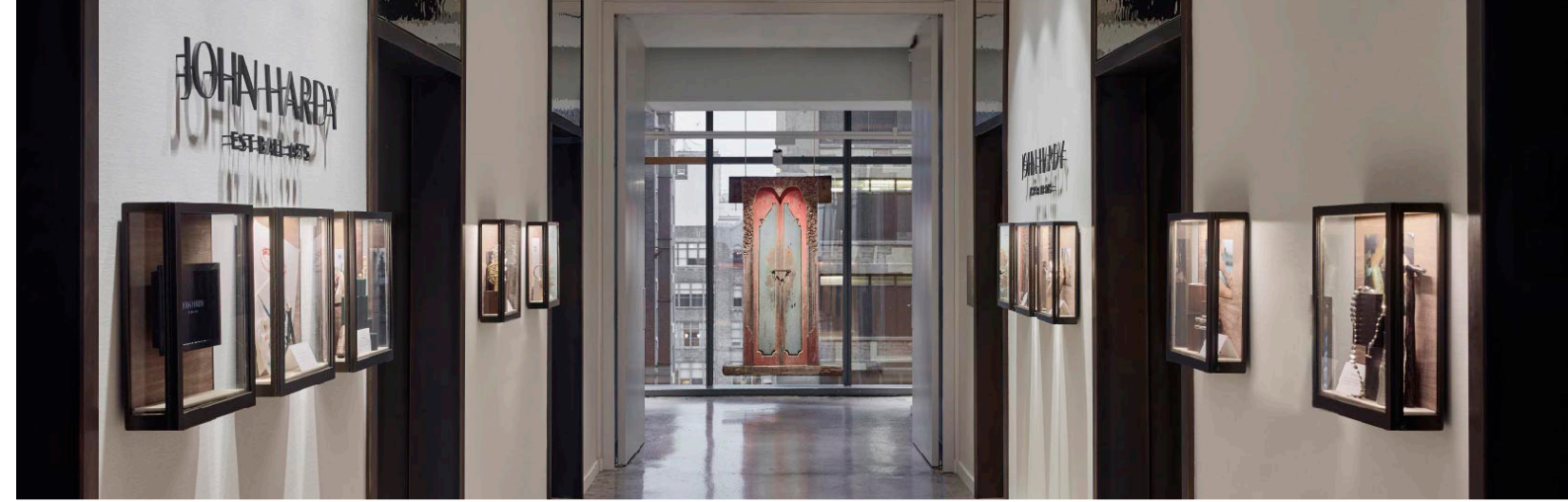
## PROJECT INTRODUCTION – *design republic*

### OUR ARCHITECTURE AND DESIGN FIRM

Design Republic is a NYC-based boutique architecture and interior design firm founded in 2010. They provide a hands-on approach with an in-depth discovery and ideation process. They work toward truly knowing their clients in order to capture their brand essence. They are 50 people strong.

#### **Design Republic's three primary areas of focus include:**

- Luxury Retail – Including Bulgari, Fendi, Lacoste, Moncler, Louis Vuitton, Bottega Veneta, John Hardy
- Workplace – Including Aon, GE, Saatchi & Saatchi, Corcoran Group Real Estate, Corcoran Sunshine
- Media and Entertainment – Including CBS, NBCUniversal, HBO





PROJECT INTRODUCTION – *overview*

PROJECT OBJECTIVES

- Establish consistent Coldwell Banker Global Luxury® office interior design as well as look & feel
- Develop a concept which represents the new standard for exceptional affluent experiences

DESIGN AREAS AND FEATURES

- Integration of existing brand identity signage and graphics for both exterior and interior of office
- Exterior, reception, lobby and conference room design, including furniture, materials and lighting,

IMPLEMENTATION

- This Playbook is provided for consistent implementation across the franchise and Realogy Brokerage Group network
- It establishes global design standards and discretionary local design
- It provides recommended material, furniture and fixture specifications

“WE NEED TO  
CHALLENGE  
THE PERCEPTION.  
WE NEED TO  
SHAKE IT UP.  
IT’S TIME FOR  
SOMETHING BOLD.  
THESE TIMES  
ONLY COME ALONG  
ONCE IN A WHILE.  
NOW’S THE TIME.”

- *Michael Altneu*

VICE PRESIDENT LUXURY, COLDWELL BANKER GLOBAL LUXURY





## PROJECT INTRODUCTION – *overview*

### LOCATIONS OF OFFICES

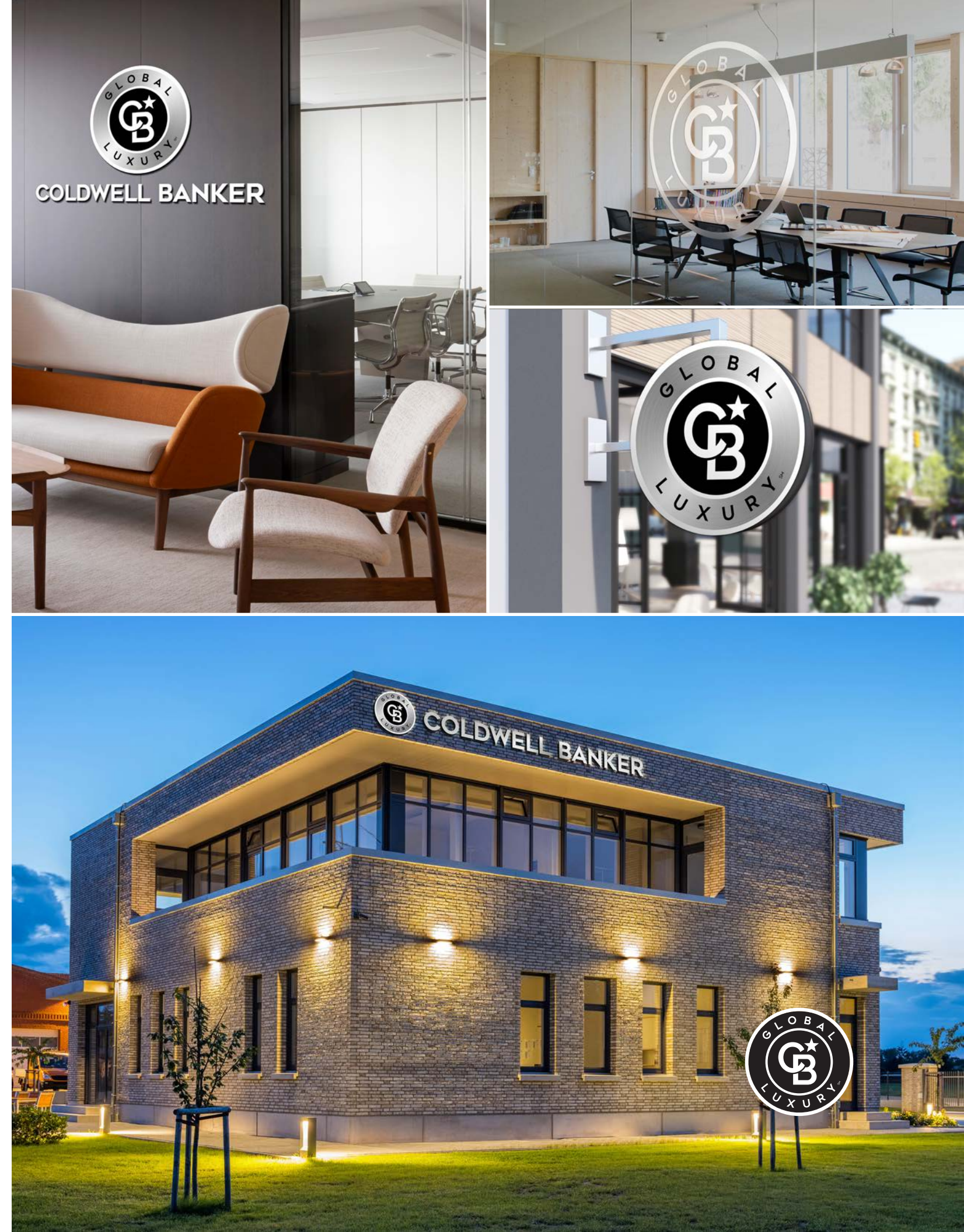
- Urban
- Suburban
- Vacation

### TYPES OF OFFICES

- Office Building
- Retail Storefront
- Residential Building

### TYPES OF CONSTRUCTION

- Ground-up new building
- New construction in tenant space
- Partial renovation of existing office





PROJECT INTRODUCTION – *office qualifications*

**Coldwell Banker Global Luxury® offices will use predominantly Coldwell Banker Global Luxury logos, branding and marketing materials.**  
**These offices must meet the following criteria on a rolling 12-month period.**



- Broker/Manager must complete first available Coldwell Banker Global Luxury certification course upon approval, and every 36 months thereafter.
- Office must adhere to the Coldwell Banker Global Luxury identity and office standards approved by brand.
- Franchisee must be in full compliance with the franchise agreement and all related agreements.
- Office must still depict the Coldwell Banker Global Luxury DBA, along with the Coldwell Banker Global Luxury identity standards signage. At minimum, the DBA should and can appear on the entrance door to the office.
- Coldwell Banker Global Luxury offices must deal primarily with luxury home buyers and sellers, and the use of the Coldwell Banker Global Luxury tier must be critical to the office's ability to compete in the market.
- Offices must be located in markets that are highly recognized by the public as “luxury areas.” These markets include high-end, desirable features and amenities, and cater to clientele that are primarily seeking “luxury properties.” These markets should also typically be served by other luxury real estate brands.
- A Coldwell Banker Global Luxury office will only remain effective if all required criteria are maintained. If an office falls out of compliance based upon the qualifying criteria, the office owner will be given written notice and one year (365 days) to become compliant, or the office may be closed.



## PROJECT INTRODUCTION – *construction guidelines*



### FULL RENOVATION

- Relocation or renovation is already planned
- Office has not been renovated in 10 years
- Construction cost guideline:
  - \$250-275/SF for urban areas
  - \$200-225/SF for suburban areas
  - \$225-250/SF for vacation areas

### PARTIAL RENOVATION

- Office was recently relocated or newly built
- Office has been renovated in the past 10 years
- Construction cost guideline:
  - \$150-175/SF for urban areas
  - \$100-125/SF for suburban areas
  - \$125-150/SF for vacation areas

### GENERAL PARAMETERS

- Only certified Coldwell Banker Global Luxury® offices may implement the design and display the signage.
- Renovation should include exterior, reception, lobby and conference room, may include additional spaces.
- Interior design or architecture services should be obtained, designs must be approved by Coldwell Banker Global Luxury. Contact [CBGLOffice@cbhomeoffice.com](mailto:CBGLOffice@cbhomeoffice.com) for more information or to find out if you qualify.
- Incentives and consequences will be enforced.

**note:** pricing noted is intended as an approximate guideline for construction only and does not include furniture or consultants' fees





## 2 DESIGN CONCEPT

· *inspiration and renderings*



DESIGN CONCEPT – *inspiration*

A NEW EXPRESSION OF LUXURY AWAITS

Inspiration comes from elements of a luxury lifestyle: the craftsmanship of a yacht, the clean lines of a private jet, the contours of the seat of a luxury car.  
These are integrated into the layout and material palette to give a luxury feel and experience.





DESIGN CONCEPT – *reference images*

THE LOOK OF LUXURY

These images provide references of spaces which embody the desired look and feel. Warmth, sophistication, refined details, quality materials and high-end amenities are combined to create a hospitality-inspired, elevated experience.

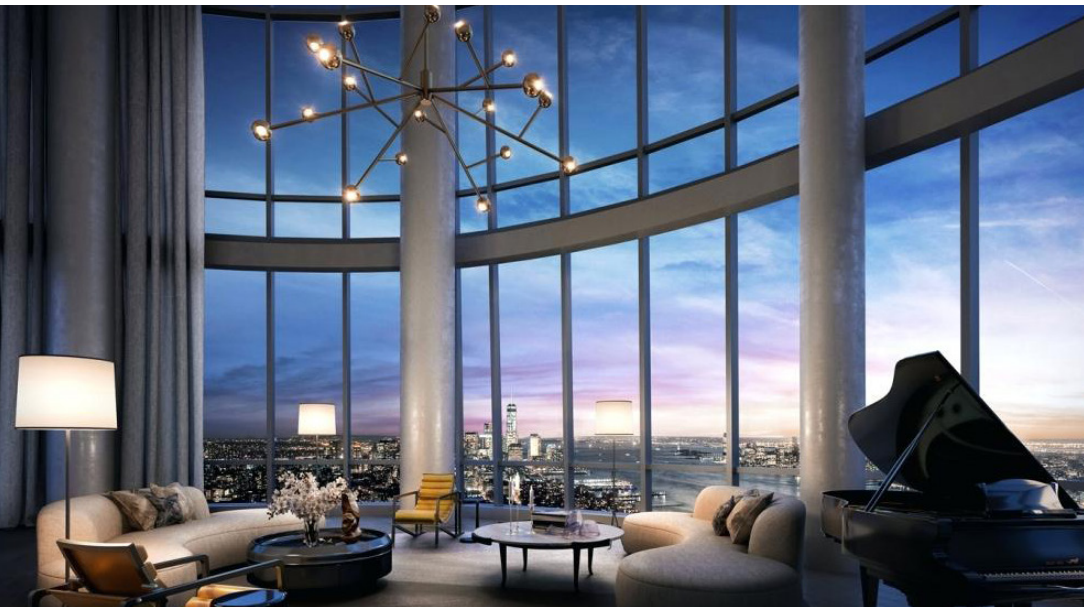




DESIGN CONCEPT – *urban lifestyle*

URBAN

The signature design for the Coldwell Banker Global Luxury® program features universal elements which feel appropriate in any location and for any lifestyle. The dramatic contrasts of black and white stone reflect the elegance of the Global Luxury program while subtle touches of blue tie back to **Coldwell Banker®**. The wood flooring and antique brass tones bring a sense of home and warmth to the space.

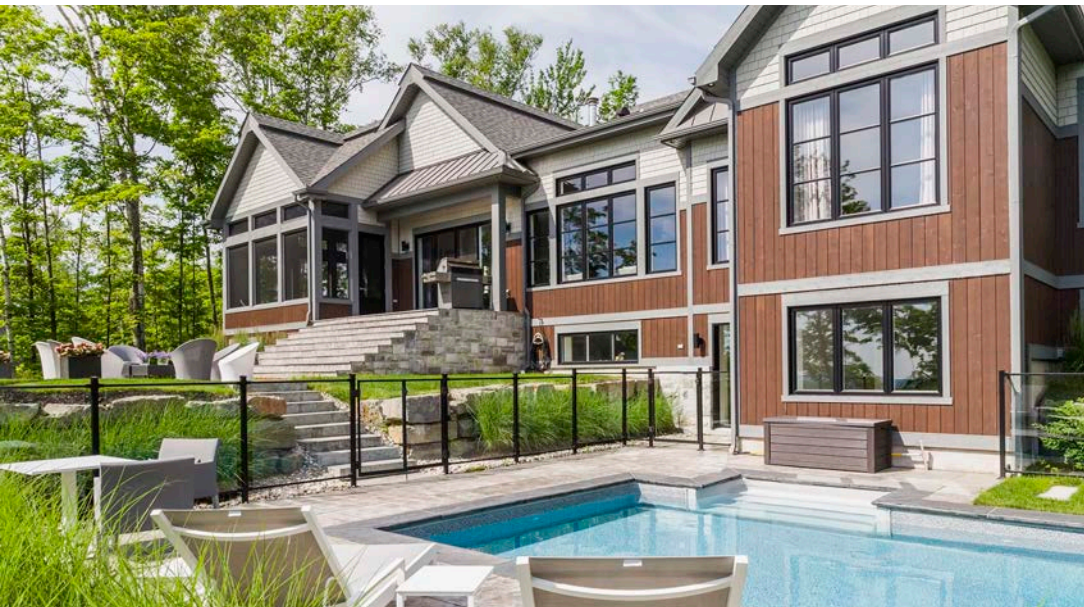




DESIGN CONCEPT – *suburban lifestyle*

SUBURBAN

The integration of intuitive technology is intended to demonstrate the **Coldwell Banker®** brand’s industry leadership in state-of-the-art technology and to complement the client experience. The use of dynamic chandeliers paired with clean, streamlined lighting fixtures, which integrate mechanical, electrical and audio-visual components also contributes to this display of technology.





DESIGN CONCEPT – *waterfront lifestyle*

WATERFRONT

Amenities can be adapted to cater to local markets. In this example, the fireplace has been replaced with large candles to give ambiance where the warmth of the fireplace is not required. Integrating a cappuccino machine and wine cooler (concealed in this view) allows agents to offer beverages to their clients which draws them into the office and creates the hospitality-inspired experience.

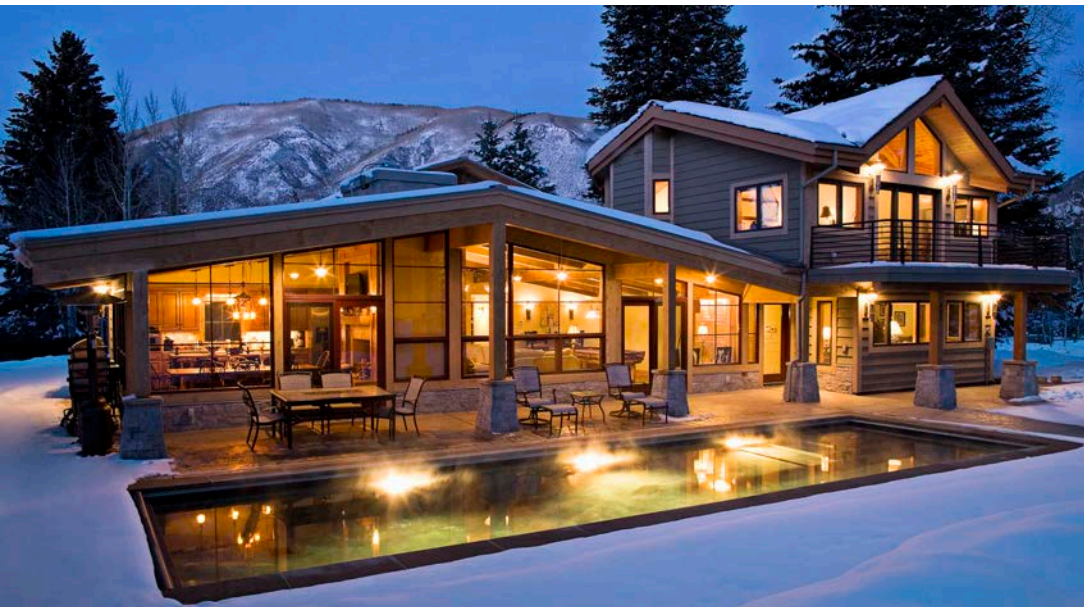




DESIGN CONCEPT – *mountain lifestyle*

MOUNTAIN

The photo gallery wall allows for local character to shine through with photos of local scenery, feature properties, top agents and lifestyle imagery. The rear display shelving allows for further display of imagery as well as curated items, selected books, flowers and local art or sculpture, allowing for personalization of the office within the guidelines established by the design.





DESIGN CONCEPT – *secondary ideas*

OFFICES AND WORKSTATIONS

These images provide references for secondary areas which are not mandatory for the renovation but should reflect the design of the primary areas shown above.

**black office front frames | warm lighting | oak, black or white workstations**



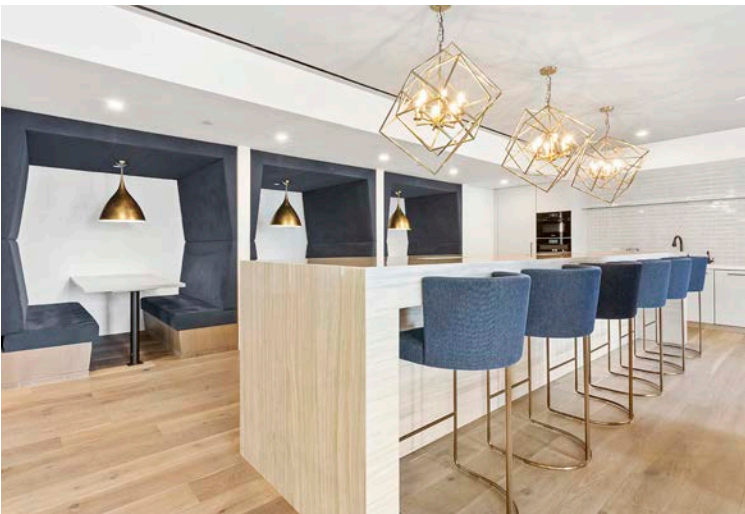
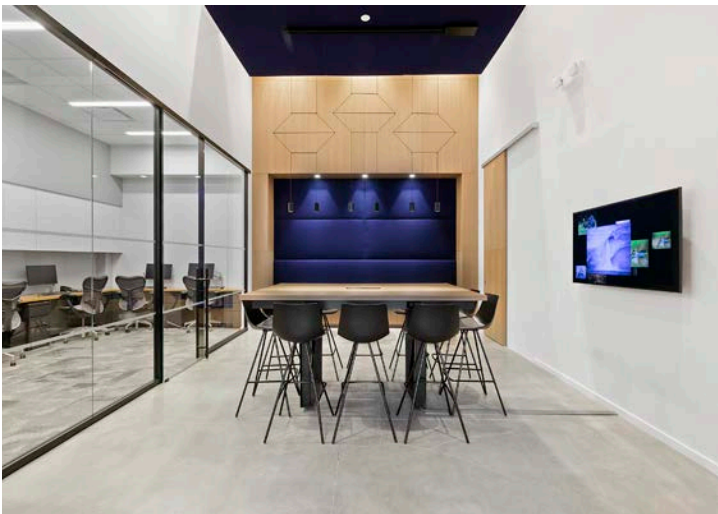


DESIGN CONCEPT – *secondary ideas*

CAFÉ AND COLLABORATIVE WORK AREAS

These images provide references for secondary areas which are not mandatory for the renovation but should reflect the design of the primary areas shown above.

**high-top bar tables | comfortable seating | elegance and warmth | refined details**



DESIGN CONCEPT – *secondary ideas*

BATHROOMS AND CIRCULATION

These images provide references for secondary areas which are not mandatory for the renovation but should reflect the design of the primary areas shown above.

**dramatic entryway | curated local art | black and white palette | luxury amenities**





# 3 DESIGN IMPLEMENTATION

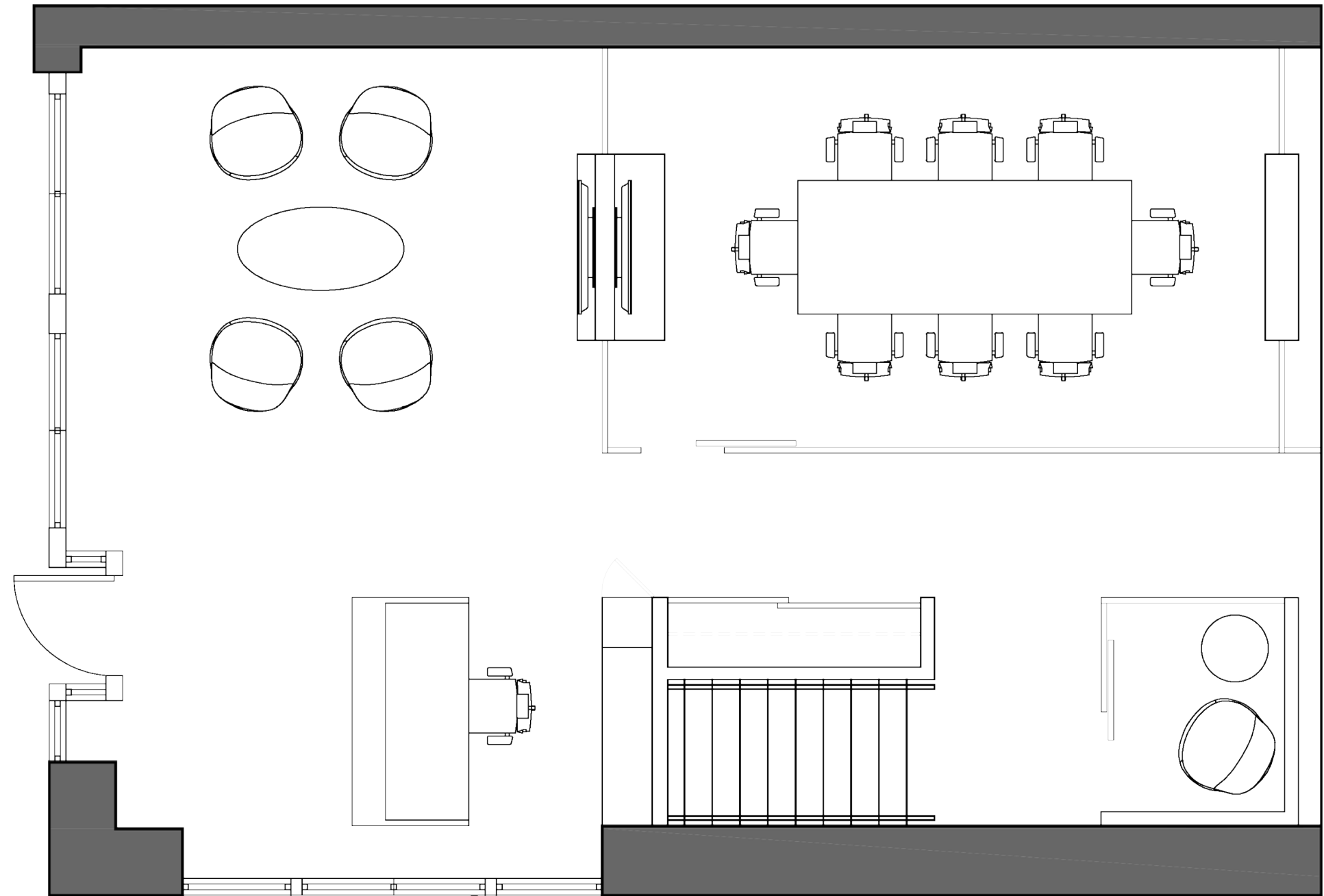
· *specifications and guidelines*



DESIGN IMPLEMENTATION – *example floor plan*

REQUIRED ELEMENTS

- 1. Reception desk
- 2. Lounge seating
- 3. Fireplace
- 4. Digital component
- 5. Cappuccino machine
- 6. Wine cooler
- 7. Conference room
- 8. Credenza
- 9. Digital component
- 10. Conference table
- 11. Local display element
- 12. Coat closet
- 13. Digital touchscreen
- 14. Backlit listings
- 15. Local image gallery

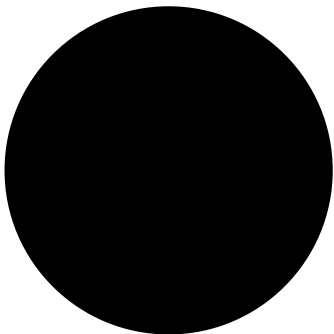


**plan is for reference only | architect to devise new plan appropriate for space  
selected architect is responsible for local building code and ADA compliance**

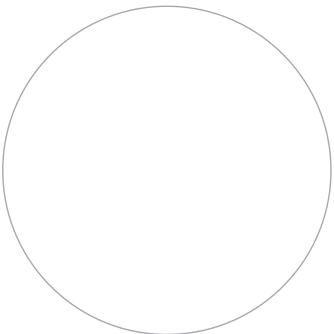




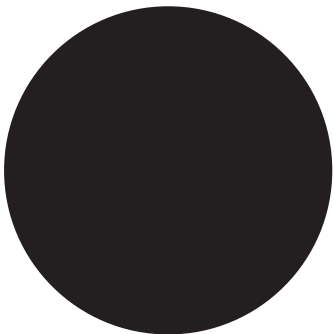
DESIGN IMPLEMENTATION – *brand color palette*



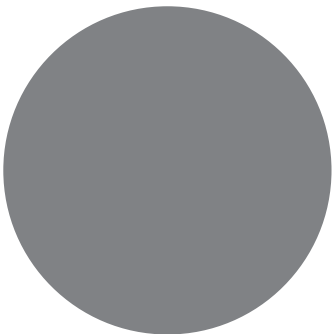
**Noir**  
CMYK 60 / 40 / 40 / 100  
RGB 0 / 0 / 0  
#000000



**Blanc**  
CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
#FFFFFF



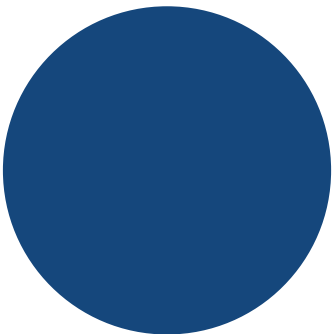
**Ebony**  
CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0  
#000000



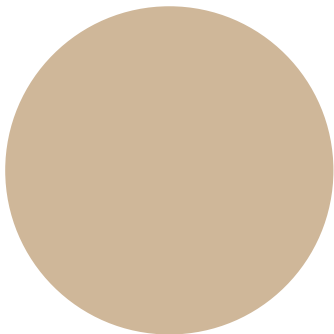
**Pewter**  
CMYK 0 / 0 / 0 / 60  
RGB 128 / 130 / 133  
#808284



**Fog**  
CMYK 0 / 0 / 0 / 20  
RGB 209 / 211 / 212  
#D1D3D4



**Aegean**  
CMYK 86 / 57 / 0 / 40  
RGB 20 / 71 / 174  
#14477C



**Camel Hair**  
CMYK 10 / 20 / 35 / 10  
RGB 207 / 183 / 153  
#CFB799

Black and white and shades of gray create a surface of strength and simplicity, on which we can build a vivid story where the settings and personalities provide the real color.  
Camel Hair and Aegean are offered as secondary colors to complement the subject matter when appropriate.



DESIGN IMPLEMENTATION – *recommended material palette*

BATHROOMS AND CIRCULATION

The material palette features bold contrasts of black and white paired with the warmth of wood and antique brass. Subtle textures give a sense of sophistication complemented by soft fabrics, leather and area rugs which bring elegance and luxury to the space.

**woven wallcovering | rich oak chevron | antique brass | soft grey area rug and carpet | black and white stone  
blue leather with stitching | blue velvet upholstery | grey linen**





DESIGN IMPLEMENTATION – *sample material specifications*

**flooring – wood chevron**

location: throughout reception, lobby, café  
manufacturer: Architectural Flooring Resource NY  
product: loire  
species: authentic french white oak  
color: ginger oak  
size: 5/8” thick x 7” wide, 23”-86” long  
pricing: \$13.80/sf  
contact: Catherine Leidersdorff | cathy@afnry.com  
*notes: may be substituted for equal product*

**flooring – carpet**

location: conference room, lobby area rug  
manufacturer: Milliken  
product: sendal broadloom  
color: SEN108 granite shadow  
pricing: \$30-33/sf  
contact: George Hajjar | George.Hajjar@Milliken.com  
*notes: may be substituted for equal product*

**flooring – area rug**

see furniture specs

**specialty – metal detailing**

location: detailing, reveals  
finish: antique brass

**Note: Pricing noted is intended as a guideline for materials only and is subject to discounts, markups, freight, labor and tax. Use of these products is not required, however products of similar quality should be used.**

**millwork – black solid surface**

location: reception desk, feature wall  
manufacturer: Compac  
product: ice of genesis  
color: ice black  
size: 128” x 63’ slab  
pricing: \$50/sf  
contact: Hector Valls | hvalls@compac.us  
*notes: request custom layout to ensure sufficient black space behind white logo*

**millwork – white stone**

location: reception desk, lobby feature wall  
manufacturer: Walker Zanger  
product: avalon 2SLAAVAL  
finish: honed  
size: 2cm thick  
pricing: \$24/sf  
contact: David Schwartz | dschwartz@walkerzanger.com  
*notes: may be substituted for equal product or for white Caesarstone solid surface*

**millwork – black terrazzo**

location: backsplash or countertop in café  
manufacturer: Sensitile Systems  
product: terrazzo slab  
color: black 20 (no aggregate)  
finish: matte/polished with ultra sealer  
pattern: random  
terminal: 1/4” x 1/4” square  
edge: mitered  
price: \$130-\$140/sf  
contact: Molly Green | samples@sensitile.com

**wall finish – white wallcovering**

location: conference room wall  
manufacturer: Innovations  
product: antwerp  
color: AWP-10 karmeliet  
size: 43” wide  
pricing: \$70/yd  
contact: Samantha Berezow | sberezow@innovationsusa.com

**wall finish – black paint**

location: gallery wall, display shelving wall  
manufacturer: Benjamin Moore  
color/finish: satin black 2131-10/eggshell  
*notes: color for matte lacquer millwork in reception*

**wall finish – white paint**

location: general walls, matte lacquer for display shelving and window box  
manufacturer: Benjamin Moore  
color/finish: decorator’s white cc-20/eggshell  
*notes: color for matte lacquer millwork in reception*

**office front system**

location: conference room  
profile: 2” thickness/height or less  
color: anodized black  
glass: clear, low-iron glass  
*notes: ensure privacy and confidentiality for clients in conference room by applying textured glass or provide minimal band of screen-obscuring film, consider high-acoustic office front solutions as needed*





DESIGN IMPLEMENTATION – *entry and signage concept*

BATHROOMS AND CIRCULATION

laser cut signage | black awning with white text | black and white storefront or entry





DESIGN IMPLEMENTATION – *entry and signage guidelines*

EXTERIOR SIGNAGE AND MATERIALS

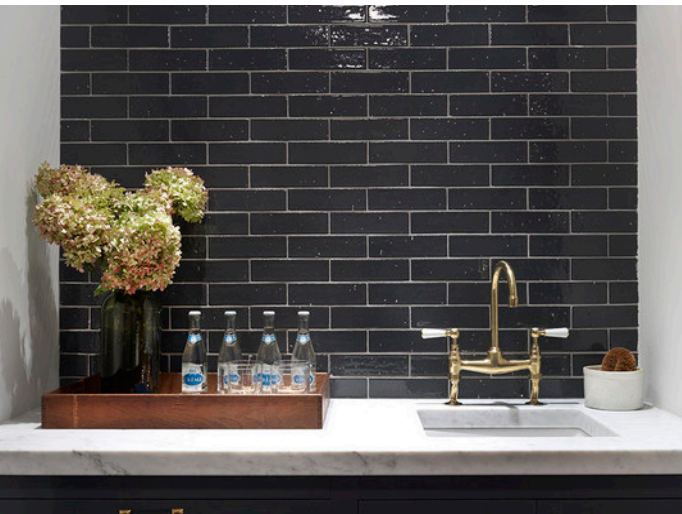
- Exterior should feature a black awning, black door and black storefront framework as relevant per location.
- Additional materials may include stone, oak wood or antique brass metal (see material specifications). No accent colors, stripes or other embellishments should be used.
- Signage may be a black laser cut material with text formed by the white negative space behind OR a white laser cut material forming text on top of a black background. No other colors should be used. Signage should be three-dimensional, not painted. Signage should not be black on white background.
- Lighting should be integrated into text or should be a separate feature ensuring sufficient illumination for visibility at night.
- Signage formats must follow Coldwell Banker Global Luxury® Identity Standards and service mark requirements.



DESIGN IMPLEMENTATION – *amenities and services concept*

AMENITIES AND SERVICES

wine cooler | cappuccino machine | high-end kitchen cabinetry | high-end plumbing fixtures | fireplace (for relevant locations)

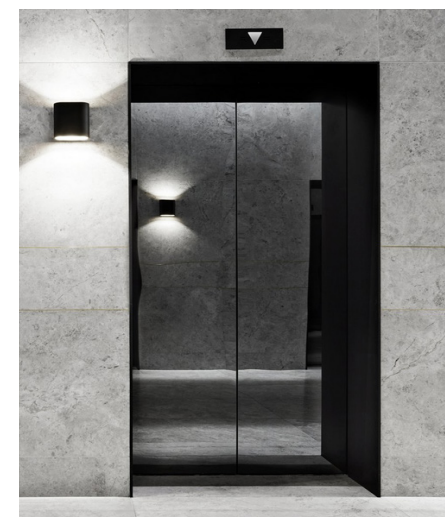




## DESIGN IMPLEMENTATION – *entry and signage guidelines*

### ELEVATOR LOBBY SIGNAGE AND MATERIALS

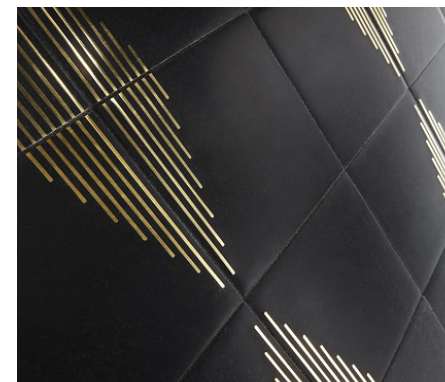
- Elevator lobby doors and frames should be black, white or antique brass. Glass entry doors should be clear, low-iron glass with black low-profile frames.
- Additional materials may include stone, oak wood or antique brass metal (see material specifications). No accent colors, stripes or other embellishments should be used.
- Signage may be a black laser cut material with text formed by the white negative space behind OR a white laser cut material forming text on top of a black background. No other colors should be used. Signage should be three-dimensional, not painted. Signage should not be black on white background.
- Lighting should be integrated into text or should be a separate feature ensuring sufficient illumination for visibility at night.
- Signage formats must follow Coldwell Banker Global Luxury Identity Requirements Service Mark Standards.



## DESIGN IMPLEMENTATION – *amenities and service guidelines*

### CAFÉ AND LOBBY COMPONENTS

- Cabinetry should be from a high-end kitchen company such as Boffi, Snaidero or Bulthaup. It should have clean, modern lines and detailing; material should be black, white or grey matte lacquer with possible accents of oak (see material specifications).
- Wine cooler and cappuccino machine should be from a high-end appliance company such as Miele or Gaggenau. Wine cooler should be an under counter unit with glass front and black frame. Cappuccino machine should have a black frame.
- Plumbing fixtures for café and bathrooms should be from a high-end company such as Watermark or Waterworks. They should have clean, modern lines and detailing; material should be antique brass with possible black accents.
- Café backsplash and countertop should be Sensitile OR black or white stone with possible antique brass detailing (see material specifications).
- Any metal detailing should be antique brass (should not be stainless steel). Any wood accents should be oak (see material specifications).
- Fireplace should be a horizontal fixture in black with clean, modern lines and detailing. In warm climates, fireplace may be substituted with black opening with large white candles.

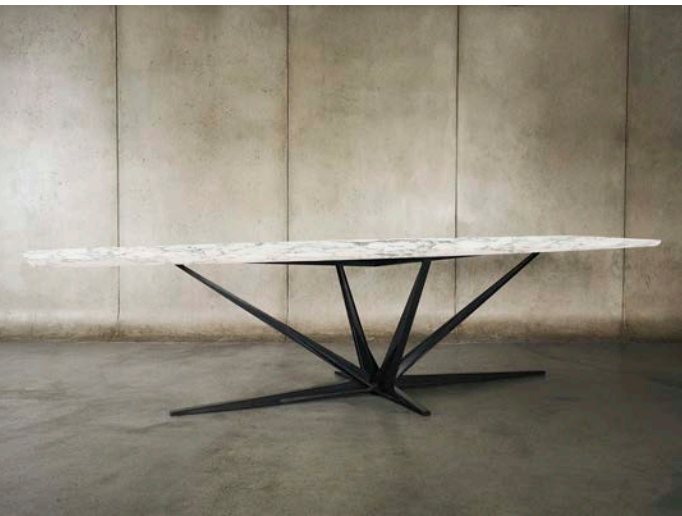




DESIGN IMPLEMENTATION – *furniture concept*

FURNITURE

conference table and console | conference chair | fabric and leather selections for upholstery and throw pillows  
outdoor planter | lounge chair, sofa and coffee table | bar stool



DESIGN IMPLEMENTATION – *sample furniture specifications*

**reception & lobby - chairs and loveseat**

manufacturer: Mitchell Gold + Bob Williams (Steelcase)  
product: major chair and loveseat  
metal: brushed brass  
upholstery: Designtex - W in midnight, 3446-403  
chair dimensions: 32”h x 29”w x 33”d  
loveseat dimensions: 32”h x 56”w x 33”d  
chair pricing: \$1,910  
loveseat pricing: \$3,310  
contact: Tal Bar | Tal.Bar@coalesse.com  
*notes: arrange with 4 chairs or 1 loveseat with 2 chairs*

**reception and lobby - coffee table**

manufacturer: Mitchell Gold + Bob Williams  
product: riverstone  
finish: bronze  
dimensions: 17”h x 55”w x 34”d  
pricing: \$1,740  
contact: Tal Bar | Tal.Bar@coalesse.com  
*notes: not part of Steelcase collection but can be procured through MG+BW*

**lobby - area rug**

manufacturer: Mitchell Gold + Bob Williams (Steelcase)  
product: shimmer rug  
color: sterling  
size: 9’x12’  
pricing: \$3,240  
contact: Tal Bar | Tal.Bar@coalesse.com

**Note: Pricing noted is intended as a guideline for materials only and is subject to discounts, markups, freight, labor and tax. Use of these products is not required, however products of similar quality should be used.**

**conference room - table**

manufacturer: Luteca  
product: agave dining table  
base: blackened bronze  
top: arabescato marble  
standard dimensions: (custom sizes also available)

- small: 29”h x 47”w x 63”l (6 seats)
- large: 29”h x 47”w x 94.5”l (8 seats)
- extra large: 29”w x 47”h x 110”l (10 seats)

power: power box can be supplied to vendor to pre-cut stone top, contact vendor for allowable locations  
pricing: S: \$21,000, L: \$31,000 XL: \$35,000  
contact: Marc Jebara | marc@jebara.co  
*notes: may be substituted with Nucraft baja table with blackened nickel hoop or wire base, white glass top*

**conference room - console**

manufacturer: Luteca  
product: octanov cabinet  
finish: walnut and black oil  
dimensions: 28.5”h x 19.5”w x 82.5”l  
pricing: \$9,500  
contact: Marc Jebara | marc@jebara.co  
*notes: may be substituted with Nucraft flow low height credenza with black inset or blade base, black or natural oak finish to match flooring*

**additional approved upholstery fabrics**

general: Designtex - W in gunmetal, 3446-802  
accent: HBF - moving blanket 925 in 84 NYC grey  
accent: HBF - soft angles, 956 in indigo 59

**conference room - chairs**

manufacturer: Coalesse (Steelcase)  
product: Massaud mid-back duvet conference chair  
arm: loop arm with leather arm cap  
casters: hard casters (for carpeted flooring)  
upholstery: Elmosoft leather in blue, L110  
stitching: to match Elmosoft leather in desert, L722  
details: horizontal needle stitching, comfort wrinkles  
pricing: \$3,000  
contact: Tal Bar | Tal.Bar@coalesse.com  
*notes: leather may be substituted for high-end graded-in faux leather finish*

**reception and café - bar stool (if applicable)**

manufacturer: Mitchell Gold + Bob Williams (Steelcase)  
product: gage bar or counter stool  
metal: brushed brass  
upholstery: Elmosoft leather in dove grey L115  
dimensions: 45”h x 20”w x 22”d  
seat height: 31”h for bar stool  
pricing: \$1,245  
contact: Tal Bar | Tal.Bar@coalesse.com  
*notes: could be used in a coffee bar/wine bar setup*

**outdoor planter (if applicable)**

manufacturer: M-Material - Fernando Mastrangelo  
product: gray cement and crushed granite planter  
dimensions: 18”h x 18”w x 18”d  
pricing: \$3,825  
contact: Yasemin Sabuncu | yasemin@fernandomastrangelo.com





DESIGN IMPLEMENTATION – *lighting and fixture concept*

LIGHTING AND FIXTURES

chandelier and pendants | wall sconce | door and cabinet hardware  
lighting and MEP track system | table lamp | recessed downlights



DESIGN IMPLEMENTATION – *sample lighting and fixture specifications*

**recessed downlights**

location: general  
manufacturer: Porsche Design/Apure/Avenue Road  
product: minus two  
finish: black anodized, square trimless finish  
dimensions: 1"x1"  
recess required: 3/4"  
pricing: \$510 including installation bracket  
contact: Patrick Giblin | patrick@avenue-road.com

**lighting, HVAC, AV coordination system**

location: conference room, general  
manufacturer: Porsche Design/Apure/Avenue Road  
components:  
    opus aso series (recessed trimless track system)  
    opus nexu (power supply)  
    opus lux, lux radius, lac (LED downlights)  
    opus vox (audio speaker)  
    opus motus (multi-sensor)  
    opus lac oculus (multi-directional camera)  
finish: black anodized  
pricing: varies per component  
contact: Patrick Giblin | patrick@avenue-road.com

**table lamp**

location: reception  
manufacturer: Avenue Road  
product: ODA medium  
finish: black powder coated metal with grey  
handblown glass  
pricing: \$2,105  
contact: Sarah Witman | sarah@avenue-road.com

**chandelier**

location: reception and lobby  
manufacturer: Sonneman  
product: cantina 9-light tri-spreader LED Pendant  
finish: satin black, smoke fade  
pricing: \$3,275  
contact: Christian Espejo | chrise@sonneman.com

**pendants (if applicable)**

location: café or where required  
manufacturer: Sonneman  
product: cantina large, medium or small pendant  
finish: satin black, smoke fade  
pricing: L: \$378, M: \$345, S: \$311  
contact: Christian Espejo | chrise@sonneman.com

**wall sconce (if applicable)**

location: conference room, café or where required  
manufacturer: Buster & Punch  
product: caged wall 1.0 medium  
finish: satin black marble  
pricing: \$460  
contact: Ericka Ortega | Ericka@busterandpunch.com

**cupboard door t-bar pull**

location: where required  
manufacturer: Buster & Punch  
product: t-bar  
finish: brushed brass  
pricing: \$72  
contact: Ericka Ortega | Ericka@busterandpunch.com

**closet door bar pull**

location: closet or where required  
manufacturer: Buster & Punch  
product: closet bar  
finish: brushed brass  
pricing: \$140  
contact: Ericka Ortega | Ericka@busterandpunch.com

**swing door lever**

location: general doors or where required  
manufacturer: Buster & Punch  
product: door lever handle  
finish: brushed brass  
pricing: varies per type  
contact: Ericka Ortega | Ericka@busterandpunch.com

**Note: Pricing noted is intended as a guideline for materials only and is subject to discounts, markups, freight, labor and tax. Use of these products is not required, however products of similar quality should be used.**





DESIGN IMPLEMENTATION – *technology concept*

TECHNOLOGY

seamless WI-FI and tablets for staff and clients | digital window listings | large digital touchscreen  
tech-friendly conference room



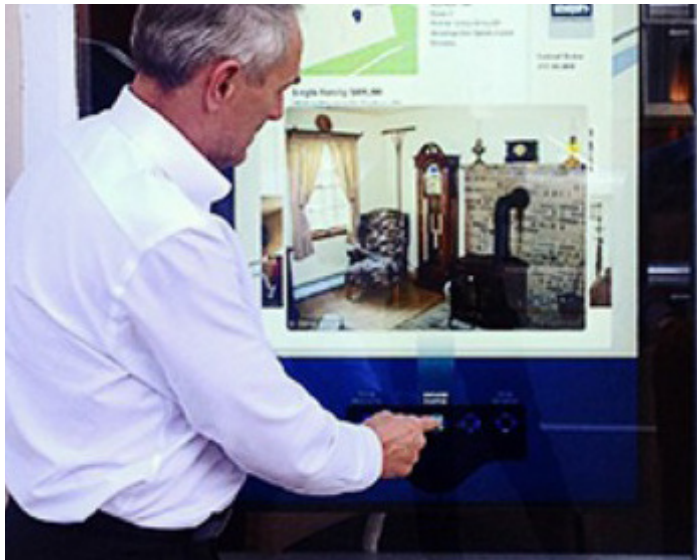
DESIGN IMPLEMENTATION – *technology guidelines*

DIGITAL ELEMENTS AND CONNECTIVITY

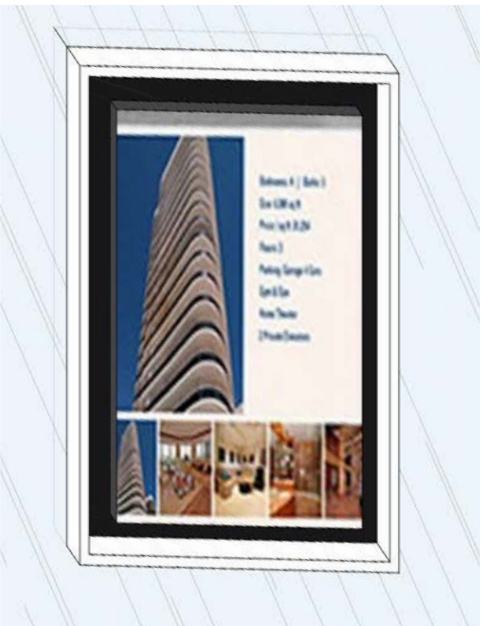
- Window listings components:
  - Single large digital touch-screen, supplied by Image Surge or similar. Display in custom box of white lacquer or similar with a black background. Box should appear to be floating on both sides of the glass with concealed hardware and a minimal cabling conduit. Exterior side should feature digital touch-screen and interior should feature digital touch-screen or a large photograph.
  - Numerous small backlit translucent paper listings supplied by DeeSign may be used adjacent to the large digital screens. Listings should be cleanly arranged and not take up the full window thus allowing views into the space.
- Reception and Lobby should have a large touch-screen to display listings for clients to browse while waiting.
- Conference room should have a large touch-screen to display listings and client information. Ensure privacy and confidentiality for clients in conference room by applying textured glass or minimal band of screen-obscuring film.
- Office should have high-speed Wi-Fi with guest access.
- Tablets should be supplied to clients while waiting in lobby.



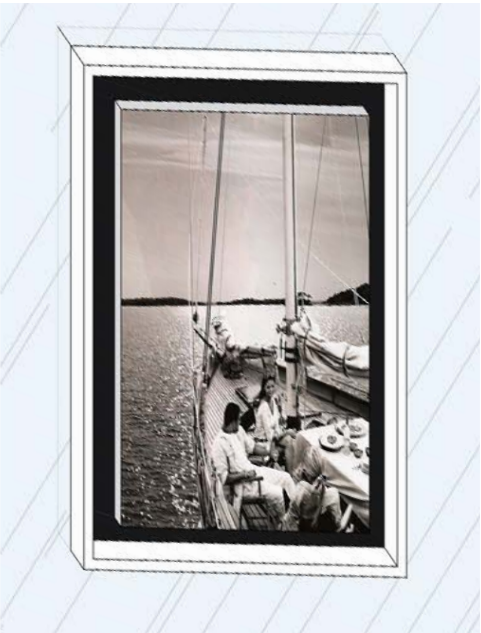
concept: large digital touchscreen adjacent to small back-lit translucent paper listings



concept: floating window box



window box  
exterior view with digital touch-screen



window box  
interior view with photograph





DESIGN IMPLEMENTATION – *localization concept*

LOCALIZATION

white box display shelves on black wall | black gallery wall with white frames featuring agent photos, properties and local imagery/art



DESIGN IMPLEMENTATION – *localization guidelines*

PHOTO GALLERY WALL AND DISPLAY SHELVES

- These elements feature a white frame to reflect the Coldwell Banker Global Luxury® logo and provide a space for localization with a consistent approach.
- The photo gallery wall should feature lifestyle or local imagery, agent portraits or property photos. All photography should be in high-contrast black and white by professional photographers. Wall should have black paint (see material specifications) with 9-16 frames in 12”x16” format or larger in grid layout. Frames should be white with a black or white mat.
- Display shelves should be white lacquer squares and rectangles in layout as shown. Shelves should be curated with books featuring attractions, flowers or sculptures. Bookshelf should be kept tidy and maintained, not used for general storage.
- Lighting should be integrated into each shelf or cast from ceiling above to illuminate items.

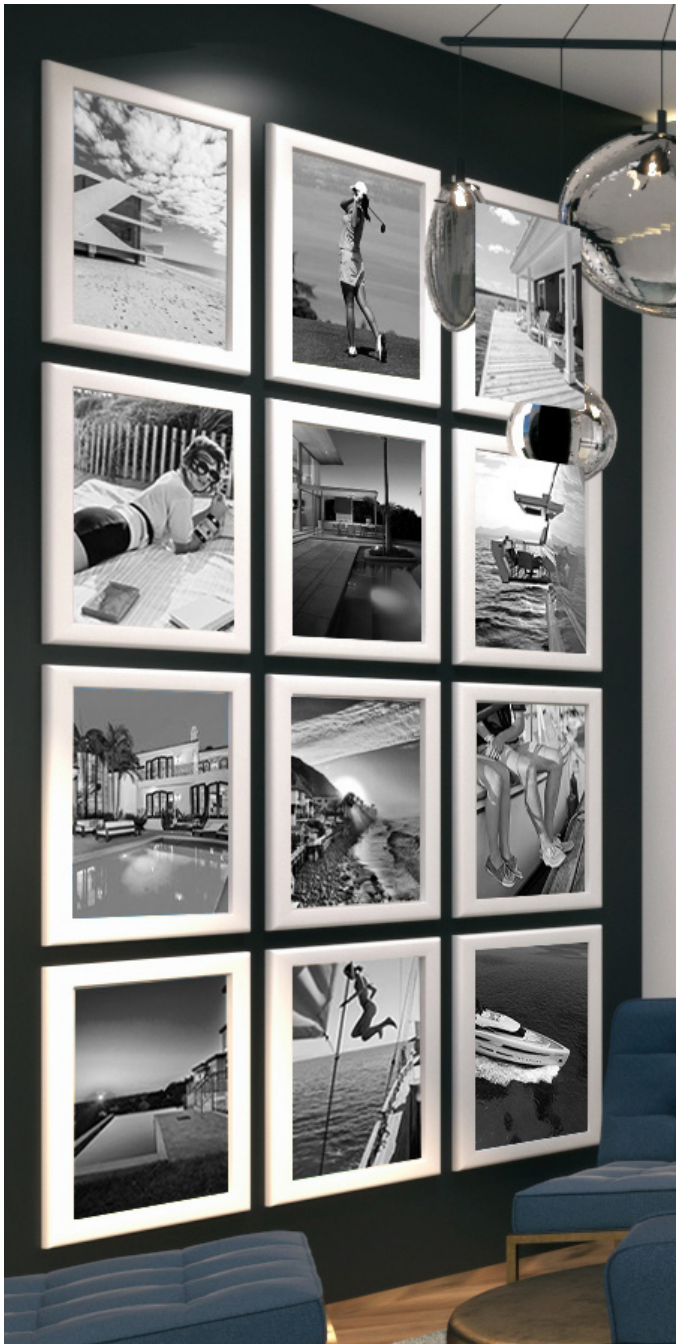
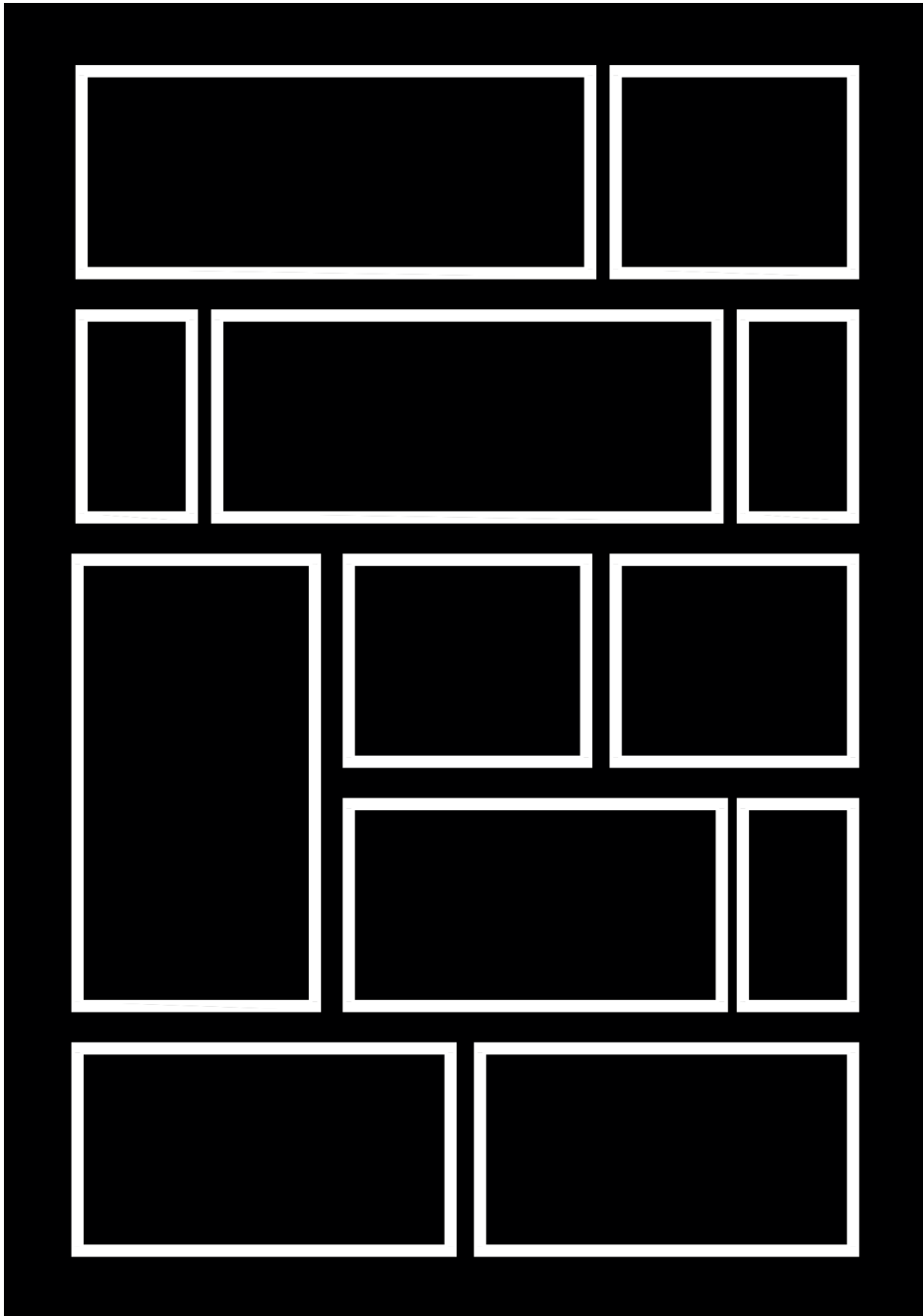


photo gallery wall layout



display shelves layout







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