TELUS Sky

Approved brand imagery & application

TELUS® Studios

TELUS Sky

Located on the corner of 7th Avenue and Centre Street SW, the 60 storey TELUS Sky tower, with a mix of office, retail and residential space, will be one of the most technologically innovative and environmentally-advanced sites in North America. Notably, as one of the first towers in Calgary built to the Leadership in Energy and Environmental Design (LEED Platinum standard, TELUS Sky will transform the city skyline and set a new standard for sustainability in the city.

Connecting the lower levels is an 11-storey atrium featuring sculptured stairs, an open space visible by all seven of the TELUS office floors. Floor 10, located towards the top of the atrium, is TELUS' amenities floor which will incorporate large event spaces (200 person Flex Room, Teaming Kitchen, Café Fresh and an Immersive 18 person Telepresence Meeting Room), while floors 59 and 60 will feature TELUS' executive meeting spaces and hosting areas, including an outdoor Sky Garden.

Timing

- Mid-late August - final office floor creative in production

- End of September/October - team members to move in and completion of floors 59 and 60

- April 2020 - completion of TELUS Sky

Theme by region
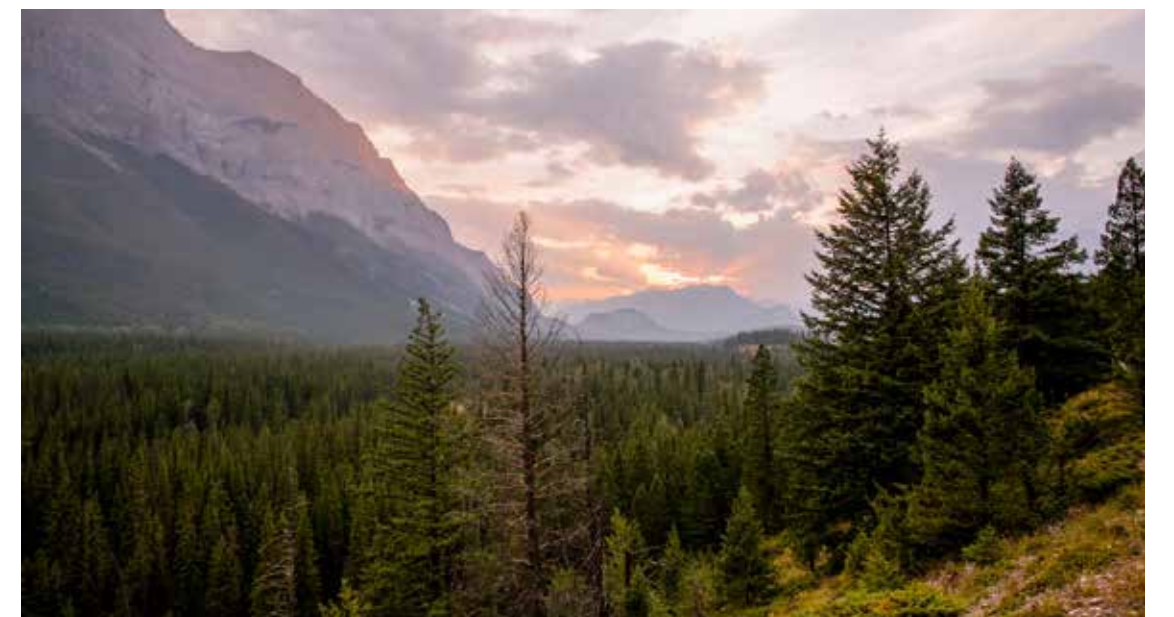
Floor naming

Alberta landscapes:

Each floor is dedicated to a different geophysical region of Alberta. Each meeting room (group) has a different geophysical feature (ie. Millarville foothills) from the region. The chosen image will be to suit the proportions of the glazing and/or to show the feature best.

LEVEL 60	NORTHERN LIGHTS
LEVEL 59	SKY
LEVEL 10	ROCKIES
LEVEL 9	FOREST
LEVEL 8	FOOTHILLS
LEVEL 7	BADLANDS
LEVEL 6	PARKLAND
LEVEL 5	GRASSLAND
LEVEL 4	CANADIAN SHIELD

LEVEL 10 | ROCKIES
LEVEL 9 | FOREST
LEVEL 8 | FOOTHILLS
LEVEL 7 | BADLANDS
LEVEL 6 | PARKLAND
LEVEL 5 | GRASSLAND
LEVEL 4 | CANADIAN SHIELD

SOUTH CORE ELEVATION

LEVEL 10 | ROCKIES
LEVEL 9 | FOREST
LEVEL 8 | FOOTHILLS
LEVEL 7 | BADLANDS
LEVEL 6 | PARKLAND
LEVEL 5 | GRASSLAND
LEVEL 4 | CANADIAN SHIELD
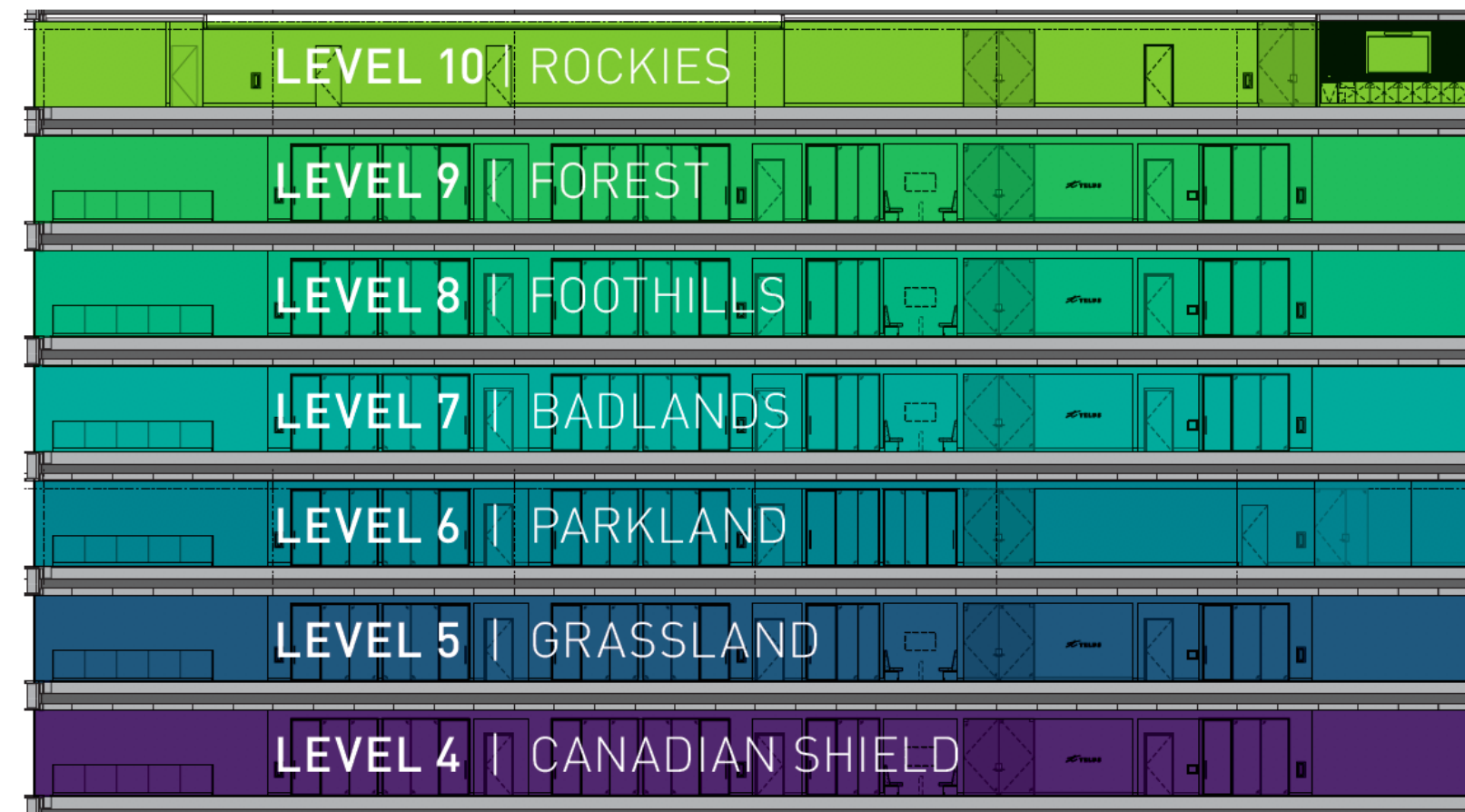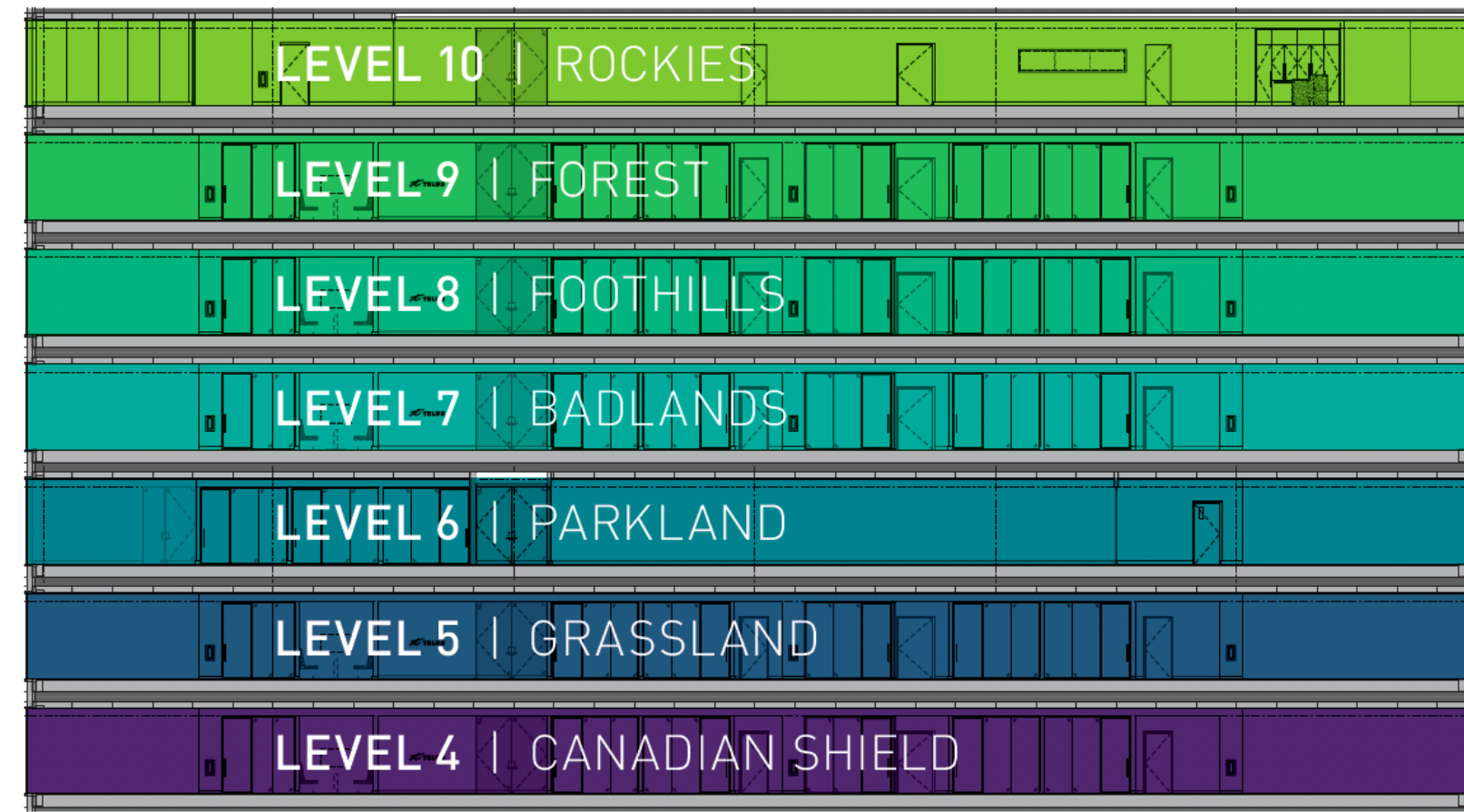
NORTH CORE ELEVATION

Design asks and strategy

Asks of Design team:

• Propose brand elements and placement throughout team member floors

• Choose landscape imagery options for glass fritting

• Propose permanent branded solution for external-facing facade on neighbouring network buildings (not TELUS Sky)

Our strategy:

• Align TELUS brand and building landscape themes using nature assets produced by Studios

• Ensure cohesive experience through every creative choice

Our asks of you:

• Approval and go ahead to produce and install the suggested treatments, imagery and placement over the course of the fall

Sample glass fritting

No application: Workshop glazed door

Informal privacy: 35% opaque
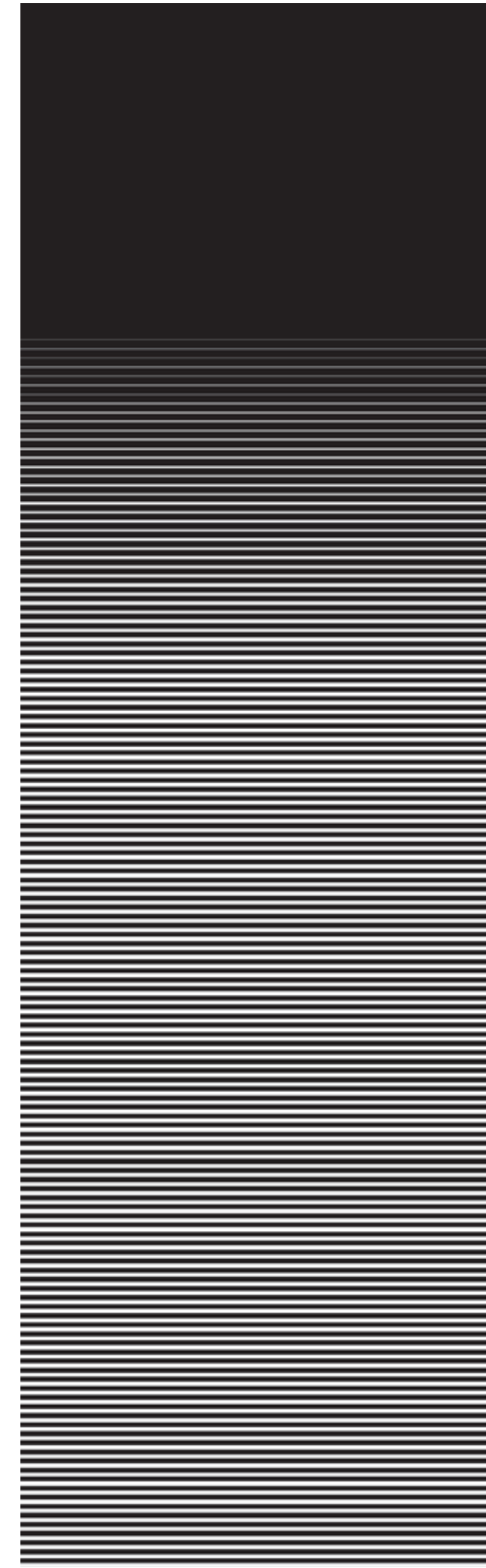

Formal privacy: 55% opaque

Privacy frit: Interior meeting rooms
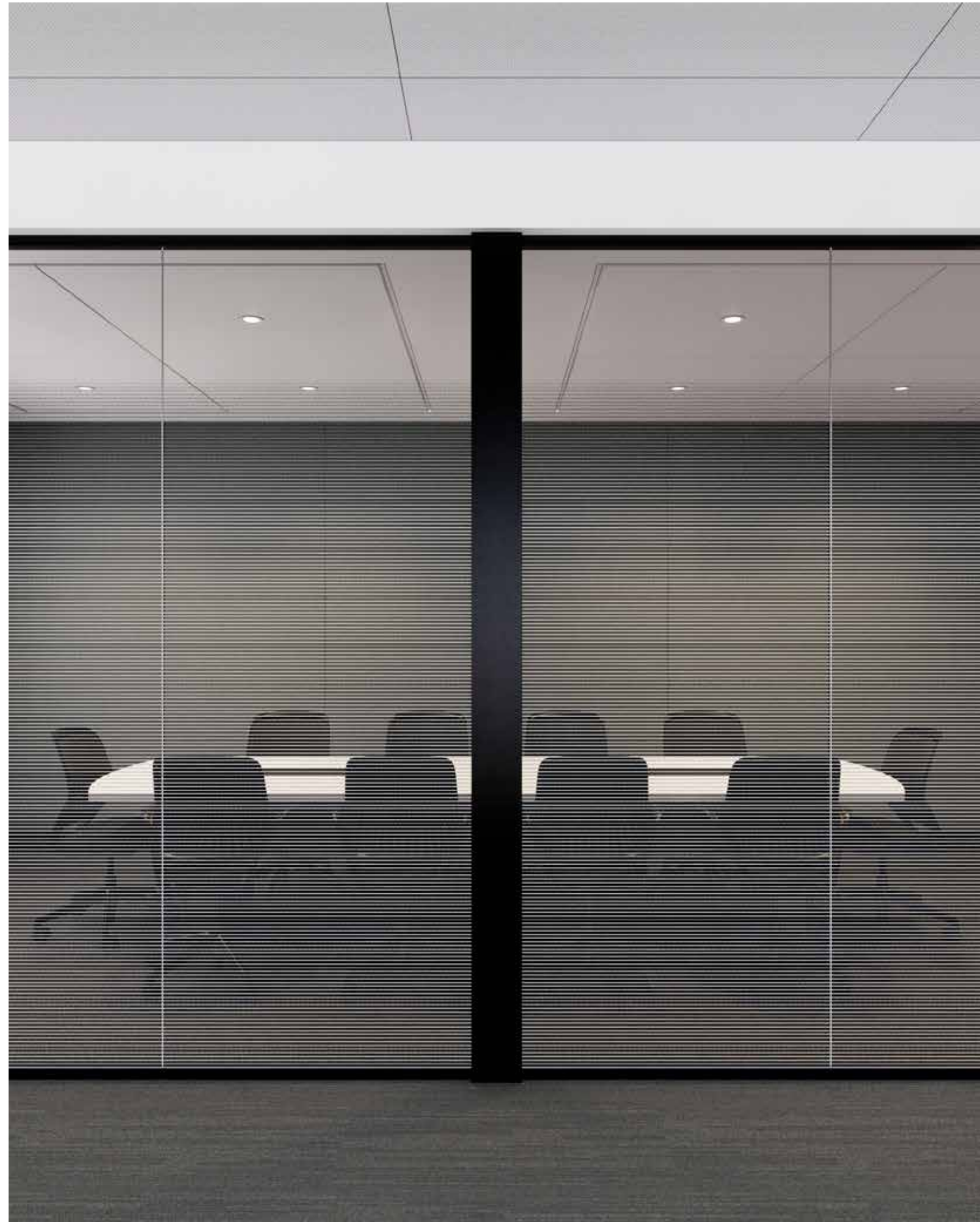
Medium meeting room with fade at top (35% opaque)
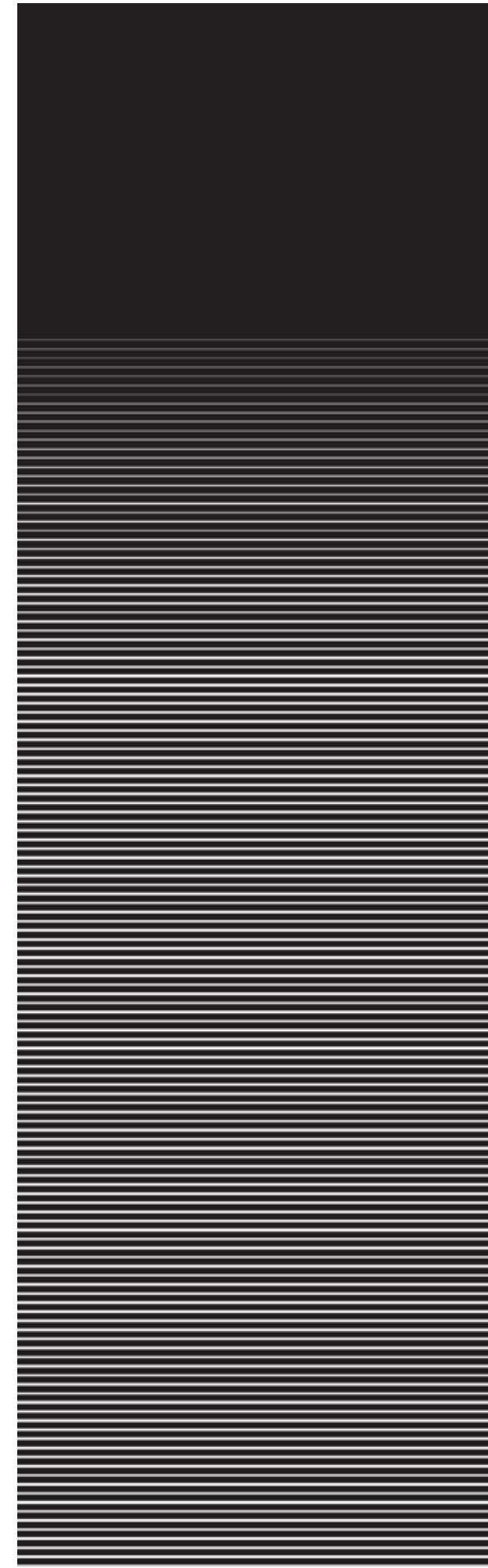
Informal: 35% opaque

Formal: 55% opaque

Horizontal lines

- Full height glass fritting: 8'-6"

- Uses horizontal lines to create privacy at seated and standing height while fading toward top of glass panel (transition begins at 6'-0");

- Line density can be adjusted for opacity: Formal 55% opaque and Informal 35% opaque; and,

- Potential for fading to also occur near floor level.
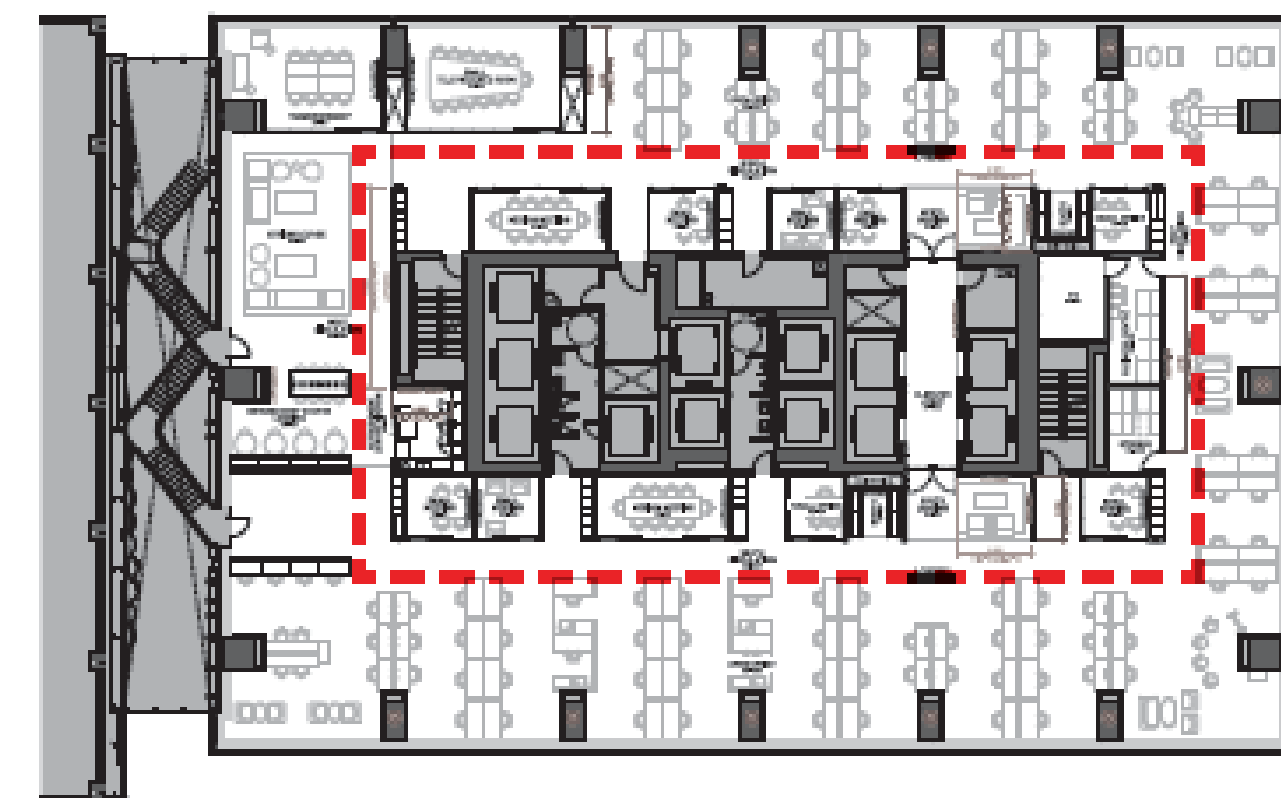
LEVEL 7 SHOWN FOR REFERENCE

Final asset summary

Bearberry

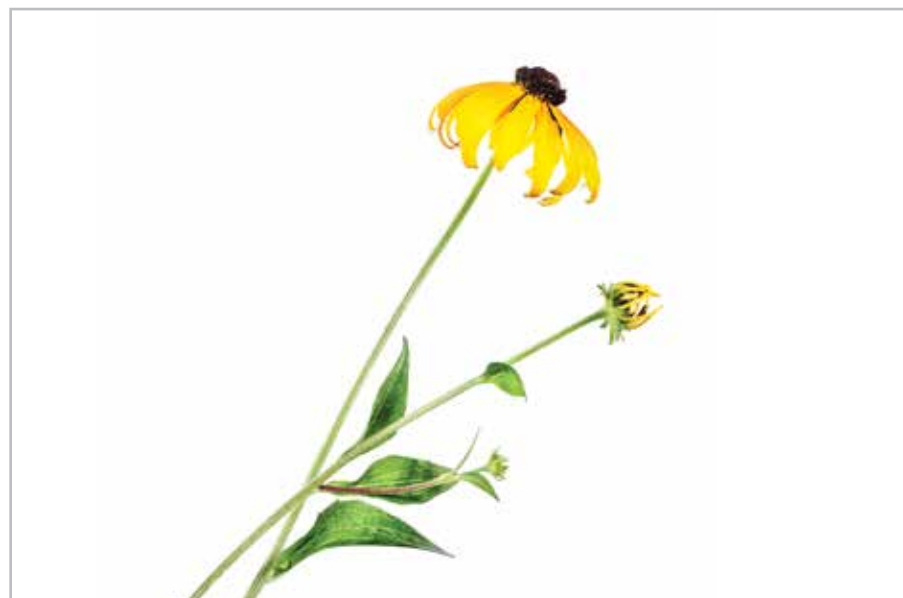Blue Grama Grass

Chokecherry leaf
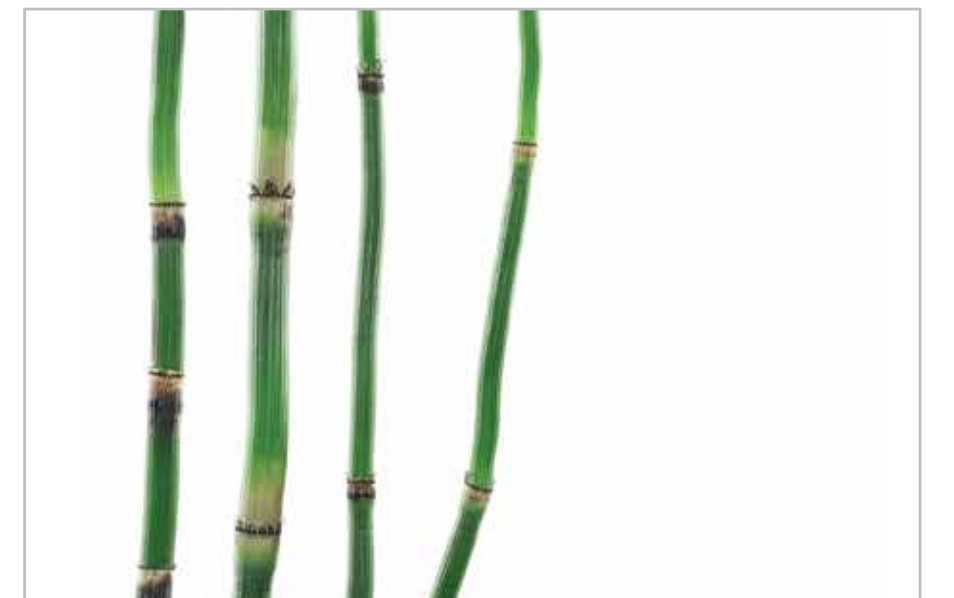

Pine branch

Aspen tree branch

Black-Eyed Susan

Poplar tree branch

Brome Grass

Sage bunch

Barred Horsetail

Plains Rough Fescue

Prickly Pear

Canescent Aster

Cinquefoil branch

Wintergreen branch

Floor 4: Canadian Shield

Option 1

Option 2

Floor 4: Canadian Shield

Image choice for fritting

Sample fritting

Intended location

Floor 5: Grassland

HINDLE ARCHITECTS
studio@hindle-architects.com
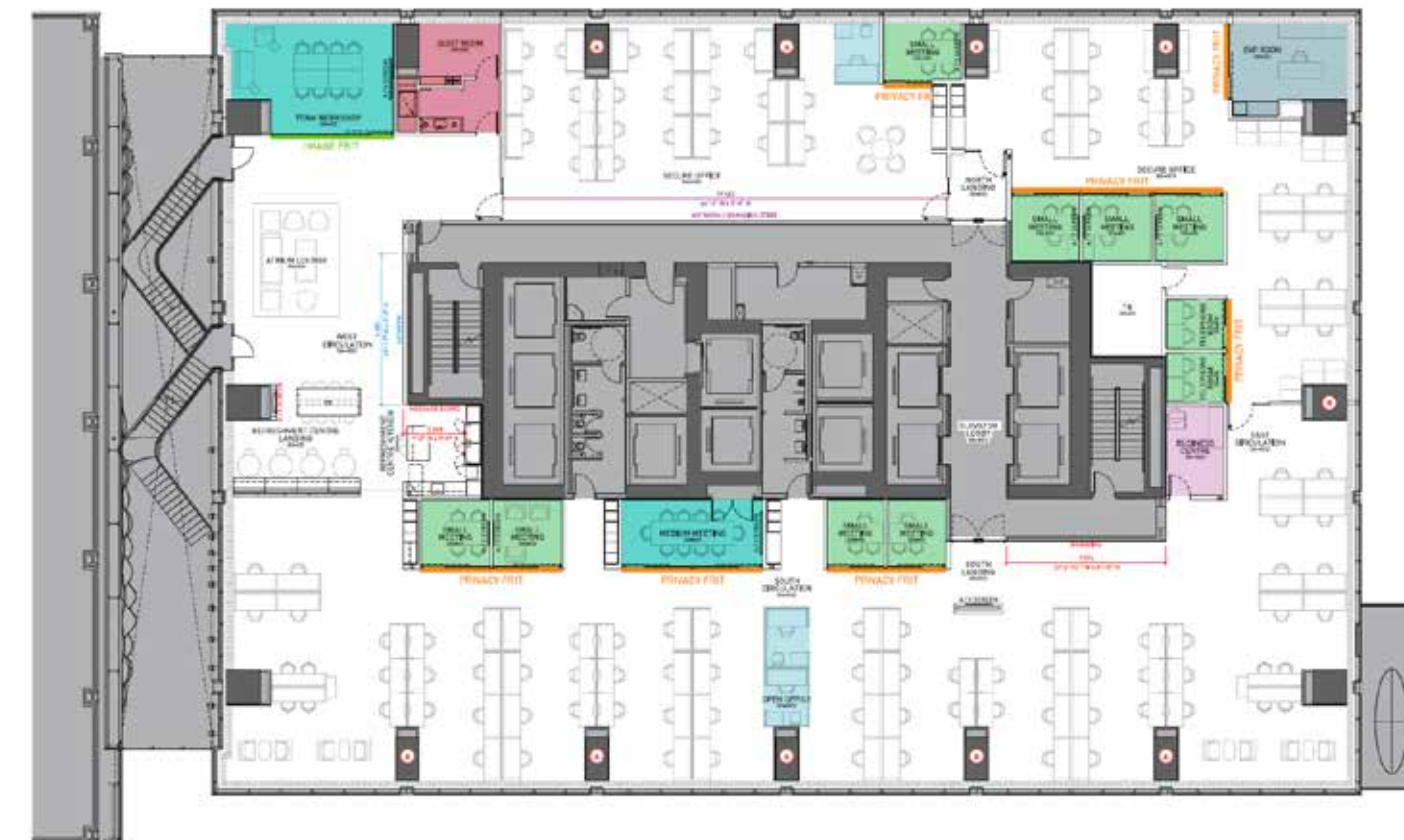
Floor 5: Grassland

Image choice for fritting

Sample fritting

Intended location

Floor 6: Parkland

Floor 6: Parkland

Image choice for fritting

Sample fritting

Intended location

Floor 7: Badlands

HINDLE ARCHITECTS
studio@hindle-architects.com

Floor 7: Badlands

Image choice for fritting

Sample fritting

Intended location

Floor 8: Foothills

Floor 8: Foothills

Image choice for fritting

Sample fritting

Intended location

Floor 9: Forest

HINDLE ARCHITECTS
studio@hindle-architects.com

Floor 9: Forest
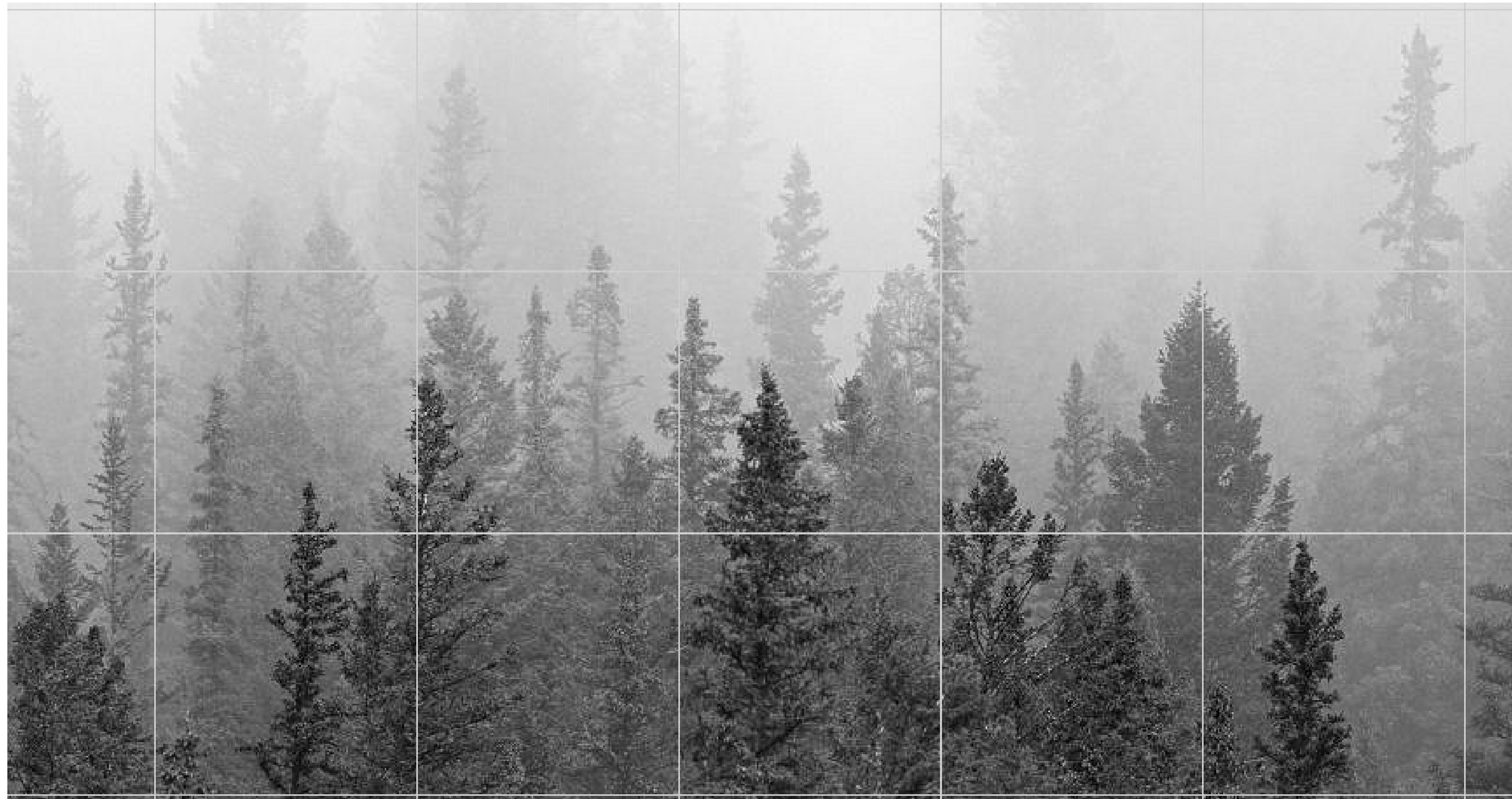
Image choice for fritting

Sample fritting

Intended location

Floor 10: Rockies

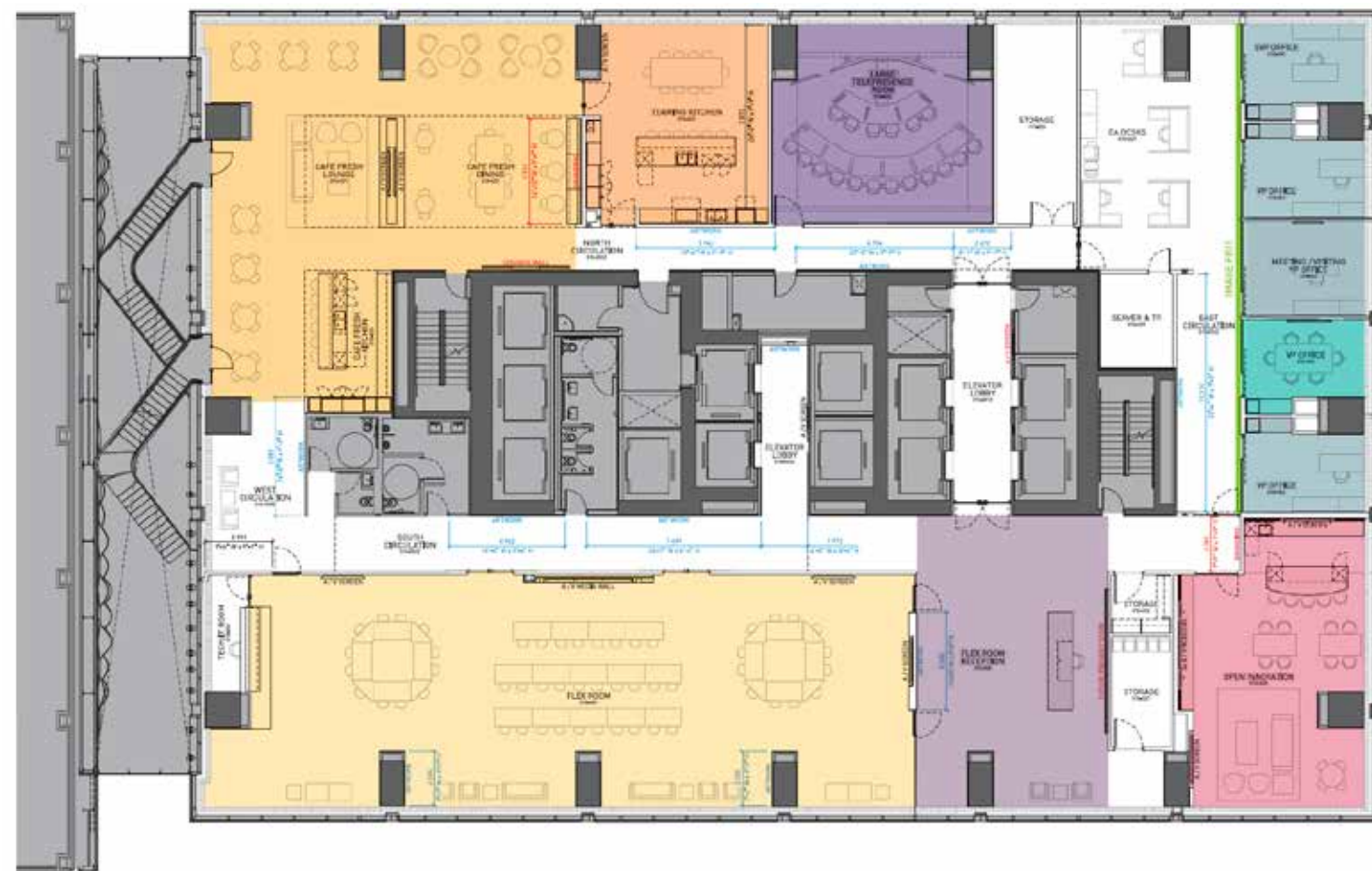Name Flex Space on 10th floor (Rockies level) the Friendly Future Foundation Space.

Note: Flex Space will be accessible externally for rent.
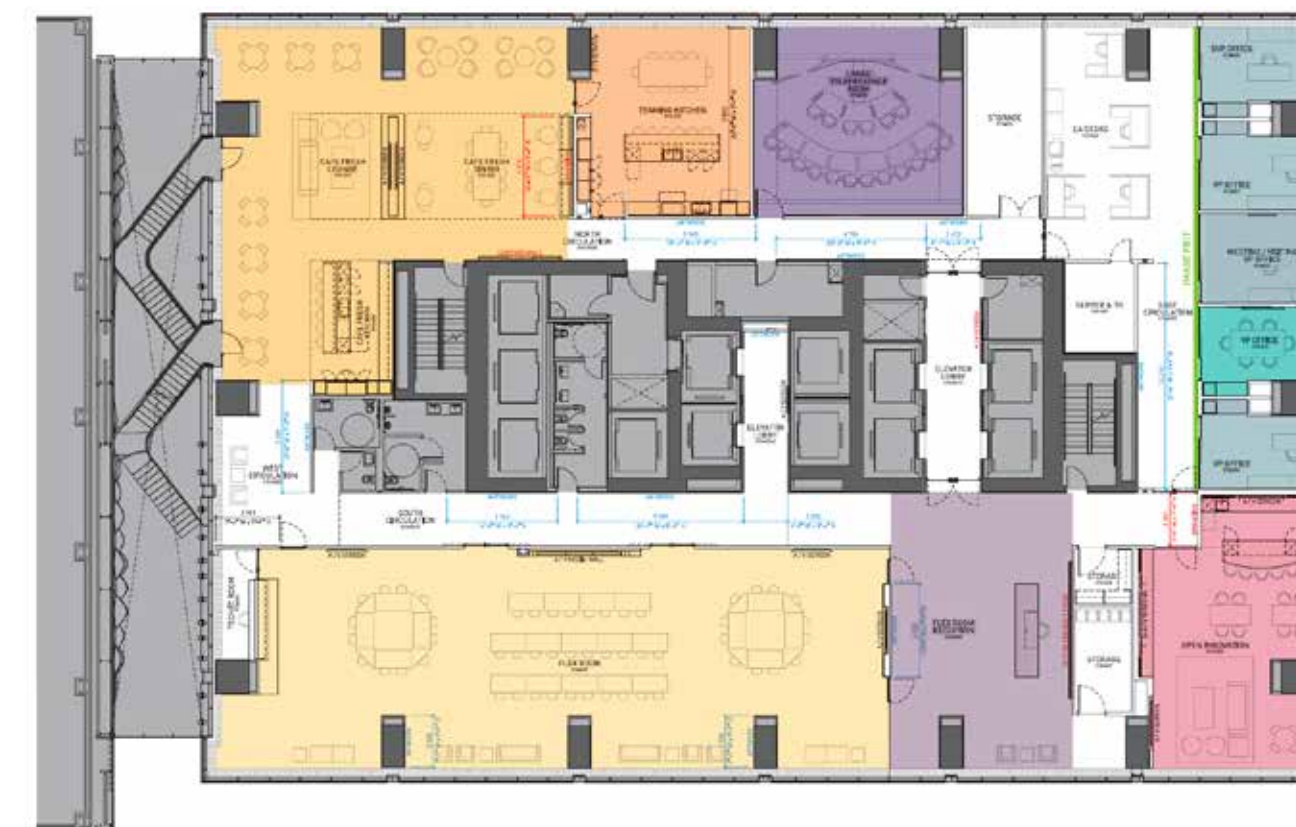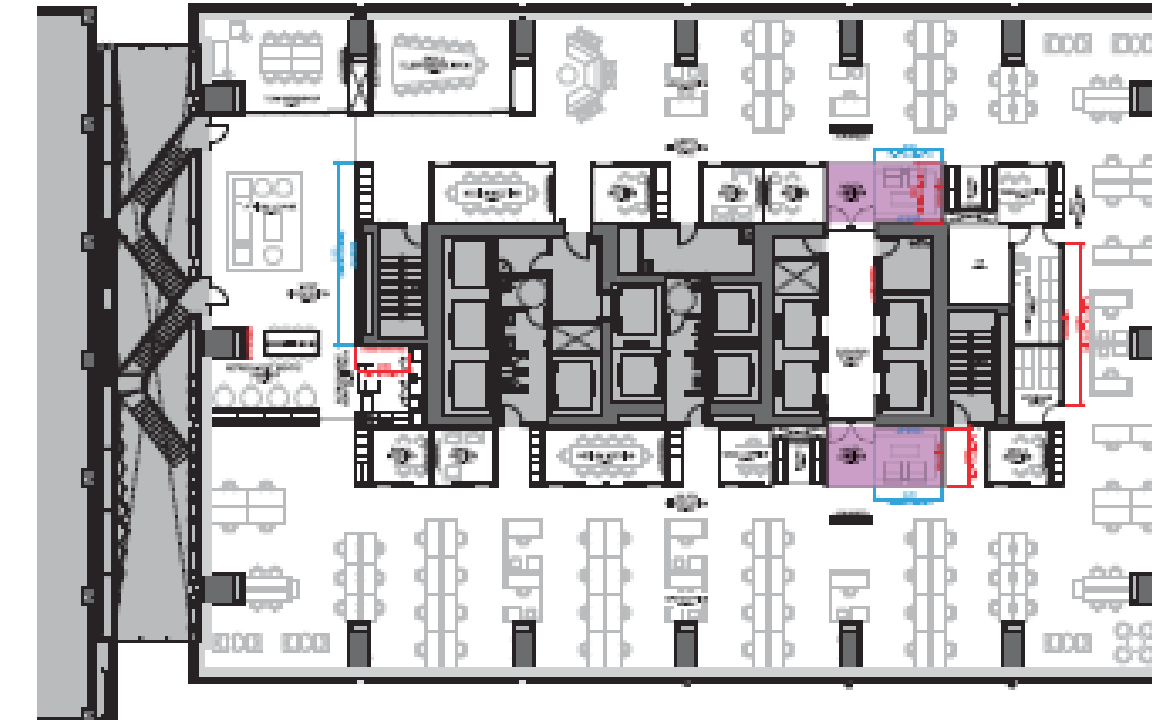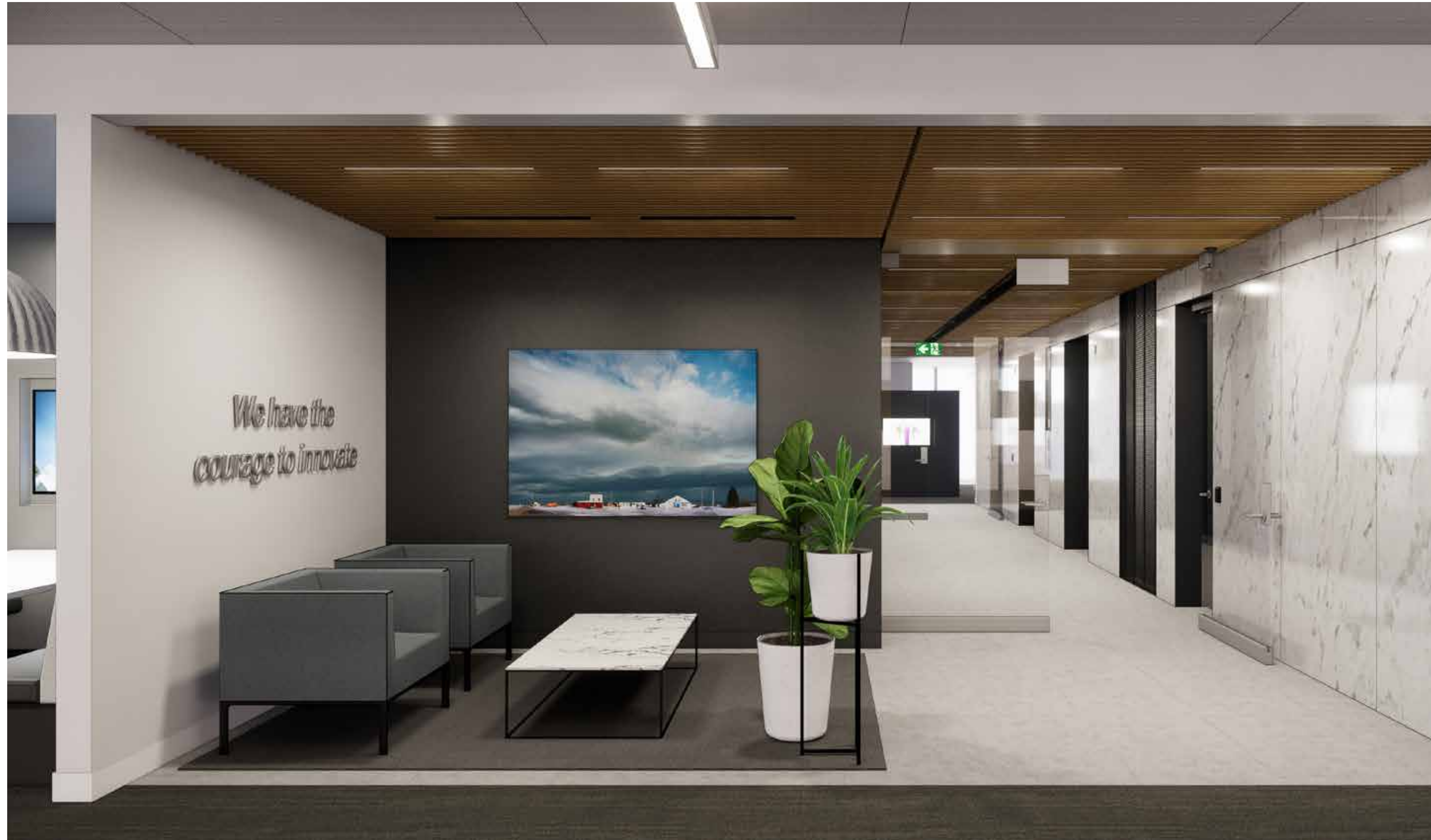
Floor 10: Rockies

Image choice for fritting

Intended location (green)

Our TELUS Values: Primary location

KEYPLAN (LEVEL 8 SHOWN)

TELUS Values

- 6" high raised letters are used at elevator landings (shown above on both N&S side of elevator lobbies) to create emphasis on the wording of our TELUS Values

- Features one of two potential treatments/applications for our values on team member floors
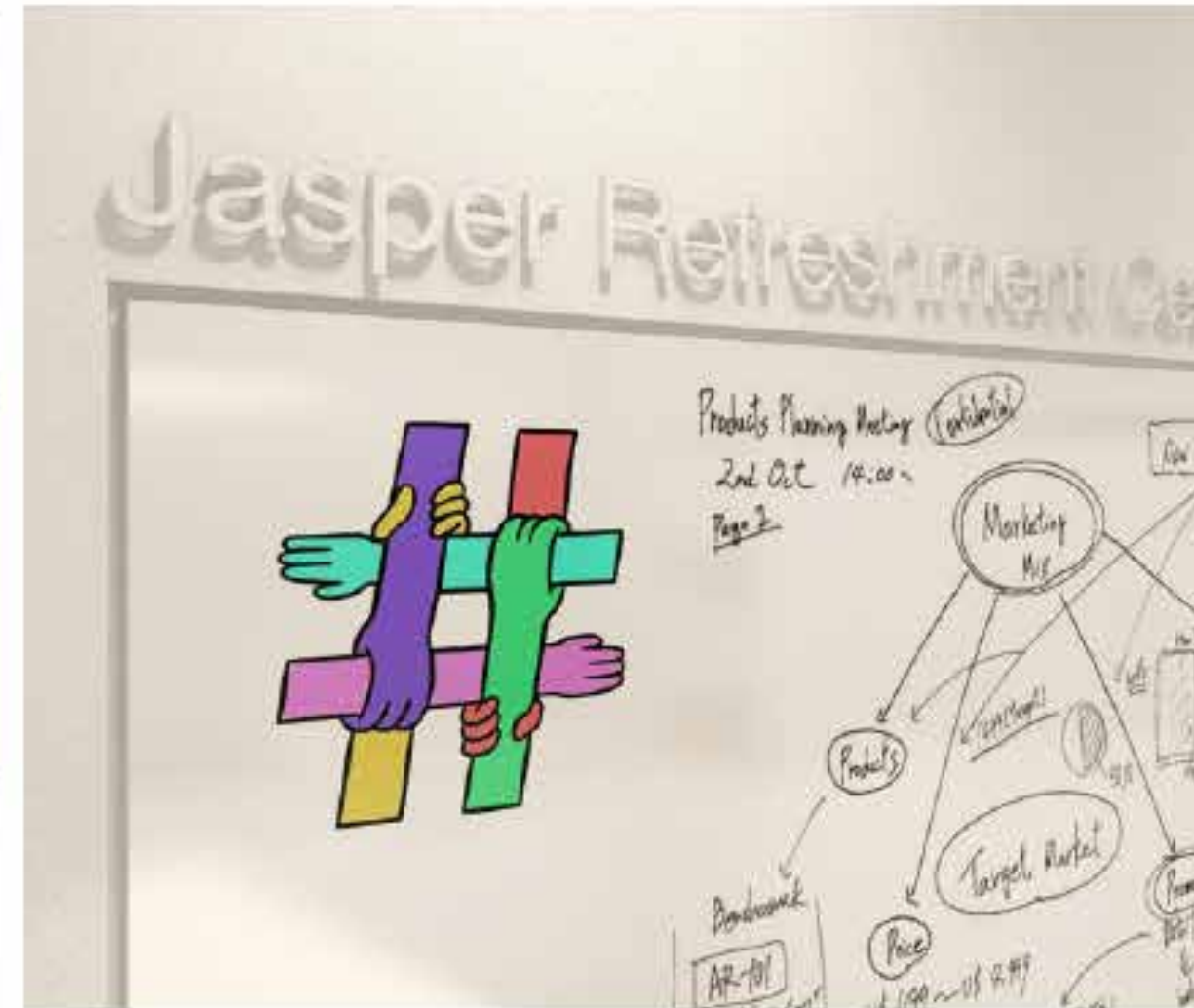
# Our TELUS values: Secondary location

TELUS Values

- Lettering directly on wall featuring all the values but bolding one or more

- Primary location for team member traffic amidst Cafe Fresh and lounge area
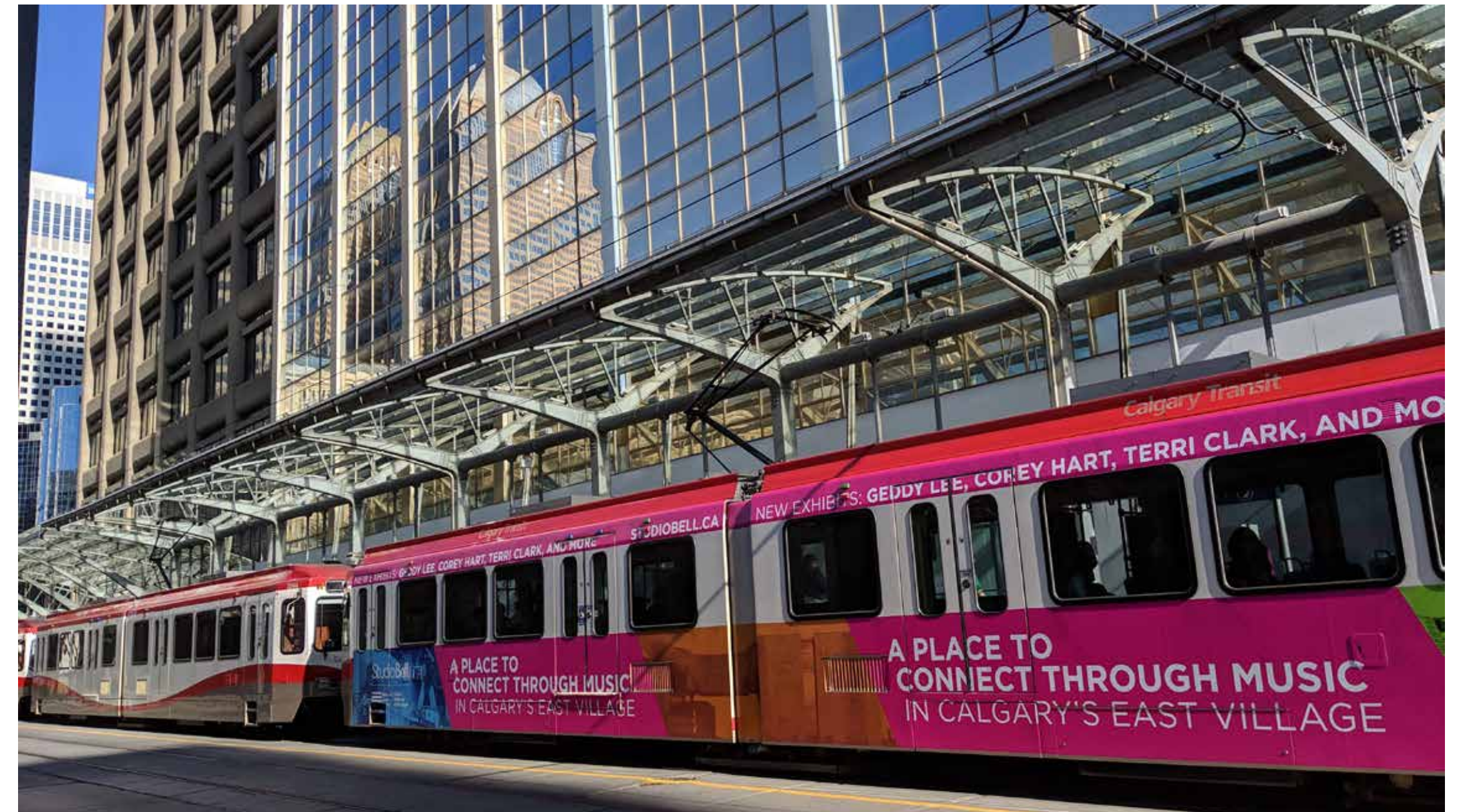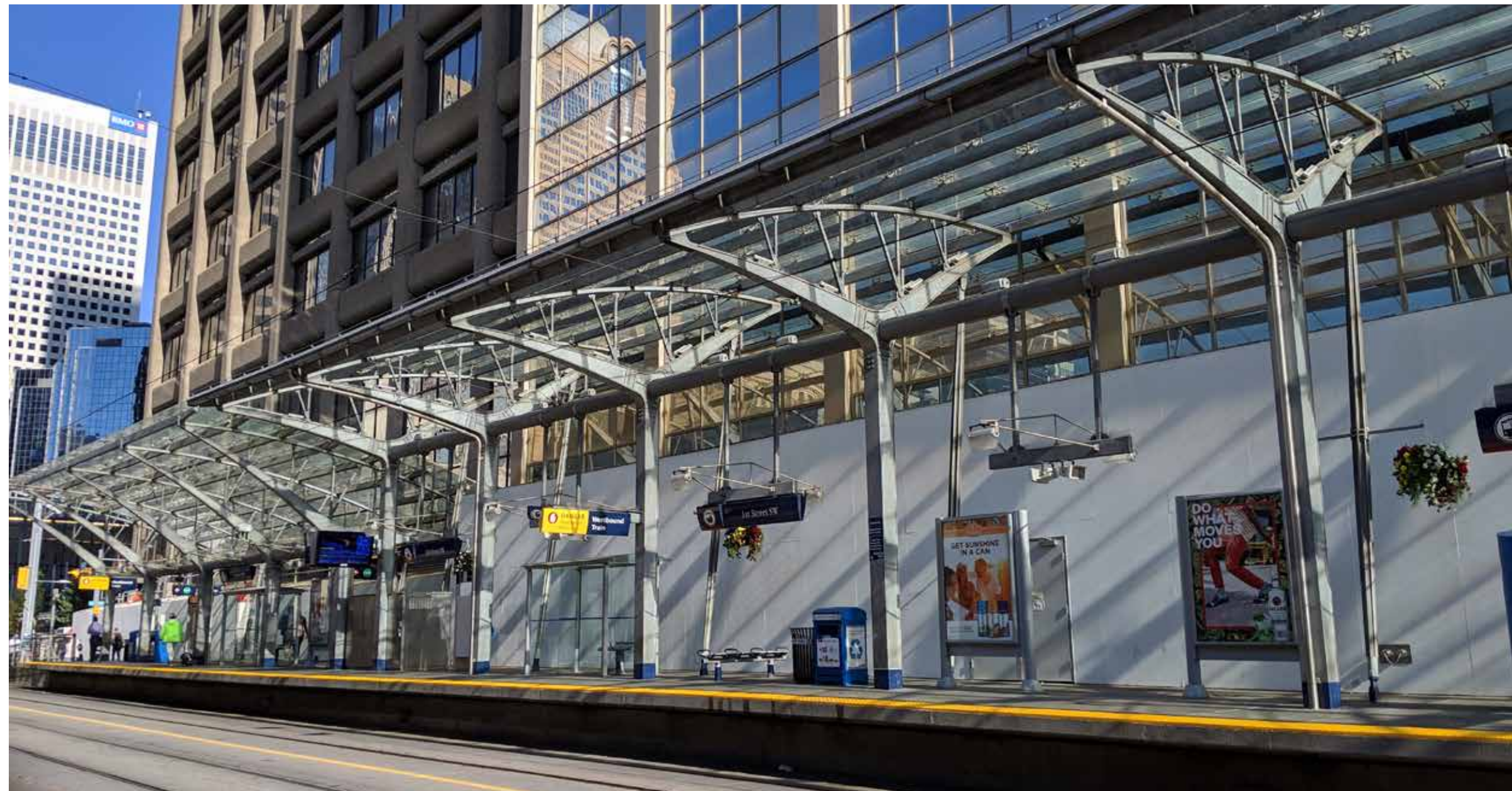
Campaign creative: Refreshment Centre

Message board:

An opportunity in an area with constant team member traffic to bring in campaign creative using temporary solutions such as decals, example #EndBullying.
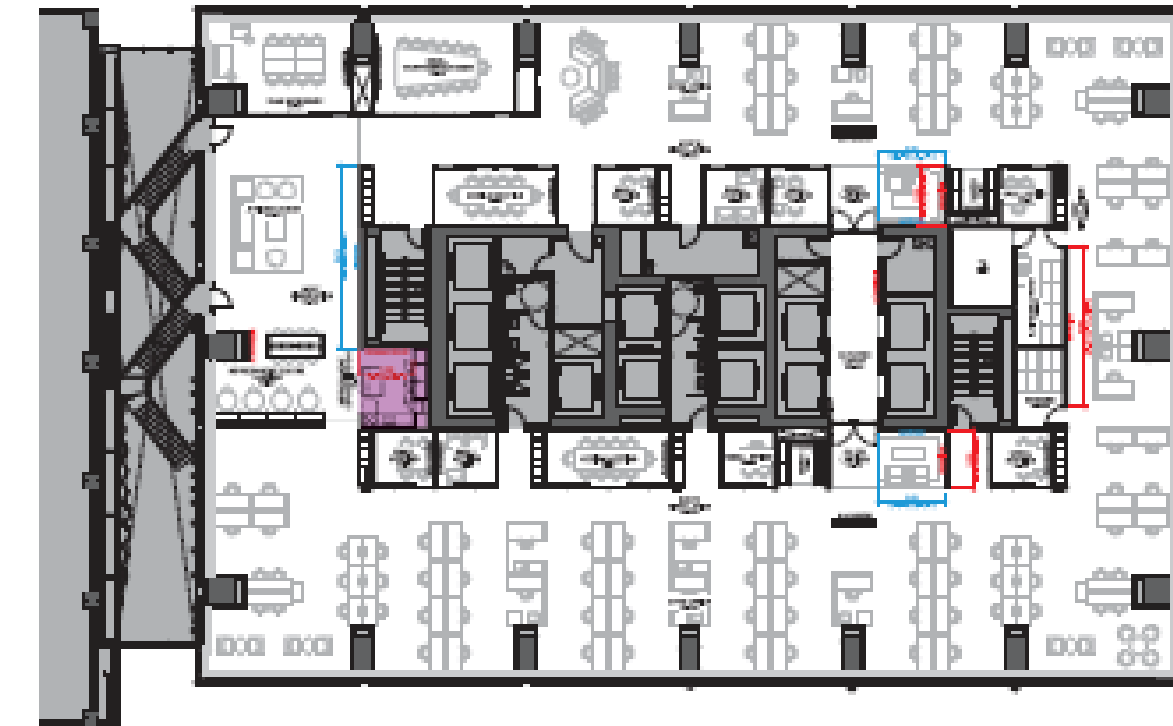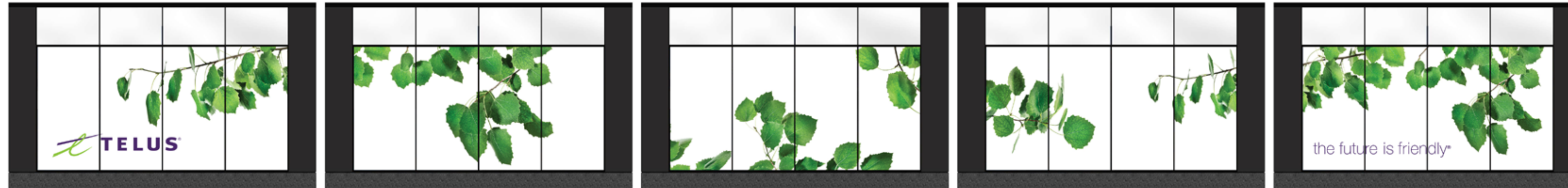

KEYPLAN (LEVEL 8 SHOWN)

Proximity to foot traffic

Semi-permanent window branding

The exterior ground-level facade features 7 of these 4-paneled windows; 5 on 7th Avenue (same side as Len Werry building) and 2 on Centre Street around entrance to Len Werry building (**not** TELUUS Sky). Each window of 4 panels (5ft wide) reaches approximately 20ft tall with a width of about 20ft wide, totaling 100ft of signage along 7th Avenue.

- **These are network buildings:** The space behind these windows is tight and doesn't allow for constant changing of window covers.

- **Coverings are mandatory:** to provide security for our infrastructure in network buildings.

- **Rail station** immediately in front of facade coverings: