Newmark Grubb
Knight Frank

NGKF Corporate
Marketing and Graphics

BEST REAL ESTATE
GRAPHIC DESIGN
ABOUT US

Newmark Grubb Knight Frank (NGKF), one of the largest commercial real estate service firms in the world, provides client-focused real estate advisory services through world-class intellectual capital and resources. Bringing strategy and implementation together, our mission is to design and execute customized solutions that create value for our clients in support of their business and financial objectives.

Much of this implementation is supported by our National Corporate Marketing and Graphics team, which works in conjunction with our professionals across leasing, capital markets and all other disciplines to execute marketing strategies that position and differentiate our client’s properties for maximum exposure in the market.

Together with London-based partner Knight Frank and independently owned offices, NGKF’s 14,100 professionals operate from more than 400 offices in established and emerging property markets on six continents.

Our clients are our partners and our number one priority.

This is how we market.
255 GREENWICH

50,000 SF
BIG-BOX RETAIL
IN THE CENTER
OF IT ALL

+ TRIBECA
+ WORLD TRADE CENTER
+ FINANCIAL DISTRICT
+ BATTERY PARK CITY
Lower Manhattan is one of the fastest-growing markets in New York City across all sectors, so when it came time to design the marketing for the retail space at 255 Greenwich Street, NGKF chose the theme *A Unique Mixture of Tourists, Office Workers and High-End Residential* for the materials to showcase the area’s eclectic demographic. The property is a meeting point of several Lower Manhattan neighborhoods, so instead of focusing on the actual area where the space resides, the marketing piece features and promotes the best of all of Lower Manhattan’s most desirable neighborhoods, including Tribeca, the World Trade Center, the Financial District and Battery Park City.

To demonstrate the strength of the surrounding area, the designer incorporated infographic icons illustrating the foot traffic around the space; quotes from the marketing team highlighting the area’s demographics; and company logos representing well-known neighboring tenants. The front cover shows the space’s substantial frontage, while the interior highlights a three-dimensional stacking plan, so the audience can understand the scope of the space. A rendering creates an idea of what the retailer’s space may look like.

The overall design includes a vibrant green that is a secondary color in NGKF’s corporate branding palette and was used to mimic the unique audience. The logo of the building recalls the overlapping-square shape of the building. As a result of NGKF’s marketing efforts, the space was leased quickly and is now 100% occupied.
A Unique Mixture of Tourists, Office Workers and High-End Residential
### THE NEIGHBORHOOD

**AVERAGE HOUSEHOLD INCOME**

$234,403

**OFFICE**

20 million square feet of office space in the immediate area

**NEIGHBORHOOD**

- Located near the NY Waterway Battery Park City stop with 2 million riders per year
- Steps from one world trade center and the observatory projecting 3.8 million riders annually

### SUBWAY LINES SERVICING:

2 3 4 5 A C J Z R

### AREA TENANTS

Whole Foods, Equinox, Barnes & Noble, Le District, SoulCycle, Bed Bath & Beyond and Saks Off Fifth (coming soon)

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1. ESRI 1/10 OF A MILE RADIUS  
2. COSTAR  
3. MTA 2014 FACTS AND FIGURES  
4. THE PORT AUTHORITY OF NY & NJ