

Office space, *made to be noticed.*

Three property flyers for CSG Partners, a Maryland real estate firm leasing office buildings in Rutherford Business Park. One family of layouts, built to sell a building in ten seconds.

CLIENT	ROLE	DELIVERABLES	YEAR
CSG Partners	Layout, photo edit & print design	3 flyers · print mockups	2022



01 THE BRIEF

A leave-behind that does the talking.

CSG Partners buys, redevelops, leases and manages commercial property. They had three office buildings available in the same business park and needed flyers their team could hand out, e-mail and pin up. Each one had to feel different, and all of them had to feel clearly CSG.

“Tenants decide in seconds. The flyer should answer *where*, *how big* and *why here* before anyone reads a full sentence.”

01

Who it's for

Office tenants and the brokers who represent them, many of them contractors working near the SSA and CMS headquarters in Woodlawn.

02

What they need

Size, parking, road access and nearby amenities at a glance, plus one person to call. No digging, no fine print.

03

My goal

One modular system that works for any building in the park, with a hero layout that gives each property its own personality.

Their identity, *dressed up.*

I kept to CSG's own look: deep forest green, near-black and clean white around the stepped-square mark. The job was to make it feel premium, not to reinvent it.



CSG Partners

Existing property and land acquisition,
redevelopment, leasing, property
management and construction

Forest
#0A5C36 · bands

Graphite
#231F20 · depth

Paper
#F4F4F2 · facts

Sweep
Green into graphite

Type

Wide geometric capitals for each building's name, a light rounded sans for everything a tenant has to read.

21 GOVERNORS COURT

Rutherford Business Park | Woodlawn, MD

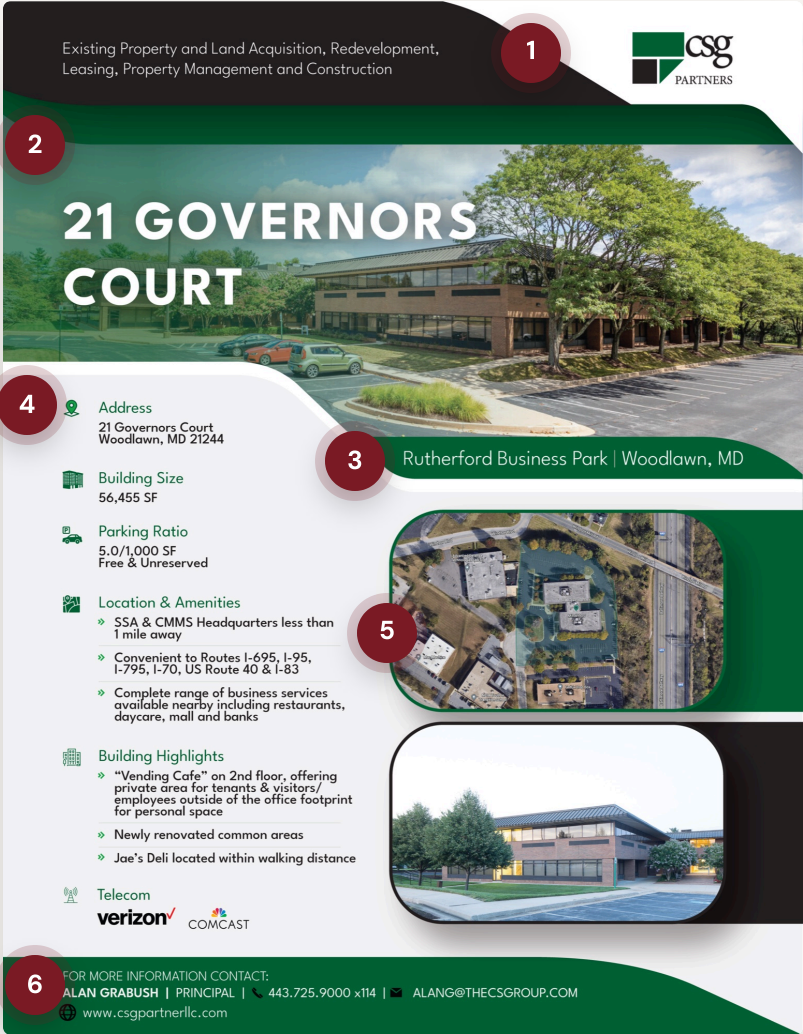
Print spec

Set up once, reused for every flyer.

Format	US Letter · 8.5 × 11 in
Resolution	300 dpi · 2551 × 3301 px
Colour	CMYK for print, RGB for e-mail
Bleed	0.125 in on every edge

Read top to bottom, *in five seconds.*

Every flyer follows the same order, so a broker holding two of them can compare buildings at a glance.



- 01 Who and what**
CSG's services in one line, the logo in the corner. Trust before anything else.
- 02 The building, big**
A hero photo with the address set in wide white capitals.
- 03 Where it is**
A green ribbon names the park and town, so location is never a question.
- 04 Key facts**
Address, size, parking, amenities and telecom. Each with an icon, a label and a value.
- 05 Context photos**
An aerial for location and a street view for first impressions, framed in soft rounded cards.
- 06 One way to act**
A single contact bar: one name, one phone number, one e-mail.

Three buildings. *One family.*

Same grid, same icons, same contact bar. Only the hero changes with each building, so no flyer looks like a copy of another.



The Wave
21 Governors Court



The Stack
7102 Ambassador Road



The Sweep
7104 Ambassador Road

1 grid
Shared margins, columns and type sizes

6 icons
One custom set for every fact label

3 hero layouts
Wave, Stack and Sweep

1 contact bar
Identical on every flyer

Almost 100,000 square feet, *on three sheets.*

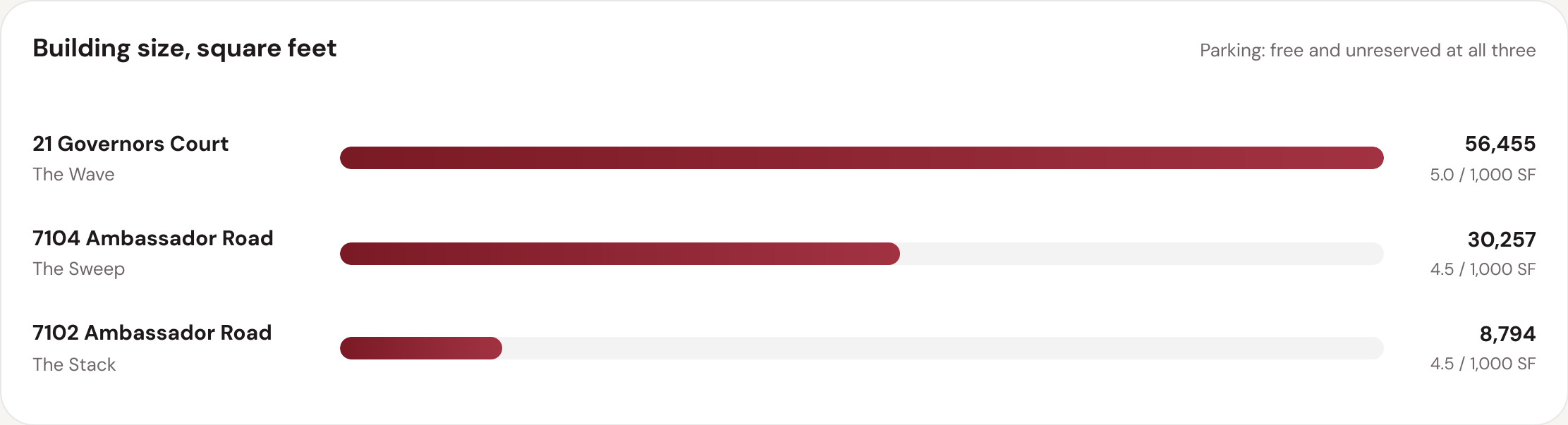
Very different buildings, from a small single-storey office to a large two-storey block. The system had to scale for all of them.

3
property flyers

95.5_k SF
of office space marketed

6
highways in the location copy

<1_{mile}
to the SSA & CMS headquarters



Small things *build trust.*

Commercial tenants sign multi-year leases. The flyer has to look as reliable as the landlord behind it.



Address

7104 Ambassador Road
Woodlawn, MD 21244



Building Size

30,257 SF



Parking Ratio

4.5 / 1,000 SF;
Free & Unreserved

One icon set

Pin, building, car, map, office block and antenna. Solid green shapes in one weight, so every label reads the same way.



Location & Amenities

- » SSA & CMMS Headquarters less than 1 mile away
- » Convenient to Routes I-695, I-95, I-795, I-70, US Route 40 & I-83
- » Complete range of business services available nearby including restaurants, daycare, mall and banks



Building Highlights

- » “Vending Cafe” on 2nd floor, offering private area for tenants & visitors/employees outside of the office footprint for personal space

Copy that scans

Amenities cut to one or two lines each, with soft dividers. Highways, neighbours and highlights, never a paragraph.



Retouched photography

Straightened walls, brighter skies and matched greens, so three different shoots look like one campaign.

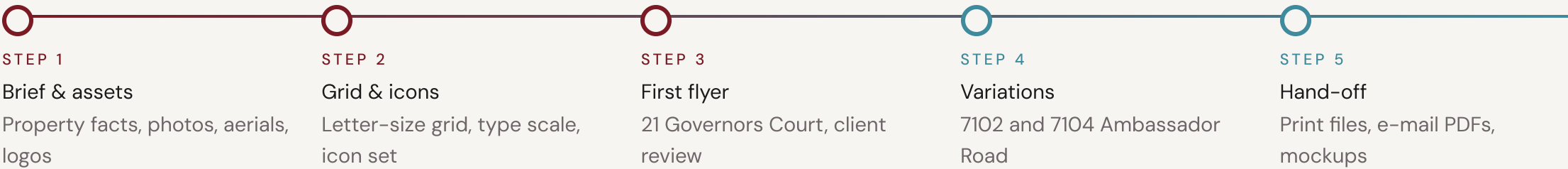
From screen *to paper.*

Each flyer was delivered print-ready and as a light PDF for e-mail, then shown in a print mockup for the client's sign-off.



Build one, *then scale it.*

I designed the biggest building first. Once 21 Governors Court was approved, the system was ready for the next two.



Print

Press-ready PDFs

US Letter with bleed at 300 dpi, ready for the printer.

E-mail

Light digital PDFs

Small enough to attach to a broker's e-mail or a listing site.

Reuse

Editable masters

New buildings in the park can go into the same template.

A QR code

Link the paper straight to a virtual tour or the online listing.

Floor plans on the back

A double-sided version with suite sizes and plans.

Matching social posts

LinkedIn and listing graphics built from the same system.

ABOUT THE DESIGNER

Jel Pamela Pagulong

Graphic Designer · Philippines

Since 2020 I've designed polished corporate materials for international clients, mostly in health and real estate. For CSG Partners I turned raw property facts and photos into a flyer system their team could use again and again.

- Print & Flyer Design
- Branding & Identity
- Social Media Collaterals
- Email Campaigns
- Magazines & Newsletters
- Corporate Materials
- Adobe & Canva

2020 – now	Freelance Graphic Designer, Upwork All Abilities Australia · Coalition for Global Hepatitis Elimination · Benezon · CSG Partners · Marena Cosmos
2021 – 2026	Marketing Support & Graphic Designer ScriptSourcing, LLC
2022	CSG Partners Real estate flyers and print mockups
Education	International Relations & Foreign Service University of San Carlos