

YOUR  
**BUILDINGS**

**=** YOUR **BRAND**



**BLDD**  
ARCHITECTS

“ You are a product of your environment. So choose the environment that will best develop you toward your objective. **Are the things around you helping you toward success – or are they holding you back?** ”

*W. Clement Stone*



**VALUE**  
of your brand

environmental graphics  
**OPPORTUNITIES**

case study: **ICC**

**Bruce Maxey**  
AIA, LEED AP



**Jessica Whitlock**



**Troy Hattermann**  
AIA, LEED GA





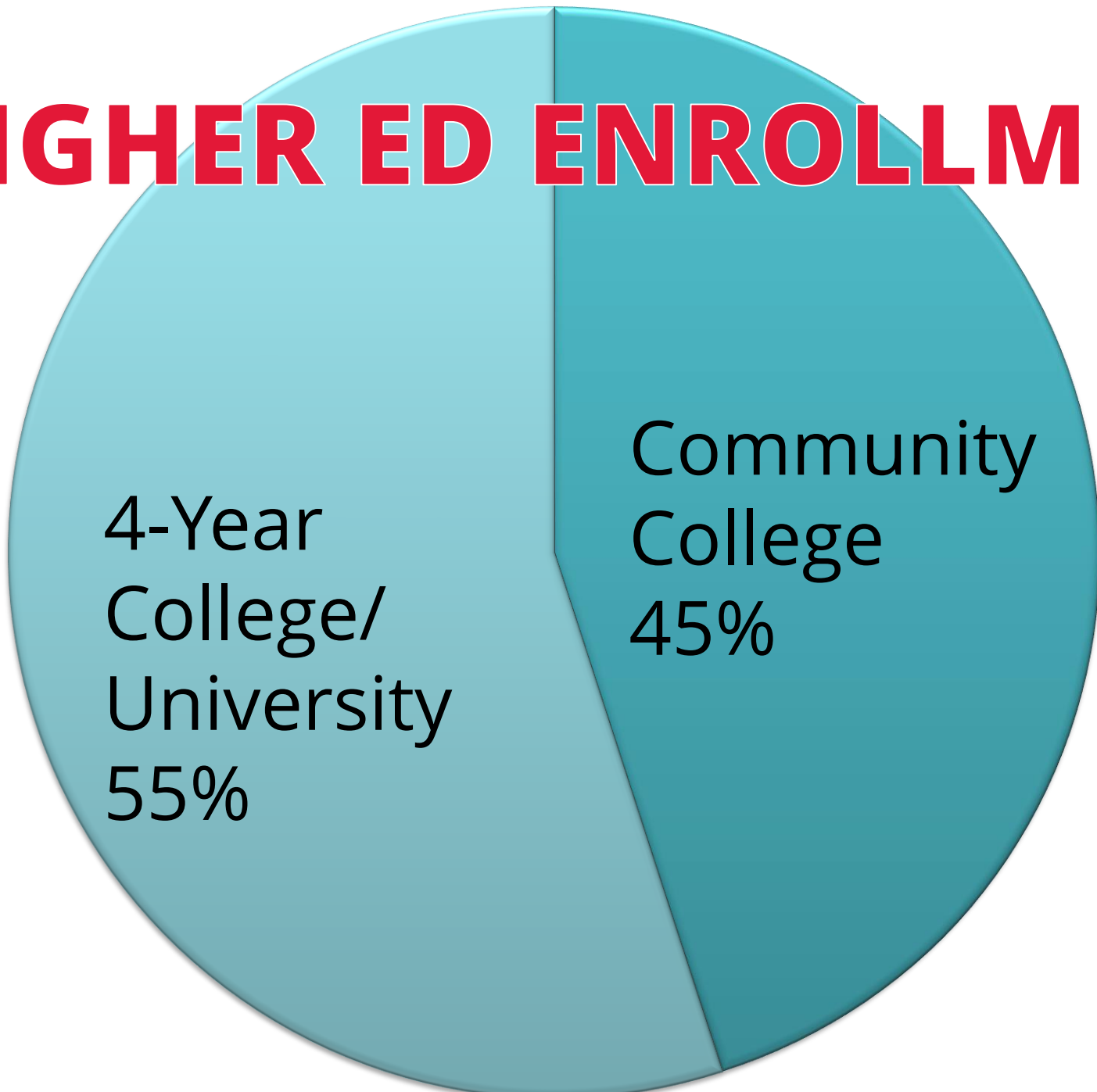
**VALUE**  
of your brand

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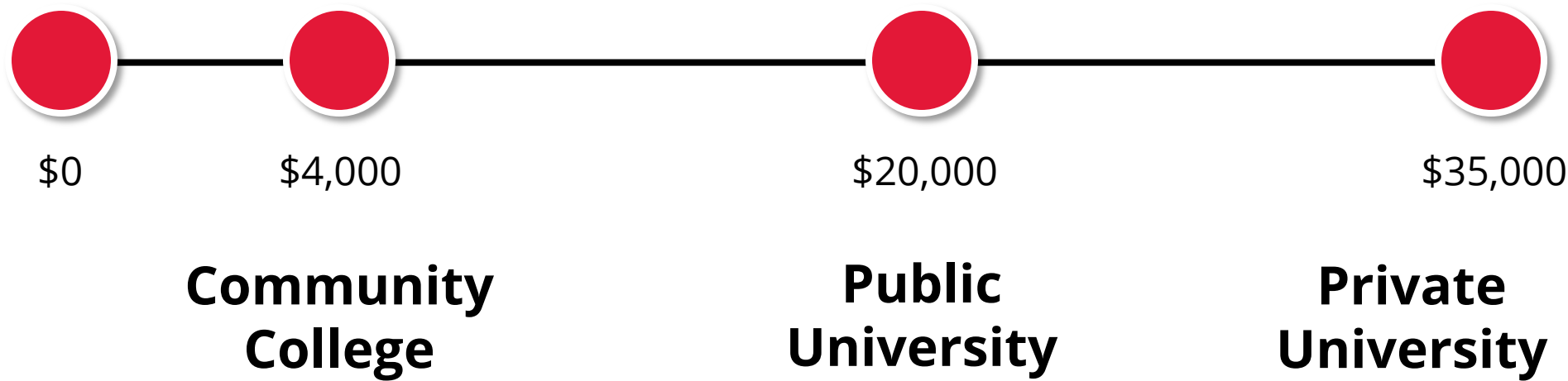
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**VALUE** is  
determined by  
what a  
customer is  
willing to pay

# HIGHER ED ENROLLMENT



# Average Cost of Tuition (yearly)





**EXIT** >

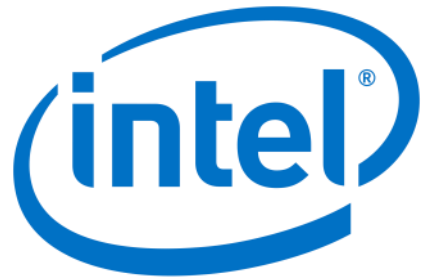
**E156 · E163** →

**E154 ELECT SYST**





**\$18.79**



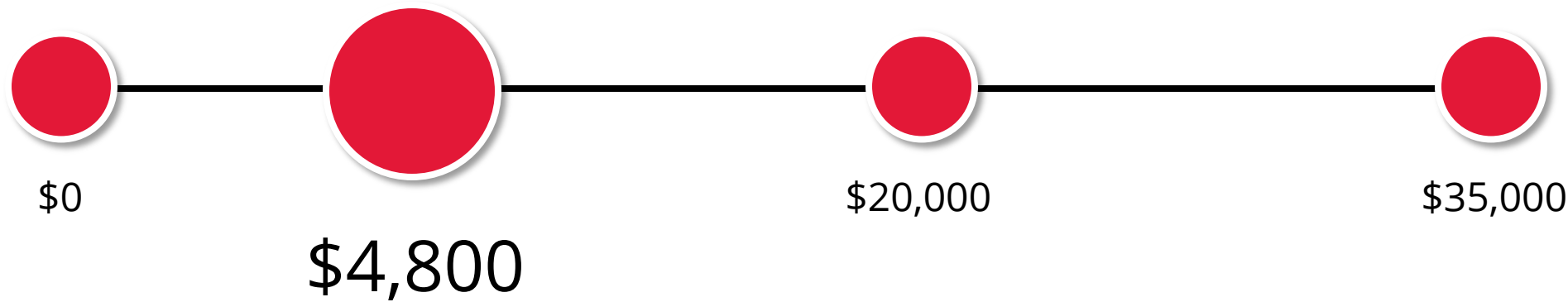
**\$36.91**



**\$67.98**



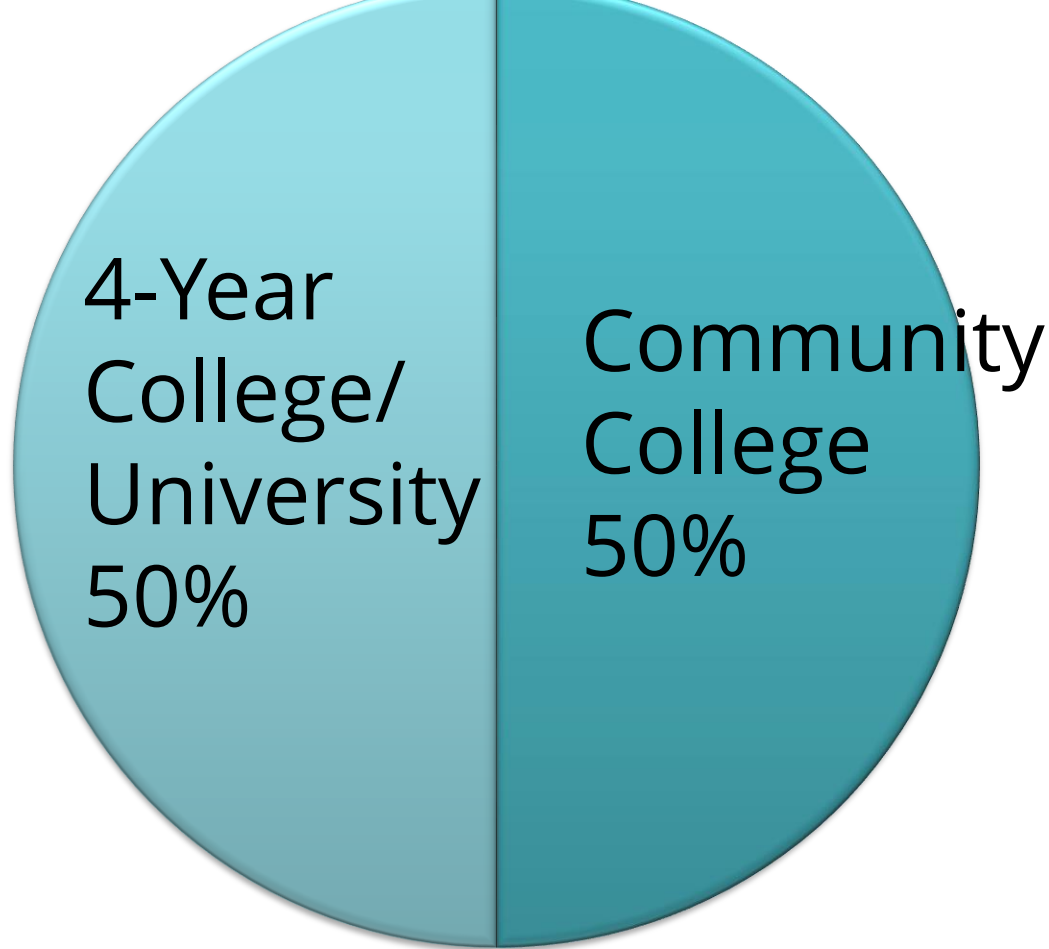
**\$143.52**



+25% per credit hour, at an average of  
5,000 FTE (15 credit hours per semester)=

**\$3,750,000**

Per year



+10% enrollment,  
500 additional FTE

**\$1,200,000**  
Per year



environmental graphics  
**OPPORTUNITIES**

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4

- ← Business Operation
- Media Relations
- ↑ PBS AIDS Conference Room





Journalists make statistics get up and walk and talk. good journalists make statistics get up and walk and talk.

“

good journalists  
make statistics get up  
and walk and talk.

Journalists make





**BEFORE**

*front entry*



Eisenhower High School

REiNVENTION



before



Eisenhower High School  
Decatur, IL



able of

EV



OUR FUTURE *is in our own hands.*™



EDUCATI

Eisenhower High School  
Decatur, IL

**UTURE** *is in our own hands.*



**“NOBLE IDEAS** must be supported by  
**EDUCATION** and **HARD WORK.**





The time is always right  
to do what is right.  
- Dr. Martin Luther King, Jr. (said rights activist)

**Eisenhower High School**  
Decatur, IL



{WE ARE}  
Eisen

WE ARE  
*eloquent*

WE ARE  
*equal*

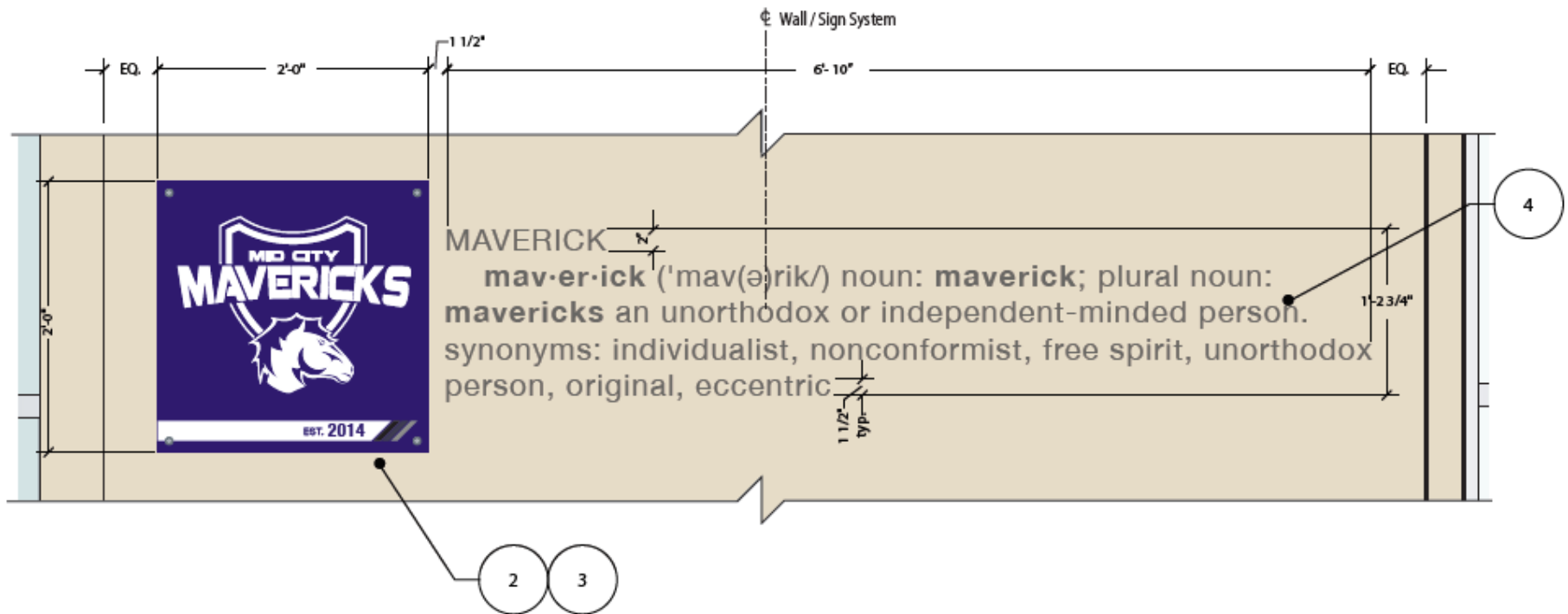
WE ARE  
*energetic*

WE ARE  
*engaged*

{WE ARE} Eisenhower High School



**Mid City School**  
Davenport, IA



**2** Sign Type S7.2 - Enlarged Sign detail  
Scale: 1" = 1'-0"



Mid City School  
Davenport, IA



Mid City School  
Davenport, IA



CREATE

Mid City School  
Davenport, IA



Mid City School  
Davenport, IA

# EXTERIOR





MOUNT GAMBER  
LIBRARY

LIBRARY



TNT



WALLS &  
WINDOWS



LEADERSHIP COMMITMENT COMPASSION CREATIVITY DIVERSITY  
EXCELLENCE GENUINITY HOPE IMAGINATION IMPACT INNOVATION  
INVENTION KNOWLEDGE LEADERSHIP OPPORTUNITY OPTIMISM  
RESPECT RESPONSIBILITY TOMORROW TRADITIONS TRANSFORMATION  
UNDERSTANDING VISION VOLUNTEERISM ASPIRATION SERVICE  
PARTNERSHIP EQUALITY GREATNESS IDEAS INNOVATION EXCELLENCE  
EXCELLENCE TRADITIONS ENJOYMENT IMPACT STRUCTURE  
INVENTION OPTIMISM RESPONSIBILITY SPORTSMANSHIP  
TRANSFORMATION TRUST SERVICE TEAMWORK  
COMMUNITY COLLABORATION COMMUNICATION  
PARTNERSHIP DISCOVERY  
VISION VOLUNTEERISM ASPIRATION  
COMPASSION EQUALITY INNOVATION  
TOMORROW PARTNERSHIP  
EXCELLENCE IMAGINATION IMPACT INNOVATION INTELLIGENCE  
**WE ARE KNOXVILLE**

KNOXVILLE HIGH SCHOOL HOME OF THE BLUE BULLETS

CHEER FOR THE BLUE & GOLD

30  
9  
8



 1948-1958  
*George Apperson*  
 1958-1964  
*James McMillan*  
 1965-1995  
*Walter Lee*  
 School of Music • Past Collegiate Choir Conductors



1863  
 ILLINOIS WESLEYAN  
 SCHOOL OF MUSIC  
 Wesleyan Chorus Apollo Club  
 Chamber Singers  
 Women's Glee Club Festival Choir  
 University Choir St. Cecilia Club  
 Collegiate Choir  
 Pursue Your Passion

# Terrestrial Sequestration



# AND Sequestration

Atmospheric  $CO_2$

Coal and Biomass

Ethanol Plant

Cement/Steel Refineries, etc.

Industrial Uses and Food Products

Electricity Generation

$CO_2$  Capture



# Geologic Sequestration

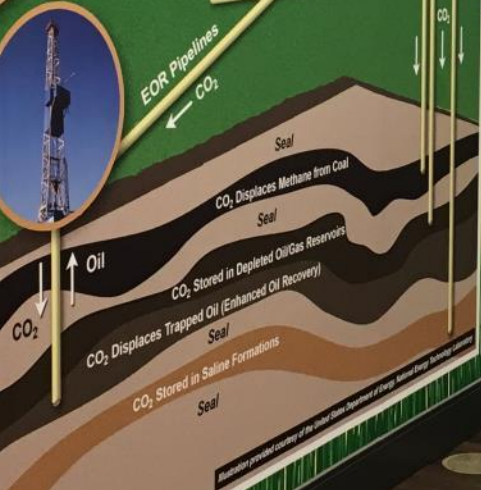


Illustration provided courtesy of the United States Department of Energy, National Energy Technical Laboratory



# Green CO2 in North America

Green CO2 in North America

Green CO2 in North America

Green CO2 in North America

Green CO2 in North America

Green CO2 in North America

Green CO2 in North America

# The Sustainability WALKWAY



# Creating the National Sequestration EDUCATION CENTER

**Fossil Energy Today**  
 Division of Fossil Energy, U.S. Department of Energy • March 2010 • Volume 32 Number 3

**INDUSTRIAL CARBON CAPTURE, STORAGE PROJECT BEGINS CONSTRUCTION**  
 A \$1-billion, first-of-its-kind project to capture 1 million tons of CO<sub>2</sub> per year from a power plant in Illinois is under way. The project, known as the Illinois Industrial Carbon Capture and Storage (I<sup>2</sup>C<sup>2</sup>S), is the first large-scale industrial CO<sub>2</sub> capture and storage project in the world. The project is being developed by the U.S. Department of Energy and the state of Illinois. The project is expected to be completed in 2014.

**DOE-SUPPORTED CONGRESSMAN LEADS**  
 A group of House members, led by Rep. Bill Huelskamp (R-N.C.), is working to pass legislation that would require the U.S. Department of Energy to conduct a study on the feasibility of large-scale CO<sub>2</sub> capture and storage. The legislation is part of a broader effort to address climate change and energy security.

**HIGHLIGHTS INSIDE**  
 • DOE-Supported Congressman Leads  
 • Fossil Energy Today  
 • Industrial Carbon Capture, Storage Project Begins Construction  
 • DOE-Supported Congressman Leads



**BRAVES.. BELIEVE**

**MIT. ZION**

**SUCCESS ISN'T  
LEARN**

**TRA**









# DOORS & FLOORS

Aula

H O



APP  
UP  
YOUR  
*Life*

APP TAP

DIGITAL









# **CASE STUDY**

Illinois Central College

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THROUGH LEARNING MINDS CHANGE.

WE BELIEVE BY CHANGING MINDS,

WE CAN CHANGE  
THE WORLD.

EXIT

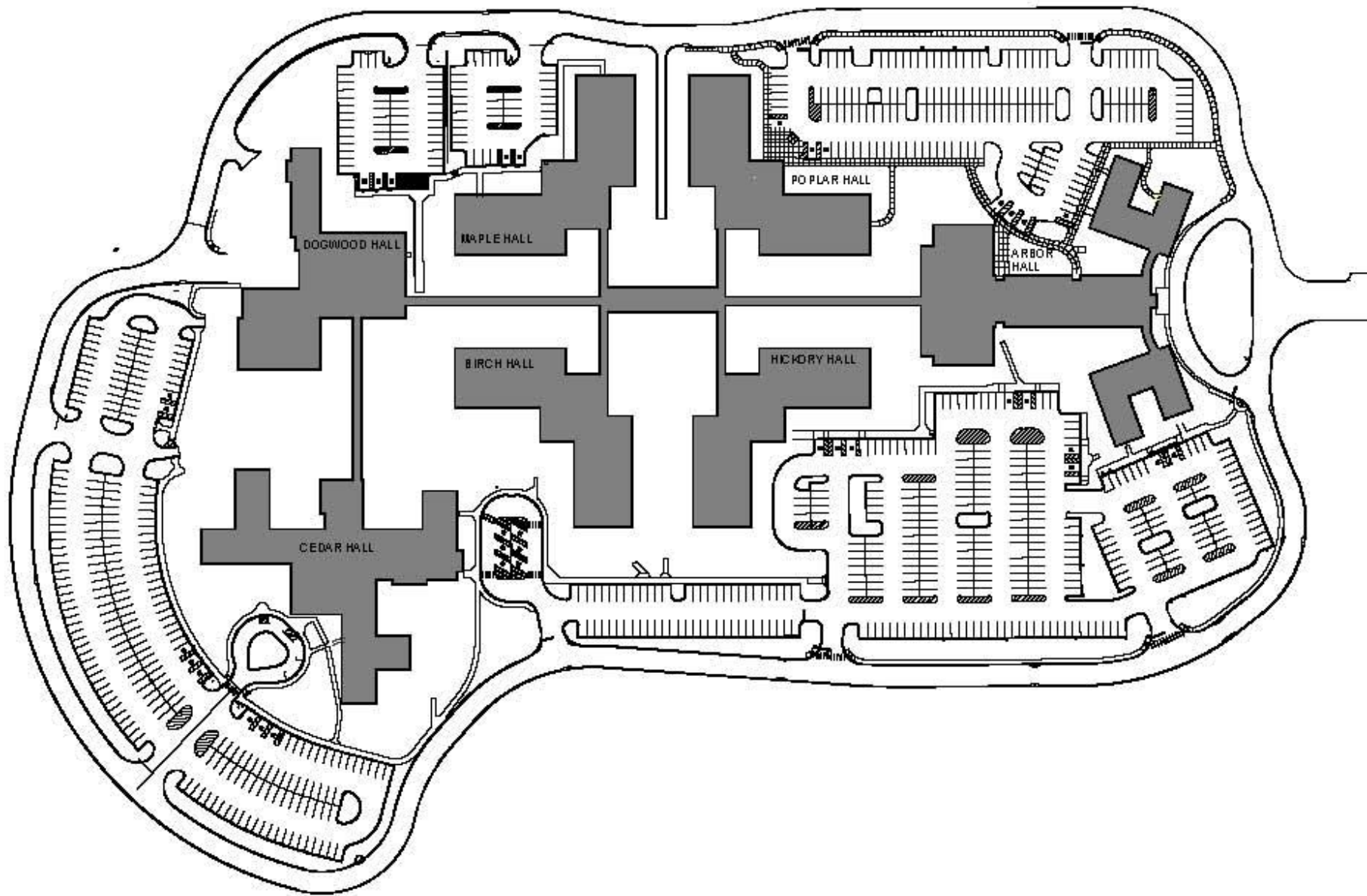
EXIT

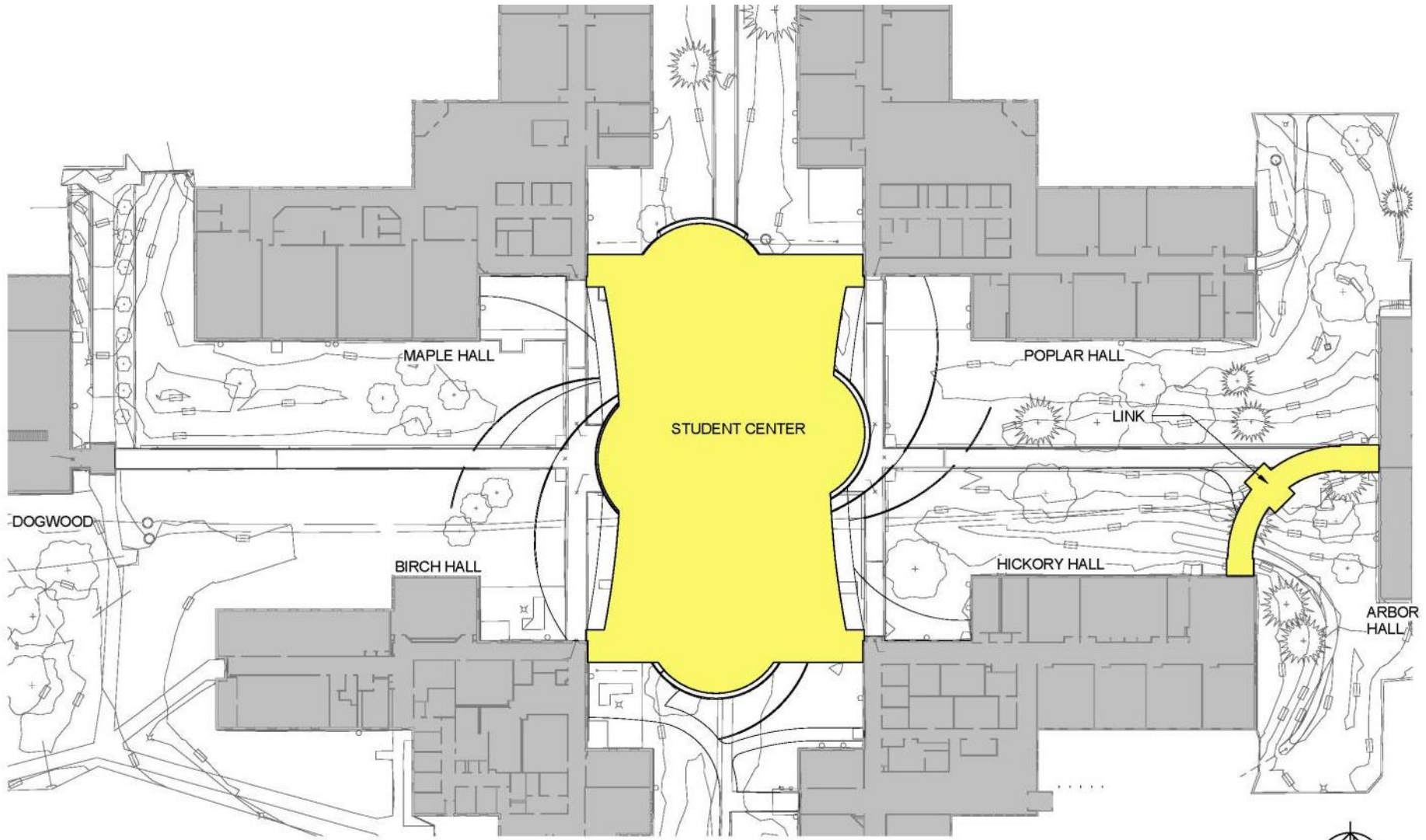






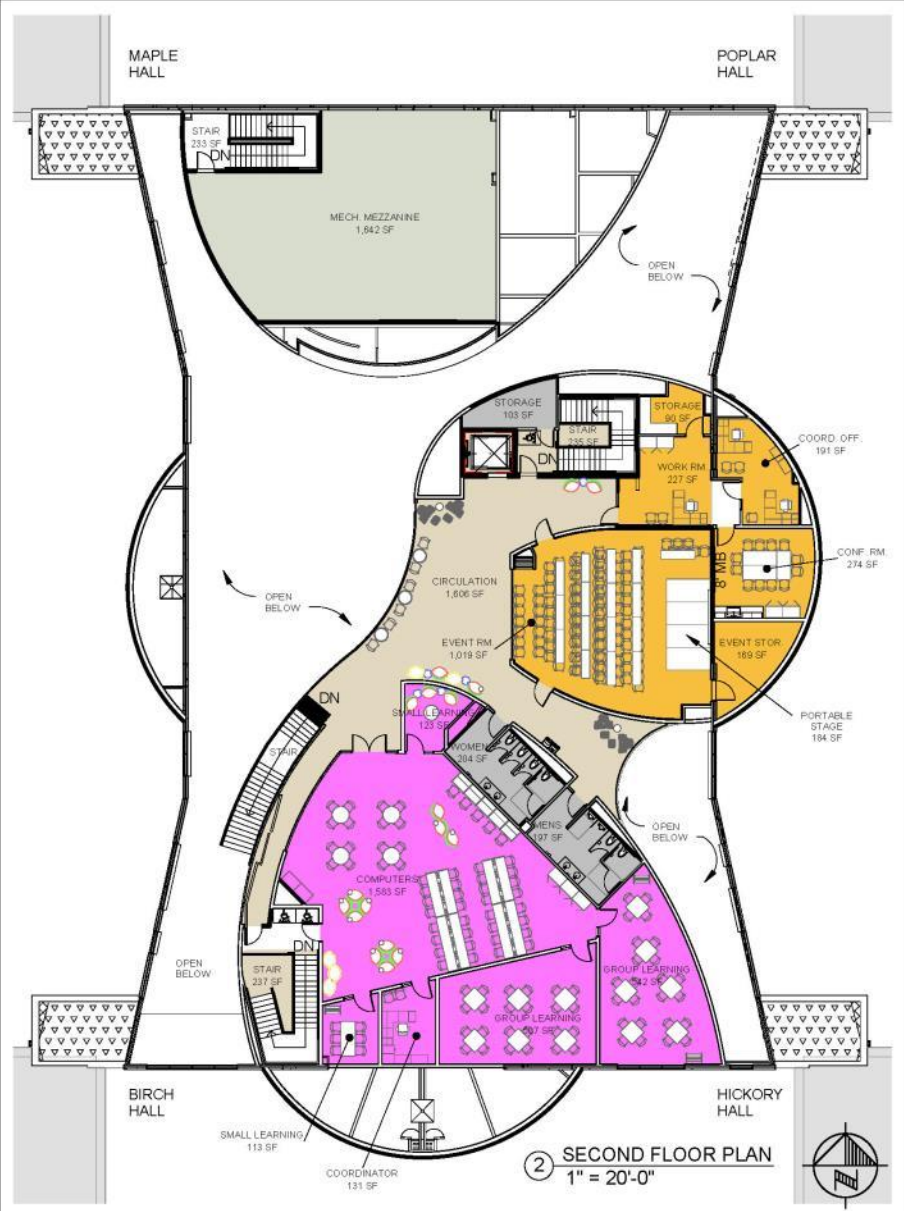
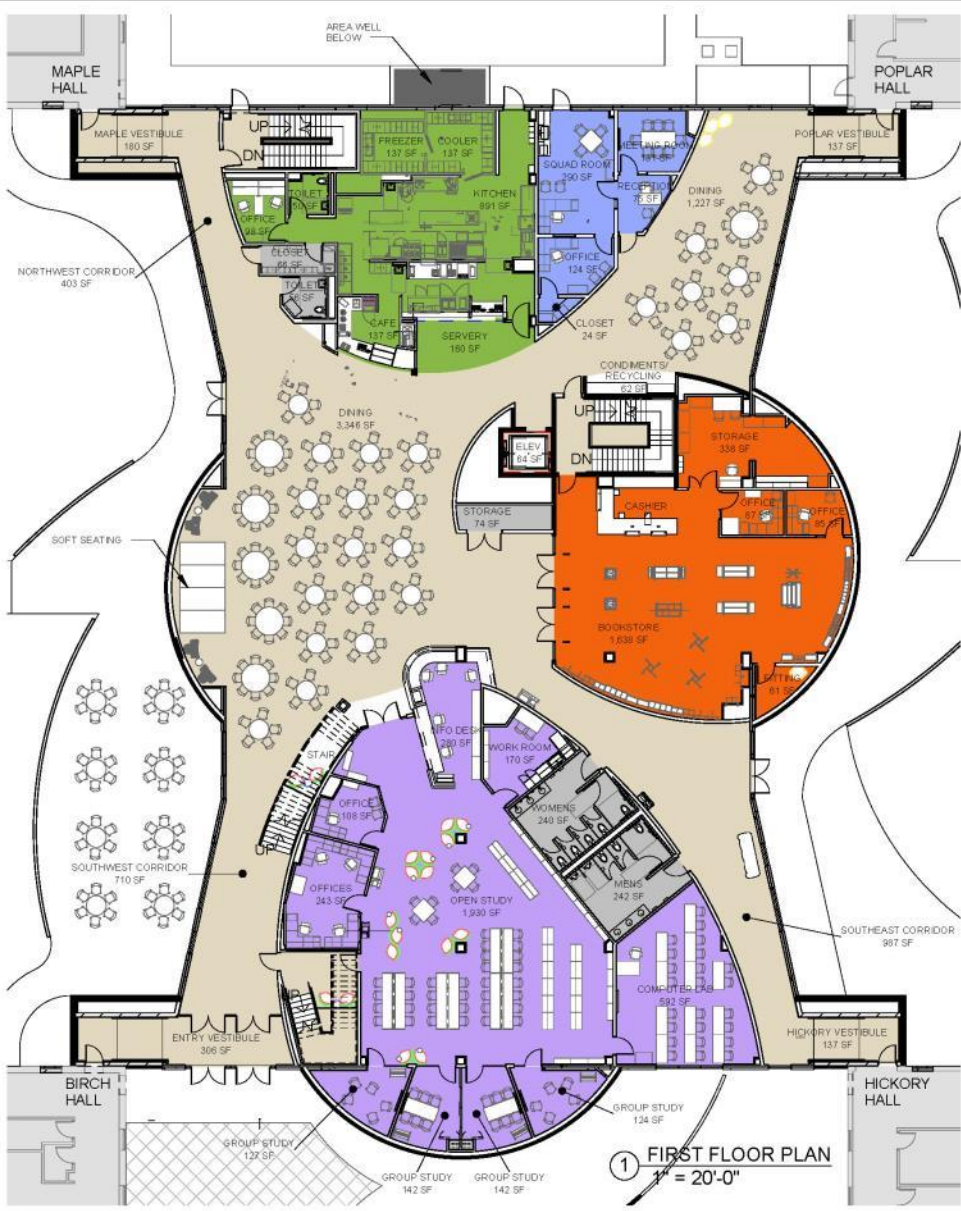






① SITE PLAN  
1" = 40'-0"







BY CHANGING MINDS  
WE CAN CHANGE THE WORLD.  
Illinois Central College

learning  
community  
integrity  
responsibility  
excellence





entree | feed | LIQUID | POP | food | dine | SOUP  
**BREAKFAST** | meal | java | COFFEE | TEA  
grub | cuisine | EATS | AQUA | espresso | M  
SIP | feast | lunch | SNACK | CAPPUCCINO  
JUICE | REFRESHMENT | edibles | dinner | DE  
chow | BITE | WATER | softdrink | beverages  
BBQ | pasta | drink | ...

BY CHANGING MINDS  
WE CAN CHANGE THE WORLD.  
Illinois Central College

learning  
community  
integrity  
responsibility  
excellence



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**=** YOUR **BRAND**



**BLDD**  
ARCHITECTS

BECAUSE

LIFE

DESERVES

DESIGN

®

[BLDD.com](http://BLDD.com)