

145 Broadway

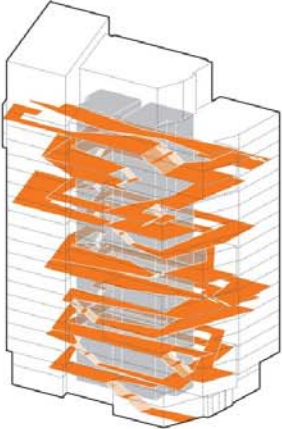
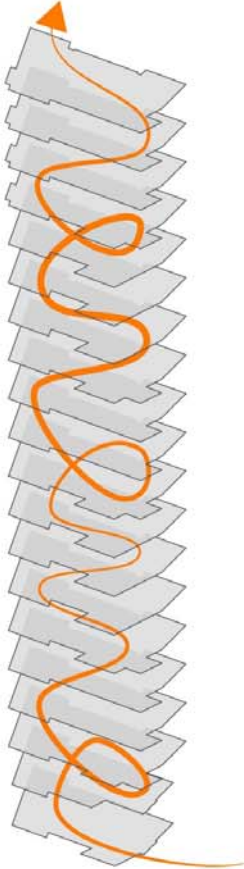
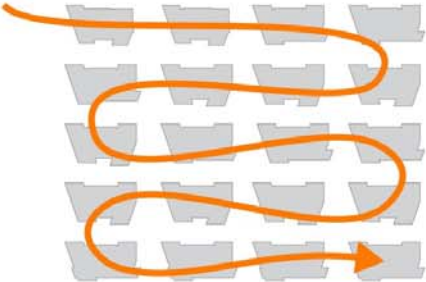
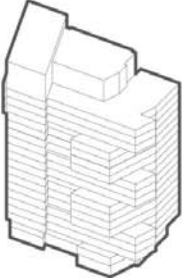
Branding + Identity

September 13, 2017

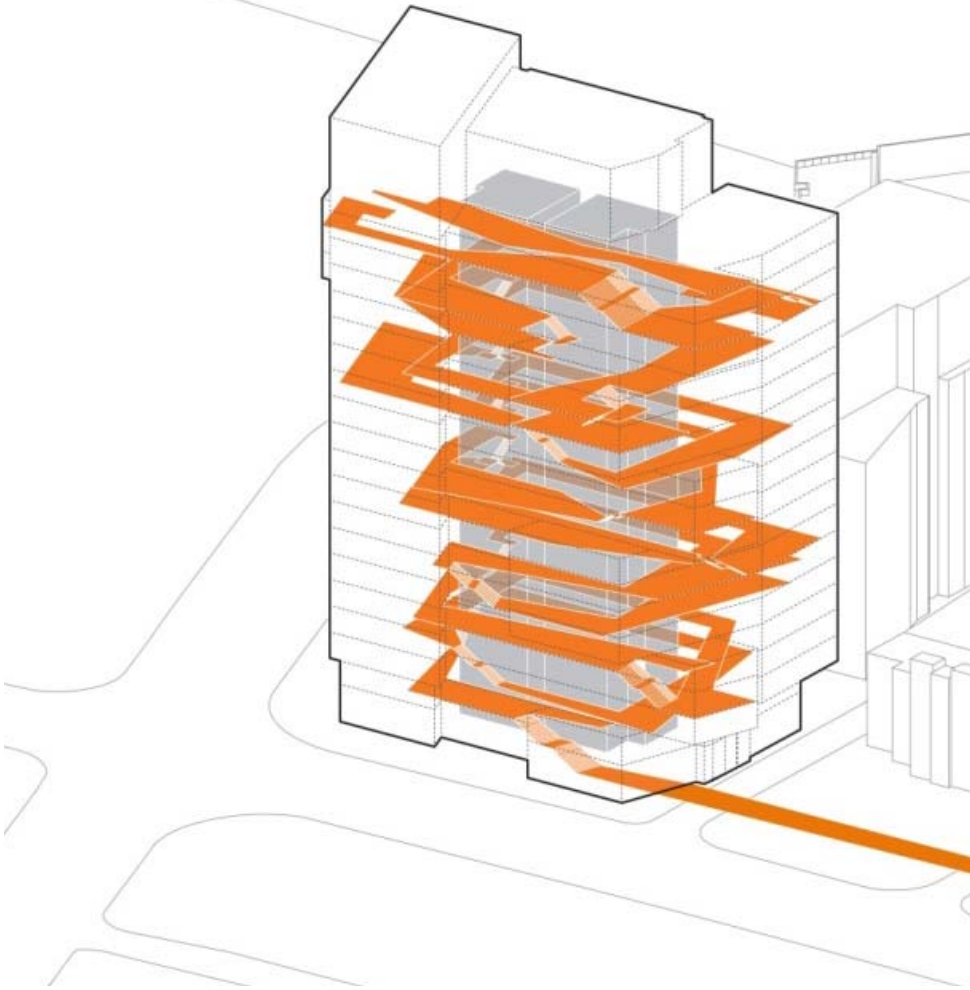




Connection

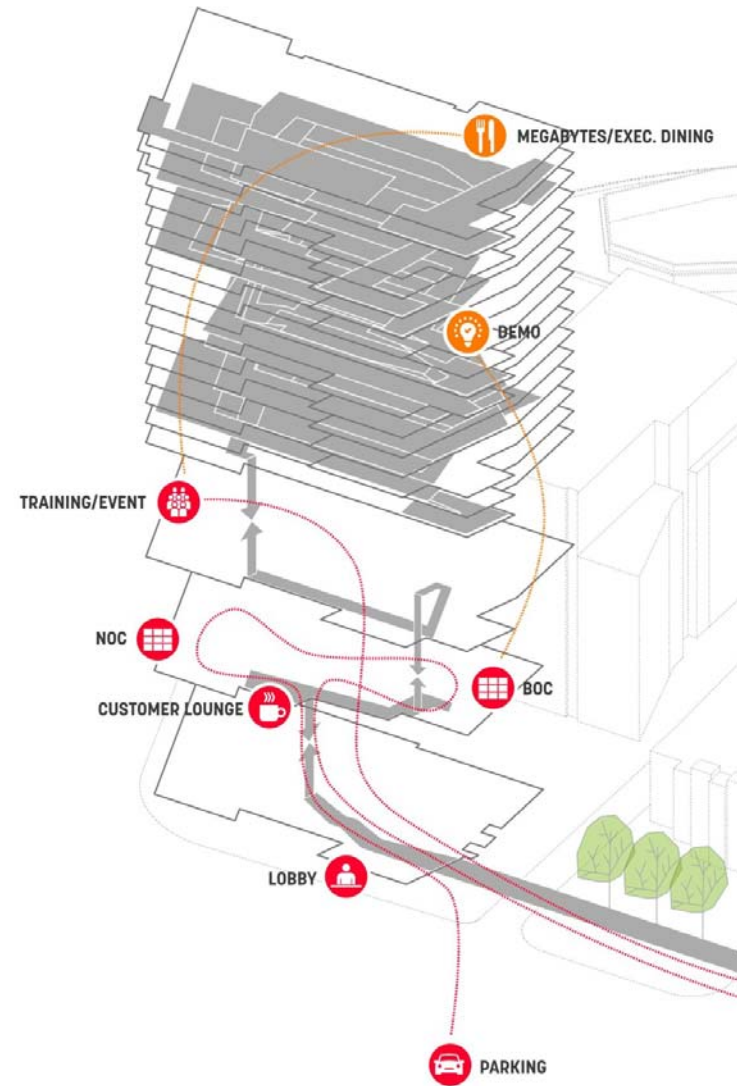
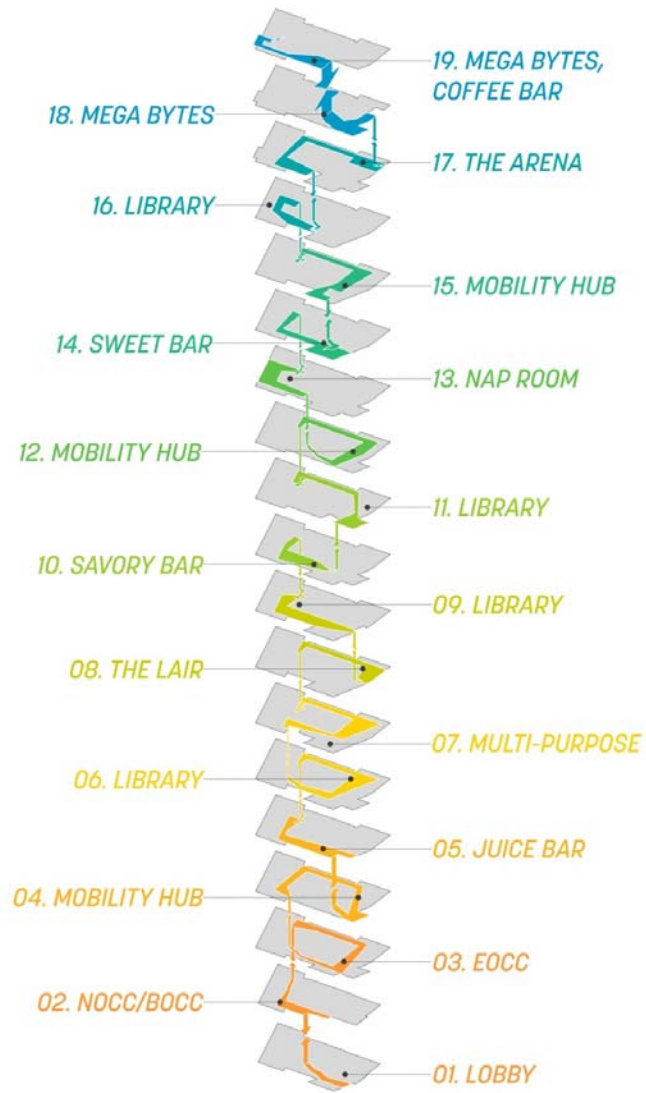


The Aka-mile



The Akamile connects everything. It draws people, data, teams, movement through a singular gesture, and organizes all of Akamai. It touches and links every floor, and is where people come together to share ideas and connect with one another. It begins at the public realm, at Cambridge, and links to the rest of the world.

The Experience



Points of Contact



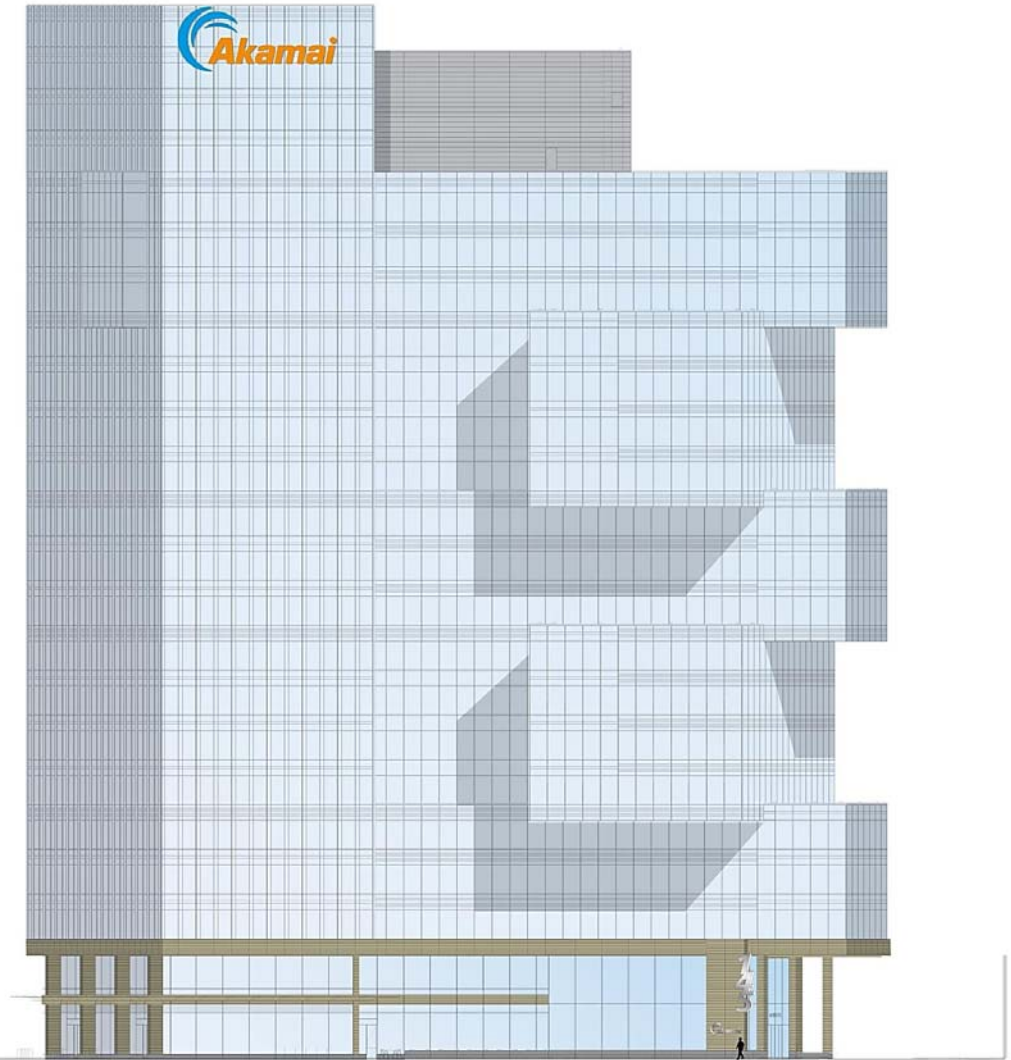
From Galileo



South Elevation (Broadway)



1/2" thick fabricated aluminum legs, internally illuminated with LEDs. Covered faces with second surface vinyl on acrylic, and color matched returns.
Stainless Steel outrigger and painted steel tube support.
Tube support painted to match color of Mullions.



From Broadway



From Broadway



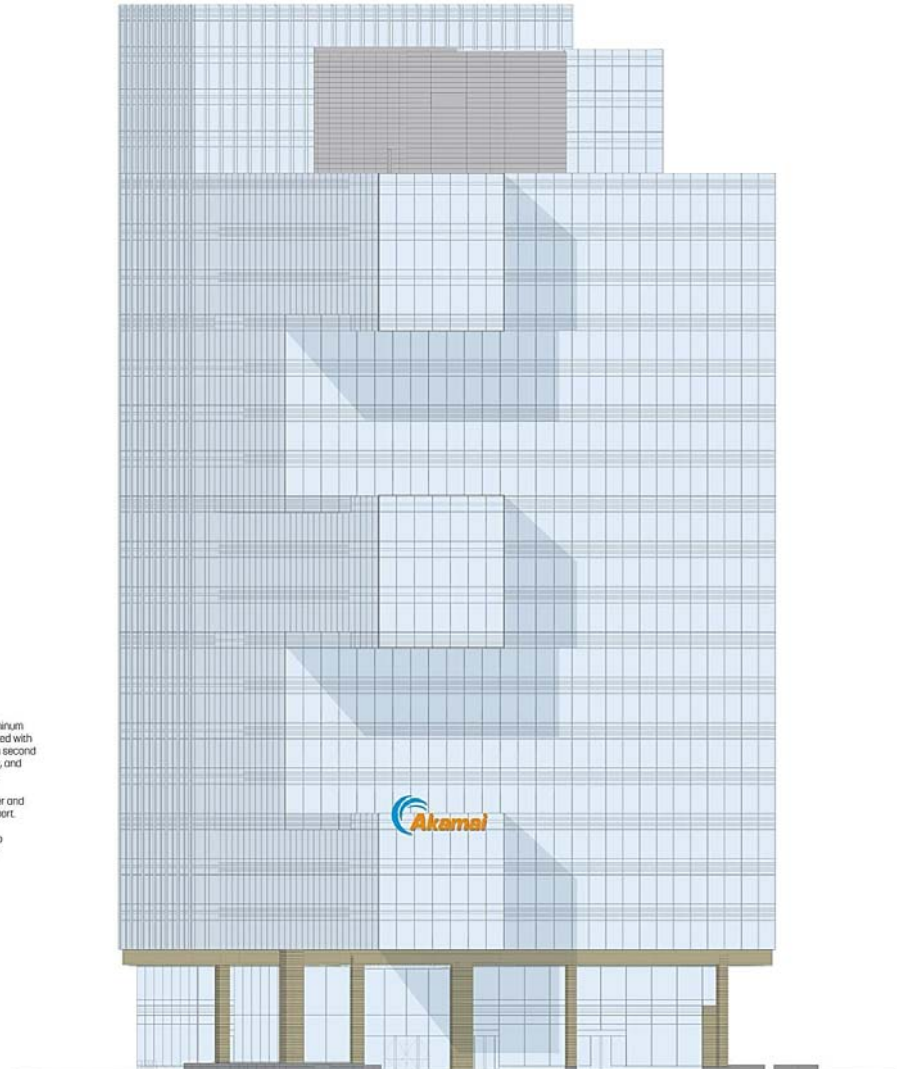
East Elevation (The Park)



6" thick fabricated aluminum logo, internally illuminated with LED. Colored faces with second surface vinyl on acrylic, and color matched returns.

Stainless Steel outrigger and painted steel tube support.

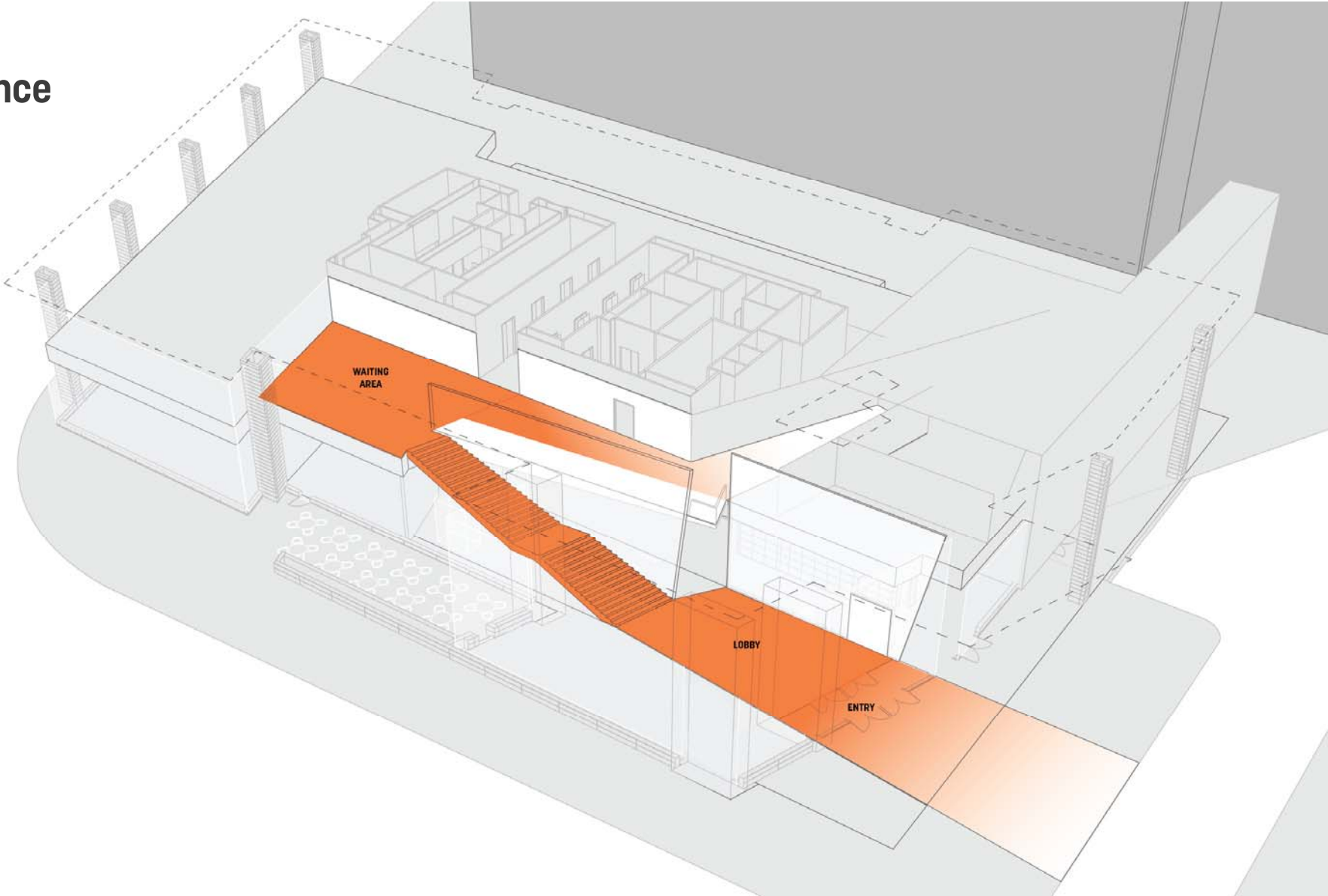
Tube support painted to match color of Mullions.



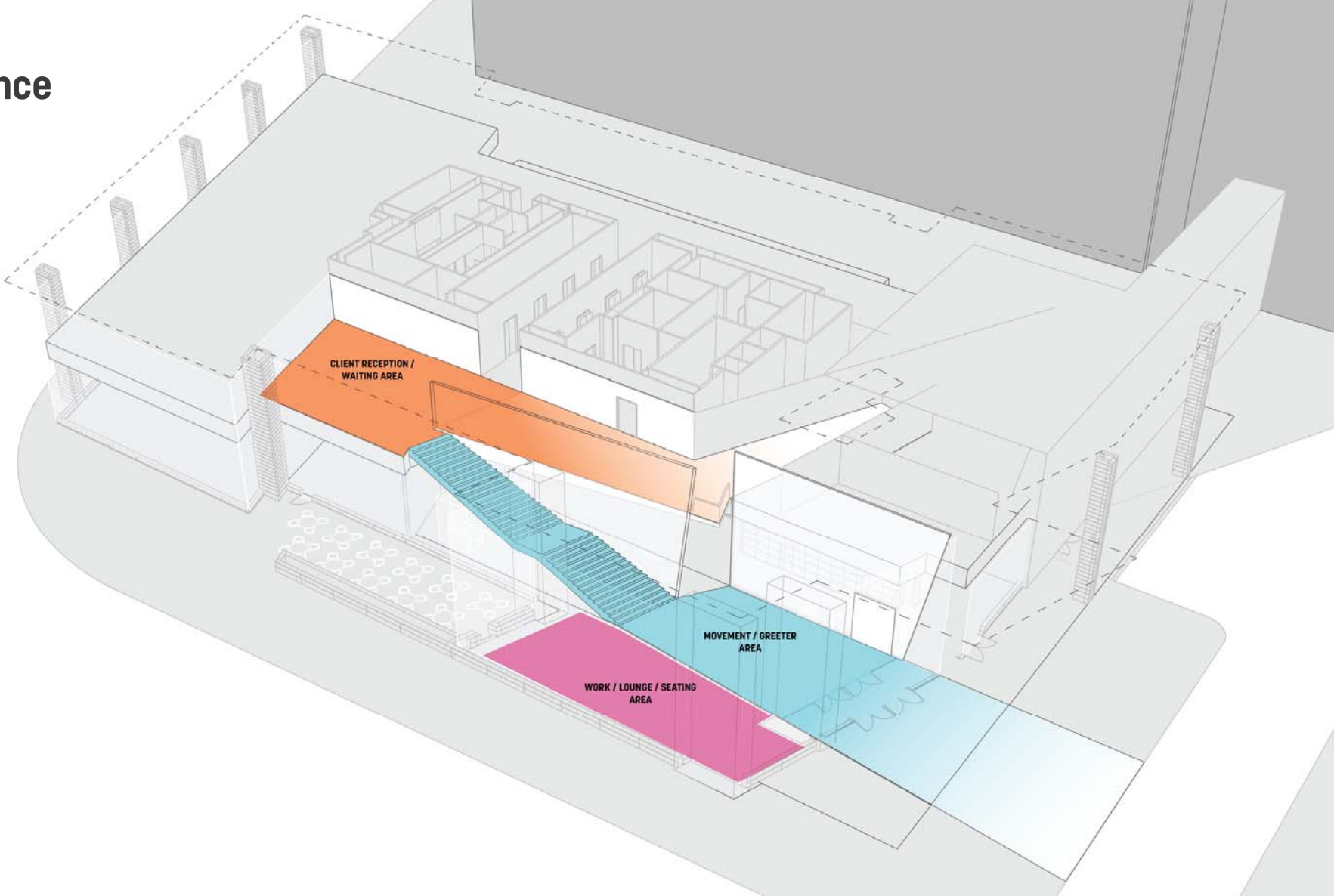
Entry Identity



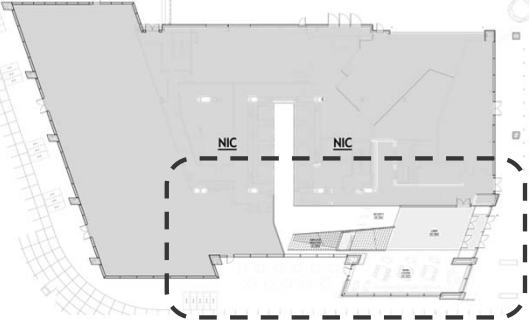
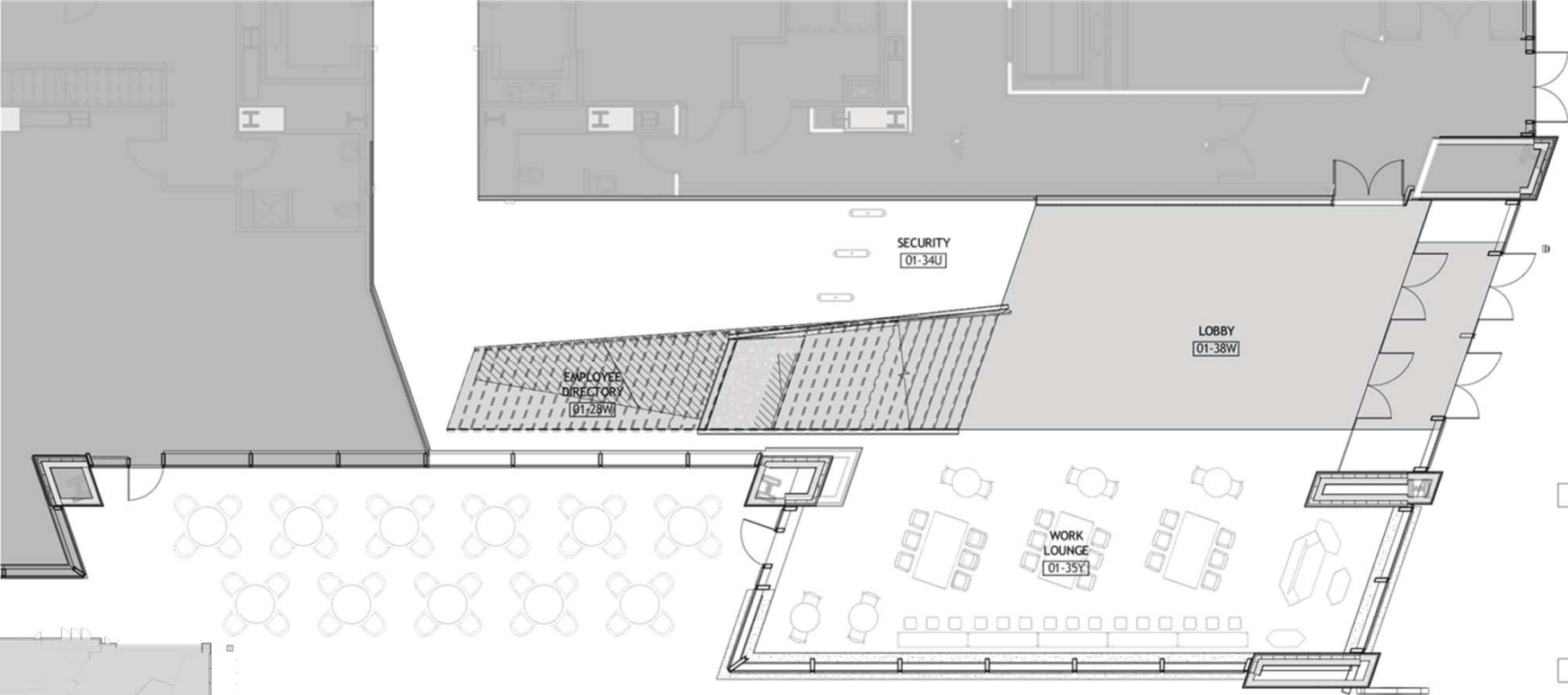
Entry Experience



Entry Experience



Entry Experience





Exterior Connection



Q+A

