



THE LOGO

The development of a clear and effective corporate identity for any new company is always challenging. A corporation's logo is its primary visual identifier and it must somehow communicate the organization's core strengths in a manner that is both subtle, yet recognizable.

The logo development for Pacific Office Properties, Inc. was particularly important, since the design had to reflect the financial strength of a major office building owner as well as to reference a dynamic, fast growing and highly profitable business.

The distinctive Pacific Office Properties logo was developed and designed by internationally renowned graphic artist Clarence Kim Mun Lee.

THE DESIGNER

Clarence Kim Mun Lee is a Honolulu-born American of Chinese descent. Mr. Lee received his fine arts degree in 1958 from Yale's School of Art and Architecture, where he graduated first in his class. Through his Honolulu firm, Clarence Lee Design, Mr. Lee has achieved international fame through his work in both the public and private sectors.

Mr. Lee's most widely recognized design project has been his Lunar Series for the United States Postal Service. According to the USPS press release, "The 12 Lunar New Year Stamps comprise the first series in U.S. history that has been designed by a single person and is by far the most popular series ever issued by the USPS."

The Pacific Office Properties design is the third corporate logo that Mr. Lee has developed for The Shidler Group. In 2001, Mr. Lee designed the logo for Primus Guaranty, Ltd. a AAA/Aaa rated company that The Shidler Group took public in 2004. In 2003, his firm completed the corporate identity for GrandRiver Financial, Ltd., a Bermuda company also formed by The Shidler Group.

THE DESIGN

The Pacific Office Properties logo successfully communicates the Company's focus, the ownership of office buildings, while conveying both the Company's financial stability and its dynamism.

To reflect increasing financial strength, gradient tinted blocks are used to "construct" the logo's three buildings, with the hues of the foundation blocks intensifying as the graphic progresses. The upward-right rising nature of the graphic speaks not only to an expanding office building portfolio, but references the classic graphic depiction of corporate earnings growth and asset expansion.

The Shidler Group and Clarence Lee Design applaud their third collaboration and are pleased to present the Pacific Office Properties logo.