CREATIVE SERVICES

Aydan

Brand Design
Garden | New Mexico

Aydan works to elevate and modernize its home city of Albuquerque without distracting from its rich cultural history. The logo is simple and smart—designed to stand out against its competition with unique letter breaks and industrial typography. Its color palette, reflecting the subtle shades found in nature, balances the bold wordmark with soft, earthy hues, and helps to bring to life this contemporary, adventurous brand.

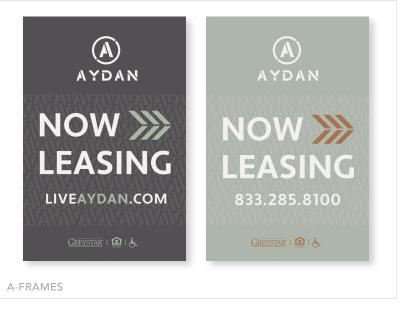






RACK CARD





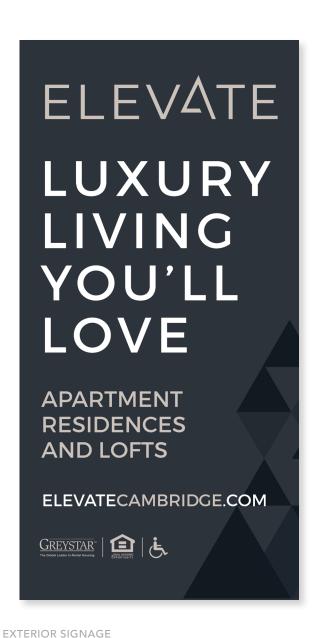
Greystar[™]

Elevate

Brand Design
High-Rise | Massachusetts

Elevate brings modern, sophisticated apartment residences into Cambridge, built from two buildings with a seemingly endless array of amenities. Elevate uplifts the neighborhood, both through its straightforward name and branding opportunities, to bring tasteful luxury into its charming, historic neighborhood that is entering a new chapter of its life. The full name easily identifies the property, while the accentuated A rises above, honoring the elevation of the property. This pattern additionally incorporates triangles to emphasize the upward points with high contrast.

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NAME
LASTNAME

888.888.8888

MANAGERG@LIVEELEVATE.COM

1 LEIGHTON STREET
CAMBRIDGE, MA 02141

GREYSTAR |

BUSINESS CARD



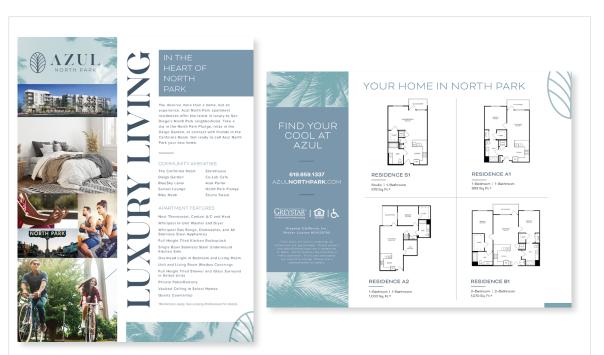
OUTREACH FLYER

Azul **North Park**

Brand Design Mid-Rise | Southern California

A brand new luxury property in San Diego's North Park, Azul North Park boasts cool, coastal sophistication. As if a defiance of the traditional Spanish architecture of Old Town San Diego, this microculture thrives on modernity and new luxury appeal. In pursuit of this, through a marriage of both modern and classic design, the Azul brand is timeless, giving the property longevity and attracting residents craving its soft elegance. The minimalist logo mark represents the city's iconic palm trees and is slightly juxtaposed with the vast ocean blues in the color palette, again positioning Azul North Park as an exceptionally elevated brand.

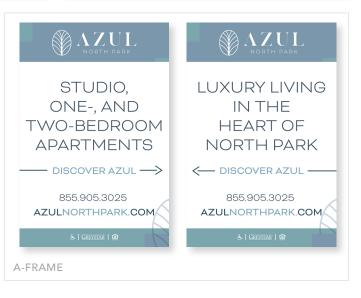
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SELL SHEET





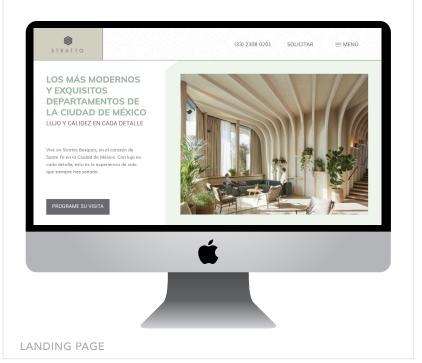
Stratto Bosques

Brand Design High-Rise | Mexico

Located in Mexico City's most modern and upscale district, Stratto Bosques is a brand new property looking to attract likeminded residents who believe their home is a reflection of their inner selves. With that as a foundation, this brand is designed to feel serene, prestigious, and secure without encroaching on the city's long, rich history. Stratto Bosques is modern, light, and warm, with soft, minimalistic design and complementing voice. The brand offers a sense of luxury that is seen, not spoken, to avoid a feeling of gaudiness.

Greystar™















BROCHURE COVER + INTERIOR SPREADS





Broadstone City Center

Brand Design Mid-Rise | Florida

Rooted in the heart of West Palm Beach, Broadstone City Center is the premier address for those seeking bold, modern sophistication. Black and white photography, simplistic typography, and understated plum accents help to awaken a mysterious, sleek, and confident brand. Its subtlety makes room for the luxury to speak for itself—unassuming, elegant, and quiet. Broadstone City Center's upscale living experience is mirrored in this refined brand, making it a chic and desirable home for city dwellers.

 $GREYSTAR^{m}$



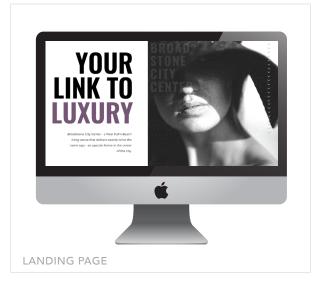
YOUR LINK TO LUXURY

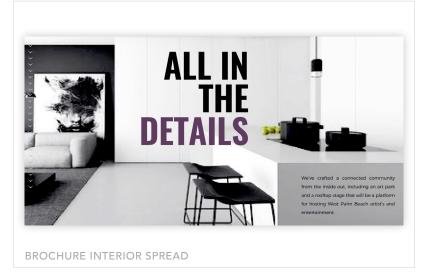
> Broadstone City Center - a West Palm Beach living venue that delivers exactly what the name says - an upscale home in the center



BROCHURE COVER + INTERIOR SPREAD







The Residences at SweetBay

Brand Design
Garden | Florida

Located in Panama City, Florida, The Residences at SweetBay are new apartment homes built as part of a master planned community, and breathe new life into the city. To match this energy, its playful logo contains a sail shape influenced by the nearby harbor and boardwalk. Its colors and patterns epitomize waterfront living, with shades of blue to mirror the sea and sky, a sandy beige, and a bright pop of yellow inspired by the sun.



EXTERIOR BANNER



RACK CARD



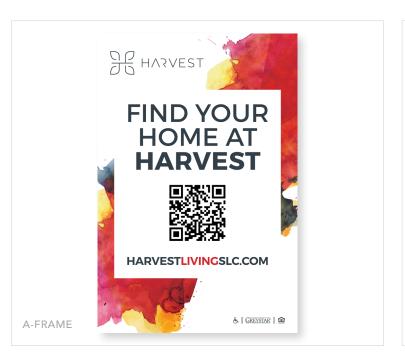
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Harvest

Brand Design Mid-Rise | Utah

Harvest welcomes a new era into Salt Lake City's charming Marmalade neighborhood. The brand radiates balance and creative harmony by pairing bold paint splotches with a clean, modern wordmark and monogram. The logo incorporates a leafy capital "H" as an ode to its natural namesake. Energetic colors and dynamic layouts show the property's focus on uplifting community and a whimsical and original interpretation of "home".













Broadstone Rio Salado

Branding & Web Design Mid-Rise | Arizona

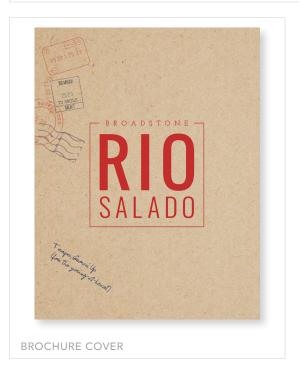
Encapsulating the backyard barbeque and picnics in the park feel, Broadstone Rio Salado is a community built for those who like it a little low key. Located on the Tempe-Mesa borderline, the Rio Salado brand doesn't need to be the center of attention, but it sure knows how to have a good time. Rustic postcard textures, polaroid frame treatments, and ink illustrations show Rio Salado as the destination for the adventurous, authentic, and spontaneous renter.

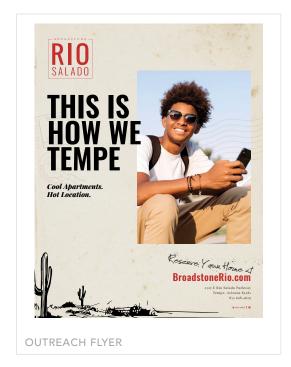






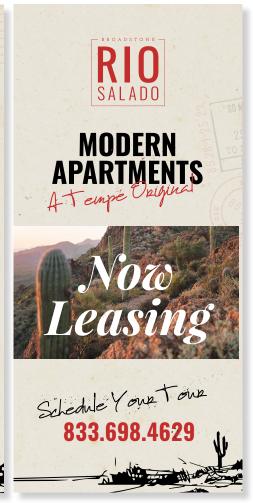
BROCHURE INTERIOR SPREADS

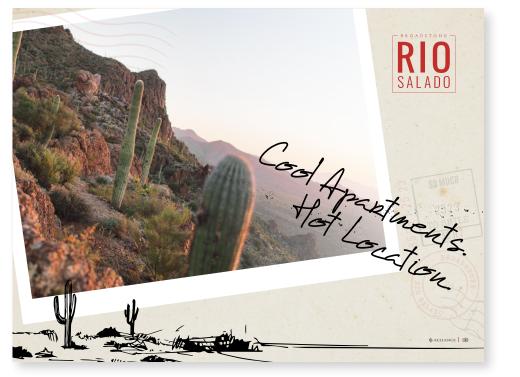












CRAIGSLIST AD





BUSINESS CARD

Persea

Brand Design
Garden | Southern California

With a desire to reflect a home conceptualized as an analog to the area's interesting and evolving character, Persea serves as a space to dream. Earnest tones with bright pops of color in photography allow the brand itself to serve as a canvas for the life residents choose to create. The playful use of texture and text dimension facilitate an edgy and fun style that complement the brand's positioning: a place for makers, dreamers, doers, and creators to get inspired and call home.







PRICE SHEET







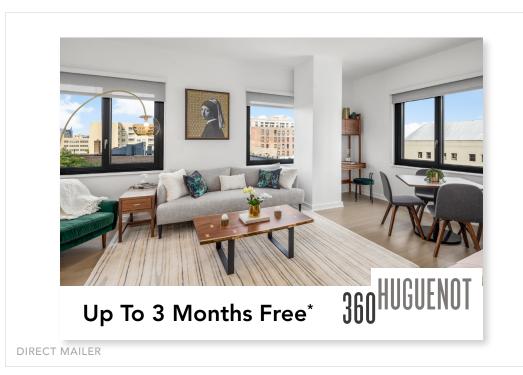
360 Huguenot

Brand Design
High-Rise | New York

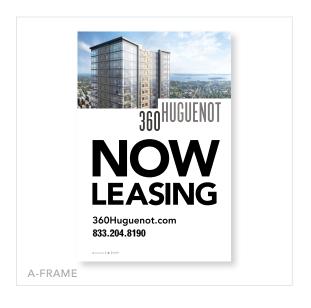
360 Huguenot brings urban living to a suburban locale in the heart of New Rochelle's historic Arts District. Utilizing the existing logo and color palette, Creative Services elevated the 360 Huguenot brand with light and airy layouts reminiscent of luxury New York magazines. Taking inspiration from the stunning vistas visible from the tower, the 360 Huguenot brand lives up to its name surrounded by 360 degrees of beauty.

*Logo and color palette provided by client. Look and feel developed by Creative Services.

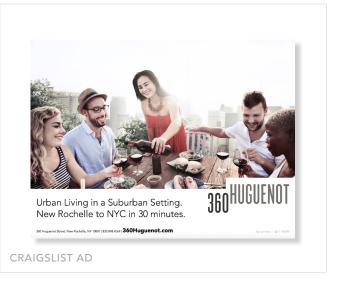












Summerwell

Brand
Single-Family Housing

Happy homes abound at Summerwell, Creative Service's flagship national brand design. Built for the joyseekers, the radiant residents, the people looking for a sense of eternal happiness, Summerwell delivers with bold, bright colors and playful, slightly cheeky messaging. Dynamic headlines, light and airy imagery, and vibrant blocks of color make this brand stand out among the competition and appeal directly to its audience.



SUMMERWELL BY GREYSTAR

FIRSTNAME LASTNAME

TITLE

flastname@greystar.com 888.888.8888 xxx Property Address City, State xxxxx

LIVESUMMERWELL.COM





OUTREACH FLYER

BUSINESS CARD

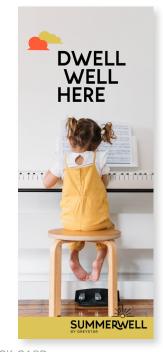




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HAPPY HOMES HERE SUMMERWELL





LIVING WELL IS ALWAYS THE FEATURED **AMENITY**

But the rest of them are great, too. Summerwell homes are finished and outfitted to make your leasing experience both low-maintenance and dependably

COMMUNITY

Placeholder

Placeholder

Placeholder

Placeholder

Placeholder

Placeholder

APARTMENT

Placeholder

Placeholder

Placeholder

Placeholder

Placeholder



RACK CARD









EXTERIOR BANNERS

The Ryan

Brand High-Rise | Arizona

The Ryan takes off in our hands—utilizing the already existing logo and color palette, Creative Services developed a look and feel that encapsulates the established vibe. With the usage of attention-grabbing patterns, bold photography, and open design layouts The Ryan brand lives outside the lines attracting the attention of Downtown Phoenix, AZ renters looking for a place that their inspired life will happen.

*Logo and color palette provided by client. Look and feel developed by Creative Services.











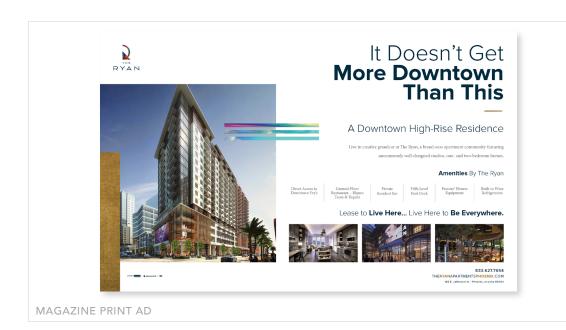
WINDOW WRAPS



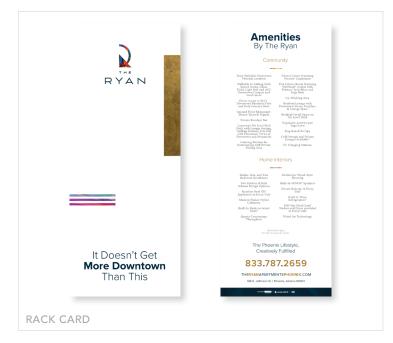


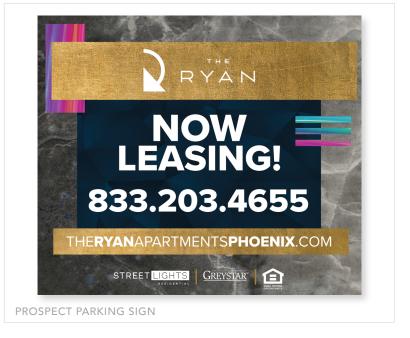


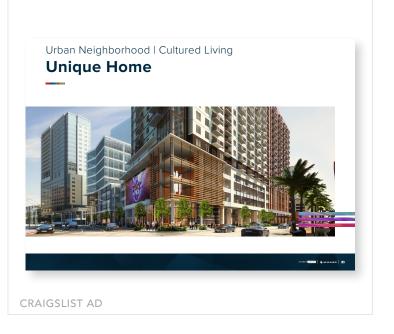
BROCHURE COVER + INTERIOR SPREAD











Broadstone Grand

Brand Design Mid-Rise | Arizona

Make way for Broadstone Grand, exceptional apartment living on the edge of Phoenix offering a redefined Tempe lifestyle. A marvelous homage to Parisian style, class, and character, the Broadstone Grand brand is finely crafted for those who relish being a part of a different kind of luxury. Wide open layouts, houndstooth patterning, and magazine style photography make Broadstone Grand the place where opulence and refinement thrive in equal measure.

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> **Granite Countertops** Rich Wood-Style Flooring Plush Carpeting in Bedrooms Tile Backsplashes in Kitchens Front-Load Washers and Dryers Spacious Walk-In Closets' Interior Storage Units'



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BROCHURE INERIOR SPREADS







CRAIGSLIST ADS

UXURY APARTIMENTS Here phoenix meets tempe

BROADSTONE GRAND



EXPLORE PAPAGO PARK'S NEWEST LIFESTYLE DESTINATION

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NALLIANCE | 🗈

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GINA MOORE

SALES ASSOCIATE

480.717.4392 | gmoore@allresco.com

1003 WEST WASHINGTON STREET | TEMPE, AZ 85281 BROADSTONEGRAND.COM

\$ ALLIANCE | 1

BUSINESS CARD

RACK CARD



Broadstone Grand captures the essence of Tempe while bringing a fresh new energy to the city. Discover the joy of living well with artfully curated apartment residences and lavish amenities – perfectly perched at the center of it all.

CO CO Rooftop Deck with Stunning Views

LI LI
CS State-of-the-Art Fitness Center
with Outdoor Yoga Space

& Peloton Bikes

Swimming Pool & Spa

☐ Indoor/Outdoor Pool House

Game Room with Billiards

Game Room with Billiards
& Arcade Games

Gourmet Kitchens with Gas
Cooktops, Stainless Steel Appliances
Granite Countertops

Wine Fridges*

Fido Friendly*

Direct Access to Grand Canal

Recreational Pathway

AND MUCH MORE..

"Restrictions apply. See Sales Associate for details.

broadstonegrand.com

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\$ ALLIANCE | 1

Columbia Square Living

Brand Design
High-Rise | Southern California

Columbia Square Living is Southern California's contemporary apartment home standard. Giving life to an existing logo and color palette, Creative Services shaped the refined community's look and feel to match the historically rich location and artistic instinct of renters looking for their Hollywood moment. The use of vibrant blue and hot pink make Columbia Square Living stand out from the crowd and the highlighted headline treatment pays homage to the area's news/entertainment production history.

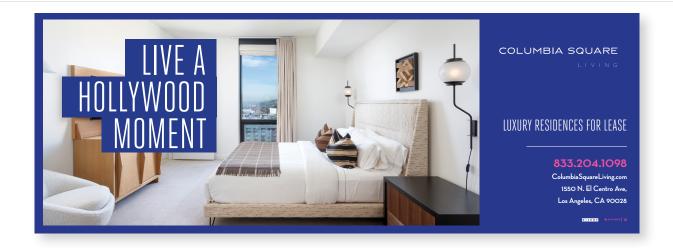
*Logo and color palette provided by client. Look and feel developed by Creative Services.

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BROCHURE COVER + INTERIOR SPREAD



EXTERIOR SIGN



COLUMBIA SQUARE

LIVINO

HOLLYWOOD IS HAVING A MOMENT

You're making history these days – now do so with Columbia Square Living. We have the essentials to complete your deliciously stylish life.

- Walkable Retail
- Burgeoning 24/7 Live-Work-Entertainment District
- Style-Rich Homes
- Fine Dining
- Creative Media Campus
- Rich Hollywood History

Tour Columbia Square Living Today

833.443.5894 ColumbiaSquareLiving.com

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