NORTH COAST

LIVE WELL.

The Upland UPLAND, CALIFORNIA



Attributes

PRIMARY

Mid-mod Boho

Free-spirited people with eclectic, forward-thinking styles.

Airy

Open spaces, expansive views, spacious floor plans, and a bright mindset toward life.

Active

Mountains and trails readily available. Easy commute to LA. Culture and activities nearby.

KEY

Verde

Greenery and plants of the property. Flora of our overlook. Mount Baldy and nature a quick drive away. A view toward a greener tomorrow.

Old New





THE UPLAND | MORE THAN A LOGO





































FONTS



Qui blandit praesent luptatum zzril delenit?

DETAILS and EXPANSIVE SPACES.



JOB TITLE HERE SAMPLE NAME HERE IT IS

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BEST VIEW IN THE INLAND EMPIRE













THE UPLAND | BRANDING IN ACTION

Signage

Marketing Collateral



Digital







The Lark

SAN MATEO, CALIFORNIA



Attributes

KEY

Light

Encouraging growth, health, and happiness

Bright, spacious, airy, and clean property and design

Spirits are lightened and lifted, floating and flying with a sense of freedom

Minimalism for a zen existence

PRIMARY

Garden That Nurtures All

Recipes are made richer through diverse ingredients; varying walks of life create a rich community

Space for _____

Open yet intimate—accomodations that help residents thrive

Soar/Fly/Float

A simple home life allows you to glide along with less resistance. Care-free, easy-going, smooth-sailing

Lagom

The ethos of "just right" seen through ammenities, location, price, and vibe

Old New





THE LARK | MORE THAN A LOGO

















CMYK 24.24.71.0 RGB 200.181.104 # C8B568

CMYK 34.20.35.0 RGB 173.183.166 # ADB7A6

CMYK 38.42.100.12 RGB 153.128.36 # 998024

CMYK 55.42.67.19 RGB 111.114.88 # 6F7258

CMYK 10.40.46.0 RGB 225.163.134 # E1A386

CMYK 48.31.46.2 RGB 139.153.138 # 8B998A

SECONDARY









CMYK 90.71.53.58 RGB 20.42.56 # 142A38

CMYK 18.15.24.0 RGB 209.204.190 # D1CCBE

CMYK 12.9.14.0 RGB 222.220.212 # DEDCD4

CMYK 6.4.7.0 RGB 237.237.232 # EDEDE8



TITLE NAME



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THE LARK | **BRANDING IN ACTION**

Marketing Collateral



Signage







Resident Gifts





Reve

BOULDER, COLORADO



Attributes

PRIMARY

Pan-Living

Prefix. Pan-, a prefix from the Greek π āv, pan, meaning "all", "of everything", or "involving all members" of a group.

The starting point, the genesis, the place where the stars align.

It's the all-encompassing thought around where you live, play, work, and enjoy the beauty of life.

SECONDARY

Juxtaposition

Through contrast, interesting things are brought to light

Global Citizen

World traveler who recognizes the importance of being socially conciousness

Foundational/Elemental

A clean palette for the brand thrive and grow

Draw

Residents are beckoned into our world through elements of intrigue and hand-crafted delight



BOULDER



REVE | MORE THAN A LOGO



PRIMARY











CMYK 70.66.61.62 RGB 47.45.47 # 2F2D2F

CMYK 2.2.5.0 RGB 247.245.239 # F7F5EF

CMYK 9.7.9.0 RGB 229.228.224 # E5E4E0

CMYK 8.81.10.1 RGB 222.84.38 # DE5426

CMYK 33.68.85.25 RGB 142.84.51 # 8E5433

SECONDARY







CMYK 73.44.96.42 RGB 57.82.41 # 395229

CMYK 34.12.9.0 RGB 166.198.216

CMYK 13.18.82.0 RGB 226.197.79







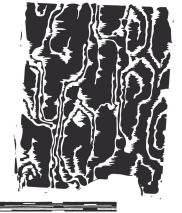












REVE | **BRANDING IN ACTION**

Marketing Collateral



Resident Gifts





Retail Signage



Digital



NORTH COAST

LIVE WELL.