



BRAND GUIDELINES

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## Creative Brief

The Premier is a high-end, 12-story apartment located in Arlington, Virginia, just steps from the new Ballston Commons shopping center and Metro. Catering to executives seeking short-term rentals (three to six months), this apartment community values tenants who travel to the Washington, DC metro area frequently and who are looking for upscale, short-term apartment accommodations. Offering a retreat from the downtown life of Washington, D.C., The Premier is a sanctuary for short-term visitors wanting to experience a luxurious getaway while on business.

### Objectives

1. Define target audience
2. Define brand and messaging
3. Differentiate from other high-end apartment communities in the Arlington, VA area

### Audience

The Premier is geared toward working professionals, ages 25-50, with an income of \$100,000 a year and above. The average tenant will appreciate The Premier's different approach to leasing that really sets it apart from other luxury apartment communities in the Washington, DC area. The Premier will also attract executives looking for accommodations for their home-away-from-home, including nearby parks, bike trails, and amenities including a doorman, rooftop pool, beautifully designed contemporary interiors and common spaces, an on-site salon and spa, and a free Bike Share membership.

## Competitors

- Latitude
- The View
- The Waycroft
- The Maxwell
- 19Nineteen Clarendon

## SWOT Analysis

### Strengths:

- Corporate Advantage Program: Teaming with local businesses to provide discounts to professionals working in the area
- Safe neighborhood
- More living space per square foot compared to Washington, DC apartment communities
- Close to the Ballston and Virginia Square Metro Stations
- Plenty of options for dining and shopping

### Weaknesses:

- Rent is expensive, starting at \$2,400 a month for a studio apartment ranging up to \$6,500 for a three-bedroom.
- Many apartment options popping up in the area with new development

### Opportunities:

- Located in the new Ballston Commons area
- Surrounded by development; opportunities for growth and for the Ballston Commons area to become a major hub in Arlington

### Threats:

- Competition with other apartments that offer short-term leases
- Competition with Airbnb and other rental properties
- High rent prices

## Brand Identity

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## Name and Logo

The Premier name reflects the upscale brand of the apartment complex - a premier building for executives seeking a high-end residence and amenities.

The Premier logo must be designed in a vector application such as Adobe Illustrator, not Photoshop. The logo needs to be scalable without losing its quality. It should be crisp regardless of whether it is printed on a tiny business card or a billboard.

It is important that the logo can be reproduced in a single color such as black or white while still being recognizable. Imagine how the logo will look on a newspaper advert or reversed out of a dark background.





	THE PREMIER	18
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## Logotype

Logo type is the definitive modern collection of logotypes, monograms and other text-based corporate marks. The Premier logotype is truly elegant, simple, and classic.

These logos will be reproduced in various sizes and may need to be as small as a postage stamp to fit on stationery. Make sure that text and fine lines are still legible when the logo design is scaled down.

While it is good to experiment with colors, it is best to keep a limited color palette if possible. Specify corporate colors with CMYK or Pantone references to ensure correct color reproduction once the logo is printed.

A — Standard Logo

B — Secondary Logo

A

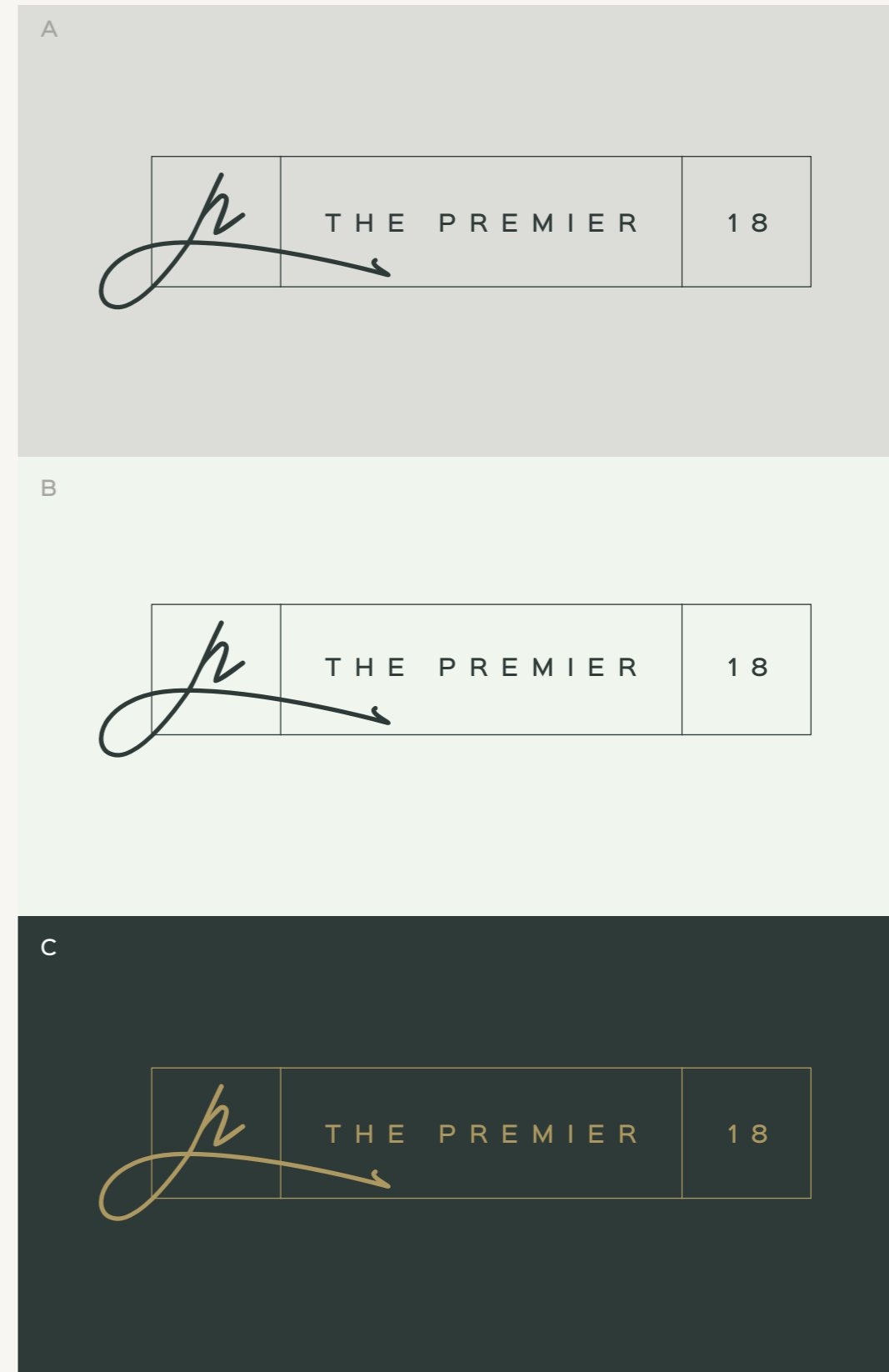


B



## Color Logo

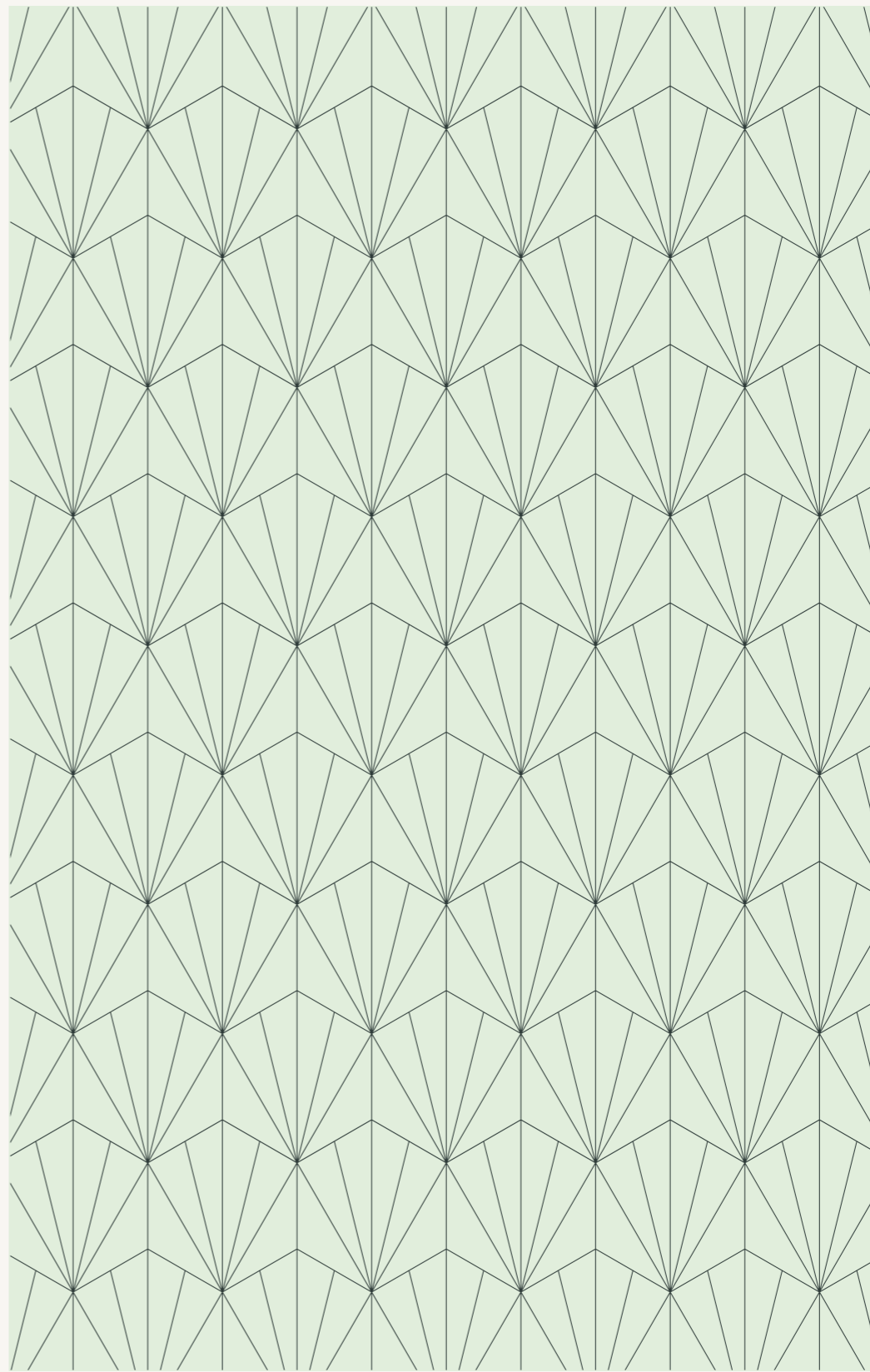
- A — Racing Green on Real Grey
- B — Racing Green on Powder Green
- C — Harvest on Racing Green



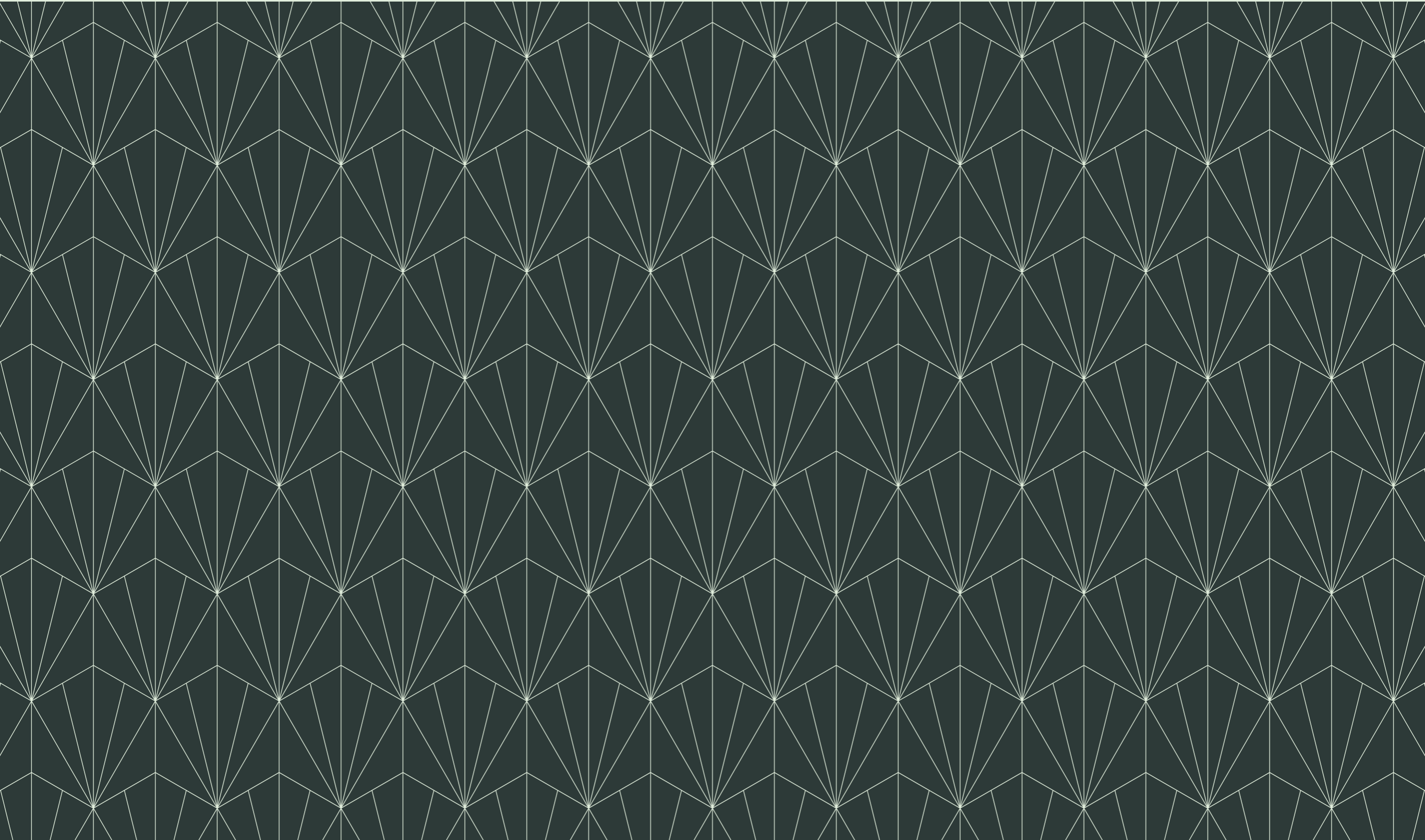
## Pattern

Art Deco is characterized by strong lines and patterns, highly-defined shapes, and blocks of solid colors. This visual arts design first appeared in France after the First World War. In the 1920s, Art Deco flourished internationally and the world grew aware of its characteristics. Art Deco combines modernist styles with fine craftsmanship and rich materials. It is associated with both luxury and modernity and combines very expensive materials and exquisite craftsmanship put into modernistic forms.

The Premier’s brand will draw on Art Deco design with a clean and contemporary twist, differentiating the brand from other well-designed apartment communities in the area.



## Pattern



## Color Palette

**Ebony**  
RGB R038 G031 B029  
WEB #261e1c

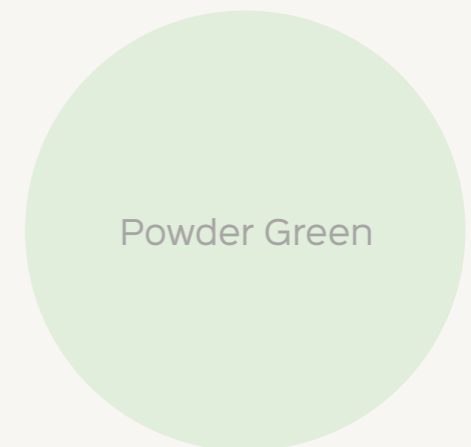
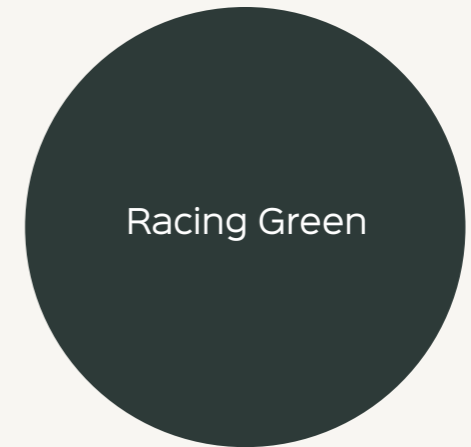
**Pale Grey**  
RGB R241 G238 B229  
WEB #f1ede4

**Harvest Gold**  
RGB R173 G152 B095  
WEB #ad985f

**Racing Green**  
RGB R045 G058 B056  
WEB #2c3938

**Smoke Grey**  
RGB R129 G126 B125  
WEB #807e7d

**Powder Green**  
RGB R225 G238 B220  
WEB #e0eddc



## Primary Typeface

### Sinkin Sans

This typeface is a simple, pleasant, luxuriously proportioned and easy to read sans-serif, supplied in all 9 standard web weights, 100 to 900, plus italics, so the face is a comprehensive illustration of the CSS web font numerical scale. Sinkin Sans is designed with tiny, inconspicuous notches that sink into verticals at the intersections of strokes adding highlights to congested corners. The incisions make right angles appear sharper and improve definition in more intricate glyphs.

## SINKIN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&\*()

## Secondary Typeface

### EB Garamond

Garamont’s fonts have set a milestone, on which font designers have been recurring ever since. EB Garamond is an open source project to create a revival of Claude Garamont’s famous humanist typeface from the mid-16th century. Its design reproduces the original design by Claude Garamont: The source for the letterforms is a scan of a specimen known as the “Berner specimen”, which, composed in 1592 by Conrad Berner, son-in-law of Christian Egenolff and his successor at the Egenolff print office, shows Garamont’s roman and Granjon’s italic fonts at different sizes. Hence the name of this project: Egenolff-Berner Garamond.

**EB GARAMOND**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789!@£\$%^&\*()**

## The Message

- 17 — Brand Attributes and Tone of Voice
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- 19 — Social Media Messaging



## Brand Attributes

- Simple - Less is more.
- Clean - Well-kept and maintained.
- Classic - Hints of new art deco design.
- Contrast - Contrast of colors, both dark and light.
- Modern - Contemporary and future-thinking.
- Upscale - Designed to appeal to affluent consumers.
- Luxury - Great comfort and extravagant living.

## Tone of Voice

- Professional - Proper and direct.
- Elegant - Overall pleasant and calming.
- Welcoming - Greeting in a glad, polite, or friendly way.

## Tagline

Live Luxury.  
Live **The Premier** Lifestyle.

## Key Messaging

Perfectly located in the heart of Arlington, Virginia’s accessible neighborhoods, The Premier lives up to its name with beautifully designed apartments catering to busy executives seeking luxury living and a home away from home. Experience life like few others can. Experience exclusivity. Experience The Premier.

## Social Media Messaging

Facebook, Instagram, and LinkedIn are the three platforms that will be used to promote The Premier’s brand on social media. These platforms were chosen based on data collected through a 2018 Social Media Use study from the Pew Research Center. This study found that Facebook and Instagram are the most highly-used social media platforms of ages 29-49. Facebook and LinkedIn are also the most used social media platforms of professionals making an income of \$75,000+ per year.

The tone of these accounts will be professional and elegant, yet inviting, while promoting luxury and exclusivity of the brand in order to attract professionals seeking short-term lease options in the Washington, D.C. area.

### Examples of social media messaging:

“Ready to experience The Premier? Join us on Sunday, September 9 for our open house.”

“Experience The Premier this Saturday! Join us for a happy hour on September 15 from 4-7PM.”

“With great places to eat popping up all around The Premier, keeping tabs on the latest spot is difficult. Here’s a list to get you started: <https://www.washingtonian.com/2016/05/11/great-places-to-eat-in-arlington/>”

“Are you a busy executive looking for a short-term lease in a luxury community? The Premier has just the place for you. Contact us today for a tour of our apartments!”

“New to the area and looking for a short-term lease? See what sets apart The Premier from other apartment communities in the Washington, DC area.”

“What does short-term leases for busy executives and luxury living have in common? The Premier! Come see one of our leasing agents and check out our community today.”

## Marketing Campaign and Touchpoints

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## Imagery

On the right are five images that will be used to promote The Premier through advertising and social media. Logos should be added to all images. Written copy can be overlaid onto images or typed directly in the descriptions.





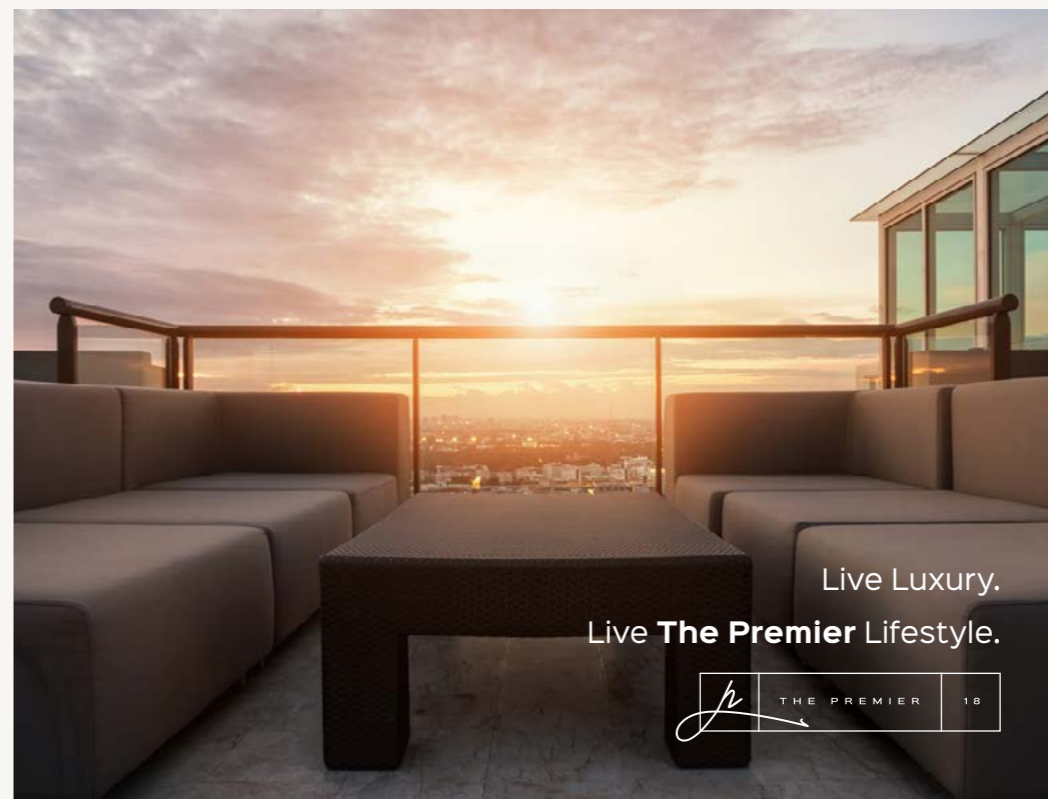
Print Advertisements

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### Print Advertisements

“Live Luxury. Live The Premier Lifestyle.” These advertisements speak to the high-end aspects of the The Premier community, appealing to working professionals, ages 25-50, with an average income of \$100,000 a year and above, who want to live a luxurious lifestyle during their short-term lease.

These advertisements highlight the contemporary design associated with The Premier’s brand and community amenities, such a rooftop pool and community areas with a sleek, modern design.



### Web Banner Advertisements



Website banner advertisements will be featured on local websites and blogs. Advertisements will vary in size, depending on the website. Local websites to advertise with include:

- arlnow.com
- washington.com
- dcist.com
- washingtonian.com
- washingtonpost.com
- northernvirginiamag.com

## Collateral - Letterhead

Dimensions — 297 x 210mm

Paper Stock — China White Plain

Weight — 135gsm

Finishes — Gold Foil





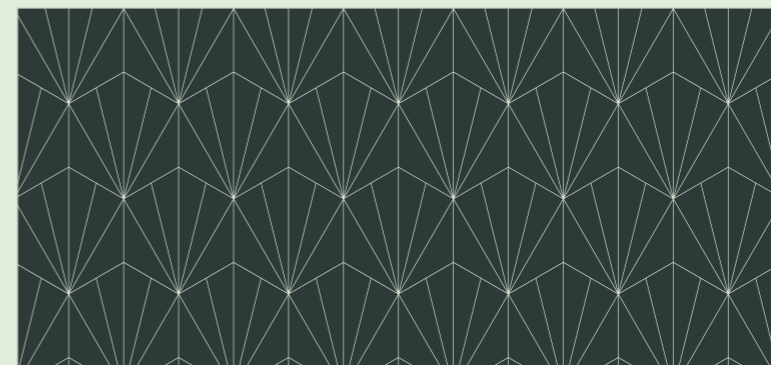
## Collateral - Letterhead

Dimensions — 210 x 108mm

Paper Stock — China White Plain

Weight — 135gsm

Finishes — Gold Foil + Reverse Printed



## Collateral - Postcard

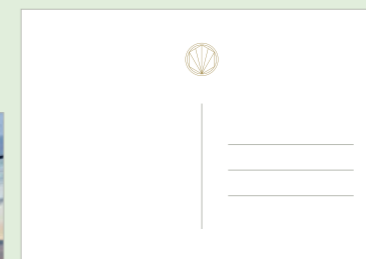
A postcard serves as a collateral piece for residents to use since most residents are visitors to the Washington, DC area. Residents can use the branded postcard to mail to friends and family.

Dimensions — A6

Paper Stock — China White Plain

Weight — 270gsm

Finishes — Gold Foil



### Collateral - A4 Folder (Front Cover)

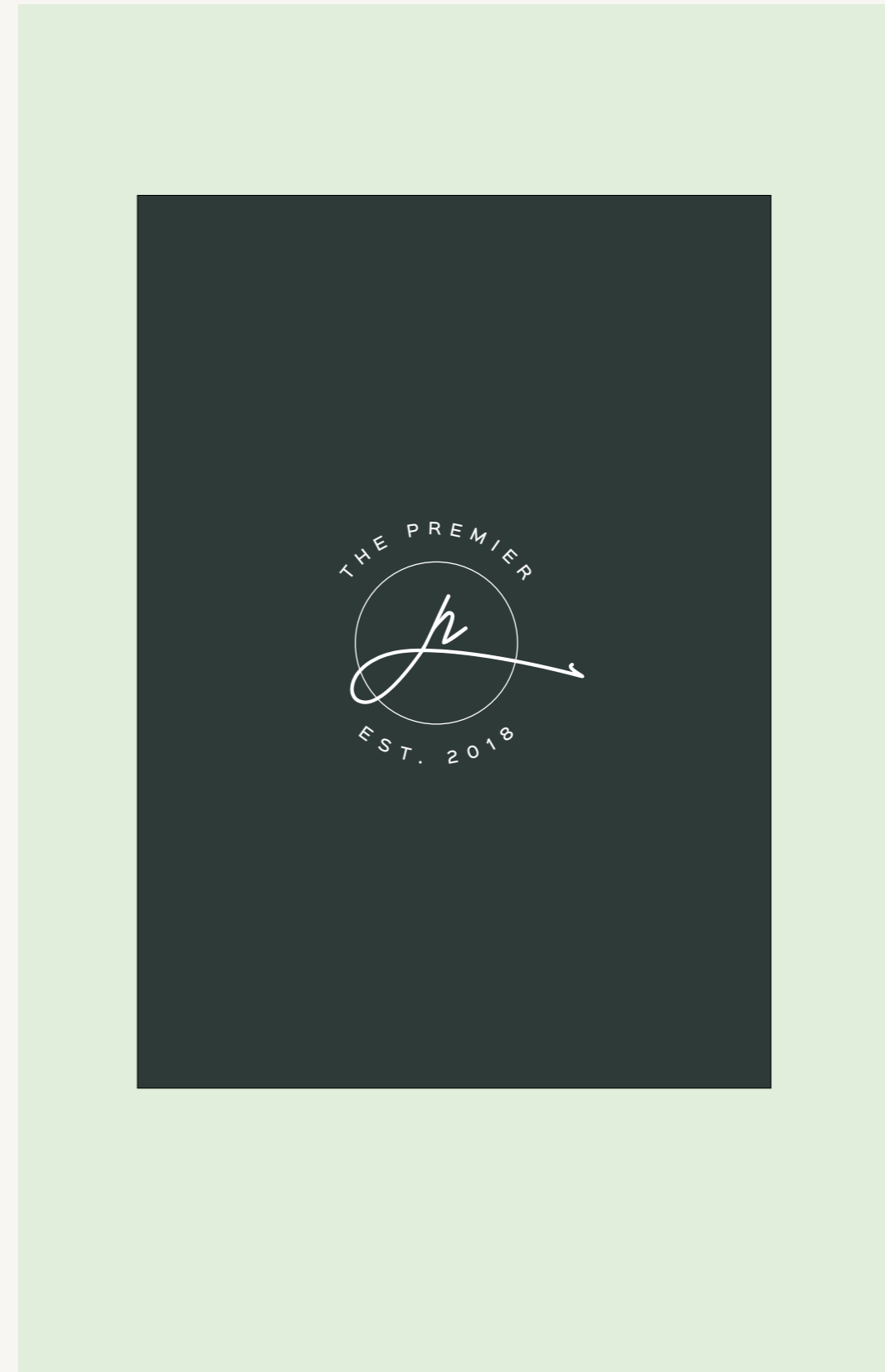
A branded folder serves as a collateral piece for The Premier to hold information about the apartment community and also serves as a functional piece for residents to hold their leasing documents.

Dimensions – 297 x 210mm

Paper Stock – China White Plain

Weight – 135gsm

Finishes – Gold Foil

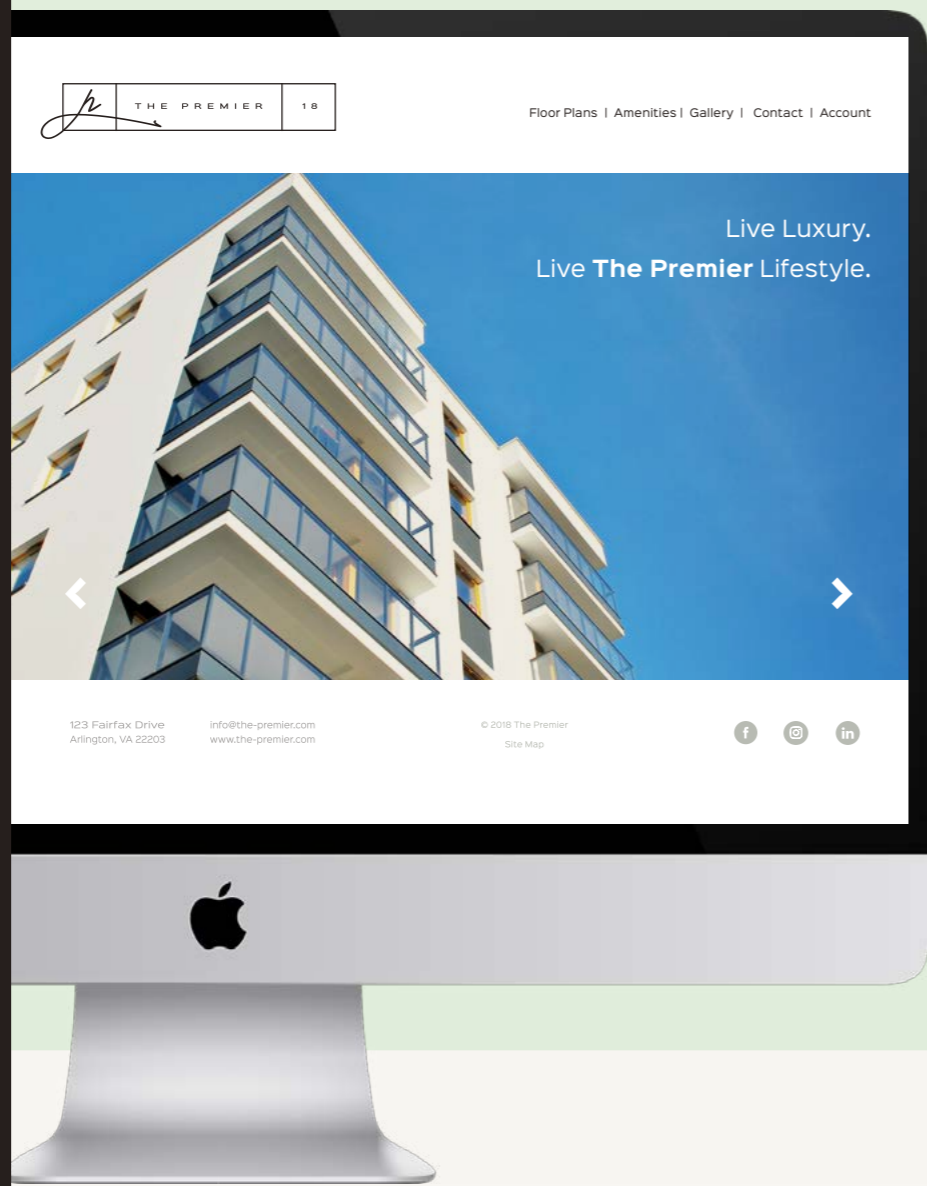


## Collateral - A4 Folder (Inside)

Dimensions — 297 x 210mm  
Paper Stock — Racing Green  
Weight — 350gsm  
Finishes — Gold Foil



## Website



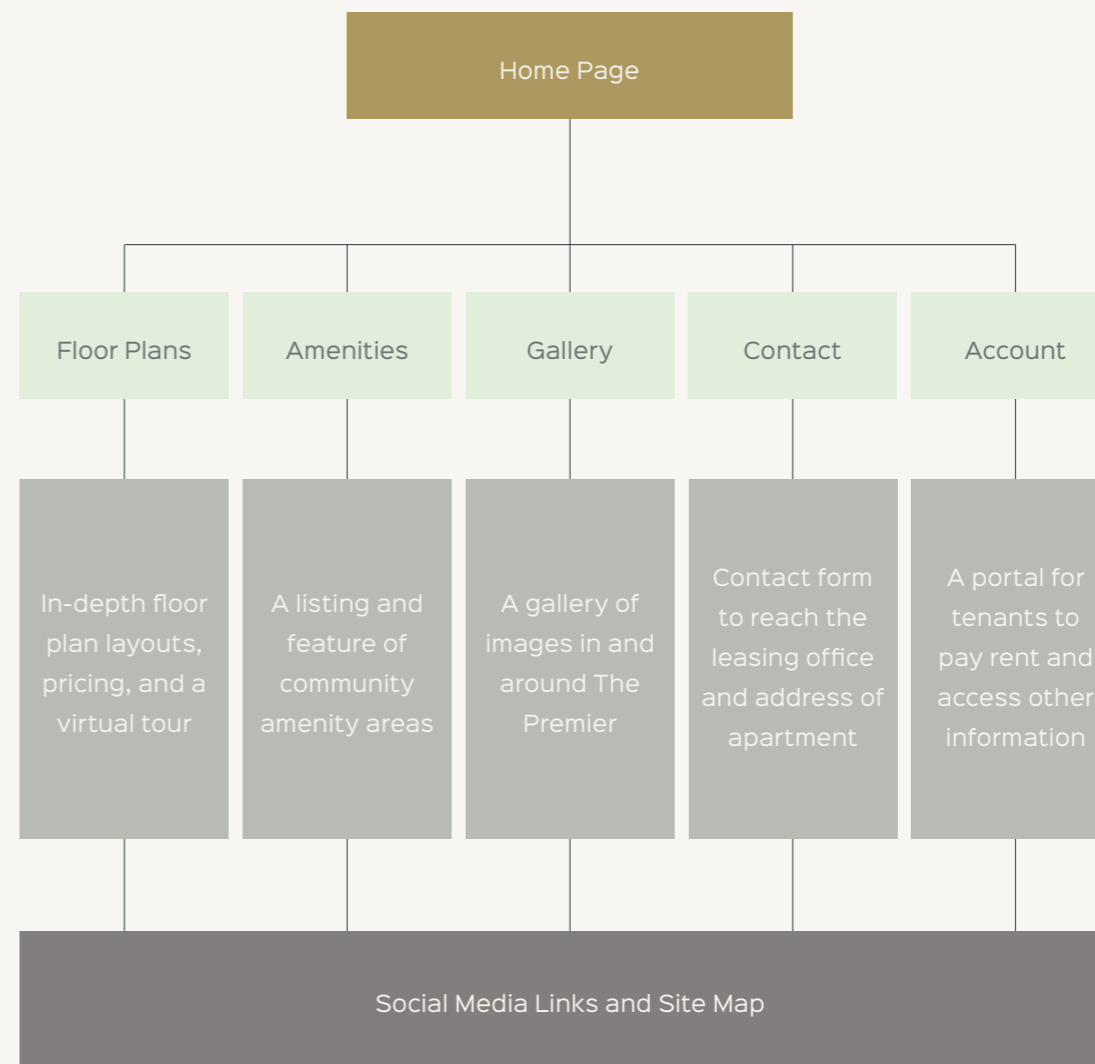
The website home page will be consistent with The Premier’s brand, featuring a minimal contemporary design with imagery of the building and interiors with its tagline and messaging overlaid on images. The website includes direct information about the community, such as floor plans, pricing, amenities, a gallery of images, and an account portal for tenants to pay their rent and access other information. Contact info, social links, and a site map are also included in the footer.



Website Home Page Mock up

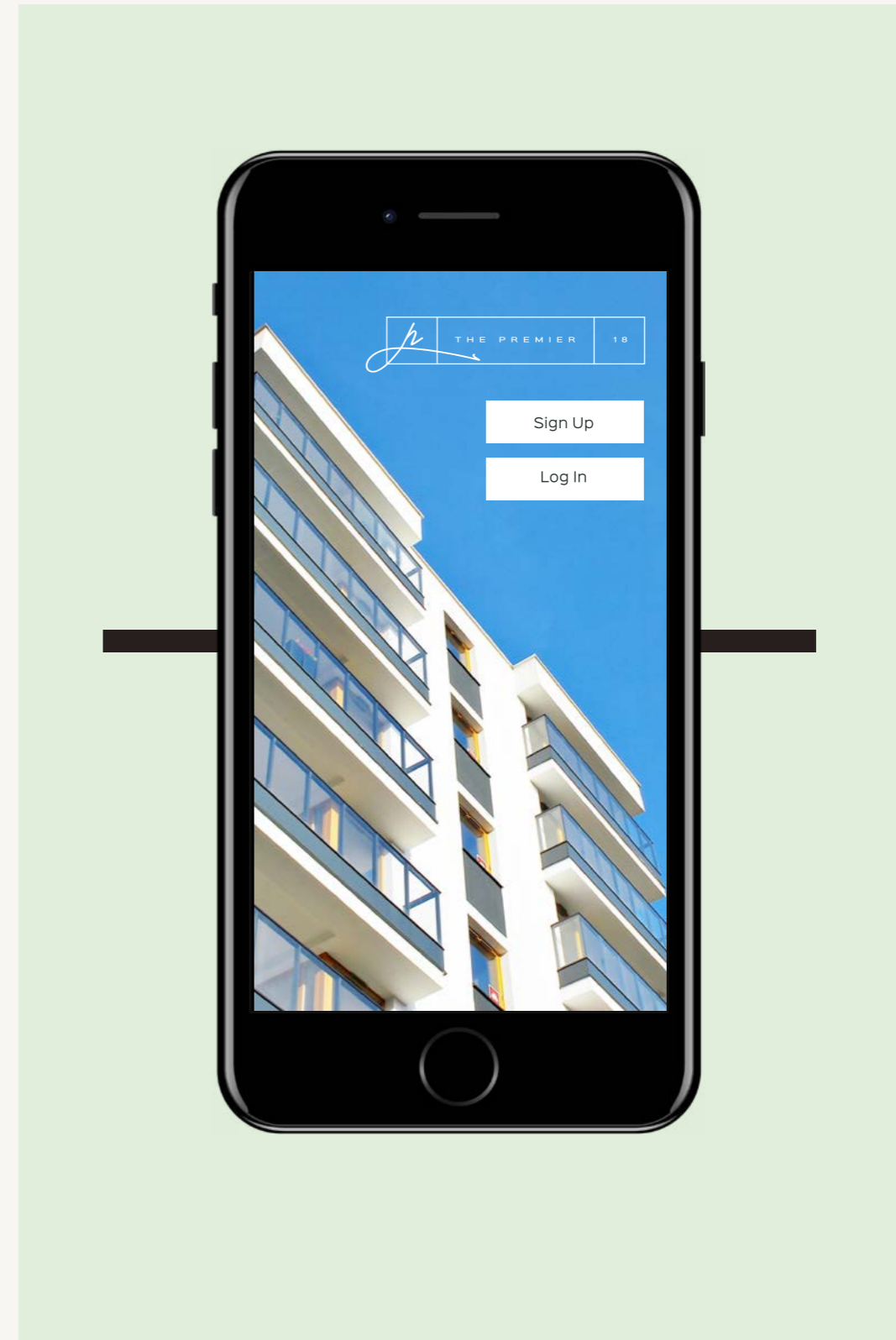
## Website Architecture

Website architecture will be consistent with The Premier’s brand - simple, minimal, and direct. Leaving the website architecture and links minimal, it encourages visitors and users to find out more about the brand, making them more likely to engage on social media, social engagement events, and experience The Premier community for themselves in person by attending an open house or event.



## Mobile App

This mobile application will mimic the website on a mobile device, such as a smartphone or tablet. This will allow the user to interact with The Premier’s web content and enable tenants to access their account from anywhere on their mobile device.



————— Mobile Application

## Engagement Strategy

33— Engagement Strategy Overview



## Engagement Strategy Overview

The Premier's engagement strategy will consist of the following:

1. Social media engagement
2. Sponsoring happy hours at nearby bars and restaurants
3. Hosting open houses and other corporate events

### Social Media Engagement

Social media engagement will be done using Facebook, Instagram, and LinkedIn. These three platforms were chosen based on data collected through a 2018 Social Media Use study from the Pew Research Center. This study found that Facebook, Instagram, and LinkedIn are the most used social media platforms of those ages 29-49 and professionals making an income of \$75,000+ per year, which is consistent with The Premier's target audience.

### Sponsoring Happy Hours

The Premier will drive engagement and awareness through sponsoring happy hours at nearby bars and restaurants. Sponsoring happy hours at new bars and restaurants popping up in the area will help to engage and attract professionals after work.

### Open Houses and Hosting Events

Once The Premier is constructed and open, hosting open houses and corporate events on-site is another way to drive engagement and awareness. The beautifully designed common areas and chic amenities will serve as a perfect spot to host a small to medium-size corporate meetings, events, or happy hours.

