

145c. Branding

Broadstone Oak City Branding

RIVERS

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BROADSTONE

oak city

The Project

Developers were turning a former mid-modern century inspired hotel into Raleigh's most hospitable address and needed a brand to tell the property's unique story. The development was named Broadstone Oak City, and a brand was created to elicit a retro, playful vibe that encouraged experiencing all the city has to offer.

A style guide was created outlining all of the new brand elements, including a logo, color palette, typography, patterns, shapes, imagery direction, textures and appropriate brand applications. The guide also captured the brand story, complete with messaging around the design inspiration, residences, amenities, the neighborhood, brand personality and tagline.

RALEIGH'S
MOST
UNIQUE
ADDRESS.

A home for modern creatives.

YOUR HOME IS YOUR HAVEN, AND YOU DESERVE TO BE HAPPY IN IT.

Broadstone Oak City's sleek style champions form and function, playfulness and practicality — all under one unique roof. Thoughtful planning, intriguing interiors and captivating urban amenities make Broadstone Oak City truly joyful place to live.



LOGOS



PRIMARY LOGO



PRIMARY LOGO REVERSED



SECONDARY LOGOS

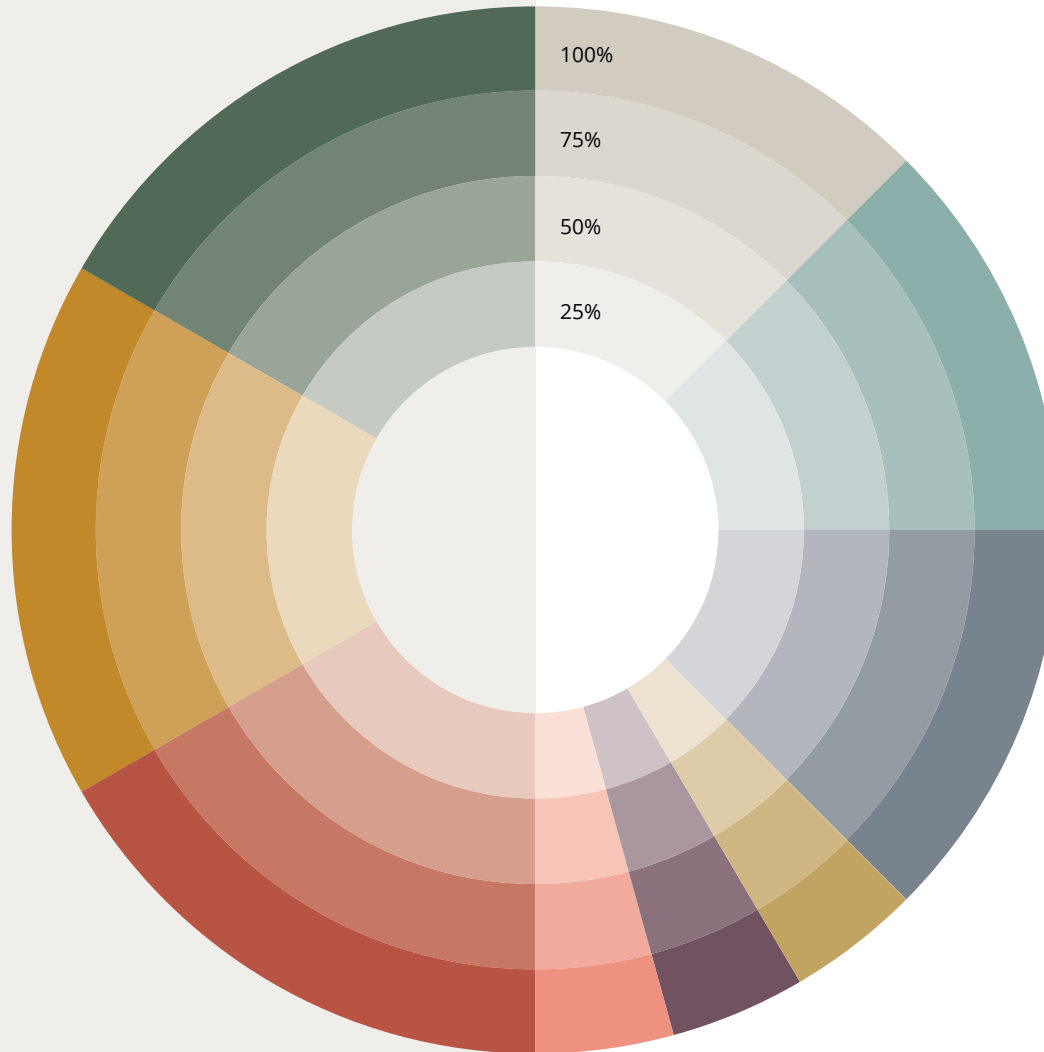
COLOR PALETTE

PRIMARY COLORS

- OAK**
PMS 4201 C
C69 M41 Y67 K24
R79 G106 B86
HEX #4F6A56
- HONEY**
PMS 3547 C
C22 M47 Y100 K4
R196 G137 B25
HEX #C48919
- BLUSH**
PMS 2436 C
C21 M78 Y76 K9
R184 G84 B68
HEX #B85444

SECONDARY COLORS

- FOG**
PMS 7534 C
C18 M16 Y22 K0
R209 G203 B193
HEX #D1CBC1
- SPA**
PMS 4172 C
C47 M20 Y32 K0
R140 G174 B171
HEX #8CAEAB
- DOVE**
PMS 430 C
C56 M42 Y36 K5
R122 G132 B141
HEX #7A848D
- GOLD**
PMS 7562 C
C25 M32 Y72 K1
R194 G164 B98
HEX #C2A462
- KALAMATA**
PMS 4111 C
C53 M68 Y45 K23
R112 G81 B96
HEX #705160
- ROSE**
PMS 486 C
C3 M52 Y44 K0
R237 G144 B128
HEX #ED9080



TYPOGRAPHY

Headlines: Lora Regular

Lora

Stylized Headlines: BN Modern Ombra

modern ombra

Subheads: Josefin Sans Bold

JOSEFIN SANS

Body copy: Open Sans Regular; and Emphasis: Opens Sans Bold

Open Sans **Open Sans**

Elevated. Thoughtful. Modern.

Like every good trip, Broadstone Oak City has a story to tell.

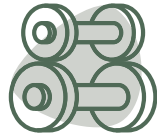
Built on the site of a lively 1970s hotel, the interiors are a playful reimagining of the former digs and the kind of spaces that don't typically exist in modern apartment communities — yes, we have a resident podcasting studio, so your story can start here, too.

live it up.

ELEVATED. THOUGHTFUL. MODERN.

Elevated, modern, and thoughtfully designed, our units offer open floor plans, spacious kitchens, and light-filled rooms for living and lounging.

ICONOGRAPHY



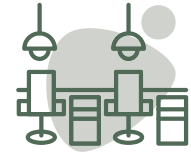
Fitness Center



Clubroom



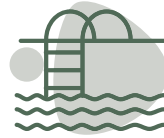
Complimentary Local Beers on Tap



Co-working Spaces/
Private Offices



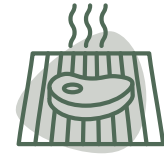
Sound Booth/
Podcast Studio



Resort-Style
Swimming Pool



Outdoor Fire Pit



Grill Stations



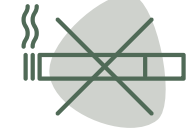
Outdoor Kitchen



Pet Park/Pet Wash



NGBS Green
Construction



Smoke-Free
Community



Electric Car Charging

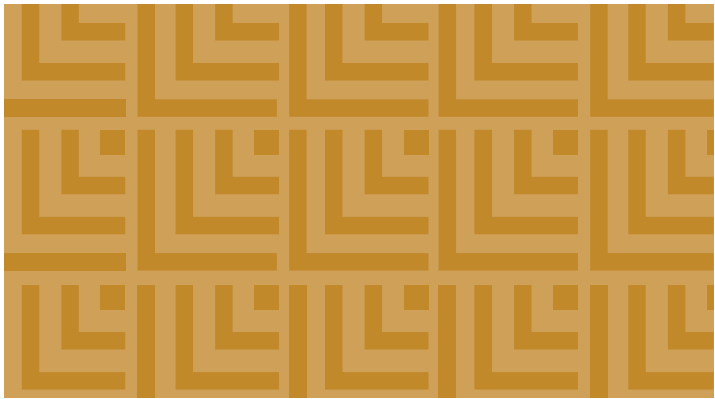


24/7 Package Room



Guest Suite

BRAND PATTERNS



BROADSTONE
oak city

BRAND APPLICATION: WEBSITE AND FENCE WRAP

