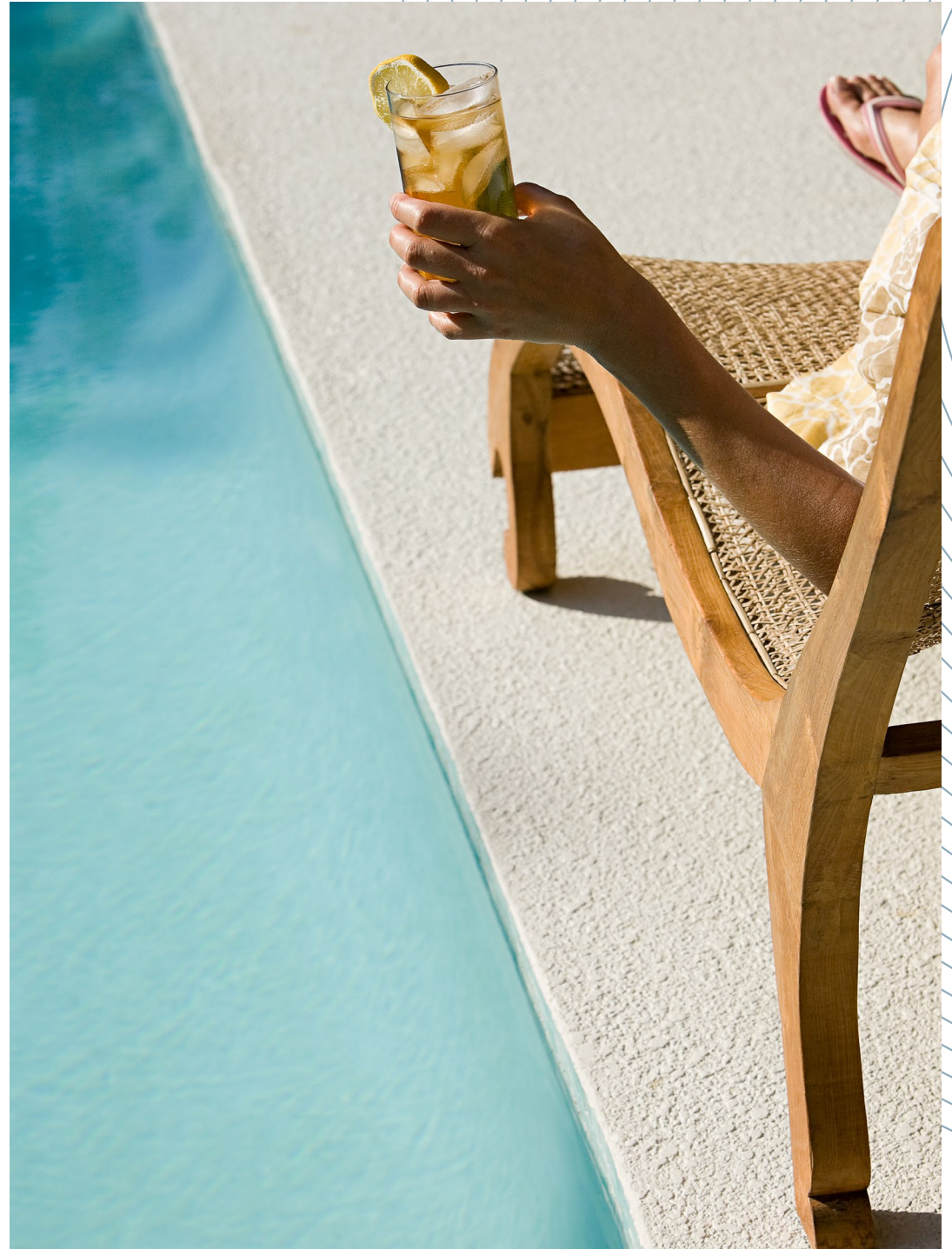




BRAND STYLE GUIDE

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TAGLINE

*THIS IS YOUR  
WATERSHED MOMENT*

HEADLINE 1: INTRO OR FLOOR PLANS

Where Expansive Space Meets *Sophisticated Style*

HEADLINE 2: AMENITIES

Work on Wellness, Find Your Zen, Curate Friendships – *on a Grander Scale*

HEADLINE 3: NEIGHBORHOOD

Connected to the City, *Far From the Crowd*



## PROMISE & POSITIONING

Elms at Watershed promises a destination where residents feel they have achieved their lifestyle goals, taking satisfaction in the luxury and sophistication of beautifully designed homes that fulfill their desire for personal achievement, community connection, and relaxation. Here, modern, trend-forward apartments extend naturally into spacious, resort-style community areas, much like ripples radiating from a drop of water. Situated in the suburban Laurel area, Elms at Watershed is a true sanctuary for Baltimore and Washington, D.C., commuters seeking a healthy work-life balance.

## MISSION & VISION

Elms at Watershed strives to create an atmosphere that inspires socialization and relaxation – an idyllic retreat from the demands of work and the hustle of urban life. We achieve this by providing welcoming community spaces where residents can connect and unwind, complemented by sophisticated furnishings and stylish finishes that reflect a carefully curated aesthetic. Additionally, we offer high-touch, personalized programs and services tailored to meet the unique needs of our residents. Experience a lifestyle where your home and social life flow together naturally, and serenity comes standard.

## SOPHISTICATED

We are grown-ups who appreciate grown-up things – art, nature, quiet reflection, and curated experiences.

## SOCIAL

We thrive in social situations and strive to connect with people on a deeper level beyond just casual conversations and networking.

## DISCERNING

We believe that quality experiences and items are worth the extra investment, and we prize uniqueness and creativity over fancy labels and status symbols.

## CONFIDENT

We have achieved a great deal and gained a deep understanding of our own minds. We are not afraid to admit when we are wrong, learn from others, or make decisions for ourselves.



VOICE

TONE

CONTEXT	POLISHED	CONFIDENT	APPROACHABLE
SOCIAL MEDIA	Conversational but no trendy/ slang language or emojis	“We know you’re going to love it.”	Focus on lifestyle and personal attention from staff.
WEBSITE	Professional but not highbrow. Tell story of life at Watershed.	Aspirational language: “You deserve this.”	First and second person: “us,” “you.” Personal CTAs: “We’d love to chat.”
MARKETING COPY	Concise, clear, accurate descriptions. Use of bullet points.	Strong CTAs: “Don’t miss out.” “Make your move today!”	Highlight personal service as much as physical amenities.

## CORE BRAND PHRASES

- Serenity comes standard here
- Where home and social life flow together naturally
- This is your Watershed moment

## LIFESTYLE & EXPERIENCE

- Live where expansive space meets sophisticated style
- Retreat from the urban rush to refined relaxation
- You're free to play, relax, connect, indulge



## COMMUNITY & CONNECTION

- Connected to the city, far from the crowd
- Experience the luxury of a connected community
- It's personal here

## ASPIRATION & MINDSET

- The community, the lifestyle you deserve
- Feel the benefits of a beautiful life
- Home should always feel this refreshing



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## UNACCEPTABLE USAGE

- ENSURE the logo is always surrounded by adequate white space.
- DO NOT alter the logo colors unless using the approved combinations above.
- DO NOT compress, stretch, or distort the logo horizontally or vertically.
- DO NOT rotate, tilt, or slant the logo.
- DO NOT alter the logo by changing or removing any of the elements.
- DO NOT add unnecessary drop shadows.
- DO NOT add a stroke around the logo.



PRIMARY

CMYK 55 | 4 | 99 | 0  
RGB 129 | 188 | 66  
HEX 81BC42

CMYK 94 | 69 | 53 | 51  
RGB 7 | 50 | 64  
HEX 073240

CMYK 7 | 2 | 3 | 0  
RGB 233 | 240 | 242  
HEX E9F0F2

SECONDARY

CMYK 84 | 54 | 44 | 22  
RGB 46 | 92 | 107  
HEX 2E5C6B

CMYK 46 | 24 | 20 | 0  
RGB 143 | 171 | 186  
HEX 8FABBA

USES	FONT NAME	DETAIL	DOWNLOAD LINK
TAGLINE	<i>BENTON MODERN DISPLAY CN</i> ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXY abcdefghijklmnopqrstuv <strong>xy</strong> 0123456789	UPPERCASE ITALIC	<a href="#">DOWNLOAD HERE</a>
HEADERS	Benton Modern Display CN ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXY abcdefghijklmnopqrstuv <strong>xy</strong> 0123456789	TITLE CASE REGULAR & ITALIC	<a href="#">DOWNLOAD HERE</a>
SUB-HEADERS	WORK SANS ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXY abcdefghijklmnopqrstuv <strong>xy</strong> 0123456789	UPPERCASE REGULAR TRACKING: 100	<a href="#">DOWNLOAD HERE</a>
BODY COPY	Work Sans ABCDEFGHIJKLMN <strong>OP</strong> QRSTUVWXY abcdefghijklmnopqrstuv <strong>xy</strong> 0123456789	SENTENCE CASE REGULAR	<a href="#">DOWNLOAD HERE</a>

Benton Modern Display CN font has been chosen for its versatility; it adds drama while remaining legible. When paired with the classic sans serif font, Work Sans, it creates a luxurious yet easy-to-read combination. The tagline is distinctly styled in all caps and italicized, and essential words within headlines should also be italicized for emphasis.

The tagline should be set in Benton Modern Display CN, Uppercase Condensed Italic, with a line break and the second line offset to the right of the first. It should then be scaled up to bleed off the edge of the workspace, with the option to overlap imagery and patterns.

Sub-headers are set in Work Sans, Uppercase Regular, with 100pt tracking.

Headers are set in Benton Modern Display CN, Title Case Condensed, with Italic Condensed used to emphasize the end of the headline.

Body copy is set in Work Sans, Sentence Case Regular.

TAGLINE

*THIS IS YOUR  
WATERSHED MOMENT*

SUB-HEADERS

WELCOME TO ELMS WATERSHED

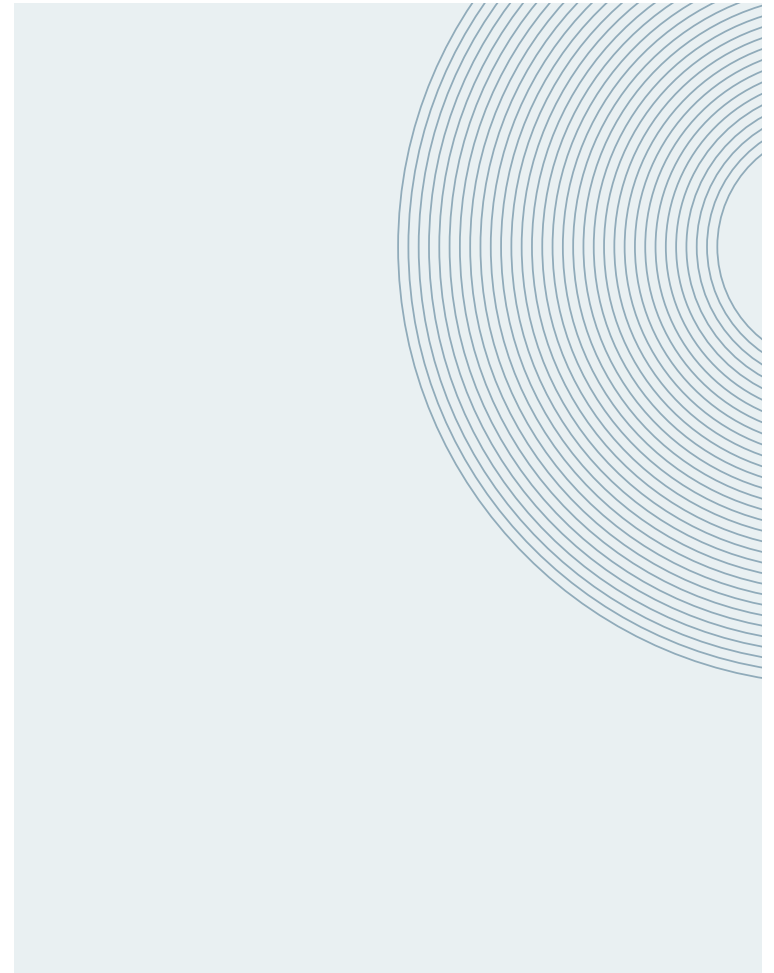
HEADERS

Where Expansive Space  
Meets *Sophisticated Style*

BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

This background pattern is inspired by the interconnectedness and growth of the property's culture. Using deep teal contrasted with a pale teal, it reflects calmness and authenticity. The pattern evokes the circular motif in the wood rings in the form of a water ripple, symbolizing flow and ease, while also pushing it into a more artistic space by deconstructing it and referencing abstract art.



## VISUAL IDENTITY: MOSAIC PHOTOGRAPHY LOCKUPS

Mixed photography layouts give the brand a modern, editorial look. Mosaic photography lockups are used to create visual interest while showcasing the property and its culture. Images of different sizes are positioned along the page edges and margins to enhance composition and energy. The simple ring pattern can be layered into the layout to further unify the design, or used selectively for added texture.



## VISUAL IDENTITY: PHOTOGRAPHY

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The photography concepts encapsulate sophistication and connected living while portraying the serenity of the property. The colors are subtle, showcasing the energy and aspirations of the residents.



### SUBJECT MATTER

The photography will focus on the location and community amenities, as well as stylized and well-lit interior shots. Include photos of people in action who depict a sense of calm.



### PHOTO TREATMENTS

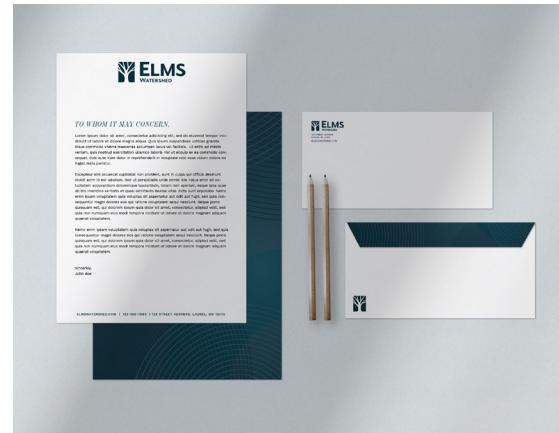
Incorporate both soft and bright lighting that provides natural contrast and a sense of vibrancy. Images should incorporate the brand color palette - greens, tans, and blues - whenever possible.

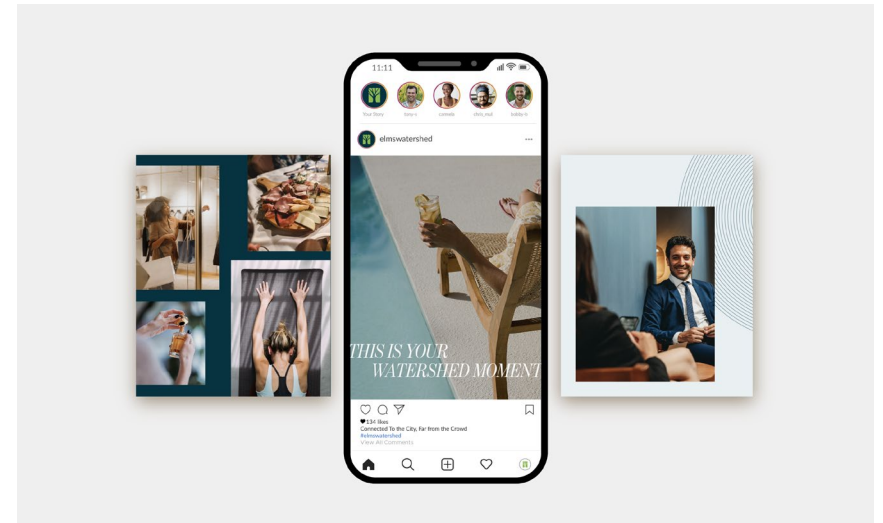


### STORYTELLING

Focus on lifestyle moments that reflect the aesthetic of the property, offering a glimpse of the residents' values and interests. Tell a story of balance, contentment, joy, and the pursuit of beauty.









A RealPage Company