Branding Buildings
BRAND STRATEGY + ART DIRECTION

Krista
CREATIVE DIRECTOR
BRANDING IRON @ STANTEC

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BRAND STRATEGY + ART DIRECTION + ARCHITECTURE

Krista
CREATIVE DIRECTOR
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SR. ART DIRECTOR
BRANDING IRON @ STANTEC

INTERIOR DESIGN + ENVIRONMENTAL GRAPHICS

MANAGEMENT + SOCIAL MEDIA
How do we define Branding?
How do we define Branding?

a logo?
How do we define Branding?
How do we define Branding?

- A logo?
- A tagline?

A DIAMOND IS FOREVER™
How do we define Branding?

- a logo?
- a tagline?
How do we define Branding?

- a logo?
- a tagline?
- a color palette?
How do we define Branding?

- a logo?
- a tagline?
- a color palette?
Branding is...
Branding is...

a vision
Branding is...

a vision

No.1 AUTHENTIC
Branding is...

a vision

No.1 AUTHENTIC

No.2 UNIQUE
Branding is...

a vision

No. 1 AUTHENTIC

No. 2 UNIQUE

No. 3 TARGETED
Why should I care?
Why should I care?

No.1 COHESIVE TEAM VISION
Why should I care?

No. 1 COHESIVE TEAM VISION

No. 2 INFORMS EVERYTHING
Why should I care?

**No.1** COHESIVE TEAM VISION

**No.2** INFORMS EVERYTHING

and...
Why should I care?

No. 3 70% of the 'Renters Journey' is over before he or she talks to your salesperson. So, branding matters.
How is a brand created?
How is a brand created?

No.1 VISIONING
No.2 MESSAGING
No.3 MOOD
No.4 EXECUTION
How is a brand created?

No. 1
VISIONING

No. 2
MESSAGING

No. 3
MOOD

No. 4
EXECUTION
How is a brand created?

No. 1 VISIONING

No. 2 MESSAGING

No. 3 MOOD

No. 4 EXECUTION
How is a brand created?

No. 1  VISIONING

No. 2  MESSAGING

No. 3  MOOD

No. 4  EXECUTION
30 DALTON
Boston, MA
No.1 VISIONING
No.1 VISIONING

“the architect and design team is stellar and will add cachet”

“This property is timeless, relevant and understated”

“If the building were a famous person, it’d be fashion designer Tom Ford”

“Every. single. unit. will have amazing views”
No. 2 MESSAGING
No.2 MESSAGING

THE DETAILS MAKE THE DESIGN
No. 2 Messaging

The Details

Make the Design

Cultured & Connected
No.2 MESSAGING

THE DETAILS

MAKE THE DESIGN

CULTURED & CONNECTED

A SINGULAR ADDRESS
No.3 VISUAL MOOD
No. 3 VISUAL MOOD
No. 4 IMPLEMENTATION
no. 1  A SINGULAR ADDRESS
no. 2  AN EVERYDAY GETAWAY
no. 3  A FAVORITE CHAIR
no. 4  A PLACE FOR EVERYTHING
no. 5  A EUROPEAN SENSIBILITY
no. 6  A LITTLE BLACK BOOK
no. 7  FRIENDS IN ALL THE RIGHT PLACES
The design team is anchored by Pei Cobb Freed & Partners, architects of Boston's beloved Hancock Tower and The Grand Louvre in Paris. PCF&P, in collaboration with Cambridge Seven Associates, Inc., has designed 30 Dalton to be a tribute to exquisite beauty and unique, inspired materials.

"The details are not the details," Charles Eames famously noted. "They make the design." At 30 Dalton, this timeless philosophy is brought to life exquisitely. Pritzker Realty Group has assembled a team of world-renowned architects and designers to ensure every aspect of these residences has been carefully considered. 30 Dalton is proof positive that when passion, creativity and talent unite, the result is genius.

Uniquely positioned at the nexus of the Back Bay, the South End and the Fenway Cultural District, 30 Dalton is soon to be Boston's most sought-after address. When location is everything, 30 Dalton has everything you could possibly want, right down to the last detail.
30 DALTON APARTMENTS PRESENTS
THE 7 ESSENTIALS FOR MODERN LIVING

1. A SINGULAR ADDRESS
2. AN EVERYDAY GETAWAY
3. A FAVORITE CHAIR
4. A PLACE FOR EVERYTHING
5. A EUROPEAN SENSIBILITY
6. A LITTLE BLACK BOOK
7. FRIENDS IN ALL THE RIGHT PLACES
INDIGO301

Valley Forge, PA
No.1 Visioning
what feel should we capture?

ANTHROPOLOGIE
urban ambiance

TRAVEL & LEISURE
carefree living

WEST ELM
natural warmth

MEN’S HEALTH
active lifestyles
No. 2 MESSAGING
ALL TOGETHER NOW.
No.2 MESSAGING

ALL TOGETHER NOW.

ADVENTURES AWAIT
No. 2 MESSAGING

ALL TOGETHER NOW. ADVENTURES AWAIT KICK BACK & KEEP UP THE ROAD. LESS TRAVELED.
No. 3 VISUAL MOOD
No. 3 VISUAL MOOD

- eclectic warmth -
No.3 VISUAL MOOD

- vibrant organic -
No. 4 IMPLEMENTATION
Union / Anthem / Assembly / Bond / Era
301 / 301 Flats / 301 Prime / 301 Social
Emerson / Indigo / Element / Chroma / Abode / Habitat / Portal / Joule / Amp / Vivo / Attivo / Allegro
ADVENTURES AWAITS

Amenities to Rival the Best Resorts:
Whether your goal is to perfect your golf swing, fine tune your downward dog, or host your first Thanksgiving, we've got you covered. Our golf simulator, fitness center and demo kitchen are hot spots all winter long. When the weather warms up, fat the bike trails at nearby Valley Ridge Park, cool off in our luxurious pool, gather neighbors for a game of bocce or cook with friends on our outdoor grills.

AMENITIES INCLUDE:
- Resort Style Swimming Pool
- Dog Run & Pet Spa
- Fitness Center
- Racquet Court
- Grilling Stations
- Golf Simulator
- Demo Kitchen
- Game Room
- Bike Storage & Repair
INDIGO 301
THE VILLAGE AT VALLEY FORGE

LIVE DIFFERENTLY
THE APARTMENTS
Indigo 301 brings everyday life forward with a slew of smart details and creative options within each apartment. Kitchens flow logically into living areas while moveable islands and walk-in closets make space to give more breathing.

ADVENTURES AWAITS
THE AMENITIES:
Following an afternoon by the pool, head over to our dine-in kitchen or outdoor grill and courtyard tables for dinner with friends. Lounge and fitness options will have you shooting pool, nailing your golf swing or honing your crow pose in no time at all.

ALL TOGETHER. NOW
Experience the sights and scents of life at Indigo 301...with scratch and sniff.

INDIGO 301
WE'RE TAKING THE LEAD
and setting the standard with an eclectic mix of local restaurants, retailers and cafes all in one place—right outside your front door.
Step outside and sniff pour-intriguing storefronts colorful awnings and charming storefronts that announce the evening’s dinner specials.

SCRATCH & SNIFF
Imagine living here, where the sidewalk scene is lively and better, where you’ll find your favorite cafe...and a barista who always knows your order.

SCRATCH & SNIFF
The scent of fresh cut grass wafting summer is here. Time to hit the nearby bike trails, pick up a game of bocce, or look back by the pool.

SCRATCH & SNIFF
Indigo 301
10 July 2015

Jane Smith
Senior Misc. Manager
Smith Management Company

Re: Indigo 308 Letterhead

Dear Jane,

Optio allam aut a eteaLorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tempus, metus sed
tristique, sed faucibus velit. Nullam auctor, orci vel vivis

Sincerely,

John Smith
General Manager
THAT’S ALL FOR TODAY

find us at @BrandingIronBos