

# GROOVE GALA

Style Guide 1.0





*"Your Passport to Unforgettable Nights."*

**MOUNTAIN STATISTICS**

|                             |                 |
|-----------------------------|-----------------|
| Top Cascade Express         | 3,020 Ft.       |
| Barlowe Peak (Peak Express) | 3,020 Ft.       |
| Vertical Rise               | 2,777 Ft.       |
| Peak to Peak (Peak Express) | 3,000 Ft.       |
| Longest Run                 | 1,700 Vert. Ft. |
| Longest Run                 | 3 Miles         |
| Mount Hood                  | 3,100           |
| Mount Hood                  | 4,397           |

**LIFT STATISTICS**

| LIFT                  | ELEVATION   | VERTICAL RISE |
|-----------------------|-------------|---------------|
| Peak                  | 3,020-3,000 | 120 Ft.       |
| Barlowe               | 3,020-3,000 | 120 Ft.       |
| Cascade Express       | 3,000-6,040 | 3,040 Ft.     |
| Daily                 | 3,000-6,040 | 3,040 Ft.     |
| Daily Rider           | 3,000-6,040 | 3,040 Ft.     |
| Heather               | 3,000-6,040 | 3,040 Ft.     |
| Heather Rider Express | 3,000-6,040 | 3,040 Ft.     |
| Mt. Hood Express      | 3,000-6,040 | 3,040 Ft.     |
| Shuttle Rider Express | 3,000-6,040 | 3,040 Ft.     |
| Shuttle Rider Express | 3,000-6,040 | 3,040 Ft.     |
| View Express          | 3,000-6,040 | 3,040 Ft.     |

**TRAIL MAP LEGEND**

- Green line: Easier
- Blue line: More Difficult
- Red line: Mean Difficult
- Black line: Extremely Difficult
- Yellow line: Freestyle Terrain
- Orange line: Night Run
- Red line: Area Boundary
- Black line: Out of Bounds
- Red line: Access Gates
- Black line: Cabnet Access Boundary
- Blue icon: High Speed Quad
- Blue icon: Double Chair Lift
- Blue icon: Skiing
- Blue icon: Restaurants
- Blue icon: First Aid Station
- Blue icon: Snow Zones
- Blue icon: Shuttle Pickup
- Blue icon: Recycling & Compost

**PARK SMART**  
Start Small  
Make a Plan  
Always Look  
Respect  
Take it Easy

**MT. HOOD MEADOWS**  
SKI RESORT

**2012 • 2013 TRAIL MAP**

**MT. HOOD MEADOWS**  
SKI RESORT

**TRAIL MAP**  
2013 / 2014

**MT. HOOD MEADOWS**  
*Your mountain home*

Sign In / Register   Shopping Cart   Blog   Contact Us

The Mountain   Lessons & Rentals   Safely   Resort Services   Plan a Trip   Events & Race   Meadows PDX   Summer

**Plunge into next season - get your pass now!**

2019-20 Season Passes

Buy Online

**MT. HOOD MEADOWS**  
SKIHOOD.COM

**MT. HOOD MEADOWS**  
AFTER DARK

**MT. HOOD MEADOWS**  
SKI RESORT

**MT. HOOD MEADOWS**

**HOMESTEAD**  
Handy Men

**BEND & CENTRAL OREGON**  
Trusted • Local • Reliable

+ (97) 831 241 251 14 | youraddress@mail.com | www.yourwebsite.com | 603 Hampton, VA 23066

**HOMESTEAD**  
Handy Men

Trusted • Local • Reliable

**BEND & CENTRAL OREGON**  
Trusted • Local • Reliable

**HOMESTEAD**  
Handy Men

(425) 971-1074  
info@HomesteadHandymanBend.com  
CCB #229462 | HomesteadHandymanBend.com



**HOMESTEAD**  
Handy Men

**BEND & CENTRAL OREGON**  
Trusted • Local • Reliable

TO: \_\_\_\_\_

Phone: + (97) 831 241 251 14 | Website: www.yourwebsite.com  
Email: yourbusiness@mail.com | Address: 603 Hampton, VA 23066

**HOMESTEAD**  
Handy Men

**BEND & CENTRAL OREGON**  
Trusted • Local • Reliable

Phone: + (97) 831 241 251 14 | Website: www.yourwebsite.com  
Email: yourbusiness@mail.com | Address: 603 Hampton, VA 23066

To: **Maxie E. Ballanger**  
CEO  
182 Pennington St.  
Northbrook, IL 60062

From: **Rosalie U. Balazs**  
Art Director

**HELLO..** **13 FEBRUARY 2022**

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesenti-um voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus repudiandae sint et asperiores repellat.

Best Regards

**Jayson U. Balazs**  
Owner / Founder



1 Rue de la Clef  
75005 Paris  
France

Phone: +33 1 23 45 67 89  
contact@idvisionstudio.com  
www.idvisionstudio.com

Horizontal logo  
with subtitle



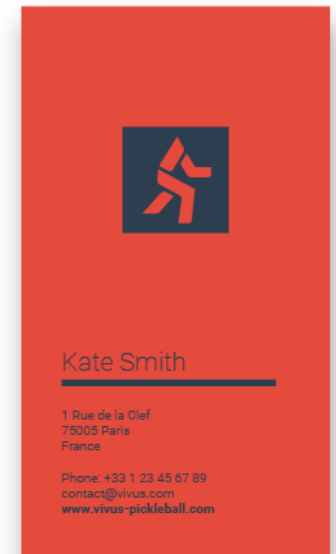
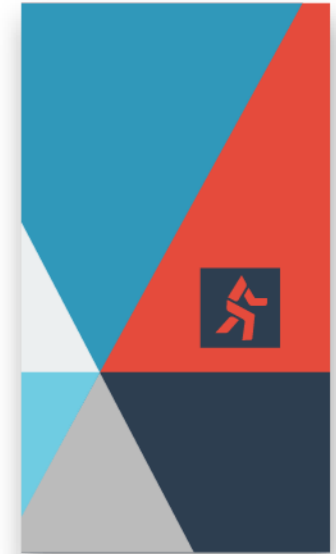
Horizontal logo  
without subtitle

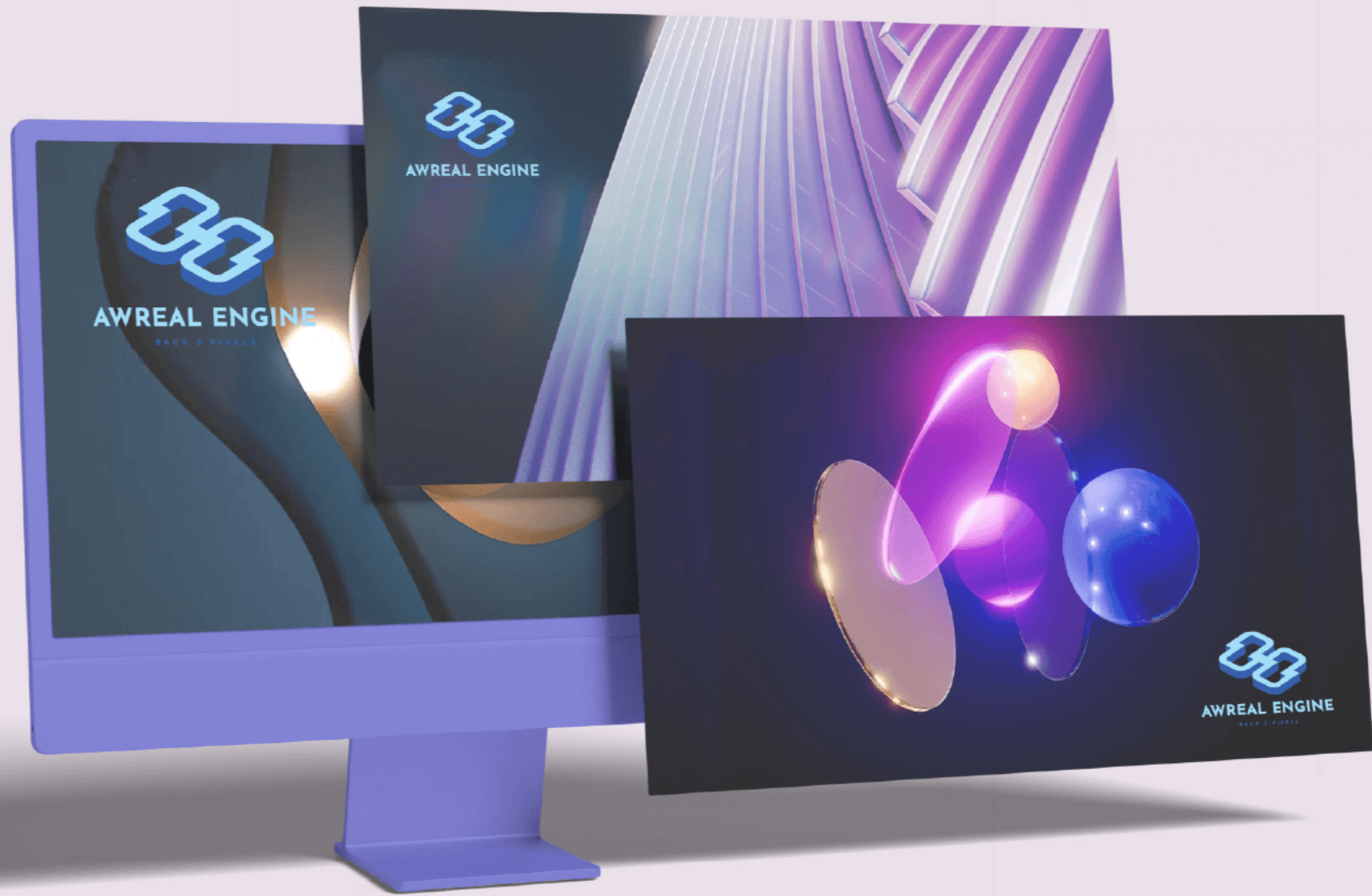


Horizontal logo  
without subtitle



Horizontal logo  
without subtitle





Poster art

AUG. 31st 2023 **Bass Night**  
FIFTH THURSDAYS



Brought to you by  
Sub Station  
B E N D

INDICATED ON  
KPOV 12

EYENEYE @eyeneyemusic  
LANTERN @lantern  
kalpa @kalpa\_vision  
atom bram @atombram

190 NW Oregon Ave, Bend, OR  
CAPITOL  
More than 8 PM • 21+

PRESENTED BY  
Sub Station  
B E N D

NIGHT SHIFT  
at  
CAPITOL

atom bram & Briantology  
@atombram @brian\_tology

SATURDAY, SEP. 16  
LIVE DJ SETS • B2B • 4HRS

190 NW Oregon Ave, Bend, OR 97703  
Hours: Open @ 8PM Closes 1:30AM  
VIP Call: (541) 678-5740 • thecapitolbend.com


atom bram  
Sub Station  
@atombram

NOV:4  
Club House Music

**BASS VIBES**

atom bram  
CAPITOL

190 NW Oregon Ave, Bend, OR 97703 • Hours: Open @ 8PM Closes 1:30AM  
VIP Call: (541) 678-5740 • thecapitolbend.com



Sub Station  
B E N D

atom bram  
CAPITOL

SUBSTATION BEND PRODUCTIONS  
**RANE DAYZ**  
DJs • ATOM BRAM & BRANDT  
10.7.23

Sub Station  
CAPITOL  
atom bram  
BRANDT

190 NW Oregon Ave, Bend, OR 97703 • Hours: Open @ 8PM Closes 1:30AM  
VIP Call: (541) 678-5740 • thecapitolbend.com

Sub Station  
B E N D

PRESENTS  
STARDUST  
**Soirée**  
at  
CAPITOL

01 SEP a night of disco 21+


DJ JMAI : BRIANTOLOGY : ATOM BRAM  
09.01.23 LIVE DJ SET AT THE CAPITOL DOOR COVER 190 NW OREGON AVE BEND, OR

A VERY SPECIAL SHOW NOT TO BE MISSED

FOR MORE INFO GO TO @SUBSTATION\_BEND • OR THECAPITOLBEND.COM  
VIP SEATING AVAILABLE | CALL (541) 678-5740 OR contact@thecapitolbend.com





**quext IoT**

**Control your thermostat from anywhere.**



**OneQuext.com**

**quext IoT**

-  **Longer Battery life**
-  **Better Connection**
-  **Less Hardware**
-  **Save time and money**

**OneQuext.com**

**Locked locks and property wide access from Day 1.**

**No WiFi required!**

Any questions?



**quext**

**quext**

**Why LoRaWAN?**

**The best IoT solution from the best in the industry.**

Quext IoT is our multifamily smart home automation ecosystem built by operators, for operators.



**What makes Quext IoT technology so unique** is our patented thermostat hub that uses a long-range, low-bandwidth communication protocol called LoRaWAN, allowing you to manage lights, locks, sensors and more across a property with a single antenna.

**What is LoRaWAN?**

LoRaWAN is a long-range, low-power, network protocol that uses radio waves to communicate with devices in a set region. It is great for IoT systems and is a significant upgrade over traditional WiFi.

LoRaWAN infrastructure, because of its ability to transmit small amounts of data over long distances. It is designed to allow low-energy devices to communicate with each other and with internet networks.


**Brilliantly simple smart apartment technology** **OneQuext.com**

Jake Davis • 3rd+ Digital Marketing and Copywriting 11mo • [Follow](#)

click on this blog for a surprise

**Quext** 2,356 followers 11mo • [Follow](#)

Quext IoT uses LoRaWAN network technology and an integrated thermostat hub that significantly reduces hardware requirements while delivering greater reliability and reduced costs for all connected devices!



**Say goodbye to WiFi!**

Say hello to **IoT & LoRaWAN** network technology by **quext**

**OneQuext.com**

Software for the Multifamily Housing Industry | Quext  
onequext.com • 3 min read

77 1 comment

Like Comment Repost Send

Add a comment...

**Upgrade time?**

**Need IoT retrofitting?**

**\$0 down with FlexCapital**

**quext**

**OneQuext.com**






**G5 + LL**  
A RealPage Company

## approved usage

- The space surrounding the logo should have a minimum width equal to the height of the “s” within LeaseLabs.
- Use the correct file format for the medium: RGB for web use | 4C for print use | png is preferred for web and PowerPoint applications.
- If you’re outsourcing a project to someone outside of G5xLL, always give marketing/creative a call to help reinforce proper usage, correct placement and the best quality possible.
- Use only logos that have been approved by the marketing/creative department.

## unapproved usage

- Stretching, skewing, tilting, rotating, applying drop shadows, or in any way distorting the logo.
- Copying logos from a web page.

**questions? just ask.**



**proper logo spac-**

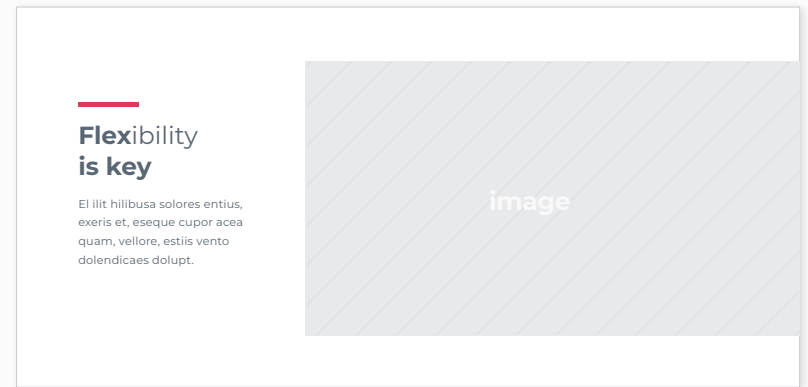
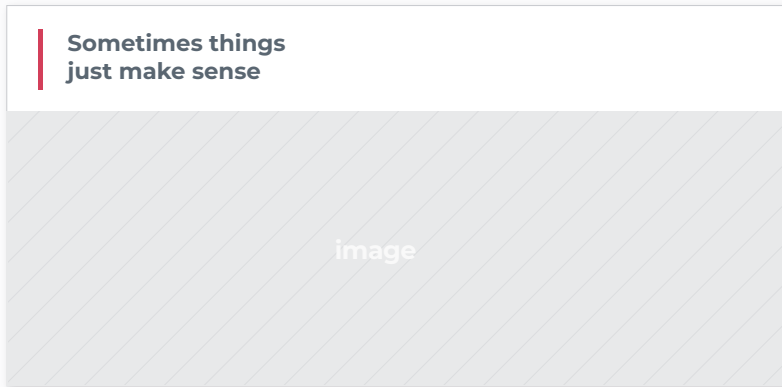


For logo usage under 1.25" wide (for instance, small print & digital ads), we recommend removing the "By RealPage" tagline for legibility purposes.

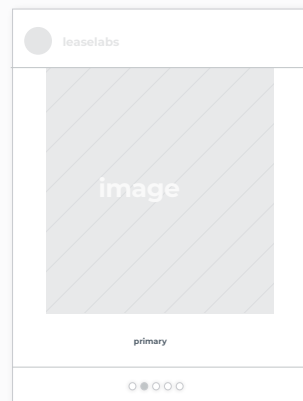
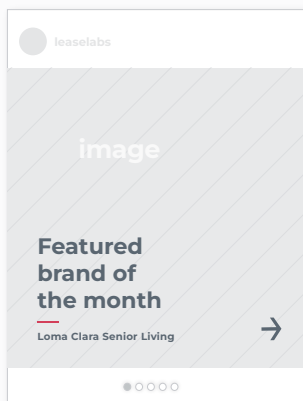
## social media

below are some samples of our grid systems that can be applied to social media and presentations.

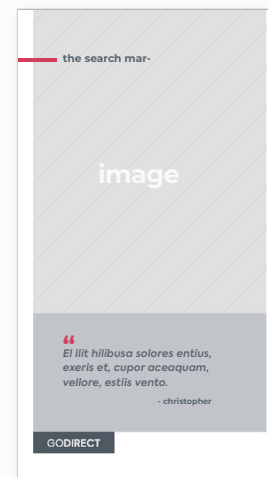
### facebook shell sam-



### instagram post sample

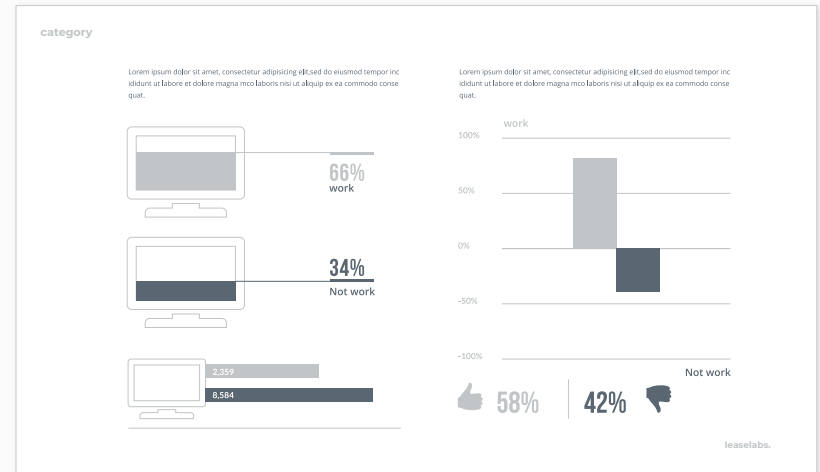
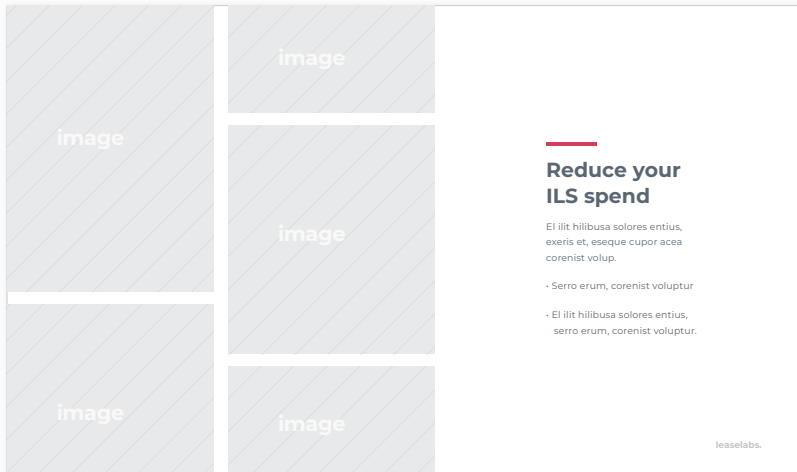
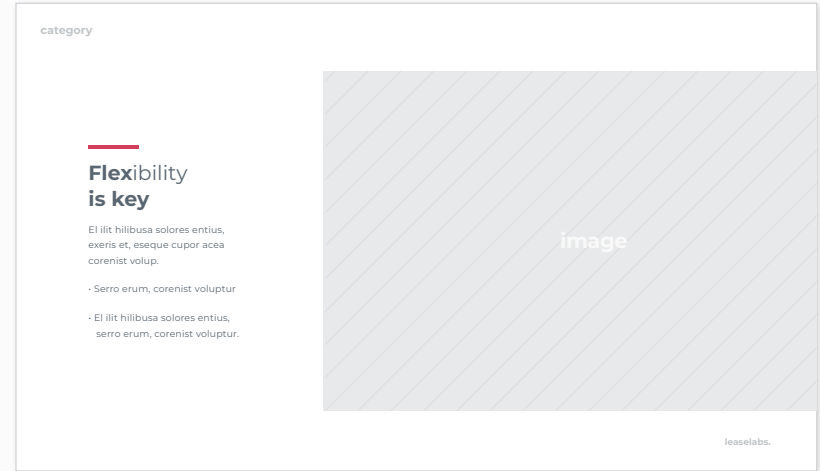
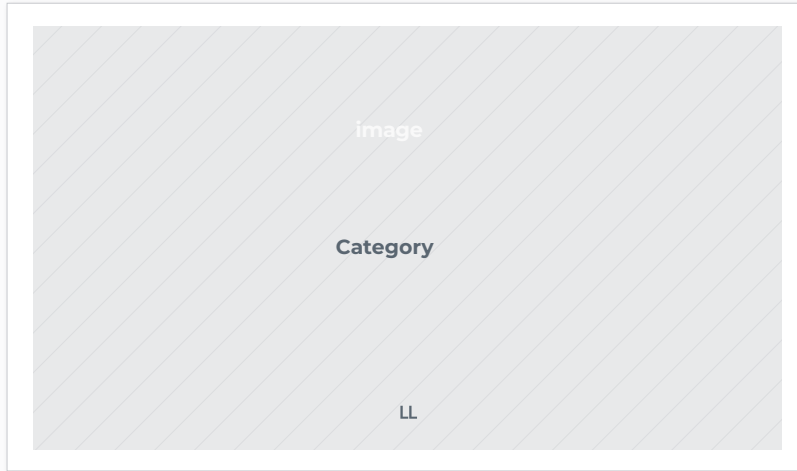


### instagram stories sample



## presentations

below are some samples of our grid systems that can be applied to powerpoint presentations.



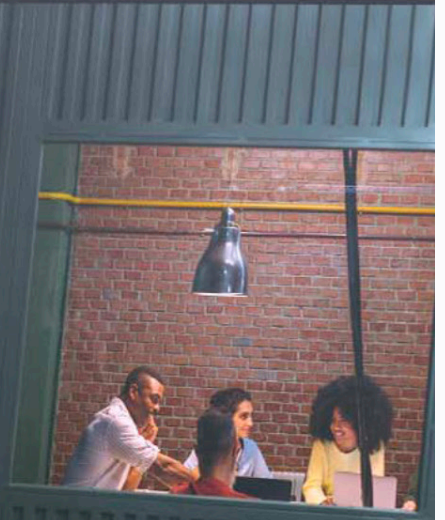
digital

# splash page

G5 + LL

Sometimes,  
things just  
make sense

[Learn Why](#)



print

# sales collateral

Solutions that innovate every stage of the customer journey



G5 + LL



**Visibility** into renter journeys and what gets you the most qualified leads to find them again and again.



**MarTech & Data Science**  
By leveraging technology and machine learning, performance is continually optimized.



**Freedom** to market your brand the right way and the team & tools to do it effortlessly.



**One Team**  
As an extension of your marketing team, we provide leading industry expertise and best-in-class customer service.



**Confidence** that you have the right technology partner to outperform the market daily.



**Outperform the Market**  
We are a connected, end-to-end marketing solution that finds the highest quality leads, integrates via our open platform, and delivers customer-centric experiences.

G5 + LL

Our marketing solution



**Find**  
Our technology and Smart Digital Advertising will find decision ready renters where they are online.

**Connect**  
We deliver the ideal renting experience, again and again across advertising, search, reviews, websites, and more.

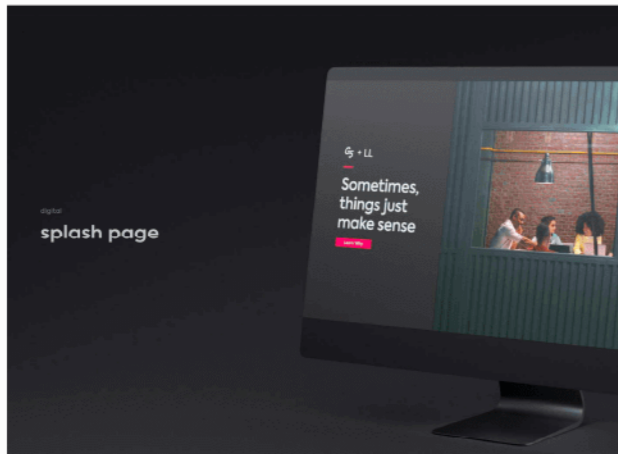
**Know**  
We know renters. We have the data and the tools to understand your renters' journeys and replicate that success.



gigs.com • 877.373.3199

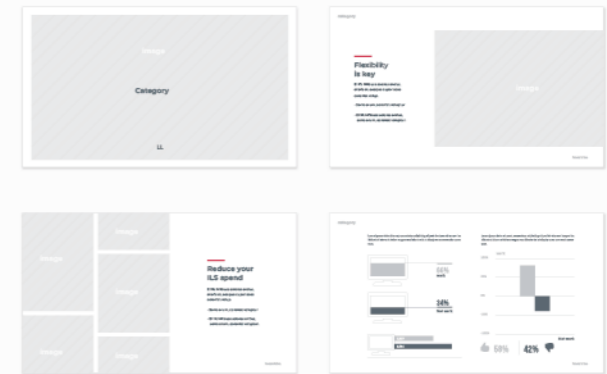
front

back



presentations

below are some examples of our grid systems that can be applied to powerpoint presentations.



LL

G5

LL

G5

sales collateral

Solutions that innovate every stage of the customer journey



front

G5+LL

Our marketing solution



back

**G5+LL**  
A RealPage Company

G5+LL

Marketing Solutions  
Forward Design + Disruptive Technology  
300% More Qualified Calls



Leveraging data science modeling and our customer data platform allows us to analyze, predict, and automate marketing so you can outperform the competition.

**Find**  
Our MarTech and Smart Digital Advertising attract decision ready renters where they spend their time online.

**Connect**  
We changed the apartment renting game by creating a frictionless prospect experience across advertising, search, reviews, and websites.

**Know**  
Bottom line: We know renters. Using our data science and smart tech, we can predict which renter journeys end in a lease, meaning your marketing success is both scalable and repeatable.



© 2022 G5+LL, Oct 05.com | LeaseLeads.com

Marketing Solutions that innovate every stage of the renter journey



G5+LL

**1 Visibility**  
The renter journey shouldn't be mysterious or off-limits. Get visibility into what drives conversions, and connect with the most qualified leads.

**Right Tools, Right Job**  
MarTech, backed by data science, machine learning, and AI, for marketing that truly outperforms.

**2 Freedom**  
Market your brand the right way, backed by the team and tools that make it effortless.

**One Team**  
We are more than a vendor, we are an extension of your team. Our industry-leading marketing expertise is backed by customer care, a team who truly has your back.

**3 Confidence**  
Nothing beats the peace of mind that you chose a tech partner with AI-optimized strategies to outperform the market, daily.

**Outperform the Market**  
The one stop marketing shop: best-in-class tech, optimized ad campaigns, customer-centric experiences, and results that speak for themselves.



**LIVE WHERE YOU PLAY.**

**\$500 REFERRAL PROGRAM**

Refer friends and receive a \$500 referral bonus.\*

Discover what living is like in the city's Gaslamp Quarter. Enjoy unparalleled access to on-trend shops, dining, and recharge along the Embarcadero.

\*Based on approved credit and a minimum 12-month lease. Restrictions may apply. Referral offer is subject to change at anytime. For more details, ask a leasing specialist.

10:00

**4TH+J**

**LIFE IN THE MARINA DISTRICT**

4th + J places you at the center of it all in San Diego, CA. Living in a city with a perfect climate year-round certainly encourages you to get out and seek new adventures. Your new community is just one block away from the Gaslamp Quarter - home to all your local favorites, like Fleming's Prime Steakhouse & Wine Bar when you want a classy night out, or The Blind Burro for some casual margs, chips, and guac. Life in the Marina District means there's always something to do. Catch a Padres day game at Petco Park -

BELL 4:21 PM 100%

**4TH+J**

FLAND & AVAILABILITY AMENITIES PHOTO GALLERY NEIGHBORHOOD CONTACT US 619-554-1965

**LIVE WHERE YOU PLAY.**

View Floor Plan

**LIVE 4TH + J**

Welcome to 4TH + J, a destination for chic living in San Diego, CA. We've created an eclectic community meant for progressive steps, free-spirited nights, and discovering all your city has to offer. Choose from our modern, one and two bedroom apartments to find the floor plan for your everyday living. Wake up each day in a space unlike the past, with upscale and convenient features built to inspire. Live in the heart of a community of shared interests. Work and play come together at 4TH + J.

FLOOR T NEIGHBORHOOD

800-554-1965 372 4th Ave San Diego, CA 9

**JOHN LASTNAME**  
Property Manager

800-554-1965  
JLastname@4thandj.com  
4thandj.com  
372 4th Ave San Diego, CA 92101

f @ \* G







## It's time for a new way to experience Lowcountry living.

A place where culture and convenience are within reach. Somewhere you can live, work, and play, that's close to it all but far enough away. A home combining the walkability of Charleston, the beauty of Lowcountry, and the comfort of the suburbs. There is a place, and you're invited to be among the first to live here.

*Welcome home to Alta Brighton Park. Welcome home to better living.*



## Top 5 Reasons to Live Here



*Reason One*

### More Space for Your Style

Choose a one, two, or three bedroom townhouse-style floor plan. Our homes include an attached garage and three generous levels of living space.

ALTA BRIGHTON PARK | Summerville, SC



ALTA  
**Brighton Park**  
SUMMERVILLE, SC

Palmetto - 1 Bedroom Apartment

### Life just got better.

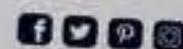
#### Palmetto Apartment

- 1 Bedroom, 1 Bathroom
- 757 Square Feet
- Outdoor Patio



843.970.3060  
115 Great Lawn Drive  
Summerville, SC 29486

AltaBrightonPark.com



Life just got better

## LOGO GUIDELINES

  
**ELEVENTHIRTY**  
& MICHIGAN AVENUE

**PRIMARY LOGO**  
The primary logo is the main representation of the brand and should be used whenever possible.



**LOGO SAFE ZONE**  
Always maintain a clear space around the logo greater than or equal to the icon in the Eleven Thirty brand mark.



**BRAND MARK**  
For use in small spaces where the primary logo will not fit.

  
**ELEVENTHIRTY**  
& MICHIGAN AVENUE


**PHOTO BACKGROUND**  
When using the logo over a dark or busy photo, use the all white version and add a black multiply or overlay of 50-60% for visibility.


## TYPOGRAPHY


**Gotham Book**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gotham Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## BRAND COLORS

  
Pantone: 7563 C  
Pantone: 7563 U  
Web Hex: #c6942b  
RGB: 203/148/45  
CMYK: 20/42/100/2

  
Pantone: 447 C  
Pantone: 447 U  
Web Hex: #363537  
RGB: 54/53/55  
CMYK: 70/64/60/55

  
Pantone: 7506 C  
Pantone: 7506 U  
Web Hex: #f1d9b2  
RGB: 241/217/178  
CMYK: 5/13/32/0



# Logo On Color

Introduction

Brand Values

Personality

Logo Mark

Logo Type

Brand Logo

Word Mark

Logo Usage

**Logo Color**

Brand Icons

Supergraphic

Typography

Brand Color

Image Graphy

Phone Thumbnail

Website

Letters & Invitations

Business Card

Social Media

Brand Merchandise

Email Signature





# Introduction

## Introduction

Brand Values

Personality

Logo Mark

Logo Type

Word Mark

Brand Logo

Logo Usage

Logo Color

Brand Icons

Supergraphic

Typography

Brand Color

Image Graphy

Phone Thumbnail

Website

Letters & Invitations

Business Card

Social Media

Brand Merchandise

Email Signature



## Wild Indigo History

Description by Creative Cooler

WIP began in Deschutes County with a mission to revolutionize team building. Rooted in a vision of fostering impactful connections, we've pioneered a unique approach blending fun with measurable results. From immersive events to dynamic keynotes, we've become a trusted resource for businesses and schools. Our journey is defined by a commitment to authentic growth, guided by our founding principles of joy, connection, and trust. As we continue to evolve, our story remains a testament to the transformative power of play in building stronger teams and communities.

In Central Oregon, WIP was born from a clear mission: to craft cohesive teams that elevate community and work impact. Grounded in interactive, fun experiences, we set out to redefine team building.

"Embrace the challenges as opportunities, for it is in overcoming obstacles that we uncover our greatest strengths and achieve our true potential."

- Rachel Wilson



# Values / Mission

Introduction

## Brand Values

Personality

Logo Mark

Logo Type

Word Mark

Brand Logo

Logo Usage

Logo Color

Brand Icons

Supergraphic

Typography

Brand Color

Image Graphy

Phone Thumbnail

Website

Letters & Invitations

Business Card

Social Media

Brand Merchandise

Email Signature



## Brand Values & Mission:

At WIP, our mission is to empower teams and individuals through intentional, engaging experiences that foster growth, connection, and lasting impact. We are committed to redefining team dynamics and building strong, cohesive communities through innovative programming and immersive events. With a focus on playfulness, trust, and collaboration, we strive to elevate every interaction and inspire meaningful transformation.

**Our values:** Playfulness unlocks creativity and fosters collaboration; Connection forms the foundation of our success, built on trust, respect, and empathy; Growth is our ethos, embracing challenges for continuous learning and excellence; Community thrives on inclusivity and support, empowering every individual; Integrity guides our interactions with transparency and honesty; Innovation drives us to push boundaries, inspiring positive change and engagement.



# Logo Mark

Introduction

Brand Values

Personality

**Logo Mark**

Logo Type

Word Mark

Brand Logo

Logo Usage

Logo Color

Brand Icons

Supergraphic

Typography

Brand Color

Image Graphy

Phone Thumbnail

Website

Letters & Invitations

Business Card

Social Media

Brand Merchandise

Email Signature



25 x



Watermark / Favicon



Framed Logo Mark

25 x



# Logo Type: **Roboto Slab - Bold**

- Introduction
- Brand Values
- Personality
- Logo Mark
- Logo Type**
- Word Mark
- Brand Logo
- Logo Usage
- Logo Color
- Brand Icons
- Supergraphic
- Typography
- Brand Color
- Image Graphy
- Phone Thumbnail
- Website
- Letters & Invitations
- Business Card
- Social Media
- Brand Merchandise
- Email Signature

In our identity system, Roboto Slab is the primary font. Use it for logo context. For the logo mark, exclusively integrate Roboto Slab. Ensure alignment, legibility, and consistency in size and styling.

Roboto Slab, as the exclusive font for our logo, embodies the characteristics of professionalism, boldness, and empowerment inherent in team building and performance strengthening.

When used in the logo, Roboto Slab should convey a sense of strength, confidence, and reliability. Its clean lines and sturdy serifs exude professionalism, while its bold weight commands attention and authority. This font choice reinforces our commitment to excellence and the transformative power of our services, leaving a lasting impression of trust and empowerment.





# Logo Usage

- Introduction
- Brand Values
- Personality
- Logo Mark
- Logo Type
- Brand Logo
- Word Mark
- Logo Usage**
- Logo Color
- Brand Icons
- Supergraphic
- Typography
- Brand Color
- Image Graphy
- Phone Thumbnail
- Website
- Letters & Invitations
- Business Card
- Social Media
- Brand Merchandise
- Email Signature



White on wild charcoal

01



White on wild red

02



White on wild blue

03



Two color in white

04



Wild charcoal on light gray

05



Do not use Wild Green on white or with logo mark in the right 06





# Supergraphic

Introduction

Brand Values

Personality

Logo Mark

Logo Type

Brand Logo

Word Mark

Logo Usage

Logo Color

Brand Icons

**Supergraphic**

Typography

Brand Color

Image Graphy

Phone Thumbnail

Website

Letters & Invitations

Business Card

Social Media

Brand Merchandise

Email Signature

## Usage Description

A supergraphic serves as a dynamic vector accent across all touchpoints and brand expressions, injecting energy and visual interest into our communication materials. Strategically placed, it enhances brand recognition and reinforces key messaging, becoming a signature element of our visual identity. Whether it's integrated into digital assets, print materials, or environmental graphics, the supergraphic captivates attention and adds a modern flair to our brand presence. Its versatile nature allows for creative experimentation, ensuring consistency while adapting to different contexts and platforms.





# Brand Color

Wild Blue, Wild Green, Wild Red, and Wild Charcoal play distinct roles. Wild Blue conveys trust and professionalism, Wild Green symbolizes growth and vitality, Wild Red represents passion and urgency, while Wild Charcoal provides balance and contrast.

By incorporating these colors into our identity system, we create a dynamic and visually compelling brand presence that resonates with our audience, communicates our values, and reinforces our brand personality.

Together, these colors create a cohesive and visually engaging brand presence that communicates our values and personality effectively.

- Introduction
- Brand Values
- Personality
- Logo Mark
- Logo Type
- Brand Logo
- Word Mark
- Logo Usage
- Logo Color
- Brand Icons
- Supergraphic
- Typography
- Brand Color**
- Color Palette
- Image Graphy
- Phone Thumbnail
- Website
- Letters & Invitations
- Business Card
- Social Media
- Brand Merchandise
- Email Signature

|                            |  |  |  |                             |  |  |  |                            |  |  |  |                            |  |  |  |
|----------------------------|--|--|--|-----------------------------|--|--|--|----------------------------|--|--|--|----------------------------|--|--|--|
| <b>PANTONE</b><br>801      |  |  |  | <b>CMYK</b><br>78/24/05/00  |  |  |  | <b>HEX</b><br>#0099cc      |  |  |  |                            |  |  |  |
| <b>CMYK</b><br>33/00/76/00 |  |  |  | <b>CMYK</b><br>00/80/100/00 |  |  |  | <b>CMYK</b><br>66/51/51/20 |  |  |  | <b>CMYK</b><br>69/63/62/58 |  |  |  |
| <b>HEX</b><br>#b0ed69      |  |  |  | <b>HEX</b><br>#0099cc       |  |  |  | <b>HEX</b><br>#666666      |  |  |  | <b>HEX</b><br>#333333      |  |  |  |



# Image Graphy

- Introduction
- Brand Values
- Personality
- Logo Mark
- Logo Type
- Brand Logo
- Word Mark
- Logo Usage
- Logo Color
- Brand Icons
- Supergraphic
- Typography
- Brand Color
- Color Palette

## Image Graphy

- Phone Thumbnail
- Website
- Letters & Invitations
- Business Card
- Social Media
- Brand Merchandise
- Email Signature



## Size

1080 resolution

## Material

Photography



# Webstie Mockup

Introduction

Brand Values

Personality

Logo Mark

Logo Type

Brand Logo

Word Mark

Logo Usage

Logo Color

Brand Icons

Supergraphic

Typography

Brand Color

Color Palette

Image Graphy

Phone Thumbnail

**Website Mockup**

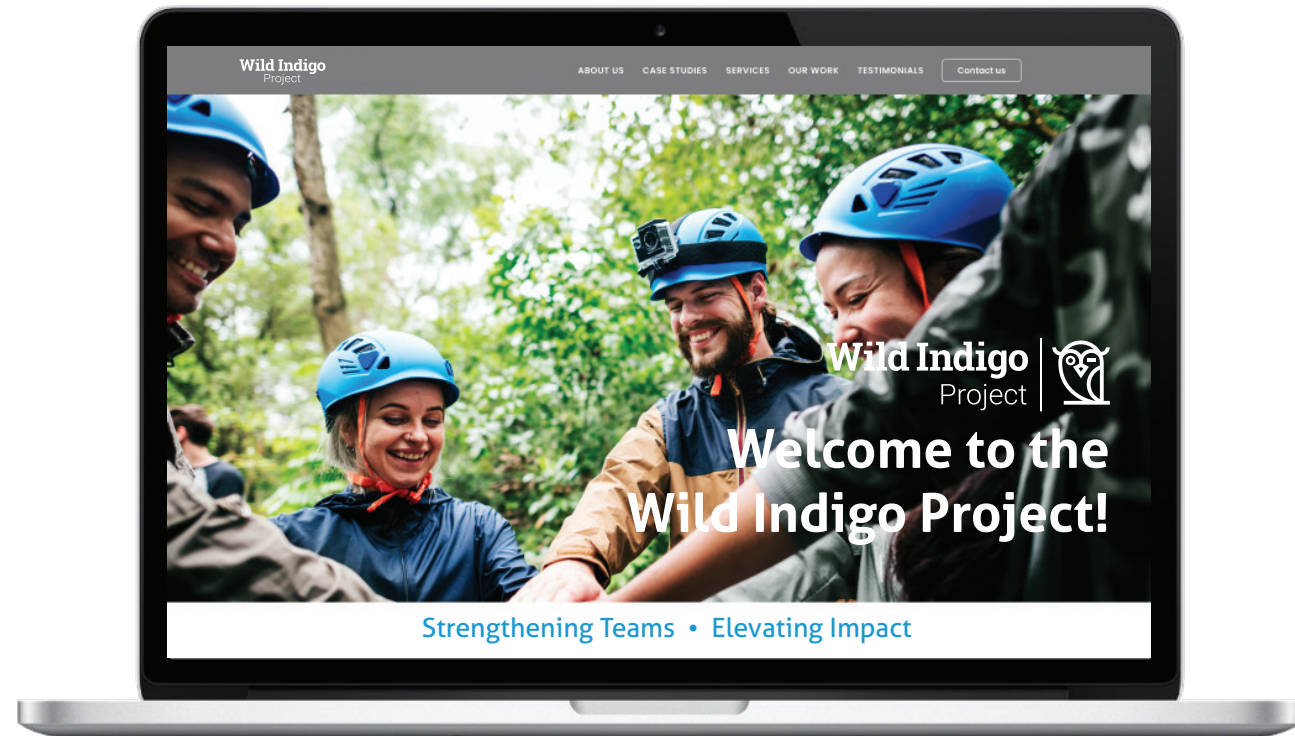
Letters & Invitations

Business Card

Social Media

Brand Merchandise

Email Signature




## Website Description

Our website serves as the digital hub of our brand, offering visitors an immersive and informative experience that reflects our values, expertise, and commitment to excellence. Through intuitive navigation and engaging content, we provide a platform for showcasing our services, expertise, and professionalism.



# Letters & Invitations

- Introduction
- Brand Values
- Personality
- Logo Mark
- Logo Type
- Brand Logo
- Word Mark
- Logo Usage
- Logo Color
- Brand Icons
- Supergraphic
- Typography
- Brand Color
- Color Palette
- Image Graphy
- Phone Thumbnail
- Website
- Letters & Invitations**
- Business Card
- Social Media
- Brand Merchandise
- Email Signature

**Wild Indigo** |   
Project

Phone (503) 560-6422  
suz@wildindigoproject.com  
www.WildIndigoProject.com

**Receipient Name**  
Address  
Bend, OR

**February, 10th 2024**  
United States

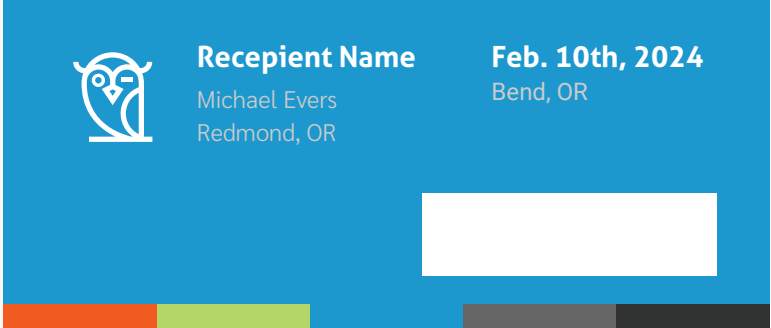
Dear Lori,


Lorem ipsumul wo dolor sit amet,  
consectetur adipiscing elit. Peroel-  
lentesque scelerisque male

suada libero aopei pellentesquee,

Best Regards,

Suz Coffman



 **Receipient Name**  
Michael Evers  
Redmond, OR

**Feb. 10th, 2024**  
Bend, OR

## Letter & Stationary

Letterhead and stationery are integral to our brand communication strategy for their professionalism, consistency, and role in reinforcing brand identity. They convey credibility, maintain cohesion, and build trust with recipients.

Additionally, they serve as subtle marketing tools, promoting our brand with every interaction. Overall, they enhance our brand image and facilitate effective communication with stakeholders.

Size

**5 cm x 12 cm**

Material

**Art Paper 250 gr**



# Business Card

- Introduction
- Brand Values
- Personality
- Logo Mark
- Logo Type
- Brand Logo
- Word Mark
- Logo Usage
- Logo Color
- Brand Icons
- Supergraphic
- Typography
- Brand Color
- Color Palette
- Image Graphy
- Phone Thumbnail
- Website
- Letters & Invitations
- Business Card**
- Social Media
- Brand Merchandise
- Email Signature

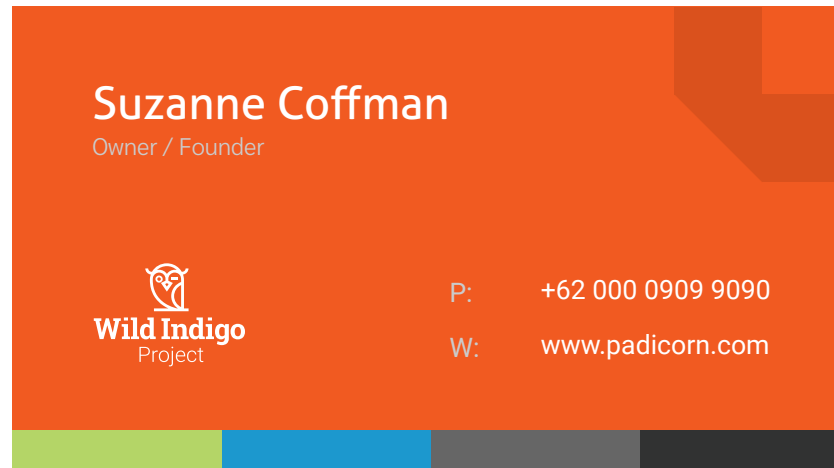


Front Design

01

Business cards serve as tangible representations of our brand identity, embodying our values, professionalism, and personality. Designed with attention to detail, they feature our logo, brand colors, and typography, creating a cohesive visual experience. Business cards are utilized as essential networking tools, facilitating meaningful connections with clients, partners, and stakeholders.

These convey a commitment to excellence and serve as a memorable introduction to our brand, leaving a lasting impression of trust and credibility.



Back Design

02

Size

**5 cm x 12 cm**

Material

**Art Paper 250 gr**



# Instagram Post

Introduction

Brand Values

Personality

Logo Mark

Logo Type

Brand Logo

Word Mark

Logo Usage

Logo Color

Brand Icons

Supergraphic

Typography

Brand Color

Color Palette

Image Graphy

Phone Thumbnail

Website

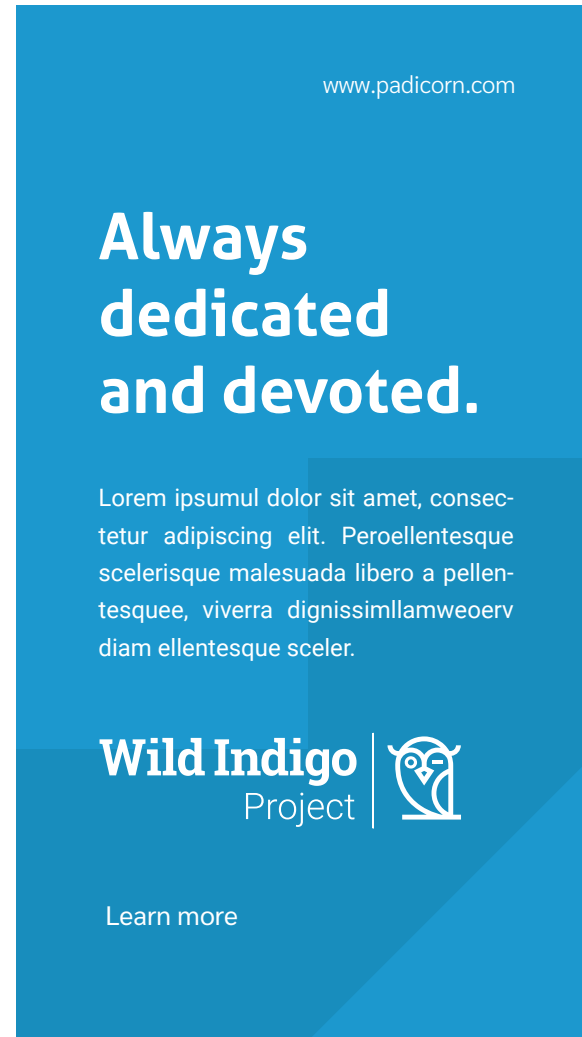
Letters & Invitations

Business Card

**Social Media**

Brand Merchandise

Email Signature



Size

**500 pt x 500**

**1920 pt x 1080**

Material

**Social Media Digital**



# Brand Merchandise

Introduction

Brand Values

Personality

Logo Mark

Logo Type

Brand Logo

Word Mark

Logo Usage

Logo Color

Brand Icons

Supergraphic

Typography

Brand Color

Color Palette

Image Graphy

Phone Thumbnail

Website

Letters & Invitations

Business Card

Social Media

**Brand Merchandise**

Email Signature



## Women's Size Guide

|     |      |     |     |
|-----|------|-----|-----|
| XS  | 41.5 | 88  | 88  |
| S   | 43   | 92  | 92  |
| M   | 44   | 96  | 96  |
| L   | 43   | 100 | 100 |
| XL  | 45   | 104 | 104 |
| XXL | 47   | 108 | 108 |

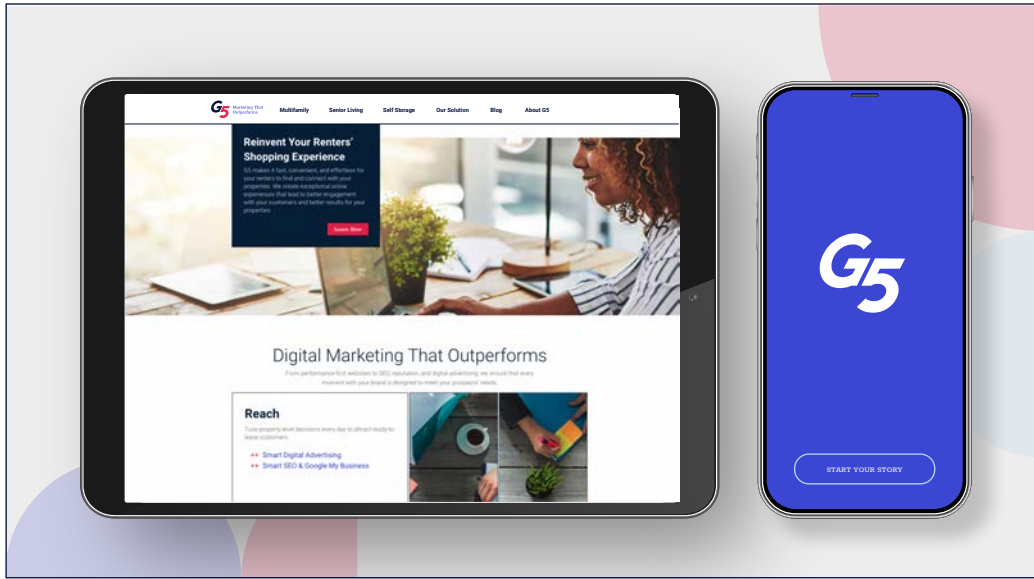
Lorem ipsum dolor sit amet, weww consectetur adipiscing elit. Peroellentesquewew scelerisque malesuada libero a pellentesquee, viver.

Lorem ipsum dolor sit amet, weww consectetur adipiscing elit. Peroellentesquewew scelerisque malesuada libero a pellentesquee, viver.

Size  
**50 cm x 65 cm**

Material  
**Canvas with bordir**





# Stuck in Silos?

## Data Insights Provide Clarity

### Abstract

In 2020, long term historical leasing seasonality and industry trends were upended. So, with the historical trends marketing playbook thrown out the window, it became vital that your property's marketing could pivot faster than you can say supercalifragilisticexpialidocious. And, being a data-driven MarTech partner, we turned to the data to understand demand trends within multifamily housing in 2020.

This white paper unpacks what happened in 2020 based on Google and G5 data, and how we leveraged marketing technology to ensure our clients' digital advertising gave them a competitive edge in the market.



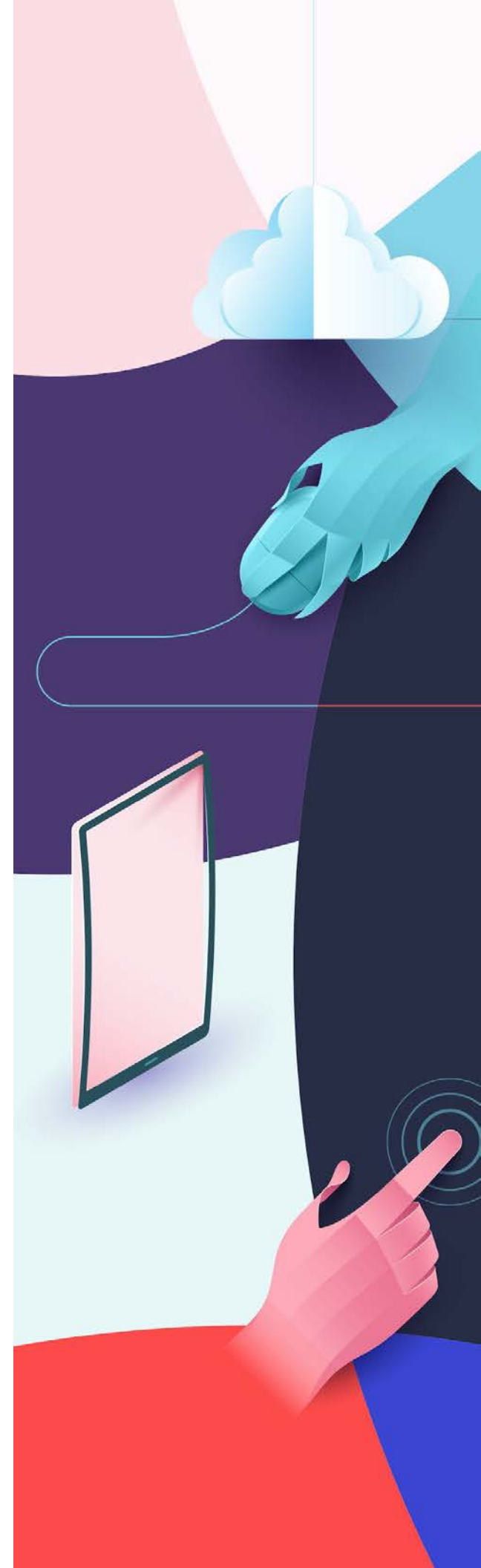


# Welcome to the Agile Consumer

Consumers expect consistent, trouble-free shopping experiences. When it isn't, they are likely to take their business elsewhere. Your renters are no different.

We are on a mission to radically improve marketing performance by reinventing the apartment shopping experience. The G5 marketing solution understands your renters and will tailor experiences based on their unique buying patterns.

**We are reinventing the apartment shopping experience.**





# Welcome to the AGILE Consumer

Consumers expect consistent, trouble-free shopping experiences. When it isn't, they are likely to take their business elsewhere. Your renters are no different.

We are on a mission to radically improve marketing performance by reinventing the shopping experience.

The G5 marketing solution understands your renters and will tailor experiences based on their unique buying patterns.

**Presented To:**  
Prospect Name

**Presented By:**  
Sales Rep Name

March 2021

## SEO + Single Domain Strategy

Search Engine Optimization (SEO) is a long-term strategy to increase organic traffic from search engines to your website. For businesses that have multiple locations, it is more effective to place them all on the same domain, and focus efforts on improving the authority of one domain versus multiple domains. By combining disparate domains into one, SEO efforts compound to produce a higher domain authority. Domain authority, a search engine ranking score, predicts how a domain will rank on a search engine results page (SERP). It is easier to acquire

Eagle Rock

*“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.”*

– Eagle Rock Properties



domain authority with a single domain strategy than multiple domains. This is because single domain websites have more pages, images, downloads, and quality content, which improves the authority of the domain and yields higher SERP ranking. Performance is the cornerstone of G5’s design philosophy, so this website redesign

incorporated copy updates that align to today’s SEO best practices, giving the websites an extra performance boost. Google begins to recognize the new websites as higher quality and serves them up higher on the SERP — meaning you organically outrank the competition.