

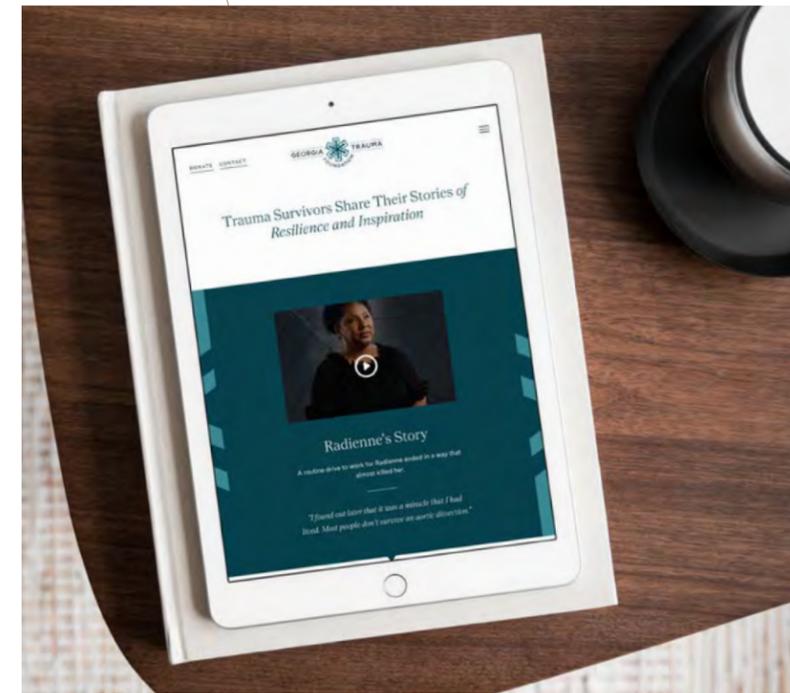
# 2024 Capabilities & Case Studies

# 25 Years of Branding For People & Places

Resource is a creative studio based in Atlanta. Since 1999, we've helped our clients strengthen communities and companies through brand development and experiential graphic design.



Our greatest joy resides in building brands that bring people together and create a greater sense of place through delightful details and monumental moments, all grounded by a solid strategic foundation.



# Building Brands with Impact

Our portfolio of work is expansive, from adaptive reuse and ground-up developments to companies and non-profits of all sizes.



MIXED-USE



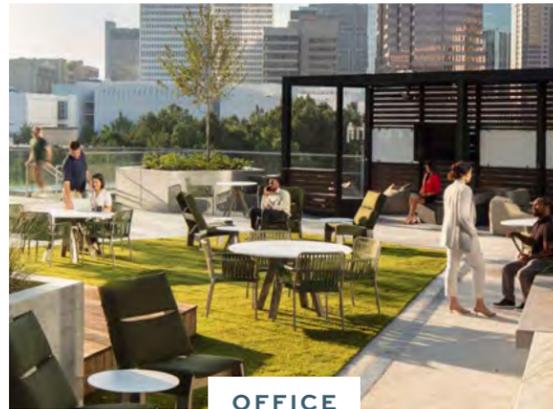
SINGLE-FAMILY RENTAL



FOOD & BEVERAGE



EDUCATION



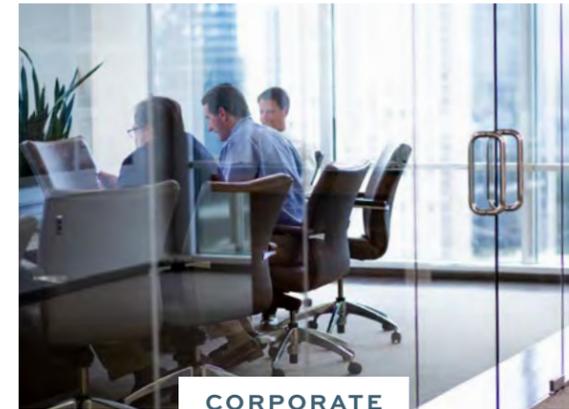
OFFICE



STUDENT HOUSING



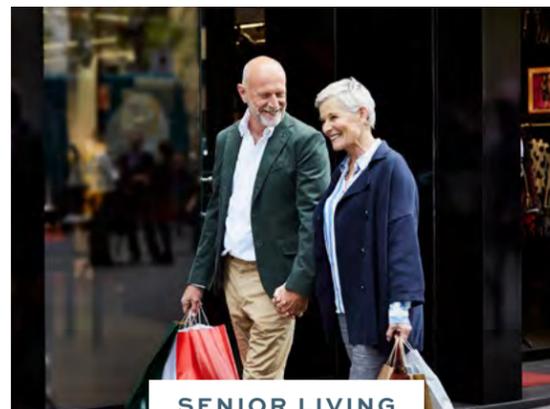
MASTER-PLANNED



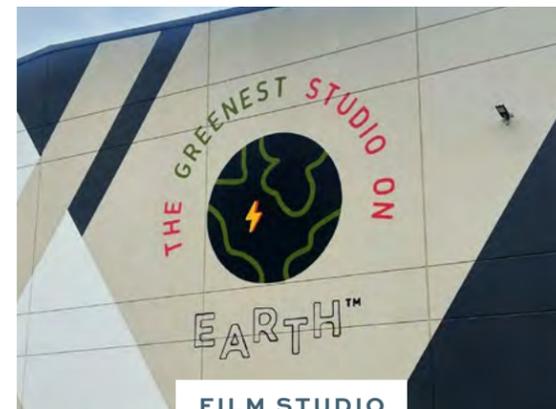
CORPORATE



MULTIFAMILY



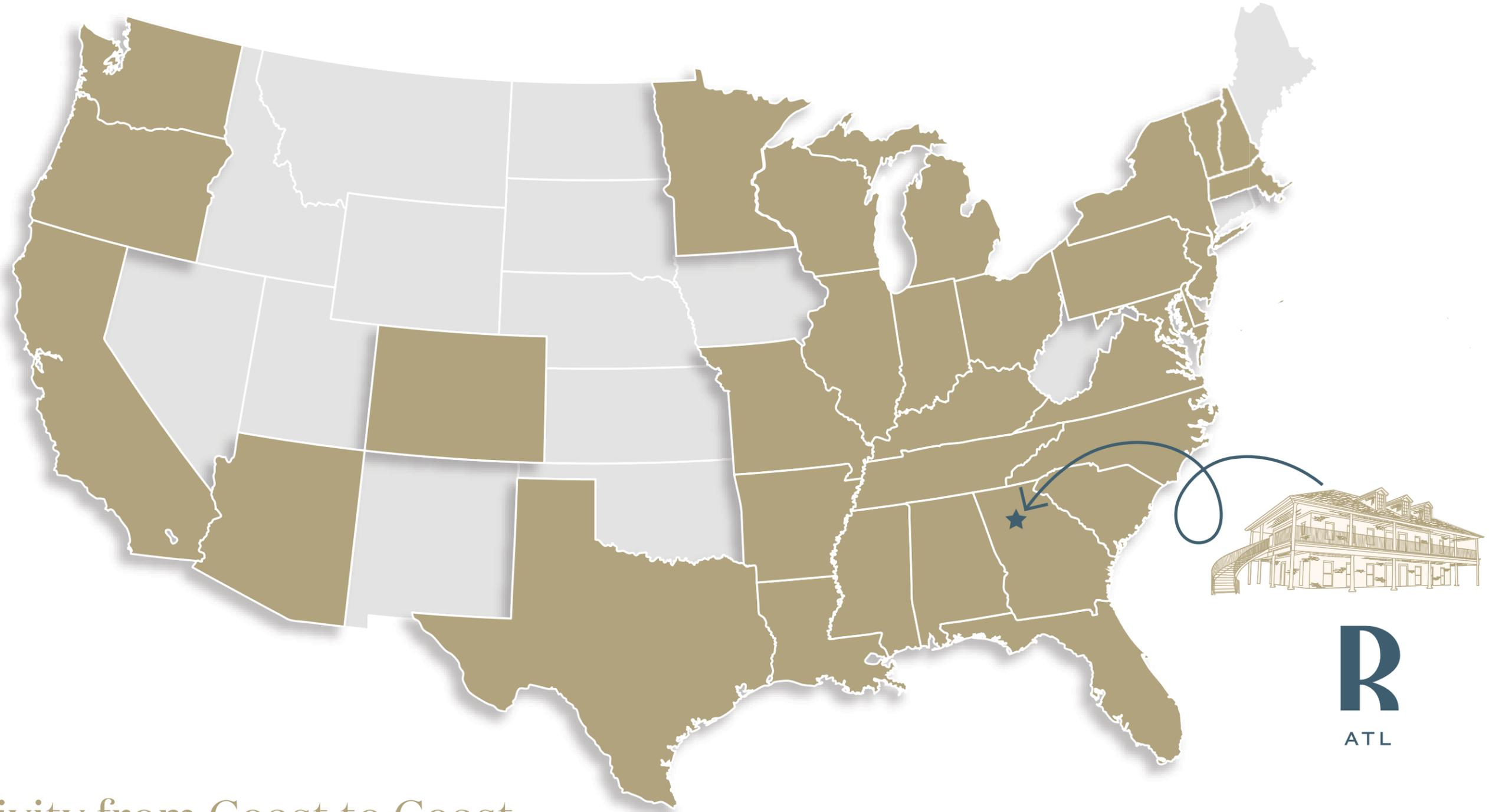
SENIOR LIVING



FILM STUDIO



NON-PROFIT



## Creativity from Coast to Coast

While our Atlanta roots run deep, our passion for branding has taken us to markets across the country. With each project, we embrace the privilege of collaborating with visionary leaders who are shaping communities and enhancing quality of life. Together, we ignite possibilities, transform experiences, and create iconic brands that resonate nationwide.



# Client Relationships

## Corporate

360 Residential  
Aerwave  
Ansley Atlanta  
Arris  
Atlanta Property Group, LLC  
Banyan Street Capital  
Banyan Street Real Estate Funds  
Braden Fellman Group  
Bridge Commercial Real Estate  
Bridge Investment Group  
Bristol Development Group  
CF Lane  
Core Property Capital  
Crown Advisors  
Daniel Corporation  
Designer Carpets  
Dynamik Design  
ECI Group  
Enfold Properties  
Focus Design Interiors  
Galerie Senior Living  
Glenfield Capital  
Gray TV  
Grove Street Partners  
Hailey Realty Company  
HGOR  
Highpoint Development  
Hines  
Holder  
Interleap  
Landmark Properties  
Lavista Associates  
Mariner Group  
Mesa Capital Partners  
Meta Real Estate Partners  
Mill Creek Residential  
New South Construction  
Novare Group  
Pope & Land  
RAM Partners

Regent Partners  
Republic Property Company  
RocaPoint Partners  
Seefried Properties  
Selig Enterprises  
Sheley, Hall & Williams  
SpeakLife  
Stockbridge  
Stonemont  
Sweetwater Holdings  
Taylor & Mathis  
The Arbor Company  
Tribridge Residential  
Two Capital Partners  
Universal Parking  
Wolverton Engineering

## Office/Mixed-Use

Atlanta Property Group, LLC  
Banyan Street Capital  
Core Property Capital  
Cousins Properties  
Cushman & Wakefield  
Granite Properties  
Gray TV  
Highwoods Properties  
Hines  
Integral  
JLL  
Lincoln Property Company  
Mack Real Estate Group  
Paces Properties  
Parkside Partners  
Pope & Land  
Regent Partners  
Seven Oaks Company, LLC  
SK Commercial Realty  
SLI Capital  
Third & Urban  
Transwestern  
Woodruff Real Estate

## Residential

360 Residential  
Allen Morris  
Ansley Atlanta  
Branch Properties, LLC  
Bristol Development Group  
Carter  
Covenant Capital Investors  
Daniel Corporation  
ECI Group  
Enfold Properties  
FIDES Development  
Gilbane Development Company  
Galerie Senior Living  
Greystar  
Highpoint Development  
Kane Realty Corporation  
Kane Residential  
Kolter Urban LLC  
Landmark Properties  
Mack Real Estate Group  
Mariner Group  
Meta Real Estate Partners  
Mill Creek Residential  
Minerva Homes  
Nicol Investment Company, LLC  
Novare Group  
Old Toccoa Farm  
Oxford Properties  
Pine Grove Communities  
PointOne Holdings  
RAM Partners  
Rangewater  
Realty Capital Partners  
Reynolds Lake Oconee  
Russell Lands at Lake Martin  
Terwilliger Pappas  
The Arbor Company  
The NRP Group  
Tribridge Residential  
Trinity Care at Home

Two Capital Partners  
Village Park Senior Living  
Willow Bridge Property Company  
Wood Partners

## Nonprofit/Industry Organizations

Atlanta Charity Clays  
Commercial Board of Realtors  
Counselors of Real Estate  
Georgia Trauma Foundation  
Jenn's Friends  
Julie's Dream  
Little Nancy Creek Park  
NAIOP  
Park Pride  
Sarah Smith Elementary School  
Shepherd Center  
Stockbridge Real Estate  
Enrichment Program  
ULI Atlanta  
Wonderfully Made

## Non-Real Estate

Adalina Restaurant  
Bakkt  
Edwin & Sons Craft Cocktails  
Electric Owl Studios  
Live Nation  
Neal Creech Home Advisors  
Phoenix Millworks  
Scrub Hub Carwash  
Spelman College  
Third Rail Studios

## Our Services

From groundbreaking and grand openings to brand refreshes and expansions, we help clients through every phase of their projects, including strategy, project naming, identity creation, website development, targeted outreach, and environmental graphics.

### Strategy

- Brand Discovery & Research
- Brand Audit & Research
- Brand Strategy & Positioning
- Name Development
- Brand Messaging

### Brand

- Logomarks
- Identity Systems
- Brand Application
- Advertising Design
- Annual Reports
- Illustration
- Photography\*
- Video\*
- Creative Consultation

### Digital

- Motion Graphics
- Digital Presentations
- Website Design & Development

### Experiential

- Marketing Center Experience Design
- Interiors Consultation
- Workplace Branding
- Available Space Graphics
- Interior & Exterior Signage
- Placemaking Consultation
- Supergraphics

Discovery



But First,  
Coffee!

We first immerse ourselves in all the details, both subjective and objective, through a combination of thorough research and insightful interviews.



Put Down  
Roots.

Strategy

From there, we uncover the true specialness and distinctive qualities that serve as the foundation for our brand development.

Creative

Through identity design and storytelling, we create the verbal and visual language that brings the brand to life.

Where  
The Magic  
Happens!



From print to digital, online to in-person, we develop branded tools and experiences that engage, educate and influence.

Execution



Set it in  
Motion.

Cheers!



# The Path to Brand

Our  
Team



Jae Robbins  
PRESIDENT  
CREATIVE JUNKIE



Jessica Childers  
VICE PRESIDENT  
MASTER OF CEREMONIES



Lindsey Lane  
MANAGING DIRECTOR  
CLIENT SERVICES  
OPERATION ORGANIZATION



Rick Grimsley  
MANAGING DIRECTOR  
DESIGN  
HISTORY BUFF



Sarah Krausen  
ASSOCIATE DIRECTOR  
BRANDS & EGD  
SMARTY PANTS



Shaina Levey  
DIRECTOR  
DESIGN  
MASTER MINIMALIST



Heath Beeferman  
ASSOCIATE DIRECTOR  
DESIGN  
THE KING OF BEEF



Cate Pilliod  
SENIOR BRAND MANAGER  
STRATEGY  
GRAMMAR GURU



Cat Burrow  
SENIOR BRAND  
MANAGER  
SOCIAL BUTTERFLY



Erin Smith  
SENIOR COPYWRITER  
THESAURUS REX



Lisa Gargan  
SENIOR ENVIRONMENTAL  
GRAPHIC DESIGNER  
ASPIRING PLANT MOM



Erik Rühling  
DIRECTOR  
IT & WEB DEVELOPMENT  
PROFESSOR OF PROCESS



Zoë Bennett  
SENIOR DESIGNER  
BRAND THERAPIST



Mandy LeCompte  
DIRECTOR  
OPERATIONS & ACCOUNTING  
PARKS AFICIONADO



Uni  
OFFICE MASCOT  
LIVING HIS BEST LIFE





PROJECT

Assembly

PROJECT TYPE

Mixed-Use

CLIENT

Gray Television

LOCATION

Atlanta, Georgia

DELIVERABLES

*Brand Strategy & Positioning*

*Brand Messaging*

*Logomark*

*Identity System*

*Website Design & Development*

*Brand Audit & Research*

*Name Development*

*Signage Design*

*Supergraphics*

*Production Coordination*

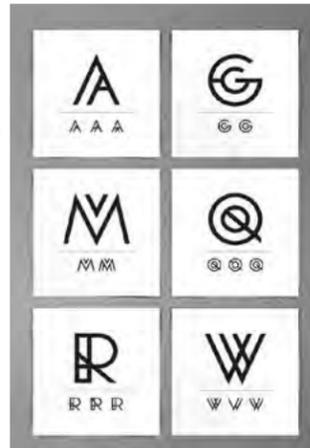
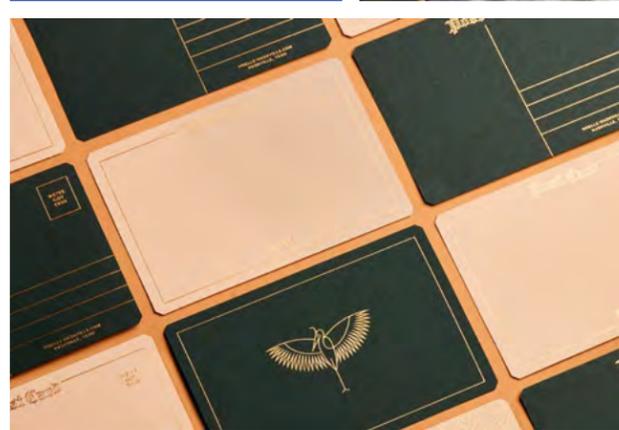
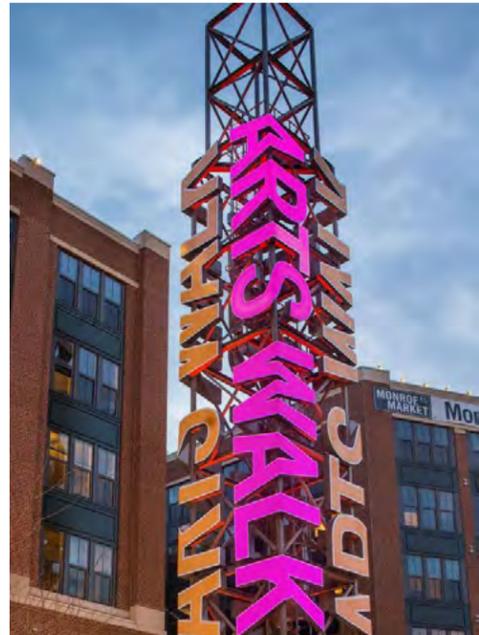


## An All-Star Destination

Poised to become a hub for tv and film productions in the city, Assembly Atlanta is setting their sights on transcending the mixed-use moniker by becoming a true landmark. The first step in this ambition was a brand that reflected the glitz and glamour inherent in a large-scale movie studio surrounded by retail, dining, and residential crafted to be 100% filmable. Paired with an array of brand elements created to spark curiosity and celebrate diversity, Assembly Atlanta is designed to gather greatly.

ASSEMBLY | MIXED-USE

BRAND DISCOVERY & INSPIRATION



## WHY ASSEMBLY?

The idea of an assembly is often at the heart of cultural shifts throughout history. Whether it was the Ancient Greek philosophers assembling to discuss ideology or Henry Ford's assembly line propelling the world into the modern era, a gathering of exceptional pieces can coalesce to form something even greater.

The spirit of Assembly remains true to this sentiment. A magnificent collection of art, architecture, experience and energy culminate in a dynamic community that delightfully surprises with each visit. Where vignette views immerse you in a new world at every turn of the corner and alleyways let you in on the secret. Where buildings are transformational and every wall is a canvas. Here, each component is remarkable on its own, but it is the combination of these parts that form a brilliant mosaic.

Come discover what is destined to be the next cultural shift at what can only be called Assembly.



A pioneering and ambitious development is emerging at Atlanta's intersection of transit and culture. One that brings together an impressive array of attractions from a spectacular scene of film and tv studios to distinctive retail, residential, and entertainment. All of it set within an imaginative and dynamic mixed-use development and culminating in a community that delights with each discovery. It's a destination that celebrates diversity and is designed to gather greatly.

Welcome to Assembly Atlanta.

atl ASSEMBLY ga

## Selected Logomark

The logomark for Assembly Atlanta presents an air of Old Hollywood allure, marking this filming destination with an imprint of gilded sophistication. Its signature script and stylized A offers undeniable star-quality on par with the productions and patrons that will call it home. Paired with brand elements designed to look as great on a director's chair as they do on the side of a building, the Assembly Atlanta visual identity exudes iconic sensibilities.



PRIMARY LOGOMARK



SECONDARY LOGOMARK



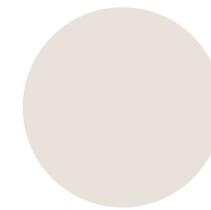
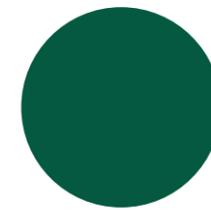
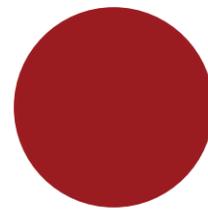
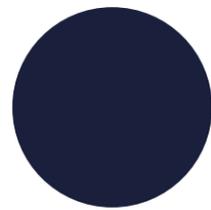
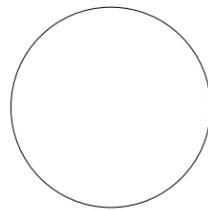
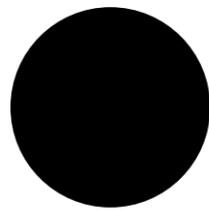
BADGE VERSION



STAMP VERSION



COLOR PALETTE



ASSEMBLY STARS



SPECIALTY LOGOMARKS



BRAND TYPOGRAPHY

INTERSTATE REGULAR	ALBRA SANS SEMI	SPEZIA WIDE MEDIUM	PALM CANYON DRIVE THIN
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz
0123456789	0123456789	0123456789	0123456789

ASSEMBLY | MIXED-USE

IDENTITY SYSTEM



ASSEMBLY | MIXED-USE

PHOTOGRAPHY ART DIRECTION



ASSEMBLY | MIXED-USE  
BRAND APPLICATION



ASSEMBLY | MIXED-USE  
BRAND APPLICATION



ASSEMBLY | MIXED-USE

WEBSITE DESIGN & DEVELOPMENT



ASSEMBLY | MIXED-USE

SIGNAGE DESIGN



PROJECT

# Mill Creek Residential

PROJECT TYPE

Corporate & Project Brand Identity,  
Workplace Branding

CLIENT

Mill Creek Residential

LOCATION

Dallas, Texas

DELIVERABLES

*Brand Discovery & Research\**

*Brand Audit & Research*

*Brand Strategy & Positioning*

*Name Development\**

*Brand Messaging*

*Logomark*

*Identity System*

*Print Collateral*

*Map Creation\**

*Annual Report*

*Digital Presentation*

*Workplace Branding*

*Signage Design\**

*Monument Signage\**

*Wayfinding Signage*

*Supergraphics\**

*Creative Consultation\**

*Installation Coordination*

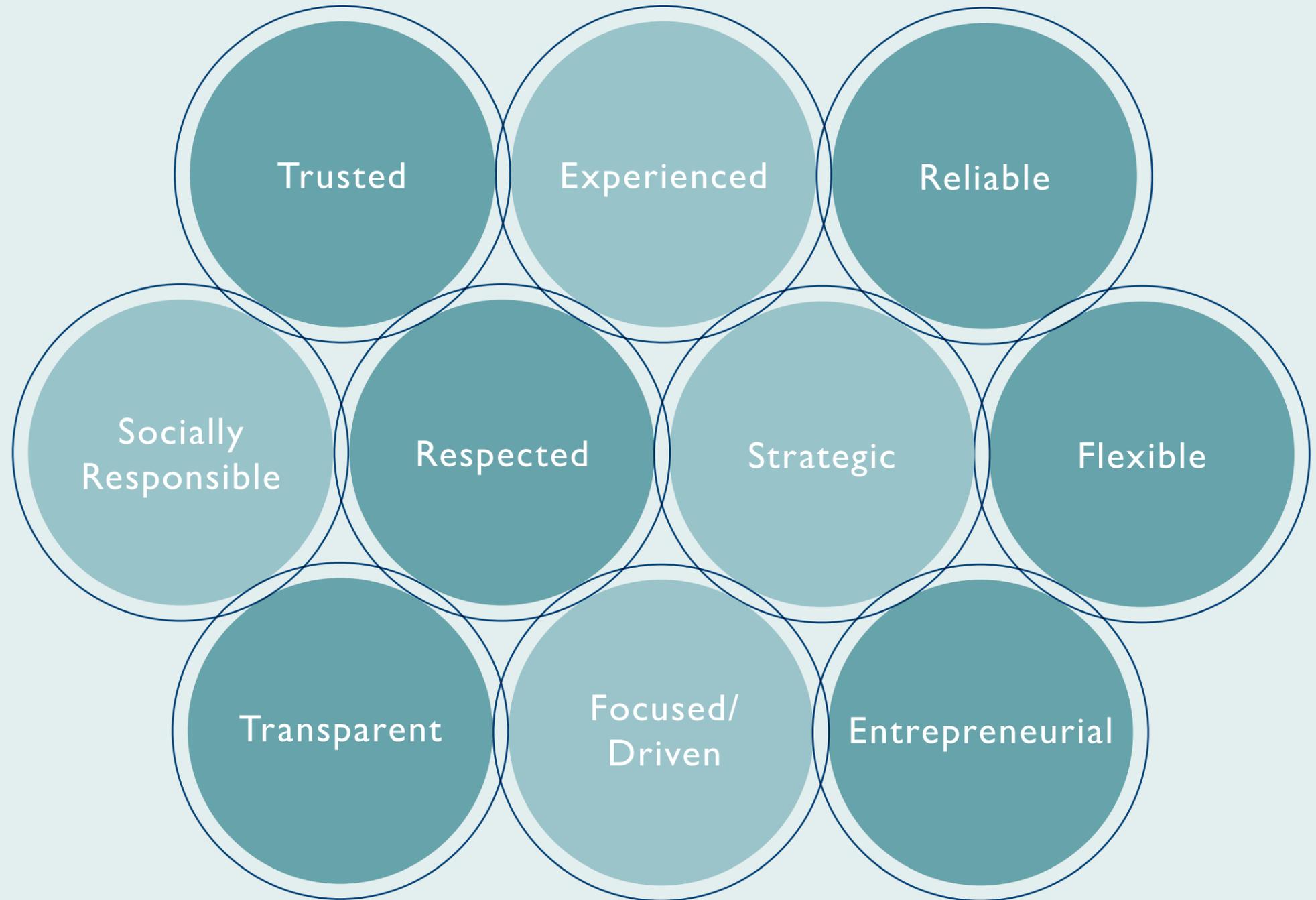
\*specific to project-level branding



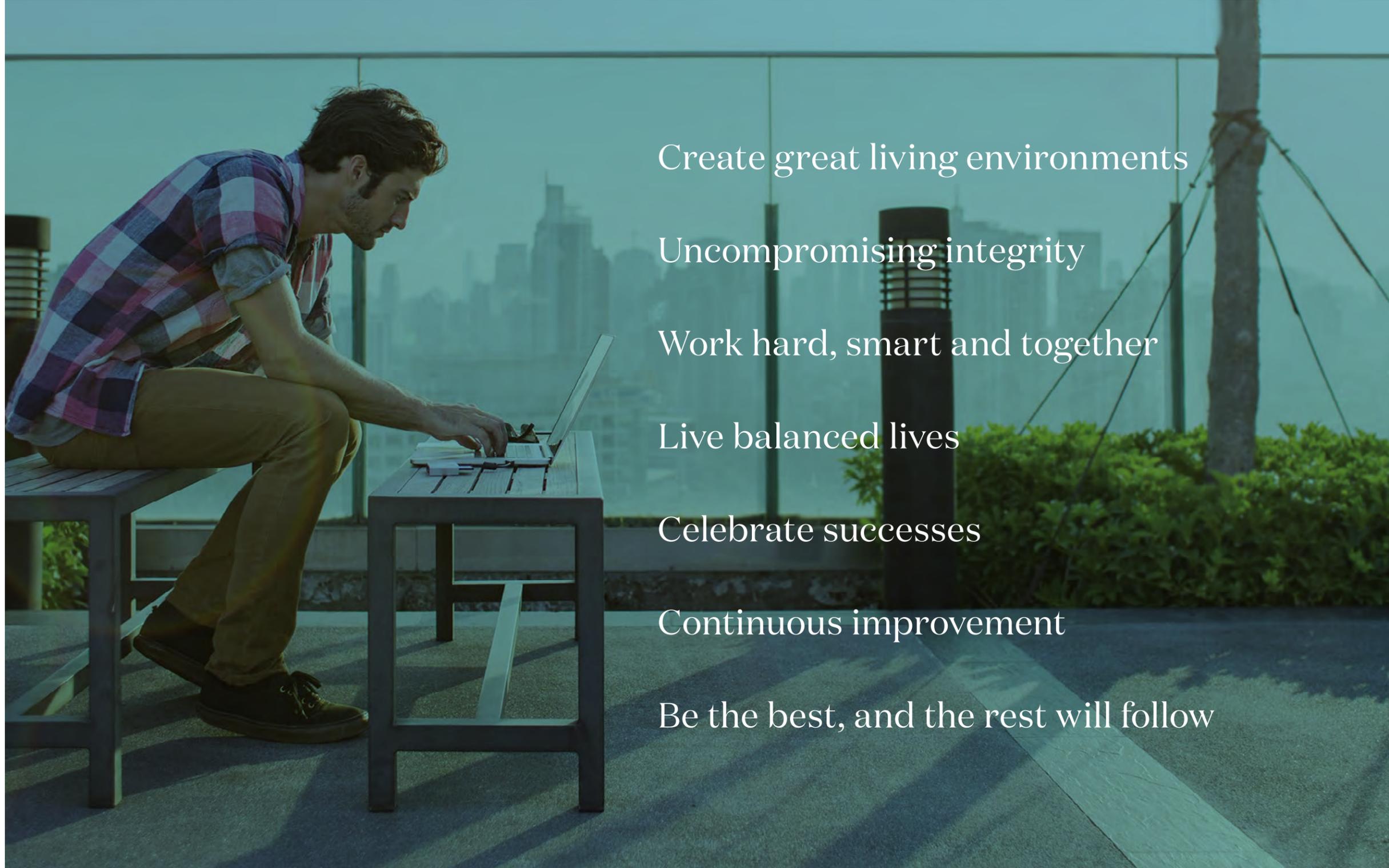
## Meaningful Relationships. Extraordinary Places.

With a long standing history of thoughtful and successful multifamily developments, the leaders who formed Mill Creek Residential tapped Resource to help develop a brand that unified their offices nationwide and communicated their strong brand values both externally and internally. Through a collaborative and purposeful process, we crafted expressive messaging and a flexible brand identity system that represents Mill Creek Residential's culture of creating meaningful relationships and extraordinary places.

Mill Creek  
Attributes



Mill Creek  
Core Values



Create great living environments

Uncompromising integrity

Work hard, smart and together

Live balanced lives

Celebrate successes

Continuous improvement

Be the best, and the rest will follow

## Selected Logomark

The Mill Creek Residential logomark pairs an icon with a modern font that conveys a fresh, forward-thinking image to partners, associates, residents and communities.

The brand icon combines abstract roofline elements with a water graphic to visually emphasize the company name. The upward movement of the arrows implies growth and stability.



PRIMARY LOGOMARK



COLOR VARIATIONS



ICON



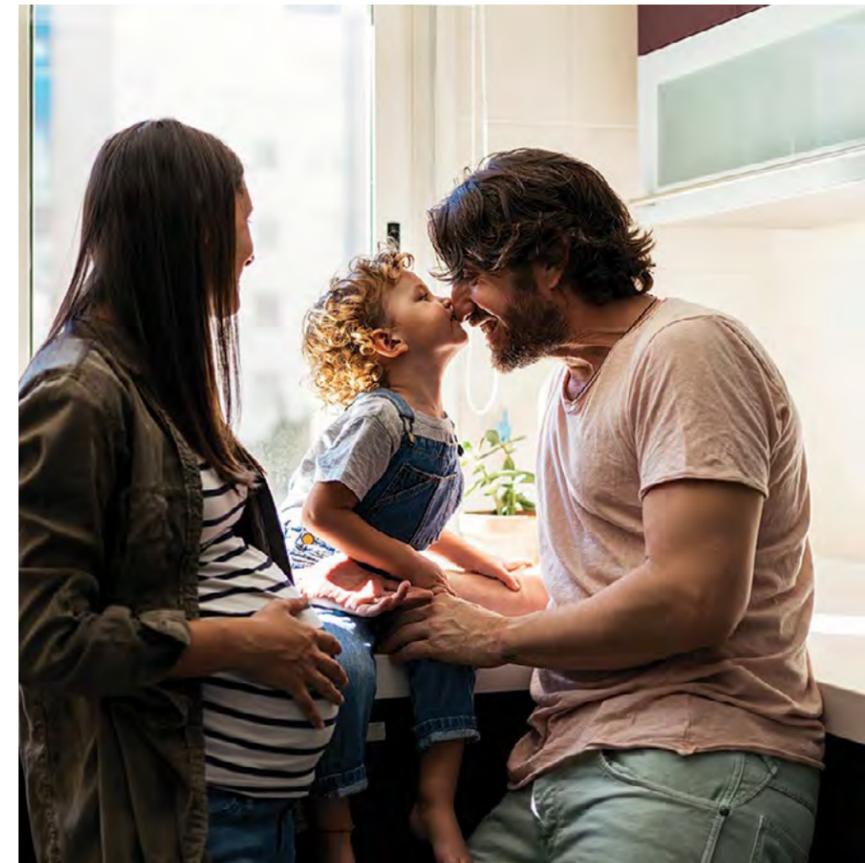
PRIMARY COLORS



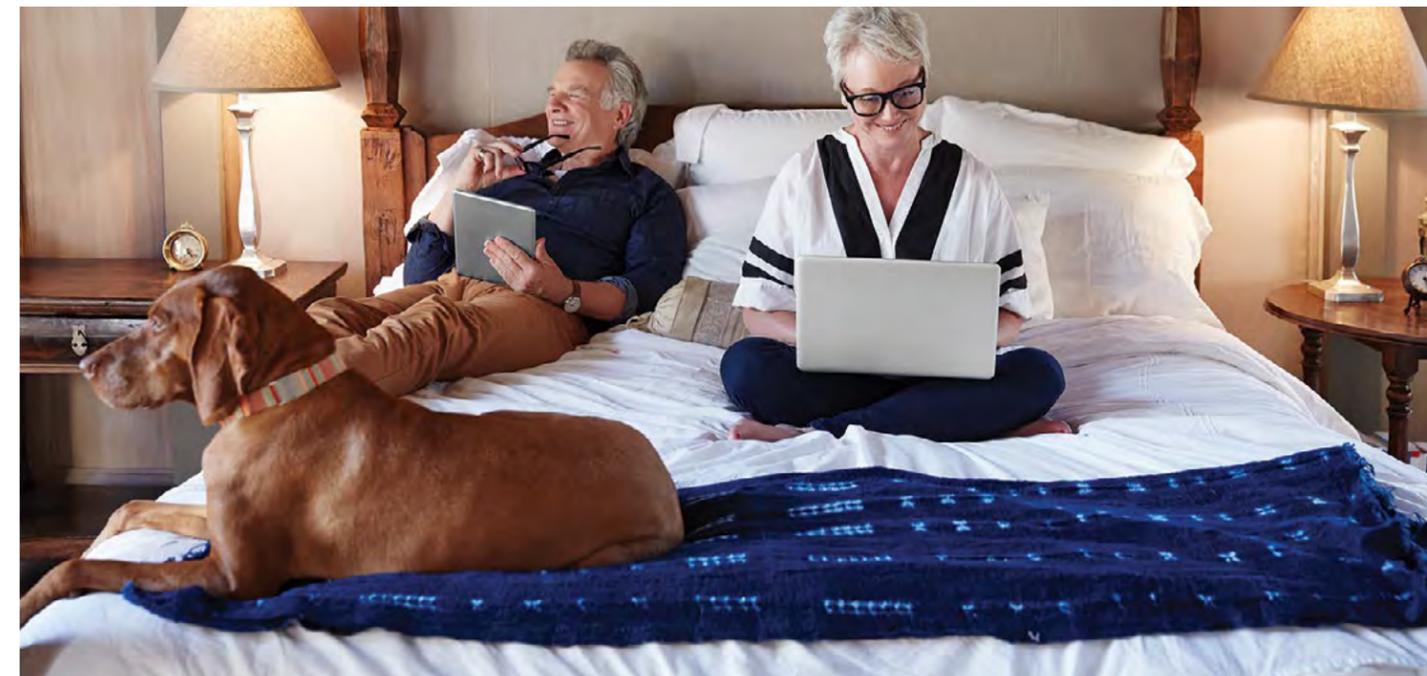
BRAND TYPOGRAPHY

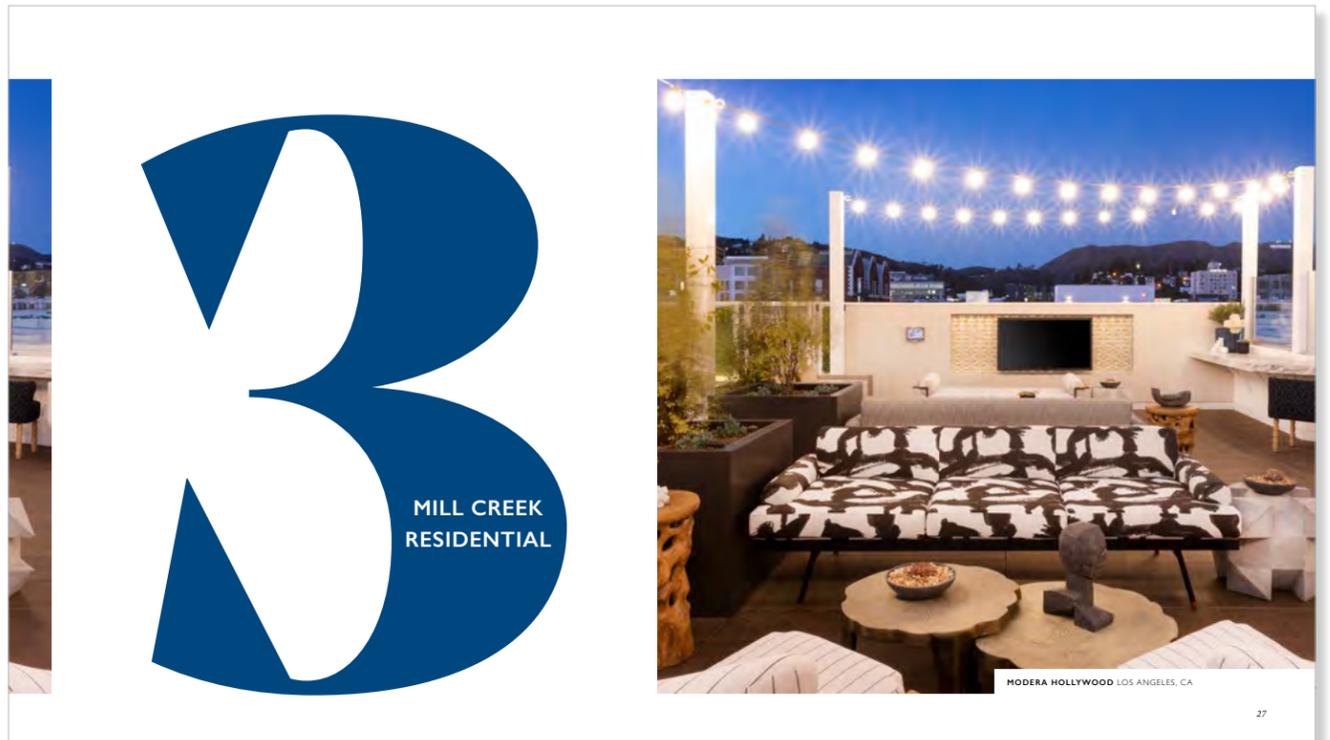
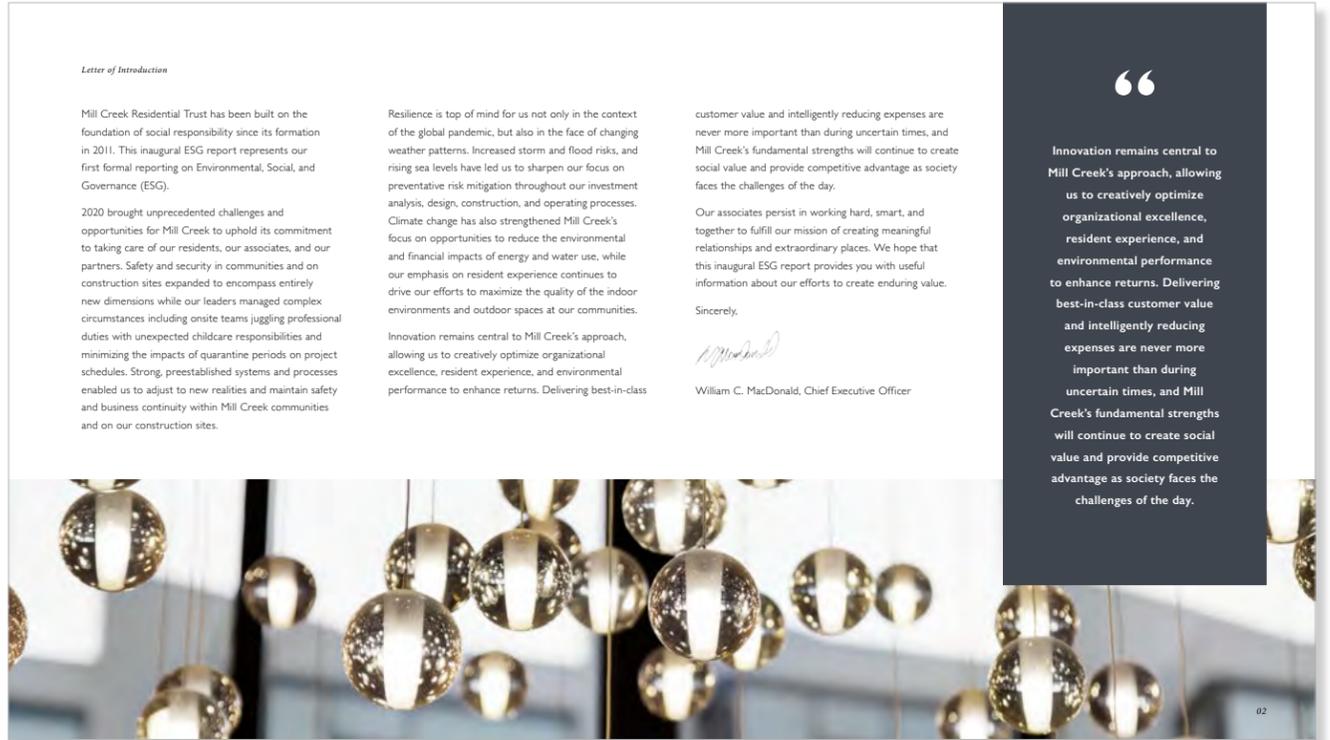
GILL SANS REGULAR	GILL SANS SEMIBOLD	GILL SANS BOLD	MINION REGULAR	MINION ITALIC
abcdefghijklmnop qrstuvwxyz	abcdefghijklmnop qrstuvwxyz	<b>abcdefghijklmnop qrstuvwxyz</b>	abcdefghijklmnop qrstuvwxyz	<i>abcdefghijklmnop qrstuvwxyz</i>
0123456789	0123456789	<b>0123456789</b>	0123456789	<i>0123456789</i>

MILL CREEK RESIDENTIAL | CORPORATE  
PHOTOGRAPHY ART DIRECTION



MILL CREEK RESIDENTIAL | CORPORATE  
PHOTOGRAPHY ART DIRECTION







MILL CREEK

2018 OUTLOOK FOR THE U.S.  
MULTIFAMILY HOUSING MARKET

2019

OUTLOOK FOR THE  
U.S. MULTIFAMILY  
HOUSING MARKET

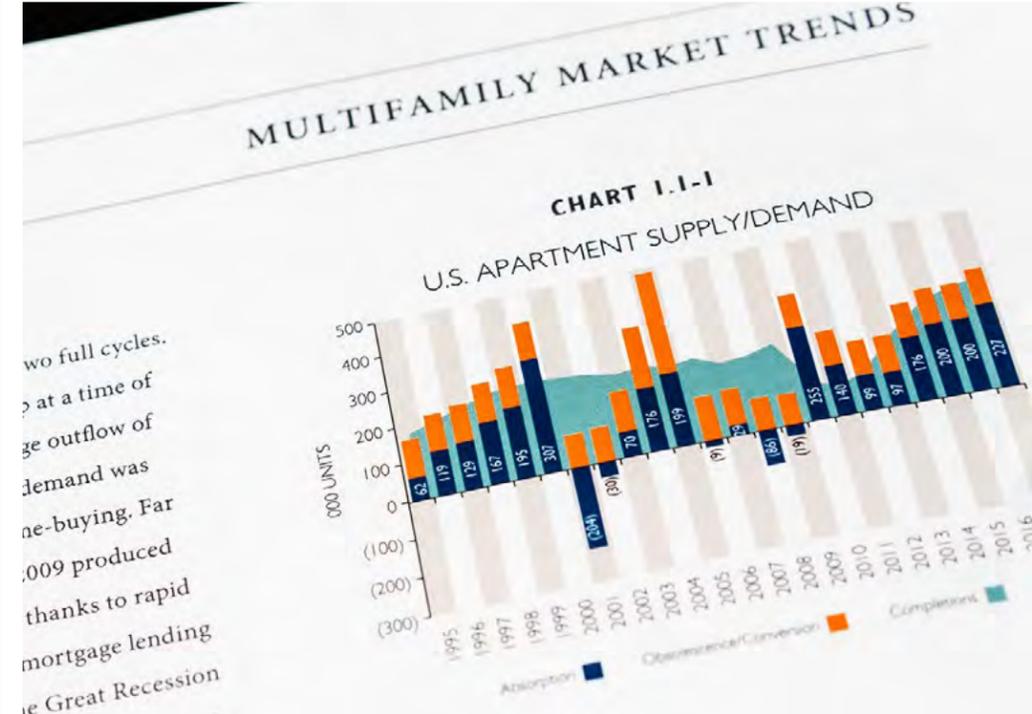
MILL CREEK  
RESIDENTIAL

MILL CREEK  
RESIDENTIAL

2020

OUTLOOK  
FOR THE U.S.  
MULTIFAMILY  
HOUSING MARKET

MILL CREEK  
RESIDENTIAL



affordability appeal of condominiums in premium locations where single-family homes may remain (or become) out of reach for many. New production should remain modest by historical standards, though, near 40,000 units annually.

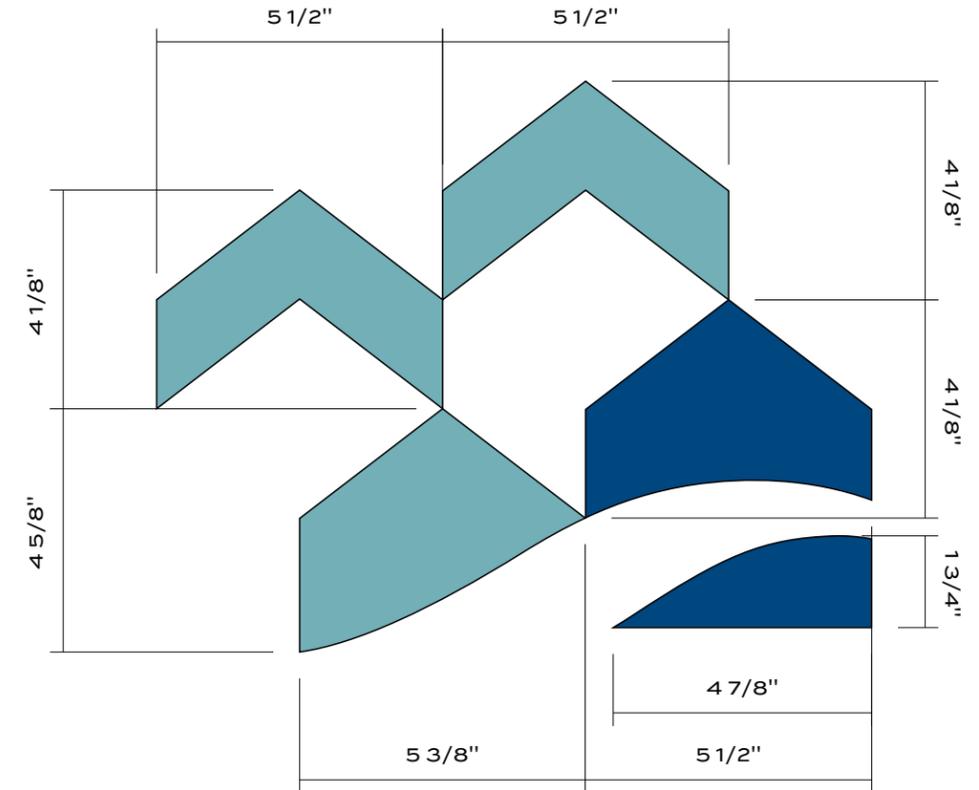
Relative to other investment alternatives, apartments appear positioned to continue producing attractive returns, likely in the high single digits.



With more challenging development returns, equity providers and construction lenders are expected to remain selective yet active in new development communities, favoring well-conceived developments sponsored by proven developers with strong financials.

MILL CREEK RESIDENTIAL | CORPORATE  
WORKPLACE BRANDING





2	ISOMETRIC - DIMENSIONAL LOGO
	11/2"=1'-0" SIGN TYPE A1.2

**SIGN TYPE A1.2**  
DIMENSIONAL PAINTED ACRYLIC LOGO OF VARYING THICKNESSES FLUSH-MOUNTED TO WALL SURFACE WITH CONCEALED FASTENERS AS NECESSARY

3	DETAIL - DIMENSIONAL LOGO ICON
	1:4 SIGN TYPE A1.2

5'-2 3/4"



1	FRONT ELEVATION - DIMENSIONAL LOGO
	11/2"=1'-0" SIGN TYPE A1.2

MILL CREEK RESIDENTIAL | CORPORATE  
WORKPLACE BRANDING



**MILL CREEK**  
PEOPLE · PLACES · RELATIONSHIPS



1107B  
CREATIVE  
HUB



GOOD EATS BETTER COMPANY  
**MILL CREEK CAFE**  
2011



# PROUD



# Executive Suite



# Mill Creek Residential | Family of Brands

ATTAINABLE

BECKETT  
BY MILL CREEK

ACQUISITION

ALISTER  
BY MILL CREEK

HIGH-RISE URBAN

  
MODERA®  
BY MILL CREEK

SINGLE FAMILY FOR RENT

AMAVI™  
BY MILL CREEK

55+ UPSCALE LIVING\*

  
VERSO  
FOUNDERS ROW

\*specific to project-level branding

PRIMARY LOGOMARK



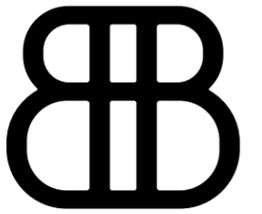
HORIZONTAL LOGOTYPE



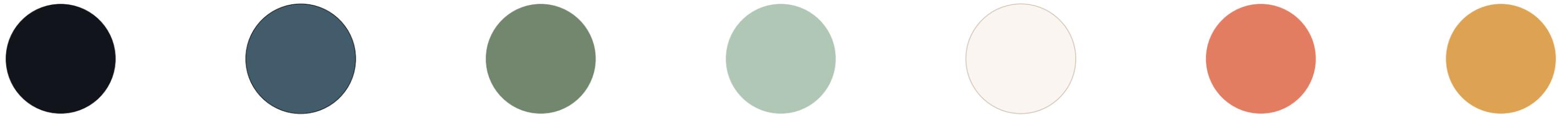
BADGE W/ COMMUNITY



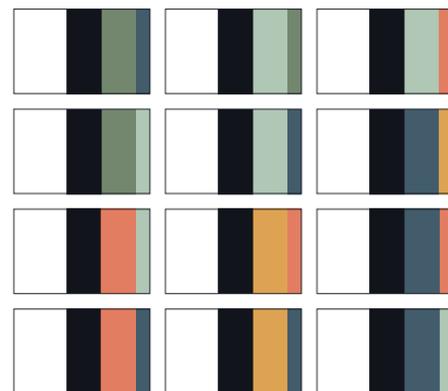
ICON



COLOR PALETTE



ADDITIONAL BRAND ELEMENTS



BRAND TYPOGRAPHY



*Tagline*

**Where Life is Sweeter**



*Behind The Name*

Of Irish origin meaning “bee cottage,” Beckett offers residents a well-crafted and welcoming environment alive with energy and a sense of community.



When you live at Beckett, it's peace of mind. All the time.



PRIMARY LOGOMARK



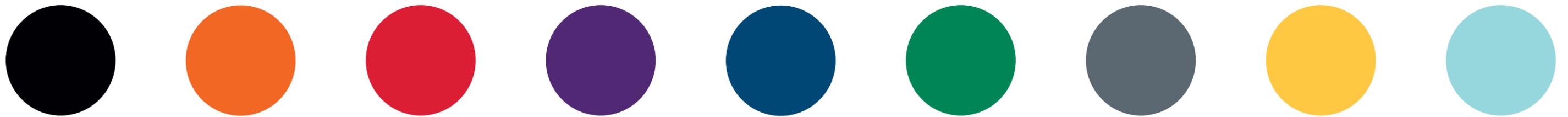
WORDMARK W/ MODIFIER



WORDMARKS W/ COMMUNITY



COLOR PALETTE



ICONS & BRAND MOSAIC PATTERN



BRAND TYPOGRAPHY

**CENTURY GOTHIC  
BOLD**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklm  
nopqrstuvwxyz**

**0123456789**

CENTURY GOTHIC  
REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

0123456789

CENTURY GOTHIC  
REGULAR ITALIC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

0123456789



PRIMARY LOGOMARK



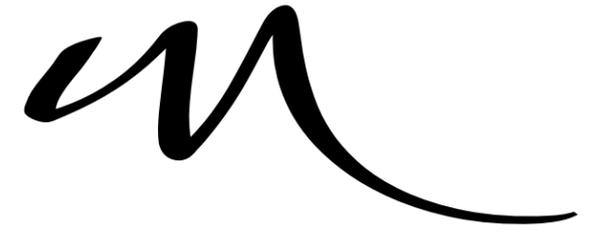
HORIZONTAL LOGOMARK



VERTICAL MARK



ICON



COLOR PALETTE

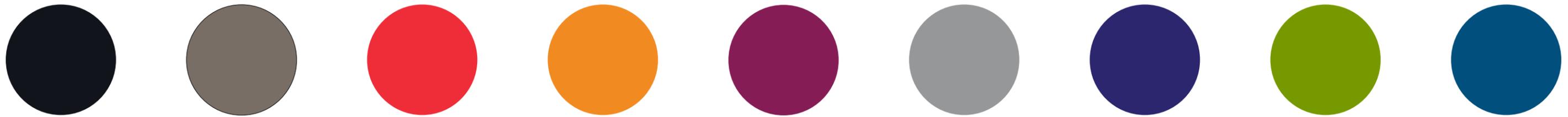
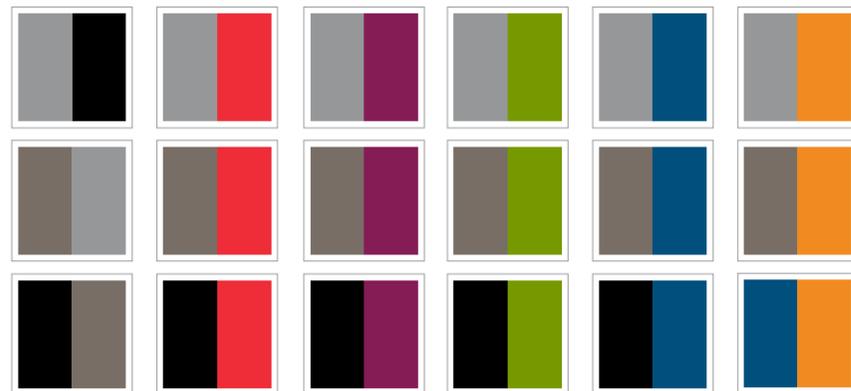
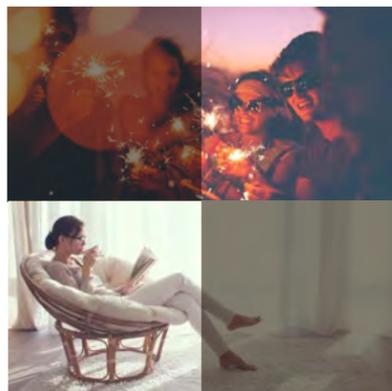


IMAGE TREATMENT & COLOR COMBINATIONS

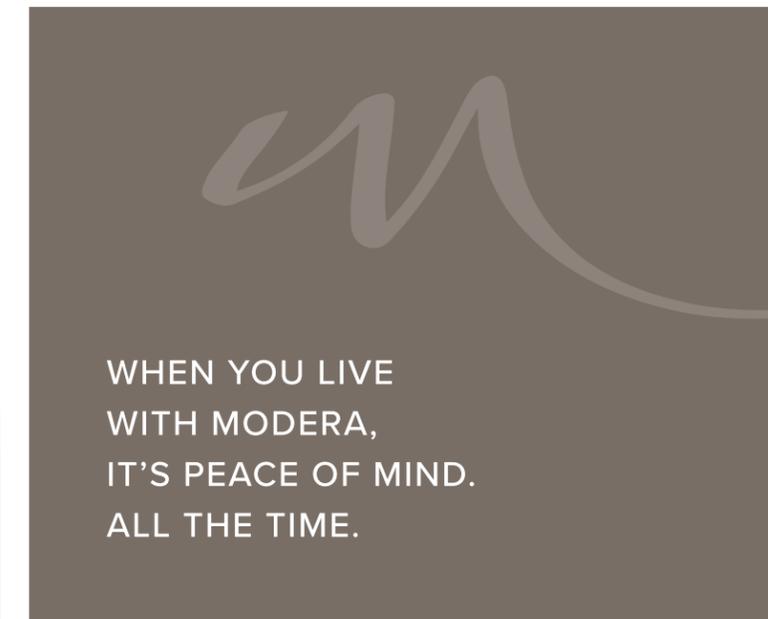
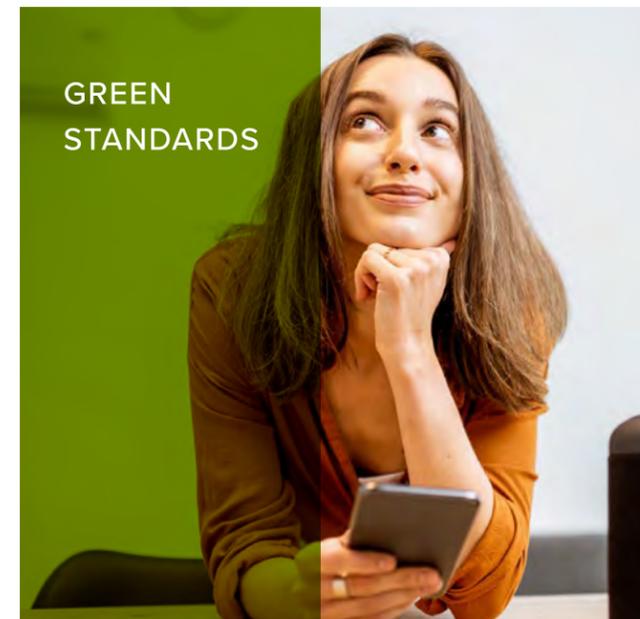
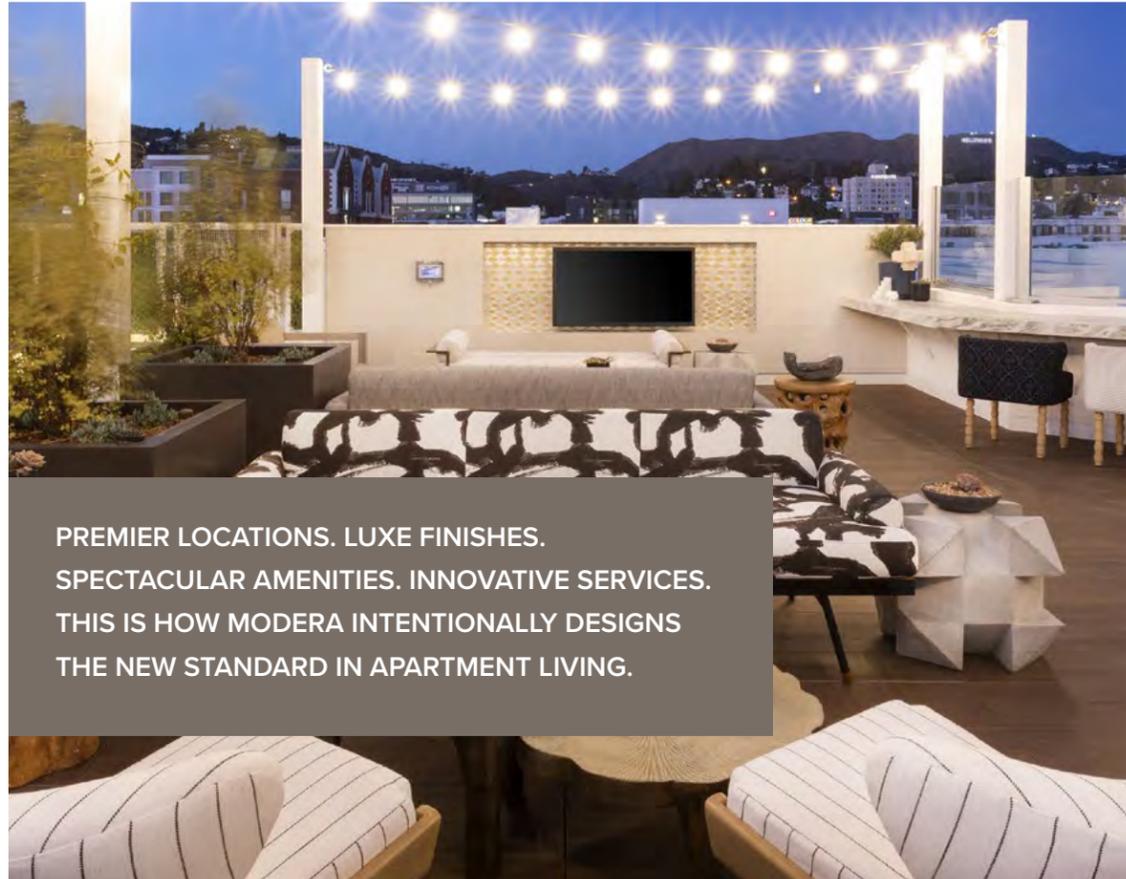


BRAND TYPOGRAPHY

PROXIMA NOVA  
SEMIBOLD  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

GT SECTRA  
DISPLAY REGULAR  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

PROXIMA NOVA  
REGULAR  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789



PRIMARY LOGOMARK



AMAVI™

BY MILL CREEK

HORIZONTAL LOGOTYPE

AMAVI™

BY MILL CREEK

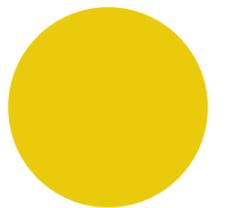
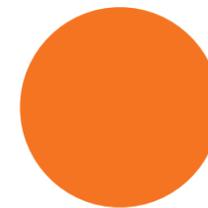
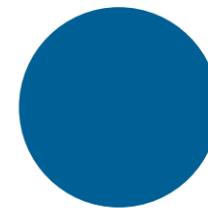
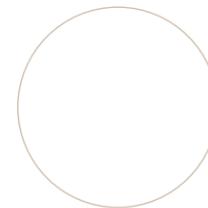
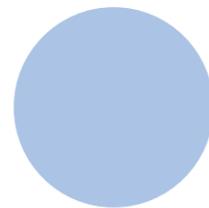
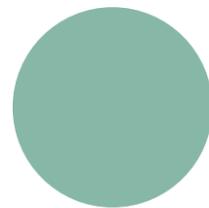
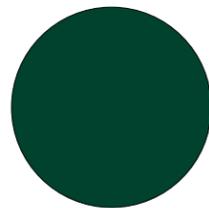
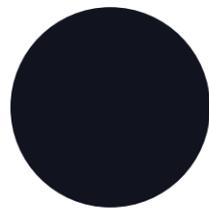
ICON W/ COMMUNITY



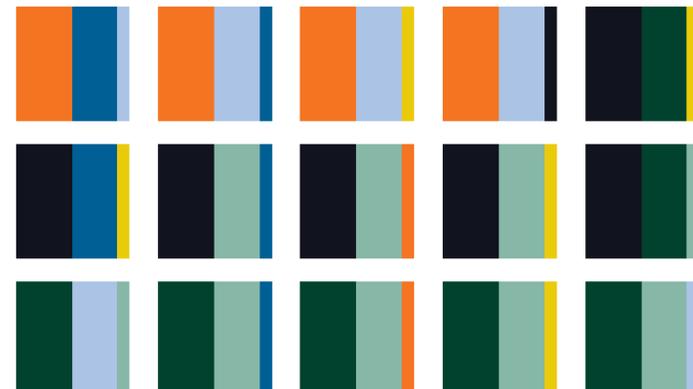
ICON



COLOR PALETTE



BRAND BACKGROUND & COLOR COMBINATIONS



BRAND TYPOGRAPHY

QUINCY CF  
REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

0123456789

PROTIPO  
MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

0123456789

ARBORIA  
BOOK

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

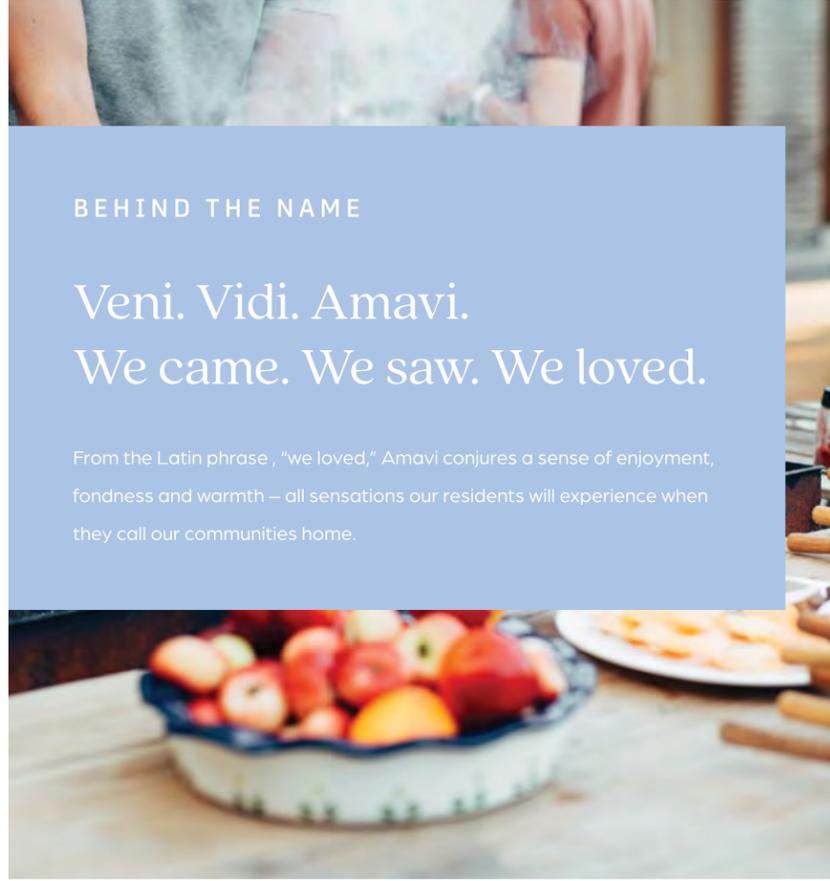
abcdefghijklm  
nopqrstuvwxyz

0123456789

BEHIND THE NAME

Veni. Vidi. Amavi.  
We came. We saw. We loved.

From the Latin phrase, "we loved," Amavi conjures a sense of enjoyment, fondness and warmth – all sensations our residents will experience when they call our communities home.



TAGLINE

Love Where You Live.



PRIMARY LOGOMARK



WORDMARK W/ MODIFIER



VERTICAL MARK



CREST



COLOR PALETTE



ICONS & BRAND PATTERN

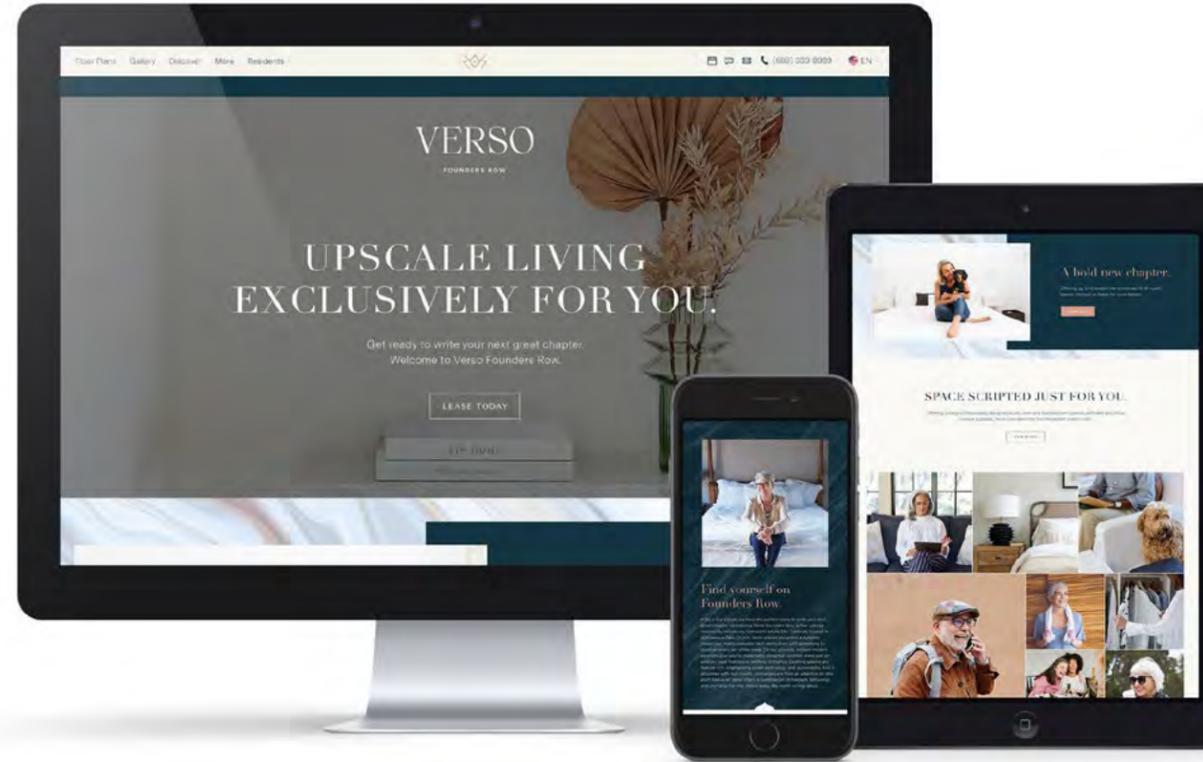


BRAND TYPOGRAPHY



Tagline

A Bold New Chapter



PROJECT

Adira

PROJECT TYPE

Multifamily

CLIENT

Gilbane Development  
Company

LOCATION

Altamonte Springs, Florida

DELIVERABLES

*Brand Discovery & Research*  
*Brand Strategy & Positioning*  
*Name Development*

*Brand Messaging*  
*Logomark*  
*Identity System*





## Splendor in Altamonte Springs

Come bask in a brand that soaks up every bit of its local landscape to create an identity that embodies all of the delightful details of resort-style living. From sunny hues to deep water blues, you can't help but savor the splendor of Adira Altamonte Springs.



## ADIRA

Meaning strong, noble and powerful, Adira reinforces the ambitious and aspirational spirit of its residents in every aspect, from elevated finishes and superior amenities to a truly unmatched lifestyle.



# *The Optimistic Adventurer*

Vibrant color palette

Nature-inspired motifs

Graphic tile patterns

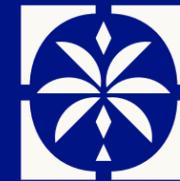
Polished typography

Warm-hued photography



## Selected Logomark

Taking inspiration from the project's resort-style atmosphere and the surrounding natural environment, the Adira logomark imparts modern and luxurious typography with a crafted botanical and tile-inspired icon to create an impression that feels as balanced as the community.



# ADIRA

ALTAMONTE SPRINGS

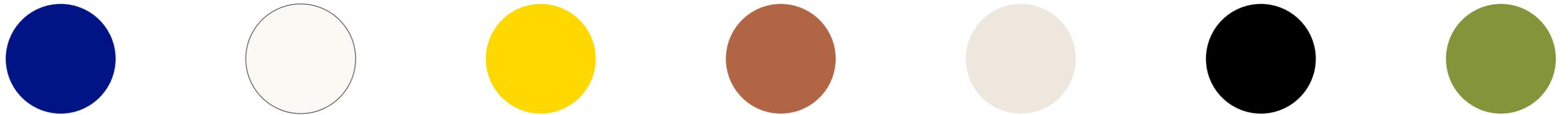
PRIMARY LOGOMARK



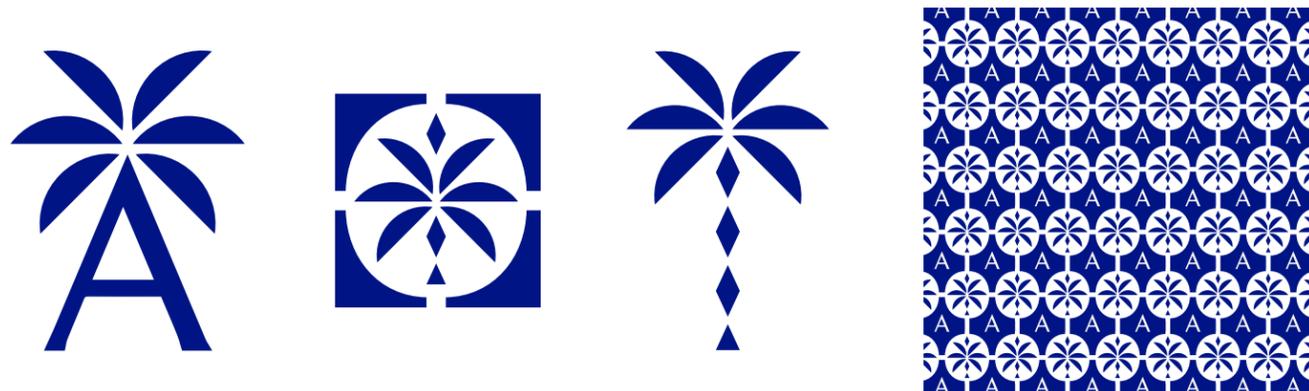
HORIZONTAL LOGOMARK VERSIONS



COLOR PALETTE



BRAND ELEMENTS



BRAND TYPOGRAPHY

SANGBLEU KINGDOM  
MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

0123456789

SANGBLEU SUNRISE  
LIVRE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

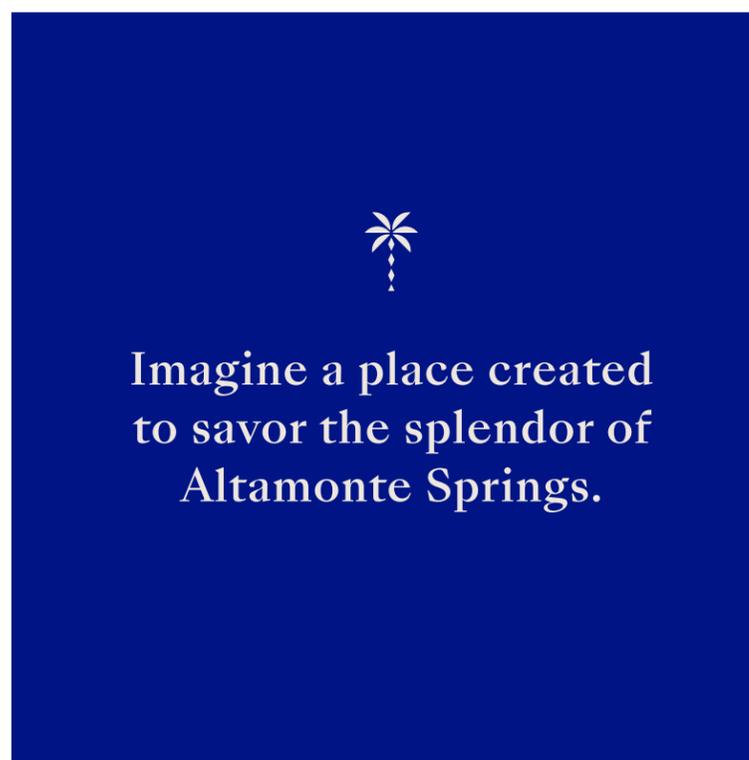
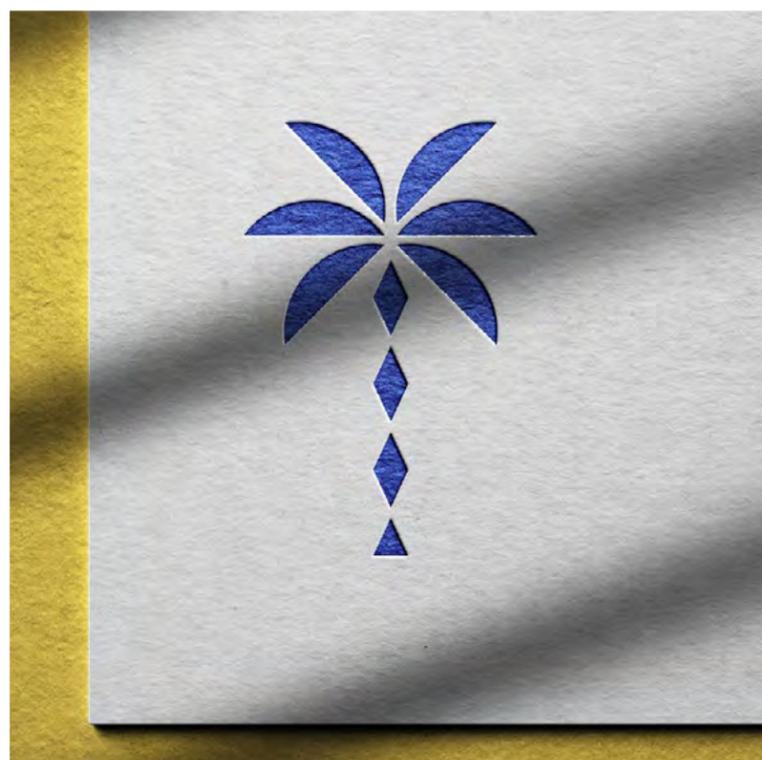
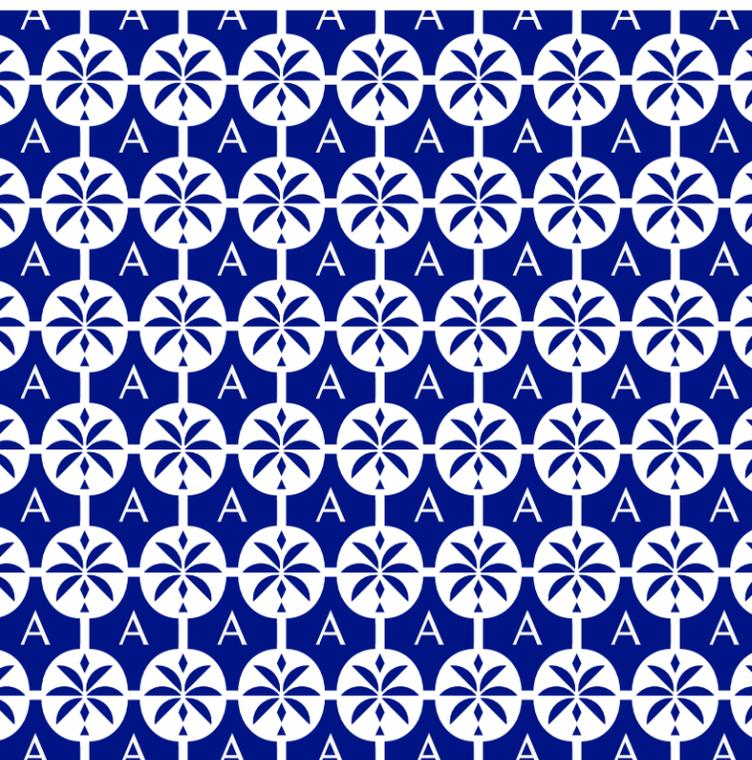
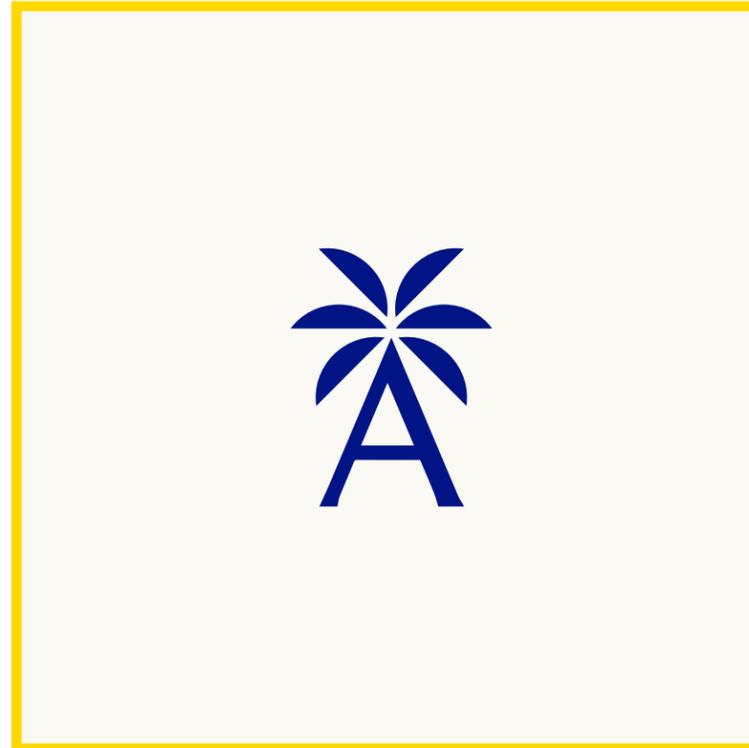
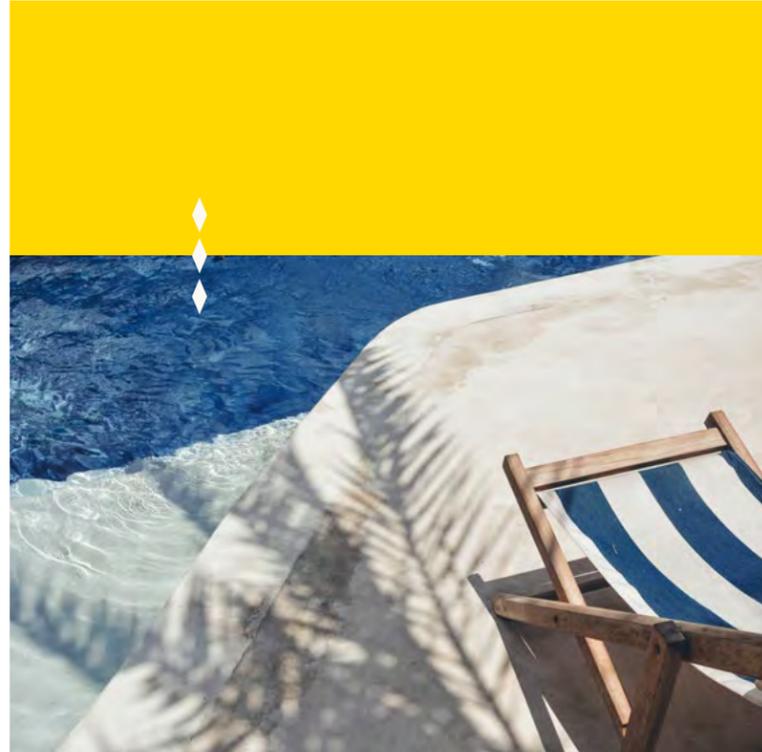
0123456789

RIVERIA NIGHTS  
BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

0123456789

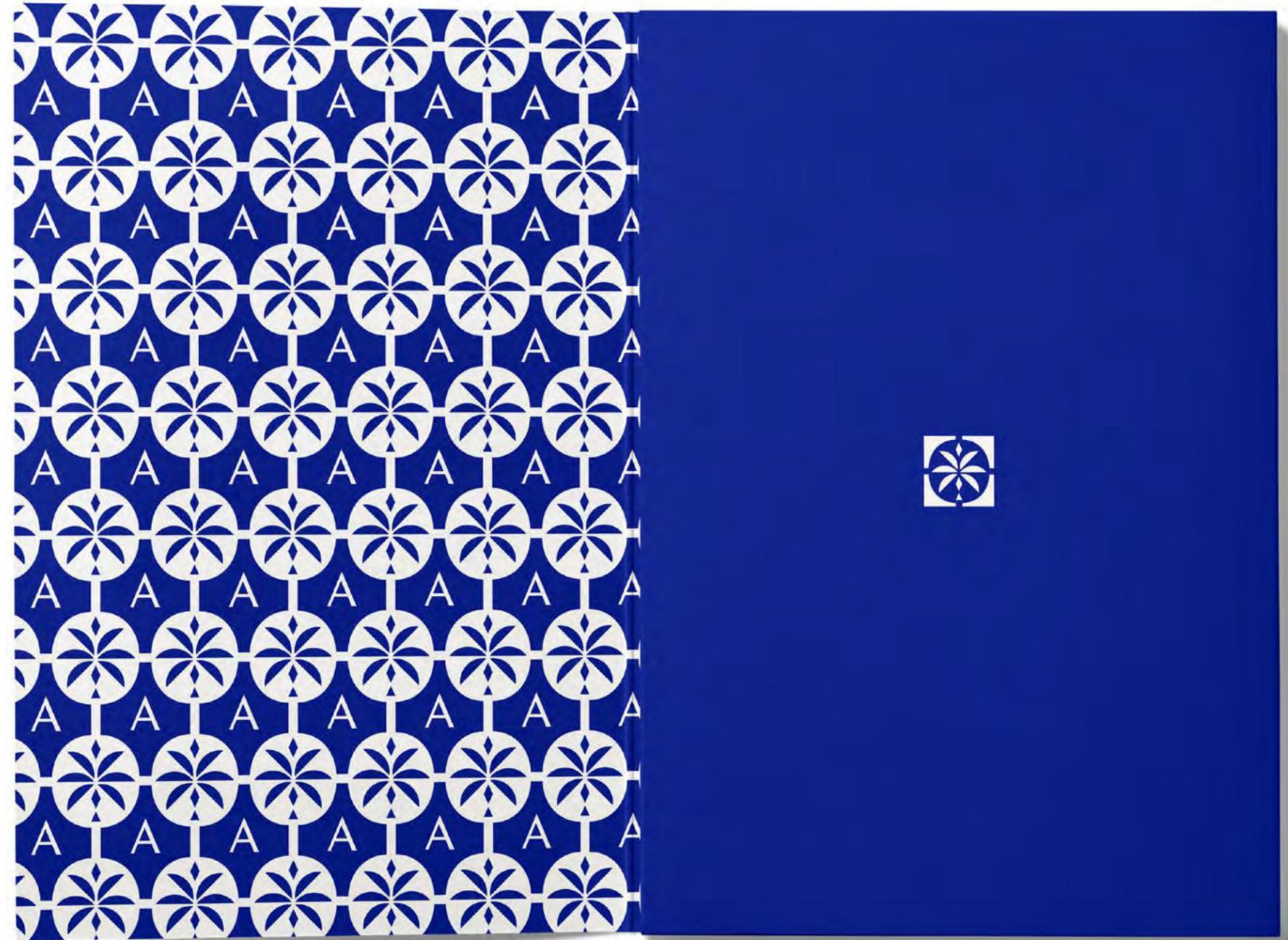
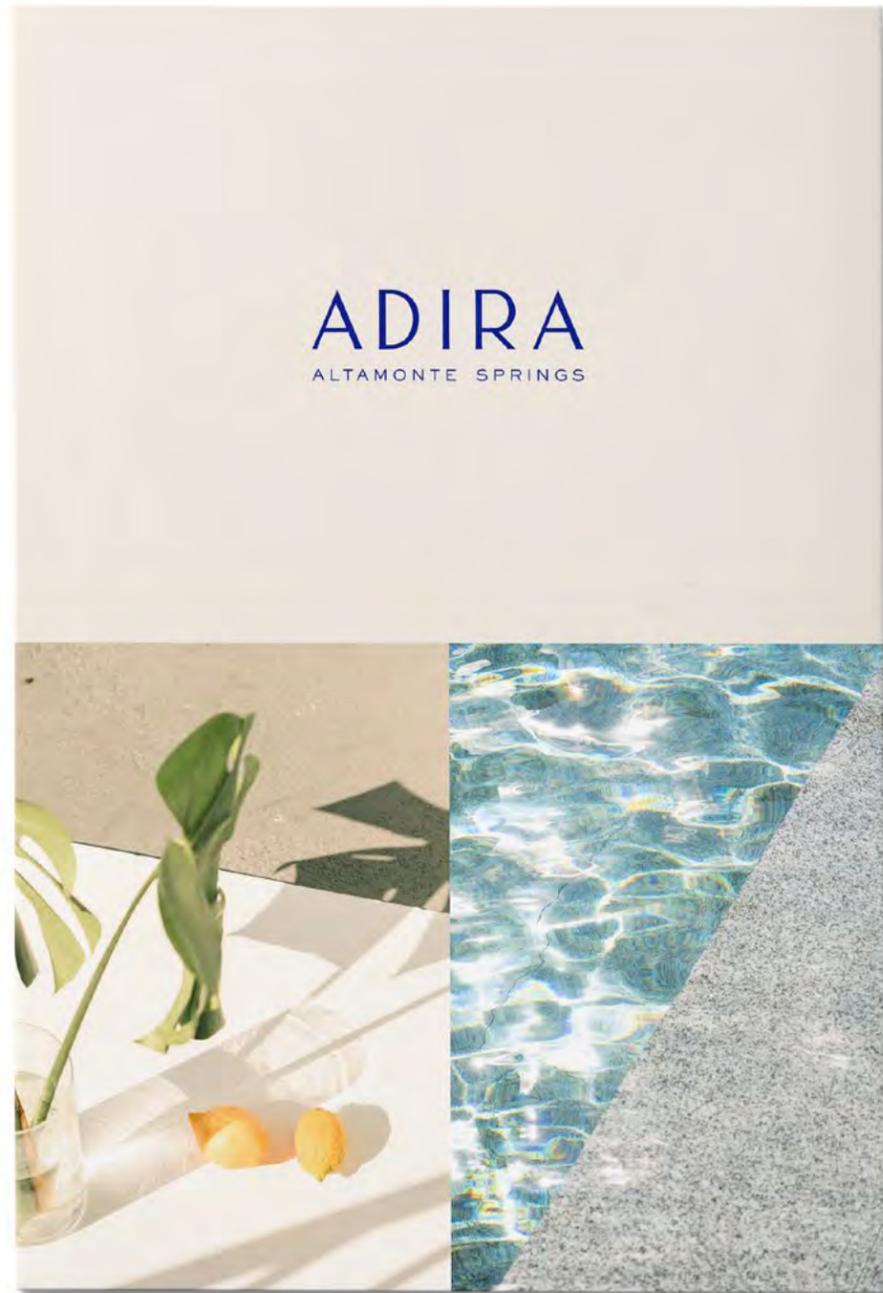


ADIRA | MULTIFAMILY

PHOTOGRAPHY ART DIRECTION



ADIRA | MULTIFAMILY  
BRAND APPLICATION





## Bask in a Life of Luxury



Ovit parçil ipsum venecta erempor aut eicid molorro volo et et, cupti volere vid qui incieni milique natet volenim sum invel molo omnimin venihil il imporest venti quis sequibus simolup tiusant iscium aut eum derunt ut inistio rrorovitem. Catem lab issusci unt laborum quis ditionensis everes aceratet dolut pel magnatac consequaecum quis sum con nobis ellit, volorum rerrum que renatum rem volorestio bla si abo. Andel inus dignat velenem quaerum que num ium. Sum invel molo omnimin venihil il imporest venti quis sequibus simolup tiusant iscium aut eum derunt ut inistio rrorovitem.



### LOREM IPSUM DOLOR

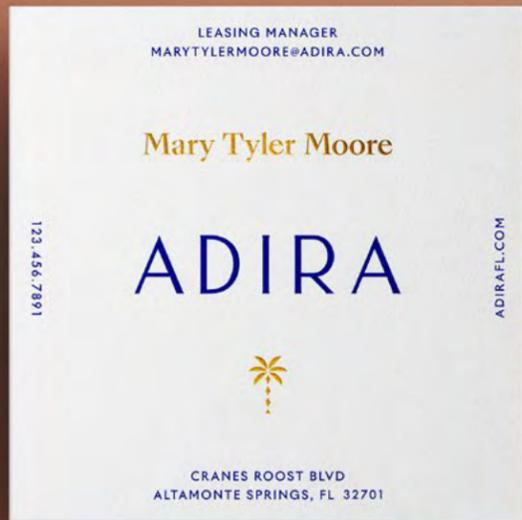
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Imagine a place created to savor the splendor of Altamonte Springs. A location truly connected to open-air living with shimmering lakes, winding paths and local parks. Each home is expertly designed to delight, delivering ample sunlight and sweeping views. With hospitality inspired services that cater to every wish and whim. And unexpected amenities that make each day more wonderful. It's an environment of utter enjoyment. Come and bask in Adira Altamonte Springs.



ADIRA | MULTIFAMILY  
BRAND APPLICATION





FEATURES FLOOR PLANS AMENITIES CONTACT

# Bask in a Life of Luxury

SCROLL







MIDTOWN  
UNION

PROJECT

Midtown Union

PROJECT TYPE

Office

LOCATION

Atlanta, Georgia

CLIENT

Granite Properties

DELIVERABLES

*Brand Messaging*

*Print Collateral*

*Map Creation*

*Digital Presentation*

*Website Design & Development*

*Marketing Center Design*

*Signage Design*

*Event Design & Coordination*

*Production Coordination*



## A Work of Art

A fresh take on urban development, Midtown Union is a uniquely connected, people-centric, and energetic environment unlike anything else in the market. With a keen focus on technology, culture and the arts, the expression of the Midtown Union brand for the launch of the office tower employs clean and structured layouts juxtaposed with striking and vibrant imagery, creating an expression all its own.

*3.8 Acre Site at the North  
End of the Midtown Tech  
Corridor*

*660K SF 26-Story  
Class A Office Building*

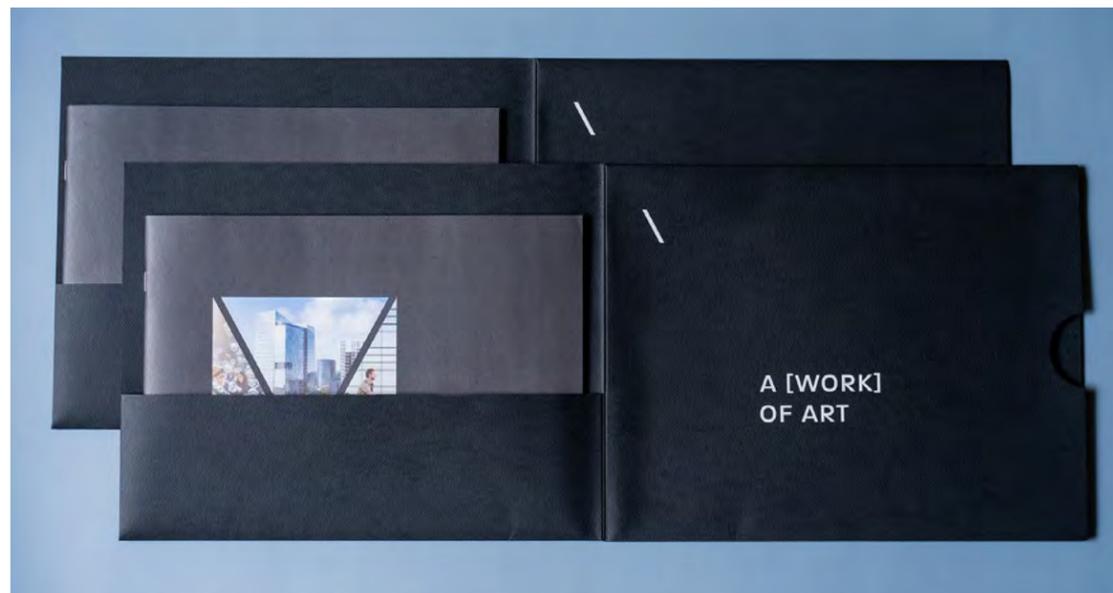
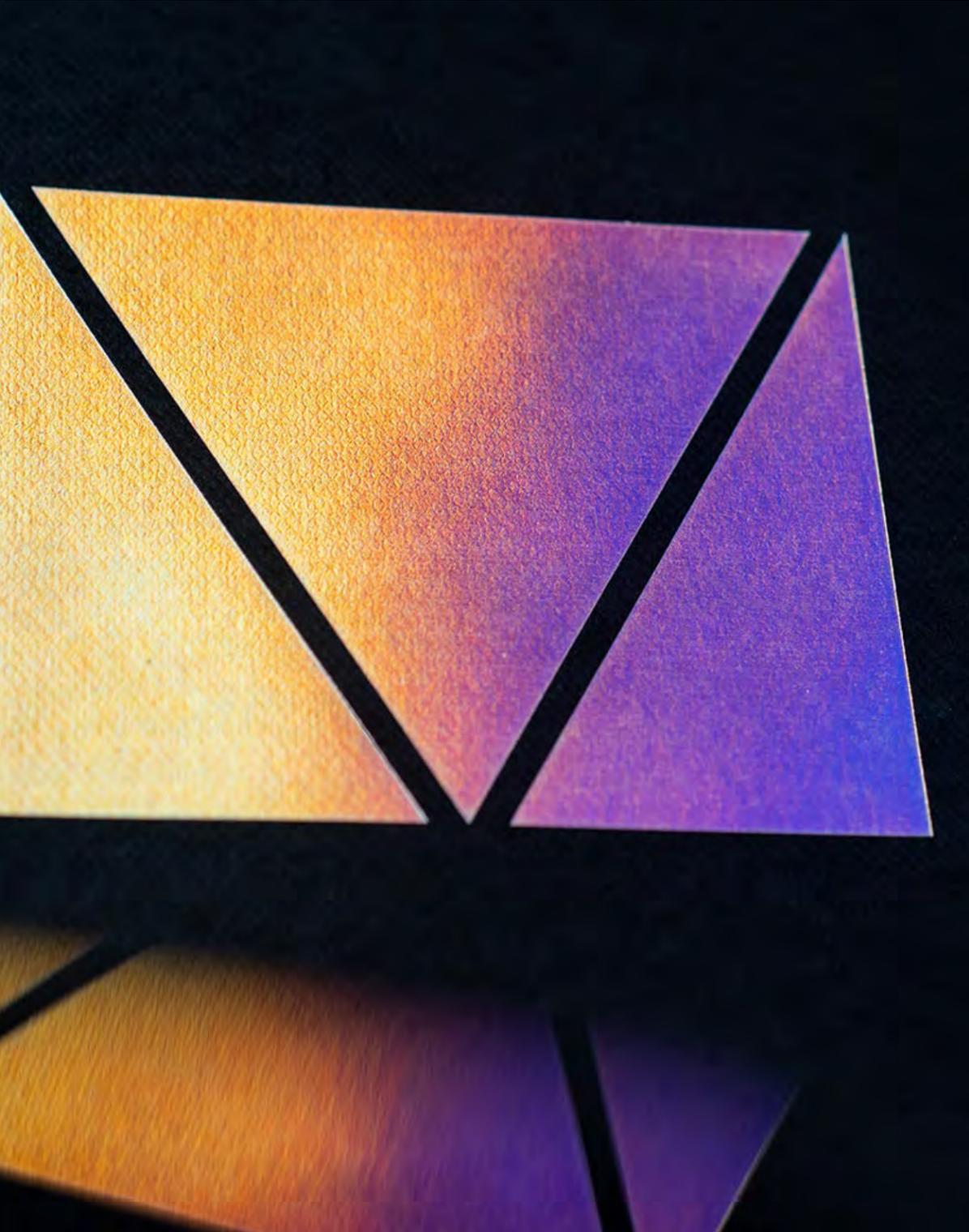
*335 Unit, 18-Story  
Modern Sustainable  
Residential Tower*

*205 Key, 12-Story  
Boutique Lifestyle Hotel*

*635K SF Parking Deck*

*300K SF of Hotel Space*





# ALL PATHS LEAD TO MIDTOWN UNION<sup>SM</sup>

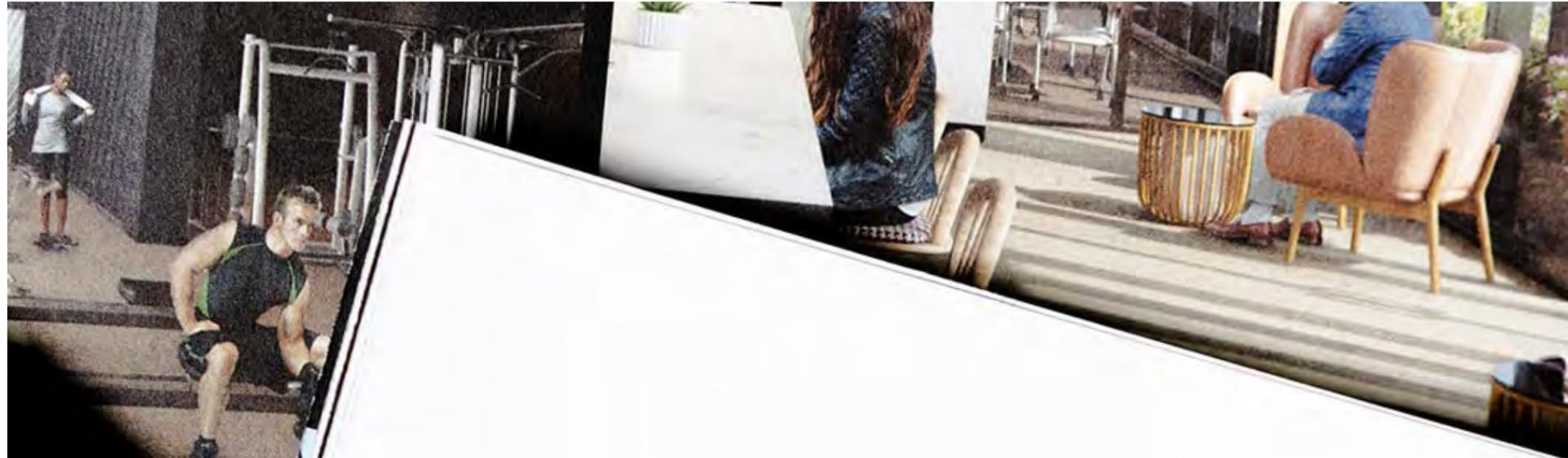
Midtown Union<sup>SM</sup> sits at the gateway to Midtown. Across from Arts Center MARTA Station and adjacent to the 17th Street bridge, Midtown Union<sup>SM</sup> links neighborhoods throughout the metro Atlanta area.



LOCATION: PARKING, INGRESS & EGRESS // 23

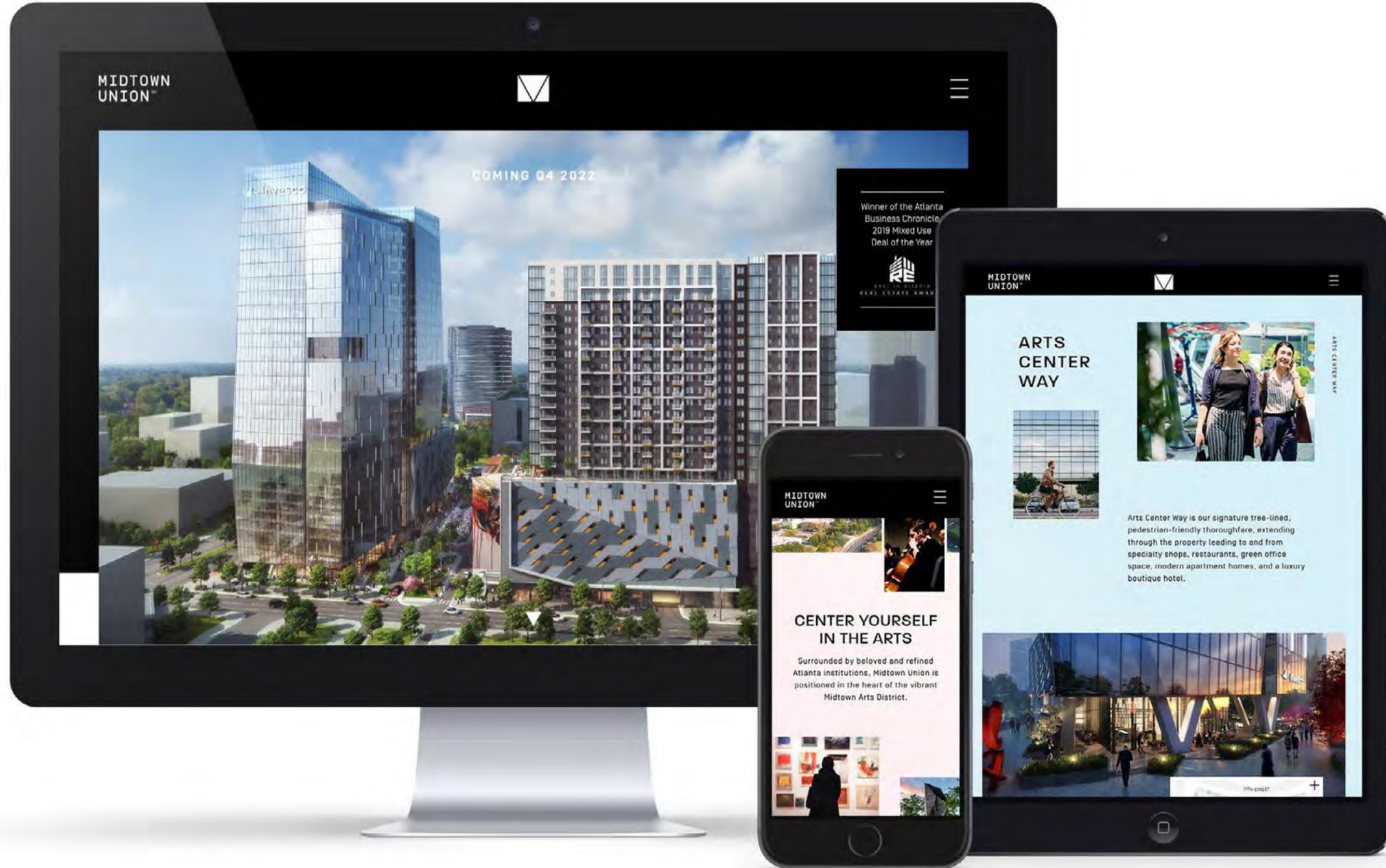
**MIDTOWN UNION<sup>SM</sup>:**  
32,000 RSF of onsite restaurants & retail  
CURATED RETAIL TO TARGET:  
CHEF-DRIVEN RESTAURANTS  
SPECIALTY HOTEL RESTAURANT & BAR  
FAST-CASUAL CONCEPTS  
SPECIALTY FITNESS CONCEPT  
COFFEE HOUSE

10+ RESTAURANTS



# ABSOLUTELY HUMMING WITH ACTIVITY

Midtown Union<sup>SM</sup> is a people-centric, mixed-use development. Located in



### ABSOLUTELY HUMMING WITH ACTIVITY

Midtown Union is a people-centric, mixed-use development. Located in a walkable, amenity-rich neighborhood, these built-in conveniences meet every need for a professional's lifestyle.

#### RETAIL

24,897 RSF offering indulgences and services from local to market to shops to dining and more.

#### OFFICE

28-story, 588,000 RSF Trophy office space with fitness center, conference facility and The Yard Outdoor Amenity Terrace.

#### ARTS CENTER WAY

Energetic, central passageway and gathering place linking workspaces, creative spaces, specialty shops, public art and enticing eateries.

### ESSENTIAL

5-unit modern, 1-story apartments.

### A UNION OF DIFFERENCE

Experience what working and living well means for your organization at Midtown Union.

Our LEED Certified office designs pay considerable attention to light, air and water quality, as well as comfort. All customers gain access to a shared rooftop patio on the 8th floor, along with our proprietary MEET Conference Center, MOVE fitness center and The Lounge at Midtown Union. With a prime location accessible by car, train, bike and pedestrian footpaths, Midtown Union invites all Atlanta working professionals to our doors.



**MIDTOWN UNION:**  
24,897 RSF of onsite restaurants & retail

CURATED RETAIL TO TARGET:

- CHEF-DRIVEN RESTAURANTS
- SPECIALTY HOTEL RESTAURANT & BAR
- FAST-CASUAL CONCEPTS
- SPECIALTY FITNESS CONCEPT
- COFFEE HOUSE

- 10+ RESTAURANTS within a ¼ MILE radius
- 50+ RESTAURANTS within a ½ MILE radius
- 8 DAY CARES within a 1 MILE radius
- 2 MINUTE MARTA ride to MIDTOWN STATION offering 30+ RESTAURANTS WALKABLE from the station

# MIDTOWN UNION

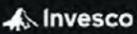
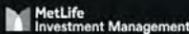
**MIDTOWN UNION** SAVE THE DATE

**BREAKING NEW GROUND**



DECEMBER 9, 2019  
10:30AM GROUNDBREAKING CEREMONY

EVENT DETAILS TO FOLLOW

**MIDTOWN UNION** YOU'RE INVITED

**BREAKING NEW GROUND**



Please join us to celebrate the groundbreaking of Midtown Union and Invesco's new global headquarters

MONDAY, DECEMBER 9TH

GATES OPEN AT 10:30AM  
CEREMONY BEGINS AT 11:00AM

1295 SPRING STREET NW  
ATLANTA, GA 30309

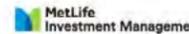
**MIDTOWN UNION** EVENT DETAILS

**BREAKING NEW GROUND**

We are excited to see you this morning for the Midtown Union Groundbreaking! Please see below for event detail reminders.

- Gates open at 10:30AM
- Ceremony begins at 11:00AM
- Event address is 1295 Spring Street NW Atlanta, GA 30309
- Complimentary guest parking is provided at 1330 Spring Street NW. Look for attendant and GUEST PARKING sign
- This event is rain or shine

See you soon!



**MIDTOWN UNION**

On behalf of MetLife Investment Management & Granite Properties, thank you for honoring Midtown Union with a nomination for the 2020 Best in Real Estate Mixed Use Award.

28-story, 800,000 SF office tower | 18-floor, 355 unit residential building | 12-story, 205-key boutique hotel | 30,000 SF retail

**FOR OFFICE LEASING, CONTACT:**  
Adam Viente  
404.995.6551

**CONTACT:**  
Brooke Dewey  
404.995.2138





MIDTOWN UNION | OFFICE  
EVENT DESIGN & COORDINATION



MIDTOWN UNION | OFFICE  
EVENT DESIGN & COORDINATION



MIDTOWN UNION | OFFICE  
EVENT DESIGN & COORDINATION







ALL PATHS LEAD  
TO MIDTOWN UNION



## A LIVING REFLECTION OF MIDTOWN

26-STORY, 872,000 SF OFFICE  
TOWER / 12-STORY, 230-KEY  
KIMPTON HOTEL / 18-FLOOR,  
355-UNIT RESIDENTIAL  
BUILDING / 32,000 SF RETAIL



Midtown Union is a  
fresh take on urban  
development, combining  
community, jobs, and  
high-quality retail.

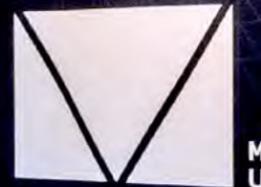


PEOPLE-CENTRIC  
CONNECTED  
INTEGRATED

THANKS TO:  
Granite | MetLife  
Investment  
Management



ABSOLUTELY HUMMING  
WITH ACTIVITY



MIDTOWN  
UNION

CENTER YOURSELF  
IN THE ARTS



MIDTOWN UNION | OFFICE  
MARKETING CENTER DESIGN



# PEOPLE-CENTRIC CONNECTED INTEGRATED

Midtown Union is a people-centric, mixed-use development providing an energetic, innovative and productive environment for people to work, live, shop, dine and relax.

OWNED BY

**Granite**

**MetLife**  
Investment  
Management

ABSOLUTELY HUMMING  
WITH ACTIVITY

THERE'S  
SOMETHING  
BIG IN  
STORE



**MIDTOWN  
UNION**

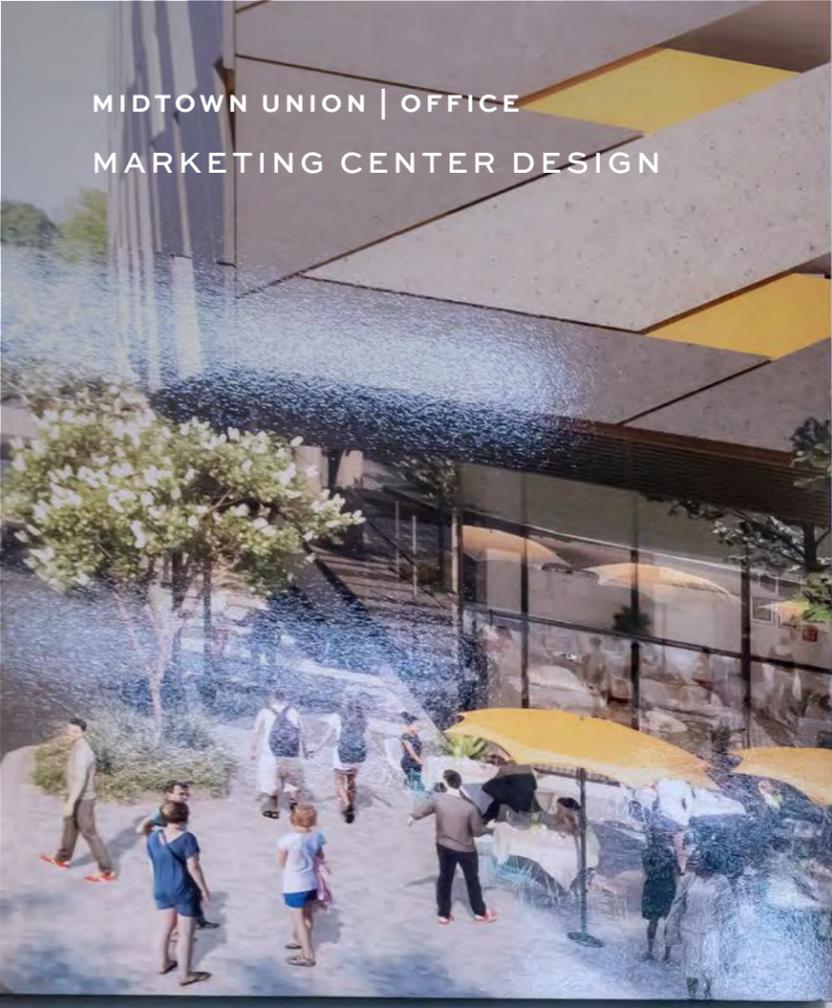


# A UNION OF DIFFERENCE

A PLACE  
FOR  
CONNECTION  
& REFLECTION



MIDTOWN UNION | OFFICE  
MARKETING CENTER DESIGN



... TOWN HOTEL, 230-KEY  
355-UNIT RESIDENTIAL  
BUILDING / 32,000 SF RETAIL



Midtown Union breathes  
fresh life into urban  
development, uniquely  
connecting people, places  
and the arts with new paths.





PROJECT

Wonderfully Made

PROJECT TYPE

Nonprofit

CLIENT

Wonderfully Made  
Community

LOCATION

Atlanta, Georgia

DELIVERABLES

*Brand Discovery & Research*  
*Brand Strategy & Positioning*  
*Brand Messaging*  
*Logomark*  
*Identity System*  
*Print Collateral*

*Eblast Campaign*  
*Social Media Graphics*  
*Website Design & Development*  
*Photography Art Direction*  
*Production Coordination*  
*Interior & Exterior Signage*



## Creating Community

Named for the scripture that inspired its mission, Wonderfully Made seeks to create a community for young adults with intellectual disabilities by developing real-world skills and building long-lasting relationships with peers and mentors. Designed as a celebration of each individual's unique and divinely-inspired talents, the identity system for Wonderfully Made is playful and unexpected, inviting communal creativity and heartfelt expression.

MISSION STATEMENT

Wonderfully Made  
cultivates community  
among adults with  
intellectual disabilities  
through the  
love of Christ.

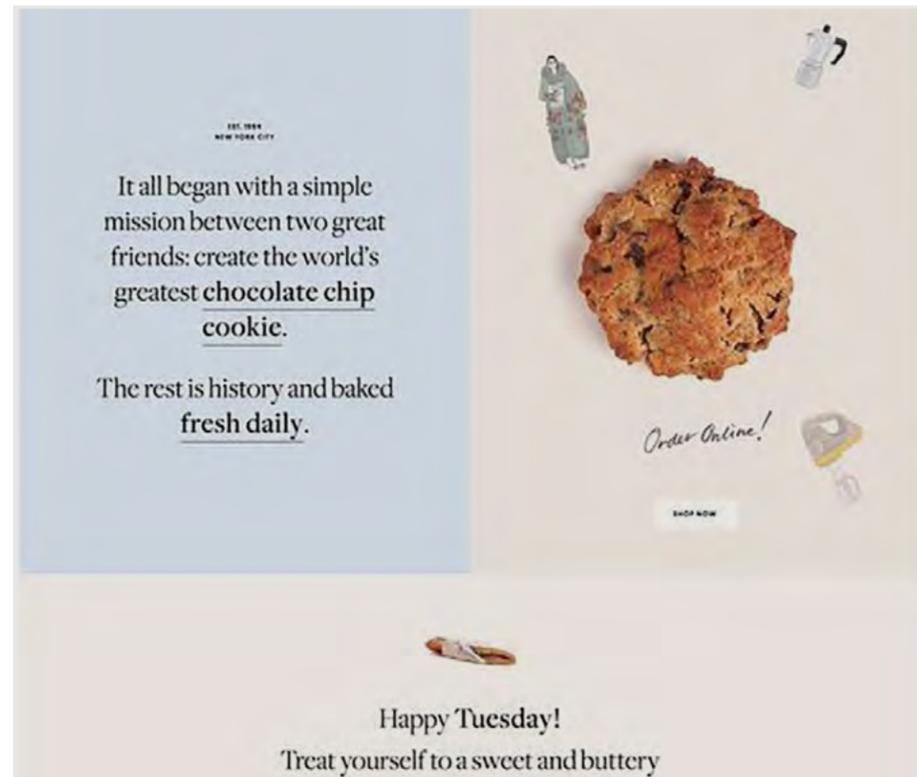
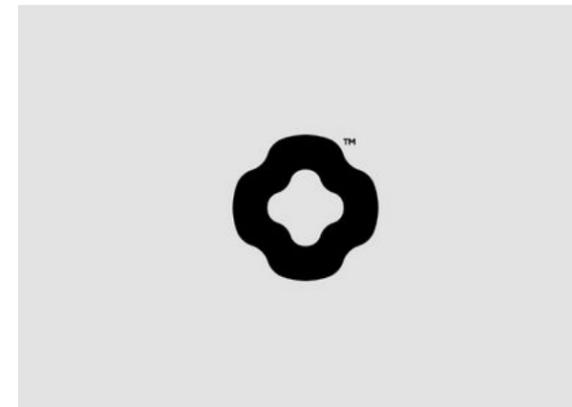
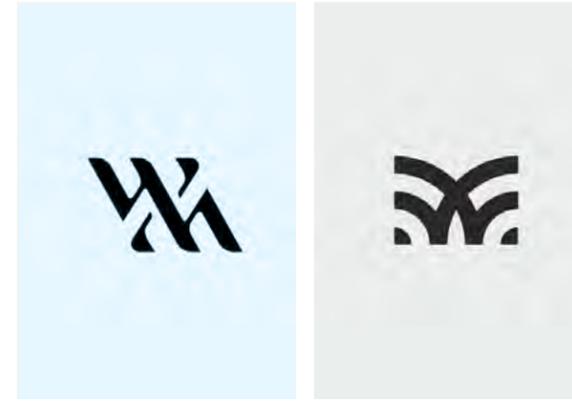
## Wonder Maker

NOUN

A nod to the name of our organization and an expression of what our participants do every day, Wonder Makers are the foundation of everything we do. Just as they were wonderfully made, our participants truly make wonders. They embody the curiosity, creativity, and craft that drive our mission, while inspiring admiration all along the way.

## Direction One Delightfully Designed

Crisp, modern wordmarks featuring a sans serif typeface & playful custom letterforms. Brand layouts use gridded color blocking paired with neutral-led negative space. The color palette features cool neutrals & vibrant pops of color.



## Selected Logomark

The Wonderfully Made logomark employs a playful sans serif typeface at a weight bold enough to remain crisp and clear. “Wonderfully” and “Made” are grouped together, a nod to the core mission of creativity though connectedness. Specialty letterforms for the “W” and “M” hint at a person with upraised hands, and are both housed within the primary logomark and linked to create a standalone monogram.



wonderfullymade

PRIMARY LOGOMARK

wonderfullymade

SECONDARY LOGOMARKS

wonderfully  
made      wonderfully  
made

COLOR PALETTE



ICON



STAMPS



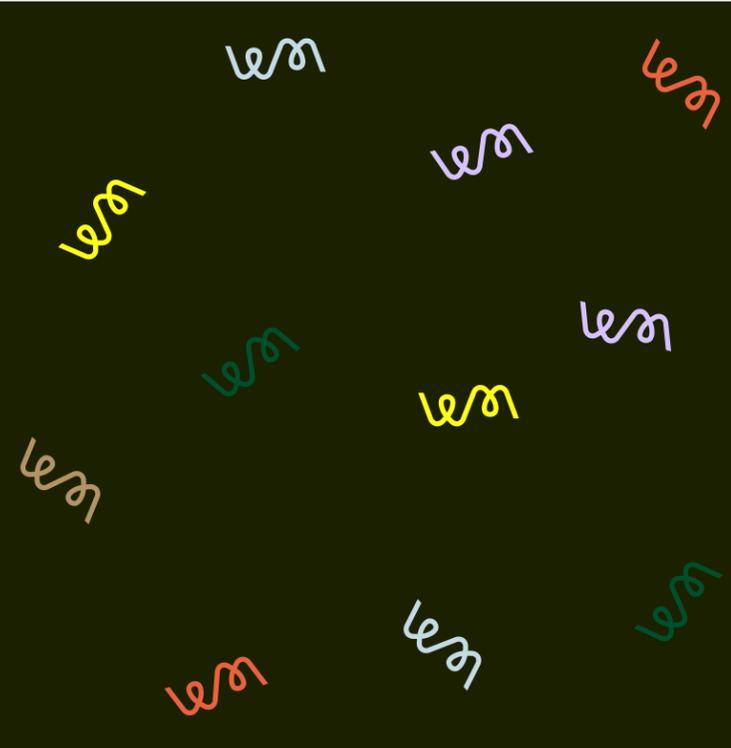
BRAND TYPOGRAPHY

BOGART MEDIUM  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
  
abcdefghijklm  
nopqrstuvwxyz  
  
0123456789

LEXEND BOLD  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
  
abcdefghijklm  
nopqrstuvwxyz  
  
0123456789

FIGTREE LIGHT  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
  
abcdefghijklm  
nopqrstuvwxyz  
  
0123456789

Wonderfully You.  
Wonderfully Me.  
Wonderfully Made.



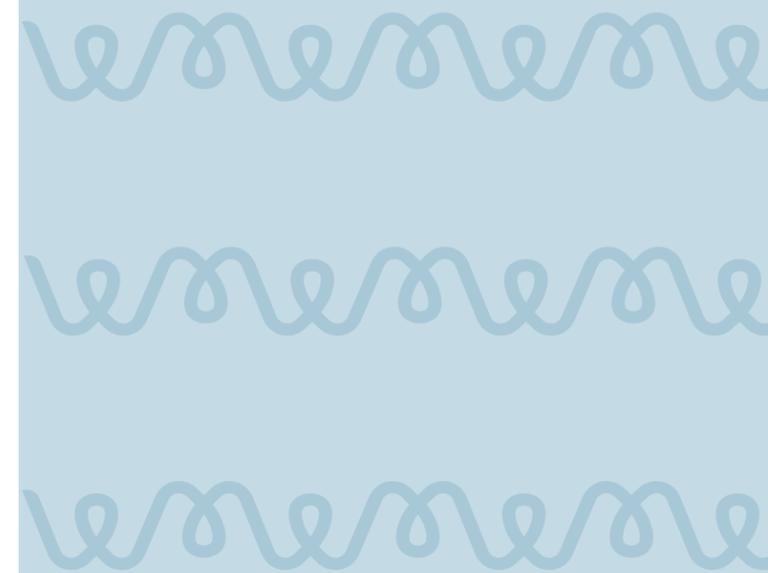
wonderfully  
made

For I am  
fearfully and  
wonderfully made.

PSALMS 139:14



wonderfully  
made



WONDERFULLY MADE | NONPROFIT  
PHOTOGRAPHY ART DIRECTION





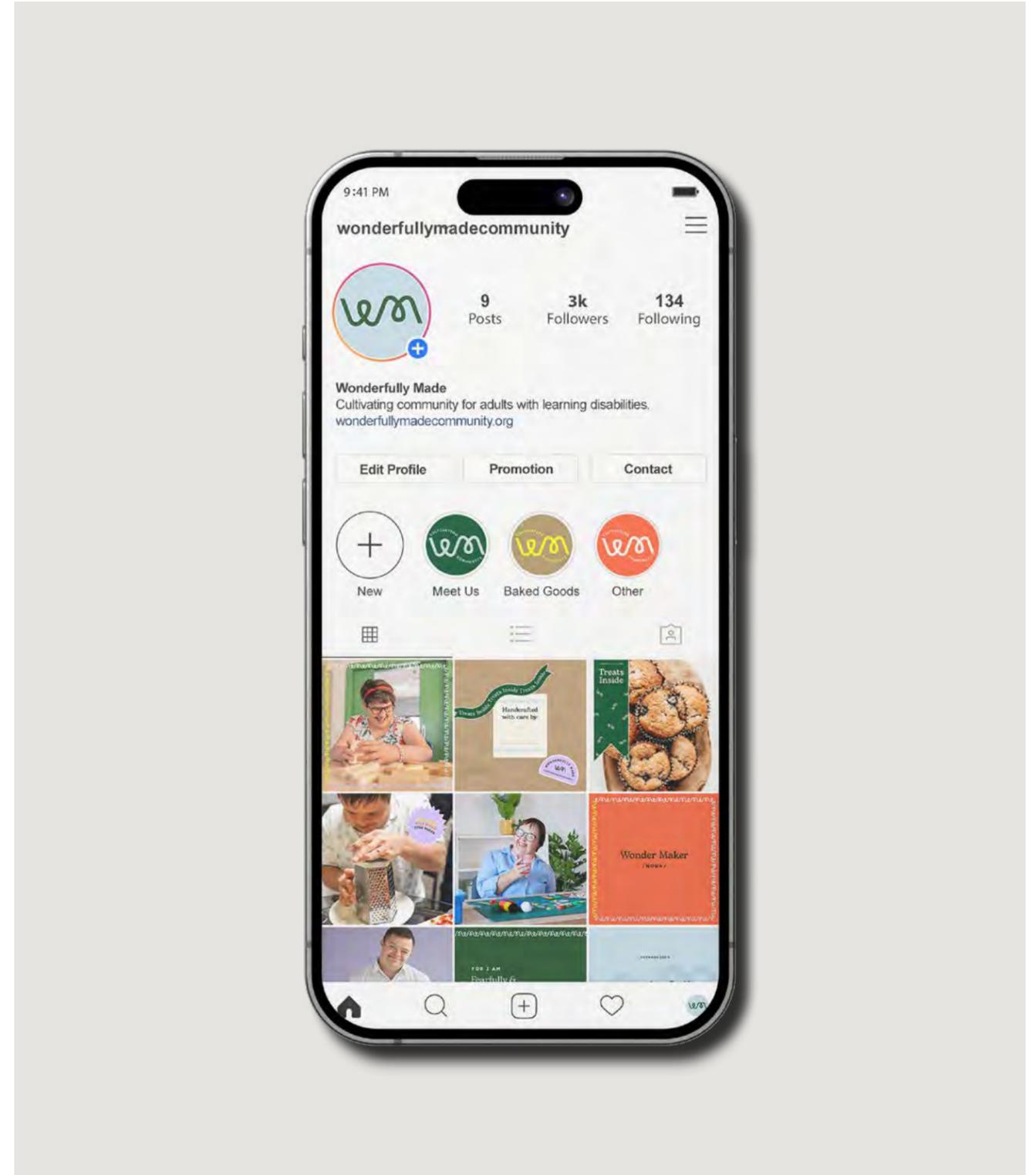
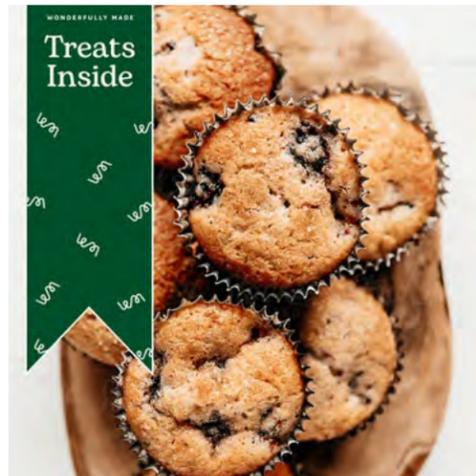
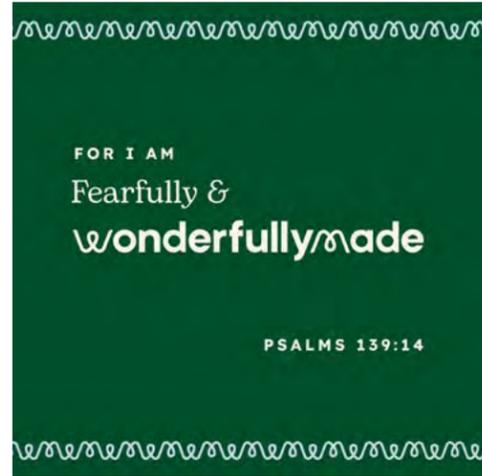
WONDERFULLY MADE | NONPROFIT  
BRAND APPLICATION

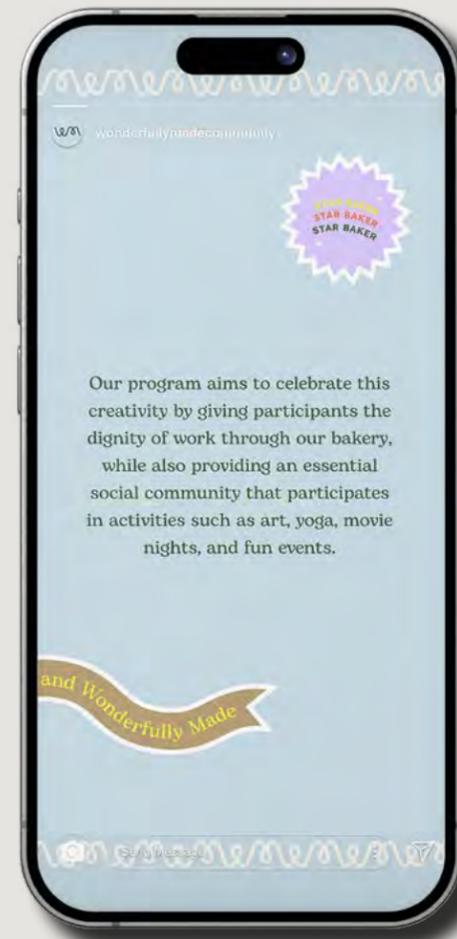


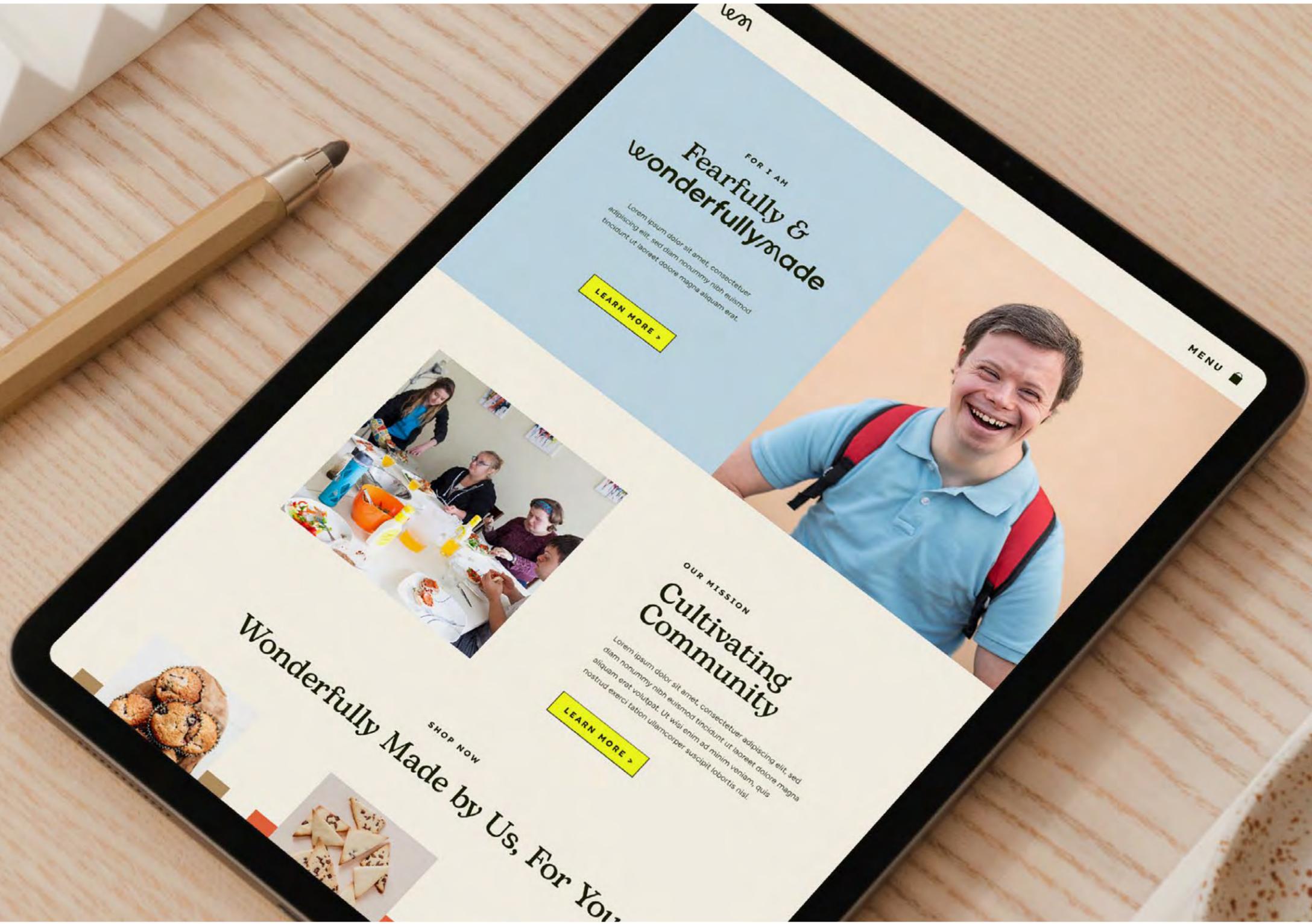


WONDERFULLY MADE | NONPROFIT  
BRAND APPLICATION









FOR I AM  
**Fearfully &  
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# Thank You!

On behalf of everyone at Resource we want to thank you for taking the time to review this presentation – and for considering us as your branding partner. We look forward to working with you.

To learn more about Resource and see more of our work, we invite you to visit our website at [resourceatlanta.com](http://resourceatlanta.com).

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