



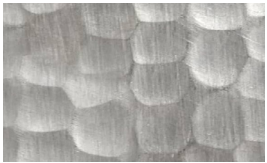
LAKEPOINTE

LAKEPOINTE

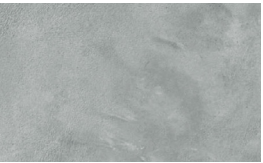
LAKEPOINTE



MATERIAL INSPIRATION



NICKEL



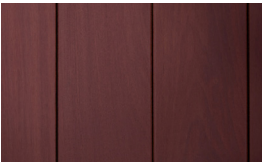
CONCRETE



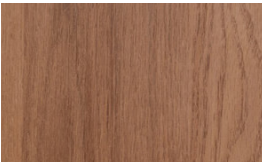
BLUESTONE



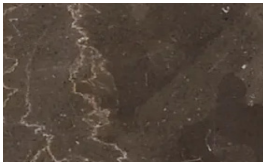
INDIGO



IPE



WALNUT



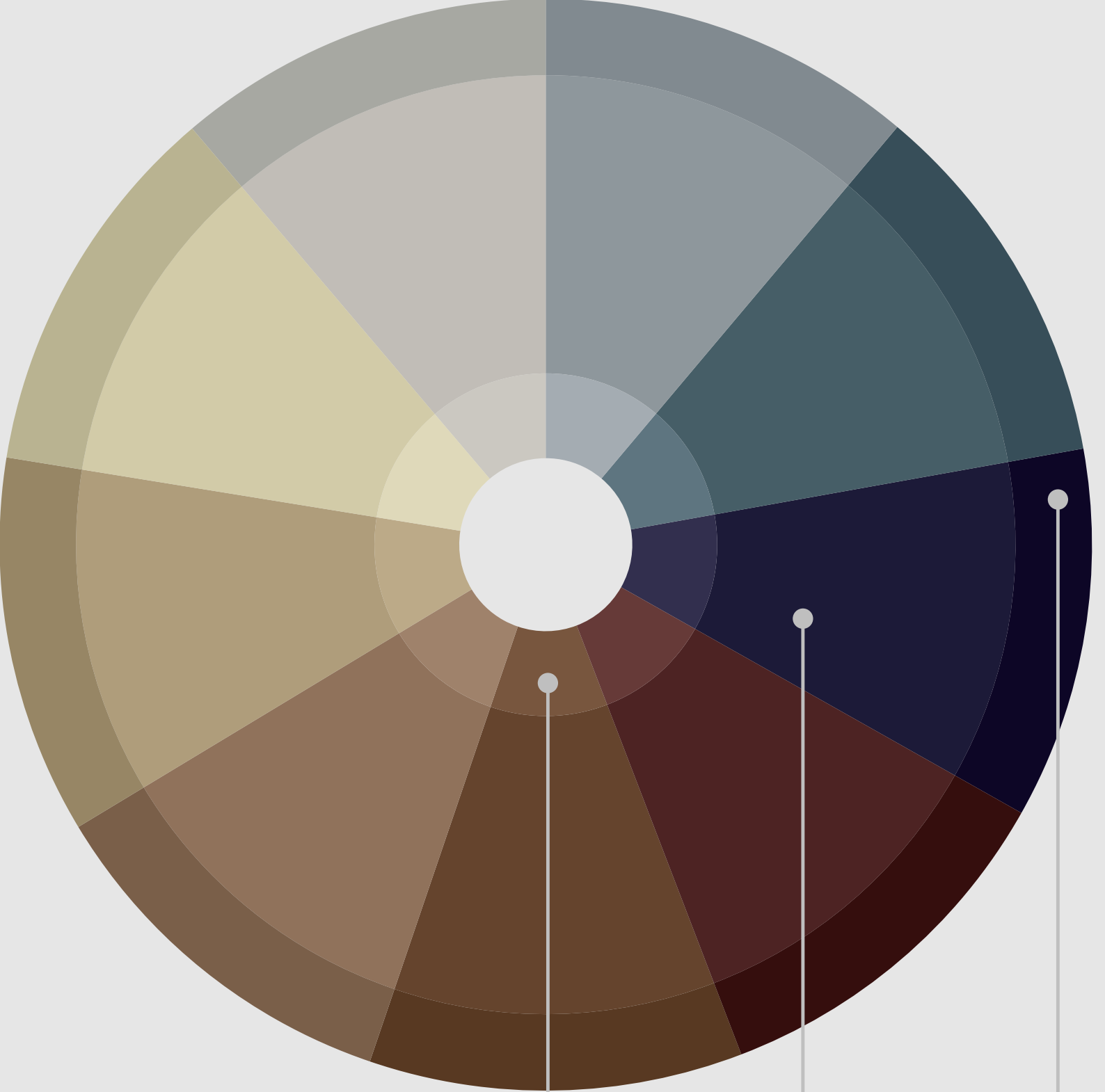
SABLE



DRIFTWOOD



TRAVERTINE



TINTS

PRIMARY COLORS

SECONDARY COLORS

SHADES

LAKEPOINTE | BRAND IDENTITY

A repeating geometric pattern of interlocking triangles in various shades of blue, brown, and grey. The word "LAKEPOINTE" is centered in a white, all-caps serif font.

A series of vertical banners and streetlights. The banners feature the word "LAKEPOINTE" in white serif font on various colored backgrounds (grey, blue, dark blue, brown, olive). The streetlights are black with white lanterns. The background is a light grey.

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