



BRAND GUIDELINES

JANUARY 2025

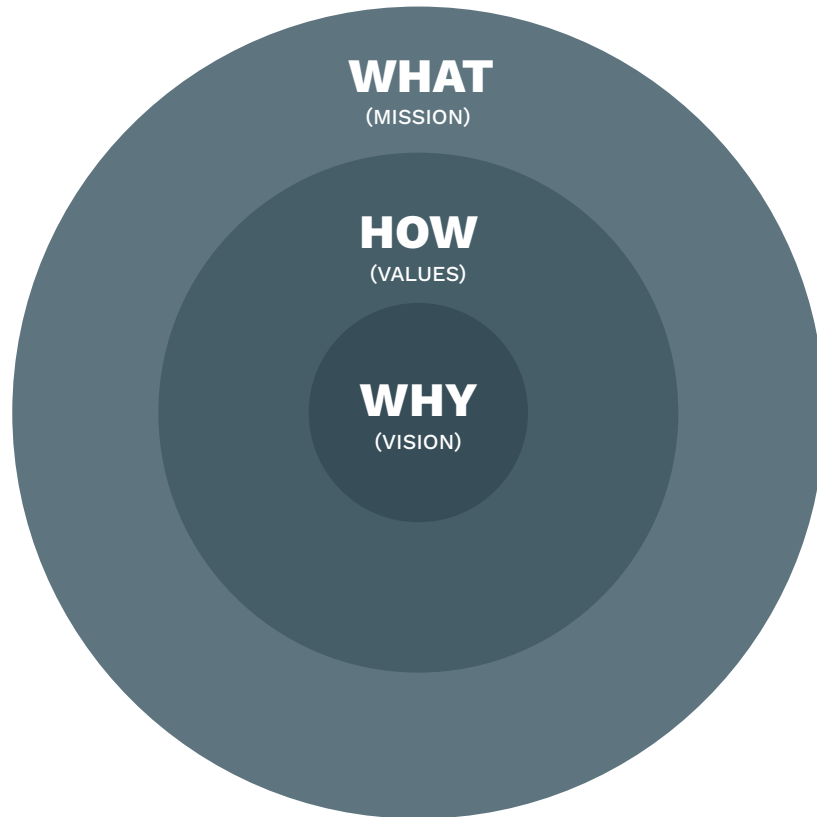
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BRAND STRATEGY



Mission

Bring lively urban experiences to a connected suburban setting.

Values

Urban & Natural: An urban way of life in a serene lakeside setting.

Easy In & Easy Out: A diverse community that easily connects to the world around it.

Space & Style: Not just the space you need, but the style you dream about.

Vision

Transform LakePointe into a hub of culture, commerce, and community.

Our Brand Pillars are organized around balanced attributes to highlight the compromises you don't have to make at LakePointe.

An urban way of life in a serene lakeside setting.		A diverse community that easily connects to the world around it.		Not just the space you need, but the style you dream about.	
URBAN	NATURAL	EASY IN	EASY OUT	SPACE	STYLE
Accessible shopping and restaurants Walkable layout Intermixed housing, retail and parks Vibrant activity	Centered on a lake Backdrop of trees Interconnected by walking paths and green spaces Animal crossing Tree-lined streetscapes	Variety of home types and ability to personalize Wide range of prices Diverse retail options	Easy SR18 access Proximity to airports Proximity to major area employers Proximity to downtown Proximity to nature	Range of square footage options Shared amenities and spaces to gather	New construction Elevated modern design Novel concept master-planned community

VISUAL IDENTITY

LAKEPOINTE

LAKEPOINTE

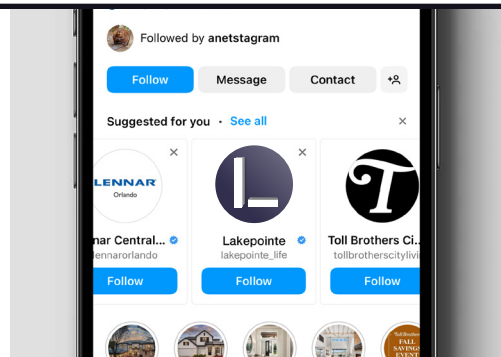
Wordmark (Primary Use)

The LakePointe Wordmark in color, *Indigo Tint*, is the first choice and should be used whenever appropriate.

See page 16 for *Indigo Tint* color values.

Ribbon (Secondary Wordmark)

Use the Wordmark contained in a ribbon as a secondary option when appropriate.



Bug

The “bug,” featuring a contained “L,” is an abbreviated version of the LakePointe Wordmark and can be used in place of the Wordmark on favicons and social media profiles.

A

Keep the hash lined area clear



x = height of the letter E Top & Bottom Clear Space = $\frac{1}{2}x$ Sides Clear Space = $\frac{3}{4}x$

B

LAKEPOINTE

C

LAKEPOINTE

D

LAKEPOINTE

E

LAKEPOINTE

F

LAKEPOINTE

G

LAKEPOINTE

H

LAKEPOINTE

I

LAKEPOINTE

Clear Space

A) The “unused” and “invisible” space around the Wordmark is just as much a part of the Wordmark as the design or color. Be generous with clear space. The diagram here shows the minimum clear space desired for optimal performance.

PRO TIP: It’s almost always better to make the Wordmark a little smaller, with maximum clear space, than larger.

Wordmark

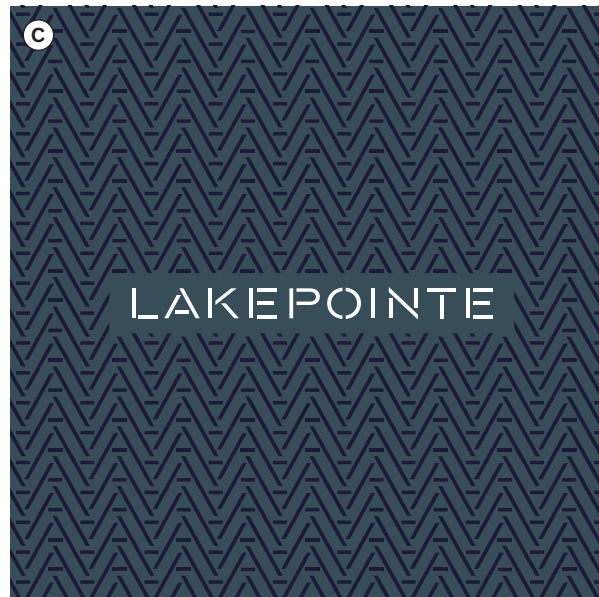
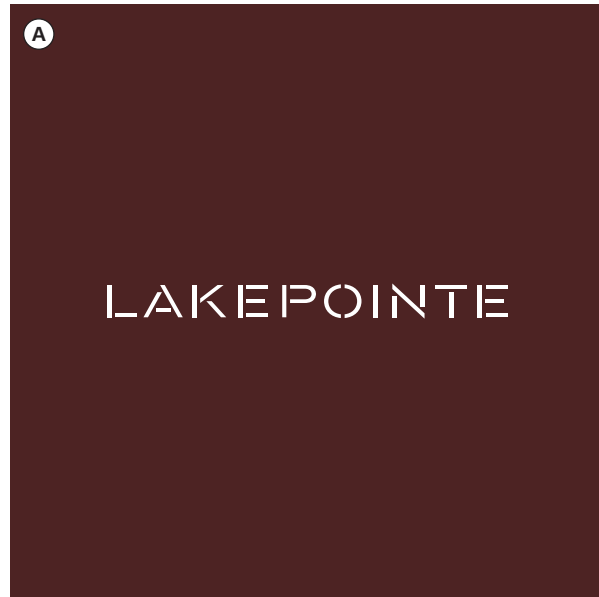
Use the Wordmark only in these approved formats:

- B) White on *Indigo Tint*
- C) *Indigo Tint* on White
- D) White on Black (or One Color)
- E) Black on White (or One Color)

Ribbon

Use for materials where the business name must be easily read, or background impedes the Wordmark's legibility.

- F) *Indigo Tint* Wordmark in White container on *Indigo Tint*
- G) White Wordmark in *Indigo Tint* container on White
- H) Black Wordmark in White container on Black (or One Color or Photography)
- I) White Wordmark in Black container on White (or One Color or Photography)



Graphic Elements

To maximize legibility keep these four concepts in mind:

A) Color Fields

Use Wordmark over all solid color fields.

B) Photography

Always use the White Ribbon over dark photography and the *Indigo Tint* Ribbon over lighter photography.

C) Tonal Pattern (2 colors)

The Ribbon should always match at least one of the color values from the Tonal Pattern selected. Favor making the Wordmark the most contrasting of the two colors, but it is also acceptable to use a White or Black Wordmark in circumstances where legibility is a concern. **PRO TIP:** If you are unsure whether a value from the pattern is legible or enough, it's not. Go with White or Black-White for most, Black only if you have legibility concerns with the White Wordmark (lighter patterns only).

D) One Color Pattern

Use the approved One Color Ribbon assets provided.

(A)

LAKEPOINTE



Vertical Usage

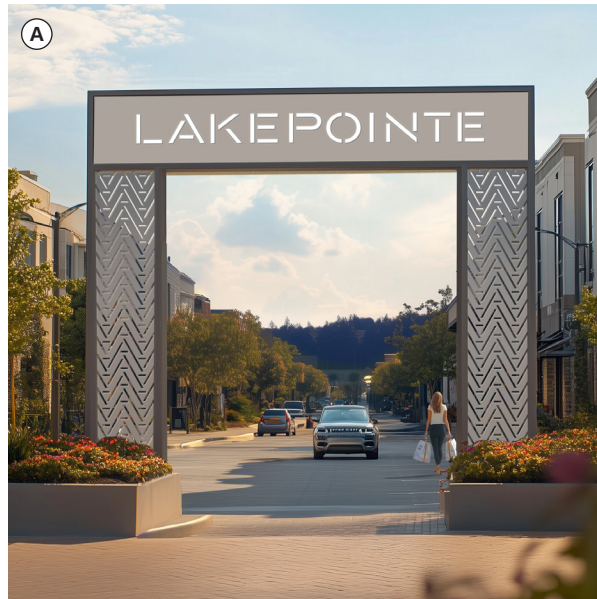
A) With such a horizontal Wordmark, there may be instances where turning it on its side is necessary or preferred. In such a case, the "L" should always be at the bottom with the "E" at the top.

Applied Branding

Here are two renderings that demonstrate proper vertical applications; notice that both have the "L" at the bottom with the "E" at the top.

B) Obelisk sign rendering

C) Light pole flag rendering



Inherent Opportunities

The LakePointe Wordmark was designed by intentionally separating the letter forms into line segments. The clean, precise, contemporary execution shares functional traits with a classic stencil font. This simple design feature unlocks many unique placement opportunities to surprise passersby, shoppers, and community members.

The target demographic is more design-savvy. These people appreciate deeper levels of consideration. Discovering subtle moments of design creates a deep connection with the brand, making it unique—a place they see themselves in and enjoy.

A) Signage Opportunity: Both the Wordmark and pattern can be punched out showcasing its stencil-like letter forms.

B) Collateral Opportunity: In this example, the Wordmark is die cut revealing the first page of the brochure.

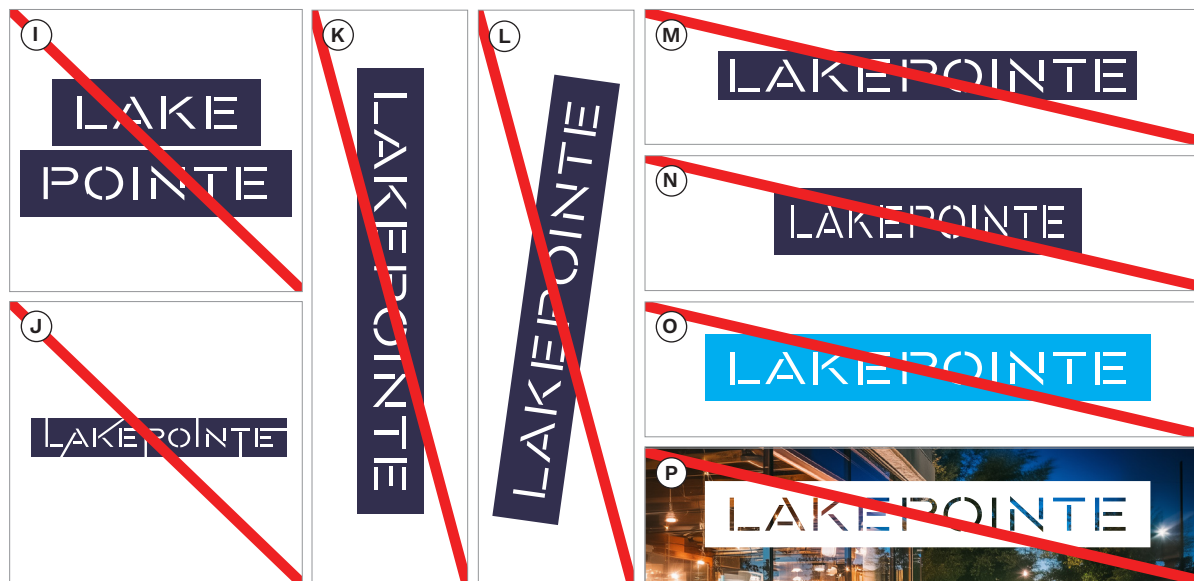
C) One unique aspect of the Wordmark is that it is distinctive enough to stand independently as a brand identifier. The minimal execution allows it to be snuck in as Easter eggs for people to discover in unique locations.



Wordmark Don'ts

The following are some, but not all of the things you should avoid with the Wordmark. Please reconsult the previous usage pages if you are uncertain of how to use the Wordmark properly.

- A) Don't break apart into two words
- B) Don't break apart & stretch out
- C) Don't run vertically with L on top / E on bottom
- D) Don't rotate on angle besides horizontal or vertical
- E) Don't break apart and rejoin
- F) Don't stretch or squeeze
- G) Don't use non-brand colors
- H) Don't use Wordmark over photography ever



Ribbon Don'ts

The following are some, but not all of the things you shouldn't do with the Ribbon. Please reconsult the previous usage pages if you are uncertain of how to use the Ribbon properly.

- I) Don't break apart and stack
- J) Don't modify letter forms
- K) Don't run vertically with L on top / E on bottom
- L) Don't rotate on angle besides horizontal or vertical
- M) Don't alter Ribbon boundaries
- N) Don't stretch or squeeze
- O) Don't use non-brand colors
- P) Don't allow photography to show through Ribbon

Primary Display Font

COMMUTERS SANS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@!#\$%&?*

COMMUTERS SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@!#\$%&?*

COMMUTERS SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@!#\$%&?*

Specimen

URBAN

master-planned community

VILLAGE

Covington, WA

98042

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Acquiring Commuters Sans

Commuters Sans font family and its official license agreement are available through Adobe Fonts®.

<https://fonts.adobe.com/fonts/commuters-sans>

Primary Body Font

WORK SANS EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@!#\$%&?*

WORK SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@!#\$%&?*

WORK SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@!#\$%&?*

Specimen

URBAN

master-planned communit

VILLAGE

Covington, WA

98042

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Acquiring Work Sans

The Work Sans font family and its official license agreement are available through Google Fonts®.

<https://fonts.google.com/specimen/Work+Sans>

DISPLAY/HEADLINE

Commuters Sans » Regular
Font Size: 45 pt
Leading: 40 pt
Tracking: 0 pt

CITY VIBES
HOME LIFE

SUBHEAD

Work Sans » Medium
Font Size: 20 pt
Leading: 25 pt
Tracking: -0 pt

Where your dreams are
more than just a house

BODY

Work Sans » Light
Font Size: 11 pt
Leading: 20 pt
Tracking: 0 pt

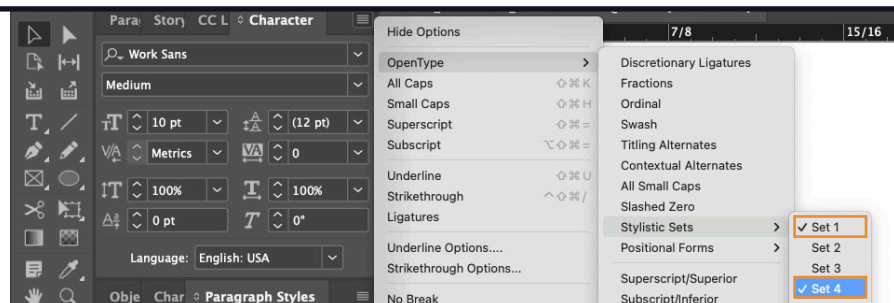
A home away from the hustle is now easier to get to.
The LakePointe community is close enough to the
metro downtown, airports, and major employers. And
yet it's far enough to be close to nature and still have
the shopping and restaurants you need.

Be Generous

Display/Headlines can be set in *Commuters Sans* » *Thin*, *Extra Light*, *Light* and *Regular*. These headlines are not about boldness; they are about expansiveness. Use All Caps, go big, and leave space for the typography to breathe. Font size can vary, but the display headline should be at least twice the size of any preceding sub-head. Tack out capitalized Display/Headlines to provide more *airiness*. Tracking may be set as low as 0 but never less than 100 when more white space is available in the composition.

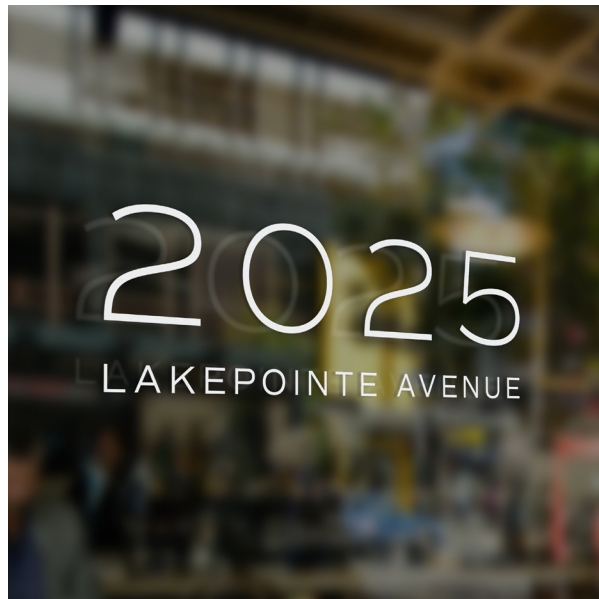
Subheads can be set in *Work Sans* » *Medium*, *SemiBold* and *Bold*, and should never feel heavier than the Display/Headline that occupies the same visual field or shares a composition. Note: Subheads can be used like headlines in detail-oriented compositions, such as the brand guidelines you are viewing.

Body Copy can be set in *Work Sans* » *Thin*, *Light* and *Regular*. Font size can be adjusted but should never be smaller than 8 pt to ensure readability. When setting up body copy, aim to have lines no longer than 8-12 words. Always ensure proper hierarchy between the body copy, subhead, and display/headline. Avoid using hyphens. Never use in promotional verbiage. Hyphens should only be used sparingly in heavily detailed copy when no other option is available.



OpenType Settings for Work Sans

In professional design applications such as Adobe® Illustrator®, Adobe® InDesign®, Adobe® Photoshop®, etc. Ensure that Stylistic Set 1 AND 4 are enabled. In some instances the default setting sets a lowercase two-story (or binocular) **g** and an uppercase **G** with a horizontal stroke and a beard. LakePointe standards are a single story or (monocular) **g** and a geometric **G**.



Building Identification

Exclusively use Commuters Sans Light to label all physical addresses, building numbers, and/or any other top-level identifier. Whether applied to a window with vinyl or physically attached to an exterior facade, this small detail creates a subtle yet strong tie back to the LakePointe brand. It designates the location to be an essential part of the community.

Reinforcing the Brand Through Line

Just as Commuters Sans as Display or set as Headline, using its numbers reinforces the brand, even when the Wordmark isn't present. Any time numbers are showcased in any physical application (such as street signs & speed limit signs), use Commuters Sans.

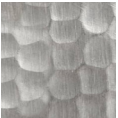
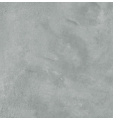
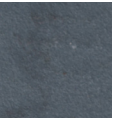
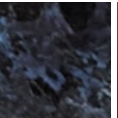
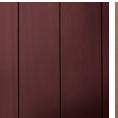
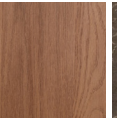
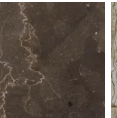


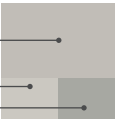




























VISUAL IDENTITY / COLOR PALETTE

Color Story

In a color story, everything is essential. The LakePointe Color Story is rooted in the rich and varied materials that make this community a unique and uplifting place to work, shop, play, and call home. The nine colors are split into a color triad—represented in squares.

The large rectangle in each square is the *primary color*, while the lighter color on the lower left is a *tint*, and the darker color on the lower right is a *shade* of the *primary color*.

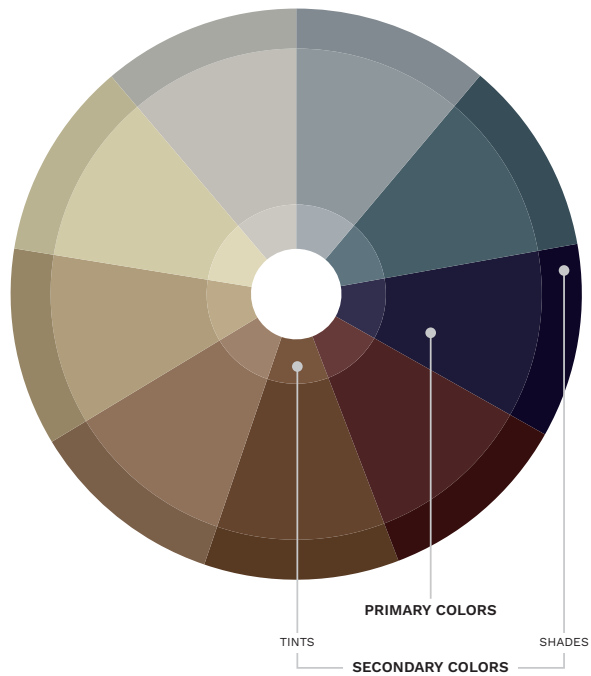
	NICKEL	CONCRETE	BLUESTONE	INDIGO	IPE	WALNUT	SABLE	DRIFTWOOD	TRAVERTINE
MATERIAL INSPIRATION									
PRIMARY									
TINT									
SHADE									

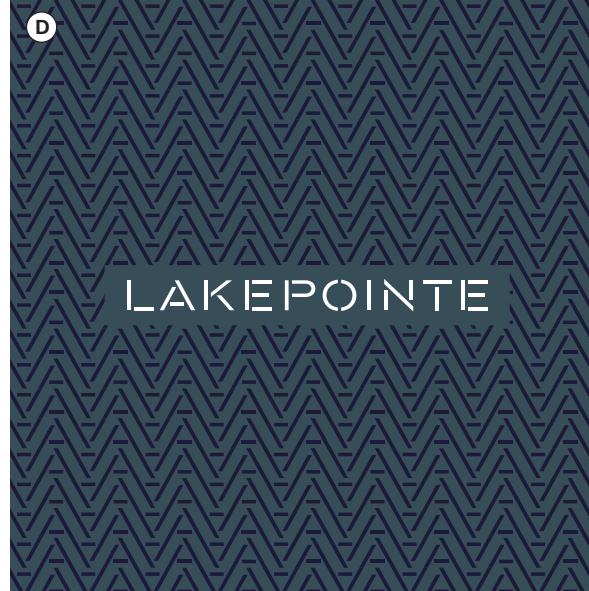
Color Values

	NICKEL	CONCRETE	BLUESTONE	INDIGO	IPE	WALNUT	SABLE	DRIFTWOOD	TRAVERTINE
PRIMARY									
HEX	C1BDB7	8E979C	465E67	1C1A38	4D2323	65442D	90725B	AF9D7B	D2CBA8
CMYK	25 21 25 0	47 34 33 1	75 53 47 23	91 89 46 57	44 79 70 61	44 65 80 43	40 51 64 15	33 34 56 2	18 15 37 0
RGB	193 189 183	142 151 156	70 94 103	28 26 56	77 35 35	101 68 45	144 114 91	175 157 123	210 203 168
TINT									
HEX	CBC8C1	A4ACB2	537580	322F4E	663A38	78563E	9F826B	BCAA88	DFD9BA
CMYK	20 17 21 0	37 26 24 0	67 45 40 10	84 83 42 39	43 74 66 43	42 60 75 31	36 46 58 8	27 29 49 0	12 10 29 0
RGB	203 200 193	164 172 178	94 117 128	50 47 78	102 58 56	120 86 62	159 130 107	188 170 136	223 217 186
SHADE									
HEX	A7A8A2	818A90	374E59	0D0626	350E0D	583922	7A5F49	978665	B9B391
CMYK	37 28 34 0	53 39 37 3	80 59 49 32	87 84 53 71	52 79 71 76	45 67 83 52	44 56 70 26	40 41 64 9	29 24 47 0
RGB	167 168 162	129 138 144	55 78 89	13 6 38	53 14 13	88 57 34	122 95 73	151 134 101	185 179 145

The Color Palette has been exported in a `.cclibs` file format which you can import into any AdobeCC® application through the *Libraries* or *CCLibraries* panel.

Color Wheel





Best Practices

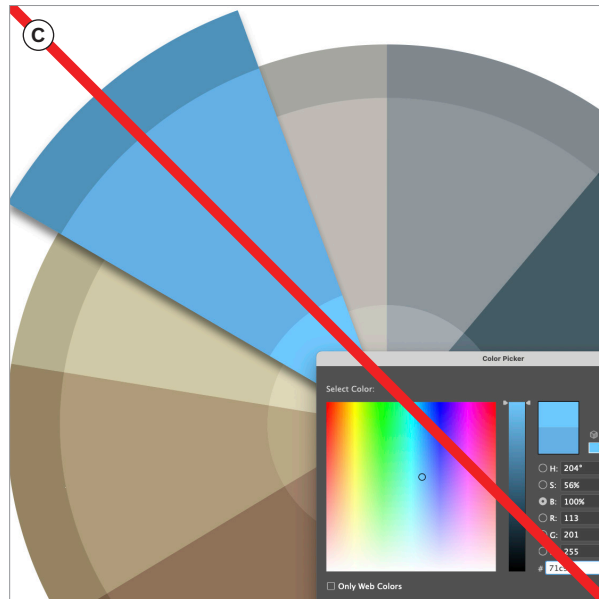
When you apply branding to a sign or make a flyer, etc., consider where it is going to live in the world and how it is going to be produced. Consider which Wordmark and/or Brand Pattern is appropriate within the hierarchy. The majority of the time, one of those choices will dictate your color selection next steps, or at least narrow down considerably.

A) Less is More: Use single color (plus Back & White if applicable) when incorporating typography with graphic elements, Wordmarks and/or patterns. When a Tonal Pattern or image is used in a layout, use one color from the tonal pattern or select a color that feels harmonious with the image.

B) Pair Colors Within a Triad: When combining elements, such as a color field and typography, use colors from the same Color Triad. This ensures visual harmony and brand cohesion.

C) Leverage Predesigned Patterns for Multi-Color Designs: For designs that require multiple colors, use the predefined patterns exclusively. They follow established rules that guarantee consistency with the brand's story and aesthetic.

D) Prioritize Readability and Contrast: Ensure that typography remains legible when applied to colored backgrounds. Use combinations with sufficient contrast to maintain accessibility and clarity.



Don'ts

The following *Color Usage Don'ts* apply exclusively to newly designed elements, while predesigned assets—such as the Spectrum Pattern, Tonal Pattern, full-color photography, and other assets outlined in these Brand Guidelines—are exempt and should be used in accordance with their designated usage directions provided elsewhere in this document.

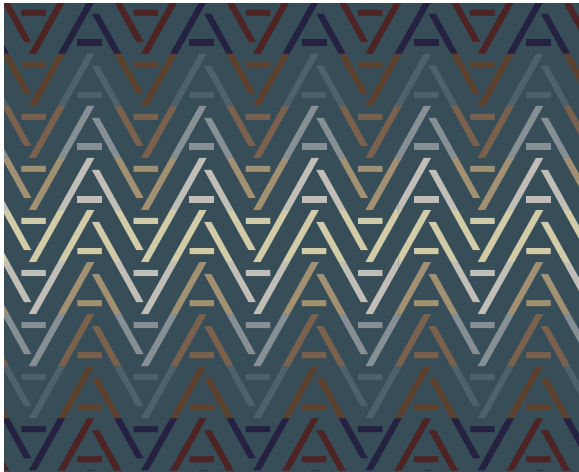
- A) Don't use more than one Brand Color within the same design (with the exception of the spectrum pattern)
- B) Don't use all the Brand Colors together in a row, grid or stripes
- C) Don't add colors to the 9 Triad Color Palette
- D) Don't use unapproved colors

Family of Three

The Brand Patterns are based on the letter A from the LakePointe Wordmark. Though they are essentially the same form, they each has a specific function and an important role to play in the brand story.

Spectrum Pattern

An indulgent and vibrant design element that adds excitement and highlights special moments—a rare visual feature reserved for special occasions.



Used *least* frequently
think of it as a seasonal treat.

Tonal Pattern

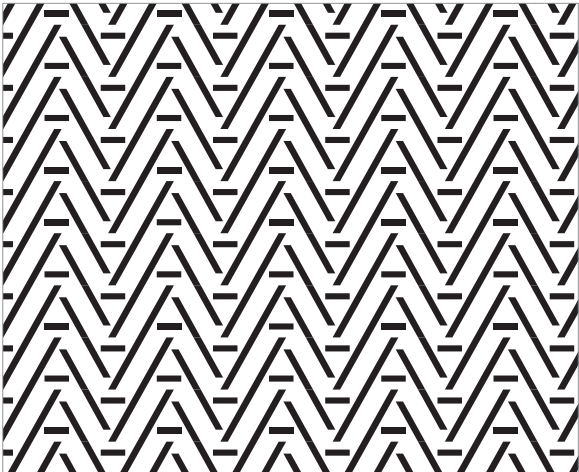
A design element that represents comfort and familiarity —integral to daily brand communications and essential to the brand's visual identity.



Used *most* frequently
it's the daily staple.

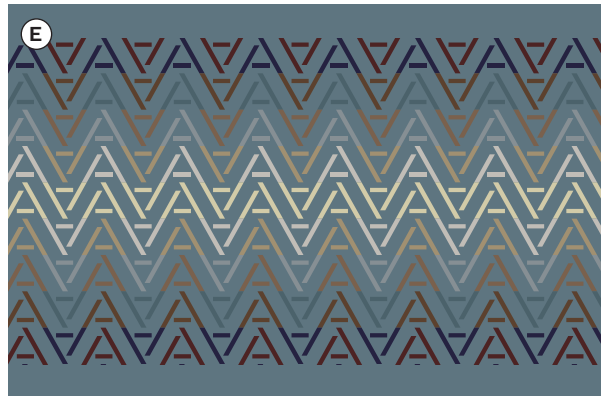
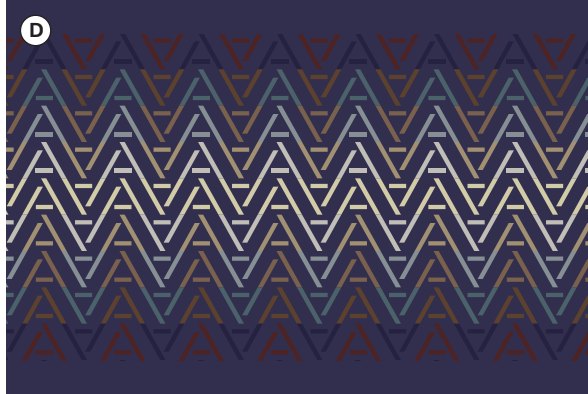
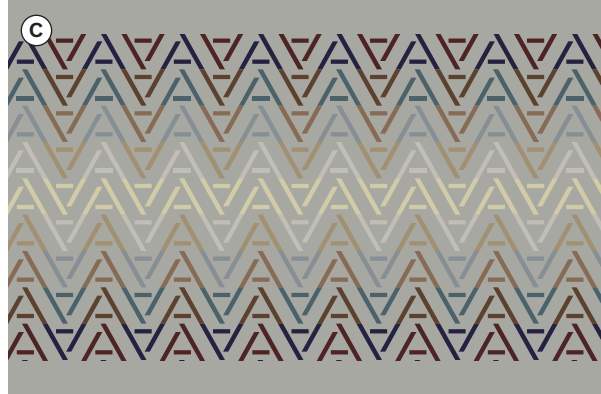
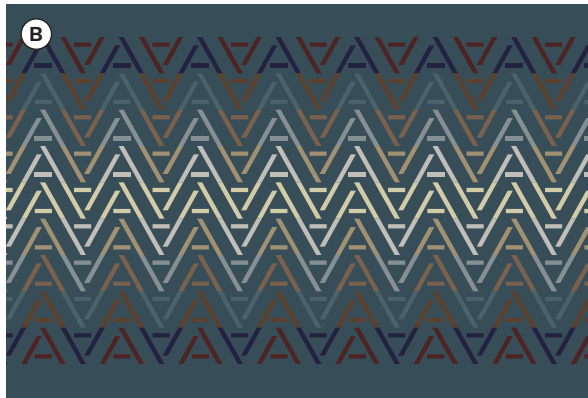
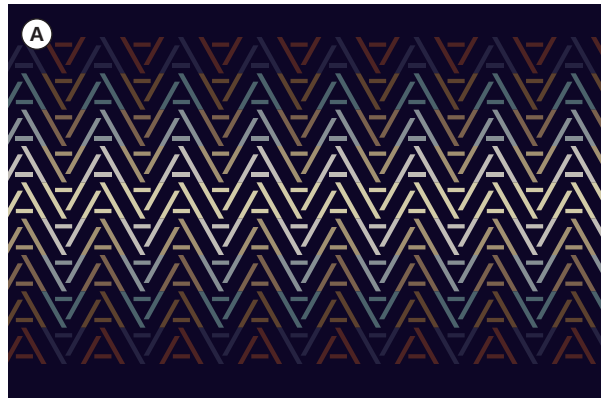
One Color Pattern

A design element focused on necessity and function —used when simplicity and practicality are required.



Used *as needed*
it's the utility player.





Spectrum Pattern

Use this vibrant, full-color pattern sparingly to signal signature moments, elevated experiences and important communications that embody the brand's essence.

Purpose: Utilize the Spectrum pattern for communications that require a high visual impact to highlight the brand's most important messages.

Application: This pattern is reserved for special occasions where capturing attention is crucial.

Frequency of Use: Deploy sparingly, approximately 7-12% of the time.

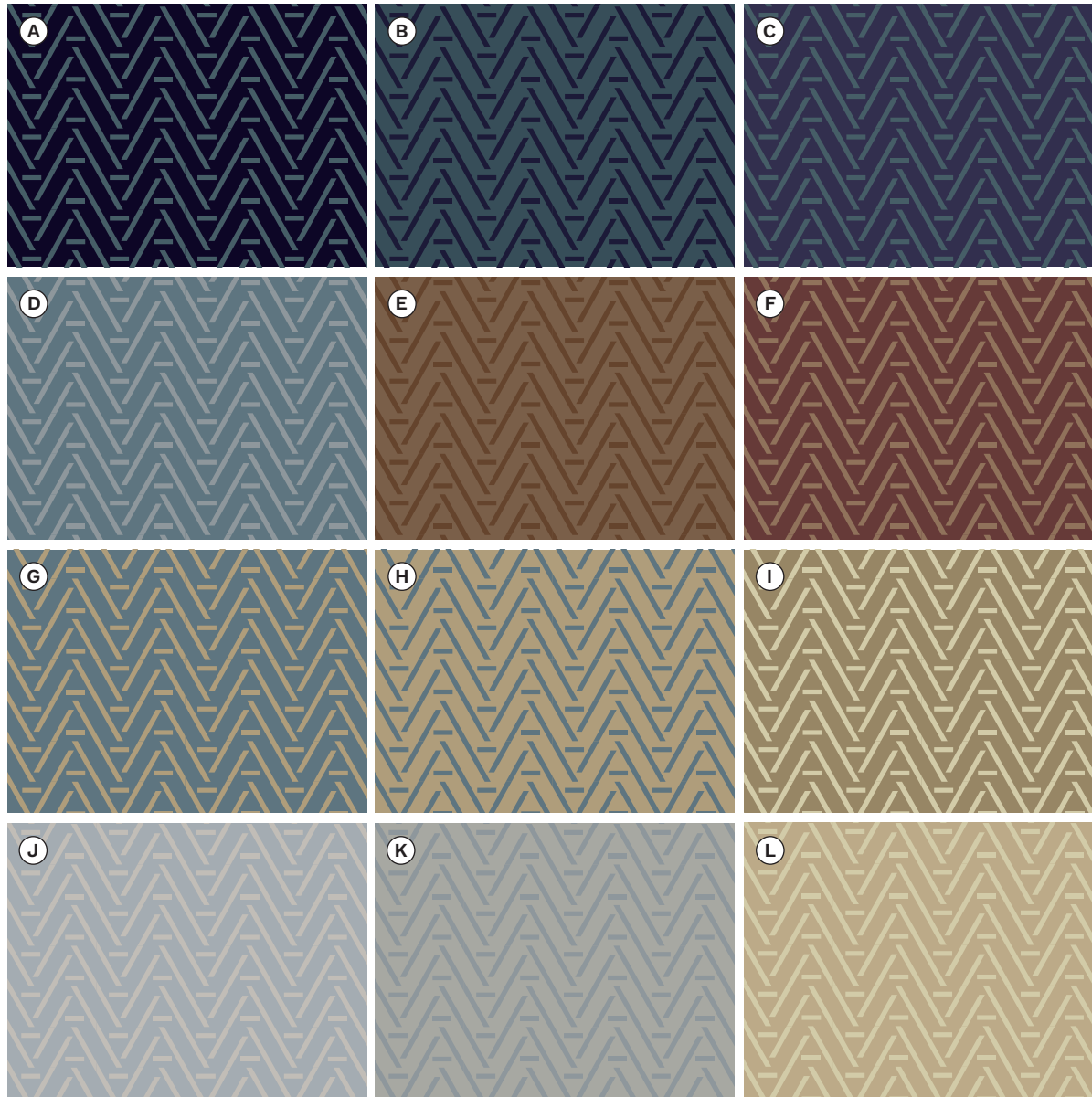
Context: Best suited for rare, high-impact materials to preserve its exclusivity and effectiveness.

Visual Impact: Conveys a high-end, premium aesthetic that elevates the brand perception.

Emotional Response: Aims to impress and create a sense of earned exclusivity and luxury in the audience's experience.

Spectrum Pattern Assets

- A) Spectrum-Indigo Shade
- B) Spectrum-Bluestone Shade
- C) Spectrum-Nickel Shade
- D) Spectrum-Indigo Tint
- E) Spectrum-Bluestone Tint
- F) Spectrum-Concrete Tint



Tonal Pattern

This two-color pattern is the brand's workhorse, used most frequently to support daily communications while keeping the focus on essential information.

Purpose: Implement the Tonal pattern in regular communications to maintain brand consistency and enhance visual interest without overpowering the content.

Application: This is the go-to pattern for daily use across various media, supporting the brand's identity in a balanced manner.

Frequency of Use: Utilize most frequently as the primary visual element in brand communications.

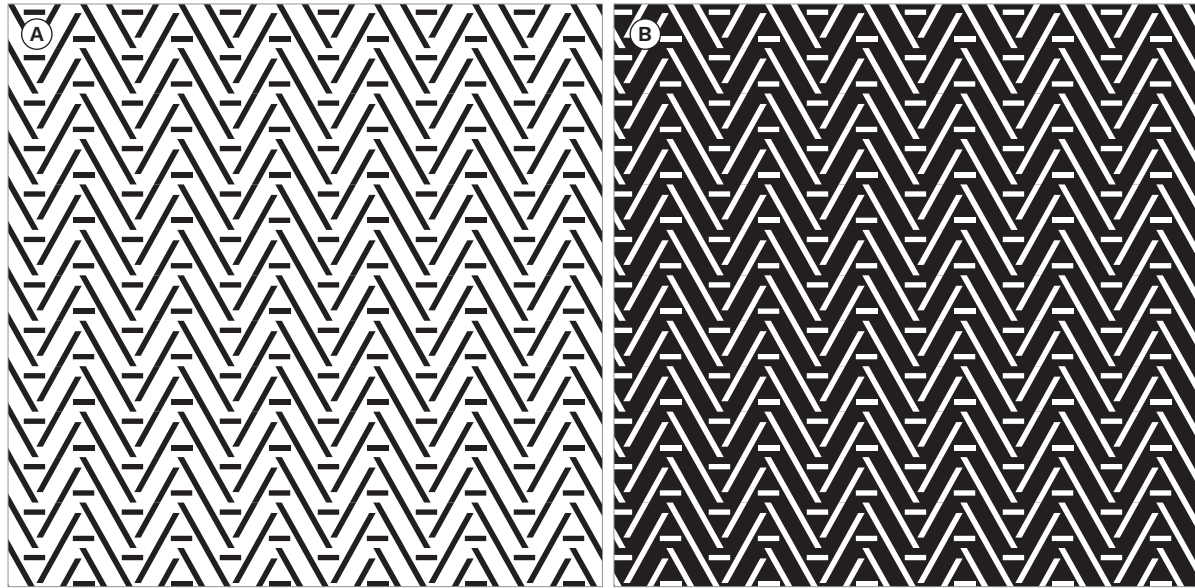
Context: Serves as the brand's visual foundation, ensuring consistency and recognizability across daily interactions.

Visual Impact: Offers a harmonious and engaging look that embodies everyday comfort and reliability.

Emotional Response: Builds familiarity and trust through consistent and approachable design elements.

Tonal Pattern Assets

- A) Tonal-Indigo Shade-Bluestone
- B) Tonal-Bluestone-Indigo
- C) Tonal-Indigo Tint-Bluestone
- D) Tonal-Concrete-Bluestone Tint
- E) Tonal-Walnut-Sable Shade
- F) Tonal-Sable-Ipe Tint
- G) Tonal-Bluestone Tint-Driftwood
- H) Tonal-Driftwood-Bluestone Tint
- I) Tonal-Travertine-Driftwood Shade
- J) Tonal-Nickel-Concrete Tint
- K) Tonal-Concrete-Nickel Shade
- L) Tonal-Travertine-Driftwood Tint



One Color Pattern

Use this simple pattern sparingly for essential communications where functionality and clarity are paramount.

Purpose: Employ the One Color Pattern for essential communications where simplicity and clarity are necessary, or when color usage is limited.

Application: Ideal for practical materials like single-color prints, quick signage, or merchandise where functionality takes precedence.

Frequency of Use: Use when necessary, typically in situations with printing limitations or specific functional requirements.

Context: Supports the brand in a straightforward manner without the need for color, maintaining brand presence even in minimalistic applications.

Visual Impact: Presents a clean and essential design focused on functionality.

Emotional Response: Communicates clarity and straightforwardness, ensuring messages are easily understood without visual distractions.

One Color Pattern Assets

- A) One Color Pattern-Positive
- B) One Color Pattern-Negative

VISUAL IDENTITY / BRAND PATTERN USAGE / WHEN, WHERE & HOW

Spectrum Pattern

Like a boutique visit, it is an indulgence that builds anticipation and highlights signature moments —a rare experience reserved for special occasions.



When to Use:

For special events or premium communications.

Where to Use:

High-impact materials that showcase the brand's luxury aspect.

How It Functions:

Captures attention and conveys exclusivity.

Tonal Pattern

Akin to the daily coffee stop, this represents comfort and familiarity —integral to daily life.



When to Use:

In most brand communications and materials.

Where to Use:

Across various applications where consistent branding is key.

How It Functions:

Provides a familiar and welcoming visual identity.

One Color Pattern

Similar to the grocery run, it is all about necessity and function —used when simplicity and practicality are needed.



When to Use:

For practical applications like one-color prints or swag.

Where to Use:

Situations with limited color options or where simplicity is needed.

How It Functions:

Delivers information clearly without distraction.

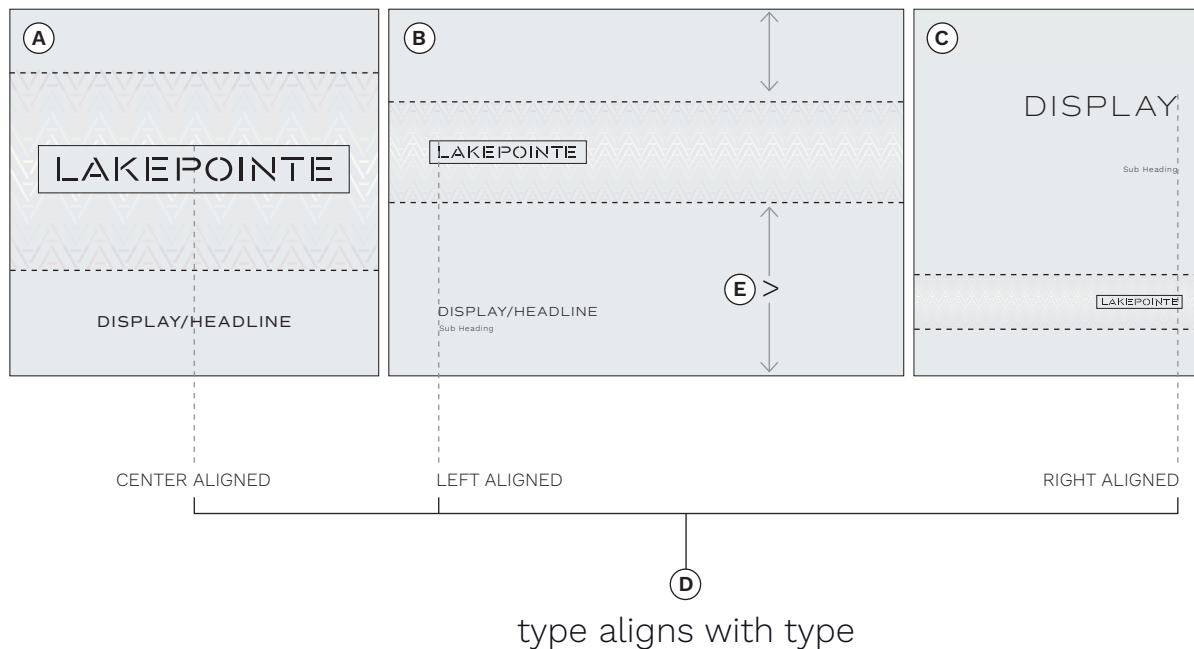
VISUAL IDENTITY / BRAND PATTERN USAGE



Pattern/Ribbon

Use the Pattern/Ribbon in the same manner as stated on the previous page. This asset type makes it easy to design layouts by modifying its size or position within a frame, mask or composition.

LEFT: The same asset (Spectrum-Ribbon-Bluestone Tint) resized and positioned to demonstrate its versatility and brand consistency.



Type Aligns with Type

- A) Commuters Sans » Regular / Tracking: 85 pt
- B) Commuters Sans » Light / Tracking: 80 pt
- C) Commuters Sans » ExtraLight / Tracking: 100 pt
- D) Type Aligns with Type. This extends to Wordmark alignment within the Ribbon.
- E) *Identifier copy*, such as Display/Headline and Subheadings require more space (this is true in the other two sample layouts as well). Adjust the vertical alignment accordingly to accommodate with generous whitespace.

Pattern/Ribbon Assets

- Spectrum-Ribbon-Indigo Shade
- Spectrum-Ribbon-Bluestone Shade
- Spectrum-Ribbon-Nickel Shade
- Spectrum-Ribbon-Indigo Tint
- Spectrum-Ribbon-Bluestone Tint
- Spectrum-Ribbon-Concrete Tint
- One Color Pattern-Ribbon-Positive
- One Color Pattern-Ribbon-Negative



Two-Component Creative

The LakePointe Wordmark, Color Palette, and Patterns each follow a specific set of rules that govern their use. With a clear understanding of these rules and the right opportunity, you can combine them to create visual cues that amplify the brand story in unique ways—achieving a level of design sophistication not typically found in standard brand systems. Take, for example, the light pole banners on the far left. This creative element consists of two banners placed in close proximity to each other.

Two-Component Creative must share color values from the same triad (A). In this instance, the patterned banner incorporates the Nickel Tonal Pattern (B) with Concrete Tint (C) as its background. Consequently, the background color for the Wordmark banner (left) must also be limited to Nickel or Concrete. Here, Concrete Tint has been chosen for its visual harmony and the strong contrast it provides against the White Wordmark.

(D) Since the banners are separate components, this is the one known instance where the Wordmark and pattern scale do not need to match.



Brand Layering

Every implementation of the LakePointe brand enriches the experience. By arranging brand colors to mimic the Spectrum Pattern sequence, we create a *layered* visual story.

Instead of repeating the same creative on every light post, we expand the physical reach and immerse the audience in the LakePointe color story, forming a *meta-spectrum* that conveys it as a premium brand.

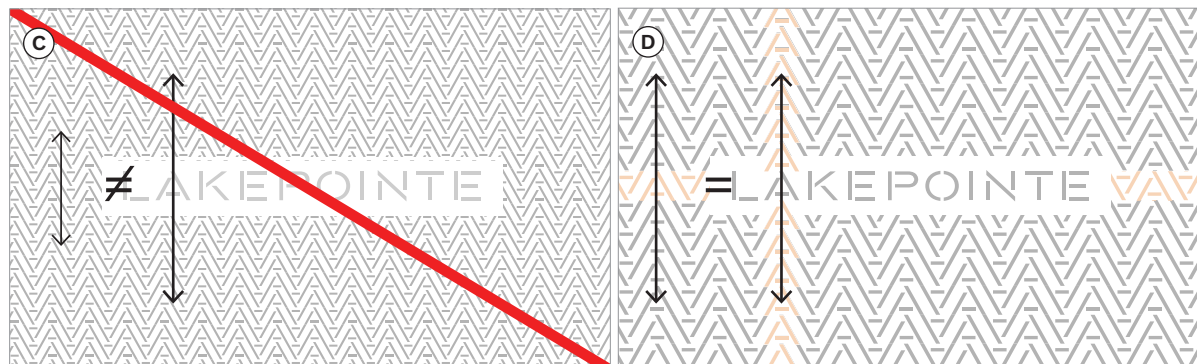
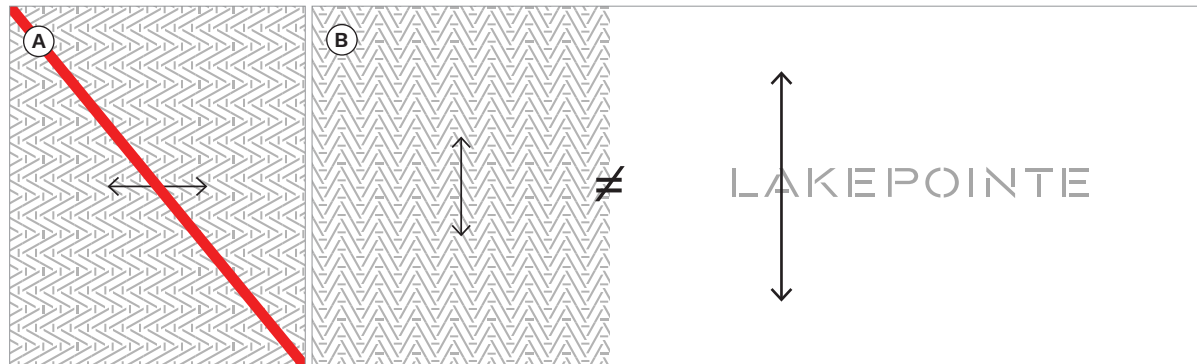
This *meta-spectrum* acts as an invisible threshold, adding depth, complexity, and richness—qualities often employed by luxury brands, that linger long after engagement.

Moments like the Tiffany blue box or iconic saffron of a Louis Vuitton bag shape people's understanding of exceptional experiences. Similarly, as visitors engage with LakePointe's refined atmosphere, the brand resonates with a shared recognition:

"We see you"

"You belong here."

This connection, quietly yet confidently, compels them to return, feeling that LakePointe is more than just a location—it's a home... even when you're only shopping there.



Pattern Design

The Brand Pattern reinforces the visual forms in the Wordmark, serving as a background to the Ribbon and its own when appropriate. It's design is based on the letter **A** from the Wordmark.

Shared Composition

The Wordmark and pattern should always run the same direction when sharing a composition, but do not have to be the same scale.

- A) Against the Grain (**Don't**)
- B) With the Grain (**Do**)

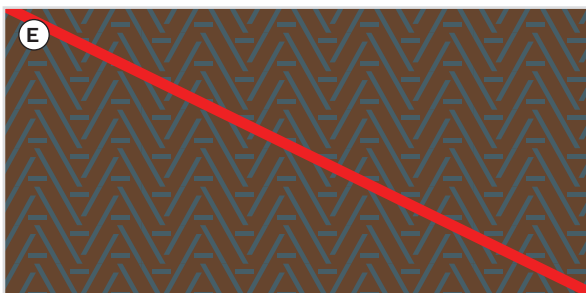
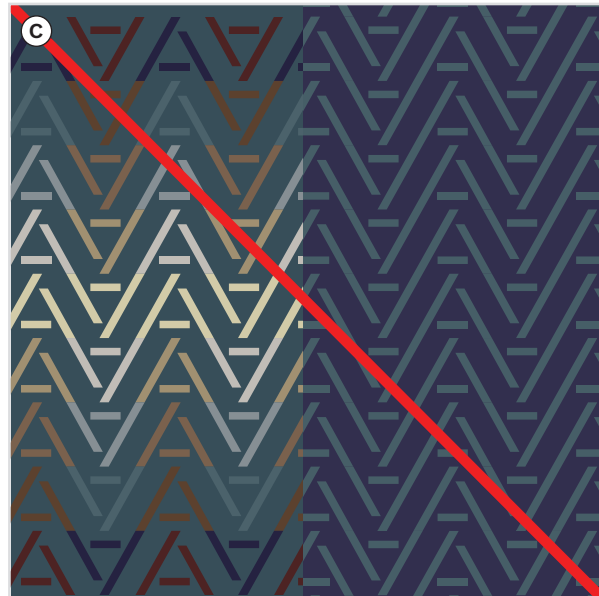
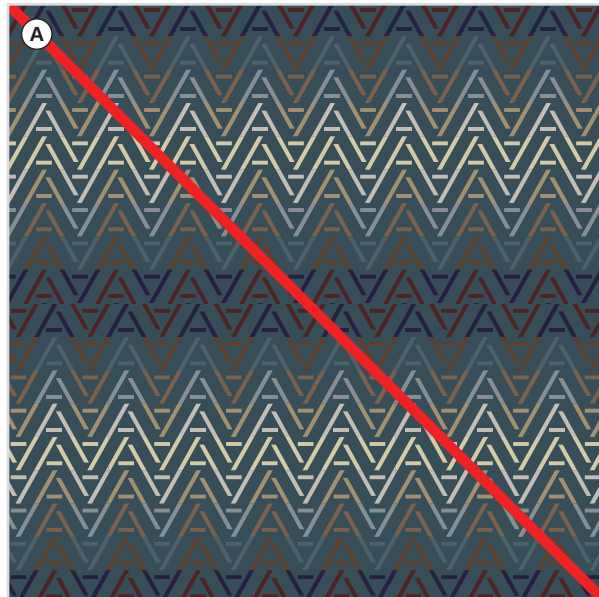
Think of it like both assets are headed to the same place, driving the same direction on the same highway, *but at different speeds*.

Integrated Ribbon/Pattern

The Wordmark and pattern should always run the same direction *AND* be the same scale when the Ribbon and pattern are integrated.

- C) With the Grain \neq scale (**Don't**)
- D) With the Grain = scale (**Do**)

Think of it like both assets are headed to the same place, driving the same direction on the same highway, *AND* at the *SAME* speeds.



Don'ts

- A) Don't repeat the Spectrum Pattern vertically.
- B) Don't orient a pattern vertically with a Wordmark that is horizontal, and vice versa.
- C) Don't use two patterns together
- D) Don't set type over any pattern
- E) Don't make your own patterns

Tote Bags



Coffee Tumblers



Baseball Cap



Keychains



Umbrella



VISUAL IDENTITY / APPLIED BRANDING / SIGNAGE

A-frame sign

2'x3'



Model Home Coming Soon

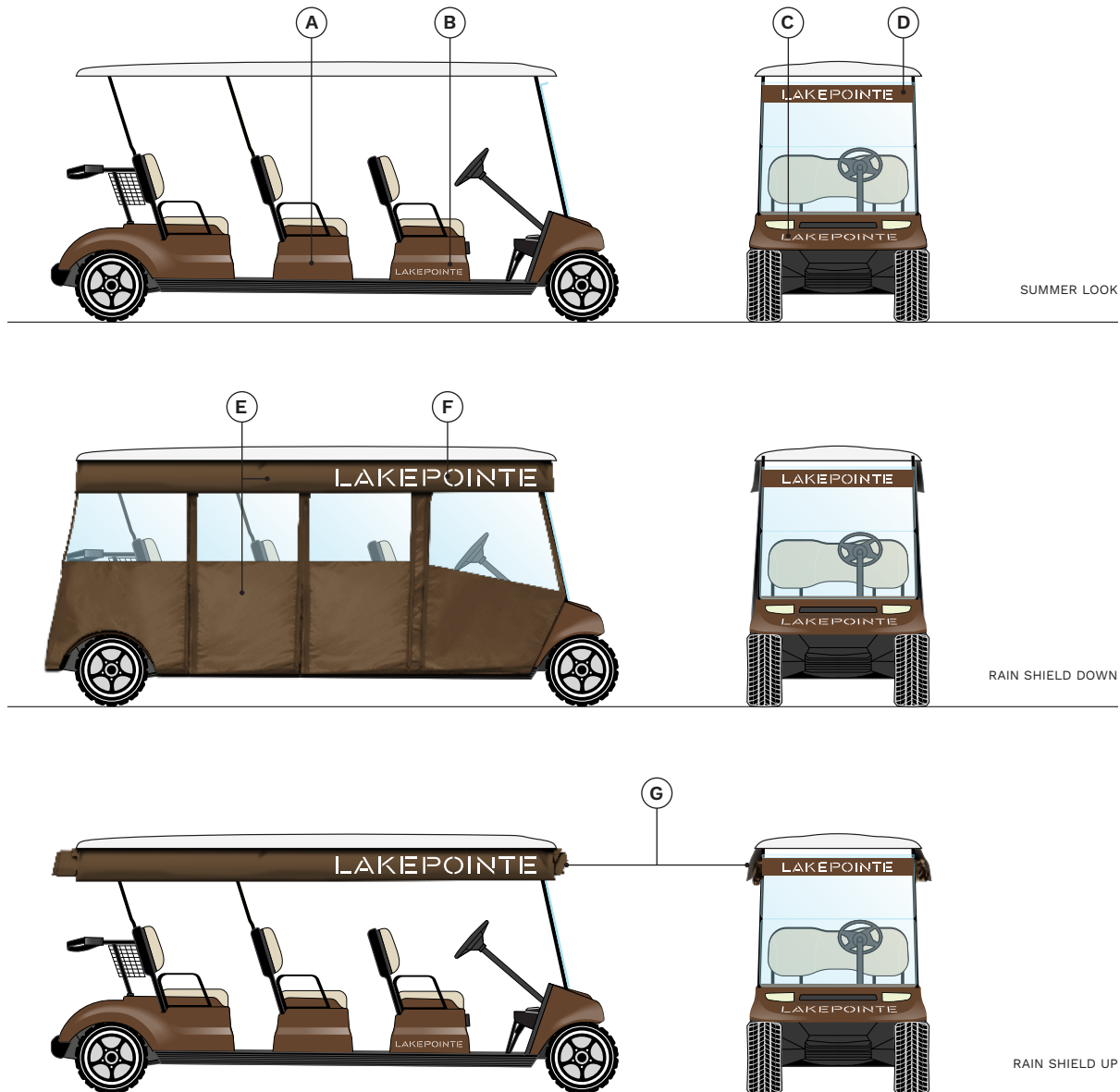
54"W x 24"H



Small Staked Sign

18"x24"





Golf Cart

A) The golf cart is wrapped in Walnut vinyl (or a color-matched alternative).

B) The LakePointe Wordmark is horizontally applied in white and has at least the proper amount of clear space above and below, left and right.

C) The LakePointe Wordmark is horizontally applied in white and has at least the proper amount of clear space above and below, left and right.

D) A Walnut vinyl strip across the top of the windshield. There should be the proper amount of clear space at the top and bottom, and the horizontal width of the LakePointe Wordmark should be the same as that on (C) the hood below.

E) For an effective brand presence, make sure the Golf Cart's Rain Shield has a roof skirt that hides the sides when rolled up and that it approximately matches the Walnut vinyl wrap.

F) The LakePointe Wordmark should be screen printed large enough to identify the brand-on-vehicle from a distance.

G) When the sides of the windshield are rolled up, the skirt should remain hanging more or less vertically. Before purchase, make sure that the rolled rain shield does not push out the roof skirt at an angle, distorting the legibility of the Wordmark.



Upscale, Sophisticated, and Urban

The photography for LakePointe should reflect the community itself. It's a place of activity, so let's include people wherever possible. They should be active, caught in a moment of their day, not posed or engaging with camera. The images should paint the picture of a life at the center of everything.

MESSAGING

“Balanced Confidence”

The integration of contrasting attributes is what "Balanced Confidence" is all about. The "tone of voice" categories here reflect the balance inherent in our community that brings together a connected community with a downtown urban experience. The tonal expressions of "inspired/authentic" and "optimistic/pragmatic" reflect the brand pillars that balance "urban/natural," "easy in/easy out" and "space/style."

INSPIRED

We are always looking forward, enthusiastic about creating new ways of getting together and getting more out of life.

AUTHENTIC

We connect with people where they are, providing a space where diverse people see themselves thriving in our community.

OPTIMISTIC

We are positive and proactive, maintaining progress towards our goals coupled with the agility to navigate change.

PRAGMATIC

We speak with self-assurance, with an attention to detail and a common-sense resourcefulness to finding solutions.

Something amazing happens when things come together.

Everything transforms.

New possibilities emerge.

Everyday experiences are elevated.

This is especially true with the places we call home.

And the spaces we live and explore.

LakePointe is the intersection of nature, neighbors, and sophisticated modern living. Where retail meets residential. Where community meets culture. A one-of-a-kind space that draws people in to connect and enjoy more with others.

At LakePointe, it's all here.

Internal: Brand Pillars

An urban way of life
in a serene lakeside setting.

A diverse community that easily
connects to the world around it.

Not just the space you need,
but the style you dream about.

External: Headline Examples

Where walk and talks
meet shop till you drop.

Smalltown connections with
a bit of downtown culture.

Space no longer comes
at the expense of style.

External: Body Copy Examples

Home is where shopping, great food,
and a casual lakeside stroll are.
Welcome to LakePointe, a walkable
community bringing together the
best in urban and natural living. You'll
have first-class retail and restaurants
connected by tree-lined walking paths
and green spaces—all right next door.

A home away from the hustle is now
easier to get to. The LakePointe
community is next to the highway
and closer to the metro downtown,
airports, and major employers. And yet
it's far enough to be near nature with
community parks next to the shopping
and restaurants you need. You'll be
living at the center of everything.

Yes, you can find the home style with
the square footage to match in the
greater Seattle area. LakePointe is a
novel master-planned community with
new construction and the latest in
modern design. Think of LakePointe as
some show-and-tell with some room
to grow.

Where culture, commerce, and community come together.

LakePointe is a new home community that brings together modern living with a collection of retail shops, eateries, and services in a walkable, lakeside community connected by tree-lined walkways, parks, and open spaces.

Proposition Copy: 219 characters



LAKEPOINTE