



THE LUCY

MARSHALL & CLEVELAND

BRAND GUIDELINES
VERSION 1.0 — NOV. 2021

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POSITIONING STATEMENT

The Lucy provides apartments for students and young professionals desiring living that fits their fast-paced lives. Featuring an ideal location, contemporary styling, and functional amenities, residents will live in an environment that keeps them active and engaged with the community, but also affords the opportunity to get away and relax.

CUSTOMER PROFILE

The following demographic and profile describe the ideal renter of The Lucy. All language and design should be directed toward the customer profile in order to attract the best fit.

CUSTOMER PROFILE

DEMOGRAPHIC

General Description:

Juniors or seniors attending University of St. Thomas & young professionals

Age: 20 - 30

Gender: 50/50

Values:

- Engagement & activity
- Location
- Quality over quantity
- Aesthetic / Image
- Independence
- Safety

PROFILE

He or she:

- Is looking for a space that encourages him or her to stay active and engaged
- Spends a significant amount of time away from the apartment; he or she is not looking to pay money for amenities that require them to stay home to use
- Is a junior or senior in college or recently started a professional career
- Wants a step up in living environment; students want an apartment versus a dorm
- Identifies as an economical shopper, but still wants a new and modern aesthetic
- Feels comfortable in the city



Messaging

MESSAGING

The following pages contain a writer's persona, key messaging, and established copy for The Lucy.

WRITER'S PERSONA — THE ADVENTUROUS BEST FRIEND

WHAT IS A WRITER'S PERSONA?

When writing, designing, or utilizing the brand, you should first place yourself in the correct mindset.

Copy and design should feel as if it was created by the outlined persona.

PERSONA DESCRIPTION

The persona of The Lucy is the Adventurous Best Friend.

The adventurous best friend is constantly seeking to involve us in the next **ENGAGING** activity. They have a **YOUTHFUL** vibrancy that keeps us upbeat and **ACTIVE** with our community, friends, and activities.

They also have our best interest in mind. They know that to find our **IMAGE** as we grow up, we must search for **INDEPENDENCE**. We must **STEP UP** and step out of the dictated path and find our own path. Although they push us to grow, they never sacrifice our **SECURITY**.

At the end of the day, after the journey is done, the adventurous best friend also knows how to relax. They encourage us to **RECHARGE** for another day of exploration.

KEY MESSAGING

ENGAGING - The Lucy is perfectly located to experience everything St Paul and local universities have to offer.

YOUTHFUL - The location and residents of The Lucy have a youthful vibrance.

ACTIVE - The amenities, floor plans, and location of The Lucy support an active lifestyle.

IMAGE - The Lucy offers a modern and engaging aesthetic.

INDEPENDENCE - Living at off-campus housing is a key step toward independence.

STEP UP - The Lucy is a step up from nearby apartments and dorms.

SECURITY - The Lucy provides a secure living environment.

RECHARGE - The Lucy is for residents who want their own space and separation when needed.

ROMANCE PARAGRAPH

Welcome to the Lucy!

Come experience a step up from traditional living at an affordable price. With brand-new construction, modern amenities, and an energetic environment, The Lucy has everything you need for an amazing St Paul experience. Located 2 blocks from the St Thomas campus, you'll find yourself in the perfect location to stay active and engaged with your friends and activities.

Are you looking to adventure solo or share with a friend? Choose the cozy 1 bedroom or split the dynamic 2 bedroom living space for your ideal fit. Make your next year extraordinary - reserve The Lucy today!

Experience St Paul differently!

TAGLINES & CTAS

TAGLINES

- Experience St Paul Living Differently!
- Upgrade your college experience.
- A modern, engaging living space.

CTAS

- Reserve The Lucy.
- Venture St Paul.

Visual Guidelines

VISUAL GUIDELINES

The following visual guidelines provide the base logos, color palette, and typography for The Lucy. Following these standards will give consistency to The Lucy's brand.

LOGO

PARENT



EMBLEM

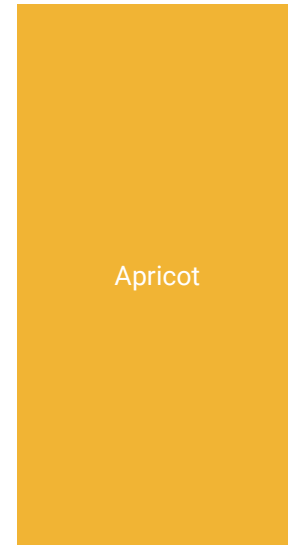


FAVICON / ICON

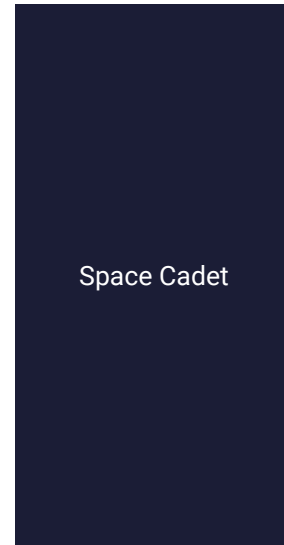


COLOR PALETTE

MAIN PALETTE



PANTONE 143 C
C0 M27 Y85 K0
R241 G180 B52
Hex #F1B434



PANTONE 4146 C
C100 M82 Y0 K81
R27 G29 B54
Hex #1B1D36

ACCENT



PANTONE 1375 C
C0 M38 Y89 K0
R255 G158 B27
Hex #FF9E1B

TYPOGRAPHY

NORD — BOLD

A

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

BRANDON GROTESQUE — BLACK

Aa

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**