



We like the new brand mark so much, we're leaving it just the way it is. Please join us in refraining from redrawing, modifying or altering it. Feel free to use this brand mark to update internal materials, and reach out to the Marketing team for all other requests.

AMENITY ICONOGRAPHY



STATE ICONOGRAPHY



PATTERN



COLOR PALETTE

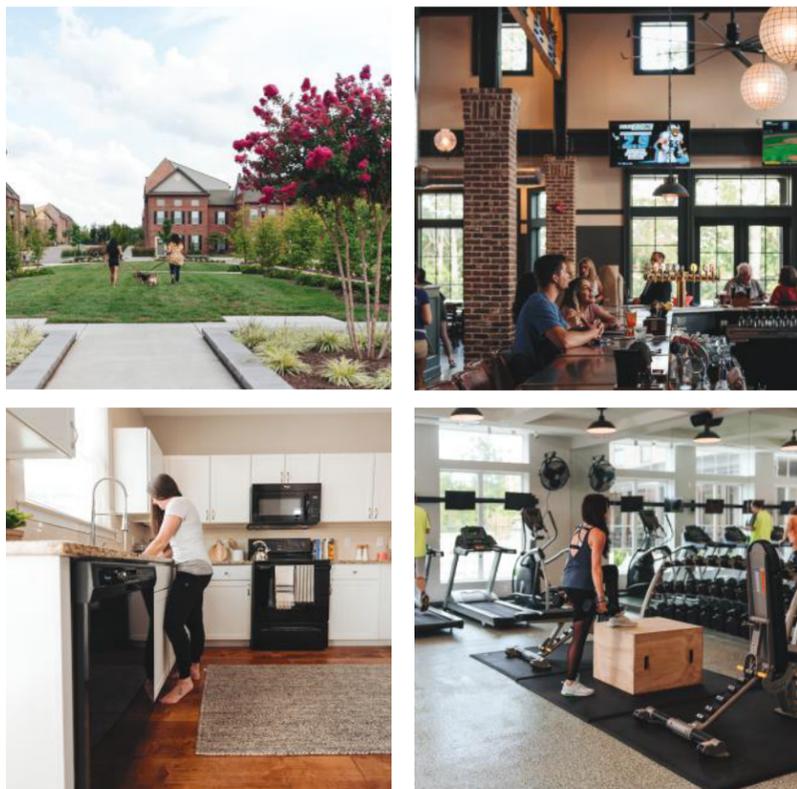
PRIMARY

PMS 426 C	RGB 255 255 255	PMS WARM GRAY 1C
RGB 37 39 41	CMYK 0 0 0 0	RGB 244 244 244
CMYK 73 66 62 67	HEX #FFFFFF	CMYK 3 2 2 0
HEX #252729		HEX #F4F4F3

SECONDARY

While we have additional colors in our wheelhouse, most of our color comes from vibrant, real-life photography. Select brand colors will be used to create impact where needed.

PHOTOGRAPHY



FONTS

STOLZL MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 # @ ! , .

STOLZL REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 # @ ! , .

STOLZL BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 # @ ! , .

STOLZL LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 # @ ! , .

TONE & VOICE

A strong, well-defined tone and voice is critical for any brand. Both can help in shaping and molding our brand persona, and both are important to our brand's messaging. Think of LC as a person. How would they sound? What type of personality would they have? We use tone and voice to help guide our word choices, degree of formality, use of punctuation and more. LC's tone and voice is **Relatable & Polished, Authentic & Upbeat.**

EXAMPLES

Email subject line about a neighborhood guide

Sounds Like This: Discover what's right around your corner at LC Germantown.
Not Like This: There's so much to do in Germantown! Y'all wanna check it out!

Social post about neighborhood

Sounds Like This: Friday night lights in Music City.
Not Like This: Nashville looks really great at night, right?!