

CASE STUDY ALLASO OLIVINE

From Raw Potential to a Polished Brand

Branding Allaso's Newest Community, a Hidden Jewel in Albuquerque's Northeast Heights.

SERVICES:

BRAND MESSAGING
IDENTITY DESIGN

BRAND GUIDELINES
MARKETING COLLATERAL

Rising in Albuquerque's Far Northeast Heights, Allaso Olivine is more than a new community—it's a rare find. Like the gemstone it's named for, this boutique collection of 105 residences is designed to shine in an area long dominated by single-family homes.

Allaso Olivine is part of the Allaso collection—a group of communities built around a hospitality-driven mindset that keeps brand consistency while celebrating local character. Guided by this philosophy, Allaso Olivine captures the essence of its surroundings—communities shaped by local spirit and natural beauty.

Drawing from Allaso's focus on thoughtful design, modern comforts, and a lifestyle of discovery, Resident360 developed a polished, timeless brand identity. From narrative and tagline to mood board, logo, collateral, and website copy, every detail positions Allaso Olivine as the premier destination for upscale, on-trend living in Albuquerque's Northeast Heights.

THE APPROACH

Resident360 translated the community's character into a visual and experiential identity that emphasizes refinement, warmth, and energy. Inspired by the brilliance of the Olivine gem, the design elements—color palette, typography, imagery, and overall tone—bring a sense of modern elegance and approachable sophistication. This cohesive identity gives Allaso Olivine a distinct presence in the market, reflecting a lifestyle that is vibrant, welcoming, and unmistakably elevated.



NOW LEASING

STYLISHLY URBAN

LUXURY APARTMENTS IN THE
FAR NORTHEAST HEIGHTS.

• ALLASO •
OLIVINE



TAGLINE

YOU'RE
INVITED
TO
EXHALE.

LOGO

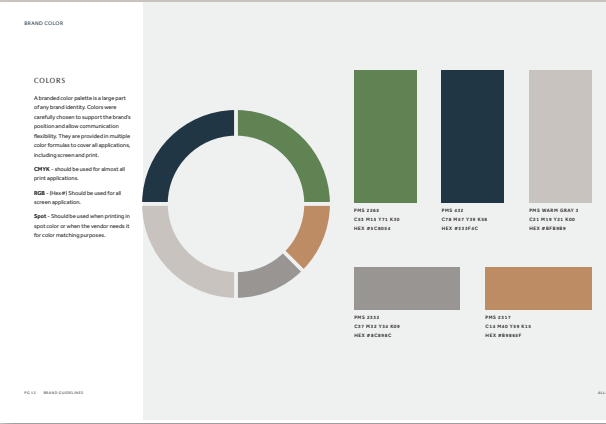
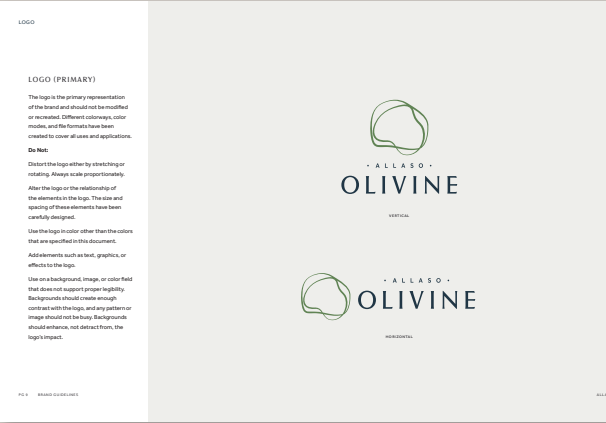
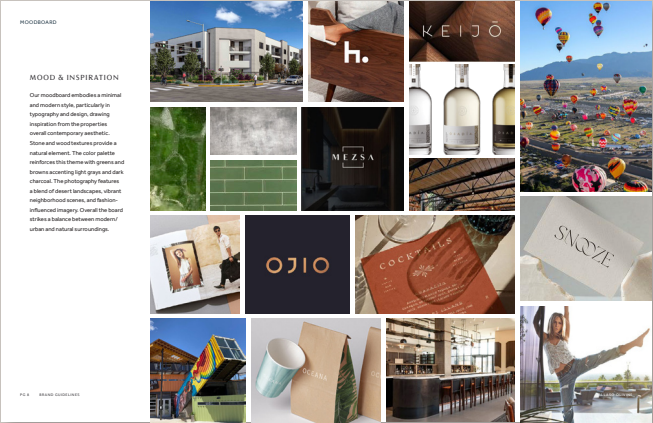
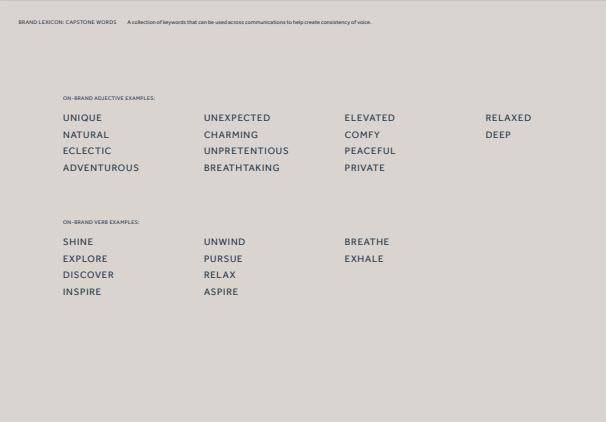
The logo's circular form, inspired by the "O" in Olivine, symbolizes balance and a polished, harmonious lifestyle. Its organic lines echo the natural veining of gemstones, reflecting the community's rare and sophisticated character.





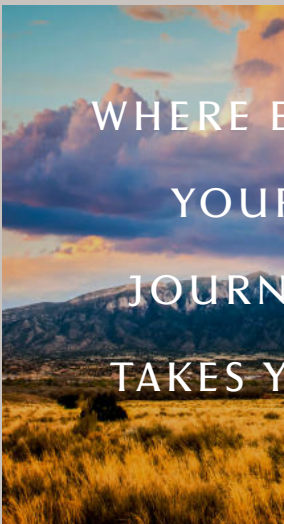
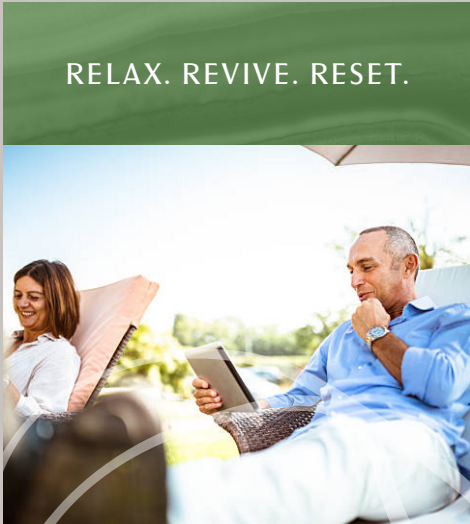
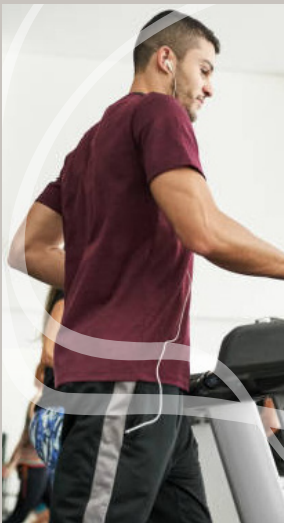
• ALLASO •
OLIVINE

BRAND GUIDELINES



DESIGN EXAMPLES

The brand extends across digital and print through a refined design system of clean layouts, organic forms, and a sophisticated palette. Together, these elements echo the relaxed elegance of Allaso Olivine, and support the Allaso brand positioning, Natural, Local, Sophisticated, Spirited, Tailored and Sharp.





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