

CASE STUDY

# Perfect Blend of Coastal Beauty and Contemporary Comfort

SERVICES:

BRANDING

LOGO DESIGN

COLLATERAL

SIGNAGE

CLIENT:

JONES STREET RESIDENTIAL

## OVERVIEW

Located near the rocky coastline of Maine is a new development called Atlantic Pointe. A short ride to Portland or Freeport but much more affordable than living in the city, Brunswick has a small-town feel while still boasting lots of things to see and do, including plenty of outdoor recreation. The community was developed to appeal to a 25+ demographic of young professionals and families from Portland and the surrounding area.

To attract their primary demographic, we developed a brand that emphasizes the lifestyle available when you combine stylish coastal charm and all the bells and whistles of a modern, convenient apartment community.



## LOGO AND TAGLINE

The logo set in a stylish, slightly retro typeface is both charming and sophisticated. The little accent of the propeller icon nods to the history of aviation in the area.

The tagline epitomizes the “best of both worlds” idea with Brunswick and the coastline at your doorstep, Portland right next door, the great outdoors just a short drive away, and a modern apartment as your home base, it’s easy to live life your way.

The brand narrative on the next page defines the allure of coastal Maine living and the essence of the Atlantic Pointe community.

# ATLANTIC POINTE



BRUNSWICK MAINE

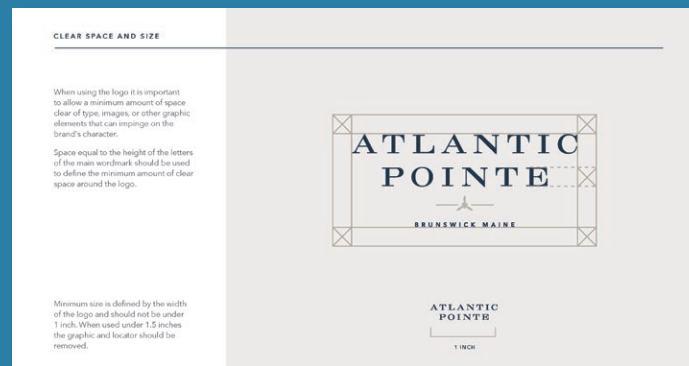
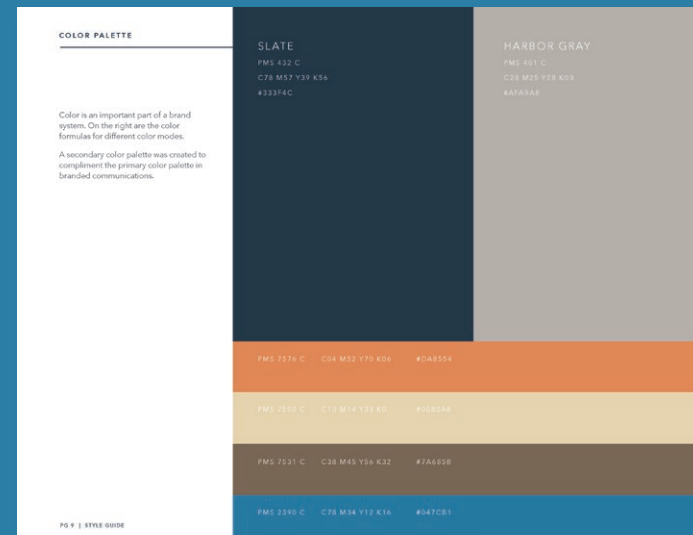
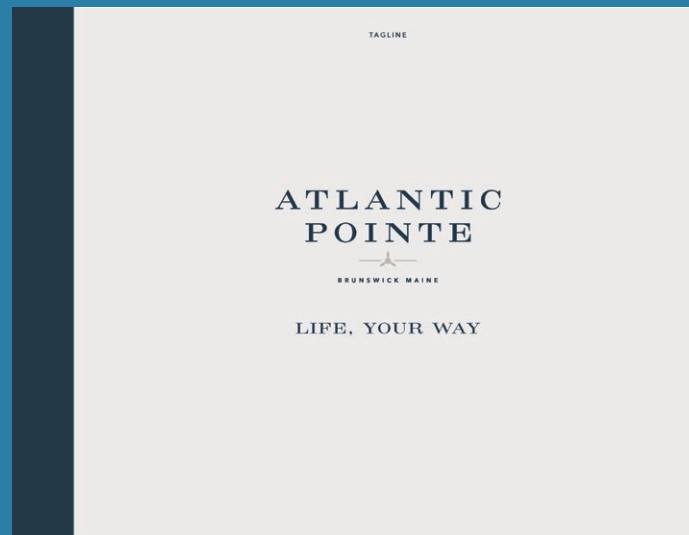
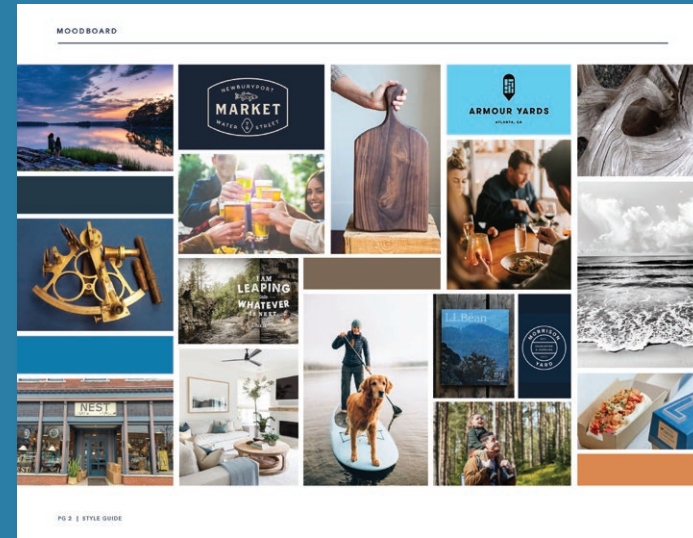
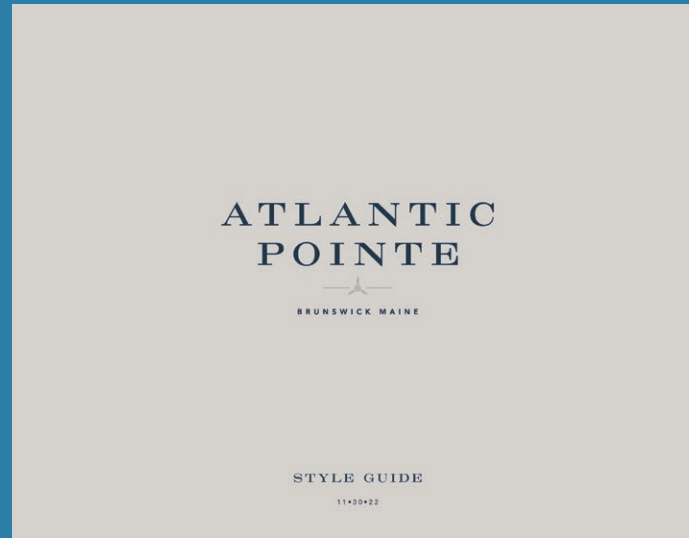
## LIFE, YOUR WAY

# THE ALLURE OF THE ATLANTIC COAST

At the north end of Casco Bay, in the postcard-worthy town of Brunswick, is Atlantic Pointe: a best-of-both-worlds apartment community that combines connected, modern convenience and coastal, outdoorsy adventure. Welcome to a place that lives and plays just the way you want: open and carefree, but with the next-level delights of Maine's largest city just a short drive away. Our stylish, newly constructed community is located in a sweet spot for the good life: you can walk to groceries, hike nearby trails with your pup (we're proudly pet-friendly), bike, sail, or paddle to your heart's content. Wanting some city energy? Portland is your playground. Head to the Eastern Promenade for a harbor view picnic, or stroll Exchange Street. Shop designer labels, sip craft cocktails in legendary taprooms, or taste a culinary masterpiece, and then head home for a nightcap; you'll be there in no time. Now rest, and then repeat; it's easy. At Atlantic Pointe, you'll make the most of life on the coast.

# VISUAL LANGUAGE

We found inspiration in the cool, casual, and carefree Maine Midcoast aesthetic. Think rugged rocky coastline and small-town main streets. The colors we chose are deep and strong, like the Atlantic, with a couple of brighter accents for some pop, while the typography walks the line between charming and sophisticated.



**THE ALLURE OF THE ATLANTIC COAST**

Our prime location at Cocks Corner puts you to everything—fine dining, shopping, and hiking trails within walking distance. Explore the rugged Maine coastline and savor the iconic culinary masterpieces that put Portland on the map.

**TRANSIT NEARBY**  
Brunswick Train Station  
Brunswick Link Bus Stop



- Cook's Corner Shopping Mall - 8 min drive
- Merrymeeting Plaza - 8 min walk | 1.1 mi
- Brunswick Link Bus Stop - 2 min walk
- Parks and Recreation - 8 min drive
- Peery-MacMillan Arctic Museum - 7 min drive
- Androscoggin River Bicycle & Pkwy - 7 min drive
- Coffin Pond - 10 min drive | 5.2 mi
- Maine Maritime Museum - 11 min drive
- Thorne Head Preserve - 14 min drive
- Bowdoin College - 8 min drive
- Maine State Music Theatre - 6 min drive | 3 mi
- Main Street - 7 min drive | 3 mi
- Flight Deck Brewing - 2 min walk | 0.87 mi
- Thomas Point Beach - 6 min drive | 3 mi
- Swinging Bridge Park - 7 min drive | 4 mi



**APARTMENT FEATURES**

- Luxury Vinyl Flooring
- Modern Finishes
- Stylish Cabinetry
- Stainless Steel Appliances
- Dishwasher & Microwave

**COMMUNITY AMENITIES**

- Leasing Office
- Smart Package Room
- Fitness Center
- Dog Park
- Playground
- Premium Garage
- Parking Spaces



**STUDIO | 1 BATH**  
572 Sqft



**1 BEDROOM | 1 BATH**  
1,000 Sqft

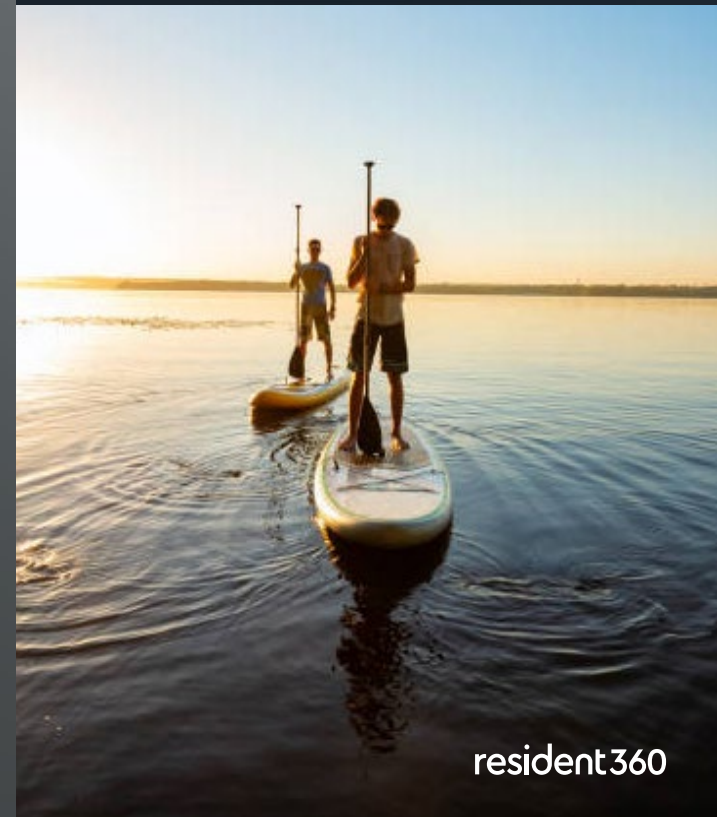


**2 BEDROOM | 2 BATH**  
930 Sqft

**SPACIOUS STUDIOS,  
1-BEDROOM & 2-BEDROOM  
FLOOR PLANS**

**LIVE AND PLAY YOUR WAY  
ON THE MAINE COAST**

Our stylish, newly constructed community is designed for your ultimate comfort. Enjoy upscale finishes and amenities such as luxury vinyl flooring, marble countertops, stainless steel appliances, shaker cabinetry, an on-site fitness center, a paw-approved dog park, and more.



ATLANTIC  
POINTE  
BRUNSWICK, MAINE

NEW ENGLAND  
1 Bed | 1 Bath | 738 Sq.Ft.



DATE AVAILABLE: \_\_\_\_\_ RENT: \_\_\_\_\_ UNIT NO: \_\_\_\_\_

\*Floor plans are artist's conception; detail and dimension may differ from actual plans.

JONES STREET  
RESIDENTIAL

LIVEATLANTICPOINTE.COM  
10 Townsend Lane Brunswick, ME 04011 | 844 928 0153



ATLANTIC  
POINTE  
BRUNSWICK, MAINE

THE CARLTON  
2 Bed | 1.5 Bath | 930 Sq.Ft.



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\*Floor plans are artist's conception; detail and dimension may differ from actual plans.

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ATLANTIC  
POINTE  
BRUNSWICK, MAINE

THE ATLANTIC  
2 Bed | 1.5 Bath | 1022 Sq.Ft.



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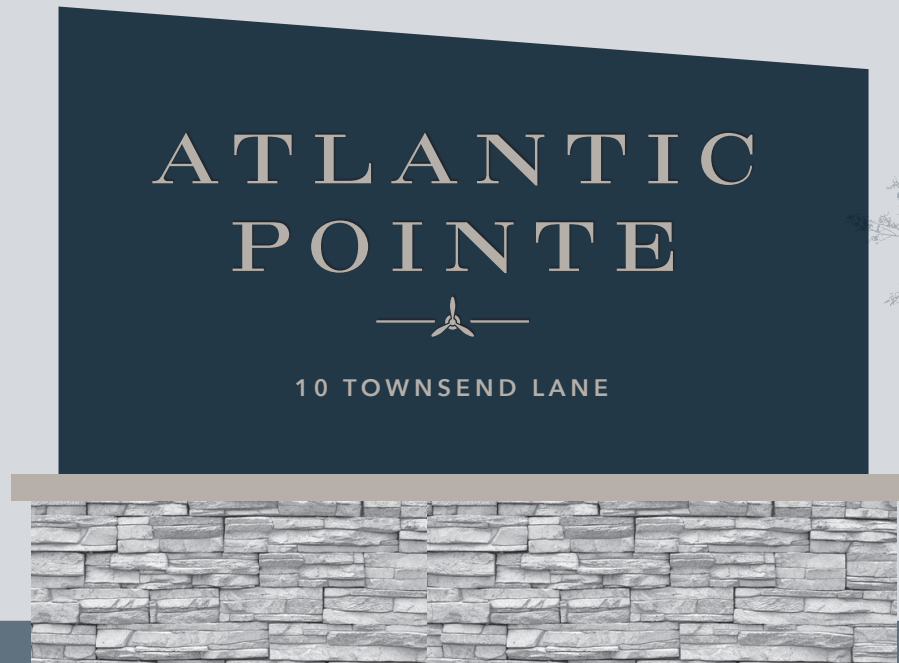
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EXTERIOR SIGNS





**NOW LEASING**  
LIVEATLANTICPOINTE.COM

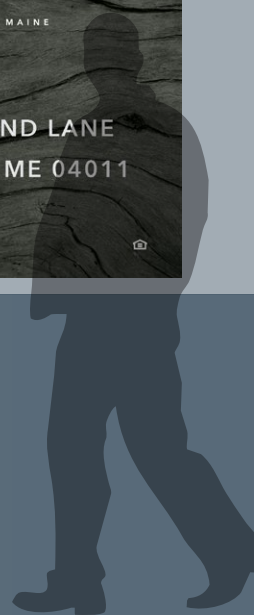
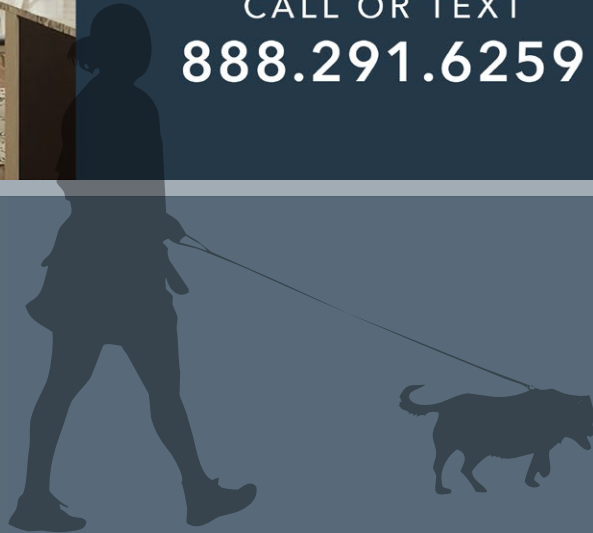
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**ATLANTIC  
POINTE**

BRUNSWICK MAINE

10 TOWNSEND LANE  
BRUNSWICK, ME 04011



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