

CASE STUDY

The Property Manager and Developer with a Passion for Doing Things Right.

SERVICES:

BRANDING
LOGO & VISUAL SYSTEM
WEB DESIGN

CLIENT:

DENSTOCK MANAGEMENT

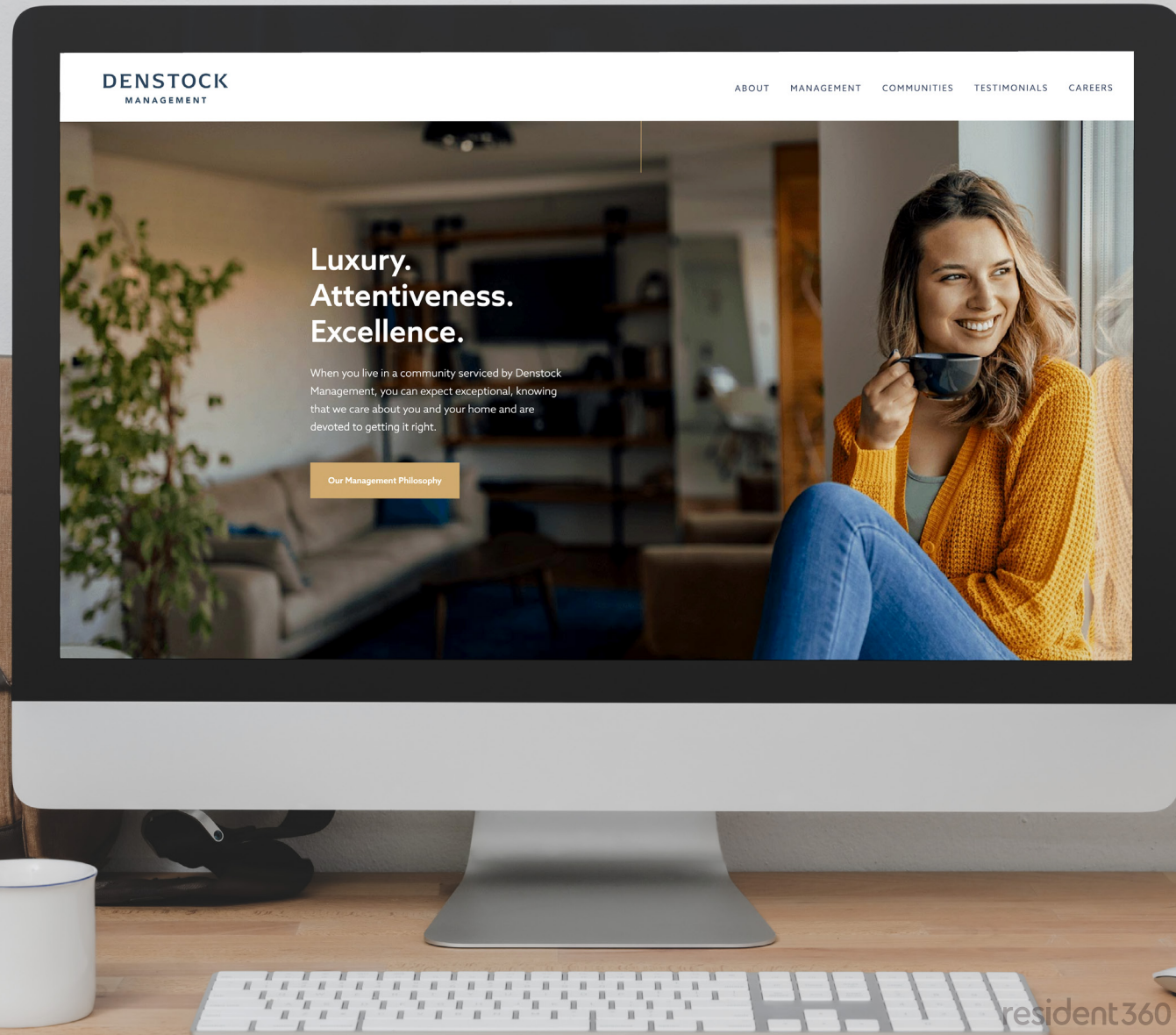
OVERVIEW:

Denstock Management is a name synonymous with exceptional quality, luxury, and superior service. But their brand needed a refresh, and their website was underperforming. They knew they were leaving a lot of opportunities on the table.

Denstock engaged Resident360 to redesign their brand, including messaging, logo, and a visual system, culminating in a user-friendly custom website that was targeted, SEO optimized, and above all, designed to reflect the exceptional quality, luxury, and service they are known for.

THE CHALLENGE:

To take this well-respected property manager and developer and create a brand and web presence that differentiated their position, was sophisticated and approachable, and captured their commitment to quality and service.



DENSTOCK

MANAGEMENT

Expect Exceptional.

THE SOLUTION:

Through client discussions and research, we started to create a picture of what Denstock Management is. At its heart, Denstock Management is passionate about creating something that exceeds standard apartment living. Through high-quality construction and excellent service, their approach is human-centric. Creating a feeling of home was a consistent statement in our client discussions and research and became central to this brand redesign.



Committed To Getting It Right.

Welcome to Denstock Management, a superior property management company that brings extraordinary residential experiences to life. Our luxurious communities differ in location and detail, but our promise remains the same: an unwavering commitment to meet and exceed the high standards of our discerning residents. As a result, our name is synonymous with exceptional quality, hard work, and attention to detail. Our empowered, engaged team members are passionate about our residents' happiness and satisfaction; excellence is our everything. Our residents can rest assured that if something needs to be fixed, we will fix it the right way, and to last. Only the best is good enough for every one of our properties and each of our valued residents. For these reasons, a Denstock Management property is more than just an apartment community – it's home.

BRAND POSITIONING

Building a brand starts with positioning. By creating a Brand Positioning statement, we can distill what we learned into a concise and easy-to-understand statement. This helps define the brand and its unique place in the market, creating a road map that helps inform content, like core values and web copy, and influence how the brand is expressed visually.

What came out was a statement that captured Denstock's commitment to excellence, devotion to its employees and residents, and dedication to creating something beyond apartment living.

TAGLINE

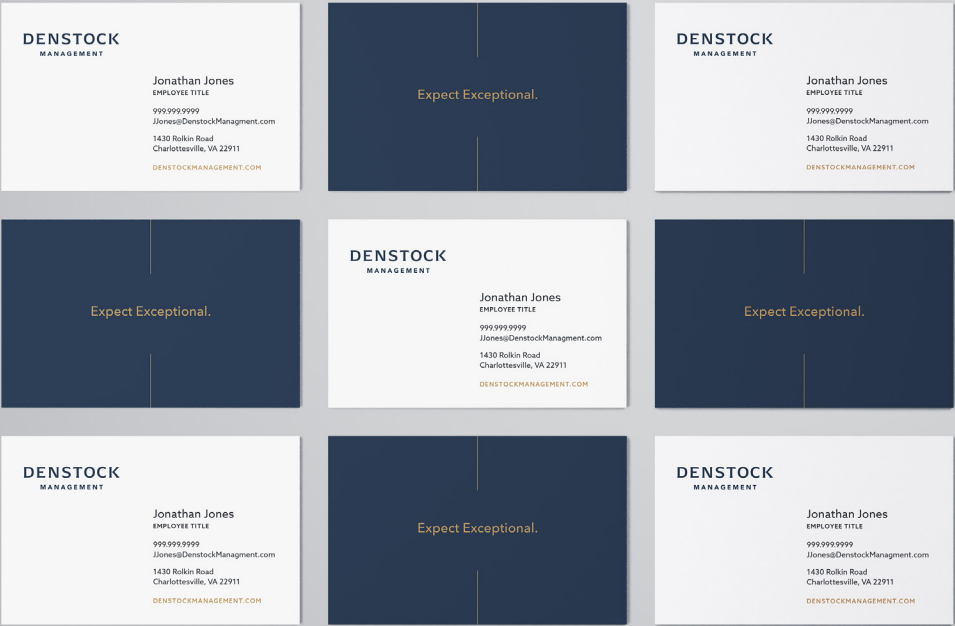
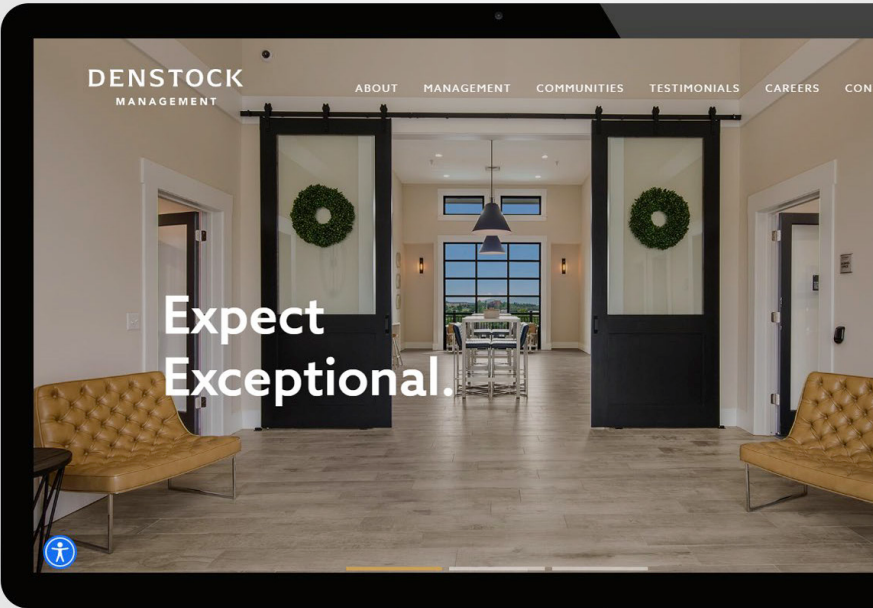
To further distill these ideas, we created a tagline, "Expect Exceptional." These two words we felt best captured the spirit of Denstock Management's philosophy.

VISUAL LANGUAGE

Once the Brand Positioning is in place, we are on solid ground to create the visual identity. We took inspiration from the Scandinavian design aesthetic, a minimal, clean approach that combines functionality with beauty. This approach perfectly matched the brand’s emphasis on quality and service that exceeds expectations. The minimal approach allows the Denstock product and message to take center stage.

DENSTOCK
MANAGEMENT

Expect Exceptional.



BRAND GUIDELINES

07.2022

Brand Identity & Guidelines

DENSTOCK
MANAGEMENT

DENSTOCK BRAND GUIDELINES

07.2022

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Brand Positioning

Brand Positioning is the foundation of a brand. It describes how a company is different from its competitors and where, or how, it sits in customers' minds. In other words it should define the brand's unique selling points. Understanding the overall brand statements, key terms and language will help gain a strong grasp on who the brand is and what the differentials are.

Committed To

Welcome to Denstock Management, a residential experiences to life. Our luxury is the same: an unwavering commitment to excellence. As a result, our name is synonymous with engaged team members are passionate about everything. Our residents can rest assured that only the best is good enough for these reasons, a Denstock Management

07.2022

Expect Exceptional.

PG 4

DENSTOCK BRAND GUIDELINES

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Logotype

The logotype is the primary representation of the Denstock Management brand. As such it is important that utmost care be taken when using the logo so as to protect the brand's integrity. The following pages layout rules for proper use of the logo on branded communications or otherwise.

- Do Not
- Stretch, rotate or otherwise distort the logo from its original form
 - Change the relationship of the two elements that make up the logo
 - Add any effects or filters to the logo
 - Use the logo in any color other than the specified colorways

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PG 5

DENSTOCK BRAND GUIDELINES

Colorways

The logotype was designed to be flexible and to reproduce correctly on screen and in print. Five are provided in multiple colorways including Blue, Gold, Black, and White. The preferred colorway is the Slate Blue but the Gold can be used in some circumstances, black when color isn't an option and white when used on dark backgrounds.

They are also provided in different file formats and color modes to cover different applications.

COLOR MODES

- CMYK - should be used for almost all print applications
- RGB - Should be used for all screen application
- Spot - Should be used when printing in spot color or when vendor needs it for color matching.

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SLATE BLUE

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BLACK

DENSTOCK
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GOLD

DENSTOCK
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WHITE

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Color

The Denstock Managements branded color palette consists of a Slate Blue and Golden Tan color as part of the primary color palette along with a secondary palette of less used colors.

SLATE BLUE	PMS 2277 C	C 82 M 49 Y 18 K 35	R 59 G 69 B 91	#38455B	75%	50%	25%
GOLD	PMS 465 C	C 13 M 37 Y 43 K 12	R 186 G 152 B 99	#BA9863			

DENSTOCK BRAND GUIDELINES

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Typography

Pictured right is the logical structure and hierarchy of type in a branded communication. This is not the only way to set type, but a rough guide to be referenced. Using efficient type hierarchy ensures that information is presented in a comprehensible way.

SUBJECT LABEL
12 PT

HEADLINE
40 PT / 48 PT

BODY COPY
12 PT / 14 PT

PROPERTY MANAGEMENT

Excellence is
Our Everything

Denstock Management's approach combines an owner's mindset, commitment to long-term excellence, leveraged technology, and remarkable resident care to nurture extraordinary living experiences.

SUBJECT LABEL

OUR COMMITMENT

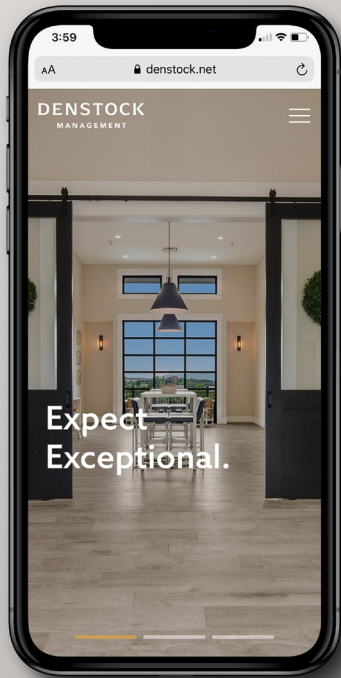
DENSTOCK BRAND GUIDELINES

Lifestyle Photography

Lifestyle photography is one of the most expressive and emotive elements of a brand.

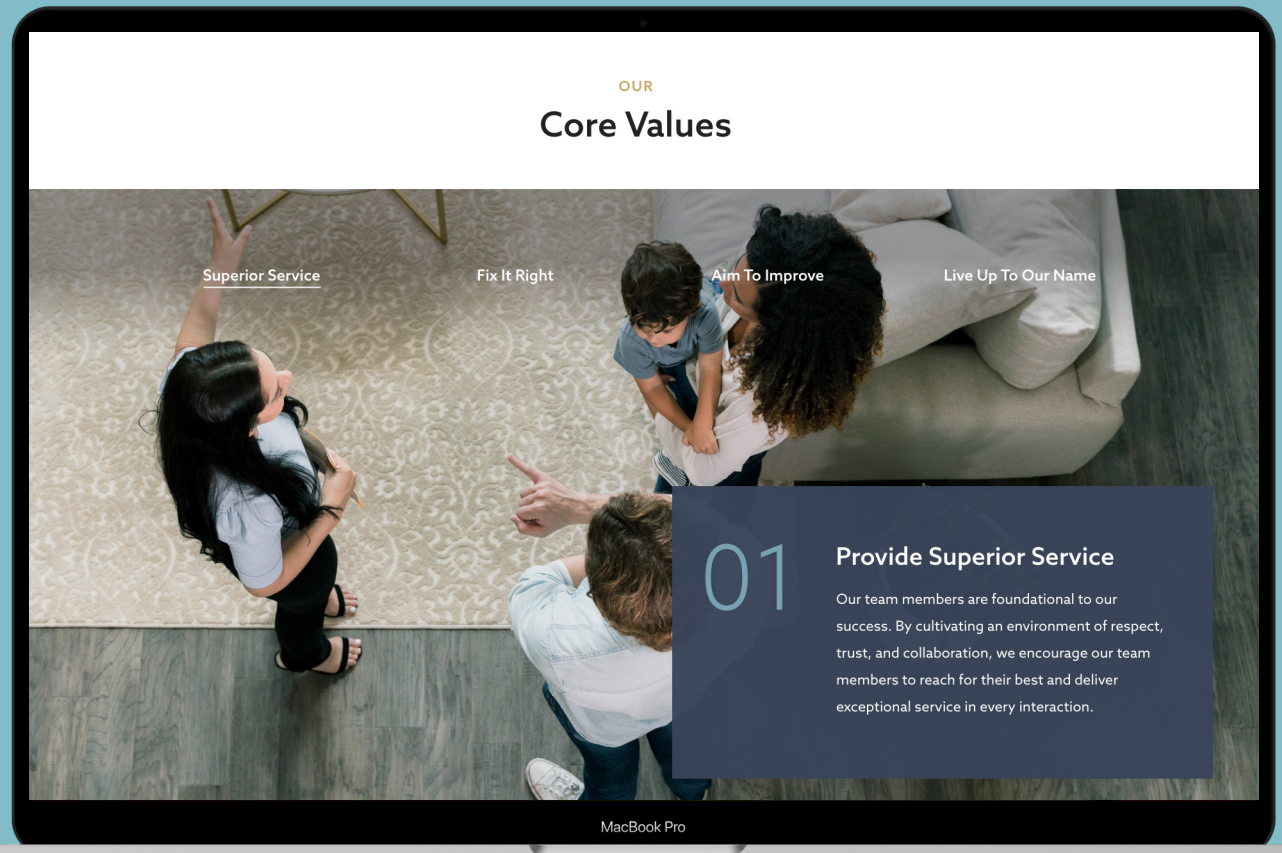
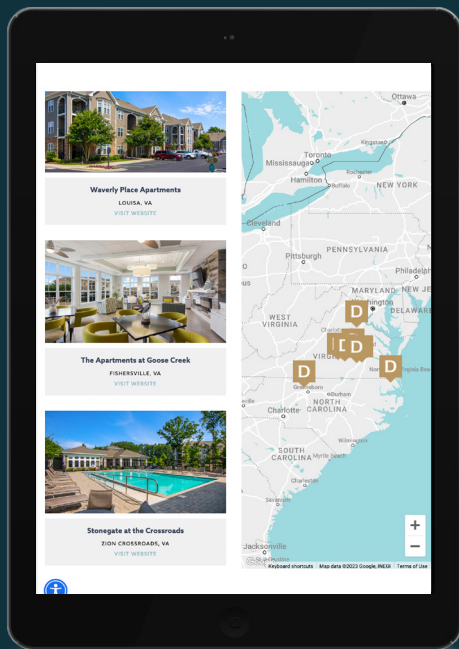
- Lifestyle photography should:
- Be warm and inviting
 - Feel candid capturing a moment in time
 - Reflect a modern, high-quality product
 - Be accurate to the product (i.e. location, finishes, and amenities)
 - Be appropriate to the message
 - Highlight extraordinary resident experiences

resident360



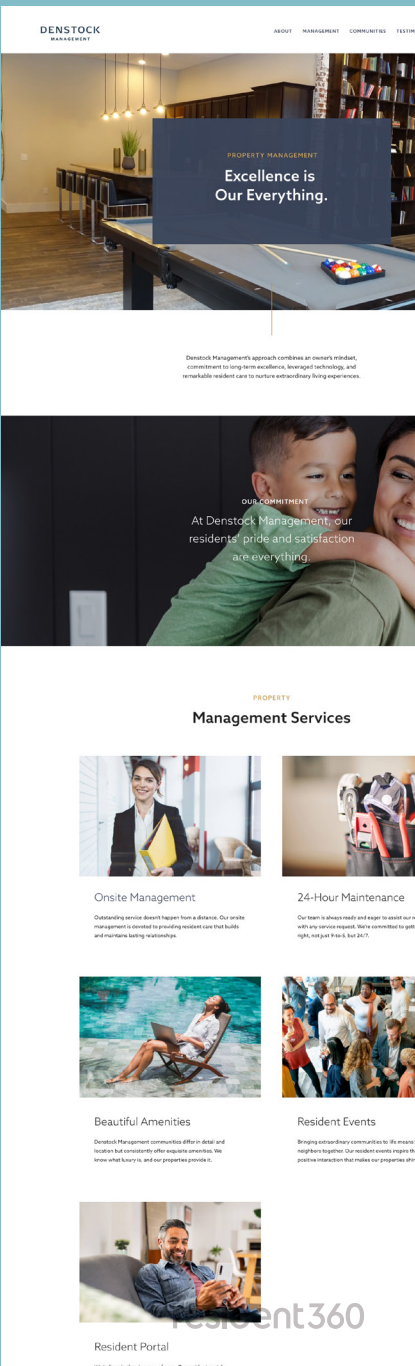
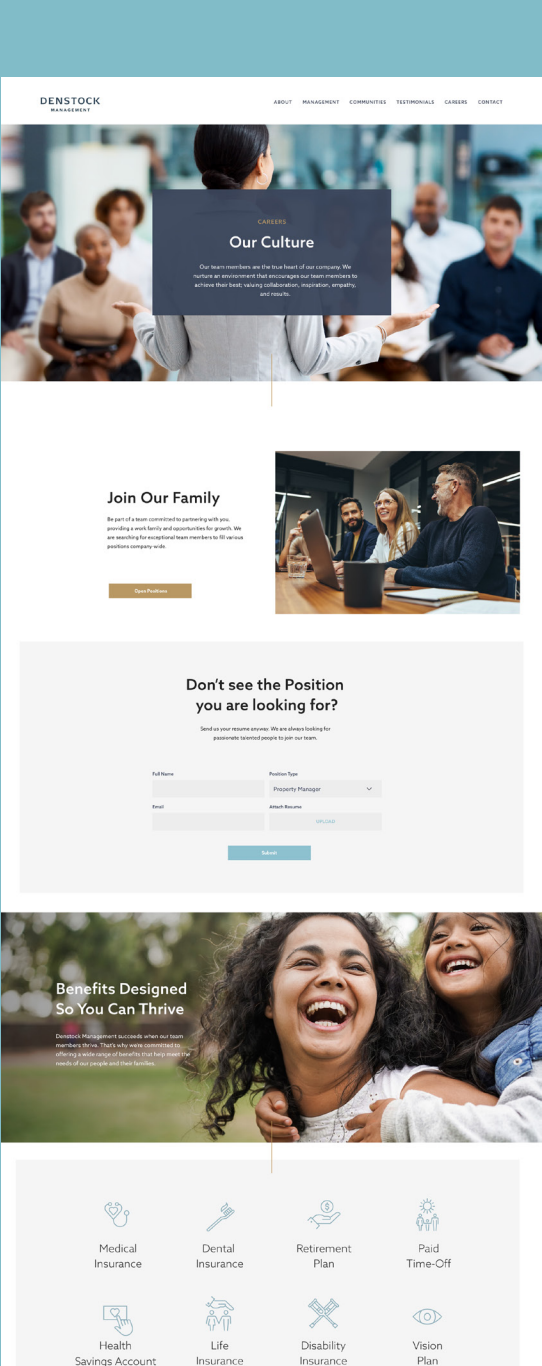
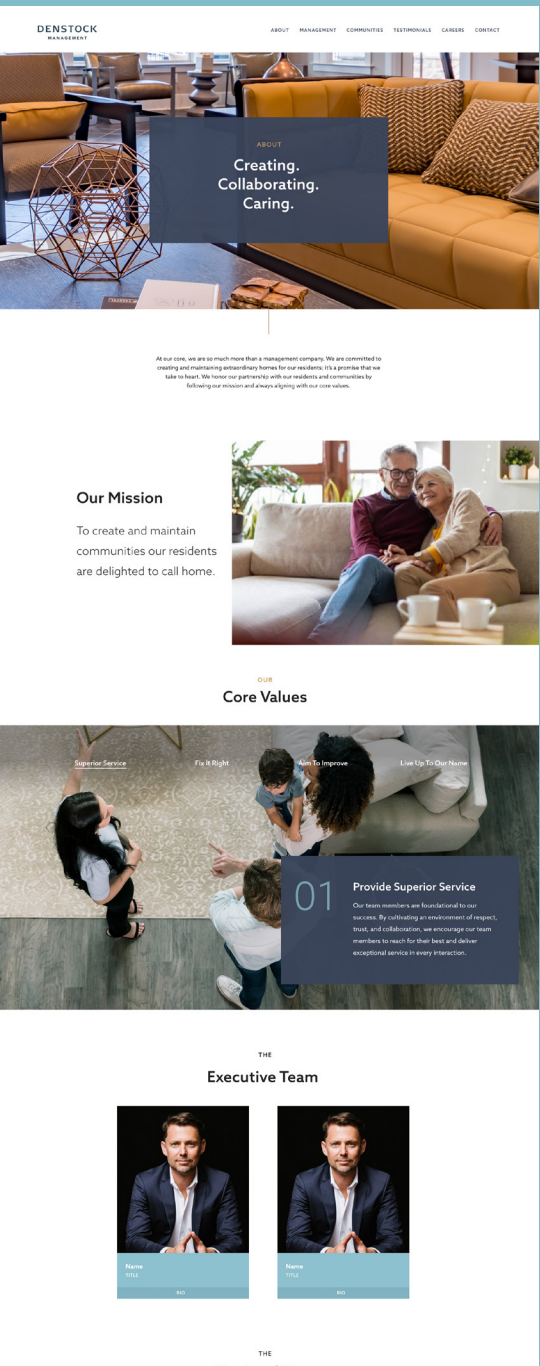
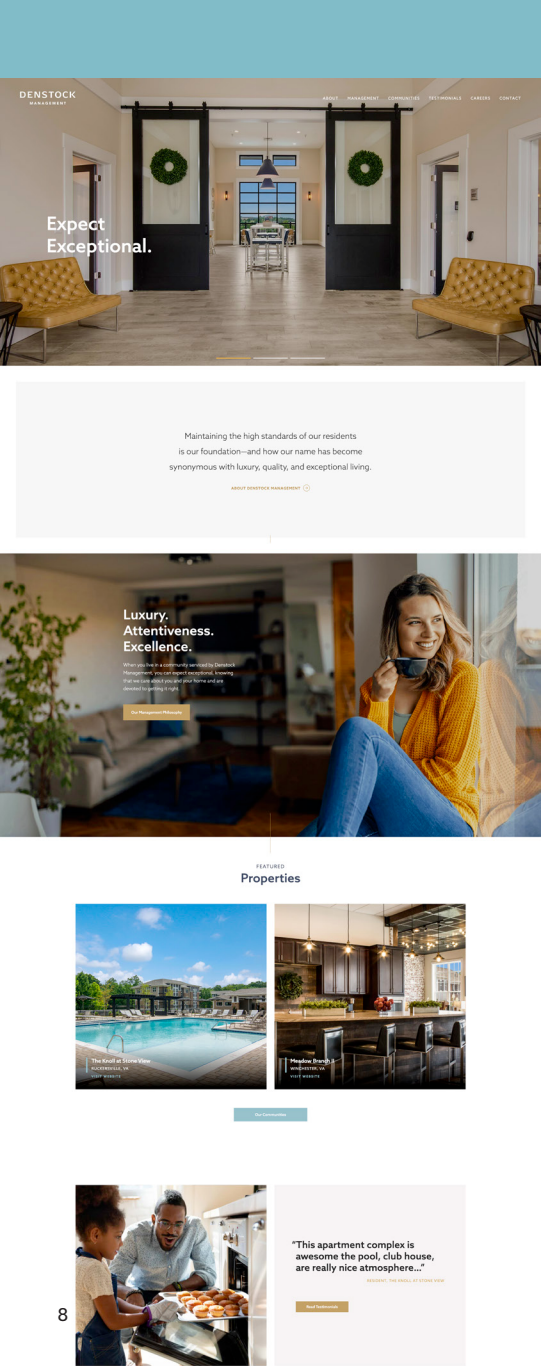
WEBSITE DESIGN AND DEVELOPMENT

The most critical touch point for our client was the website. So with branding in place and a visual language defined, we developed a site that emphasized those key brand themes, superior service, high-quality products, and a commitment to excellence. It was important that the website functioned seamlessly, was easy to navigate, and had a smooth and rich user experience. To see the live site [click here](#).



WEB PRESENCE

With the new site, we saw a dramatic increase in new users, an increase in organic keywords and we saw the authority score jump 24%.



Want to work with Resident360 on your next
branding or web project?

Just say hello.

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