

CASE STUDY: SAGE APARTMENTS

A Desert Oasis Inviting You to Put Down Roots and Stay a While

SERVICES:

BRAND REFRESH
BRAND NARRATIVE
MESSAGING

VISUAL LANGUAGE
PRINT COLLATERAL
BRAND GUIDELINES

NORTH OF PHOENIX STANDS SAGE APARTMENTS...

a desert oasis combining resort-style amenities with a prime location. As Phase 2 started development, the client wanted to pivot their brand and messaging to reach a more youthful demographic. The logo and some other brand elements had to remain, so we concentrated on shifting the message to give it a more youthful attitude, positioning Sage as a home base where you can relax and recharge. We also modernized the moodboard, color palette, and type system, and curated a new photography style. By revamping the brand and giving it a younger, more social, and active vibe, we invited people to come and enjoy desert luxury without compromise.



BRAND NARRATIVE

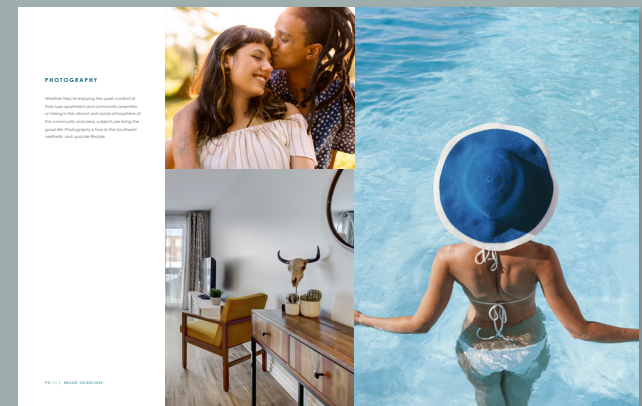
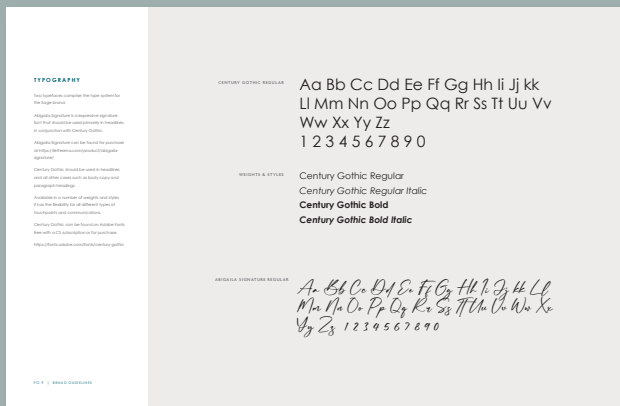
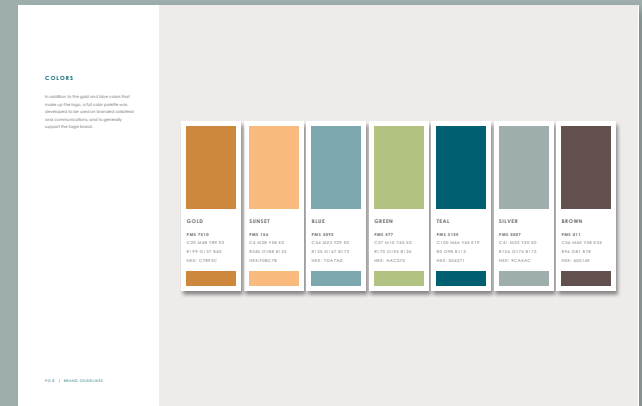
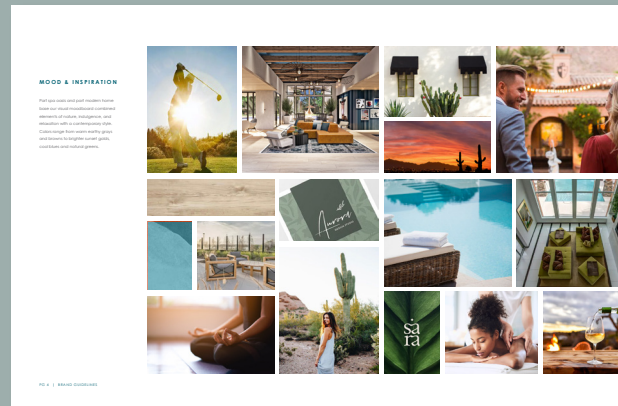
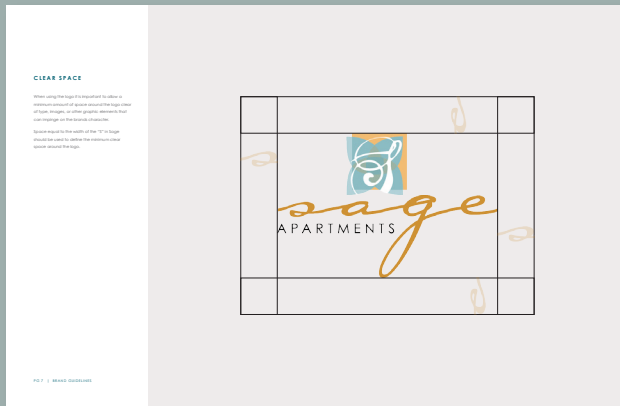
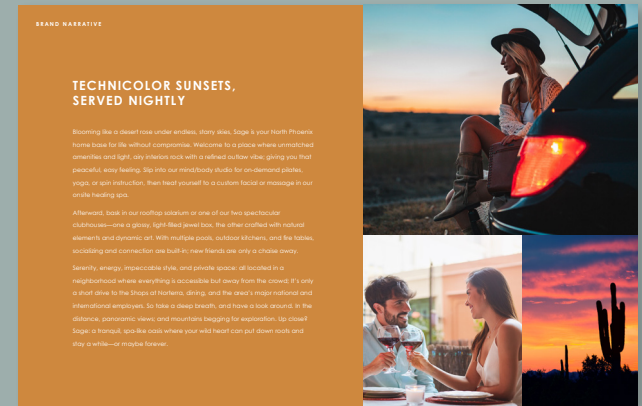
The narrative we created speaks to an uncompromising lifestyle in a spa-like oasis surrounded by adventure, whether it be the magic and magnificence of the desert and mountains or the city's vibrant nightlife, dining, and shopping scene.

TECHNICOLOR SUNSETS, *served nightly*

Blooming like a desert rose under endless, starry skies, Sage is your North Phoenix home base for life without compromise. Welcome to a place where unmatched amenities and light, airy interiors rock with a refined outlaw vibe; giving you that peaceful, easy feeling. Slip into our mind/body studio for on-demand pilates, yoga, or spin instruction, then treat yourself to a custom facial or massage in our onsite healing spa. Afterward, bask in our rooftop solarium or one of our two spectacular clubhouses—one a glossy, light-filled jewel box, the other crafted with natural elements and dynamic art. With multiple pools, outdoor kitchens, and fire tables, socializing and connection are built-in; new friends are only a chaise away. Serenity, energy, impeccable style, and private space: all located in a neighborhood where everything is accessible but away from the crowd; It's only a short drive to the Shops at Norterra, dining, and the area's major national and international employers. So take a deep breath, and have a look around. In the distance, panoramic views; and mountains begging for exploration. Up close? Sage: a tranquil, spa-like oasis where your wild heart can put down roots and stay a while—or maybe forever.

VISUAL LANGUAGE

Building from the logo and three original colors, we evolved the brand through messaging, an expanded color palette, typography, and photography style. We created a youthful and energetic visual language while maintaining the foundation of serenity and peaceful living in this desert resort-style oasis.



PHOTOGRAPHY

To support the refreshed Sage brand, we curated a library of photography that was active, vibrant, and imagined life at this premier Phoenix community.





SAGE IS YOUR OASIS FOR

Life without compromise.

FLOORPLAN HANDOUTS & RACK CARD




Suguro
(2ND/3RD FLOOR)
2 BED | 2 BATH
1,162 SQ. FT. | B1

sageapthomes.com
623.587.8797
2875 N Black Canyon Hwy
Phoenix, AZ 85085

Floor plans are used for illustrative purposes only. Images and dimensions may vary slightly in final units.




Ocotillo
(1ST FLOOR)
3 BED | 2 BATH
1,490 SQ. FT. | C2

sageapthomes.com
623.587.8797
2875 N Black Canyon Hwy
Phoenix, AZ 85085

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Palo Verde
1 BED | 1 BATH
796 SQ. FT. | A1

sageapthomes.com
623.587.8797
2875 N Black Canyon Hwy
Phoenix, AZ 85085

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COME, *live Sage.*



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FENCE BANNERS



sage
APARTMENTS

SAGEAPTHOMES.COM

623.304.8589



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