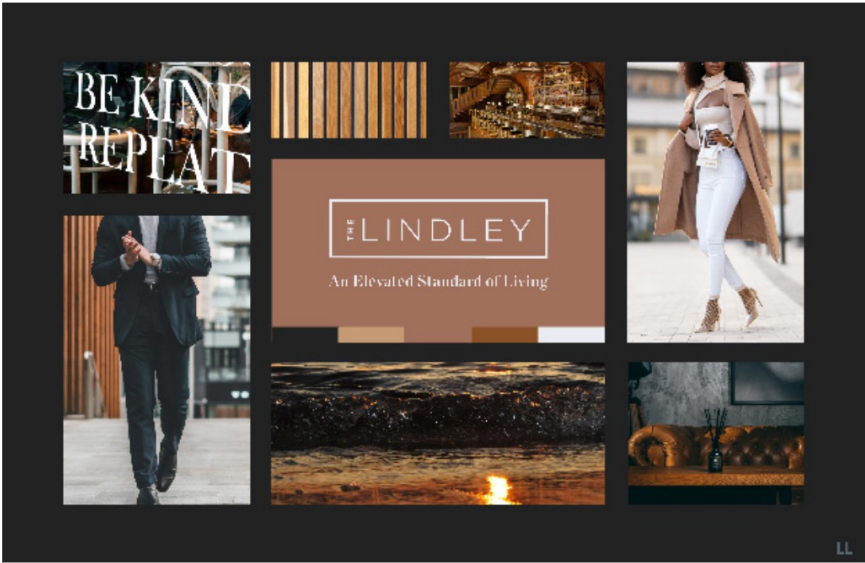


Toll Brothers Apartment Living
the lindley brand development

LeaseLabs[®]
BY REALPAGE

CK Note: These were two separate brand concepts that I developed for presentation to the client.

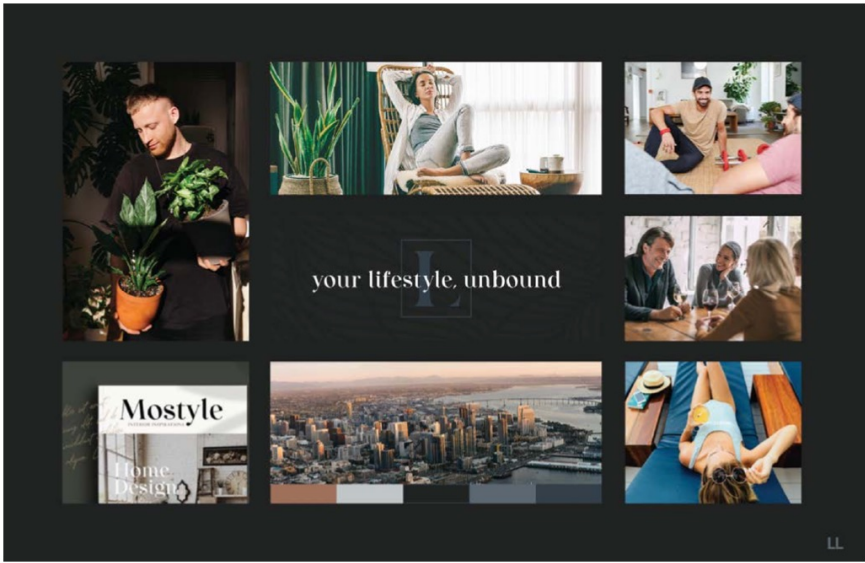
the lindley: round 2 recap - concepts



an elevated standard of living

Elevate your standard of living at The Lindley, where the “everyday” becomes exquisite. Our premier location and attractive amenities provide convenient opportunities to both indulge your active lifestyle and find luxurious serenity when relaxation beckons. Here, your home is your oasis – you’ll never have to venture far to find exactly what you need.

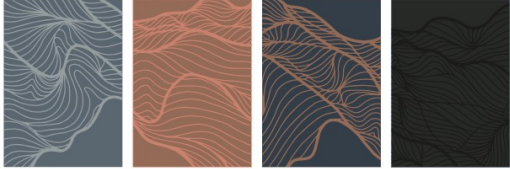
brand pattern



your lifestyle, unbound

Situated in San Diego’s Little Italy – an upscale, bayside neighborhood brimming with character, where streets are lined with boutique shops, trendy bars and restaurants, and bustling sidewalks – our luxury apartment homes are chic, modern, and full of wellness-enhancing amenities. With infinite opportunities to indulge your active lifestyle, and enticing options to nourish body and mind, The Lindley has everything you need for a lifestyle, unbound.

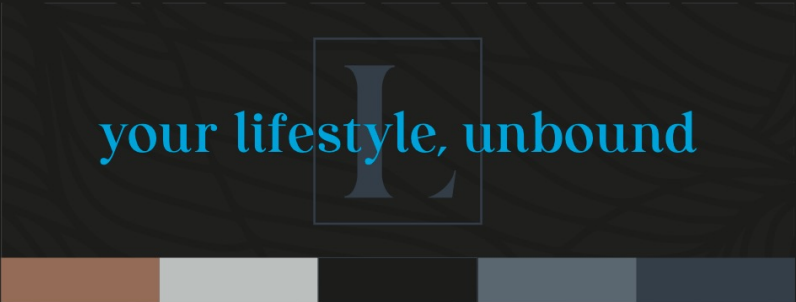
brand pattern



concept

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CK Note: This is the concept the client selected from among the two presented.



CK Note: I developed the strategy and wrote all content presented on these slides.

your lifestyle, unbound: the strategy



This strategy caters to those who thrive on an active, social lifestyle, but who also appreciate quieter moments of rest to recharge and recenter. Prospects look to the property's amenities and the relaxed bayside vibe to provide balance to their otherwise "work hard, play hard" attitude. They have expensive taste and like to make an impression, but they also value culture and community that provides a sense of belonging.

Differentiating The Lindley from its competitors, this strategy doesn't place primary focus on refined sophistication or luxurious design; instead, it complements the property's upscale touches and highly desirable offerings, with a way of life that focuses on balance and overall wellness. Execution of the strategy is high-end, but the vibe is deliberately unpretentious.

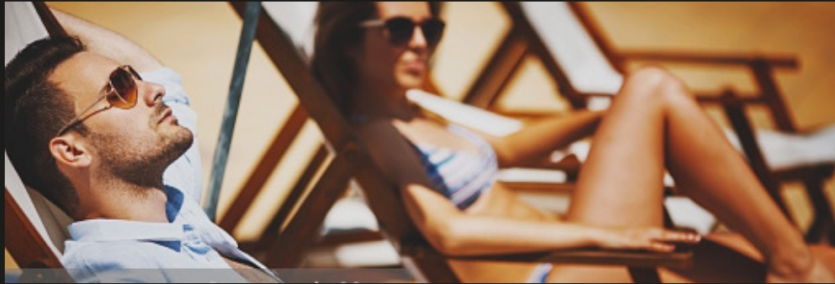
your lifestyle, unbound: brand narrative



positioning statement

Situated in San Diego's Little Italy – an upscale, bayside neighborhood brimming with character, where streets are lined with boutique shops, trendy bars and restaurants, and bustling sidewalks – our high-end apartment homes are chic, modern, and full of wellness-enhancing amenities. With infinite opportunities to indulge your active lifestyle, and enticing options to nourish body and mind, [The Lindley has everything you need for a lifestyle, unbound.](#)

messaging



lifestyle long-form usage

unleash your spirit

Don't be confined by expectations. Whether your spirit thrives on socialization and an extroverted lifestyle, or it finds wellness and inner peace through more introverted solo activities – at The Lindley, you won't need to conform to either persona. You'll find trendy brunch spots, cocktail bars, and a bustling weekly Farmers' Market just a few blocks away; or equally close, you can choose to enjoy the relaxed coastal vibe of the San Diego Bay on your beach cruiser, or simply chill in a rooftop poolside cabana with a refreshing drink in-hand. Experience the ultimate balance for your lifestyle when you break free of expectations and allow your spirit to be unleashed.

lifestyle short-form usage

unleash your spirit

Don't be confined by expectations. Whether your spirit thrives on socialization and an extroverted lifestyle, or it finds wellness and inner peace through more introverted solo activities – at The Lindley, there's no need to conform.



amenities long-form usage

nourish body and mind

If wellness and balance are what your active lifestyle craves, look no further than The Lindley. Our state-of-the-art fitness center – complete with yoga and cycling studios – and posh rooftop pool, accented with resort-like cabanas and a cushy lounge area, are sure to fuel your spirit. Have business to take care of? Our modern co-working space provides conference rooms, a meditation room, and a crash lounge – for when you need a place to think outside the box. Want the ultimate sensory experience? Head up to our Sky Lounge to take in the expansive San Diego Bay views and breathe in the fresh air, or visit our Demo Kitchen for hands-on cooking classes and food & wine pairings. With so many options at your fingertips, you're sure to find exactly what speaks to your soul.

amenities short-form usage

nourish body and mind

If wellness and balance are what your active lifestyle craves, look no further than The Lindley. With so many options at your fingertips, you're sure to find exactly what speaks to your soul.