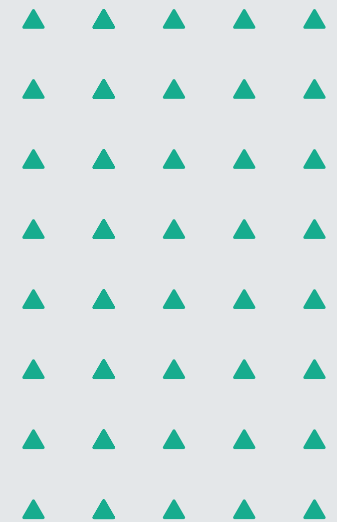




smart city.
Brand Guidelines



Version 2 - Mar 2020

Brand Mantra



We take your **space** personally.



Brand Mantra

We believe in connecting people with more than a place to live. We want to connect them with a home. A place they can truly be themselves. To do this, we first have to connect with them. Not in a virtual, chatbot, email, “follow us on Insta and we’ll send you some dope listings” kind of way. But in a real way. The way you would a member of your own family. A new friend. Or a new crush. The way that forces you to listen to what they like, what they don’t, and what they really want—and need—in their next place to live. And then use our knowledge of the city and exclusive access to the best properties to show them the places that not only meet their expectations, but that surpass them. That surprise them.

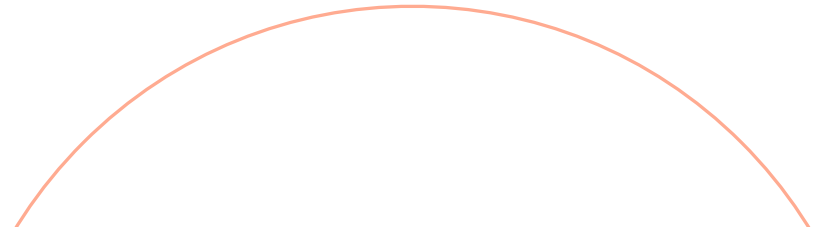
The kind of places they may have never discovered on their own, and where we believe they will genuinely flourish. Because that’s what we would want someone to do for us. Oh, and we happen to do it all for free. At Smart City, we don’t want searching for a new apartment to feel like a burden borne of necessity. We want it to feel like an adventure full of discovery. Of the city, of themselves and the possibilities that exist inside them both.





Brand Vision

To become the most trusted, most referred, and most utilized resource among renters across Texas.



Brand Attributes

We Are

Funny
Relatable
Inclusive
Passionate
Honest
Self-aware
Generous
Enthusiastic
Irreverent
Visionary
Progressive
Ambitious

We Are Not

Mean spirited
Too cool
Exclusive
Pretentious
Fake
Clueless
Inconsiderate
Over it
Quirky
Impractical
Unrealistic
Reckless



Brand Identity Guidelines

Primary Logo

The horizontal version of the Smart City logo is the primary version that should be used across our content. It is the easiest to read and identify as clearly Smart City.

The logo should only be used in a single color in either white, or one of our darker colors like Midnight or Black.

[Download them here](#)

Logo



Brand Identity Guidelines

Secondary Logos

The stacked logo should be used when horizontal space is limited or if the horizontal logo would appear too small to read clearly. It can also be used for a more centered look.

The logo mark triangle should be used only when the brand has been clearly established in surrounding materials or creative. You should refrain from using it on it's own without any other context to the brand as a whole.

[Download them here](#)

Logo



Brand Identity Guidelines

Safe Zone

It is important to allow enough space around the logo when using it on anything we put out.

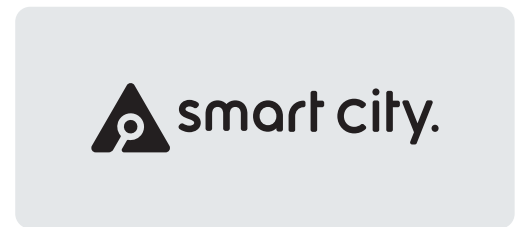
By giving it a minimum of the x-height of spacing around the logo, you will ensure that nothing distracts or obscures the logo from being easily read. This means that it should not be placed closer than this spacing to the edge of a digital or print piece nor should other graphical elements get inside this space (either in front or in back of).

When possible, give the logo 2-3 times the x-height in spacing just to make sure that it can be focused on by itself.

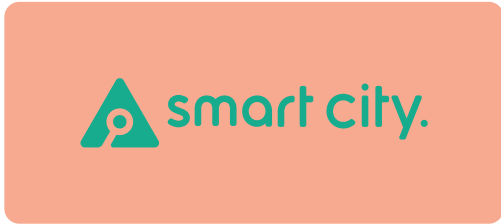
Logo



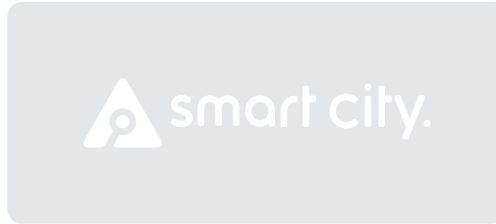
Correct Logo Usage



Incorrect Logo Usage



Do not use an unapproved color pairing



Do not use light logo on light background



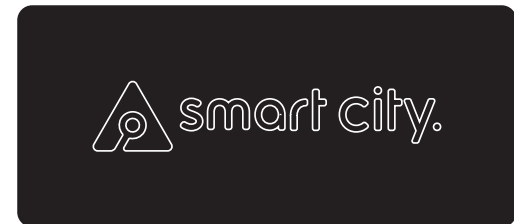
Do not use dark logo on dark background



Do not use a gradient fill on the logo



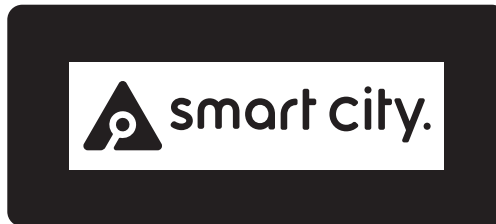
Do not use multiple colors for logo



Do not outline the logo



Do not distort the logo impropotionally



Do not color-box the logo



Do not use a low contrast logo on a photo

Typefaces

Aa

PRIMARY TYPEFACE

Greycliff CF – Extrabold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789
!@#\$%^&*)**

Aa

SECONDARY TYPEFACE

Rubik – Regular

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789
!@#\$%^&*)**

Type Hierarchy

H1 - Greycliff CF Semibold

3x Paragraph size
Line height is 1.4x the font size
The accent color underline can be used on a single or group of words.

H3 - Greycliff CF Semibold

1.5x Paragraph size
Line height is 1x the font size

Paragraph - Rubik Regular

This is the base size for the rest of the text being used
Line height is 1.6x the font size

Button - Greycliff CF Semibold

1.2x Paragraph size
Line height is 1x the font size
Must be centered in the button, unless grouped with an icon

Let's face it. Finding an apartment is tough.

It takes too long

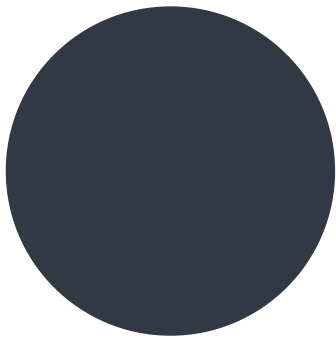
Spending 5+ Hours a day searching for an apartment? That sucks!

Wrong info

Trusting the pricing and availability you find online? Forget about it!

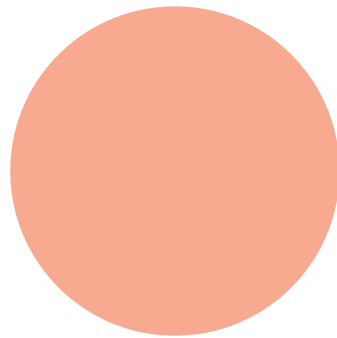
Get started

Brand Colors



Midnight

HEX: #333B47
RGB: 51, 59, 71
CMYK: 78, 67, 52, 71
PANTONE: PMS 532 C



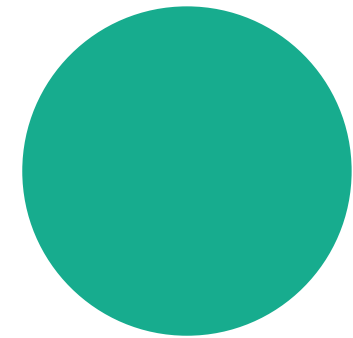
Coral

HEX: #F9AA92
RGB: 249, 170, 146
CMYK: 40, 38, 0
PANTONE: PMS 487 C



Ash

HEX: E4E6E8
RGB: 228, 230, 232
CMYK: 9, 6, 5, 0
PANTONE: PMS 663 C



Teal

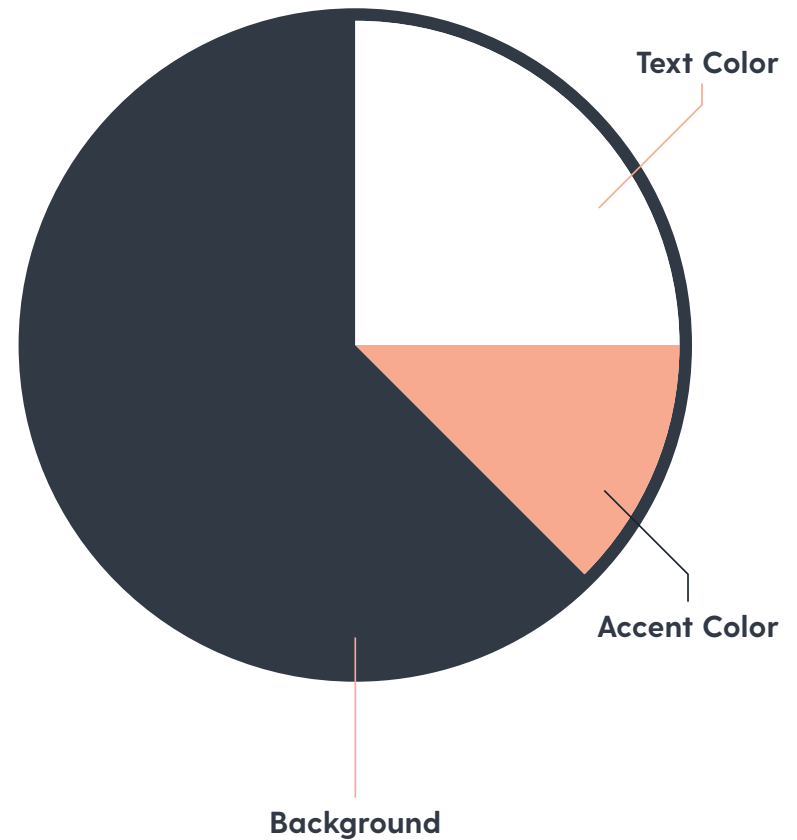
HEX: #03AB8E
RGB: 3, 171, 142
CMYK: 79, 7, 57, 0
PANTONE: PMS 772 C

Color Harmony

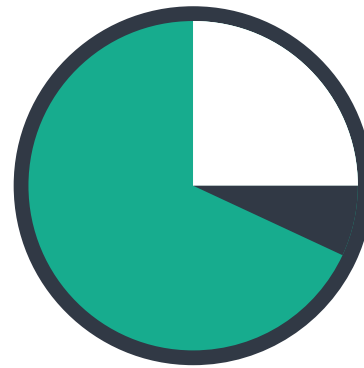
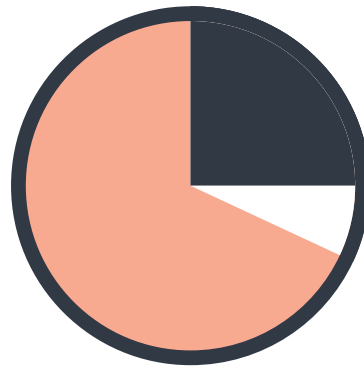
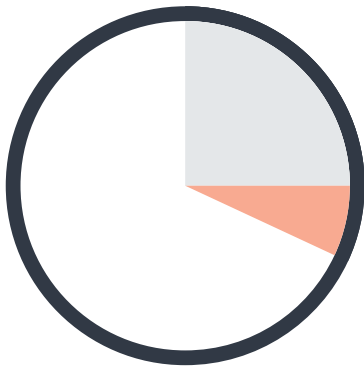
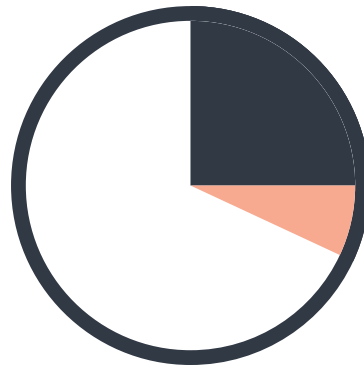
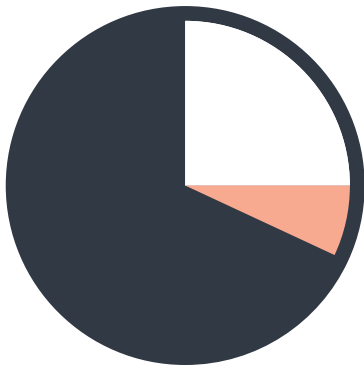
The usage and harmony of our brand colors is essential in creating consistent and easy to understand content. Keeping it simple and reserving certain colors for certain key elements will make creating anything within the brand easier to do.

You first start with either a Light, Dark, or Vibrant palette. Those are defined by which color is used primarily as the background and will take up the most amount of visual space (all palettes found on the following pages). Then you will use the text color given in that specific palette to make sure that your message is always clearly legible.

Finally you will choose an accent color. The rules here are more relaxed, but you should stick with a single accent if possible. If there is a need to differentiate or accent different elements, multiple accent colors may be used. The main piece to avoid is using accent colors to closely or on top of each other.



Primary Color Palettes



Brand Identity Guidelines

Lifestyle Photography

Our lifestyle photography is just as important as the beautiful interior shots we get. The focus with Lifestyle is to show the “living” actually happening in your apartment. It should feel normal and relaxed. The interior should be decorated nice, but nothing over the top.

It is important that we get various activities that highlight what it means to feel at home. Working on your computer, watering your plants, having your morning cup of coffee, and hosting a gathering of friends are great examples.

A more shallow depth of field will give the more personal and in the moment feel to the photos.

[Download them here](#)

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Photography



Lifestyle Photography Cont.



Brand Identity Guidelines

Apartment Photography

Beautiful and inviting apartment photography is what Smart City is all about. We regularly see a wide range of units to photograph and it is imperative to make sure our style stays consistent.

Our interior photos are typically shot with a wide-angle lens to include as much of the space as possible. Taking photos earlier in the day or around noon are ideal so the lighting is as even as possible.

[Download them here](#)

Photography



Apartment Photography Cont.

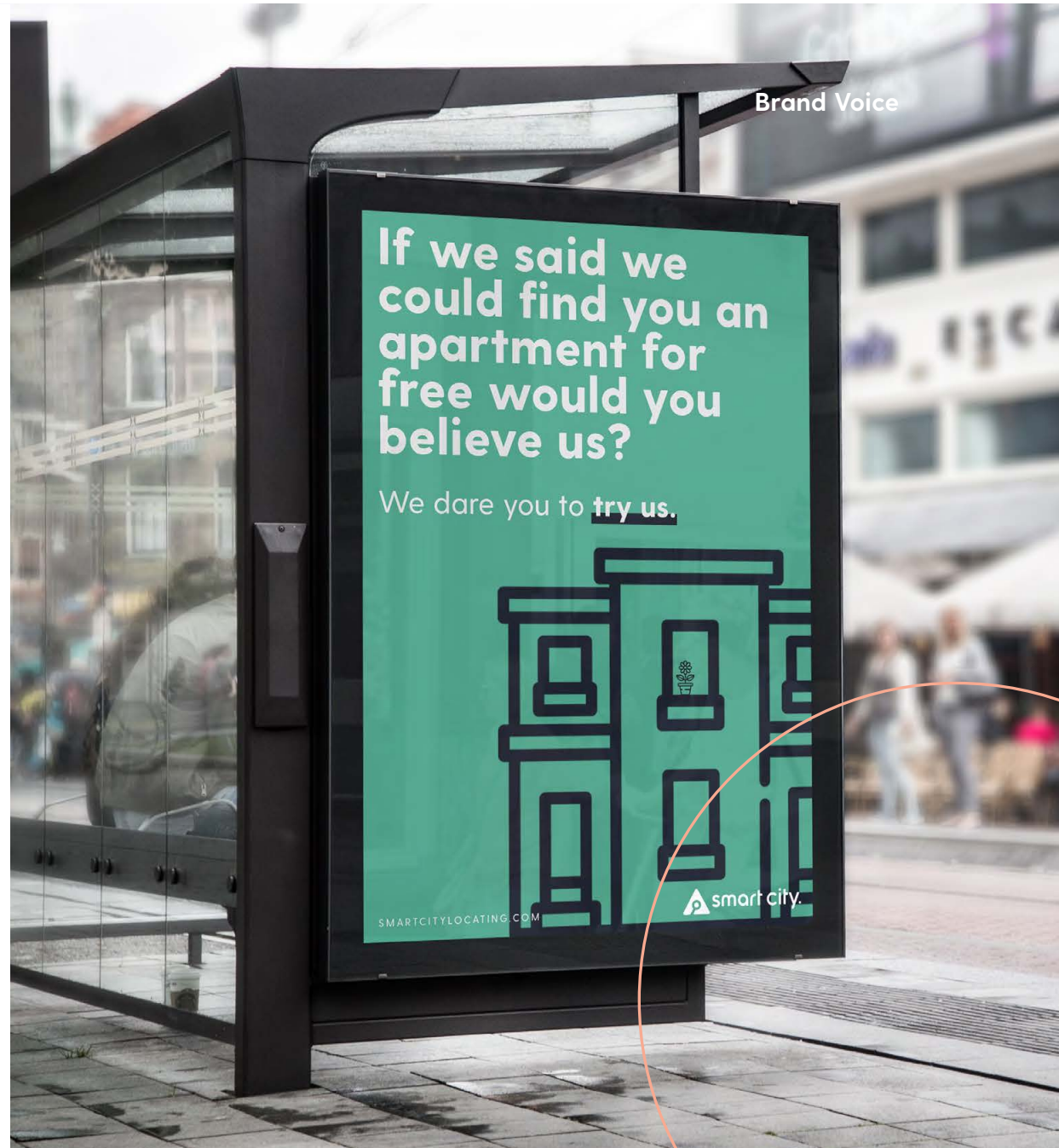


Brand Identity Guidelines

Brand Voice

At Smart City we are the embodiment of our customers. We like to have fun, are sometimes loud and opinionated, and are forever young at heart. Our customers are real people who have real conversations and expect to be communicated as such.

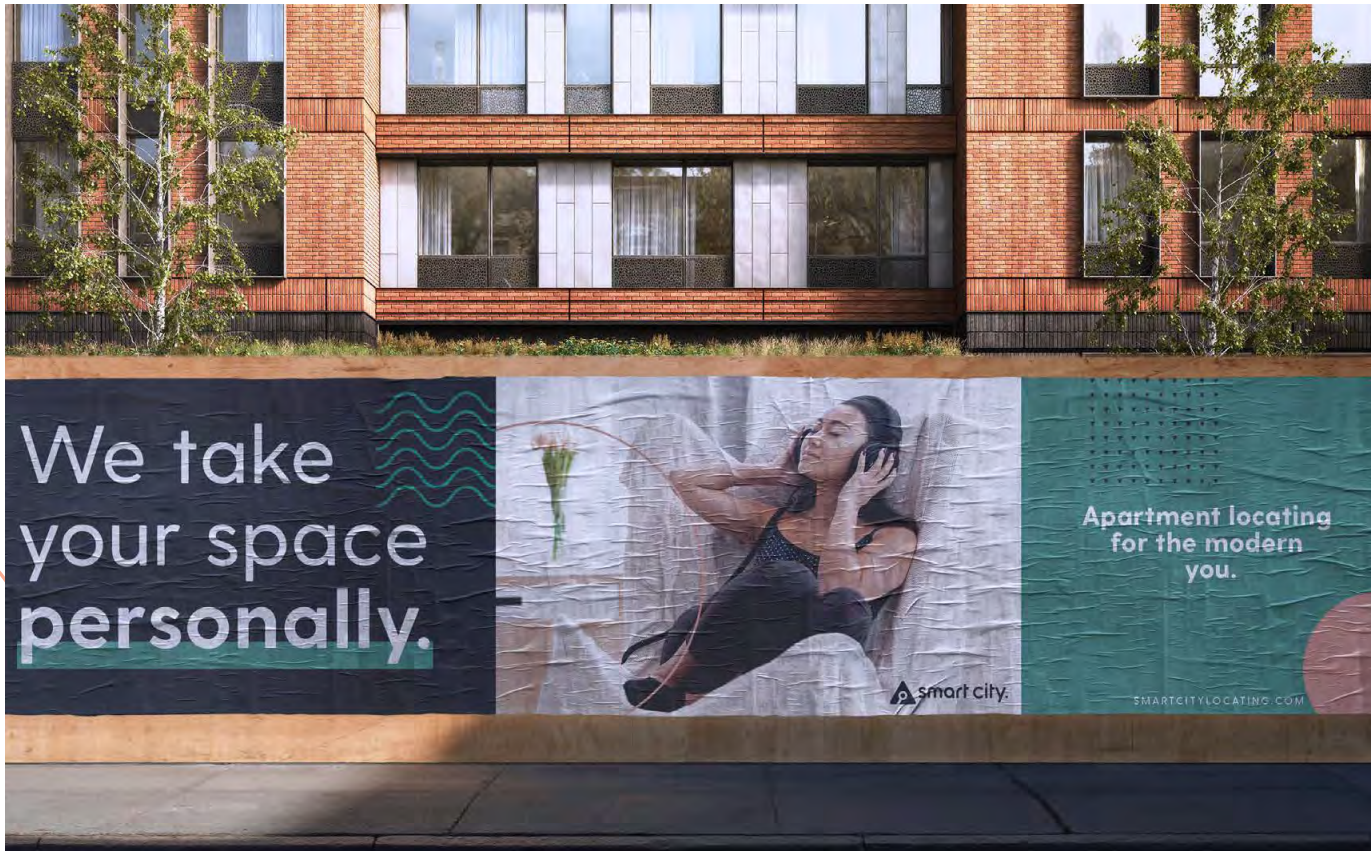
We have a tone that is functional, yet expressive. We communicate things in a clear way and anticipate our audience's needs, helping customers have an easy, enjoyable experience. All while using expressive copy to allow our brand's personality to shine. We use expressive, personal, and relatable story moments to create a dynamic narrative. But even with just a few words, our copy can make you smile—always taking into account where our audience is interacting with us—and making every word count.



Promotional Example



Promotional Example



Brand Identity Guidelines

Social Tone

It is important that we meet our customers where they are and speak to them in a genuine manner.

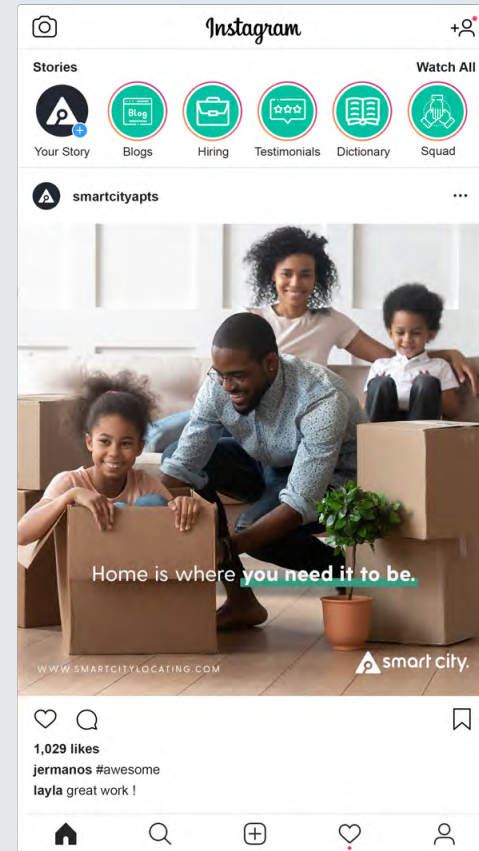
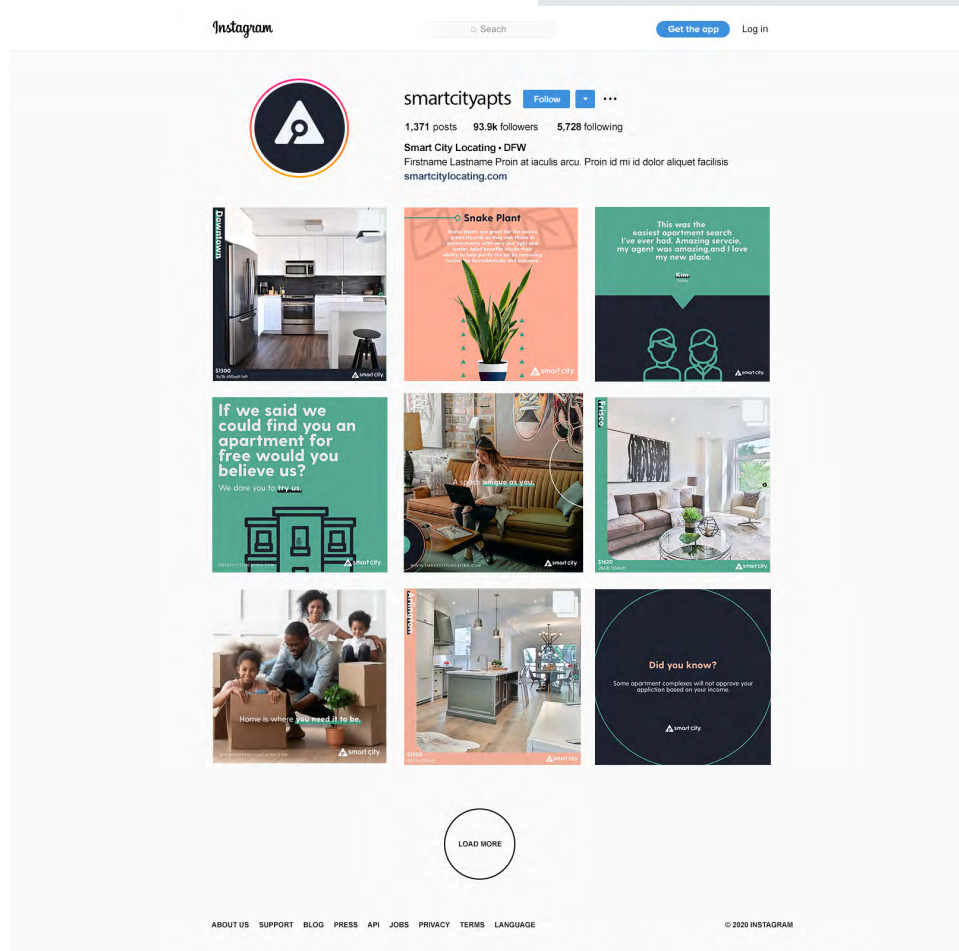
Social media is a huge catalyst in the success of our business as well as creating a customer experience that is unique to Smart City.

Our social tone is one of great personality, wittiness, and intellect. We communicate with our audience and not talk at them. We are not trying to sell them on our services, we are trying to create value that is beneficial to their apartment locating needs.

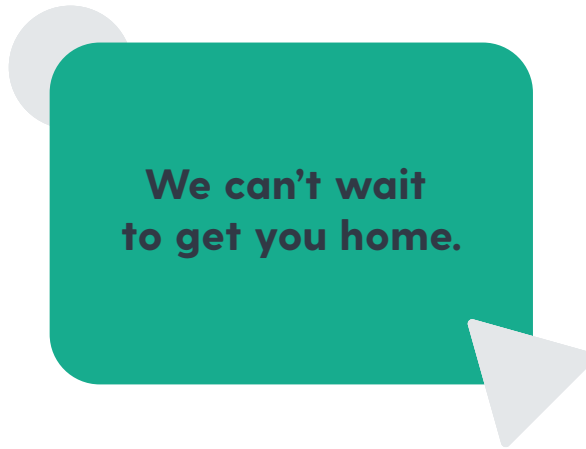
Social Tone



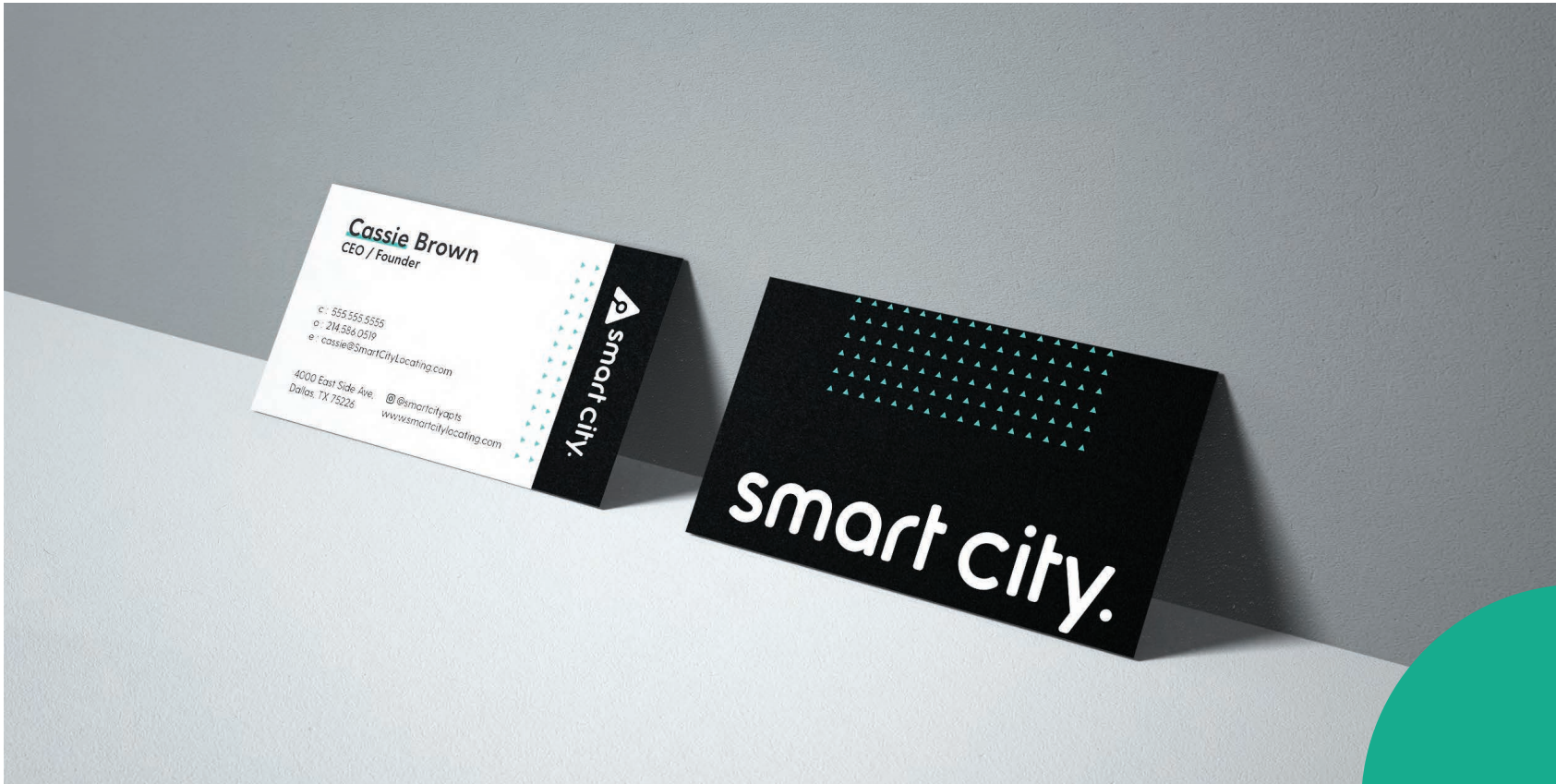
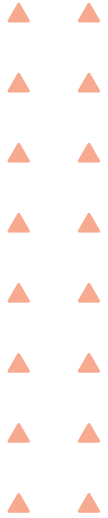
Social Tone



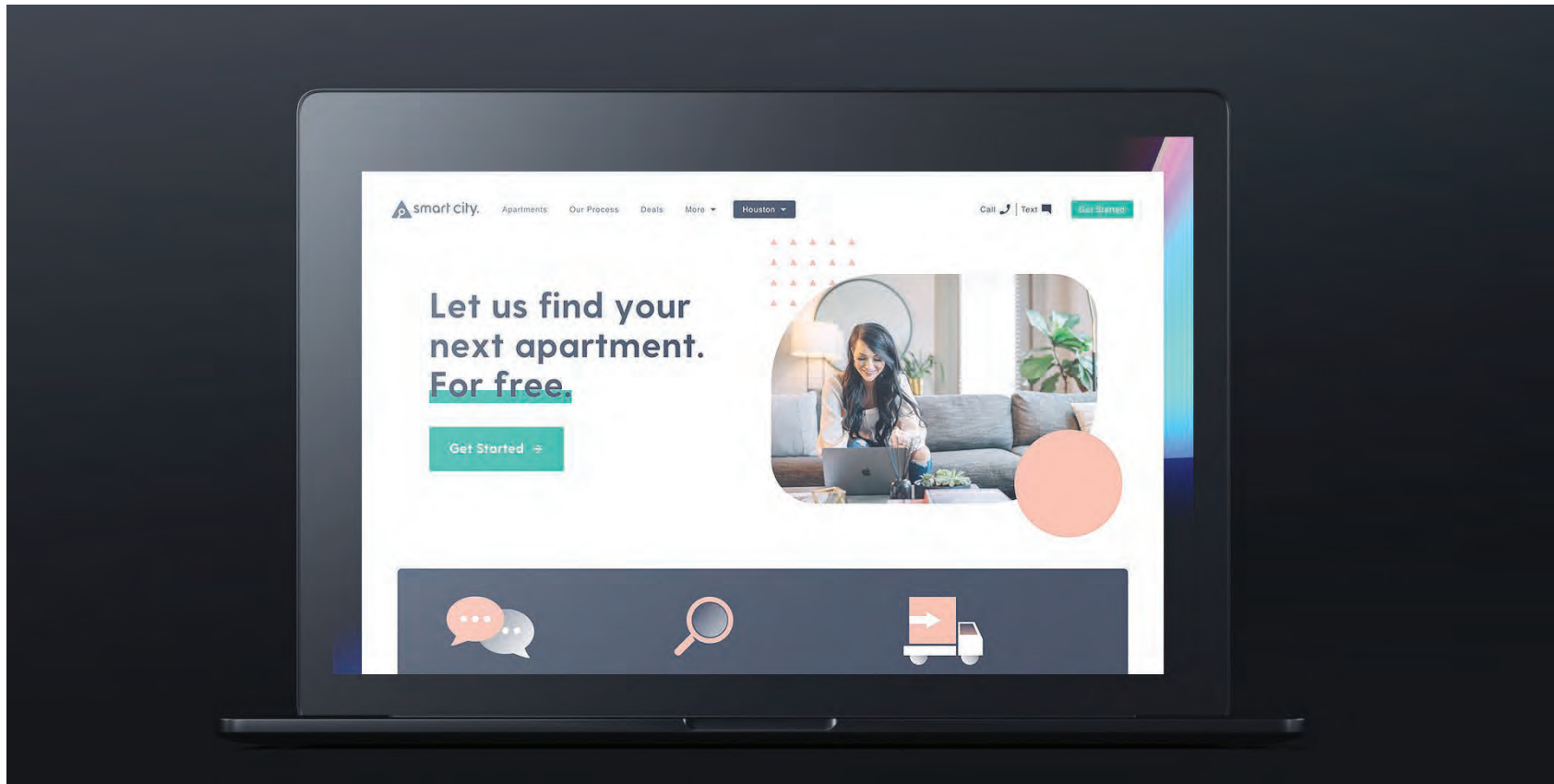
Corner Treatment Examples



Business Cards



Website



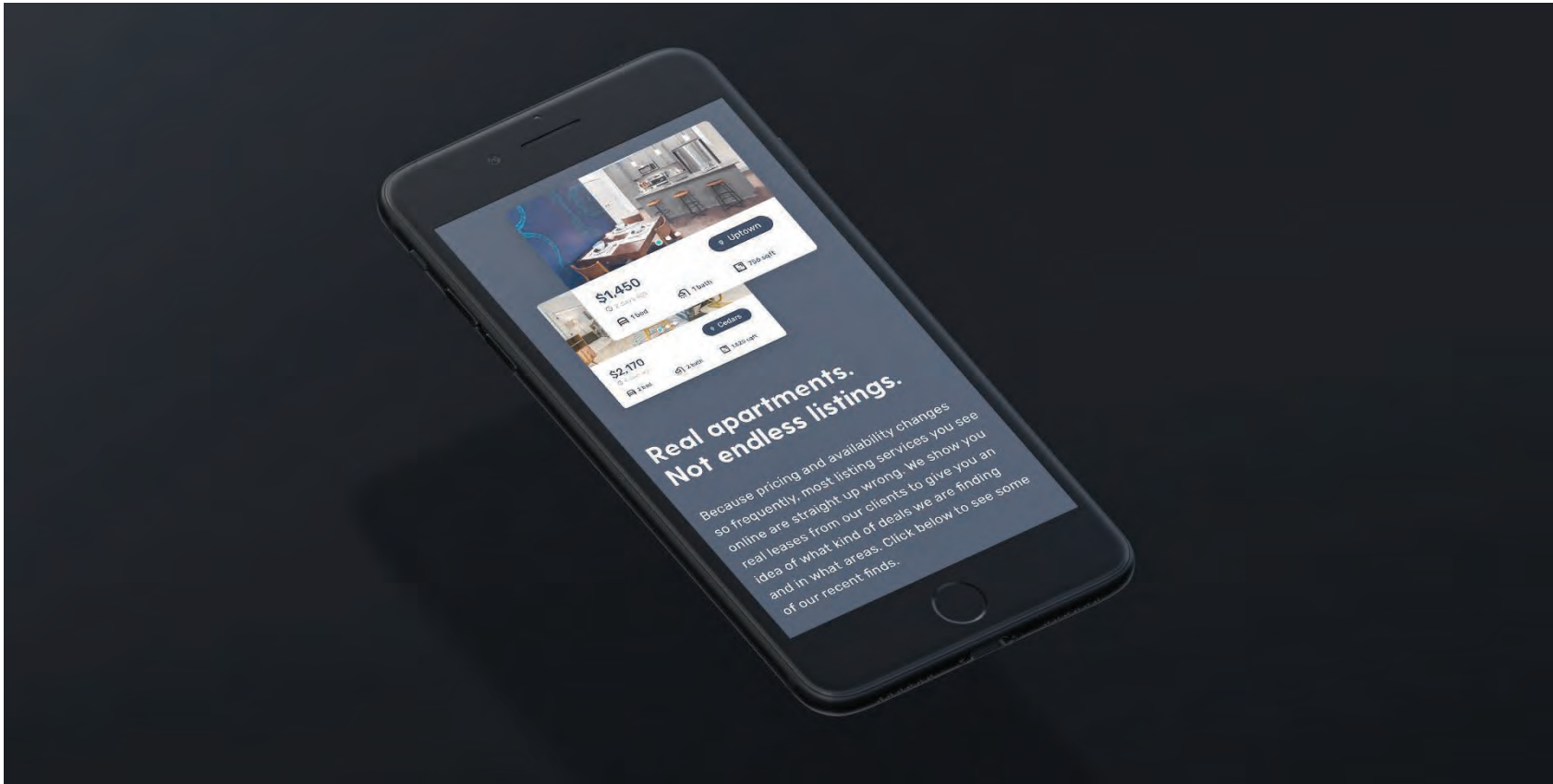
Web Elements

**Real leases.
Not endless listings.**

Pricing and availability change so frequently, that most listing services you see online aren't totally accurate. Instead of endless listings, we show you actual leases from our clients to give you an idea of the real deals we're finding and where. Click below to see some of our recent finds.

[View Leases →](#)

Website



Thank you.