

MULTIFAMILY

3 Key Elements to Consider When Branding for Multifamily



Your Guide to Apartment Branding

Whether intended or not, apartment buildings become integrated into the fabric of their surrounding communities. As multifamily development starts to embrace New Urbanism, there's a heightened effort to build products that reflect and contribute to the existing community. The look, feel, and tone of multifamily properties must reflect the building architecture and the surrounding neighborhood—that's where branding comes in.

DRAW INSPIRATION FROM ARCHITECTURE

Multifamily developments are placing a stronger focus on communities and neighborhoods. As developers move away from 'cookie cutter' apartment buildings, architectural character and detail have taken center stage. And your branding should reflect that.

A community built in Craftsman style and a community built in a modern urban style can't have the same brand – think through the details and the way the architecture style makes you feel. What's the emotional difference between unfinished cedar and custom-cut aluminum? Brownstones and cabins? The community's brand should reflect the homes in it, and the people that will be living there.



RESEARCH THE NEIGHBORHOOD, INSIDE AND OUT

We're not just branding a set of buildings that will sit as a monument to the architect who designed them — people are going to live here! If this project is being built in an existing neighborhood, take the time to research and learn more about its character. Who lives here? What do they do for fun? What are the demographics? Design and build a brand that reflects the neighborhood, and the development will have an easier time integrating.

If this development is going to be a cornerstone in a newly planned neighborhood or revitalize a sagging area, then the research is more theoretical. Talk to the developer of your branding property, but also reach out to the other developers in the neighborhood. Find out what kind of stores, restaurants, trails, etc., are going in nearby. Look at the vision books and documents for the whole project, not just your piece of it. Creating neighborhoods is more important than just branding buildings. People are creatures of habit. If the

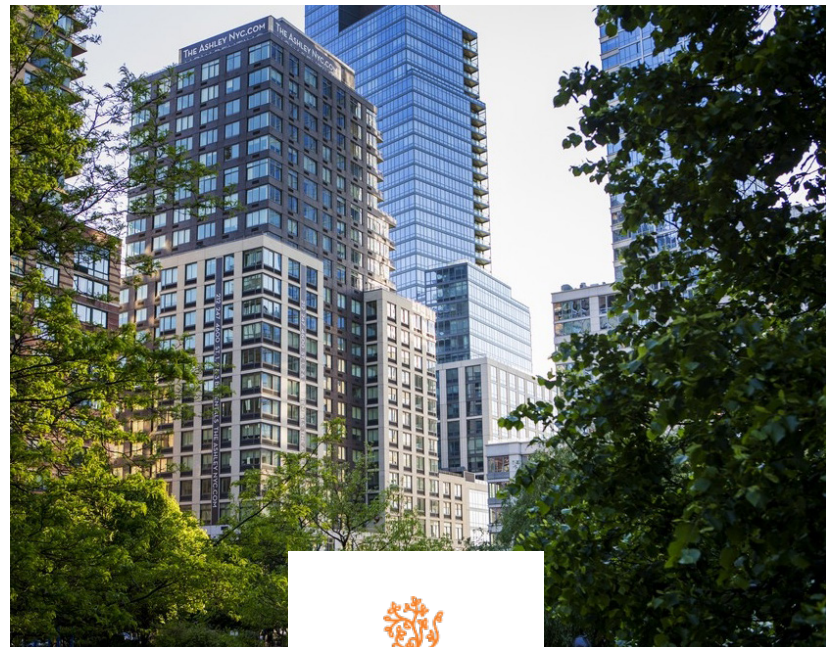
new neighborhood has the look and feel of areas they like and have lived or wanted to live, your well-considered branding can apply those feelings to the new development. You have a chance to influence the whole character here, and should definitely take advantage.



EMBRACE ELEMENTS OF NATURE

Oftentimes, an apartment community will have a unique nature element (e.g., a lake, a park, a certain type of tree, etc.). During the branding process, it's worth considering: Can we evoke any of these elements?

Avoid being too literal as you incorporate nature. For example, how can we elicit the feeling of water? Oak trees? Marble? Use these features as an inspiration for color, angles, and fonts. Small touches like these will tie your apartment back to its neighborhood and surroundings.




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