

THE dean



MEET THE DEAN.

This Brand Book is your guide to The Dean's story, style, and personality. It explains who and what The Dean stands for, and offers guidelines and inspiration for bringing its brand to life in the most effective, impactful way.

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PART ONE

WHAT WE STAND FOR.





BRAND IDEA

CINEMATIC LIVING.

Cinematic Living is that feeling when everything in life fits perfectly into place. No matter your story, genre, or lifestyle, the stage is perfectly set for you.

OUR MISSION & VISION

Our Mission describes why we do what we do,
and our Vision describes the future we're working towards.

OUR MISSION

**TO BRING EVERY
MOMENT, BIG OR
SMALL, INTO VIVID
COLOR.**

OUR VISION

**A PLACE FOR
PEOPLE TO CRAFT
THEIR STORIES
TOGETHER.**

OUR VALUES

Our Values give our neighborhood an emotional point-of-view that resonates with our neighbors and guides our actions and behavior.

STORYTELLING

Weaving together narratives, creating opportunities for improvisation, embellishment, and story-worthy moments.

TALKING POINTS

- > Choose your own adventure with dynamic rooms and endless amenities
- > Become a super-neighbor with our highly curated good gatherings and outreach programs
- > Live out your California dream

TIMELESS TASTE

Unaffected by fleeting fashions and trends. An appreciation for classic style & timeless luxuries.

TALKING POINTS

- > Natural materials and textures with bright pops of color bring the space to life
- > Mid-century style meets new-century comfort
- > The quintessential rooftop pool deck

RICH ATMOSPHERE

Unique, immersive environments that invite escape and capture the imagination.

TALKING POINTS

- > One-of-a-kind artwork and distinctive design around every corner
- > Blur the lines between Netflix and chill and night on the town
- > Escape within your own backyard

MEET THE NEIGHBORS

Our Target Audience describes a shared psychographic — a way of thinking that unites the diverse community of neighbors at The Dean.

THE DEAN NEIGHBORS ARE...

CONFIDENT WITHOUT ATTITUDE

They are in-the-know, eager yet grounded. They're the next generation of Silicon Valley leaders, simultaneously navigating and conquering the world before them.

Building powerful connections and genuine community, they're defining their own version of luxury living. They seek out modern, social, and connected experiences while appreciating timeless, classic indulgences.

THEY CRAVE COMMUNITY AND HUMAN CONNECTIONS,
BUT DESIRE OVER-THE-TOP SPACES AND EXPERIENCES.

THEY VIEW WELLNESS AS A FUNDAMENTAL PART OF LIFE,
BUT SEEK OUT EXTRA INDULGENCES, TOO.

THEY'RE SERIOUS ABOUT THEIR CAREERS AND PRODUCTIVITY-
MINDED LIFE, BUT VALUE MOMENTS TO ESCAPE.

THEY'RE GROWING INTO ADULTHOOD,
AND SEE THEMSELVES AS THE NEXT LUXURY CONSUMER.



PART TWO

HOW WE SPEAK.



OUR PERSONALITY

Our Personality helps align all communications and actions with a single voice and point of view, ensuring that every message we send—online or in-person—is consistent, impactful, and on-brand.

THE ENTERTAINER

The Entertainer is adaptive, seeking out the right tone and cadence for any situation. They're a source of entertainment and a compelling storyteller, turning an anecdote into a one man play and performing every part perfectly. They thrive in a dynamic environment of change, with an eager spirit and down-to-earth approach to life.

OUR TONE OF VOICE

Our Tone of Voice describes how the brand's character and personality comes to life. These traits work together to guide consistent communications and can be individually dialed up or down for different audiences and situations.

THE ENTERTAINER IS...

CHARISMATIC

Captivating and smooth, passionate but grounded. An effortless cadence and magnetism that pulls people in.

EARNEST BUT NOT EAGER

SMOOTH BUT NOT SLICK

OPTIMISTIC BUT NOT UNREALISTIC

THE ENTERTAINER IS...

LIVELY

Vibrant and impactful. Overflowing with an outgoing energy that shines in the spotlight.

BOLD BUT NOT BRASH

FREE-SPIRITED BUT NOT CARELESS

UNCONVENTIONAL BUT NOT ECCENTRIC

THE ENTERTAINER IS...

KIND

Genuine, considerate, and always prepared to help those around them.

CANDID BUT NOT BLUNT

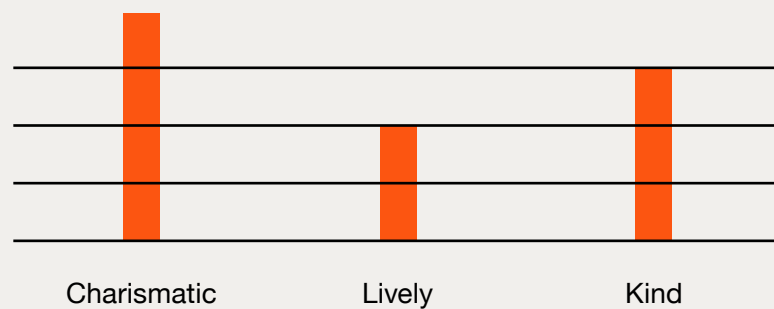
APPROACHABLE BUT NOT INTIMATE

WARM BUT NOT DOTING

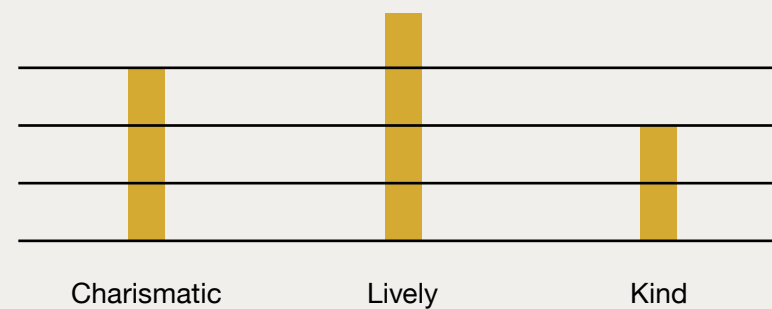
WRITING SAMPLES

When The Dean's three tonal traits come together, they create a voice that feels rich and nuanced, providing clear direction for how the brand should speak.

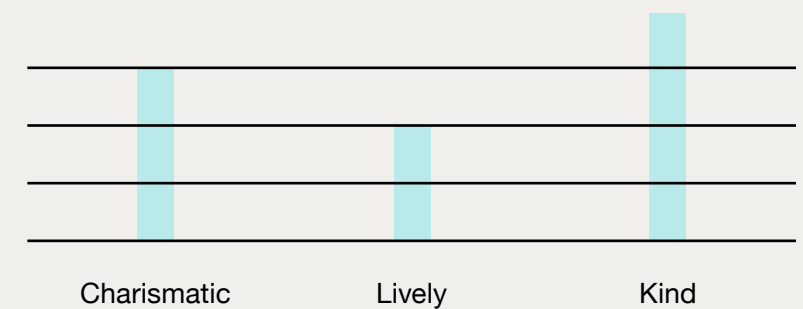
**THE PET-SELFIE
STATION YOU
DIDN'T REALIZE
YOU COULDN'T
LIVE WITHOUT.**



**ROOFTOP
WINE TIME TO
THE RESCUE.**



**YOU WON'T
REGRET STAYING
HOME THIS TIME.
PROMISE.**



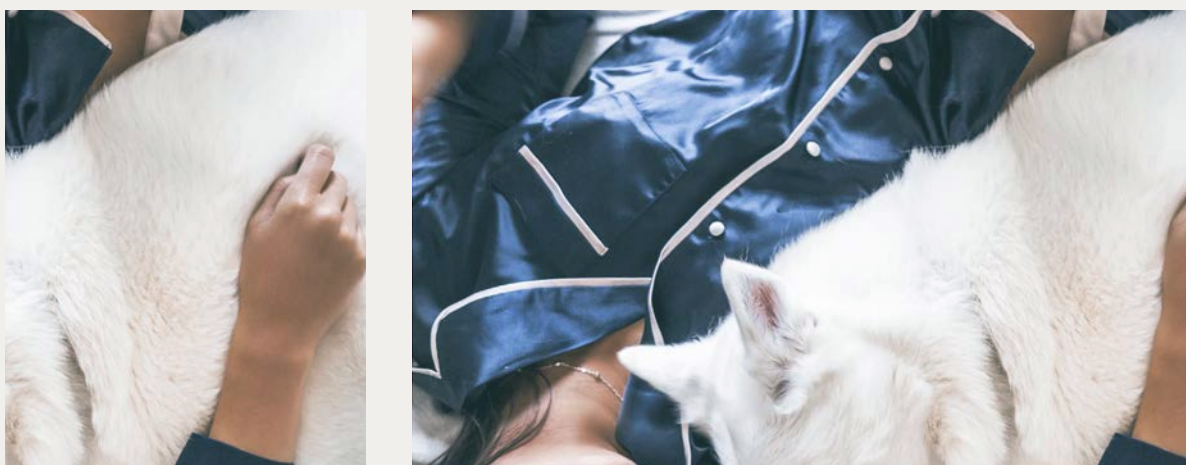
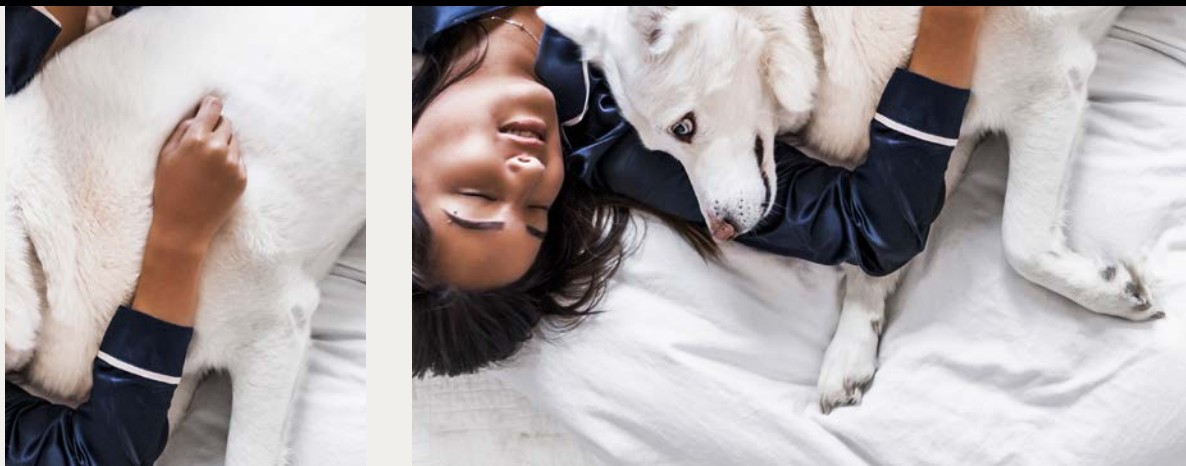
TAGLINE

SET YOUR STAGE.

ONE-LINER

Offering the familiar comforts of home with a healthy dose of extraordinary, unexpected, and out of the blue, The Dean redefines the notion of “home entertainment.”





NEIGHBORHOOD NARRATIVE

IT'S A HOUSE... IT'S A NEIGHBORHOOD... IT'S THE DEAN.

With a scenic rooftop and three landscaped pool decks, city-style flats and its own secret dive bar, it's a home with straight-up superpowers.

More than a place to eat, sleep, and binge-watch Netflix, The Dean is a cure to the monotony of everyday. A break from boring. Its hallways offer endless scenes to explore. Behind door number one: a lively aperitivo hour. Behind door number two: a tropical trio of dipping spas. Lush gardens, social show kitchens and movies under the stars—this is where your daydreams meet reality.

Each apartment is a stage just waiting to be set. Express your own aesthetic with Modsy's innovative virtual design services, or find your new aesthetic with curated collections by Schoolhouse and CB2. And for those with an insatiable sweet tooth, our Premiere Apartments put the cherry on top of the hot fudge sundae that is life at The Dean.

The Dean redefines the notion of "home entertainment." It offers familiar comforts and indulgences with a healthy dose of extraordinary, unexpected, and out of the blue. With the right atmosphere for any occasion, it's the perfect setting for your story to unfold.

LANGUAGE TOOLKIT

Our Language Toolkit should be at the heart of all the language that we make. The following headlines & key phrases help us unpack it and provide complimentary language that can be used across campaigns, social media, and other brand marketing communication channels.

ADDITIONAL HEADLINES

- > **DAYDREAMING IS BETTER AT THE DEAN**
- > **YOU WON'T REGRET STAYING HOME THIS TIME. PROMISE.**
- > **YOUR PERFECT WEEKEND IS WAITING**
- > **ALMOST *TOO* PERFECT**
- > **EXTRAORDINARILY HOME**

KEYWORDS & PHRASES

PERFECTLY CURATED/CHOREOGRAPHED -- STORY-WORTHY MOMENTS -- HOME ENTERTAINMENT -- WHERE DAYDREAMS MEET REALITY -- NARRATIVE --
RIGHT ATMOSPHERE FOR ANY OCCASION -- INDULGENT -- THE SCRIPT IS YOURS -- ENDLESS SCENES -- YOUR STORY -- BALANCED -- DYNAMIC

BRAND PLATFORM

Our Brand Platform is a summary of all the components of our brand.

BRAND IDEA

CINEMATIC LIVING.

Cinematic Living is that feeling when everything in life fits perfectly into place.
No matter your story, genre, or lifestyle, the stage is perfectly set for you.

MISSION

To bring every moment, big or small, into vivid color.

VISION

A place for people to craft their stories together.

VALUES

Storytelling - - Timeless Taste - - Rich Atmosphere

AUDIENCE

Confident Without Attitude

PERSONALITY

The Entertainer

tone of voice

Charismatic - - Lively - - Kind



PART THREE

OUR LOOK AND FEEL.

PRIMARY WORDMARK

The Dean logotype is a foundational element of the visual identity. It should be used to represent the brand whenever possible, acting as a standard, unchanging identifier for the neighborhood. It should not be altered in any way.

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PRIMARY WORDMARK: MINIMUM CLEARSPACE

The clearspace is the recommended amount of open space to be kept around the wordmark in order to maintain the legibility and integrity of the mark. The minimum clearspace is the height of the “a” in the logotype.



PRIMARY WORDMARK: MINIMUM SIZE

When the wordmark is reduced, there is a point at which it becomes illegible. By establishing a minimum size for the wordmark, it ensures the mark will always be prominent and legible.

PRINT: When using the logo in print pieces, the logo should never be reproduced smaller than 0.875" in width.

DIGITAL: For digital applications, the logo should never be reproduced smaller than 63px in width.



THE
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0.875" Minimum Size
Print



THE
dean

63px Minimum Size
Digital

ALTERNATE WORDMARK

The Dean alternate wordmark includes an “Apartments” identifier. It should be used on external-facing collateral pieces when viewers are not familiar with The Dean neighborhood.

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A P A R T M E N T S

ALTERNATE WORDMARK: MINIMUM CLEARSPACE

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DIGITAL: For digital applications, the logo should never be reproduced smaller than 81px in width.



THE
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APARTMENTS

1.125" Minimum Size
Print



THE
dean
APARTMENTS

81px Minimum Size
Digital

USAGE WITH PROMETHEUS LOGO

The Prometheus logo can appear in relation to the primary wordmark, but there is no official lock-up. Use your best discretion, and maintain the minimum clearspace when possible.

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INCORRECT USAGE OF WORDMARK

Below are some examples of how not to treat the wordmark. The priority should be to establish proper contrast so that the mark reads clearly at various sizes. Avoiding these mistakes will help build consistency and contribute to making the wordmark recognizable. Always use approved artwork when working with the mark.



COLOR PALETTE

Our palette consists of Black and Off-White plus three vibrant secondary colors: Gold, Red-Orange, and Sky Blue. The secondary colors should only be used as accent colors. PANTONE spot color is the preferred printing method. CMYK/Digital printing methods will not produce an exact match to the specified PMS swatches.

BLACK

CMYK 0.0.0.100

RGB 0.0.0

OFF-WHITE

PMS 9043C

PMS 9043U

CMYK Coated 5.3.10.0

CMYK Uncoated 5.3.10.0

RGB 242.239.236

GOLD

PMS 7555C

PMS 110U

CMYK Coated 2.28.97.12

CMYK Uncoated 1.21.100.10

RGB 213.170.50

RED-ORANGE

PMS Orange 021 C

PMS 2028U

CMYK Coated 0.74.100.0

CMYK Uncoated 0.82.100.0

RGB 252.85.17

SKY BLUE

PMS 635C

PMS 635U

CMYK Coated 32.0.1.0

CMYK Uncoated 28.0.1.0

RGB 184.234.234

CORRECT COLOR USAGE OF THE WORDMARK

The Dean logo primarily appears as Black on an Off-White background or Off-White on a Black background. If color printing is not available, the logo may appear as White on Black or Black on White.



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INCORRECT COLOR USAGE OF THE WORDMARK

The logo should never appear in any of the secondary colors, nor should it appear on a secondary color background.



TYPOGRAPHY: HEADERS

Helvetica Neue Medium Extended is the header typeface for The Dean. It should be used in all caps and utilize a tracking value of 0. When possible, it should be significantly larger than the subheader and body type. It is available for purchase at <http://bit.ly/h-neue>

For digital applications (i.e. digital letterhead, email signatures), the typeface Helvetica Bold may be used.

**AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
!@#\$%&?\> *1234567890**

HELVETICA NEUE MEDIUM EXTENDED

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
!@#\$%&?\> *1234567890

DIGITAL APPLICATIONS: HELVETICA BOLD

TYPOGRAPHY: SUBHEADERS, SIGN-OFFS & BORDER TEXT

GT America Mono Bold is the subheader, sign-off, and border typeface for The Dean. It should be used in all caps and utilize a tracking value of 100. This type should be used for any text inside the black border treatment. It is available for purchase at <http://bit.ly/gt-a-mono>

For digital applications (i.e. digital letterhead, email signatures), the typeface Helvetica Bold may be used.

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
!@#\$%&?\> *1234567890

GT AMERICA MONO BOLD

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
!@#\$%&?\> *1234567890

DIGITAL APPLICATIONS: HELVETICA BOLD

TYPOGRAPHY: BODY

Helvetica Neue Regular is the body typeface for The Dean, and it should utilize a tracking value of 0.

It is available for purchase at <http://bit.ly/h-neue>

For digital applications (i.e. digital letterhead, email signatures), the typeface Helvetica may be used.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
!@#\$%&?\> *1234567890

HELVETICA NEUE REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
!@#\$%&?\> *1234567890

DIGITAL APPLICATIONS: HELVETICA

MIXING FONTS SUCCESSFULLY

This editorial exhibit demonstrates how the three fonts for The Dean can be mixed successfully. It is also a good guide for proportions between headers, sign-offs, and body text. When possible, the headers should be significantly larger than the sign-off and body type.

HEADER
Context Reprise Medium Extended

BODY
Context Reprise Regular

SIGN-OFF
GT America Mono Bold

> >

LEASING@THEDEAN.COM

**YOU WON'T
REGRET STAYING
HOME THIS TIME.
PROMISE.**

Lush gardens, social show kitchens, on-site beekeeping and movies under the stars — The Dean redefines the notion of “home entertainment.” It offers familiar comforts and indulgences with a healthy dose of extraordinary, unexpected, and out of the blue. With the right atmosphere for any occasion, it's the perfect setting for your story to unfold.

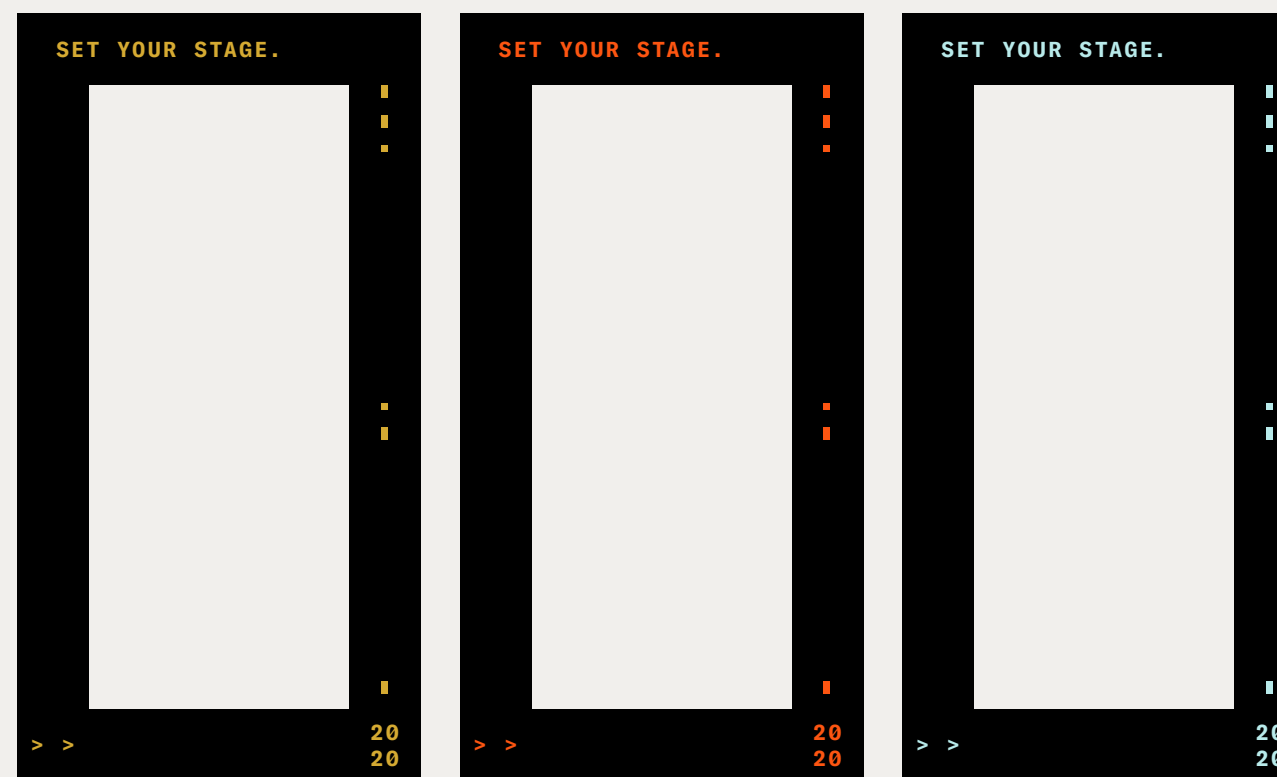
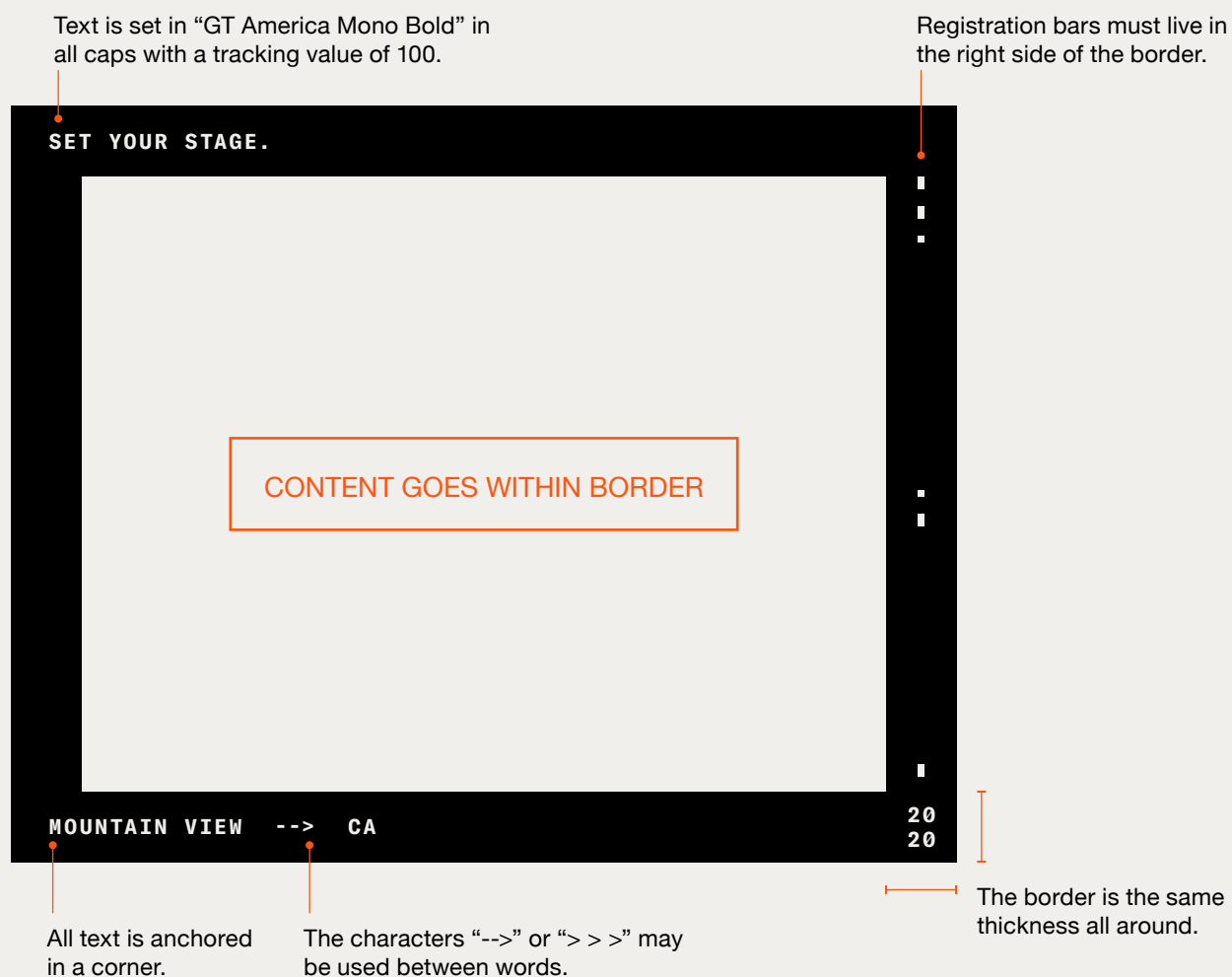
SET YOUR STAGE. THE DEAN.

THE
dean

05

BORDER TREATMENT

The bold, black border alludes to the appearance of photo strips, and it acts as a point of modernized nostalgia. The border may contain text in the typeface “GT America Mono Bold” in all caps with a tracking value of 100. Always anchor this text in one of the four corners. In addition, the characters “-->” and “> >” may be utilized between words. When using “registration bars,” ensure that they live within the right side of the border. Text and registration bars may be shown in off-white or any of the secondary colors, but all elements within a single border must be the same color. Avoid using the border on every touchpoint, as overuse will diminish the thing that makes it special.



Text and registration bars may be shown in off-white or any of the secondary colors, but all elements within a single border must be the same color.

Borders shown here are much more narrow than they'd typically be, in an effort to demonstrate color.

PHOTOGRAPHY POINT OF VIEW

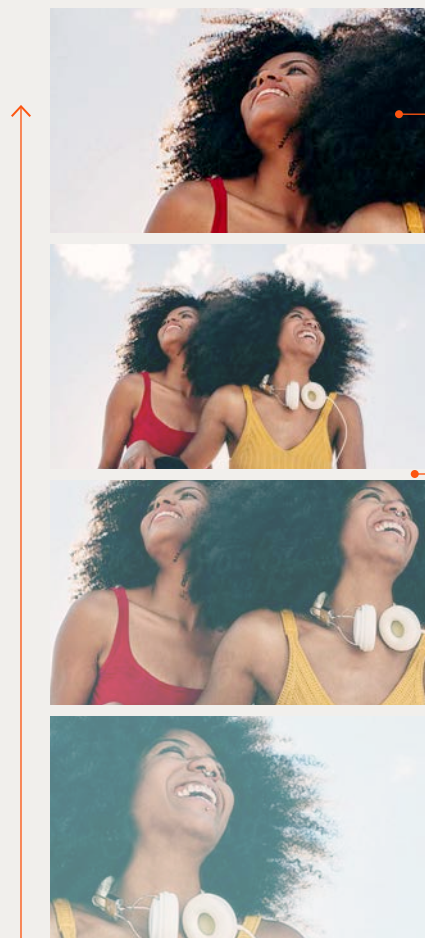
Photography should be inviting and evoke Northern California vibes—points of inspiration include nature, water, and warm, natural lighting. Try to include people interacting or if alone, in an activity: yoga, swimming, enjoying the outdoors, etc. If shooting without people, try to allude to human activity through accessories. Images should be artful and well-choreographed.



PHOTO STRIP TREATMENT

To diversify the visual language, a photo treatment has been developed. Photo strips work best when photos are stacked vertically in a group of three to five, with a small, uniform amount of space between them. Photos may be placed horizontally in a strip if necessary, although it is not the preferred method. All photos in a strip should be the same size.

Only one photo may be used in each photo strip, and each instance of the photo should be slightly different than the others. Photos should be scaled and nudged to achieve a unique frame. A subtle gradient color overlay should be applied to each film strip as well. Use your best discretion with overlay color selection—light, muted colors work best.



Only one photo may be used in a film strip. Each photo frame should be scaled and nudged to achieve a unique frame.

Each photo should have a small, uniform amount of space between them.

Use a gradient color overlay, starting from the bottom.

Two photo strips may live side-by-side.

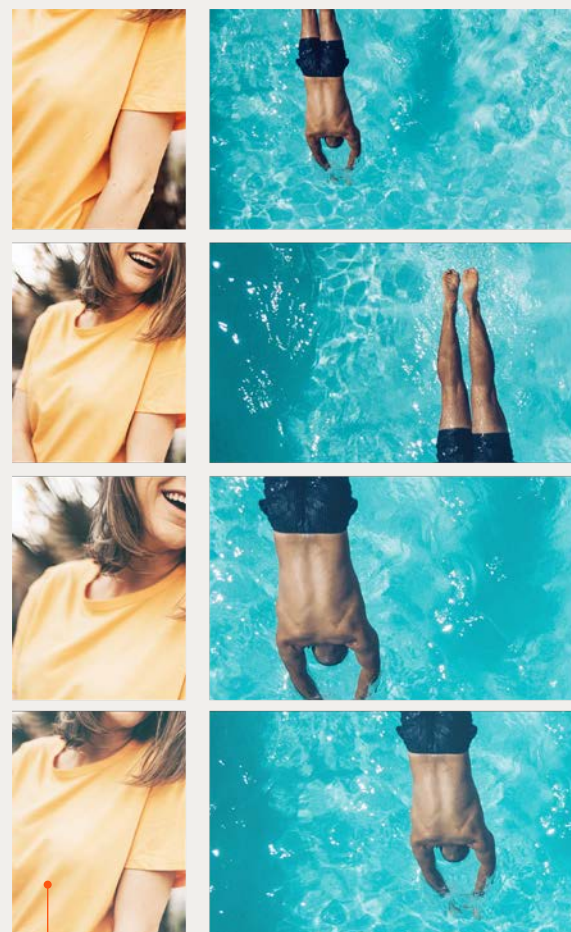


Photo strips may be cropped to appear "cut off."

Photos may be placed horizontally in a strip if necessary, although vertical stacking is preferred.

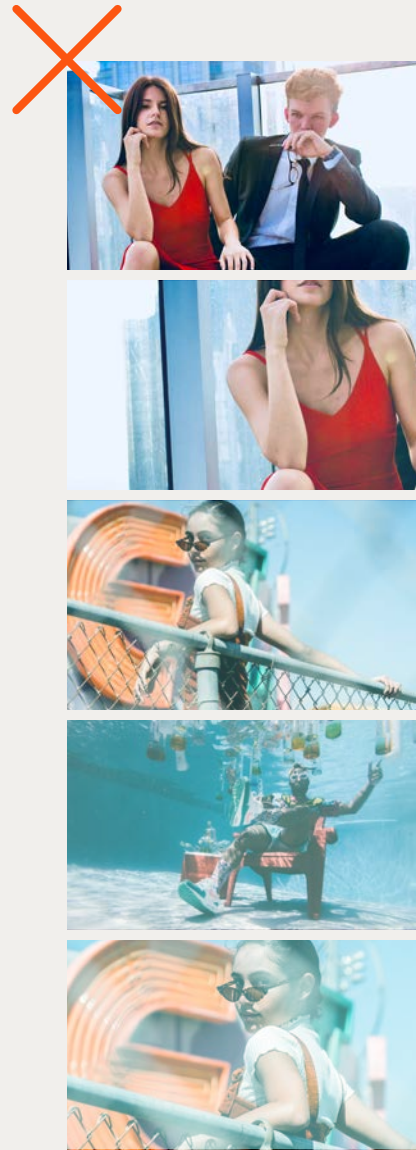


Use a gradient color overlay, starting from the right.

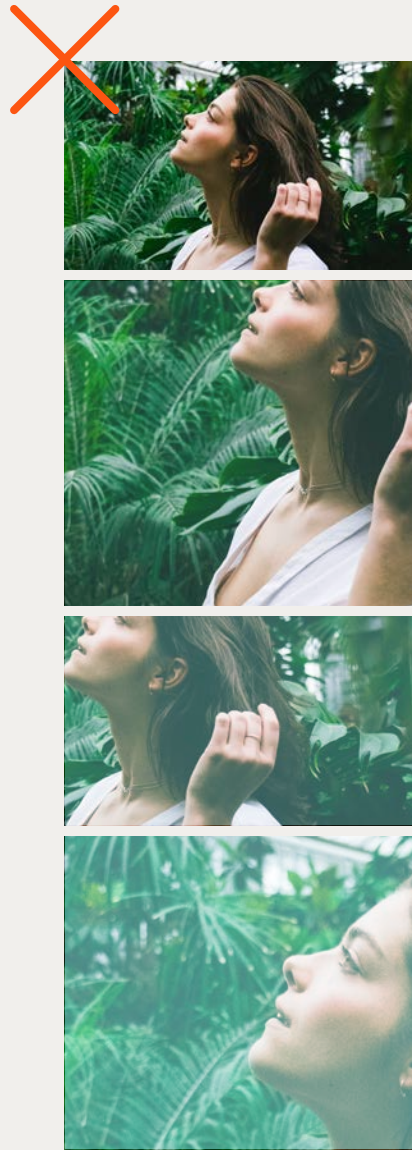
PHOTO STRIP MISUSE

Below are some examples of how not to treat the photo strips. Avoiding these mistakes will help build consistency and contribute to making the brand recognizable.

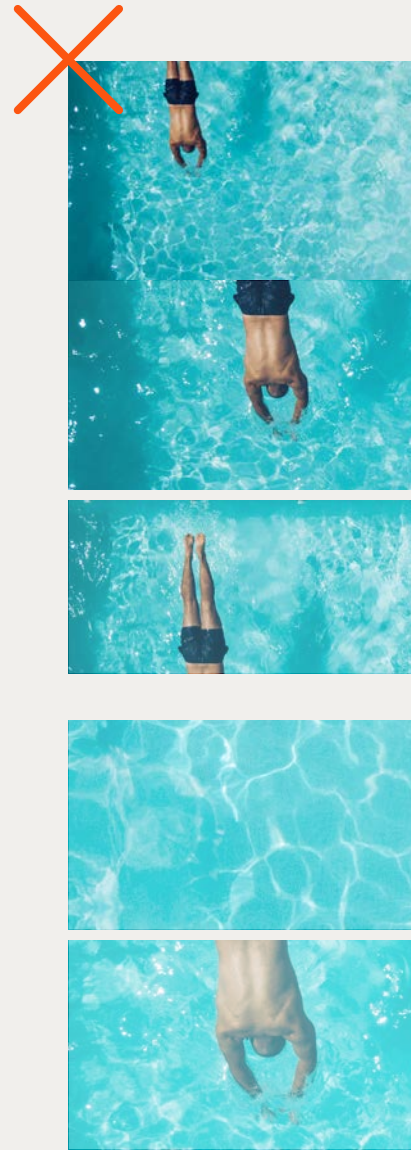
Do not use different photos within a strip. Ensure that the photo used is **on-brand**.



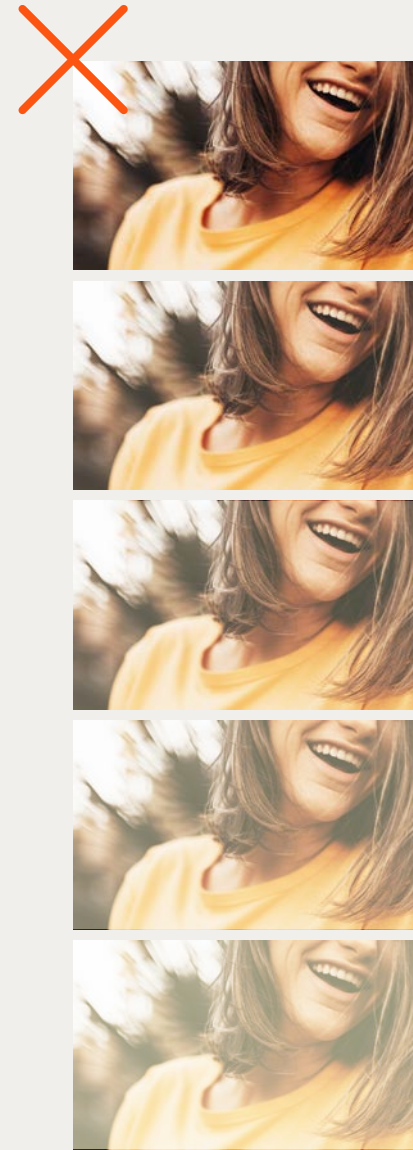
Do not make the photos within a strip different sizes.



Do not differ the spacing between photos in a strip.



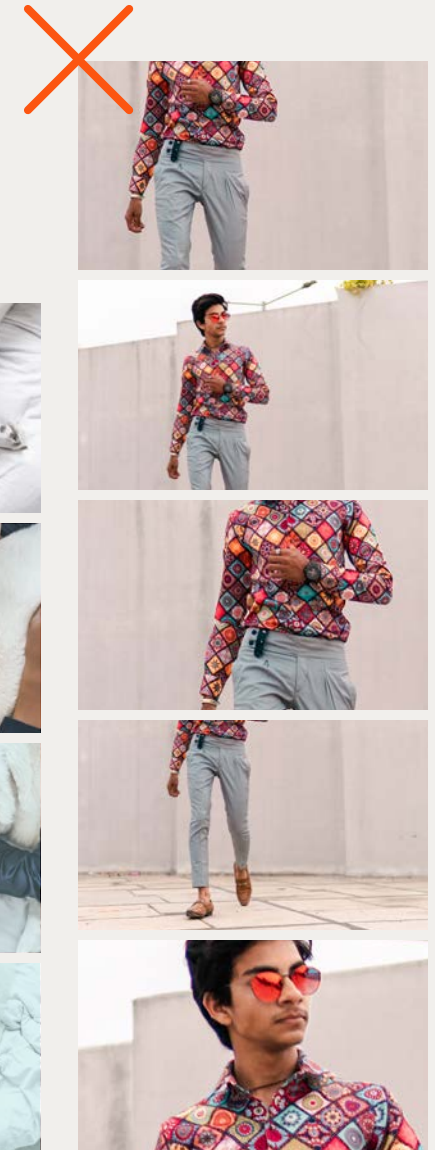
Do not forget to scale or nudge each photo within a strip. Every frame should be unique.



Do not overlap photo strips.



Do not forget to use a subtle gradient color overlay.



HAND-DRAWN ELEMENTS

To add additional personality to the brand, a set of twelve hand-drawn embellishments have been developed. These elements should primarily live on top of photos, further alluding to the idea of film strips. Occasionally, the hand-drawn elements could interact with text or graphics if needed and if done in a thoughtful way. Avoid using more than two hand-drawn elements on a single photo strip, as overuse will diminish the thing that makes them special, as well as detract from the content of the photos.



01: STAR



02: STAR



03: CHECK



04: CHECK



05: CIRCLE



06: CIRCLE



07: CIRCLE



08: CIRCLE



09: ARROW



10: ARROW



11: ARROW




12: ARROW

PUTTING IT ALL TOGETHER

**THE FOLLOWING PAGES SHOW IN
SITU EXAMPLES THAT HELP PROVIDE
INSPIRATION & GUIDANCE ON HOW THE
VISUAL IDENTITY CAN BE IMPLEMENTED
ACROSS APPLICATIONS.**


EDITORIAL

THE DEAN APARTMENTS >>>



>>>

LEASING@THEDEAN.COM



YOU WON'T REGRET STAYING HOME THIS TIME. PROMISE.

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SET YOUR STAGE. THE DEAN.

04 >>> > MOUNTAIN VIEW, CA

THE DEAN

05

BUSINESS CARD

THE DEAN APARTMENTS

SET YOUR STAGE.

MOUNTAIN VIEW, CA

THE DEAN APARTMENTS
LEASING@THEDEAN.COM

TINA FEY
LEASING AGENT

458 SAN ANTONIO RD,
MOUNTAIN VIEW, CA 94040



POLAROIDS



POSTCARDS



E-BLAST

NEWSLETTER >> > > > 09/27/2019

THE dean

EVENTS





↓

ROOFTOP WINE TIME TO THE RESCUE.

More than a place to eat, sleep, and binge-watch Netflix, The Dean is a cure to the monotony of everyday. A break from boring. With a scenic rooftop and three landscaped pool decks, city-style flats and its own secret dive bar, it's more than a neighborhood — it's a home with straight-up superpowers.

[CLICK TO LEARN MORE →](#)

.. ..


WELCOME NEW NEIGHBORS.

Lush gardens, social show kitchens, on-site beekeeping and movies under the stars — The Dean redefines the notion of "home entertainment." It offers familiar comforts and indulgences with a healthy dose of extraordinary, unexpected, and out of the blue. With the right atmosphere for any occasion, it's the perfect setting for your story to unfold.

.. ..

THE DEAN. LUXURY APARTMENTS.
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NEWSLETTER >> > > > 09/27/2019

THE dean




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↓

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