

CASE STUDY

Modern Comfort Mixed with a Northwest Aesthetic in the Heart of Spokane Valley

SERVICES:

NAMING

BRAND NARRATIVE

MESSAGING

LOGO DESIGN

PRINT COLLATERAL

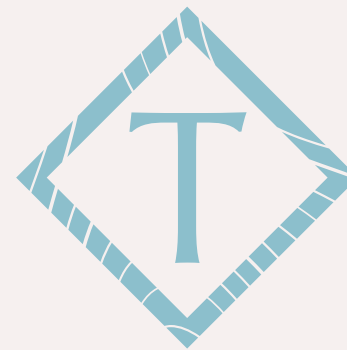
BRAND GUIDELINES

Located in Spokane Valley, a sweet spot between the rugged PNW outdoors and city amenities, our client needed to reposition and rebrand their newly acquired community. We started with the name. Something memorable and distinct that avoided the typical PNW tropes of mountains and trees but captured the nature of the discovery and the comfort and convenience of a modern community. Trillium, named after the iconic 3 petal flower common in the area, felt like the perfect balance of nature and modern style. With a name chosen, we got to work on delivering a brand narrative, a logo, and a visual language that elevated Trillium above its competitors and helped it stand out as a premium choice for renters in Spokane Valley.

LOGO

Our logo design was inspired by iconography and imagery from the natural landscape, starting with the diamond shape icon. A common shape in visual language of natural parks, it introduces ideas of exploration, adventure, and discovery.

The wordmark is clean, while details in the type give it a charming and casual personality. The lockup of the icon and type reads like a modern take on a traditional badge.



Our narrative and taglines capture the personality of the brand mixing themes of modern luxury living with friendly comfort and convenience and the active and adventurous lifestyle available to residents.

THIS IS LIVING WELL, AND THEN SOME.

Welcome to a fresh take on apartment living that doesn't sacrifice neighborly vibes for upscale frills. Our resort-style amenities, state of the art-fitness center, and full-service onsite bar and restaurant are made for perfecting that 'staycation everyday' lifestyle, and downtown's gems are just minutes away. When you venture out for work and play, you'll love how close we are to the area's top attractions and employers. From unique dining and eclectic retail to the natural wonders in our backyard, this is the ideal place for letting the area's many charms find you. Think of us as your own little contemporary oasis in the heart of liveable, loveable Spokane Valley.

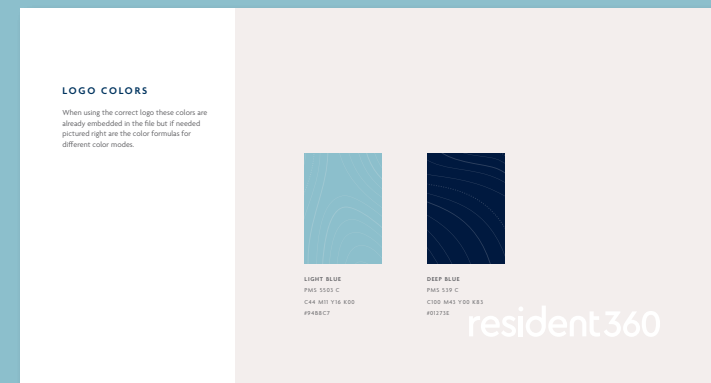
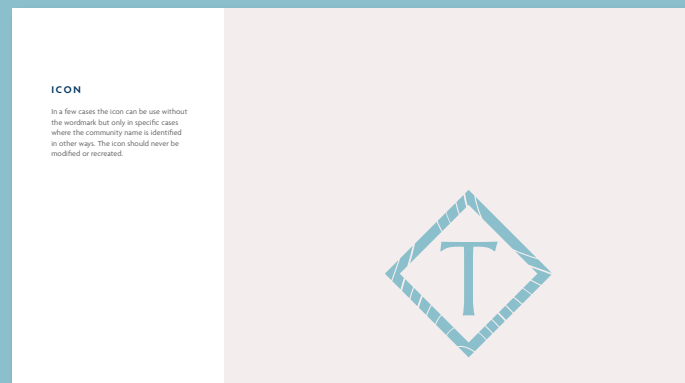
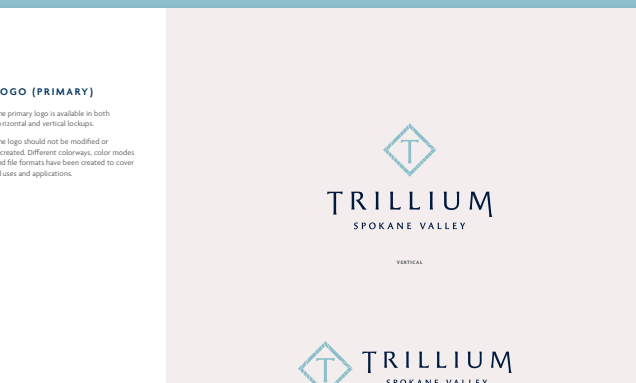
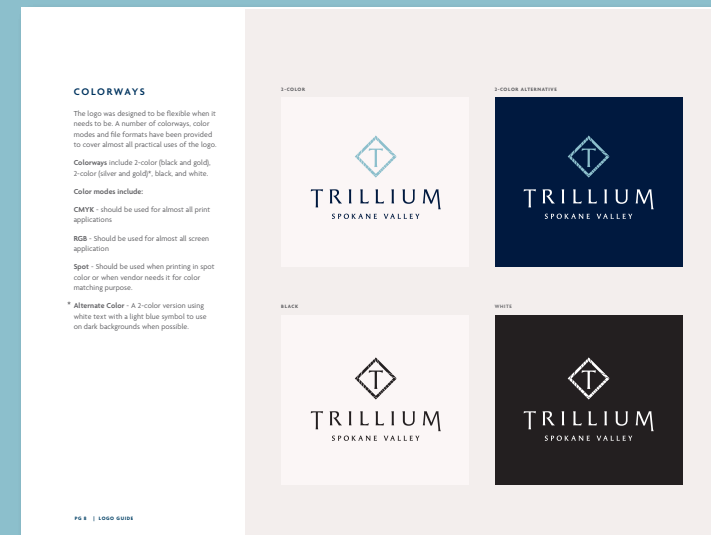
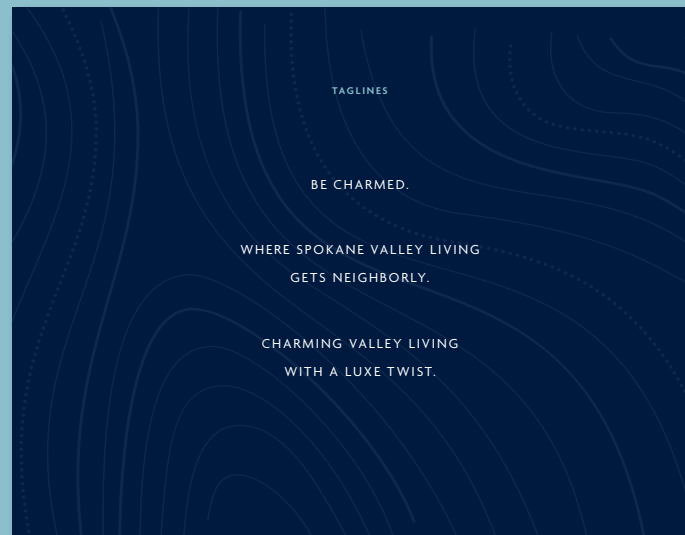
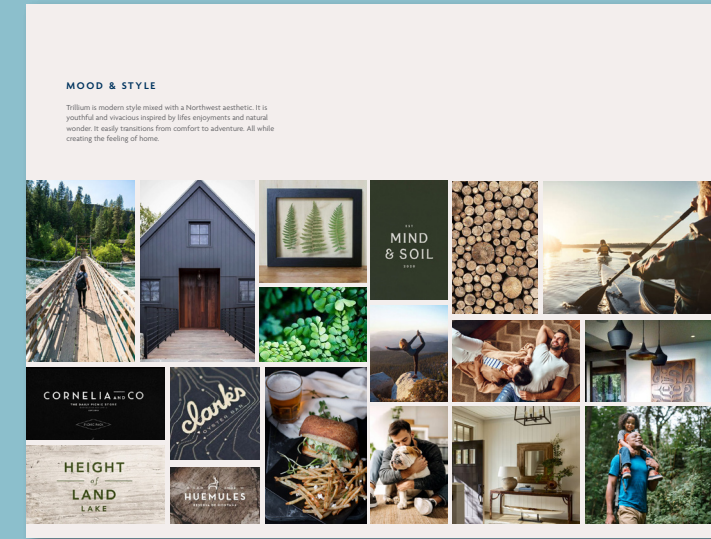


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BE CHARMED.

WHERE SPOKANE VALLEY LIVING
GETS NEIGHBORLY.

CHARMING VALLEY LIVING
WITH A LUXE TWIST.








LUXURY AMENITIES INSIDE. EXCITING ADVENTURES OUTSIDE.

The lifestyle you've dreamt of is now a reality. Welcome to Trillium—a perfect combination of modern luxury, genuine Northwest architecture, and a location right in the middle of nature's abundant beauty in the Spokane Valley region. Featuring spacious studios, 1.5 and 2 bedroom floor plans ideal for entertaining, working from home, or just chilling. Our unbeatable location means you're just minutes from eclectic dining, exquisite shopping, exciting entertainment, and captivating outdoor recreation for all ages. And our pet-friendly policy means your fur babies are welcome too!





BE CHARMED.

Everything you want is right at your fingertips! All the space you need to live, work, and play. Explore new places. Embrace new friendships. Our "vacay-everyday" vibes resonate throughout our community. Pull up a lounge chair and relax with neighbors around the firepit. Fire up the grill and feast with friends. Discover a new favorite walking path with Fido. And when you return home, you'll be greeted by luxury amenities designed with you in mind.



COMMUNITY AMENITIES

- State of the Art Fitness Center
- Movie Theatre
- Fire Pit
- Grilling Area
- Spa
- Nearby Park & Hiking trail
- Easy I-90 Access
- On-Site Retail
- Resident App
- Clubhouse w/ 22-seat Theatre
- 2 Dog Parks






APARTMENT FEATURES


- Washer and Dryer Included
- Air Conditioning
- Patio and Balconies with Storage
- Gangs
- Pet Friendly
- 24 Hour Maintenance
- Spacious, Open Floor Plans



WHERE SPOKANE VALLEY LIVING GETS NEIGHBORLY.

Spokane Valley snagged a spot in the "Top 35" most livable mid-sized cities in 2020—and for good reason! In addition to easy access to HWY 90 and an excellent school district, you're just minutes away from trendy restaurants, low-key life, cafes, Target, Lowe's, the Spokane Valley Mall and endless outdoor adventures including hiking, biking, skiing and water sports on the Spokane River. And with 260 days of sunshine a year, every day is a great day to get outside and play!





EXCEPTIONAL LIVING.



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