

Hi,

We are creating one website to market 5 apartment buildings (**Charlamain, Montaje, Essex, 526, and 503**). We are in need of one logo for our opening web page to represent our brand to St. Cloud State University Students.

Our Charlamain apartment property is recognized and reflects our brand: clean, stylish, exceptional care, standout, above, professional, exceptional, but not costly. However, our current logo, see Charlamain below, does not reflect our brand. It is too feminine and whimsical in font and butterfly artwork. Our students, *mainly female*, selected the current logo from 3 concepts. Montaje and Essex align more with our brand.

Charlamain, Montaje, and Essex apartment logos are pictured below. We are not necessarily interested in keeping the roof with the window, but would like some type of artwork as part of the logo.

We will be designing new monument signs and want to use the new logo on the signs too.

We want orange, white, grey or shades of black colors similar to JF Junction flats or Magnolia Vinings logo below. We like the logo styles we included below, ie. The UPTON font: stands out, clean, crisp, fresh, and stylish. Also, Like the artwork / brushed line on Magnolia Vining and Avena add a touch of style (along with the reverse artwork above the line on Avena. Even the simple lines on Upton Apartment Homes help the entire log to stand out. Like use of color and stand out style of Argo apartment community and The View apartments at Long Lake. They are simple, clean, and standout. Like [Andersonhills](#) use of color to create interest and standout. Like Mosaic Dallas contrast of font and color in Dallas, which adds style.

Please email any questions or feedback.

Sincerely,

John

The new logo will be.

CHARLAMAIN
apartments across from scsu
Exceptional Living / Outstanding Value

exceptional living outstanding value

exceptional living outstanding value


Charlamain
exceptional student living


Montaje
simply better

ESSEX
boutique scsu apartments

exceptional
living
outstanding
value

THE
UPTON
APARTMENT HOMES

M|V
MAGNOLIA VININGS
apartment homes


AVENA


kenect
CHICAGO

The VIEW
APARTMENTS AT LONG LAKE

andersonhills
apartments

MOSAIC
Dallas

Tivoli
Apartments


TRIVIUM



APARTMENT 58

L45°

LATITUDE 45
ON WASHINGTON AVENUE

PARK
PLACE
APARTMENT HOMES 



CHARLAMAIN
exceptional living • outstanding value

apartments
across
from
scsu

exceptional living
outstanding value

Montaje
simply better

