



BROADSTONE

LEMMOND

FARM



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# PLANT YOURSELF

## BRAND STORY

**P**lant yourself by the lake at sunset. Around the pool with neighbors. Around a firepit with new friends. When you live at Broadstone Lemmond Farm, you're in the midst of a sophisticated apartment community with amenities and spaces specifically designed to cultivate shared experiences.



*Plant yourself here and let the memories take root.*



# COME and GROW



## BRAND STORY

*Expand your horizons at  
Broadstone Lemmond Farm.*

Explore the rich history that serves as the inspiration for the nostalgic and charming modern farmhouse design. Grow your circle of friends by engaging in two beautiful spaces. Enjoy outdoor-centric amenities at the Lakehouse, including a lakefront lounge with a gathering place, and experience community-focused features in the Clubhouse with a fireplace, library and games.



Once a horse farm that was part of the Lemmond family for generations, the area has grown into a prime location at I-485 and Albemarle Road offering easy access to University City, Matthews, Mint Hill and Uptown Charlotte. Adjacent to the apartment community, The Village at Lemmond Farm will include restaurants, shops and services all within walking distance.

Just down Albemarle Road, enjoy Southern cooking at Jake's Good Eats, located in an old gas station owned by the Lemmond family. Grab a pint with friends at Dunwellz Custom Kitchen and Pour House in charming downtown Mint Hill. Hit the mountain biking trails at Sherman Branch or walk along the nature trail at the 50-acre Mint Hill Veterans Memorial Park. It's all just minutes away from Broadstone Lemmond Farm.



**DOWN  
HOME  
GOES  
UPSCALE**





# REAP the REWARDS

Take advantage of all that Broadstone Lemmond Farm has to offer. Enjoy the rich history that inspired the open and modern farmhouse aesthetic. Indulge in luxurious interior features, including granite countertops, designer lighting, stainless steel appliances, Moën bathroom fixtures and mud stations in every apartment home. Live a stone's throw from local shops, restaurants and workplaces. And bask in our outdoor-centric, memory-making spaces and amenities that only living by the water can provide.



BRAND STORY





# READY FOR WHATEVER CROPS UP

*Imagine having the serene backdrop of a quaint lake nearby to unwind and take in the natural surroundings.*

## BRAND STORY

When you live at Broadstone Lemmond Farm, you're never far from thoughtful amenities and spaces that have been specifically designed to cultivate moments to remember.

Mingle with friends and neighbors at the Lakehouse, which boasts a gathering space with an island, sink and ice trough for drinks so you can easily bring in food and dine overlooking the lake. Pick out a mystery novel at the library in the clubhouse and relax by the fireplace or play a game with friends. Take a dip in the resort-style saltwater pool. Work out in the fitness center, stocked with free weights and a cardio bar, or get work done in one of our private offices. Meet up with fellow pet parents at our pet park and pet spa.

At Broadstone Lemmond Farm we believe in making memories, and our array of amenities, spaces and views are designed to do just that.



# amenities IN ABUNDANCE!



FITNESS CENTER WITH FREE WEIGHTS + CARDIO BAR



CLUBROOM: FIREPLACE



CLUBROOM: GAMES



RESIDENT LIBRARY



24/7 PACKAGE SYSTEM



SMOKE-FREE COMMUNITY



THE LAKEHOUSE



PET PARK



PET SPA



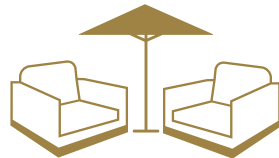
RESORT STYLE SALTWATER POOL



NGBS GREEN CONSTRUCTION



ONSITE GRILLING STATION + BIG GREEN EGG®



OPEN AIR ENTERTAINMENT AREA WITH TVs



OUTDOOR FIREPIT



OUTDOOR CABANA LOUNGE



ELECTRIC CAR PARKING

- a few of our upscale apartment interior amenities -

GRANITE COUNTERTOPS • DESIGNER LIGHTING PACKAGES • 2 DIFFERENT DESIGNER FINISH SCHEMES  
STAINLESS STEEL GE APPLIANCES • MUD STATIONS • MOEN KITCHEN & BATH FIXTURES





» in a few words **OUR IDENTITY:**

**IS:**

*modern*      *tranquil*  
*inviting*      *spacious*  
*reflective*      *expansive*  
*distinctive*      *sophisticated*

**IS NOT:**

*urban*      *predictable*  
*plain*      *inauthentic*  
*overcrowded*      *unfriendly*  
*lackluster*      *standard*



» *when talking* ABOUT US, USE THESE:

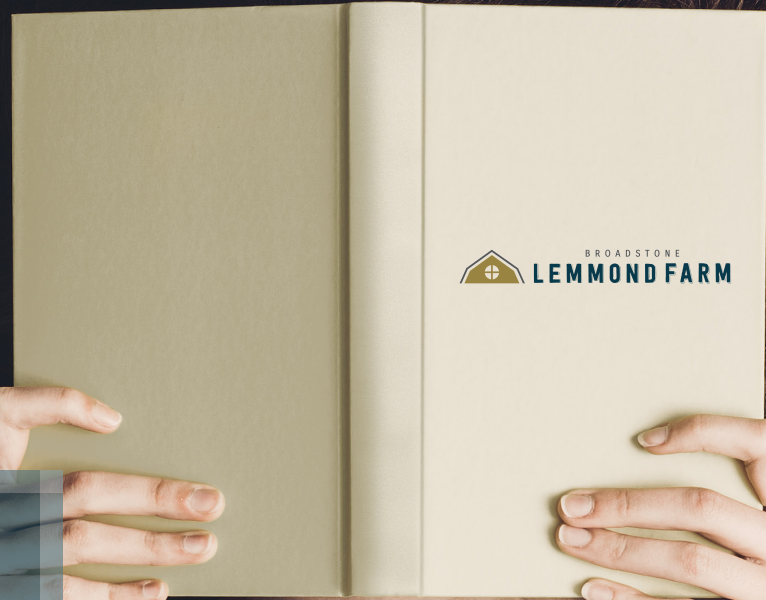
**MODERN FARMHOUSE** **OUTDOORS** **ACTIVE**  
**LUXURY** *history*  
*abundance* **FAMILY** **SERENE**  
**DISTINCTIVE** *modern* **CLEAN**  
**UPSCALE** *green* **REFLECTION**  
**COMFORTABLE** *relaxing*  
**ACCESSIBLE** *contemporary* **SPACIOUS**



# MORE MOMENTS TO REFLECT ON

Broadstone Lemmond Farm has laid the foundation for something truly amazing. From its open and inviting contemporary farmhouse design to its outdoor-centric, community-creating amenities, Broadstone Lemmond Farm blends luxury and location with history and heritage like no other apartment community.





**3 BRAND STORY**

**13 PHOTO LIBRARY** >>>

**18 APPLICATION**

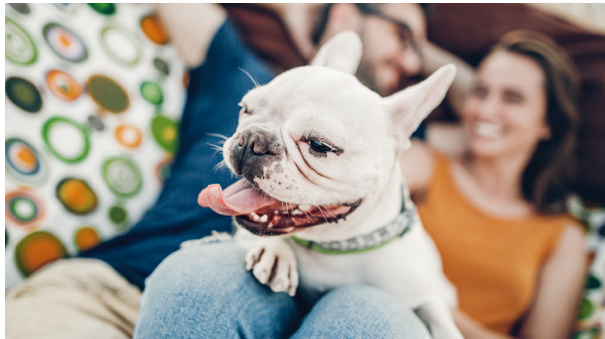
**22 STYLE GUIDE**

# PHOTOS

APPROVED PHOTOGRAPHY - LIFESTYLE / AMENITIES / INTERIORS / TEXTURES

## The Lemmond Farm lifestyle

Lifestyle images create a sense of place and feeling of location and energy of the area. They showcase interests, behaviors, target market and culture.





# PHOTOS

APPROVED PHOTOGRAPHY - LIFESTYLE / AMENITIES / INTERIORS / TEXTURES

## The Lemmond Farm lifestyle

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# PHOTOS

APPROVED PHOTOGRAPHY - LIFESTYLE / AMENITIES / INTERIORS / TEXTURES

## What Lemmond Farm looks like

Creating a sense of place through interior and exterior imagery helps to portray the style and environment of the setting, experiences and location.



## Lemmond Farm textures

Images portraying texture provide the viewer a sense of touch. They inspire and evoke emotions using sensory connections.







**3 BRAND STORY**

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OVERLAP  
HEADLINE  
ON IMAGES.

**P** This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris elit, sed do eiusmod.



*This is accent copy.  
Lorem ipsum dolor  
sit amet consec.*

DROPCAP  
SHOULD HAVE A  
25% OPACITY.

USE PANTONE  
COOL GRAY 11  
FOR BODY COPY  
WHEN ON WHITE  
BACKGROUND.

USE A COLOR  
OTHER THAN  
BODY COPY FOR  
ACCENT FONT.



CONSTRUCTION BANNER / 70" x 144"

BRAND NEW APARTMENTS

**COMING SOON!**

**BROADSTONE LEMMOND FARM**

ALLIANCE RESIDENTIAL COMPANY

[BroadstoneLemmondFarm.com](http://BroadstoneLemmondFarm.com)

Home Innovation  
NGBS GREEN PARTNER





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# VARIATIONS

## Primary Logo

The primary color logo should be used most often. Always use the white logos when placing on top of on a field of color or photo background to ensure it is clearly visible. Do not place logo on backgrounds that provide little contrast.



## Secondary Logo

The horizontal logo should be used as an alternative when the space provided does not allow for full readability of the primary logo. Always use the white logos when placing on top of a field of color or photo background to ensure it is clearly visible. Do not place logo on backgrounds that provide little contrast.



## One-Color Logos

The one-color versions should be used in instances where printing process prohibits the use of multiple colors. Only use the three colors shown. Colors can be applied to the horizontal logo as well.





# SPACING + SIZING

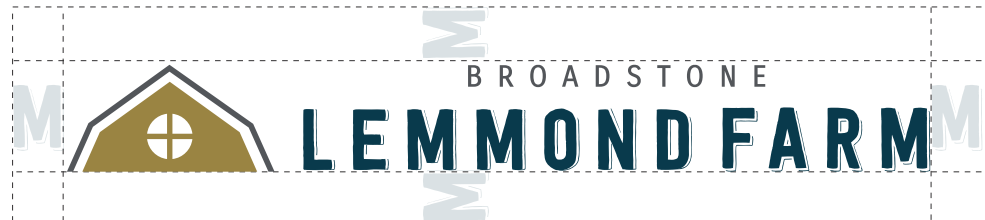
## Minimum Size

To ensure visibility, do not scale the logos smaller than the smallest width provided. To ensure scaling and quality, do not enlarge the provided JPG logos, always use the EPS or AI files.



## Clear Space

The logo should always have the required clearance space on all sides to ensure that no other graphic element interferes with its clarity and integrity. The safe zone is equivalent to width of the letter M in FARM. (The size is directly proportionate to the size of the logo used).





# IMPROPER USAGE

LOGO / COLOR / TYPE / ELEMENTS / PHOTOGRAPHY

DOING ANY OF THESE ALTERATIONS WILL DAMAGE THE LOGO'S INTEGRITY.



do not alter the fonts



do not scale individual elements



do not skew



do not stretch



do not squeeze



do not remove elements



do not adjust spacing or alignment



do not apply unnecessary effects



do not use unapproved colors





# COLOR PALETTE

## Primary Colors

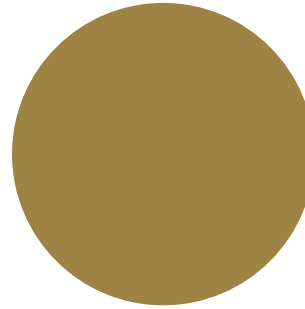
The logo colors should be treated as the primary color choice for main elements in designs.

## Accent Colors

Accent colors can be used in additional design aspects such as backgrounds or stylistic elements.

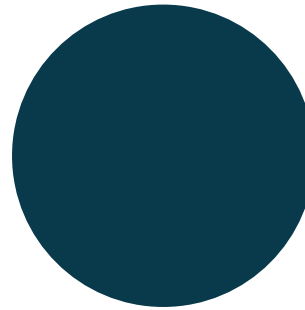


### LOGO (PRIMARY) COLORS



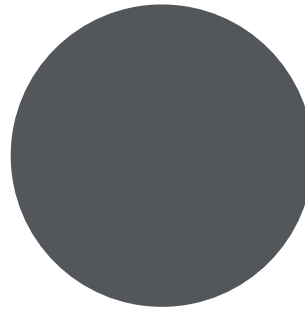
#### GOLD

PMS: 4505C  
CMYK: 38 / 40 / 86 / 11  
RGB: 153 / 133 / 67  
HEX: 998543



#### NAVY

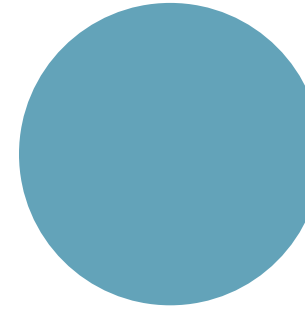
PMS: 548C  
CMYK: 97 / 67 / 49 / 42  
RGB: 0 / 59 / 76  
HEX: 003B4C



#### CHARCOAL

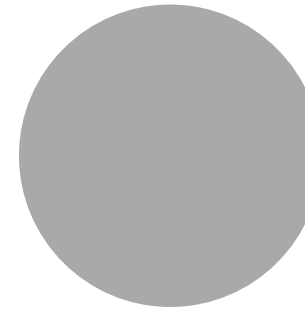
PMS: COOL GRAY 11C  
CMYK: 66 / 57 / 51 / 29  
RGB: 84 / 86 / 91  
HEX: 54565B

### SECONDARY (ACCENT) COLORS



#### SKY

PMS: 549C  
CMYK: 61 / 24 / 20 / 0  
RGB: 104 / 162 / 185  
HEX: 68A2B9



#### PEBBLE

PMS: COOL GRAY 6C  
CMYK: 36 / 29 / 28 / 0  
RGB: 167 / 168 / 169  
HEX: A7A8A9

## Primary Headline

### **FESTIVO LETTERS N014**

The approved primary headline font is **Festivo letters No.14**. This should be the first choice for headline font in any communication.

**A B C D E F G**  
**H I J K L M N**  
**O P Q R S T U**  
**V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

## Secondary Headline

### **CartoGothic Std Bold**

The approved secondary headline font is **CartoGothic Std Bold**. This should be the second choice for headline font in any communication. Always underline the font to add a sense of style. Always use in all caps for headline treatment.

**A B C D E F G**

**H I J K L M N**

**O P Q R S T U**

**V W X Y Z**

**0 1 2 3 4 5 6 7 8 9**

## Accent Headline

### **Plantin Regular**

The approved accent headline font is **Plantin Regular**. This should be used sparingly as an accent with the secondary headline font, CartoGothic Bold.

A B C D E F G  
H I J K L M N  
O P Q R S T U  
V W X Y Z  
0 1 2 3 4 5 6 7 8 9

## Primary Body Copy

### Volkorn Regular

The approved primary body copy font is **Volkorn Regular**. This should be the first choice for body copy font in any communication.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

0123456789

## Secondary Body Copy

### **CartoGothic STD Book**

The approved secondary body copy font is **CartoGothic Std Book**. This should be the second choice for body copy font in any communication when the primary font has already appeared on the page.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

0123456789



## Accent Copy

### *Lora Italic*

The approved accent font is **Lora Italic**. This should be the only choice for accent copy in any communication when the primary font has already appeared on the page.

A B C D E F G H I J K L N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

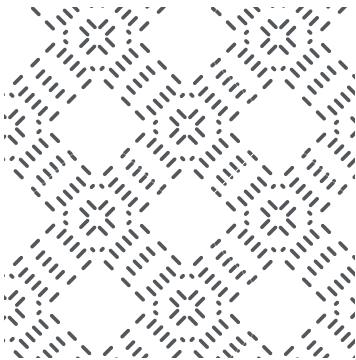


## Patterns

The patterns were designed specifically for the Lemmond Farm brand to be used as a background to add texture and visual interest. The patterns can be used in any of the brand colors or in white on top of any of the brand colors.

## Cross Stitch

After placement, rotate the pattern 45° and follow the opacity rules to ensure a consistent look when placing the white pattern on any of the approved brand colors.



OPACITY: 20%

OPACITY: 30%

OPACITY: 20%

OPACITY: 40%

OPACITY: 40%

OPACITY: 30%



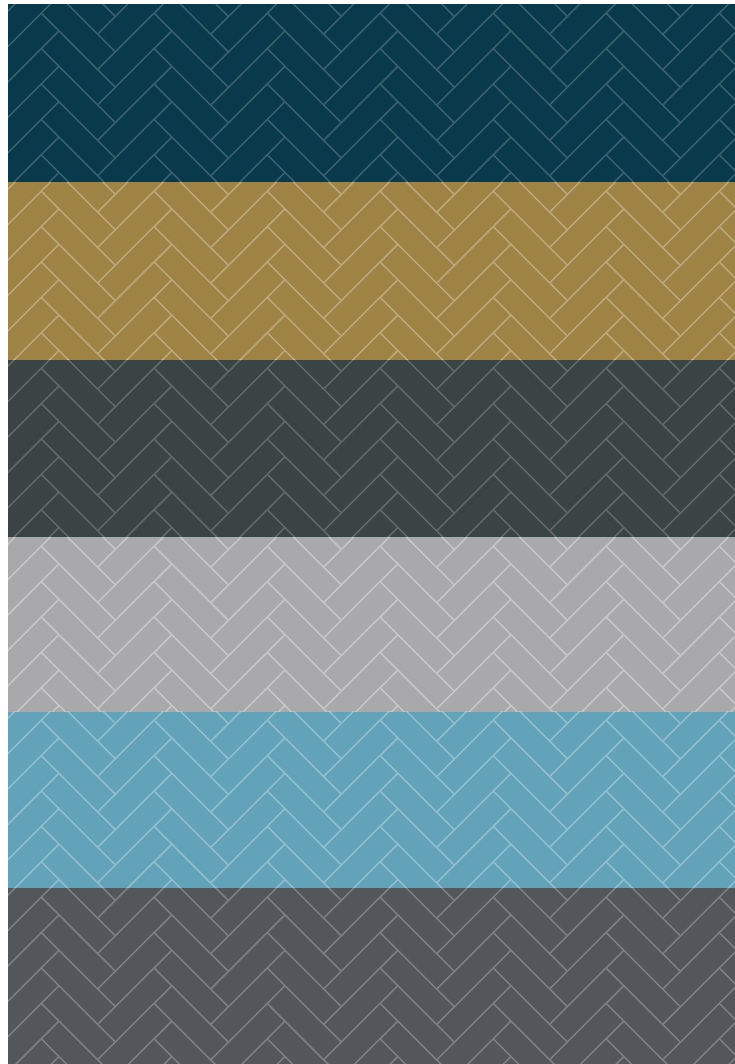
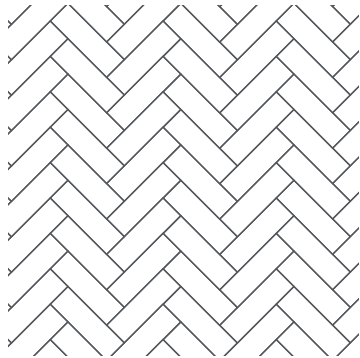


## Patterns

The patterns were designed specifically for the Lemmond Farm brand to be used as a background to add texture and visual interest. The patterns can be used in any of the brand colors or in white on top of any of the brand colors.

## Chevron

Follow the opacity rules to ensure a consistent look when placing the white pattern on any of the approved brand colors.



OPACITY: 20%

OPACITY: 30%

OPACITY: 20%

OPACITY: 35%

OPACITY: 45%

OPACITY: 25%



# DESIGN ELEMENTS

## Chevron

The design "chevron" element can be used in web and print at your discretion. Examples of usage are: as an intro to text, divider segment between paragraphs, on web to direct people to swipe, etc. The dimensions will be determined by the context of the specific usage.



## Logo Icon

The logo icon can be used as an additional design element in any instance where the full logo already has appeared for full recognition. Ex: One of the business card sides or a presentation footer.





## Photo Frame

The "photo frame" should be used as a design element when layering photos to give additional contrast and visual interest. The "frame" is made up of white filled boxes, each at 30% opacity.



## Drop Cap

The drop cap should be used sparingly to add a subtle and elegant editorial element to the copy. Always underline the drop cap letter with a stroke the same width as the letter.

**P**lant yourself by the lake at sunset. Around the pool with neighbors. Around a firepit with new friends. When you live at Broadstone Lemmond Farm, you're in the midst of a sophisticated apartment community with amenities and spaces specifically designed to cultivate shared experiences.

## Supportive Icons

The use of farmhouse & nature inspired icons can be used sparingly in communications to add additional visual interest and softness to the document. The icons can be used in any of the brand colors.





## Marketing & Advertisements

These headlines have been pre-created for any marketing department to be used in both advertisements and collateral. They were created to express the nature of the property.

**REAP THE REWARDS**

Neighborhood Community, Amenities or Interiors

**PLANT YOURSELF HERE**

Community

**COME AND GROW**

Lifestyle

**READY FOR WHATEVER CROPS UP**

Lifestyle

**MORE MOMENTS TO REFLECT ON**

Lifestyle

**AMENITIES IN ABUNDANCE**

Amenities or Interiors

**DOWN HOME GOES UPSCALE**

Location or Interiors



# PROPER USAGE

LOGO / COLOR / TYPE / ELEMENTS / PHOTOGRAPHY

## Look and Feel

Photography should capture the essence of Broadstone Lemmond Farm and its environment to remain authentic to the brand.





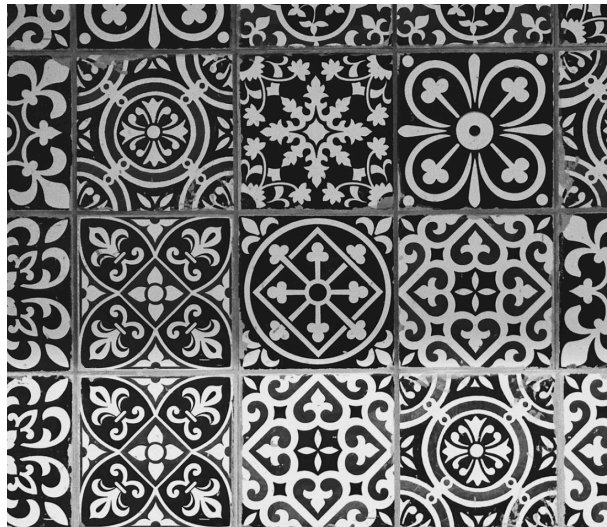
# IMPROPER USAGE

## Watch Out For...

To ensure brand consistency, be sure NOT to apply these styles and effects to photography.



**DO NOT add overlays**



**DO NOT place text over busy photos**



**DO NOT use washed-out images**



**DO NOT overexpose**



**DO NOT add effects**



## File Format

For proper logo execution, guidelines for when to use each file type.

### AI / EPS

Vector option for use in all printable advertising/marketing media and signage - especially when a transparent background is required. Can be enlarged to any size without losing quality.

### JPG

Use mostly for presentations and email. Do not enlarge as they will appear pixelated and lose quality. If a JPG is needed for print, use the logo labeled accordingly.

### PNG

Use for websites and email when transparent background is required.

## Printing

For proper logo execution, follow guidelines for when to use each logo color.

### PANTONE

Use when printing on an offset press. This sometimes can cut costs due to less plates and result in better quality color matching.

### CMYK

Use in all other printing methods. (ex: digital press and desktop printer)

### RGB

Use in all digital/online presence. (ex: websites)

### GRAY

Use when color is not allowed in printing method. (ex: newspaper)

### WHITE/TRANSPARENT

Use when logo is printed on a solid color background or photograph.



**LEMMOND FARM**

Charlotte, NC

[BroadstoneLemmondFarm.com](http://BroadstoneLemmondFarm.com)