



PORTOLA

EAST MESA

BRAND GUIDE

TARGET RESIDENT

MEL

- **AGE:** 32
- **MEDIAN:** FLIGHT ATTENDANT
- **SOCIAL NETWORKING APPS:** FACEBOOK, INSTAGRAM, TIK TOK
- **ONLINE STREAMING WEBSITES:** NETFLIX, HULU, SPOTIFY
- **TYPES OF EVENTS INTERESTED IN:** FARMER'S MARKETS, ART FESTIVALS, & TRAVELING WITH FRIENDS
- **WEEKEND ACTIVITIES:** STAYING IN, GOING TO THE MOVIES, BRUNCH
- **BRAND AFFINITIES:** AMAZON, TARGET, APPLE
- **PSYCHOGRAPHICS:**
I LIKE TO STAY AT HOME WHEN I HAVE THE CHANCE GIVEN MY BUSY SCHEDULE.
I LOVE TO SPEND TIME OUTDOORS OR WITH MY WINDOWS OPEN WHEN IT'S FALL/WINTER IN ARIZONA.
I ENJOY WINE NIGHTS WITH GIRL FRIENDS.



MILLENIAL

YEARS BORN: 1980 - 1994
CURRENT AGES: 26 - 41
SIZE: 95 MILLION

MEDIA CONSUMPTION: 94% STILL WATCH TV, BUT INCREASINGLY CUTTING THE CORD FOR STREAMING OPTIONS. MOBILE IS BIG, BUT 32% STILL USE COMPUTERS FOR PURCHASES. **BANKING HABITS:** SHOP PRODUCTS FIRST. WANT DIGITAL TOOLS TO MAKE MANAGING DEBT FRICTIONLESS. 41% HAVE DOWNLOADED A MOBILE MONEY MANAGEMENT APP.

SHAPING EVENTS: GREAT RECESSION, EXPLOSION OF INTERNET AND SOCIAL MEDIA, 9/11, AND COVID-19

WHAT'S ON THE FINANCIAL HORIZON: CONQUERING STAGGERING STUDENT DEBT AND BEGINNING TO SAVE FOR WEDDINGS AND HOMES.

LOGOTYPE



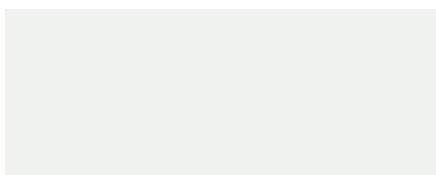
BRAND COLORS



RGB: 16, 58, 94 | HEX: #103A5E
CMYK: 100, 80, 38, 28



RGB: 180, 193, 169 | HEX: #B4C1A9
CMYK: 31, 15, 36, 0



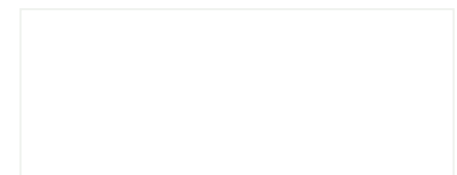
RGB: 239, 240, 237 |
HEX: #EFOED CMYK: 5, 3, 5, 0



RGB: 151, 173, 188 |
HEX: #97ACBC CMYK: 42, 24, 19, 0



RGB: 227, 204, 156 |
HEX: #E3CC9C CMYK: 11, 17, 43, 0



RGB: 255, 255, 255 |
HEX: #FFFFFF CMYK: 0, 0, 0, 0

TYPOGRAPHY

FRONTAGE
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

FRONTAGE
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

BRAND PATTERNS



Portola Water Pattern



Portola Concrete Pattern

LIFESTYLE PHOTOGRAPHY



TAGLINES

Brand Voice + Tone: Connected, Convenient, Upscale,
Adventurous

Ready For Your Next Big Adventure?
Find Everything You've Been Waiting For
Don't Settle For an Average Living Experience
Look Forward to Coming Home

Hashtags: #PortolaEastMesa #MesaAZ #MesaArizona #Mesa
#AZ #Arizona #PhoenixAZ #PHX #PhoenixLiving #MesaLiving
#MesaApartments #UpscaleApartments