



BRAND GUIDELINES

THE ELLIOTT AT
BLUE HILL

Elliott Road is where you will find The Elliott. Both are named for Stephen Elliott, valedictorian of Yale University in 1791 and a botanist considered America's foremost expert on southeastern plant species. He inspired UNC's W. C. Coker to devote his lifetime to the study and appreciation of plants. Elliott's work is still in use by botanists today.

BRAND VISUALS

THE ELLIOTT / PRIMARY LOGO

Applications: Wayfinding/Signage • Collateral • Advertising • Social Media • Promotional Merchandise

THE ELLIOTT AT
BLUE HILL

**THE
ELLIOTT**
AT BLUE HILL

THE ELLIOTT / WORDMARK

Applications: INTERNAL Wayfinding/Signage • Promotional Merchandise • Sub-Brand or Partnership Lockups

THE ELLIOTT

**THE
ELLIOTT**

**THE
ELLIOTT**

Alternate Orientations

THE ELLIOTT / BADGE

Applications: Collateral • Promotional Merchandise • Social Media





The Elliottia



The Elliottia paired with Badge

THE ELLIOTT / COLOR PALETTE

BLACK

PMS Black C
CMYK 0, 0, 0, 0
RGB 0, 0, 0
000000

MINT

PMS 563C
CMYK 54, 0, 29, 2
RGB 107, 187, 174
6BBBAE

BRONZE

PMS 7575C
CMYK 14, 53, 94, 55
RGB 131, 93, 50
835D32

ROSE

PMS 4995C
CMYK 15, 62, 30, 38
RGB 156, 97, 105
9C6169

SPRUCE

PMS 316C
CMYK 97, 21, 33, 73
RGB 0, 72, 81
004851

SUCCULENT

PMS 9544C
CMYK 0, 0, 0, 0
RGB 0, 0, 0
000000

WHEAT

PMS 7407C
CMYK 6, 36, 79, 12
RGB 203, 160, 82
CBA052

BLUSH

PMS 488C
CMYK 0, 31, 26, 0
RGB 236, 186, 168
ECBAA8

DARKS

GREENS

GOLDS

PINKS

HEADLINES & CTAS

**GOTHAM
BOLD** **ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890!@#\$%^&*
(**

TRACKING: 100 POINTS
Available for purchase from Typography.com

SUBHEADS & BODY COPY

MUSEO ABCDEFGHIJKLMNO
300 & 100 PQRSTUVWXYZ
 abcdefghijklmnopqrstu
 vwxyz
 1234567890!@#\$%^&*
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NUMERALS

ABOLITION **1234567890**

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EXAMPLE

**WE ARE
LOCAL
BY NATURE.**

Discover The Elliott at Blue Hill

Bordered by Booker Creek, Elliott Square, and Eastgate Crossing, The Elliott is centered in Chapel Hill's next great neighborhood—Blue Hill District. Blending the finest design with unmatched finishes and life-enriching amenities and benefits, The Elliott boasts luxurious residences that cater to Chapel Hill's vibrant and creative community.

**LEARN MORE AT
THEELLIOTTCHAPELHILL.COM**

HEADLINES & BUTTONS

**MONTERRAT
BOLD** **ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890!@#\$\$%^&*(**

TRACKING: 100 POINTS

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SUBHEADS & BODY COPY

**MUSEO
300 & 100** **ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890!@#\$\$%^&*(**

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NUMERALS

**OSWALD
MEDIUM** **1234567890**

TRACKING: 0 POINTS

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EXAMPLE

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[LEARN MORE](#)

THE ELLIOTT / APPLICATION EXAMPLES



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BRAND MESSAGING



THE

MESSAGING STRATEGY

Our communication strategy will focus on the uniquely individualistic nature of The Elliott and its super-convenient, central location in the thriving Blue Hill District. Many things set it apart. The Elliott is the polar opposite of a generic corporate property. It's specially tailored for its site and represents a true sense of the town it's in, with a distinctive vibe recognizable by any true Chapel Hillian.



VALUE PROPOSITION

THE AUTHENTIC CHAPEL HILL EXPERIENCE.

When you love the energy and optimism of a college town but have graduated to a career, there is only The Elliott at Blue Hill. Nestled in nature to nurture your mind, with nearby entertainment and experiences that engage your creative spirit, it's the Chapel Hill you know, or want to know, where every day is filled with opportunity.

MESSAGING THREAD ONE

LOCAL

UPTOWN IN THE SOUTHERN PART OF HEAVEN.

THE ELLIOTT BENEFIT

There is only one Chapel Hill.

CUSTOMER PAIN ADDRESSED

"I like the energy of an urban environment because of all the things going on and the closeness of everything. There's lots going on but there's also an off button a block away."

MESSAGING THREAD ONE / LOCAL SAMPLE MESSAGING

EVERYTHING YOU NEED, NOTHING YOU DON'T.

The Elliott is in Chapel Hill, a decidedly pleasant place to live. It offers an agreeable climate, vibrant culture, it attracts and creates foodies, draws entrepreneurs and is a legendarily passionate sports town with a healthy, positive attitude and every conceivable creature comfort. The head of the local Chamber is a happy guy.

EVERYTHING'S CHILL IN CHAPEL HILL.

Chapel Hill has had 220 years to become awesome. Tier-one research university. World-class teaching hospital. Championship sports teams that stir the best kind rivalries. Free bus lines. Abundant greenery. Tailgate wings or a 5-star meal. You'll never be over the Hill.

WHEN YOU'RE HUNGRY FOR VARIETY.

The Elliott puts you in the middle of an informed, creative and fun-loving culture. A robust farm-to-table movement prevails at highly-rated restaurants close by. Music lovers can enjoy local artists in every musical genre. UNC's performing arts programs bring in some of the world's most esteemed orchestras, artists, musicians, playwrights and actors. From The Elliott you can explore it all.

MESSAGING THREAD TWO

WALKABILITY

CLOSE TO EVERYTHING. FAR FROM ORDINARY.

THE ELLIOTT BENEFIT

Virtually anything one needs – dinner, groceries, pet food, even dentistry – can be obtained in less than ten minutes on foot without any need to crank a car. Walking and bike paths crisscross the area, lending variety to the casual walker or triathlete in training.

CUSTOMER PAIN ADDRESSED

“My job is important, but to me everything is important. I don’t want to waste time jumping in the car every time I want to go out to dinner, when I run out of coffee cream, when I want to work out or when I want to chill with friends.”

MESSAGING THREAD TWO / WALKABILITY SAMPLE MESSAGING

YOU CAN GET THERE FROM HERE.

The Elliott's central location is proximal to free bus lines to UNC and downtown and puts residents a short walk from an eclectic mix of three shopping centers. You can find cocktails, casual or fine dining, upscale shopping, pet care, grocery stores, pharmacies, medical practices and personal services. Maybe not in one day, but you do you.

YOU'RE GOING TO NEED A BIGGER CALENDER.

With The Elliott as a base camp, your leisure and business options are endless.

GO OUT. STAY IN. MAKE UP YOUR MIND. OR DON'T.

The Elliott combines upscale living, a fitness lifestyle, exceptional amenities and a location that offers extraordinary choice.

MESSAGING THREAD THREE

BLUE HILL DISTRICT

CHAPEL HILL'S MOST CONVENIENT ADDRESS.

THE ELLIOTT BENEFIT

You're riding the rising wave of one of the liveliest, most energetic emerging social scenes anywhere.

CUSTOMER PAIN ADDRESSED

"I want to live where everything is happening."

MESSAGING THREAD THREE / BLUE HILL DISTRICT SAMPLE MESSAGING

WHAT'S HAPPENING? EVERYTHING.

Blue Hill is an emerging mixed-use district that's rapidly becoming Chapel Hill's most vibrant option for living, dining, shopping, working and playing.

FEELING BLUE? COME ON DOWN.

The Elliott is architecturally distinctive and offers luxurious, well-appointed one-, two- and three-bedroom apartments featuring granite counters, tile bath areas and abundant daylight. Shared common areas present a unique mix of casual gathering spots, co-working spaces, library and a whiskey bar. No Uber required.

YOU GOTTA LIVE SOMEWHERE. MIGHT AS WELL ENJOY IT.

Blue Hill draws animal lovers, craft beer fans, yoga aficionados, gourmands, exercise freaks and shop-til-you-drop personality types, all of whom can indulge their interests without getting behind the wheel of a car. When they do, there's room to park.

MESSAGING THREAD FOUR

URBAN OASIS / GREENSPACE

A NEIGHBORHOOD FOUNDED ON A LOVE OF NATURE.

THE ELLIOTT BENEFIT

It's a natural choice.

CUSTOMER PAIN ADDRESSED

"I spend a lot of time outdoors because that's just me. I don't want to take care of a yard but I do want to be in nature as much as possible."

MESSAGING THREAD FOUR / URBAN OASIS/GREENSPACE SAMPLE MESSAGING

IT'S EASY BEING GREEN.

The Elliott adjoins a canopied neighborhood named for UNC botany professor W. C. Coker, with streets bearing the names of famed botanists – among them John James Audubon, M.A. Curtis, John Clayton, Francois Andre Micheax and of course, Stephen Elliott, known as “the father of Southern botany.” It was Coker who led efforts to transform UNC’s campus and Chapel Hill into the lush green refuge it has become, in the process establishing NC Botanical Gardens and Coker Arboretum.

WE'RE LOCAL BY NATURE.

Our building is close-in yet entwined with nature. A walking and biking greenway runs between the building and Booker Creek, which meanders past a public destination park complete with climbing wall. The Elliott offers convenient bicycle storage and a fully outfitted exercise facility.

EXERCISE YOUR OPTIONS.

The beauty of Chapel Hill is that buffer zones are intentionally included in planning to retain wooded areas and greenspace throughout town, inviting exploration and exercise. The vital 15-501 corridor is conveniently close, yet The Elliott property has an established park-like setting.