THE SIGNAL

BRAND GUIDE

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1 Messaging

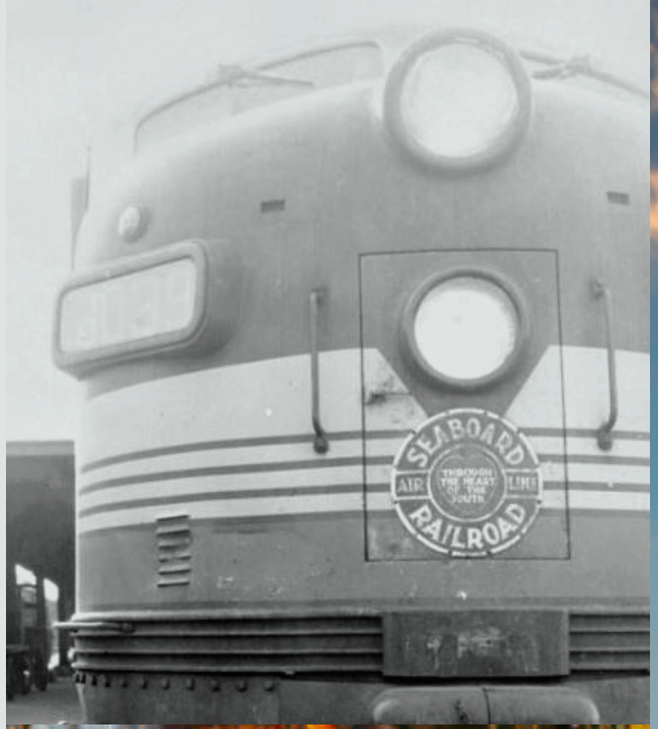
Meaningful connections, dynamic experiences
and a vibrant community enhance our lives.

The Signal is where they meet.

BRAND STORY

From Seaboard Station's history to its modern reimagining, living at The Signal intimately connects you to the heartbeat of downtown Raleigh. Drawing design inspiration from the neighborhood and infusing it with today's most sought-after amenities creates a unique residential experience unlike any other.

Live in a community filled with crafted details, socialize and retreat in sophisticated spaces, and savor the best Raleigh has to offer.







SHORTER DESCRIPTION

Signaling Something New

Located in the heart of Seaboard Station amidst cafes, restaurants, shops and entertainment, The Signal connects a city lifestyle with neighborhood charm. Residences enjoy abundant amenities that enhance their modern lifestyle, including ample indoor and outdoor spaces for entertaining and leisure, lush courtyards, a community kitchen, resort-style saltwater pool, spacious fitness center, parking and dog wash station.

LONGER DESCRIPTION

Signaling Something New

The Signal is downtown Raleigh's new destination for a life full of community, socializing and enjoyment. Located in the heart of Seaboard Station, a dynamic neighborhood with cafes, restaurants, shops and entertainment, it's the perfect mix of neighborhood charm with city connections.

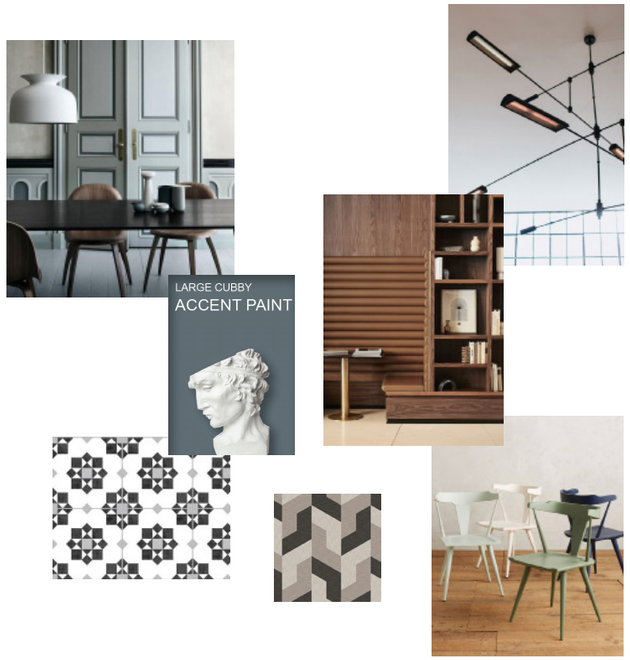
Designed to elevate the modern lifestyle, The Signal features incredible amenities for residents to enjoy while living among the buzz of downtown Raleigh. With abundant indoor and outdoor spaces for entertaining and relaxing, residents can lounge in the lush courtyards, dine alfresco, gather in the community kitchen or take a dip in the resort-style saltwater pool. A spacious fitness center features state-of-the-art equipment and studios for group classes and yoga with a two-story mural backdrop. After strolling around downtown, your four-legged friend can freshen up in the dog wash station. Wherever the day takes you, separate parking makes it easy to come and go, and is always there to welcome you home.

TOP 3 SELLING POINTS



SPACE TO BREATHE

When you arrive at The Signal, what is most apparent about the building is its voluminous double-height ceiling. Beneath you'll find an unprecedented sense of space, a 24/7 attended lobby, concierge, and multiple lounges with room for year-round entertaining and exclusive resident events.



A UNIQUE DESIGN LANGUAGE

The Signal has carved out residences both brand new, yet deeply familiar. Inspiration from the past meets spectacular modern design, elegant finishes and neutral color palettes that reflect the surrounding environment.



A NEIGHBORHOOD RICH WITH EXPERIENCES

Live within the surrounds of Seaboard Station and be moments to downtown's most innovative and creative experiences. Life at The Signal means discovering a compelling mix of independent and established retailers and a thriving food and drink destination right outside your door.

MARKETING EMAIL 1

A Community with Character

The Signal at Seaboard Station is one-of-a-kind.
The Signal is downtown Raleigh's new destination for a life full of community, socializing and enjoyment. Located in the heart of Seaboard Station, a dynamic neighborhood with cafes, restaurants, shops and entertainment, it's the perfect mix of neighborhood charm with city connections.

EXPLORE THE NEIGHBORHOOD

Distinguishing Features

Influenced by the design of the neighborhood with elevated, modern comforts.
Offering studio, one, two and three bedroom apartment homes, The Signal's design is at the crossroads of exciting and new, yet invitingly familiar. Inspiration from the past meets exceptional modern design, sophisticated finishes and features infused with the energy of the vibrant Seaboard Station neighborhood.

SEE THE FLOORPLANS

Leasing Soon! Sign up for updates.

MARKETING EMAIL 2

Connected Comforts

The Signal's spacious amenities inspire balance and fulfillment.
Indulge in your favorite free time activities – entertain year-round in style, socialize with neighbors and relax in complete comfort. The Signal invites you to soak up the outdoors from either of its two well-appointed courtyards and enjoy the resort-style saltwater pool. Inside you can elevate your well-being in the two-story, state-of-the-art fitness center, get cozy in the fireplace lounge or connect with neighbors over inspired cuisine in the kitchen.

RESIDENT AMENITIES

Savor It All

Life at Seaboard Station invites you to experience downtown Raleigh in a new way.
Embrace downtown living in a place where everything connects. Seaboard Station offers cafes, restaurants, shops, entertainment and expansive outdoor spaces alongside the many treasures downtown Raleigh has to offer. This established and beloved neighborhood will draw you in to share experiences and connect.

THE NEIGHBORHOOD

Pre-leasing. Apply now!

MARKETING EMAIL 3

Inspired Design

Inspired spaces.
Apartment residences invite you in with open layouts and inspiring views of downtown, William Peace University and the neighborhood's own Station Row. Inside you can enjoy sophisticated touches like wood-style flooring, Quartz Carrara Notte countertops, GE stainless-steel kitchen appliances and tiled baths. Additional modern amenities include a resort-style saltwater pool lush courtyards, a state-of-the-art fitness center, community kitchen, dog wash station and an on-site concierge.

LIVE AT THE SIGNAL

Connected to Everything

Infuse the energy of downtown Raleigh into your life.
The Signal is downtown Raleigh's new destination for a life full of community, socializing and enjoyment. Located in the heart of Seaboard Station, a dynamic neighborhood with cafes, restaurants, shops and entertainment, it's the perfect mix of neighborhood charm with city connections.

EXPLORE THE LOCATION

Now open, lease today!



② Logo

LOGO





③ Typography

PRIMARY PRINT FONTS

Avenir Next Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

AVENIR NEXT 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

AVAILABLE FROM FONTS.ADOBE.COM

SECONDARY PRINT FONTS

Rufina Stencil Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

AVAILABLE FROM FONTS.ADOBE.COM

EB Garamond Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

FREE DOWNLOAD AT FONTS.GOOGLE.COM

LEISURE. CULTURE. WELLNESS.

Signaling Something New

The Signal is Downtown Raleigh's new benchmark for a better, more balanced way of living. Located at Seaboard Station, a real neighborhood with elegant streetscapes, parks, trees, cafes and shops, it's that rare mix of neighborhood charm with city connections. A world apart yet walkable to it all, The Signal has everything you could ever want – or need – within reach.

FLOOR PLANS

CALLOUT

Avenir Next Bold, All Caps, Tracking 150

HEADLINE

Rufina Stencil Regular

BODY COPY

Avenir Next Regular

CALL TO ACTION

Avenir Next Bold, All Caps, Tracking 150

PRIMARY WEB FONTS

Nunito Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

NUNITO SANS BLACK

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

FREE DOWNLOAD AT FONTS.GOOGLE.COM

SECONDARY WEB FONTS

Stardos Stencil Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

FREE DOWNLOAD AT FONTS.GOOGLE.COM

EB Garamond Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

FREE DOWNLOAD AT FONTS.GOOGLE.COM

LEISURE. CULTURE. WELLNESS.

CALLOUT

Nunito Sans ExtraBold, All Caps, Tracking 120

Signaling Something New

HEADLINE

Stardos Stencil Regular

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BODY COPY

Nunito Sans Light

FLOOR PLANS

CALL TO ACTION

Avenir Next Bold, All Caps, Tracking 150

④ Color

BRAND COLORS

SEABOARD SLATE

PMS 432C
C78 M57 Y39 K56
HEX #253948

ELEVATOR BLACK

PMS 447 C
C11 M5 Y7 K91
HEX #343537

SW STUDIO BLUE GREEN

PMS 5565 C
C57 M32 Y45 K21
HEX #657D76

STEEL BLUE

PMS 5405 C
C79 M62 Y47 K17
HEX #465969

DARK TAUPE

PMS 409 C
C8 M13 Y10 K64
HEX #6E696A

LIGHT BLUE GREEN

PMS 5527 (50% TINT)
C14 M6 Y9 K0
HEX #DCE2E1

LIGHT STEEL BLUE

PMS 5445 C
C17 M8 Y5 K29
HEX #9DA7B0

BASE 1

PMS 7527 C
C5 M6 Y11 K3
HEX #E7E1D7

BASE 2

WARM GRAY 1
C4 M4 Y6 K9
HEX #DDDBD7

SWEET MINT (ACCENT)

PMS 332C
C53 M0 Y34 K0
HEX #74CDB9

MUSTARD (ACCENT)

PMS 7563 C
C18 M47 Y100 K8
HEX #C38627

CANOPY CEILING (ACCENT)

PMS 3295 C
C100 M38 Y62 K45
HEX #004F4A

5 Graphics

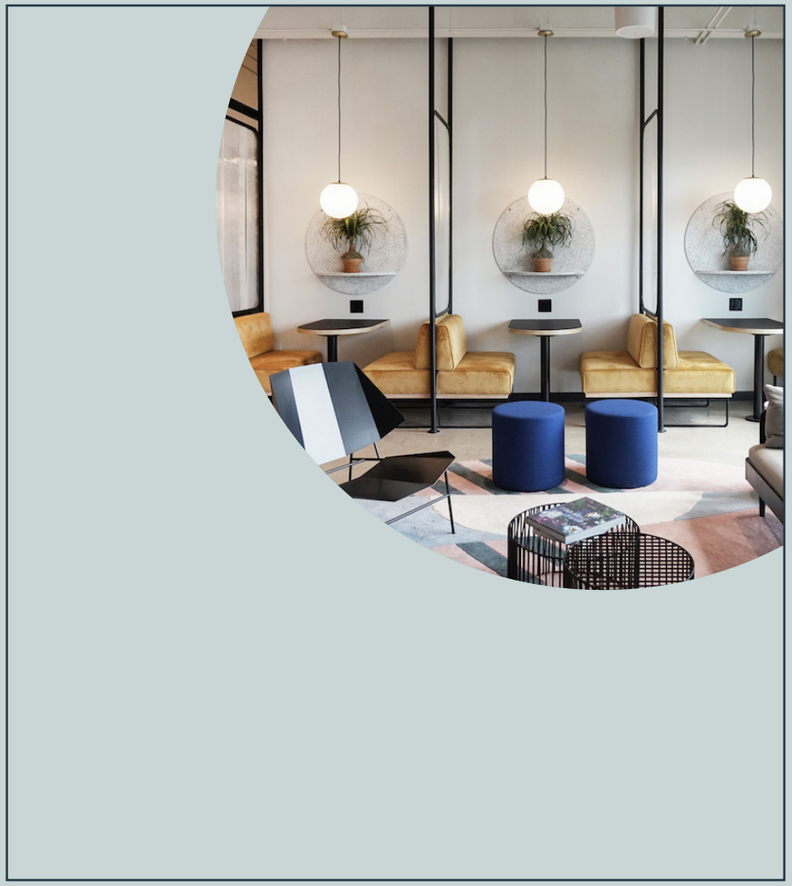
GRAPHIC STYLES - CIRCULAR MASKS











FINE TO USE AT LARGE SCALE EXTENDED PAST PAGE/MARGINS

GRAPHIC STYLES – LINES

VERTICAL DIVIDERS



CONNECTED IMAGES

Live Connected

(1)

Located within Seaboard Station, a historic district with elegant streetscapes, parks, trees, cafes and shops, The Signal mixes neighborhood charm with big-city convenience. A world apart yet walkable to it all, it offers everything you could ever want – or need – within reach.

EXPLORE THE SIGNAL (2)

HORIZONTAL DIVIDERS (1) AND LINK TRACK HIGHLIGHTS (2)

"Live within the surrounds of Seaboard Station and be moments to downtown's most innovative and creative experiences."

PULLQUOTES

GRAPHIC STYLES - ICONS



24-hour
concierge



Resort-style saltwater
pool with sun shelf



State-of-the-art
fitness center



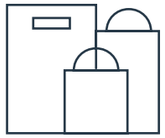
Expansive
courtyards



Community kitchen
and wine lounge



Fire Pit



Shopping



Moments from
restaurants and cafes

6 Applications

THE SIGNAL








MAKER MARKET
Fridays 4pm - 7pm
in the Common Area
COCKTAIL SOCIAL
Thursday, May 19th – 6pm
at the Lounge
HOUSEPLANT EXCHANGE
Saturday, May 27th – 3pm
in the Courtyard
w/ Logan's Garden Center
POOL PARTY
Sunday, May 28th – 3pm
BYOB, No glass please!
THE SIGNAL
SEABOARD STATION


THE SIGNAL

Now leasing for early 2023

THESIGNALRALEIGH.COM

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THE SIGNAL



Now leasing for early 2023

THESIGNALRALEIGH.COM



Space to Connect

Sophisticated residences and and expansive common areas for grand gatherings and calming retreats.





THE SIGNAL



Skip the Commute

Inclusive co-working spaces designed to help you stay productive close to home.

THE SIGNAL

THE SIGNAL