Thornton Flats is a design-centric apartment community tucked away in a quiet residential neighborhood minutes from South Lamar and close proximity to many popular bars and restaurants in the 78704 area. The community features modern design elements enhanced by downtown skyline views, fenced in yards in select apartments, and terrace floor plans throughout the community. Some of the amenities available to our residents include a picnic area with hammock, residents' lounge with kitchenette, outdoor gas grills with TV and sound system, yoga lawn, community garden and dog park. In addition, the community is Austin Green Building Certified and adheres to strict environmental standards including water sensitive urban design.

LOGOTYPE

A   B   C   D   E

TYPOGRAPHY

PRIMARY

BOOKMANIA - BLACK (Headings)
To be used for headings in Orange Peel, Eerie Black or white for image overlays.

AaBbCcDd 012345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Case: Sentence case   Tracking: 0

SECONDARY

Montserrat - Medium (Headings)
when a ligher weight heading is needed.

AaBbCcDd 012345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Case: Sentence case   Tracking: 0

COLOR

White (Backgrounds & text)
CMYK: C-0 M-0 Y-0 K-0
RGB: R-255 G-255 B-255
HEX: #ffffff

Pastel Grey f (Backgrounds)
CMYK: C-17 M-15 Y-21 K-0
RGB: R-210 G-205 B-195
HEX: #D2CDC3

Seafoam (Headings, Background & Logo)
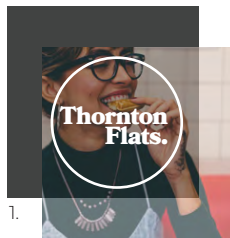CMYK: C-24 M-3 Y-54 K-1
RGB: R-191 G-204 B-128
HEX: #99AD78

JAPANESE INDIGO (Headings, Background & Logo)
CMYK: C-88 M-57 Y-27 K-65
RGB: R-37 G-55 B-70
HEX: #253746

PHOTOGRAPHY

Image selection is responsible for projecting the values of Frank, Storybuilt to our home owners, investors and just as importantly, internally to our Storybuilt team.. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.

BLENDING MODES

1.

2.

To improve legibility of typography and branding use this overlay approach to mute the image contrast and help push graphic layer forward.

1. Charcoal background
2. Photograph 60% Opacity

Charcoal
CMYK: C-61 M-53 Y-54 K-52
RGB: R-66 G-68 B-67
HEX: #424443