



STATIONARY PACKAGE

CUMBRIAN HILLS



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The Cumbrian Hills Property, located in Langley B.C, features environmentally friendly and ‘green living’ townhomes that are designed to make it feel like home for its residents.

With thought placed into what it would feel like to arrive home, these townhomes feature a timeless approach to design, with a focus on the details that count the most when designing and building a home. Each home showcases exceptional floorplans, striking architecture and quality finishes.

Cumbrian Hills ‘green living’ townhomes offer a non-toxic, energy-efficient, and small-carbon-footprint place to call home. Providing homeowners with a living space features clean air, lower energy bills and a home that supports building standards that cause the least harm to our planet.

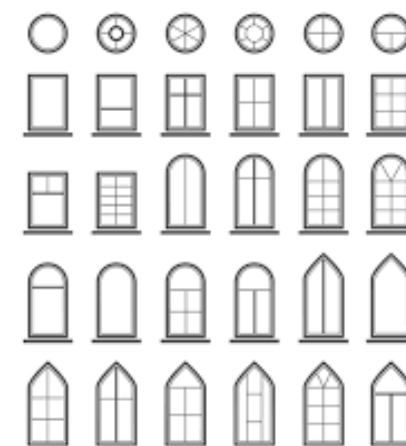
Townhomes are complemented by rich landscaping, high ceilings and big windows that fill each home with lots of natural light.



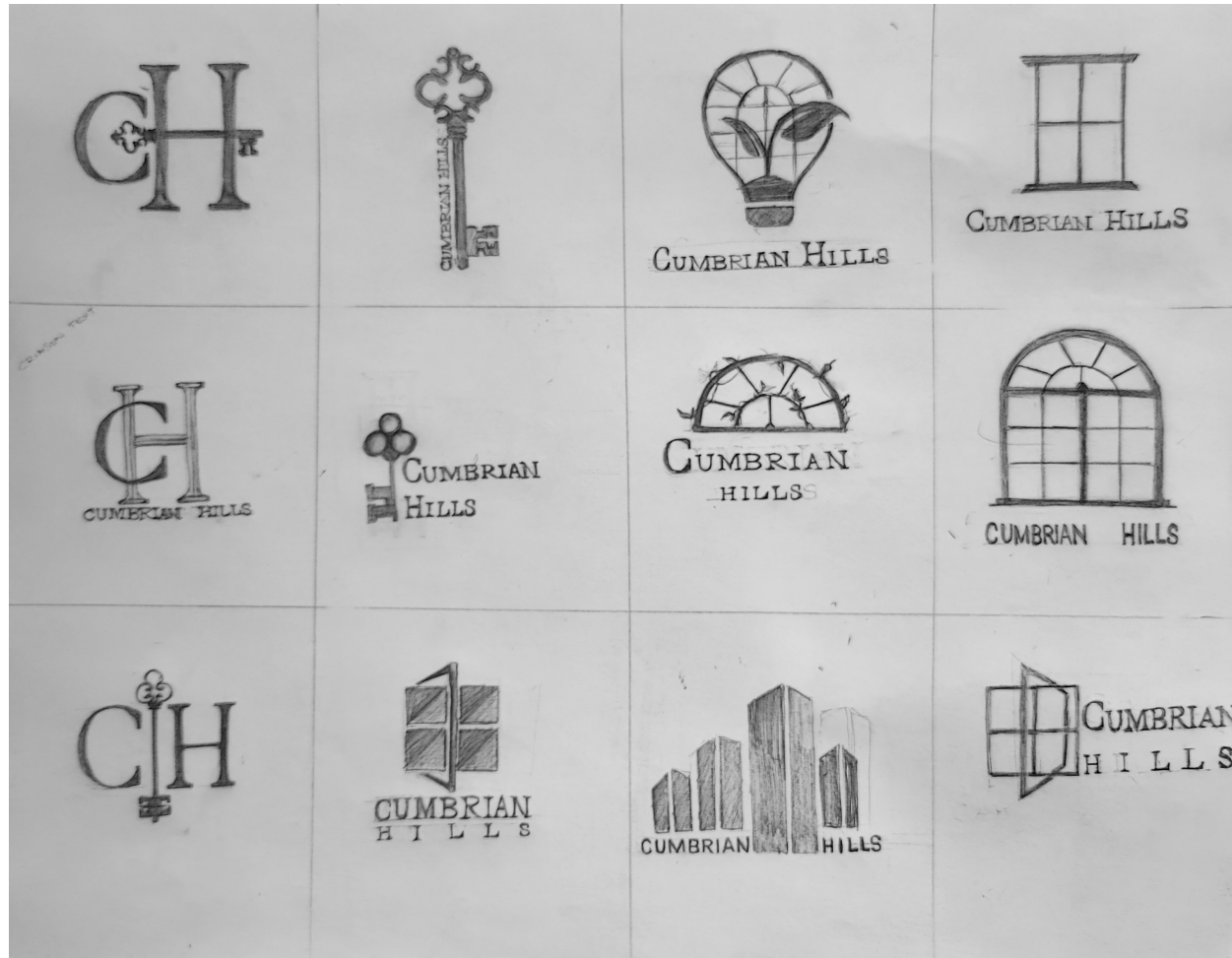
COMPANY VALUES/KEYWORDS

- Quality
- Detail-oriented
- Sustainability
- Environmentally friendly
- Green living
- Townhome ownership

MOODBOARD



SKETCH EXPLORATION

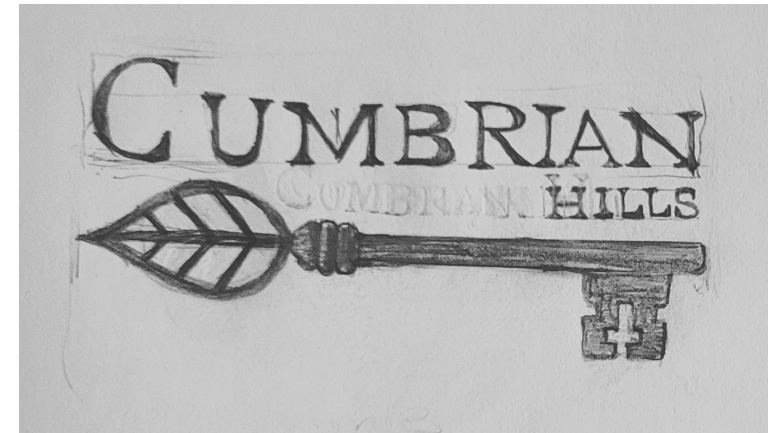


DESIGN RATIONALE

When designing the logo for Cumbrian Hills I considered the type of property: environmentally friendly townhomes.

After exploring a number of design ideas, I settled on a key as a starting point for the logo design. I associated the key with ownership and access to property and incorporated a leaf outline at the head of the key design to represent the environmentally friendly aspect of the property.

I also used shade of green as the dominant colour of the logo and used black in the font.





BRAND ELEMENTS

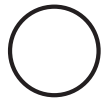
COLOUR(S)



Hex: #214021. RGB: 33, 64, 33. 120°



Hex: #000000. RGB: 0, 0, 0. 344°



Hex: #FFFFFF. RGB: 255, 255, 255. 344°

FONT(S)

Crimson Text Regular

Crimson Text Italic

Crimson Text Semi-Bold

Crimson Text Semi-Bold Italic


Crimson Text Bold

Crimson Text Bold Italic



LOGO


CUMBRIAN
HILLS



CUMBRIAN
HILLS

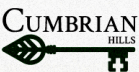


CUMBRIAN
HILLS



LETTERHEAD

STATIONARY PACKAGE



Receipient Name
Street Address
City, ST Postal Code

Date

Dear Receipient Name,

Dolut re cumenda nobis eius, si con et, connimod eiciendio ium re prero inis magnam volores et lit as in nobit, inihicia im fugia dollabo ratur, ut moluptat.As rest aut ma pores autecatestet debitates denimusciunt id quis sumquam, offictibus eos sum volupta tiusamus voluptate que inciatius molorum quo tet excepre ptibus, cum reri at am, nus, eiur?

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Sienna Volpati

Sienna Volpati
Senior Vice President

2426 - 177A Street, Langley, BC V3N 4R4

604.486.3171

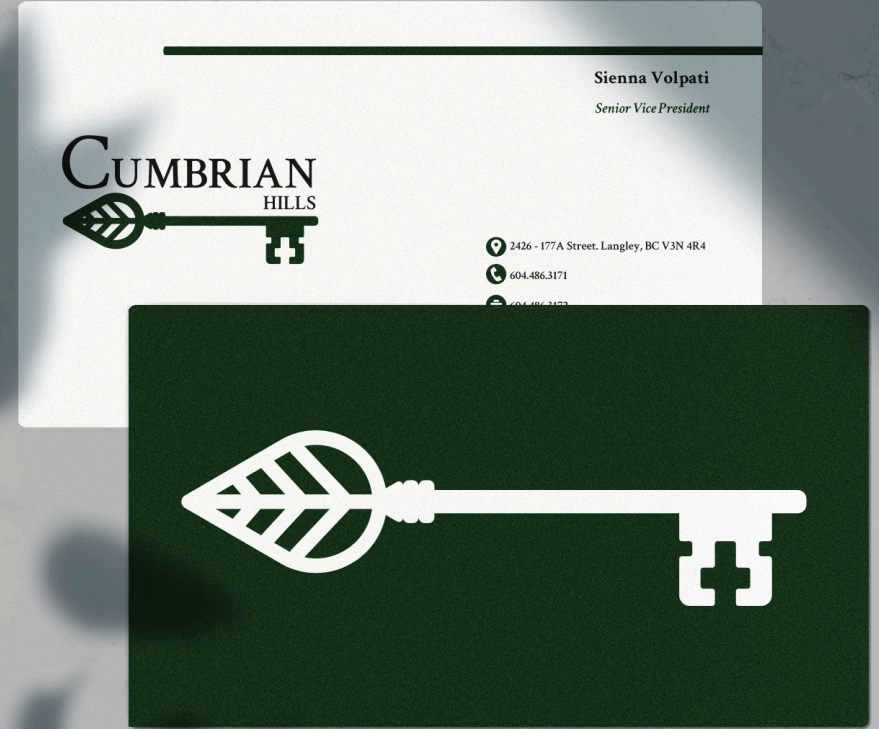
604.486.3172

info@cumbrianhills.ca

www.cumbrianhills.ca

BUSINESS CARDS

STATIONARY PACKAGE





STATIONARY PACKAGE

ENVELOPE





STATIONARY PACKAGE

DELIVERABLES

- Letterhead
- Business Card (Front)
- Business Card (Back)
- Envelope (Front)
- Envelope (Back)



Receipient Name
Street Address
City, ST Postal Code

Date

Dear Receipient Name,

Dolut re cumenda nobis eius, si con et, comnimod eiciendio ium re prero inis magnam volores et lit as in nobit, ini-
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Sienna Volpati

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Senior Vice President

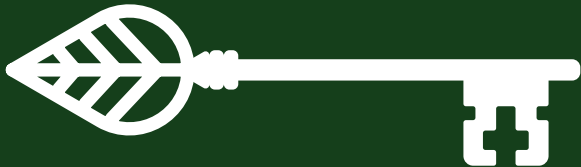
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