

PRIMARY LOGOS



THE GROVE
MASONVILLE



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MASONVILLE

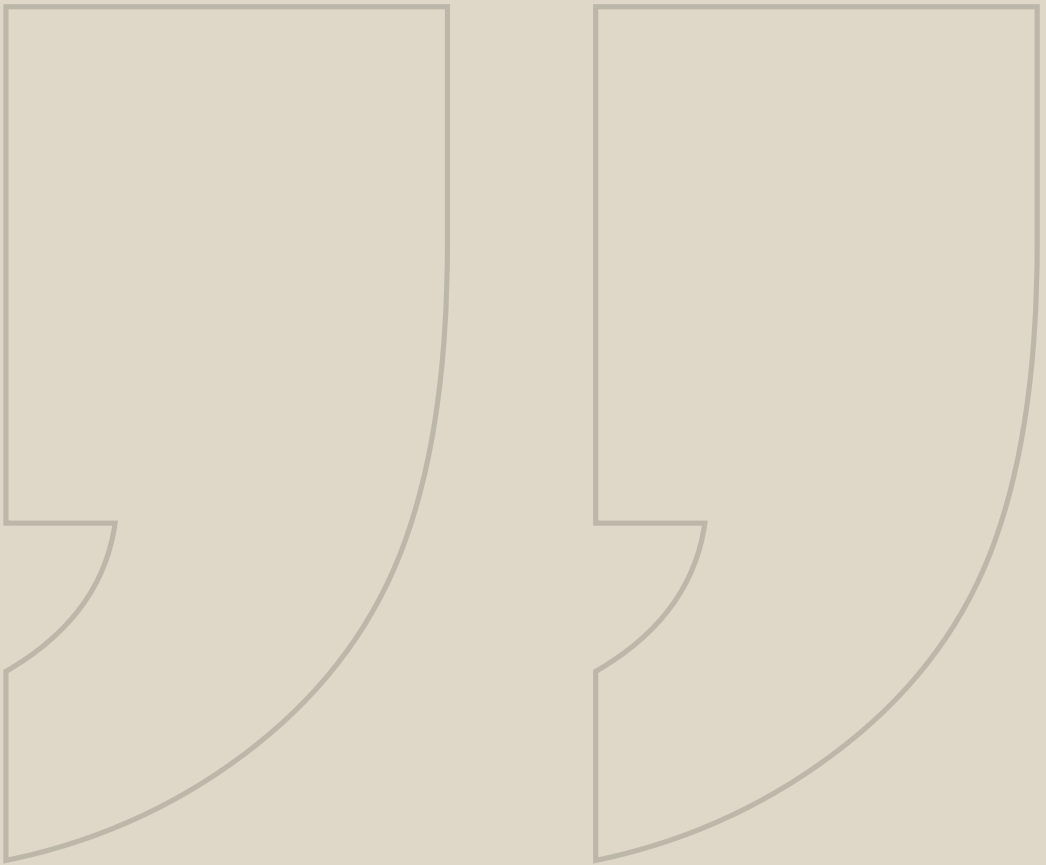


CREATIVE BRIEF

The Grove Masonville implies a sense of natural beauty and a wooded area surrounding the location. It creates a serene and peaceful atmosphere, suggesting a connection to nature.

The Grove Masonville should be **modern, hip** and a touch **edgier** than some of Tricar's more traditional rental developments.

The Grove Masonville should introduce some **warm, natural elements** to tie in with the name and the site's connection to nature and the surrounding wooded lot, while also **introducing a modern tone** with the vibrant location in Masonville.



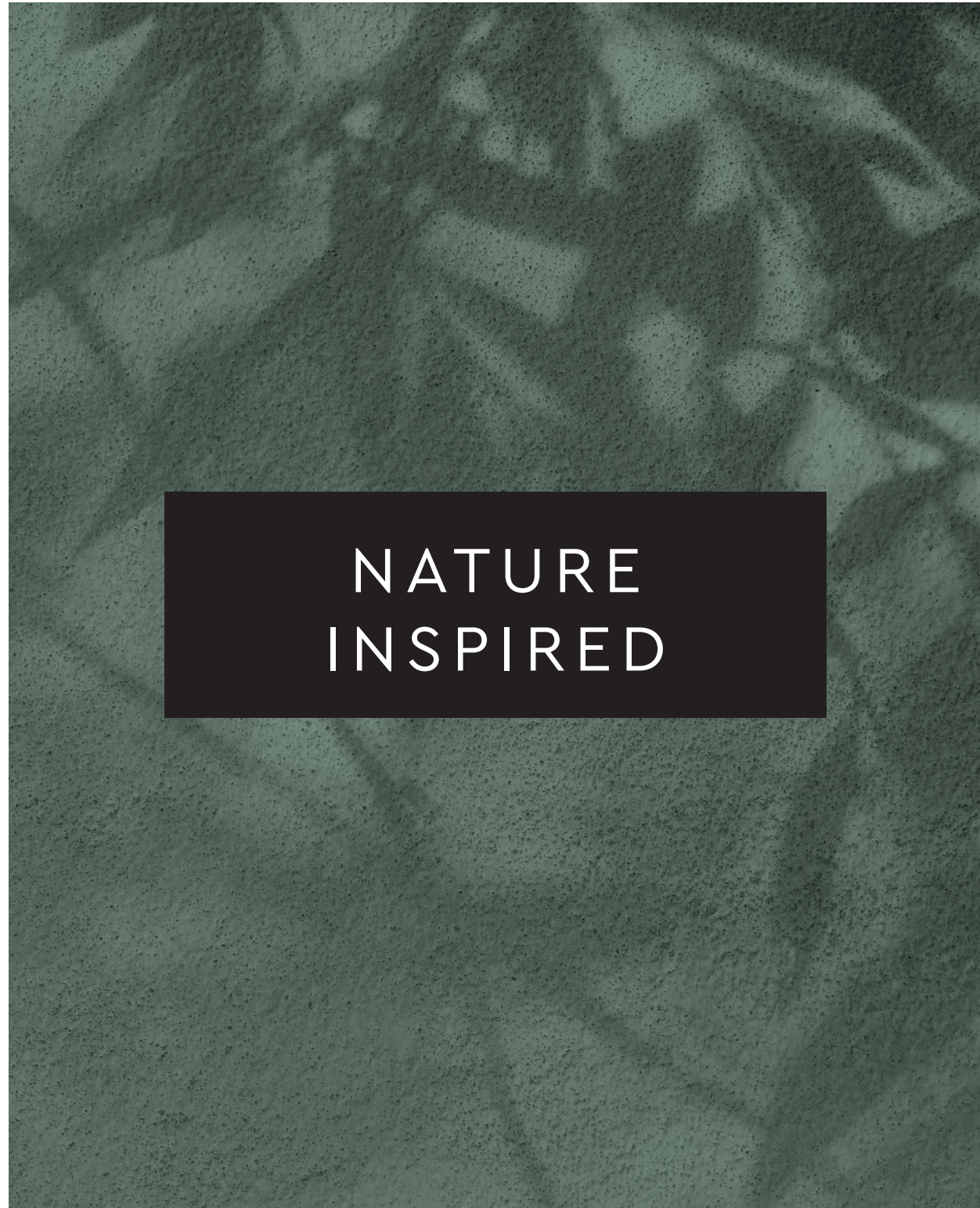
BRAND INSPIRATION

A modern living room interior featuring a light beige sofa with a brown velvet pillow and a white ceramic coffee table. The background wall is covered in large, abstract geometric panels in shades of beige and muted green.

MODERN
EDGE

A serene forest scene with tall, slender trees and a path leading into the distance. The lighting is soft and dappled, creating a tranquil atmosphere.

FORESTED
SETTING

A close-up view of a textured, dark green surface, possibly a wall or fabric, with a subtle, organic pattern that evokes natural elements like leaves or stone.

NATURE
INSPIRED

A modern kitchen interior with dark blue cabinetry, a white countertop, and three wooden bar stools. A small framed picture hangs on the wall above the counter, and a pendant light hangs over the island.

INTERIOR
DESIGN

COLOUR PALETTE + FONTS

Cappucino

C12 M12 Y20 K00
#dfd7c8

Dijon

C15 M20 Y39 K00
#d9c4a0

Cedar

C64 M43 Y57 K20
#5d6e64

Cinnamon

C33 M45 Y65 K10
#a38261

Sage

C40 M29 Y38 K00
#a0a59b

Pine

C65 M54 Y63 K40
#4a4e46

Cera Pro 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
1234567890

Cera Pro 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
1234567890**

POSITIONING STATEMENT

WHERE CITY LIFE
MEETS
NATURE'S CHARM

CREATIVE DIRECTION

