

RESIDENTIAL REAL ESTATE / FOUNDATIONAL DIRECTION

COMMONWELL

Brand Identity System

A considered visual language for
character-rich urban homes and small
multifamily stewardship.

01 / POSITIONING

Places with a past.
Guidance for what's next.

Character-rich urban homes & small
multifamily stewardship.

02 / BRAND FEELING

Quiet confidence,
made tangible.

Architectural, warm, literate, local, quietly
confident.

Core values

Architectural knowledge, honest guidance, and long-term
neighborhood stewardship over conspicuous luxury. COMMONWELL
makes the built environment legible without making it feel impersonal.

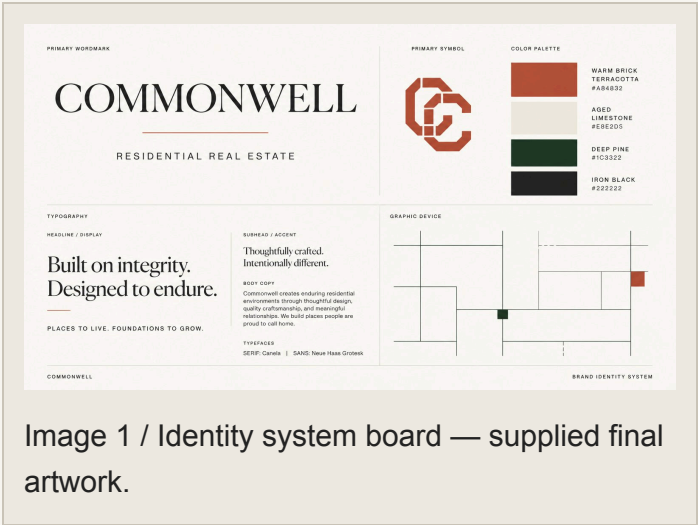
A mark built like the places it represents.

MONOGRAM LOGIC

Interlocked masonry joints

The primary “C” is conceived as a structural meeting point: an interlocked form inspired by masonry joints, carved stonework, and the quiet intelligence of a well-resolved façade.

Role	Primary identity mark and compact signature.
Gesture	Interlock, repetition, structural balance.
Temper	Precise, durable, never ornamental for its own sake.



WARM BRICK TERRACOTTA #A84832	AGED LIMESTONE #E8E2D5	DEEP PINE #1C3322	IRON BLACK #222222
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TYPOGRAPHY

High-contrast architectural serif headlines paired with disciplined grotesque sans body copy. The contrast should feel literate and deliberate rather than decorative.

The identity belongs to the street.

INTEGRATED
SIGNAGE
MATERIAL
APPLICATION

COMMONWELL should appear as though it has always understood the neighborhood: present, specific, and materially connected to the architecture around it.

Signage as stewardship

Use the identity to identify and honor a place, not to overpower it.



Image 2 / Architectural context — supplied final artwork showing the identity integrated into historic brick and limestone.

Bronze

Precision-engraved brushed bronze plaque with a restrained, tactile presence.

Limestone

Carved lintels and worn stone provide a credible architectural ground for the mark.

Patina

Aged surfaces and late-afternoon warmth reinforce local character over polished luxury.

A property story you can hold.

COLLATERAL
SYSTEM
PRINT / DETAIL

Tactile, not precious.

Listing portfolios, floorplan drawings, and bound brochures should reward attention. Heavy cotton paper, generous margins, and quiet physical details make information feel considered and useful.

LAYOUT RHYTHM

A disciplined grid carries the system: strong serif moments, restrained grotesque notes, architectural linework, and terracotta accents used as coordinates rather than decoration.



Material touchpoints

Heavy cotton stock, linen thread binding, dark oak surfaces, and floorplan drawings create an experience that is tactile without becoming theatrical.

Typographic contrast

Large serif statements establish an editorial point of view; sans-serif specifications keep the practical details clear and navigable.

From first search to front-door moment.

Digital COMMONWELL lives on a warm limestone canvas: neighborhood guides, property detail views, and editorial pacing make discovery feel informed rather than transactional. The physical handoff extends that same care through a handcrafted dark oak box, debossed bronze coin, and brass key.

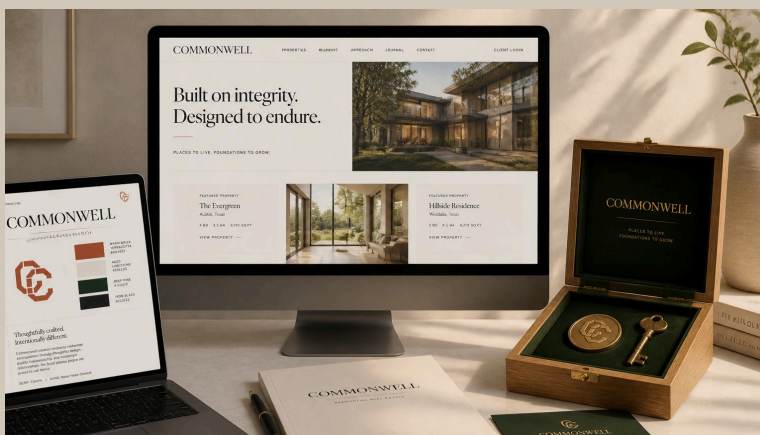


Image 4 / Digital website UI & key handoff — supplied final artwork.

Do

- + Maintain generous whitespace and deliberate pacing.
- + Use real material textures and credible architectural context.
- + Let typography, proportion, and detail carry the authority.

Don't

- Use rooflines, keys, doors, or skyline clip art.
- Use generic black-and-gold luxury styling.
- Use corporate blue or default brokerage visual language.

Working name & creative concepts

COMMONWELL is treated here as the working brand name. These concepts establish the intended identity system, material language, and application direction; final production artwork should preserve the same architectural restraint and local intelligence.