



LAGO TRAILS

BRANDING & IDENTITY



THE VIBE



Contemporary // Clean // Urban // Stylish

BUT CANNOT DISCOUNT

Homey // Comfortable // Traditional

TYPEFACE



Lorano is clean and modern while pulling in contemporary playfulness in its mix of sharp and rounded interior corners and flat-top A's.

Dual is a simple sans-serif used across Abby Senior Living branding and works wonderfully as a secondary typeface where style is less of the focus.

For a long-form copy typeface Garamond Pro prioritizes legibility and stylistically brings us back to a traditional elegance.

LORANO EXTRALIGHT

DUAL 400

Garamond Pro Regular

LIFE YOUR WAY

SENIOR LIVING LIKE NEVER BEFORE

Find your perfect senior living experience; all the convenience of urban life with the feel of hill-country serenity. Houston's newest multi-generational concept comes to life with Remy on the Trails and Lago Trails sharing a beautiful lake view and offering the best of contemporary style and active living.

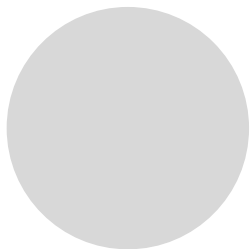
NAMING THE PROPERTY



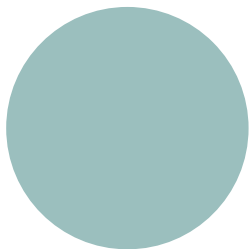
LAGO TRAILS

The word Lago translates to 'Lake' in Spanish and is not heavily used for businesses in the Houston area. The focus is on the outdoor feature(s) of the property as it is being built in an Urban setting while offering the feel of a secluded location.

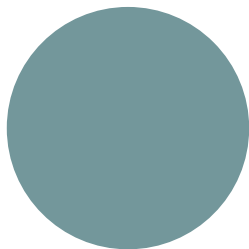
COLOR PALETTE



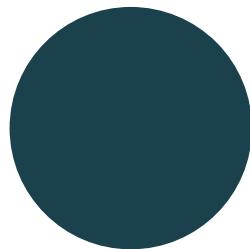
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RGB R216 G216 B216



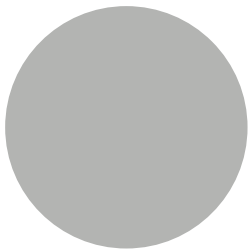
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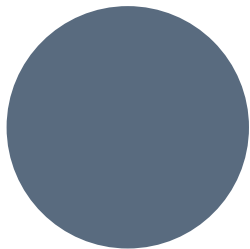
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RGB R118 G156 B163



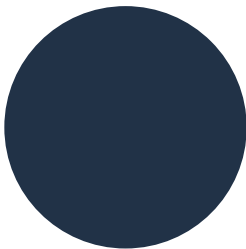
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PMS 548 U
CMYK C98 M27 Y32 K46
RGB R62 G94 B111



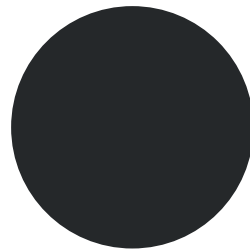
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PMS Cool Gray 5 U
CMYK C14 M9 Y9 K23
RGB R173 G174 B176



HEX #596678
PMS 647 U
CMYK C69 M54 Y39 K14
RGB R89 G102 B120



HEX #213247
PMS 2955 U
CMYK C99 M38 Y6 K43
RGB R57 G87 B117



HEX #25282a
PMS 426 C
CMYK C74 M65 Y62 K67
RGB R37 G40 B42

BRAND PALETTE COMPARISON



REMY ON THE TRAILS



LAGO TRAILS



ABBY DEVELOPMENT



ABBY SENIOR LIVING

LOGO VARIANTS

Main Options

LAGO

TRAILS

LA
GO

TRAILS

ASL Tagline Option

LAGO

TRAILS
BY ABBY SENIOR LIVING

LAGO TRAILS
BY ABBY SENIOR LIVING

PROSPECTIVE SIGNAGE



SAMPLE ROOM SIGNAGE

Lifestyle color system implemented as a simple visual aid for residents when identifying their room. In this example Memory Care units would utilize the rust tone, Assisted Living the dark slate, and Independent Living the cream sand.

The wave pattern from the Lago Trails logo is used as a graphic accent rather than accommodating placement of the full logo.

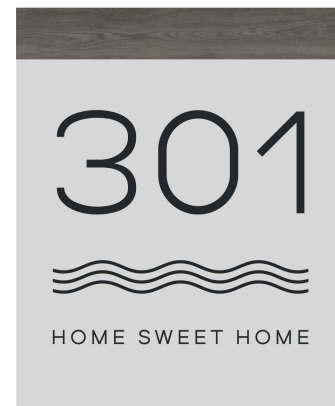
MEMORY CARE



ASSISTED LIVING



INDEPENDENT LIVING



PROSPECTIVE SIGNAGE



CONSTRUCTION SIGNAGE

Can be designed as an aspirational collage or as a singular, wide design meant to be split between multiple fence panels.



GENERAL MOOD BOARD

A visual story of the Lago Trails brand. Warmth, contemporary styling, and urban amenities all based around an appreciation for natural outdoor beauty.

