BLACKPINE COMMUNITIES

WEBSITE REDEVELOPMENT

BlackPine
COMMUNITIES

CURRENT
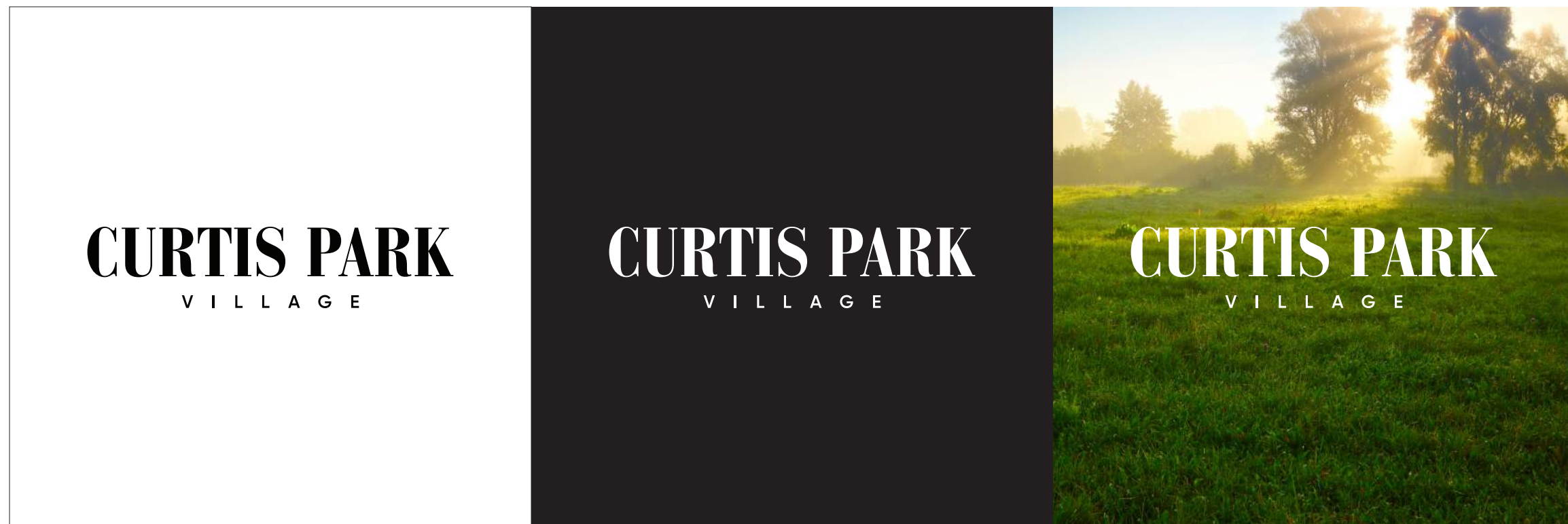
BLACKPINE
COMMUNITIES

REFRESHED

In practical terms, we updated the logotype to optimize clarity, especially for mobile devices (that are typically smaller and less forgiving). The serif approach on the brand name was maintained, and a slimmer, more adaptable weight was selected. This enhancement resulted in a more modern aesthetic and allowed us to more carefully craft the kerning.

Big. Bold. Modern.

When designing future logos, we will proceed by ensuring that each will be viable across a variety of mediums, colors, and digital screens. Brand consistency is essential. Our example demonstrates how the design is strong and legible over both simple and complex fields and colors.

THE BRAND FACTORY®

THE CREAMERY · AT ALKALI FLAT · ™

C

California
BROWNSTONES

CURTIS PARK
VILLAGE

FARMHOUSE
AT WILLOW CREEK

EAST
SACREMENTO

The community logos have a profound impact on the interpretation of the site as a whole, as they tend to dominate or command the visual effect. The Creamery logo represents the most contemporary and appropriate approach, and so, was retained. It became the model for the other existing logos and we recommend extending that approach with future versions.

TYPOGRAPHY

GILROY
Extra Bold

ATLANTIC LIGHT & LIGHT ALL-CAPS, 40 PT

Helvetica Neue
Light

SWIFT REGULAR & REGULAR ITALIC, 36 PT

GILROY
Semibold

NEUE HAAS GROTESK ROMAN & ROMAN ITALIC, 36 PT

GILROY
Light

NEUE HAAS GROTESK BOLD & BOLD ITALIC, 36 PT

BLACKBOOK

We present Blackpine as expert on the subject of Sacramento. It is the reason we believe people should choose us over any other builder: we know best where to build and how to build here – so that our homeowners can extract the very best out of life.

As always, it is not enough to proclaim ourselves the best. We must demonstrate it. With BLACKBOOK – our personal, cultivated archive of people and places we hold dear – we share our intimate and comprehensive understanding of this extraordinary place to live.

SACRAMENTO

BLACKBOOK

Communities

Lifestyle

People

Places

Top 10s

THE BRAND FACTORY®

The UX

WEBSITE

BLACK PINE	COMMUNITIES	HOSPITALITY	PEOPLE	PLACES	THE BEST OF. TOP 10:
ABOUT	THE CREAMERY	RESTAURANTS & BARS	WELL-KNOWN RESIDENTS	PARKS & BEACHES	BREAKFAST SPOTS
CUSTOMER CARE	CALIFORNIA BROWNSTONES	BREAKFAST	PEOPLE OF BLACKPINE	TRAILS	CASUAL DINING SPOTS
WARRANTY	CURTIS PARK VILLAGE	DAYTIME LUNCH & DINNER	PEOPLE BLACKPINE LOVES	SHOPPING MALLS	LUNCH | BRUNCH SPOTS
SERVICES	FARMHOUSE	FINE DINING	CITY OFFICIALS	HISTORIC ATTRACTIONS	FINE DINING SPOTS
MEDIA	EAST SACREMENTO	DESSERTS		TOURIST & FAMILY ATTRACTIONS	DESSERT SPOTS
DOWNLOADS		BARS		MUSEUMS & GALLERIES	COFFEE SPOTS
GALLERY		HOTELS & RESORTS		THEATER & ENTERTAINMENT	FARMERS MARKETS
				SPORTS	BEACHES
					PLACES TO SEE & BE SEEN

REGISTER   CONTACT US   MAPS   CAREERS   ADDRESS   HOURS   TERMS OF USE   PRIVACY POLICY

Website

LANDING PAGE

THE BRAND FACTORY®

Website

THE BRAND FACTORY®
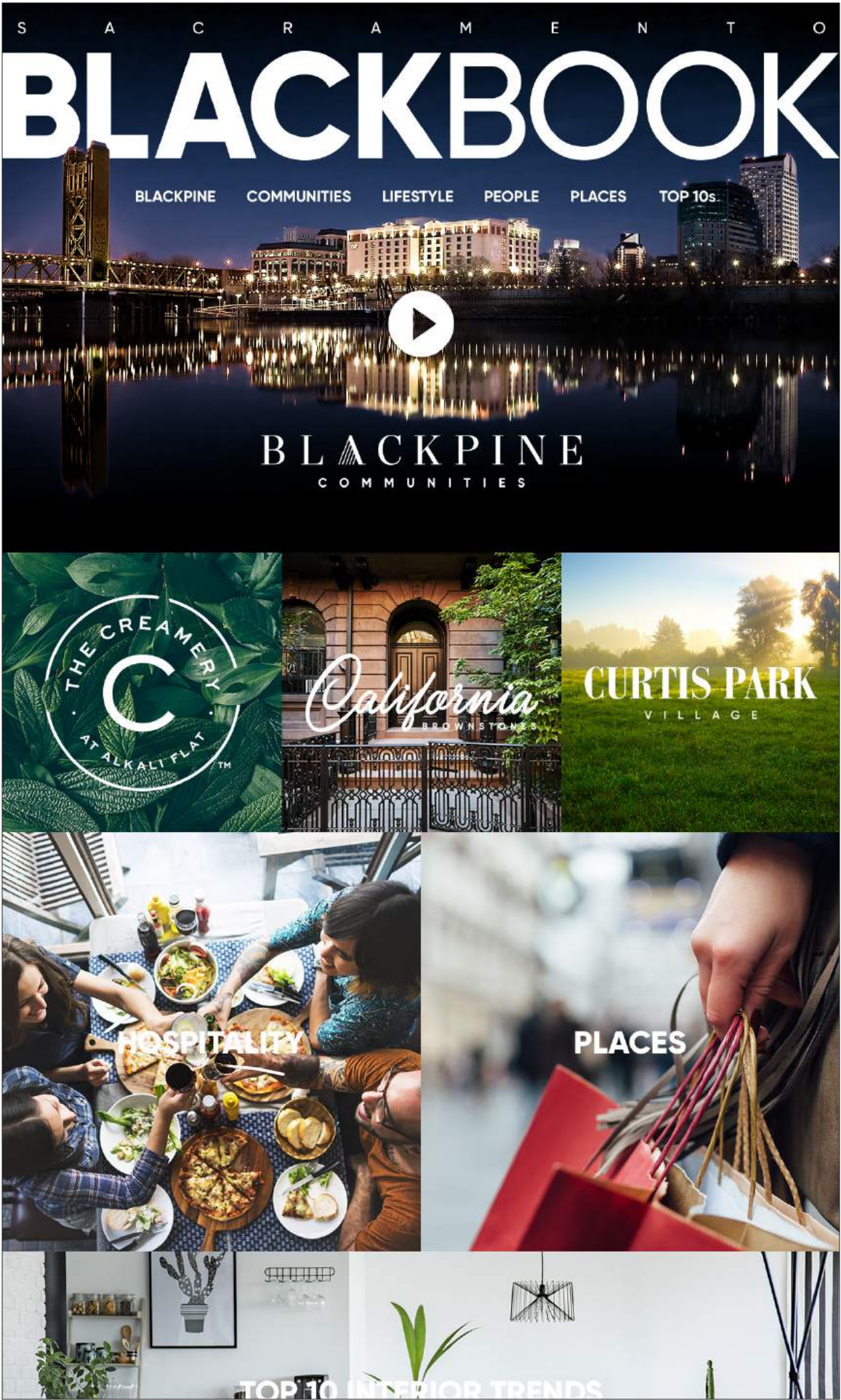
Website

LANDING PAGE

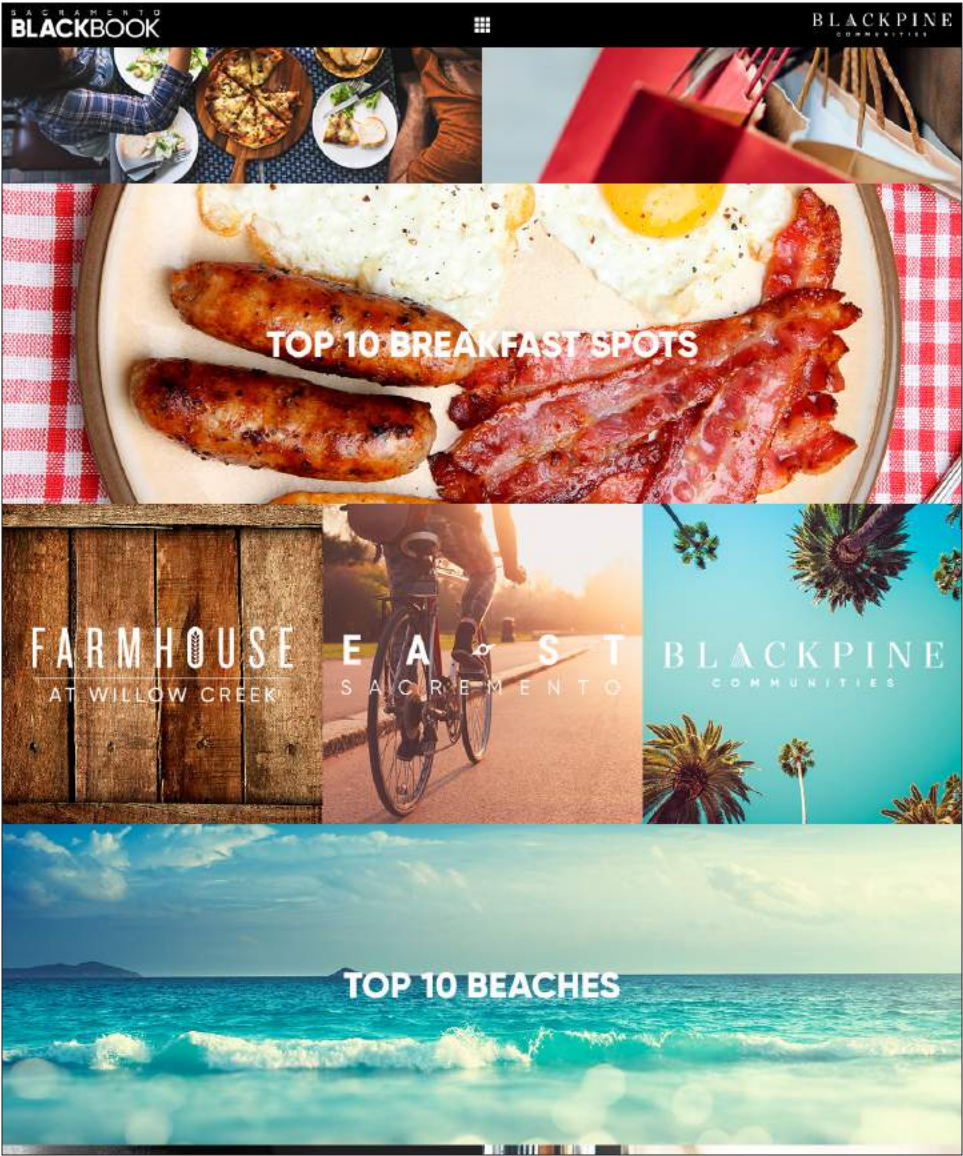# Website

Website
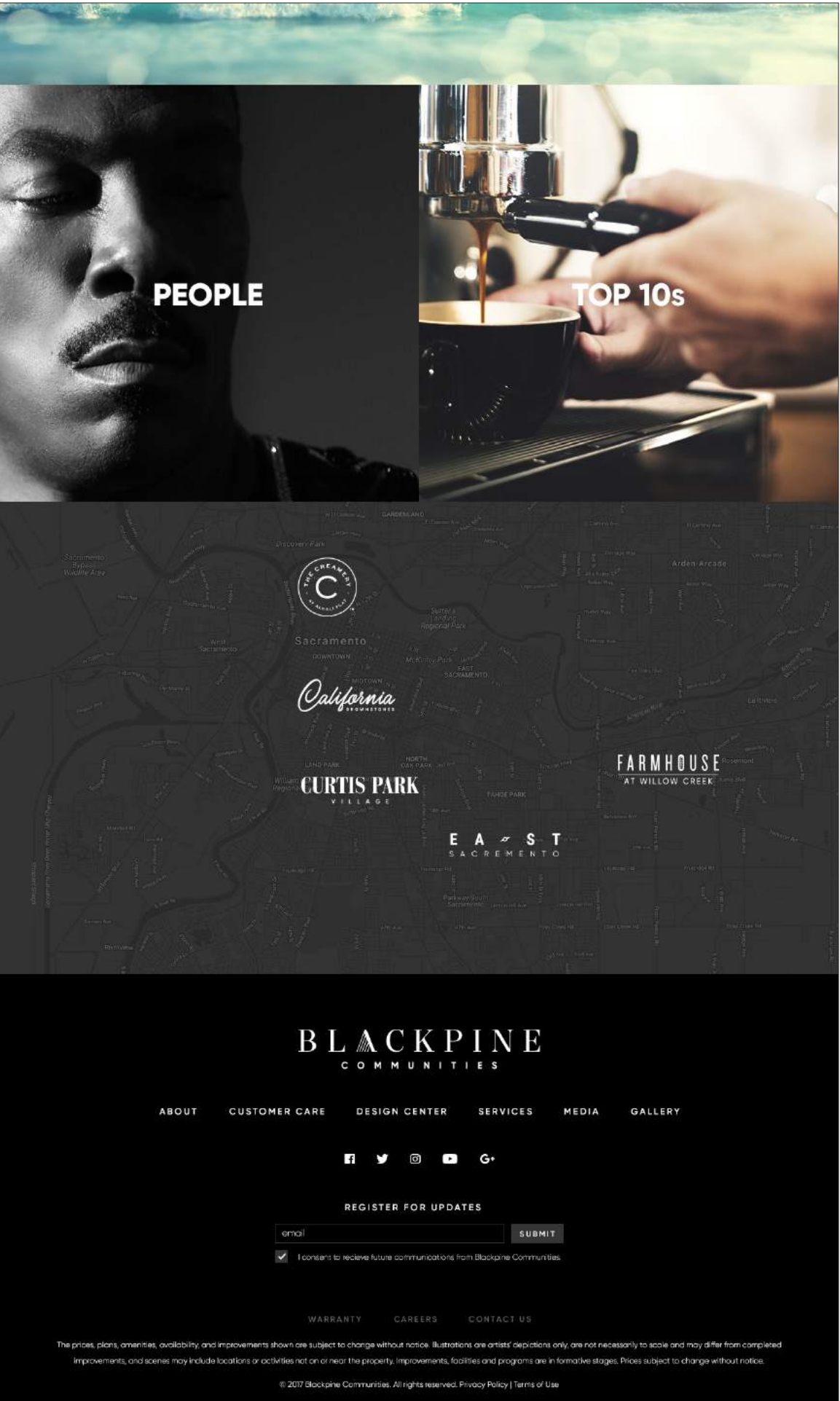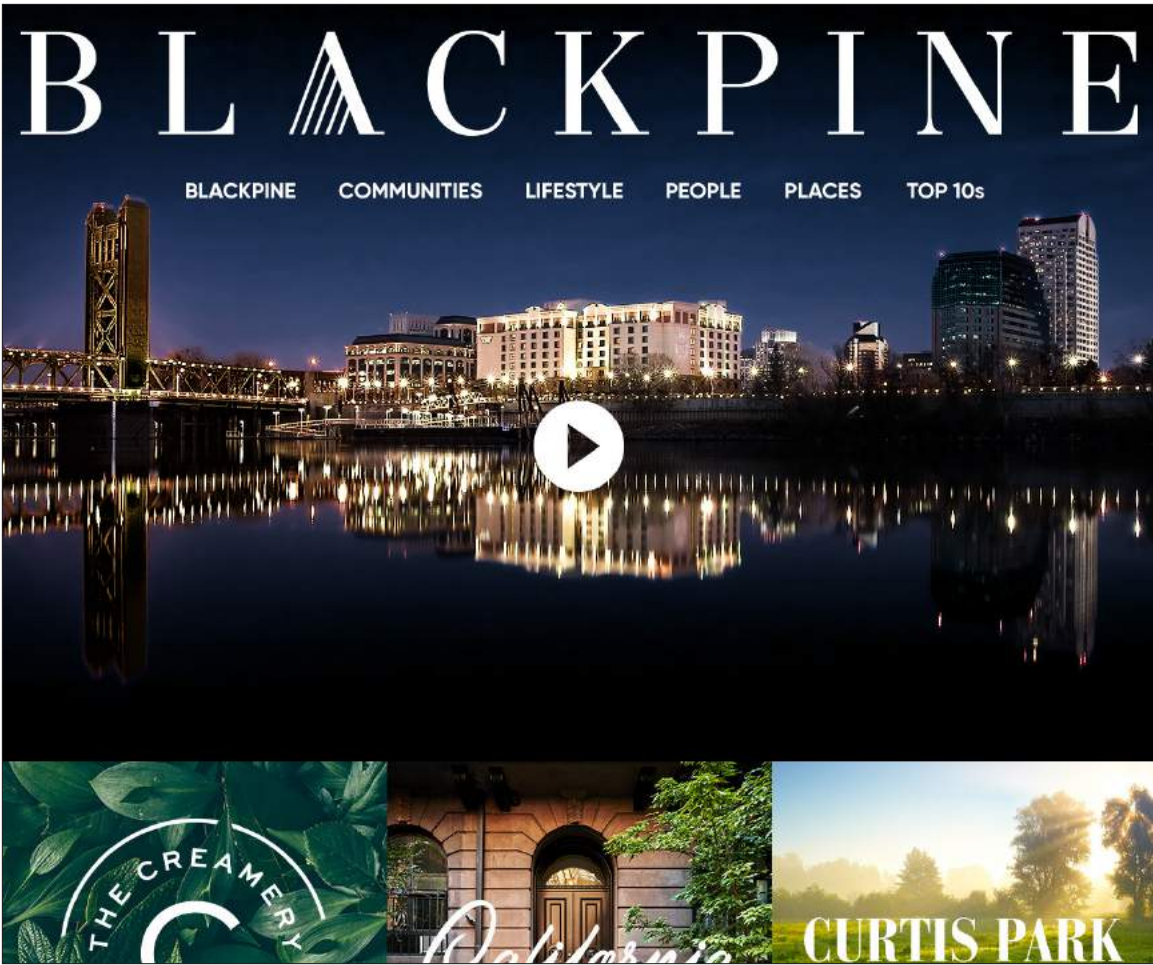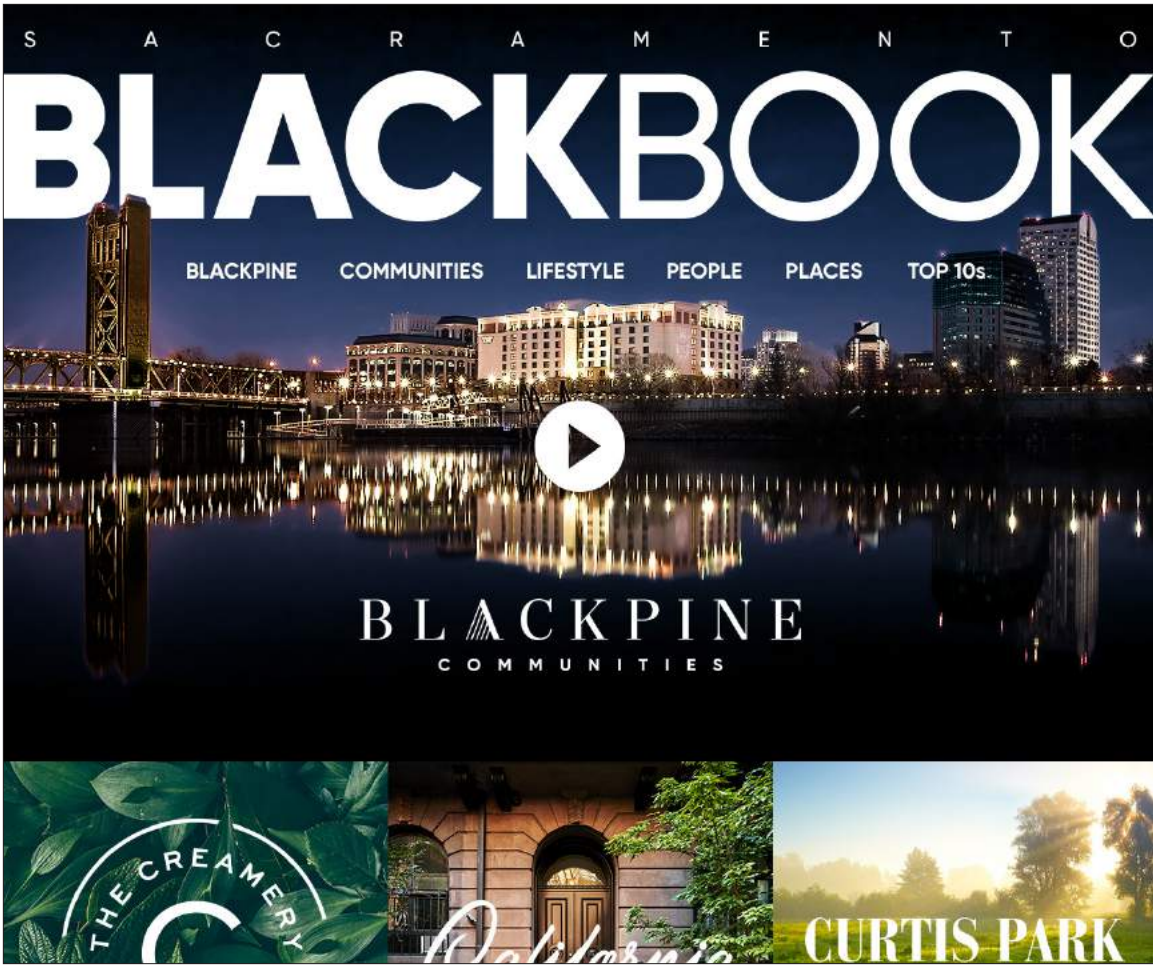
LANDING PAGE - CONTENT TYPE BREAKDOWN

LEGEND

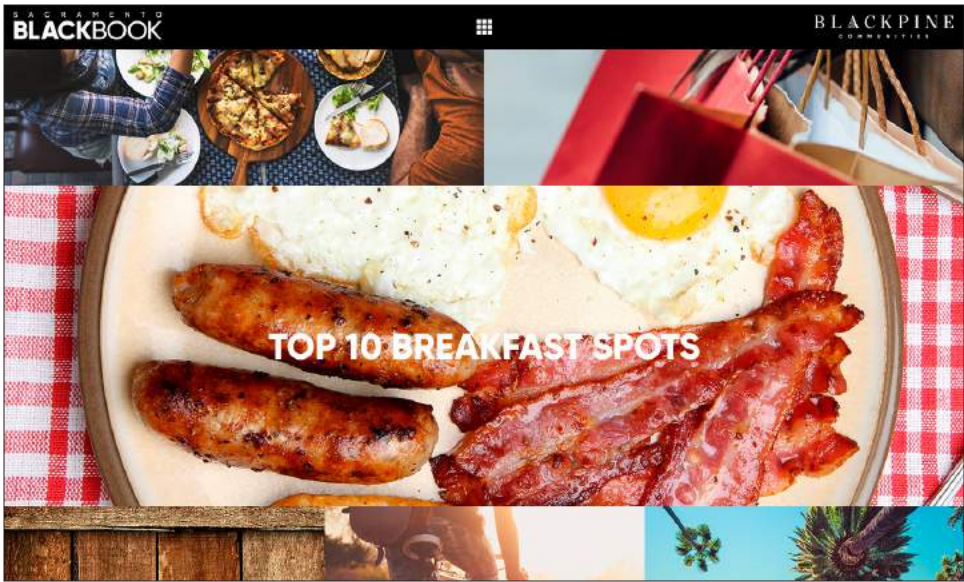 VIDEO

 FLIXEL

 BLOG
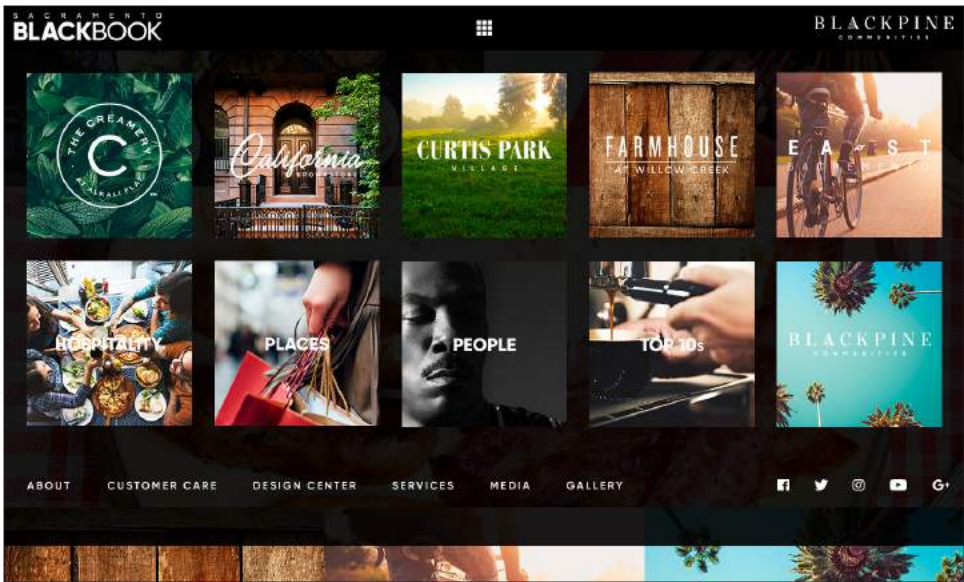
 GOOGLE MAP

Website
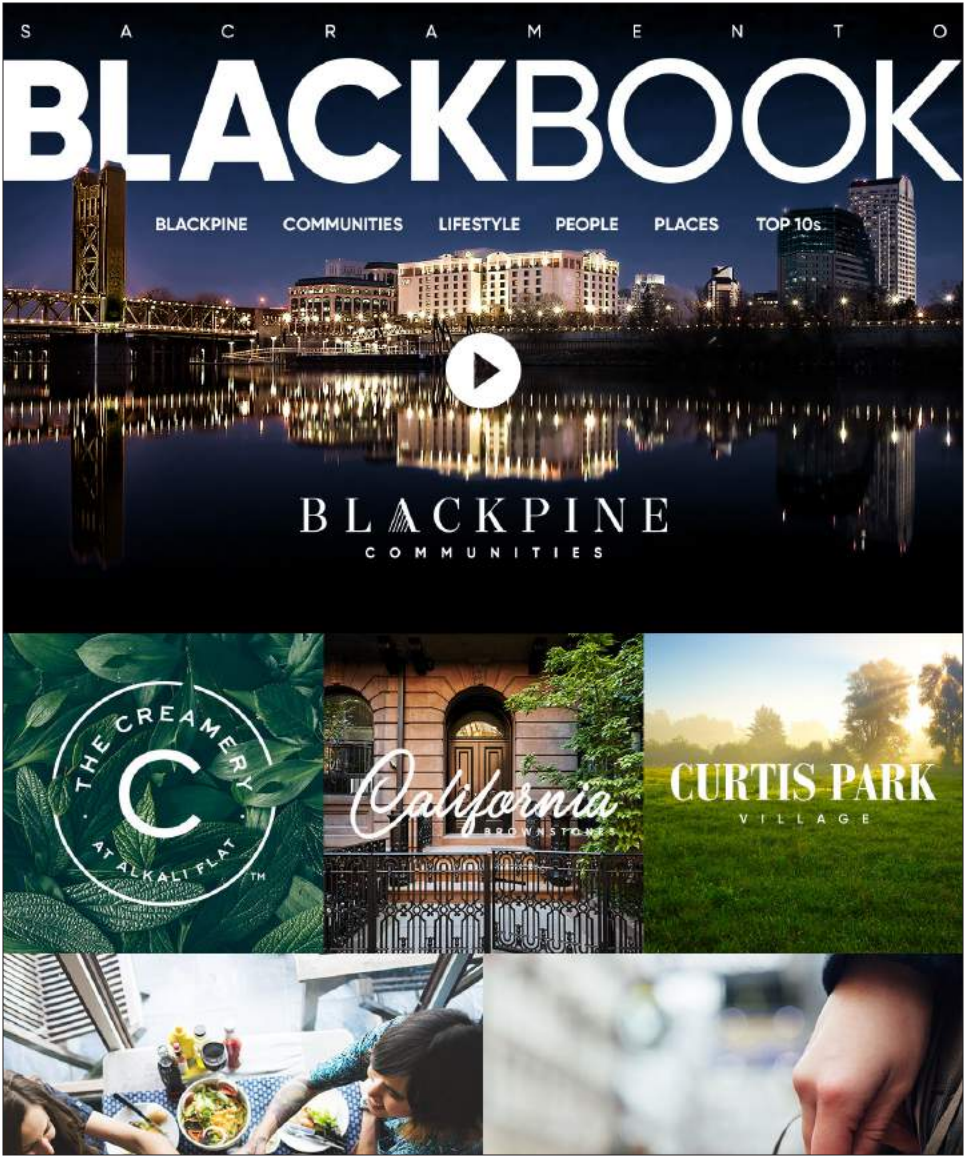
DEFAULT NAVIGATION

ALTERNATE NAVIGATION
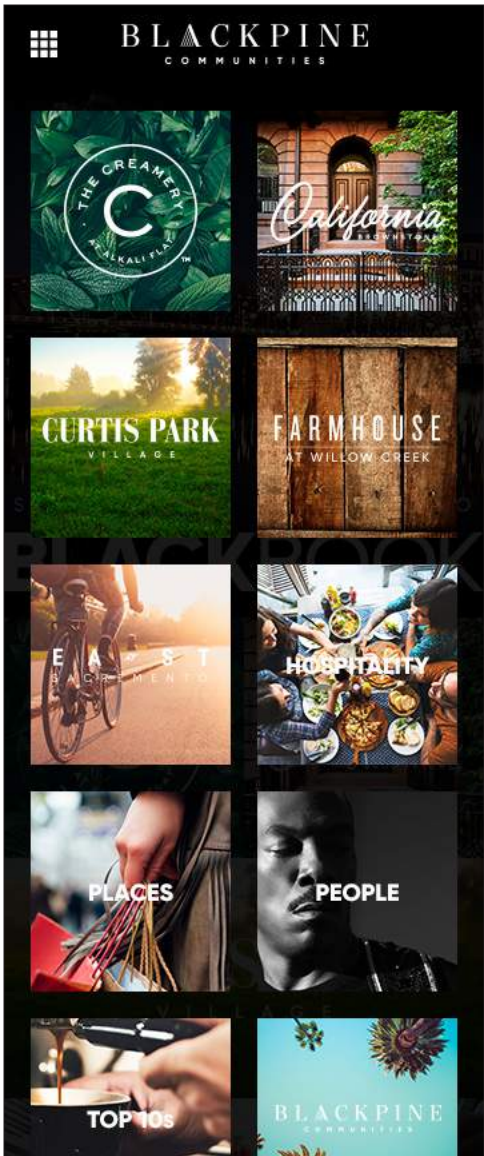

MOBILE NAVIGATION

Website

ALTERNATE NAVIGATION CLOSED

ALTERNATE NAVIGATION OPENED

MOBILE NAVIGATION
CLOSED

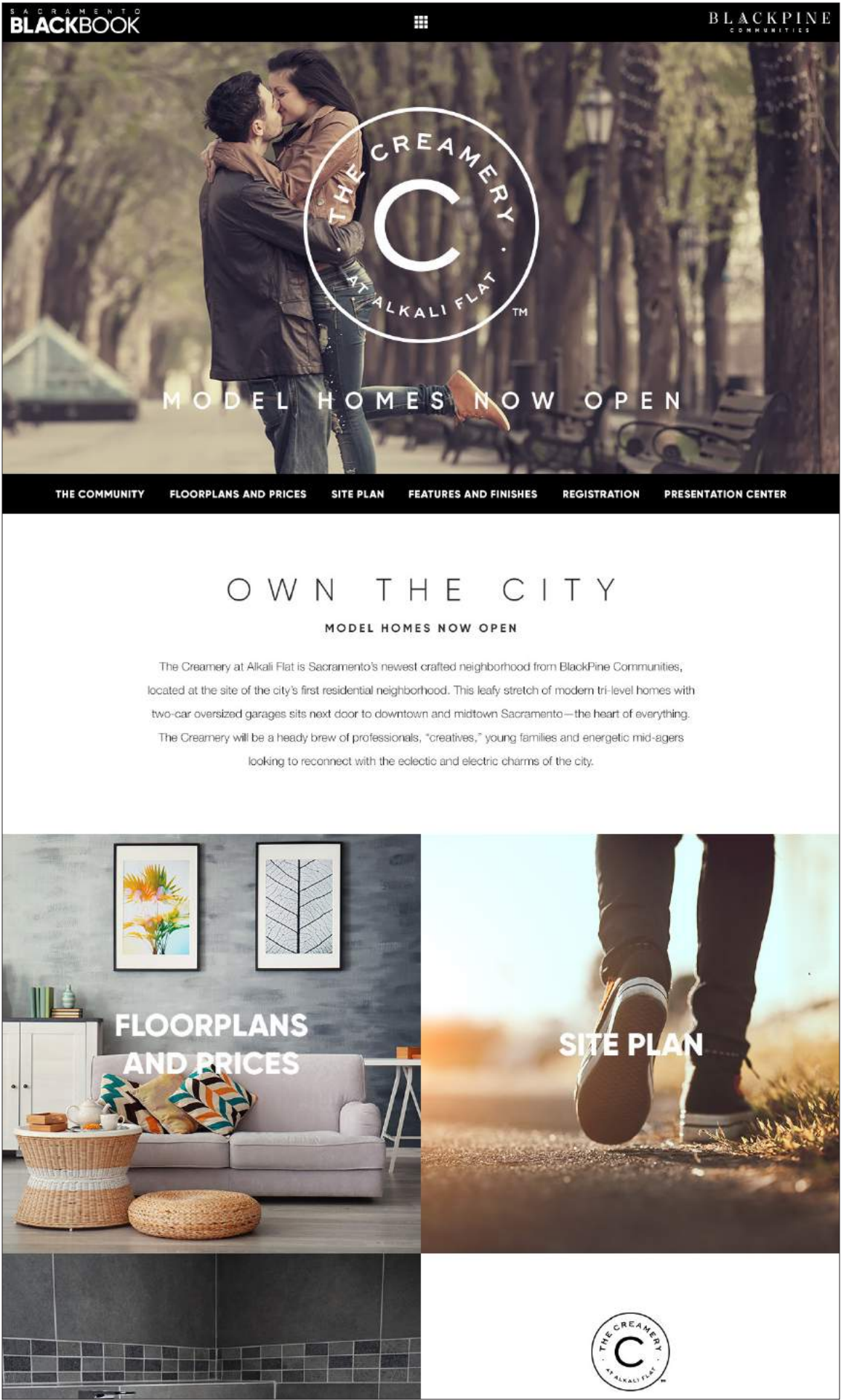MOBILE NAVIGATION
OPENED

Website

TILE BEHAVIOR
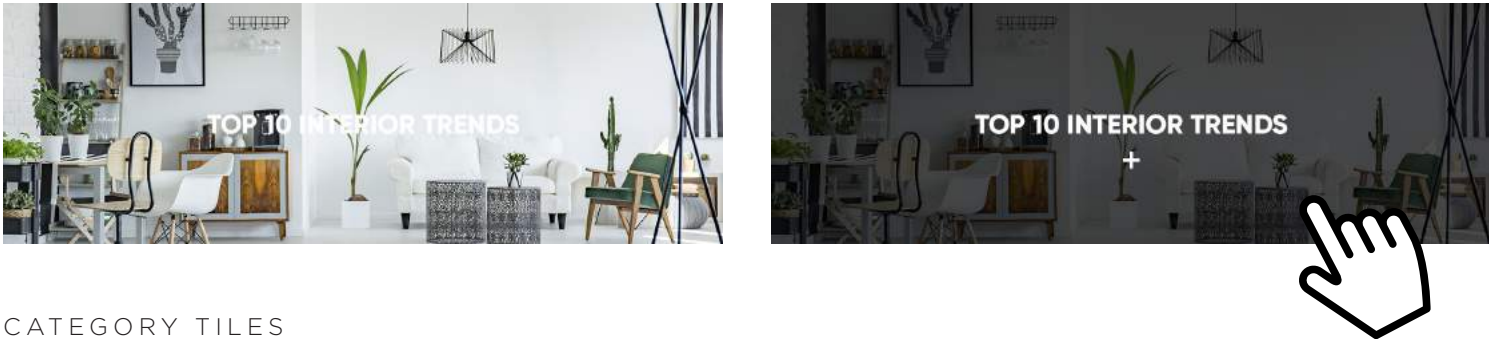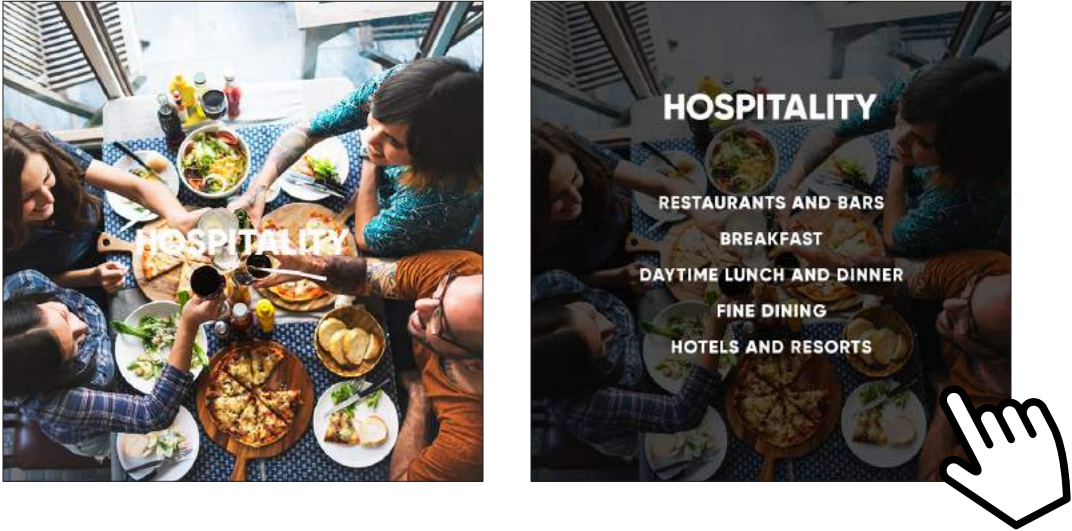
CATEGORY TILES
Blackbook category tiles flip upon interaction to display deeper content.

THE BRAND FACTORY®
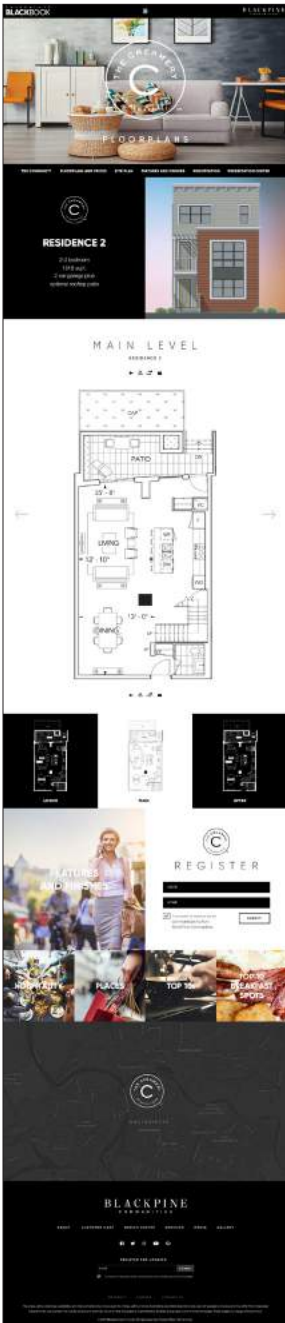
Website

COMMUNITY OVERVIEW EXAMPLE

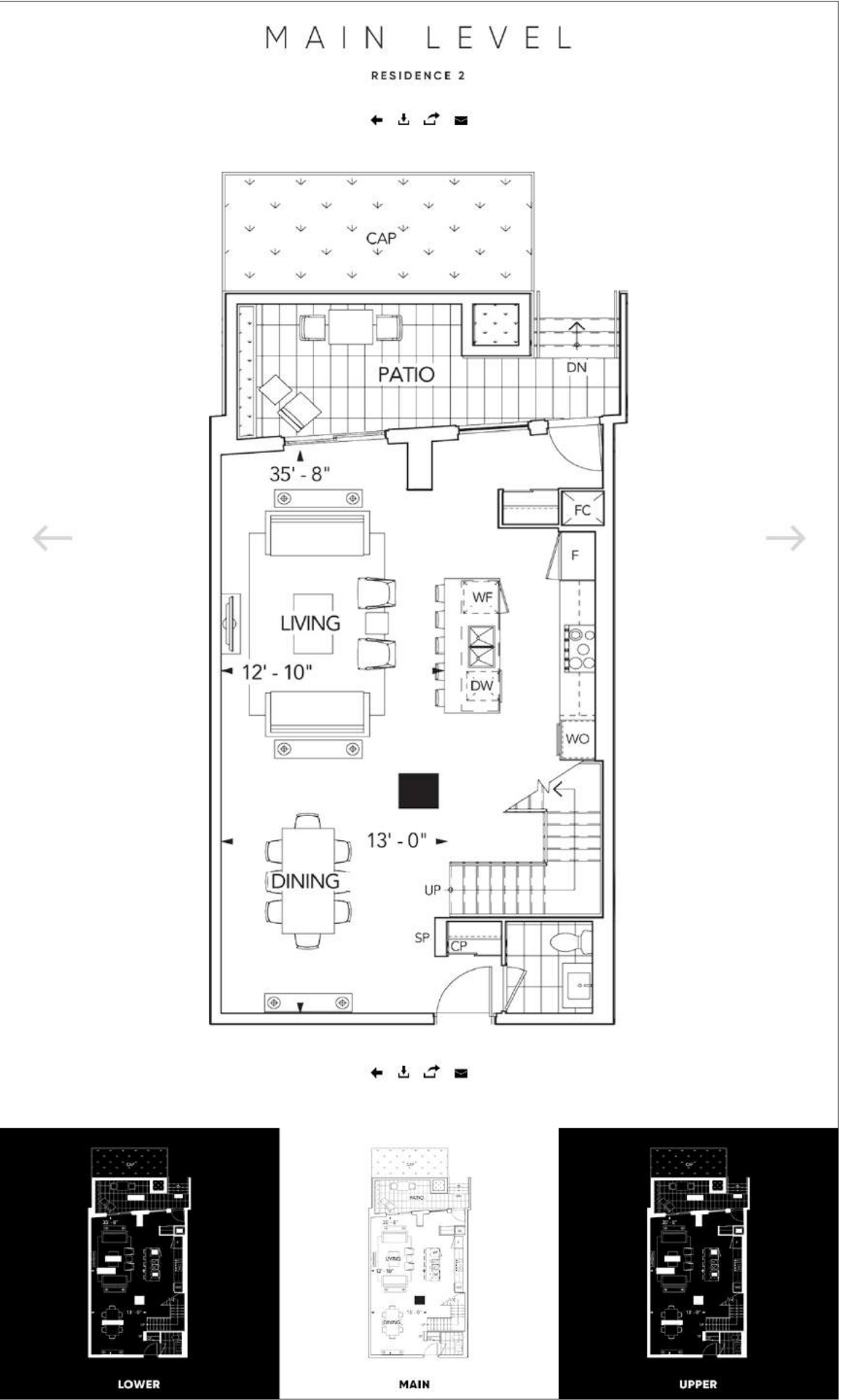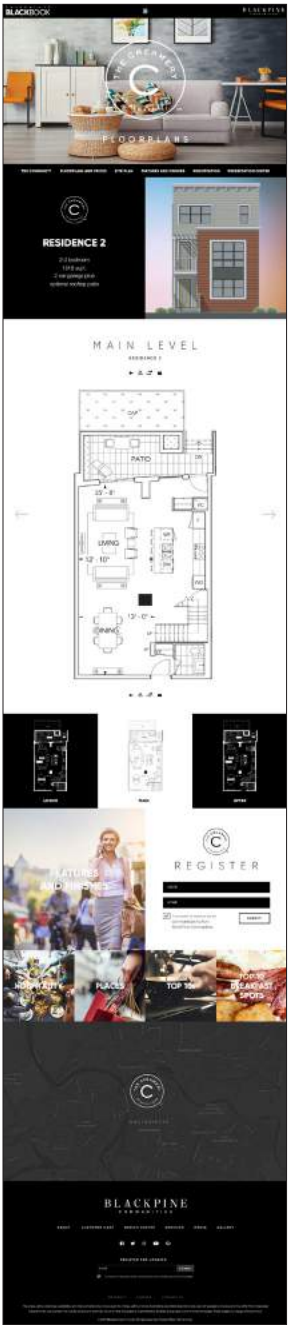THE BRAND FACTORY®

Website

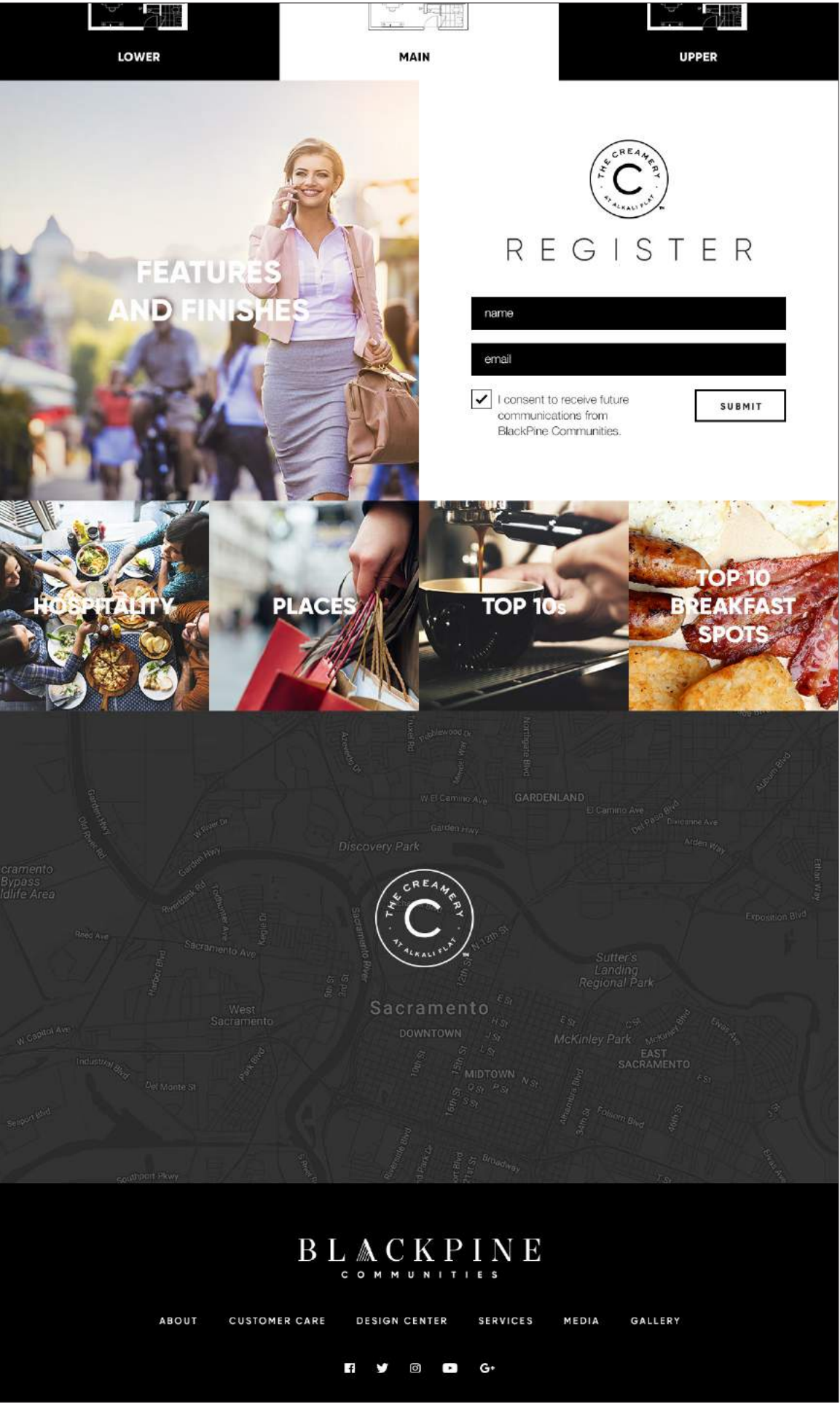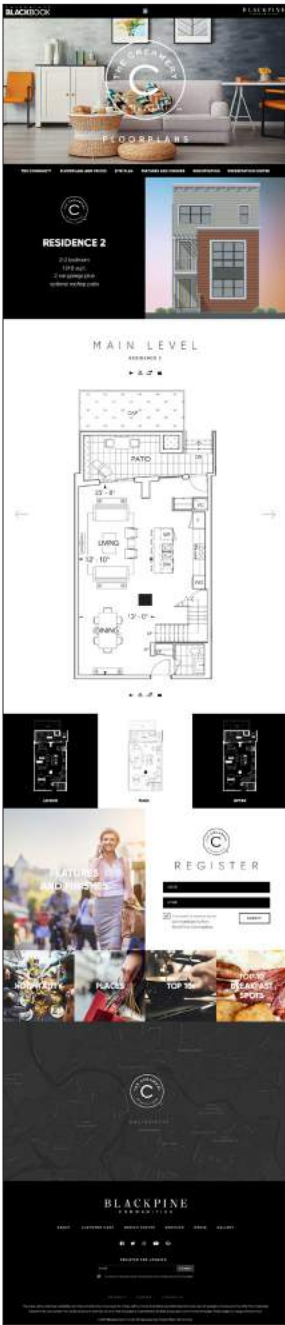COMMUNITY OVERVIEW EXAMPLE

Website
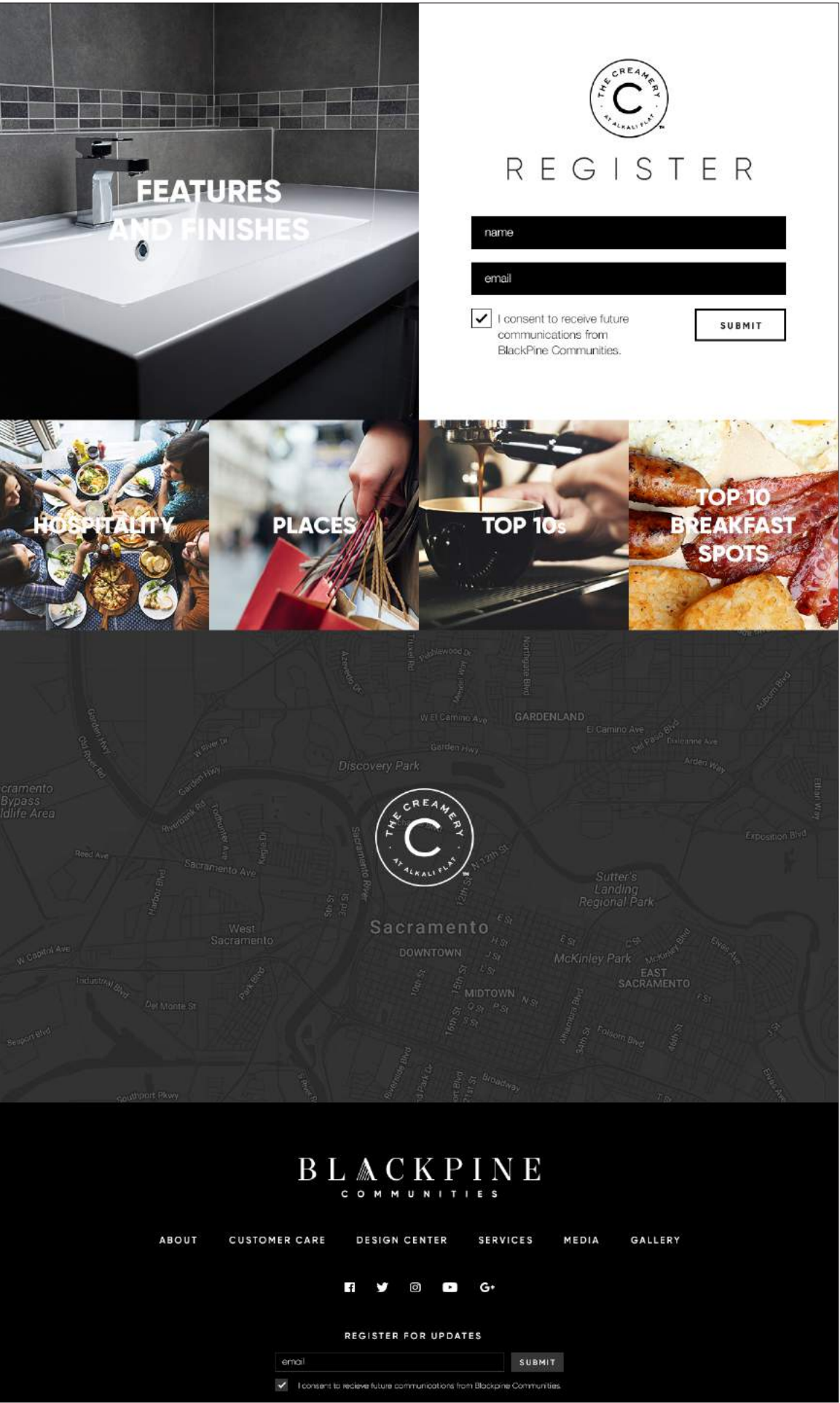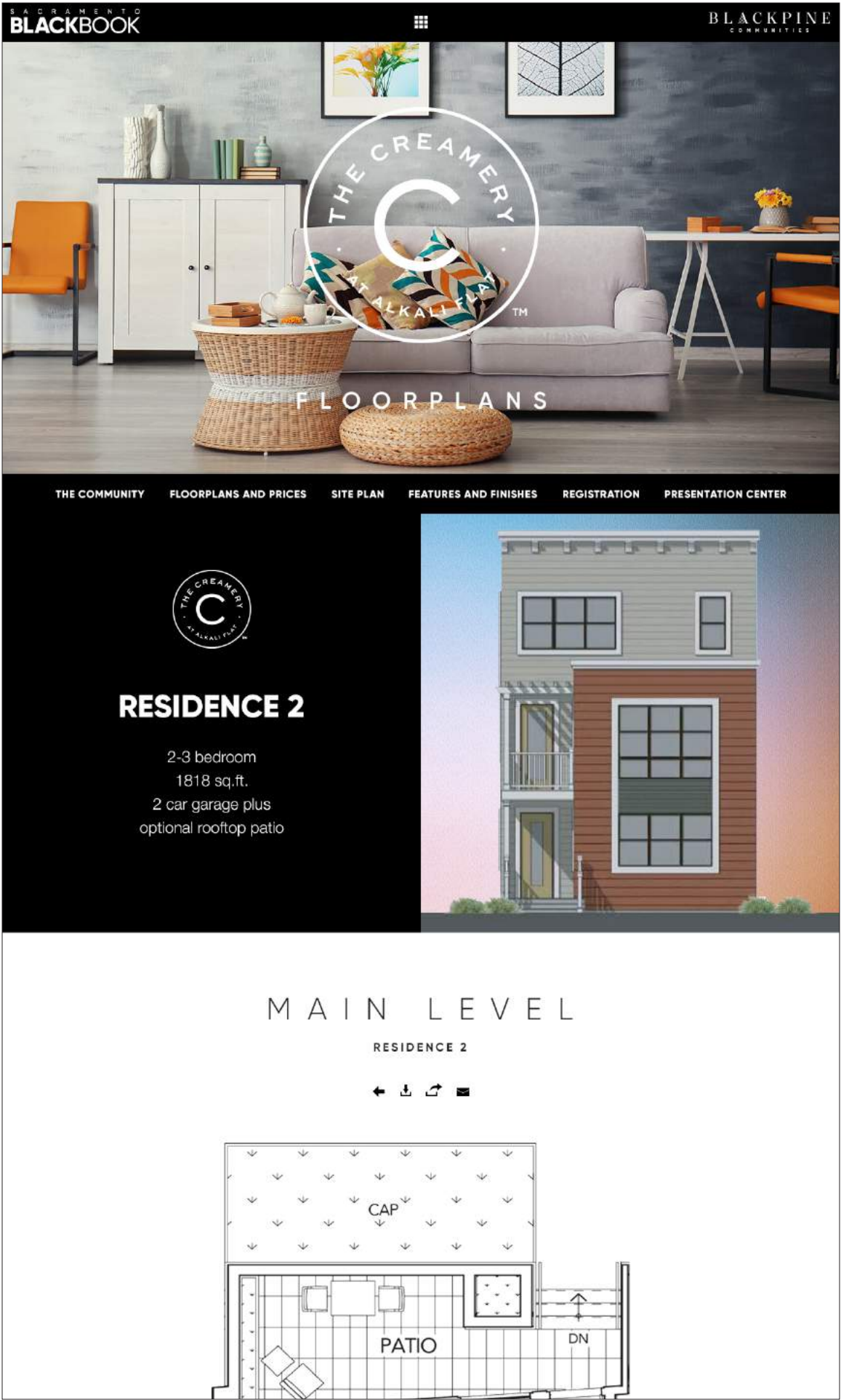
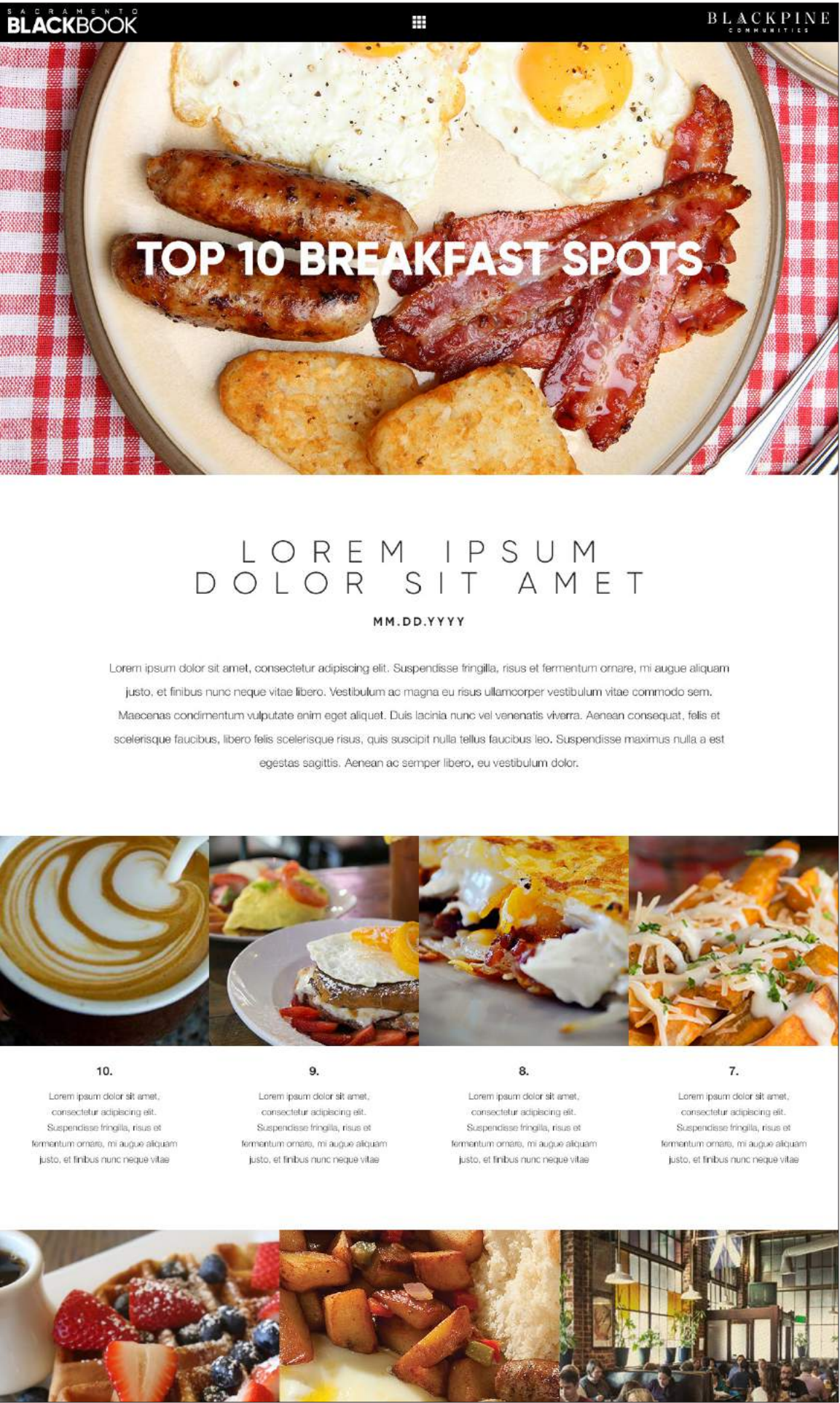COMMUNITY FLOORPLAN EXAMPLE

Website

COMMUNITY FLOORPLAN EXAMPLE

THE BRAND FACTORY®

Website

COMMUNITY FLOORPLAN EXAMPLE

THE BRAND FACTORY®

Website

BLOG EXAMPLE

BLOG EXAMPLE

6.

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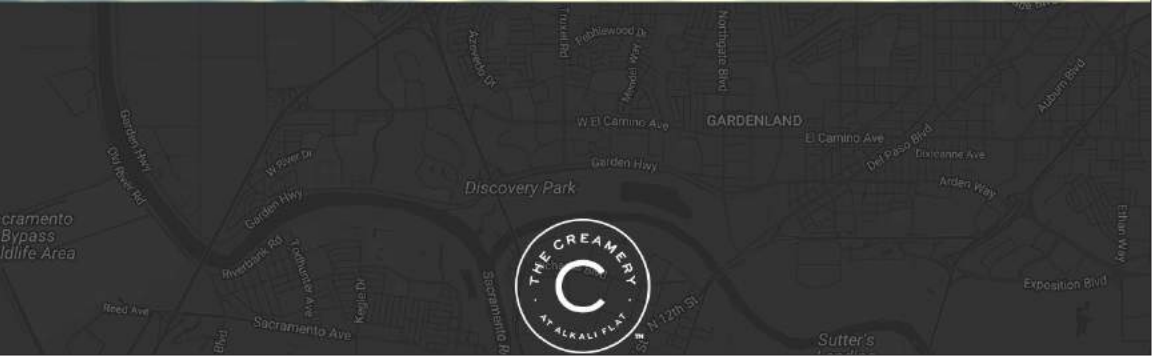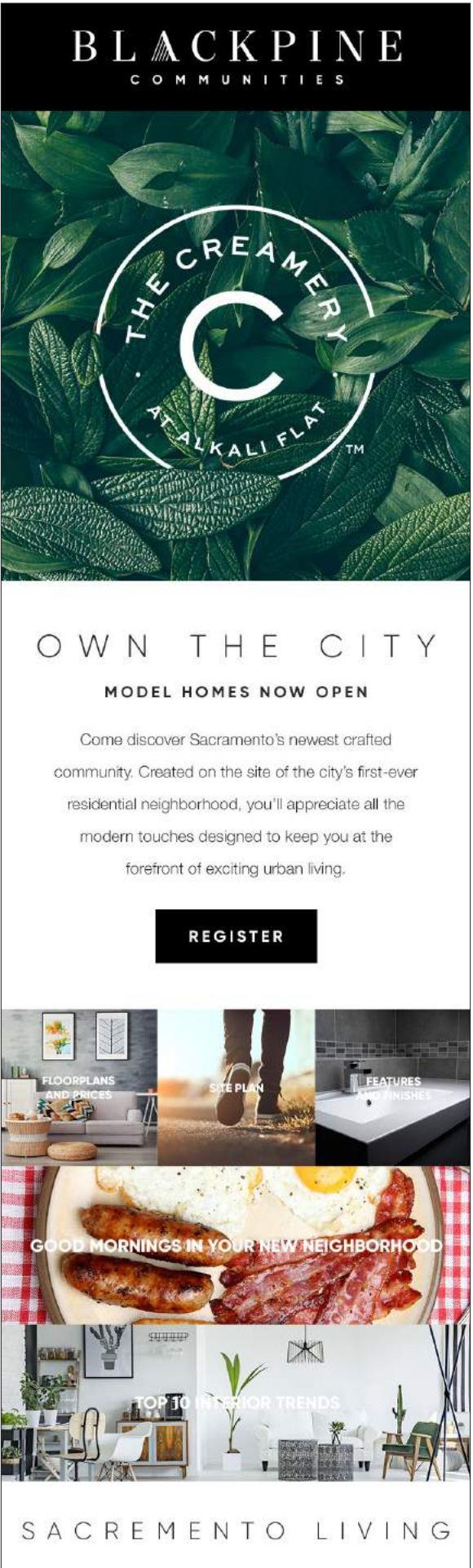
2.

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Website

BLOG EXAMPLE

Email Marketing

EDM EXAMPLE

THE BRAND FACTORY®

Email Marketing

EDM EXAMPLE

THE CREAMERY AT ALKALI FLAT ™

OWN THE CITY

MODEL HOMES NOW OPEN

Come discover Sacramento's newest crafted community. Created on the site of the city's first-ever residential neighborhood, you'll appreciate all the modern touches designed to keep you at the forefront of exciting urban living.

REGISTER

FEATURES

GOOD MORNINGS IN YOUR NEW NEIGHBORHOOD

TOP ... TRENDS

FLOORPLANS

SACRAMENTO LIVING

CURTIS PARK VILLAGE

FARMHOUSE EAST SACRAMENTO

California

FARMHOUSE AT WILLOW CREEK

NATALIE VIA
SALES ASSOCIATE

PRESENTATION CENTER

MONDAY - THURSDAY	11AM - 7PM
FRIDAY	CLOSED
WEEKEND & HOLIDAYS	12PM - 6PM

BLACKPINE COMMUNITIES