



Outside the Region: Foram Group debuts new logo and branding for The Starland Village

September 18, 2018 - Front Section

Savannah, GA Foram Group has debuted new logos and a branding campaign for The Starland Village, the company's \$40 million neighborhood-centric, multi-use development.

The branding campaign includes logos and branding for the following components:

The Starland Village, "Inhabit, Hustle, + Play" is the lifestyle of a community redefining urban living. It will feature multifamily residential units, inspiring artists' studios, retail spaces, chef-driven restaurants, a streetside cafe, private and co-working offices, and an event venue, among others.

"Our new branding campaign really made us analyze what makes The Starland Village such a unique development," said Foram Group president Travis Stringer. "We decided to emphasize our core components of being inclusive, creative, entrepreneurial, connected, inspired and engaging."

The Wesley, a mid-sized event venue that will host a variety of community and cultural events with leading organizations such as the Savannah Film Festival, Savannah Music Festival, Savannah Jazz Festival, Savannah Philharmonic, TEDx, Geekend, and many more; and The Neighborhood, a collection of 65+ individual and shared offices overlooking historic Bull St., where individuals, small businesses, and entrepreneurs will enjoy a range of business resources and office amenities including cutting-edge technology, a modern design aesthetic and no long-term leases.

Flourish Collaborative, a locally-headquartered and woman-owned creative agency for forward-thinking brands, developed and designed the palette, logos, and new look for each component of The Starland Village.

"We wanted each component to be seamless from the others and took our creative direction from both the historic nature of the property and the area's modern vibe of creativity and collaboration," said Erica Kelly, co-owner of Flourish Collaborative. "Having the opportunity to put our stamp on such a vibrant and emerging part of the city is a proud moment for us at Flourish."

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540