

CASE STUDY THE WESTWOOD COLLECTION

# Steps from Campus. Miles Ahead.

A future-forward identity system for  
The Westwood Collection and its properties.

SERVICES:

PORTFOLIO BRANDING

IDENTITY DESIGN

BRAND GUIDELINES

WEB DESIGN

MARKETING COLLATERAL

**The Westwood Collection is a portfolio of seven student-focused residential communities located steps from UCLA's campus and the vibrant streets of Westwood Village. Though each community has its own character, they share one thing: a connection to the energy, culture, and lifestyle of student life in Los Angeles.**

This project evolved The Westwood Collection from a name students recognized into a visual system students feel connected to — a bold, modern visual identity that speaks to community, design-driven living, and social vibrancy.

## The Opportunity

Westwood Village is alive. Streets buzz with students, cafés spill onto sidewalks, and the day’s rhythm transitions easily into night. Students didn’t just live here — they lived through here. But The Westwood Collection’s visual identity didn’t reflect that experience. Individually branded properties lacked cohesion. Marketing materials felt fragmented. There was strong name equity — especially tied to the brand’s signature blue — yet there was room to elevate, unify, and modernize.



THE WESTWOOD  
COLLECTION



The visual identity system is bold, energetic, and instantly recognizable. Inspired by the energy of Westwood Village and the rhythm of UCLA student life, it celebrates the neighborhood’s active street life, social atmosphere, and cultural vibrancy, capturing the balance between academic focus and everyday connection—where cafés, study sessions, nightlife, and community spaces intersect.

Through modern, intentional design paired with authentic local character, the identity feels both elevated and approachable, rooted in place while resonating with the lived experiences of students who call Westwood home.



# THE WESTWOOD COLLECTION

At its center is a custom-designed W that blends subtle collegiate references with a modern style. The W functions as both a logo and a graphic device, appearing in patterns, large-scale visuals, and layouts. Bold typography, layered color, and modular graphic elements allow the brand to shift seamlessly between expressive and refined applications.

**Walk. Explore.  
Experience.**



**THE  
WESTWOOD  
COLLECTION**

**Built for Your  
Campus Life.**



resident360

Each of the seven communities received a refreshed logo and visual expression within a unified but flexible system. The new identity was brought to life through redesigned community websites featuring bold imagery, clear navigation, and mobile-friendly layouts. These digital platforms reinforce brand recognition while supporting leasing and engagement.



**GRECO LOFTS**  
THE WESTWOOD COLLECTION



**433 MIDVALE**  
THE WESTWOOD COLLECTION



**MIDVALE APTS**  
THE WESTWOOD COLLECTION

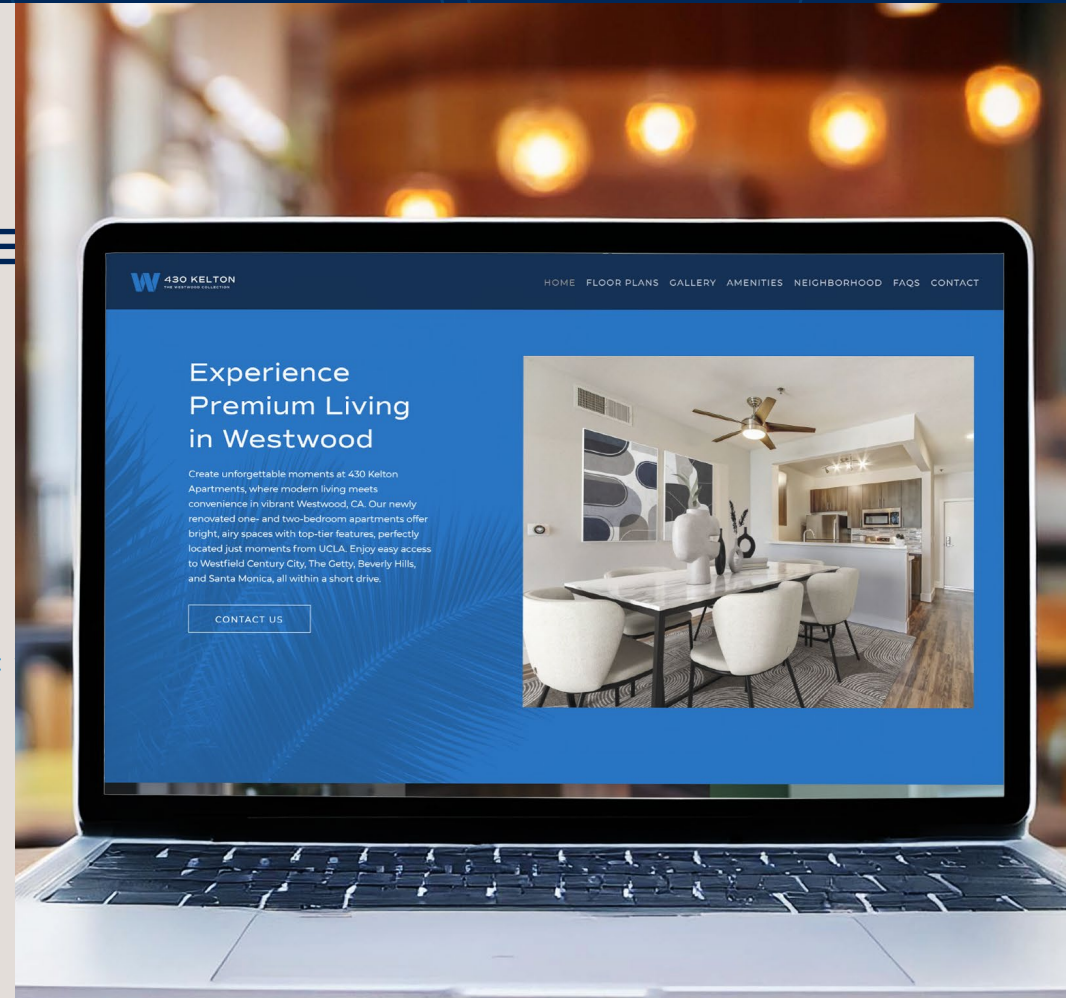
**THE**  
THE



**THE ATRIUM**  
THE WESTWOOD COLLECTION



**1022 TIVERTO**  
THE WESTWOOD COLLECTION







1. 433 MIDVALE
2. 430 KELTON
3. MIDVALE APTS
4. ATRIUM APTS
5. 1022 TIVERTON
6. EL GRECO LOFTS
7. THE PLAZA
8. THE ROCHESTER



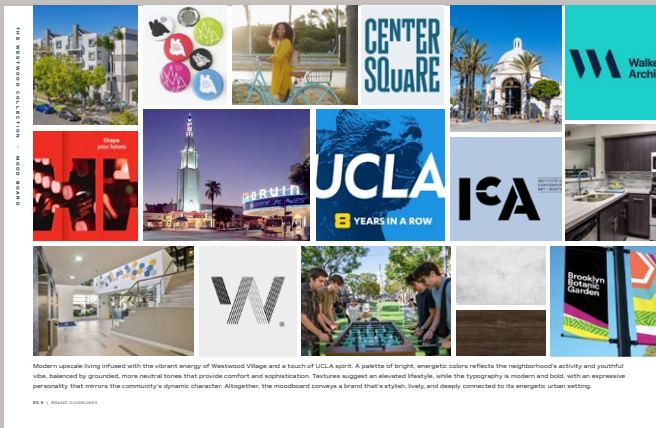
THE WESTWOOD  
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The Westwood Collection is a curated portfolio of student residences offering elevated, design-driven living in the heart of Westwood. Steps from UCLA and surrounded by the energy of Westwood Village, it blends modern style, vibrant community, and everyday convenience into a connected living experience unlike anything else.



### Logo (Primary)

The primary logo is available in multiple colorways, color modes, and file formats to cover all uses and applications. The logo should not be modified, manipulated or recreated.

### Do Not:

- Distort the logo either by stretching or resizing. Always scale proportionately.
- Alter the logo or the relationship of the elements in the logo. The size and spacing of these elements have been carefully designed.
- Use the logo in color other than the colors that are specified in this document.
- Add elements such as text, graphics, or effects to the logo.
- Use on a background, image, or color field that does not support proper legibility. Backgrounds should create enough contrast with the logo, and any pattern or image should not be busy. Backgrounds should enhance, not detract from, the logo's impact.

### Clear Space

Use the height of the two lines of the 'W' to define the minimum clear space around the logos.

### Minimum Size

The logo should not be used any smaller than the width indicated.

### Community Logos

Like The Westwood Collection logo the community logos are available in multiple colorways, color modes, and file formats to cover all uses and applications. The same rules apply when using the community logos.

### Colors

A brand's color palette plays a significant role in its identity. The colors are carefully selected to reinforce the brand's position and provide communication flexibility. They are available in various color formats to cater to all applications, including print and screen.

**CMYK** - should be used for almost all print applications.

**RGB** - (Hex) should be used for all screen application.

**Spot** - should be used when printing in spot color or when the vendor needs it for color matching purposes.

A **color tint** can be used to work with an overall composition and create contrast or monochromatic imagery.

<b>SELBY BLUE</b> PMS 295 C:100 M:03 Y:00 K:63 HEX #0070C0	<b>UNIVERSITY GOLD</b> PMS 1025 C:00 M:51 Y:98 K:00 HEX #FFC000
<b>ELECTRIC BLUE</b> PMS 5555 C:98 M:35 Y:00 K:00 HEX #0070C0	<b>WARM GRAY</b> PMS WARM GRAY 6 C:31 M:29 Y:30 K:00 HEX #A0A0A0
<b>WARM GRAY</b> PMS WARM GRAY 1 C:10 M:10 Y:31 K:00 HEX #D9D9D9	<b>LIGHT GRAY</b> PMS WARM GRAY 1 C:10 M:10 Y:31 K:00 HEX #D9D9D9

### Typography

The typography specimen serves as a guide to demonstrate the appropriate use of fonts in order to create consistent brand communications. It shows an example of how to apply size and hierarchy to different type elements.

This is not the only way to set type, but rather a reference to be considered. Although sizes are relative, the relationship in size and spacing between the different type elements should be carefully considered using this guide. By using a consistent type hierarchy, information can be conveyed clearly.

### Westwood Vibe. Campus Convenience.

Use at the center of it all with RW Selby & Co.'s Westwood communities—modern, connected, and just minutes from UCLA. Designed with students and young professionals in mind, these residences offer flexible living options, from fully furnished apartments to shared spaces that make city living simple. Thoughtful amenities like bright study lounges, high-performance fitness centers, and ultra-fast Wi-Fi keep you focused, active, and connected. Step outside and you're surrounded by Westwood's best-in-class coffee, local favorites, shopping spots, and entertainment all within easy reach.

### Walk. Explore. Experience.

Step outside and you're instantly connected to the best of Westwood. From cozy cafes and popular student hangouts to local boutiques, major retailers, and buzzing entertainment venues, everything you need—day or night—is just minutes from your front door. Spark moments of connection, comfort and a sense of true community. Shop, grab a treat, and get ready for the week ahead with the help of our on-site staff.

**At RW Selby & Co., you're not just finding a place to live—you're discovering a lifestyle that's social, convenient, and built for what's next.**



# THE ATRIUM

# THE WESTWOOD COLLECTION





**Westwood Vibe.**  
**Campus Convenience**

Gent veniend itasit ad ex et dolum,  
utaque abo. Pit quunt ides atioreh  
enihill estoris et mollaut faccum qui  
odit volor reium a sequi atiae quatem.  
Nempori busaecuptat

The rebrand created a unified, elevated presence for The Westwood Collection. It strengthened recognition, improved perceived value, and deepened connections with student audiences. With cohesive branding and high-performing digital platforms, the portfolio now presents a confident, modern expression of student life in Westwood.

Want to work with Resident360 on your next  
branding or web project?

Just say hello.

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