

BRAND VISION



VICTOR PROSPER

OVERVIEW



VICTOR PROSPER

— Bishop Arts District —
Dallas, TX

Victor Prosper has paved the way for luxury apartment living in the Bishop Arts District of North Oak Cliff. Residents will find themselves at home in one of Dallas' most eclectic neighborhoods - independent boutiques, trendy eateries, bars, coffee shops and art galleries. Easy access to I-30, I-35 and the Dart station draws urban explorers from around the metroplex and offers easy commutes to downtown. Location alone makes this property unique, as does the rooftop terrace with views of downtown Dallas, community deck, saltwater infinity-edge pool, pet wash station, bike repair shop, and ground-floor retail and restaurants.



COMMUNITY, LOCATION & CULTURE.

DEMO

CREATIVE
HISTORIC
ECLECTIC

YOUNG
PROFESSIONAL

PET LOVER

FOODIE

EDUCATED

LOCAL

COMMUNITY

ORGANIC

BIKES/SCOOTERS

ONE-OF-A-KIND



FREE SPIRITED & ELECTIC
NEIGHBORHOOD FAMILY

TARGET MARKET & VIBE



JOHNNY DEPP

Charming, free spirit marching to the beat of his own drum.



ZOOEY DESCHANEL

Quirky, creative, likeable and well-educated.



ECO-FRIENDLY

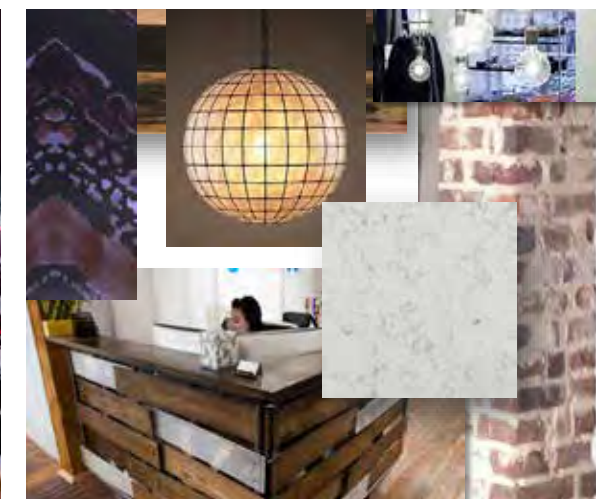
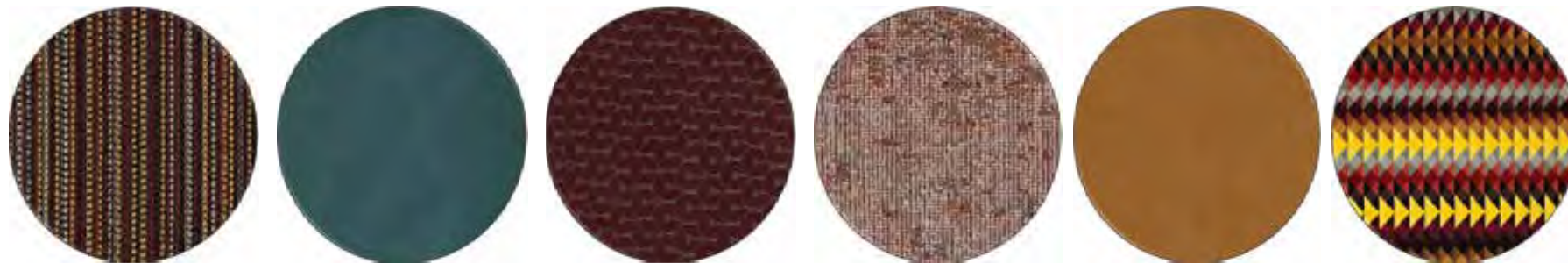
Modes of transportation favored are bikes, scooters, DART and hybrid cars.



COMMUNITY

Neighbors are proud to live/work/play in Oak Cliff and Bishop Arts District.

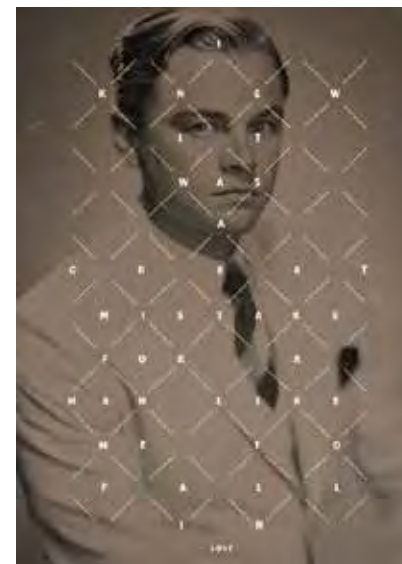
INTERIORS



COLOR SCHEME



MOOD



KRAFT • ECLECTIC • LINEN PAPER • MODERN • POCKET FOLDER • POP OF COLOR

So Perfect Together

A unique blend of community, culture, and location.

A free spirit attitude with a love of the neighborhood and all the eclectic shops, restaurants, and people that come together to form the Bishop Arts family.

Victor Prosper apartments and the Bishop Arts District...better together.



BROCHURE CLOSED



BROCHURE OPENING SPREAD



BROCHURE POCKET AND INSERTS

COLOR SCHEME



VISION



PROMO

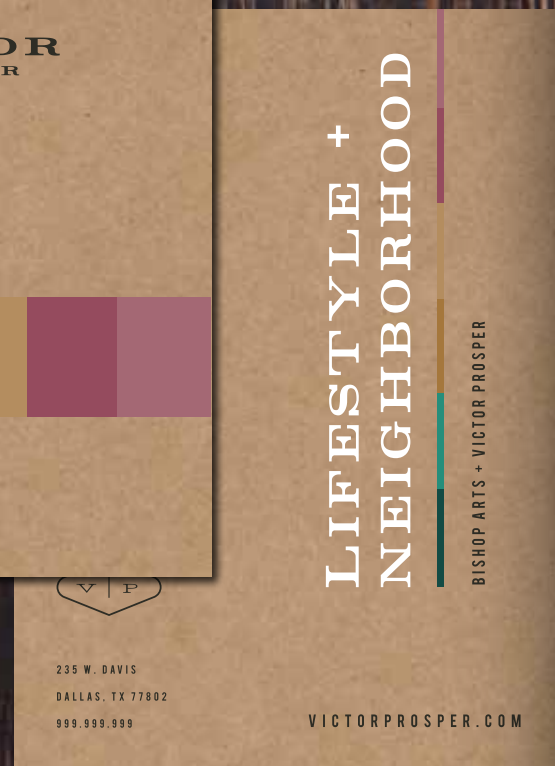
PROMOTIONAL ITEMS



BISHOP ARTS
**VICTOR
PROSPER**
DAL • TEX



BROCHURE FRONT COVER



BROCHURE REAR COVER



INTERIOR WITH OPEN FLAP

COLOR SCHEME





BUSINESS CARD

ENVELOPE

LETTERHEAD

ICON LOGO

PROMO



SIGNS

