
STAK36

CONDOMINIUMS at
Square One District

Brand story

When life is stacked in your favour, everything shines just a little bit brighter. Things fall into place seamlessly, and you find yourself smiling more often than not.

Stak36 is a limited collection of suites at Condominiums by Square One District nestled in the heart of Mississauga. The initial release was a sell-out success; we saw the demand and built three additional floors on the upper levels of the building that offer breathtaking views. The first tower in a future masterplan community coming early 2025, this opportunity is all stacked up and yours for the taking.

With Square One Shopping Centre and countless stores, restaurants, and entertainment spaces right next door, everything you need is just a few steps away. Find expression at the Living Arts Centre. Catch a movie at the Cineplex Cinemas. Or take a night in and lounge at our high-end amenities designed to cater to your every need.

When everything stacks up perfectly, it's all for you. Embrace a lifestyle where every advantage is yours and discover what it means to live with the odds in your favour.

Primary logo

The Stak36 logo is a bold visual identity that distinguishes the new collection of suites at Condominiums at Square One District. By incorporating pink as a vibrant accent color, the logo asserts its unique character while maintaining a connection to the original brand through a stacked design and consistent font, ensuring a cohesive visual language.

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Logo usage

The logo is not to be crowded, with minimum “S” space around it on all applications.



Logo usage

The logo must appear on all applications in one of two approved logos (dark version and light version), ensuring AODA compliance on all background colours.



Developer lock-ups

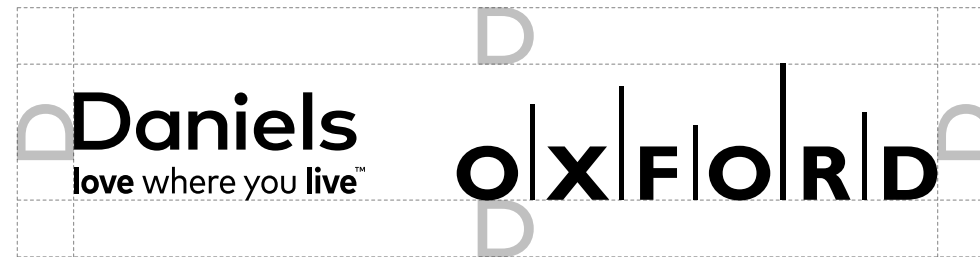
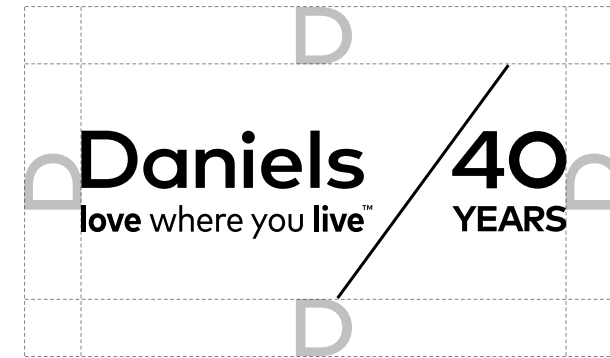
Our partners are important to us. Therefore, we design lock-ups in equal prominence visually, through a one-colour application and equal weight in size. The developer logo lock-up must be present on all materials. Daniels' logo must always be in the primary (left) position and Oxford's logo in the right position.



Daniels logo usage

To ensure ample and consistent clear space around the Daniels logo, use the width and height of the title-cased “D”. Keep the clear space free from graphic elements and visual clutter so the identity is legible. To ensure legibility, the Daniels logo should never appear smaller than 0.4”H on print applications.

The Daniels 40th year logo should only be used on public applications that are easily updated (i.e. digital). Items intended to be evergreen and/or that are costly to update should use the standard Daniels logo.



Brand languages

The tagline must be written in Title Case on all applications to stand out and remain prominent as the tagline. All headlines will be written in Sentence case without periods.

Tagline

When Great Gets Better

Headlines

Stak'd in your favour

Stak'd with a view

Built above and beyond

Set to a new height

Brand colours

The brand colours selected for this project were chosen to match CASOD's branding, represent the vibrancy of life in Mississauga's City Centre, and to provide strong contrast options to ensure AODA compliance on all applications.

Black

C 0	R 0	HEX
M 0	G 0	#000000
Y 0	B 0	
K 100		

Magenta

C 6	R 225	HEX
M 83	G 71	#E14787
Y 10	B 135	
K 0		

White

C 0	R 255	HEX
M 0	G 255	#FFFFFF
Y 0	B 255	
K 0		

Typography

For all print applications, we use Helvetica Bold for headlines and Gotham Book for secondary lines and body copy. For web applications, we use Gotham Book for headlines and Gotham Light for subheads and body copy.

Headlines

Helvetica Bold
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890

Secondary lines

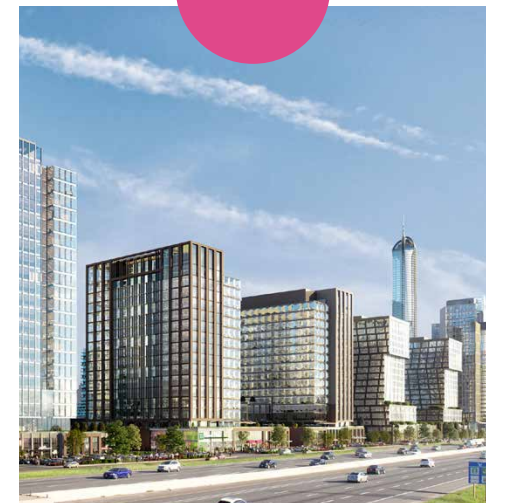
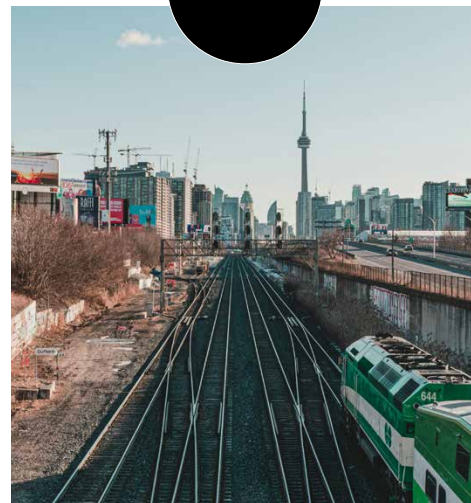
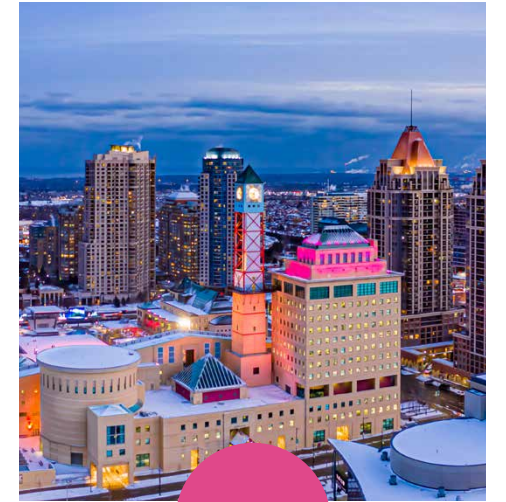
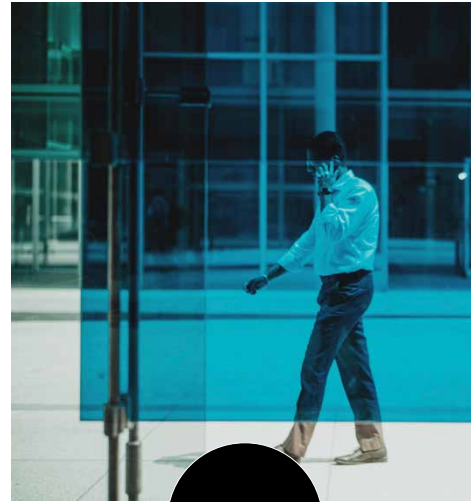
Gotham Book
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890

Body Copy

Gotham Light
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890

Photography

The photography style should capture the vibrant energy of the neighbourhood through bold, full-color photography that resonates with young professionals and social downsizers. Ensure images are high-contrast and saturated, incorporating brand colors to create a cohesive visual identity across the campaign.





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Daniels
love where you live

oxford



Daniels love where you live OXFORD

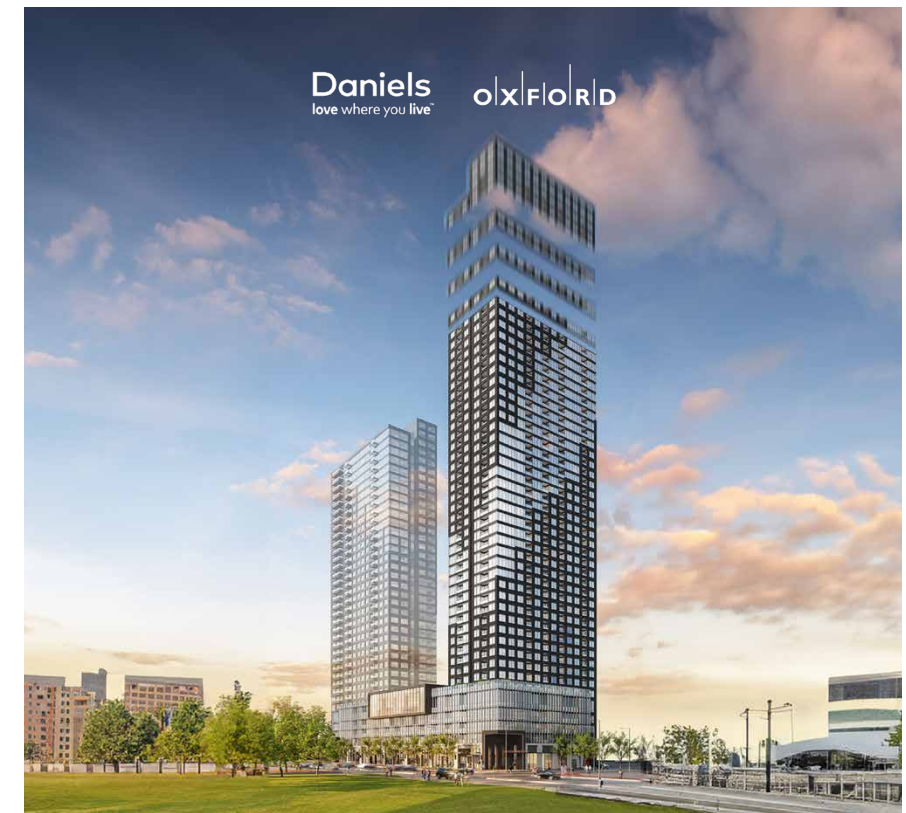


Stak'd with a view

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When Great Gets Better

LIVESQUAREONEDISTRICT.COM



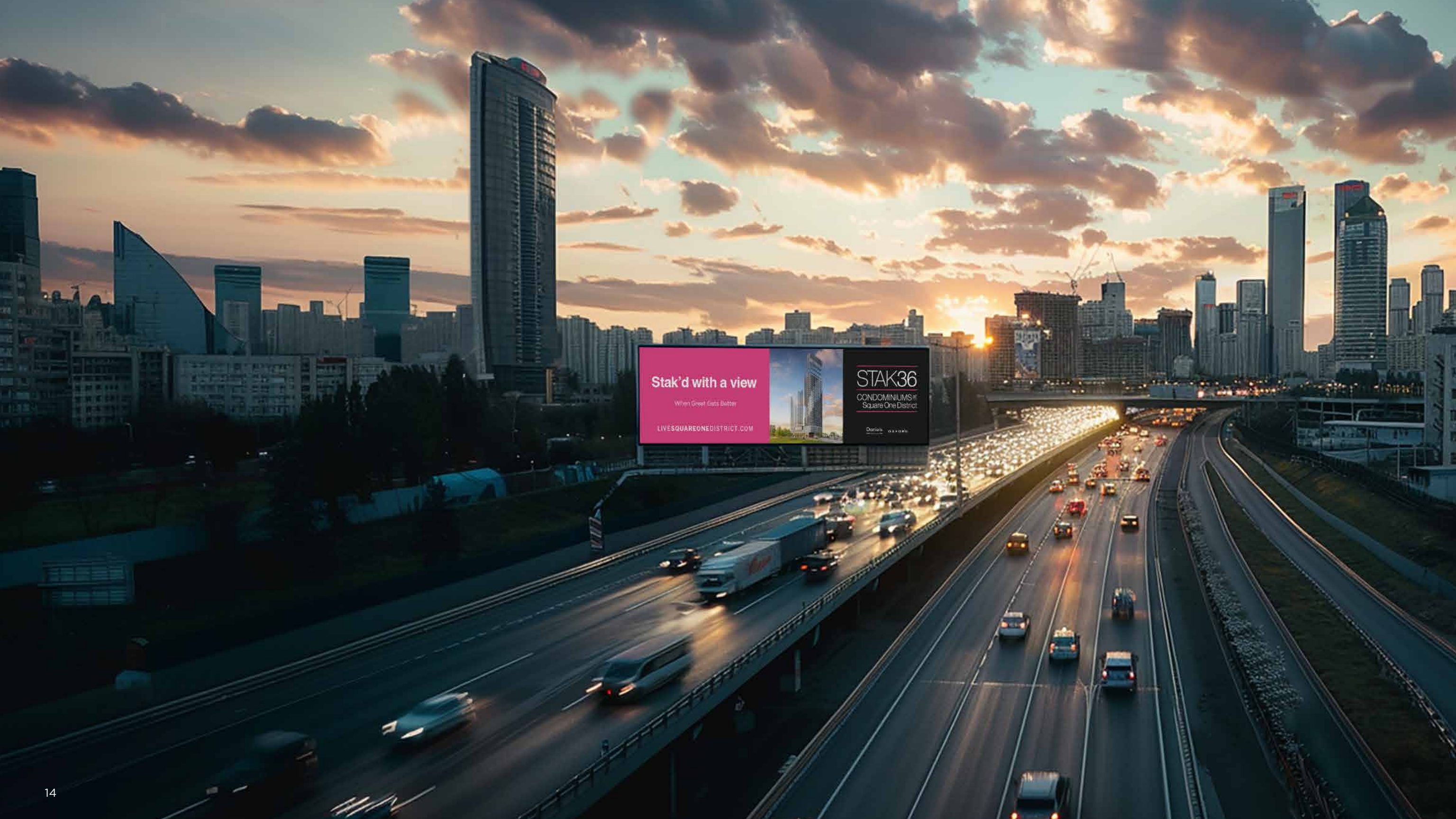
Daniels love where you live OXFORD

Stak'd with a view

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Stak'd with a view

When Green Gets Better

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CONDOMINIUMSSM

Square One District

Daniels