

multifamily community tool kit ideas

initial design / branding

IDENTITY SYSTEM BASICS

- Logo
- Tagline
- 2D & 3D Floor Plans Redrawn in Branded Template
- Community Map Redrawn in Branded Template
- Photography
- Video
- Virtual Staging

swag & merch

FOR PROSPECTS, RESIDENTS, & EMPLOYEES

- Apparel
- Career Fair Items
- Cornhole Boards
- Drinkware
mugs, water bottles, tumblers, etc.
- Grocery Totes
- ID Badges & Lanyards
- Keychains
- Laundry Bags
- Move-In Gifts
kits, wine glasses, cutting boards, cookware, etc.
- New Hire Kits
water bottles, pens, journals, personalized letter, apparel, etc.
- Oven Mitts
- Pens
- Pet Items
bag dispensers, scoopers, toys, etc.
- Pool Bands
- Tech Items
power banks, pop sockets, flashlights, etc.
- Tote Bags
- Towels
pool, beach, kitchen, bath, etc.
- Water Bottle Labels
- Miscellaneous
bag clips, stress balls, etc.

operations

ON-SITE LEASING TOOLS

- Guest Cards
- Lead Paint Books
- Move-In Forms
- Resident ID Cards

awards

ACCOMPLISHMENT HIGHLIGHTS

- Anniversary
- Employee Recognition
- Milestones

leasing office wall décor

INTERIOR DISPLAYS

- Day One Sign
- Equal Housing Sign
- Floor Plan / Community Map Wall Display
- No Cash Accepted Sign

marketing collateral

PRINTED OUTREACH MATERIALS

- Business Cards
- Letterhead & Envelopes
- Pocket Folders
- Postcards / Direct Mailers
- Promotional Flyers
- Property Brochures
- Rack Cards
- Social Media Like/Follow Cards
- Stickers

curb appeal

PROPERTY PRESENTATION TOOLS

- A-Frame Signs & Marker Boards
- Aluminum Signage
- Brochure Box
- Clock Signs
- Doormats
- Feather Flags
- United States & State Flags
- Vinyl Decals
- Yard Signs & Banners