

CASE STUDY

Luna Pointe Rebrand



THE CHALLENGE

Waypoint at Hampton, a multifamily property located in Hampton, Virginia, changed management and, as a result, needed to update their name and branding. As part of the management transition, the property also was undergoing renovations. A major benefit of the location was the potential prospect draw because the property is located close to several large employers, including Langley Air Force Base and NASA.

THE SOLUTION

In an effort to learn more about the city of Hampton and the surrounding area, Catalyst first conducted market research to gather needed data about history, unique facts/appeal, etc. for name inspiration. Because the property serves as a home base to several employees of the NASA Langley Research Center, the name Luna Pointe was a natural fit.

The logo was designed to have a classic feel and included a moon icon as a nod to the namesake. Combined with a fun color scheme of navy blue, teal, and lime, this brand encompasses a truly out-of-this-world feel with a complementary tagline — “Your home launchpad in Hampton.” Stock imagery of military service members, working professionals, and young families was incorporated to cover the mix of demographics the property caters to.

THE RESULTS

Luna Pointe is a strong rebrand that continues to position the client as a standout property in the Hampton housing market. In addition, the success of the naming and branding secured additional future work with the client to continue a variety of projects for ongoing branding.

