

## CASE STUDY

# The Rowan Rebrand

### THE CHALLENGE

Catalyst was contracted by Emet Capital to complete a rebranding of a townhome-style student housing property called The Southern @ 1051 in Columbia, South Carolina, which targeted the University of South Carolina demographic. The new management/ownership requested the rebranding be clean and modern, but also wanted to stand out in the market.

Unfortunately, part of the acquisition was acquiring a property that had a very poor reputation due to a lack of security. Emet Capital hoped that between the property improvements (gates, cameras, interior unit renovations, etc.) and the new branding, the property's reputation would improve significantly.

### THE SOLUTION

In an effort to learn more about the city of Columbia and the University of South Carolina demographic, Catalyst first conducted market research to gather needed data about history, traditions, unique facts/appeal, etc. After

reviewing a variety of names that fit within these themes, The Rowan (meaning "red") was chosen as a fun, modern identity and as a nod to USC's garnet and black color scheme.

Catalyst created a unique logo that incorporated contemporary font styles, colors, and textures. To complement the main garnet brand color, a broad secondary palette of yellow, teal, mint, navy, and off-white also was included. In addition, bold stripes and geometric patterns round out the brand, achieving the eye-catching look the client requested.

### THE RESULTS

At the time this case study was written, reputation reporting was not available due to the new branding currently being implemented. However, The Rowan exceeded their pre-leasing goal for 2019 and is a strong rebrand that continues to position the client as a standout property in the Columbia housing market. In addition, the success of the naming and branding secured additional future work with the client.



