

BRAND NARRATIVE:

## Logo Elements

Inspiration for our logo stems from our natural surroundings, historical foundation and the elevated experience we aim to deliver for our guests.

Our logo consists of two primary elements:

1. A stylized tree icon, representing growth, community and progress
2. The “BENHAM’S GROVE” word mark

These elements should always be used together, unless explicitly authorized otherwise. There are occasions where the tree icon may be used as a standalone element.

Symbology is important in our logo design as it provides an opportunity for storytelling and deeper meaning such as cultural relevance, emotional impact and timelessness. Below, you will find multiple layers of meaning in a concise and visually appealing way that enhance brand recognition and resonance with our audience.

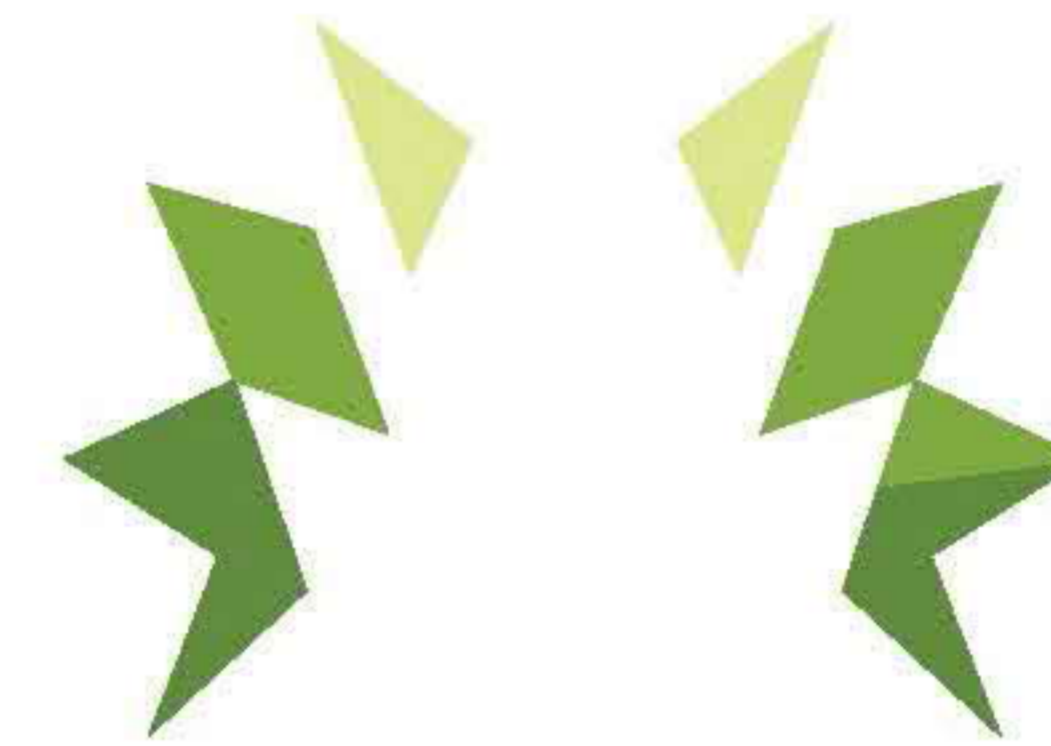


### STYLIZED TREE ICON

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Symbolic for growth, the tree represents strong roots found within our community. Angular in shape, the branches reflect modern architecture while supplying a strong foundation for new opportunity.



Varying shades of green leaves personify the many cultures which come together on our property. Abstract stars pay homage to our city seal and its five stars.



Atop, a lamp stands as a beacon to forward progress. This symbol represents a guide for future generations to balance the needs of both our history and our future.

### WORD MARK

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Our font selection embodies strength, stability and trust. Qualities important to our reputation.

**BENHAM'S  
GROVE**