

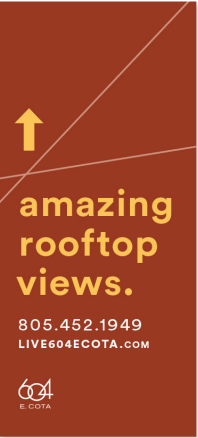
upshift

604 E Cota Apartments
Santa Barbara, CA

Central Coast Living
at its Finest

OBJECTIVE
604 E. Cota Apartments, in downtown Santa Barbara, offers luxury rentals for the city’s expanding tech and healthcare professionals seeking proximity to the beach, State Street, and the Santa Barbara Bowl.

SOLUTION
We crafted a dynamic, relaxed brand for developer Peter Lewis, blending contemporary and Spanish-inspired design. Our work introduced lifestyle branding to Santa Barbara’s multifamily market, creating a warm, approachable feel that resonated with prospects. With its proximity to UCSB, we also incorporated a youthful, active tone to attract upper-level students.



604 E Cota Apartments
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Overview





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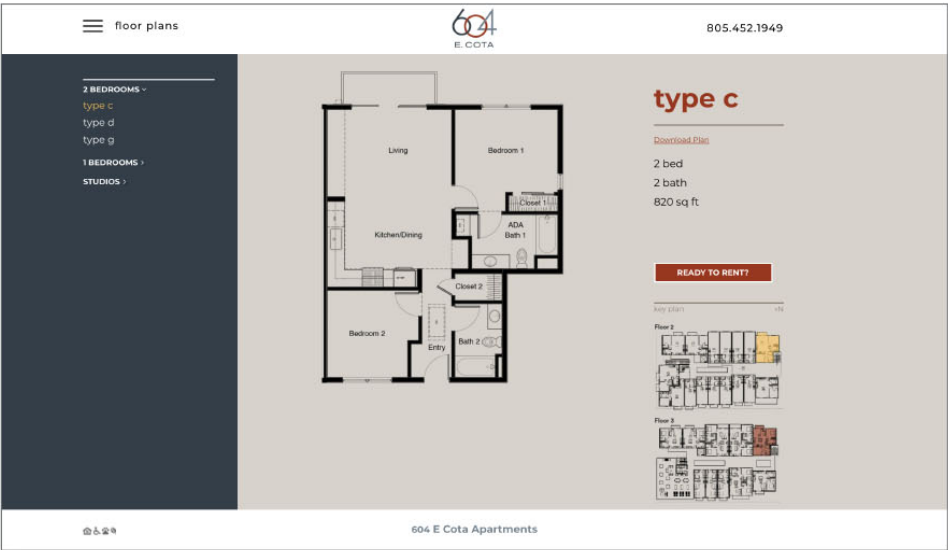
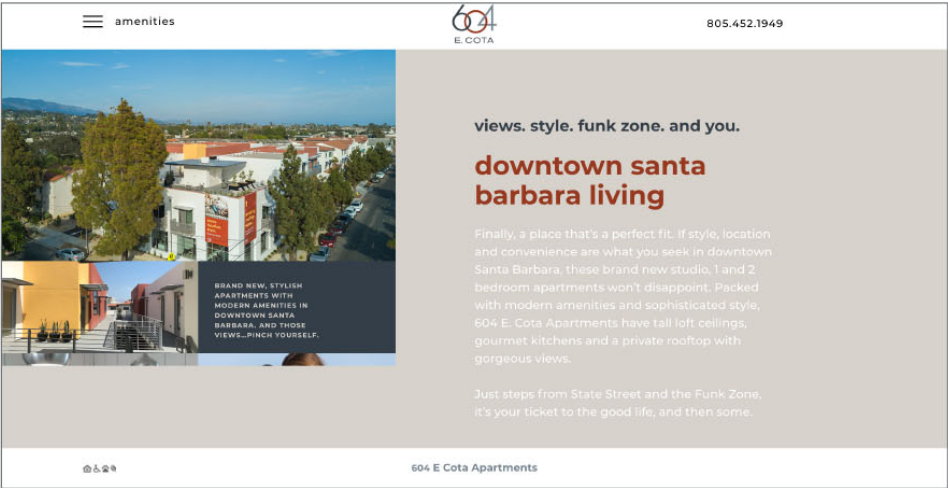
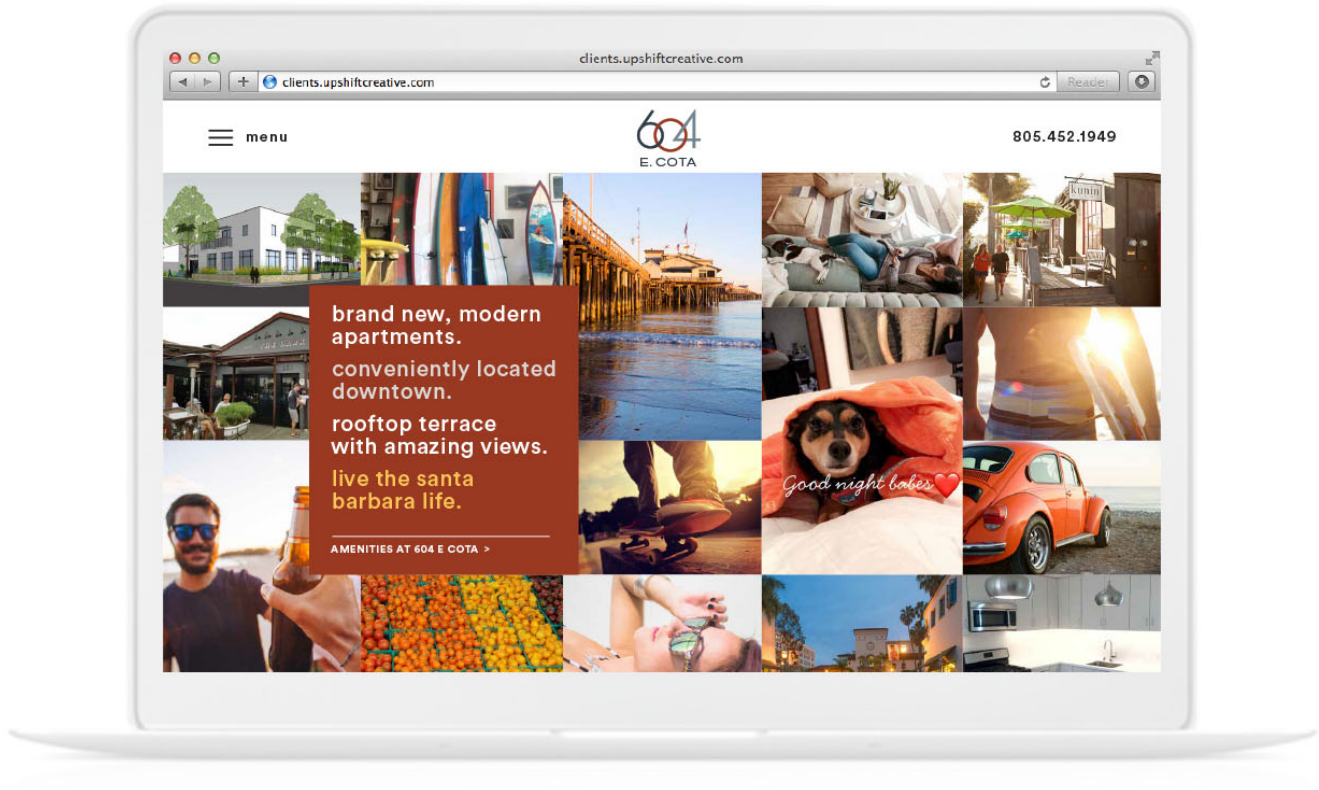
604 E Cota Apartments
Santa Barbara, CA

Mobile Website



604 E Cota Apartments
Santa Barbara, CA

Website



604 E Cota Apartments
Santa Barbara, CA

Business Cards



604 E Cota Apartments
Santa Barbara, CA

Marketing Collateral



open house
JUNE 16TH · 1-7PM

**amazing
views.**

**downtown
santa barbara.**

**brand new
apartments.**

NOW LEASING

Proudly serving bites and beverages from nearby neighbors:
Beer from Telegraph Brewing & Appetizers from Los Agaves

LIVE604ECOTA.COM







**amazing
rooftop
views.**

805.452.1949
LIVE604ECOTA.COM





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LIVE604ECOTA.COM

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Marketing Collateral



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Brand Identity



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