

ZRS MANAGEMENT

STONEY TRACE APARTMENTS IN CHARLOTTE, NC

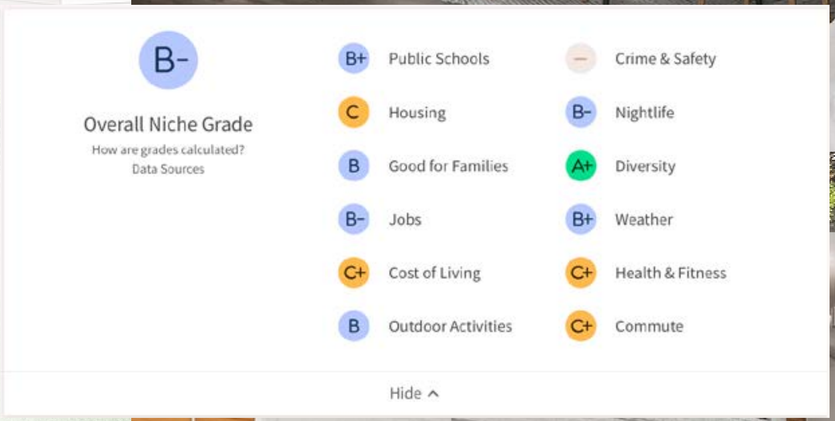
PROPERTY REBRAND
NAME DEVELOPMENT

ABOUT THE PROPERTY

Stoney Trace is a welcoming apartment community located at 4616 Stoney Trace Drive in Charlotte, NC. Offering thoughtfully designed 1-, 2-, and 3-bedroom layouts, the homes feature modern comforts like wood-style vinyl flooring, walk-in closets, fireplaces, and private patios or balconies. Select units are newly renovated, and the property includes a range of amenities such as a pool, fitness center, business lounge, dog park, grilling stations, and a playground—perfect for a balanced, comfortable lifestyle.

Set in the peaceful Becton Park area, Stoney Trace offers a quiet, residential feel while still being close to urban conveniences. Residents enjoy quick access to US-74 and are minutes from shopping and dining at SouthPark, local parks, grocery stores like Harris Teeter, and attractions such as the Matthews Heritage Museum and Discovery Place Science. The neighborhood offers the charm of suburban living with easy access to Charlotte's vibrant energy.









CURRENT LOGO

CURRENT BRANDING

Stoney Trace's current branding projects a warm, approachable yet slightly upscale tone. The logo is minimal and features a stone pattern to match the name. It is paired with a palette of warm neutrals including creamy whites, soft greys, and wood-inspired tones. A distinct deep red accent color is used sparingly throughout the website to highlight buttons and calls to action, adding a sense of warmth and subtle energy. The overall mood is comfortable and inviting, with a nod to classic styles: matte black accents, clean typography, and lifestyle imagery featuring relaxed, cozy moments. The brand focuses on showcasing design-forward living and a sense of an easygoing farmhouse-style community, rather than flashy luxury.

TARGET AUDIENCE





AGE: DESIGN-SAVVY RENTERS RANGING FROM LATE 20S-EARLY 50S, INCLUDING YOUNG PROFESSIONALS, REMOTE WORKERS, AND SMALL FAMILIES

LIFESTYLE: RESIDENTS VALUE MODERN COMFORT, STYLE, AND COMMUNITY. LIKELY HOBBIES INCLUDE STAYING ACTIVE OUT IN NATURE, ENTERTAINING, AND ENJOYING LOCAL CAFÉS, PARKS, AND CULTURAL SPOTS

LOCAL COMPETITORS

WINDSOR LANDING

RESIDENCES AT WEST MINT

WATERFORD CREEK

ALBUM BY GREYSTAR | MATTHEWS

Ayrsley Lofts

Copper Creek

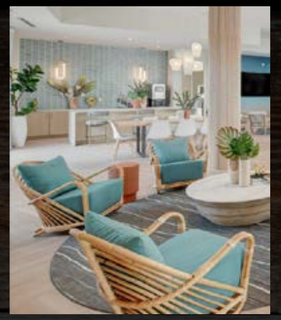
PLEASANT VIEW APARTMENTS

LEMMOND FARM

hawthorne at the greene

















TRUST THE SEEDS YOU ARE PLANTING



WARM

GROUNDED

STYLISH

NAME CONCEPTS

NATURE & GROUNDED LIVING

A soft, wooded name that evokes grace and quiet serenity

Clean and botanical, with a subtle sense of elevation and calm

Maintains familiarity while adding a calming, lush image of a shaded community

Rooted in nature with a modern twist, referencing oak trees, soft land, and a sense of belonging

NAME CONCEPTS

MODERN FARMHOUSE WARMTH

A rustic homage to rural roots, pairing well with transitional interiors and a sense of local craft

Earthy and enduring, perfect for blending nature with design

Designed for warmth and elevated comfort

Rustic and warm, with natural richness and glow

NAME CONCEPTS

APPROACHABLE SOPHISTICATION

Polished but not pretentious, with timeless design cues

Clean and grounded, perfect for a place where style meets community

Inviting and refined with a natural spirit, feels calm and clean

Stylish and flexible, works for those drawn to design and ease

Please Note: The names presented will be researched for availability and competitive conflicts, but do not include copyright or registration. Customer is advised to consult trademark counsel to assure compliance with local, state and federal laws prior to purchasing branding materials. Any names provided found to be confusingly similar to other local communities will not count against any limits to community naming options.

Proposed Property Name	Google Hit
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THANK YOU

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