

CASE STUDY ICONIQ 777

See Your World, The Iconiq Way.

SERVICES:

BRAND MESSAGING

LOGO DESIGN

BRAND GUIDELINES

ADVERTISING

PRINT COLLATERAL

SIGNAGE

DIGITAL MARKETING

WEB DESIGN

Live Iconiq.

Right in the epicenter of Newark stands the brand new 33-story mixed use development Iconiq 777. As the tallest building in the city and with its unique architecture and design, it was bound to become an immediate icon. For our client Boraie Development, we developed a brand as iconic as the building itself. One that captured the energy of this active neighborhood, the uniqueness of the property, and the opportunity for luxury living paired with the convenience of being a stop away from Manhattan and a 5-minute walk from The Ironbound. It started with a name, and since we knew it would be iconic, that's what we called it.

ICONIQ 777

LOGO

We designed a logo that was sleek, modern and unique, capturing the characteristics of the building and architecture. We also wanted it to feel dynamic and embody movement and action. The icon symbol has a general feeling of tallness, and its angular profile captures the look of modern city architecture while avoiding overused and uninspired building imagery that is so common in the industry. By breaking it up with overlapping 7s, the mark is dynamic and eye-catching. The wordmark continues this motif with its angular features, extended letter forms, and light weight characters.



ICONIQ 777



ICONIQ 777

ICONIQ 777



resident360

There is a healthy amount of bravado in the brand copy. This is a building that can walk the walk so we leaned into that language, creating an alpha personality and highlighting all the Iconiq 777 has to offer it's residents.

THERE'S NO PLACE LIKE HERE.

Not every place can fill the big shoes required of an icon. As a beacon signaling Newark's rise and a towering achievement in architecture in its own right, Iconiq 777 lives up to the title and then some. Clad in a crown and soaring 33 stories over the city's heart, we offer spectacular living spaces, world-class amenities, and jaw-dropping views. No other place in Newark can compare: We're a stroll from the Prudential Center and Penn Station, and just next door to The Ironbound—the dynamic, globally-inspired foodie-approved district that Bon Appetit calls a culinary gem. From the 360-degree panoramas on our 12,000 square foot rooftop terrace, to the elegantly appointed residences—you'll feel the luck in those triple sevens at your doorstep. Whether you're riding one stop on the PATH train to Manhattan, or breezing your way to your departure gate in 30 minutes, you'll always have a seat—and a view—when you live at Iconiq 777. Welcome to a place where hustle meets flow, and cosmopolitan hub meets home sweet home. The next-level in New Jersey living starts right here.

EXAMPLE HEADLINES

LIVE ICONIQ.

NEWARK JUST GOT ICONIQ.

FRONT ROW LIVING

ROCKSTAR PARKING EVERY TIME

SEE YOUR WORLD,
THE ICONIQ WAY.

20 MINUTES FROM NYC,
LIGHT YEARS FROM ORDINARY.

IF A MIC-DROP HAD
A MAILING ADDRESS.



SEE YOUR WORLD THE ICONIQ WAY.

At Iconiq 777, experience next-level luxury living—33 levels to be exact—surrounded by spectacular living spaces, designer-approved interiors, world-class amenities, and jaw-dropping 360-degree views 400 feet in the air on our rooftop deck.

Live life exceptionally well with exclusive amenities, including upscale gourmet kitchens, a rejuvenating swimming pool and sun deck, an impressive rooftop terrace perfect for entertaining, convenient attached parking, an epic fitness center, and an undeniably hip location—mere steps from Penn Station and Prudential Center, the Ironbound District, and just 20 minutes to NYC by train/PATH.



IF A MIC-DROP HAD A MAILING ADDRESS...

You've imagined it. Now live it! The Iconiq lifestyle—where high-energy living, immaculate design concepts, and world-class amenities converge seamlessly. Relax, rejuvenate, and recharge enjoying our exclusive community amenities—rejuvenating pool, sun plaza, rooftop deck with garden and grill—a great area ideal for entertaining and taking friends—hanging out in the stunning panoramic views, a state-of-the-art fitness center, and dedicated yoga in the sky lounge, entertainment center, or game room. You'll appreciate the security of an attached garage, bike storage, and a 24/7 concierge service you know you deserve.

- 24/7 CONCIERGE
- SWIMMING POOL & SUN PLAZA ON THE 5TH FLOOR
- SKY LOUNGE W/ KITCHENETTE & ENTERTAINMENT CENTER
- ROOFTOP SUNDECK & GARDEN
- OUTDOOR BBQ GRILLING SPACES ON ROOFTOP
- STATE-OF-THE-ART FITNESS CENTER
- YOGA ROOM

- LOUNGE & GAME ROOM
- MEETING ROOMS & OPEN LOUNGE AREAS
- ATTACHED PARKING GARAGE W/ DIRECT ELEVATOR ACCESS TO THE LOBBY
- BIKE STORAGE AVAILABLE
- DIRECTLY ADJACENT TO NEWARK PENN STATION
- IRONBOUND DINING DISTRICT, PRUDENTIAL CENTER, AND RETAIL DISTRICT

ICONIQ AMENITIES

FRONT ROW LIVING.

STEP OUTSIDE AND START EXPLORING YOUR VIBRANT DOWNTOWN NEWARK NEIGHBORHOOD—YOU'RE JUST MINUTES AWAY FROM EVERYTHING YOU NEED AND EVERYWHERE YOU WANT TO GO.

Walk, run, or bike and discover streets, paths, and parks to keep you moving and motivated. Foodies will savor cozy cafes, eateries, and diverse dining options next door in the dynamic, globally-inspired Ironbound District that Bon Appetit Magazine calls a culinary gem.

A stroll through Mulberry Commons and the new Silverfront Park promises to transport you to a world of natural serenity and rejuvenation, providing you with the perfect escape from the hustle and bustle of everyday life. Or explore the art galleries, museums, live entertainment, and pulsating nightlife that are all right around the corner.

The Iconiq and Newark—inspiring you to love where you live every day.

EXPLORE YOUR ICONIQ NEIGHBORHOOD

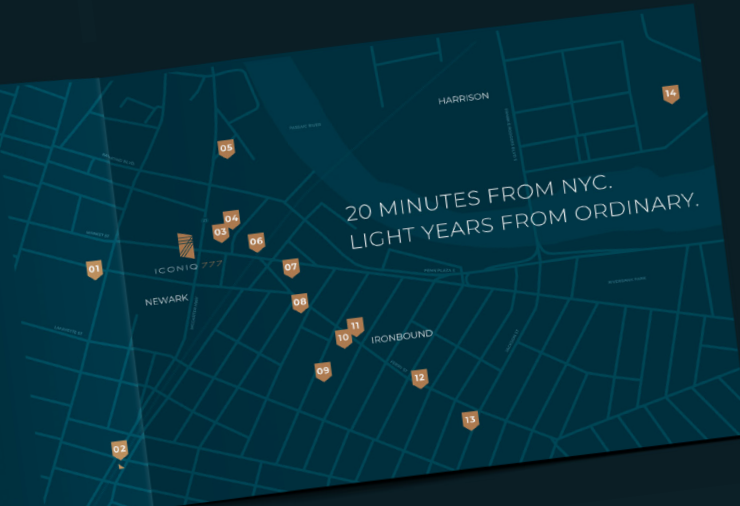


DOWNTOWN NEWARK AND NYC, JUST MINUTES AWAY. MEANS YOU HAVE THE WORLD AT YOUR FINGERTIPS!

Take in a festival, game, or explore the Grammy Awards museum at The Prudential Center. Soak up the sun and serenity at Mulberry Commons or the new Silverfront Park. Or wander the galleries and planetarium at The Newark Museum of Art. And when far-away adventures are calling your name, you'll love the convenience of walking to Penn Station or quickly arriving at your departure gate at EWR, LGA, or JFK. It all starts here.

- 1 Prudential Center
- 2 Newark Liberty Intl. Airport
- 3 One Gateway Center
- 4 The Junction at Gateway Center
- 5 Don Pepe Restaurant
- 6 Newark Penn Station
- 7 Bello's Pub and Grill
- 8 Formos of Spain
- 9 Ironbound
- 10 Mompou Tapas Bar & Restaurant
- 11 Iberia Tavern & Restaurant
- 12 Adegas Grill
- 13 VIVO Tapas Kitchen and Lounge
- 14 Red Bull Arena

20 MINUTES FROM NYC. LIGHT YEARS FROM ORDINARY.



OOH DISPLAYS



DIGITAL ADVERTISING

LEASING NOW

IF A MIC DROP HAD AN ADDRESS

ICONIQ 777

GET ON THE LIST

ICONIQ 777 LEASING NOW

A TALL DRINK OF NEXT-LEVEL NEWARK STYLE

SEE YOUR WORLD, the Iconiq way.

ICONIQ 777 LEASING NOW

LEARN MORE

NEWARK JUST GOT Iconiq

LEASING NOW

ICONIQ 777

LEARN MORE

PRUDENTIAL CENTER
NEWARK PENN. STATION

FRONT ROW LIVING

LEASING NOW

ICONIQ 777

NEWARK JUST GOT Iconiq LEASING NOW

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LEARN MORE

BRAND COLLATERAL

LIVE EXCEPTIONAL. LIVE ICONIQ.

LIVE THE ICONIQ

IF A MIC-DROP HAD A MAILING ADDRESS...
ICONIQ777.COM

LIVE ICONIQ. LIVE THE ICONIQ.

RESIDENCE 1
1 BED | 1 BATH | 754 SQ. FT.

RESIDENCE FEATURES

LIFESTYLE AMENITIES

WEBSITE

ICONIQ 777

LIVE ICONIQ.

GET ON THE LIST

FULL NAME

EMAIL

PHONE NUMBER

UNIT TYPE

DESIRED MOVE-IN DATE

MESSAGE

SUBMIT

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RETAIL WINDOW GRAPHICS

RETAIL SPACE AVAILABLE
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LIVE
ICONIQ.
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NOW LEASING
STUDIO, 1, AND 2-BEDROOMS

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Just say hello.

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