

CASE STUDY MIA RESIDENCES

Crafting a Signature Style for Somerville's Newest Boutique Property.

SERVICES:

MESSAGING

VISUAL IDENTITY

WEB DESIGN

MIA
RESIDENCES

THE OVERVIEW

At the heart of Somerville, a hip, up-and-coming enclave of Boston, sits Mia Residences. Sleek and sophisticated, this boutique community marries luxury condo living with an urban flair and access to the local scene, food, music, and entertainment. In a competitive market, they needed a brand that spoke to Boston's young professionals.

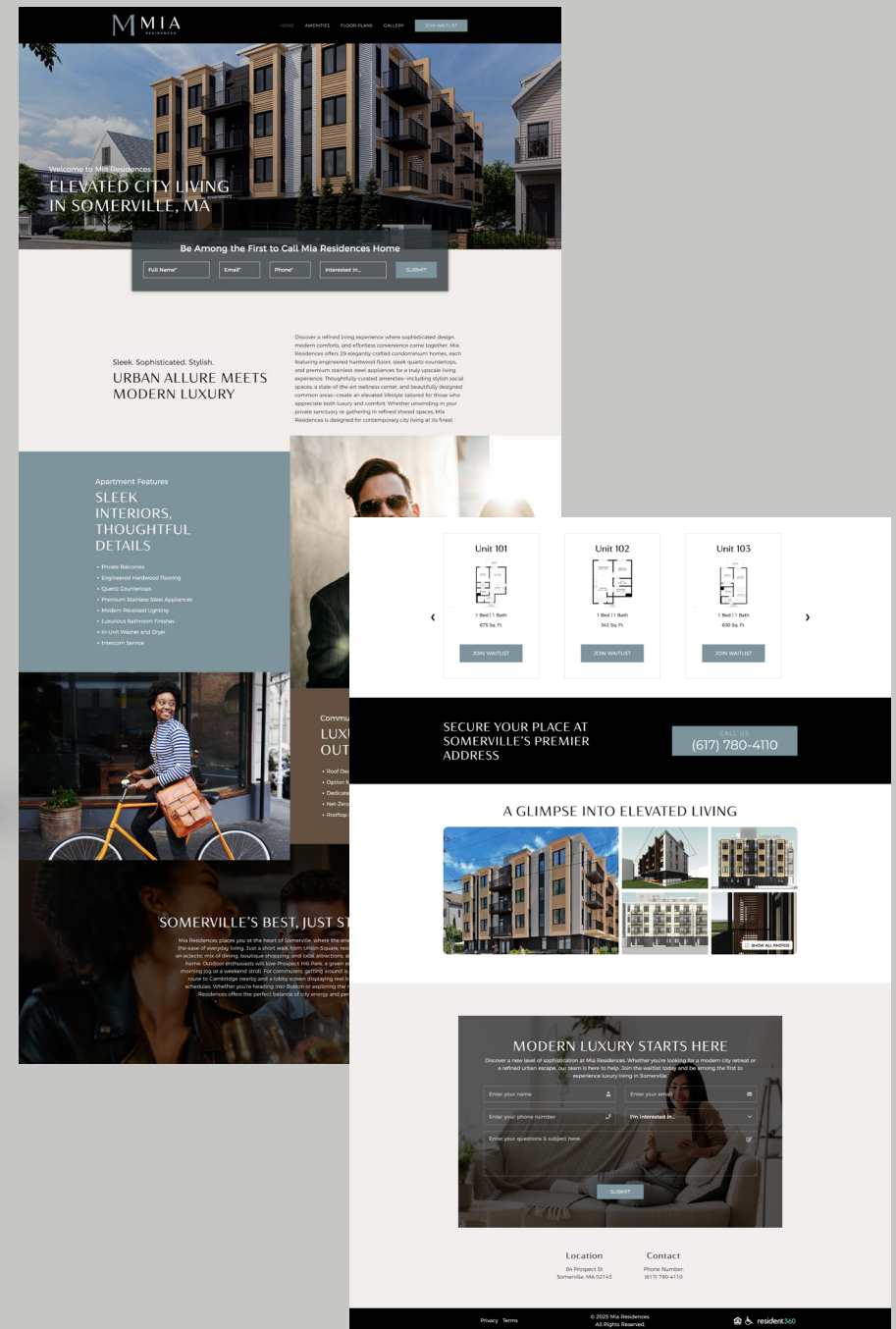




URBAN ALLURE MEETS
MODERN LUXURY

CREATING THE BRAND

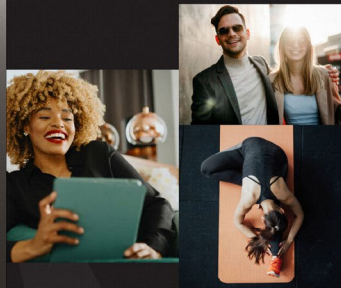
We designed a visual identity that strikes a perfect balance between modern, cool, and timeless sophistication, blending sleek urban textures, contemporary typography, and a rich, polished color palette. By strategically aligning the messaging, visuals, and digital presence, we created a brand that resonates with their key demographic of young professionals, ensuring the property stands out in a competitive Somerville real estate market.



Mia's website is designed for both beauty and performance. With a sleek, modern layout and intuitive user experience, it is optimized for conversions—helping drive leads and sales.



NOW LEASING



DISCOVER A REFINED LIVING EXPERIENCE WHERE SOPHISTICATED DESIGN, MODERN COMFORTS, AND EFFORTLESS CONVENIENCE COME TOGETHER.

Mia Residences offers 29 elegantly crafted condominium homes, each featuring engineered hardwood floors, sleek quartz countertops, and premium stainless steel appliances for a truly upscale living experience.

M
MIA
RESIDENCES

URBAN ALLURE MEETS MODERN LUXURY



Whether unwinding in your private sanctuary or gathering in refined shared spaces, Mia Residences is designed for contemporary city living at its finest.

Private Balconies	Roof Deck with Easy Elevator Access
Engineered Hardwood Flooring	Option for Residents to Keep, Contempo Builders as Property Managers
Quartz Countertops	Dedicated Bicycle Parking
Premium Stainless Steel Appliances	Net-Zero Construction, Ensuring Utility Savings
Modern Recessed Lighting	Rooftop Solar Panels
Luxurious Bathroom Finishes	
In-Unit Washer and Dryer	

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SOMERVILLE'S BEST,
JUST STEPS AWAY

Learn more



LUXURY LIVING,
INSIDE AND OUT

The logo takes a simple letter “M” adding accents to create a unique and refined contemporary style mark, while modern typography enhances versatility and reinforces the brand’s sleek aesthetic.



The brand colors and photography style are a deliberate exercise in urban refinement. Lifestyle photos capture the energy of city living while maintaining a polished, upscale feel.



Want to work with Resident360 on your next
branding, web or digital project?

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