resident360

CASE STUDY FOXMEADOW FARM

Luxury Living Meets Quintessential New England

SERVICES:

BRAND NARRATIVE
MESSAGING
LOGO DESIGN

PRINT COLLATERAL BRAND GUIDELINES

Introducing Foxmeadow Farm... a modern upscale apartment community in the heart of small-town New England, offering a peaceful, enriching living experience with upscale features and spectacular amenities. The client was looking for an identity that appealed to those seeking tranquil luxury living away from bustling city life without compromising on modern amenities and convenient access. The brand we designed blended small-town rustic charm with a high-end modern luxury feel to create a completely unique and authentically New England identity.



The logo is a striking and contemporary take on vintage signage, mixing New England comfort and modern farmhouse-style luxury. Rustic undertones and the use of multiple styles add character and uniqueness, making it more memorable and helping it stand out from competitors in the market.

FOXBORO FAM MASS





The narrative is centered on the inviting easy-going atmosphere at the community along with all the convenience and opportunity for entertainment afforded residents by living close to major metro areas. The tagline invites you to do both at your own pace and on your own terms.

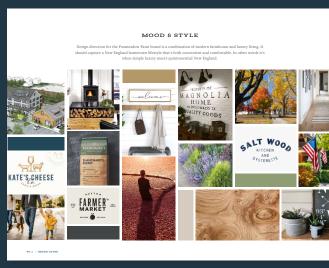
GET THERE FAST AND THEN TAKE IT SLOW

Rooted in the classic New England town of Foxboro is Foxmeadow Farm, and an invitation to slow down, put your feet up, and cultivate a life that you love. Welcome to a place where comfortable luxury meets modern convenience, creating a sweet spot where you can relax and recharge. Our newly constructed apartment community blends a warm, town center vibe with convenient access to I-95, centrally located between Boston and Providence. But why go anywhere? With so many local shopping, dining, and entertainment options, it's no wonder Foxboro is known as "The Gem of Norfolk County." So whether your weekend fun is walking to Foxboro Common for a dinner out, gathering friends and family for s'mores around our firepit or strolling through the local cranberry bog nature trail, you'll flourish at Foxmeadow Farm.

VISUAL LANGUAGE

Along with the logo we designed a visual language for the brand that leveraged that vintage feeling. Our color palette of rich earth tones, reminiscent of the natural beauty of New England, evokes a sense of warmth and tranquility. The typography system uses three fonts that allow flexibility to create interesting combinations for signage and collateral.







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LOGO (PRIMARY)

The logo should not be modified or recreated. Different colorways, color modes and file formats have been created to cover all uses and applications.

The logo is available with and without the

FOXMEADOW
FOXBORD FARM MADD

FOXMEADOW
FOXBORD FARM MASS

TH APARTMENTS

TYPE SPECIMEN

The specimen is meant as a guide for how to layout type and use the brane fonts in marketing communications.

Not all communications will fit into this format but using this as a starting point should keep all communications looking

AND THEN TAKE IT SLOW. WELCOME TO FOXMEADOW FARM — shared for the control of the

GET THERE FAST -

PARAGRAPH HEADING _____

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COLOR PALETTE

When using the correct logo these colors are already embedded in the file but if needed, pictured right are the color formulas for different color modes.

A secondary color palette was created compliment the primary color palette branded communications.



PHOTOGRAPHY

rmongraphy sound be diverse, warm, welcoming and natural feeling. It should match the mood and style that's been created for the brand and authentically represent the small town New England atmosphere.







FLOORPLAN HANDOUTS & SIGNAGE





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

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