

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.

FOXMEADOW

FOXBORO

Farm

MASS

LOGO

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.

FOXMEADOW
FOXBORO *Farm* MASS

FOXMEADOW
FOXBORO *Farm* MASS
· APARTMENTS ·



TAGLINE AND BRAND NARRATIVE

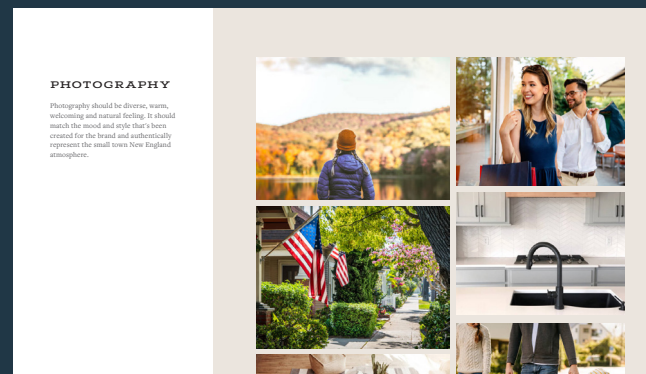
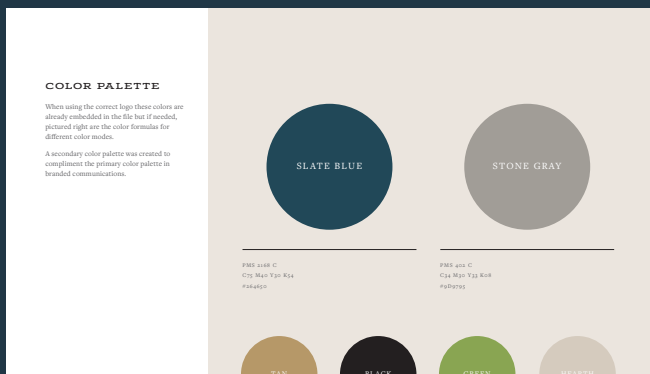
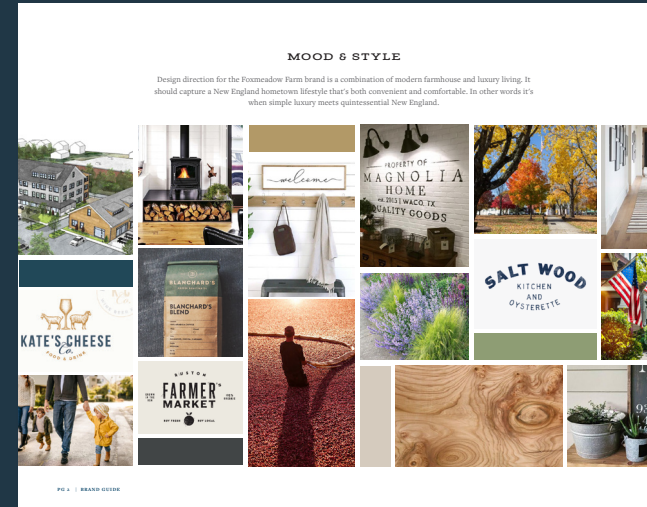
The narrative is centered on the inviting easy-going atmosphere at the community along with all the convenience and opportunity for entertainment afforded residents by living close to major metro areas. The tagline invites you to do both at your own pace and on your own terms.

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.



BROCHURE



GLASS SIGN

FOXMEADOW
 FOXBORO Farm MASS



FLOORPLAN HANDOUTS & SIGNAGE

FOXMEADOW Farm
 FOXBORO MASS

FLOORPLAN A
 ONE BEDROOM | ONE BATH
 709 SQ. FT.

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 26 WALL STREET, FOXBORO, MA | 857-259-4793

FOXMEADOW Farm
 FOXBORO MASS

FLOORPLAN A
 ONE BEDROOM | ONE BATH
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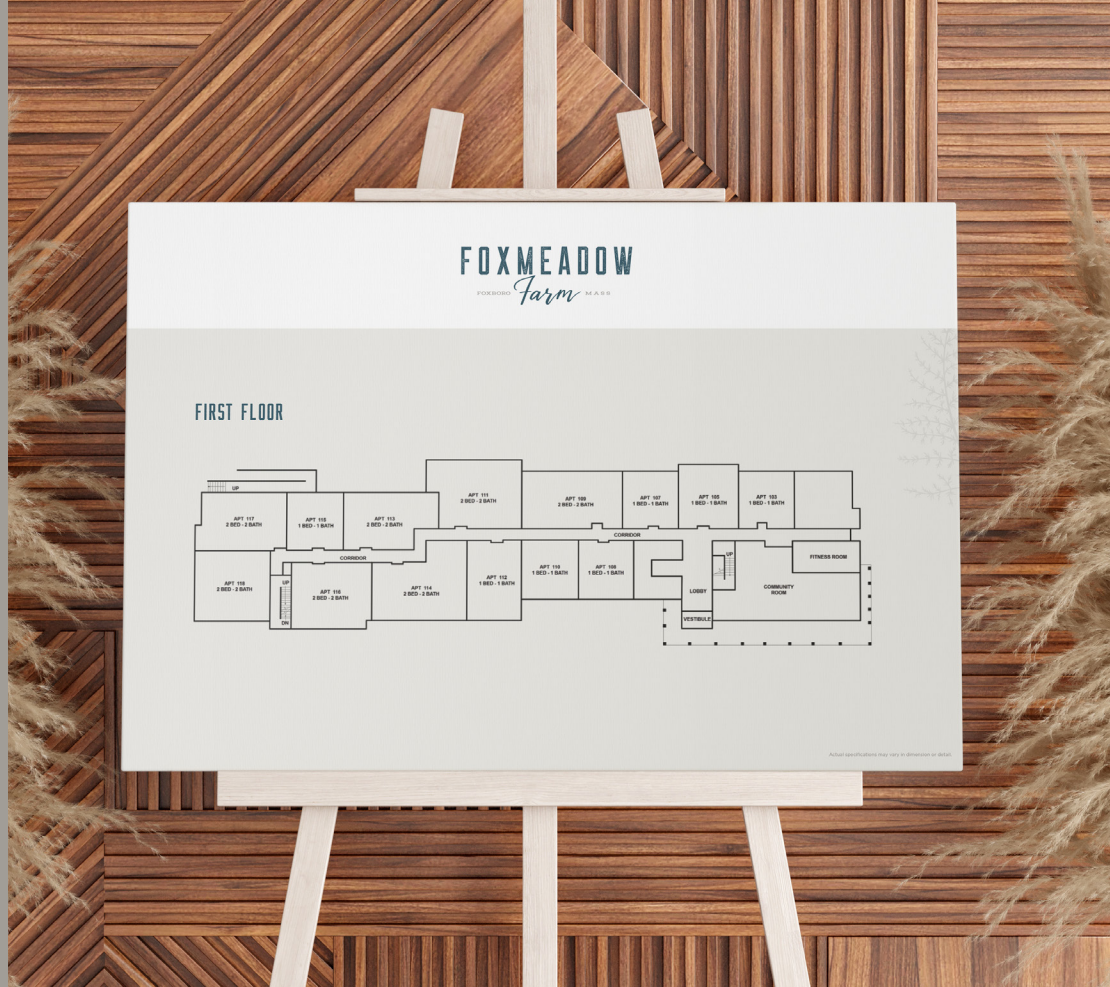
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Actual specifications may vary in dimension or detail.

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