

MAXWELL

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Brand Positioning

SECTION 1.0

- 1.1 — Brand DNA
- 1.2 — Brand Personality
- 1.3 — Brand Messaging
- 1.4 — Brand Positioning Statement
- 1.5 — Brand Story

Sophistication

At our core, we:

- » Provide a grown-up, essential design sensibility
- » Offer elevated amenities, spaces, and service
- » Are less fussy, more enduring

Practicality

At our core, we:

- » Cater to those who see Everett as a smart move
- » Appeal to people seeking more space and amenities
- » Give residents an ideal setting to work from home

Restoration

At our core, we:

- » Are a place where people can revive
- » Cultivate calm through nature-inspired design
- » Offer an escape from the busyness of life

BRAND POSITIONING

1.1 — Brand DNA

Brand DNA represents the foundation of your company – it’s what you are made of and what you believe in at your core.

Elegant

We want to look, sound, and act like:

- » We’re confident in our sophisticated simplicity
- » We avoid overcomplication in all areas
- » Our community appreciates the finer things

Smart

We want to look, sound, and act like:

- » We’re savvy consumers of life and culture
- » We’re natural problem-solvers
- » We’ve landed on a better way to live, just across the bridge

Natural

We want to look, sound, and act like:

- » We find peace in natural settings
- » We’re in touch with our inner nature
- » Our courtyards and interior design reflect our appreciation of the natural world

BRAND POSITIONING

1.2 — Brand Personality

Brand Personality represents the human aspects of your brand. It’s what you look, sound, and act like. It’s what differentiates you from your competitors.

Your center, found.

Made to calm.

Centered around what matters.

Balanced by design. Touched by elegance.

Inspiration comes often.

Excitement meets fulfillment.

Breathe life in.

BRAND POSITIONING

1.3 — Brand Messaging

When writing copy for Maxwell, use key phrases similar to the examples provided.

For aspiring and established professionals, Maxwell presents a calming, elevated lifestyle offering the perfect mix of amenities, only minutes away from Boston, Cambridge, and Somerville.

BRAND POSITIONING

1.4 — Brand Positioning Statement

Your Brand Positioning Statement is a crucial piece of internal messaging that clearly articulates your target market, product service offering, competitive framework, and unique point of difference. It is the yardstick that all brand and marketing efforts should align with.

To be in a place on par with your best self: elevated yet rooted. Maxwell is the perfect balance. Here, you don't have to go far to experience culture, restaurants, and shops with their own distinct character. Or stay close and benefit from lush surroundings, an inspired work-from-home setup, and amenities that take the edge off city life. At Maxwell, you can enjoy the escape without having to make one. Take it all in. Feel fully restored.

BRAND POSITIONING

1.5 — Brand Story

The Brand Story establishes your brand tone of voice and serves as a reference point for all outward-facing messaging.

Logo

SECTION 2.0

- 2.1 — Primary Logo
- 2.2 — Clear Space
- 2.3 — Black and White
- 2.4 — Logo DONT's

PRIMARY LOGO

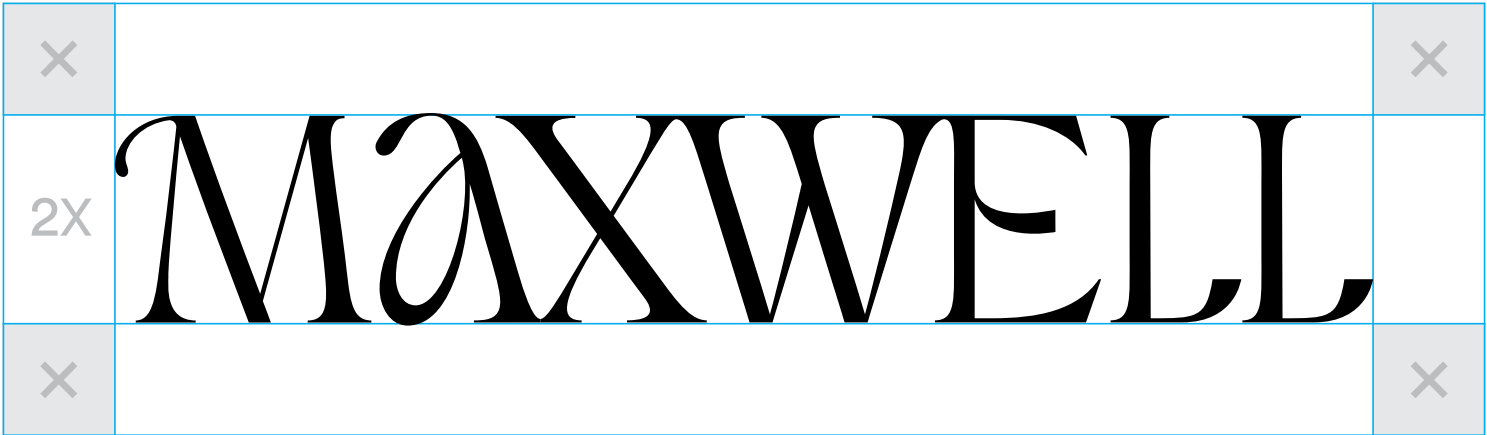
MAXWELL

LOGO

2.1 — Primary Logo

This is Maxwell's main logo. It should be used as often as possible. The logo should never be modified or recreated.

PRIMARY LOGO



LOGO

2.2 — Clear Space

Using ample clear space ensures Maxwell's logo is not placed too close to other elements in a designed piece.

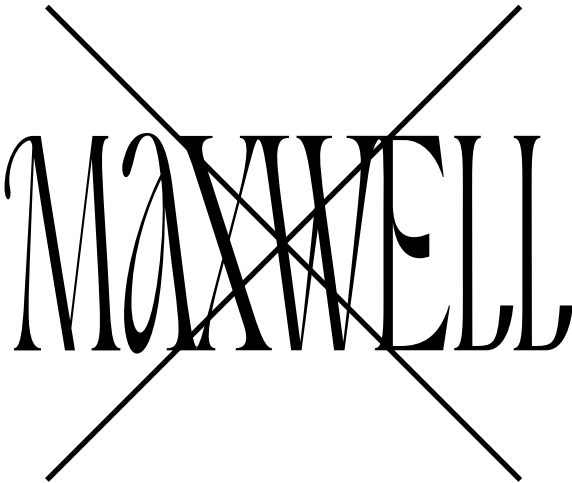


LOGO

2.3 — Black and White

Black and white versions of the logo should be used when color printing is not an option. The white version of the logo can also be used on dark backgrounds where the color logo may not be sufficiently legible.

DO NOT STRETCH LOGO



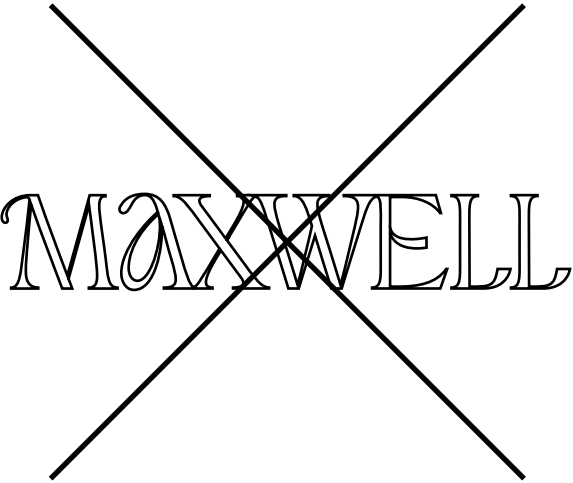
DO NOT SET LOGO IN UNAPPROVED COLORS



DO NOT PLACE LOGO ON LOW-CONTRAST IMAGES



DO NOT OUTLINE LOGO



LOGO
2.4 — Logo DONT's

Stick to the guidelines to maintain visual consistency within Maxwell's brand.
Do not alter the logo in any way.

Typography

SECTION 3.0

3.1 — Typefaces

3.2 — Hierarchy

3.3 — Rules of Thumb

WAVERLY DISPLAY

A B C D E F G H I J K L M O
P Q R S T U V W X Y Z
a b c d e f g h j k l o
p q r s t u v w x y z

UNTITLED SANS — LIGHT, REGULAR, BOLD

A B C D E F G H J K L M O P Q R S T U V W W X Y Z
a b c d e f g h j k l m o p q r s t u v w x y z
A B C D E F G H J K L M O P Q R S T U V W W X Y Z
a b c d e f g h j k l m o p q r s t u v w x y z
A B C D E F G H J K L M O P Q R S T U V W W X Y Z
a b c d e f g h j k l m o p q r s t u v w x y z

TYPOGRAPHY

3.1 — Typefaces

These are our brand typefaces. They should be used as much as possible. They have been selected to reflect and reinforce our brand.

TYPOGRAPHY
3.2 — Hierarchy

This is an example of typographic hierarchy in Maxwell's brand. This is not the only way to set type, but a guideline to be referenced. Using efficient type hierarchy ensures that information is broken up in a comprehensible way.

HEADLINE	Breathe life in.
SUBHEAD	LOREM IPSUM DOLOR.
BODY	Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo unc est erat, id home modern.
LARGE BODY	Nullam in ligula stylishly modern interior di in, efficitur eget lorem is designed ornate destro to libero.
CAPTION	LIVEMAXWELLMA.COM

One

The primary headline typeface is Waverly Display and should always be set in title case.

Two

Avoid using Waverly Display at small sizes.

Three

Use as few levels of hierarchy as possible without losing clarity.

Four

Before introducing a new typographic style, reference this guide to see how similar information has been treated. Will one of these treatments work?

TYPOGRAPHY

3.3 — Rules of Thumb

These are a few general rules of thumb to help understand day-to-day usage of Maxwell's brand typography.

Color

SECTION 4.0

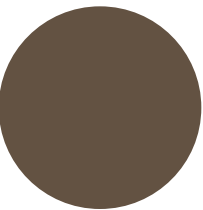
4.1 — Brand Color Palette



COLOR
4.1 — Brand Color Palette

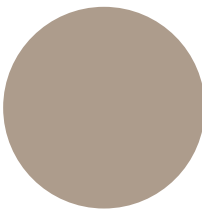
The colors of Maxwell's brand color palette have been carefully selected to convey and identify the brand.
Note: Blue should only be used as an accent color.

PRIMARY COLORS



DARK NEUTRAL

CMYK 51 / 58 / 69 / 36
RGB 99 / 82 / 66
PMS 2322U / 4245C



MEDIUM NEUTRAL

CMYK 33 / 35 / 44 / 1
RGB 173 / 156 / 140
PMS 4255U / 7530C



LIGHT NEUTRAL

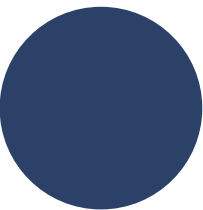
CMYK 4 / 6 / 9 / 0
RGB 242 / 235 / 227
PMS COOL GRAY 1 U/C



MINT

CMYK 20 / 10 / 35 / 0
RGB 205 / 210 / 175
PMS 7485U / 7485C

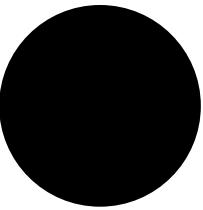
SECONDARY COLORS



BLUE

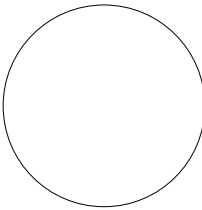
CMYK 92 / 78 / 34 / 22
RGB 43 / 65 / 104
PMS 541U / 2140C

BLACK AND WHITE



BLACK

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0



WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255

COLOR
4.1 — Brand Color Palette (cont.)

The colors of Maxwell's brand color palette have been carefully selected to convey and identify the brand.
Note: Blue should only be used as an accent color.

Brand Elements

SECTION 5.0

5.1 — Illustrations

5.2 — Patterns

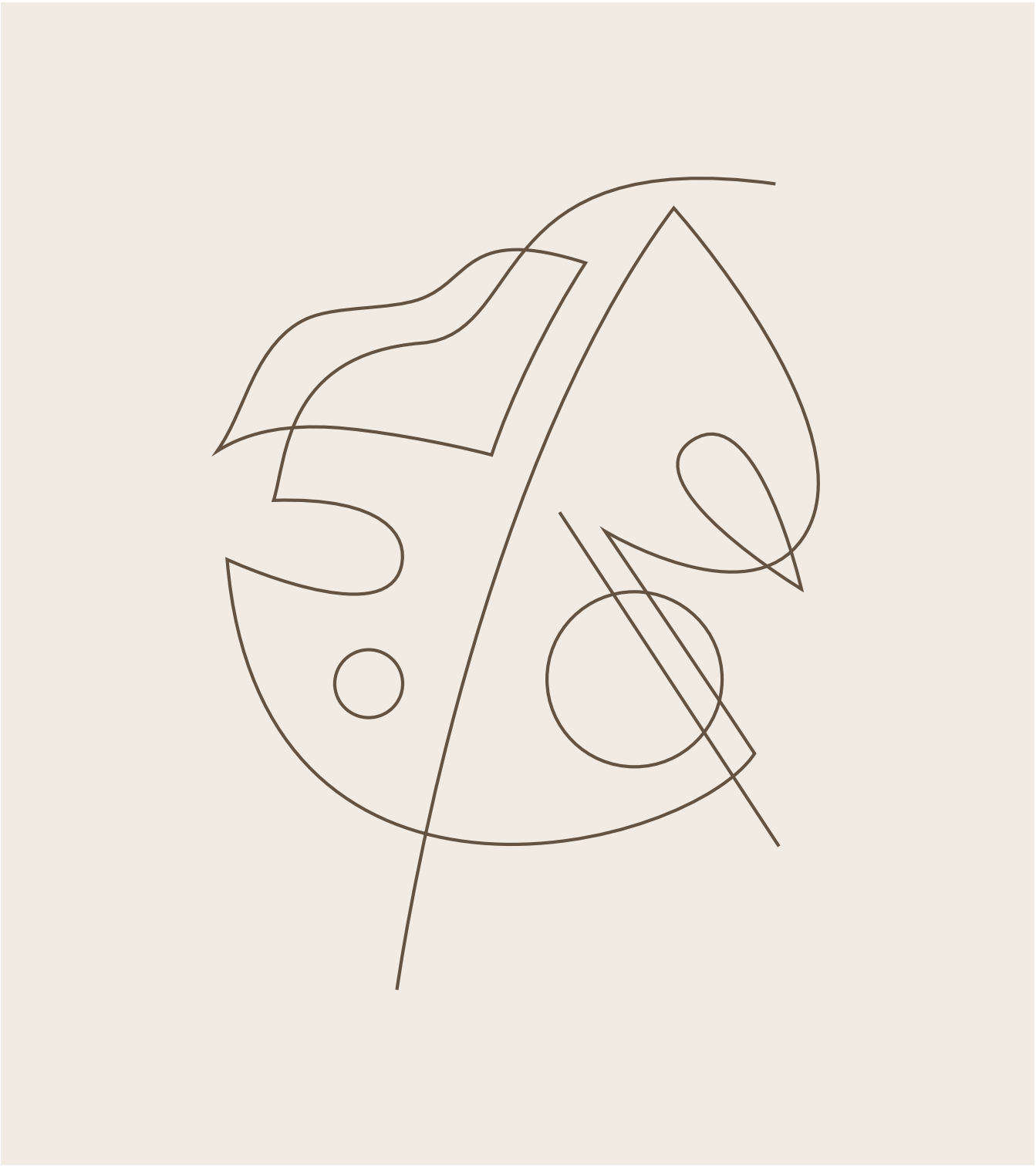
5.3 — Organic Lines

5.4 — Duotone Images

BRAND ELEMENTS

5.1 — Illustrations

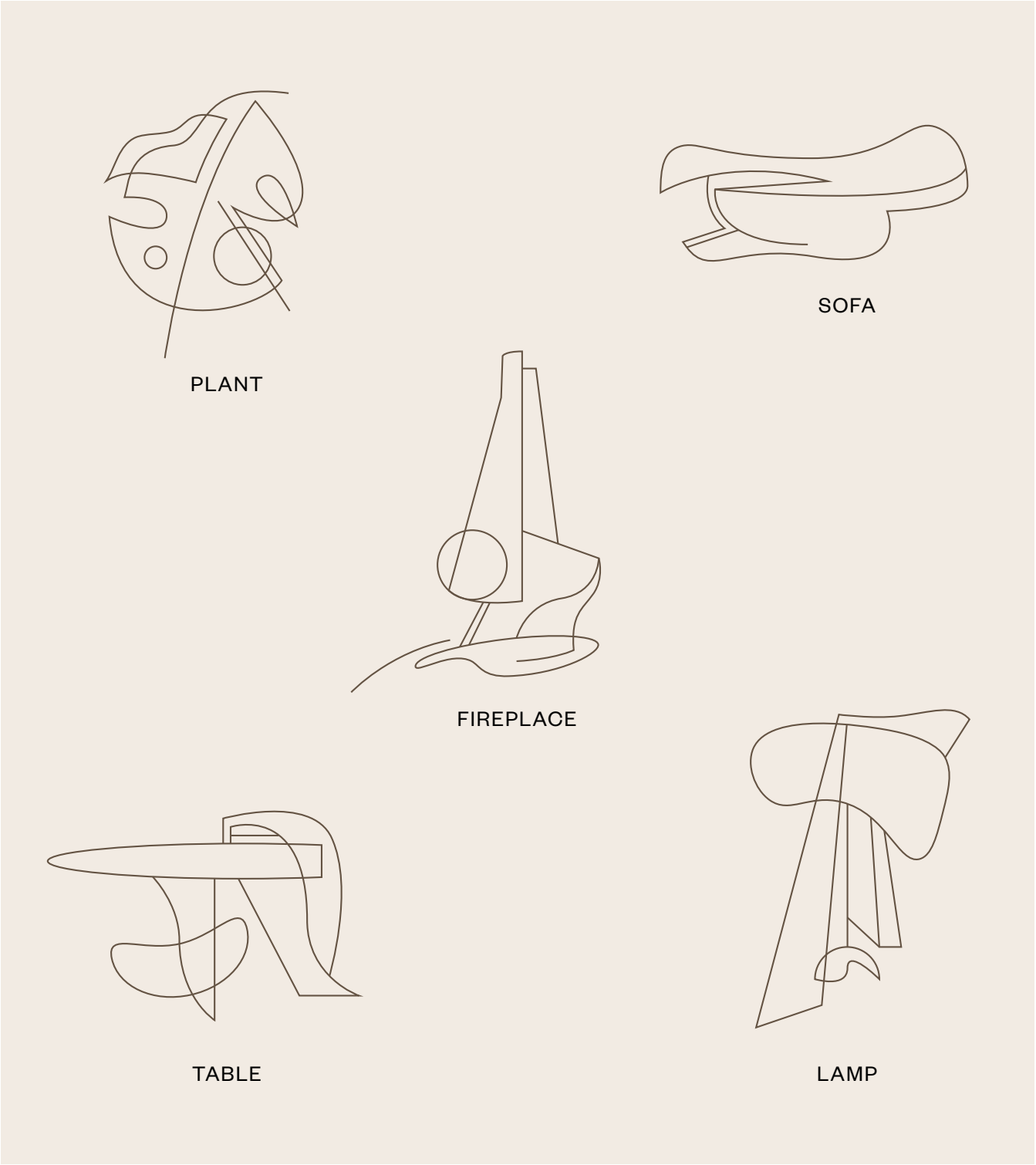
The furniture inspired illustrations of Maxwell's brand serve as a way to bring eclectic texture into a layout. They should only be used on top of a photo and never on their own. Note: These illustartions work best when the photos have enough negative space below them.



BRAND ELEMENTS

5.1 — Illustrations (cont.)

The furniture inspired illustrations of Maxwell's brand serve as a way to bring eclectic texture into a layout. They should only be used on top of a photo and never on their own. Note: These illustartions work best when the photos have enough negative space below them.



BRAND ELEMENTS

5.1 — Illustrations (cont.)

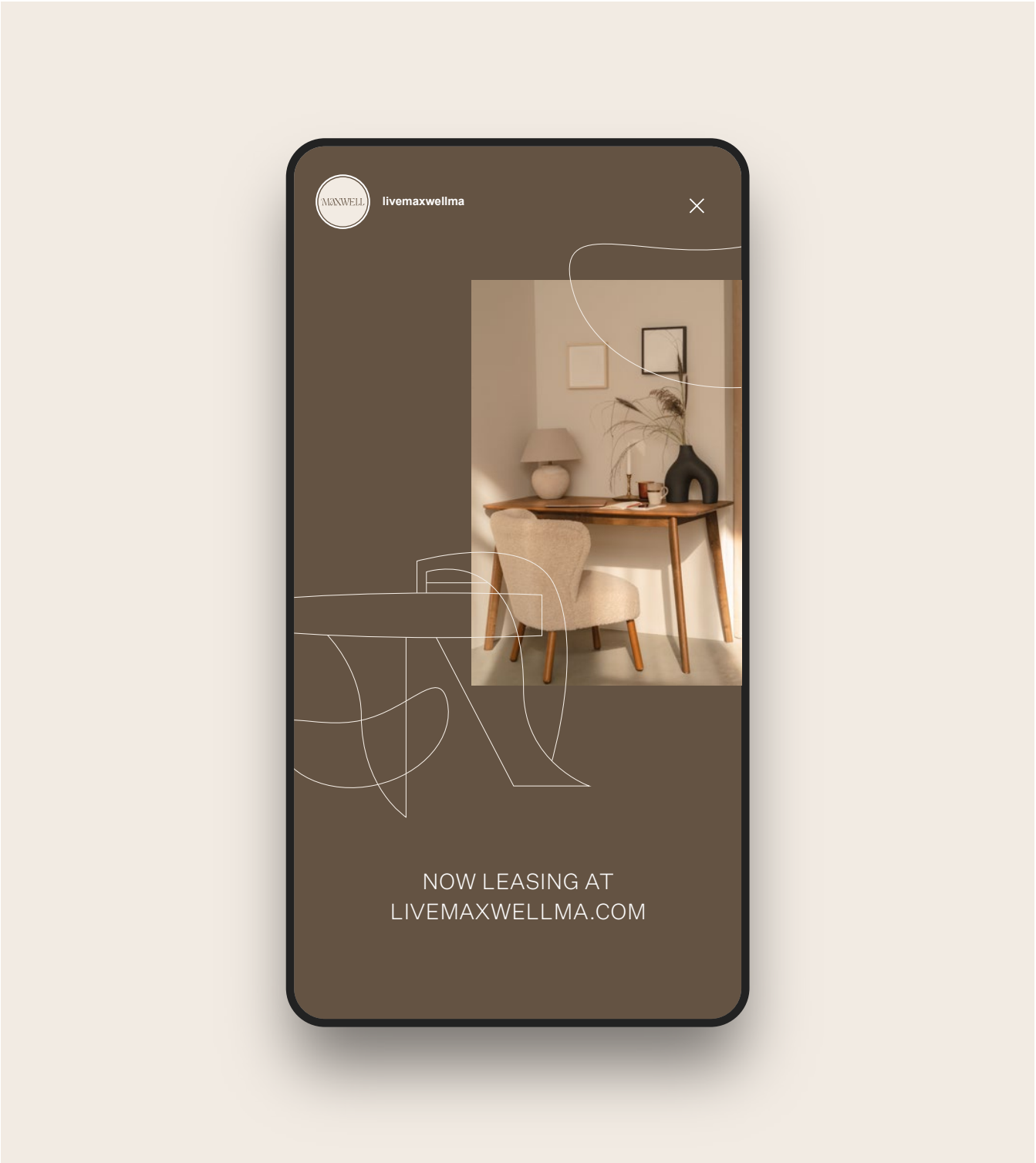
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BRAND ELEMENTS

5.1 — Illustrations (cont.)

The furniture inspired illustrations of Maxwell's brand serve as a way to bring eclectic texture into a layout. They should only be used on top of a photo and never on their own. Note: These illustartions work best when the photos have enough negative space below them.



BRAND ELEMENTS

5.2 — Patterns

The patterns of Maxwell's brand are inspired by the elegant curves of the logo and should only be used as a background element.



BRAND ELEMENTS

5.2 — Patterns (cont.)

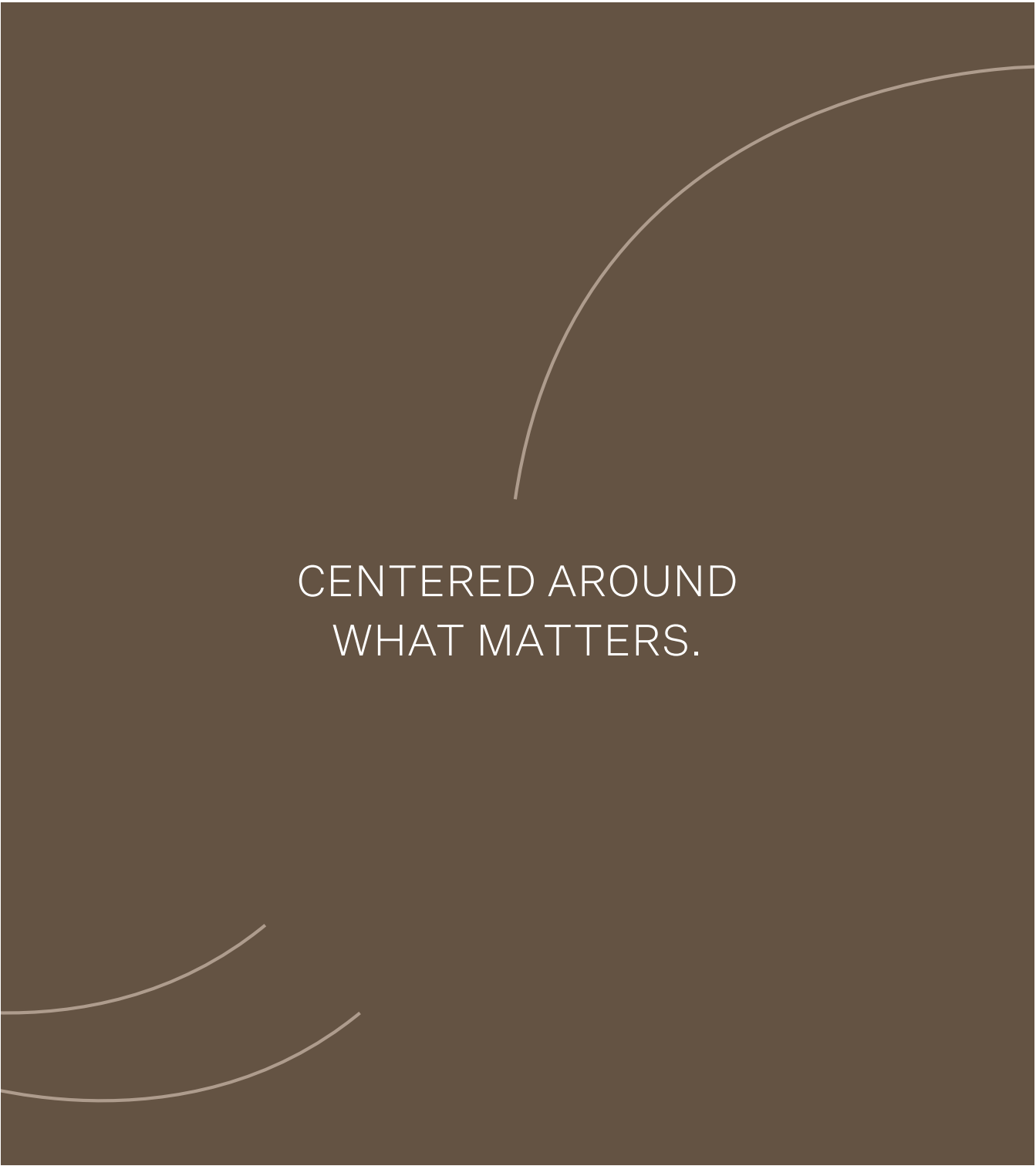
The patterns of Maxwell's brand are inspired by the elegant curves of the logo and should only be used as a background element.



BRAND ELEMENTS

5.3 — Organic Lines

The organic lines of Maxwell's brand serve as a directional graphic element and are to be used sparingly as a way to bring attention to a headline or to create a larger composition for photography to be masked out of.



BRAND ELEMENTS

5.3 — Organic Lines (cont.)

The organic lines of Maxwell's brand serve as a directional graphic element and are to be used sparingly as a way to bring attention to a headline or to create a larger composition for photography to be masked out of.



BRAND ELEMENTS

5.4 — Duotone Images

The duotone image treatment of Maxwell's brand is a tertiary element to the brand and should be used in small doses for an additional layer of sophistication. These duotones consist of two layered images and use the Maxwell blue and light neutral color.



Photography

SECTION 6.0

6.1 — Lifestyle Photography



PHOTOGRAPHY
6.1 — Lifestyle Photography

The lifestyle photography of Maxwell's brand has a distinct style that looks calm, natural, and leisurely. Imagery should feel aspirational for any potential renter. Note: Photos can be treated in a double-exposure duotone for an additional layer of sophistication.

Brand Examples

SECTION 7.0

7.1 — Brand Examples

MAXWELL

MAXWELL



Be Alive. Feel Restored.

To be in a place on par with your best self: elevated yet rooted. Maxwell is the perfect balance. Here, you don't have to go far to experience culture, restaurants, and shops with their own distinct character. Or stay close and benefit from lush surroundings, an inspired work-from-home set-up, and amenities that take the edge off city life. At Maxwell, you can enjoy the escape without having to make one.

Take it all in. Feel fully restored.

MAXWELL

YOUR CENTER,
FOUND.

LIVEMAXWELLMA.COM



Create
Your Calm.

MAXWELL



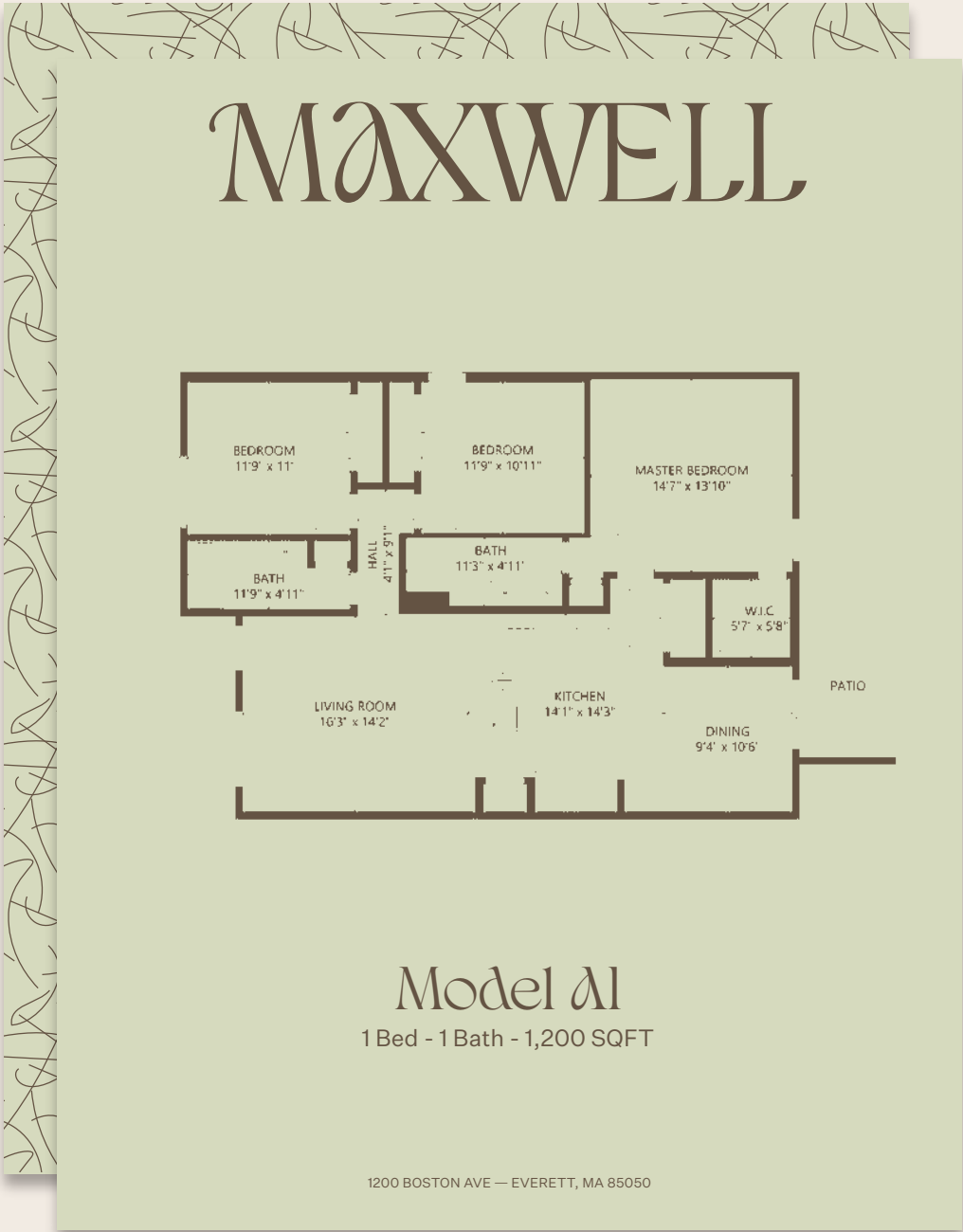


PRE LEASING FALL 2024

Breathe
Life In
Breathe
Life In
Breathe
Life In
Breathe
Life In
Breathe
Life In

MAXWELL







MAXWELL



CENTERED AROUND
WHAT MATTERS.

GET ON THE LIST

MAXWELL



CENTERED AROUND
WHAT MATTERS.

GET ON THE LIST

Made
Made To Calm
Made To Calm Made
To Calm Made To Calm

