

JADE

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BRAND POSITIONING.

WHO WE ARE.

- Simple and refined.
- Youthful and modern, with a keen understanding of culture.
- Innovators with a strong artistic eye.
- Personable, conversational, and human.
- Edgy and fresh, with a touch of whimsy.
- Optimistic and future-focused.

WHO WE AREN'T.

- Loud or overcomplicated.
 - Childish, juvenile, or needlessly chasing after trends.
 - Derivative or unimaginative.
 - Uptight, snobby, or overly formal.
 - Aggressively avant garde or wacky.
 - Dreary, cynical, or stuck in the past.
- 

TONE OF VOICE.

Our voice is distinctly fresh, stylish, and inventive — just like Jade itself. We're approachable and open-minded, with a “come one, come all” attitude. We speak with inclusivity in mind and strive to make people feel right at home. Our voice is welcoming, modern, and breezily understated. We craft our words purposefully, never becoming overly verbose or flowery. We keep Everett's industrial roots in mind, making innovation a central focus across our messaging. From time to time we draw inspiration from the jade plant we share a name with, touching on themes of growth, energy, and nature.



COPY

TAGLINE.

TAKE ROOT.

HEADLINES.

ARTFULLY CRAFTED APARTMENTS.

FIND WHERE YOU THRIVE.

GROW INTO YOUR SPACE.

TURN A NEW LEAF.

CRAFTED FOR LIFE.

WHERE POSSIBILITY LIVES.

WHERE CITY MEETS SOLACE.

MAKE IT YOURS.

REIMAGINE YOUR EVERYDAY.

WHERE YOUR STORY UNFOLDS.

IGNITE YOUR INNER SPARK.

DO.

- Stay grounded. Simple word choices are best.
- Remember to keep inclusivity at the forefront. We want people from all walks of life to feel welcome at Jade.
- Speak with a younger audience in mind.
- Incorporate a touch of fun or levity whenever appropriate.
- Think of ways to incorporate subtle nods to nature that fit in with the Jade name and the botanical elements of our branding.
- Use periods as your primary form of punctuation.

DON'T.

- Don't use any words that sound too lofty or highbrow.
- Don't exclude anyone through language that doesn't feel like it would be universally appreciated/understood.
- Don't use any slang or terminology that skews juvenile.
- Don't make everything a joke. A touch of humor goes a long way.
- Don't use nature puns or go overboard trying to use botanical terminology. Think of us as being inspired by nature rather than being commanded by it.
- Don't overuse exclamation marks. We don't want to sound overexcited or insincere.

COLOR

CREAM R241 G231 B214 F1E7D6 C6 M7 Y15 K0 PANTONE 9162 (pastel)	MIDNIGHT GREEN R21 G61 B52 153D34 C88 M24 Y66 K74 PANTONE 567	JADE GREEN R0 G157 B136 009D88 C100 M0 Y65 K0 PANTONE 2400	PINK R245 G151 B156 F5979C C0 M51 Y25 K0 PANTONE 6043	WHITE R245 G255 B255 FFFFFF C0 M0 Y0 K0 PANTONE WHITE	RED R237 G28 B36 ED1C24 C0 M93 Y82 K0 PANTONE 1788
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LOGO

The word "JADE" in a large, dark green, serif typeface.**Primary Horizontal — Wordmark Only**

This logo can be used on any branded materials: printed collateral, OOH, website, social, merch.

The word "JADE" in a large, dark green, serif typeface, with a stylized leaf and branch logo integrated into the letter 'A'.**Secondary Horizontal — Wordmark + Logomark**

This logo can be used on email signatures in footers, merch and in letterheads.

**Tertiary — Logomark**

The logomark is used on collateral in addition to the primary or secondary mark. For example, it can be placed in the corner of a piece of collateral or the backside of a business card if a wordmark is already present elsewhere. It cannot be used on its own or to replace a wordmark.

SPECIAL-USE ONLY

This vertical logo has been developed for special-case usage, such as unique signage and OOH placement.

J
A
D
E

Primary Vertical — Wordmark Only

J
A
D
E

Secondary Vertical — Wordmark + Logomark

COLOR COMBINATIONS

For optimal readability, it's essential to choose contrasting colors from our palette for text and background. Use light-colored text on dark backgrounds and dark-colored text on light backgrounds to ensure clear, legible typography.



LOGO RULES

Always ensure high contrast by pairing light-colored logos with dark backgrounds and vice versa. Use dark logos on top of subtle patterns for clarity. If the “Jade” wordmark is already present, the leaf logomark can be used separately as an accent.

Avoid using the red accent color for the logo, and do not place the logo at small, unreadable sizes when it’s combined with the leaf logomark. Also avoid applying any effects or distortions that alter the original logo design. Following these guidelines will maintain brand consistency and visibility.



DO: Use high-contrast colors.



DO: Use Dark Logos over Light Patterns.



DO: Use the Logomark as an Accent when the Wordmark already appears elsewhere.



Don't: Use red for the Logo.



Don't: Use the Wordmark + Logomark at small scale.



Don't: Modify or distort the logo, or apply effects.

TYPOGRAPHY

Denton Text
Primary Typeface

Denton Text is a warm typeface that combines the expressive letterforms and tight kerning of vintage advertising with a modern look and feel. Denton has a refined personality with carefully designed letter interactions and a uniform rhythm.

Denton Text
AaBbCc123

Denton Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

Denton Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

Denton Text Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

Denton Condensed
Secondary Typeface

Denton Condensed is a warm typeface that combines the expressive letterforms and tight kerning of vintage advertising with a modern look and feel. Denton has a refined personality with carefully designed letter interactions and a uniform rhythm.

Denton Condensed
AaBbCc123

Denton Condensed Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

Denton Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

Denton Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

OT Neue Montreal
Tertiary Typeface

OT Neue Montreal was inspired by neo-grotesques such as Helvetica but features tighter spacing which makes it excel in display settings. The family is available in four weights with matching italics.

OT Neue Montreal Semi-Squeezed
AaBbCc123

OT Neue Montreal Book Semi-Squeezed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

OT Neue Montreal Medium Semi-Squeezed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

OT Neue Montreal Bold Semi-Squeezed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

LARGE HEADLINE

NOW
LEASING

Accent/Divider Line

LARGE SUBHEAD

ARTFULLY CRAFTED
APARTMENTS

SMALL HEADLINE

SOPHISTICATION MADE SIMPLE.

BODY COPY INTRO TEXT

Come home to a space that reflects the city life you’ve always wanted — a space that’s modern, flexible, and effortlessly yours.

SMALL DIVIDER COPY with Accent/Divider Line

RESIDENCE FEATURES

BODY COPY

Formerly an industrial hub, today Everett’s diverse neighborhoods are home to an array of local businesses, breweries, and restaurants. Nearby parks and river views provide endless opportunities to get outside, and the convenient location of the Silver Line and Chelsea Train Station means easy access to neighboring Boston.

CONTACT INFO

DISCOVER MORE | 617.420.1056 | JadeEVT.com

DISCOVER MORE
617.420.1056 | JadeEVT.com

617.420.1056
202 Mill Road
Everett, MA 02149
JadeEVT.com

LARGE HEADLINE

- Denton Text Condensed Regular
- Leading 85% of Text Size
- Tracking +20
- Kerning Optical
- Left-Aligned
- ALL CAPS

NOW LEASING

ARTFULLY CRAFTED
APARTMENTS

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ACCENT/DIVIDER LINE

- Use Discretion on Point Size, but generally:
Smaller Pieces — 1–2pt
Larger Pieces (such as OOH) — 10pt+
- Red or Pink Only
(Note: the color Red is only ever used for accent/divider lines)

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LARGE SUBHEAD

- OT Montreal Medium Semi Squeezed
- Text Size ~30% of Headline
- Leading 105% of Text Size
- Tracking +60 and Up
- Kerning Optical
- Left-Aligned
- ALL CAPS

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SMALL HEADLINE

- Denton Text Condensed Bold
- Punctuation when Deemed Appropriate
- Text Size Discretionary
- Leading 85% of Text Size
- Tracking +20
- Kerning Optical
- Left-Aligned
- ALL CAPS

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BODY COPY INTRO TEXT

- OT Neue Montreal Medium Semi Squeezed
- Text Size Discretionary, but generally no larger than 12pt for standard print pieces
- Leading 130% of Text Size
- Tracking +15
- Kerning Optical
- Left-Aligned
- Sentence case

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SMALL DIVIDER COPY with Accent/Divider Line

- Font
- OT Neue Montreal Medium Semi Squeezed
 - Text Size Discretionary, but generally no larger than 12pt for standard print pieces
 - Leading 130% of Text Size
 - Tracking +60
 - Kerning Optical
 - Left-Aligned
 - ALL CAPS

- Line
- Use Discretion on Point Size, but generally:
Smaller Pieces — 0.75–1.5pt
Larger Pieces (such as OOH) — 6pt+
 - Red or Pink Only
(Note: the color Red is only ever used for accent/divider lines)

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BODY COPY

- Denton Text Condensed Regular
- Text Size Discretionary, but generally no larger than 12pt for standard print pieces
- Leading 125–130% of Text Size
- Tracking +20
- Kerning Optical
- Left-Aligned
- Sentence case

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CONTACT INFO — MINIMAL, ONE OR TWO LINES

- OT Neue Montreal Bold Semi Squeezed
- Text Size Discretionary, but generally no larger than 10pt for standard print pieces
- Tracking +100
- Leading, if applicable, 130% of Text Size
- Kerning Optical
- Alignment Discretionary
- CTA Lines: ALL CAPS, can vary in color
- Contact Info: Sentence case
- Phone Number uses periods to separate number groups
- Separate Copy Using a Vertical Line surrounded by two spaces on both sides

CONTACT INFO — FULL INFO, STACKED

- Address and Phone: OT Neue Montreal Medium Semi Squeezed
- URL: OT Neue Montreal Bold Semi Squeezed
- Text Size Discretionary, but generally no larger than 10pt for standard print pieces
- Tracking +30
- Leading 120–130% of Text Size
- Kerning Optical
- Alignment Discretionary
- Sentence case
- Phone Number uses periods to separate number groups

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TYPOGRAPHY RULES

Legibility is key when it comes to our typography. Always ensure there is sufficient contrast between the background and text for easy readability. Also be mindful of headline hierarchy and the appropriate use of our two primary typefaces to maintain consistency and clarity.



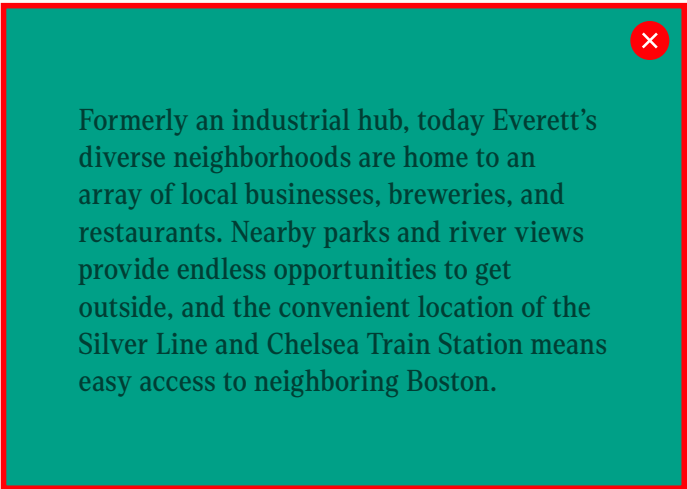
DO: Use high-contrast colors



DO: Place headlines over patterns and textures if so desired.



DO: Make sure the headline size is at least twice the size of the body copy and subhead size.



Don't: Use small dark type on a dark background.



Don't: Use sentence case for headlines and subheads.

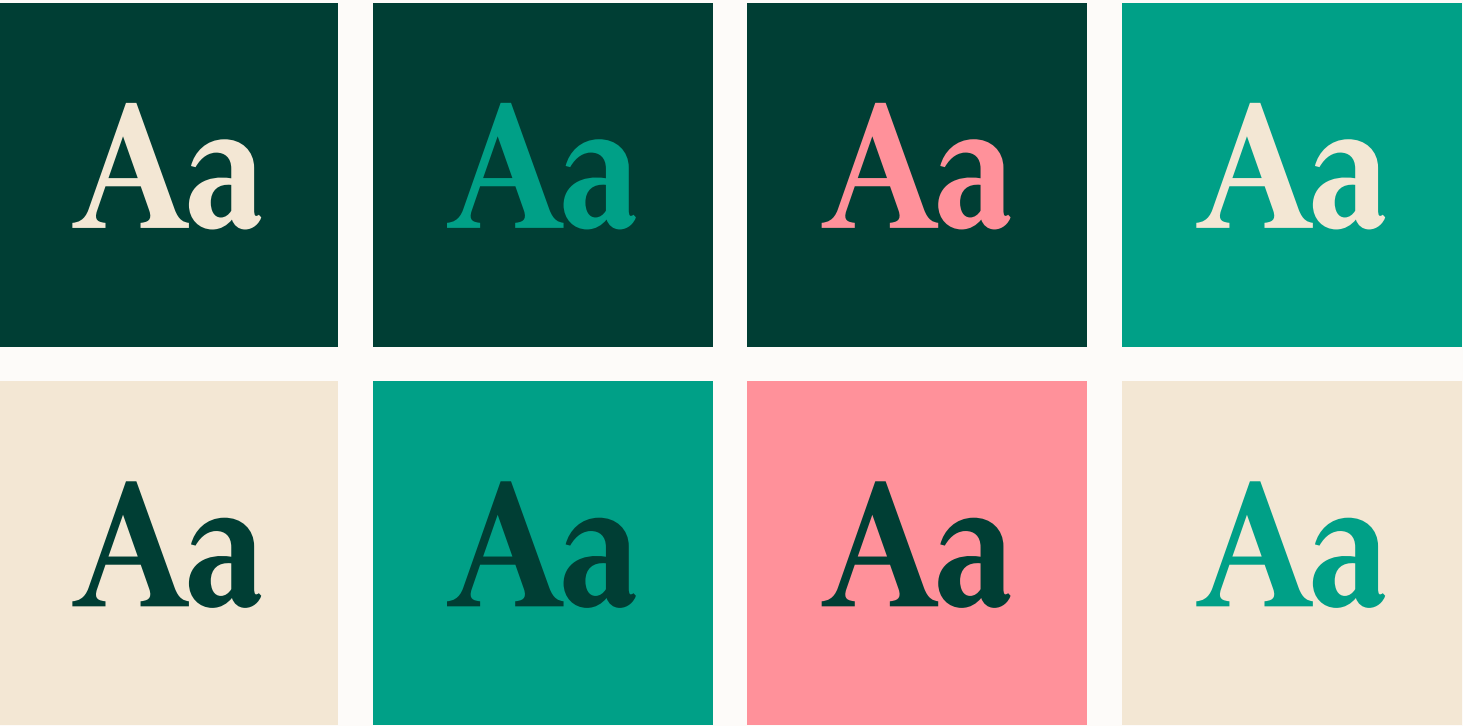


Don't: Use OT Neue Montreal for headlines.

TYPOGRAPHY & COLOR

Here are examples of possible color combinations to use with typography. High contrast pairings are necessary to maintain legibility. Typography and colored backgrounds of similar value should be avoided.

Headlines:



Subheads:



Body Copy:



ALT SYSTEM FONTS
SPECIAL USE ONLY

Palatino
Alt System Font

When using Microsoft apps, such as Word or PowerPoint, and when designing email signatures, Palatino should be used in place of Denton Text and Denton Condensed. This will ensure any user who views the file will have the type depicted as intended.

Palatino
AaBbCc123

Palatino Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

Palatino Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

Arial
Alt System Font

When using Microsoft apps, such as Word or PowerPoint, Arial should be used in place of OT Montreal. This will ensure any user who views the file will have the type depicted as intended.

Arial
AaBbCc123

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

Geneva
Alt System Font

When designing email signatures, Geneva should be used in place of OT Montreal. This will ensure any user who views the file will have the type depicted as intended.

Geneva
AaBbCc123

Geneva Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PATTERN

PATTERN

Botanical patterns and soft shadows bring a touch of nature to the brand, infusing it with an organic, inviting texture. The leaf and flower prints can add a pop of color where needed, while the shadowed pattern can be used to add subtle depth and visual interest.

Please use the leaf and flower prints in the colors depicted to the right over cream or white backgrounds only.

The leaf shadow can be used over any background color. Please apply the “multiply” blending mode and set the opacity between 7–10% for cream or white, 15–20% over mid-tones like jade green or pink, and 30% over midnight green.



PHOTOGRAPHY

PHOTOGRAPHY INSPIRATION INTERIORS



PHOTOGRAPHY INSPIRATION
LIFESTYLE



PHOTOGRAPHY RULES

For brand photography, aim for authenticity by using warm, natural tones and avoiding artificial lighting or posed images. Prioritize candid moments that don't feel overly staged, and use flash photography selectively to add energy to lifestyle shots. Ensure subjects are fully visible within the frame without awkward cropping, and keep editing minimal to maintain a natural, relatable feel.



DO: Use warm-toned, naturally lit photography for interiors.



DO: Use candid imagery of people.



DO: Use high-exposure/flash photography for lifestyle shots.



Don't: Crop subjects out of the composition.



Don't: Use posed photography with unnatural lighting.



Don't: Use highly edited photography.

APPLICATIONS

STATIONARY & PRINT COLLATERAL







JADE

JADE

Bob Faith

XXX-XXX-XXX
1690 Revere Beach Parkway, Everett, MA 02149

JADE APARTMENTS

EVERETT, MA

BOB FAITH
BOBFAITH_JADEAPTS.COM

+1 313 222 3533
1690 REVERE BEACH PARKWAY,
EVERETT, MA

BUSINESS CARD



ENVELOPE

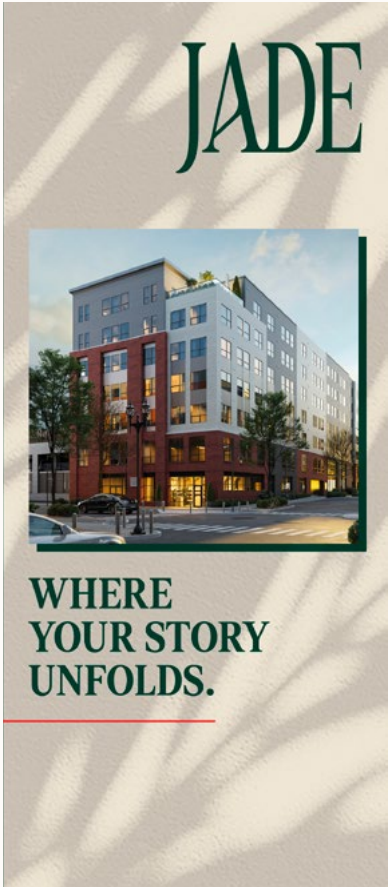


LETTERHEAD



NOTECARD





Front



GROW INTO YOUR SPACE.
Jade offers a fresh perspective on city life. Find modern appliances and elevated finishes seamlessly incorporated into every residence.

- Modern floating open shelving in kitchens
- Two-tone flat front kitchen cabinetry
- Quartz countertops
- Custom tile backsplashes
- Spacious kitchen islands*
- Built-in pantries
- Moen™ matte black fixtures
- GE™ appliances
- Frameless glass shower doors*
- Oversized windows
- Full sized stackable washer/dryer
- Luxury vinyl flooring throughout

*Available in select residences

Partial Inside View



TAKE ROOT.
Welcome to Jade. A beautifully crafted change of place where you can find inspiration, take comfort, and explore all that the greater Boston area has to offer. Enjoy thoughtfully designed interiors infused with a rich, natural color palette and amenities fit for any lifestyle. Experience a fresh perspective on city life and step into a space you can truly make your own.

- Modern floating open shelving in kitchens
- Two-tone flat front kitchen cabinetry
- Quartz countertops
- Custom tile backsplashes
- Spacious kitchen islands*
- Built-in pantries
- Moen™ matte black fixtures
- GE™ appliances
- Frameless glass shower doors*
- Oversized windows
- Full sized stackable washer/dryer
- Luxury vinyl flooring throughout

*Available in select residences

Inside



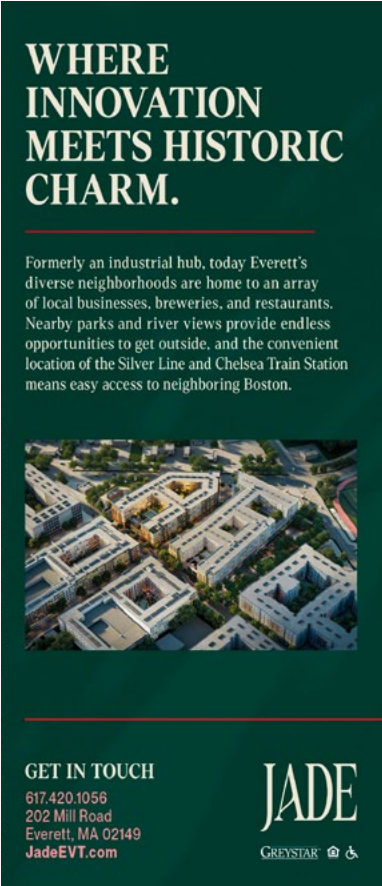
UNMATCHED AMENITIES.
Your home is an extension of what you're passionate about. That's why we offer a wide range of amenities designed to enhance your lifestyle.

- Sparkling pool with cabana seating
- State-of-the-art fitness center
- Dedicated yoga space with Echelon Reflect Mirror
- Clubroom with 150" LED video wall and pool table
- Coworking pods and conference room
- Music room with piano and recording equipment
- Two spacious courtyards
- Outdoor grills and fire pits
- Outdoor putting green
- Pet spa
- Bike storage

SOPHISTICATION MADE SIMPLE.
Come home to a space that reflects the city life you've always wanted — a space that's modern, flexible, and effortlessly yours.

- On-site package acceptance and mailroom
- Controlled access entry
- Weekly fitness class offerings
- Curated resident events
- Community-wide Wi-Fi
- Coffee service
- Complimentary custom bike rentals
- 24-hour emergency maintenance

DISCOVER MORE
617.420.1056 | JadeEVT.com



Back





TAKE ROOT.

JadeEVT.com | 617.420.1056 | 202 Mill Road, Everett, MA 02149



GREYSTAR 





GROW INTO YOUR SPACE.

Introducing studio, 1, 2, and 3-bedroom residences crafted for life. Infused with rich, natural colors and a thoughtful array of amenities, Jade offers a fresh perspective on city life.

RESIDENCE FEATURES

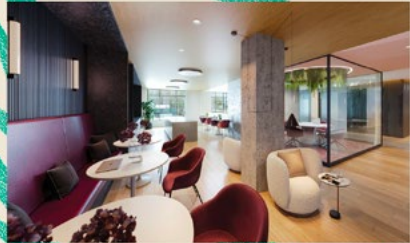
- Modern floating open shelving in kitchens
- Two-tone flat front kitchen cabinetry
- Quartz countertops
- Custom tile backsplashes
- Spacious kitchen islands*
- Built-in pantries
- Moen™ matte black fixtures

- GE™ appliances
- Frameless glass shower doors*
- Oversized windows
- Full-size stackable washer/dryer
- Luxury vinyl flooring throughout

*Available in select residences

202 Mill Road
Everett, MA 02149

GREYSTAR 





202 MILL ROAD
EVERETT, MA 02149

DISCOVER MORE

617.420.1056 | JadeEVT.com



MAKE THE MOMENT YOURS.

Jade has been meticulously crafted so that you have the freedom to explore your hobbies without ever leaving home.

COMMUNITY AMENITIES

- Sparkling pool with cabana seating
- State-of-the-art fitness center
- Dedicated yoga space with Echelon Reflect Mirror
- Clubroom with 150" LED video wall and pool table
- Coworking pods and conference room

- Music room with piano and recording equipment
- Two spacious courtyards
- Outdoor grills and fire pits
- Outdoor putting green
- Pet spa
- Bike storage



GREYSTAR 

SALES MATERIALS

A1U
1 Bed | 1 Bath | 570 SF

LIVING
9'10" x 7'7"

KITCHEN

BEDROOM
9'1" x 11'2"

BATH

W/D

WALK-IN CLOSET

WH

CLOSET

PAN.

Apt. No. _____ Rent _____ Move-in _____

Floor plans are artist's rendering. All dimensions are approximate. Actual product and specifications may vary in dimension or detail. Not all features are available in every apartment home. Prices and availability are subject to change. Rent is based on monthly frequency. Additional fees may apply, such as but not limited to package delivery, trash, water, amenities, etc. Please see a representative for details.

JADE

GET IN TOUCH
jade@creystar.com
jade.vt.com

617.420.1056
202 Mill Road
Everett, MA 02149

GREYSTAR  



JADE

DEBUTING FALL 2024

GROW INTO YOUR SPACE.

BRAND NEW STUDIO, 1, 2 & 3 BEDROOM APARTMENTS

Introducing studio, 1, 2, and 3-bedroom apartments crafted for life. Infused with rich, natural colors and a thoughtful array of amenities, Jade offers a fresh perspective on city life. Find sleek, modern appliances and elevated finishes seamlessly incorporated into every residence.




DISCOVER MORE

JadeEVT.com | 617.420.1056

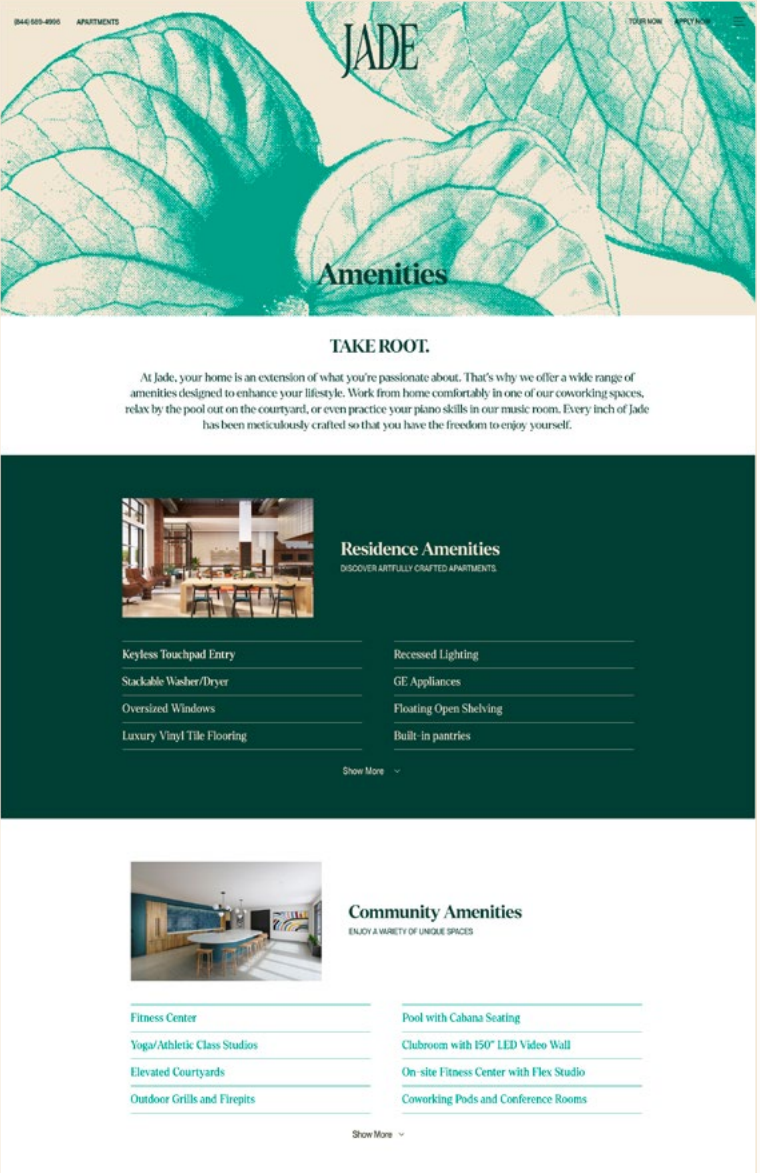
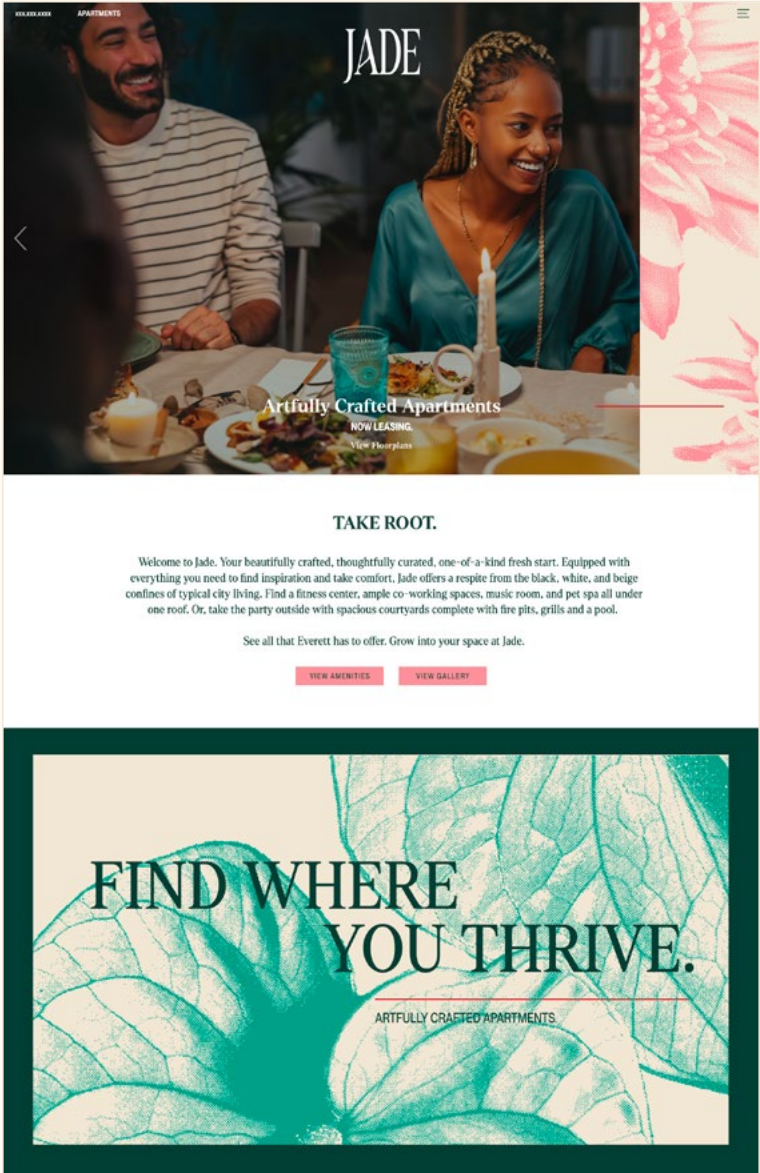
202 Mill Road, Everett, MA 02149

GREYSTAR  

PRICING SHEET		
STUDIO		
FLOOR PLAN	AVG. SQ FT	STARTING RENT
S-A	2222 SQ FT	\$2222
S-B	2222 SQ FT	\$2222
S-C	2222 SQ FT	\$2222
S-D	2222 SQ FT	\$2222
1 BEDROOM		
FLOOR PLAN	AVG. SQ FT	STARTING RENT
1BR-A	2222 SQ FT	\$2222
1BR-B	2222 SQ FT	\$2222
1BR-C	2222 SQ FT	\$2222
1BR-D	2222 SQ FT	\$2222
1BR-E	2222 SQ FT	\$2222
1BR-F	2222 SQ FT	\$2222
1BR-G	2222 SQ FT	\$2222
1BR-H	2222 SQ FT	\$2222
1BR-I	2222 SQ FT	\$2222
1BR-J	2222 SQ FT	\$2222
1BR-K	2222 SQ FT	\$2222
1BR-L	2222 SQ FT	\$2222
1BR-M	2222 SQ FT	\$2222
1BR-N	2222 SQ FT	\$2222
1BR-O	2222 SQ FT	\$2222
2 BEDROOM		
FLOOR PLAN	AVG. SQ FT	STARTING RENT
2BR-A	2222 SQ FT	\$2222
2BR-B	2222 SQ FT	\$2222
2BR-C	2222 SQ FT	\$2222
2BR-D	2222 SQ FT	\$2222
2BR-E	2222 SQ FT	\$2222
2BR-F	2222 SQ FT	\$2222
2BR-G	2222 SQ FT	\$2222
2BR-H	2222 SQ FT	\$2222
2BR-I	2222 SQ FT	\$2222
2BR-J	2222 SQ FT	\$2222
LEASE TERM Lease terms may vary. Please confirm with management office.		
SECURITY DEPOSIT \$500 due upon application approval.		
PET POLICY \$ Maximum two pets per apartment home. Monthly pet rent of \$75 for dogs and \$50 for cats. Some restricted breeds.		
PEST CONTROL \$3.50 per month billed in arrears. Weekly treatment available.		
PARKING One unassigned parking space included for all units. Additional, unassigned parking available: 1st car free, \$100/additional unit. Boats, trailers, recreational and commercial vehicles are not permitted.		
UTILITIES Trash and Pest Control included. Residents are responsible for all other utilities. Electric and gas must be turned on in the occupant's name prior to move-in.		
RENTAL INSURANCE Proof of renters insurance is required prior to the move-in date.		
GET IN TOUCH Jade@Greystar.com JadeEVT.com		
617.420.1056 202 Mill Road Everett, MA 02149		
GREYSTAR		

DIGITAL





XXX REVERE BEACH PARKWAY

EVERETT, MA



ARTFULLY CRAFTED APARTMENTS.
NOW LEASING.



LIVE HERE.
GO PLACES.

1690 REVERE BEACH PARKWAY

EVERETT, MA.

JADE

1690 REVERE BEACH PARKWAY

EVERETT, MA.



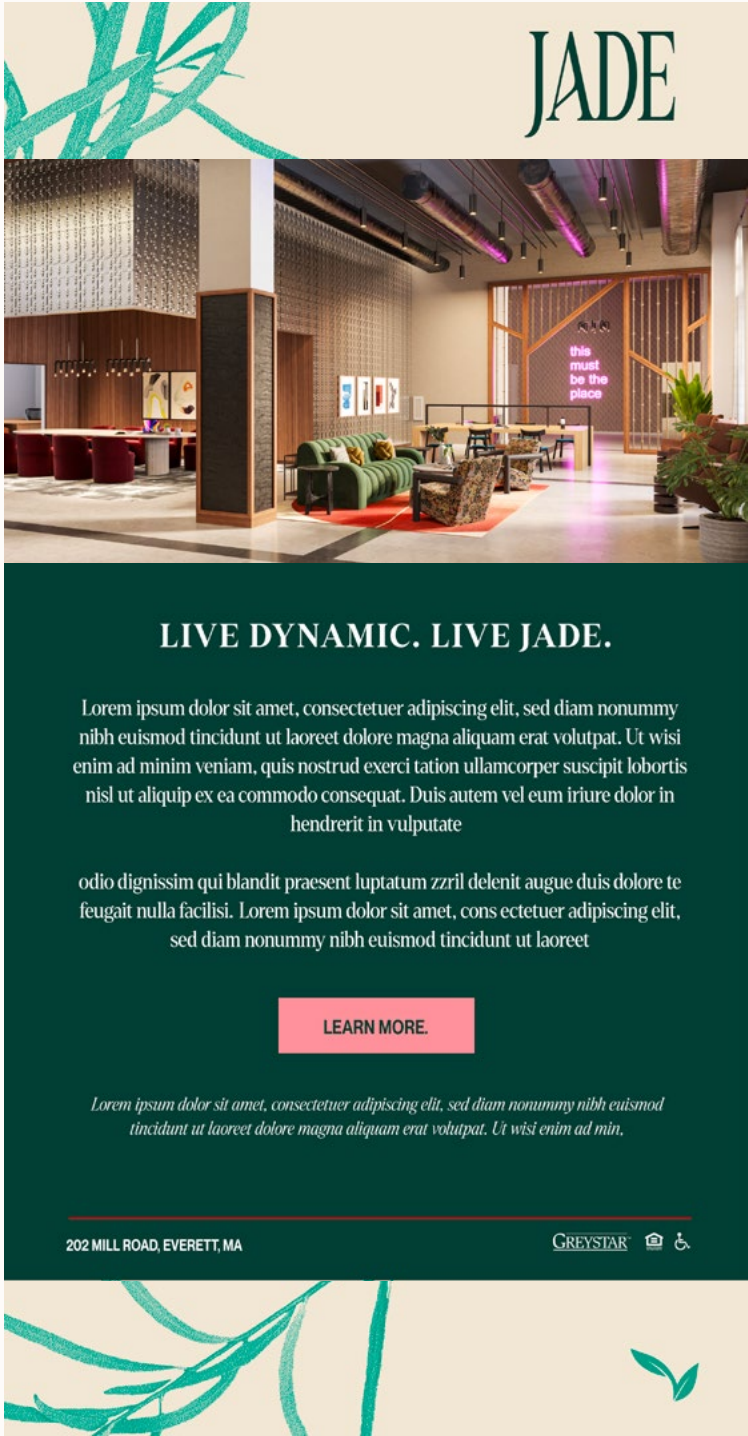
XXX REVERE BEACH PARKWAY

EVERETT, MA.

JADE

FIND
WHERE
YOU
THRIVE.

WELCOME TO JADE.
NOW LEASING.



Email Signature (system fonts):



Bob Faith
Title/Position
Jade
202 Mill Road
Everett, MA 02149
xxx.xxx.xxxx
JadeEVT.com

Wordmark + Logomark,
Midnight Green

Palatino Bold, 11pt font, Jade Green

Geneva Regular, 7.5pt font, Jade
Green

Geneva Regular, 7pt font, Midnight
Green

Red Divider Line

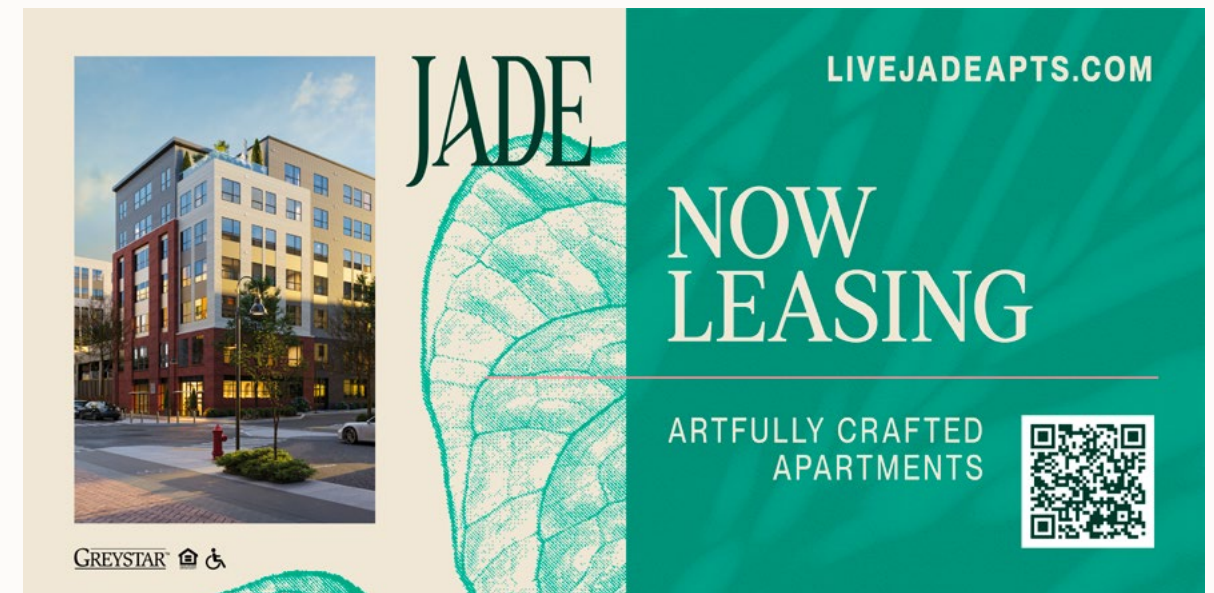
Greystar Logo and
HUD + ADA Icons

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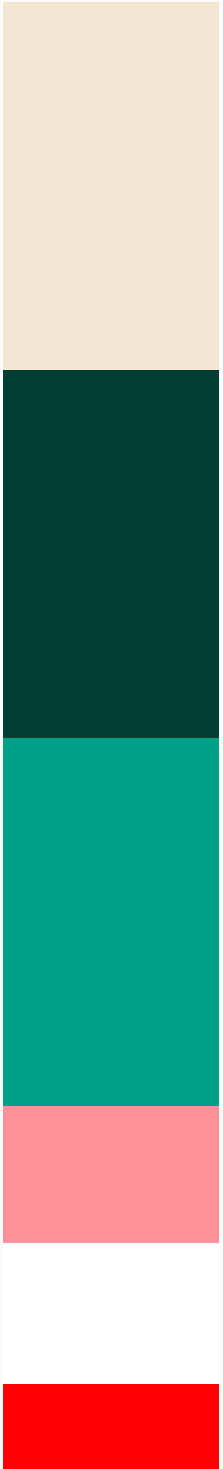








OVERVIEW



The background of the image features a soft, light pink color with a subtle, repeating pattern of pink chrysanthemum flowers. The flowers are rendered in a delicate, sketch-like style, with some appearing more prominent than others, creating a gentle, textured effect.

Thank You.

JADE