

upshift

Onyx Apartments
Edina, MN

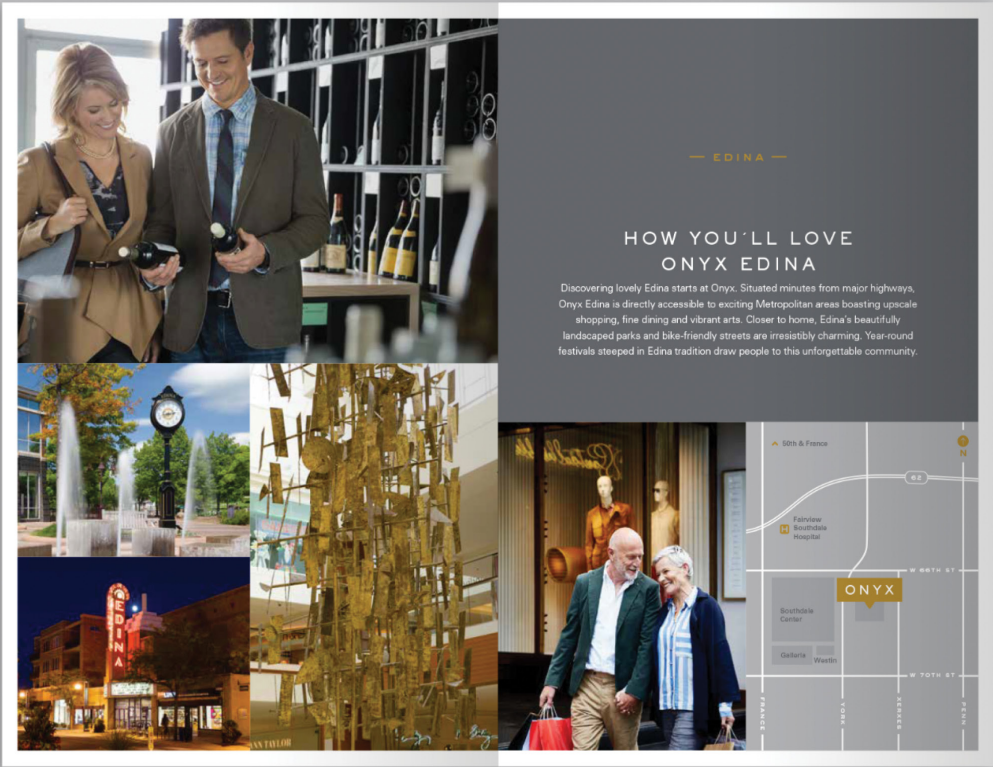
Refined brand and website for Onyx Apartments in Edina, MN

OBJECTIVE
Position Onyx Apartments as an upscale, luxury apartment community for Lennar/LMC's first multi-family development in Minneapolis.

SOLUTION
We created a custom website and marketing collateral that showcased Onyx as the crown jewel of apartment living in Edina, delivering a successful debut for LMC.
<https://onyxedina.com/>

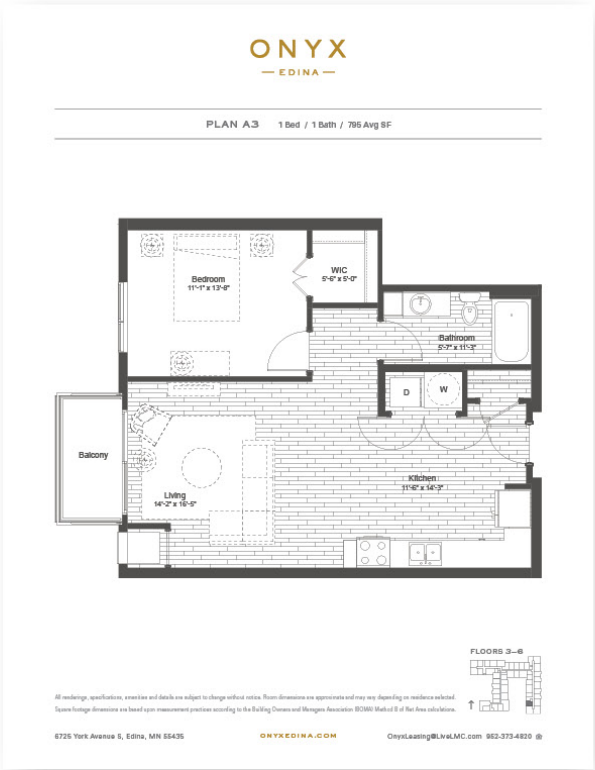


ONYX
— EDINA —



ONYX

— EDINA —



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Website



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Onyx Apartments
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Stationery

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PLAN A3 1 Bed / 1 Bath / 795 Avg SF

Bedroom
11'-1" x 13'-8"

WIC
5'-6" x 5'-0"

Bathroom
5'-7" x 11'-3"

D

W

Kitchen
11'-6" x 14'-3"

Living
14'-2" x 16'-5"

Balcony

FLOORS 3-6

All renderings, specifications, amenities and details are subject to change without notice. Room dimensions are approximate and may vary depending on residence selected. Square footage dimensions are based upon measurement practices according to the Building Owners and Managers Association (BOMA) Method B (Net Area calculations).

6725 York Avenue S, Edina, MN 55435 ONYXEDINA.COM OnyxLeasing@LiveLMC.com 952-373-4820 @

ANISSA SABOW
Leasing Manager

ONYX EDINA
952-373-4820 6725 York Ave S
OnyxEdina.com Edina, MN 55435
Anissa.Sabow@LiveLMC.com

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Onyx Apartments
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Business Card



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Brochure Cover





— EDINA —

HOW YOU'LL LOVE
ONYX EDINA

Discovering lovely Edina starts at Onyx. Situated minutes from major highways, Onyx Edina is directly accessible to exciting Metropolitan areas boasting upscale shopping, fine dining and vibrant arts. Closer to home, Edina's beautifully landscaped parks and bike-friendly streets are irresistibly charming. Year-round festivals steeped in Edina tradition draw people to this unforgettable community.



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Onyx Apartments
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Logo

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Onyx Apartments

Edina, MN

House Bike



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Edina, MN

Exterior Signage

