#### Abbot East Lansing

East Lansing, MI

# The Abbot brings sophistication & style to Michigan State University

#### **OBJECTIVE**

An upscale apartment building in Lansing, Michigan, which serves students and young professionals.

#### SOLUTION

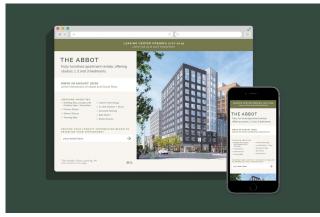
We avoided the usual MSU green cliches and instead built a sophisticated brand palette that hints at the Spartan community—but presented in an upscale way. We took inspiration of the angled street for a stylized A icon. Our solution included strategy, naming, brand identity, website, and full marketing collateral. The result is a higher level of sophistication than is typical of college housing.



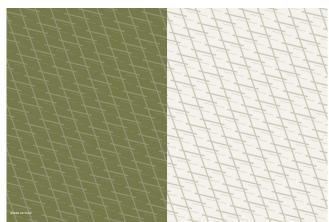
THE ABBOT IS PERFECTLY SITUATED NEXT TO MSU CAMPUS, AT THE INTERSECTION OF ABBOT AND GRAND RIVER, WITH STUNNING VIEWS IN EVERY DIRECTION. WHETHER YOU'RE GEARING UP FOR GAME DAY OR BUCKLING DOWN FOR EXAMS, THE ABBOT IS THE RETREAT YOU NEED. UNIQUELY ENTERTAINING AMENITIES, SUCH AS AN ADJOINING CLUB ROOM AND ROOFTOP TERRACE, ALLOW FOR EFFORTLESS SOCIAL INTERACTION; WHILE SERENE STUDY ZONES AND FITNESS AREAS PROVIDE RESPITE AND FOCUS.











#### **Abbot East Lansing**

East Lansing, MI

Overview



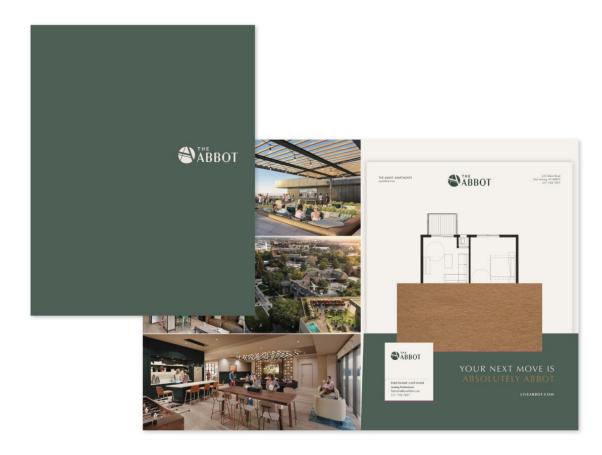






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#### **Abbot East Lansing**

East Lansing, MI

Logo



# Abbot East Lansing East Lansing, MI

Brochure Cover



#### **Abbot East Lansing**

East Lansing, MI

Brochure Spread

### WELL EQUIPPED, FULLY FURNISHED

Picture being greeted after a long day of classes by an extra large bed with a memory foam mattress. Or, envision custom furniture combined with a smart TV as a welcome into your primary living space. Imagine how much time an in-home washer and dryer can save a busy student or professional. Grasp every opportunity The Abbot presents.

- · Fully Furnished Apartments
- · Private & Shared Bedrooms
- Wood-Style Flooring
- Stainless Steel & Energy Efficient Appliances
- LED Lighting Throughout
- Custom Cabinetry with Under-Cabinet Lighting
- · Refrigerator with Ice Maker

- · Electric Oven Range
- Dishwasher & Garbage Disposal
- In-Home Washer & Dryer
   Quartz Stone Countertops
- \_\_\_\_\_
- Custom Kitchen Backsplash
- Smart TV
- Walk-In Showers with Glass Enclosures & Custom Tile
- · Independently Keyed Bedrooms

- Custom Furniture\*
- Full-XL Beds
- Memory Foam Mattresses
- Window Treatments
- Large Closets with Shelving
- Energy Efficient HVAC System
- Ceiling Fans
- USB Outlet Ports\*



\*Items, amenities and descriptions subject to change; or available at an additional cost; items may be limited in number

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#### **Abbot East Lansing**

East Lansing, MI

**Brochure Spread** 

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# Abbot East Lansing East Lansing, MI

Pocket Folder



233 Abbot Road East lansing, MI 48823 517 708 7437

#### **Abbot East Lansing**

East Lansing, MI

Letterhead & Correspondence Cards



THE ABBOT APARTMENTS LiveAbbot.com



233 Abbot Road East Lansing, MI 48823 517 708 7437

# Abbot East Lansing East Lansing, MI

Business Cards



#### **Abbot East Lansing**

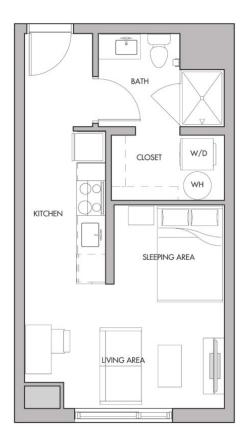
East Lansing, MI

Floor Plan Sheets

THE ABBOT APARTMENTS



233 Abbot Road East Lansing, MI 48823 517 708 7437



B1

STUDIO 1 BATH 428 sq ft

UNIT MONTHLY INSTALLMENT

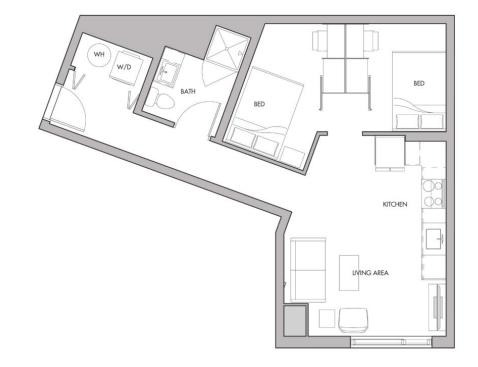
EXPIRES AGENT



THE ABBOT APARTMENTS



233 Abbot Road East Lansing, MI 48823 517 708 7437



C1

1 BED 1 BATH

676 SQ FT

INIT MONTHLY INSTALLMENT

XPIRES AGENT

🗅 🕹 Rooms, dimensions and square footage are approximate. Pricing and availability subject to change without notice.

#### **Abbot East Lansing**

East Lansing, MI

Rack Card



#### UNIQUELY ENTERTAINING, SERIOUSLY SERENE

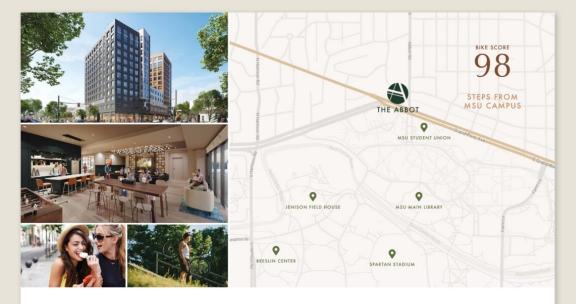
The Abbot is ideally situated next to the MSU campus, at the intersection of Abbot and Grand River, with stunning views in every direction.

Whether you're gearing up for gameday or buckling down for exams, The Abbot is the retreat you need. Uniquely entertaining amenities, such as an adjoining club room and rooftop terrace, allow for effortless social interaction; while serene study zones and fitness areas provide respite and focus.

Choose from fully furnished studio, one, two, and three-bedroom apartments, with built-in storage solutions for a smarter way of living.

#### LEASE NOW FOR FALL 2020

YOUR NEXT MOVE IS ABSOLUTELY ABBOT LIVEABBOT.COM



#### ACCOMMODATING **AMENITIES**

- Studio, 1, 2, & 3 Bedroom Apartments
- Attached Parking Garage\*
- On-Site Parking\*
- 24-Hour Fitness & Wellness Center
- On-Site Sauna
- High-Speed Internet Access (Community-Wide)
- Outdoor Entertainment Space with BBQ Grills
- Rooftop Terrace with Fireplace, Spa, & Lounge
- 24-Hour Coffee Bar
- Indoor Entertainment & Event
- Study Lounges & Research Space
- Computer & Print Stations
- Package Locker System & Interior Mail Room
- On-Site Bike Racks & Storage
- Designated Motorbike Parking
- Keyless Entry Locks

### **ASTOUNDING**

- Wood-Style Flooring
- · Stainless Steel & Energy Efficient Appliances
- Custom Cabinetry with Under-Cabinet Lighting
- Electric Oven Range
- Dishwasher & Garbage Disposal
- In-Home Washer & Dryer
- Quartz Stone Countertops
- · Custom Kitchen Backsplash

- **APARTMENTS**
- Fully Furnished Apartments
- Private & Shared Bedrooms

- LED Lighting Throughout
- Refrigerator with Ice Maker

- Smart TV
- Walk-In Showers with Glass Enclosures & Custom Tile
- Independently Keyed Bedrooms
- Custom Furniture\* Full-XL Beds
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- · Large Closets with Shelving
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THE ABBOT 233 Abbot Road, East Lansing, MI 48823

517 708 7437

LEASING OFFICE LOCATED AT 115 E Grand River Ave, East Lansing, MI 48823

LiveAbbot.com

Abbot East Lansing East Lansing, MI

Leasing Office Signage



Abbot East Lansing
East Lansing, MI

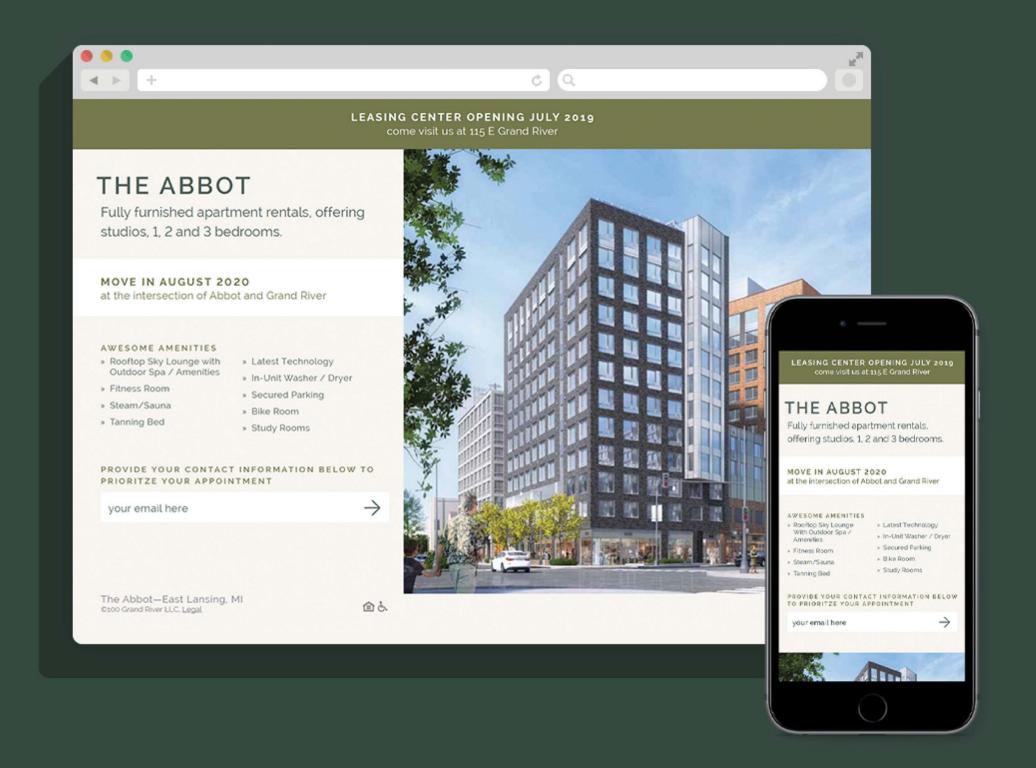
Construction Signage



#### **Abbot East Lansing**

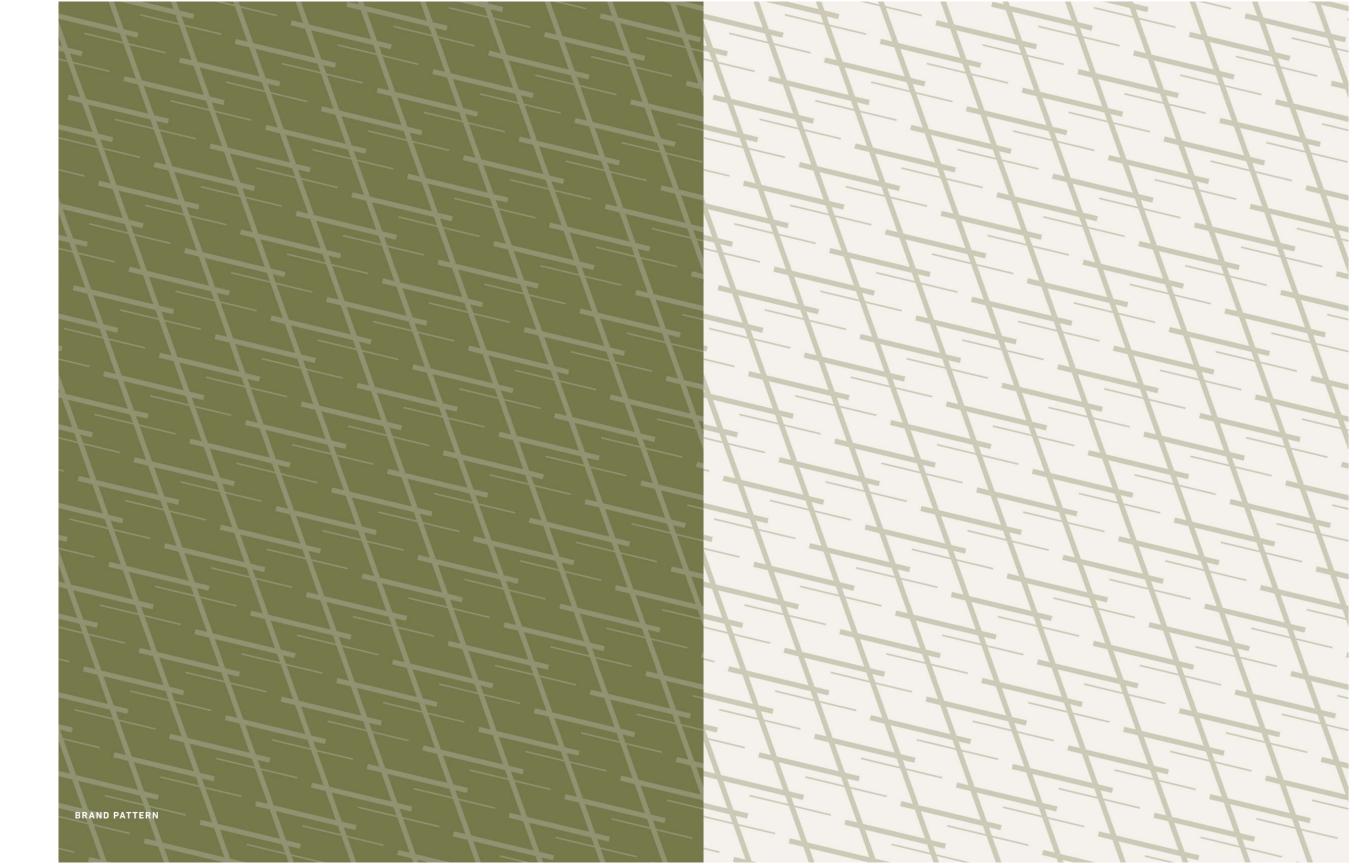
East Lansing, MI

Temporary Website



Abbot East Lansing East Lansing, MI

Brand Pattern



Abbot East Lansing East Lansing, MI

Promotional Items

