

upshift

Abbot East Lansing
East Lansing, MI

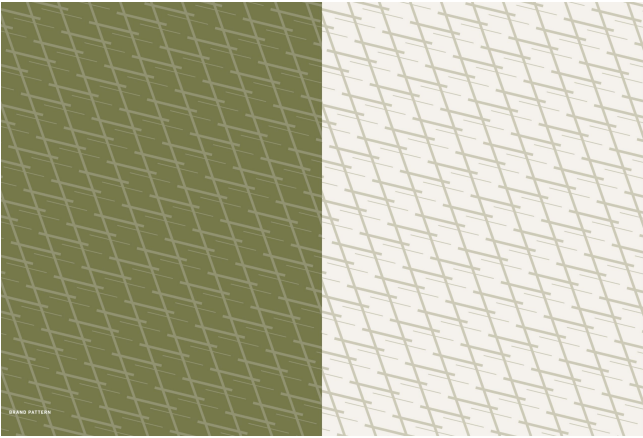
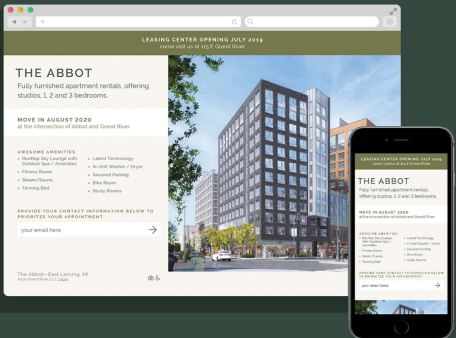
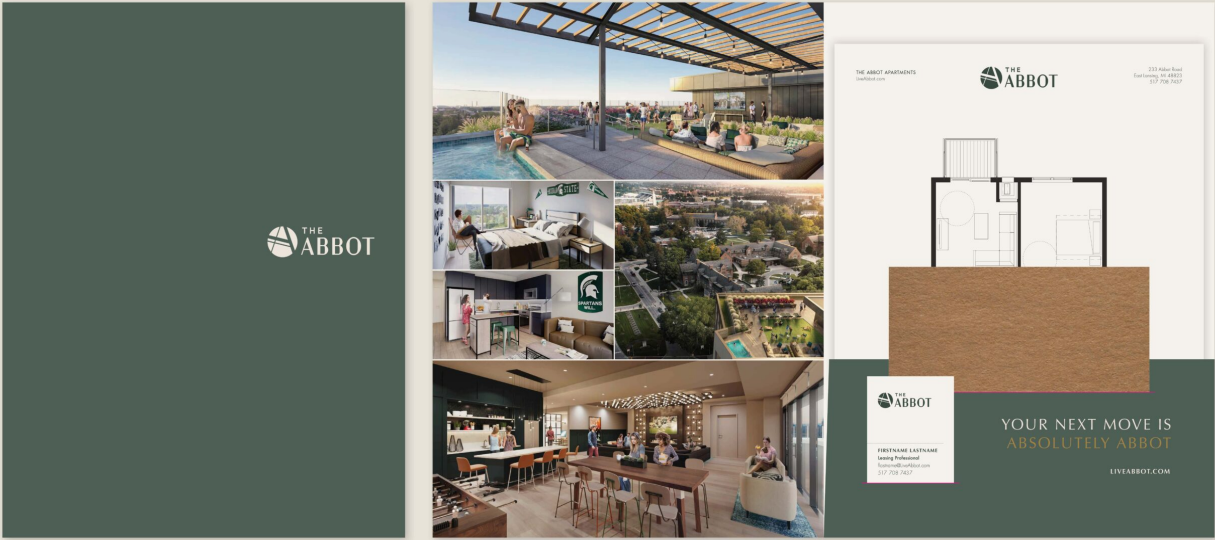
The Abbot brings
sophistication &
style to Michigan
State University

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.

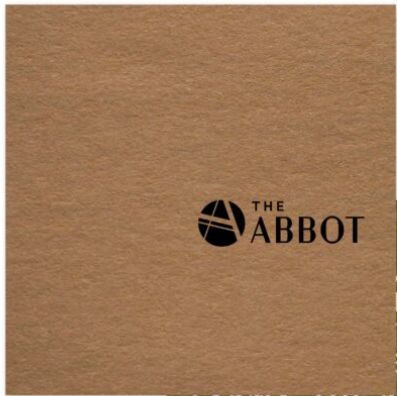


THE ABBOT IS PERFECTLY SITUATED NEXT TO MSU CAMPUS, AT THE INTERSECTION OF ABBOT AND GRAND RIVER, WITH STUNNING VIEWS IN EVERY DIRECTION. WHETHER YOU'RE GEARING UP FOR GAME DAY OR BUCKLING DOWN FOR EXAMS, THE ABBOT IS THE RETREAT YOU NEED. UNIQUELY ENTERTAINING AMENITIES, SUCH AS AN ADJOINING CLUB ROOM 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



PERFECTLY SITUATED NEXT TO
AT THE INTERSECTION OF ABBOT
RIVER, WITH STUNNING VIEWS IN
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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.

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 Cook 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 Controlled Bedrooms

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

*Furniture, appliances and decor subject to change as available in an additional unit; items may be added in another

standing apartments



THE ABBOT APARTMENTS

THE ABBOT

233 Abbot Road
East Lansing, MI 48823
517.708.7437

FIRSTNAME LASTNAME
Leasing Professional
firstname.lastname@liveabbot.com
517.708.7437

YOUR NEXT MOVE IS
ABSOLUTELY ABBOT

LIVEABBOT.COM



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Abbot East Lansing

East Lansing, MI

Logo



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East Lansing, MI

Brochure Cover



WELL EQUIPPED, FULLY FURNISHED

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- Private & Shared Bedrooms
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- 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
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- Walk-In Showers with Glass Enclosures & Custom Tile
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- 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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Brochure Spread

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East Lansing, MI

Pocket Folder

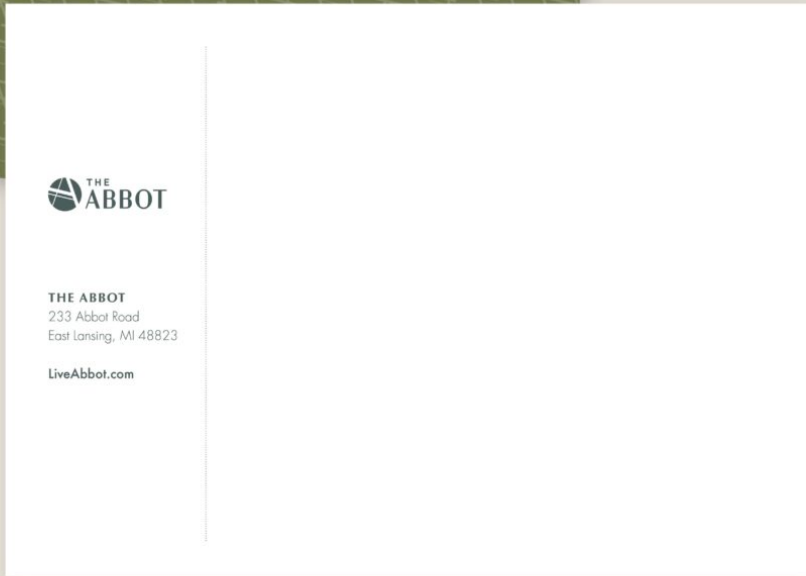
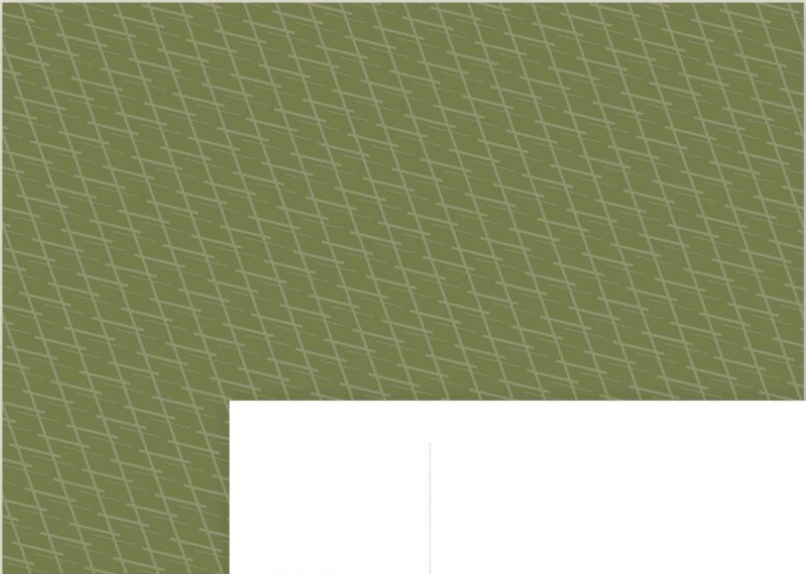


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East Lansing, MI

Letterhead &
Correspondence Cards



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Abbot East Lansing
East Lansing, MI

Business Cards



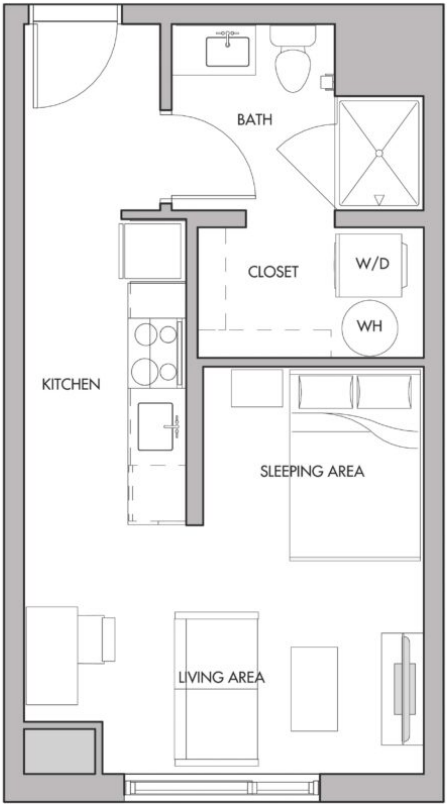
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East Lansing, MI

Floor Plan Sheets

THE ABBOT APARTMENTS
LiveAbbot.com



233 Abbot Road
East Lansing, MI 48823
517 708 7437



PLAN
B1

**STUDIO
1 BATH**
428 SQ FT

UNIT _____ MONTHLY INSTALLMENT _____
EXPIRES _____ AGENT _____

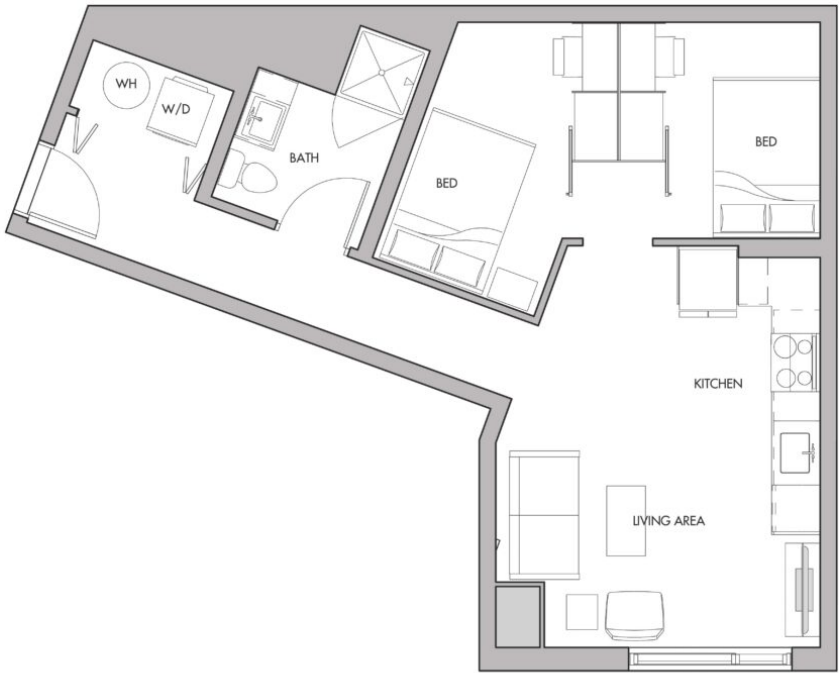


Rooms, dimensions and square footage are approximate. Pricing and availability subject to change without notice.

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LiveAbbot.com



233 Abbot Road
East Lansing, MI 48823
517 708 7437



PLAN
C1

**1 BED
1 BATH**
676 SQ FT

UNIT _____ MONTHLY INSTALLMENT _____
EXPIRES _____ AGENT _____



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Rack Card



UNIQUELY ENTERTAINING, SERIOUSLY SERENE

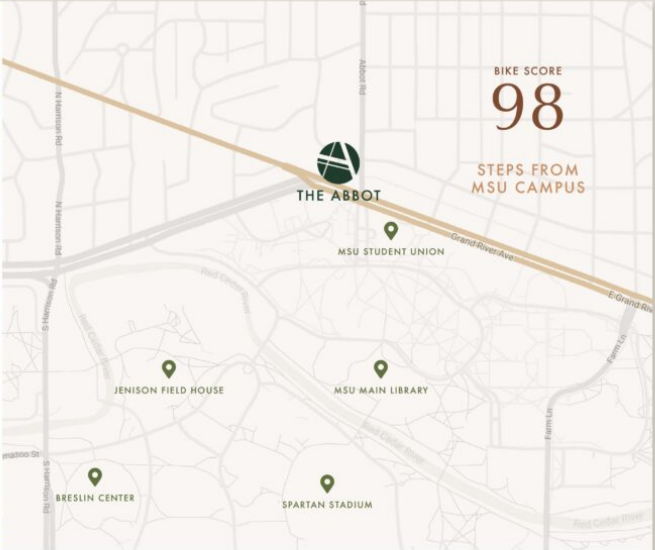
The Abbot is ideally situated next to the MSU campus, at the intersection of Abbot and Grand River, with stunning views in every direction.

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 Areas
- 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 APARTMENTS

- Fully Furnished Apartments
- Private & Shared Bedrooms
- Wood-Style Flooring
- Stainless Steel & Energy Efficient Appliances
- LED Lighting Throughout
- Custom Cabinetry with Under-Cabinet Lighting
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THE ABBOT 233 Abbot Road, East Lansing, MI 48823

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

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Leasing Office Signage



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Abbot East Lansing
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Construction Signage



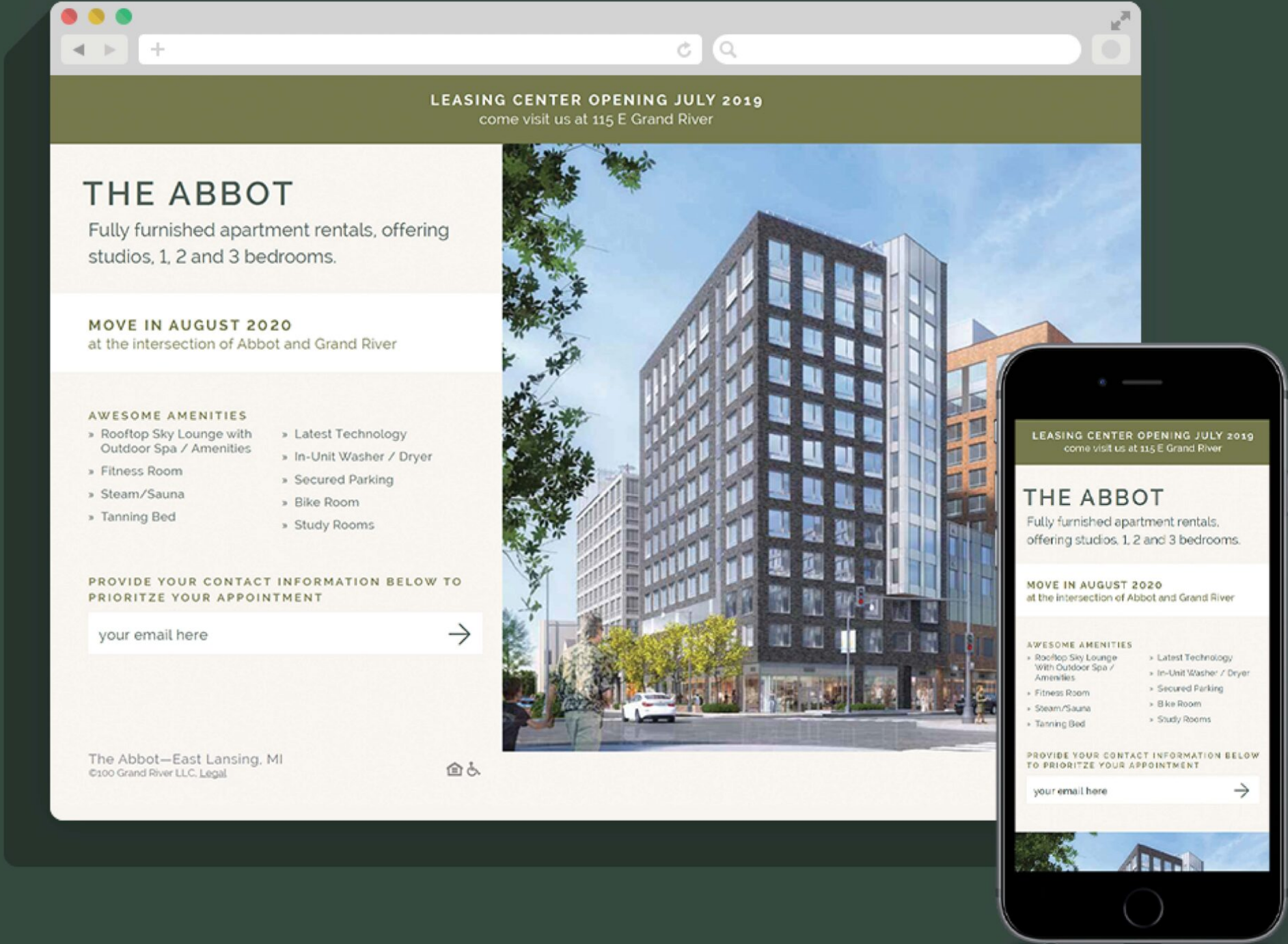
THE ABBOT

MOVE IN AUGUST 2020

LiveAbbot.com

LEASING CENTER OPEN JULY 2019



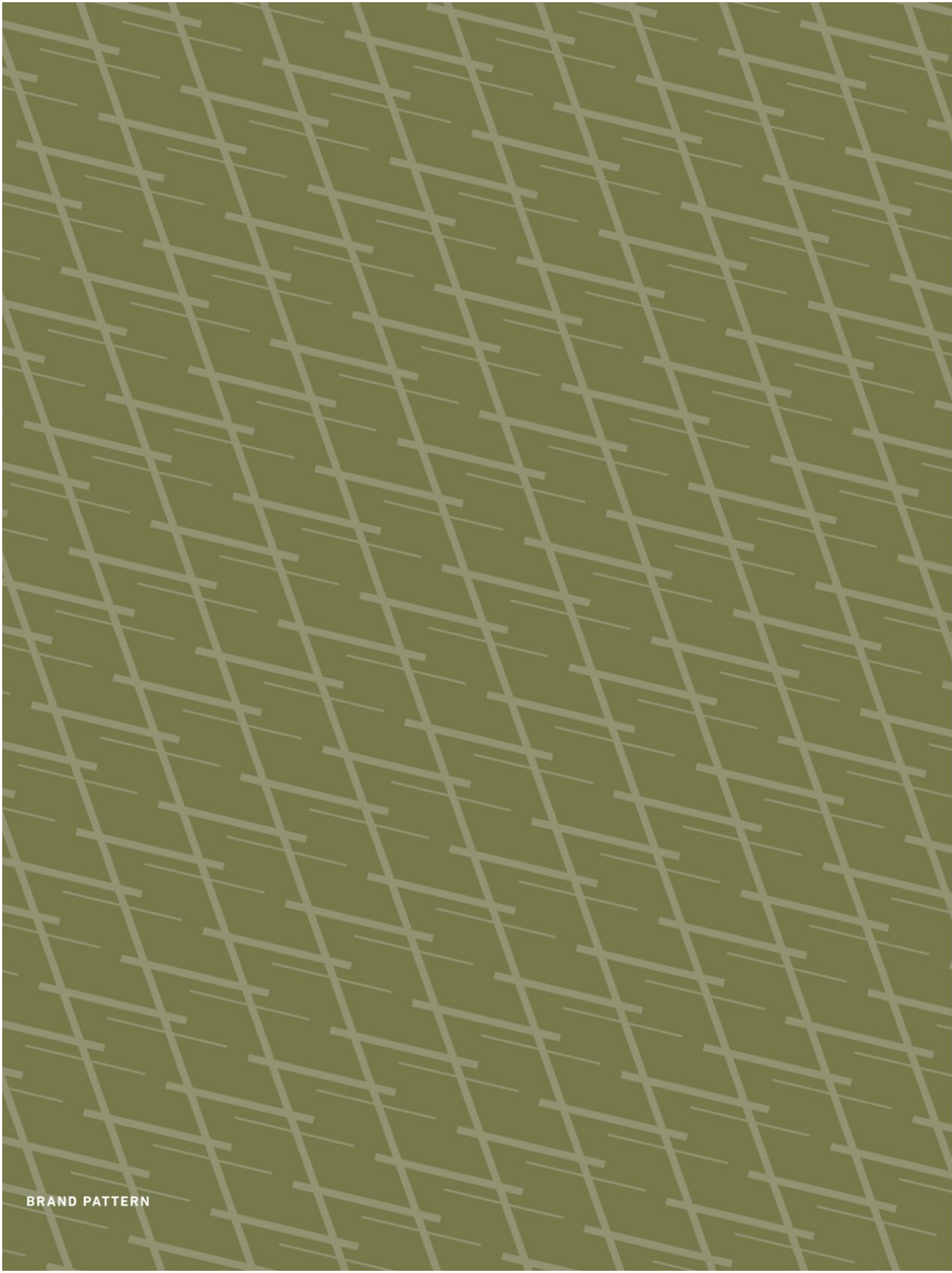


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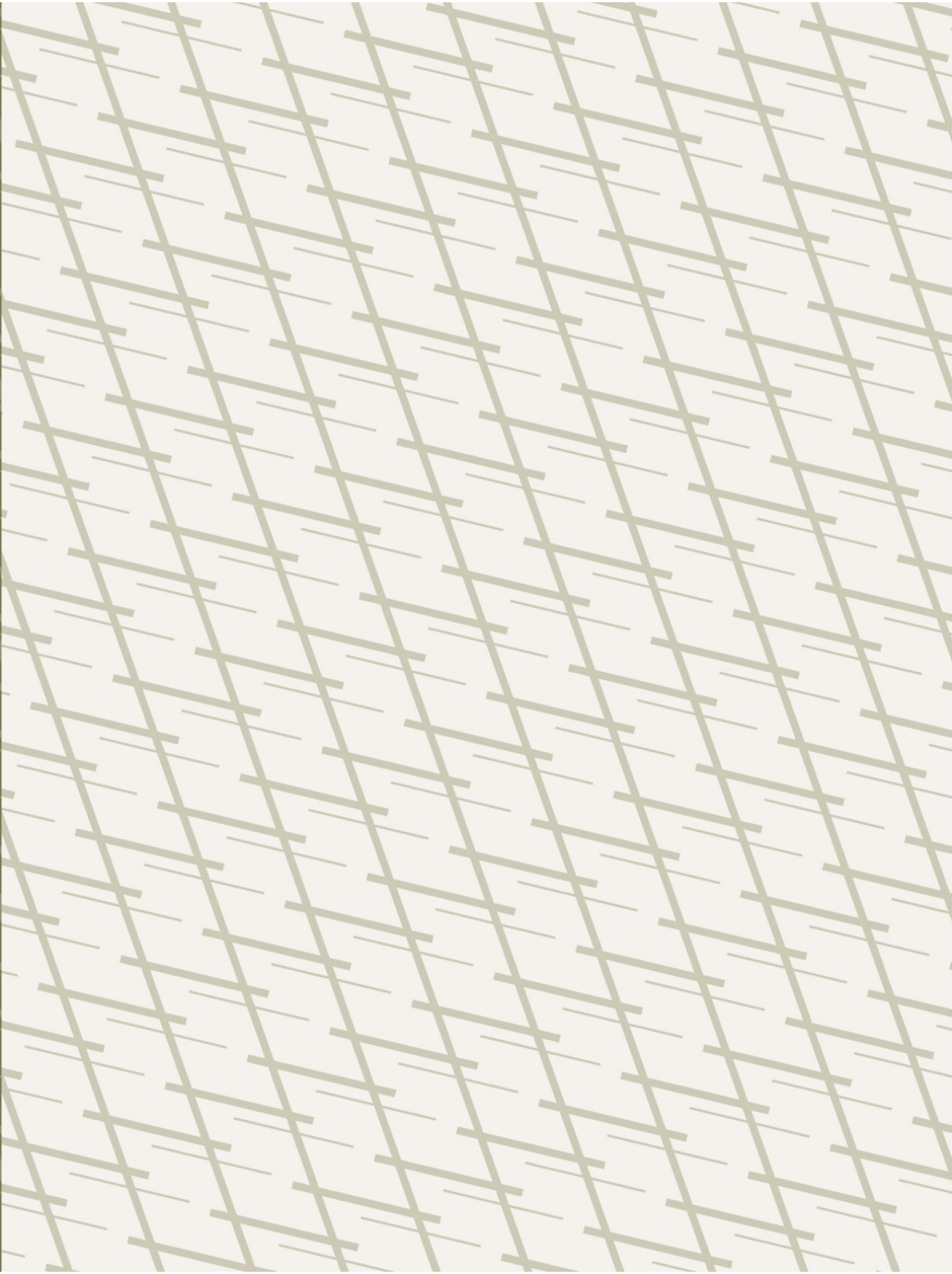
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East Lansing, MI

Brand Pattern



BRAND PATTERN



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Abbot East Lansing

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Promotional Items

