

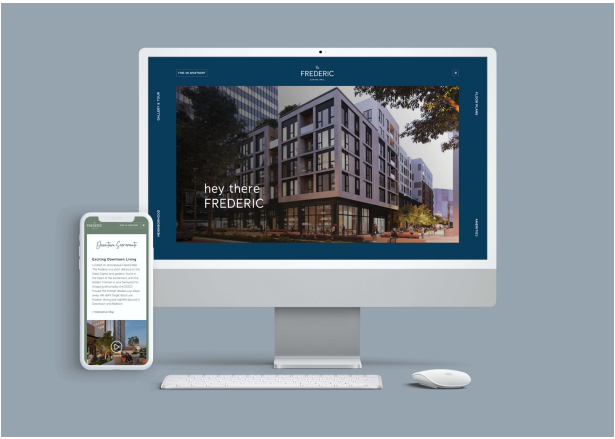
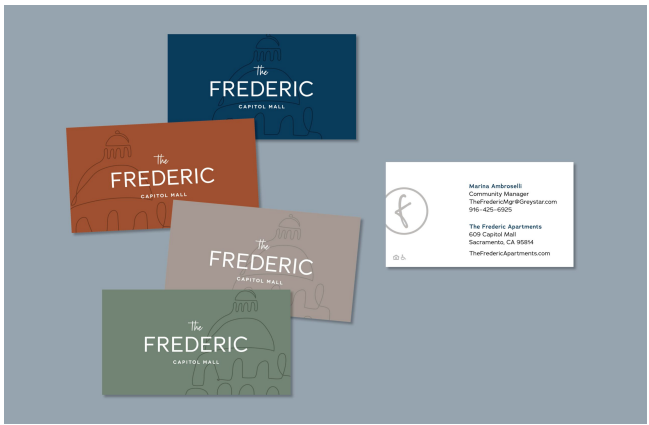
upshift

Frederic Capitol Mall
Sacramento, CA

**Upscale apartments
just steps from
California's State
Capitol**

OBJECTIVE
With Sacramento experiencing a bit of a resurgence, Shorenstein sought assistance from UpShift to create a dynamic and engaging brand for a unique property just steps from California's Capital building.

SOLUTION
We took inspiration for the naming of this project from the architect who created the iconic state capitol building. The modular style of the exterior also influenced the square logo and design elements. We delivered a custom website, marketing collateral, and an engagement plan that contributed to record lease-ups.



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Sacramento, CA

Brand Overview

The
FREDERIC
CAPITOL MALL





Marina Ambroselli
Community Manager
TheFredericMgr@Greystar.com
916-425-6925

The Frederic Apartments
609 Capitol Mall
Sacramento, CA 95814

The
FREDERIC
CAPITOL MALL

The FREDERIC
CAPITOL MALL

609 Capitol Mall, Sacramento, CA 95814 | TheFredericApartments.com | 916-425-6925

B6.1c 1 BED 1 BATH 837 SF



FLOOR 1 FLOOR 2 FLOORS 4-6 FLOOR 7 FLOOR 8

These plans are subject to change without notice. All dimensions are approximate. Actual construction and specifications may vary in dimension or detail. Not all features are available in every apartment. Please see a representative for details.

FREDERIC
CAPITOL MALL

The Frederic 609 Capitol Mall, Sacramento, CA 95814

The FREDERIC
CAPITOL MALL

INSPIRED AMENITIES

EXCEPTIONAL APARTMENTS

DOWNTOWN SACRAMENTO



You'll love every detail of your new home
Centrally located in Downtown Sacramento, with views of the Capitol in one direction and Tower Bridge in the other, The Frederic aims to impress.

A beautifully landscaped paseo welcomes residents and passersby alike to its doors. Among the eight stories are a state-of-the-art fitness center, a speakeasy-style sky lounge, and a spacious rooftop deck with comfortable seating and grilling stations. Natural materials, green vegetation, and open spaces throughout the building create a refreshing sense of sanctuary. Each apartment, from studios to 2-bedrooms, is outfitted with modern finishes and high-end appliances. Relaxed, creative, and convenient. We can't wait for you to meet The Frederic!



FIND AN APARTMENT

The FREDERIC
CAPITOL MALL

hey there
FREDERIC

GALLERY & TOUR

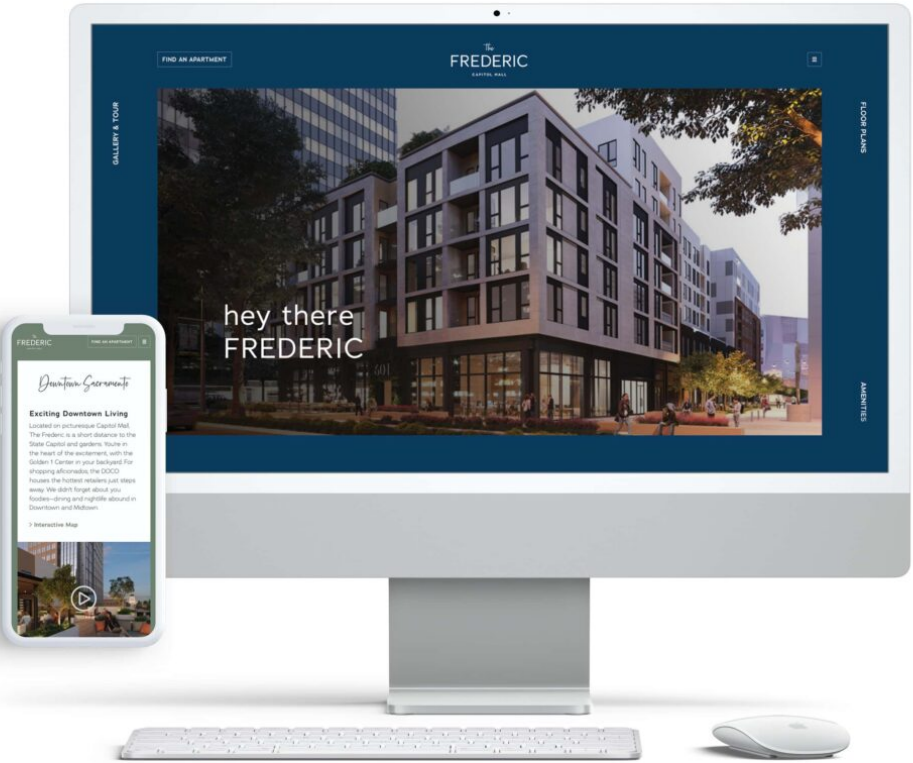
FLOORS & TOURS

AMENITIES

Downtown Sacramento

Exciting Downtown Living
Located on picturesque Capitol Mall, The Frederic is a short distance to the State Capitol and gardens. You're in the heart of the excitement, with the Golden 1 Center in your backyard. For shopping aficionados, the DCCD House of the Future is just steps away. We didn't forget about you. Rooftop dining and nightlife abound in Downtown and Midtown.

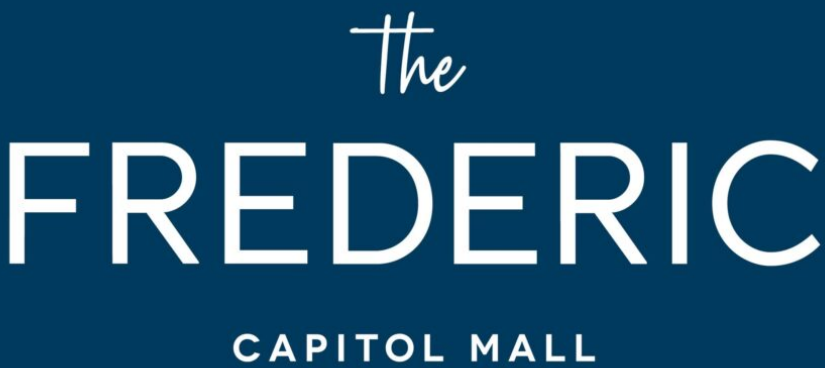
Interactive Map



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Frederic Capitol Mall
Sacramento, CA

Logo & Secondary Mark



PRIMARY LOGO

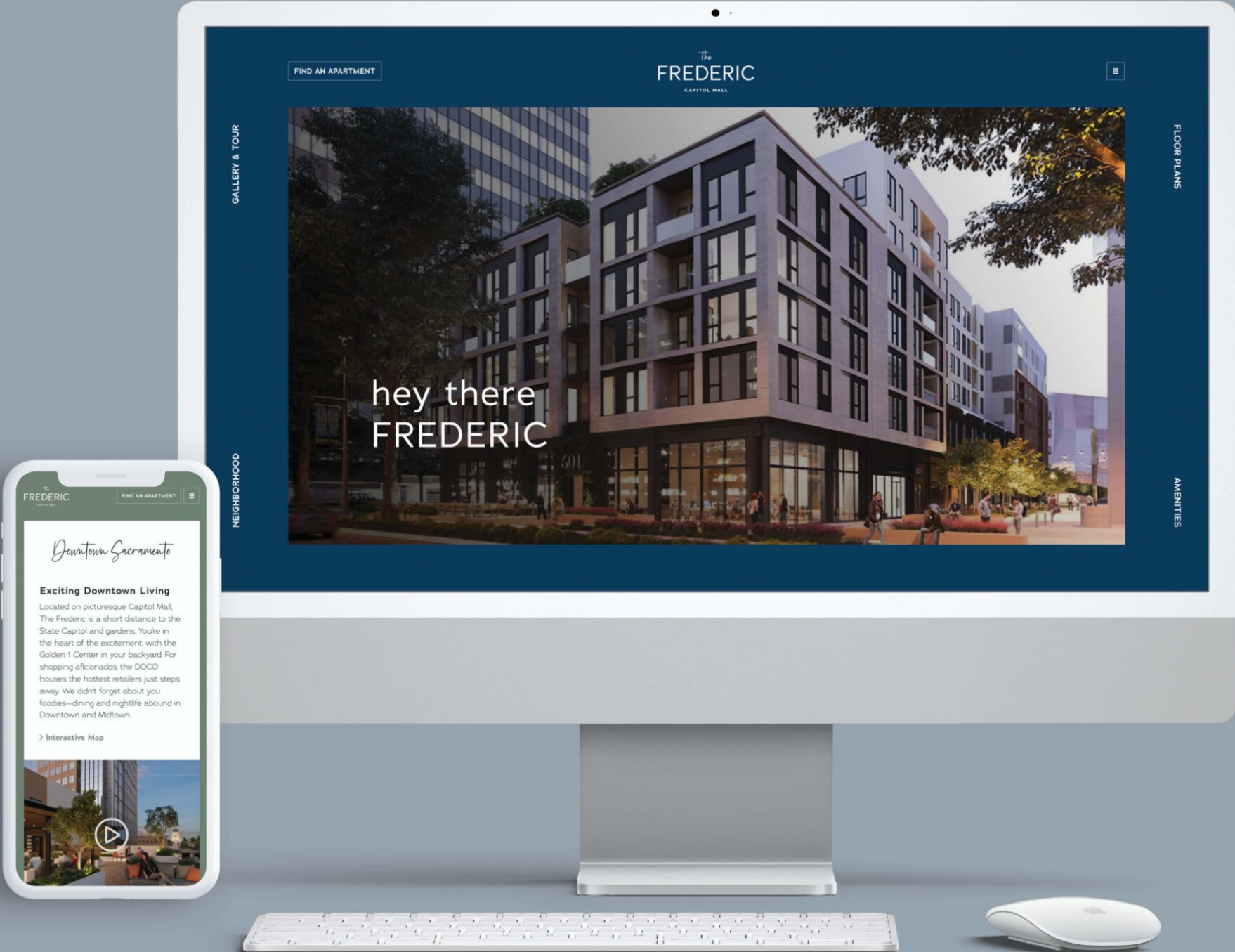


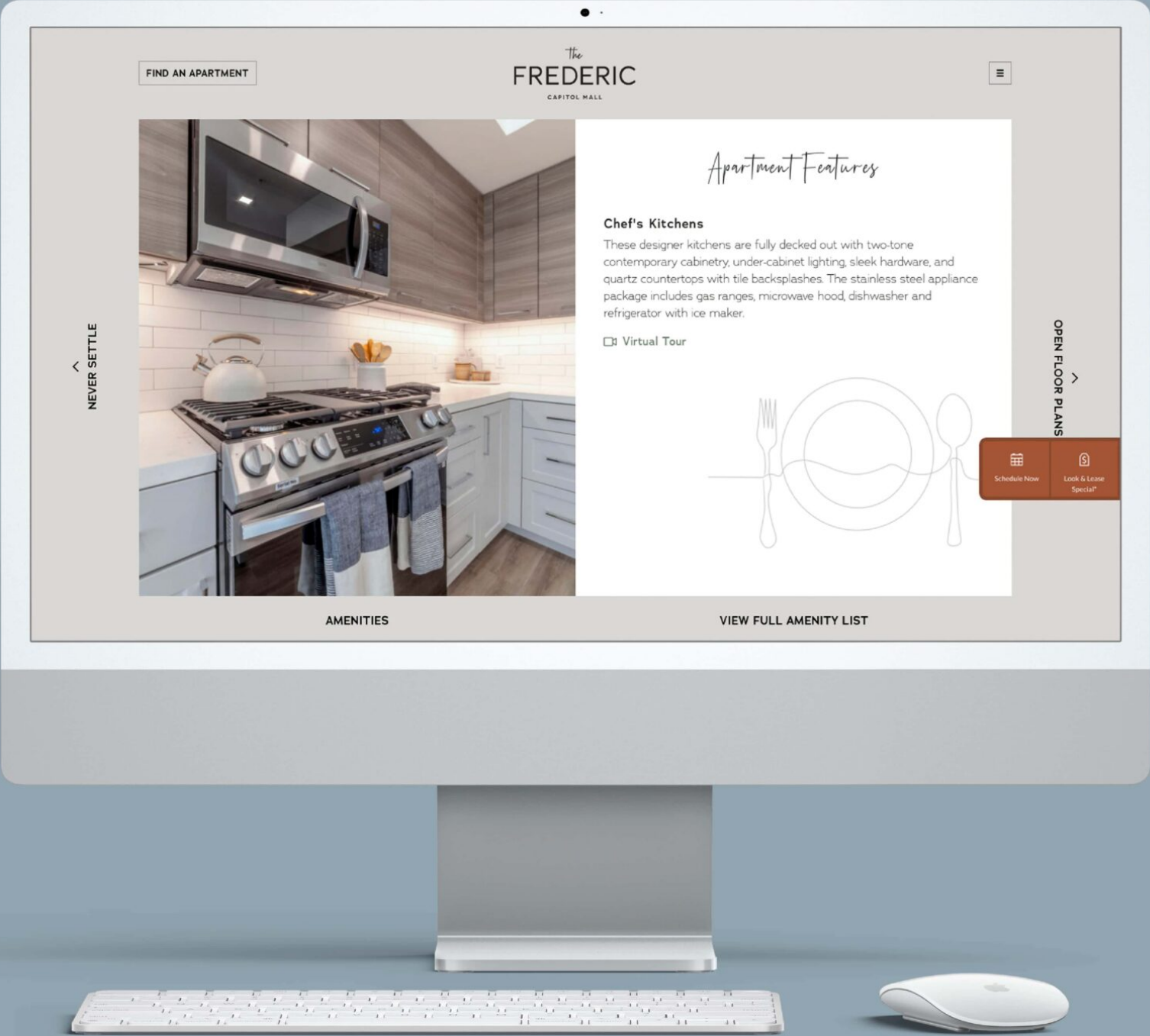
SECONDARY STAMP LOGO

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Frederic Capitol Mall
Sacramento, CA

Custom Website on Desktop
and Mobile





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Frederic Capitol Mall
Sacramento, CA

Exterior Marquee Signage



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Frederic Capitol Mall
Sacramento, CA

Interior Wayfinding Signage



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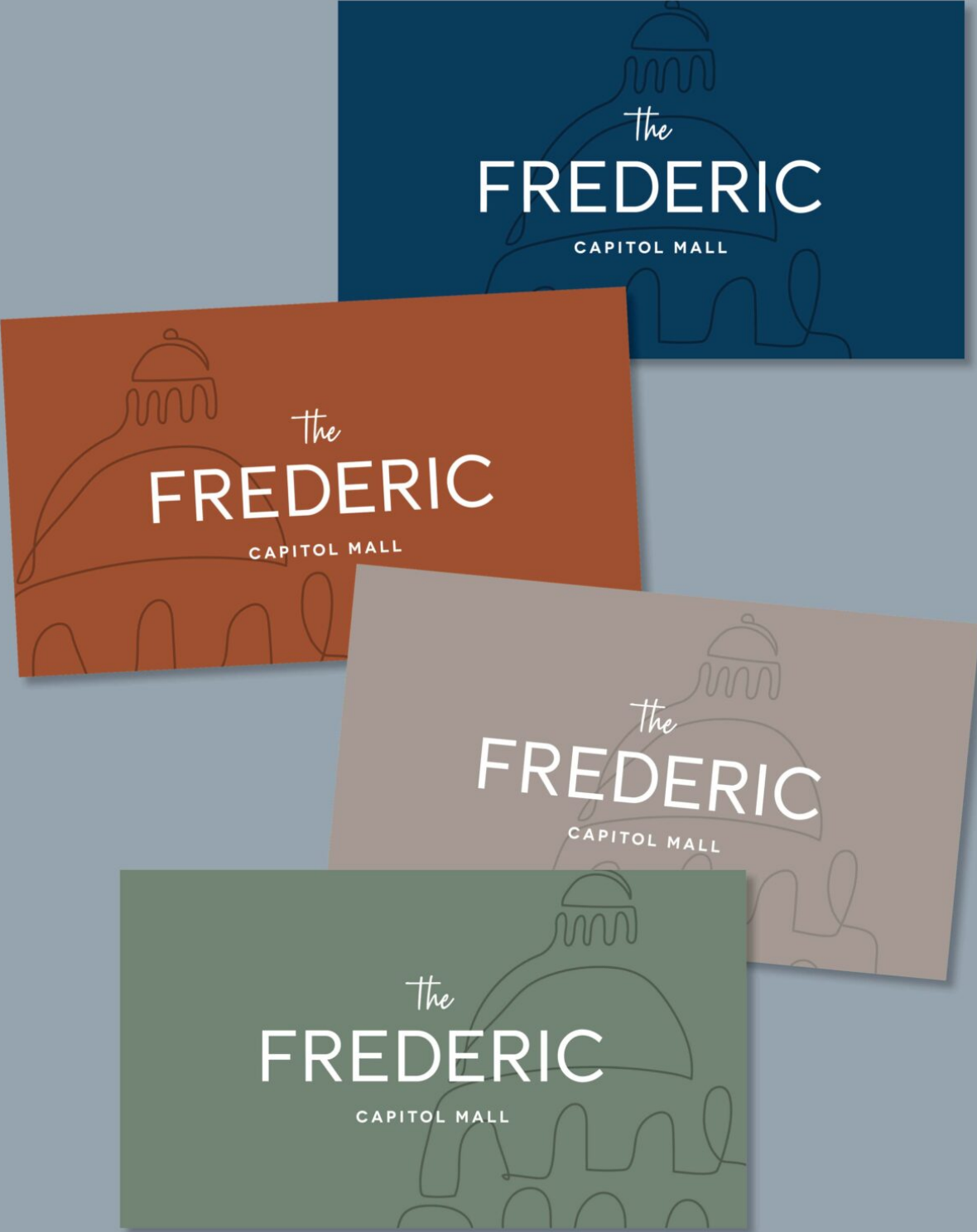
Frederic Capitol Mall
Sacramento, CA

Interior Signage



Frederic Capitol Mall
Sacramento, CA

Business Cards





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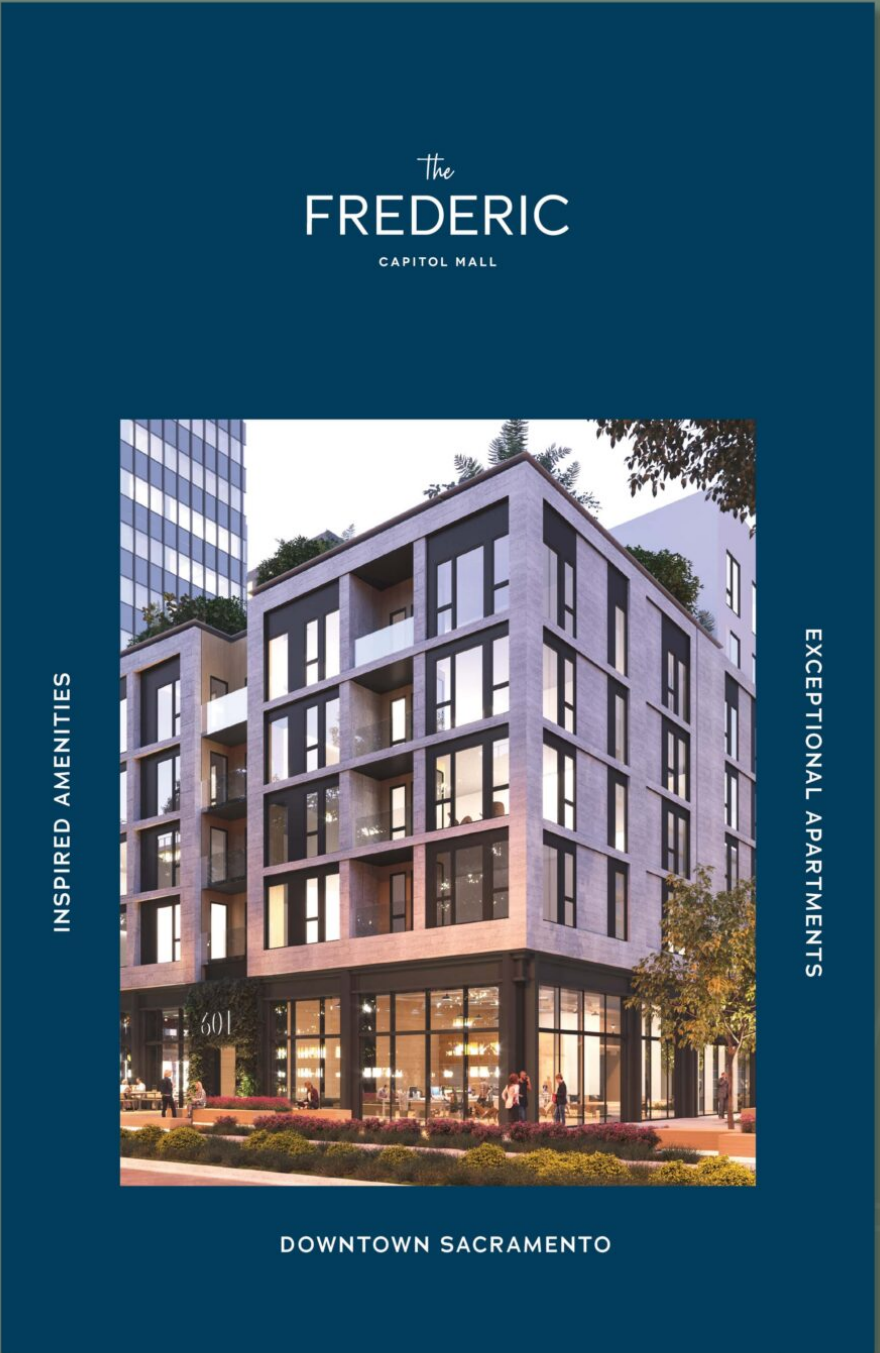
Floor Plan Sheets



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Frederic Capitol Mall
Sacramento, CA

Print Piece, Cover



Frederic Capitol Mall
Sacramento, CA

Print Piece, Interior



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