



THE LINCOLN
MADISON, NJ

BRAND STANDARDS

Usage & Guidelines



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INTRO

14 Lincoln Place in Madison, NJ. Strategically located across from the Madison Train Station, this property offers direct access to Manhattan and is situated in the epicenter of downtown Madison, consistently ranked as one of the best places to live in the country. Saxum Real estate is planning a best-in-class mixed-use asset featuring upscale rental apartments and high-end retail.

VISION AND HISTORICAL SIGNIFICANCE

Saxum aims to transform 14 Lincoln Place into a premier mixed-use development. The Lincoln will seamlessly blend modern luxury with historic charm, creating a unique living and shopping experience that enhances the vibrant Madison community.

Previously an old movie theater, the building at 14 Lincoln Place holds a special place in Madison's history. The design pays homage to its cinematic past, incorporating elements that evoke a classic theater ambiance, while offering contemporary amenities.





The primary logo mark can be placed on any of the brand colors or on a background image, provided the background is not overly busy or distracting. This ensures the logo remains clear and visible in all applications. Please see page 9 for background image reference.





EVERYTHING
is YOURS



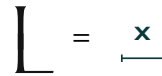


USAGE

Safe Space and Sizing - Main Mark

CLEAR SPACE

To maintain optimal visibility, ensure a minimum amount of clear space around the logo mark, free from text, symbols, other logos, and graphics. This clear space should be equal to the width of the monogram within the main mark.



SIZING

To uphold the integrity of the logo, the minimum size is 1.5 inches wide.





Do not distort the original proportions of the logo in any way.



Do not improperly scale the logo as it is unreadable.



Do not modify the size of any part of the logo.



Keep an adequate safe area around the logo.



Do not add or remove any elements of the logo.



Do not change the color of the logo in any way.



Can be displayed over image, unless it's a busy background.

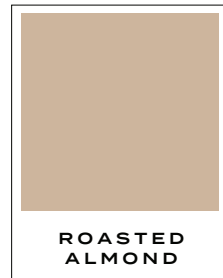


Do not rotate the logo.

THE LINCOLN IN MADISON



PMS: 7604 C
 RGB: 234, 230, 227
 CMYK: 7%, 7%, 8%, 0%
 HEX: #eae6e3



PMS: 7590 C
 RGB: 205, 182, 158
 CMYK: 20%, 27%, 38%, 0%
 HEX: #cdb69e



PMS: 7427 C
 RGB: 149, 29, 31
 CMYK: 0%, 81%, 79%, 42%
 HEX: #951d1f



PMS: Neutral Black C
 RGB: 23, 23, 23
 CMYK: 0%, 0%, 0%, 91%
 HEX: #171717



PMS: 5497 C
 RGB: 141, 156, 150
 CMYK: 10%, 0%, 4%, 39%
 HEX: #8d9c96



Example

Francie Serif

JOST MEDIUM

Francie Script

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim

Aa

Francie Serif - Regular

Header | Title Case | -20pt Tracking



Aa

Jost - Medium

Subheader | Upper Case | +280pt Tracking



Aa

Francie Script

Caption | Title Case | opt Tracking



Welcome to The Lincoln

Francie - Script
Title Header

Francie - Serif
Title Subheader

DISCOVER MODERN LIVING AT ITS FINEST

Jost- Medium
Subheader

At The Lincoln, we redefine urban living with contemporary design and unparalleled convenience. Our luxury apartments offer a perfect blend of style, comfort, and top-notch amenities, ensuring you feel right at home in the heart of the city.

About Us EXPERIENCE EXCEPTIONAL LIVING

Francie - Serif
Header

Located in the vibrant heart of Madison, NJ, The Lincoln provides easy access to the best dining, shopping, and entertainment options. Our community is designed to cater to your every need, offering a range of apartment layouts to suit your lifestyle.

Francie - Serif
Body Copy



14 Lincoln Place
Madison, NJ 07940
551-400-8653

Francie- Serif
Caption



