



# Upscale Loft Rebranding: 1 Lincoln Square



By: Nolan Goren



# Essence of the Brand

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With contracts signed in May, June, and July going down by 25%, data has shown that the market is stabilizing. During this, a real estate agent, Douglass Ellermans, and developers, Nexus, were planning to construct a building for the very wealthy with many home locations. A new eight-story building is being formed and built in Lincoln Square, Manhattan.

# Lincoln Square History

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Originally part of an area called San Juan Hill, Lincoln Square has a bit of history behind it. In the early 1900s, a tribe known as the Lenape people lived in Lincoln Square before the neighborhood was destroyed. After its demolition, the area was renovated with new living facilities and housing along with a modernized look. Since the last couple of decades, Lincoln Square has gone through many revamps and to this day, is a popular foundation for the arts and entertainment that leaves an impact on its visitors.

# Lincoln Square History (Part 2)

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The neighborhood contains plenty of cosmopolitan stores and dining options, as well as being near several areas, examples are Columbus Circle, Carnegie Hall, and Lincoln Center, which is very popular during the spring and summer. In addition, Lincoln Square has and is known for its many venues for live music and theater. It is also a very safe area; a neighborhood with one of the lowest rates of crime in Manhattan.

# Landmarks

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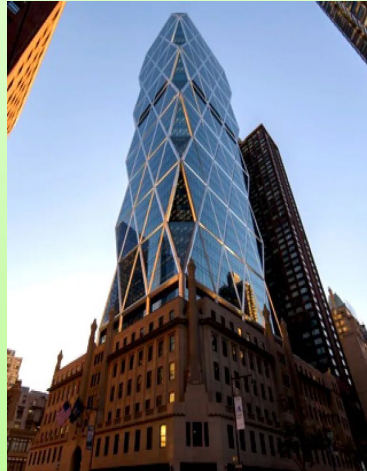
Time Warner Center - an 80-floor building with multiple amenities, including high-end boutiques, a wine cellar, and many luxurious decor

Metropolitan Opera House - a theater that opened in fall 1966 which showcases the untold stories of various people who made an impact on NYC's cultural life

Lincoln Center for the Performing Arts - a music, dance, and performing arts center with plenty of artists worldwide

# Moodboard

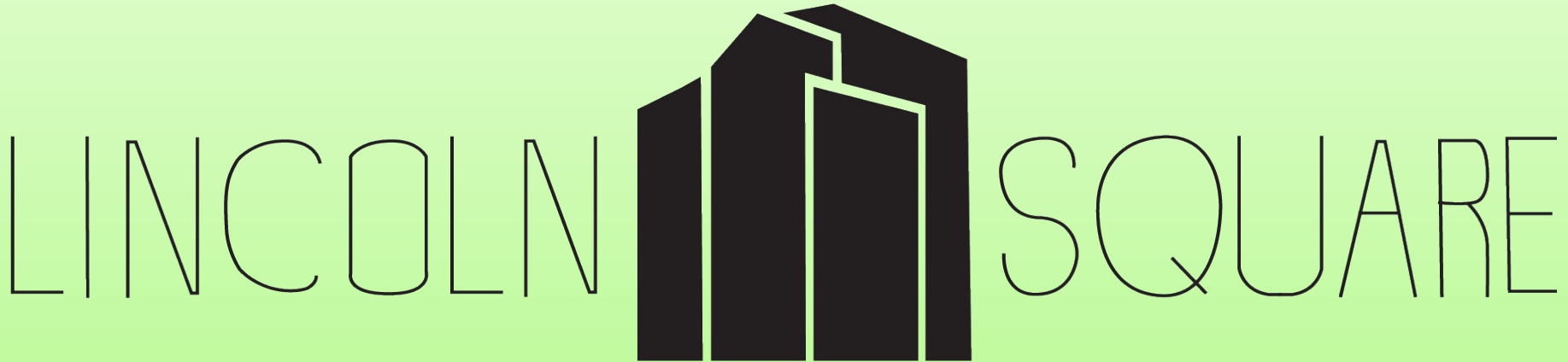
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# The Brand's Logo / Emblems

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- The logo is an abstract building with the words “Lincoln” and “Square” in between
- The emblem focuses on Lincoln Square’s emphasis on theatre and entertainment



# Typography / Font

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- Handwritten letters for the logo instead of a normal font
- Helvetica Neue for the slogan due to how light the font is





# Clear Space

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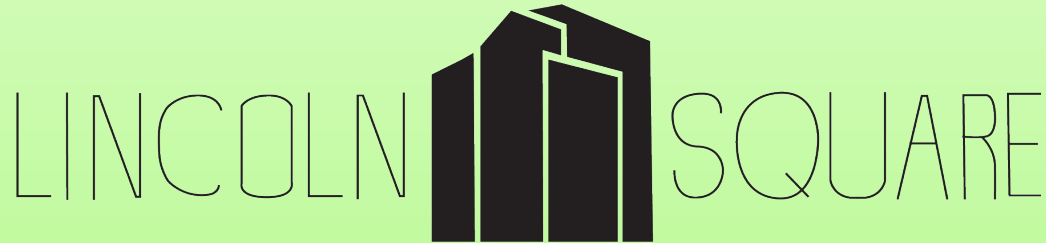


= space between logo / 33%  
space

# Logo Do's

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- Keep the design the same or have something very similar without changing it enough to keep the inspiration and backstory
- It can have many color variations
- Have the font remain the same



# Logo Do's (Part 2)

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- The open space and the positions of all the elements should remain the same
- Simplicity is the way to go

LINCOLN  SQUARE

LINCOLN  SQUARE

# Logo Don'ts

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- Do not add drop shadows or any fancy detail
- Avoid using a different font and italicizing, bolding, or underlining the logo
- Do not make different widths and lengths

LINCOLN  SQUARE

LINCOLN  SQUARE


LINCOLN  SQUARE

LINCOLN  
  
SQUARE

LINCOLN  SQUARE

# Color Palettes for Each Logo

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White: Hex #FFFFFF, RGB: 255, 255, 255, HSL: 0, 0, 100, CMYK: 0, 0, 0, 0	Light-Black: Hex #000000, RGB: 0, 0, 0, HSL: 0, 0, 0, CMYK: 100, 100, 100, 100	Green: Hex #17D400, RGB: 23, 212, 0, HSL: 113, 100, 42, CMYK: 89, 0, 100, 17	Light-Yellow: Hex #F8FF5F, RGB: 248, 255, 95, HSL: 63, 63, 69, CMYK: 3, 0, 63, 0
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# Web Page

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## LINCOLN SQUARE

- History
- Things to Do
- Popular Dining Options
- Music / Theater
- Nearby Hotels



# Advertisements

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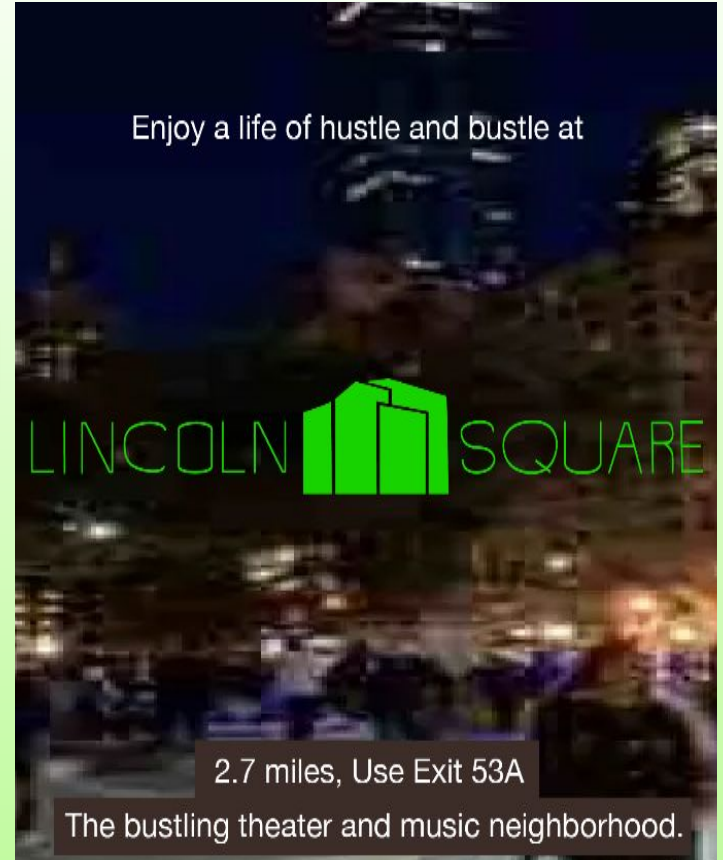
# Advertisements (Part 2)





# Mockups

Here are some outdoor signage examples for 1 Lincoln Square:



# Mockups (Part 2)

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Here are some more outdoor signage examples for 1 Lincoln Square:



# Works Cited

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