

ALTITUDE

Contents

Market Position	02
Concept & messaging	05
Logo & marks	13
Colors	18
Typography	21
Texture & pattern	24
Photography art direction	27
Brand in application	30
Resources	34

Market Position

Unique attributes and the neighborhood



Property introduction



Altitude is a transformative adaptive reuse development located in downtown Worcester, Massachusetts. The eleven-story tower reimagines an underutilized office building as 198 Class A apartments that bring modern, high-quality housing to the city's urban core. Positioned one block from Main Street, the building features a full suite of lifestyle amenities, including a rooftop deck with skyline views, pool, cold plunge, hot tub, fitness and business centers, lounges, and secure underground parking.

As the largest office-to-residential conversion in Massachusetts, Altitude is not only an architectural statement but a civic one, addressing Worcester's growing housing demand while contributing to downtown revitalization. Designed with elevated materials and a hospitality-driven spirit, it sets a new standard for apartment living in the city, blending warmth, sophistication, and authenticity.

Personas



The Urban Professional

In their early to mid 30s, Jordan is a life sciences or healthcare professional relocating to Worcester for career growth.

They value sophistication, design, and proximity to work and culture. They are active, social, and intentional about their environment. Their home is both a status symbol and a place to unwind after a driven day.



The Intentional Duo

In their late 30s to mid 40s, Noah and Claire are professionals who balance ambition with a thoughtful approach to life.

They are focused on their shared experiences and passions, and may be considering starting or growing a family in the future, but it is not their primary focus now. They want a home that combines design, comfort, and connection.



The Downsizer

In her late 40s to mid 50s, Evelyn is downsizing from a suburban home to embrace a more connected lifestyle.

She values comfort, privacy, and design but does not want to maintain a large property. For her, Altitude offers a chance to experience city living with the convenience and hospitality of a luxury hotel.

Concept & Messaging

Brand story and tone



Sophisticated
Elevated
Approachable
Hospitality-driven
Modern



Altitude is a landmark residence that reflects Worcester's ongoing transformation through contemporary design, thoughtful craftsmanship, and skyline views. Here, life is elevated with intention, offering a place to feel grounded, inspired, and proudly at home in the city's next chapter. Designed for those who seek genuine hospitality, Altitude delivers an experience shaped by quality and connection.

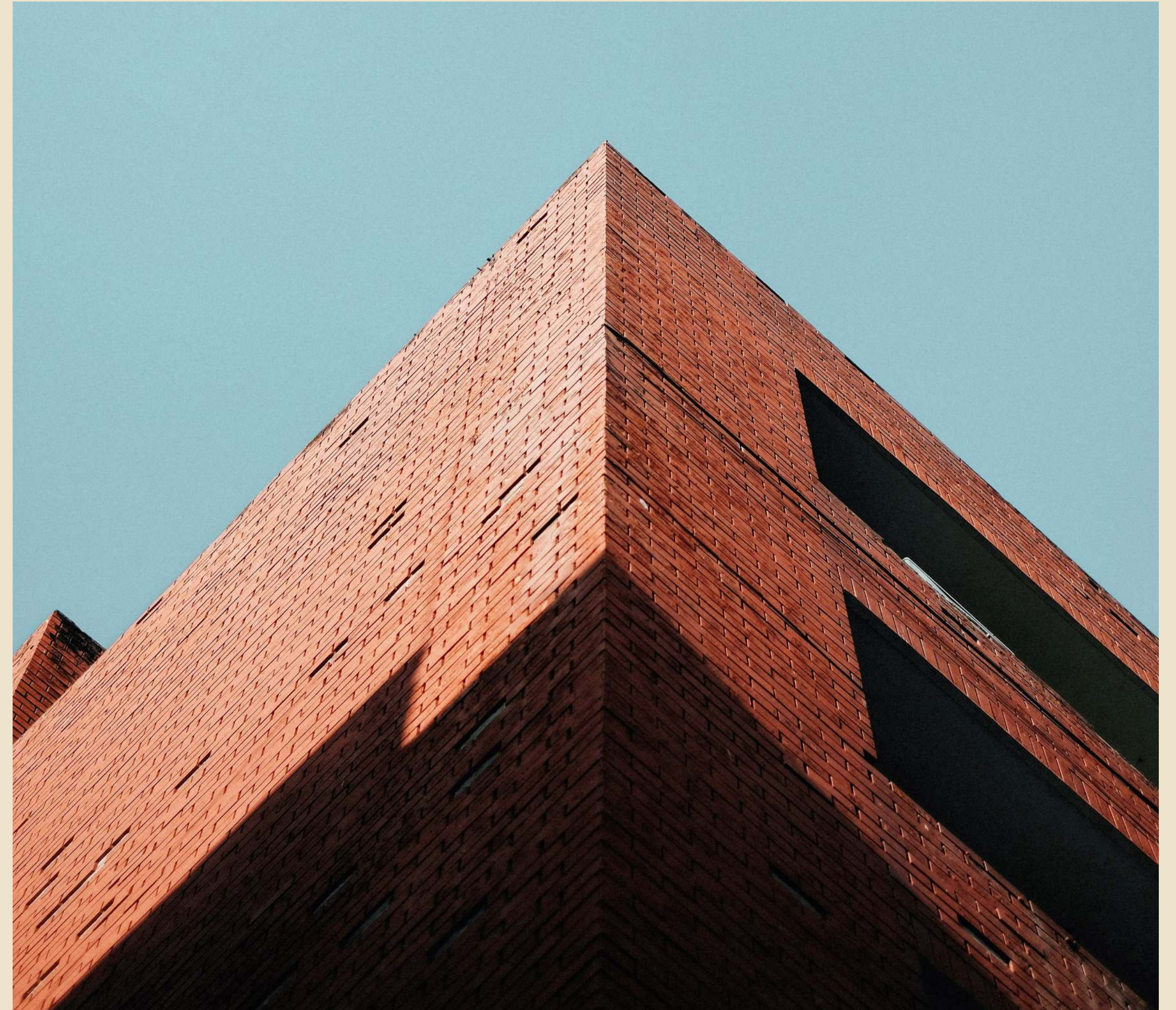
A New Standard of Living, in Worcester



Elevated Expectations



At the Apex of Worcester Lifestyle



Designed to be
Exceptional



An Address Rising Above the Ordinary



Logos & Marks

Brand monikers



Primary wordmark

To be used most often, as it serves as the predominant brand mark and identifier.

ALTITUDE

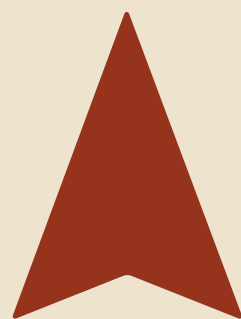
Secondary wordmark

To be used often as a brand
mark identifying the city

ALTITUDE
WORCESTER

Supporting marks

These are secondary marks to be used when brand awareness or identity is already established, or as a decorative element



Amenity space submark

This mark can be used to identify an amenity space named “The Nell”

THE
NELL

Colors

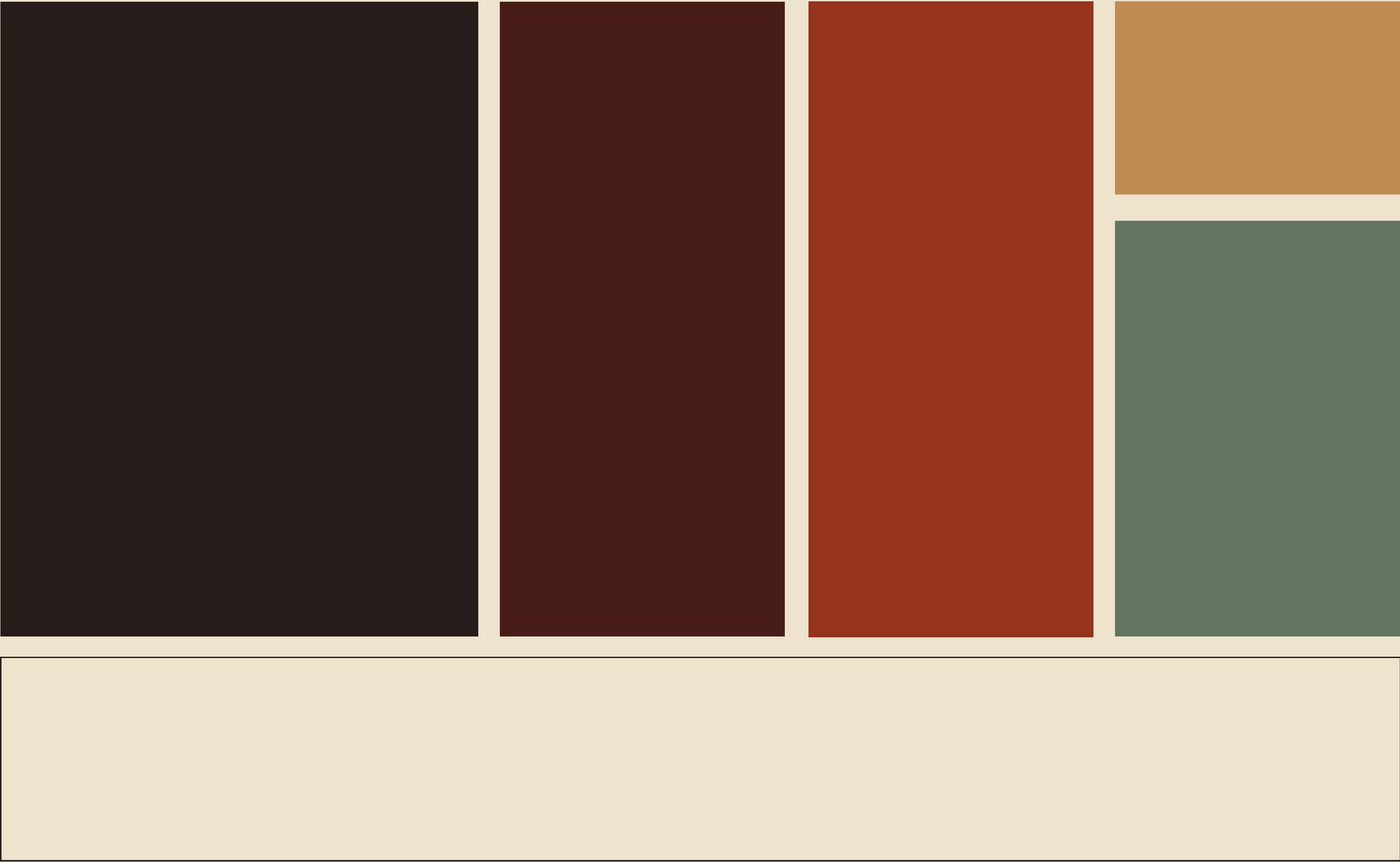
Color palette and hierarchy



Color palette

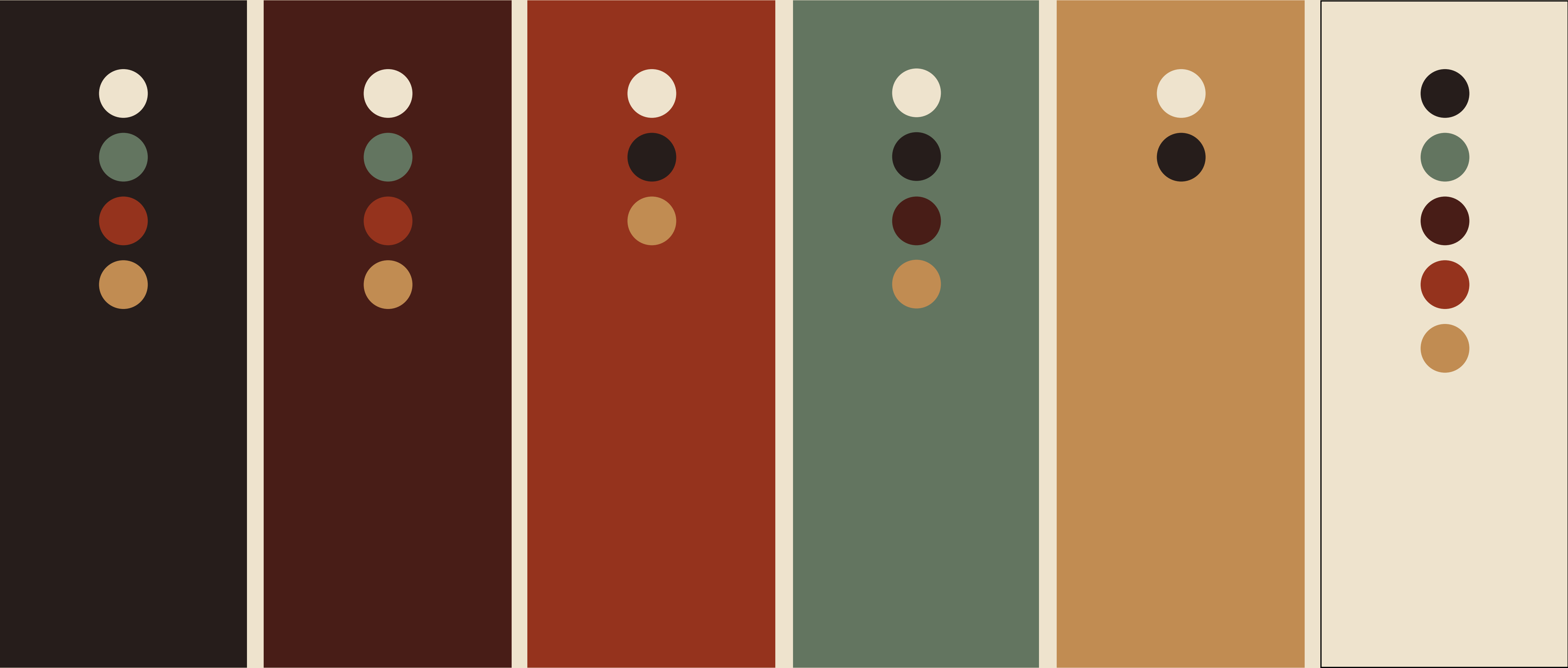
Rich maroon and brick red anchor the brand, while
accent colors bring in hospitality and warmth

Ebony	Maroon
RGB: 38, 30, 28	RGB: 72, 30, 24
HEX: #261E1C	HEX: #481E18
CMYK: 66, 68, 67, 75	CMYK: 44, 80, 77, 66
PMS: Black 4 C	PMS: 7631 C
Brick	Golden
RGB: 150, 52, 30	RGB: 193, 140, 83
HEX: #96341E	HEX: #C18C53
CMYK: 27, 89, 100, 24	CMYK: 23, 46, 77, 3
PMS: 484 C	PMS: 873 C (metallic)
Sage	Cream
RGB: 100, 118, 97	RGB: 239, 228, 206
HEX: #647661	HEX: #EFE4CE
CMYK: 62, 39, 63, 17	CMYK: 6, 8, 19, 0
PMS: 5615 C	



Color usage

Proper color use is important to maintain a consistent brand.
The below exemplifies brand-approved color combinations.



Typography

Font family, alternatives, and hierarchy



Brand fonts

SuperBlue

Available on Adobe Fonts:
fonts.adobe.com/fonts/SuperBlue

Figtree

Available on Google Fonts:
fonts.adobe.com/fonts/Figtree

SuperBlue light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Figtree medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Figtree regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Type pairings

Primary headline

SuperBlue | Bold
Font Size: 120pt | Leading: 100%
Tracking: 0 | Sentence case

Secondary headline

Figtree | Bold
Font Size: 36pt | Leading: 120%
Tracking: 2px | All Caps

Body

Figtree | Regular
Font Size: 32pt | Leading: 140%
Tracking: 0.5 | All Caps

Elevated
Expectations

Altitude brings a new level of design intention to the heart of Worcester

Lorem ipsum odor amet, consectetuer adipiscing elit. Velit interdumi nceptos varius, dui ipsum tempor ex pharetra feugiat. Ridiculus lorem etaenean consequat non mauris interdum. Morbi nam amet rhoncus.

Aenean molestie rutrum fusce dolor metus sociosque nostra conubia. Montes lacus ociosque proin, nulla tempor proin dapibus.

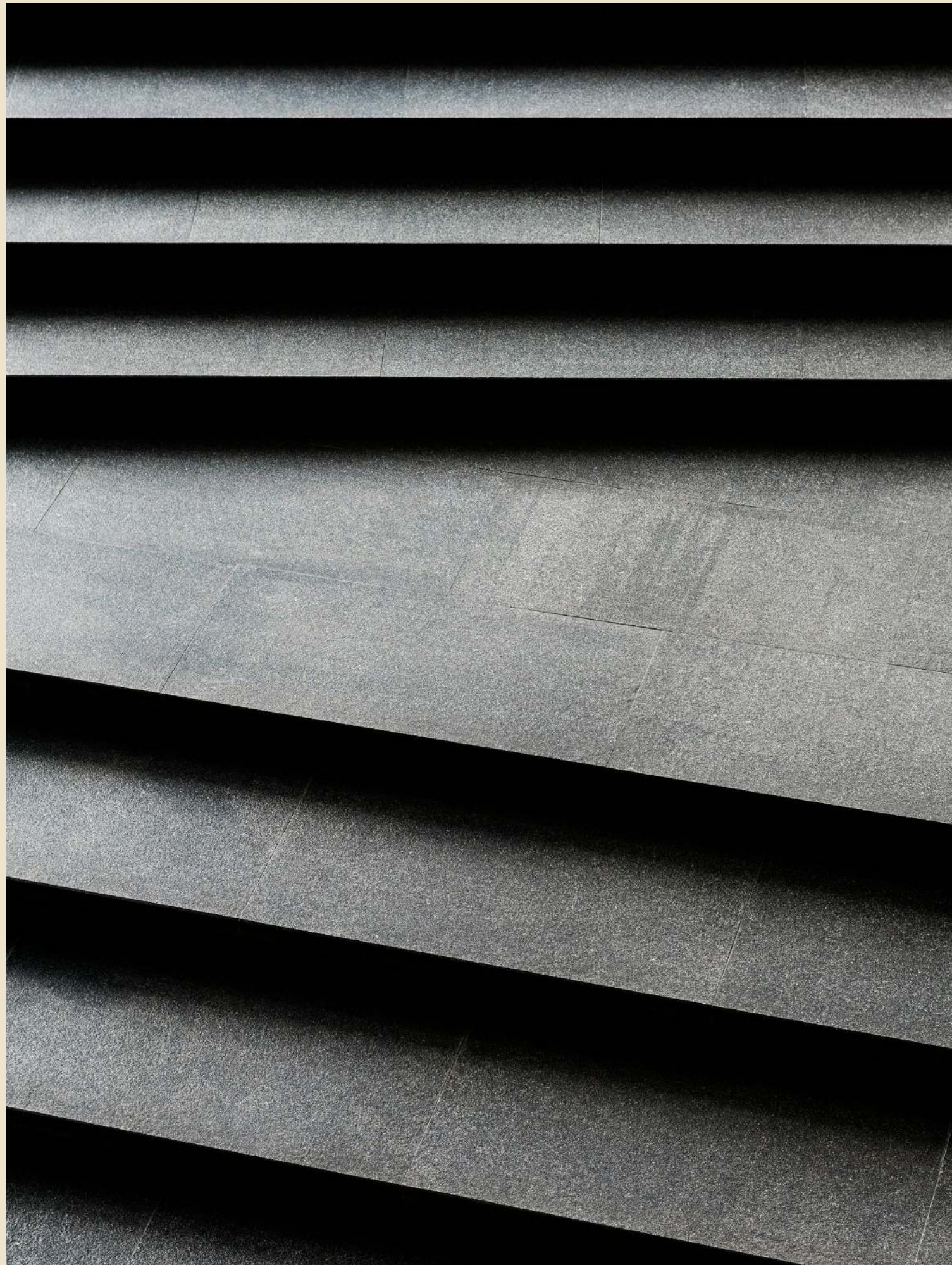
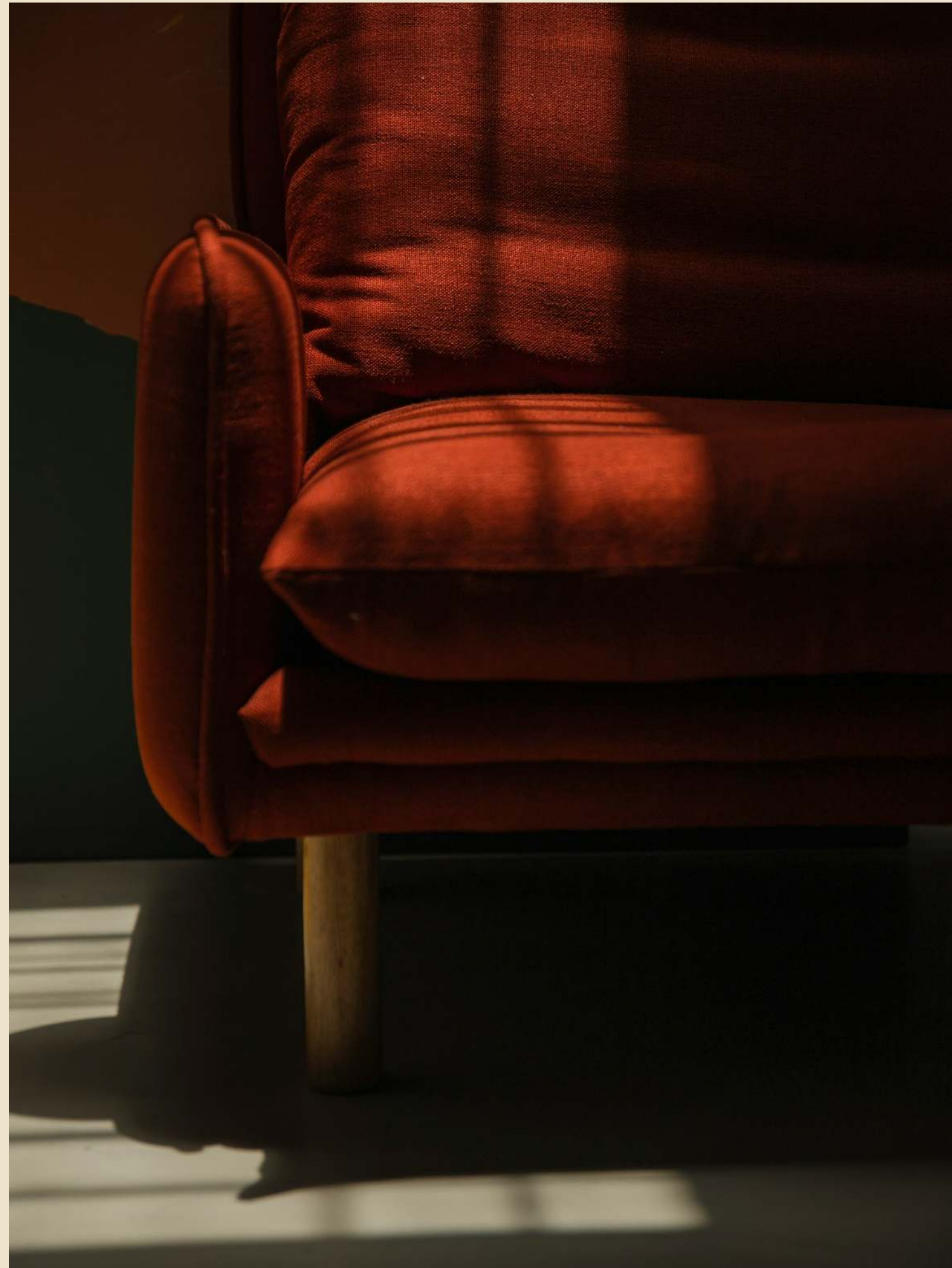
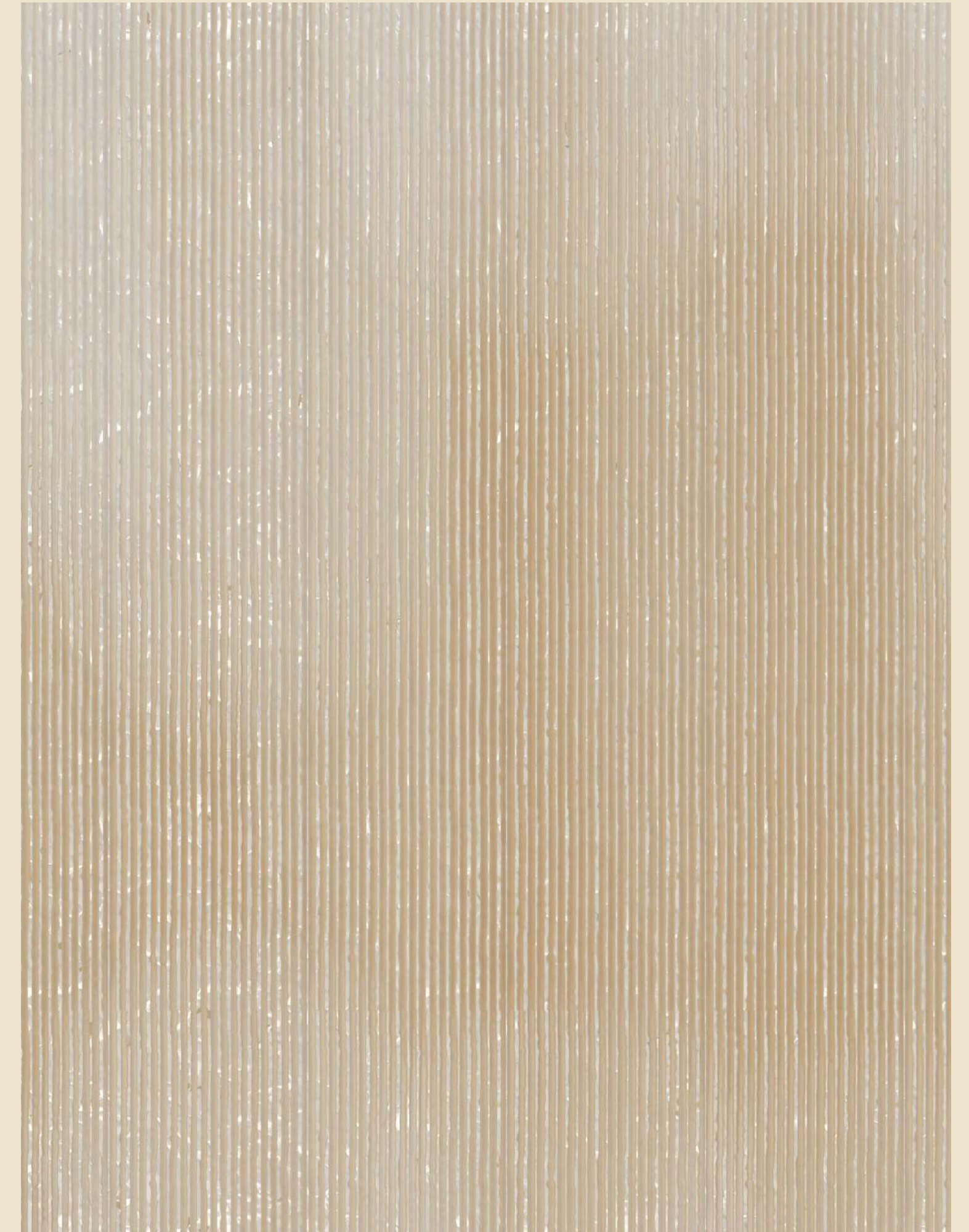
Texture & Pattern

Supportive brand elements



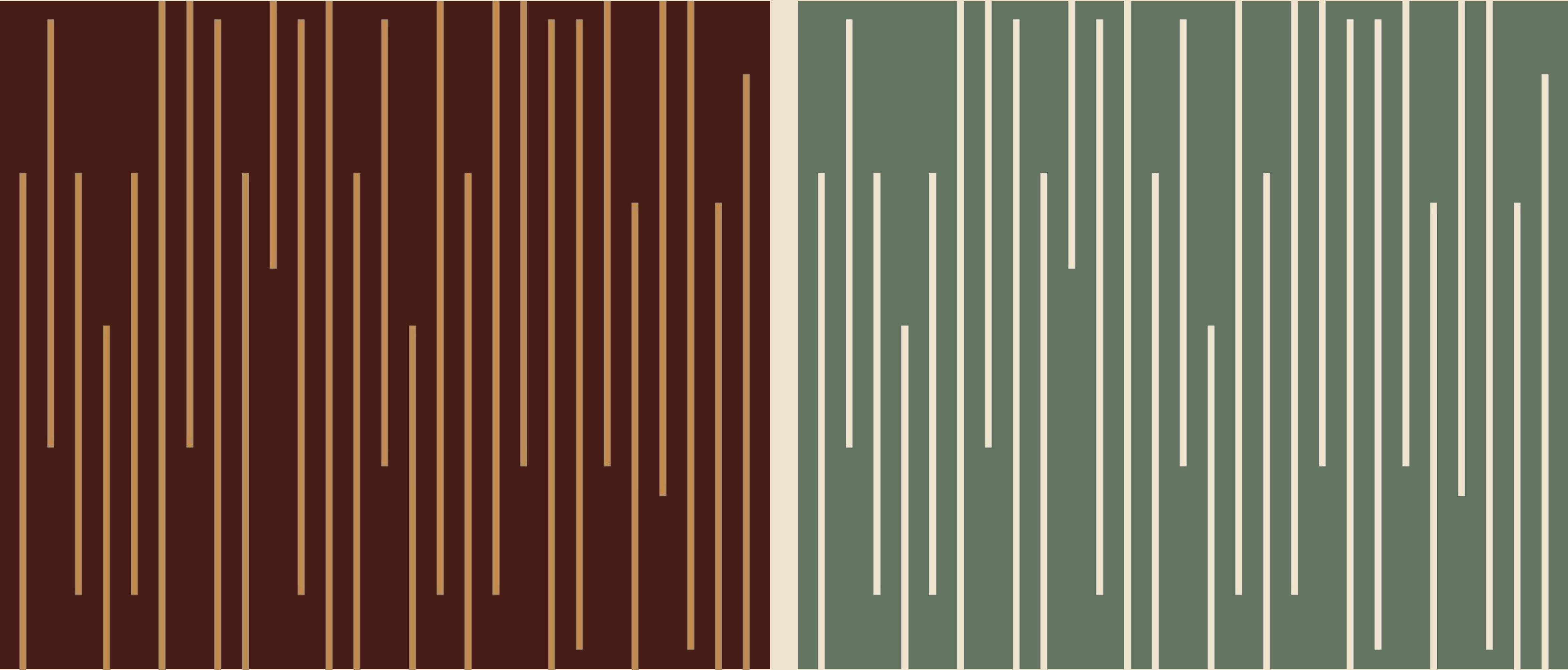
Textures

Abstracted photographs of finishes and textures
can be used as a graphic element



Pattern

Inspired by architectural design, this pattern creates a sense of vertical movement and energy



Photography

Art direction and mood



Photography art direction

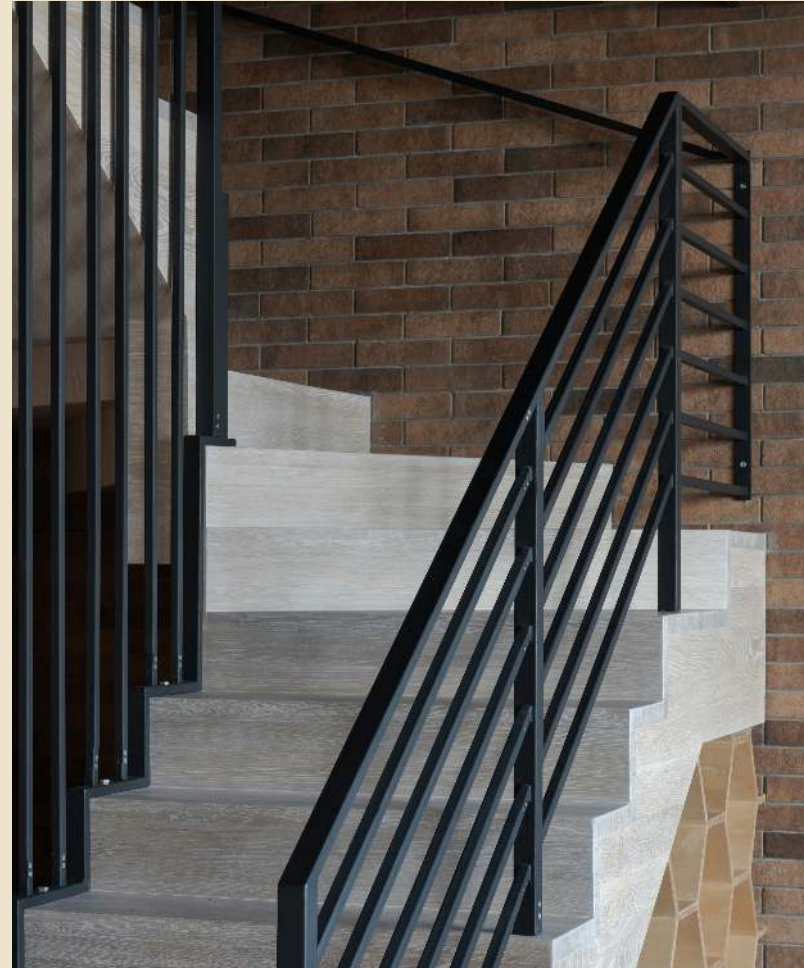
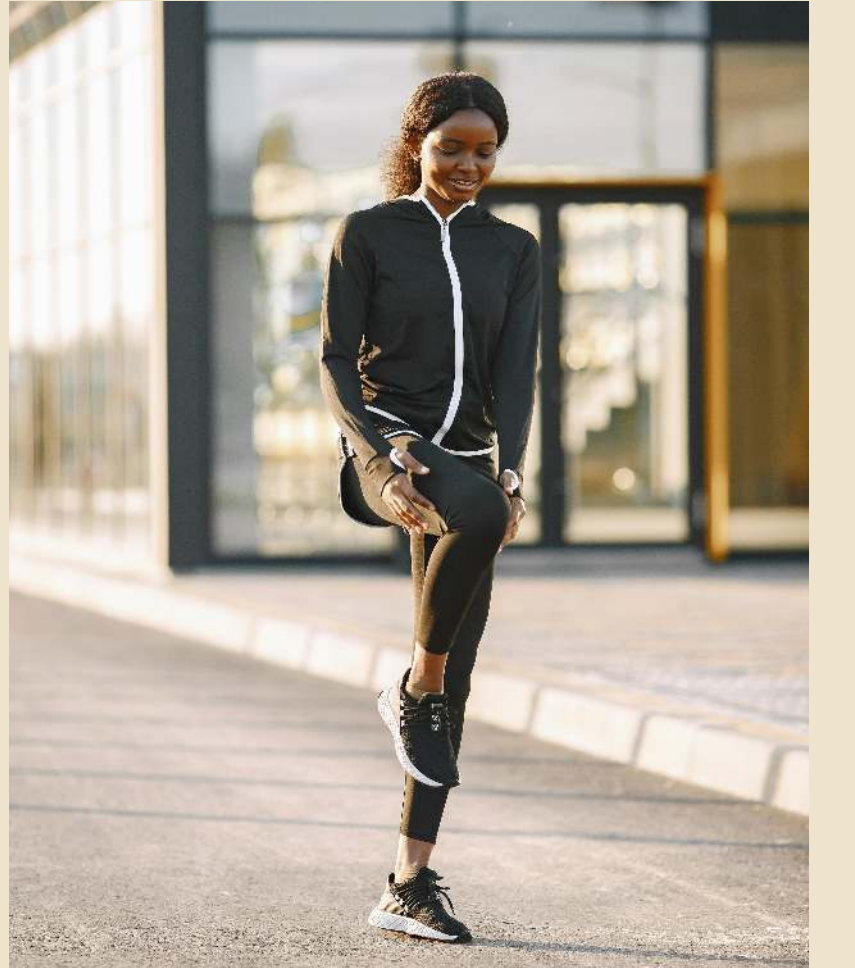


The photography for Altitude balances between beautiful architectural shots and moments of everyday life. It reflects a refined urban lifestyle shaped by calm confidence amidst contemporary city energy.

The images capture candid moments with thoughtful framing and natural light. Architecture and interiors take visual priority, highlighting strong lines, materiality, and craftsmanship. Photos with people feel natural and understated, capturing warm moments that feel genuine and peaceful.

Worcester is expressed subtly through texture, atmosphere, and skyline fragments rather than literal landmarks.

Altitude's photography reinforces a sense of quality, authenticity, and quiet confidence.



Brand Application

The brand applied



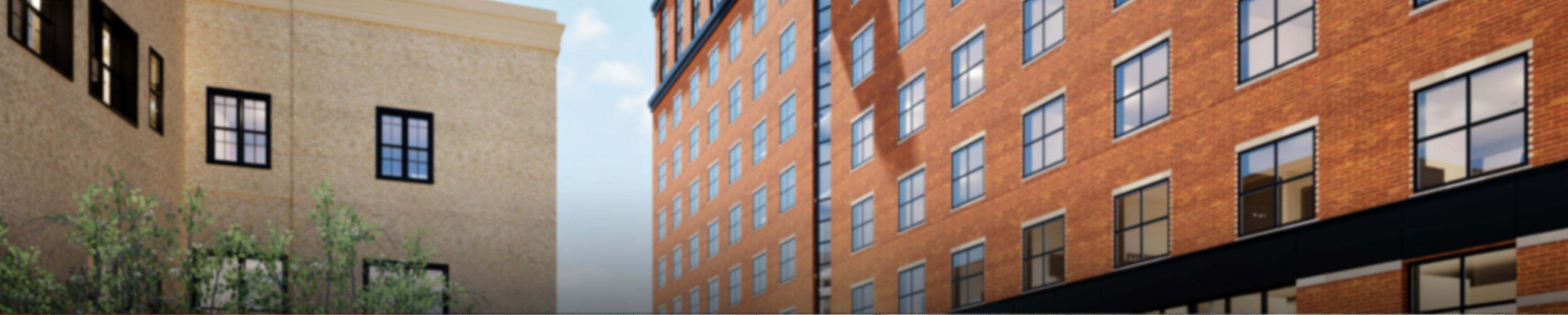


Elevated Living in the Heart of Downtown Worcester

Altitudes brings a new level of design intention to the heart of Worcester — a city known for reaching higher. Inside this transformed 11-story landmark, studio, one, and two-bedroom apartments are shaped by refined materials, warm texture, and a hospitality-inspired approach that feels far beyond what's expected.

Brick, brass, and clean geometry come together with purposeful amenities and interiors designed for how you actually live. Here, elevated grit becomes everyday comfort, and the same spirit that reached from Worcester to infinity now defines what comes next in downtown living.

Get on the List



Leasing
April 2026



altitudeworcester.com



ALTITUDE



Studios,
1 & 2 Beds

Rooftop deck & lounge

Custom closets

Thoughtful built-in WFH spaces

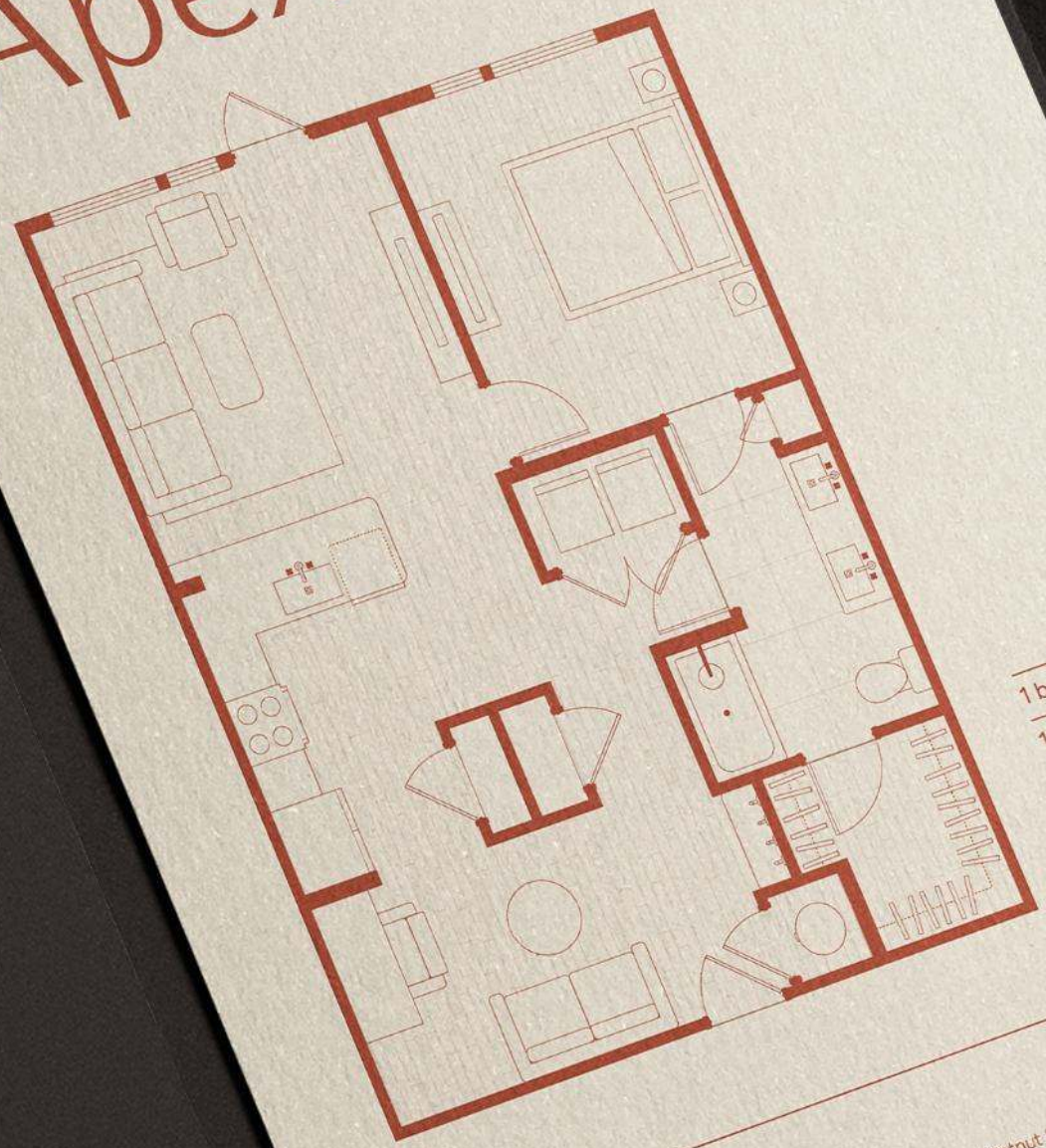


A New
Standard
of Living

altitudeworcester.com



Apex



1 bed + 1 bath
1,114 sq ft

Lorem ipsum dolor
sit amet adiscing
seta meiton loara
etan ipsaka onqe

8 Chestnut Street
Worcester, MA 01608
124.456.7891
altitudeworcester.com

ALTITUDE

A New Standard of Living

ALTITUDE

- Rooftop deck & lounge
- Custom closets
- Thoughtful built-in WFH spaces
- Lorem ipsum dolor sit amet
- Dolor ipsum lorem
- Lorem amet dolor amet



Resources



Resources

Authentic Form
& Function

Partners: Chris Arnold and Bryant Hughes
Operations Director: Christine Mulvey

bryant@authenticff.com
chris@authenticff.com
christine@authenticff.com

Design

Adobe Typekit
Creative Market
Unsplash+



Built with Authentic