

2.7.25

V3

517
WEST
29TH

CAMILLE MURPHY

PREPARED FOR

LIVING
NEW YORK

BRAND TARGET

Tech sector, young
professionals, International

COLOR

Proposed Color Usage Percentage



White

#FFFFFF

Black

#000000

Slate

#696C71

Glacier

#F8F7F7

Deep Royal Blue

#212B7E

LOGO

Logo System Avenir Book

517
WEST
29TH

517 WEST 29TH

Primary Logo

Alternate for horizontal usage

TYPOGRAPHY

Headline

Avenir Book

60 pt

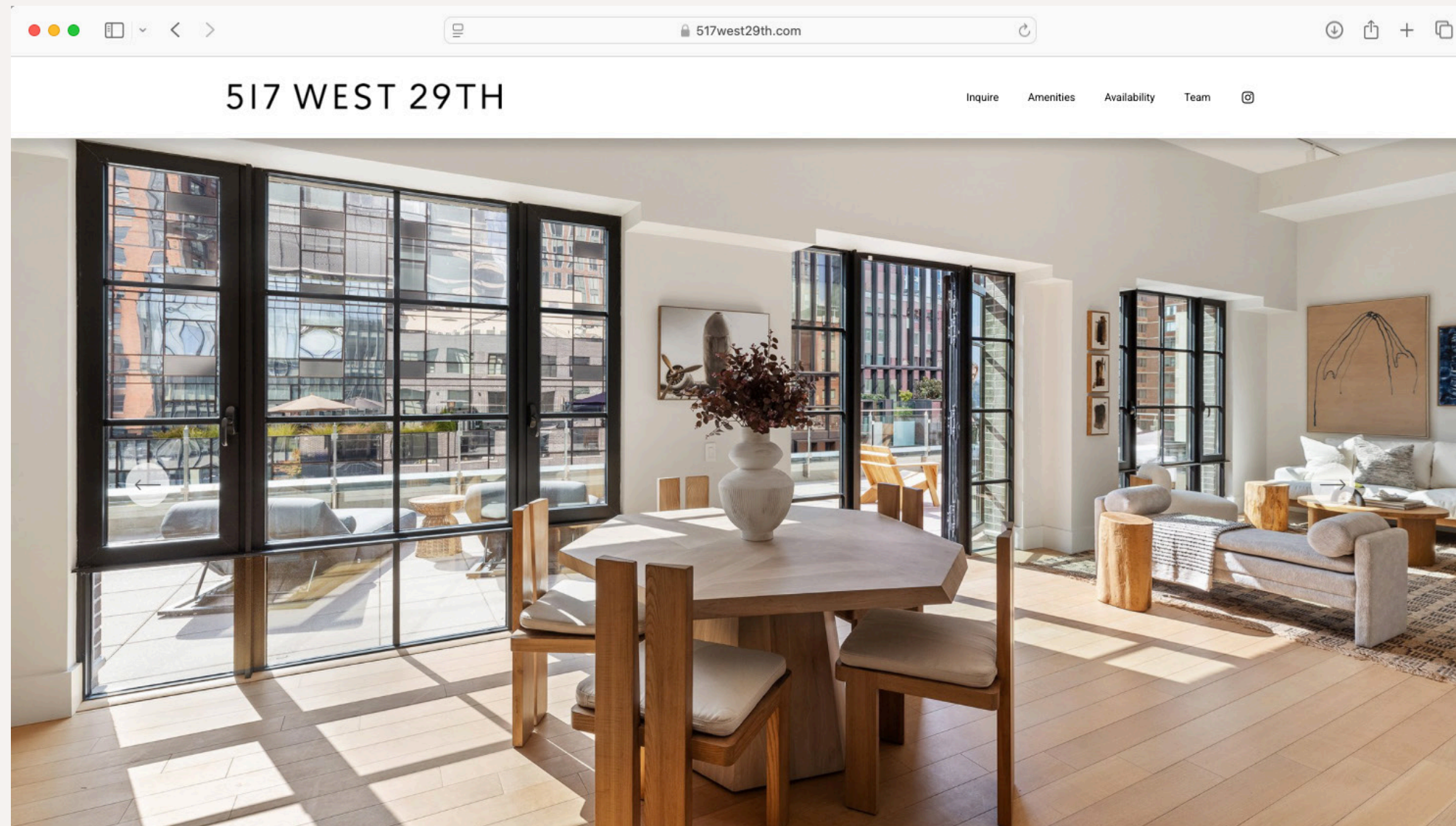
SUBTITLES

Welcome to 517 West 29th Street, where the Hudson meets the Highline in West Chelsea. Designed by Ben Hansen, our condominiums feature stunning architecture, high-end finishes, and spacious layouts. Enjoy views of the Hudson River and Highline Park with exclusive amenities including fitness center, rooftop terrace, and 24-hour doorman. Experience the ideal blend of luxury and location—your dream home awaits.

15 pt, ALL CAPS, +50 Open Track

10 pt/13 leading

WEBSITE



DOMAIN NAMES

Demo:

VIEW: www.517West29TH.com

PW: LivingNY

Alternate Purchased Domains:

www.517west29thresidences.com

www.517west29thstreet.com

www.517west29thst.com

www.hxhresidences.com

www.hudsonhighline.com

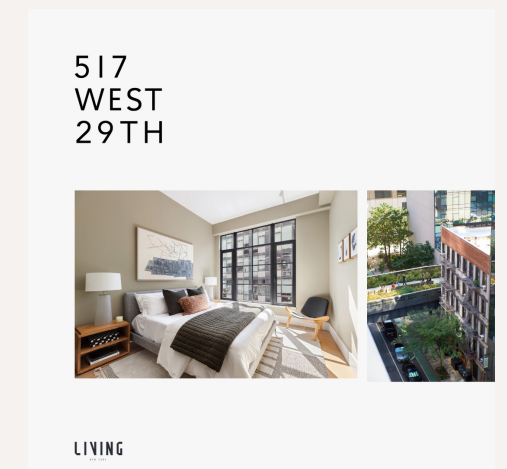
IMAGERY STYLE

08



DESIGN

SOCIAL GRAPHICS



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THANK YOU

DESIGN

CAMILLE MURPHY