

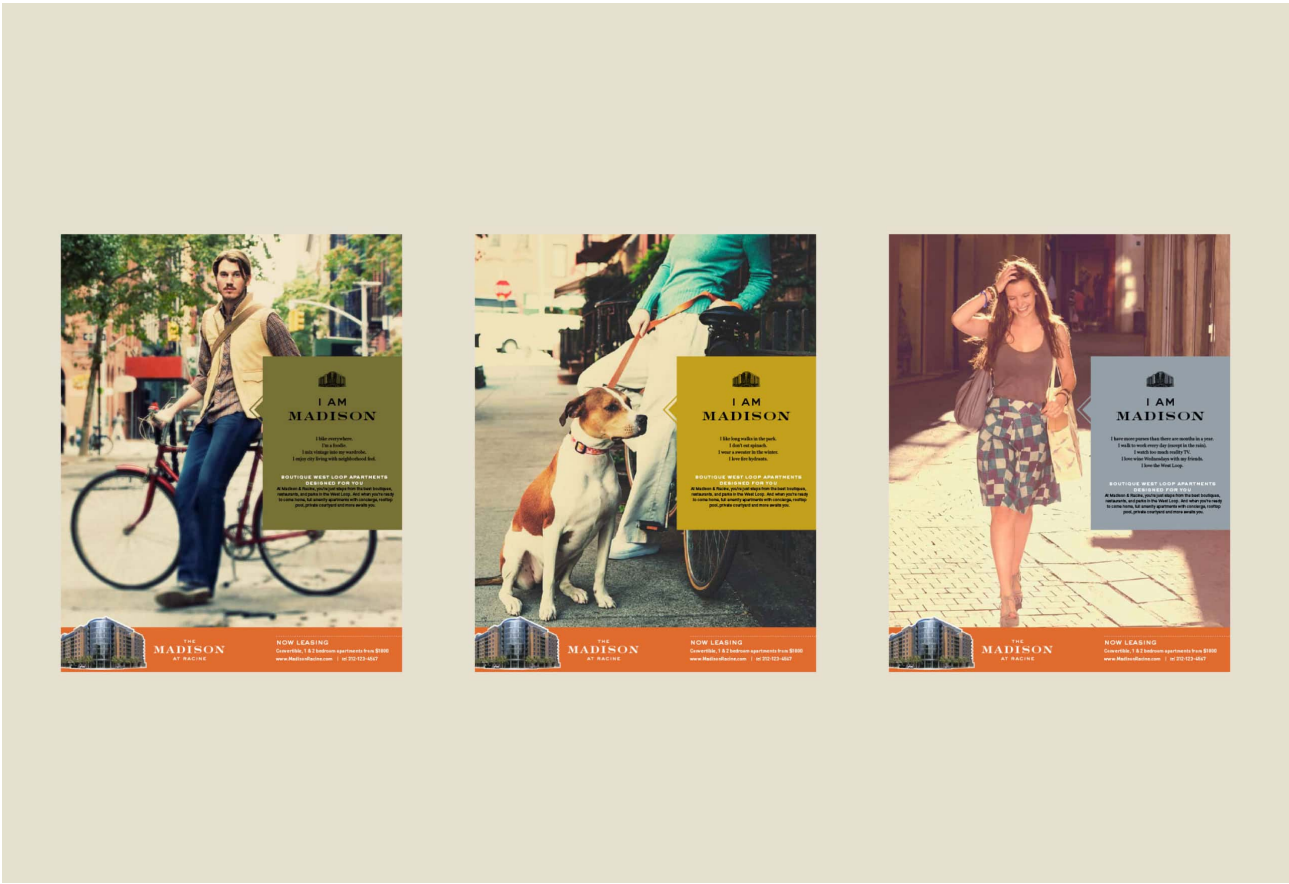
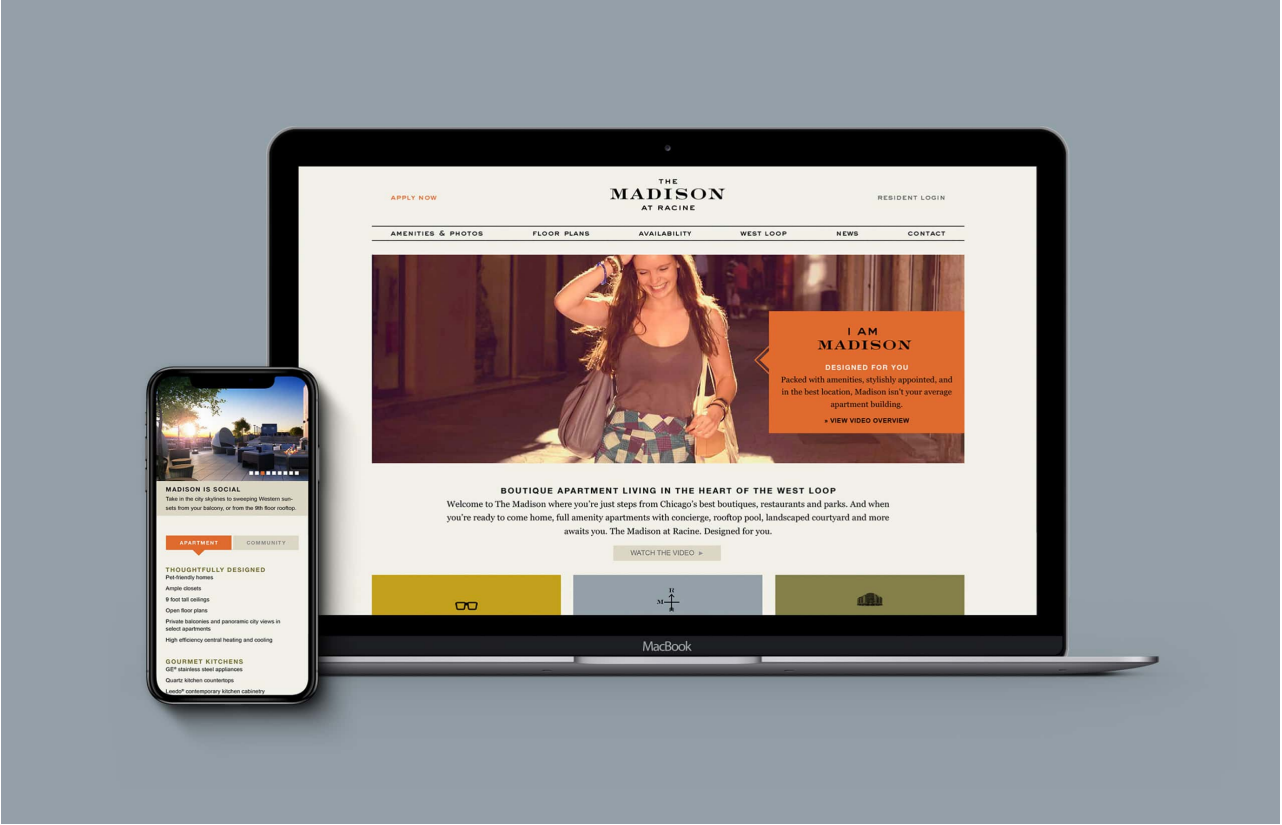
upshift

Madison at Racine  
Apartments  
Chicago, IL

A hip, polished  
brand for The  
Madison in  
Chicago's West  
Loop

**OBJECTIVE**  
The Madison needed a modern, authentic brand to appeal to young, professional, and style-conscious residents in the West Loop.

**SOLUTION**  
UpShift developed a unique brand identity that set The Madison apart by reflecting the urban, timber loft aesthetic of the area and personifying the building through the lives of its residents.





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**Madison at Racine  
Apartments**

Chicago, IL

Logo

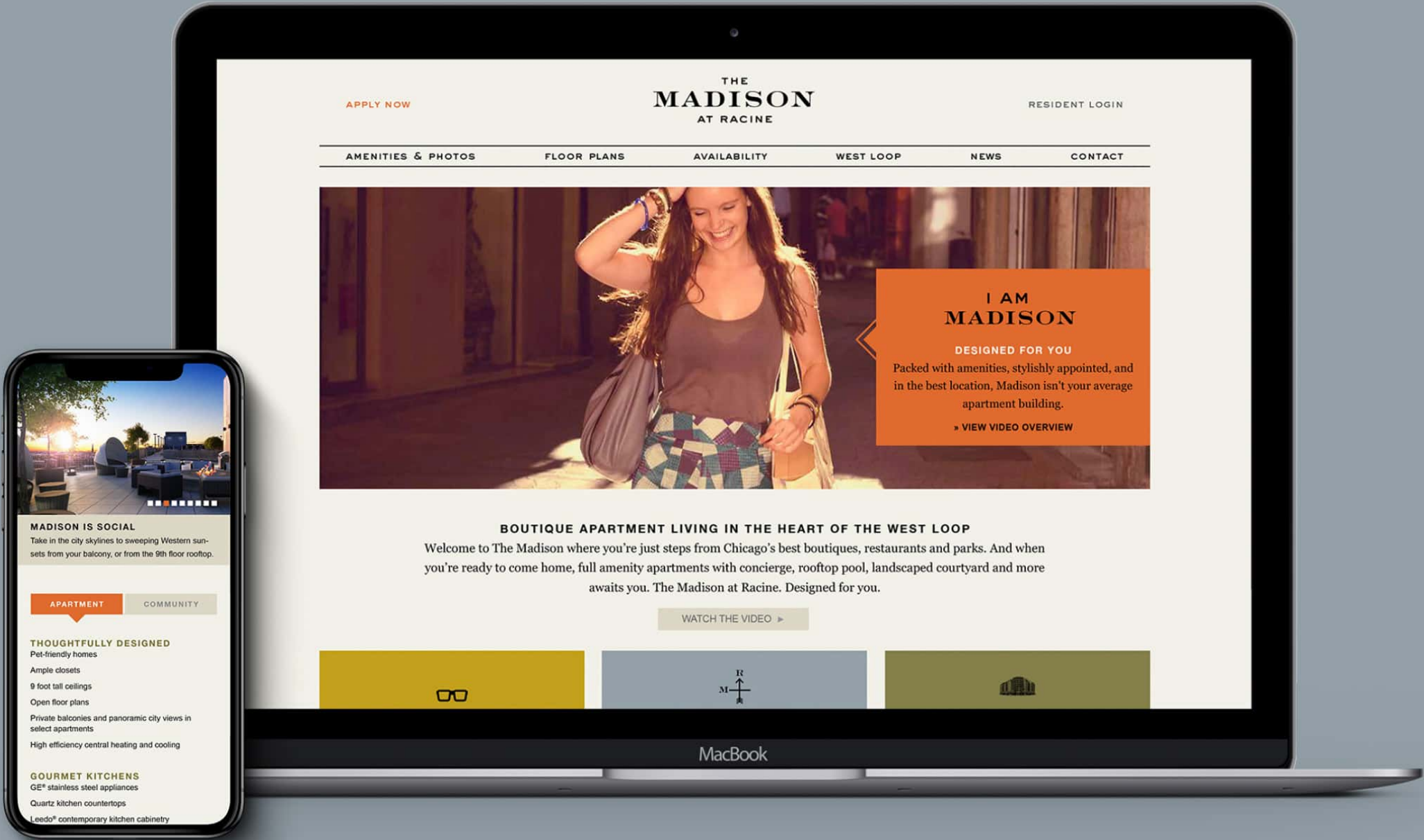




Madison at Racine  
Apartments

Chicago, IL

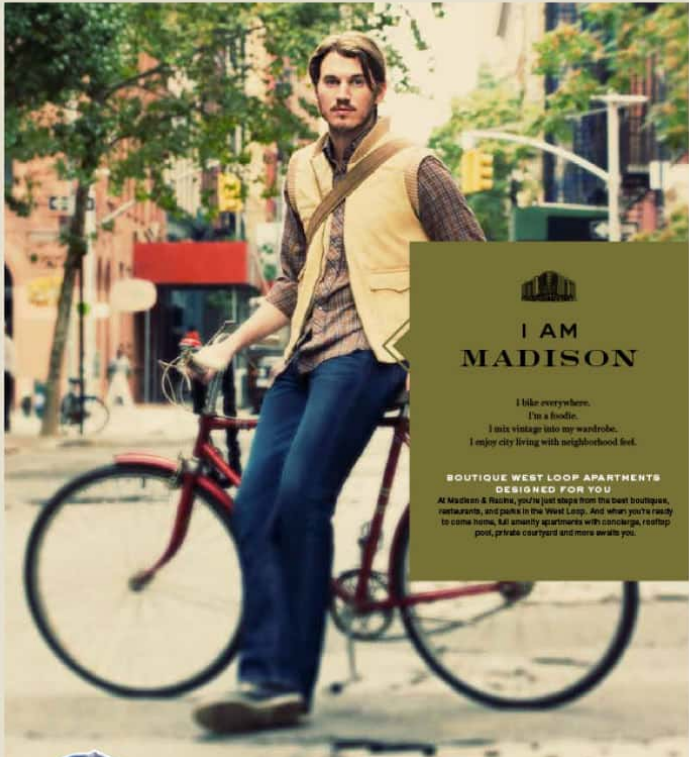
Website



Madison at Racine  
Apartments

Chicago, IL

Flyer





**I AM  
MADISON**

I like everywhere.  
I'm a foodie.  
I mix vintage into my wardrobe.  
I enjoy city living with neighborhood feel.

**BOUTIQUE WEST LOOP APARTMENTS  
DESIGNED FOR YOU**

At Madison & Racine, you're just steps from the best boutiques,  
restaurants, and parks in the West Loop. And when you're ready  
to come home, let amenity apartments with concierge, rooftop  
pool, private courtyard and more awaits you.



THE  
**MADISON**  
AT RACINE

**NOW LEASING**  
Convertible, 1 & 2 bedroom apartments from \$1800  
[www.MadisonRacine.com](http://www.MadisonRacine.com) | tel 312-123-4567





**I AM  
MADISON**

I like long walks in the park.  
I don't eat spinach.  
I wear a sweater in the winter.  
I love fire hydrants.

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**I AM  
MADISON**

I have more purses than there are months in a year.  
I walk to work every day (except in the rain).  
I watch too much reality TV.  
I love wine Wednesdays with my friends.  
I love the West Loop.

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**Madison at Racine  
Apartments**

Chicago, IL

Pocket Folder



**Madison at Racine  
Apartments**

Chicago, IL

Brochure





**Madison at Racine  
Apartments**

Chicago, IL

Business Cards





Madison at Racine  
Apartments

Chicago, IL

Business Cards

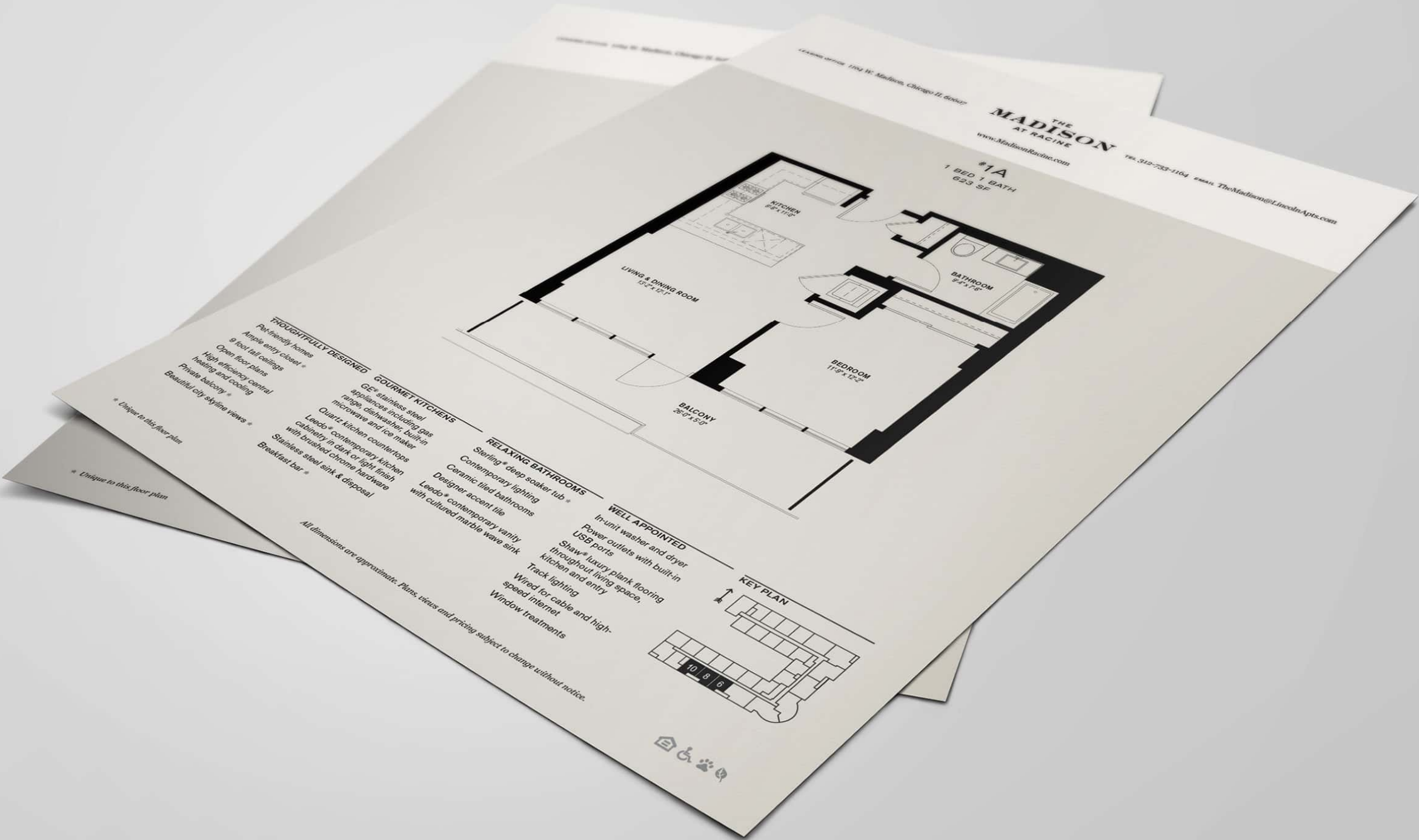




Madison at Racine  
Apartments

Chicago, IL

Floor Plan Sheets





upshift

**Madison at Racine  
Apartments**

Chicago, IL

Postcard





**I AM  
MADISON**

I love the West Loop neighborhood  
Love all the building amenities  
And love coming home to a stylish apartment

**BOUTIQUE WEST LOOP APARTMENTS  
DESIGNED FOR YOU**



**THE  
MADISON  
AT RACINE**

**OPENING SEPTEMBER 2014**

Convertible, 1 & 2 bedroom apartments  
[www.MadisonRacine.com](http://www.MadisonRacine.com) | TEL 312-733-1164