

upshift

Mid-America Real Estate Group

Professional brand refresh for a commercial real estate powerhouse

**OBJECTIVE**  
Mid-America Real Estate Group needed to freshen their brand image to project a modern and professional brand image.

**SOLUTION**  
UpShift updated the brand identity guidelines after creating a refreshed and cohesive brand image. We used their logo mainly as-is, and then built a system of colors, fonts, and graphics around it. We also created about 30 different templates, including signage, presentations, stationery kit, web mockups, and property marketing.



Mid-America Real Estate Group

Overview



MID-AMERICA®

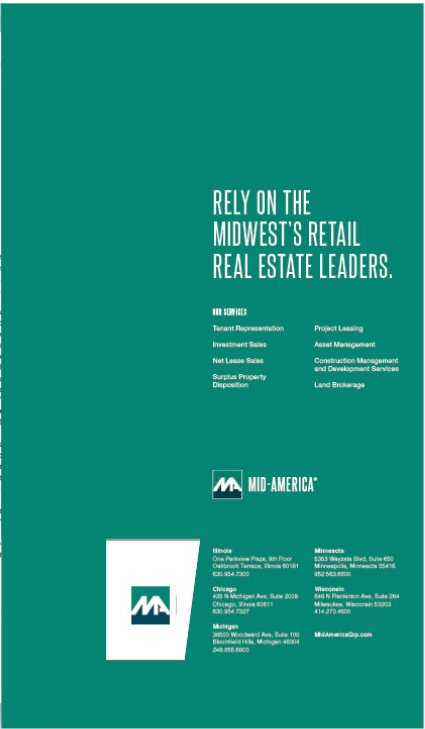
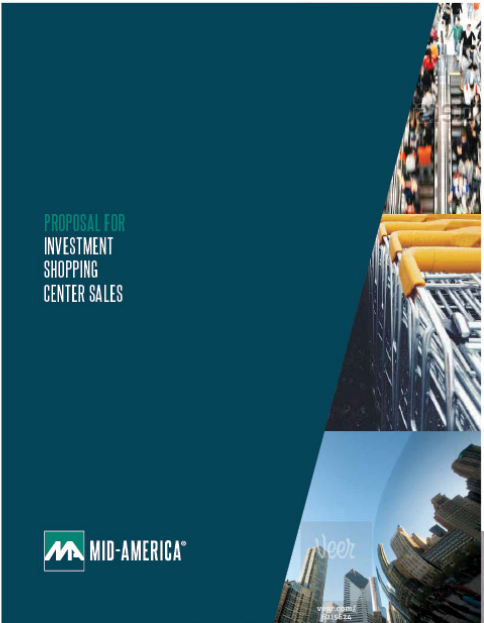


Jeff Kuchman, CCIM  
Principal | Director Tenant Brokerage  
t: 630.954.7331 / f: 630.954.7302  
kuch@midamericagr.com

**MID-AMERICA®**  
Mid-America Real Estate Corporation  
Tribune Tower  
435 N Michigan Ave, Suite 2009  
Chicago, IL 60611  
MidAmericaGrp.com

THE MIDWEST'S RETAIL  
REAL ESTATE LEADERS

Tenant Representation /  
Investment Sales / Net Lease  
Sales / Surplus Property  
Disposition / Project Leasing /  
Asset Management / Construction  
Management & Development  
Services / Land Brokerage



upshift

Mid-America Real Estate  
Group

Logo Refresh



MID-AMERICA®







**Jeff Kuchman, CCIM**  
Principal | Director Tenant Brokerage  
t: 630.954.7331 / f: 630.954.7302  
kuch@midamericagr.com

**MID-AMERICA<sup>®</sup>**  
**Mid-America Real Estate Corporation**  
Tribune Tower  
435 N Michigan Ave, Suite 2009  
Chicago, IL 60611  
MidAmericaGrp.com

**THE MIDWEST'S RETAIL  
REAL ESTATE LEADERS**  
Tenant Representation /  
Investment Sales / Net Lease  
Sales / Surplus Property  
Disposition / Project Leasing /  
Asset Management / Construction  
Management & Development  
Services / Land Brokerage

PROPOSAL FOR  
INVESTMENT  
SHOPPING  
CENTER SALES



upshift

**Mid-America Real Estate  
Group**

Presentation Materials

**TEAM STRENGTH.  
OUR TALENT AND  
EXPERIENCE ARE YOUR  
COMPETITIVE EDGE.**

With one of the highest retention rates among real estate companies, we pride ourselves on the consistency of our team. Our talented team members work collaboratively to ensure client success.





**MIDWEST VALUES  
AND GLOBAL  
PERSPECTIVES.**

With over 30 years of diverse experience and thousands of deals completed, Mid-America is the Midwest's leading retail real estate service provider with an unmatched platform and a paramount track record. This depth of knowledge has propelled Mid-America to become the logical choice for retail real estate services in the Midwest.

OVERVIEW

WHY MID-AMERICA?

RETAIL ONLY.

Our laser focus yields better results. At Mid-America, our focus on specialization gives us clarity of purpose and purity of execution. We endeavor to be the market experts in every discipline of retail real estate.

CLIENT DRIVEN.

Your success is our mission. Where others see retail challenges, we see opportunity. Utilizing unparalleled service and in depth market information, we cultivate long-term relationships that generate results.

MIDWEST VALUES AND  
GLOBAL PERSPECTIVES.

With over 30 years of diverse experience and thousands of deals completed, Mid-America is the Midwest's leading retail real estate service provider with an unmatched platform and a paramount track record. This depth of knowledge has propelled Mid-America to become the logical choice for retail real estate services in the Midwest.

TEAM STRENGTH.

Our talent and experience are your competitive edge. With one of the highest retention rates among real estate companies, we pride ourselves on the consistency of our team. Our talented team members work collaboratively to ensure client success.



why mid-america



16

section name

CASE STUDY

Name of Property Here  
City Name, State

CHALLENGE

Aeptas dolore, aut facestotae. Bis vel mo vulum harcient rat pere solendebist, optaepr ectati alita abo. Nam, ni am fugiti dolectest eati commodi santemo lendamusa quam fugiae dolorum fugiant id maximil luptatqui doluptatem cornihi liberuntunt doluptas sum nus excessit aut peria ipit ut pos re con et, sime non consequi

RESULTS

Aeptas dolore, aut facestotae. Bis vel mo vulum harcient rat pere solendebist, optaepr ectati alita abo. Nam, ni am fugiti dolectest eati commodi santemo lendamusa quam fugiae dolorum fugiant id maximil luptaidenti anis dollate et is aut officillupit ad et quame nossus ratis perum aut fugiat conecepel il et porenam as magnatibus quae sit volluptus num, odipsant qui aut auda nimusanOlupta nem latio idunt atemoluptiam faci doluptaepel illacer uptinction rae. Uptasit a nus sundend itiuuste nus explaboris estempe liquatur audigendi od eicitatiis dolupta tiatin conse restias picis evelitio to vereprecabo. Nam, ium excest quaecabore arum iderupitis sus asitatur?



Some Caption Dolorum hari cuptas et endio. A porenam as magnatibus quae sit volluptus num, odipsant qui aut auda nimusan Officaeap ernatem untlost iorlas quia dlt eum re nihcto torrum nulparco lenihll liquam et oissim oluptat.

