

upshift

2555 N Clark
Chicago, IL

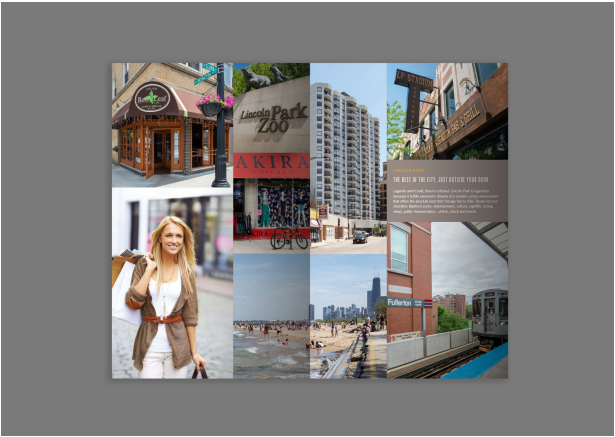
Rebranding 2555 North Clark to attract luxury renters

OBJECTIVE

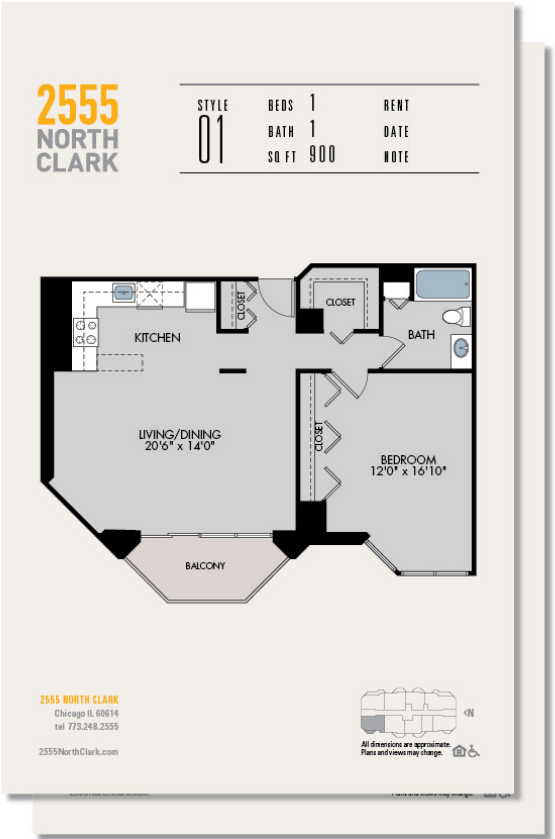
2555 North Clark was a modest apartment building in a prime neighborhood. In the competitive Lincoln Park market, we were tasked with rebranding the building to attract high-income renters, allowing it to compete with newer, upscale developments in River North and downtown.

SOLUTION

Lincoln Property Company partnered with UpShift to create a modern, luxurious brand identity and advertising campaign that aligned with the major updates planned for the building.



2555 NORTH CLARK

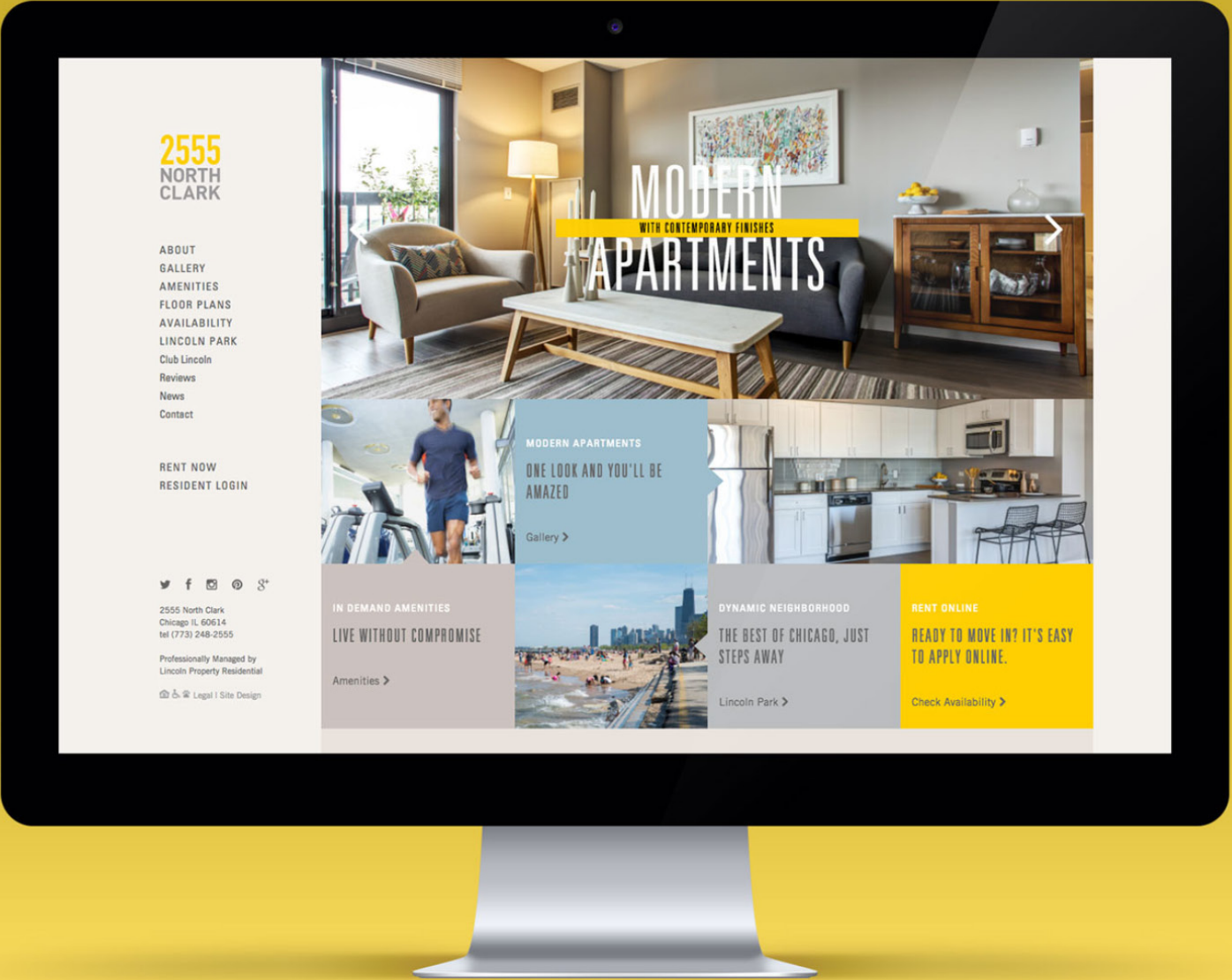


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2555 N Clark
Chicago, IL

Logo

2555
NORTH
CLARK



upshift

2555 N Clark
Chicago, IL

Brochure



2555 N Clark
Chicago, IL

Brochure Spread



MODERN APARTMENTS

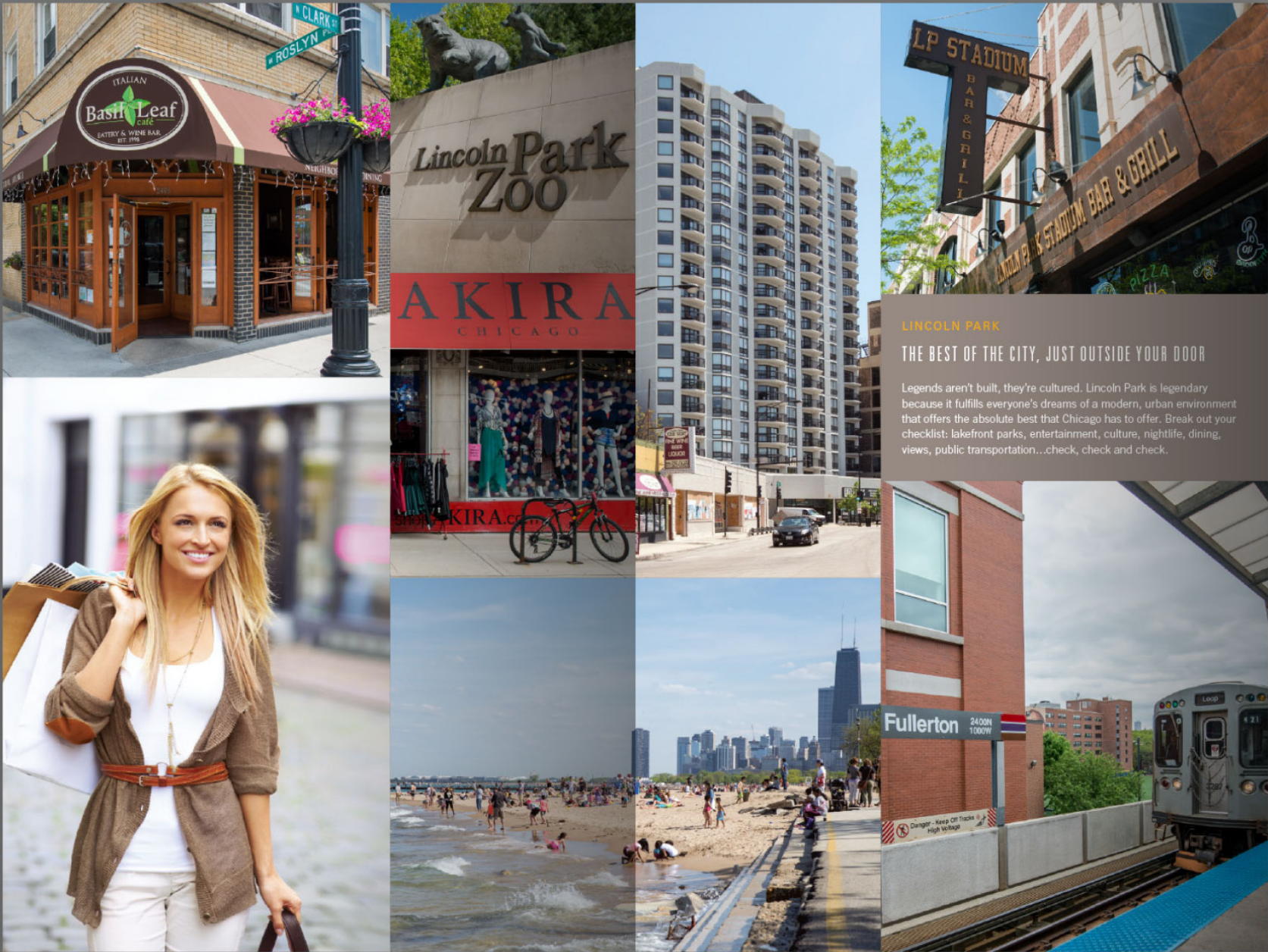
THERE'S NO REASON TO LOOK
ANY PLACE ELSE

When it comes to culture, convenience and charm, there's no place like Lincoln Park. You've seen it featured in countless movies, where abundant lakefront parks meet the glistening waters of Lake Michigan. It's here that you live and love.

Now with the complete renovation of 2555 North Clark, it's also the place you'll call home. The apartment homes have been stylishly updated to include spacious layouts, hardwood-style floors and modern kitchens. From thoughtfully designed studios to larger 1- and 2-bedroom homes featuring open plans and expansive balconies, you'll take in the best of the neighborhood.

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Brochure Spread



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Business Cards



2555
NORTH
CLARK

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