

upshift

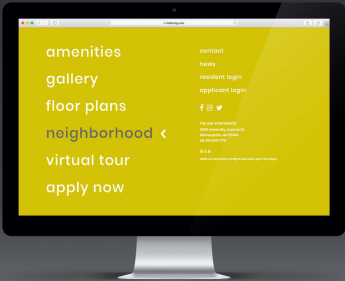
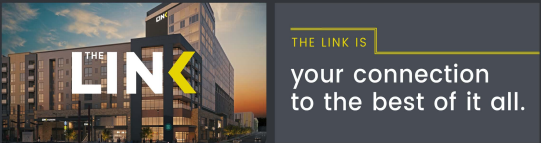
LINK MPLS Apartments
Minneapolis, MN

Expanded brand
across markets,
targeting students
and young
professionals.

OBJECTIVE
Create a dynamic, transit-
oriented design that
appeals to both student and
young professional
markets.

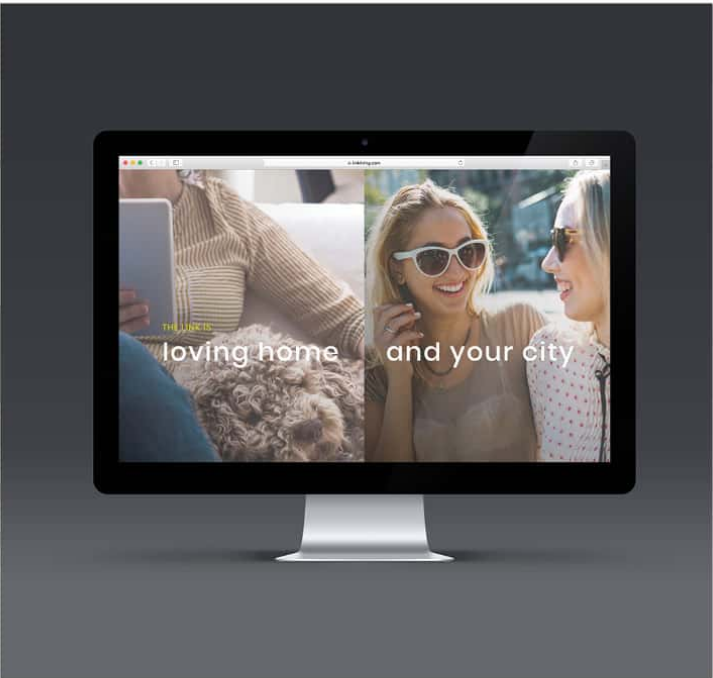
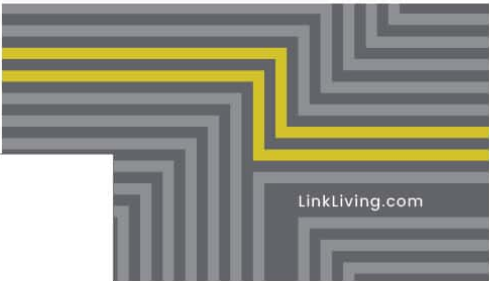
SOLUTION
Our solution included brand
strategy, identity system,
naming, marketing
collateral, signage, and
website. The brand's
success led the client to
expand it into other
markets, including Phoenix.

THE
LINK



LINK MPLS Apartments
Minneapolis, MN

Overview



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Logo

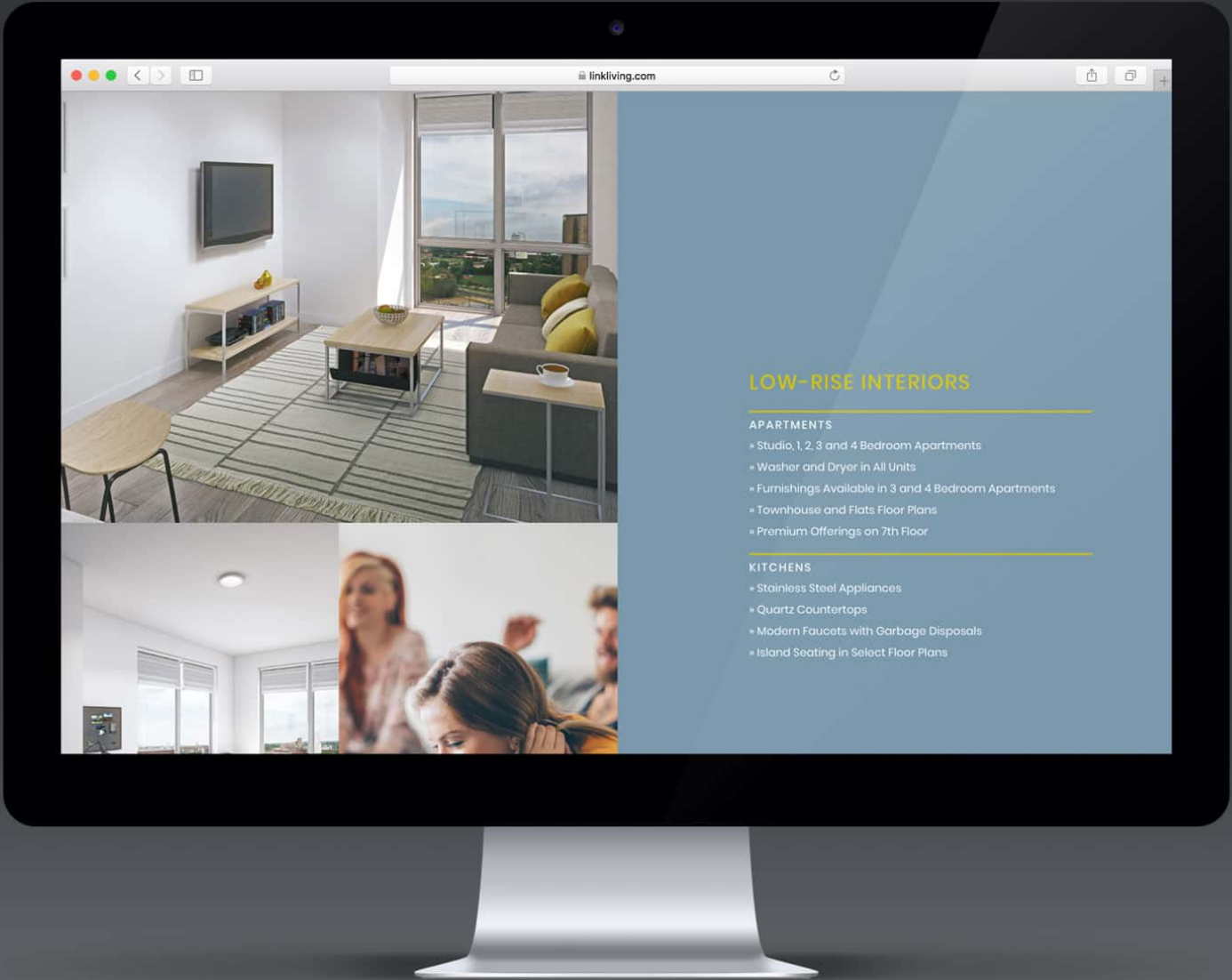


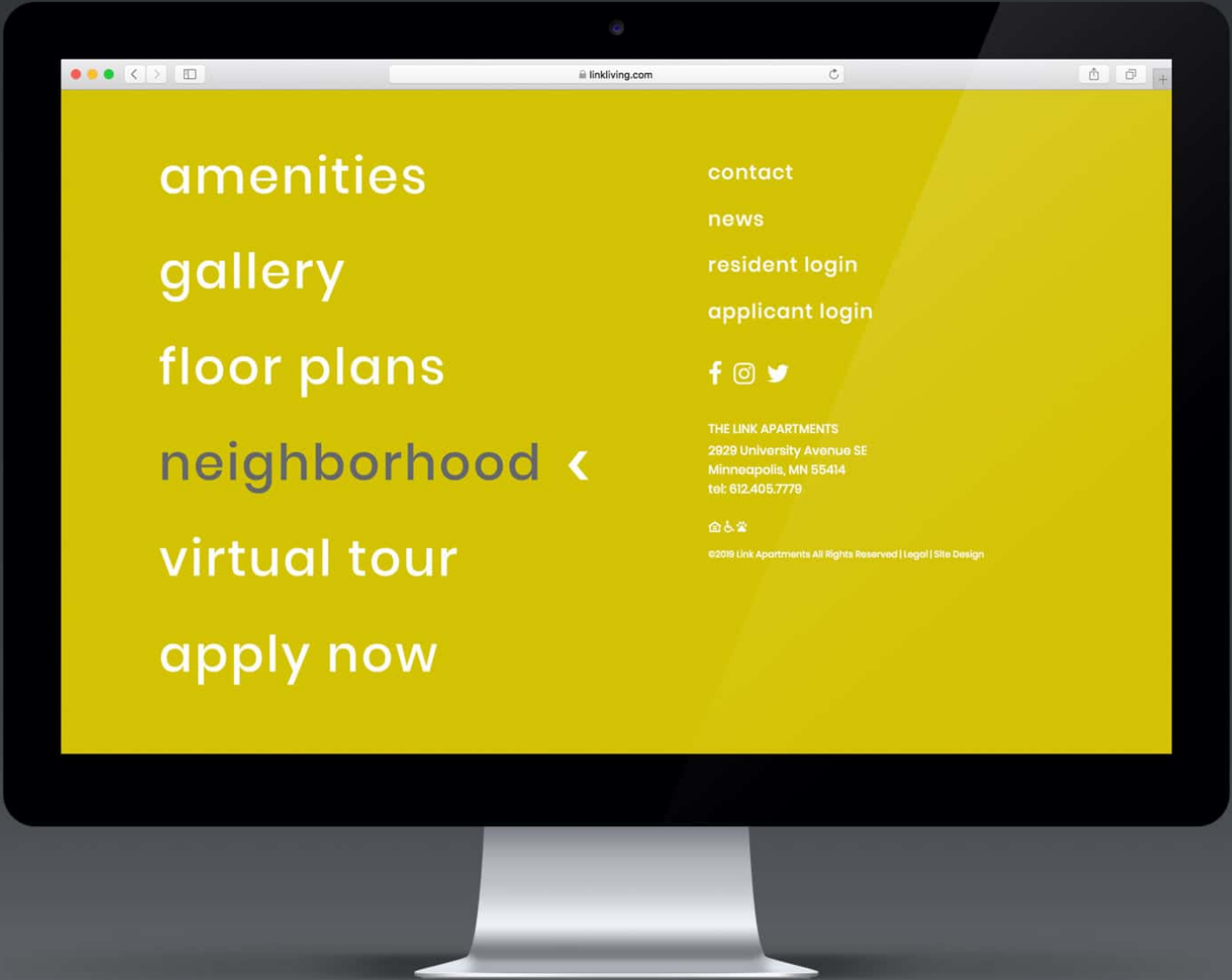
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Website Home







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Business Cards



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Brochure



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Brochure Spread



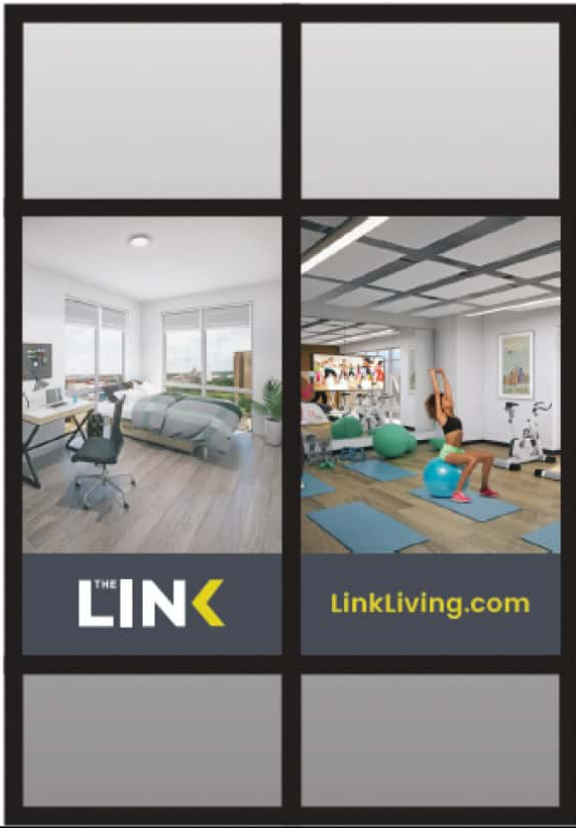
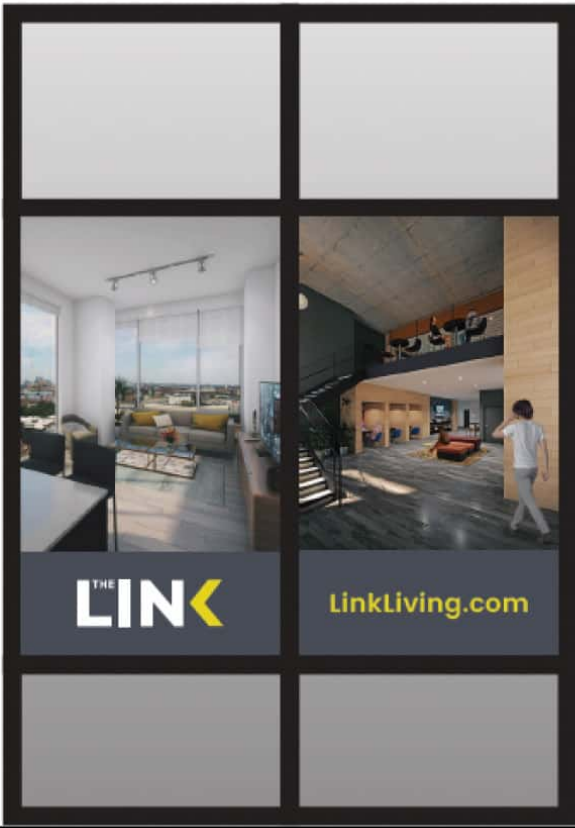
**Location. Style.
Convenience.
Community.
The Link brings
it all together.**

Fido will enjoy the dog run almost as much as you'll brag about the media room, grill stations, and bike storage. Did we mention tanning beds? Find those strange goggles, then pinch yourself—because the reward The Link offers every day is very real.

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Window Cling



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Signage



THE LINK IS

your connection
to the best of it all.