5252 Apartments Chicago, IL

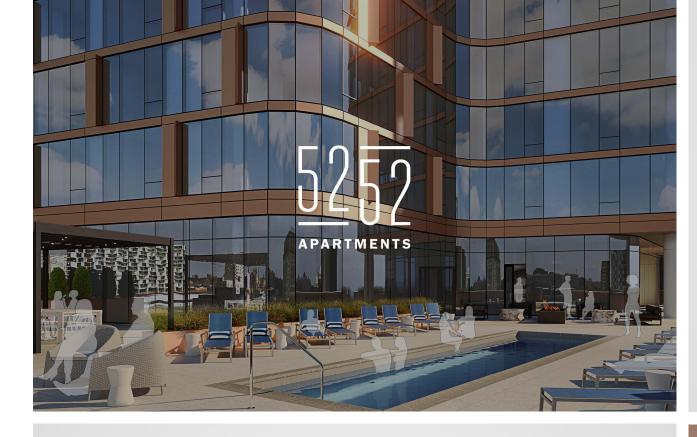
A Sophisticated Brand for Chicago's Hyde Park

OBJECTIVE

Mac Properties sought UpShift to create a refined and inviting brand for a new multifamily apartment building on Chicago's southside near the UC campus—and not far from the Obama's residence. The aim was to resonate with University of Chicago affiliates and also longterm community members.

SOLUTION

We referenced the building's flowing facade to influence decisions made about brand identity, web animations, and other marketing collateral. The result is an artistic, welcoming vibe that not only raised the bar for multifamily living in Hyde Park but also won multiple awards for our team.



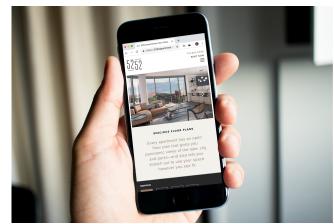












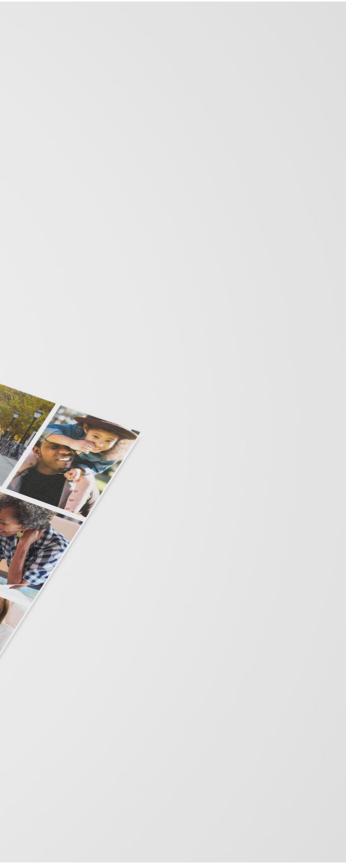
5252 Apartments Chicago, IL

5252 Brochure Cover



5252 Apartments Chicago, IL

5252 Brochure Spread



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5252 Apartments Chicago, IL

5252 Brochure Spread





5252 Apartments Chicago, IL

5252 Business Cards



Desiree Bishop

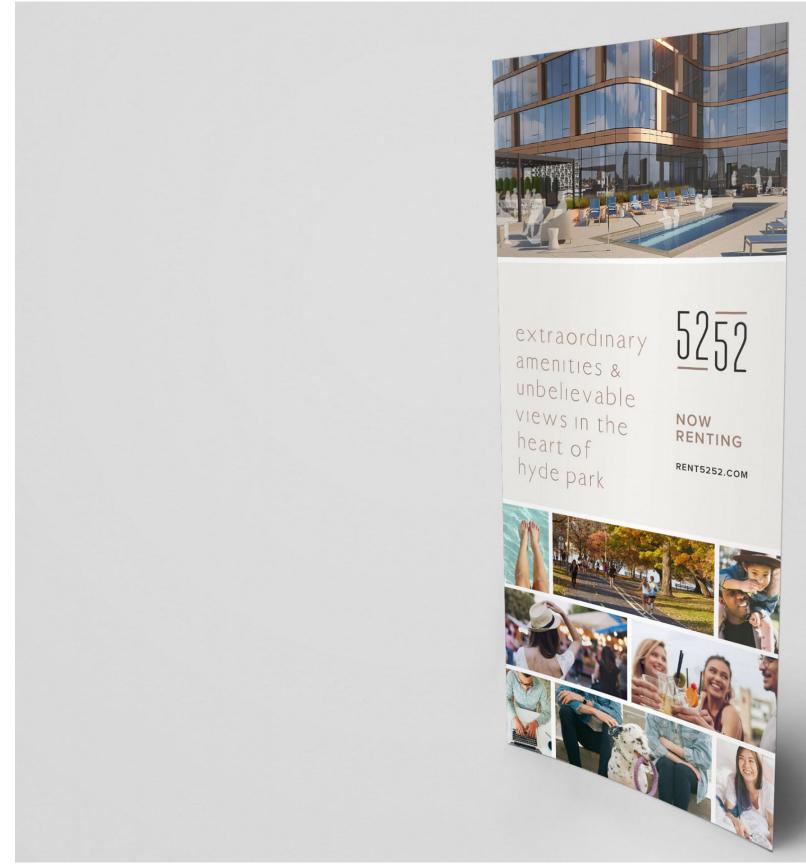
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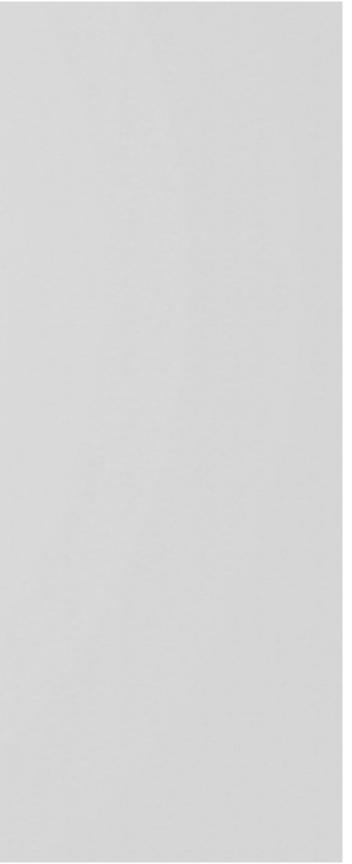


Rent5252.com

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5252 Rack Card

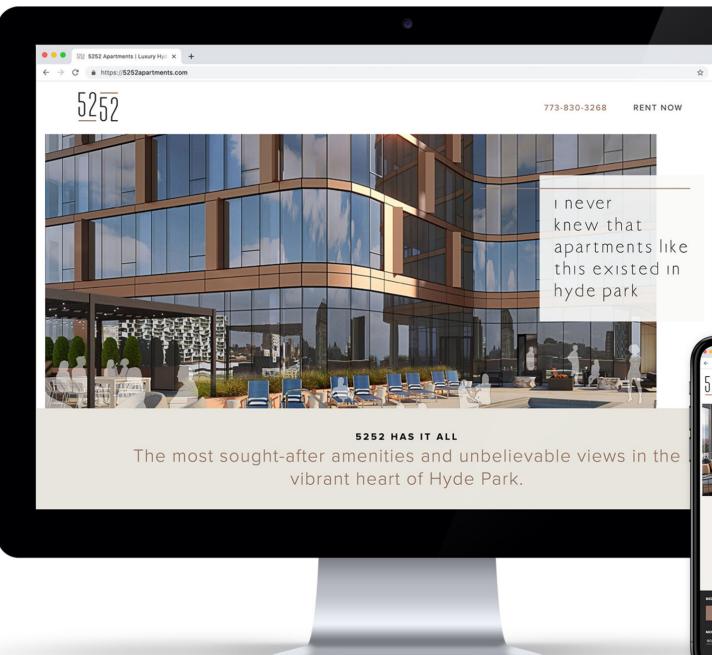




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Chicago, IL

5252 Website









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BEDROOM

SPACIOUS FLOOR PLANS

Every apartment has an open floor plan that gives you panoramic views of the lake, city and parks—and also lets you stretch out to use your space however you see fit.

