

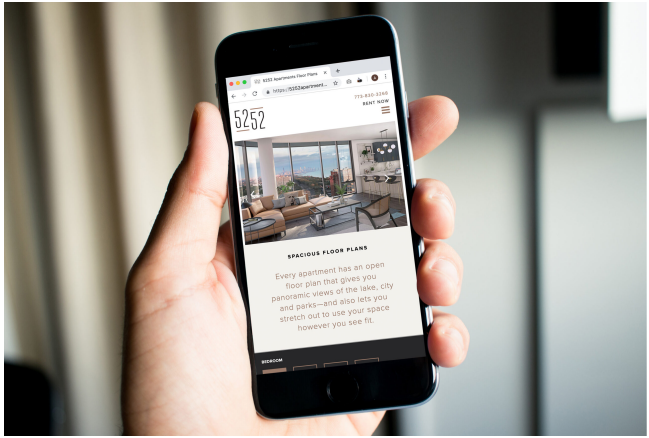
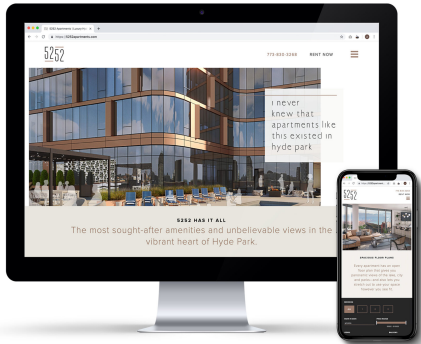
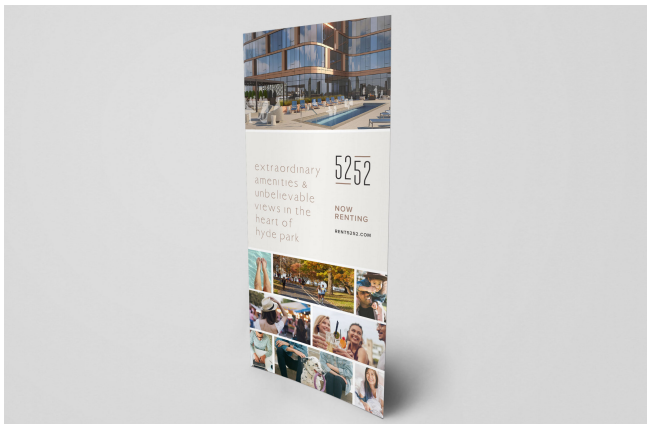
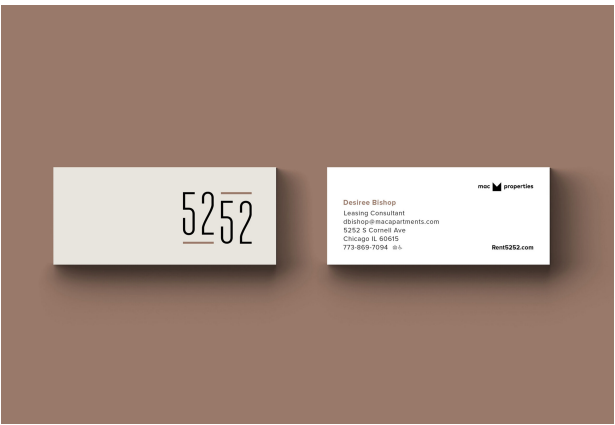
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5252 Apartments
Chicago, IL

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 long-term 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.



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5252 Brochure Cover



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5252 Brochure Spread



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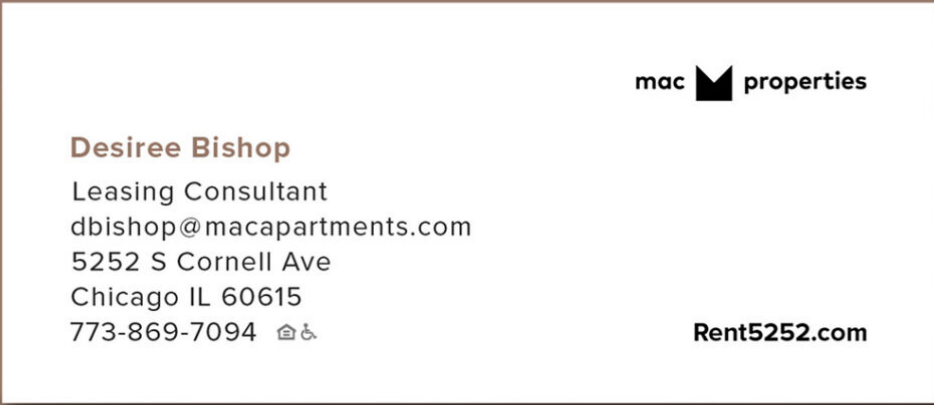
5252 Brochure Spread



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5252 Business Cards



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5252 Rack Card



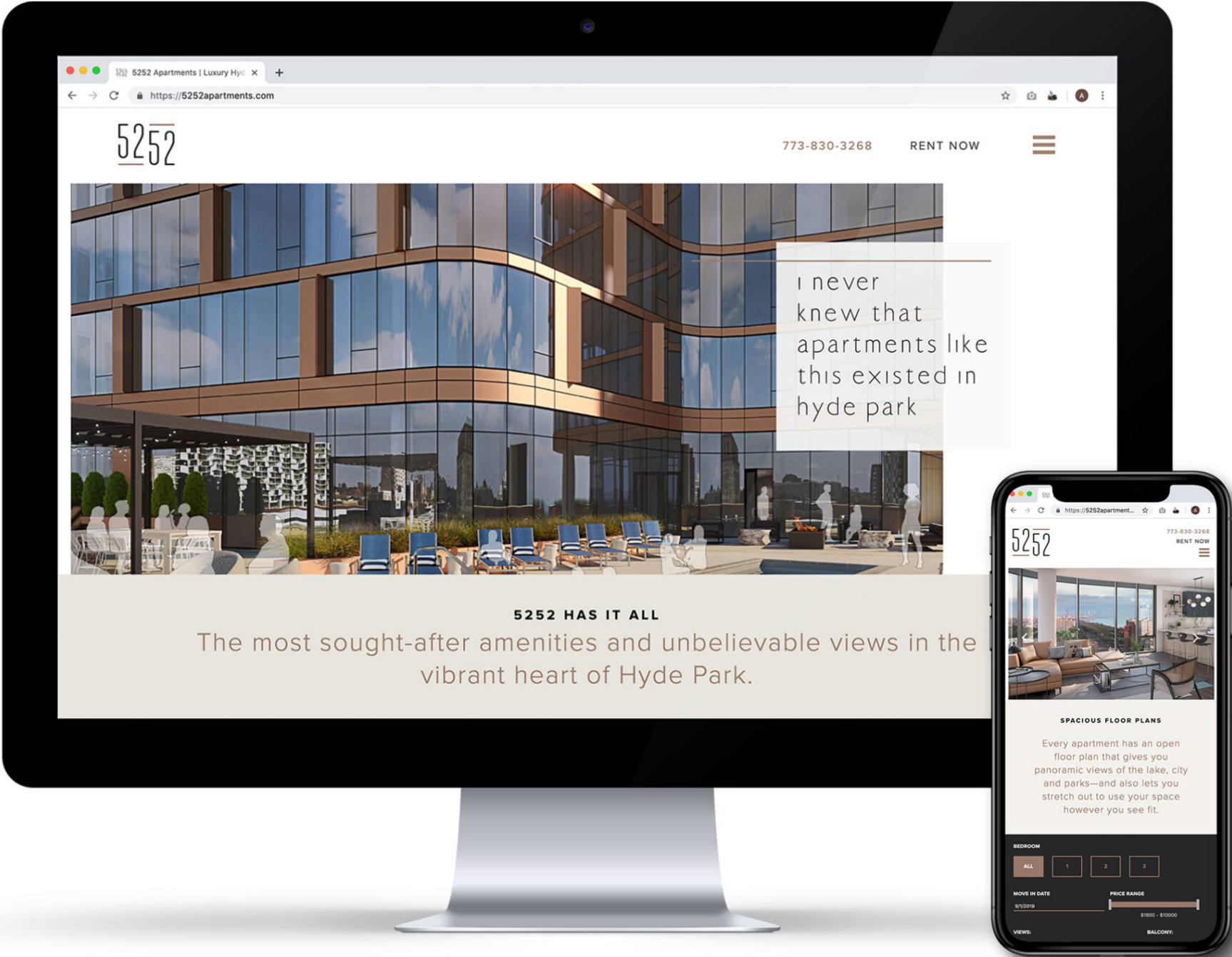
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views in the
heart of
hyde park

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