

upshift

Illume Residences

Chicago, IL

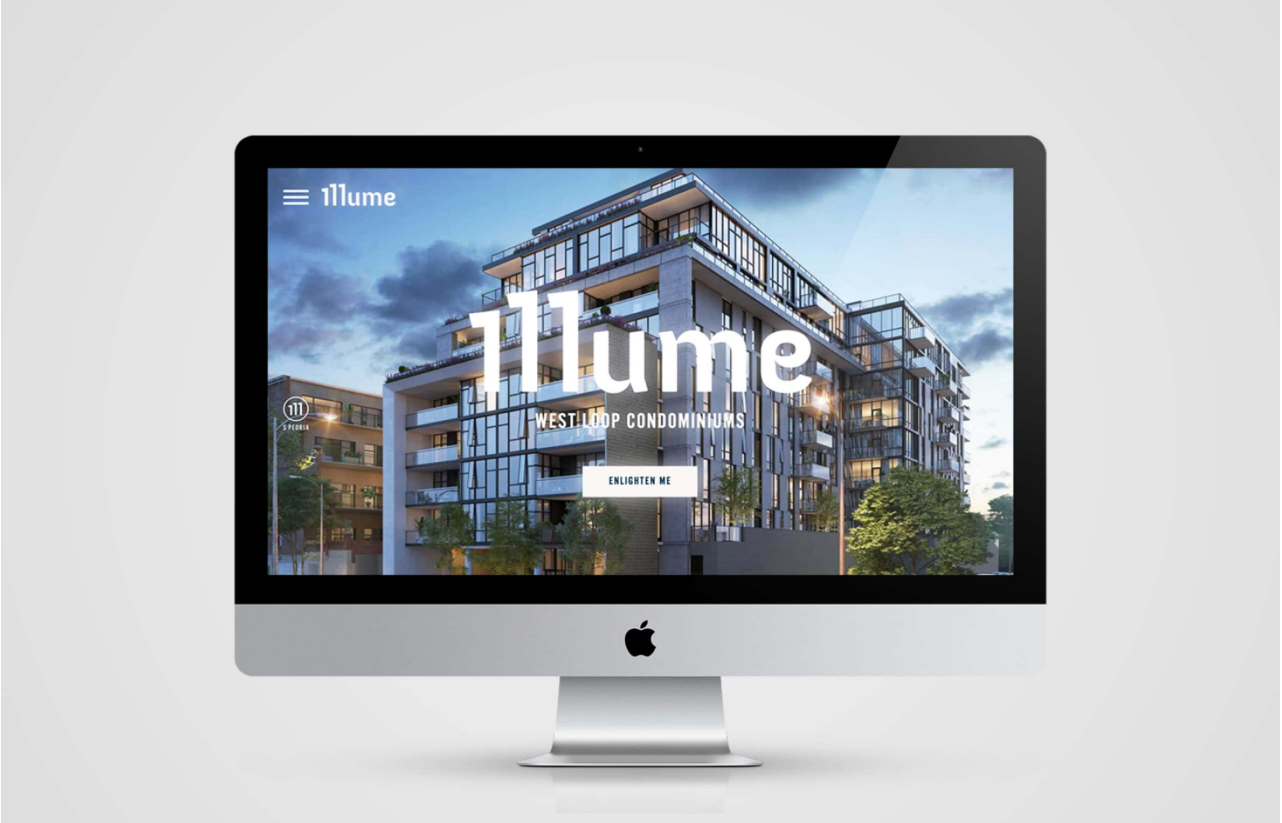
An illuminating brand for a bespoke condominium

OBJECTIVE

UpShift collaborated with LG Construction to create the brand for Illume, a luxury residential condominium in Chicago's vibrant West Loop that features 90 high-end units with expansive windows and views.

SOLUTION

The name came from the building's glasswork which seems to glow at night. Collateral, signage, and website capture the West Loop's creative spirit with quotes from local mavericks and tastemakers. The unique design and voice of this brand esulted in faster-than-anticipated sales and multiple price increases. It also built another long-term client relationship that we're proud of.

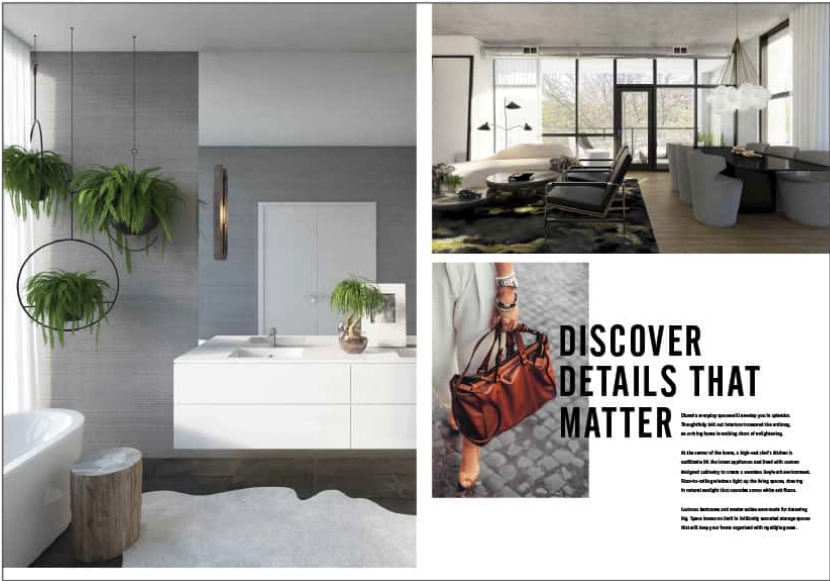
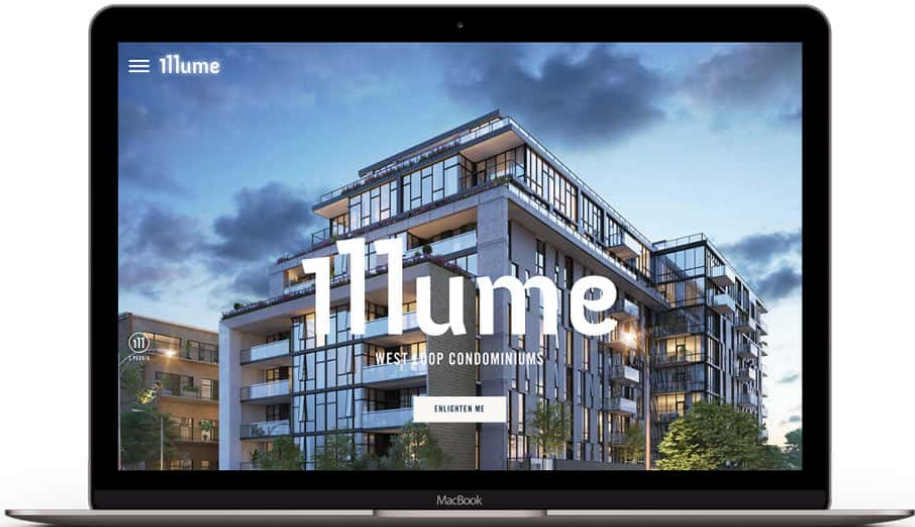


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Illume Residences
Chicago, IL

Overview

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Illume Residences

Chicago, IL

Brochure

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Chicago, IL

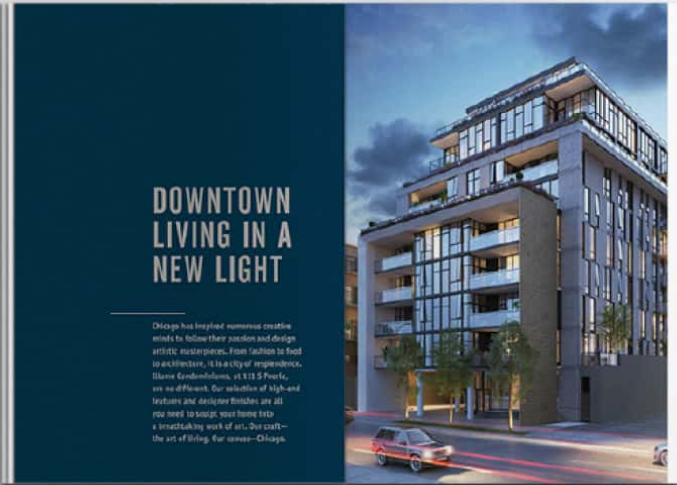
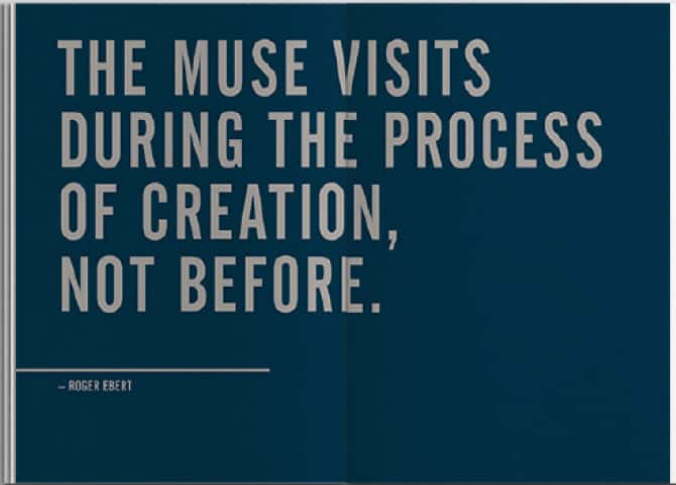
Brochure



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Brochure



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Brand Logo

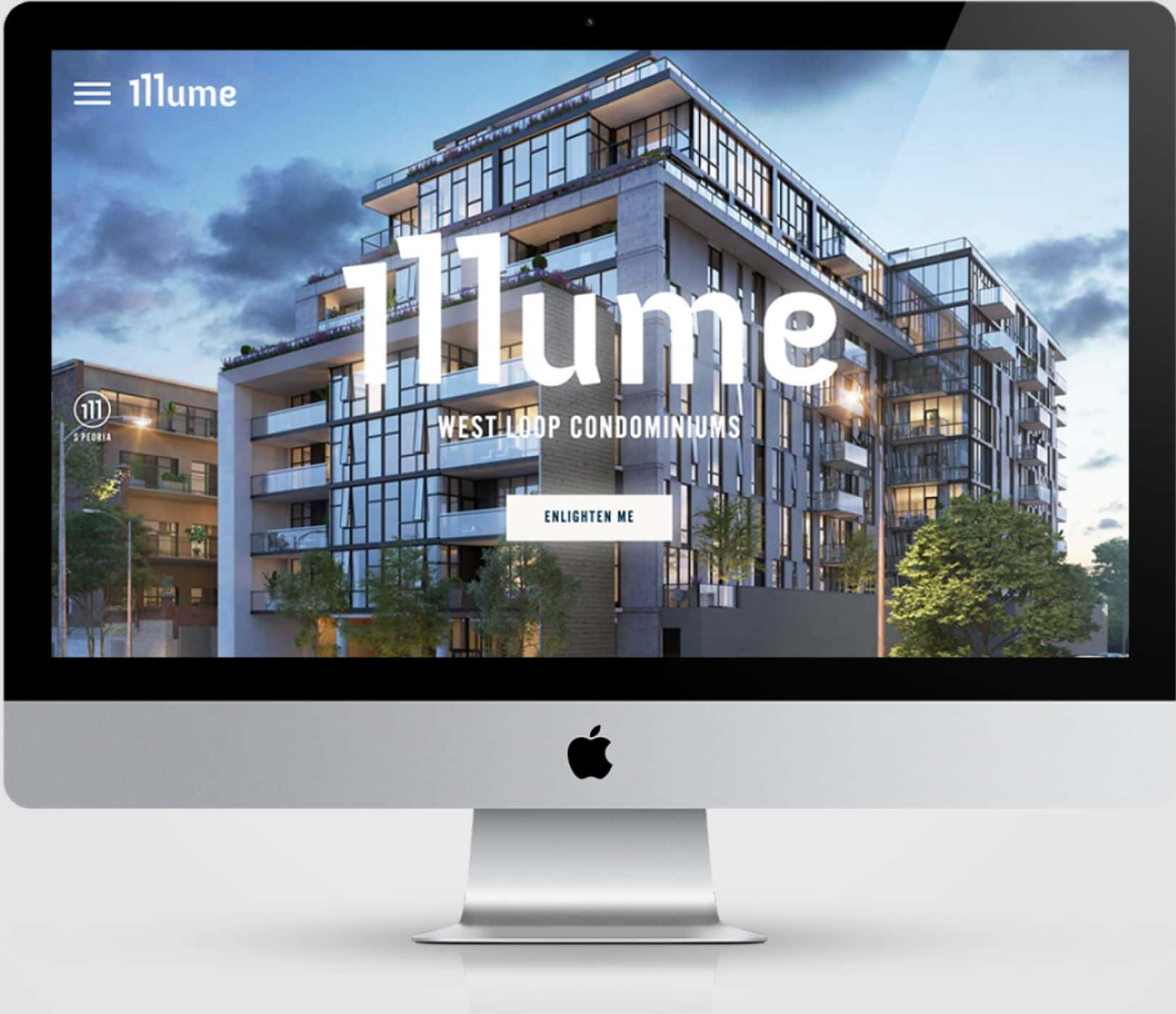
Illume

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Illume Residences

Chicago, IL

Custom Website Design



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Illume Residences

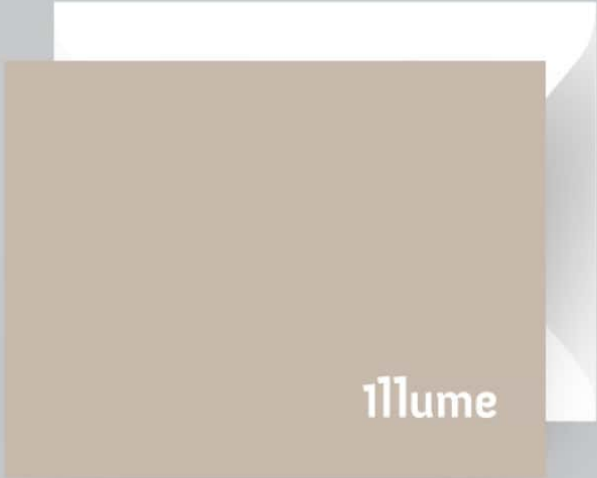
Chicago, IL

Custom Website Design



Illume Residences
Chicago, IL

Stationery Kit





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Illume Residences

Chicago, IL

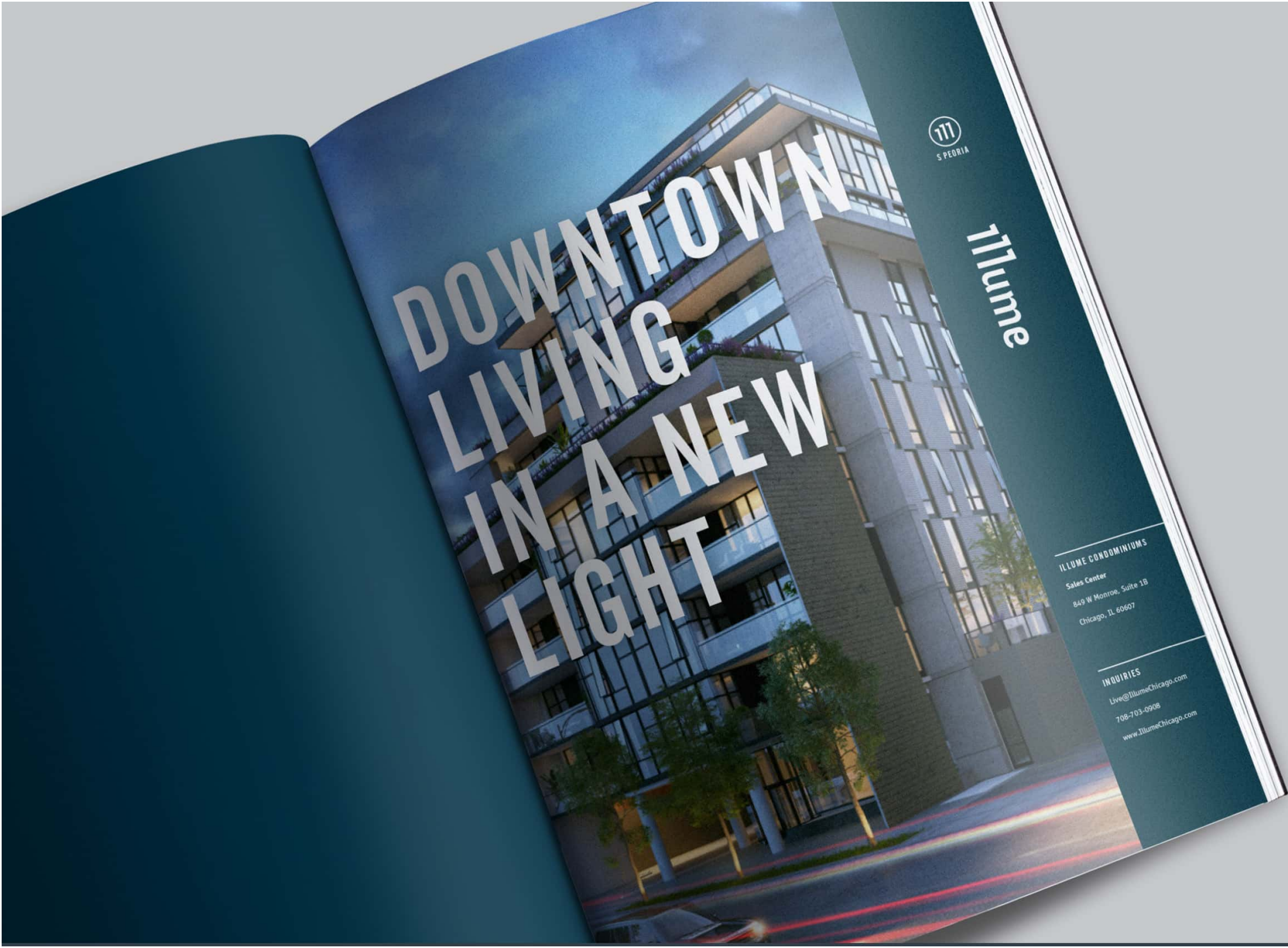
Promotional Item



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Illume Residences
Chicago, IL

Illume Print Ad



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Illume Residences
Chicago, IL

Sales Center



DISCOVER
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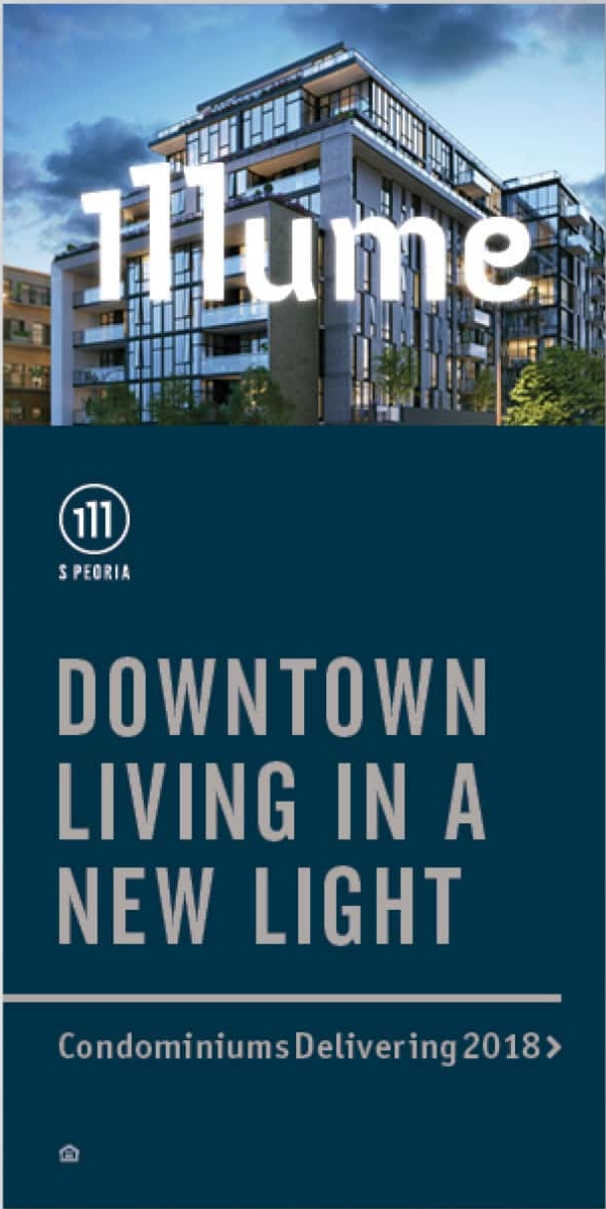
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THE PROCESS OF CREATING
NOT REPEAT

upshift

Illume Residences
Chicago, IL

Sales Center







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More Info >



ILLUME
CONDOMINIUMS

Building
111 S Peoria
Chicago, IL 60607

Sales Center
849 W Monroe, Suite 1B
Chicago, IL 60607

708-703-0908
Live@11lumeChicago.com

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Illume Residences

Chicago, IL

Illume Sales Presentation

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2 Williamsburg Quartz

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COUNTERTOPS

STANDARD

111

PEORIA

KITCHEN SELECTIONS

111

- faucets

- sinks

- appliances

- countertops

- cabinets

- hardware

- lighting

111

111 DEVELOPMENT GROUP

2324 W. North Ave

Chicago, IL 60647

773.227.2888

PROJECT

PROJECT INTERIORS

1207 N. Huron St. 18

Chicago, IL 60612

773.364.1174

Notes, dimensions and square footage are approximate and can change without notice.

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111ume

SELECTIONS