

upshift

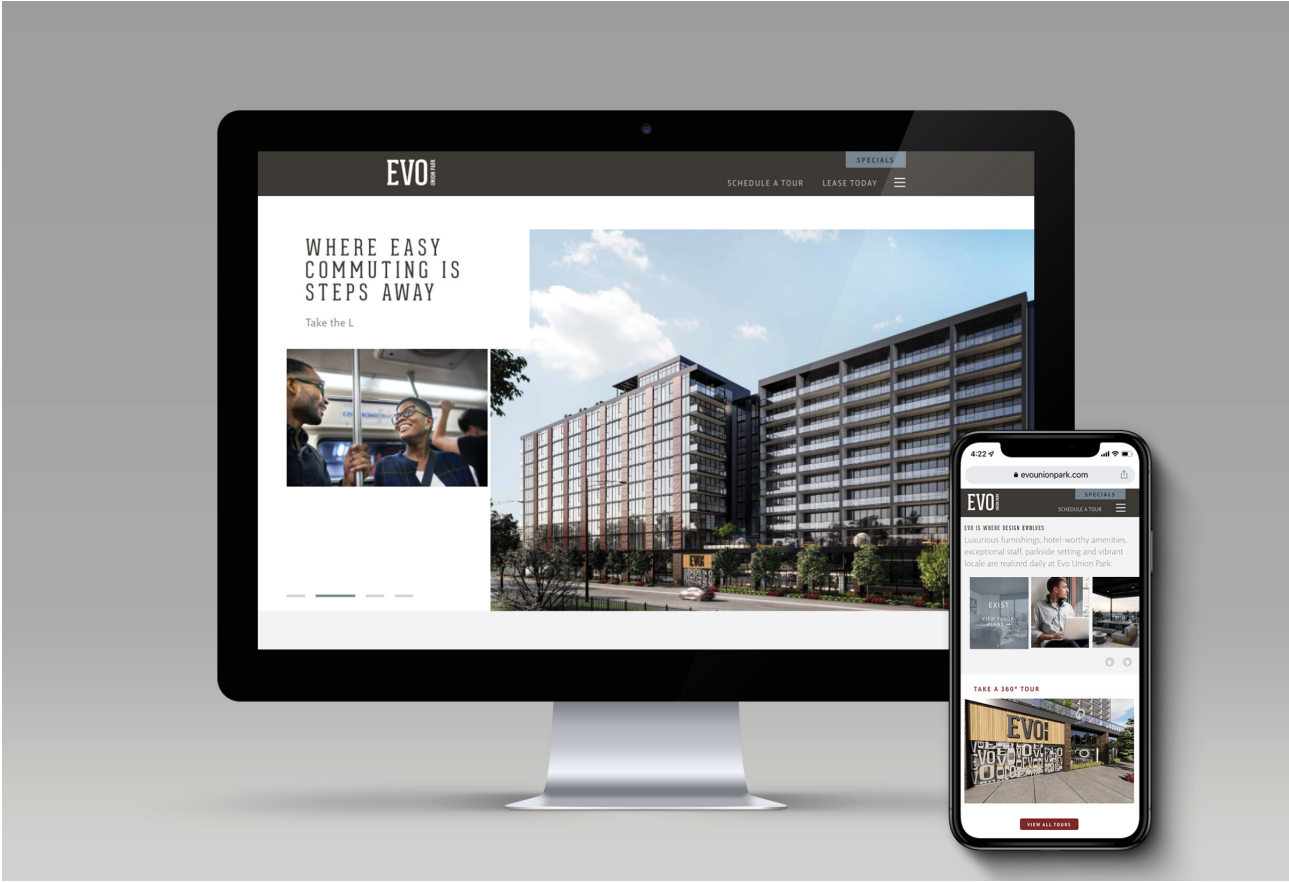
Evo Union Park
Chicago, IL

A Hand-Crafted
Luxury Living for
Chicago's Fulton
Market

OBJECTIVE
UpShift partnered with
Marquette Companies to
brand Evo Union Park, a
class-A multifamily building
in the eclectic and
revitalized Fulton Market
neighborhood of Chicago.

SOLUTION
We created a brand
inspired by the area's rich
history of craftsmanship,
reflecting the spirit of
meatpackers, bricklayers,
and everyday workers who
shaped Chicago. The brand
infused industrial elements
with refined design, while
the custom website helped
achieve record rental rates
and fast lease signings. Our
marketing, signage, and
print marketing also earned
multiple awards for
branding, design, and
execution.

RESULTS



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Evo Union Park
Chicago, IL

Overview

EVO UNION PARK

Jennifer Lastname
Community Manager

Evo Union Park
1454 W. Randolph St.
Chicago, IL 60607
312.123.4567
jlastname@evo.com
EVOUNIONPARK.COM



EVO UNION PARK

Evo Union Park, 1454 W. Randolph St. Chicago, IL 60607 312.123.4567

EVO A1 1 BEDROOM 1 BATHROOM 650 SQ. FT.

FLOOR 4 FLOOR 5-10 FLOOR 12

All floor plans are subject to change without notice. All dimensions and specifications are approximate and may vary. All plans are subject to change without notice. All dimensions and specifications are approximate and may vary. All plans are subject to change without notice. All dimensions and specifications are approximate and may vary.

EVO UNION PARK

SCHEDULE A TOUR LEASE TODAY

SPECIALS

WHERE LONGER WEEKENDS ARE DESIRED

Channel Poolside Bliss

WHERE DESIGN EVOLVES

EVO UNION PARK

CHOOSE THE ROOMMATE THAT BRINGS DONUTS

EVO A1 1 BEDROOM 1 BATHROOM 650 SQ. FT.

Jennifer Lastname
Community Manager

EVO UNION PARK

SUNDAYS SHOULD COME WITH A PAUSE BUTTON II

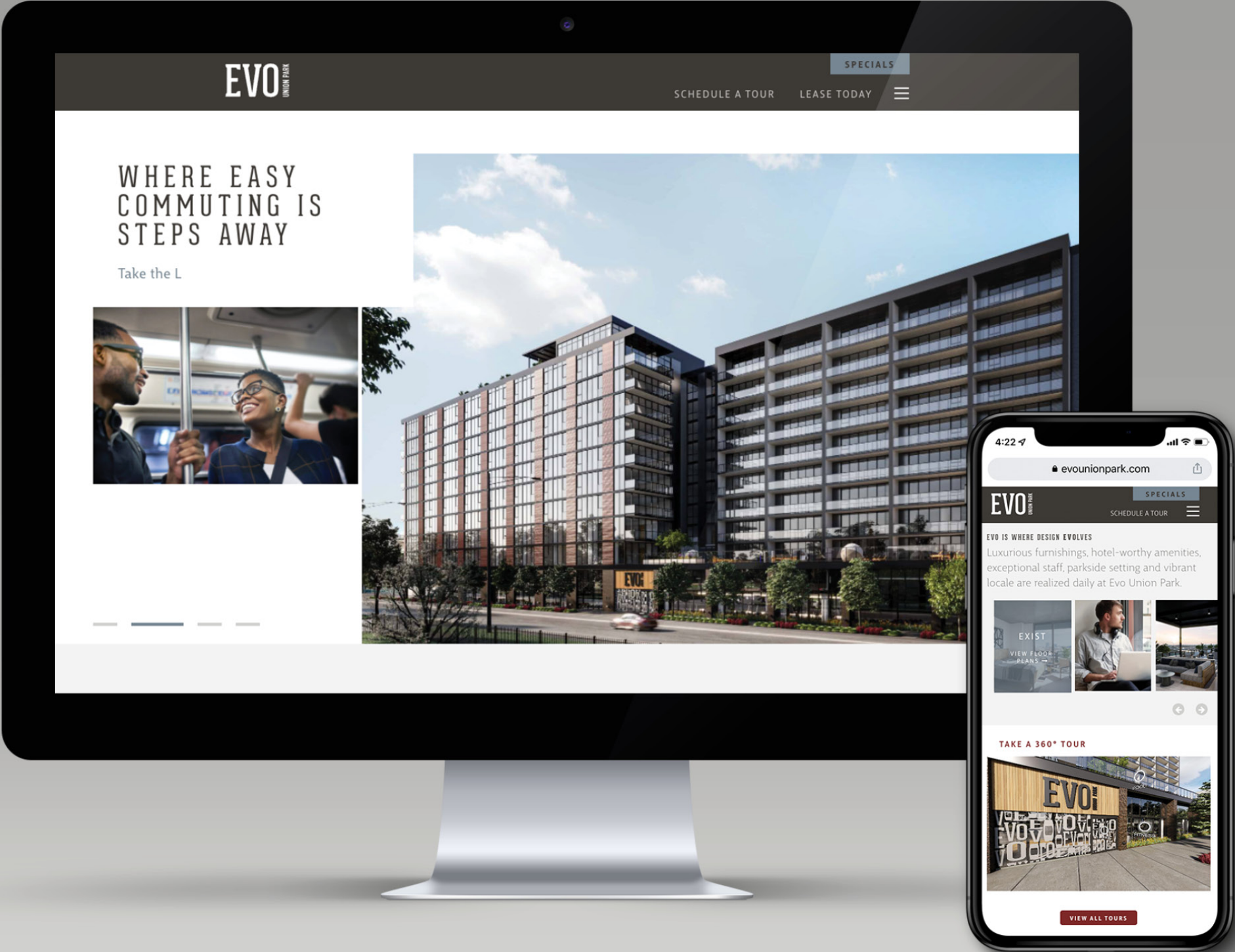
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Logo and Brand Pattern

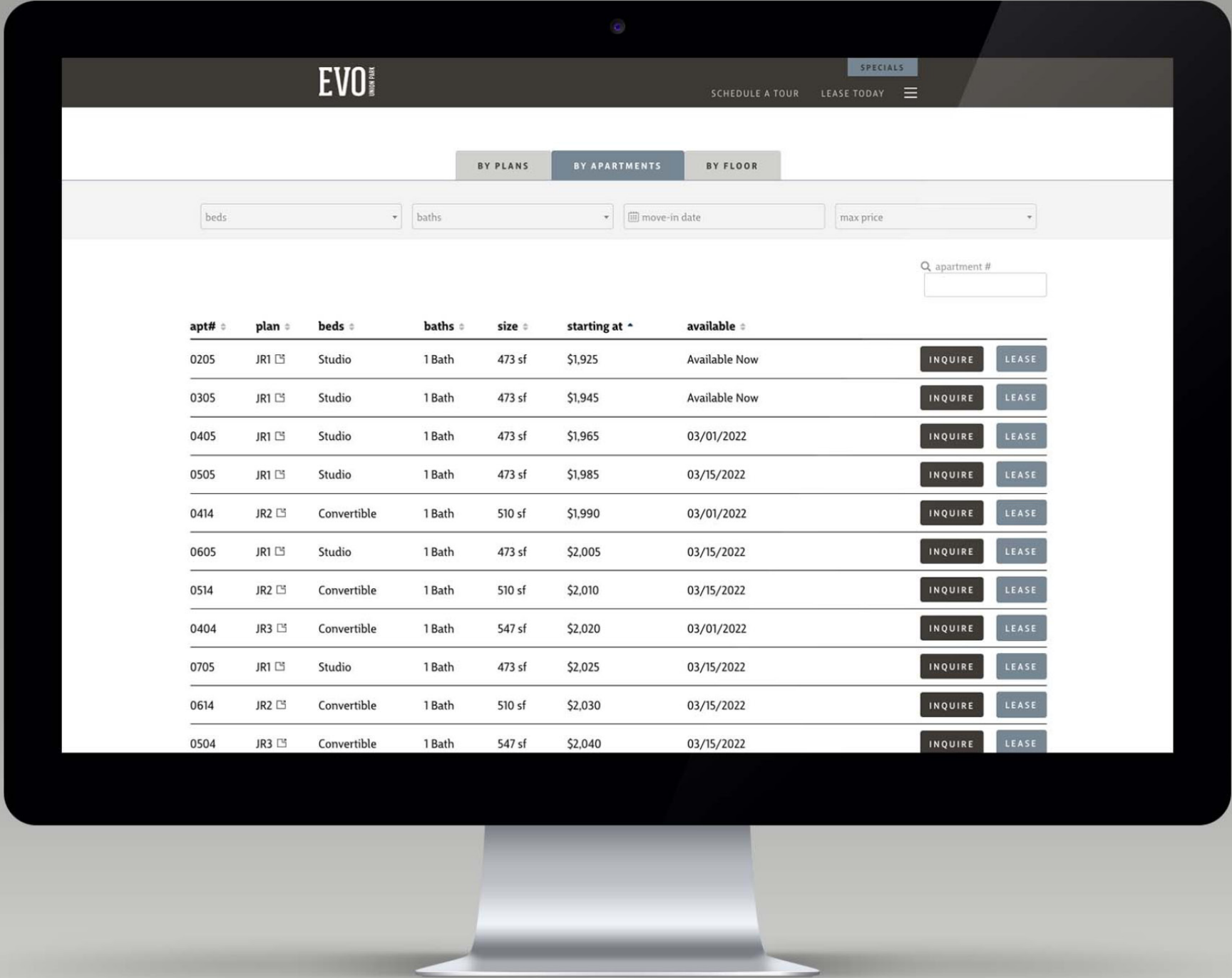
EVO



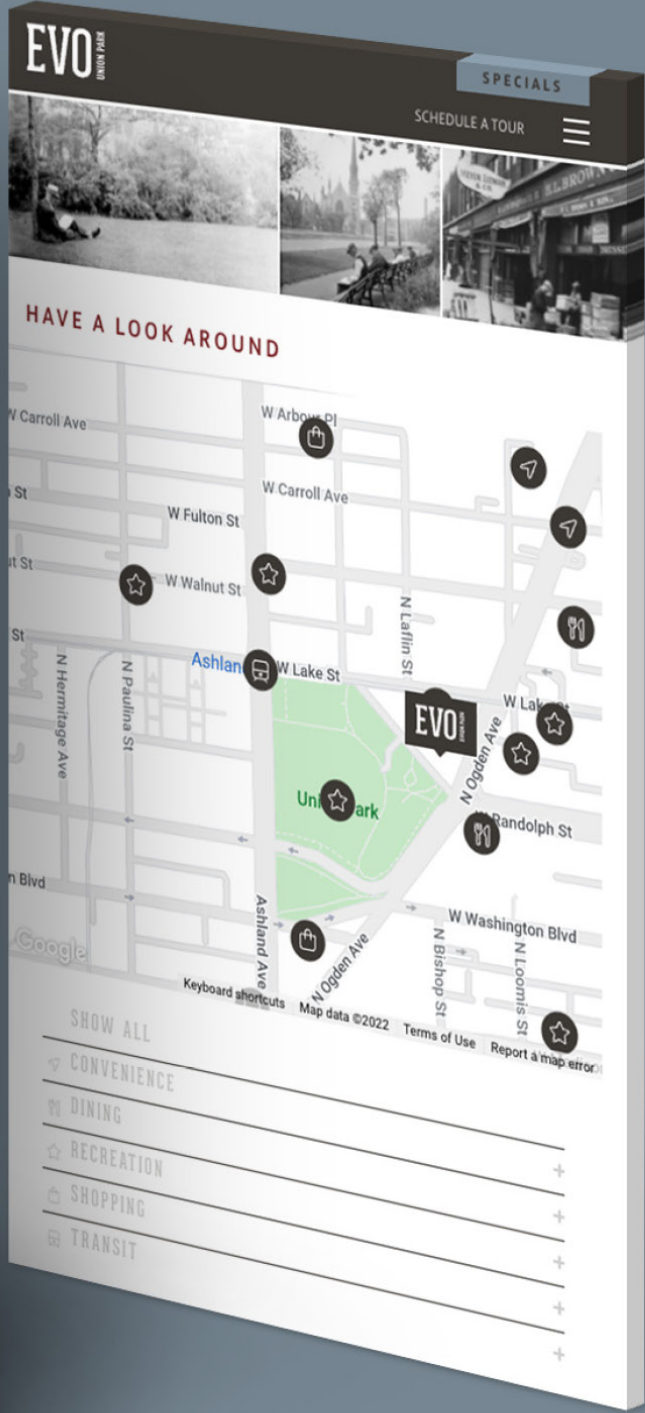
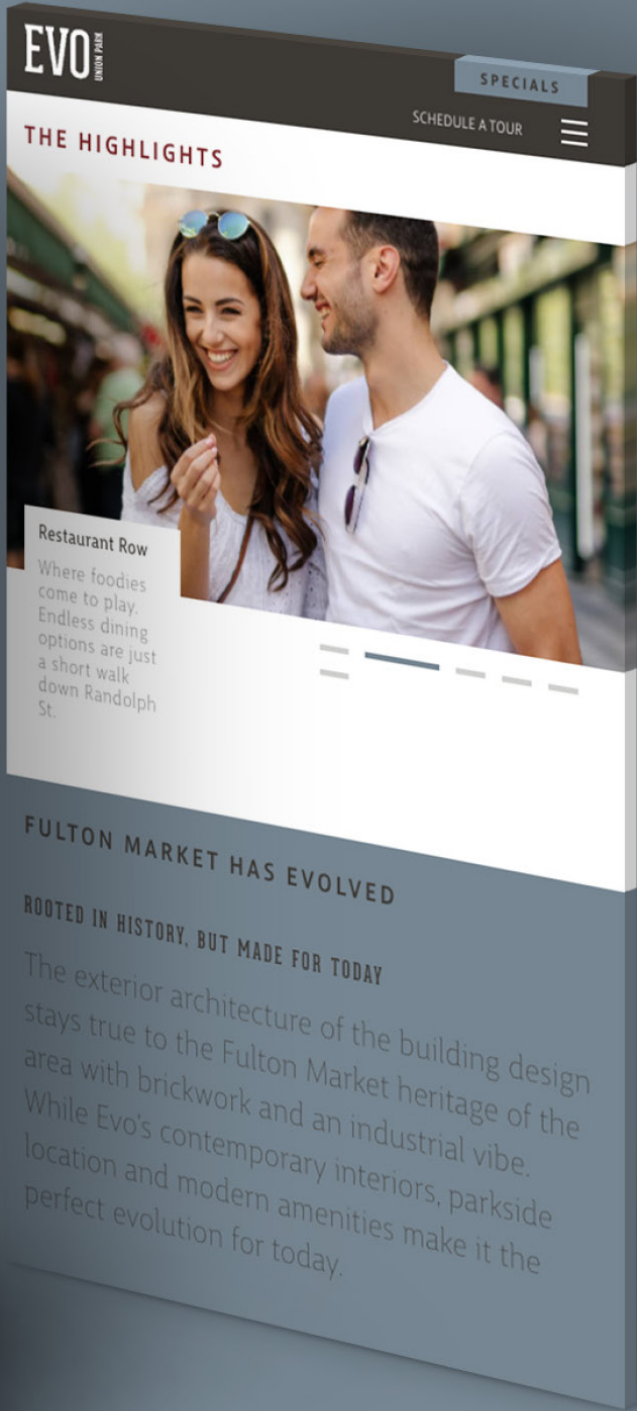
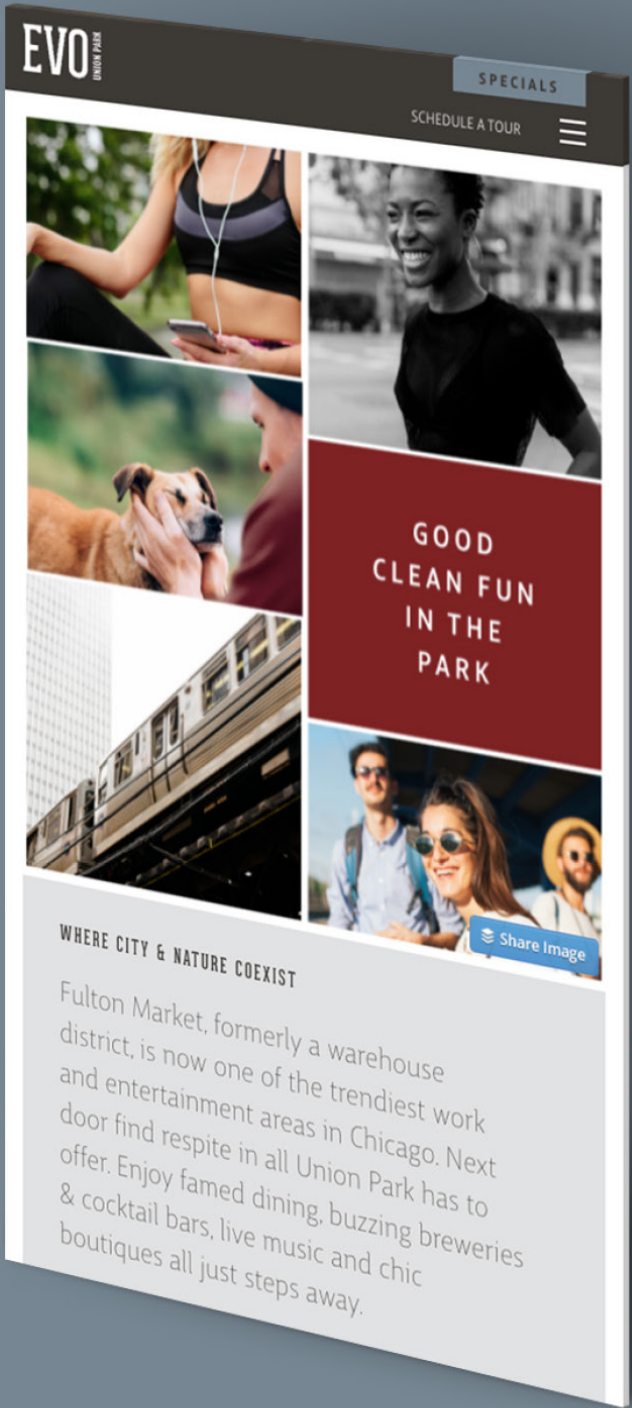


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Custom API Integration









Coming Early 2022 to Fulton Market—
Designer Convertible, 1 & 2 Bedroom Homes

EVO IS WHERE DESIGN EVOLVES.
Luxurious furnishings, hotel-worthy amenities, exceptional staff, parkside setting and vibrant locale are realized daily.

Amenity Highlights

- pool and sundeck
- grilling stations
- work from home suites
- fitness center
- yoga studio
- entertaining lounge

Apartment Highlights

- convertable, 1 & 2 beds
- stainless appliances
- black modern cabinetry
- smart home features
- tiled bathrooms
- floor to ceiling windows

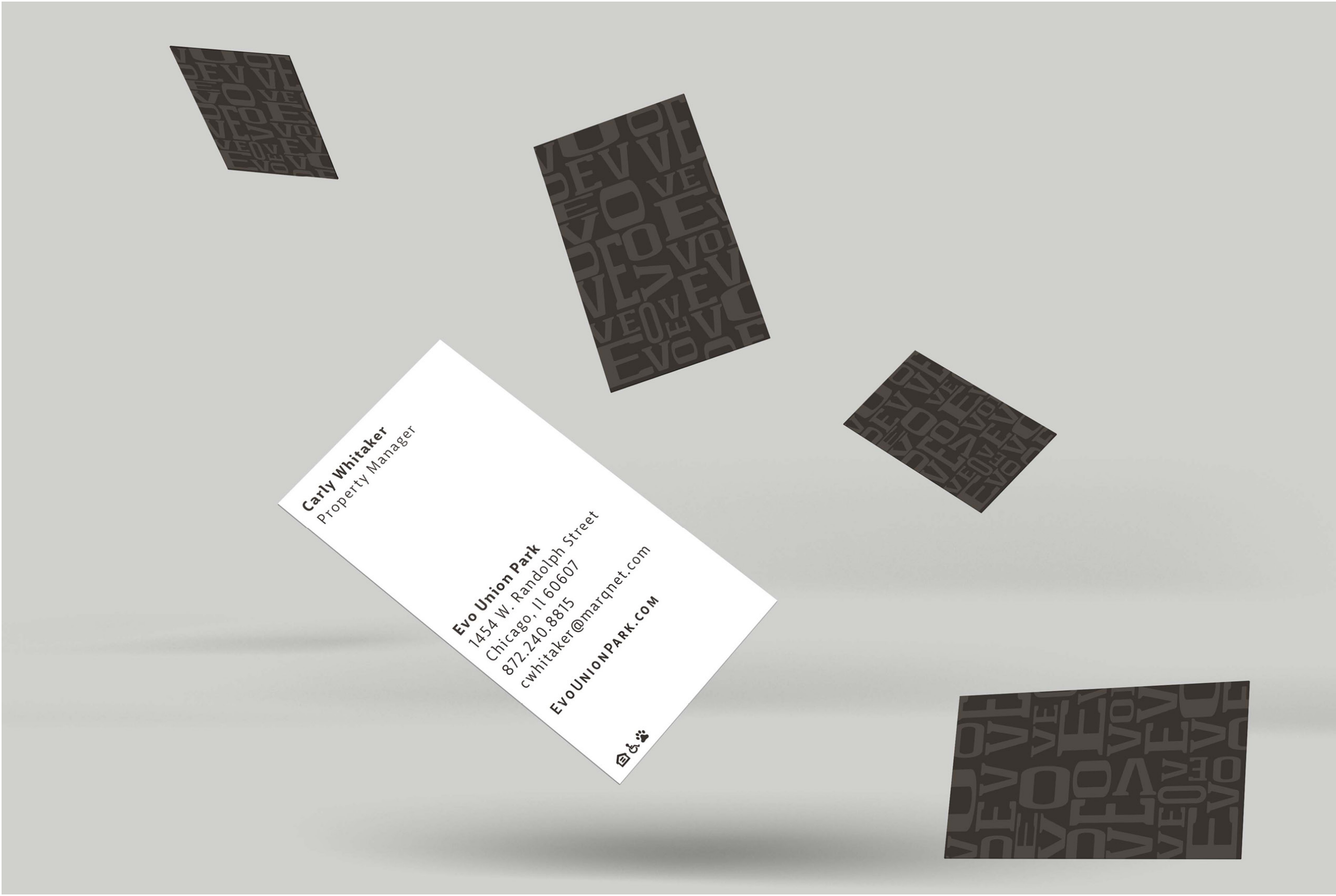




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Business Cards



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Chicago, IL

Exterior Leasing Signage



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Exterior Leasing Signage





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Evo Union Park

Chicago, IL

Monument Sign and Window
Graphics

