#### Nevele22

Chicago, IL

# Creative vibe for a boutique multifamily building

#### OBJECTIVE

We were tasked with creating a brand with a unique personality for a boutique development in Chicago's West Town neighborhood.

#### SOLUTION

Built along the city's popular "bike highway", this building appeals to artists and marketing folks who want close, bikable proximity to the Loop and River North agencies. We turned the letters of the building's address "eleven" backwards for the name, and then created a custom website, signage, and limited marketing that maximized the building's exposure on a busy corridor.

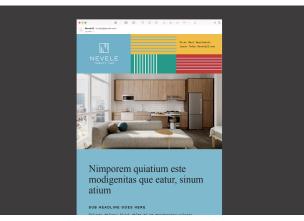


















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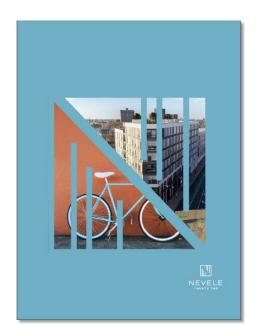
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Overview













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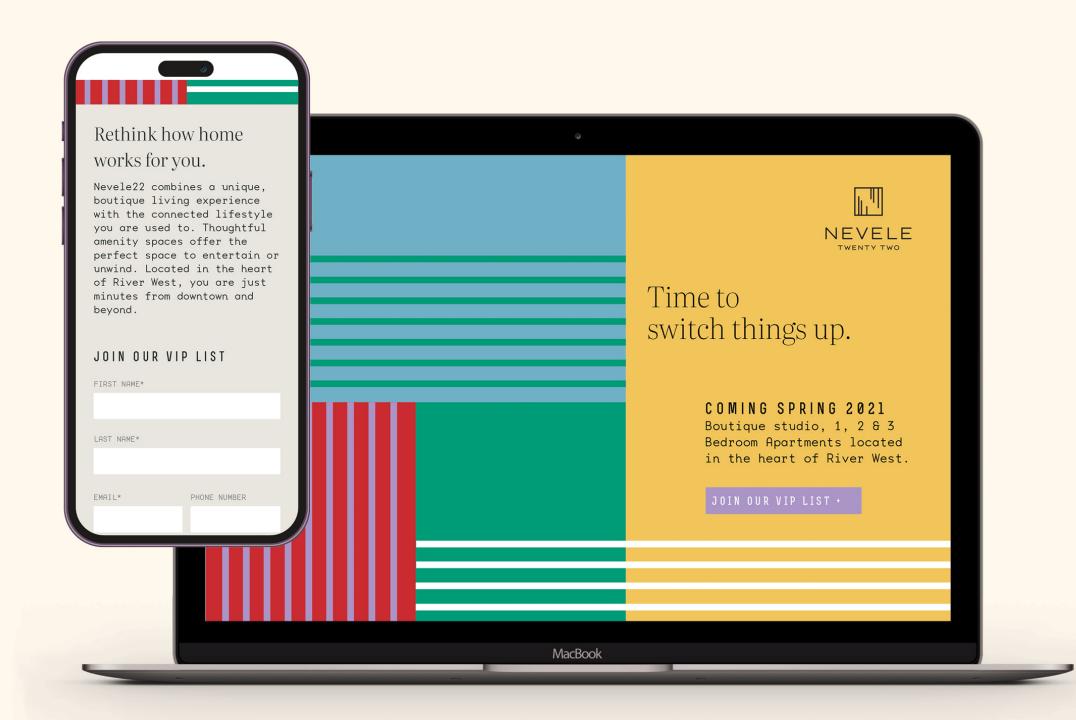
Logo



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Temporary Website



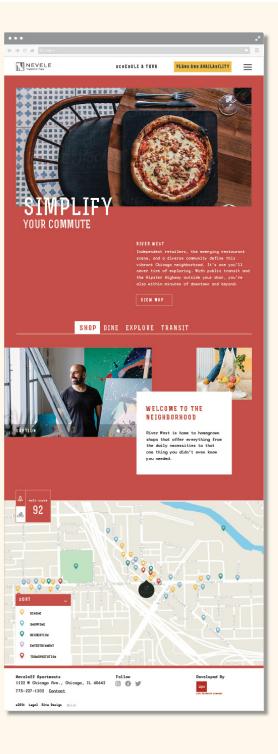
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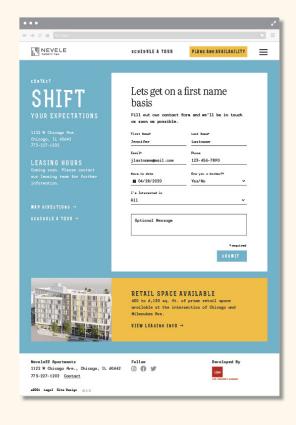
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Website Design









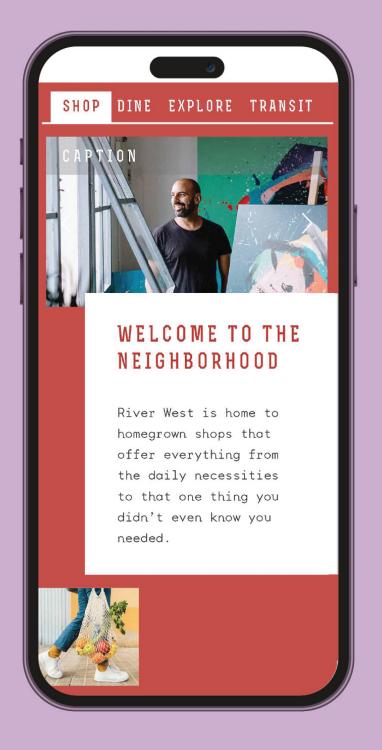
### upshift

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Mobile Website



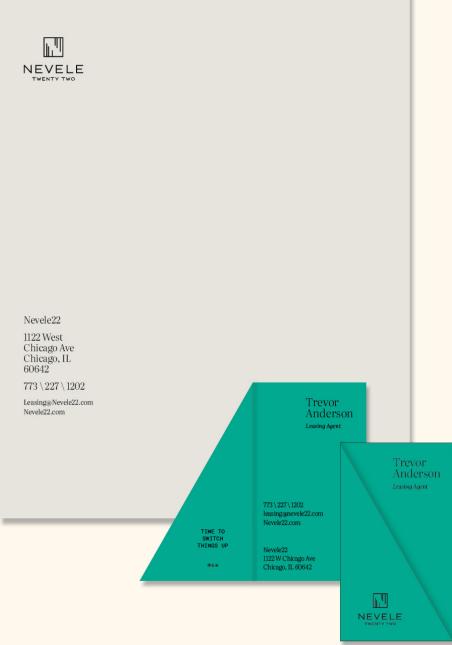


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Stationery Kit

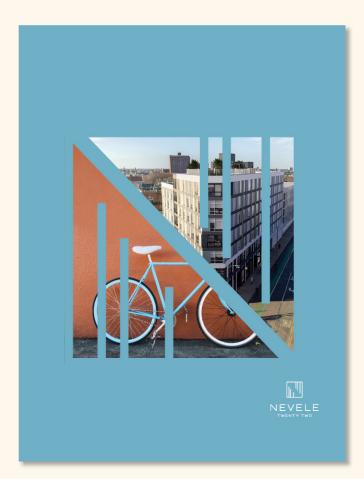




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Pocket Folder







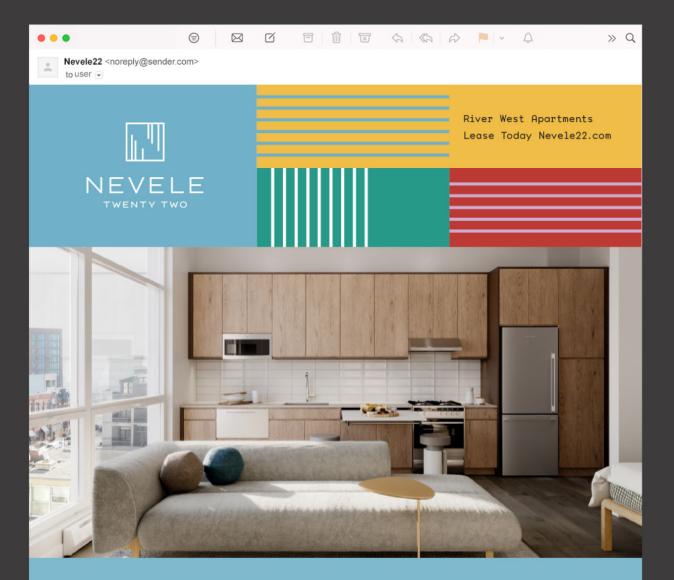


### upshift

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E-News Template



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SUB HEADLINE GOES HERE

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Digital Advertising



### upshift

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Exterior Leasing Signage



## Nevele22 Chicago, IL

Door Sign

