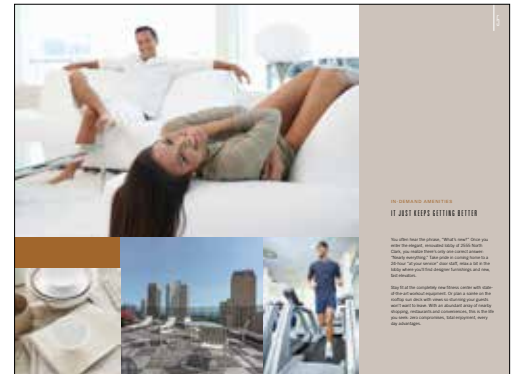


upshift

Ready for the 21st century, 2555 North Clark gets a modern and sophisticated brand to match its extensive building makeover.



2555
NORTH
CLARK



industry

- real estate

deliverables

- brand strategy
- logo design
- marketing collateral
- web site design
- signage
- advertising
- social media

website

- 2555NorthClark.com

challenge

Built in 1987, 2555 North Clark is an unassuming apartment building that had good bones but was dated in terms of unit layout, finishes, amenities—and branding. Luckily, Deutsche Bank and Lincoln Property Company could see the potential of this building located in an incredible neighborhood. Lincoln brought UpShift on board to create a new brand identity, website and marketing that would stand out in the competitive Lincoln Park market. We were challenged with transforming 2555 North Clark into a fresh, modern, and luxurious brand that would compete with newer buildings in downtown Chicago.

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solution

Lincoln completely renovated the building—apartments were updated with spacious layouts, hardwood flooring, and modern kitchens with quartz counter tops, tile backsplashes and stainless steel appliances. In the lobby, new lighting, furnishings and social areas connected residents with modern living. UpShift created a contemporary, sophisticated color palette and logo for the property along with a new website that is modern and inviting—showcasing the beautiful new interiors and fully renovated pool & amenity spaces. The messaging also plays up the prime Lincoln Park location: “The best of Chicago, just steps away.”

results

The new, luxurious branding and website for 2555 North Clark helped reintroduce the building to an entirely new audience. In fact, the new look and updated units were so convincing—along with the new brand position—that many in Chicago believed it to be a new development rather than a rehab.

Lincoln attracted a new caliber of affluent residents who were willing to pay more for the updated residence that included an established neighborhood near the lakefront. The logo and website won awards for their marketing savvy—another successful collaboration between Lincoln and UpShift.