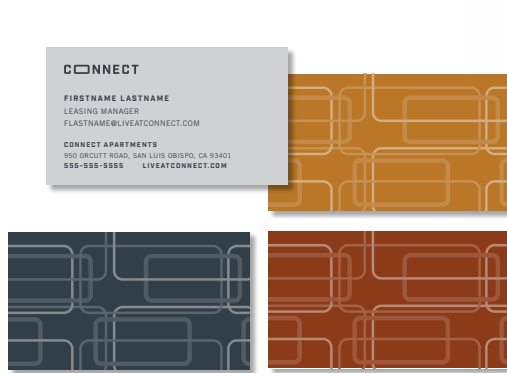
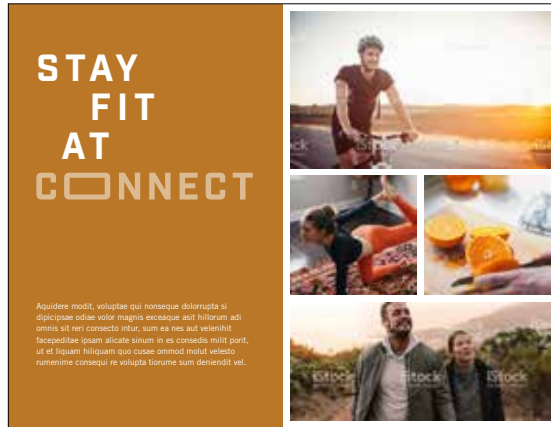
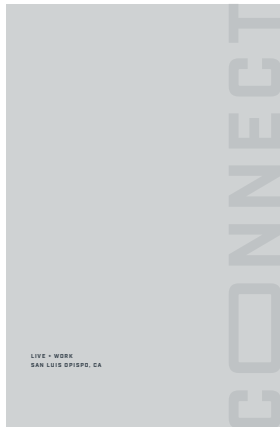
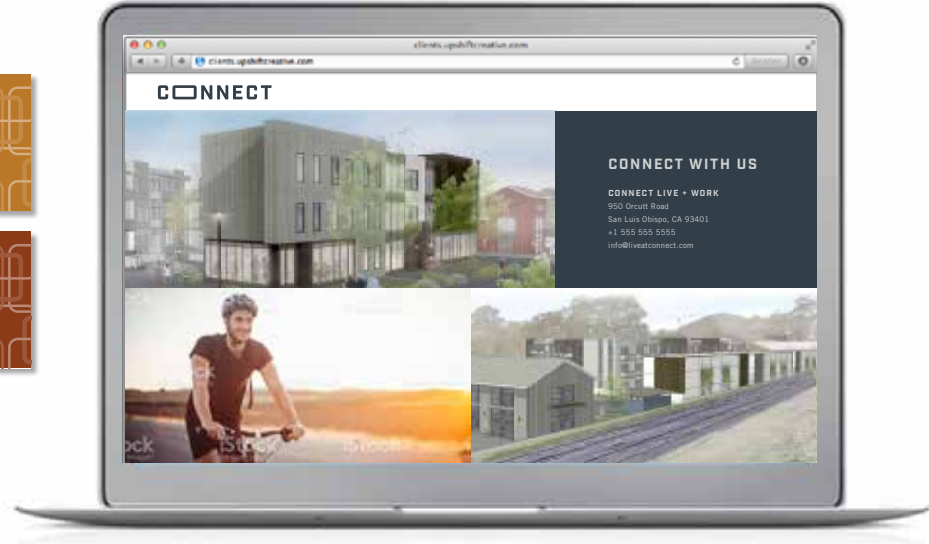


upshift

An energetic, artistic brand connects a multi-use retail, office and residential building into San Luis Obispo's rich culture.



CONNECT
LIVE + WORK



industry

- real estate

deliverables

- brand identity
- logo design
- web site design
- marketing collateral
- construction signage

website

- LiveAtConnect.com

challenge

San Luis Obispo is an outdoorsy college town about 200 miles north of Los Angeles. Residents of SLO pride themselves on a healthier, friendlier and slower pace of life that contrasts the hustle and bustle of either LA or San Francisco. They don't take to new development easily.

So when Presidio Capital began planning a multi-use development just south of SLO's downtown, they knew they had to win over not just the approving government authorities but the local culture too. First, they hired a SLO architect. Then they hired UpShift who has an office nearby in Santa Barbara.

www.upshiftcreative.com

solution

We created the name "Connect" because this new development was going to act as an important bridge between downtown and some single-family housing developments just south of the site. Connect also lies next to a popular biking trail, shuttling students to class and workers to offices. Last, it's an emotive word that conveys togetherness and community—relating to activities that will be found at the co-work, retail and residences.

For the visuals, we wanted something that tapped in to the sunny, outdoorsy spirit as well as the strong artistic pride of the community. It had to feel warm, welcoming and creative—distinctly "Central Coast."

results

Connect is a unique live-work luxury apartment community that SLO will love when it arrives in 2020. It combines the best of a connected world: high-speed Internet, innovative co-work space, and luxury loft living. Connect locates residents a half-mile from both the Broad Street Corridor commercial district and shopping, dining, and entertainment options.

The city council appreciated Presidio's connection to their community—along with other well-received projects they built in SLO. Presidio hired an architecture firm and a branding agency with strong ties to the Central Coast to get all the details right.