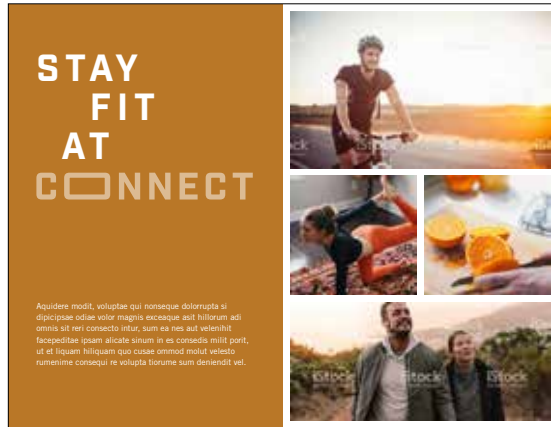
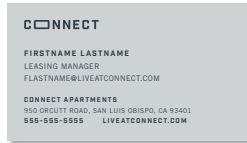
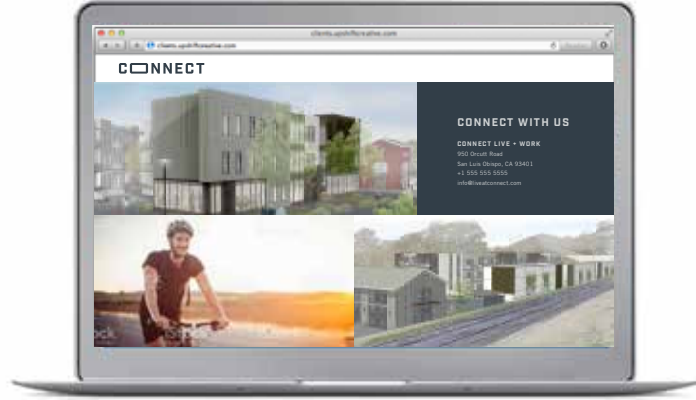
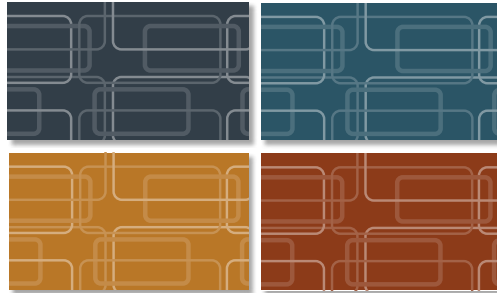




Helping SLO connect to a new style of workforce housing in a high-tech, entrepreneurial college town.

CONNECT

LIVE + WORK



industry

- real estate

deliverables

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

website

- LiveAtConnect.com

challenge

Connect is a unique live-work luxury apartment community that combines a co-working space, boutique retail and multi-family living. Located about a mile from downtown San Luis Obispo and Cal-Poly University along the busy railroad bike path, Connect represents the best of an active lifestyle. The biggest challenge the developers, Presidio, faced was earning the trust of city leaders and residents who are fiercely protective of the unique SLO lifestyle—a laid-back, outdoorsy and welcoming vibe replete with culture, a walkable downtown, and proximity to the Pacific Ocean, wine country and mountains.

www.upshiftcreative.com

solution

Luckily, Presidio did its homework when planning for this multi-use development. First, it hired a local architect with life-long roots in SLO. Secondly, it hired UpShift who was able to craft messaging and visuals that resonated with Central Coast residents because of our nearby Santa Barbara office. We knew we needed to “connect” with the community to show how this development would not only fit in with SLO life but also contribute to it. As a result, we developed a warm and welcoming brand with messaging that communicates the development’s unique high-speed fiber connection, adjacency to the bike corridor, and proximity to nearby high-tech jobs.

results

Presidio received approval in record time. Plus, perhaps most important of all, we helped alleviate concerns about the building being too big or “too LA” by showcasing messaging and also renderings that played up the architecture that smartly fit the scale of nearby buildings and didn’t block views of the mountains. Local residents embraced the building, recognizing how it relieves housing congestion while fitting in as best as possible. As San Luis Obispo evolves from college town to high-tech incubator hub, the demand for workforce housing is strong. UpShift is proud to utilize our West Coast office to introduce lifestyle branding across the nation.