

upshift

Modern and stylish design come together at the corner of Jefferson and Jackson.



Jeff Jack
APARTMENTS

industry

- real estate

deliverables

- logo
- brand strategy
- marketing collateral
- website design
- signage
- direct mail marketing
- advertising
- social media

challenge

JeffJack is one of Chicago's newest luxury and eco-friendly residential developments, located in the heart of the city at the corner of Jefferson and Jackson. Located on the cusp of both The Loop and The West Loop, JeffJack appeals to a diverse urban market. Thomas Roszak Architecture appointed UpShift to create a stylish and sophisticated brand identity that echoes their careful attention to detail and design refinement.

solution

To set JeffJack apart from competitors, UpShift developed a modern and sophisticated brand that would resonate with a younger, urban and environmentally conscious renter. The name is memorable and unique, and the logo has a hand-crafted artisan quality. The colors are bright, modern and youthful—with the green reflecting prairie grass-like design elements of the building's facade. The website is responsive and technologically advanced, appealing to downtown Chicago's tech-savvy renters.

results

The brand UpShift developed reflects the sophisticated and upscale reputation that Roszak has worked hard to create for JeffJack through unique architectural elements that set it apart. In addition to the overall brand strategy, our deliverables for JeffJack included creation of a custom web site, marketing collateral and advertising. Additionally, UpShift built a robust social media presence, creating a dialogue across Facebook, Instagram, Twitter and Pinterest.