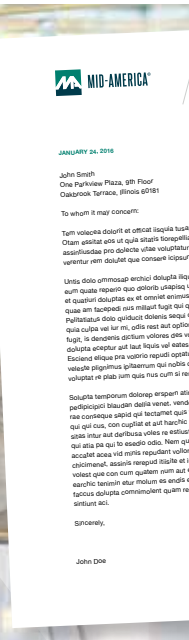


upshift

UpShift launches a bold, refreshed brand identity for the Midwest's premier retail real estate organization.



MID-AMERICA®



## challenge

Mid-America, the Midwest's leader in retail real estate, needed a brand refresh to serve two main purposes: 1) update the brand's communications to be more refined while retaining the brand's existing equity and 2) unify all sub-brand elements including communications, stationery and signage into one cohesive and overarching brand identity that could extend throughout the entire Midwest region.

## solution

Maintaining Mid-America's existing brand equity, UpShift carefully refined their logo, colors, fonts and photography style, to create a fresh identity that is relevant to today's business climate. As part of overhauling all their external communications, the "MA" from the logo is used as a bold overlay element over the top of the photos. This, coupled with a strong angle design element creates a distinctive and versatile brand statement that can be expanded into all communications.

## results

Mid-America's new refreshed brand has allowed them to reach out to new potential business sectors in fresh and inventive ways. Our identity system included a wide array of templates to help their team produce consistent communications that position them as the premium player that they are.

### industry

- real estate

### deliverables

- brand strategy
- brand identity
- marketing collateral