

upshift

UpShift delivers fashion-forward and edgy sub-brand for an urban retail real estate organization.



challenge

Mid-America, the Midwest's leader in retail real estate needed a unique sub-brand for their Urban properties. These urban property identities include industrial lofts renovated into retail and high-end shops in many of America's most prestigious locations, including Chicago's mag mile.

Therefore, the look required a fashion-forward edge combined with local neighborhood flair.

solution

Building on our recent brand refresh for the Mid-America corporate brand, we further distinguish the urban communications through color palette and photography style.

UpShift devised a gritty, modern, and fresh sub-brand identity that still retained enough of the parent brand to be cohesive, yet also relates to the modern urbanism of the properties Mid-America is marketing. In a similar manner, the oversized brochure speaks to the grandeur of the urban landscape.

results

Mid-America Urban's sub-brand allows their agents to successfully and strategically market and target potential urban retail real estate clients who don't want a cookie-cutter big box experience.

By utilizing the new sub-brand and the user-friendly templates we built, Mid-America Urban is able to build off of the already powerful brand equity of Mid-America Corporate while serving a niche market in the urban space.

industry

- real estate

deliverables

- brand identity
- marketing collateral