

Innovative branding differentiates largest mixed-use development.



NEWCITY

challenge

NewCity is a mixed-use development coming to the dynamic intersection of North, Halsted, and Clybourn streets. Slated to have both residential and retail NewCity needed one dynamic and overarching brand that would solidify NewCity as Lincoln Park's newest destination for residential living and retail shopping. NewCity's developers and management turned to UpShift to design, program, and install a bold, eye-catching brand that would attract apartment tenants, rental tenants, and shoppers alike.

solution

The brand identity solution that UpShift created is a visual manifestation of this dynamic mixed-use environment. Strong diagonals (reminiscent of the N in NewCity), bold colors and "meet" messaging create a modern, distinctive brand voice.

results

Located on a prime piece of property just north of downtown Chicago, NewCity is the newest and largest mixed-use development in the coveted Lincoln Park neighborhood. We created a dynamic responsive website that worked across all devices, including mobile, desktop and tablet. And we crafted a tightly-integrated, refined brand that appealed to Lincoln Park's tony residents and shoppers.

industry

- real estate

deliverables

- brand strategy
- web site design
- marketing collateral
- e-news
- advertising
- social media