



A polished, modern brand refresh helps Blue Vista project their values of professionalism and bespoke services.



### challenge

Blue Vista was founded in 2002 with a mission to co-invest with successful investors and developers of all real property types across the U.S. and select international markets.

The Chicago-born capital management company asked for assistance in creating a refreshed look across multiple platforms. The new look portrays Blue Vista as a professional, top-of-class company with quality services that generate real results for investors.

### solution

UpShift refreshed Blue Vista’s brand and applied the new look to stationery items, brochure and fact sheet.

The new brand design utilizes big messaging that speaks to Blue Vista’s core values of relationships, innovation, performance, trust and action. Stylized, beautifully-shot photography helps elevate the brand and projects an innovative spirit.

### results

The new website and brand refresh for Blue Vista manifest a top-of-class, confident look, which suits the needs of their growing business.

We also designed a custom content management system for Blue Vista so that the client could log into the system and change content of the site as needed.

#### industry

- business services
- financial

#### deliverables

- website
- brand
- stationery
- fact sheet
- brochure