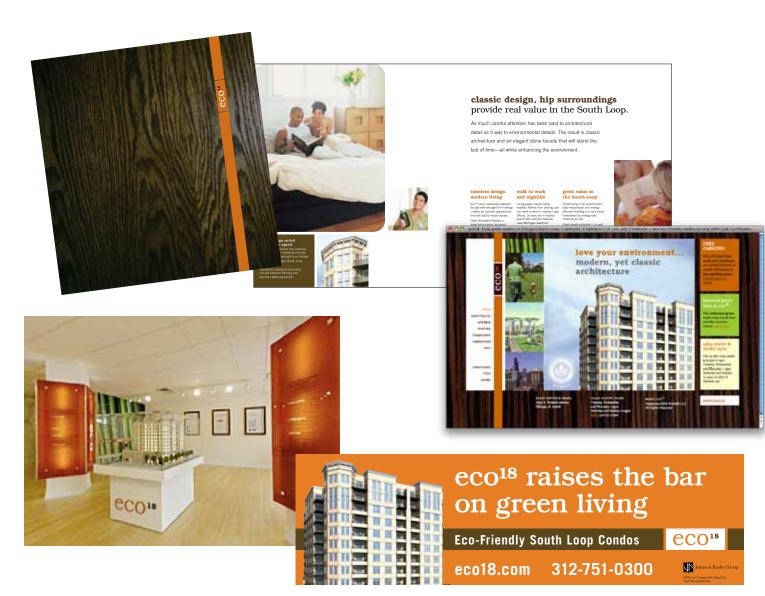
UPshift

UpShift developed a unique, fresh name and brand for Eco18, South Loop's LEED Gold Certified development.



industry

real estate

deliverables

- name
- logo
- hran
- print collateral
- website
- advertising
- · sales center interior

challenge

Eco¹⁸ was a LEED Gold Certified project planned for the corner of State Street and 18th street in Chicago's active South Loop.

Dynaprop, the developer of Eco¹⁸, turned to UpShift for a powerful branding and marketing campaign.

solution

UpShift avoided all the usual "eco-friendly" cliches (i.e., leaves, green, globes) that were popular at the time and instead developed a brand image that utilized natural elements and rich colors.

Deliverables included all print communications, website design and programming, advertising, media buy and complete design of the sales center interior.

results

We developed the name Eco¹⁸ and the overall brand identity to be unique, fresh and engaging to appeal to upmarket target groups.

Clever massaging, tightly integrated communications and extreme attention to detail helped Eco¹⁸ stand out from competitors. The development is still under consideration for when market conditions improve.