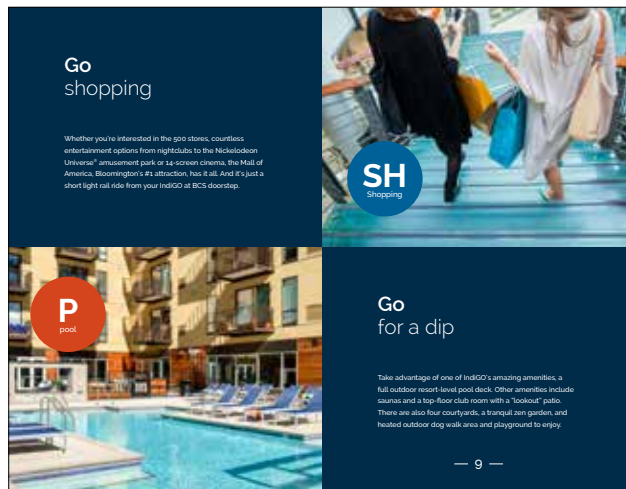
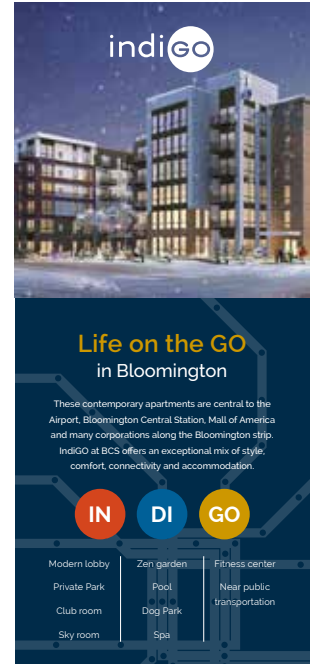


upshift

A relaxed, sophisticated brand is a comfortable fit for Lennar’s luxury apartment building in Bloomington, MN.



industry

- real estate

deliverables

- brand identity
- logo
- website
- social media
- signage
- marketing

website

- indiGOBCS.com

challenge

LMC is the multi-family housing division of Lennar, America’s largest homebuilder. When LMC invested in three important new properties in the Minneapolis market, they turned to UpShift because of our proven track record creating smart, sophisticated branding for real estate projects across the country. IndiGO is a new luxury apartment building that LMC developed just steps from the Mall of America in the Minneapolis suburb of Bloomington. It offers unprecedented levels of quality, amenities and design with the added benefit of great transportation options, including nearby commuter train and Minneapolis-St. Paul airport.

www.upshiftcreative.com

solution

We developed a complete branding program for IndiGO that captured the “on the go” spirit of its transit-oriented location. For the brand identity, we were inspired by the infamous graphics created for the NYC transit system. We turned the infamous station marker dots into colorful letters that identify the abundant array of amenities found at IndiGO: S=Spa, P=Pool, Z=Zen Garden. It’s a relaxed and sophisticated brand identity that fits the interior design of the building perfectly—like your favorite pair of indigo jeans. For messaging, we emphasized the name IndiGO throughout all marketing with phrases such as “GO Explore, GO Enjoy, GO Shopping.

results

Our branding work, first introduced the new development to the Bloomington community before the building was even built, was well received due to its polish and cleverness. It generated a lot of early buzz and foot traffic, resulting in an extremely fast lease-up rate. Lennar was able to rent 75% of the units at IndiGO in just a few months, setting a new record for Lennar while developing a platform for LMC to follow for continued success in the multi-family housing arena. There were many branding firsts that we created for LMC to use on future projects, including a custom website, social media platform, and dynamic signage and marketing materials.