

upshift

A bespoke brand that befits Kaufman Jacob’s exemplary service and highend clientele.



KAUFMAN JACOBS

challenge

industry

- real estate
- investments

deliverables

- brand identity
- web site design
- logo
- marketing collateral

Kaufman Jacobs owns and manages millions of square feet of commercial real estate, with a specialty in the ownership and management of Federally-tenanted real estate and transactions of a complex nature.

They service their personal investors, wealthy clients in America’s toniest neighborhoods, with a bespoke-level of personal interaction and care. Unfortunately, their brand identity prior to hiring UpShift was not befitting of that bespoke, highend experience.

solution

UpShift created a jewel-like logo that is modern and yet timeless. The four interlocking shapes look like an Emerald-cut stone and also speak to Kaufman Jacob’s mission statement of service, value, security and innovation.

Our team designed marketing and account materials that utilize deeply saturated colors, rich textures, and exquisite paper stock. We also created a custom website and PowerPoint presentations that convey a unique and upscale brand experience.

results

Kaufman Jacobs clients have responded very favorably to the new brand identity treatment, commenting that they feel the company now presents a modern, polished image that is in line with their high-touch personal care service.

As a result of the new brand identity and strategic marketing materials, Kaufman Jacobs has also been able to land new business accounts in new vertical markets.