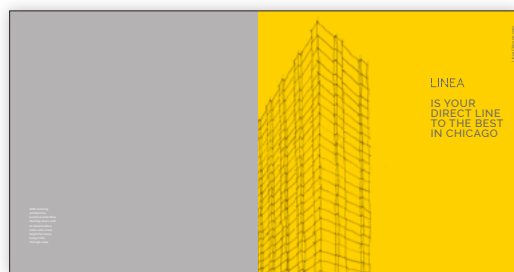
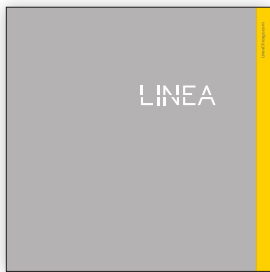
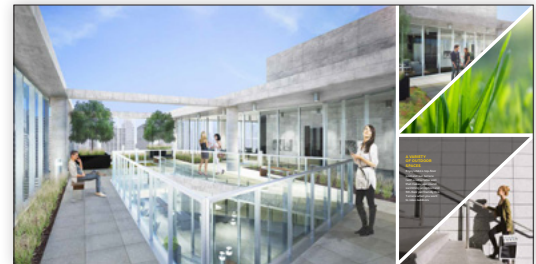


upshift

Energetic marketing collateral mimics the unique truss design of Chicago's elevate Loop trains.

LINEA



industry

- real estate

deliverables

- logo design
- naming
- brand strategy
- marketing collateral
- web site design
- signage
- advertising
- social media
- music video

website

- LineaChicago.com

challenge

Linea is a multi-unit apartment community located right in the Loop, Chicago's central business district, by Mocer+Roszak. As an architectural firm at its core, the developers are passionate about the buildings they create. They lead the way with bold architecture and carefully-resolved design elements, including exposed concrete, a unique indoor-outdoor rooftop pool, and a 3D sculptural staircase. Seeking equally bold branding and messaging, they knew UpShift was the agency to deliver marketing that sets them apart in a very crowded residential real estate market in downtown Chicago.

solution

UpShift created the name Linea, which references the bold architectural lines of the building, as well as communicating its location in Chicago's Loop. We delivered a fresh brand look & feel that plays up the angles of the iconic elevated train tracks combined with a sophisticated and fashionable photo style of people enjoying life to its fullest in downtown theaters, lakefront parks, the Riverwalk, and River North.

The custom website plays up their stylish amenities and unobstructed views—and also features a music video that showcases a custom song created just for Linea.

results

In a sea of competitors who are increasingly turning to pre-built templates and bland stock images, Linea stands out as refreshing, energetic and trend-setting—just like its architecture. The buzz in the real estate community is strong: Linea stands out among competitors with a brand and custom sales collateral that appeals to trendsetters.

This is our 2nd project with Mocer+Roszak, after their highly successful JeffJack project that we branded. Proving that UpShift is a reliable partner for delivering innovative branding, naming, collateral and web design that creates buzz and builds momentum.