

Blue is the New Green. UpShift markets a windpowered condo development in Bucktown.



challenge

When you plan an innovative earth-friendly loft condo development with wind turbines on the roof, energy efficient design, recycling stations and a green roof, your brand image has to be equally ground breaking.

When you build the only well-equipped large scale condominium building in Bucktown and then price the homes smartly from the low \$200s, your marketing campaign needs to have a credible edge to appeal to the neighborhood's artists and hipsters.

solution

We infused the brand with a forward-thinking edge, clever copywriting and impactful ideas. All branded items resonate with urban hipsters and Bucktown aficionados in their mid 20s to early 40s who don't want to compromise on location or amenities.

The logo features a windblown pattern to highlight the building's unique architectural element: turbines that provide supplemental electricity to the building. We then selected a crisp blue color palette to communicate healthy air, clean water and planet Earth.

results

EcoLogic Lofts had a powerful launch: 100+ reservations and 13 firm sales even before the sales center opened its doors to the public. Given the tough market conditions of 2008, this was a remarkable start for EcoLogic.

Our work for EcoLogic was awarded by:

- National Homebuilders Association
- W3 Web Awards
- Chicago Home Builders Association
- American Graphic Design/Ad Awards
- Davey Ad Awards
- Service Industry Advertising Awards
- Graphic Design USA Awards

industry
• real estate

- deliverables**
- logo/identity
 - brand strategy
 - web site design
 - marketing collateral
 - advertising
 - media buy
 - signage & billboards
 - event graphics