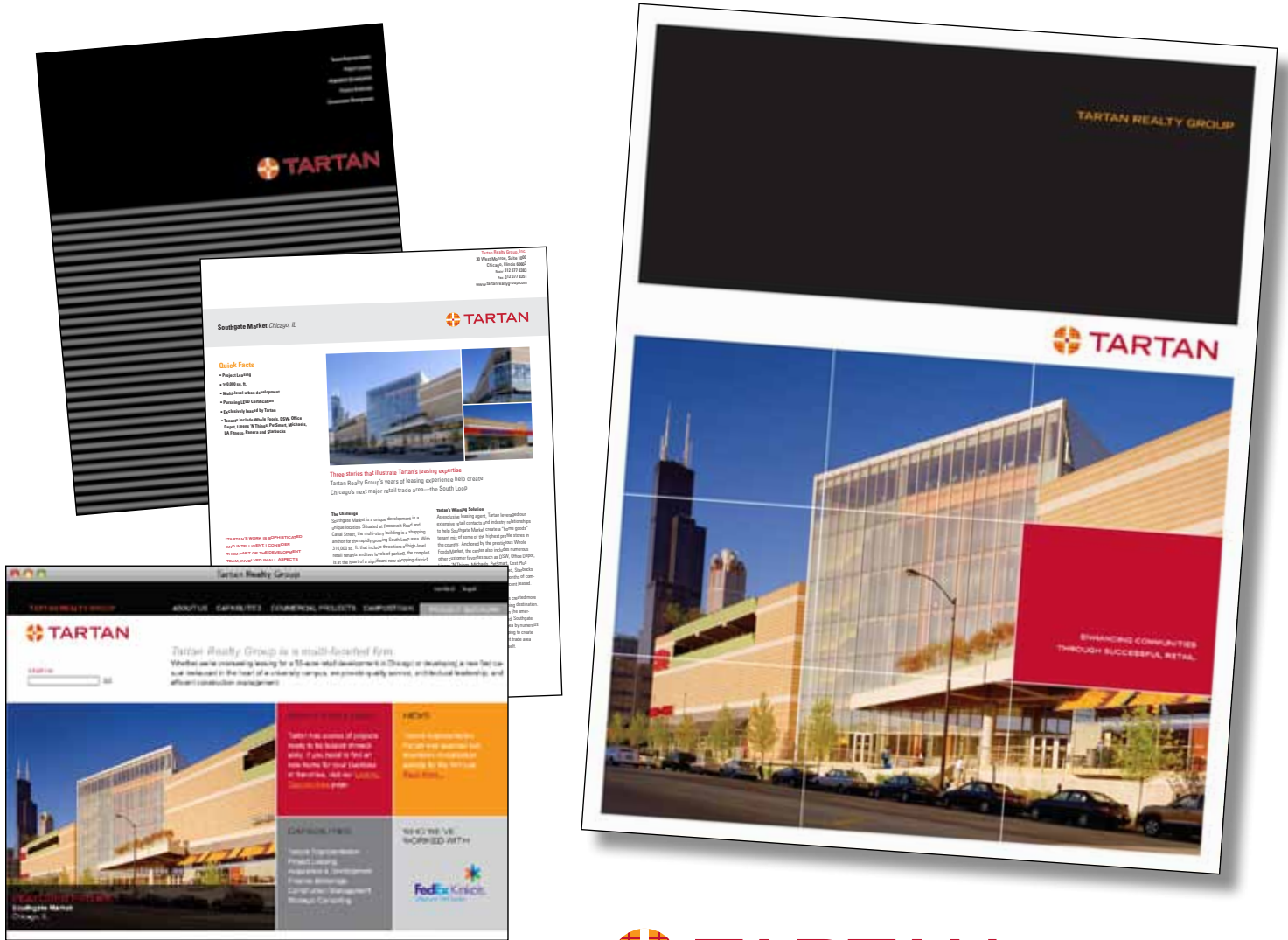


upshift

An eco-aware, design-conscious developer requires a brand identity on par with their values.



### challenge

Tartan Realty Group is a commercial developer of eco-friendly, mixed-use developments that improve the quality of communities where they build.

Along with a strong architectural background, Tartan leverages their expertise in retail development, planning and financing to assist developers, universities and municipalities with large-scale projects. But their old brand identity was a hodge podge of parts and hard-to-use communications.

### solution

UpShift updated Tartan's logo with fresh, contemporary colors and a strong modern typeface. Additionally, we made black a strong part of their image to connote strength, longevity and premium quality.

Their old plaid pattern was reworked to appear like an aerial sitemap rather than a kilt. Clearer messaging simplified all communications and painted a picture of who Tartan is and what they do.

### results

Today, the brand reflects the premium, professional reputation that Tartan has worked very hard to create through high-quality developments.

The web site that UpShift created is one of their strongest marketing tools as well as a valuable project management tool that internal and external teams interact with daily.

**industry**  
• real estate

**deliverables**  
• brand identity  
• logo design  
• web site design  
• marketing collateral  
• direct mail marketing  
• eCommunications