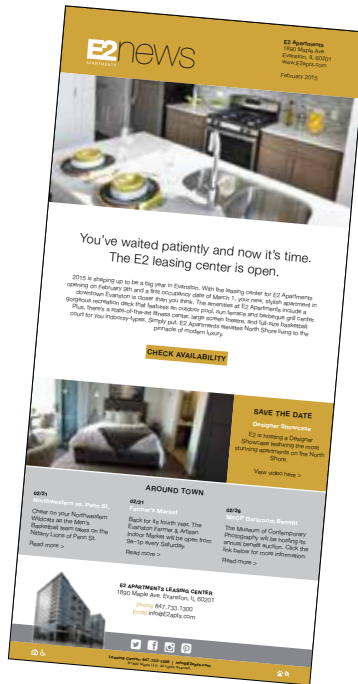
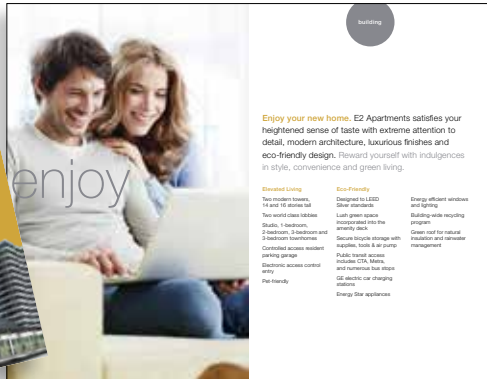


upshift

Sophisticated brand tailored for elevated Evanston apartments.



## challenge

### industry

- real estate

### deliverables

- logo
- brand strategy
- marketing collateral
- website design
- signage
- advertising
- social media

Built in 2014 by Fifield Companies, E2 Apartments is Evanston's newest and most luxurious apartment development. E2 elevates Evanston living with a prime downtown location, modern, sophisticated units and high-end amenities.

Fifield has a reputation for quality and style—and they wanted the same for E2's brand. They asked UpShift to create marketing materials that are fresh and modern, appealing to the diverse, brand-savvy population of Northwestern University students and North Shore empty nesters.

## solution

UpShift chose a sophisticated color-palette of gold and grey, accented by modern typography and impactful photography. It's a modern lifestyle brand befitting of a decadent modern life at E2. The logo ties back to the Fifield brand and E2's sister properties, while the marketing collateral is both stylish and eco-friendly, using smaller-scale print pieces and interactive digital technology instead of paper.

## results

E2 is creating quite a buzz for itself in Chicago's North Shore. The sophisticated brand we created unifies all touchpoints under a common voice, look and heightened sense of design. Whether prospective tenants visit the modern, responsive website on their desktop, tablet or mobile device, they'll experience a website that is as state of the art as E2 itself. Print advertising, outdoor signage and digital marketing all convey an elevated experience.