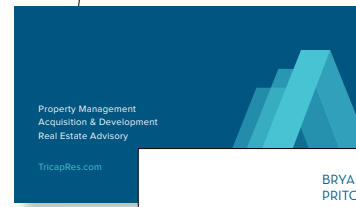
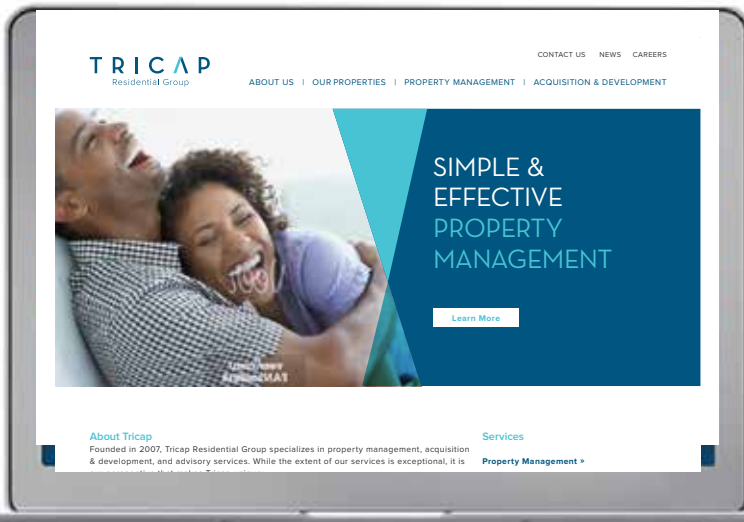


upshift

Boutique Chicago residential management group launches modern brand identity to compete with large national players.



TRICAP Residential Group



challenge

Founded in 2007, Tricap Residential Group specializes in property management, acquisition & development, and advisory services. While the extent of their services is exceptional, it is their perspective that makes Tricap unique.

Tricap competes with well-established national property management firms, yet retains a fresh, energetic and innovative style that fits their hands-on boutique culture.

solution

Tricap Residential Group's distinctive, professional logo with a unique angle-A treatment emphasizes precision. This graphic becomes a unique visual identifier used across all marketing collateral.

The blue color palette and photography style also convey an innovative take on established BtoB visual themes.

results

Tricap has a consistent and professional brand identity and message that helps them effectively compete for business with larger national competitors.

The unique, energetic visuals also reflect their creative side because they are known as problem solvers. As a result, Tricap has been able to land larger engagements, along with earning the confidence of business associates.

industry

- real estate

deliverables

- brand strategy
- web site redesign
- marketing collateral
- logo design